

# FIND THE HERO INSIDE YOU: WORLD HEPATITIS DAY DIGITAL CAMPAIGN

## Authors:

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## Background/Approach:

Hepatitis Queensland (HQ) is the lead organisation for the community response to viral hepatitis in Queensland and coordinates Queensland's participation in World Hepatitis Day (WHD). Traditionally, HQ would facilitate a large state-wide campaign involving active participation at multiple outreach events and the distribution of promotional merchandise to service providers to host localised community activities. Due to ongoing COVID-19 restrictions, HQ's WHD campaign turned digital in 2020.

## Analysis/Argument:

The digital campaign theme for 2020 was "Find the Hero Inside You" which aimed to educate the general public about the liver and draw attention to the issues of prevention (vaccination for hepatitis B) and early detection (testing for hepatitis B and C). A 90 second animation was created and boosted by an extensive digital marketing campaign which allowed for broad reach across Queensland. In lieu of outreach events, a small grants program was offered to support organisations to implement digital and online activities that reached community members safely.

## Outcome/Results:

The digital marketing campaign ran for the month of July 2020 with an estimated reach of 40,000 people who saw the campaign on average 4.4 times throughout the campaign period. The campaign achieved a total reach of 128,372 people and 53,158 viewed the animation. Nine services were awarded funding through the small grants program with an estimated reach to 1,633 people including safe COVID-19 promotional events held in General Practices for the general public.

## Conclusions/Applications:

Adopting a digital approach to the 2020 WHD campaign provided HQ with the opportunity to increase consumer engagement while promoting tailored and consistent messaging in times of uncertainty. HQ will continue to develop creative digital content for WHD, to be integrated across all social media platforms. In addition, the WHD small grants program will continue online with an emphasis on well supported locally facilitated activities.

## Disclosure of Interest Statement:

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