

On The Couch Webinars

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Background/Purpose:

The Caddyshack Project On The Couch annual webinar series features a variety of guests that we co-host for a free one hour event on Zoom, with online registrations made available via Sticky Tickets.

The COVID pivot from in-person health education sessions to utilising digital technology has increased our health education engagement and reach.

Approach:

Moving health education face-to-face sessions to a webinar model has come with many benefits including reduced costs on staff travel, venue hire, catering, set up and printed resources.

The webinar model allowed for a larger reach in audience across NSW, into other states and even New Zealand as geographical boundaries and travel are no longer a barrier for attendance.

Outcomes/Impacts:

As a comparison, of the 10 face-to-face sessions of health education that were run in 2019, 37% of registrations were from outside the local health district. In 2022 this increased to 54% of registrations across four webinars.

The webinars also contributed to a 60% increase in registration and attendance, leading to an increase in follow-up engagement on social media channels Facebook, Instagram, YouTube and website content.

Across 18 face-to-face education sessions in 2018 and 2019, we had an average of 14 participants attending each session. Across 18 webinars in 2020 and 2021, we had an average of 55 participants registered and either attended live or watched the recording after.

Innovation and significance:

Comparing 2022 with 2019 saw an increase of 4.2% Facebook page engagement rate, an increased reach of in 26k on Instagram and a post engagement rate increased by 7.56% on Instagram.

Digital resources including a re-watch and an audio version of the webinar are provided to participants to share and revisit at a later date or when required on our website and YouTube channel demonstrating the sustainability of this model as the educational content has a lasting effect/impact on participants.