

Airport & HS Syphilis Campaign & Online Testing Data

Stephen Boccaletti & Elly O'Loghlen
Sexual Health and Blood-borne
Virus Program

Classification: Official



Government of Western Australia
Department of Health

Updates from the SHBBVP

Long-acting reversible contraception (LARCs)

LARCs are the most effective reversible method of preventing pregnancy.

They are also known as 'fit and forget' methods because a trained health professional inserts them, and then they work on their own without you needing to do anything. You do need a health professional to remove them when required, and fertility returns immediately.

Contraceptive implant: Implanon

The implant is a flexible plastic rod placed under the skin, typically in the upper arm.



How it works: Releases a hormone (progestogen) which stops the ovaries from releasing an egg (ovulation) and makes the mucus in the cervix thicker so sperm cannot get through.

Effectiveness: 99.9 per cent

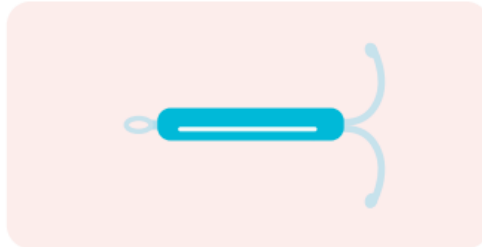
Things to consider:

- highly effective
- safe and suitable for most people
- there is a cost for purchasing the Implanon but it is cost effective as it lasts for up to 3 years

- periods change and bleeding may become lighter, heavier, come when not expected or stop altogether
- side effects may include acne, mood changes, painful periods, abdominal pain.

Hormonal Intrauterine device (IUDs)

The IUD is a flexible device inserted into the uterus by a trained health professional.



How it works: Hormonal IUDs release a hormone (progestogen) which changes the lining of the uterus and thickens the mucus at the cervix (see emergency contraception page for copper IUDs).

Effectiveness: Hormonal IUD 99.9 per cent; Copper IUD 99.5 per cent

Things to consider:

- highly effective
- safe and suitable for most people
- there is a cost for purchasing the IUD and for insertion, but it is cost effective as it lasts for up to 10 years depending on the type
- can be removed at any time by a health professional
- hormonal IUDs often reduce bleeding.

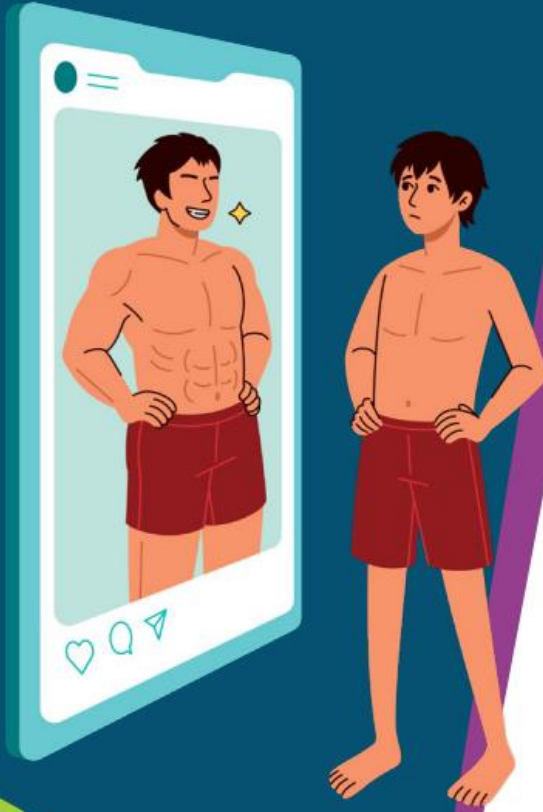
Relationships, Sex and Other Stuff

Gender stereotypes

A stereotype is a belief that a particular group of people are all the same. Stereotypes about gender are very common and can be damaging. We often learn these messages from the world around us from the moment we are born. Stereotypes can influence what we wear, how we act, what we like or don't like, and how we feel about others.

While some parts of society are slowly changing, it can be hard to escape these messages or do things that go against these stereotypes.

Through family, TV, movies, books and social media, we are shown that firefighters are men, nurses are women, dads don't change nappies, mums do all the cooking, men must be tough, women are emotional, boys shouldn't play with dolls, girls shouldn't like contact sports, men should be muscular and be providers. Though these things may be true for some, but it is not true for all.



'Limiting what people can do based on gender stereotypes can stop them from achieving their full potential.'



The absence of 'no' does not mean 'yes'

Just because a partner does not say, 'no' does not mean they are consenting to the activity.

Uncertainty and hesitation can be signs that someone does not consent. If you are unsure if your partner is consenting it is best to stop and check-in with them.

Translated webpages

乙型肝炎

- 乙型肝炎 (Hepatitis B) ，也称“乙肝”，是一种由乙肝病毒导致的肝脏炎症（肿胀）。
- 乙型肝炎病毒主要通过血液接触传播，但也可通过性接触传播。
- 目前已有针对乙型肝炎的疫苗。

肝炎是指肝脏的炎症，可以由甲、乙、丙、丁、戊、庚型肝炎病毒、酒精、某些化学物质或药物引起。

乙型肝炎病毒与[甲型肝炎](#)和[丙型肝炎](#)病毒各不相同。

如果您患有乙型肝炎且已怀孕，那么您的宝宝在出生时或出生后不久有感染乙型肝炎的风险。

大多数成年人在感染乙型肝炎后能够完全康复，并且不会再次感染。

有些成年人和儿童，以及大多数感染乙型肝炎的婴儿，会发展为慢性（或终身）感染者。慢性乙型肝炎患者通常不会感到不适，但病毒会在其血液中存在多年。在首次感染乙型肝炎后 20 年或更长时间内，慢性乙型肝炎患者可能会出现严重肝脏疾病，包括肝衰竭和肝癌。慢性乙型肝炎患者即使感觉健康且没有任何症状，也有将病毒传染给他人的可能。

在澳大利亚，通过输血或器官移植感染乙型肝炎的可能性非常小。

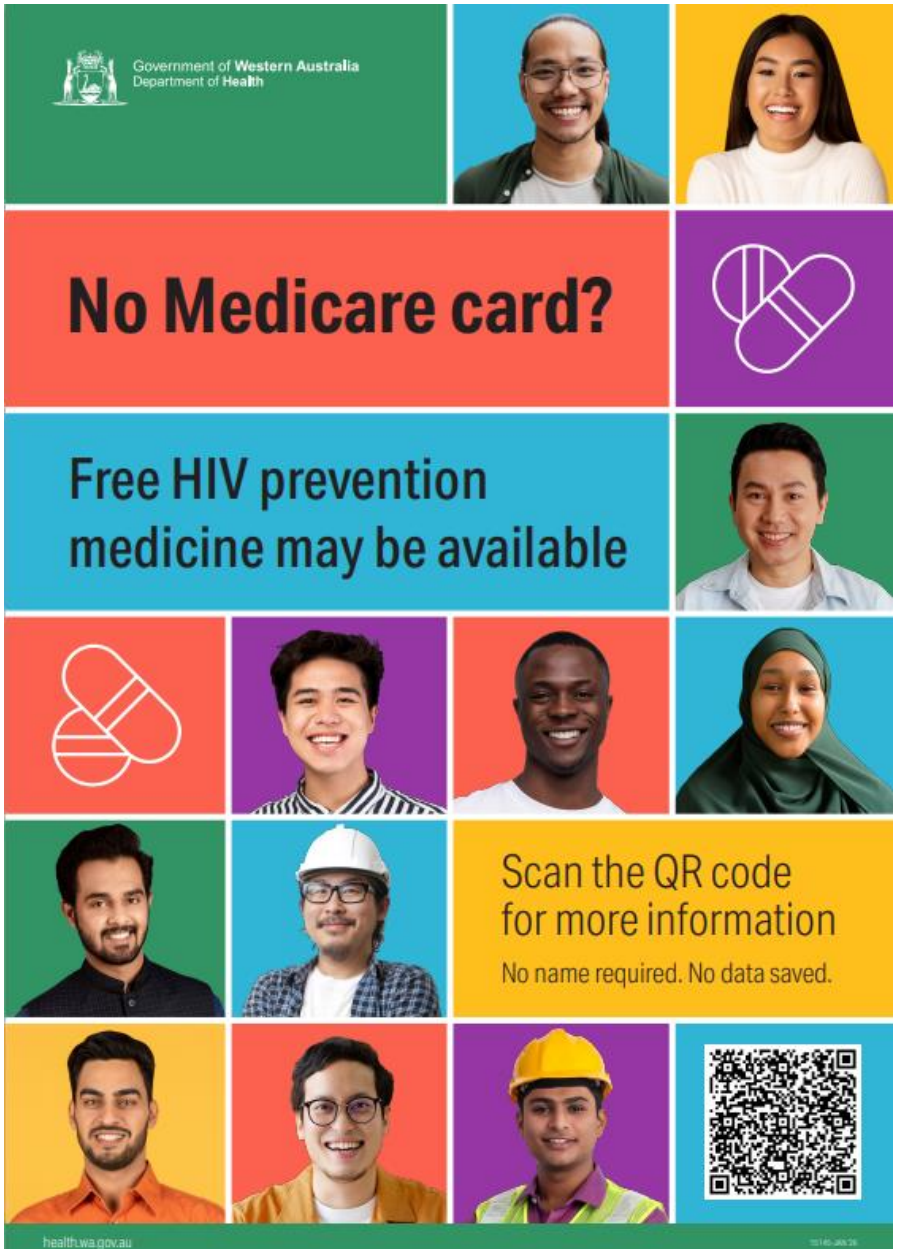
乙型肝炎是如何感染的？



Get the Facts updated!

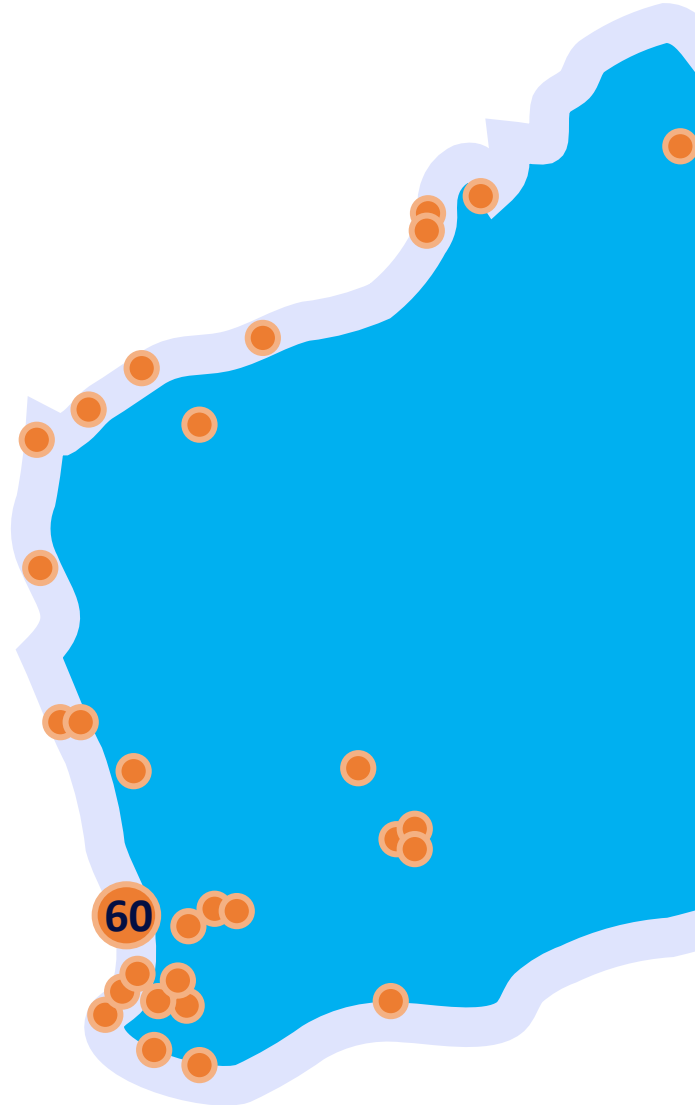
<https://www.getthefacts.health.wa.gov.au/>





Available to order via QuickMail

Letters with posters and info went out to...



Ideas dump

Syph Action Plan Workshop

RSHT update

Viral Hep conference & SRH HIV Conf



Coming up...

New suite of sexual health posters

Assessment tasks on GDHR



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Lingo

Out of home (OoH): campaign material in public spaces (e.g. bus back).

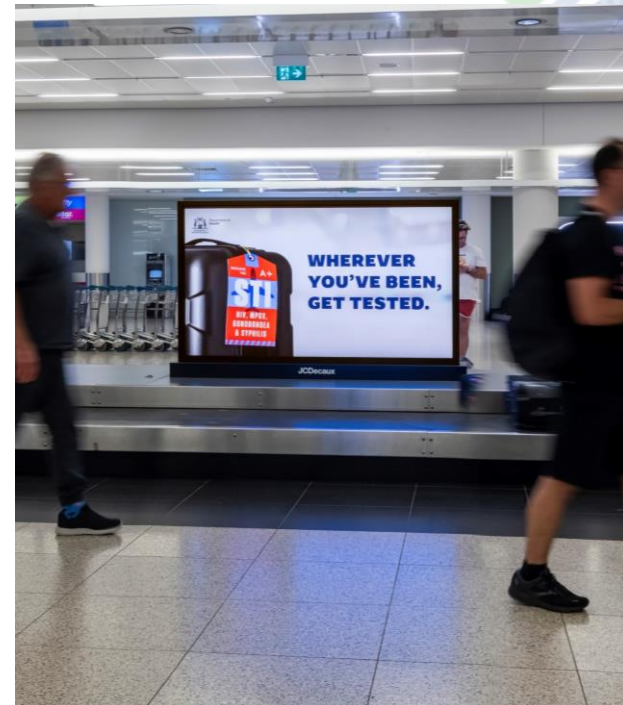
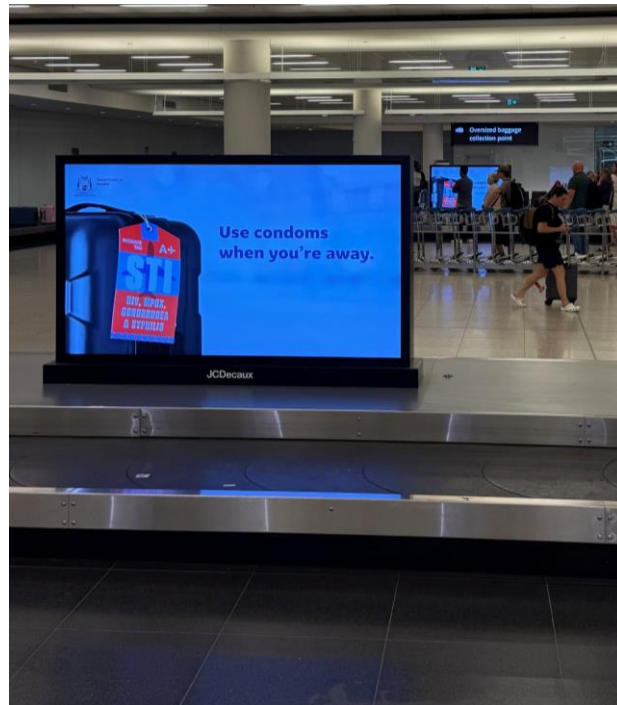
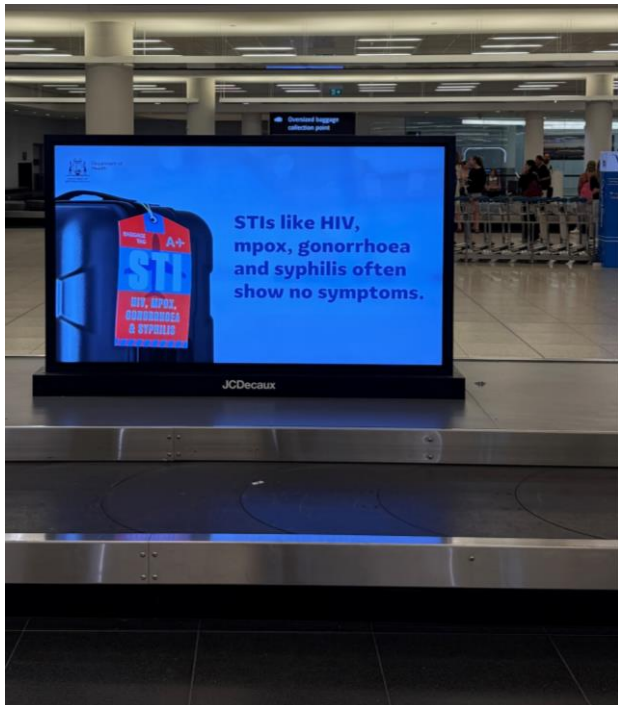
Views: Number of times the campaign material was viewed (exact for digital or est. for OoH).

Click-through-rate (CTR): % of people who viewed a digital ad and clicked on it.

Cost per click (CPC): how much was paid, on average, for each click on the ad.

