



Young Deadly Syphilis Free; Implementation of a syphilis campaign in remote Australia-lessons learned

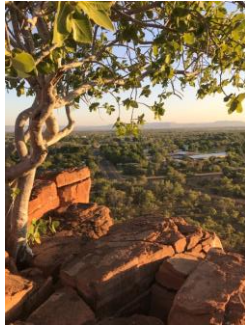


- I would like to acknowledge the Ngunnawal people who are the traditional custodians of this land on which we are meeting and pay respect to the Elders of the Ngunnawal Nation both past and present. I extend this respect to all Aboriginal and Torres Strait Islander peoples in attendance today

Who Am I

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Katy Crawford - YDF project officer
Kimberley Aboriginal Medical Service



Acknowledgements

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- Amanda Sibosado SAHMRI
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- Alison Barrett SAHMRI
- Bridgette Whittle SAHMRI Media
- ANTHYM Committee – initial consultations

Campaign Objectives

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- Deliver a multifaceted education and awareness campaign of syphilis in remote areas of Australia currently affected by the syphilis outbreak

Outcomes:

- to increase age specific syphilis testing among young people in remote communities affected by outbreak
- Increase awareness and understanding of syphilis, its transmission, testing, and outcomes among young people
- Improve awareness of outbreak among clinicians and understanding of syphilis testing for remote clinicians.

Campaign Components

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1. Media strategy -Television commercials, radio advertisements and other media
2. Supporting posters & education materials e.g. Clinician videos, Syphilis animation
3. Social Media strategy- delivering key messages about syphilis led by peers in remote communities
4. Health service engagement strategy promoting testing throughout campaign

Key Stakeholders

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- Young people living in remote areas
- Health services and youth services agencies

Campaign timeline: 1st July 2017 – March 2018
Funding -Commonwealth Department of Health

Television Commercials

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2x TVC commenced and are running intensely in remote areas from July 1 to September 30. During October 2017 to March 2018 intense and less for each month

TV stations contracted;

- Imparja (QLD, NT, SA)
- ICTV Indigenous Community TV
- Channel 7 Cairns
- Channel 7 Townsville
- Channel 7 Northern Western Australia



Both TVC have been classified as W content meaning General/Warning "W"

Any feedback both anecdotal and formal about TVC is welcomed

Television commercials

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- Feel free to use these in community settings, educators health promoters

<https://youngdeadlyfree.org.au/resources/tv-ads/>

<https://www.youtube.com/watch?v=XGxnPbSo0uA>



Media strategy –Radio Advertisements

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Linking the themes of testing during pregnancy and general testing are being developed in local languages where on going syphilis notifications are occurring as well as in Kriol. These will be run simultaneously with the TVC, young people are being contracted to develop these scripts and produce these.

Radio Stations

- Black Star (FNQ)
- CAAMA Central Australia and
- PAKAM (Kimberley)
- NG Media (WA remote)
- 6PRK (Halls Creek)
- Umeawarra Radio (Port Augusta)
- Torres Strait Island Radio
- Pitjantjatjara Yankuntjatjara Media
- Top End Aboriginal Bush Broadcasting Association (TEABBA) NT Top End
- Wangki Radio (Fitzroy Crossing)

Languages and dialects

- Arrente
- Pitjantjatjara, Yankuntjatjara
- Walpiri, Luritja
- Kriol Top End NT
- Kriol Kimberley
- Kriol FNQ
- TSI

Radio Advertisements

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- Similar scripts to TVC
- One regarding testing
- The other focused on pregnancy
- translated and spoken in local languages and dialects



Facebook

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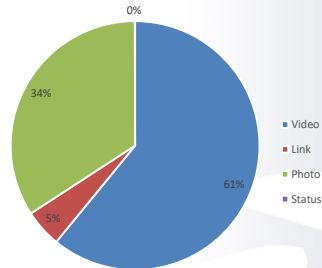


Content includes:

- Links to Young Deadly Free website and promotion of our online resources and campaign
- For variety, we share previous sexual health campaigns as part of #throwbackthursday and relevant educational videos from other health organisations

Facebook posts

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POST (Total 157)	Reach (organic and paid)	% Reach of all posts
Video (n=22)	69,558	61%
Photo (n=90)	38,991	34%
Status (n=3)	40	0.04%
Weblink (n=42)	5596	5%
Total	114,185	

Facebook stats

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Demographic

- 70% of people who 'like' the Page are female, 28% male
- Highest age groups of likers: 25-34, 18-24 and 35-44

Location

- People who 'Like' the Facebook Page
- Reach has been targeted at remote areas

S/T with most reach

Western Australia
Northern Territory
South Australia*
Queensland

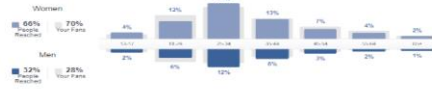
Facebook reach

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The people who follow your Page



