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Note re use of the term Aboriginal

Within the Western Australian Department of Health, the term Aboriginal is used in preference to Aboriginal and Torres Strait Islander, in recognition that Aboriginal people are the original inhabitants of Western Australia. No disrespect is intended to our Torres Strait Islander colleagues and community.

Acknowledgements

Thank you to the member organisations of the reference group: Aboriginal Health Council of WA, Derbarl Yerrigan Health Service, Hepatitis WA, SiREN (Curtin University), Boorloo Public Health Unit, Department of Justice, Midwest Public Health Unit, Peer Based Harm Reduction WA, Aboriginal Health Policy Directorate, Communications Directorate; and thank you those who shared their lived experience to inform the campaign concepts.

Contact

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You are welcome to contact me during or after the conference if you would like to discuss this campaign.

Background

- Next National Hepatitis C Strategy calls for community awareness health promotion and public education initiatives for priority populations.
- The *Bloodborne viral and sexually transmissible infections in Aboriginal and Torres Strait Islander peoples: Annual surveillance report 2024* (published by The Kirby Institute, University of New South Wales) recognises 'the devastating impacts colonisation and the social systems that continue to uphold social inequalities have on the health and wellbeing of Aboriginal and Torres Strait Islander peoples'.
- In this context, hepatitis C rates remain high amongst Aboriginal peoples, suggesting an increase in the at-risk population and/or less effective access to and implementation of harm reduction.
- This campaign aims to address these inequities (which are evident in WA) by increasing awareness of prevention and treatment.

Objectives

- The 'Look After Your Blood' campaign aims to:
 - raise awareness of blood-borne viruses (BBVs), and the importance of prevention, among Aboriginal people aged 16–39 years
 - reduce the incidence of BBVs amongst Aboriginal people in WA
 - increase testing rates for BBVs amongst Aboriginal people in WA
 - increase knowledge about risks associated with sharing needles and other injecting drug equipment
 - increase knowledge about the importance of testing for BBVs
 - increase awareness that treatment is available for BBVs.
- The campaign's primary call to action is to get tested for BBVs.
- Getting people linked into care provides opportunity for further action - for example: treatment if diagnosed, prevention and education.

Method

- The campaign development was shaped by:
 - the evaluation of the previous iteration of the 'Look after your blood' campaign
 - culturally secure focus group testing with Aboriginal people in both regional and metropolitan areas - the initial campaign concepts were rejected, with participants expressing a preference for testimonials to be the core driver
 - in depth interviews with Aboriginal people that have a lived experience of hepatitis C and HIV
 - reference group consisting of organisations from the Aboriginal health sector and community-based organisations – who provided input at all stages of development
 - a peer attending the video filming to ensure authenticity of injecting scenes.
- Metrics from first advertising burst (June-August 2024) informed adjusted media buy for second burst (April-May 2025).

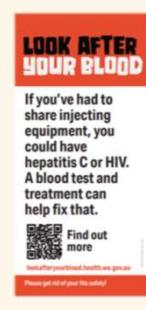


Results



Campaign posters

- Campaign assets that were developed included:
 - 2 x 15 and 30 second videos
 - radio advertisements
 - posters
 - labels for Fitpacks® and other needle kits
 - stakeholder toolkit.
- Media channels included:
 - Aboriginal community radio stations (Kriol, Yindijibarndi, and Ngaanyatjarra translations for relevant communities)
 - YouTube, Facebook (Meta), Instagram, Snapchat and TikTok - targeting 16–39 year olds.



Scan to see campaign website.



Scan to listen to radio ads and see all campaign assets.

Campaign Fitpack label

Campaign reach (April - May 2025):

- 730 spots on Radio Mama, Goolarri Radio, Pakam Radio Network and Tjuma Pulka.
- 2 million views on Tik Tok (far ↑ than planned); 112,558 views on Snapchat (↑ than planned); 136,692 video plays on Facebook (Meta) – (↓ than planned).
- Website – 17,413 views of website – most from WA, most from mobiles.
- Impact evaluation will follow further bursts of campaign.

Key actions and takeaways

- Engage with community and stakeholders from the initial stages of campaign development - using a co-design model can enhance appropriateness and acceptability of campaigns.
- Involve community and stakeholders closely in resource development to ensure authenticity.
- Uphold the co-design process – listen to, respect and act on views and feedback from community and stakeholders - be willing to change tack and adapt.