

Reaching high risk young people with STI prevention digital communications:

the NSW Play Safe campaign experience

Prepared by **Marty Janssen**
Social Marketing & Health Promotion Program Manager
NSW STI Programs Unit,
Centre for Population Health
NSW Ministry of Health
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Play Safe



Play Safe – digital marketing program

Aim: Reduce prevalence and burden of STIs in young people aged 16-29 in NSW

Objectives:

- Increase knowledge of STIs, condoms use and STI testing
- Increase condom use with new and casual partners
- Increase regular STI testing for at-risk young people

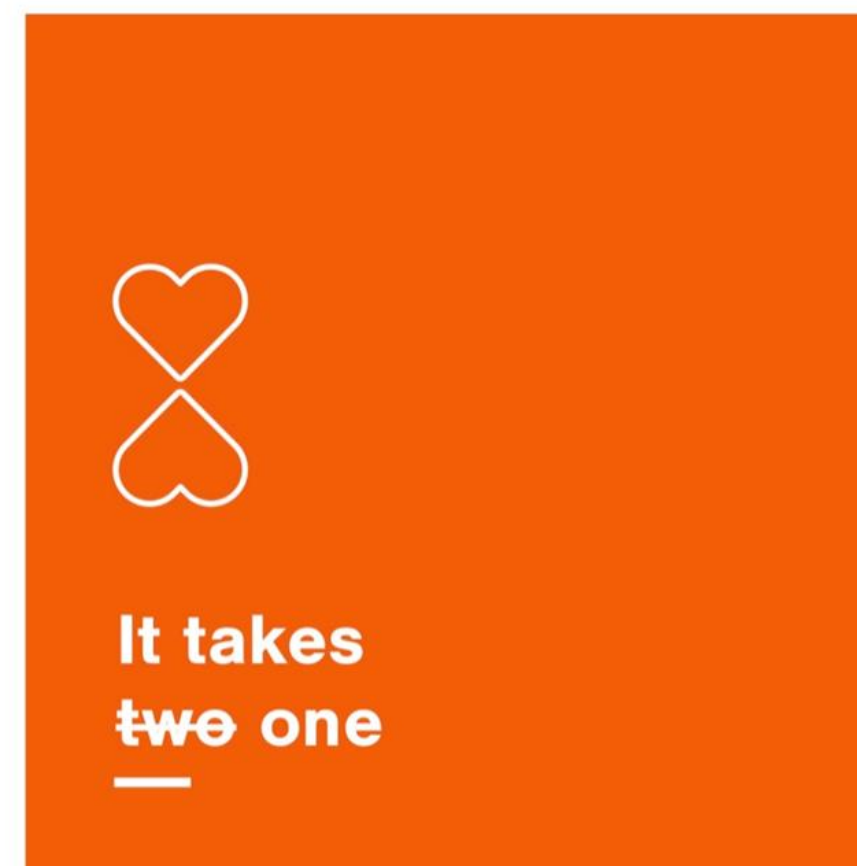
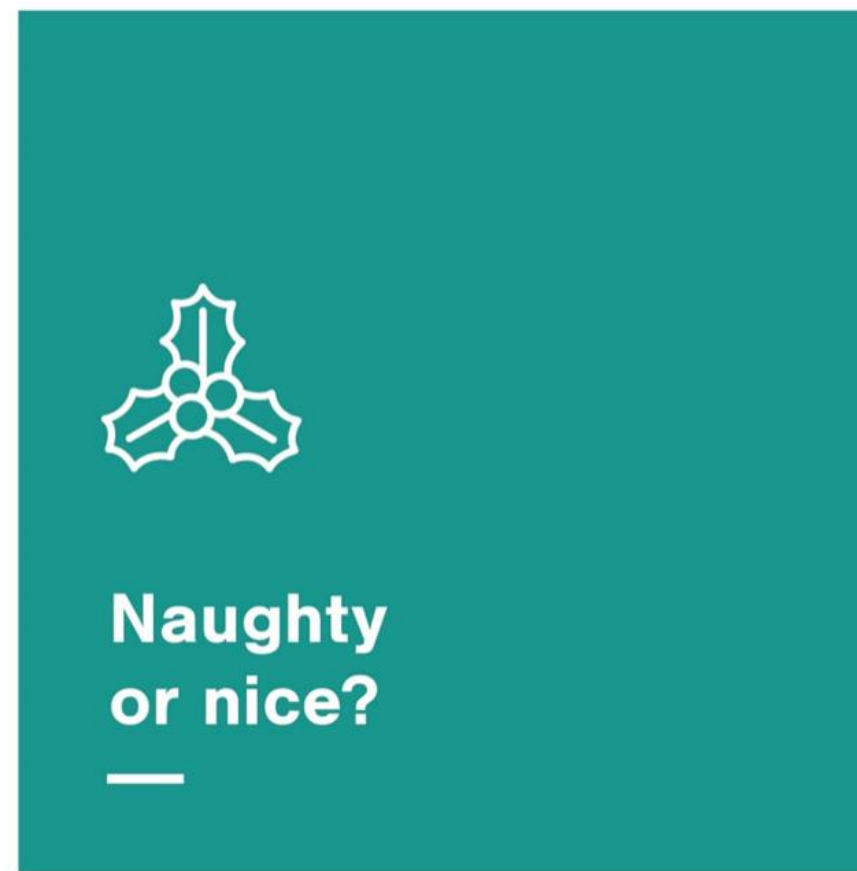
Channels:

Website: www.playsafe.health.nsw.gov.au

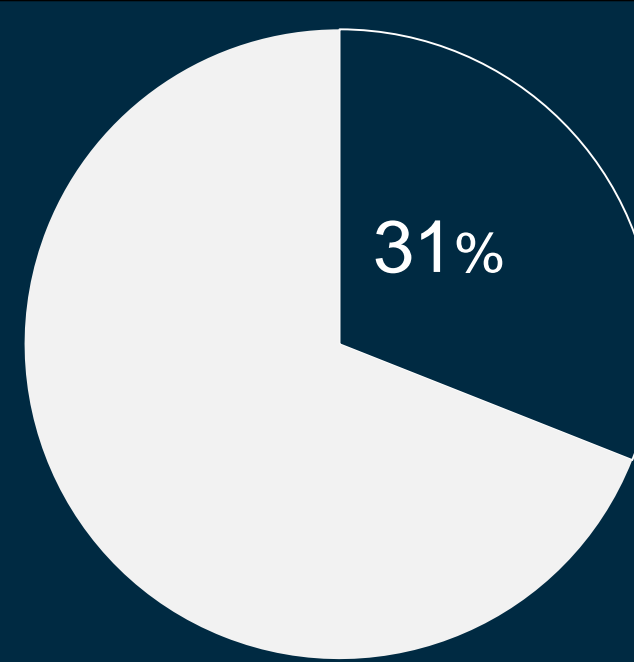
Facebook: facebook.com/playsafensw

Instagram: @playsafensw

Play Safe



Happily Responsible



Gender		Age			
		15-19 yrs	18-21 yrs	22-24 yrs	25-29 yrs
45	54	11 ↓	23	22	44 ↑

Status				
Heterosexual / straight	Gay / lesbian	Bisexual	Something else	Don't know
91 ↑	1 ↓	3 ↓	1	3

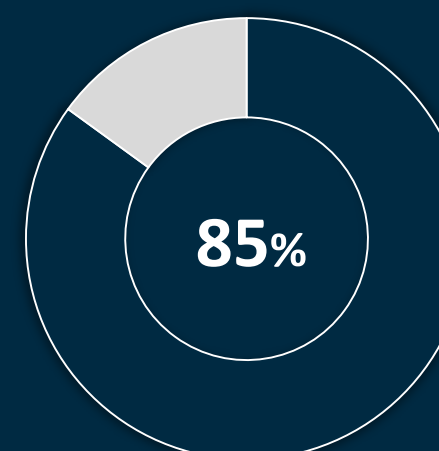
Average No. Partners		STI test	
Casual sex	Committed	Never	61 ↑
1.0 ↓	5.3	Once	19
		2-4 times	17 ↓
		5-9 times	1 ↓
		10+ times	2

