



Government of **Western Australia**
Department of **Health**



Let's Yarn! Website

2017/18 Annual Report

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1. Introduction

Let's Yarn! Is a website that has been developed by the Sexual Health and Blood-borne Virus Program (SHBBVP) to make it easier for educators, parents and health professionals to talk to young Aboriginal people about ways of developing strong, safe and healthy relationships. The website brings together useful resources developed by WA Health and other government and non-government agencies around Australia. The URL is <https://letsyarn.health.wa.gov.au/>

2. Promotional Activities

There are three promotional flyers for Let's Yarn! including one for health professionals, one for educators and one for parents/carers. Please refer to **Appendix 1** for copies of the flyers.

Let's Yarn! is promoted regularly, predominantly at events attending by health professionals and educators.

In 2017/18, Let's Yarn! was promoted on a number of occasions:

- Regional Sexual Health Teams Workshop: 23rd & 24th of November 2018
- Growing and Developing Healthy Relationships (GDHR) Schools Symposium: 1st of September 2017
- Rural Health West Aboriginal Health Conference: 1st & 2nd of July 2017
- Quarterly STI & BBV Forums
- flyers were sent to Sexual Health Quarters, Curtin University and South Terrace Clinic for promotion at professional development workshops
- flyers were regularly sent to regions when requested
- Let's Yarn! flyer mailed to every WA School in February
- promoted at School Curriculum and Standards Authority (SCSA), Cyril Jackson, WA Health Promoting Schools Association, SiREN, Society of Australia Sexologists Western Australia (SAS WA) and Bunbury and Geraldton parent consultations for Talk Soon Talk Often (TSTO)
- a large mail out of a variety of SHBBVP resources was conducted in January and February 2018. Let's Yarn! flyers were sent out to 209 General Practitioners and 83 were sent to teachers. Please refer to **Appendix 2** for a copy of the letter which was sent to schools.

Image 1: SHBBVP resources on display at the GDHR Schools Symposium



3. Site and Content Management

Let's Yarn! has been built on the Liferay portal; an enterprise level, open source web platform. Liferay Portal has the capacity to host numerous sites, of which Let's Yarn! is one and the Growing and Developing Healthy Relationships (GDHR) site is another. Support and maintenance of the Let's Yarn! site are currently included as part of the service agreement with Permeance Technologies to support SHBBVP websites on the Liferay portal.

3.1 Maintenance

Permeance Technologies provide the following updates and maintenance of Let's Yarn!:

- consulting services when recommendations are sought for updates to the site
- weekly broken links report generated by *LinkTiger*
- regular site updates and service pack upgrades as provided by Liferay. These updates usually require a scheduled maintenance outage, performed at an agreed time between Permeance Technologies and all site administrators at SHBBVP.

3.2 Updates

Content updates were made to the Let's Yarn! in 2017/18. These changes are recorded in a register spreadsheet and incorporated.

Table 1: Changes made to Let's Yarn in 2017/18

Date	Resource	URL
15/08/2017	Young Deadly Free	https://youngdeadlyfree.org.au/
15/08/2017	Respect Materials	https://www.respect.gov.au/the-campaign/atsi-materials/

Further to this, in March 2018 a comprehensive review of Let's Yarn! was commenced by a cadet who was working with the SHBBVP through the Department of Health's Aboriginal Cadetship Program. This included reviewing the appropriateness of the content that was on Let's Yarn!. In addition, resources from a variety of sources were collated and added to a document which indicated the section of Let's Yarn! that the resource would be included. The uploading of resources was approved and will take place in July 2018.

4. Interactive Website Feature

Let's Yarn! has a 'contact us' function that allows user to submit a question. This question is sent through the SHBBVP administration email and is responded to accordingly.

There were four emails received from the 'contact us' function on Let's Yarn in 2017/18. Two emails were requests to order the Yarning Quiet Ways resource. The other two emails were from people wanting a link to their websites included on Let's Yarn.

