

yacwa

# Stay Bloody Safe

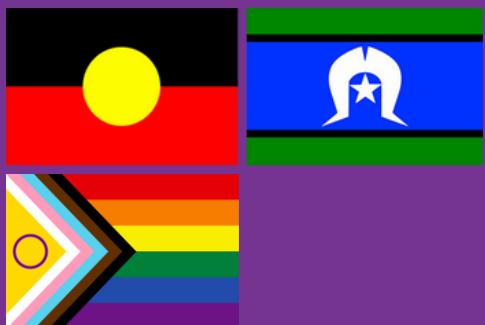
## Youth Educating Peer's Blood Borne Virus Campaign

Claudia Bedford - Senior Educator

Co-authors:

Coordinator: Zoe Sullivan

Peer Educators: Abbi, TC, Tobias and Meg





# **Acknowledgement of Country**

# Youth Affairs Council of WA (YACWA)

YACWA is a member-based peak body representing **over 500 thousand young people** and **services that support young people** in WA. We operate as a **human rights organisation** that seeks to address the exclusion of young people in a rapidly changing society.



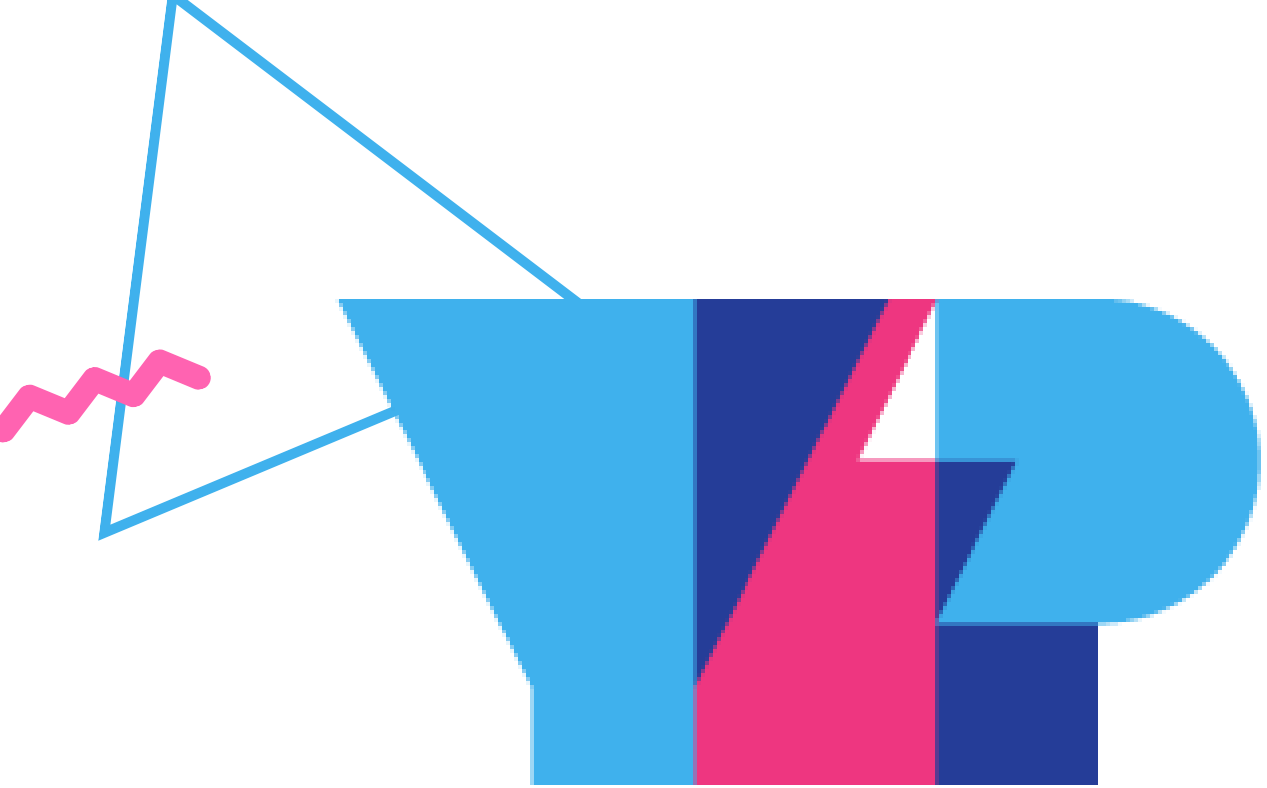
**Give young people  
a voice**



**Support a strong  
sector**



**Communicate evidence  
based policy & practice**



# YOUTH EDUCATING PEERS

SEXUAL HEALTH FOR YOUNG PEOPLE BY YOUNG PEOPLE

YEP AIMS TO EDUCATE, EMPOWER AND POSITIVELY INVOLVE YOUNG PEOPLE'S PERCEPTIONS, ATTITUDES AND BEHAVIOURS AROUND SEXUAL HEALTH & BLOOD BORNE VIRUSES ACROSS WESTERN AUSTRALIA

**YOUTH EDUCATION**  
We provide youth peer sexual health workshops, outreach sessions and educational resources.

**YOUTH SECTOR CAPACITY BUILDING**  
We provide professional development and consultation services to support the capacity of the youth sector.

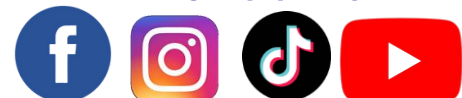
**RESOURCES**

- Relationships
- Consent
- Safer Sex
- STIs & BBVs
- Sexting
- Online Dating
- Pornography
- LGBTIQA+
- and more



## CONTACT US

yep@yacwa.org.au  
(08) 9227 5400  
theyeproject.org.au  
@theyeproject



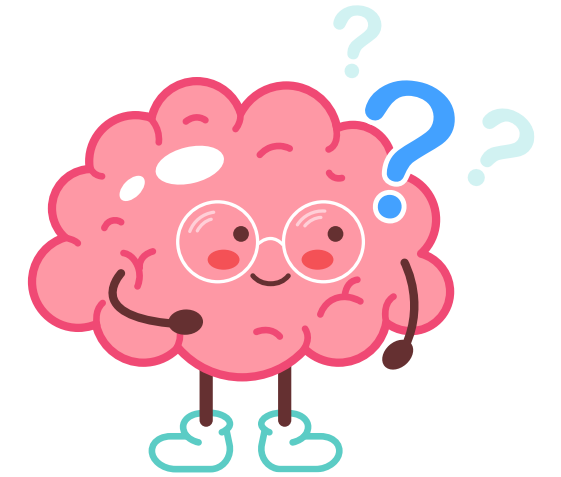
The YEP Project is funded by the Sexual Health and Blood Borne Virus Program, Department of Health WA



# The YEP Crew



# Stay Bloody Safe Campaign



## The problem

- Low literacy about blood borne viruses (BBVs) amongst young people in WA
- Stigma and misinformation
- Preventing BBVs is important
- Community consultation found BBV information was:
  - too complicated
  - boring
  - fear-based
  - focused on certain 'at-risk' populations



# Stay Bloody Safe Campaign

## What is it?

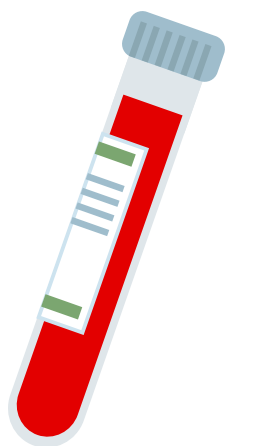
- Social media campaign
- Developed over 7 months
- Released on 2024 World AIDS Day (1st of December) and continued over 9 days
- Targeted at:
  - 🩸 Gen pop. young people 12-25 in WA
  - 🩸 Young people who inject drugs
  - 🩸 Youth workers



# Stay Bloody Safe Campaign

## Aims

- Create a youth-led campaign that was youth friendly, engaging, stigma-reducing and comprehensible for those with low literacy.
- Increase awareness of BBVs amongst young people in WA
- Increase awareness of BBV prevention methods such as accessing NSP services, Pre-exposure Prophylaxis (HIV prevention medication) and safer sex
- Increase young people's readiness to get tested for BBVs
- Decrease stigma of BBVs and behaviours that increase BBV transmission including injecting drug use





# Stay Bloody Safe Campaign

## Method

- Identify the problem
- Community consultation - young people and youth workers
- Plan campaign
- Create & collaborate
- Community consultation
- Clinical oversight by M Clinic
- Refine resources
- Launch campaign
- Evaluate campaign



# Stay Bloody Safe Campaign

## Results

- 19 resources
- 6 social media carousels, 2 posters, and 11 videos
- Collaboration with 7 external agencies
- YEP and YACWA social media platforms:
  - Instagram
  - Facebook
  - TikTok
  - YouTube
- YEP website
- 3000+ youth sector professionals via email
- Presented at 5 youth networks, 1 SHBBV networks, 1 PD & 4 youth workshops