Condoms used often	
Casual sex	Committed
81 ↑	55 ↑

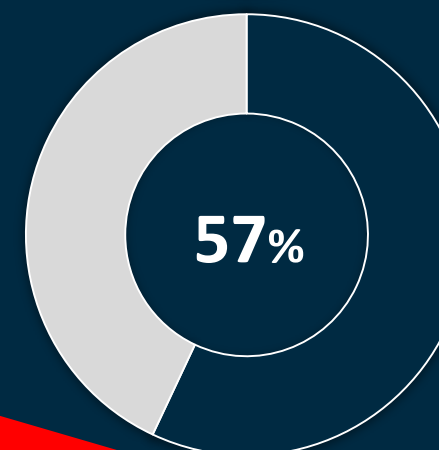
Diagnosed with STI	
Ever	3 ↓

“ I am **responsible**, I like my life and I look after my health and wellbeing. You should be **in love** before you have sex with someone, and respect your partner and listen to and value their opinions. I am not very sexually experienced and have only had a few committed partners. I am not very knowledgeable about STIs but I think STI testing is a good idea.

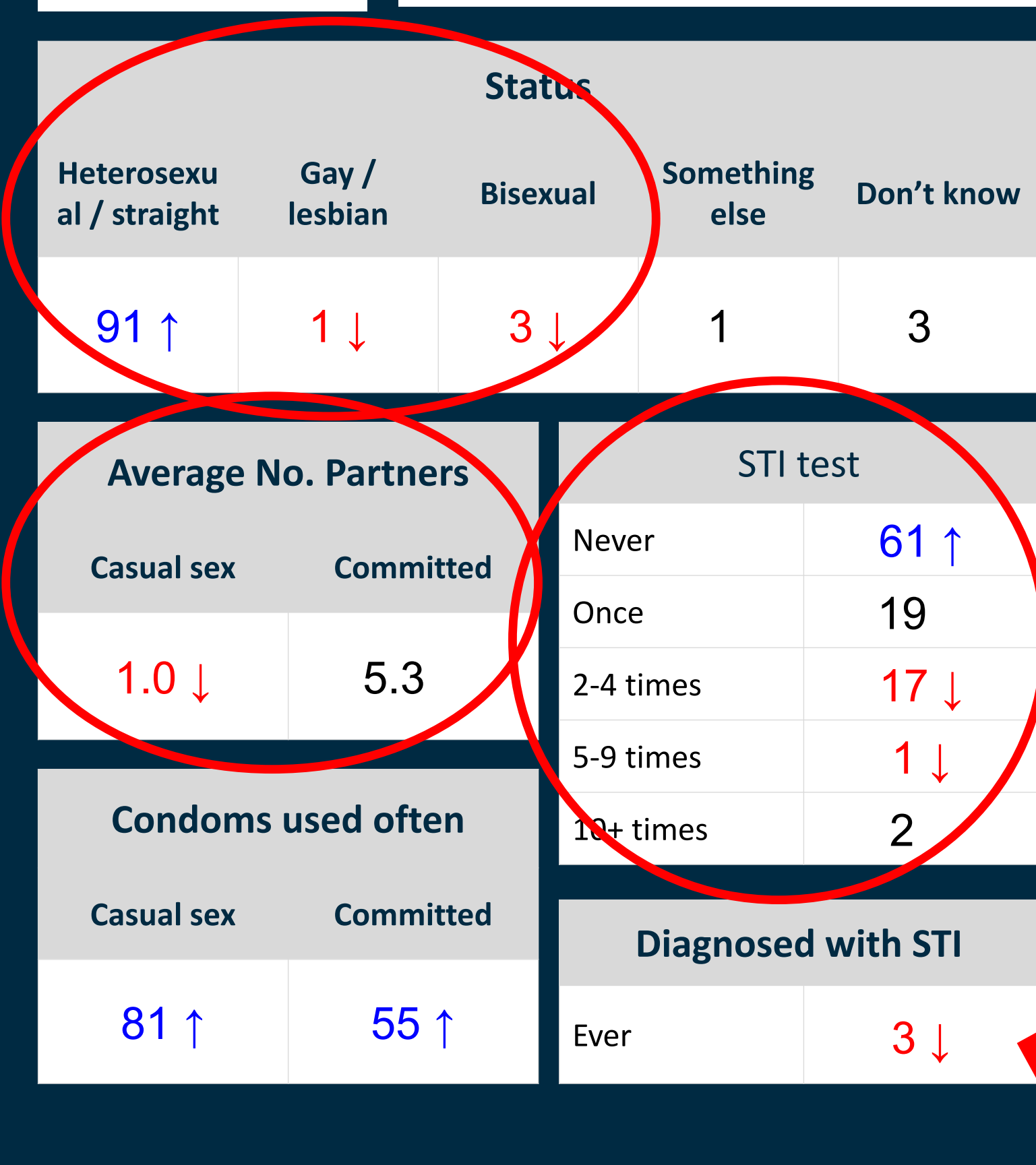
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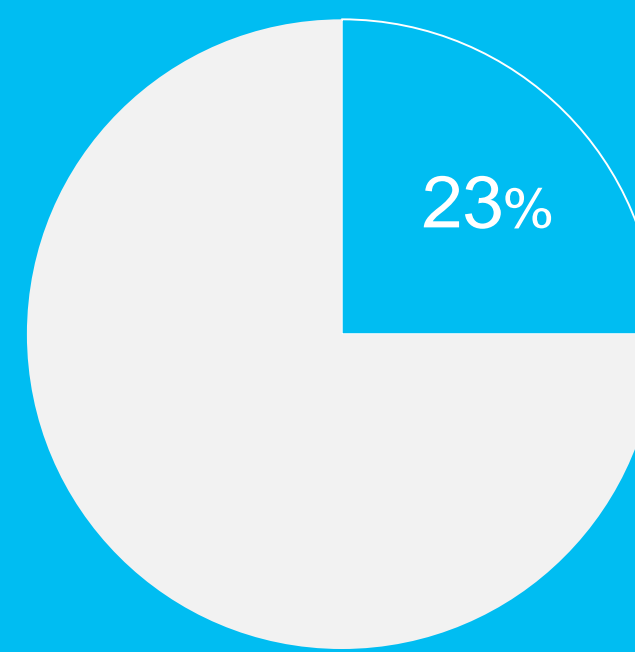
My friends would say I am responsible



