

Aboriginal STI and BBV Campaign Evaluation Summary Report

September 2019

WA Department of Health – Sexual Health and Blood-borne Virus Program

Prepared By Painted Dog Research





Background

‘Look After Your Blood’ and ‘Stay Safe You Mob’ are two campaigns that have been developed in response to a significant increase in blood-borne viruses (BBVs) and an above average prevalence of sexually transmitted infections (STIs) among young Aboriginal people in WA aged 16-29.

The Department of Health’s Sexual Health and Blood-borne Virus Program (SHBBVP) developed and implemented both campaigns, which are targeted at young Aboriginal people aged 16-29 in WA.

‘Look After Your Blood’ was implemented first in September 2016. It addresses BBVs, specifically hepatitis C and HIV.

‘Stay Safe You Mob’ was implemented in April 2017 and focuses on STI prevention and testing.

The Department of Health’s Sexual Health and Blood-borne Virus Program (SHBBVP) commissioned Painted Dog Research as an independent research agency to evaluate the effectiveness of these campaigns in terms of reach and behaviour change.



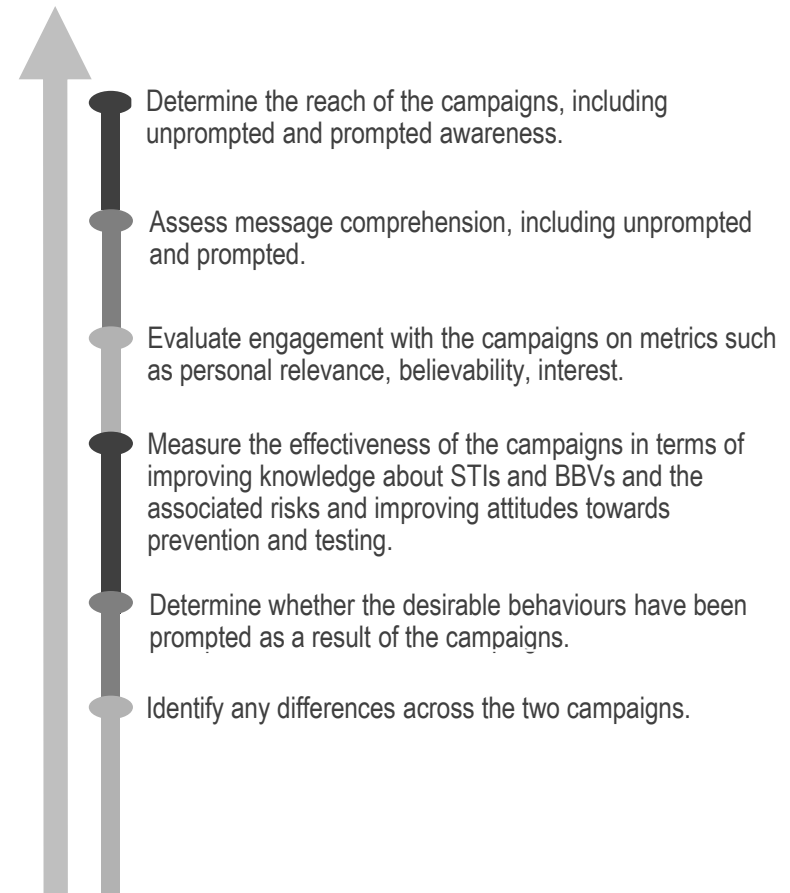
Strategic Aim

The strategic aim of this research was...

“ To evaluate the reach, engagement and effectiveness of the ‘Look After Your Blood’ and ‘Stay Safe You Mob’ campaigns among young Aboriginal people living in WA in order to assess whether the campaigns are meeting their objectives.

Research Objectives

To deliver on the strategic aim, this research needed to provide answers in the following areas:



What we've done

An online survey was conducted with a total sample of **n=100** young Aboriginal people living in WA, facilitated in two primary ways:

- 1 Research Panel** – a sample of **n=95** was achieved through a dedicated Aboriginal research panel. Existing panel members that met the required demographics were invited, supplemented with a 'snowballing' approach whereby panel members on-passed the survey to peers in their local community who would also qualify.
- 2 Engagement with AMSs** – the survey was also promoted in collaboration with DOH-run Aboriginal Medical Service centres throughout Western Australia, achieving a total sample of **n=5**. AMSs were provided with posters and flyers promoting the survey and an instruction spiel for AMS staff to help them facilitate the survey*.

To motivate participation in the AMS-facilitated survey, ten \$200 JB Hi-Fi vouchers were promoted in the posters and flyers (all respondents to this survey were awarded the voucher).

The survey duration was approximately 15 minutes, with question phrasing adapted to feature language appropriate for the target audience in cooperation with the WA Department of Health and the Aboriginal Health Council of WA'.

