



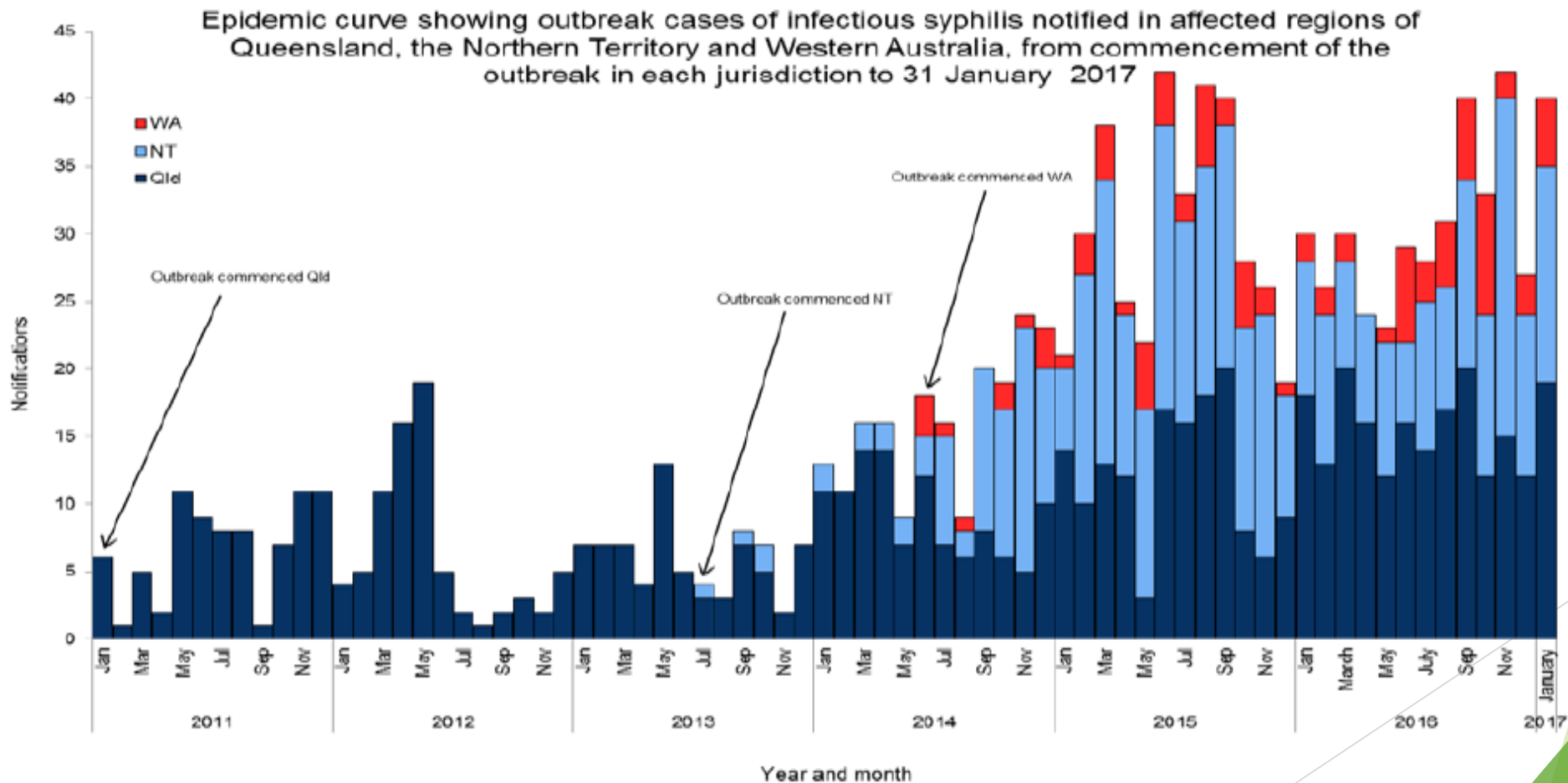
**SAHMRI**  
South Australian Health &  
Medical Research Institute

## Syphilis Project: Young, Deadly & Syphilis Free

*Syphilis Project Coordinator, Amanda Sibosado*

# Syphilis outbreak- current status

Figure 1. Epidemic curve showing outbreak cases of infectious syphilis<sup>a</sup> notified in affected regions<sup>b</sup> of Queensland, the Northern Territory and Western Australia, from commencement of the outbreak in each jurisdiction to 31 January 2017<sup>y</sup>.



# Overview

**Partners- SAHMRI and ANTHYM**

**Timeline: 2016/2017**

Multifaceted education and awareness campaign of syphilis in remote areas of Australia currently affected by the syphilis outbreak

Key stakeholders- Young people living in remote areas, remote health service providers, remote youth agencies

Target audience-Young people (15-34 years) living in remote areas of Australia affected by the syphilis outbreak

Funded by- Commonwealth Department of Health

Aims to improve awareness and understanding of syphilis among YP living in remote communities of Australia