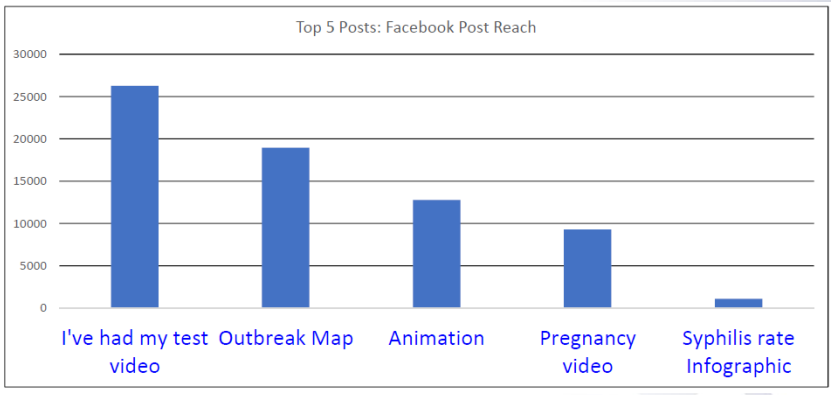
The number of people who have seen any content associated with your Page by age and gender grouping



City	People Reached
Perth, WA, Australia	928
Adelaide, SA, Australia	547
Brisbane, QLD, Australia	527
Townsville, QLD, Austr...	225
Port Augusta, SA, Aust...	208
Broome, WA, Australia	193
Darwin, NT, Australia	188
Alice Springs, NT, Aust...	178
Sydney, NSW, Australia	118
Melbourne, VIC, Australia	114
Mount Isa, QLD, Austr...	112
Derby, WA, Australia	48
Whyalla, SA, Australia	38
Gold Coast, QLD, Aust...	36
Marion, SA, Australia	36
Playford (C), SA, Austr...	35
Port Pirie, SA, Australia	35
Coober Pedy, SA, Aust...	33
Canberra, ACT, Australia	32
Colombo, Western Pro...	20
Salisbury, SA, Australia	24
Bundaberg, QLD, Austr...	24
London, England, Unit...	23
Cairns, QLD, Australia	22
Halls Creek, WA, Austr...	20
Katherine, NT, Australia	20
Weipa, QLD, Australia	18
Nhulunbuy, NT, Australia	16
Innissail, QLD, Australia	15
Mareeba, QLD, Australia	15
Toowoomba, QLD, Aus...	14
Sunshine Coast, QLD, ...	14
Charters Towers, QLD, ...	12
Bentley Park, QLD, Au...	12
Smithfield, QLD, Austr...	12
Edmonton, QLD, Austr...	12
Mackay, QLD, Australia	12
Hobart, TAS, Australia	12
Woree, QLD, Australia	11
Fitzroy Crossing, WA, ...	11
Ipwich, QLD, Australia	11
Port Hedland, WA, Aus...	11
Coffs Harbour, NSW, A...	11
Curitiba, PR, Brazil	10
Maningrida, NT, Australia	10

Most popular FB reach and engagement

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Lessons learnt from first months

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- Videos/photos are more successful in reach than links to other stories
- Facebook's algorithm does not place high priority to sharing Links to websites (e.g. to Young Deadly Free website)
- Advertising required to help reach young people in remote communities
- People engage more with posts about the outbreak
- FB use may have been overstated in our initial consultations
- A lot of remote FB pages not active

Syphilis Educational Animation

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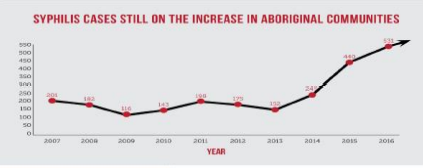
- Feel free to use these in community settings, educators health promoters

https://www.youtube.com/watch?v=a54pOp_3UOA



Infographics available by individual picture

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SYPHILIS

For every non-Indigenous person who tests positive for syphilis there are **132** Aboriginal and Torres Strait Islander people in remote communities who test positive for syphilis



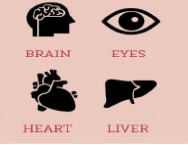
Syphilis mostly affects men & women aged 15-29 or anyone who has unsafe sex.

SYMPTOMS

Some people might notice a sore at first. The sore goes away without treatment, but the infection then moves into blood stream.

You could have syphilis and not know because many people that have the infection don't feel sick.

IF LEFT UNTREATED SYPHILIS CAN DAMAGE YOUR



TESTING

Get tested often. Syphilis testing is an easy blood test. It is free and private at any clinic.