5. Google Analytics

5.1 Number of Users

- There were 814 people who viewed the website between July 2017 and June 2018.
- Of the website users, 88.6% were new users and the remaining 11.4% were returning visitors.
- Compared with 2016/17 (previous year), there was a 50% decrease in sessions (n=2,040 in 2016/17 vs 1,027 in 2017/18), a 35% decrease in users (n=1,244 in 2016/17 vs 814 in 2017/18) and a 60% decrease in page views (n=7,395 in 2016/17 vs 2,930 in 2017/18).

5.2 User Engagement

- On average users visited 2.85 pages per session. This is 21% lower than the previous year.
- On average users stayed on a page for 2mins and 10secs. This is 35.6% lower than the previous year.
- The bounce rate (percentage of users entering and leaving the website on the same page) was 51%.

5.3 Location of Users

The top three countries that accessed the site in 2017/2018 were:

- Australia 70% (n=565)
- France 14% (n=111)
- The United States of America 6.5% (n=52).

Of the 70% of users from Australia the top three states were:

- Western Australia 56% (n=317)
- New South Wales 15% (n=85)
- Victoria 11% (n=61).

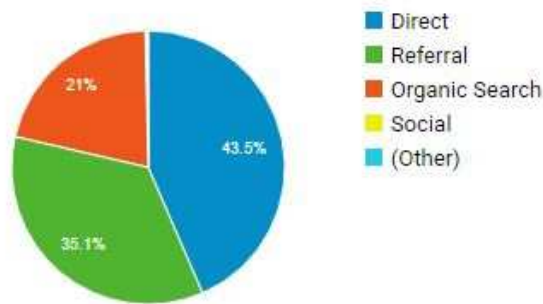
The top 10 cities that visited the website were:

	City	Number of users (percentage)
1.	Perth	309 (54%)
2.	Sydney	74 (13%)
3.	Melbourne	49 (8.5%)
4.	Brisbane	36 (6.3%)
5.	Adelaide	30 (5.2%)
6.	Darwin	12 (2.1%)
7.	Central Coast	9 (1.6%)
8.	Geelong	7 (1.2%)
9.	Mandurah	4 (0.70%)
10.	Canberra	3 (0.52%)

There were also other users from regional WA including Geraldton however these numbers were small.

21.6% of users (n=176) came from an Organic Search, 36.1% (n=294) came from a Referral link on another webpage, 44.5% (n=362) came from a Direct Search and 0.25% (n=2) of users came from social media. The low social media referrals was expected, as social media advertising was not purchased to promote Let's Yarn!.

Figure 1: Top sources of traffic to Let's Yarn! 2017/2018



5.4 Devices

85% of users (n=696) accessed Let's Yarn! via desktop, 11% (n=89) via mobile and 4% (n=30) from a tablet.

- There was a 35% decrease (n=1,097 in 2016/17 vs 696 in 2017/18) in desktop users, 22% decrease (n=114 in 2016/17 vs 89 in 2017/18) in mobile users and a 17% decrease (n=36 in 2016/17 vs 30 in 2017/18) in tablet users since 2016.
- The most common mobile device used was an Apple iPhone accounting for 47% of all visits (n=56).
- On, average users visiting the site via a desktop viewed the most pages per session (n=3) and had the longest average session duration (2mins 19secs).

5.5 Pages

The most popular pages viewed on the site were:

- For Educators > Cultural Considerations (4.78%. n=140)
- For Health Professionals > Resources > Healthy Conversations (4.30%. n=126)
- For Educators > Learning Resources (4.23%. n=124).