Outcomes- to increase age specific testing among YP in remote communities

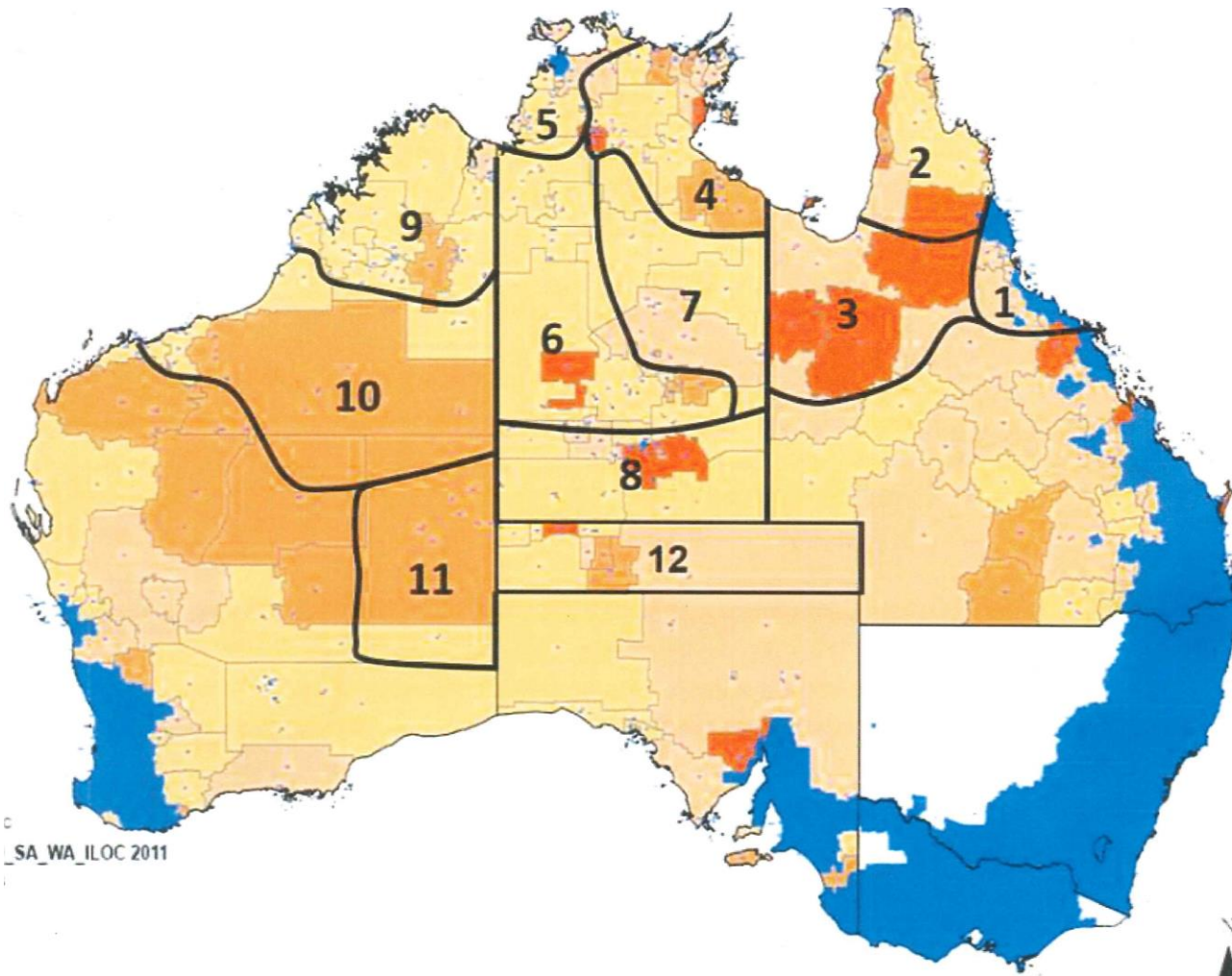
# Multifaceted campaign

Comprising of

1. Media Television, radio and other media
2. Media Engagement Strategy
3. Supporting Posters & education materials e.g. Clinician videos, Syphilis animation
4. Social Media strategy
5. Health service engagement strategy

