



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

GET *the Facts*

2018/19 Annual Website Report

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Communicable Disease Control Directorate

Department of Health WA

health.wa.gov.au

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1.0 Executive Summary

The Get the Facts 2018/19 Annual Website Report provides an overview of key activities for the Get the Facts website throughout the 2018/19 financial year. Within this report, information has been summarised regarding website maintenance and updates, new and existing website features, resources, promotional campaigns, and areas of improvement that have been identified. Statistics have been presented for website use and engagement as sourced from Google Analytics and the Verdi Content Management System.

While existing features hosted on Get the Facts such as 'Ask a Question', 'Find a Service', 'Online STI Testing', and the 'Let's Talk' blog continue to be utilised, there was an overall decline in user engagement of Get the Facts since the previous reporting period, with a 4% (n=15,888) decrease in visitors accessing the website in 2018/19. Users that resided within the target geographical area of Western Australia (WA) consisted of approximately a fifth of total visitors with the majority of these within the Perth/Peel region. Disappointingly, there was a 58% (n=60,883) decrease in the total number of WA users from the previous reporting period which signifies a need to improve relevance of the website for young people residing in WA.

Engagement was once again significantly low among users from regional WA, particularly within the Goldfields, Pilbara, Kimberley, and Wheatbelt regions despite a targeted campaign being implemented within these areas in 2018/19. Further investigation and the collection of consumer feedback are recommended for 2019/20 to obtain additional insight into the engagement of website users.

Three new 'Laugh and Learn' youth videos were developed in 2018/19 to complement the first five videos that were launched in the previous reporting period. These new videos explore the topics of pornography, sex and the media, and sexting. Multiple online promotional campaigns were implemented in 2018/19 that highlighted the new Get the Facts 'Laugh and Learn' youth videos to create website interest. Campaigns have been an effective method at driving visitors to the website, with the two 'Laugh and Learn' youth video campaigns producing a significant reach of over 700,000 combined in 2018/19. The use of social media channels such as Facebook, Instagram, and Snapchat for promotion have continued to be successful in referring the young target group to the Get the Facts.

The Sexual Health and Blood-borne Virus Program (SHBBVP) will continue to support the management of Get the Facts to engage and provide relevant sexual health and relationship information to young people in WA. A number of actions have been identified for 2019/20 following this report such as a comprehensive internal review of content and the engagement of young people in WA via an online consultation to obtain direct consumer feedback. Additional campaign activities to engage new visitors have also been recommended, including another targeted campaign for regional WA, and further monitoring and analysis of Google Analytics data to inform website content. Annual website reviews and reports will proceed to be completed for each financial year.

2.0 Introduction

The Get the Facts website provides accurate and reliable information for young people aged 13-17 years in WA around a range of topics related to sexual health and relationships. Get the Facts was developed and is managed by the SHBBVP, Department of Health WA.

3.0 Site Maintenance

IBC Digital is the primary partner for website support and maintenance of Get the Facts. IBC Digital is contracted by the Department of Health and provides IT assistance for the website, resolves issues, and delivers reports for broken website links. Get the Facts is hosted on a server at IBC Digital and is managed using the content management system Verdi.

4.0 Key Website Features and Content Updates

4.1 Website content updates

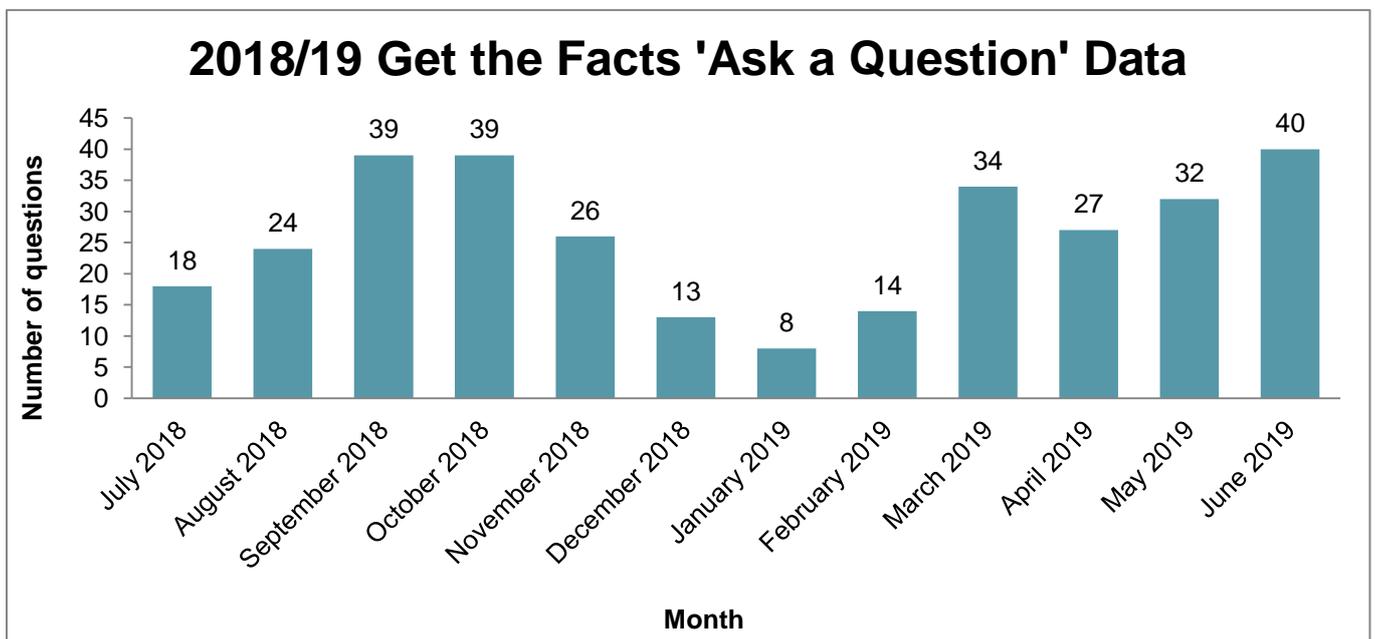
In 2018/19 website content was updated for the [Sexting page](#) following new intimate image laws being put in place in WA. Additional content was updated around the potential emotional consequences of sexting, what to do if a private sext goes public, what to do if someone sends you an unwanted sext, and where young people can go for help and/or more information.

