

B Stronger Digital Advertising Campaign

Authors:

Badger J¹

¹Hepatitis Queensland

Background/Approach:

Aboriginal and Torres Strait Islander communities are disproportionately affected by hepatitis B. It is estimated that almost 16,000 Aboriginal or Torres Strait Islander people are living with chronic hepatitis B in Australia. The digital campaign component of the B Stronger project used online advertising to reach Indigenous communities across Queensland with the goal of increasing hepatitis B testing and vaccination rates. The call to action encouraged the audience to have a yarn at their local clinic.

B Stronger digital advertising ran from March 2021 to September 2021 across Facebook and Instagram. The advertising strategy initially focused on creating awareness of hepatitis B using animated videos. The second phase of the campaign encouraged consideration and action with the use of relatable imagery, accessible resources and a strong call to action.

Analysis/Argument:

Social channels are an essential part of the health promotion project mix with the advantage of reaching people in an environment they regularly engage in. Worldwide, over 2.5 billion people use Facebook every month and 1 billion people are active on Instagram monthly. Research suggests that Indigenous peoples are avid social media users with higher use of Facebook by Indigenous Australians than the overall population.

Outcome/Results:

Our digital advertising reached 160,142 people across Facebook and Instagram between March 2021 to September 2021. 34,839 people viewed the project animations with 1074 visiting the B Stronger webpage for further information. Engagement metrics showed the adverts received 35 comments and 57 shares.

In addition, the overall B Stronger project reported a 7.5% increase in the number of patients screened for hepatitis B within a cohort of community controlled health services.

Conclusions/Applications:

Including digital advertising as part of a health promotion project assisted in increasing audience reach and reducing geographical challenges. The two-way nature of social media allowed direct engagement between Hepatitis Queensland and priority populations.

Disclosure of Interest Statement: Please include disclosure of interest statement in your abstract for any contributions received relevant to this work. Please see example below:

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