



Take 10 to Test Today

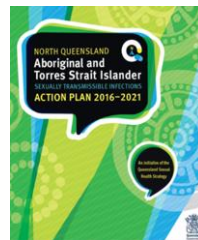
a campaign to increase syphilis and STI testing in a regional centre

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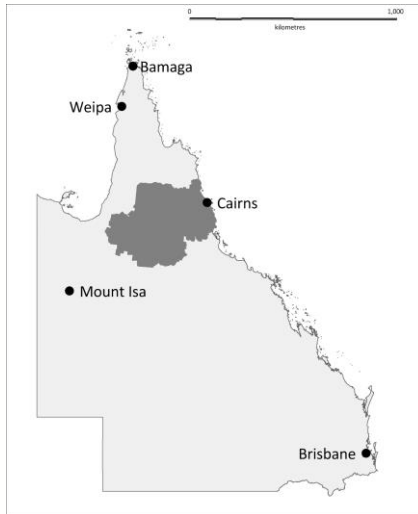


Overview

- Month-long campaign to increase community awareness of syphilis and increase testing for 'target group'.
- Funded activity of the North Queensland Aboriginal and Torres Strait Islander STI Action Plan 2016-2021



Background



- Cairns is the regional hub for Far North Queensland
- Aboriginal and Torres Strait Islander residents - 31,967
- Rate of infectious syphilis notifications in A&TSI people in 2016: 290 per 100,000

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Aims: to increase community awareness and increase STI testing

Method:

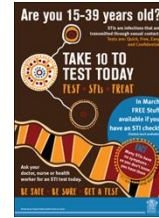
- Engage Aboriginal Community Controlled Health Services, general practices and non-government organisations and local outbreak response group
- Campaign development
- STI testing- clinics, outreach, EDs
- Evaluation



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Community awareness

- Focus groups- to develop:
 - campaign brand
 - community and commercial radio station messages
 - Facebook clips
- Other resource development: print material, incentives
- Condoms
- Media interviews



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Clinician engagement

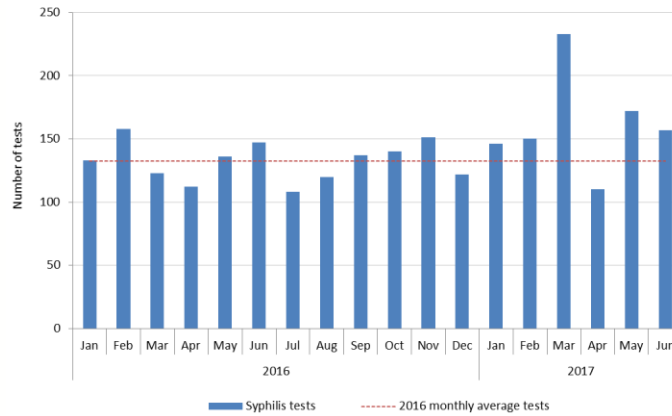
- Clinician awareness
- Workforce support
- Syphilis PoCT pilot
- Medical supplies



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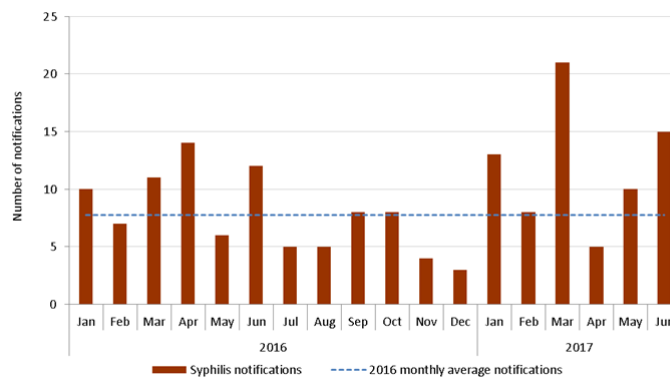
Evaluation

- Testing- 3 sentinel sites: increased testing by 80% compared with monthly testing in 2016



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- Notifications- increased significantly compared with monthly average in 2016 (> 2SD)



- Reach - paid Facebook ads resulted in marked increased reach
- overall 1754 engagements; 644 comments

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Reflections

Lessons learned

- Formal arrangements with services for evaluation
- Social media expertise required
- PoCT in ED setting unsuccessful
- Unable to assess reach of radio ads
- Insufficient workforce to sustain engagement

Successes

- Facebook and face to face engagement
- Clinical support for services and outreach
- Condom branding, packaging and supply
- Good engagement by services
- Outreach activities have led to ongoing collaboration

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Summary

- Successful campaign, but didn't achieve a sustained increase in testing
- Greatest increase in testing was where additional clinical support was provided
- Recommend involvement of social media expertise and use of paid 'dark ads'
- Springboard for future activities



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Acknowledgements

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