Case Study: 'Look After Your Blood'

'Look After Your Blood is a social marketing campaign to raise awareness of prevention, testing and treatment of blood-borne viruses amongst young Aboriginal people aged 16-29.

The campaign was developed in 2016 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 TV and through online channels. Radio adverts, posters in community, youth and health centres and condom wallets also promoted campaign messages.

Results from the December 2018 to March 2019 campaign burst showed:
- Total digital impressions = 1,339,034
- Total link clicks = 4936
- Total video views (to 85-100%) = 65,598
- Total social media engagement = 44 reactions, 12 comments, 9 shares
- Average campaign click through rate (link) = 0.30%
- 25 posters displayed at 15 Aboriginal Health Centres, Community and Youth Centres, some hospitals in regional centres across north and northwest WA
- 365 radio spots broadcast across Broome, Pilbara & Kimberley, Kalgoorlie/ Boulder, Roebourne & Karratha
- 46 TV spots broadcast on Goolarri TV, plus spots on GWN/WIN/WDTTV networks

The campaign was also evaluated to measure the reach, impact and assess any behaviour change amongst the target audience. Key findings included:
- Just under 2 in 5 young Aboriginal surveyed reported seeing the campaign and showed good comprehension of primary preventative messages, such as not sharing needles.
- Most young people considered the campaign to be easy to understand and trustworthy.
- More than 1 in 5 of those who had seen the 'Look After Your Blood' campaign said they got a test for HIV and hepatitis C as a result.
- Survey respondents also said they felt the content was created by people who understand their community and culture.

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

Examples of the campaign videos can be viewed below: