

LOOK AFTER YOUR BLOOD

Campaign Toolkit

Aboriginal Blood-borne Virus
Campaign



How to use this toolkit

**LOOK AFTER
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Welcome

We have developed the following toolkit to help you make use of 'Look After Your Blood' campaign assets in your own marketing and communications. We hope you find the following resources, social media tiles, messaging, posters and tips helpful.

We have also shared research insights to help guide a best practice approach and extra resources and education that might be helpful.

All resources can be downloaded from the campaign toolkit webpage – health.wa.gov.au/Articles/A_E/Campaign-look-after-your-blood

Special requests communications@health.wa.gov.au

QUICK LINKS

- » Considerations to use this toolkit
- » Social media tiles and messages
- » Order posters
- » View videos and listen to radio ad
- » News / email article
- » Other helpful resources

Campaign overview

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Scope

The 'Look After Your Blood' campaign will run for 8 weeks from April through to May 2025. The campaign will run across Indigenous radio stations, YouTube and social media channels – Facebook, Instagram, Snapchat and TikTok.

Aim

Raise awareness of blood-borne viruses (BBVs), and the importance of BBV prevention among Aboriginal people aged 16–39 years.

'Look after your blood' rationale

The campaign brand 'Look after your blood' has a dual meaning of:

- » Looking after your blood by protecting yourself from BBVs.
- » Looking after your family and community by encouraging regular access to healthcare, providing education on how to protect them from BBVs and being treated yourself if you have a BBV.

Objectives

- » To reduce the incidence of hepatitis C and HIV amongst Aboriginal people in WA.
- » To increase testing rates for hepatitis C and HIV amongst Aboriginal people in WA.
- » To increase knowledge about:
 - » the risk behaviour of sharing needles and other injecting drug equipment
 - » the importance of testing for BBVs.
- » To increase awareness that treatment is available for BBVs.

A call to action

The campaign's primary call to action is to get tested for hepatitis C and HIV. Getting people linked into care provides opportunity for further action (for example: treatment if diagnosed; prevention and education).

Campaign

co-design led development

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'Look after you blood' has been guided throughout by co-design and feedback processes including:

- » The evaluation of the previous iteration of the 'Look After Your Blood' campaign.
- » Focus group testing with regional and metropolitan groups of Aboriginal people.
- » A reference group consisting of organisations from the Aboriginal health sector and community-based organisations including a peer organisation for people who inject drugs.
- » In depth interviews with Aboriginal people in WA that have a lived experience of hepatitis C and HIV.

Campaign design

key insights

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Key insights learned from our co-design process

- » Having a family member or friend that encourages healthier behaviours enabled them to get tested for BBVs.
- » Interviews revealed most of the people with lived experience spoke of a person who encouraged healthier behaviours by driving them to the clinic or going with them so they felt more comfortable.
 - » In other situations, interviewees reminded people to not reuse equipment and offered to go with them to get sterile equipment.
- » Both male and female approaches have been developed to provide gender specific messaging, if required for culturally safer practice.
- » Key barriers to testing, treatment and prevention were identified included 'shame' and 'life is busy and complex/competing interests.'
- » Sharing of injecting drug equipment is often not desired but done out of need, either because sterile equipment cannot be accessed in a timely enough manner (e.g. service availability) or that it is too expensive.

Community need background

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There is an over-representation of Aboriginal people in BBV notifications.

Hepatitis C in WA

- » In 2024, there were 332 notifications amongst Aboriginal people. Hepatitis C notifications amongst Aboriginal people make up 35% of total notifications, despite only 4% of the state's population being Aboriginal people.

HIV in WA

- » In 2024, there were 3 HIV notifications amongst Aboriginal people.
- » In the previous 5 years (2019-2023), 28% of HIV notifications amongst Aboriginal people were likely acquired through injecting drug use.



Considerations to use this toolkit

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High level considerations

- » This campaign is working from an equity lens and has been created to improve health outcomes amongst Aboriginal people in WA.
- » Injecting drug use and the transmission and acquisition of BBVs are NOT exclusively Aboriginal issues.
- » The campaign is likely to be most impactful if it is promoted within services that work with a high proportion of Aboriginal clients or through mediums that are accessed by a high proportion of Aboriginal people.

Tactical considerations

- » Consider whether comments should be turned off when promoting the campaign on social media - this may minimise the risk that stigma towards people who use drugs is perpetuated (e.g. discriminatory language in comments or negative opinions).
- » Help your staff and organisation to understand that when talking about BBVs and people who inject drugs (PWID) we need to be mindful about the language we use. Using problematic language when describing PWID increases stigma. Some language to avoid:
 - » 'clean' or 'dirty' to describe injecting equipment - say sterile/freshies/new or used instead
 - » 'drug user' or 'addict' to describe a person - say a person who uses/injects drugs instead.



Posters

Campaign Toolkit

Posters can be ordered free of charge through [Quick Mail](#). Posters for you to print yourself can be downloaded from health.wa.gov.au/Articles/A_E/Campaign-look-after-your-blood.



Male creative



Female creative



Video and radio/audio Campaign Toolkit

You can utilise campaign video and radio assets via:

- social media
- other health messaging on TVs that may be in services
- on hold phone messages
- workforce development
- community education presentations (if relevant)
- other video-based mediums.

To view or share links for videos or audio files:

health.wa.gov.au/Articles/A_E/Campaign-look-after-your-blood

You can also request downloaded versions by emailing communications@health.wa.gov.au



Social media Campaign Toolkit

You can download social media tiles health.wa.gov.au/Articles/A_E/Campaign-look-after-your-blood.



Female creative



Male creative

If you've had to share injecting equipment, you could have hepatitis C or HIV. A blood test and treatment can help fix that.

We look out for each other. That's why we get blood tests together.

Sometimes it's hard to get freshies. That's why we get blood tests.

- The above social media tiles and recommended text can be published on your preferred social media channels.
- Additional tiles will be developed throughout the life of the campaign to address the availability of treatment, prevention, and the importance of peer education.



News or email article Campaign Toolkit

Advertising campaign to raise awareness of blood-borne viruses

The Department of Health has launched an advertising campaign to raise awareness of blood-borne viruses (BBVs), and the importance of BBV prevention among Aboriginal people aged 16-39 years.

Blood-borne viruses – such as [hepatitis B](#), [hepatitis C](#) and [HIV](#) – are transmitted by blood, and hepatitis B and HIV can also be transmitted through sexual activity (sexual transmission of hepatitis C is also possible if blood is present).

The campaign was developed in consultation with Aboriginal Health Workers and leaders from regional and metropolitan areas and community-based organisations including a peer organisation for people who inject drugs. Interviews with Aboriginal people in WA that have a lived experience of hepatitis C and HIV also shaped the campaign development.

People with blood-borne viruses often look and feel healthy, so encouraging people at risk to get tested is a key factor in addressing blood-borne viruses.

Hepatitis C notifications are disproportionately high in the Aboriginal population. In WA, hepatitis C notifications in Aboriginal people are 13-times higher than reported among non-Aboriginal people.

Injecting drug use also contributes to a proportion of newly diagnosed HIV infections in WA.

Testing is crucial as a range of treatments are now making it possible for people with blood-borne viruses to continue to live long and healthy lives.

Treatments are now available through the Pharmaceutical Benefits Scheme. A cure is now possible for 95 per cent of people with chronic hepatitis C. Highly effective treatments are also available for people living with HIV.




Encourage your clients and community to get tested for blood-borne viruses.






For more information read about [blood-borne viruses](#) or go to lookafteryourblood.health.wa.gov.au

Other resources

Blood-borne viruses

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Type	Details	Action
<p>'All about hepatitis' brochure</p> 	<p>Education resource about hepatitis A, B and C created for Aboriginal communities as the target audience.</p>	<p>Display brochures in reception or waiting areas. Hand out to Aboriginal patients/ clients.</p> <p>Order from Quickmail</p>
<p>'All about HIV' brochure</p> 	<p>Education resource about HIV and AIDS created for Aboriginal communities as the target audience.</p>	<p>Display brochures in reception or waiting areas. Hand out to Aboriginal patients/ clients.</p> <p>Order from Quickmail</p>
<p>'All about STIs' brochure</p> 	<p>Education resource about STIs created for Aboriginal communities as the target audience.</p>	<p>Display brochures in reception or waiting areas. Hand out to Aboriginal patients/ clients.</p> <p>Order from Quickmail</p>

Type	Details	Action
<p>'HIV flipchart'</p> 	<p>Education resource that offers visual aids to assist in teaching patients/ clients about HIV.</p>	<p>Use in patient consults with people living with HIV or at risk of HIV.</p> <p>Available on request via SHBBVP@health.wa.gov.au</p>
<p>ACE app</p> 	<p>Mobile application for people who inject drugs and those wishing to find out more about harm reduction, BBV testing, treatment, locations for NSPs etc.</p>	<p>The ACE app can be promoted to any Aboriginal patients/clients that disclose injecting drug use.</p> <p>Download the free ACE app via the App Store or Google Play:</p>  
<p>Safe Disposal resources</p> 	<p>Educational poster and brochure providing guidance on disposing needles and syringes.</p>	<p>Display brochures in reception or waiting areas. Place posters in reception area and/or bathrooms.</p> <p>Order from Quickmail</p>

Needle syringe programs

If you wish to refer clients to the nearest Needle Syringe Program (NSP) visit the [NSP map](#).

NSPs provide sterile needles and syringes to people who inject drugs (PWID).

This helps prevent people who inject drugs from getting blood-borne viruses such as HIV/AIDS, hepatitis C and hepatitis B.

NSPs provide a range of services, including:

- » education and information
- » sterile injecting equipment and disposal items
- » referral to other services.

If your service is interested in setting up an NSP, the [Department of Health website](#) has more information.

Complimentary campaigns

[Every Yarn Counts - Live free of hep C](#)

The *Every Yarn Counts* campaign was developed to promote hepatitis C testing and treatment to Aboriginal and Torres Strait Islander people accessing Aboriginal Health Services.

[Live Free of hep C – It's your right](#)

The *It's Your Right* campaign was developed to promote hepatitis C testing and treatment to people who inject drugs. This campaign was designed with and for people who inject drugs.

[Healthysexual, Western Australian Department of Health: Talk Test Protect](#)

The *Healthy Sexual* campaign was developed to increase awareness and knowledge of STIs amongst all people in WA. The campaign promotes the tagline “Talk. Test. Protect.”