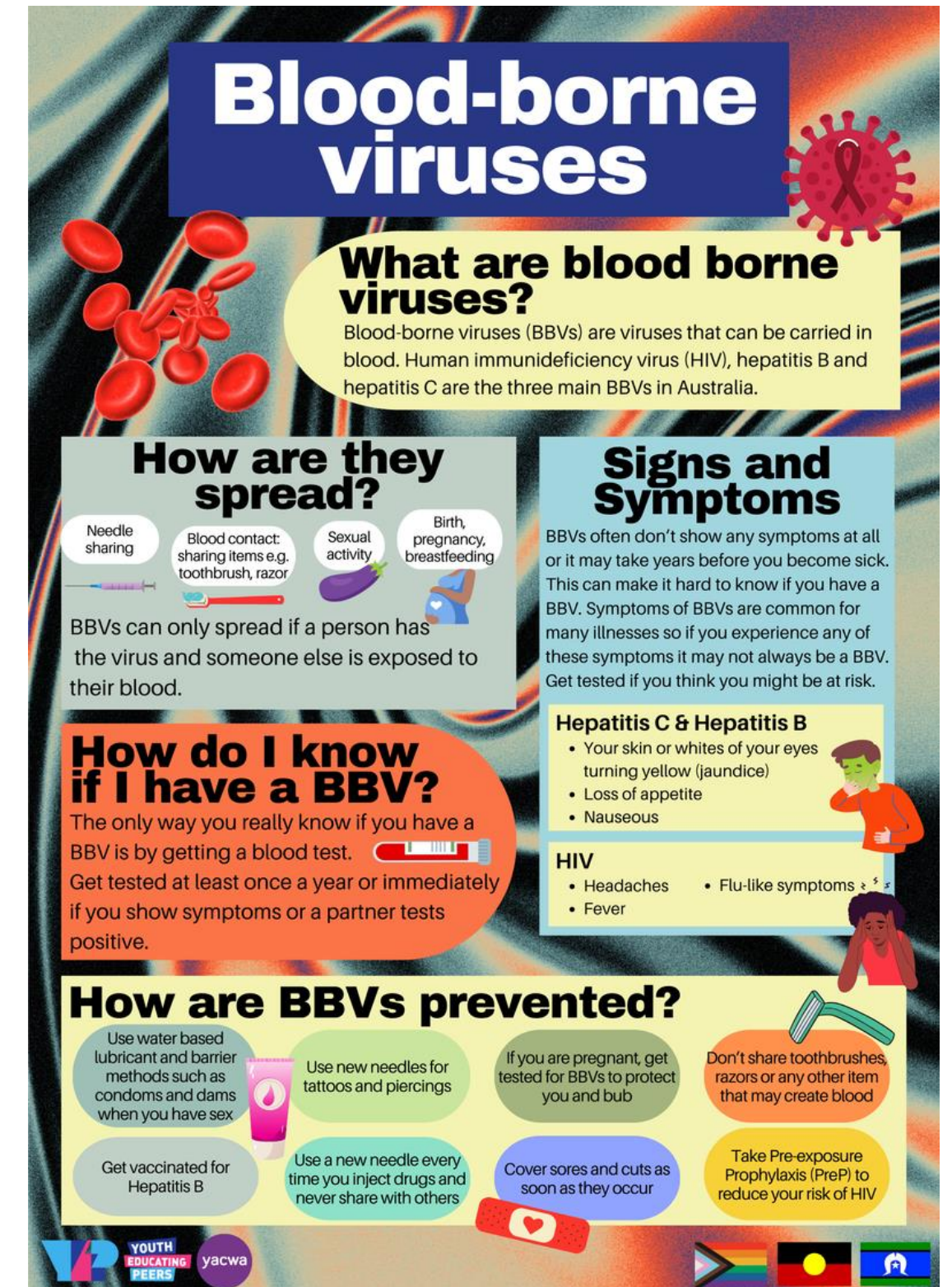


# Stay Bloody Safe Campaign

## Results

### Key topics included:

- BBV basics (Testing, treatment and prevention, each BBV e.g. HIV, Hepatitis B, and Hepatitis C).
- Behaviors increasing transmission risks (e.g., injecting drug use, pregnancy, sharing needles via piercings, sharing needles via tattoos, sharing razors, and sharing blood in contact sport).
- Prevention tools (e.g., NSP services, Pre-Exposure Prophylaxis).
- Tour videos of local BBV and NSP services (including Peer Based Harm Reduction, WAAC and Hepatitis WA)
- Promotion of the Access, Care, and Empowerment (ACE) app for people who inject drugs.

