



Government of **Western Australia**
Department of **Health**

Promoting Sexual Health to Young People via an Integrated Social Marketing Campaign

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better health • better care • better value

Background

- WA Health – social marketing campaigns support targets outlined in WA STI strategy 2019-2023 to:
 - Improve knowledge and behaviour regarding safer sex and prevention of STIs
 - Increase STI testing coverage of priority populations
 - Reduce the incidence and prevalence of gonorrhoea and chlamydia

Rationale

Number and proportion of chlamydia notifications by age group, 2014 to 2018

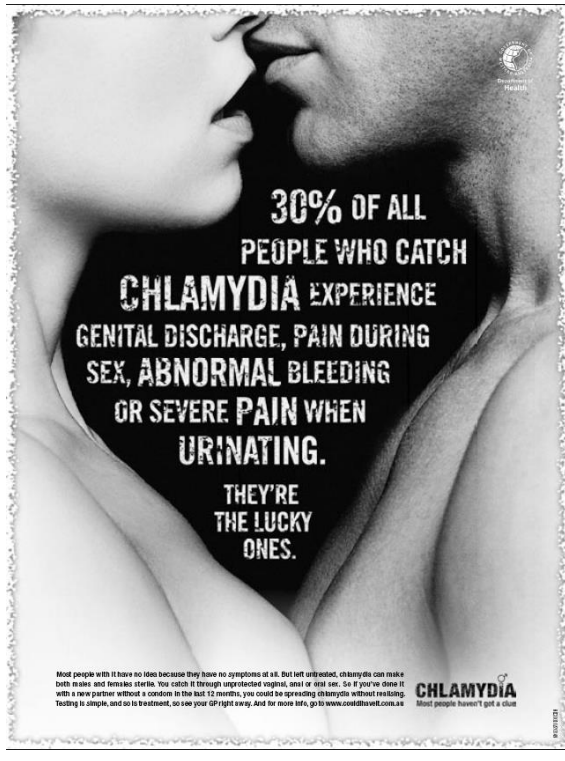
Age group	Year									
	2014		2015		2016		2017		2018	
	Number	%	Number	%	Number	%	Number	%	Number	%
<16 yrs	365	3%	273	2%	259	2%	280	2%	245	2%
16-24 yrs	6,363	56%	5,991	53%	6,115	52%	5,862	51%	5,809	50%
25-34 yrs	3,454	30%	3,652	32%	3,967	33%	3,786	33%	3,770	33%
35+ yrs	1,246	11%	1,336	12%	1,529	13%	1,632	14%	1,763	15%
Total	11,423	100%	11,247	100%	11,867	100%	11,560	100%	11,587	100%

Number and proportion of gonorrhoea notifications by age group, 2014 to 2018

Age group	Year									
	2014		2015		2016		2017		2018	
	Number	%	Number	%	Number	%	Number	%	Number	%
<16 yrs	129	6%	101	4%	159	5%	133	4%	82	2%
16-24 yrs	849	38%	871	37%	1,270	37%	1,276	38%	958	28%
25-34 yrs	757	34%	849	37%	1,223	36%	1,214	36%	1,379	40%
35+ yrs	477	22%	502	22%	735	22%	737	22%	1,036	30%
Total	2,212	100%	2,323	100%	3,387	100%	3,360	100%	3,455	100%

Social Marketing Campaign History

2005



30% OF ALL PEOPLE WHO CATCH CHLAMYDIA EXPERIENCE GENITAL DISCHARGE, PAIN DURING SEX, ABNORMAL BLEEDING OR SEVERE PAIN WHEN URINATING. THEY'RE THE LUCKY ONES.

Most people with it have no idea because they have no symptoms at all. But left untreated, chlamydia can make both men and women sterile. You catch it through unprotected vaginal, anal or oral sex. So if you've done it with a new partner without a condom in the last 12 months, you could be spreading chlamydia without realising. Testing is simple, and so is treatment, so see your GP right away. And for more info, go to www.cooltohaveit.com.au

CHLAMYDIA
It's worth every bit of sex.

© 2005

2006/7




CATCHING CHLAMYDIA MAY LEAVE YOU WITH NO SIGNS OTHER THAN THESE.

If you've had unprotected sex, you could have chlamydia without showing any symptoms at all. Left untreated, chlamydia can make you infertile, so see your GP for a simple urine test and visit www.cooltohaveit.com.au

CHLAMYDIA
It's worth every bit of sex.

