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CPS Education Department
Tel.: 613-526-9397, ext 263
education@cps.ca

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Natalie Strobel

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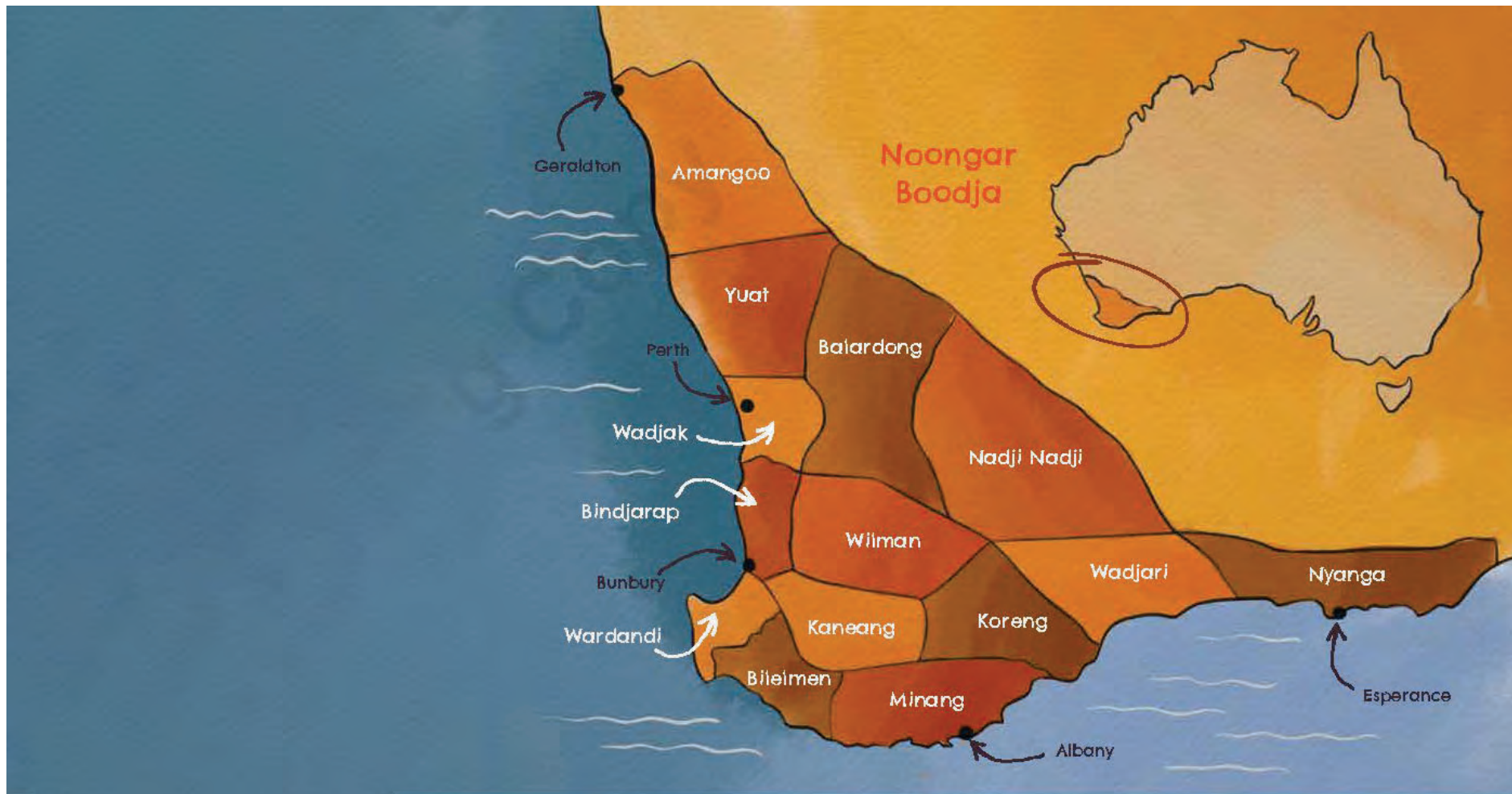
‘OUR BUSINESS’: DEVELOPING AND IMPLEMENTING A DIGITAL SOCIAL MEDIA CAMPAIGN TO IMPROVE HPV VACCINATION RATES FOR ABORIGINAL AND TORRES STRAIT ISLANDER YOUNG PEOPLE

A/Prof Natalie Strobel (ECU); A/Prof Jocelyn Jones (ECU); Prof Dan McAullay (ECU)



Acknowledgement

We would like to begin by acknowledging that we are in Treaty 1 territory and that the land on which we gather is the traditional territory of Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene Peoples, and on the homeland of the Métis Nation.



The Maladjiny Research Centre

Our purpose

- To conduct research and evaluation that improves the delivery of health services to Indigenous children and their families.

Our vision

- To ensure there are high quality health services that respond to needs of Indigenous children and their families.

Our mission

- To support Indigenous families having active participation in a responsive health care system.

Our activity

- Research and evaluation of service delivery / models of care systems and existing health and wellbeing programs both existing and new
- Implementation
- Data Linkage
- Evidence synthesis
- Evaluation
- Build capacity within health services, researchers, policy makers, and students



Learning objectives

- Identify an area of health that a social media campaign would be an appropriate mechanism for health promotion
- Understand how to develop and implement a health promotion social media campaign

Elimination of cervical cancer

WHO 2023 targets:

- 90% of girls fully vaccinated with the HPV vaccine by age 15
- 70% of women are screened with a high-performance test* by 35, and again by 45 years of age (*scaling up to 90% in 2045*)
- 90% of women identified with cervical disease receive treatment
 - 90% of women with pre-cancer treated
 - 90% of women with invasive cancer managed

<https://www.who.int/initiatives/cervical-cancer-elimination-initiative>

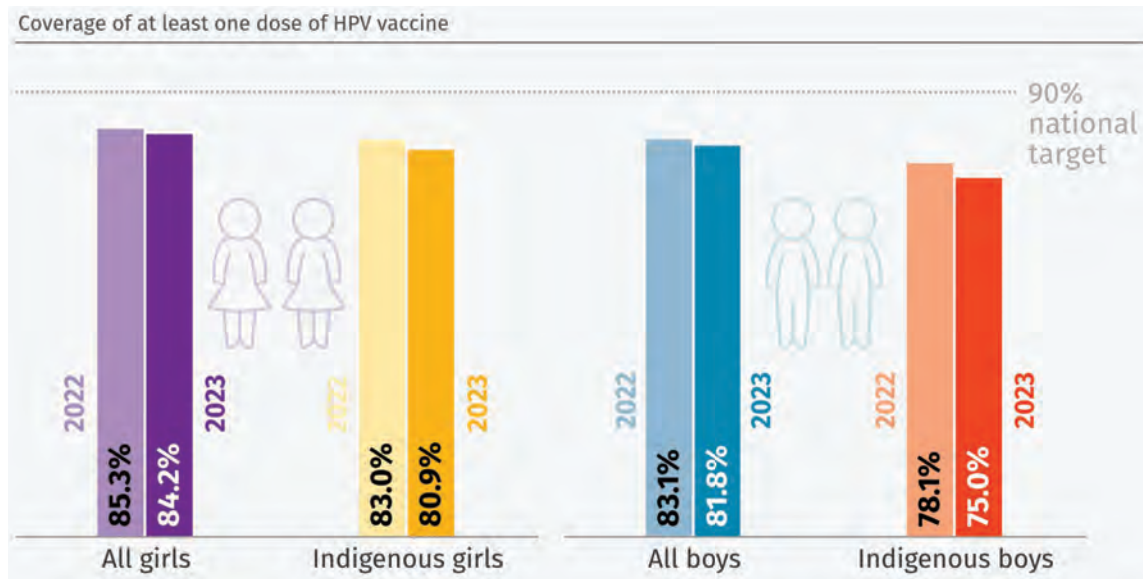
HPV

- HPV, or human papillomavirus, is a common sexually transmitted infection that can lead to HPV-related cancers such as cervical, anal, vaginal and penile cancer.
 - Cervical cancer target <4 per 100,000 and currently 15.4 per 100,000
- HPV rarely produces symptoms.
- HPV can not be treated or cured.
- HPV vaccine is essential to protect against HPV and HPV related cancers

Whop, L. J., et al. (2021). Achieving cervical cancer elimination among Indigenous women. *Preventive medicine*, 144, 106314.

HPV vaccination

- In December 2022, WHO recommended a single dose scheduling for the HPV vaccine
- In February 2023, Australia changed the HPV vaccine dose from two to one and making it available from 12 -25 years olds
- In 2022, the HPV dose 1 coverage in Perth was 73 per cent for all adolescents and 51 per cent for Aboriginal adolescents.



<https://ncirs.org.au/annual-immunisation-coverage-report-2023-summary/vaccination-coverage-adolescents>; <https://news.wapha.org.au/increasing-hpv-vaccination-coverage-in-aboriginal-adolescents/>

Health promotion

Critical way to empower people to take ownership of their health.

Core function of public health initiatives

During COVID-19 we saw how social media affected public health messaging, both positive and harmful



SOCIAL MEDIA

Aboriginal people are high adopters of using social media platforms. Although data is limited on the use of social media platforms amongst young Aboriginal people, a 2014 survey of 400 Aboriginal participants of all ages found that 60% used Facebook compared to 42% of the Australian population.

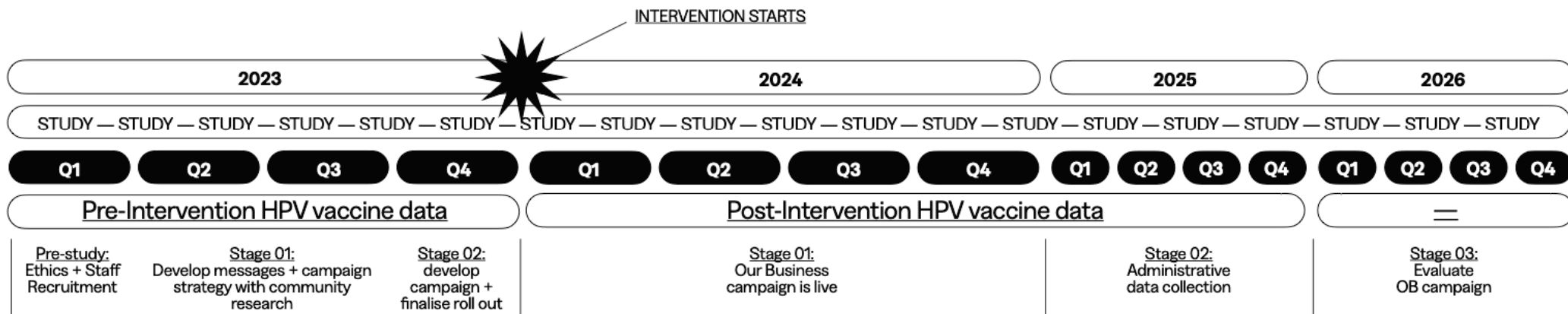
The rise of TikTok has also had a big impact on Aboriginal creators and has fostered a community for young people to talk about their culture.

Hefler, M., et al., Social media and health information sharing among Australian Indigenous people. Health Promot Int, 2019. **34**(4): p. 706-715.


Aims and objectives

The overall aim is to improve the rates of HPV vaccination amongst young Aboriginal people. We are doing this through:

1. Co-creating health promotion messages with young Aboriginal people and their families
2. Developing and delivering a social media campaign focused on these messages through micro-Influencers
3. Evaluating the effectiveness of the campaign through process data and a controlled interrupted time-series design



Interrupted time series design for identifying strength-based approaches that are feasible, sustainable and culturally safe for public health initiatives with Aboriginal and/or Torres Strait Islander peoples.



Co-creating health promotion messages with young Aboriginal people and their families

Interview Participants



60 young
Aboriginal people

Aged 12 – 17 years
old



20 family
members



In Perth,
Western Australia



We interviewed
about HPV, the
vaccine and social
media use

HPV AWARENESS

Informs health promotion messages and brand development.

Overall, there was a low awareness of HPV and the vaccine amongst young people.

Of the 60 children interviewed who were asked about their knowledge of HPV or the vaccine:

- 30 (50%) had no knowledge
- 22 (37%) had some knowledge
- 3 (5%) had strong knowledge
- 5 (8%) did not have response recorded.

Knowledge and awareness

“

Isn't it called hepatitis something?

– 16, F

“

Do you know where these cancers might occur?

– Interviewer

“

I know it has something to do with sexual intercourse...

– 16, M

On your ankle. In your ankle. I don't know.

– 16, M

”

HPV AWARENESS

Informs health promotion messages and brand development.