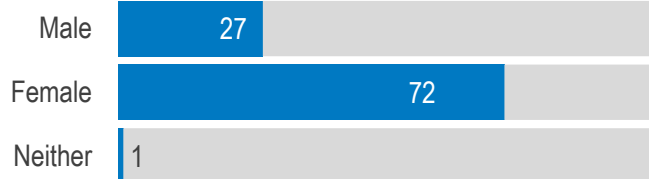


*A brief summary of methodological challenges and barriers to recruitment are presented in an appendix.

Sample profile (n=100)



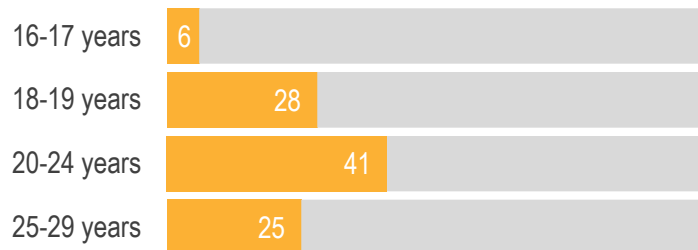
Gender



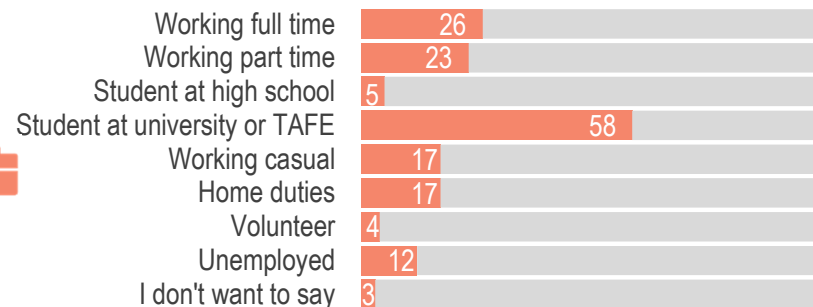
Region



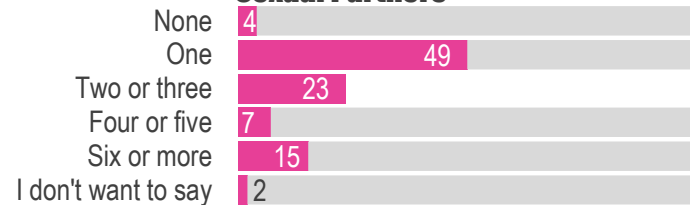
Age



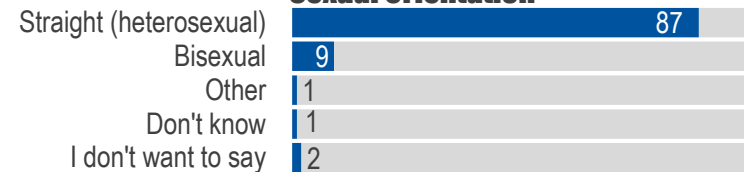
Employment Status

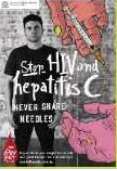


Sexual Partners



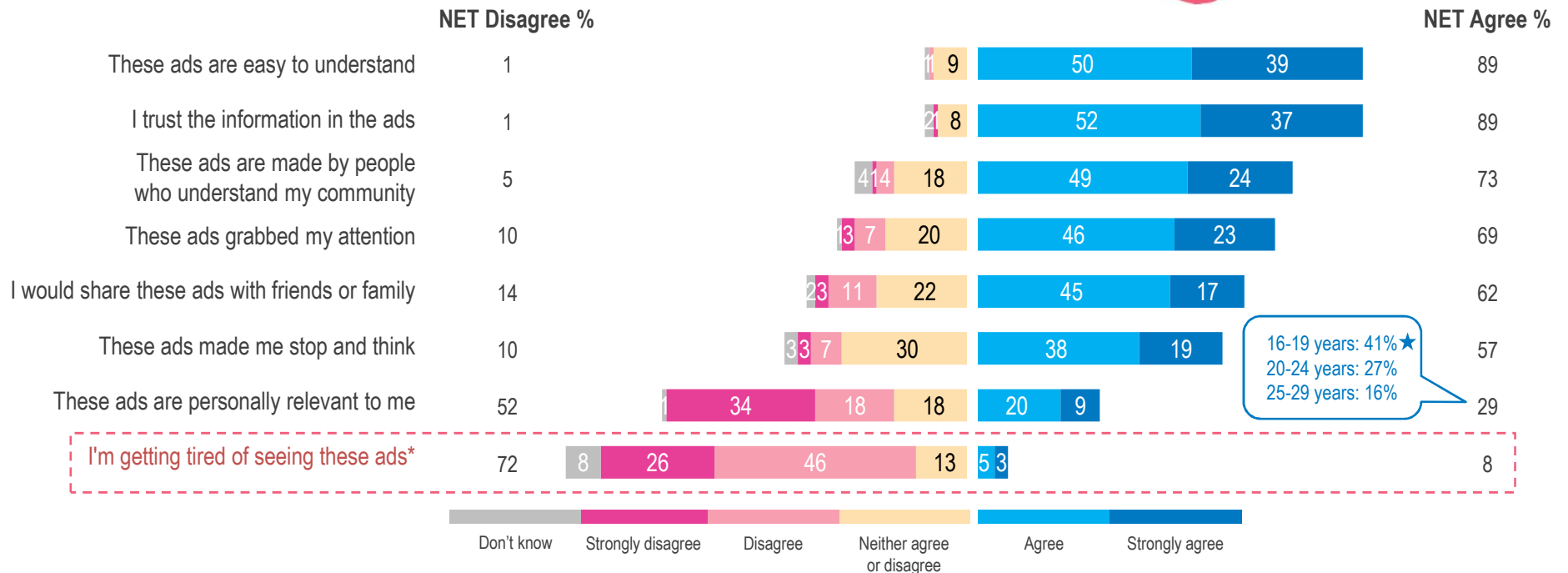
Sexual Orientation





