

HEALTHYSEXUAL

Learnings from the 2025 WA Healthy Sexual Syphilis Campaign and Implementing Free Online Syphilis Testing

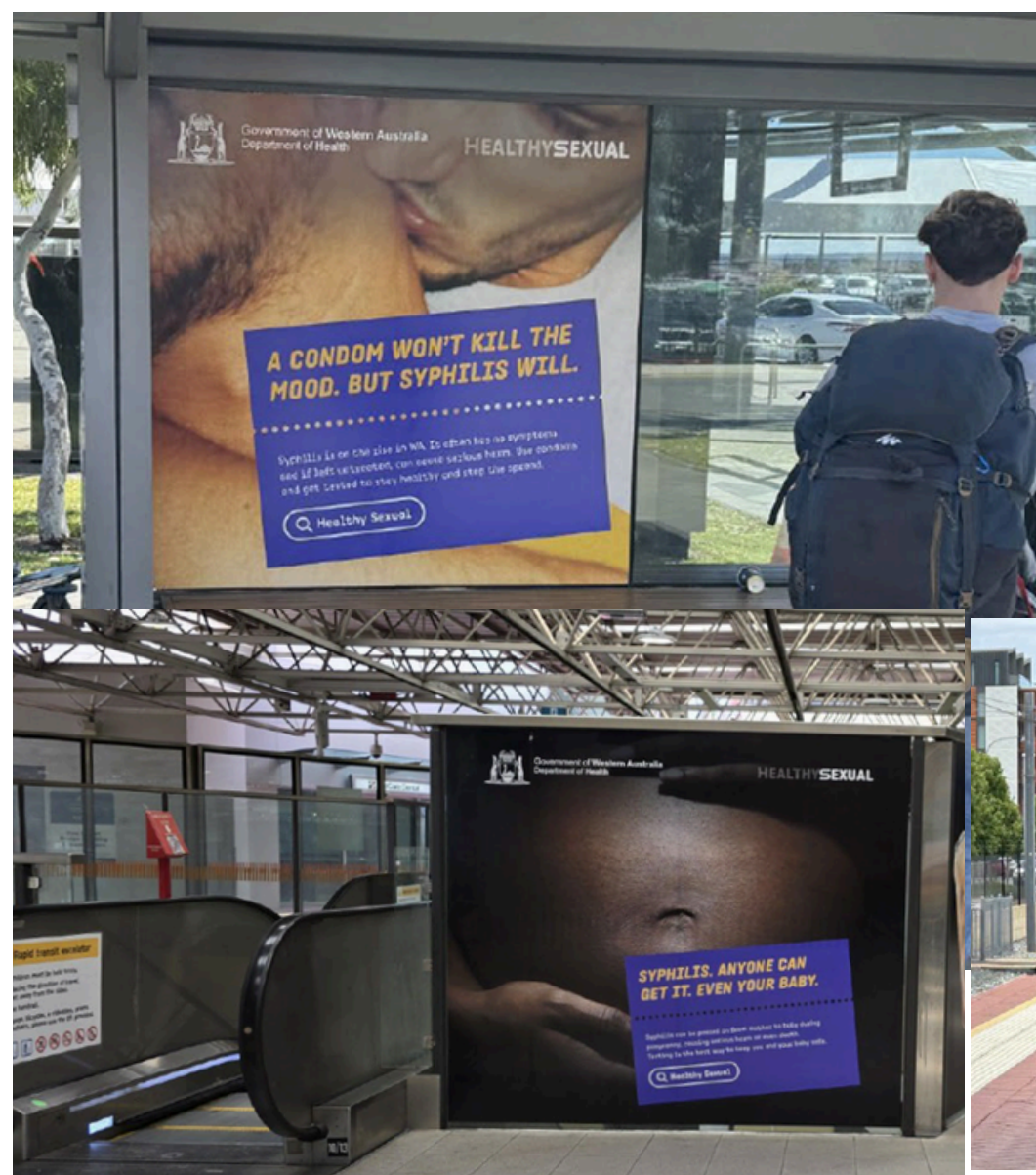
The 2025 Healthy Sexual campaign was developed in response to the rise in infectious syphilis. Channels included: Snapchat, public transport displays, digital audio, regional radio and materials in regional community, youth and medical services. The Healthy Sexual website offers free gonorrhoea and chlamydia testing all year round. During the campaign period, syphilis serology was added 1 October-3 December 2025 (Medicare card not required).

