



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

# Could I Have It?

## Annual Report 2018-2019

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**WA Health**

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## **1.0 Executive Summary**

The **Could I Have It? 2018/19 Annual Website Report** (the report) provides an overview of key activities for the Could I Have It website (CIHI) for the 2017/18 financial year.

CIHI is a campaign website run by the Sexual Health and Blood-borne Virus Program (SHBBVP) which provides information on sexually transmitted infections (STIs) and blood-borne viruses (BBVs) to people aged 16-35 in Western Australia. CIHI has several key features, including links to current campaign material, a ‘Find a clinic’ function, and an online quiz which enables users to download a free PathWest form at the end of the quiz and take it to a PathWest centre to test for chlamydia and gonorrhoea.

The report contains a summary of information related to the key features of the website, site and content management, website updates, promotional activities and advertising related to CIHI, comprehensive website and online testing data, and future plans for the website, including areas for improvement that have been identified.

The data included is sourced from the Communications Directorate, as managers of the server location of the website; Google Analytics; IBC Digital, who host the free online STI testing function; and South Terrace Clinic, who process the PathWest test results. The analytics included demonstrate that an increased and stable number of people accessed the online STI quiz and PathWest form in 2018/19, and that the campaigns and promotional activities continue to drive traffic to the website.

The SHBBVP will continue to support the management and update of CIHI to engage users, provide relevant sexual health information, and increase access to testing and treatment for chlamydia and gonorrhoea. Key actions have been identified for implementation during the 2018/19 financial year, including ongoing promotional campaign bursts, updates to the online quiz and sexual health content, and investigating options to collect more specific data related to testing. Annual website reviews and reports will proceed to be completed for each financial year.

## **2.0 Introduction**

Could I Have It (CIHI) is a campaign website run by the Sexual Health and Blood-borne Virus Program (SHBBVP) which provides information on sexually transmitted infections (STIs) and blood-borne viruses (BBVs) to people aged 16-35 in Western Australia. The site displays current STI and BBV campaigns and has several other features, including 'Find a clinic' and 'Ask a question', enabling users to find local sexual health clinics and ask questions about their sexual health confidentially.

Most significantly, CIHI provides a sexual health questionnaire and free online test, with a downloadable PathWest form so users can be tested for chlamydia and gonorrhoea free of charge. The aim of the CIHI website is to provide accurate information regarding STIs, BBVs and testing, and to increase STI testing and treatment rates among young people. The URL is <https://www.couldihaveit.com.au/home>

## **3.0 Site and Content Management**

### **3.1 Maintenance**

The CIHI website is hosted on a server located at Department of Health (DoH) and has been built on the CMS Sitecore which is managed by the Communications Directorate of DoH. The Communications Directorate is responsible for the upload and management of content on CIHI.

IBC Digital is the primary partner for website support and maintenance of the online test functionality on CIHI. IBC Digital is contracted by Department of Health to provide IT assistance for the SHBBVP website Get the Facts, which hosts the online test, and so assists with resolving issues related to the online test on CIHI also. The functionality of the online test is tested weekly to ensure it is working.

### **3.2 Updates**

Content and functionality updates were made to the CIHI website in 2018/19.

In 2018, the age restriction for users to access the online test was increased to from 26 to 35 years to allow a broader range of users' access to the free quiz and STI test facility. This was done in response to a significant increase in gonorrhoea notifications, particularly amongst heterosexuals aged 25-35 year olds. Interestingly, the largest demographic of users of the CIHI website in 2018/19 were in the 25-34 year age group (33.50%), so this appears to have been an appropriate and useful update.

In response to an increase in syphilis notifications amongst men who have sex with men (MSM) and heterosexual men and women, content was updated on the STI facts page to include a syphilis alert. This alert provided information on the increase in syphilis notifications, and the potential health issues associated with syphilis infection, with a call to action to get tested, especially for women of childbearing age.