# Syphilis Project

## Zones included in the project



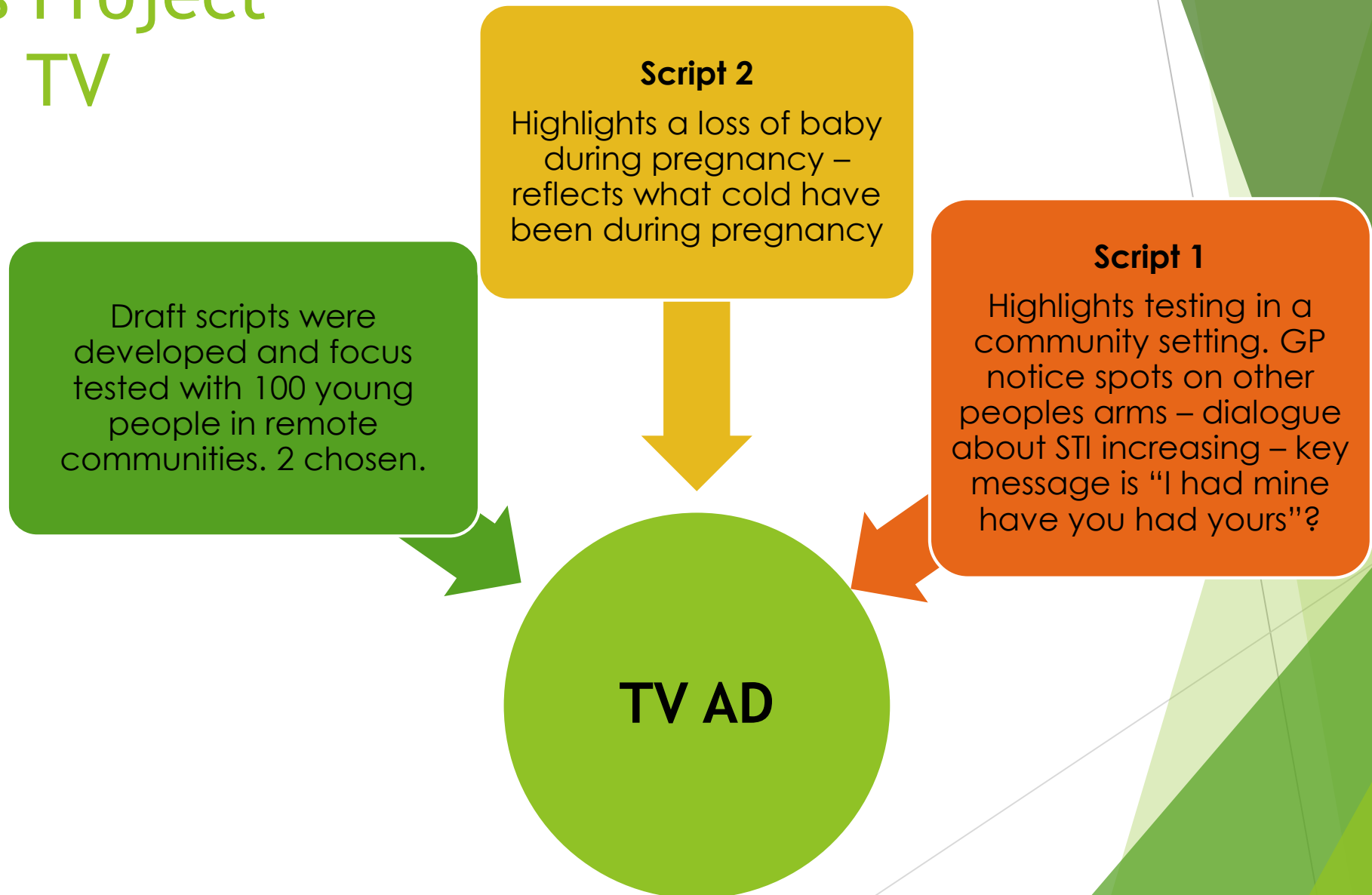
### Remote Community Zones

- Zone 1 Cairns and Hinterland Region
- Zone 2 Torres and Cape Region
- Zone 3 North West Region
- Zone 4 Arnhem Region
- Zone 5 Top End Region (2 top end districts & Darwin district)
- Zone 6 Katherine Region
- Zone 7 Barkley Region
- Zone 8 Central Australia (3 central districts & Alice Springs)
- Zone 9 Kimberley region
- Zone 10 Pilbara
- Zone 11 Goldfields Region
- Zone 12 APY lands South Australia

# Defining characteristics

- >1200 cases since 2011
- Even split of diagnosis between males and females
- ~70% cases in 15-29 year olds
- 4 confirmed congenital syphilis cases
- 4 confirmed congenital deaths
- All Aboriginal people living in predominantly remote areas of NT, QLD and WA
- More recent concerns re :emergence in SA