The campaign was in market from 4 October 2025 - 4 January 2026 resulting in the campaign materials beeing seen or heard over 20 million times.

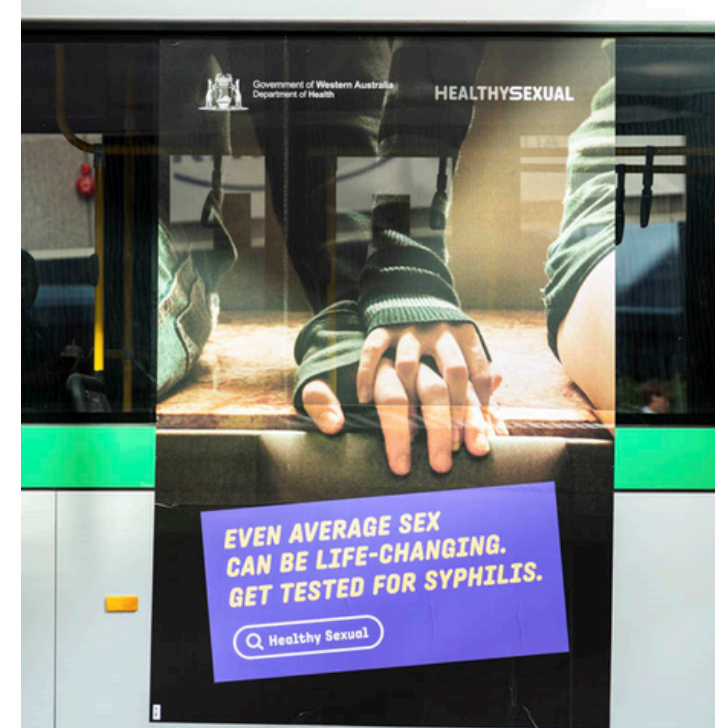
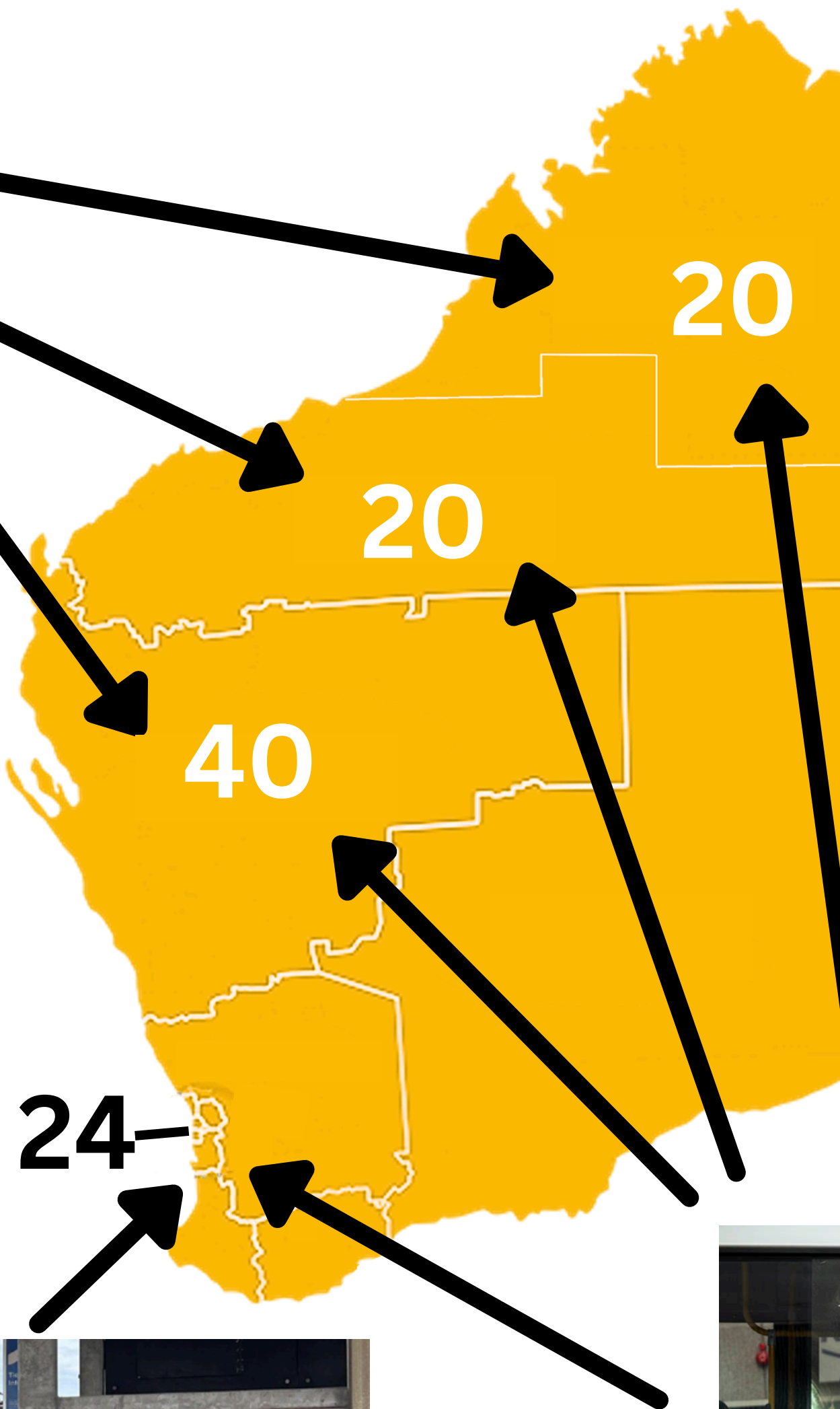
Number of out of home displays by region and channel, and number of views