You should be in love before you have sex



Experienced sex-positive



Gender		Age			
		15-19 yrs	18-21 yrs	22-24 yrs	25-29 yrs
52	46	6 ↓	25	28 ↑	40 ↑

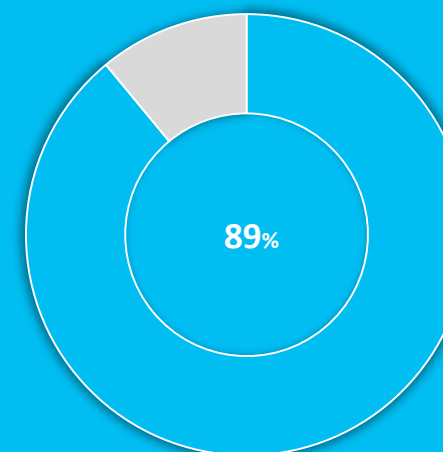
Status				
Heterosexual / straight	Gay / lesbian	Bisexual	Something else	Don't know
75 ↓	8 ↑	14 ↑	2	2

Average No. Partners		STI test	
Casual sex	Committed	Never	27 ↓
11.1 ↑	3.3 ↓	Once	24
		2-4 times	30
		5-9 times	12 ↑
		10+ times	7 ↑

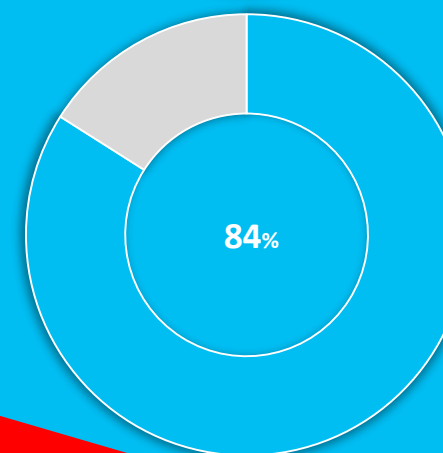
Condoms used often		Diagnosed with STI	
Casual sex	Committed	Ever	15 ↑
70	35 ↓		

“ I love **new experiences**, and like to party, but I sometimes do things that aren't good for me, and like to take risks (and watch **porn**). I **talk about sex** with my friends, and I think it is ok to have sex on the first date (and I've had a number of casual sexual partners). I have got **quite a bit of sexual experience**, and I think safe sex is a good thing, condoms and regular STI testing is a good thing, mostly when you are having casual sex (as condoms do reduce your pleasure).

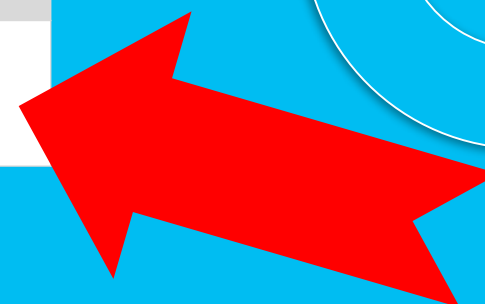
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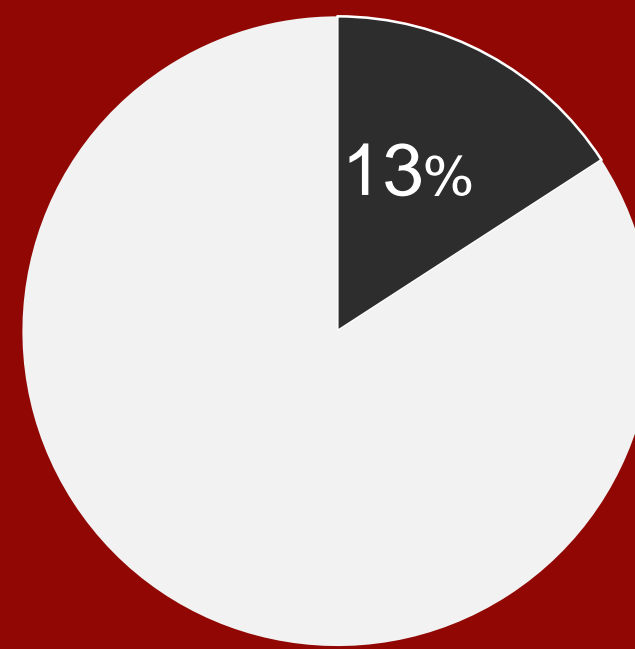
I like new experiences



I talk about sex with my friends



Dominant risk takers



Gender		Age			
Male	Female	15-19 yrs	18-21 yrs	22-24 yrs	25-29 yrs
67 ↑	32 ↓	4 ↓	19	23	54 ↑

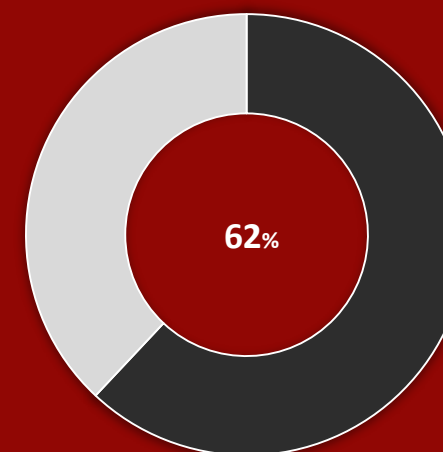
Status				
Heterosexual / straight	Gay / lesbian	Bisexual	Something else	Don't know
87	2	8	1	2