Airport Campaign (OoH)

Views: >3.2 million travellers through Perth Airports across Dec 25 – Jan 26



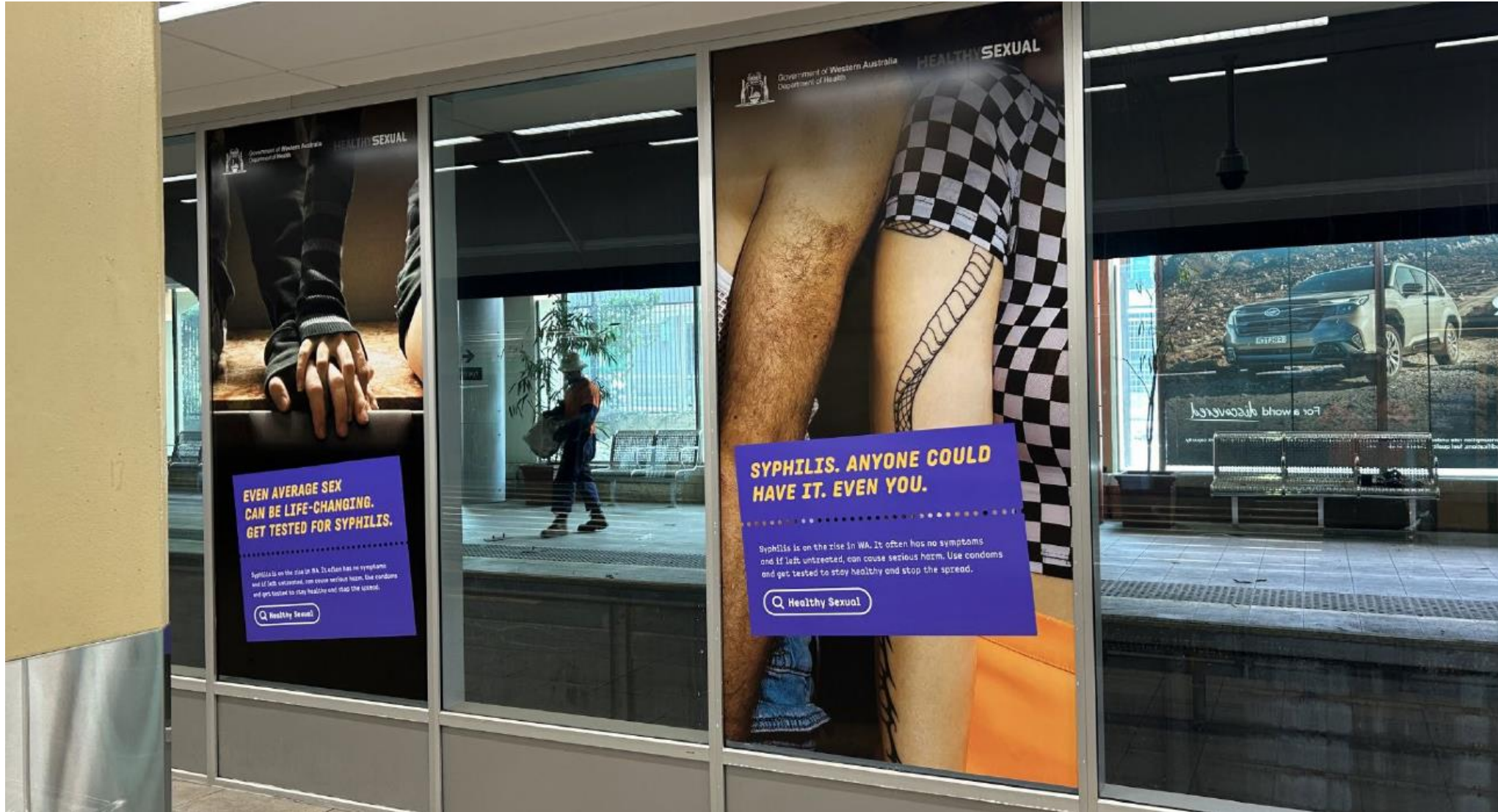
Healthy Sexual – Syphilis (OoH)



Healthy Sexual – Syphilis (OoH)



Healthy Sexual – Syphilis (OoH)



Healthy Sexual – Syphilis (OoH)



Healthy Sexual – Syphilis (OoH)



Healthy Sexual – Syphilis (OoH)



Healthy Sexual – Syphilis (OoH)



65,868

Planned plays

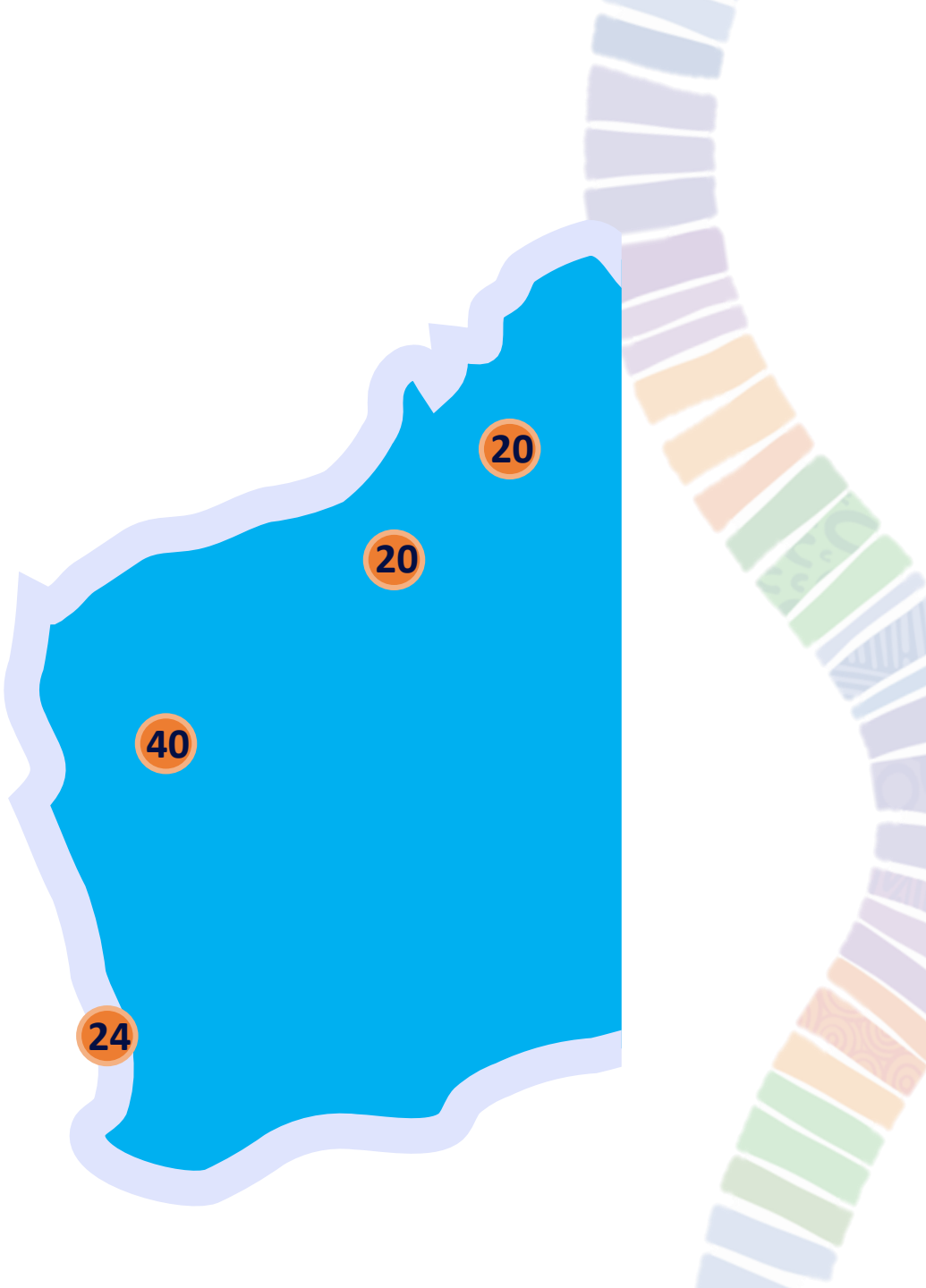
75,779

Actual plays

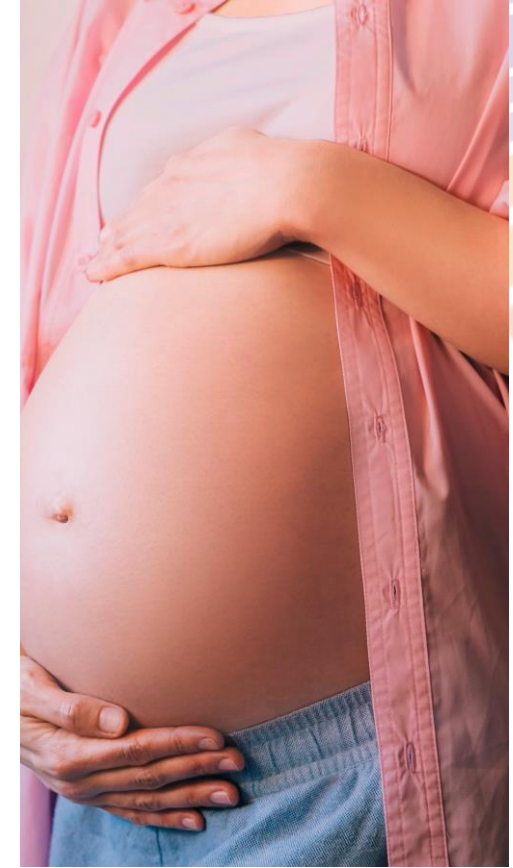


Out of Home totals

Location	Media Type	# of views
Metro	Bus & train stations	9,518,250
	Bus sides	4,857,268
Total # of views across metro:		14,375,518
Regional WA	Buses	490,262
	Shopping centres, community and youth centres, medical services	<i>Could not be calculated</i>
Total # of views across WA		14,865,780



Digital



	Views/Listens	Click-through-rate	Click-through-rate benchmark (Gono campaign)
Digital Audio	703,301	NA	NA
Snapchat	4,590,924	0.91%	0.84%

Leavers campaign

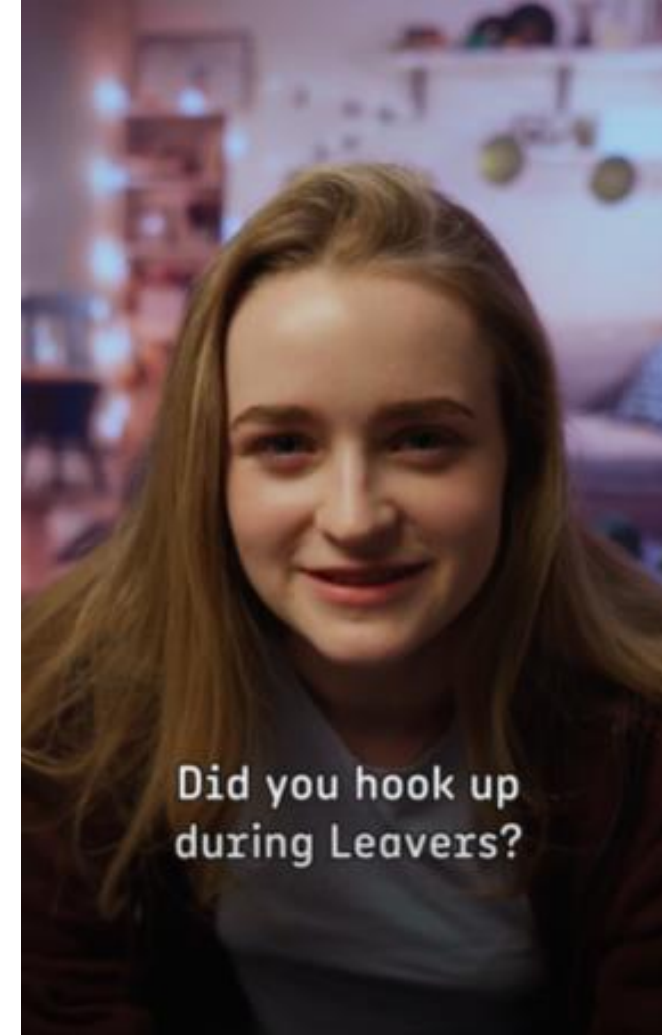
'Be prepared, pack condoms'