Campaign Diagnostics

Close to 9 in 10 think the 'Look After Your Blood' campaign was easy to understand and that they could trust the information within them. Positively, three quarters felt the content was created by people who understand their community and their culture.

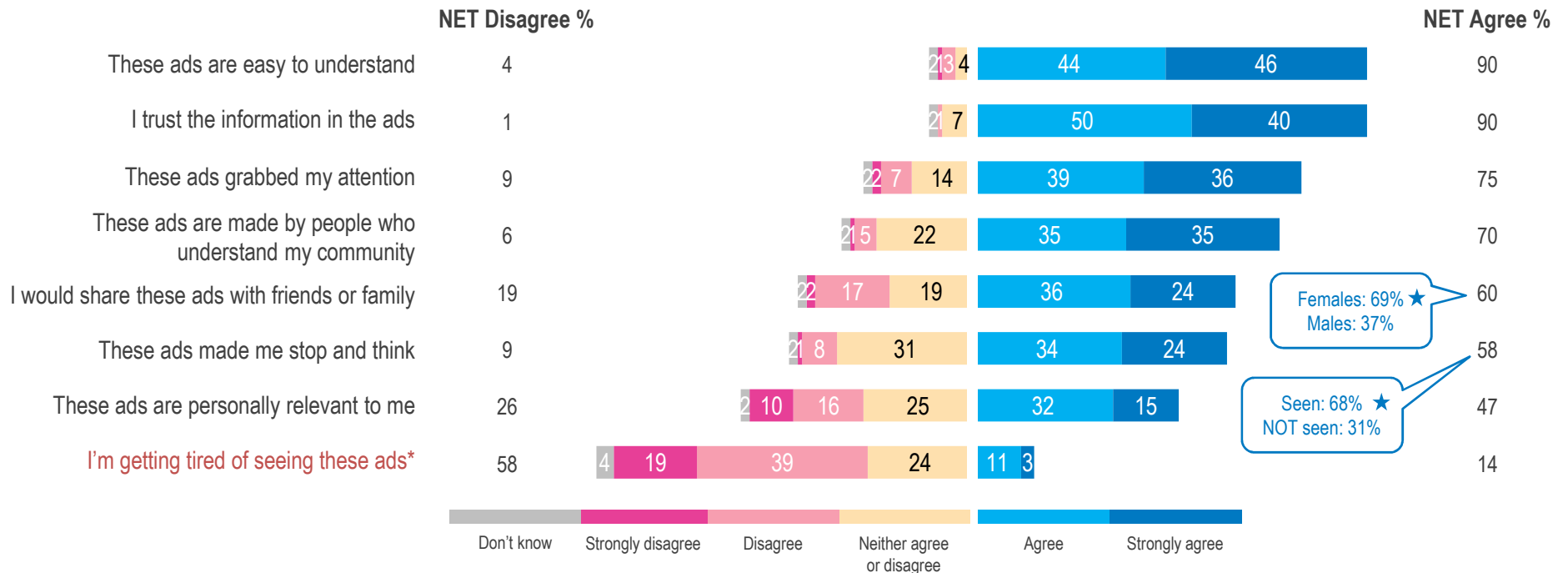


Q13. How much do you agree or disagree with the statements below about these ads? Base: All Respondents (n=100). *Wear out question is filtered to only those who had seen the campaign prior (n=39).