Prior to the interviews, there was a fairly low level of awareness of HPV and the vaccination amongst parents and guardians.

Parent or guardian's knowledge and awareness of HPV

“

No I've never heard of this disease, it's a new one to me.

– Father

Communication from school and the vaccination consent process

“

...I'm always on top of these girls' immunisations and up to date with everything. I don't know about this one.

– Mother

Importance of health promotion initiatives and improved communication

“

I feel like it should be broadcasted more... And it's just because it's a quiet achiever, it has no signs, no symptoms.

– Mother

SOCIAL MEDIA

Informs brand development and choice of Influencers.

The most frequently used platforms and the how they are used

Platform	N (%)
Snapchat	48 (80)
Instagram	47 (78.3)
TikTok	40 (66.7)
YouTube	13 (21.7)
Facebook	10 (16.7)
Twitter	2 (3.3)
Discord	1 (1.7)
No social media	2 (3.3)

Platform	Communication	Entertainment	Posting	Searching
Snapchat	X			
Instagram	X	X	X	X
TikTok	X	X	X	X
YouTube		X		X
Facebook	X			
Twitter		X		X
Discord	X			

How young people utilise social media:

- **Sharing content**
- **Scrolling the feed**
- **Posting and sharing content**
- **Searching for specific content**
- **Messaging friends and family**

“

Memorable and engaging content:

If I see something funny, I'll just send it to a couple of my mates.

—M

SOCIAL MEDIA

Informs brand development and choice of Influencers.

Scrolling over following

- 46.7% (28/60) of kids didn't have a favourite influencer or couldn't recall names.
- Shows a trend of passive scrolling rather than actively searching for content.

Popular Influencers

- **Top content categories:**
Athletes, beauty and comedy.
- **Named Aboriginal artists:**
Kid Laroi, Inkabee, J-Milla, Lil Mase, Jessica Mauboy, Baker Boy.
- **Frequently mentioned influencers:**
Kat Clark, Anna Paul, Blueface & Chrisean, Dhar Mann.

Recognising Aboriginal Influences:

- When shown images, 70% (42/60) recognised/followed at least one.

“

So I follow Dustin Martin and Tom Lynch, and all that. Because Dustin Martin has been going through mental health issues since his dad died. So he tells you what it's like having bad mental health, so... He also uses, he has quotes and stuff that his dad used to say to him.

– M



Developing and delivering a social media campaign focused on these messages through micro-Influencers

BRAND DEVELOPMENT

Stages of developing a digital social media campaign.

1

CAMPAIGN BLUEPRINT

- Campaign Foundation
- Campaign Mission, Vision and Pillars

2

DESIGN DIRECTION

- Look and feel behaviour
- Conceptual approach
- Mood board
- Study Cases

3

CORE INGREDIENTS

- Naming
- Tagline
- Logotype
- Typeface system
- Lock-up variations
- Colour palette

4

VISUAL DIRECTION

- Campaign direction
- Concept justification
- Content category build up
- Core ingredients overview