The [HIV & AIDS page](#) was also updated in this reporting period, which combined information available within both the Sexually Transmitted Infections and Blood-borne Viruses parts of Get the Facts.

4.2 Ask a Question

In 2018/19 a total of 325 questions were submitted via the Get the Facts [‘Ask a Question’ service](#). This is a 3% (n=11) decrease in comparison to the number of questions that were submitted in the 2017/18 period. September 2018, October 2018, and June 2019 were the months that the most questions were received (see Figure 1).

Figure 1. 2018/19 ‘Ask a Question’ data by month



4.3 Find a Service

There were 5,040 visits to the [‘Find a Service’ page](#) on Get the Facts in 2018/19, which is a 25% decrease from the previous reporting period. 931 of these page visits included user engagement with the ‘Find a Service’ function.

4.4 Online STI Testing

In 2018/19 there were 15,507 pageviews on the Online STI Testing page, which is a 12% (n=2,125) decrease from the previous reporting period. Of these, 113 users continued to complete the self-assessment and download the PathWest form for testing. This is a reduction (20%, n=28) in downloaded PathWest forms from the previous 2017/18 period.

There were 325 people that completed their test for chlamydia and gonorrhoea using the downloaded PathWest form, however this is inclusive of participants tested through both the Get the Facts website and the SHBBVP’s [Couldihaveit website](#). Of those tested there were 22 who tested positive for chlamydia and three that tested positive for gonorrhoea. This is a slight increase from 2017/18 where, despite a larger number of people tested (n=386), only 16 tested positive for chlamydia and one tested positive for gonorrhoea.

4.5 Have your say! interactive poll

The ‘Have your say!’ Get the Facts poll has been an interactive website component since early 2017. ‘Have your say!’ features on the homepage of Get the Facts and aims to engage users in a series of questions relating to sexual health and relationships. In 2018/19 four new polls were published on Get the Facts that asked users to respond to the statements *I need more information about how to access sexual health services*, *If I got an STI test I would be worried that people might find out and judge me*, *I know how to tell if someone has given consent*, and *You can get an STI from oral sex*. The results of these polls can be viewed in Table 1.

Table 1: 2018/19 ‘Have your say!’ poll results

| Have your say! Poll Question | Yes | No | Unsure | Total |
|---|----------------|----------------|---------------|-------|
| I need more information about how to access sexual health services | 10 (41.67%) | 11 (45.83%) | 3 (12.50%) | 24 |
| If I got an STI test I would be worried that people might find out and judge me | 4 (50%) | 4 (50%) | N/A | 8 |
| I know how to tell if someone has given consent | 19 (58%) | 5 (15%) | 9 (27%) | 33 |
| You can get an STI from oral sex | 44 (76%) | 14 (24%) | N/A | 58 |

4.6 Let's Talk! Blog posts

The [‘Let’s Talk!’ blog posts](#) have been featured on Get the Facts since early 2017 and are a fun way of engaging young people in a range of relevant sexual health topics throughout the year. In 2018/19 seven new blog posts were published on Get the Facts, which were:

- [How Shame? Proper Shame!](#)
- [My Health Record: What’s all the fuss about?](#)

- [Stay safe at Leavers!](#)
- [It's Aboriginal & Torres-Strait Islander HIV Awareness Week!](#)
- [STI tests: Your burning questions!](#)
- [Getting STI Tested in Regional WA](#)
- [Syphilis in the city](#)

'STI tests: Your burning questions!' was the most viewed new blog post with 62 pageviews, followed by 'How Shame? Proper Shame!' (49 pageviews) and 'It's Aboriginal & Torres-Strait Islander HIV Awareness Week!' (39 pageviews).

5.0 New website additions

5.1 'Laugh and Learn' youth videos

The 'Laugh and Learn' youth video project commenced in 2017 with the aim of developing a video resource to educate young people aged 13-17 years in WA on a variety of sexual health topics. These videos would be hosted as a permanent feature on Get the Facts. Through education, the purpose of these videos is to normalise discussion about sexual health as well as increasing awareness and understanding on particular sexual health topics.