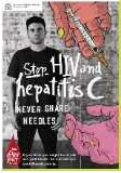


Campaign Diagnostics

The 'Stay Safe You Mob' campaign performed similarly well, with high agreement they were easy to understand and trustworthy. Notably, slightly more agreed that these ads grabbed their attention.



Q24. How much do you agree or disagree with the statements below about these ads? Base: All Respondents (n=100). *Wear out question is filtered to only those who had seen the campaign prior (n=74).

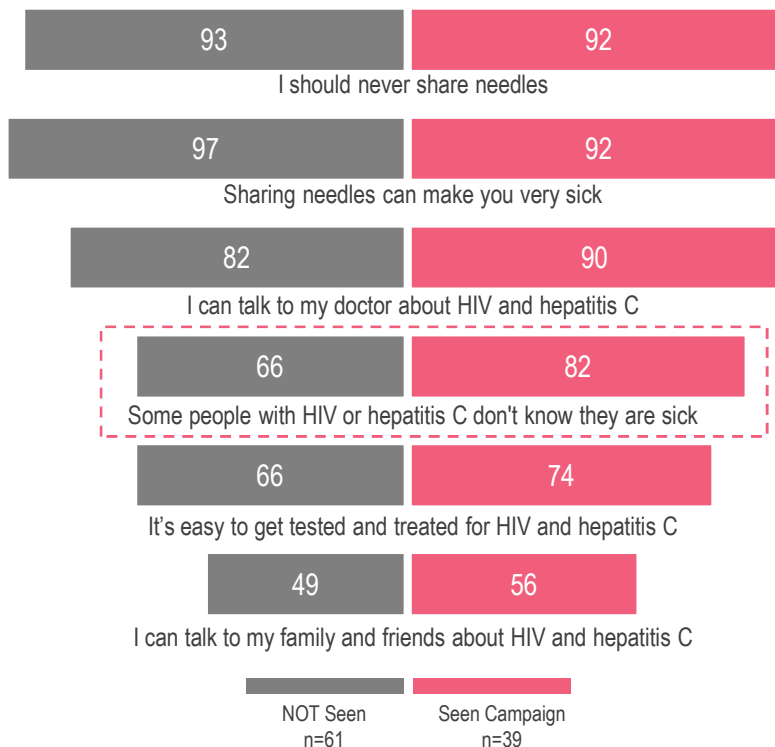


Impact on Attitudes

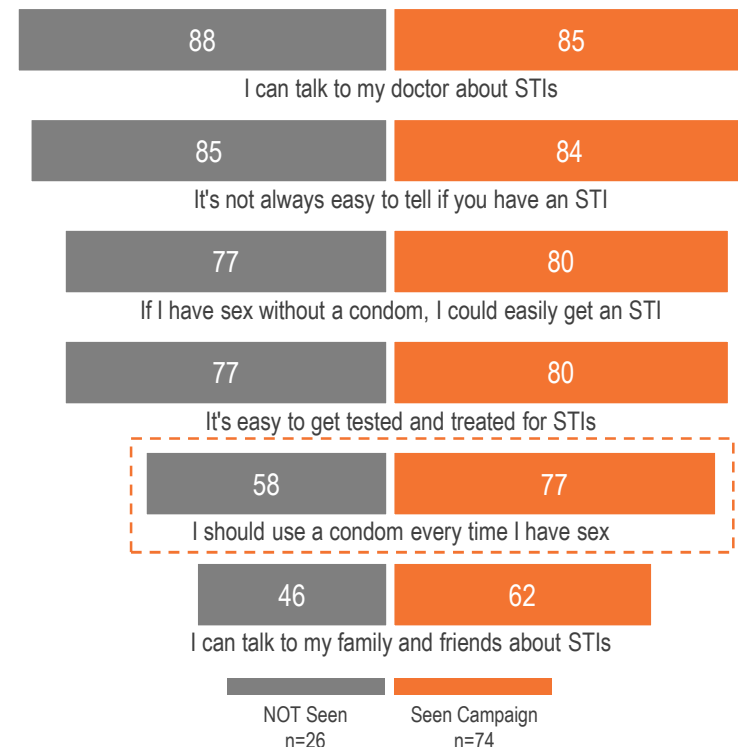
Attitudes towards sharing needles didn't differ significantly between those who had vs. hadn't seen the campaign previously, with most attitudes toward not sharing needles already favourable. However, the campaign may have had an impact on raising awareness that some people with HIV or hepatitis C don't know they are sick – hopefully, this greater awareness will result in greater levels of testing.

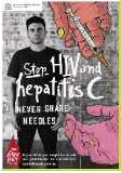
Attitudes towards STIs are similar between those who had and hadn't seen the campaign. Although not significant, those who have seen the campaign seem to agree more that they should use a condom every time they have sex and that they can talk about STIs with family and friends.

'Look After Your Blood'



'Stay Safe You Mob'



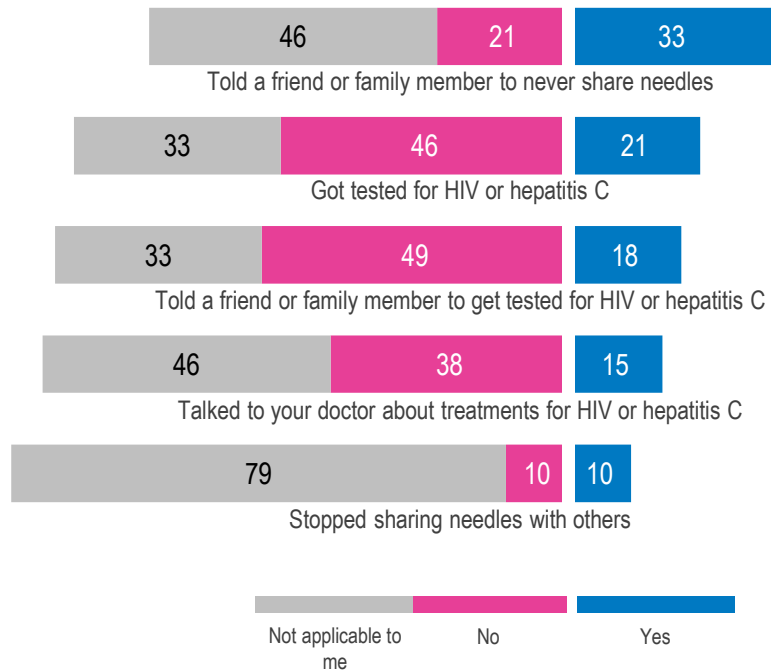


Impact on Behaviours

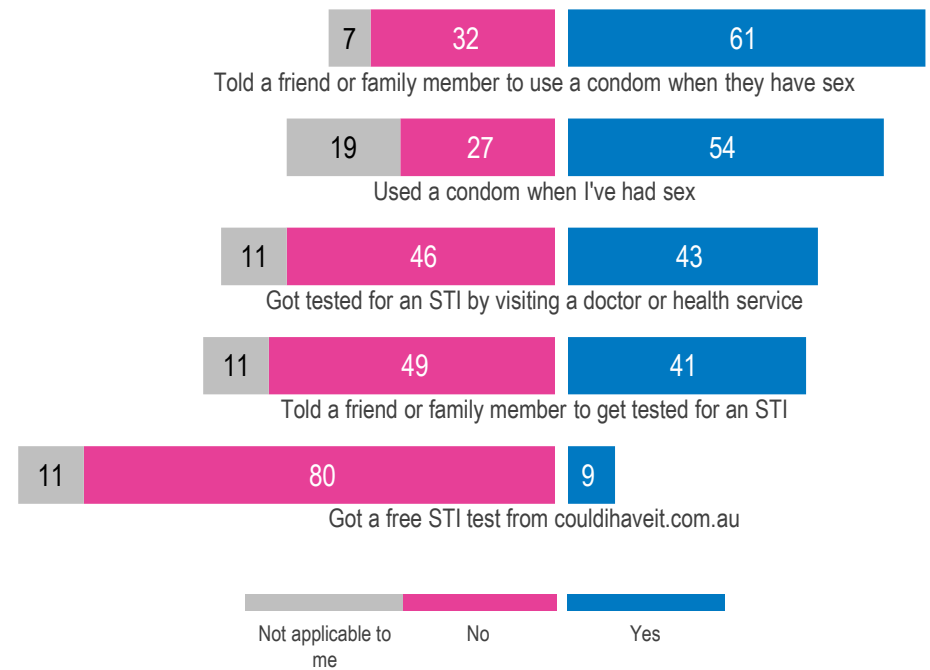
The 'Look After Your Blood' campaign has been most effective in encouraging young Aboriginal people to tell friends and family not to share needles. Positively, over 1 in 5 said they got a test for HIV and hepatitis C as a result of seeing the campaign.

Almost two thirds have told friends or family to use a condom when having sex and have used one themselves as a result of the campaign, and almost half have been tested for an STI at a health service! However, the campaign hasn't activated people as much to visit the website for a free STI test – only 1 in 10 said they did so after seeing the ad.

'Look After Your Blood'



'Stay Safe You Mob'



Q15. You said that you'd seen these ads before today. As a result of seeing or hearing them, have you...? Base: Those who have seen or heard the campaign (n=39).

*NOTE: Rebased to those who had injected drugs / shared a needle before.

