

REACHING HIGH RISK YOUNG PEOPLE WITH STI PREVENTION DIGITAL COMMUNICATIONS: THE NSW *PLAY SAFE* CAMPAIGN EXPERIENCE

Authors: Janssen M¹, Murray C¹, Blake S², Corio B³, Wark T⁴, Bourne C^{1,5}

¹NSW STI Programs Unit, Sydney, Australia, ²NSW Sexual Health Infolink, Sydney, Australia, ³YFoundations, Sydney, Australia, ⁴ACON, Sydney Australia, ⁵Kirby Institute, University of NSW, Sydney Australia.

Background/Purpose: Delivering STI prevention communications to high risk young people is essential to behaviour change programs to reduce STIs, especially among young men.

Approach: The NSW *Play Safe* website and digital communications program was updated and relaunched in August 2018 to improve engagement with higher-risk young people aged 16-29 in NSW. Segmentation research was used to identify more sexually active young people and focus test website design and communication strategies with them. The site contains a number of STI prevention behavioural facilitators, including the 'Could I have an STI?' quiz (identifying STI susceptibility), and the 'Where can I get tested?' STI testing service locator (intention to test). These activities are used to measure knowledge and attitude change in the target audience. A paid media campaign delivered on social media (Nov–Dec 2018) targeted high risk young people, driving them to the website, to the STI prevention behaviour change facilitators.

Outcomes/Impact: The upgraded website has achieved improved engagement since re-launch with site visits rising 57.4% (mean 8,740.9/month vs 5,553.7/month). The campaign delivered over 2 million impressions, with above industry standard click through rate of 1.6%. The campaign achieved a 376% increase in website visits for both males and females (32,162 vs 6,745, 51% male), with a 536% increase (6,953 vs 1,069) in behavioural facilitator activities. 23.2% of young people arriving to the site through campaign activity completed at least one activity, while 50% of those who completed the STI quiz progressed to the 'Where to get tested?' STI testing service locator.

Innovation and Significance: Using segmentation research to identify and target higher-risk young people delivers improved engagement with STI prevention digital communications. The inclusion of behaviour change facilitators like a STI susceptibility quiz and STI testing service locator supports STI prevention behaviour change in the target audience, including young males.

Disclosure of Interest Statement (example): No disclosure of interest statement.