In the previous 2017/18 reporting period the first five 'Laugh and Learn' youth videos were developed on the topics of puberty, safe sex, respectful relationships, and blood-borne virus safety. Further information about the youth consultation process, development, and promotion of these videos can be found in the [2017/18 Get the Facts Annual Website Report](#).

5.1.1 New youth video development

The SHBBVP partnered again with CJZ, an Australian based film and television production company, for the youth video development. CJZ developed the first series of videos and were selected again to maintain consistency in the look and feel of the videos. Using youth consultation feedback from the previous reporting period, the video topics of pornography, sex and the media, and sexual and gender diversity were selected.

The SHBBVP in collaboration with the Department of Health Communications Directorate developed a series of key messages around the selected youth video topics, which were used to guide CJZ in script writing and video development. The SHBBVP additionally partnered with the Youth Affairs Council of WA (YACWA) and their Youth Peer Educators from the Youth Educating Peers (YEP) Project, who reviewed and provided feedback on the draft scripts developed by CJZ.

Feedback was received from YACWA regarding the humorous nature of the videos not being appropriate for the topic of sexual and gender diversity. This feedback aligned with similar concerns held by the SHBBVP. Subsequently, the decision was made to cease the development of this video and replace it with the topic of sexting. New key messages were developed for the sexting video and the draft script provided by CJZ reviewed by YACWA. Feedback for the three new videos of pornography, sex and the media, and sexting was then provided to CJZ and contributed to the final scripts that were approved by the SHBBVP.

The three new youth videos were launched in December 2018 and are hosted on the ['Laugh and Learn' webpage](#) on Get the Facts. One actor from the existing youth videos and a new actor and actress were used to portray the main characters across the new videos.

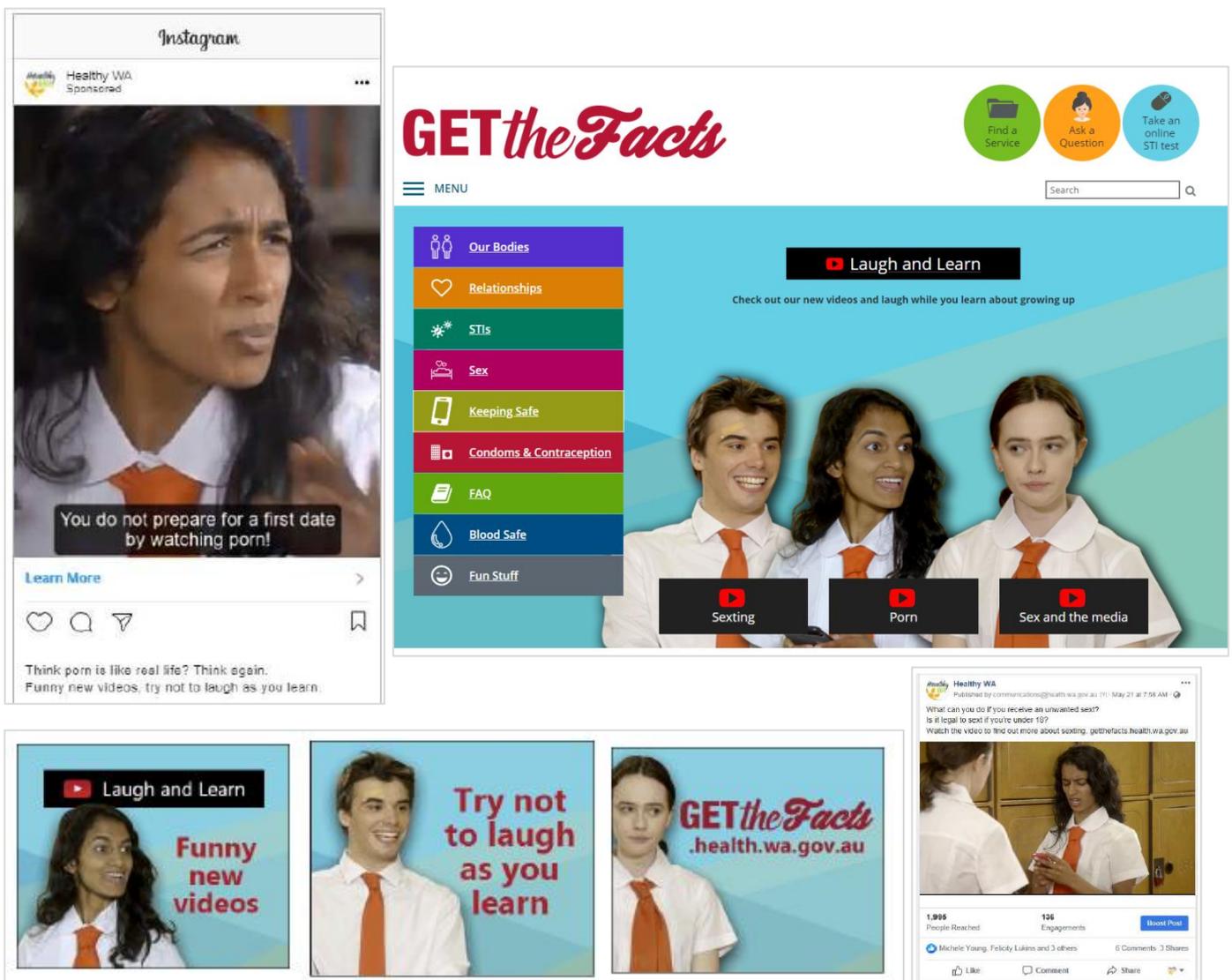
5.1.2 Youth video promotion

An online promotional campaign was implemented from 20 January to 28 February 2019 following the launch of the three new youth videos. All campaign activity directed traffic to Get the Facts, with the 'Laugh and Learn' page used as a landing page. All campaign material prominently displayed the Get the Facts logo and URL. The campaign involved paid and unpaid material which consisted of:

- two Snapchat 10 second pre-rolls
- Instagram 10 second pre-roll
- Healthy WA news article
- Healthy WA website carousel
- WA Health Twitter post
- Healthy WA Facebook posts
- Get the Facts homepage promotion

Additional paid display advertising was planned for the January to February 2019 campaign, however due to serving problems with the publisher these were not run. The money that went unused for this was reallocated to the second youth videos campaign that was run in April and May 2019.

Image 1: 'Laugh and Learn' youth video 2019 campaign materials



Traffic to the 'Laugh and Learn' page increased markedly during this campaign period, from 25 visits in the month prior to the campaign to 3,218 by the second week of the campaign. The campaign also received 839,870 targeted campaign impressions, with a reach of 211,284 and 9,347 click throughs to the website during the campaign period. A total of 3,793 video views were achieved on the site during this campaign.

A second Get the Facts online promotional campaign for the youth videos was implemented from 21 April to 30 May 2019 to refresh the new youth videos. This campaign utilised the existing campaign materials from the January to February 2019 campaign, however consisted of more paid media as a result of relocated funding from the previous campaign. The April to May 2019 campaign material consisted of:

- two Snapchat 10 second pre-rolls
- two Instagram 10 second pre-rolls
- Big Mobile 30 second pre-roll
- Cadreon display
- Healthy WA Facebook post
- Get the Facts homepage promotion

The second campaign received 2,512,920 targeted campaign impressions via paid media, a reach of 528,657 through both paid and unpaid media, and 10,719 click throughs to the website during the campaign period.

5.1.3 Youth video teacher resources

To accompany the Get the Facts 'Laugh and Learn' youth videos an education consultant was contracted by the SHBBVP to write lesson plans and assessment tasks to be used in secondary schools. The [Puberty-Part 1](#), [Puberty-Part 2](#), and [Condoms](#) lesson plans were finalised in the 2018/19 reporting period and have been published on the SHBBVP's Growing and Developing Healthy Relationships website. Additional lesson plans for the remaining videos will be published in the next reporting period.

6.0 Website accessibility updates

In addition to general website maintenance in 2018/19 IBC Digital conducted a series of changes to Get the Facts to align with the current [WA Web Content Accessibility Guidelines](#). Website accessibility changes to Get the Facts in 2018/19 was minor and involved adding ALT attributes or image descriptions to website images on the following pages:

- [Body Image](#)
- [Drink Spiking](#)
- [Female Anatomy](#)
- [Females: Outside changes](#)
- [Male Anatomy](#)
- [Males: Outside changes](#)
- [Taking care of a new tattoo](#)

7.0 Google Analytics

Google Analytics is used to track website usage of Get the Facts on a monthly basis.

7.1 Website users

7.1.1 Users, sessions and pageviews

- In 2018/19 there were 375,557 users on Get the Facts, which generated 418,194 sessions and 831,696 pageviews. This is a 4% (n=15,888) decrease in users, 9% (n=43,828) decrease in sessions, and an 11% (n=105,975) decrease in pageviews.
- Of the website users in this reporting period, 92% (n=374,007) were new visitors to the website and 8% (n= 31,108) were returning visitors.

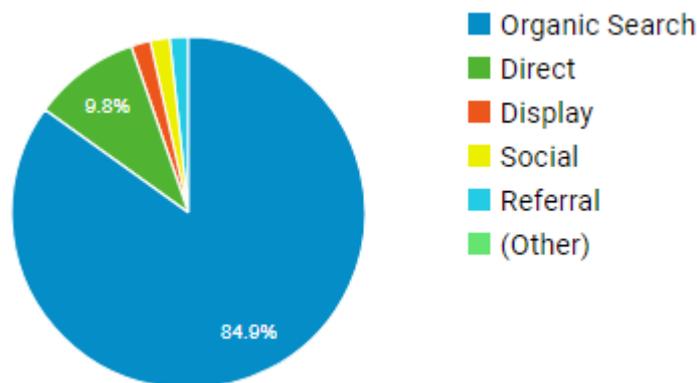
Figure 2: Get the Facts new vs. returning visitors in 2018/19



7.1.2 User acquisition

- In 2018/19 85% (n=318,990) of users reached Get the Facts via an organic search, 9% (n=36,804) by a direct URL, and 2% (n=6,683) from display advertising. The remainder reached the website by either social media, referral from another source or an “other” source (see Figure 3).