Prompted Campaign Awareness



- Just under 2 in 5 have seen the 'Look After Your Blood' campaign, while more than 3 in 4 remember seeing 'Stay Safe You Mob'. But both campaigns are comparable in terms of cost efficiency, with 'Stay Safe You Mob' awareness levels reflecting differences in media spend.
- For both campaigns, awareness was highest in regional and remote parts of WA across most platforms.
- As always, the TVC delivered the highest levels of awareness for both campaigns. The poster performed well for 'Stay Safe You Mob', recognised by half of young Aboriginal people (compared to around 1 in 5 for 'Look After Your Blood').
- Females were slightly more likely to have seen either of the campaigns. Positively, sexually active young people were almost twice as likely as non-sexually active people to have seen the 'Stay Safe You Mob' campaign – so it's been very effective at reaching its target audience.

Campaign Diagnostics and Message Takeout



- Both campaigns performed well across all key diagnostics and most young people considered them to be easy to understand and trustworthy.
- The 'Stay Safe You Mob' campaign was rated as personally relevant to almost half of young people, whereas only 1 in 3 considered 'Look After Your Blood' to be personally relevant.
- Both campaigns show only minimal signs of wear-out, meaning they could be flighted again or revamped – although wearout was slightly higher for 'Stay Safe You Mob' likely due to its greater flighting and awareness.
- Both campaigns showed good comprehension of primary preventative messages, such as using condoms and not sharing needles. However, secondary messages around testing didn't cut through as well for the 'Stay Safe You Mob' campaign – an opportunity for follow-up campaign components.
- Females reported significantly higher comprehension of primary preventative messages than males for both campaigns, suggesting these elements of the campaign resonated with females more strongly.

Campaign Effectiveness



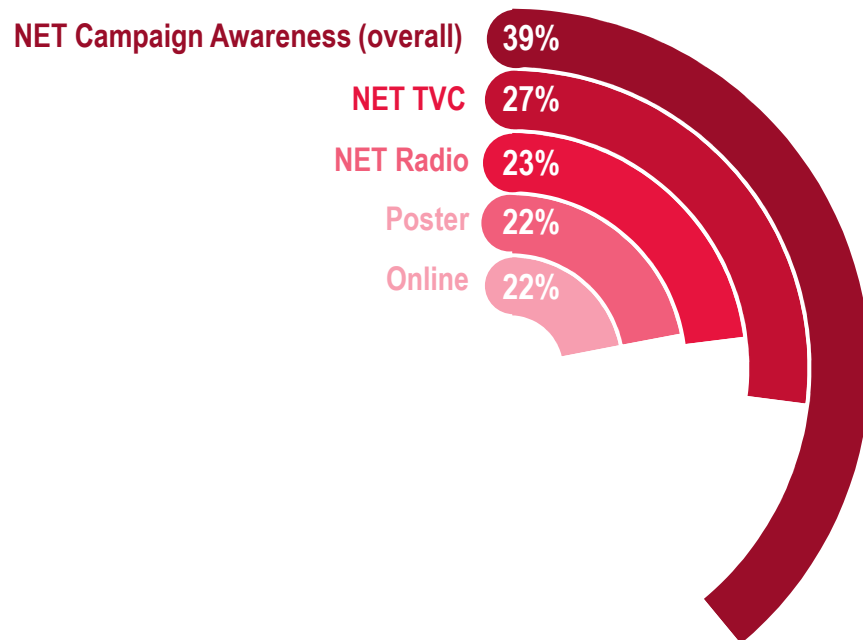
- Overall, both campaigns show great signs of positively shifting the attitudes and behaviours of young Aboriginal people, particularly around testing behaviours and social norms.
- When prompted on the impact of seeing or hearing the 'Look After Your Blood' campaign, one in five say they've since been tested for hepatitis C or HIV. Similarly, over 2 in 5 of those who had seen the 'Stay Safe You Mob' say they've been tested for an STI by a health professional as a result of seeing or hearing the ads.
- Importantly, some strong positive impacts are still evident without even prompting respondents about the campaign. This includes those who had seen the 'Look After Your Blood' campaign being twice as likely to have heard of new treatments available for BBVs, while sexually active young people who had seen the 'Stay Safe You Mob' campaign are significantly more likely to agree that they should use a condom when they have sex compared to those who hadn't seen it.