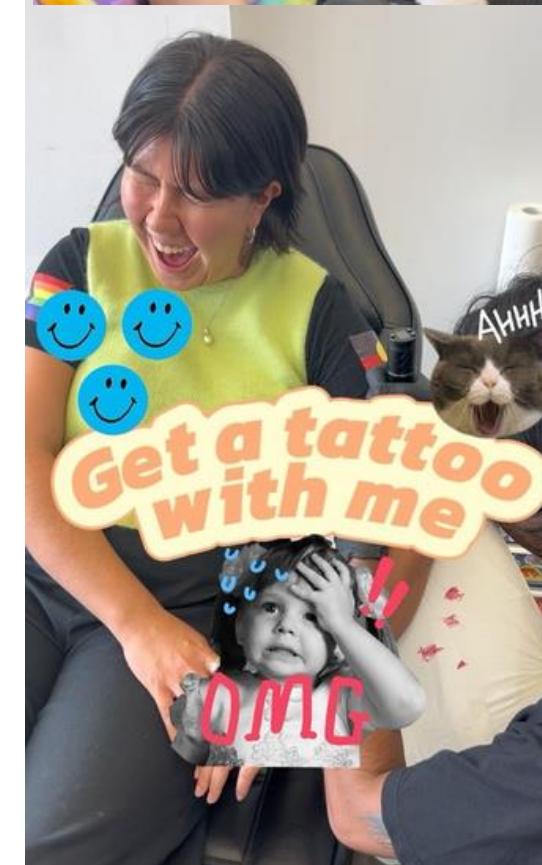


# Stay Bloody Safe Campaign

## Results

### Strategies:


- Simple English & youth-friendly language
- Harm reduction and shame-free
- Colourful and engaging graphics and covers
- Humour- funny, skit videos and memes
- Social media trends
- Social media strategies - Attention grabbing (incl. clickbait) & hashtags
- Easily accessible to reshare, download and print
- Collaborated with external BBV agencies
- Collaborated with local businesses



# Stay Bloody Safe Campaign

## Posters

### Blood-borne viruses



#### What are blood borne viruses?

Blood-borne viruses (BBVs) are viruses that can be carried in blood. Human immunodeficiency virus (HIV), hepatitis B and hepatitis C are the three main BBVs in Australia.

#### How are they spread?

Needle sharing, Blood contact: sharing items e.g. toothbrush, razor, Sexual activity, Birth, pregnancy, breastfeeding

BBVs can only spread if a person has the virus and someone else is exposed to their blood.

#### Signs and Symptoms

BBVs often don't show any symptoms at all or it may take years before you become sick. This can make it hard to know if you have a BBV. Symptoms of BBVs are common for many illnesses so if you experience any of these symptoms it may not always be a BBV. Get tested if you think you might be at risk.

#### Hepatitis C & Hepatitis B

- Your skin or whites of your eyes turning yellow (jaundice)
- Loss of appetite
- Nauseous

#### HIV


- Headaches
- Flu-like symptoms
- Fever

#### How do I know if I have a BBV?

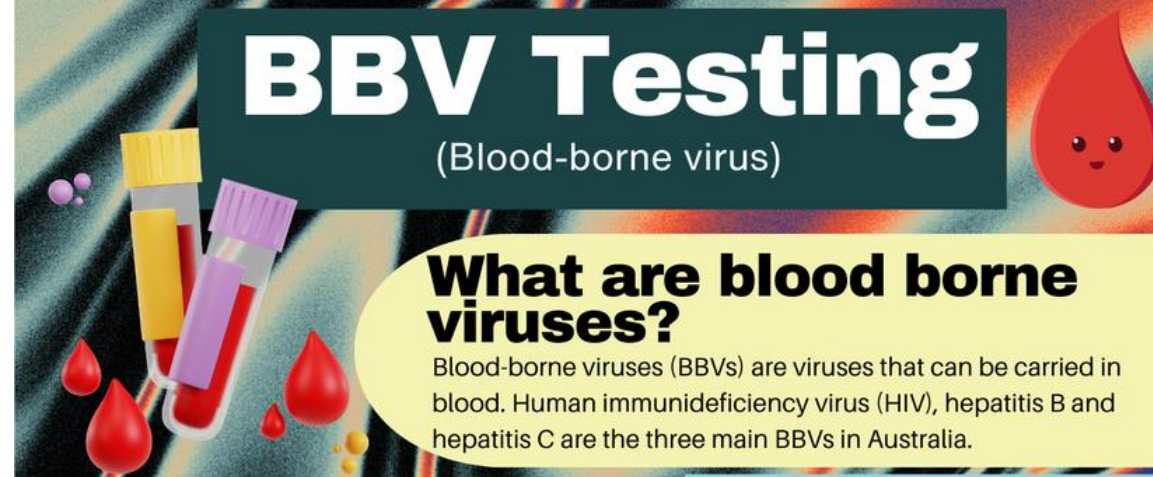
The only way you really know if you have a BBV is by getting a blood test. Get tested at least once a year or immediately if you show symptoms or a partner tests positive.