# Syphilis Project Media - TV



# Syphilis Project Media - Radio

## Indigenous radio stations

Black Star

CAAMA

Radio Goolarri

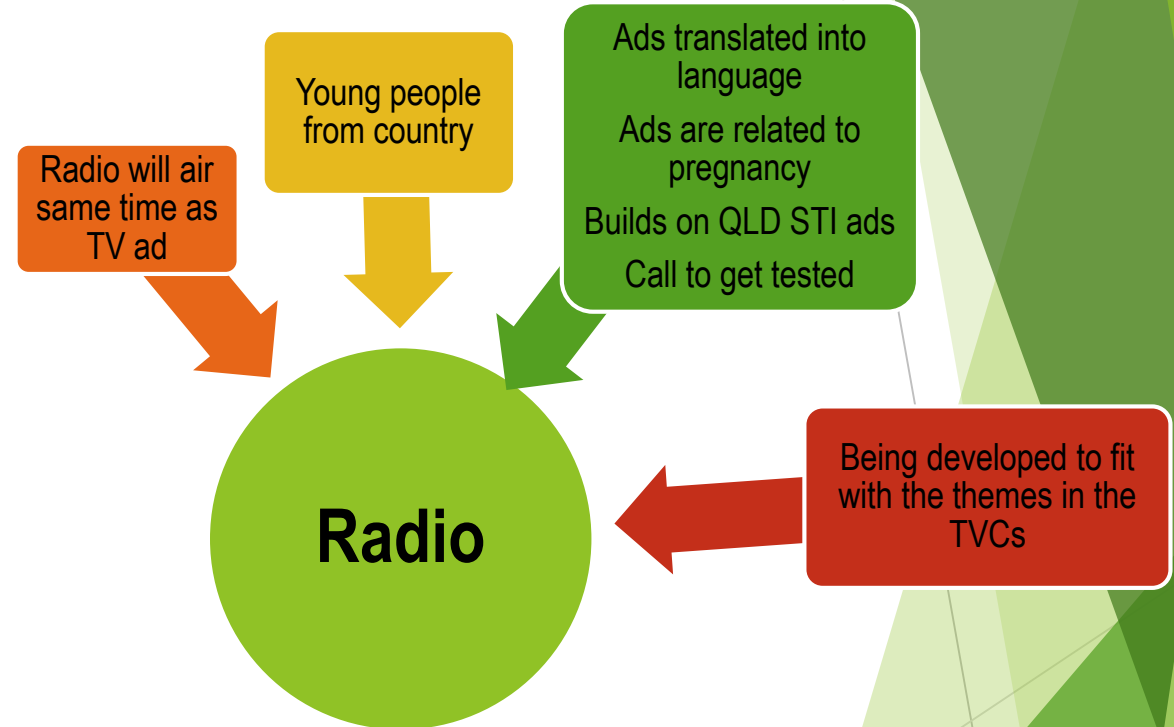
PAKAM

NG Media

Pitjantjatjara Yankuntjatjara Media

Top End Aboriginal Bush Broadcasting  
Association (TEABBA)

Torres Strait Islander Media Association

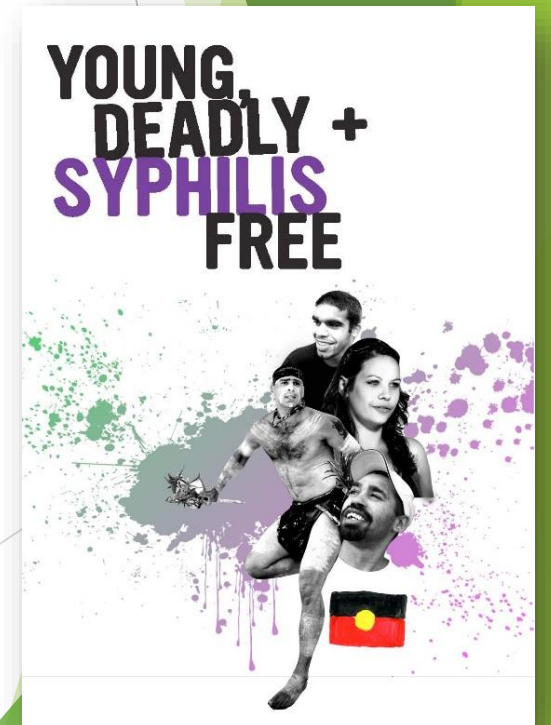
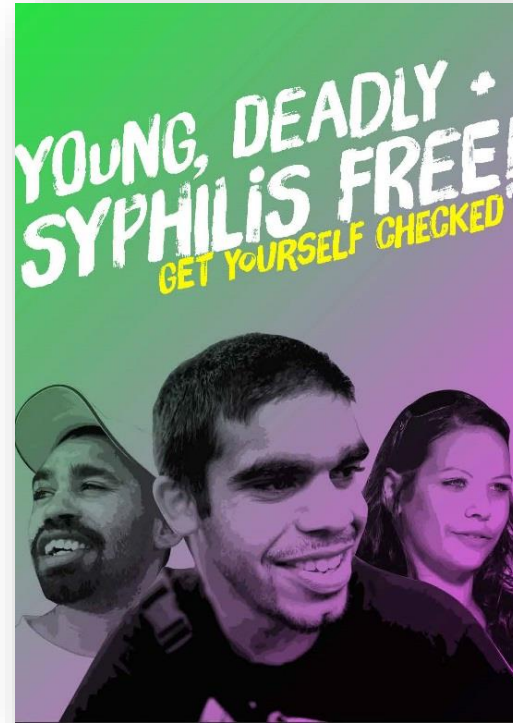