'Stay safe, wear a condom'



'Get tested for STIs'

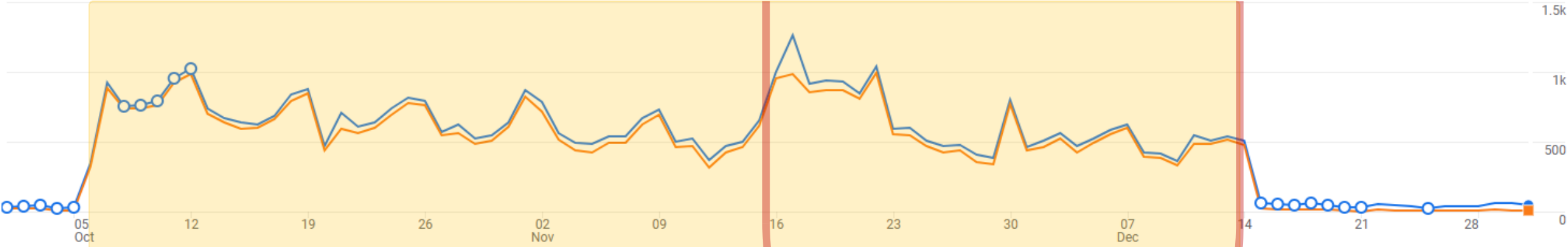


Leavers campaign

	Before	During	After
Date range	16–22 Nov	23–29 Nov	30 Nov–14 Dec
Location	Perth Metro	Dunsborough, Rottnest, Busselton, Jurien Bay	Perth Metro
Spend	\$7,000.00	\$1,482.94	\$8,517.06
Reach	57,807	6,067	61,261
Frequency	10.60	17.90	12.12
Impressions	612,663	73,539	1,098,127
Clicks	4,704	544	8,863
CTR	0.77% (vs 0.59% benchmark)	0.74% (vs 0.59% benchmark)	0.81% (vs 0.59% benchmark)
CPC	\$1.49 (vs \$1.91 benchmark)	\$2.73 (vs \$1.91 benchmark)	\$0.96 (vs \$1.91 benchmark)

Website analytics

Active users [?] New users [?] Average engagement time per active user [?] Total revenue [?]



● All Users 46k
● Western Australia 42k

Leavers campaign

Online test function

Home / **Online STI Testing**

Online STI testing program

Chlamydia and gonorrhoea are common STIs. Most people don't have any symptoms.

If you've ever had unprotected sex you could be at risk of an STI. The good news is that testing is simple and treatment is easy. Take the test below to see if you are eligible for a test form.

If eligible you will be offered a pathology test for a urine test or vaginal swab. To ensure your test is FREE please take your form to a PathWest pathology collection site. If you take the form to any other laboratory, you will be charged.

Free STI test!

Take the quiz to see if you are eligible.

It's quick, easy and free!

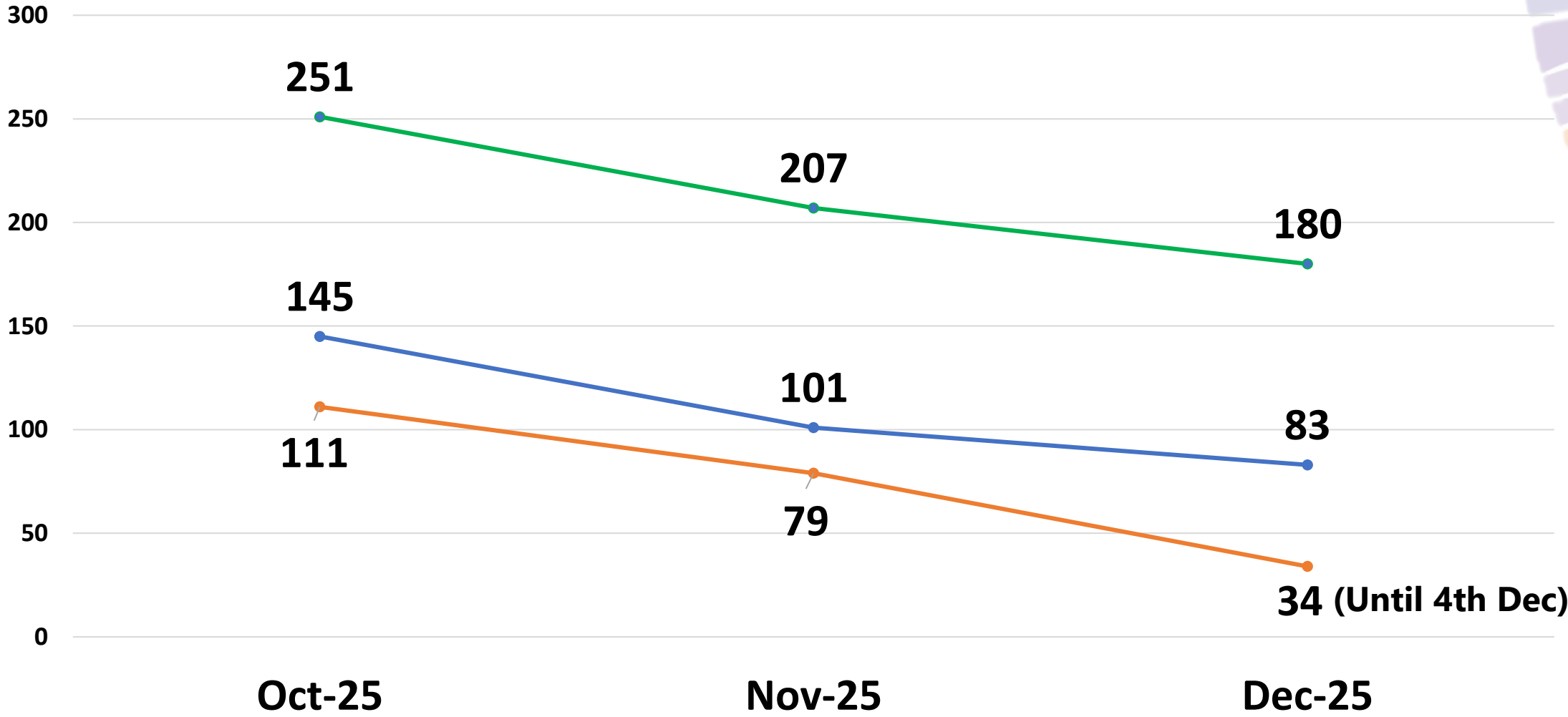
(If you are eligible, you will get a downloadable form for a free genital chlamydia and gonorrhoea test that you can take to any PathWest clinic without the need for a Medicare card or an appointment.)