#### How are BBVs prevented?

- Use water based lubricant and barrier methods such as condoms and dams when you have sex
- Use new needles for tattoos and piercings
- If you are pregnant, get tested for BBVs to protect you and bub
- Don't share toothbrushes, razors or any other item that may create blood
- Get vaccinated for Hepatitis B
- Use a new needle every time you inject drugs and never share with others
- Cover sores and cuts as soon as they occur
- Take Pre-exposure Prophylaxis (PreP) to reduce your risk of HIV



### BBV Testing (Blood-borne virus)



#### What are blood borne viruses?

Blood-borne viruses (BBVs) are viruses that can be carried in blood. Human immunodeficiency virus (HIV), hepatitis B and hepatitis C are the three main BBVs in Australia.

#### Who can get tested?

Anyone can get a BBV. If you have:

- Shared needles or injecting equipment
- Shared toothbrushes or razors
- Shared tattoo or piercing equipment
- Had unprotected sex

You should get a BBV test.

#### What does the test involve?

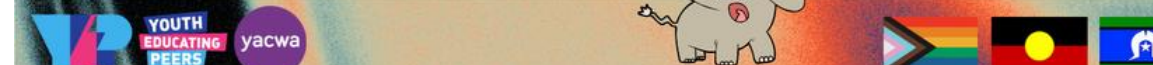
- Health questionnaire**  
Before the test, you will be asked to fill out a form which will ask things like your sexual history and what types of sex you are having. It is super important to answer these questions honestly as it will help the doctor or nurse test you correctly.
- Consultation**  
The health professional will chat about the details you have given in the health questionnaire and then inform you about what tests you will be given and how to do them. You have the right to ask to be tested for any BBV or STI regardless of doctors suggestions.
- Blood test**  
A true BBV test ALWAYS requires a blood test. The blood test can only be done by a health professional. When getting tested, ask them to test for HIV, Hep B and Hep C (and syphilis while you're there). It's also simple to get tested for STIs at the same time. These include self collection urine tests and swabs.

#### How often should I get tested?

- Immediately** if you have symptoms or a partner has tested positive
- Every 3 months** if you have multiple casual partners
- Once a year** Everyone should get tested once a year, even if you haven't changed partners

#### What happens if I test positive?

- Know that there are treatment and management options available. Remember management means that people with chronic BBVs live long, healthy lives
- Inform current and/or previous sexual partners. You can tell them yourself, ask the clinician if they could do it for you or use anonymous sites such as The Drama Downunder, Better to Know and Let Them Know
- Follow the doctors recommendations e.g. refrain from sex
- Stigma is real and a positive result can impact your mental health. Support is out there whether that be friends, family or support services





# Stay Bloody Safe Campaign

## Educational carousels



### Considering using a shared needle?

- 
- **Consider the risks** - by sharing used needles, you significantly increase your risk of exposure to blood borne viruses and blood infections.
  - **Use new needles** - needle and syringe programs are places you can get new equipment for free or low cost (check out our page for more info on this!).
  - **Get tested**- if you have shared (or been pricked by) a needle, visit your GP or sexual health clinic and request a blood test for HIV, Hepatitis B & C.
  - **Dispose of needles safely** - If you have immediate access to a sharps bin, pop your used needle in there. If not, you can put the needle in something a like a Coke bottle, Napisan container or another puncture resistant plastic container that has a screw-top lid. You can then put this into the general waste bin.
- 

