

# Case study: How Play Safe utilised peer-led creative to effectively engage young people in STI prevention messages through social marketing

---

Australasian Sexual &  
Reproductive Health  
Conference

**Jordan Murray**  
Senior Program Manager, STI Programs Unit  
NSW Ministry of Health

September 2025

## **Disclosure of interest**

This campaigns media spend was paid for by NSW Health



# Acknowledgement of Country

We acknowledge the Traditional Custodians of the lands that we are meeting on today. We pay our respects to Elders past, present and emerging and celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands and waters of NSW.

We also acknowledge and pay our respects to our Aboriginal and Torres Strait Islander people/colleagues joining us today.

This artwork, titled Shared Journeys, was created by Charmaine Mumbulla. It features weaving lines of land and waterways found on Country throughout NSW. Together they symbolise connection and togetherness on a shared journey towards sexual health.

# Play Safe

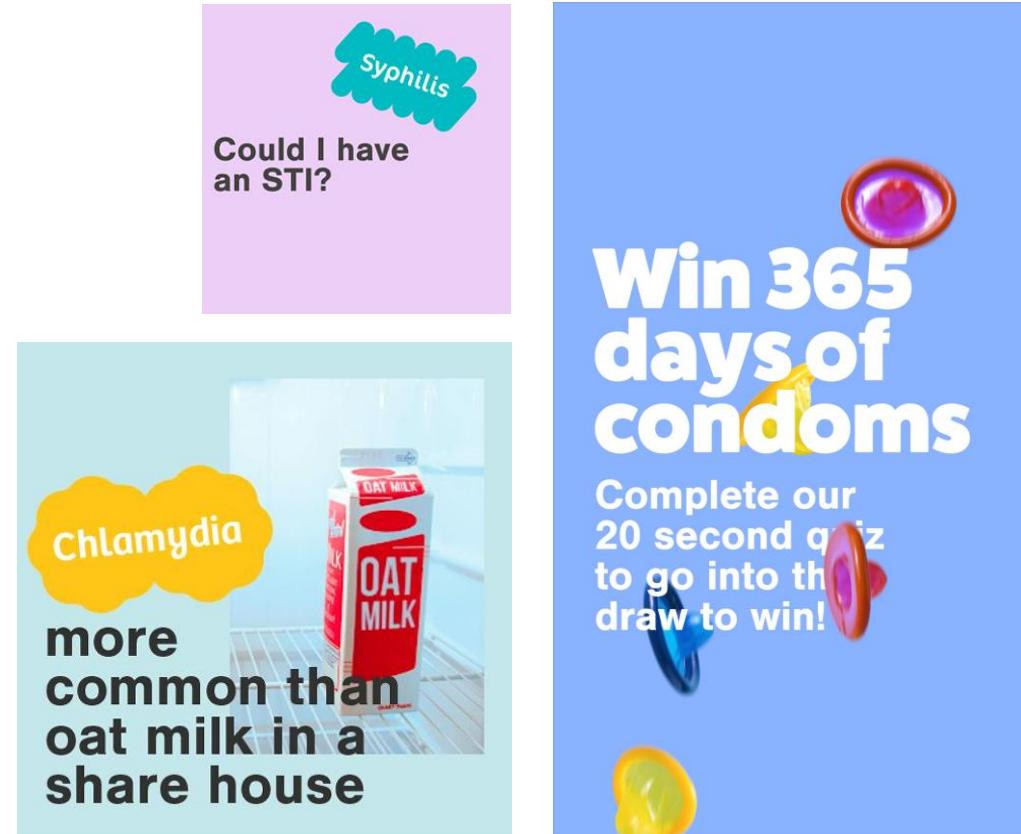


NSW Health's leading sexual health prevention program for young people aged 15–29.

Play Safe runs an annual paid social marketing campaign to:

- increase STI/HIV knowledge
- encourage regular testing
- encourage regular condom use
- reduce stigma around STI/HIV testing and diagnosis

Play Safe campaigns typically utilise simple language, video captions, and diverse imagery to ensure messages are clear, inclusive and accessible.