Average No. Partners		STI test	
Casual sex	Committed	Never	29 ↓
13.8 ↑	9.5 ↑	Once	23
		2-4 times	34 ↑
		5-9 times	12
		10+ times	2

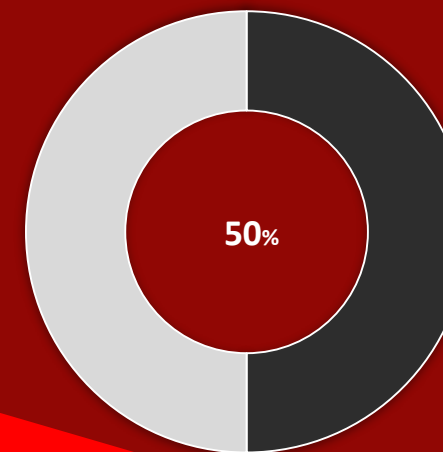
Condoms used often		Diagnosed with STI	
Casual sex	Committed	Ever	18 ↑
38 ↓	29 ↓		

“ I like to **live for today, party and take risks**, so I sometimes do things that are not good for me. I think the guy should be the head of the household, and casual sex is fun. I don't have a great deal of knowledge about STIs but I have had a lot of sex, both with committed and casual partners. I don't like condoms as they reduce pleasure and are unreliable. I have been STI tested a few times, it's pretty normal to get STIs when you have a lot of sex. STIs usually have symptoms.

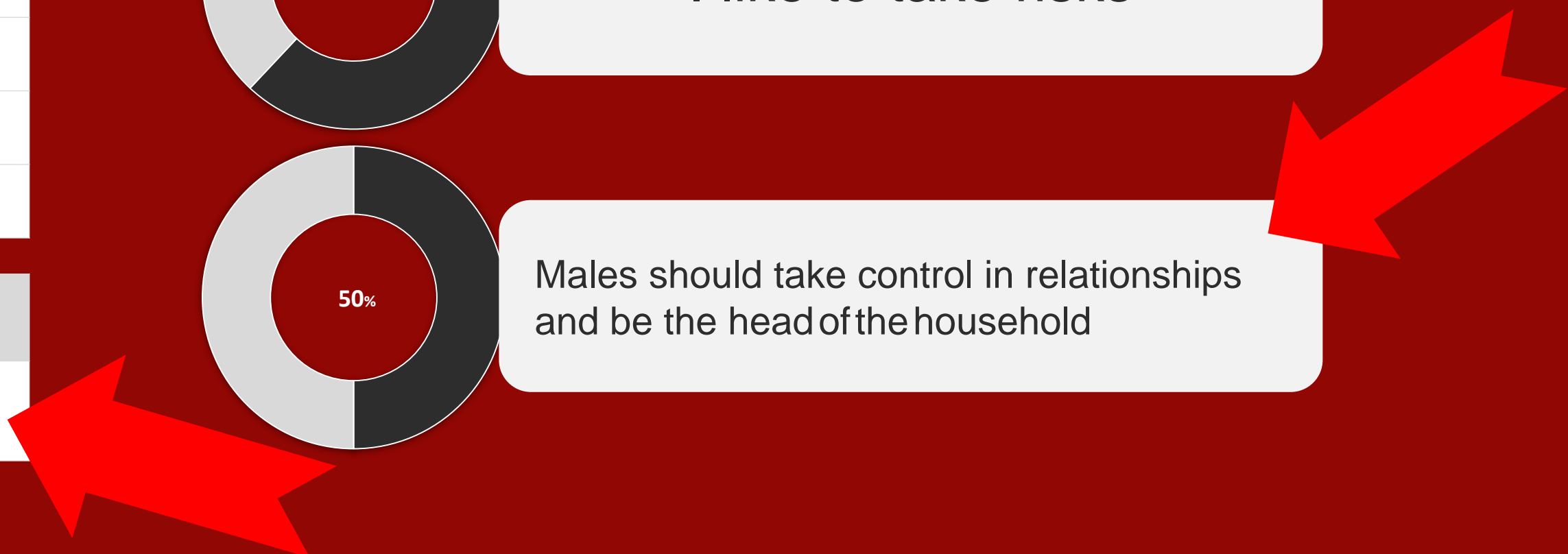
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I like to take risks



Males should take control in relationships and be the head of the household



Play Safe refresh + inclusions

Focus tested with young people from the 2 high risk segments.