Campaign Awareness

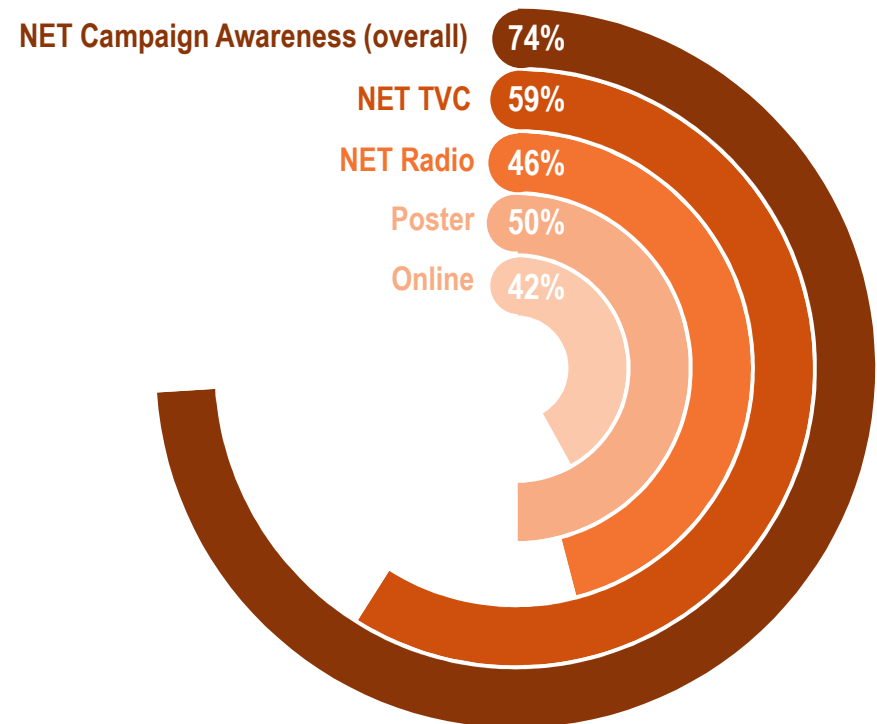
Side-by-side Comparison

Awareness of the 'Stay Safe You Mob' campaign was higher overall, and across all platforms.

'Look After Your Blood'



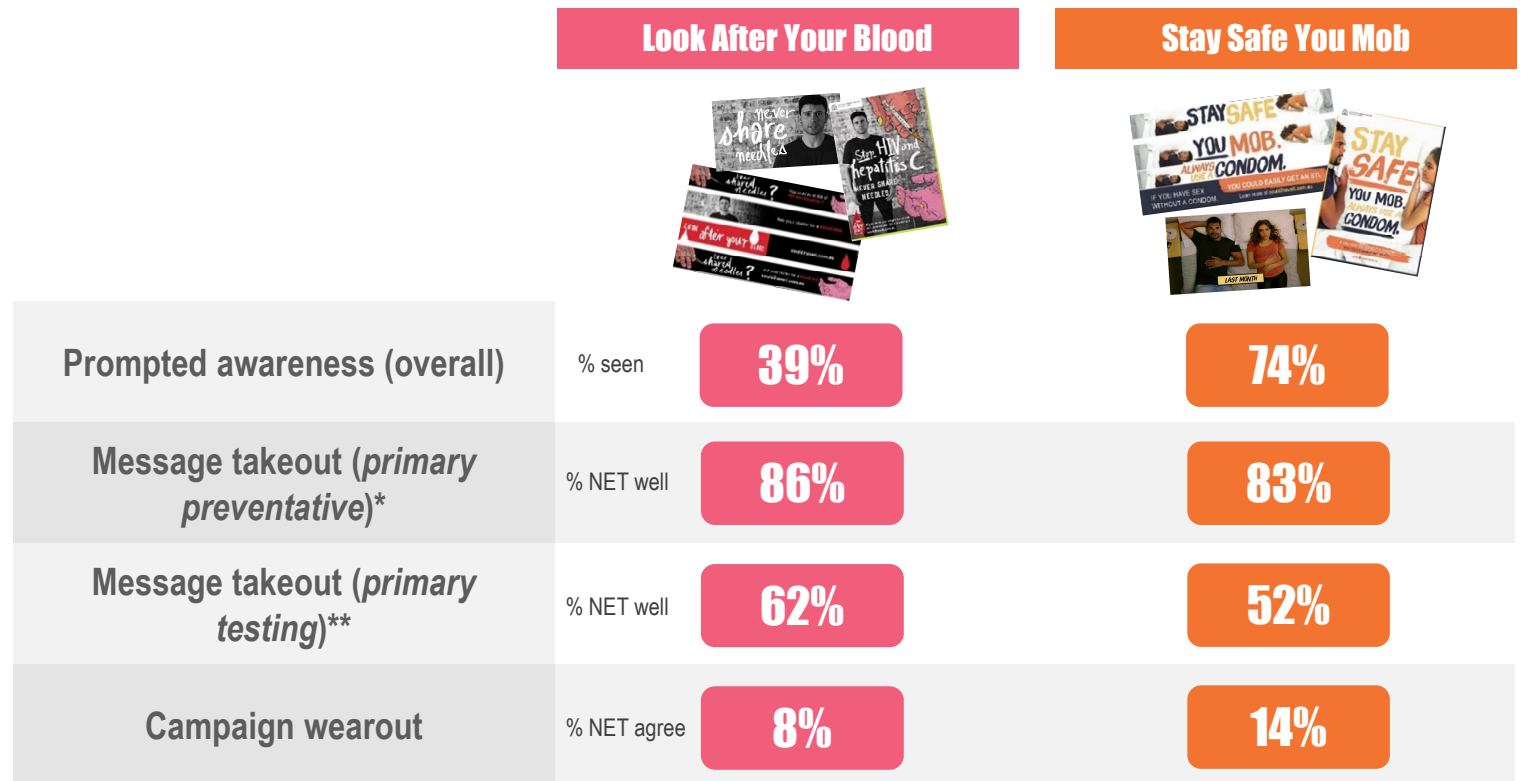
'Stay Safe You Mob'