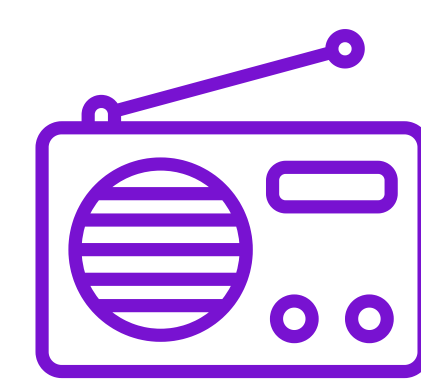
Shopping centres, community, youth and medical services
Views: Not available



Bus and train stations
Views: 9,518,250



Buses
Views: 5,347,530



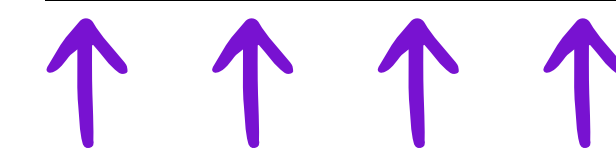
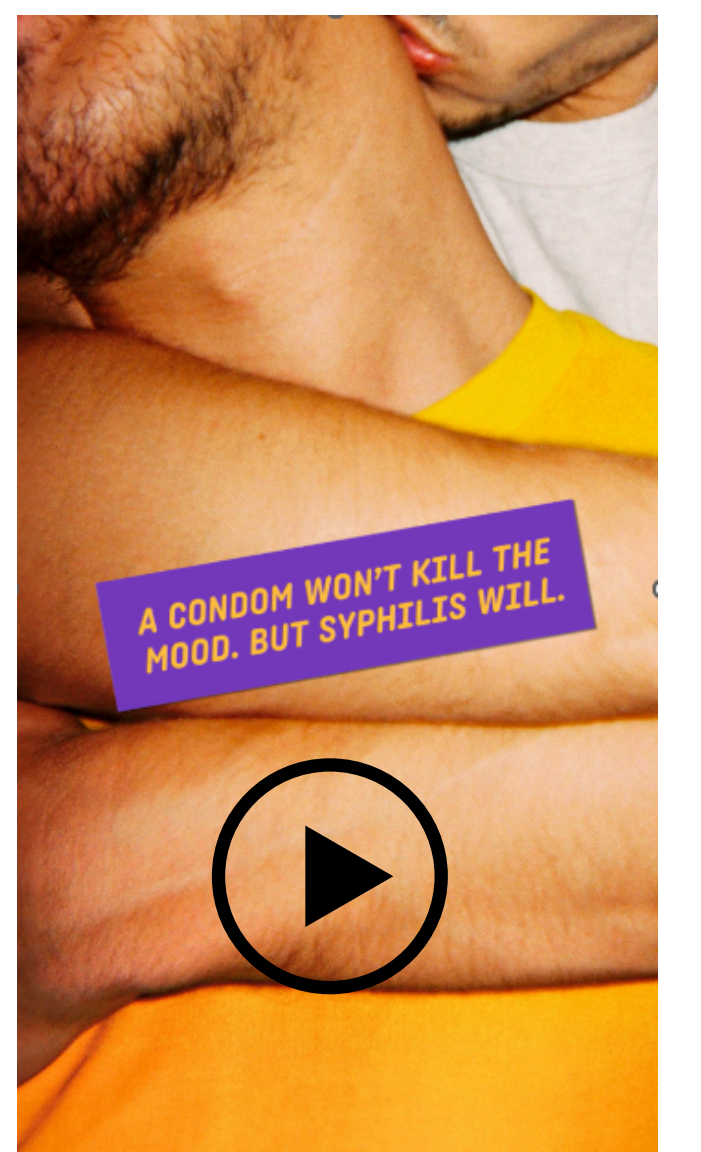
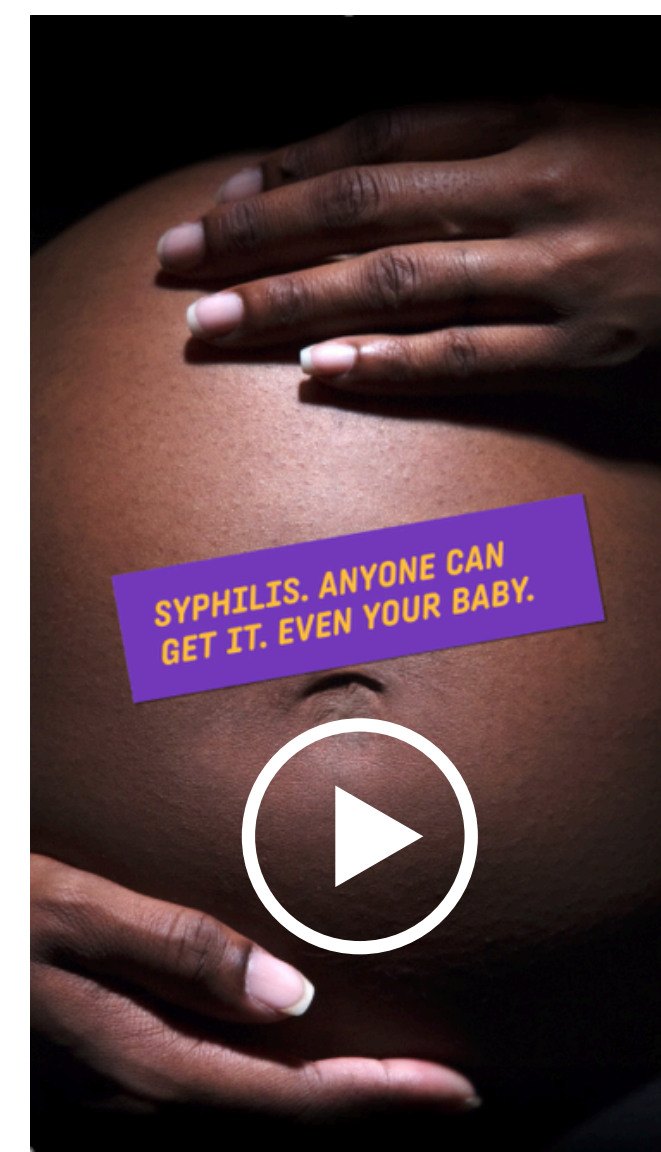
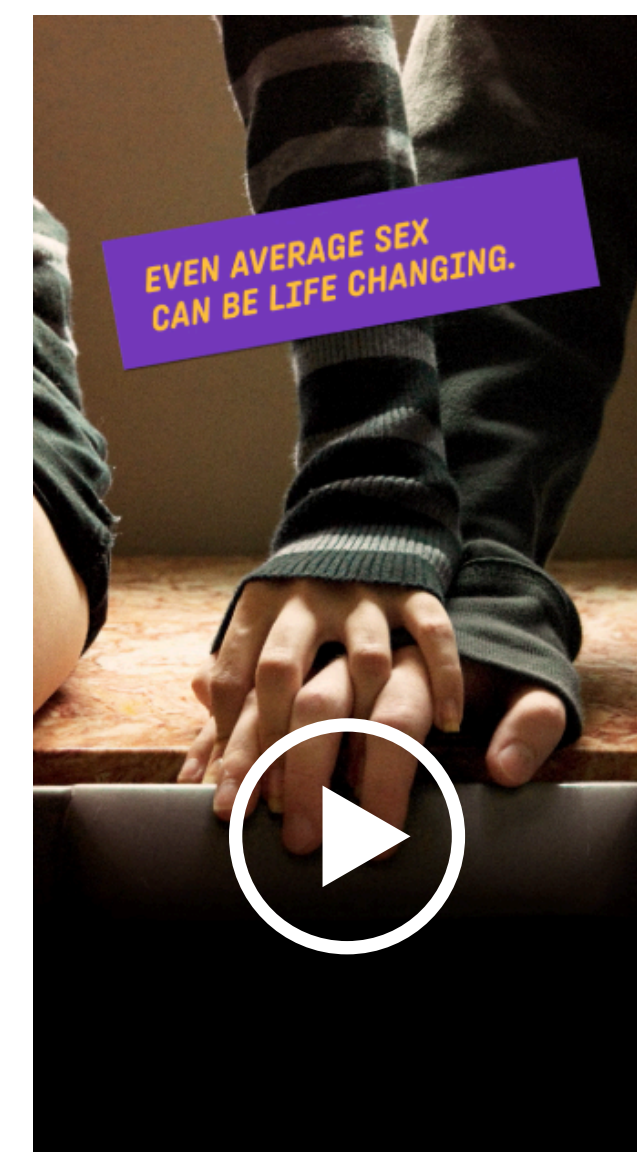
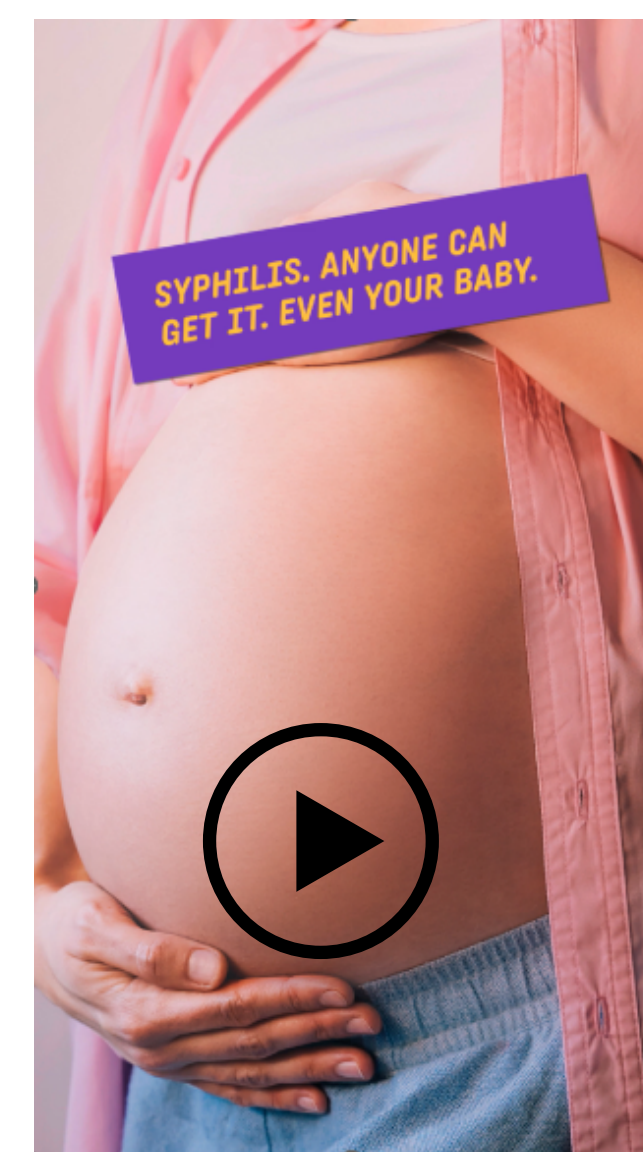
Regional radio
730 spots