[Start](#)

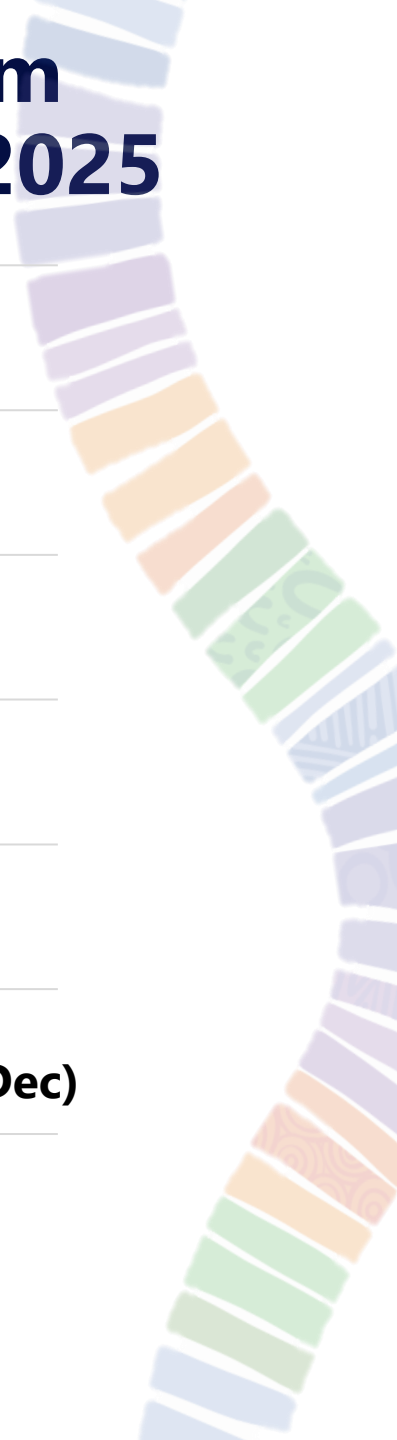
<https://www.getthefacts.health.wa.gov.au/online-sti-testing>

<https://www.healthysexual.com.au/get-tested>

Number of people who downloaded a pathology form and who got tested for syphilis, October-December 2025



- Total number of pathology request forms downloaded from Get the Facts and Healthysexual websites (combined) per month
- Total number of syphilis tests requested through the Online STI Testing Program and completed at a PathWest collection centre per month
- Total number of gonorrhoea/chlamydia tests requested through the Online STI Testing Program and completed at a PathWest collection centre per month



Number of people who received a gonorrhoea and chlamydia test through the online testing function

Number of pathology forms downloaded

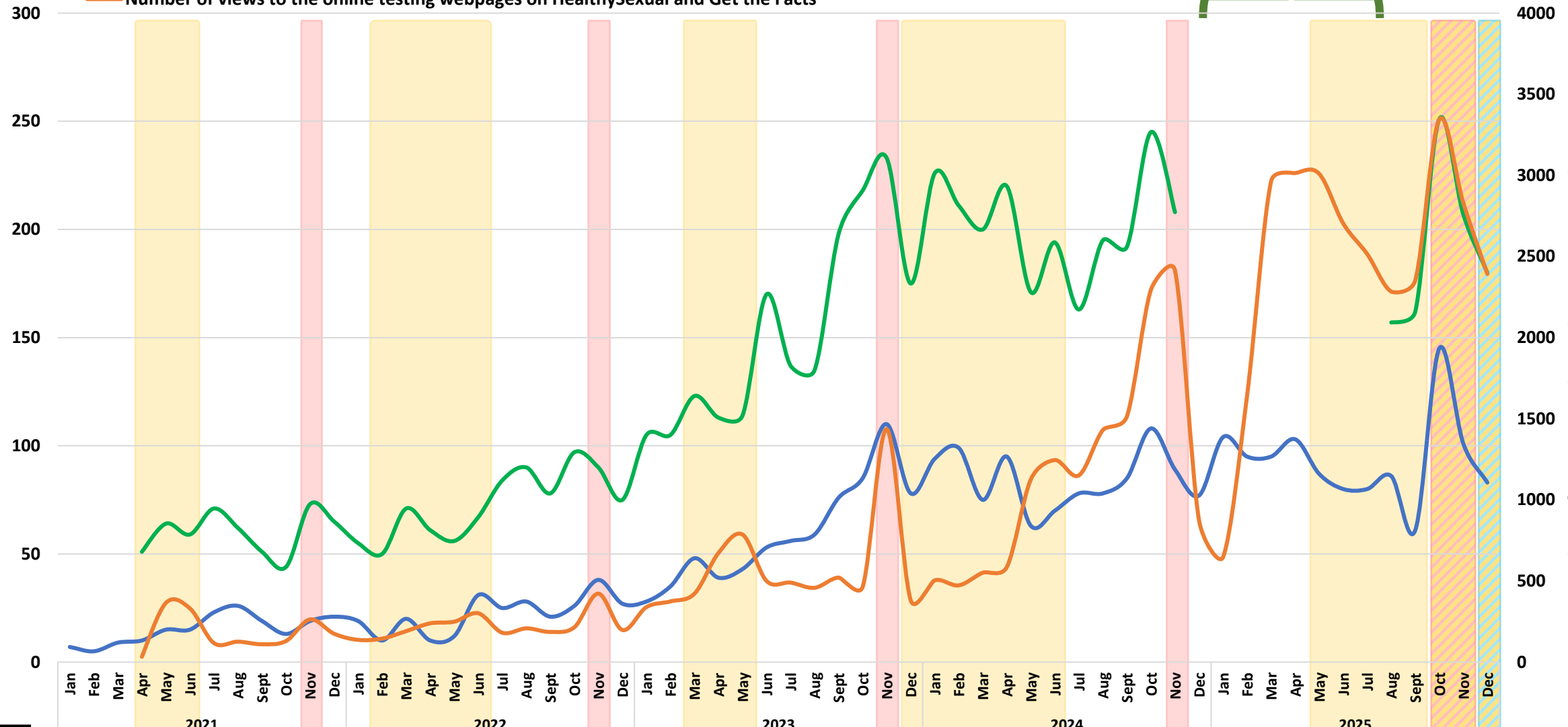
Number of views to the online testing webpages on HealthySexual and Get the Facts