* There were different levels of investment and media channels used for both campaigns which may account for variations in awareness levels

Campaign KPI Scorecard

Awareness of 'Stay Safe You Mob' was much higher, but comprehension of the primary preventative message was the same.



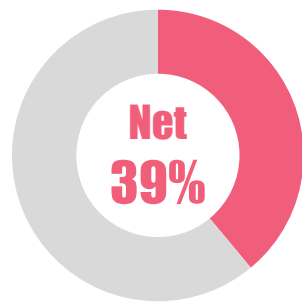
*Primary preventative message: 'Look After Your Blood': *Never share needles. Sharing needles can lead to viruses that can make you very sick.* 'Stay Safe You Mob': *If you're having sex, use a condom.*

**Primary testing message: 'Look After Your Blood': *Talk to your doctor or health provider about getting a free test.* 'Stay Safe You Mob': *It's easy to get tested and treated for STIs.*

Awareness and Diagnostics Summary: Look After Your Blood

Campaign Awareness

% Seen



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

Campaign Diagnostics

% NET Agree

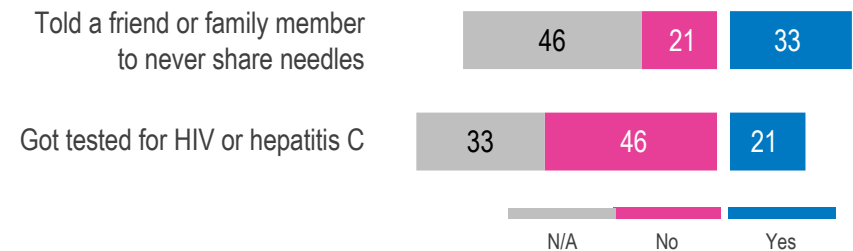
These ads are easy to understand	89%
I trust the information in the ads	89%
...made by people who understand my community	73%
I would share these ads with friends or family	62%
These ads are personally relevant to me	29%
I'm getting tired of seeing these ads*	8%

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*

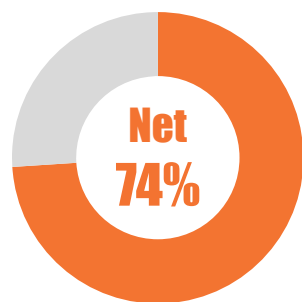


All respondents (n=100). *Among those who had seen the campaign prior (n=39).

Awareness and Diagnostics Summary: Stay Safe You Mob

Campaign Awareness

% Seen



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

Campaign Diagnostics

% NET Agree

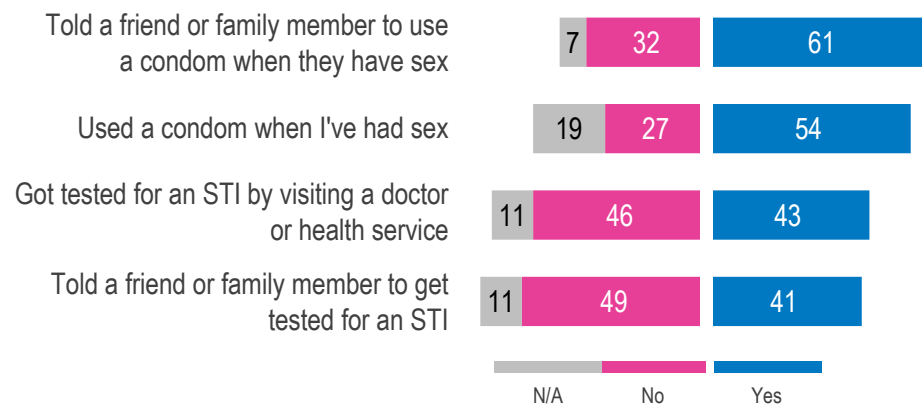
These ads are easy to understand	90%
I trust the information in the ads	90%
...made by people who understand my community	70%
I would share these ads with friends or family	60%
These ads are personally relevant to me	47%
I'm getting tired of seeing these ads*	14%

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*



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

Hunt Smarter.



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