© 2006



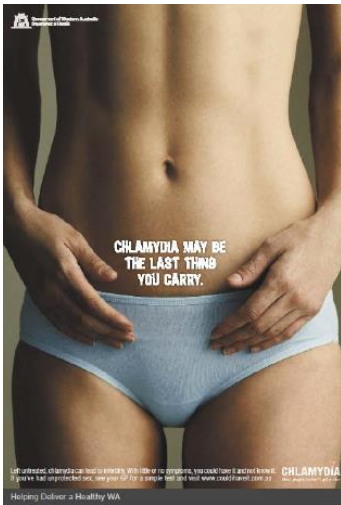
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CHLAMYDIA
It's worth every bit of sex.

© 2006

2008-10



2011-13



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Could I be infertile?

Chlamydia often has no symptoms and can cause infertility.

See a doctor for a simple urine test or visit couldihaveit.com.au for free online testing.

Delivering a Healthy WA. CHLAMYDIA

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Could my partner have it?

You could easily get infected with chlamydia if you have sex without a condom.

See a doctor for a simple urine test or visit couldihaveit.com.au for free online testing.

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My package looks good, but could I have it?

Chlamydia often has no symptoms. You could easily get infected if you have sex without a condom.

See a doctor for a simple urine test or visit couldihaveit.com.au for free online testing.

Delivering a Healthy WA. CHLAMYDIA

2014-17

Could **i** have it?

STIs: What you need to know.



If you've had sex without a condom, you could be at risk.




Sexually transmitted infections (STIs) often have no symptoms.



Treatment is easy.



Complete a FREE online test at couldihaveit.com.au

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could **i** haveit.com.au

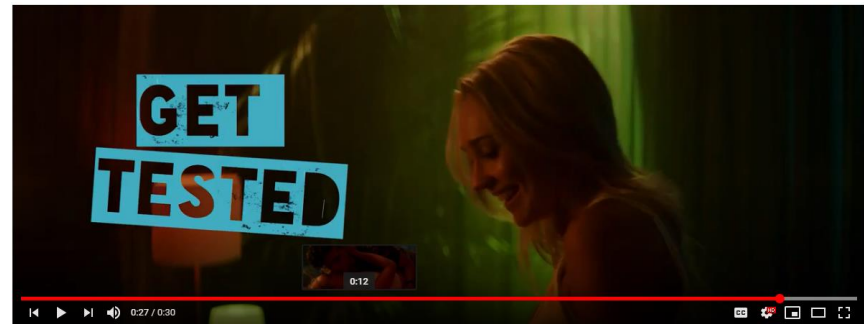


You could
HAVE AN STI
and never know
IT'S THERE.

could **i** have it.com.au

Social Marketing Campaign

Summer 2018/19



*“It has used comedy but not too much – still impactful.
You know the message.”*

*“The line: ‘are you sleeping with your partners partner?’
definitely makes you think.”*

