

OUTCOMES OF YOUNG DEADLY FREE: AUSTRALIAS LARGEST STI HEALTH PROMOTION CAMPAIGN FOR REMOTE AUSTRALIA

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Background/Purpose: In Australian First Nations communities' rates of STIs and BBVs are disproportionate to non-Indigenous rates, increasing significantly in remote communities. Health promotion resources for community members and clinicians have been limited in scope for many years. Young Deadly Free (YDF) is the largest health promotion campaign and peer education project undertaken in remote Australia. Its aims are to improve awareness of and testing for STIs in remote communities.

Approach: The YDF project is a multipronged (fact sheets, social media, website, other resources including videos, animations infographics, TV and radio commercials). The YDF was also multijurisdictional (NT, SA, WA and QLD) and aimed to be representative of diverse regions and populations. The campaign deliberately focused on strengths and agency already in place with young people who live in remote communities. Our community based participatory approach involved partnerships with First Nations Communities who were integral to the campaigns development and implementation. Three target populations are the focus of YDF; i) young people; ii) key influencers of young people (parents, elders); and iii) clinicians.

Outcomes/Impact: The YDF health promotion campaign comprises 75 videos, 6 animations, >100 infographics and 35 fact sheets, totaling > 200 new resources. The YDF website has had >92, 000 unique visitors, >5500 downloads of resources, >950 Facebook followers, and continued growth in all areas of the campaign. Evaluation results show high levels acceptability for our target populations.

Innovation and Significance: YDF is the largest First Nations sexual health promotion project to date and the only STI & BBV campaign ever developed for and with communities from multiple jurisdictions.

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