# Syphilis Project

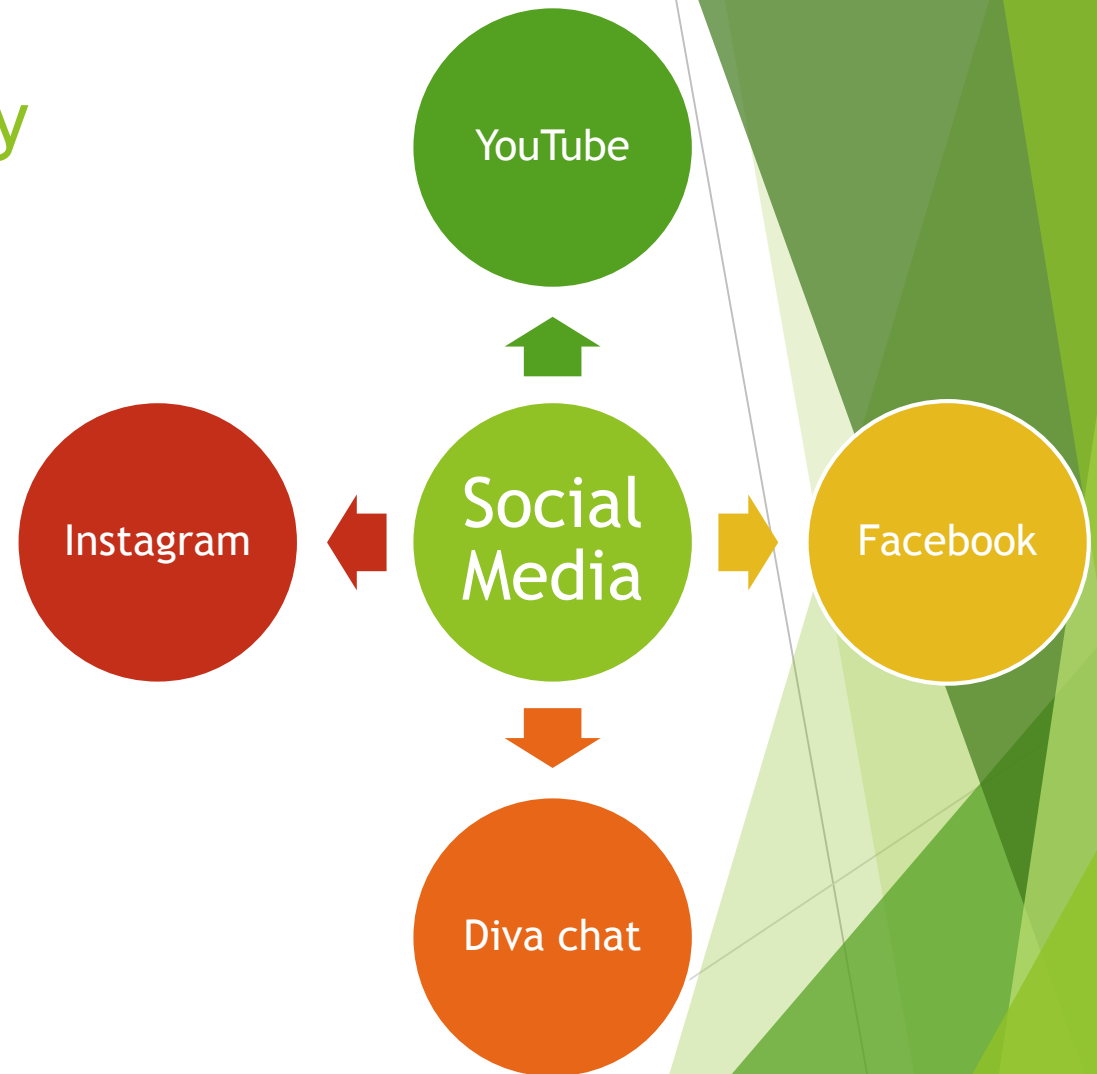
## Supporting Posters & education materials

- Draft poster concepts were designed and focus tested
- These two concepts received the best feedback
- Final product is being developed and will include actors from TVCs, improved call to action and an image/s to represent testing
- Services will receive the posters prior to the start of the campaign
- Same branding to be used across social media
- Syphilis Fact Sheet



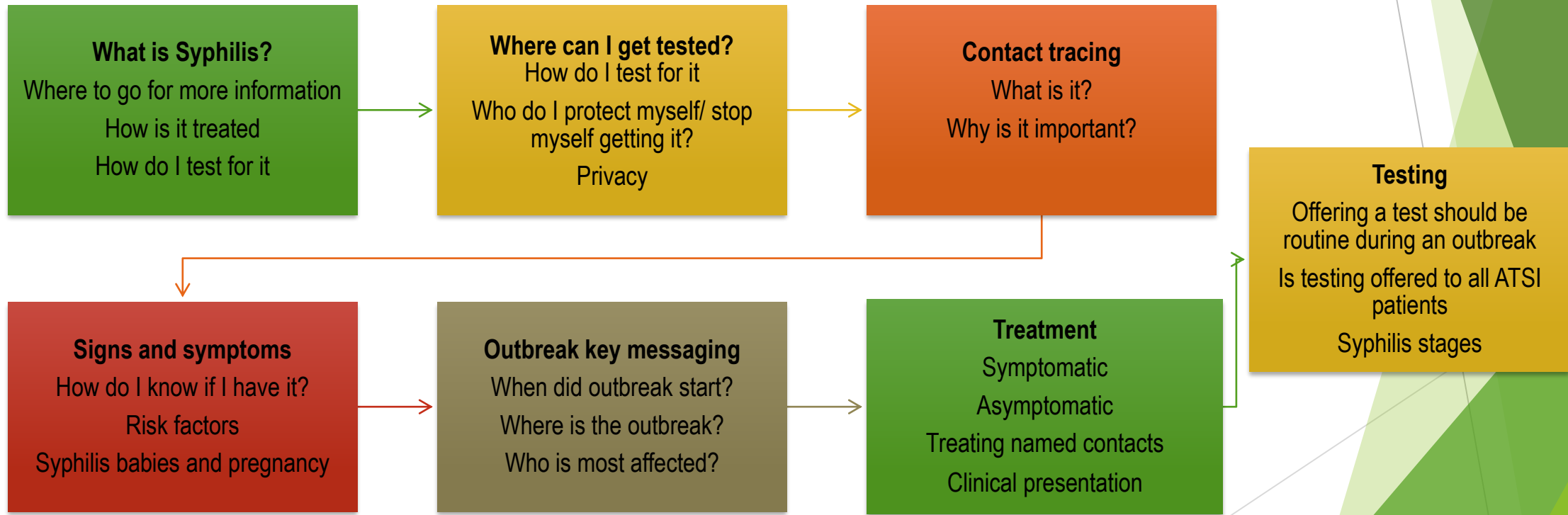
# Syphilis Project Social Media Engagement Strategy