Digital audio
Listens: 703,301

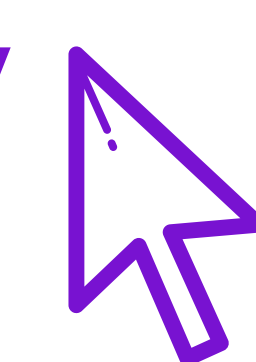
SnapChat

Totals Views: 4,590,924, Click-through-rate: 0.91%



Most viewed video - viewed 2,692,611 times, 44% of the clicks were 16-year-olds

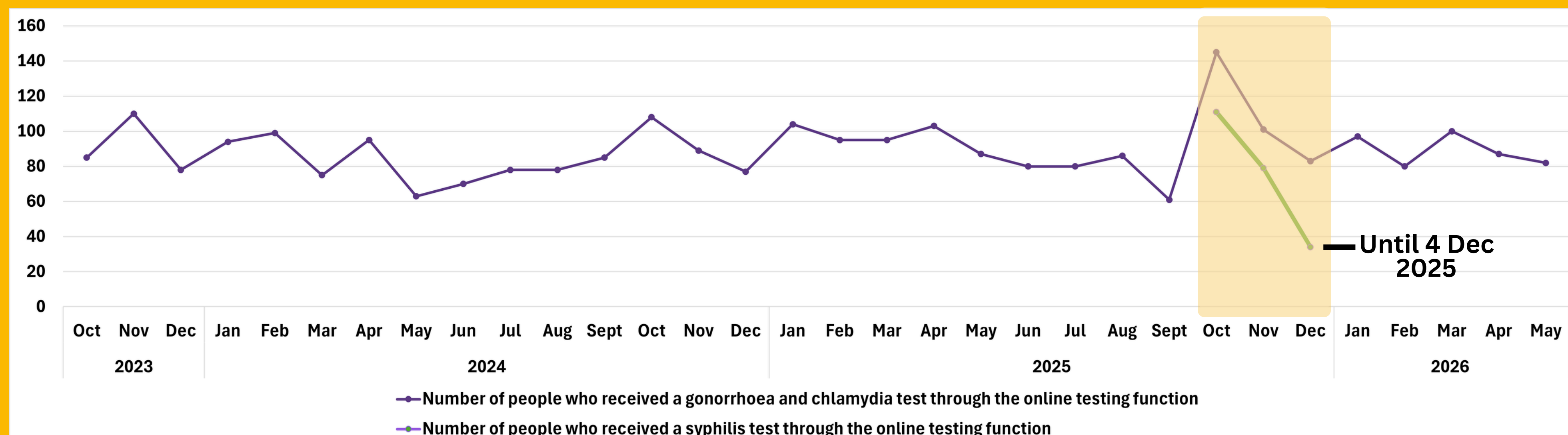
<http://>



Healthysexual.com.au