## **4.0 Website features**

### **4.1 Free Online Testing**

The feature allows users to answer a series of questions to see if they are at risk of an STI, after which they are able to download a free pathology test form. Users can print the PathWest form and take it into any PathWest facility to be tested for chlamydia and gonorrhoea.

Data on the number of people accessing the online test, the number of people completing the online test, and the number of people who download the PathWest form is recorded and available via google analytics. South Terrace Clinic, Fremantle Hospital, records and sends testing data to DoH. This data includes the number of positive STI results resulting from the online testing process.

One of the key goals of the CIHI website is to drive users to get tested for chlamydia and gonorrhoea using the free downloadable PathWest form. In 2018/19, the total number of ‘take a free test’ pageviews was 21,825. The total number of completed online PathWest forms for CIHI was 1,807, and 325 users from both CIHI and the *Get the Facts* website went on to get tested. As the testing data for both CIHI and *Get the Facts* is collected together, it is difficult to determine what percentage of users accessing the free PathWest form on CIHI actually go on to get tested.

Of those who tested, 22 people tested positive for chlamydia and 3 tested positive for gonorrhoea.

### **4.2 Find a Service**

‘Find a service’ is a referral feature that allows users to find a sexual health service or PathWest facility near them, using google maps, based on their location. The services listed are reviewed bi-annually to ensure that service information is up-to-date. In 2018, additional services in regional WA were included to enhance website accessibility for those in regional WA.

## **4.3 Ask a question**

This feature enabled website users to ask a confidential sexual health question and have it answered by a health professional. All questions are answered and recorded by a nurse at South Terrace Clinic. Request for information on the questions answered can be requested where necessary.

## **4.4 Campaign Space**

The CIHI home page has ‘tiles’ which enable different headings and content to be displayed. Some tiles on the home page can be changed to reflect current campaigns, such as the Youth STI campaign and Aboriginal STI/BBV campaigns. The purpose of this is to enable website users to click on the tile and follow a link to view the campaign. The new Youth STI campaign was launched in November 2018, and the 30 second campaign video was immediately included as an available link on the CIHI home page.

## **5.0 Promotional activities**

Each year, the SHBBVP runs an integrated awareness raising and online testing campaign in the summer period when young people are more likely to engage in risky behaviour. The campaign typically launches at Leavers week and runs throughout the summer. As noted, a new campaign creative was developed and targeted campaign activities ran from 11 November 2018 to 30 May 2019. Campaigns are a key promotional activity for CIHI, as digital campaign ads drive traffic to the CIHI website.

It is worth noting that the amount of people getting tested using the downloadable PathWest form increased by two-fold following the release of the Youth STI campaign (19 tested in October 2018, and 38 tested in January 2019).

As with previous years, SHBBVP continued to sponsor Falls Music Festival in Fremantle in 2019 to undertake promotional activities. A Falls Downtown competition, which involved young people going into a draw to win VIP Tickets to the festival, was conducted during Leavers week in November 2018.

Additionally, SHBBVP ran a WA-first pilot program to activate an onsite STI testing facility at Falls Festival Fremantle, in January 2019. The aim of this was to create a supportive and accessible environment to promote sexual health, provide a convenient opportunity for STI testing, and to normalise conversations about STIs and safer sex. The facility was delivered in partnership with PathWest and South Terrace Clinic, and included STI testing, engagement with

peer educators from WA Aids Council and Youth Affairs Council of WA, and condom distribution.

The testing function on CIHI was promoted via this activation through messaging on Falls social media channels advising people of the activation and directing them to the CIHI website, couldihaveit.com branding on the event wristbands, and distribution of CIHI branded condoms and wallet cards. These promotional activities succeeded in increasing awareness of and traffic to the CIHI website. Additionally, the STI testing facility saw 458 young people get tested for chlamydia and gonorrhoea over two days, and garnered substantial media interest.

*Image 1: News media headline*

**national ➔ western australia**

## **McGowan Government spends \$50K on STI testing at Fremantle Falls Festival**

Revellers at Falls Festival are being rewarded with free condoms, water, mints, cologne/perfume, glitter and use of superior toilet cubicles for taking part in STI tests.

*Image 2: Peer educator handing out CIHI branded condoms at the Falls Festival onsite STI testing facility*

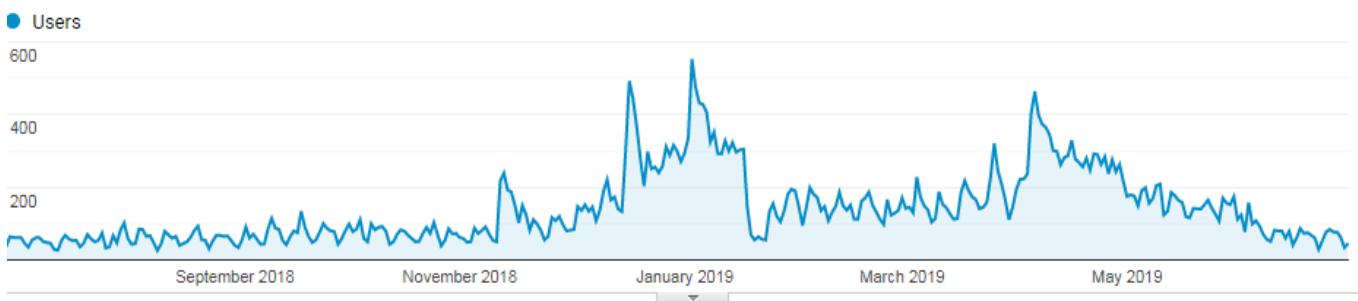


## 5.1 Campaign/advertising

Campaigns are a useful way of directing online traffic to the CIHI website. The campaign materials feature both on the website, and on various social media channels which take people to the CIHI site when they click on the campaign.

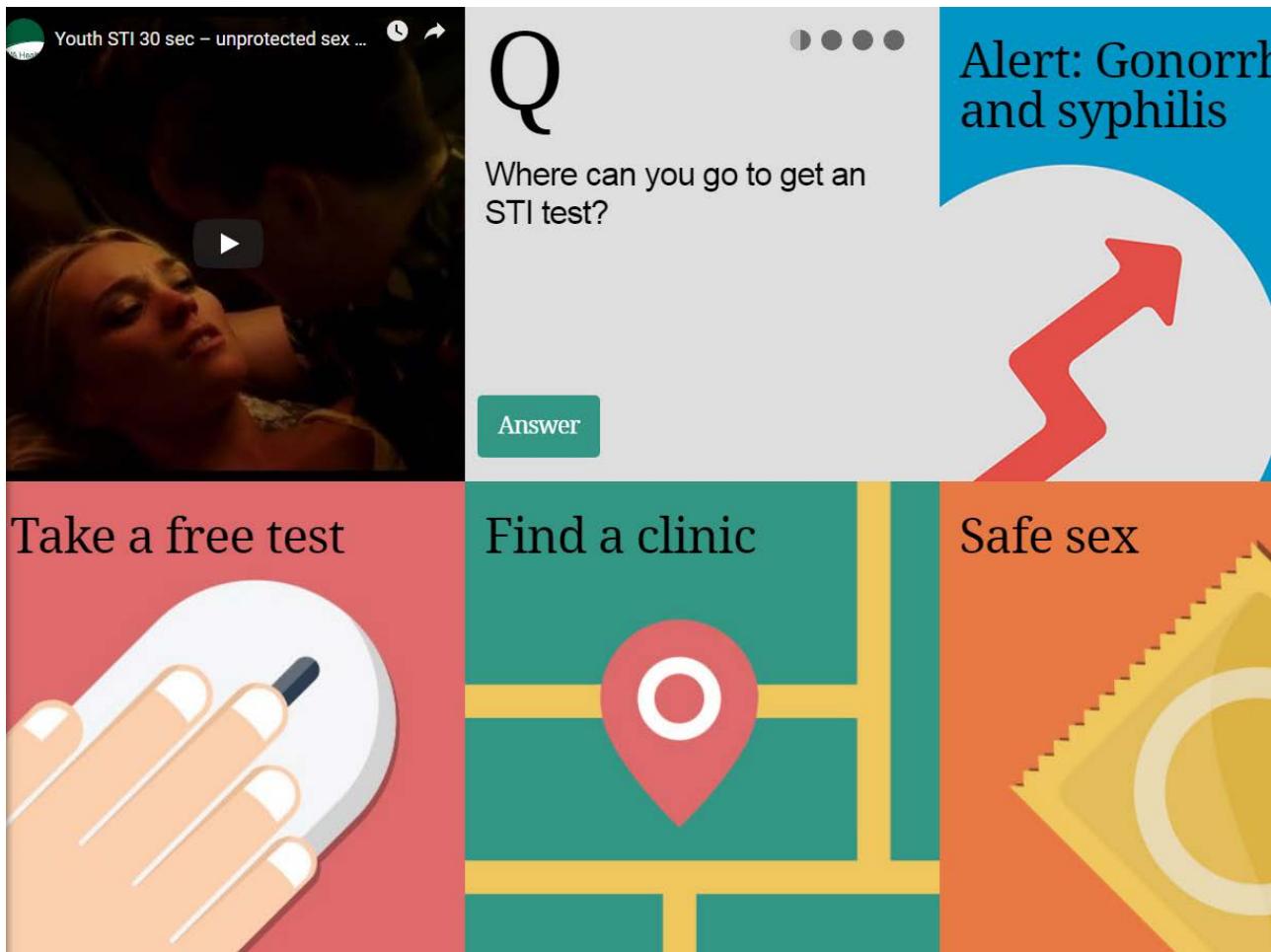
A new Youth STI campaign was launched in November 2018, and was posted on various social media channels such as YouTube, Facebook and Snapchat. People viewing the campaigns online are able to click through to CIHI via a link. The campaigns are used as a means to promote the free online testing feature on CIHI. Analytics demonstrate that there was a correlation between a burst of campaign activity in December 2018, and a significant increase in traffic to the website in December 2018 and January 2019, as shown below.

*Figure 1: Increase in traffic to CIHI website, correlating with a burst in campaign activity*



Two further campaigns, *Look after your blood*, and *Stay Safe You Mob* target young Aboriginal people aged 17 to 29 with sexual health and blood borne virus prevention and testing messages, and also drive people to CIHI for more information and to complete the free online STI test.

*Image 3: tile display on CIHI homepage*



## 6.0 Google Analytics

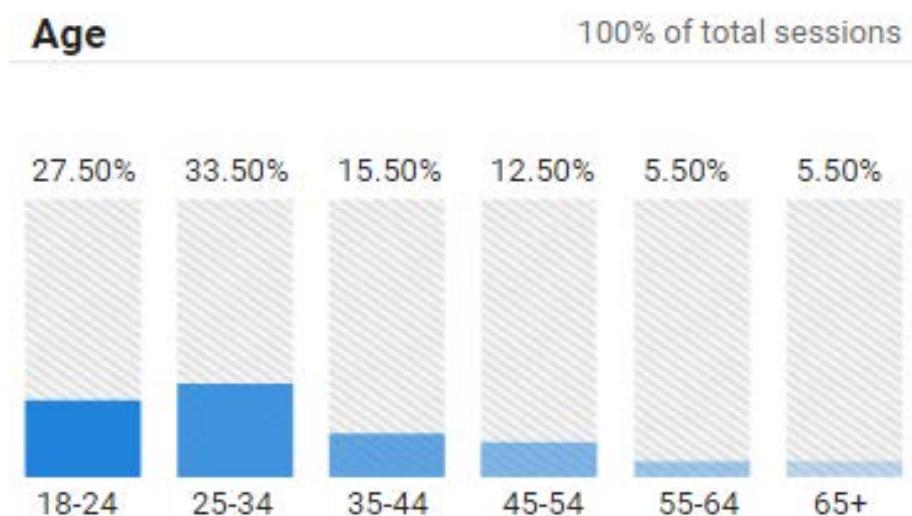
Google analytics is used to track website use and trends for CIHI on a monthly basis. Analytics can be used to guide future campaign activities.