Figure 3: Get the Facts method of user acquisition in 2018/19



- Of the users acquired by an organic search the top keywords searched were:
 - Implanon
 - Get the facts
 - Female anatomy
- Of the users acquired by a direct URL the top landing pages were:
 - Sex
 - Get the Facts homepage
 - Sexually transmitted infections
- Of the users acquired by social media the top channels were:
 - Snapchat
 - Facebook
 - Instagram

7.1.3 User location

The top countries that accessed Get the Facts in 2018/19 were:

- Australia (57%, n=214,353). This is a 26% (n=73,593) decrease in number of Australian users from the previous reporting period.
- United States (22%, n=83,664)
- United Kingdom (5%, n=18,567)

Of the 214,353 Australian users, the top states that accessed the website were:

- New South Wales (30%, n=65,367)
- Victoria (25%, n=54,437)
- Western Australia (20%, n=43,369). This is a 58% (n=60,883) decrease in the number of Western Australian users from the previous reporting period.

Figure 4: Get the Facts users by country in 2018/19

| Country | Users | % Users |
|---|---------|--|
| 1.  Australia | 214,353 |  56.88% |
| 2.  United States | 83,664 |  22.20% |
| 3.  United Kingdom | 18,567 |  4.93% |
| 4.  India | 12,966 |  3.44% |
| 5.  Canada | 10,942 |  2.90% |
| 6.  Philippines | 3,266 |  0.87% |
| 7.  South Africa | 3,194 |  0.85% |
| 8.  Indonesia | 1,913 |  0.51% |
| 9.  New Zealand | 1,469 |  0.39% |
| 10.  Nigeria | 1,359 |  0.36% |

Figure 5: Get the Facts users by Australian state in 2018/19

| Region | Users | Users |
|---------------------------------|---|---|
| | 214,353 % of Total: 57.08% (375,557) | 214,353 % of Total: 57.08% (375,557) |
| 1. New South Wales | 65,367 | 30.36% |
| 2. Victoria | 54,437 | 25.28% |
| 3. Western Australia | 43,369 | 20.14% |
| 4. Queensland | 33,243 | 15.44% |
| 5. South Australia | 12,284 | 5.70% |
| 6. Australian Capital Territory | 3,453 | 1.60% |
| 7. Tasmania | 2,652 | 1.23% |
| 8. Northern Territory | 419 | 0.19% |
| 9. (not set) | 103 | 0.05% |

Of the 43,369 users in WA, the top regions that accessed Get the Facts were the Perth/Peel region (93%, n=40,482), Great Southern (4%, n=1,758), and Midwest (1%, n=504). In contrast there were no users from the Kimberley and Wheatbelt regions throughout 2018/19. The spread of users across WA by region can be viewed from highest to lowest in Table 2.

Table 2: Get the Facts users by WA Region in 2018/19

| Region | Number of users | Percentage of users (out of WA users) |
|----------------|-----------------|---------------------------------------|
| Perth/Peel | 40,482 | 93.34% |
| Great Southern | 1,758 | 4.05% |
| Midwest | 504 | 1.16% |
| South West | 357 | 0.82% |
| Goldfields | 241 | 0.56% |
| Pilbara | 12 | 0.03% |
| Kimberley | 0 | 0.00% |
| Wheatbelt | 0 | 0.00% |

7.2 Website engagement

7.2.1 Pages per session, session duration, and bounce rate

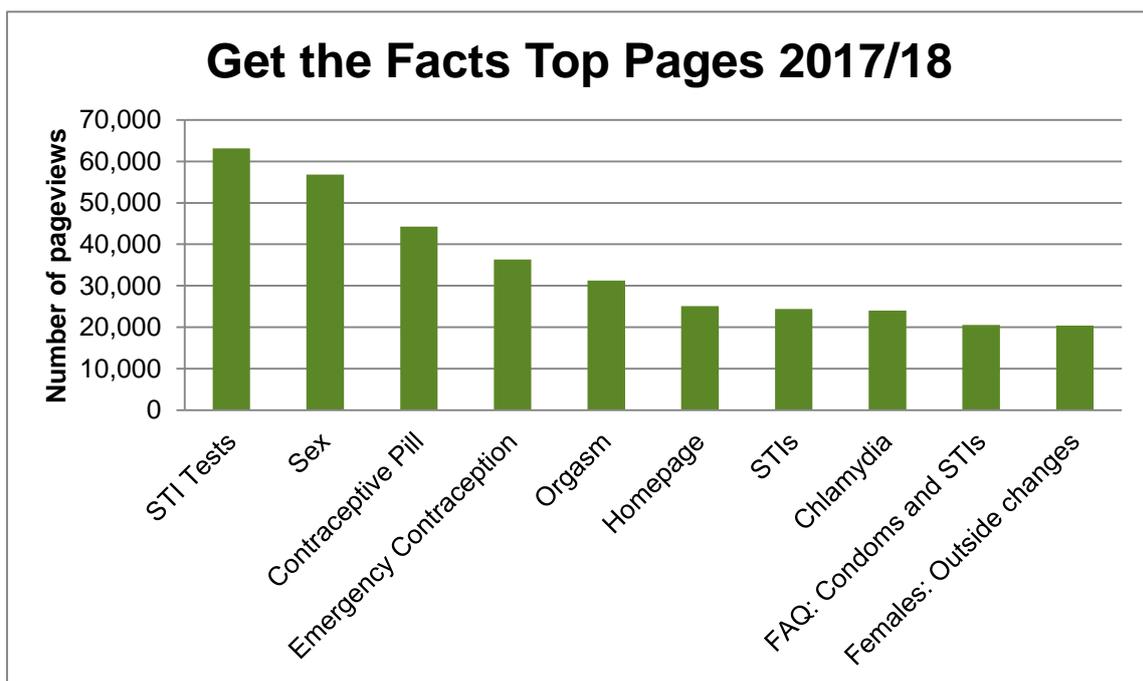
- On average, users visited 1.99 pages per session on Get the Facts. This is a 2% (n=2.03) decrease of from 2017/18.
- Users stayed on the website for an average of 1 minute and 29 seconds, which is a 2% increase from 1 minute and 27 seconds in 2017/18.
- The percentage of users that visited Get the Facts and then left while on the same page (also known as the bounce rate) was 72%, which is a 2% improvement from the previous reporting period.