Onsite STI Testing Facility

**NEXT TIME
YOU NEED TO GO**

**GET THE
ALL CLEAR**

**STIs often don't have any
symptoms.**

**Testing is simple, FREE and
takes less than 5 mins.**

**Get tested today. Find us
near the festival entrance.**



Social Marketing Campaign Objectives

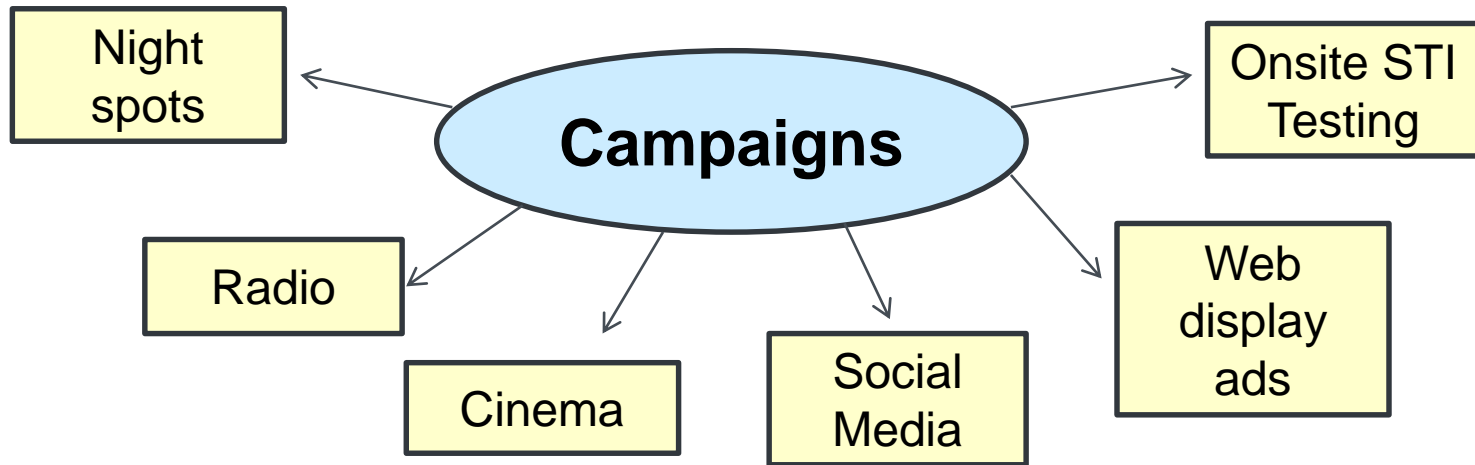
- Increase awareness of safer sex
- Increase awareness of STI testing
- Access to online testing facility on couldihaveit.com.au
- Increase the number of young people aged 16 to 24 tested for STIs
- Reduce notification rates for chlamydia and gonorrhoea among young people aged 16 to 24

Social Marketing Campaign

Key Messages

- Condoms are the best protection against STIs
- You could easily get an STI if you have sex without a condom
- STIs often don't have any symptoms
- Testing for STIs is easy

Social Marketing Campaign Development



Social Marketing Campaign

Material samples

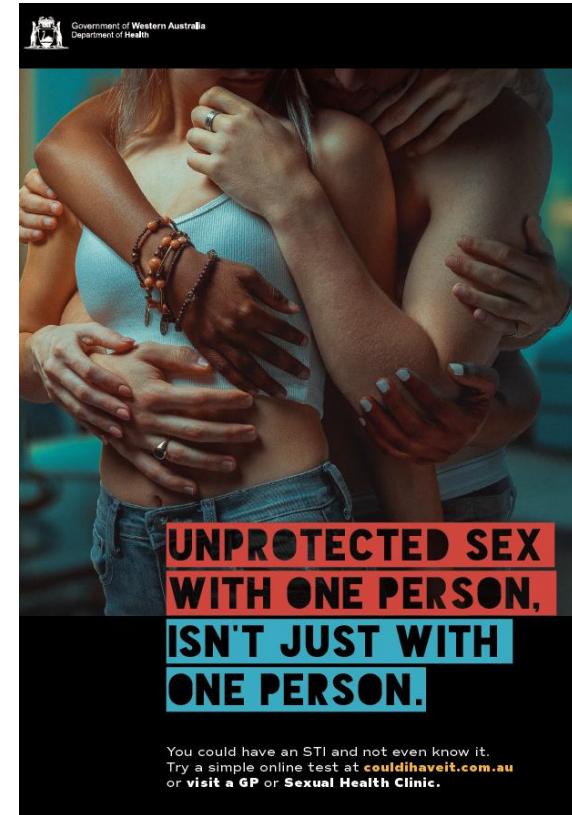
Spotify, audio



Snapchat/ Instagram Stories



Poster/ venue ads



15 second video



Social Marketing Campaign Challenges

- State government ban on Youtube shortly after campaign launch
- Creative rejected by some online platforms
- Multiple channels require multiple formats

Social Marketing Campaign Analytics & Impact

In 2018/19:

- 8,364,780 impressions
- 0.25% CTR (industry average = 0.05%)
- 3,295 engagement - likes, comments, shares and reactions
- 608,406 complete video views

Social Marketing Campaign Analytics & Impact

- Spotify advert listened to 516,623 times
- Reached nearly 110,000 16-24 year olds through cinema advertising
- 30,225 clicks to the couldihaveit.com.au website
- Two-fold increase in STI testing through couldihaveit

Conclusion

- Social marketing is just one component of a multifaceted approach to reduce STIs among young people.
- Analytics demonstrate that campaigns are effective in reaching target groups using selected contemporary channels.
- Ongoing activity and evaluation

Questions?

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