Play Safe now features real-life imagery and peer-to-peer tone of voice for improved engagement with young people.

Website Features:

- STI susceptibility quiz “Could I have an STI?”
- STI testing service locator
- Community forum hosted by trained youth peer moderators
- Nurse Nettie Q&A with 24 hour response time with sexual health nurse
- Play Safe also hosts *Down to Test* and *Take Blaktion* program webpages.

Paid campaign promotion



This is a screenshot of the Play Safe website. At the top, there is a dark navigation bar with the 'Play Safe' logo and several menu items: 'Condoms', 'Could I have an STI?', 'Testing', 'Treatment', 'Common STIs', 'Ask a question', and 'Blog'. Below the navigation bar is a large hero section with a background image of a smiling couple. The main headline reads 'Everything you need to know for a confident and healthy sex life.' Below this are three colored buttons: a pink one for 'Could I have an STI?' with a sub-link 'Some STIs don't have symptoms', a purple one for 'Where can I get tested?' with a sub-link 'Find your nearest doctor or clinic?', and an orange one for 'Ask our nurse a question' with a sub-link 'Ask Nurse Nettie your question'. At the bottom, there are two more promotional tiles: one with an image of two women and the text 'How can you catch an STI? Test your knowledge with Myth versus Truth', and another with an image of a red anatomical diagram and the text 'A-Z of sex lingo. From areola to wet dreams, here's what it all means.'

Before vs After – activity data

Jul 1, 2019 – June 30 2019 (Increase/decrease measured Year on Year)