- Targeted advertising
- Posts from our campaign pages
- Using the TVC, radio adverts, posters
- Development of extra campaign content inline with poster branding
- Simple infographics
- Use of existing websites and campaign content that compliments the Syphilis Project



# Syphilis Project

## Media Engagement Strategy: Messaging



# Syphilis Project

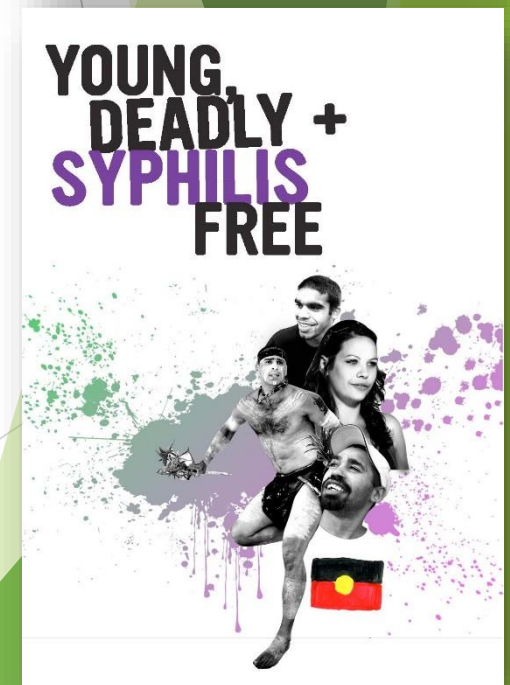
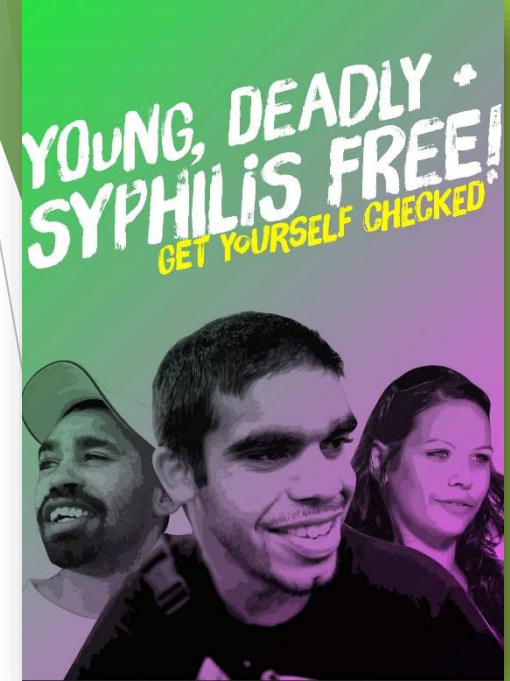
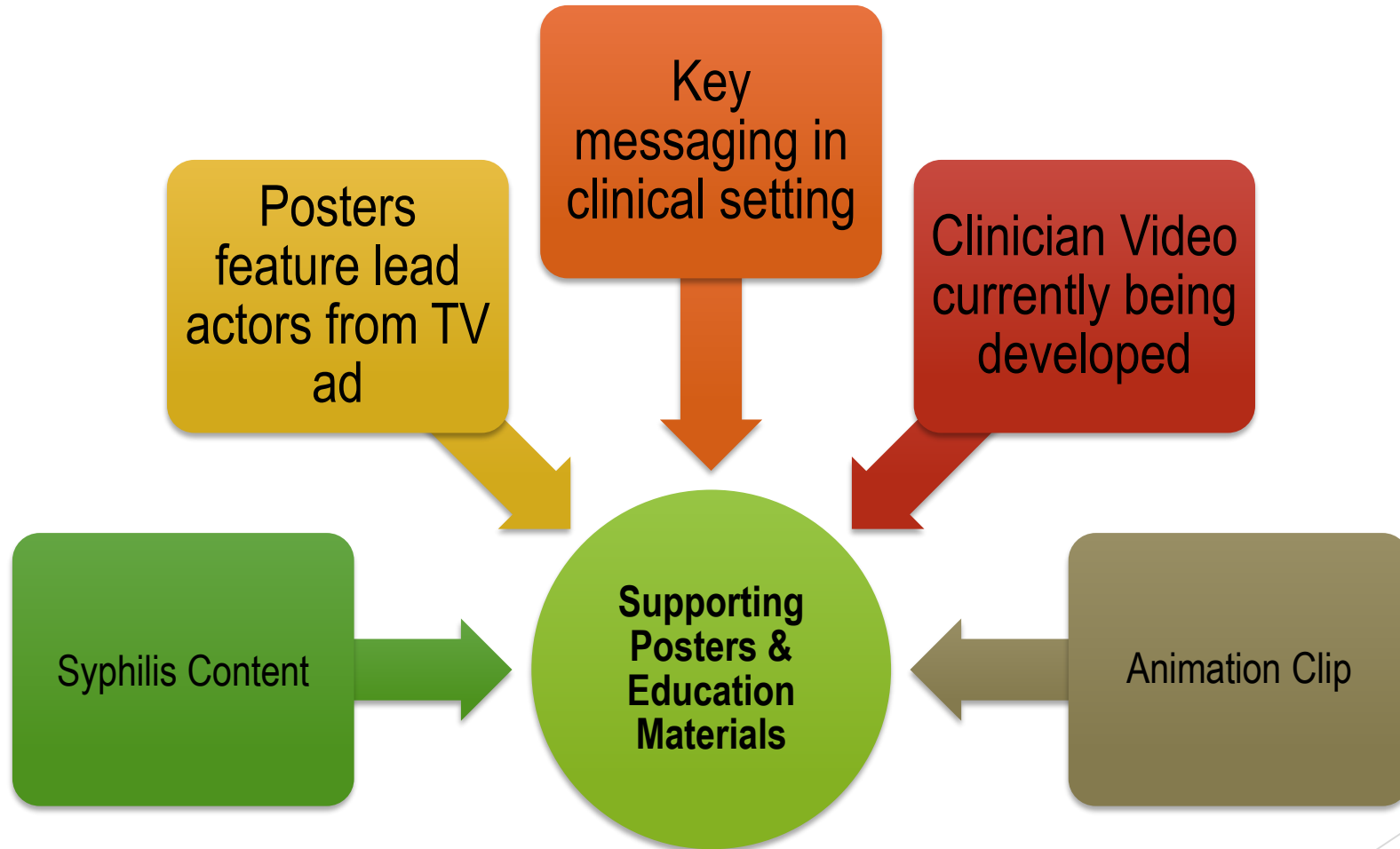
## Social Media Ambassadors

(aka Online Peer Educators)

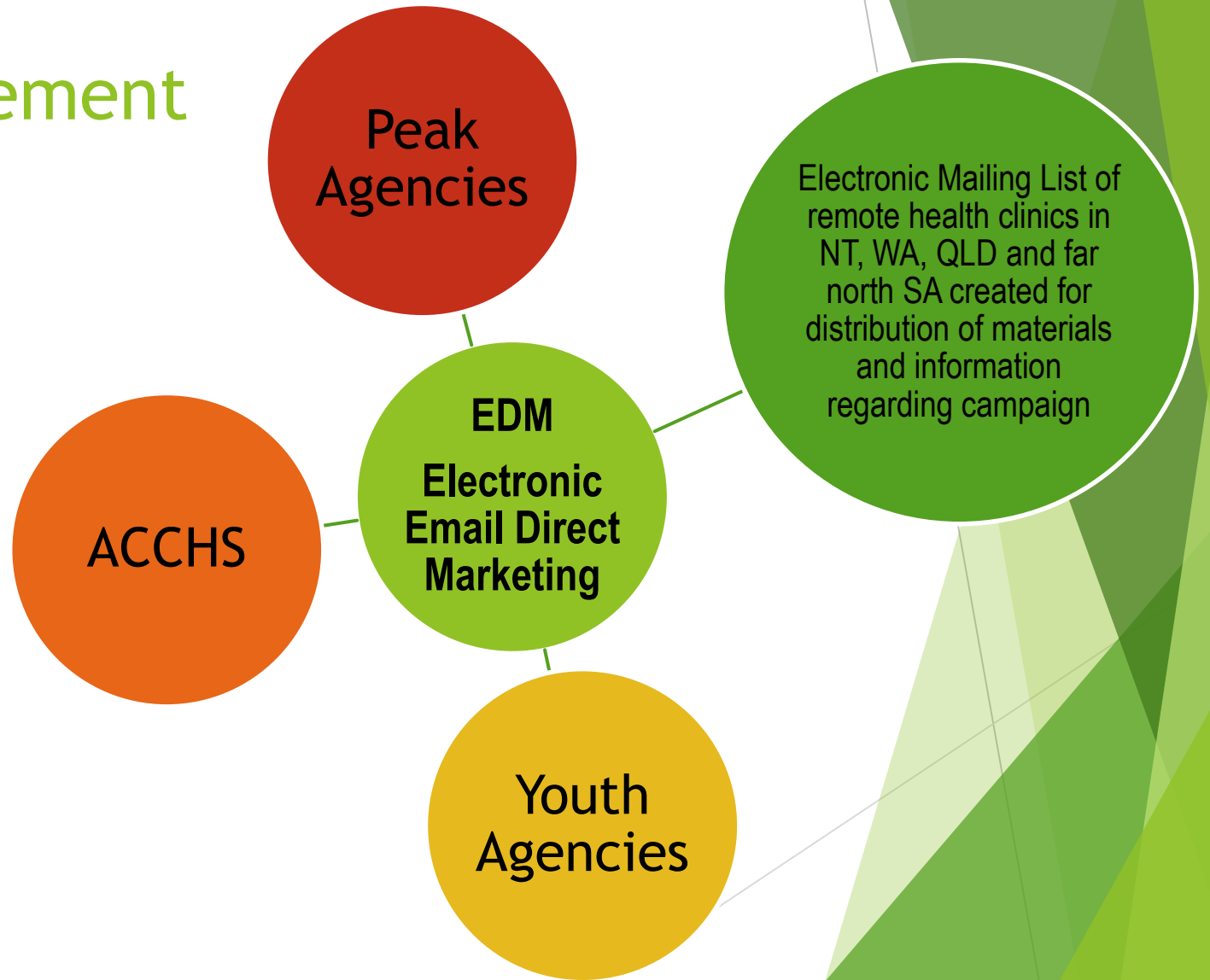
- Recruitment of young people across the zones
- Will be paid for distributing key messages and campaign content
- Content will be developed centrally and will include the content mentioned earlier
- Online training will be provided to each peer and ongoing support provided
- These ambassadors will help identify pages and groups online that their peers frequent/follow for content to be posted to