### 6.1 Website users

- There were 47,256 users of the CIHI website between July 2018 and June 2019. Of this amount, 47,110 (92.5%) were new users. The total amount of users actually decreased quite significantly from the 2017/18, by a total of 34.3%. This is likely because campaign activity during 2018/19 was largely optimised for video views, rather than click throughs to the site. Additionally, due to changes in social media and YouTube content restrictions, a significant portion of campaign advertising was directed to cinema rather than social media.

- Most users continue to access the CIHI website via their mobile (71.11%), indicating the importance of ensuring the website is optimised for mobile access. 22.91% of users accessed the site via a desktop computer, and under 6% used a tablet.
- The age demographics of users during 2018/19 are shown below:

*Figure 2: Age demographics of CIHI users*



The age demographics above demonstrate that 61% of sessions on CIHI were accessed by people in the target demographic.

## 6.2 User engagement

- There were a total of 53,278 sessions and 105,569 page views on the CIHI website between July 2018 and June 2019. This represents a decrease in total sessions by 35%.
- On average, users visited 1.98 pages per session, and stayed on the CIHI website for an average of 1 minute and 19 seconds. These figures have slightly increased since 2017/18, which may suggest that although the number of sessions has reduced, overall engagement with those using the website may have increased.
- The bounce rate (percentage of users entering and leaving the website on the same page) has also reduced from 68.88% in 2017/18, to 61.29% in 2018/19. This is consistent with an increase in page views per session.

## 6.3 Location of users

The top three countries that accessed the site in 2018/19 were:

- Australia – 89.72% of users
- United States – 5.24% of users
- India – 0.76% of users

Of the 89.72% of users within Australia, the top three states that accessed the site were:

- Western Australia – 68.54% of users
- New South Wales – 10.59%
- Victoria – 10.04%

This represents a 13.17% reduction in users from WA since 2017/18.

*Figure 3: User acquisition by state*

	Users <small>?</small> <small>↓</small>	New Users <small>?</small>	Sessions <small>?</small>
	<b>42,613</b> % of Total: 90.17% (47,256)	<b>42,289</b> % of Total: 89.77% (47,110)	<b>48,079</b> % of Total: 90.24% (53,278)
Western Australia	<b>29,127</b> (68.54%)	28,991 (68.55%)	33,791 (70.28%)
New South Wales	<b>4,501</b> (10.59%)	<b>4,474</b> (10.58%)	<b>4,794</b> (9.97%)
Victoria	<b>4,266</b> (10.04%)	<b>4,245</b> (10.04%)	<b>4,518</b> (9.40%)
Queensland	<b>3,103</b> (7.30%)	3,101 (7.33%)	3,320 (6.91%)
South Australia	<b>960</b> (2.26%)	947 (2.24%)	1,076 (2.24%)
Tasmania	<b>242</b> (0.57%)	241 (0.57%)	257 (0.53%)
Australian Capital Territory	<b>219</b> (0.52%)	215 (0.51%)	237 (0.49%)
Northern Territory	<b>66</b> (0.16%)	66 (0.16%)	72 (0.15%)

## 6.4 Pages

The most popular pages viewed on the CIHI website in 2018/19 were:

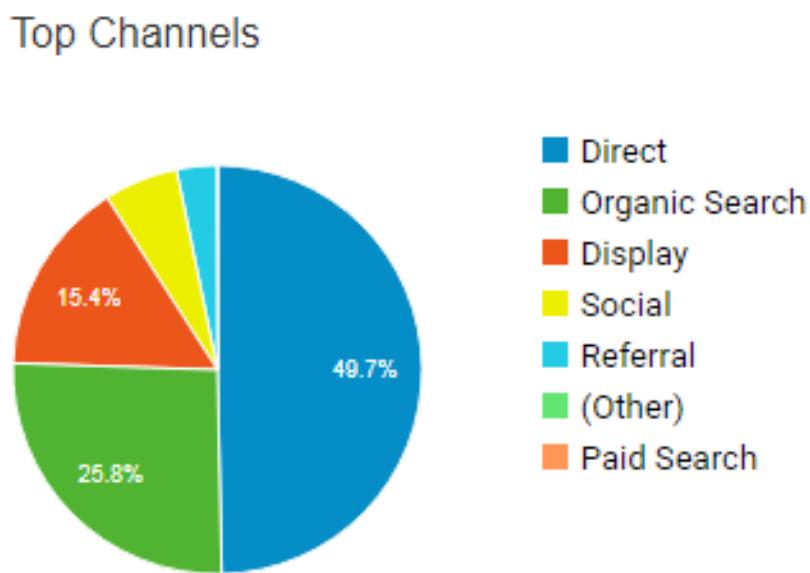
- Take a free test (24.75%)
- Find a clinic (24.66%)
- Home (16.25%)

The percentage of users visiting the ‘take a free test’ and ‘Find a clinic’ pages was consistent with 2017/18. However, the amount of people visiting the STI facts page reduced 13.7%. This may indicate a need to revitalise the STI facts page with updated content.

## 6.5 Acquisition

Online traffic can be directed towards CIHI via several modes, as demonstrated via the Google analytics summary below:

*Figure 4: Channels for website acquisition 2018/19*



Much of this traffic can be attributed to paid activity, see details below:

- A majority (49.7%) of users were attributed as **Direct traffic** which means they either:
  - typed the url into their address bar
  - used a bookmark from a previous visit
  - came via a site which Google is unable to identify (NB: Google is unable to identify the majority of apps and some web browsers due to security settings, this includes paid advertising on these platforms).
- 25.7% of users during this period were attributed to **Organic Search**. This refers to website visitors who landed on the page as a result of unpaid search results, likely by finding the website after entering a search engine like google.
- **Display traffic**, (advertising display adverts) accounted for 15.4% of site visits. This activity may therefore be attributed to paid advertising.

- **Social media** directed 5.9% of users to the site, most of these were originally derived from paid Snapchat, Instagram, and Facebook activity, but may also be a result of unpaid social media posts by the Department or non-government agency partners.

## 7.0 Future plans

The CIHI website remains an important means of providing 16-35 year olds with accurate and up-to-date information about STIs, BBVs, safe sex and STI testing and treatment. Maintaining and regularly updating the website is critical to ensure it remains relevant to the target group.

Future plans for the promotion, development and management of CIHI include:

- Investigating possible causes of the decrease in users this period – this may include an evaluation of campaign activity and gaining online feedback via a user survey
- assessing whether the testing data from those accessing the free testing for chlamydia and gonorrhoea via the CIHI and *Get the Facts* websites can be disaggregated for meaningful data collection
- updating the language, specifically on the quiz pathway, so that it is more positive and youth-friendly
- engaging in another onsite STI testing facility activation to promote safer sex, engage with the community, and increase awareness about the CIHI website
- promoting the CIHI website and free online testing feature via the STI campaign and specifically the campaign bursts on social media
- ongoing updates of STI and sexual health content
- continuing to ensure issues related to broken links, technical issues and user friendliness are resolved in a timely manner and recorded for future reference,
- development of a ‘G-rated’ version of the Youth STI Campaign so that social media advertising can resume and can direct traffic to the CIHI website, and
- ongoing distribution of CIHI branded condoms to community organisations to advertise CIHI to those accessing the condoms.

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