

‘Look after your blood’ – the development of a co-designed blood-borne virus campaign

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Background/Approach: Amongst Aboriginal people in WA, injecting drug use is reported as the primary risk factor for most hepatitis C notifications, and for some HIV notifications. This demonstrates the continuing need for the Western Australian Department of Health (WA DoH) to raise awareness of the prevention, testing and treatment of blood-borne viruses (BBVs) amongst Aboriginal people.

Analysis/Argument:

WA DoH's previous BBV campaign evaluation demonstrated effective performance, with 40% of survey respondents recalling having seen the campaign and 20% noting they got tested for hepatitis C and HIV because of seeing the campaign. The success of the previous campaign is largely attributed to three-quarters of Aboriginal people who responded feeling the content was created by people who understand their community and their culture.

Outcome/Results:

Using strong stakeholder and consumer engagement has guided the key messages, approach, and concepts of the current campaign. Engagement occurred through focus groups, media consumption analysis and interviews conducted with Aboriginal people that had lived experience of BBVs. Key successes of engagement included:

1. partnership with both Aboriginal health services and a peer-based drug user organisation facilitated relatable campaign scenarios
2. listening to peoples lived experiences and assessing where opportunities for prevention and/or testing intervention could have occurred and exploring how a campaign could support achieving this
3. addressing shame as a barrier to accessing healthcare without contributing to the stigma that can be associated with injecting drug use
4. identifying mediums to utilise that could have greatest reach within diverse metropolitan and regional Aboriginal communities.

Conclusions/Applications:

The campaign was launched in June 2024. Preliminary feedback has highlighted the campaign materials are relevant and impactful. The campaign is regularly monitored using media analytics. Analytics from the first and second campaign media buy will be presented at the conference.

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