# Syphilis Project

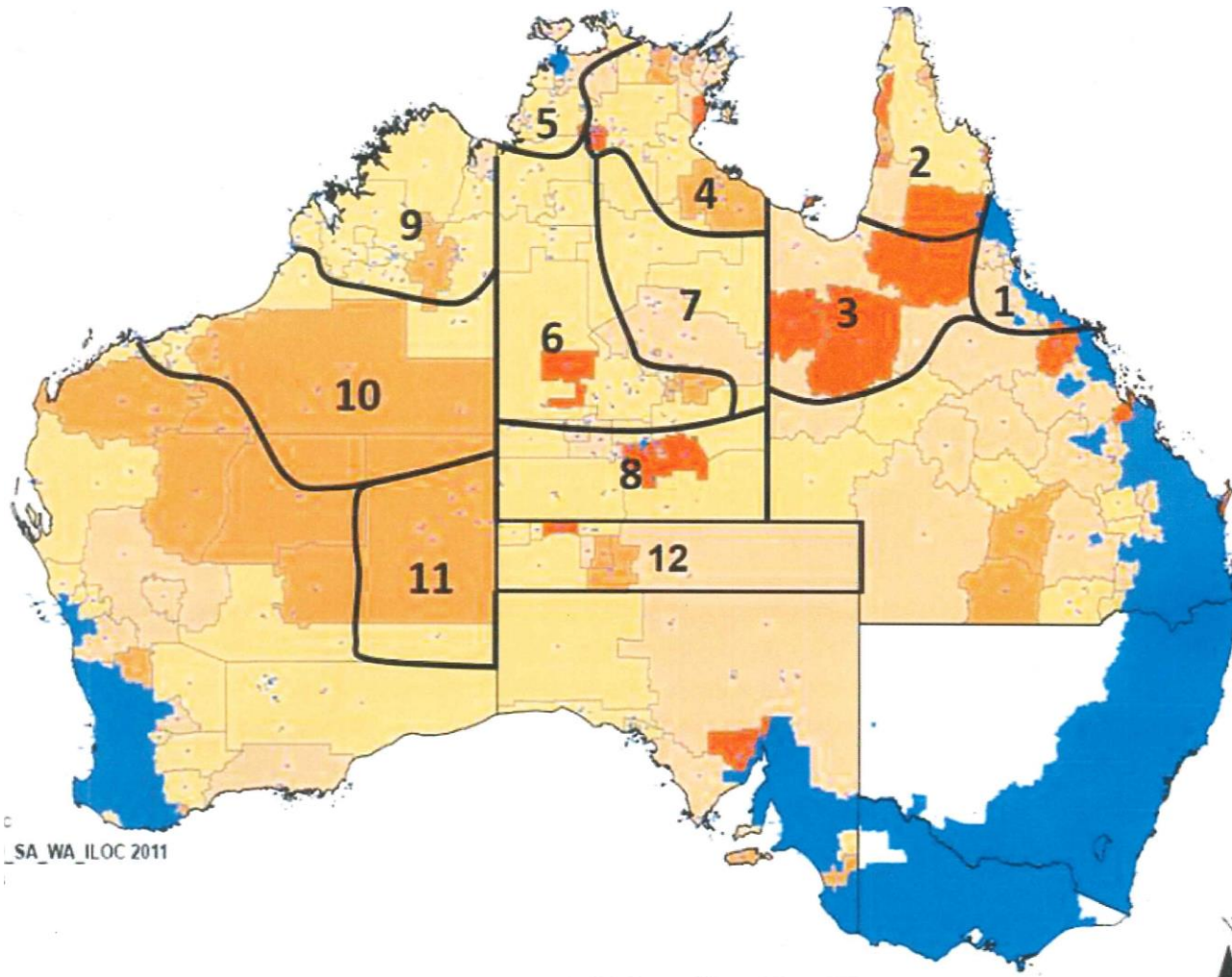
## Supporting Posters & education materials



# Syphilis Project Health Service Engagement



# Syphilis Project Health Services Engagement



## Remote Community Zones

- Zone 1 Cairns and Hinterland Region
- Zone 2 Torres and Cape Region
- Zone 3 North West Region
- Zone 4 Arnhem Region
- Zone 5 Top End Region (2 top end districts & Darwin district)
- Zone 6 Katherine Region
- Zone 7 Barkley Region
- Zone 8 Central Australia (3 central districts & Alice Springs)
- Zone 9 Kimberley region
- Zone 10 Pilbara
- Zone 11 Goldfields Region
- Zone 12 APY lands South Australia

# Syphilis Project

## **Amanda Sibosado**

Syphilis Project Coordinator

South Australian Health and Medical Research Institute

**P** 08 6145 1036

**M** 0417 577 876

**E** [amanda.sibosado@sahmri.com](mailto:amanda.sibosado@sahmri.com)

*Please note: I am based in Perth at Aboriginal Health Council of WA  
450 Beaufort Street, Highgate, WA 6003  
Ph: 08 9227 1613*