46,000+ users visited the website compared to 6,700+ users in the same period in 2024

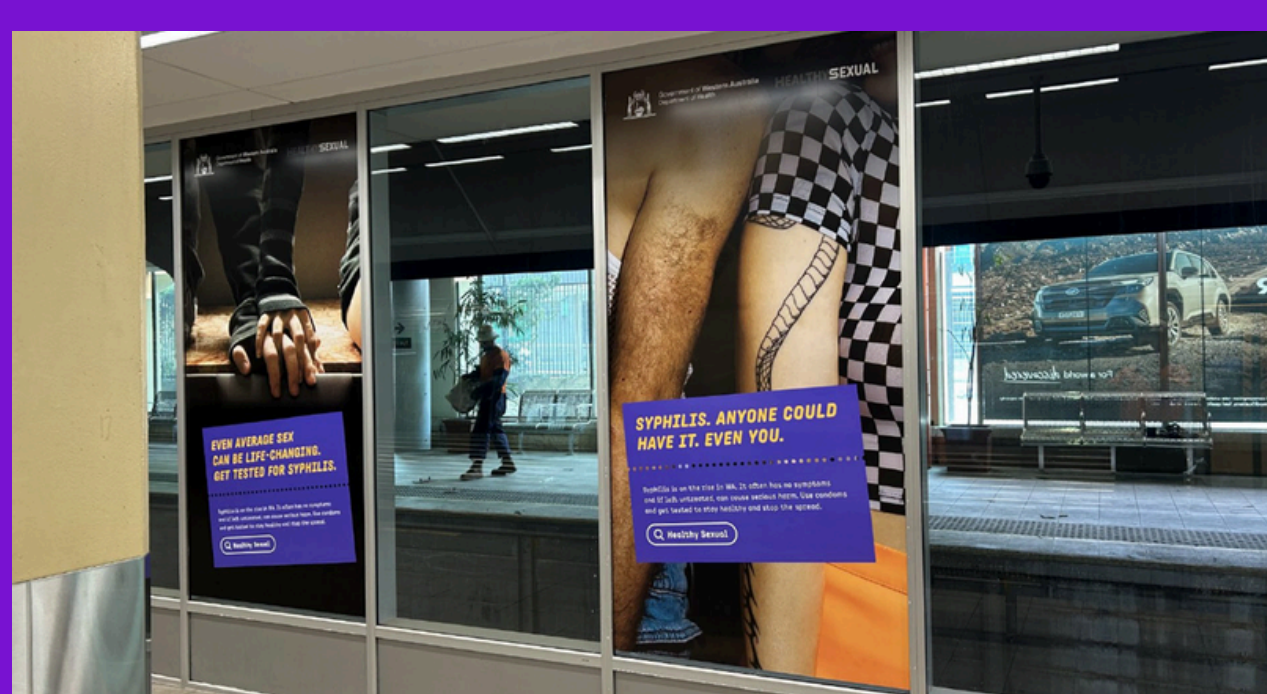
Online testing data



1/329 (0.3%) syphilis tests were positive for a new detection, compared to 9% for chlamydia and 1% for gonorrhoea for the program life.