# Stay Bloody Safe Campaign

Videos



# Stay Bloody Safe Campaign

## Results

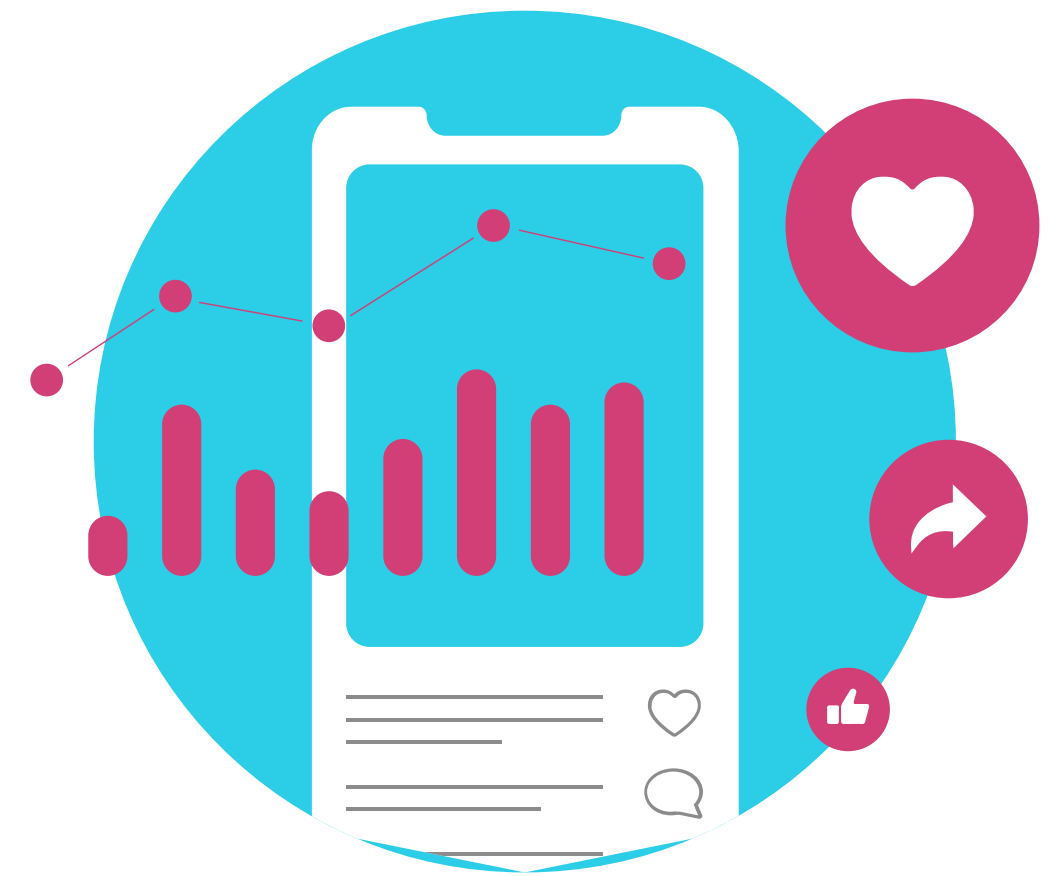
### Reach:

Current total over 110,000 views & 114 shares

- Tiktok: over 95,000 views and 159 saves
- Instagram: over 15,000 views
- Facebook: over 1,100 views
- YouTube: over 770 views

### Comments:

- 5 genuine comments
- 2 comments showed an increase in awareness e.g. “Never even thought of this before”





# Stay Bloody Safe Campaign

## Results

### YEP Annual Youth Survey:

- 78% respondents reported that as a result of engagement with YEP in 2024, their understanding of sexual health and blood borne viruses had increased
- 82% respondents reported that as a result of connecting with YEP, their confidence about seeking help about sexual health and BBV issues increased

### YEP Annual Youth Sector Survey:

- 100% of respondents reported that YEP Project's online presence supports them to engage with the young people they work with on sexual health and BBV issues
- 90% of respondents reported feeling more confident in referring young people they work with to STI/BBV testing

# Stay Bloody Safe Campaign

## Conclusion and limitations

- The youth-led, peer-led, co-designed approach ensured relevance and effectiveness
- Digital platforms maximised reach and engagement
- Social media campaigns results are unpredictable and affected by algorithms and censorship
- Reach only those with access to social media and the internet
- Budget constraints limit paid content and reach

# Thank you!

Join us!



@theyeproject



theyeproject.org.au



yep@yacwa.org.a

u

yacwa



Youth Affairs Council of  
Western Australia



@yacwa



yacwa.org.a