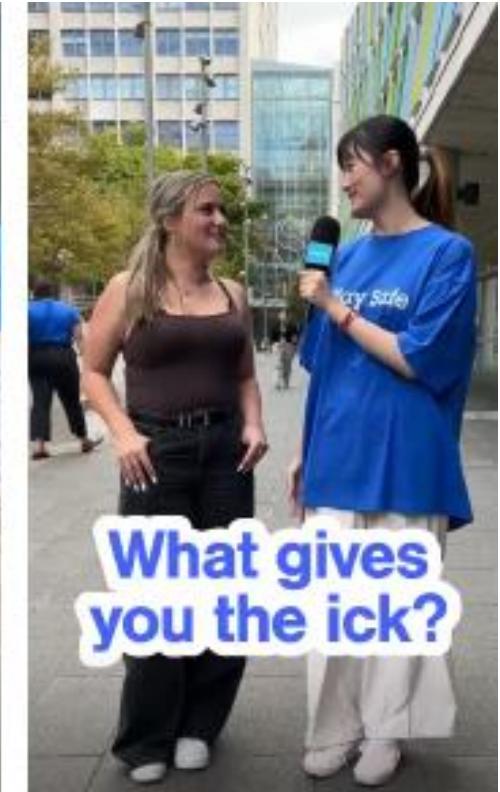
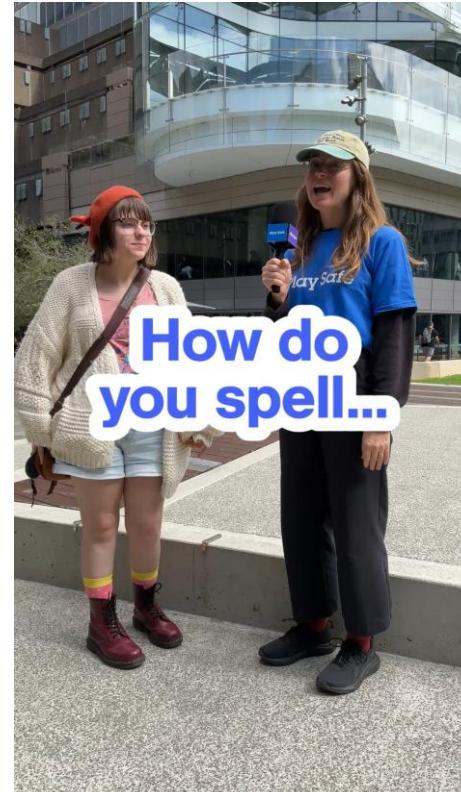


Previous Play Safe campaign creative assets

# The 2025 Play Safe campaign



- Partnered with communications students at the University of Technology in Sydney to develop original, peer-based campaign creative assets
- Short form vox-pop interview videos (under 30 secs and under 60 secs)
- Utilised a variety of call-to-actions to try and engage people who were less likely to watch and engage with sexual health content
- Creative assets filmed on an iPhone and edited in Canva



*Creative examples from the 2025 Play Safe campaign*

# Did it work?



The 2025 campaign ran for six weeks across Snapchat and TikTok.

Significant increases observed:

- Clicks 106%
- Landing page views 110%
- Conversions 79%

Reduced cost per click, cost per landing page view and cost per conversion.



Metric	2024	2025
Impressions	7.1 mil	9.9 mil
Clicks	23,527	48,433
Click through rate (CTR)	0.33%	0.49%
Cost per click (CPC)	\$1.69	\$0.87
Landing page views (LPV)	17,586	37,096
Cost per LPV (CPLPV)	\$2.26	\$1.14
Conversions	9,043	16,203
Cost per conversion (CPCV)	\$4.39	\$2.60

**Thank you**  
Questions? [jordan.murray@health.nsw.gov.au](mailto:jordan.murray@health.nsw.gov.au)