5

ASSETS

- Social media strategy
– Tiktok, Instagram,
Facebook
- Linktree

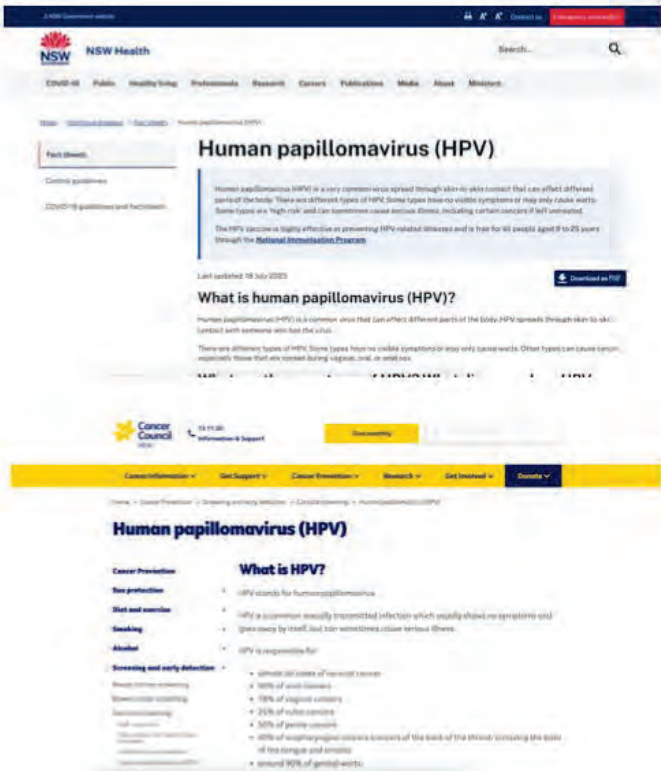
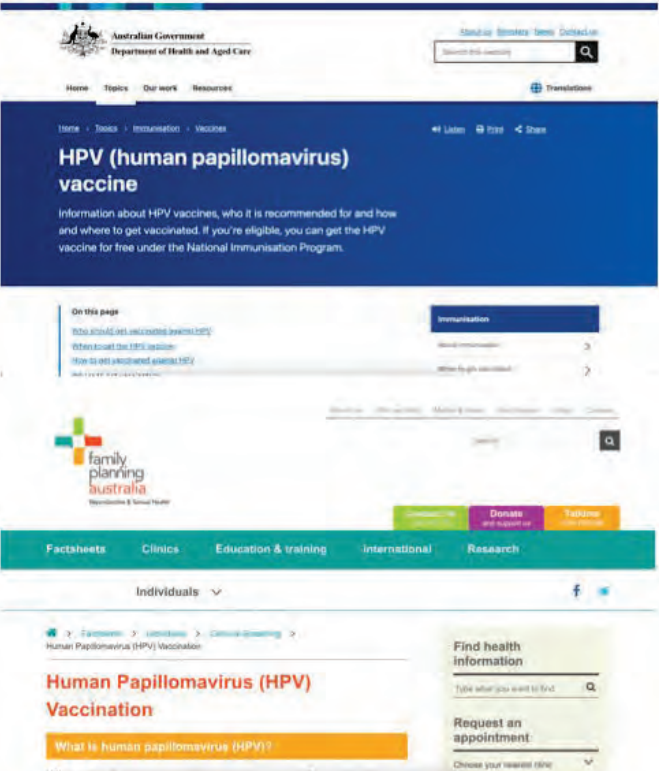
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INFLUENCER

- Identification
- Risk assessment
- Influencer debrief and
asset development

Role of Advisory group

- Influencer Briefing – Shaping information given to TikTok influencers delivering the campaign.
- Branding & Messaging – advising on the campaign's look, feel, and key messages.



Healthcare websites are not currently inspiring enough to help user experience.



Visuals

Typefaces

Layouts

Colours



Initial research into layered symbolism, graphical treatments in healthcare and messaging systems.

Discover more info
about the HPV vaccine

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Follow us on
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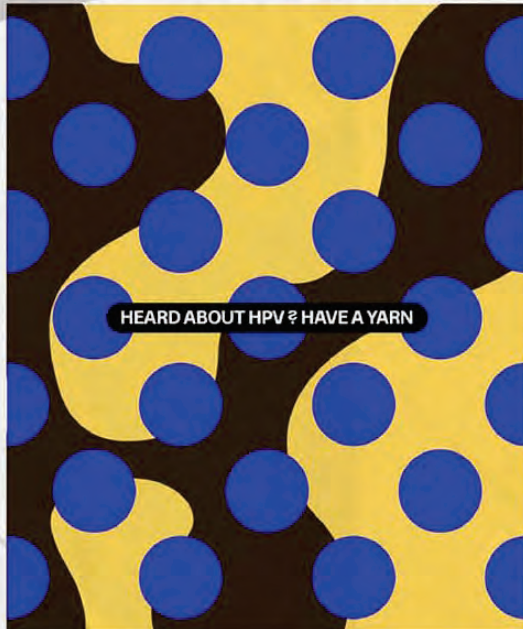
Discover more info
about the HPV vaccine

