

Case Study: 'Stay Safe You Mob'

'Stay Safe You Mob' is a social marketing campaign to raise awareness of STI prevention and testing amongst young Aboriginal people aged 16-29.

The campaign was developed in 2017 by the WA Department of Health in consultation with an Aboriginal Reference Group including health professionals, AHCWA's Youth Committee and young Aboriginal actors from the WA Academy of Performing Arts.

Two videos were broadcast on regional and metropolitan Perth TV and through online channels. Radio adverts, posters in community, youth and health centres and condom wallets also promoted campaign messages.

Results from the November 2018 to 28 February 2019 campaign burst showed:

Total digital advertisements displayed = 1,895,607

- Total video views (to 85-100%) = 295,727
- Total clicks to the campaign website = 5283
- Total social (FB) engagement = 235 reactions, 58 comments, 24 shares
- Average campaign web link click through rate (CTR) = 0.44%
- 78 radio spots broadcast across Broome, Pilbara & Kimberley, Kalgoorlie/ Boulder, Roebourne & Karratha, Derby, Halls Creek, Perth metro
- 133 TV spots broadcast across metro, regional and indigenous TV
- 80 posters were displayed at 55 regional and 8 metropolitan Aboriginal Health Centres, Community and Youth Centres, and some hospitals in regional centres across north and northwest WA.

The campaign is currently being evaluated to measure the reach, impact and assess any behaviour change amongst the target audience.

More information on the campaign and related materials can be found [here](#).

The campaign videos can be viewed below:

