

‘No Shame in Getting Tested’: Raising Awareness Of Hiv In Regional And Remote South Australia

Authors:

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Background/Purpose:

The ‘No Shame in Getting Tested’ campaign (2023) funded by Country SA PHN is a collaboration between Aboriginal Health Council of South Australia (AHCSA) and SHINE SA. The campaign aims to raise awareness of HIV and STI transmission and prevention for Aboriginal young people living in regional and remote communities. Health promotion resources were developed and distributed to 10 Aboriginal Community Controlled Health Services (ACCHS) across South Australia.

Approach:

The campaign was live from February to June 2023 and used a multi-faceted approach including the production and distribution of educational resources and merchandise, digital advertising, organic promotion and local events. Drawing on existing partnerships, cultural knowledge and sexual health expertise the team created resources that equip ACCHS and their workers with the tools to discuss and educate young people about HIV and STIs. Original art design that connects with young people in a meaningful way was a key part of messaging.

Outcomes/Impact:

The social media marketing approach enables the messages to reach a broad geographical and younger audience. Key outputs of the campaign include launch of the social media campaign and distribution of resources to 10 ACCHS across South Australia. Merchandise including t-shirts, bags, notebooks, stickers, posters and badges have been promoted and distributed across multiple significant community events including Close the Gap, ATSIHAW and the Annual 6 Week STI Screening undertaken by ACCHS. Additional evaluation will include survey data from ACCHS and social media analytics.

Innovation and Significance:

The campaign adopted a contemporary and youth-focussed approach to health promotion to create messaging and resources that are culturally meaningful, engaging and significant for Aboriginal young people and health workers in regional and remote communities. Increasing education and awareness of HIV and STIs through creative and community driven approaches is an important step towards addressing the significant inequities in sexual health for Aboriginal people.

The Aboriginal Health Council of South Australia declares no known conflicts of interest.