OUR

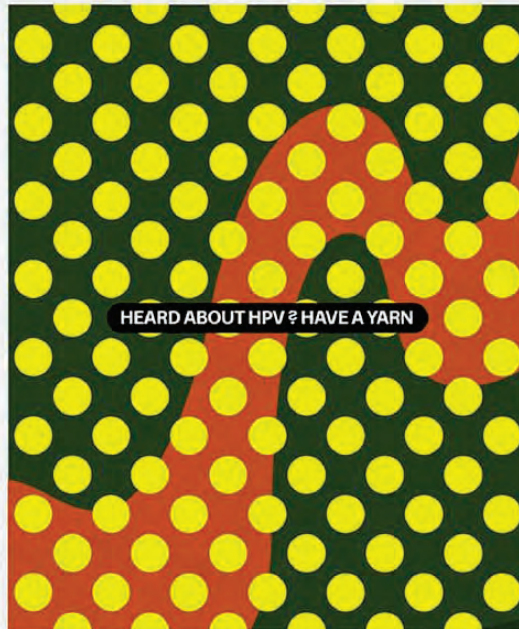
Follow us on
@obhpv



HEARD ABOUT HPV? HAVE A YARN



HEARD ABOUT HPV? HAVE A YARN



HEARD ABOUT HPV? HAVE A YARN



HEARD ABOUT HPV? HAVE A YARN

BUSINESS BUSINESS BUSINESS BUSINESS

Micro-influencers

What is a Micro-influencer?

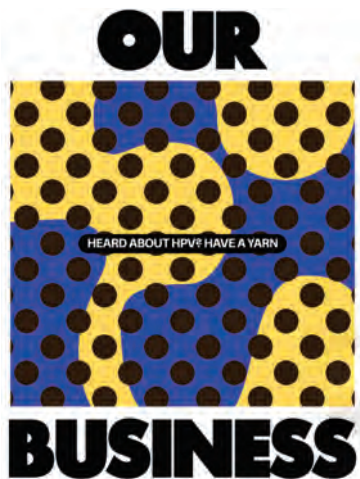
Micro-influencers are content creators with smaller followings (10K–100K followers) but highly engaged audiences.

They are trusted voices in the communities who focus on specific passions like: politics, comedy, social issues, fashion & beauty, health & fitness.

Our Approach

We engaged 12 micro-influencers to create and deliver content across TikTok, Instagram, and Facebook.

We also developed content for our own OBHPV social pages.



@mollyhunt5



@ceruleanuwu



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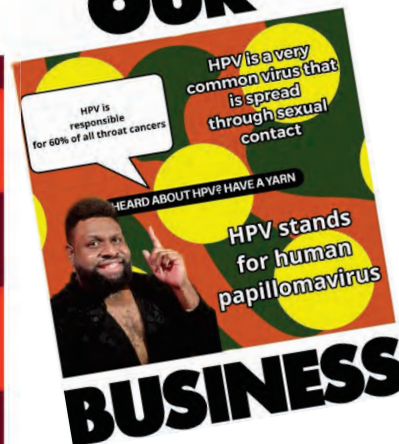
Instagram: [obhpv](#)

TikTok: [@OBHPV](#)

Facebook: [Our Business HPV](#)

