

# Social Media to Promote DBS HIV Testing to Diverse Communities

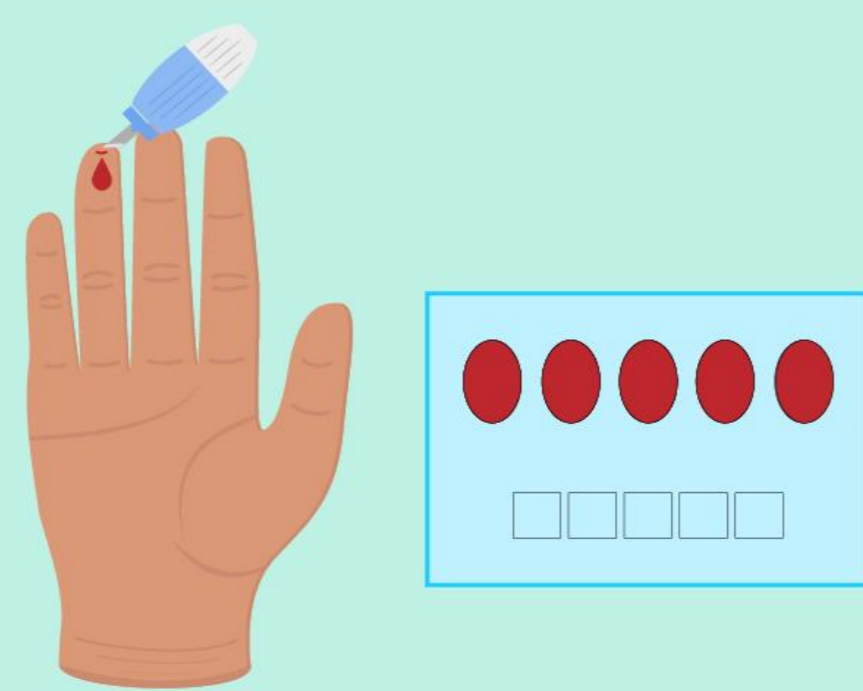
## Utilising Social Media To Promote Dried Blood Spot Self-sampling HIV Testing To Diverse Communities

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### DO YOU NEED A HIV TEST?



Testing for HIV at home



The Dried Blood Spot (DBS) HIV test is a free, easy and private way to test for HIV.



[hivetest.health.nsw.gov.au](http://hivetest.health.nsw.gov.au)

The **NSW Dried Blood Spot (DBS) HIV testing** pilot program was launched by NSW Health in 2016 to increase HIV testing in priority populations. Individuals register online to receive a free, self-sampling DBS HIV testing kit via post.



Reaching **CALD communities** and **heterosexuals** at high risk of late diagnosis presents challenges:

- language barriers
- high levels of HIV stigma and discrimination
- socio-cultural perceptions and beliefs about HIV
- concerns about privacy and confidentiality

A **multilingual Facebook campaign** was implemented by the **Multicultural HIV and Hepatitis Service** and **Pozhet** to promote DBS HIV testing among priority heterosexual and diverse communities.

Key messages and animations were developed in:

Arabic

Chinese

English

Indonesian

Khmer

عربي

中文



Bahasa

ខ្មែរ

Portuguese

Spanish

Thai

Vietnamese

Português

Español

ไทย

Tiếng Việt

- Four campaigns were executed between June 2017 and March 2018
- Target populations and visual assets were adapted for each campaign
- Social media toolkit developed and distributed to key stakeholders



Toolkit and animations available at [www.mhahs.org.au](http://www.mhahs.org.au)

### Campaign performance



Total reach

683,336 impressions

12,057 clicks to the DBS website

↑ DBS website traffic

↑ Online registrations for DBS testing kit

The **project learnings** inform best practice for reaching diverse communities through Facebook advertising:



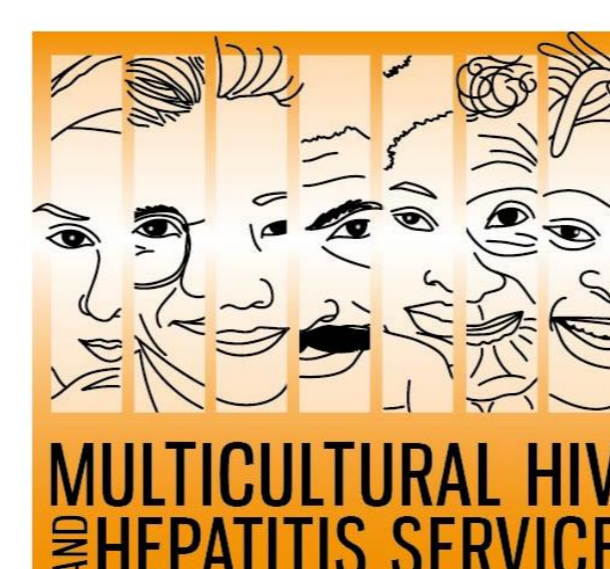
Conduct short targeted campaigns



Ongoing review of audience engagement through Facebook analytics



Development of nuanced assets and messages for each audience segment



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📘 TheMHHS

Australasian HIV & AIDS Conference | September 2018