



Government of **Western Australia**  
Department of **Health**

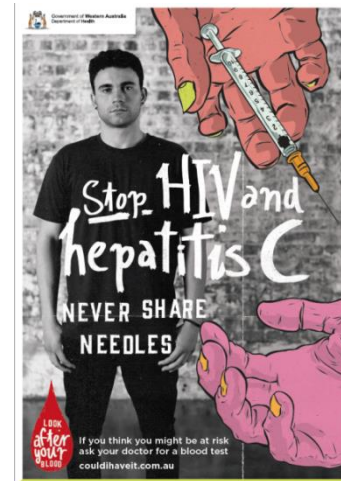
# Aboriginal Campaigns Evaluation

## STI & BBV Quarterly Forum: 20 November 2019

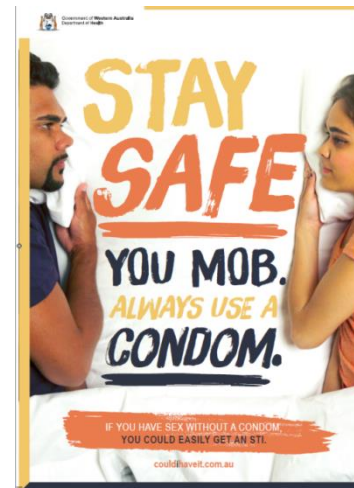


# Campaigns

- Look After Your Blood

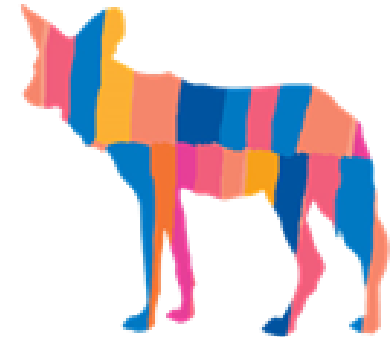


- Stay Safe You Mob



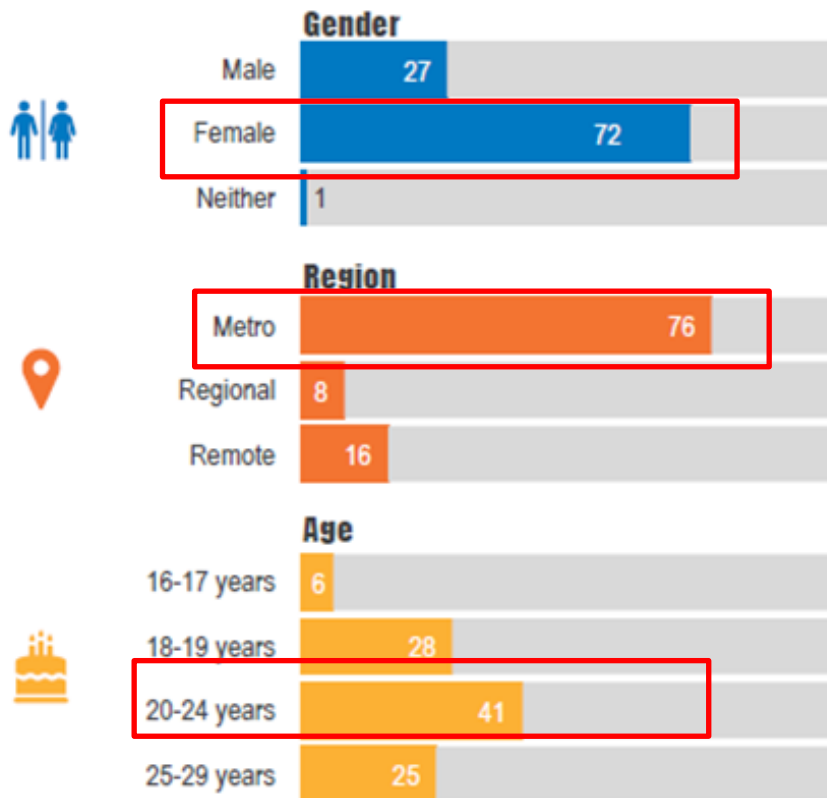
# Evaluation

- Painted Dog Research conducted the evaluation
- Purpose: evaluate the campaign objectives
- 100 survey responses
- Mixed methods recruitment



Painted Dog Research

# Demographics



# Key Findings

## Look After Your Blood



## Stay Safe You Mob



Prompted awareness (overall)

% seen

39%

74%

Message takeout (*primary preventative*)\*

% NET well

86%

83%

Message takeout (*primary testing*)\*\*

% NET well

62%

52%

Campaign wearout

% NET agree

8%

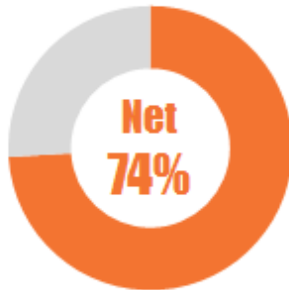
14%

# Key Findings

## Awareness and Diagnostics Summary: Stay Safe You Mob

### Campaign Awareness

% Seen



TVC	59%
Radio	46%
Poster	50%
Online	42%

### Campaign Diagnostics

% NET Agree

These ads are easy to understand	90%
I trust the information in the ads	90%
...made by people who understand my community	70%
I would share these ads with friends or family	60%
These ads are personally relevant to me	47%
I'm getting tired of seeing these ads*	14%

### Prompted Message Takeout

% NET Well

If you're having sex, use a condom	83%
It's easy to get tested and treated for STIs	52%
Most people don't have any symptoms when they have an STI	49%

### Behaviour Since Seeing Campaign\*

Told a friend or family member to use a condom when they have sex	7	32	61
Used a condom when I've had sex	19	27	54
Got tested for an STI by visiting a doctor or health service	11	46	43
Told a friend or family member to get tested for an STI	11	49	41

N/A No Yes

All respondents (n=100). \*Among those who had seen the campaign prior (n=74).

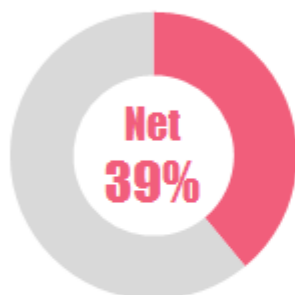


# Key Findings

## Awareness and Diagnostics Summary: Look After Your Blood

### Campaign Awareness

% Seen



TVC	27%
Radio	23%
Poster	22%
Online	22%

### Campaign Diagnostics

% NET Agree

These ads are easy to understand	89%
I trust the information in the ads	89%
...made by people who understand my community	73%
I would share these ads with friends or family	62%
These ads are personally relevant to me	29%
I'm getting tired of seeing these ads*	8%

### Prompted Message Takeout

% NET Well

Never share needles. Sharing needles can lead to viruses that can make you very sick	86%
If you inject drugs, don't share needles, or other injecting equipment with anyone, even family and friends	78%
People with some blood viruses may look and feel healthy, so they might not even know they are sick	62%
Talk to your doctor or health provider about getting a free test	62%
Treatment for blood viruses, like HIV and hepatitis C, is available	57%

### Behaviour Since Seeing Campaign\*

Told a friend or family member to never share needles	46	21	33
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Got tested for HIV or hepatitis C	33	46	21
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N/A No Yes

All respondents (n=100). \*Among those who had seen the campaign prior (n=39).

# So what?

- Shift in attitudes and behaviours
- Importance of consultation and testing concepts
- Future campaigns
- Dissemination of findings





# Questions?

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