7.2.2 Most visited pages

In 2018/19 the top pages viewed by Get the Facts users were:

- STI tests (8% of total pageviews)
- Sex (7% of total pageviews)
- Contraceptive pill (5% of total pageviews)

Figure 6: Top pages viewed on Get the Facts in 2018/19



7.3 Devices

- A mobile phone was once again the device type most commonly used to access Get the Facts in 2018/19, accounting for 65% (n=245,769) of users. This was followed by a desktop (30%, n=112,458), and tablet (6%, n=21,276).
- The Apple iPhone was the device most commonly used with a significant 147,050 (56%) users accessing the website via an iPhone.

8.0 Promotional activities

8.1 Online campaigns

In addition to the two 'Laugh and Learn' youth video campaigns implemented for Get the Facts, a third online promotion campaign was run from 17 April to 17 May 2019 and targeted the Goldfields, Pilbara, Kimberley and Wheatbelt regions. This campaign was run based on a recommendation from the Get the Facts Annual Website Report 2017/18, from which users were significantly lower in these regions.

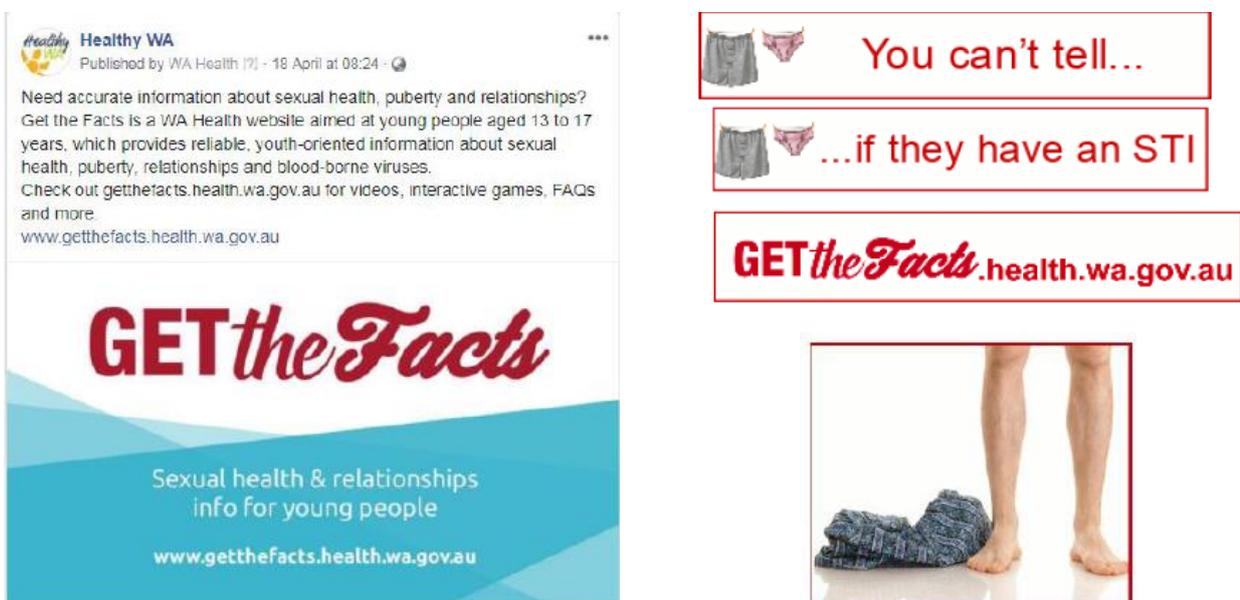
All campaign activity directed traffic to the Get the Facts website with the homepage as a landing page, and prominently displayed the Get the Facts logo and URL. The campaign involved paid and unpaid material which consisted of:

- Big Mobile display banners, static and GIFs
- Instagram static in feed ads
- Instagram story ads
- Healthy WA Facebook post

As users were either significantly low or non-existent within the targeted Goldfields, Pilbara, Kimberley and Wheatbelt regions, a campaign toolkit (see Appendix A) was also developed and distributed to all regions in WA. The campaign toolkit provided an overview of Get the Facts, the purpose of the regionally targeted campaign and campaign toolkit, displayed Get the Facts free print resources and information about where they can be ordered, links to online promotional material with specifications suited to Facebook and Instagram, suggestions for social media posts, and suggestions for how and where Get the Facts can be promoted. The Get the Facts Campaign Toolkit was electronically sent to all Regional Sexual Health Coordinators, regional youth centres, and regional Headspace centres in WA.