Global

Sessions

880,970

↑ 17.2%

Users

820,114

↑ 15.9%

Pageviews

1,320,531

↑ 25.1%

Pages / Session

1.50

↑ 6.8%

Avg. Session Duration

00:00:46

↑ 4.4%

Bounce Rate

82.18%

↓ -2.7%

NSW

Sessions

108,109

↑ 33.9%

Users

91,853

↑ 34.6%

Pageviews

256,711

↑ 32.3%

Pages / Session

2.37

↓ -1.2%

Avg. Session Duration

00:02:03

↓ -14.5%

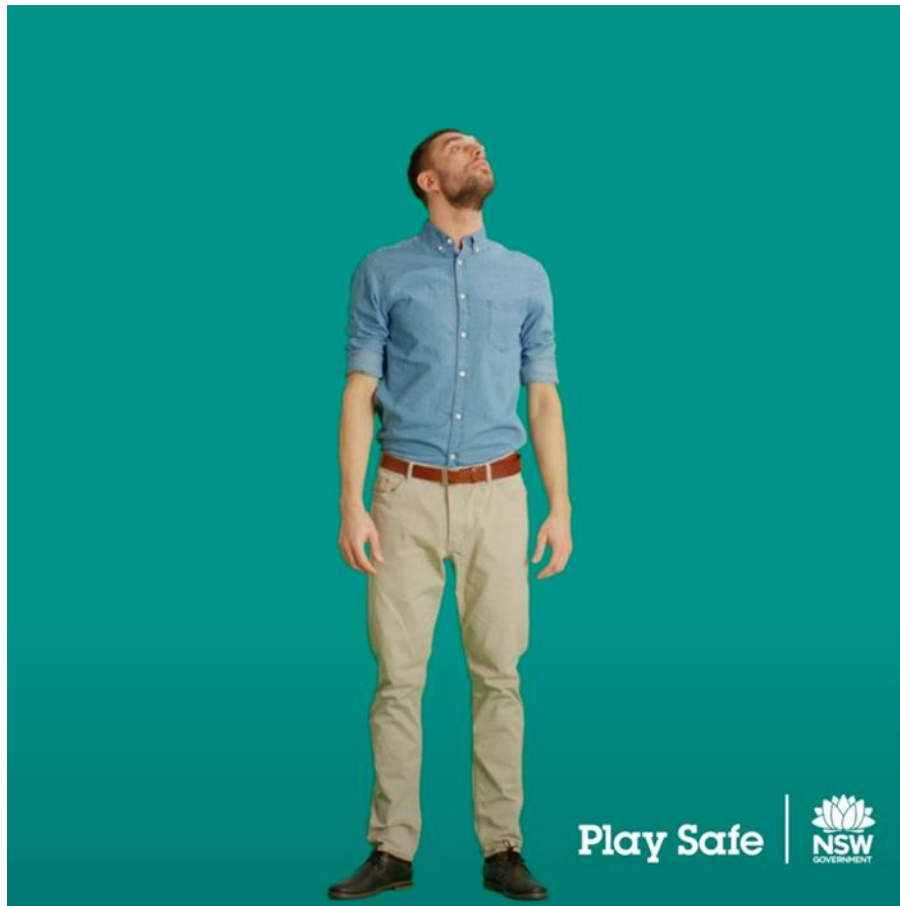
Bounce Rate

58.90%

↓ -9.6%

Play Safe launch campaign

Nov – Dec 2018



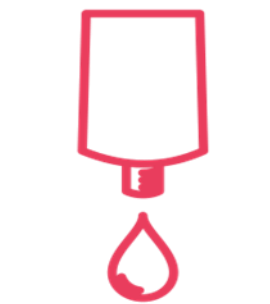
	AMOUNT SPENT (AUD)	IMPRESSIONS	REACH	FREQUENCY	CPM	LINK CLICKS	CTR (LINK CLICK)	COST PER LINK CLICK
MAIN CAMPAIGN	\$18,120.04	1,691,880	909,613	1.86	\$10.71	27,045	1.60%	\$0.67
SUPPLEMENT CAMPAIGN	\$3,934.55	367,372	197,512	1.86	\$10.71	5,872	1.60%	\$0.67

Play Safe launch campaign

Nov – Dec 2018

New visitors to the site grew by 400% (30,144 vs 6,032)

KPI goal completions – STI susceptibility quiz, service locator, Nurse Nettie



Click - where can I get tested popup (Goal 7 Completions)

All Users
212.28%
2,798 vs 896



New South Wales
381.00%
2,304 vs 479



Submit - Could I have an STI (Goal 5 Completions)

All Users
950.52%
5,074 vs 483



New South Wales
1,776.47%
4,466 vs 238



Submit - Nurse Nettie (Goal 6 Completions)

All Users
29.33%
97 vs 75



New South Wales
13.73%
58 vs 51



Play Safe campaign two

Aug – Sept 2019



Get that
pee in
a cup
feeling



Get that
pee in
a cup
feeling



Nothing
says fit
like peeing
in a cup



No.
Not that cup.



Umm.
Wrong cup.



Nothing
says self
respect
like peeing
in a cup



Play Safe



Play Safe – user survey

Play Safe user evaluation survey July-Aug 2019 (N= 523)

Recruited via website pop-up, newsletter, social media and campaign

➔ Website: design / content / tone: > 88% like it / really like it

➔ Socials: design / content / tone: > 70% like it / really like it

Youth segments	Segmentation research 2017 (N=1344)	Festival Project 2017/18 (n=402)	Play Safe 2019 (N=523)
Happily Responsible	31%	12%	15%
Experienced Sex Positive	23%	79%	65%
Dominant Risk Takers	13%	7%	11%



Play Safe – next steps

- Refinements to site and socials based on user feedback
- 2 more campaigns 2019/20
- Further evaluation on behaviour change objectives 2020.



Play Safe Digital Marketing Program Update

Thank you

Acknowledgments

- NSW Ministry of Health
- Tiny Hunter agency
- Centre for Social Research in Health, UNSW
- NSW Sexual Health Info-link/
Nurse Nettie
- Play Safe Advisory committee
- Youth advisory committee

Marty.Janssen@health.nsw.gov.au
02 9332 9753

playsafe.health.nsw.gov.au

Play Safe