32% of people who used the online testing function did not get a syphilis test during the time period.

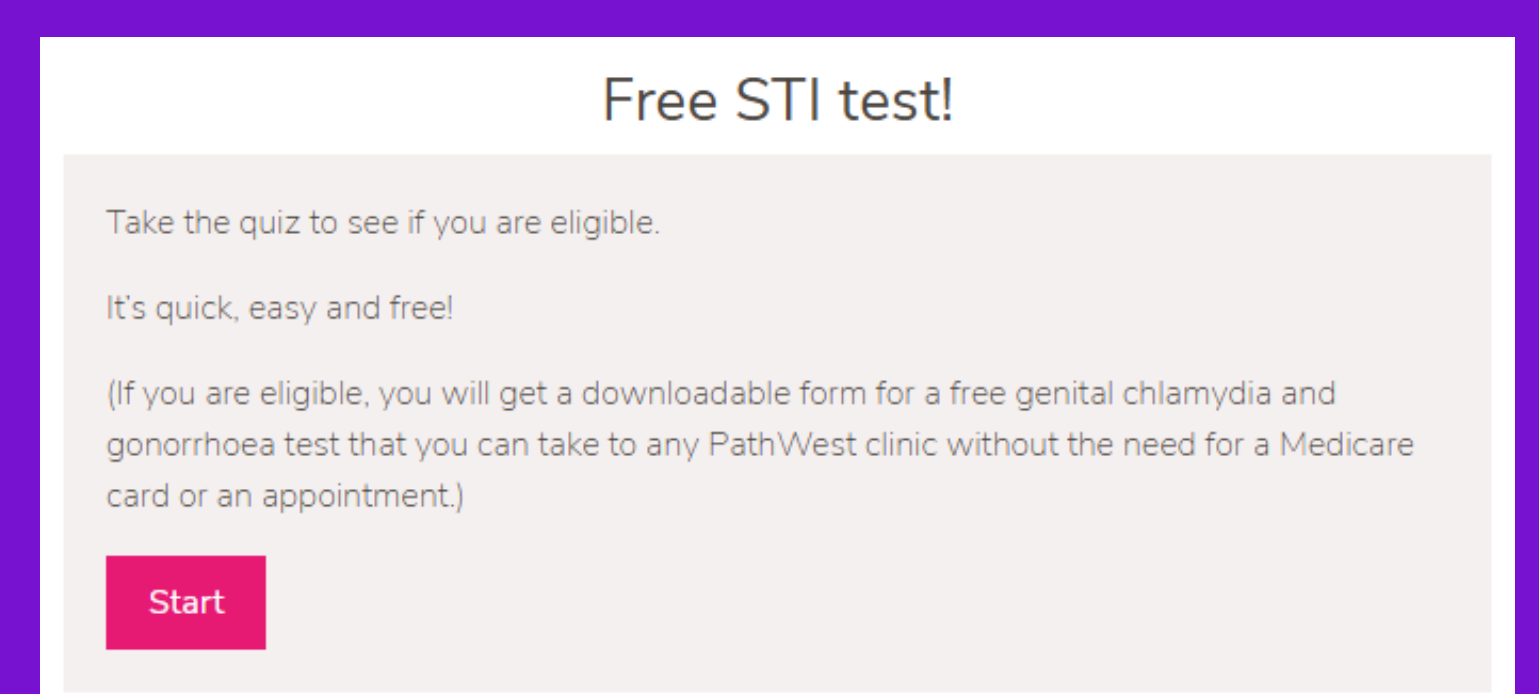
Take-aways



Messaging on public transport has a ↑ number of views and ↓ cost, ensuring the campaign has high exposure.



Snapchat assets were highly successful for 16-year-olds, but future considerations needed due to under 16s social media delay



Campaign resulted in increased testing via the online form but syphilis positivity was lower than gonorrhoea and chlamydia

Use condoms, get tested • Use condoms, get tested • Use condoms, get tested • Use condoms, get tested