Despite the campaign achieving a total of 597,402 impressions and a reach of 37,511, Get the Facts users within the targeted regions was significantly low. Throughout the campaign period there were only 19 users from the Goldfields and no users from the Pilbara, Kimberley and Wheatbelt regions. A follow-up email was sent to all contacts that were provided with a campaign toolkit with a request for feedback and the opportunity to provide anonymous feedback via the Get the Facts online Contact Us form, however unfortunately no feedback was received.

Image 2: Get the Facts regional campaign materials



8.2 Printed resources

Get the Facts has a number of printed resources including A5 flyers and wallet cards as well as fold out wallet cards for the Infection Protection and Quiz Quest online games that are hosted on the website. These resources can be viewed in Image 3.

Image 3: Get the Facts promotional resources



In 2018/19 all SHBBVP print resources were moved onto the Department of Health's online ordering system called QuickMail, which enables services to create their own login and order resources for free. This unfortunately removed the ability of the SHBBVP to monitor where resources were distributed to and for which events, and subsequently the ability of resource distribution to be reported on.

9.0 Future plans

Future plans for the Get the Facts website include:

- A comprehensive internal review of website content, inviting external stakeholders within the sector to review specialised content where appropriate
- An online consultation implemented through Get the Facts to enable young people in WA to review the website and provide feedback and suggestions for new website additions.
- Development of a 'Find Free Condoms' map feature
- Continued campaign activities to promote the new 'Find Free Condoms' feature and to engage new website visitors from WA, with a particular focus on attracting website users from regional WA and youth centres
- Continued monitoring of Get the Facts through further analysis of Google Analytics data to inform website content, blog post topics and poll questions.

GET *the Facts*

Campaign Toolkit

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Get the Facts website

Get the Facts is a website that provides accurate and reliable information to young people aged 13-17 years around a range of topics related to sexual health and relationships. Get the Facts was developed and is managed by the Sexual Health and Blood-borne Virus Program, Department of Health Western Australia (WA). Get the Facts provides a range of content suited to young people around sexual health topics such as puberty, relationships, sex, sexually transmitted infections (STIs), blood-borne viruses, contraception, staying safe online, sexting, pornography, and the law. In addition to this content Get the Facts has a number of interactive website features:



Ask a Question

[Ask a Question](#) provides an online confidential service for young people to ask any sexual health related question through an online form. All questions are answered by a health professional via email, with referral to health services within WA where appropriate.



Find a Service

[Find a Service](#) enables young people to search for health services in WA by postcode and the type of support needed (sexual health, relationships, blood-borne viruses, mental health, alcohol and other drugs, or abuse and harassment).



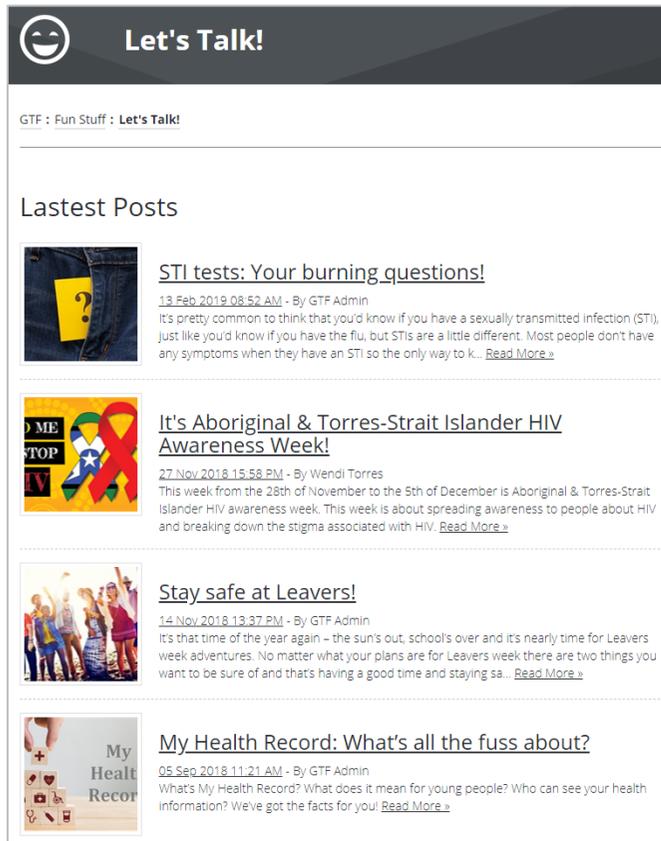
Online STI Testing

The Get the Facts [Online STI Testing](#) offers a quick, easy, discreet and free STI self-assessment, which takes into account whether participants have had sex, are experiencing any symptoms, or have been advised to get tested. If the assessment suggests that an STI test is needed then a simple PathWest form can instantly be completed and then be taken into any PathWest Centre in WA for a free test for chlamydia and gonorrhoea.

Get the Facts website

Other features

Get the Facts provides other features such as the [Let's Talk! sexual health blog](#), fun and educational [Quiz Quest](#) and [Infection Protection](#) online games, and the [Laugh and Learn](#) series of educational youth videos.



Let's Talk!

GTF : Fun Stuff : **Let's Talk!**

Lastest Posts

- 

STI tests: Your burning questions!
13 Feb 2019 08:52 AM - By GTF Admin
It's pretty common to think that you'd know if you have a sexually transmitted infection (STI), just like you'd know if you have the flu, but STIs are a little different. Most people don't have any symptoms when they have an STI so the only way to k... [Read More »](#)
- 

It's Aboriginal & Torres-Strait Islander HIV Awareness Week!
27 Nov 2018 15:58 PM - By Wendi Torres
This week from the 28th of November to the 5th of December is Aboriginal & Torres-Strait Islander HIV awareness week. This week is about spreading awareness to people about HIV and breaking down the stigma associated with HIV. [Read More »](#)
- 

Stay safe at Leavers!
14 Nov 2018 13:37 PM - By GTF Admin
It's that time of the year again – the sun's out, school's over and it's nearly time for Leavers week adventures. No matter what your plans are for Leavers week there are two things you want to be sure of and that's having a good time and staying sa... [Read More »](#)
- 

My Health Record: What's all the fuss about?
05 Sep 2018 11:21 AM - By GTF Admin
What's My Health Record? What does it mean for young people? Who can see your health information? We've got the facts for you! [Read More »](#)



Laugh and Learn

Check out our new videos and laugh while you learn about growing up

Sexing Porn Sex and the media



Bodies

Question 3 (Multiple Choice)

How long can a male's sperm survive in a female's vagina after sex?

- 1-2 weeks
- 24 hours
- 5-6 days



Regional WA Campaign

When?

A Get the Facts regional WA campaign will commence on 14th April and will run through until 12th May 2019.

Who?

This campaign will be primarily targeting young people aged 13-17 residing within the Goldfields, Pilbara, Kimberley, and Wheatbelt regions, however all regional areas in WA are encouraged to take part.

Why?

Young people remain a priority population within the WA Sexually Transmitted Infection Strategy, of which prevention and education is highlighted as a key action area. Get the Facts website users remain significantly lower within the Goldfields, Pilbara, Kimberley, and Wheatbelt regions, which is why these areas have primarily been targeted.

Where?



Paid Instagram advertising
14 April to 12 May 2019

GET *the Facts*

Get the Facts blog post for regional young
people will be published in April 2019.

Get the Facts Campaign Toolkit

This Get the Facts Campaign Toolkit has been developed to complement the campaign that will be implemented in Regional WA in April and May 2019. This toolkit provides guidance and resources for regional communities in WA to deliver their own Get the Facts campaigns to educate and inform young people in regional WA around a range of sexual health topics.



Print resources



Get the Facts Cards



Get the Facts A5 Flyer
(search 'Get the Facts' on QuickMail)



Sexting Cards



Get the Facts Quiz Quest
Fold-out Wallet Card



Get the Facts Infection
Protection Fold-out Wallet

All resources are free and can be ordered on the [WA Department of Health's QuickMail ordering system](#). If you don't have an account simply select *register for password* and place an order with free delivery. You can select the *Sexual Health Program* category to see and order any of the Sexual Health and Blood-borne Virus Program's resources or you can also search for each resource using the resource names on this page. Please allow approximately two weeks for resource orders to be delivered.

Online resources



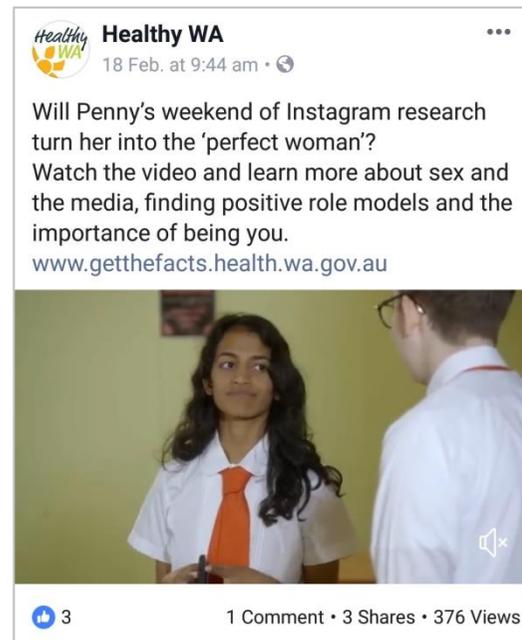
Facebook promotional image



21 Instagram promotional image

Spread the word!

We're offering a range of Get the Facts digital materials that have been designed for social media. The Facebook and Instagram promotional images on this page as well as other campaign material can be accessed on the [Get the Facts campaign webpage](http://www.getthefacts.health.wa.gov.au) and used to share Get the Facts on your social media pages



What can you do?

There are many ways you can use this toolkit to promote Get the Facts and educate young people in your region. This includes:

- Provide Get the Facts print resources within your community in places such as:
 - youth centres
 - health clinics
 - Aboriginal health services
 - schools.
- Distribute resources at a community event activation or display.
- Deliver online promotion through your social media channels using the digital material provided. National events are great opportunities to promote Get the Facts and safe sex messages to young people such as:
 - Sexual Health Week (February)
 - National Condom Day (February 14)
 - Youth Week (April)
 - Leavers Week (November)
- Partner with a local high school to run a sexual health expo with free Get the Facts resources.



Contact Us

This campaign is coordinated by the WA Department of Health's Sexual Health Blood-borne Virus Program in conjunction with the Communications Directorate. For any further information please contact:

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