Number of pathology forms downloaded unavailable from Dec 24-Jul 25

Number of tests completed

Number of pathology forms downloaded

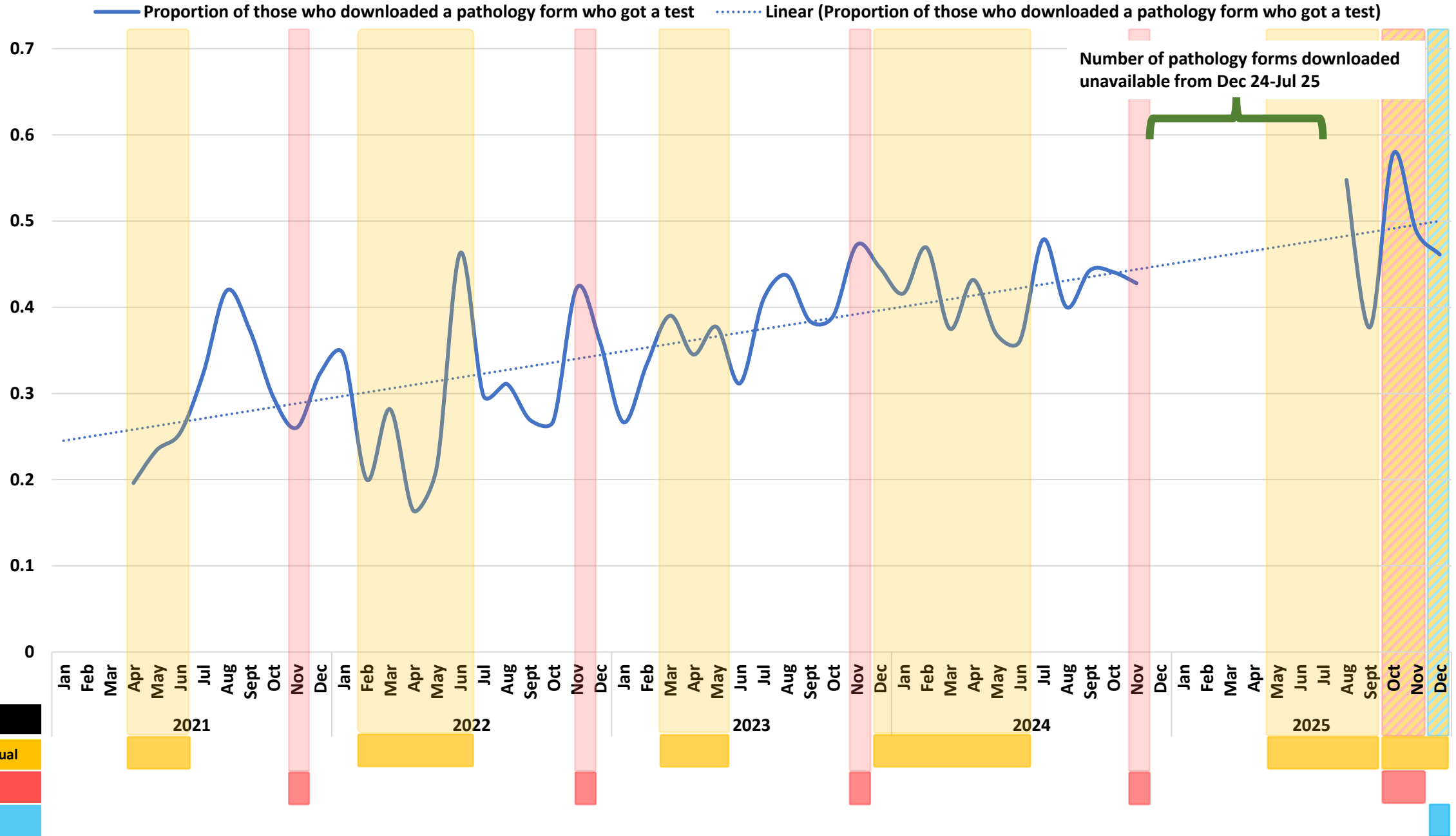
Number of views on the online testing webpage



Campaign

- Healthy Sexual
- Leavers
- Airport

Proportion of people who downloaded an online STI pathology request form and got tested for chlamydia and gonorrhoea



2026

LAYB
May-Jun

Leavers
~Nov



July **HS** **→** **~Oct**

TBC:
Airport
Dec **→**

Thank you