Linktree: <https://linktr.ee/obhpv>

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@ianz95

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@meissa.com.au

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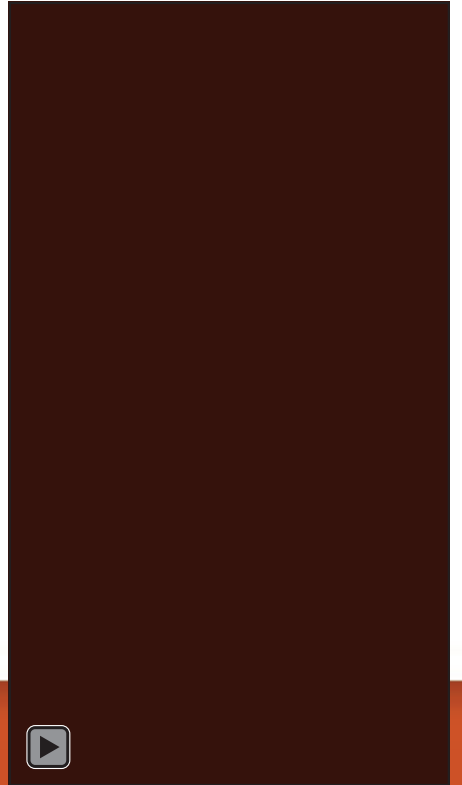
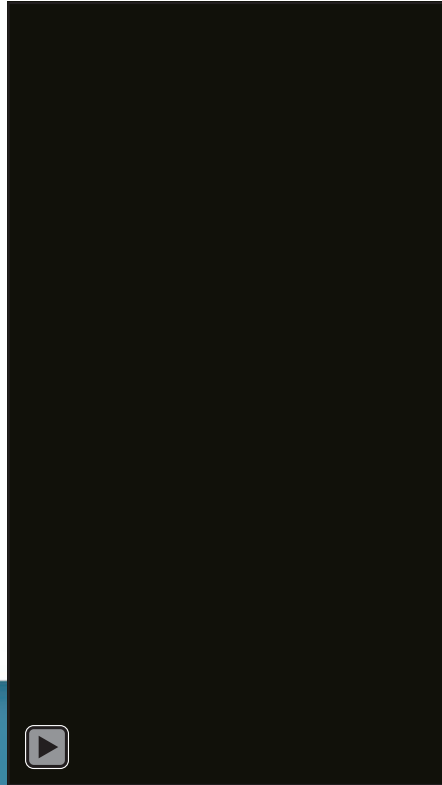
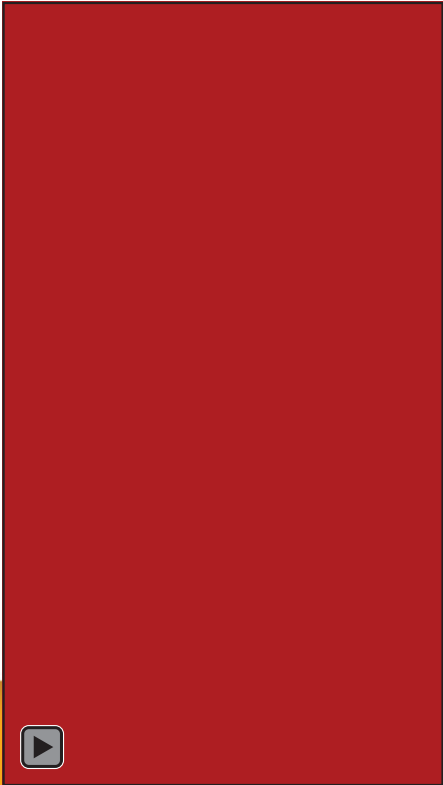


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@tilly.gov.au





Process of creating content





Evaluating the effectiveness of the campaign through process data and a controlled interrupted time-series design

Process Data

Data reporting	Total (n=18)
Dates posted	06/02/2024 – 29/04/2024
Views ¹ (total; range)	248,730 (314-95,400)
Likes ¹ (total; range)	13,803 (5-5,539)
Save ¹ (total; range)	646 (0-293)
Comments ¹ (total; range)	256 (0-86)
Engagement rate ^{1,2}	7.2% Influencer rate for content 6 months prior to releasing our content: 5.0%-11.0%

1. Data collected on 24/6/2024

2. Engagement rate = [(likes + comments + saves)/views] X 100, calculated per video)

YOU TUBE 2 MIN VIDEO

Tiktok: @meissa.com.au

<https://www.tiktok.com/@meissa.com.au/video/7363175496500399377>

Tiktok: @samuelstubbs23

<https://www.tiktok.com/@samuelstubbs23/video/7337221028277423368>

Tiktok: @stubbbaa

<https://www.tiktok.com/@stubbbaa/video/7338404020228197639>

Tiktok: @ceruleanuwu

<https://www.tiktok.com/@ceruleanuwu/video/7337550370396278024>

TikTok: @tilly.gov.au

<https://www.tiktok.com/@tilly.gov.au/video/7339877643052977410>

Lessons learnt

1. Timing is everything - marketing and research go at different paces, need to release content at the right time
2. Risk is important but we need to reconsider how we think about it
3. Not all posts hit the right target but this doesn't mean it won't later
4. An agency that has a unique understanding of the population is fundamental to creating a campaign
5. Keep the big picture in mind – small mistakes are ok big ones are not



Next steps

- Run the campaign in 2025 – six Influencers including five previous influencers and one new influencer
- Evaluate the effectiveness of the campaign to increase HPV vaccination: controlled interrupted time series
- National social media campaign



Acknowledgments

- HPV Aboriginal Advisory Group: Tilly, Kane, Kiara and Eila-jo, and Roma;
- Aboriginal Content and Strategy Advisor: Nooky
- Funding: NHMRC Ideas Grant 2022 (2021130)

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Questions?