PREGNANCY

Babies can die from syphilis or be born with syphilis if their mum has syphilis when they're pregnant.

Pregnant women should get tested for syphilis...



TREATMENT

Syphilis can be treated with medicine.

YOU CAN GET SYPHILIS FROM ORAL, VAGINAL AND ANAL SEX. PROTECT YOURSELF FROM SYPHILIS USING **CONDOMS.**

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YOUNG, DEADLY, SYPHILIS FREE
#GETTESTED

Syphilis
Is a sexually transmitted infection that can cause serious health problems if it is not treated
get your test today
#gettested

YOUNG, DEADLY, SYPHILIS FREE
#GETTESTED
I've had mine...have you had yours?

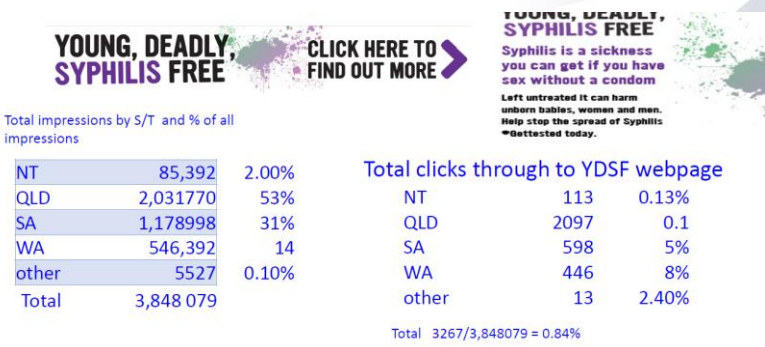
One Life One Chance
#gettested

GETTESTED

YOUNG, DEADLY, SYPHILIS FREE
#GETTESTED
early, during and after your pregnancy.

Diva Chat Messaging

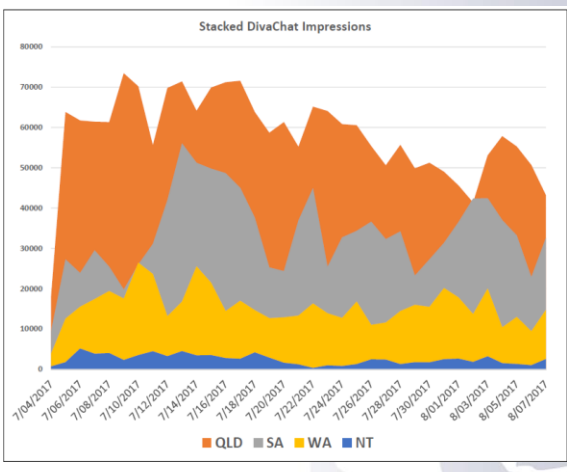
- Diva Chat are providing advertising on their platform at the same time during TVC/ Radio periods.



DivaChat

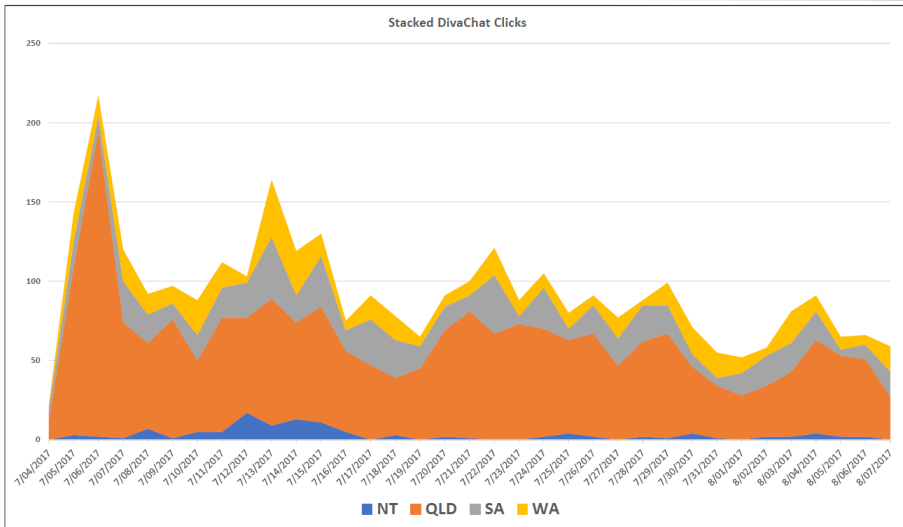
Banner and medium rectangle ads were presented to DivaChat users in NT, QLD, SA and WA

- Impressions: counted every time an ad is presented to a user
- Clicks: when a user clicks on the DivaChat ad to take them through to the our URL FB page



