

Evaluation of contemporary social marketing campaigns for young Aboriginal people

Authors:

RUDIE MARSHALL-LANG¹, ELIZABETH TYNDALL², JUDITH BEVAN¹, JAMES STRICKLAND³, MATTHEW STEPHEN³

¹ *Communicable Disease Control Directorate, Western Australian Department of Health, East Perth, Australia*

² *Communications Directorate, Western Australian Department of Health, East Perth, Australia*

³*Painted Dog Research, Leederville, Australia*

Background:

Sexually transmitted infections (STIs) and blood-borne viruses (BBVs) are disproportionately higher amongst young Aboriginal people than young non-Aboriginal people in WA. To address this, the WA Department of Health produced and implemented two Aboriginal specific social marketing campaigns.

A Reference Group inclusive of Aboriginal people was established to provide guidance on the development of both campaigns. The campaigns ran across TV, radio, social media and other online advertising and targeted young Aboriginal people aged 16 to 29, particularly those living in regional areas.

Methods:

Painted Dog Research were engaged to evaluate the campaigns among young Aboriginal people aged 16-29 living in WA. A total of 100 young Aboriginal people were surveyed using a mixed methods approach including a Research Panel and promotion of the survey via health services.

Results:

Approximately three in four respondents remember seeing the STI campaign and almost half of those who had seen the campaign said they had been tested for an STI as a result. Just under two in five participants had seen the BBV campaign and more than one in five said that they got a test for HIV and hepatitis C as a result.

The evaluation showed good comprehension of primary prevention messages, such as using condoms and not sharing needles. Both campaigns performed well across all key diagnostics and most young people considered them to be easy to understand and trustworthy. Respondents also said they felt the content was created by people who understand their community and culture.

Conclusion:

Both campaigns showed signs of positively shifting the attitudes and behaviours of young Aboriginal people towards STIs and BBVs. The evaluation results highlight the importance of consultation and testing campaign concepts. Findings from the evaluation will be used to inform future campaigns.

Disclosure of Interest Statement:

There are no conflicts of interest.