Stacked Divachat clicks

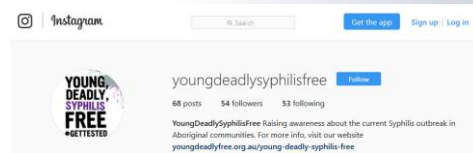
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Instagram

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<https://www.instagram.com/youngdeadlysyphilisfree/>



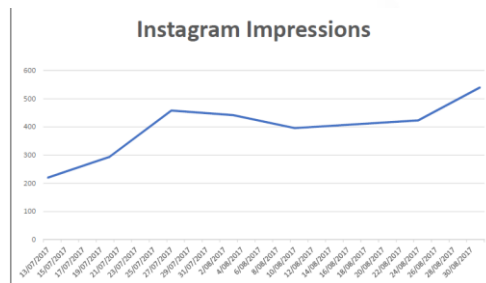
Content:

- JPEG messages and Infographics
- #throwbackthursdays to previously run syphilis and STI campaigns
- TVCs about getting tested and syphilis during pregnancy (maximum 30 seconds allowed)

Instagram Stats

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- 54 followers (no demographic data until we have 100 followers)
- Impressions, the total number of times all posts have been seen) have fluctuated week by week, steadily increasing from 220 in the first two weeks to 540 in the 9th week (see graph below)

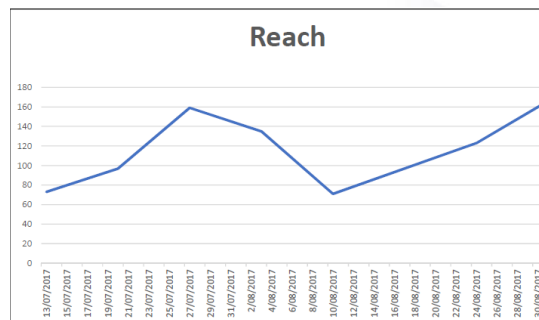


Instagram reach

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Reach, which is the number of unique Instagram accounts that have seen any of our posts, has fluctuated also

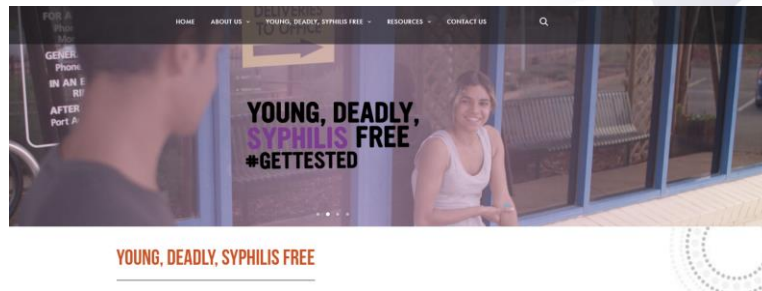
- The peak of 159 on the 27th July 2017 (see graph) was during an advertising campaign on Facebook and Instagram



YDSF website

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- Part of a larger website on STI and BBV for remote communities
- Dedicated section-young deadly syphilis free
- Contain all aspects of campaign for remote communities
- Went live July 1st
- 3 target groups; Young people, Older people, Clinicians



Webpage google analytics

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Specific to YDSF Page:

- 642 Page Views
- Average time on Page is 01:46
- Bounce Rate of 63.05% (the percentage of single-page sessions in which there was no interaction with the page)

Top Channels of traffic:

- Organic Search for website 51.4%
- Direct 32.2%
- Social media 10.7%
- Referral (from other websites such as health.gov.au, sbs.com.au, asthiv.org.au) 5.7%
- 62% of visitors to the website since July 2017 have been New Visitors, 37.9% Returning Visitors

Health Service Engagement

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- An EDM (electronic newsletter via email) has been developed and is distributed fortnightly to >350 health services/staff reminding health services of campaign, outcomes of campaign, key messages and stories from health services highlighting strategies for testing.
- 4 newsletters have been produced for health workers
- On average, 37.4% of the emails were opened and 8.5% of successfully delivered email campaigns registered at least one click
- If you would like to subscribe please send an email to ydsf@sahmri.com



Supporting campaign material – clinical videos

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End results will be a series of small vignettes. These will also be posted as part of the health service engagement strategy to social media, and offered to all health services. Useful for orientation programs, locum staff experienced staff. Stage 1 have been filmed and currently in editing mode.

Custom Email Signature

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-please add to your email



**YOUNG,
DEADLY,
SYPHILIS
FREE**
#GETTESTED

Help stop the spread of Syphilis in our Aboriginal & Torres Strait Islander communities

Offer opportunistic STI blood and urine screens to:

- Anyone aged 15-34
- Anyone with a recent partner change or anyone who has had unprotected sex
- Pregnant women (early, during & after pregnancy)

Questions?

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