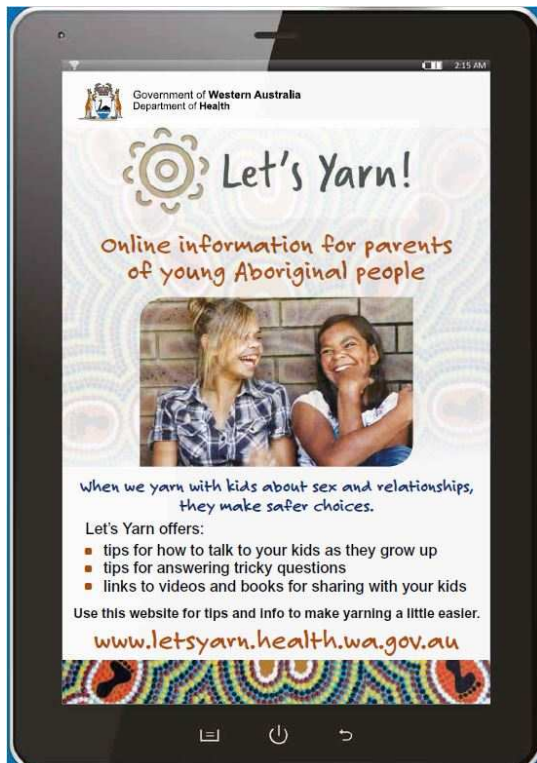
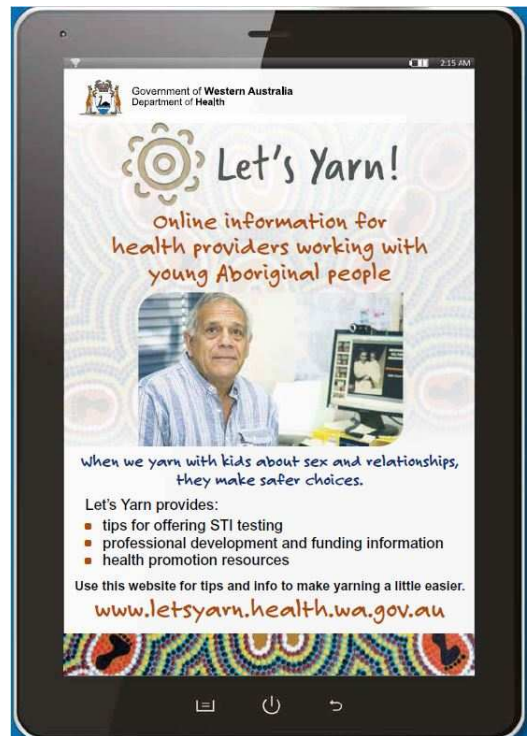
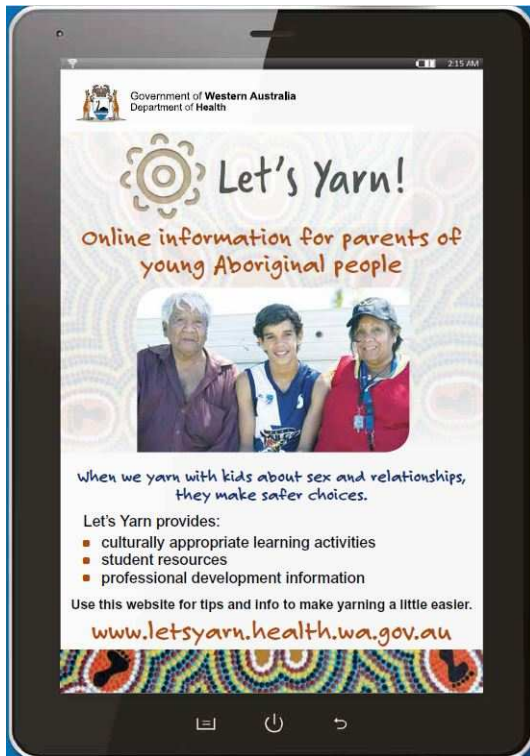
6.0 Future Plans

Future plans for the promotion, development and management of Let's Yarn! include:

- developing a marketing plan to promote Let's Yarn! in rural and remote regions and to Aboriginal health and social service providers throughout WA
- developing a poster series to promote and complete Let's Yarn!
- continue monitoring of Let's Yarn! by analysing and interpreting website analytics to inform development and promotional initiatives
- continue management of Let's Yarn! including ensuring broken links and technical issues are resolved in a timely manner

- continue promotional activities of Let's Yarn! to increase the number of unique visitors and site engagement (as an indicator of the use and popularity of the resource)
- consider purchasing social media advertising to promote Let's Yarn! for specific periods throughout the year
- continue updating Let's Yarn! with relevant resources to ensure the website remains up-to-date and reliable: work is currently underway to include a number of additional resources to the Let's Yarn! site. This will be reported in the 2018/19 Annual Report.

Appendix 1: Let's Yarn! Promotional Flyers



Appendix 2: Mailout Letter



Government of **Western Australia**
Department of **Health**
Public and Aboriginal Health Division
Communicable Disease Control

Dear Health and PE Coordinator

FREE Western Australian sexuality and relationships education (SRE) resources from The WA Department of Health – order now ready for the new school year!



For teachers...



- **FREE** portal of curriculum support in RSE
- Will be updated and improved throughout 2018
- [Learning activities](#) – what to teach and when to teach it
- [Teaching strategies](#)
- [Background notes](#)
- Downloadable [Illustrations](#)
- [Guidelines](#) for teaching RSE
- [Teacher/Parent/Student](#) FAQs
- Links to [Professional Development](#)
- Links to [agencies](#) for further support and info
- Links to [books, videos, animations, games](#) and other [resources](#)



- Film and [teaching resources](#)
- www.letsvarn.health.wa.gov.au/web/kaiyai-girl
- Topics: alcohol and other drug use; safe decision making; pregnancy; STIs; risky behaviours; help seeking
- Access the online film here <https://letsvarn.health.wa.gov.au/web/kaiyai-girl/interactive-video/film-scenes>

For students...



- Clear, honest, accurate information
- Topics include: body changes; reproductive systems; periods; sexual feelings; body image; mental wellbeing; eating right and exercising
- Our most ordered education resource!
- Recently reviewed and updated
- Previously 2 booklets, now in one flip-over design
- Order here for FREE [www.gdhr.wa.gov.au/girls and boys in puberty](http://www.gdhr.wa.gov.au/girls-and-boys-in-puberty)

GET the Facts



- www.getthefacts.health.wa.gov.au
- Youth friendly website
- For 14-17 year olds
- Topics: [our bodies](#); [relationships](#); [sex infections](#); [sex](#); [keeping safe](#); [condoms and contraception](#); [blood safe](#)
- [Ask questions](#)
- [FAQs](#)
- [Take an online STI test](#)
- [Find services](#)
- [Videos](#)
- [Games](#)

Grace Vaughan House 227 Stubbs Terrace Shenton Park WA 6008
Letters PO Box 8172 Perth Business Centre Western Australia 6849
Telephone: (08) 9388 4870. Facsimile: (08) 9388 4888 or 9388 4877
Email: sharelle.tulloh@health.wa.gov.au
ABN 13 993 250 709



- Wallet card sized
- Topics: law; think twice; respect; who you can talk to
- Additional information about [sexting](#) on our website

For families...



- Assists parents in role as primary sex educators of their children
- Offers a guide to parents who are uninformed or worried about discussing sex and relationships with their children
- Stresses the importance of regular, relaxed conversations
- [Tip Sheet](#): stand-alone sheet of key concepts in RSE education within families
- Topics include: how to talk to your child; different ages and stages of development; explaining intercourse, conception, pregnancy and birth; contraception; STIs; sex and the law; preventing sexual abuse; pornography; social media; readiness for sex; reliable services, books and websites
- [Downloadable pdf version](#)
- Order your FREE hard copies here http://healthywa.wa.gov.au/Healthy-WA/Articles/S_T/Talk-soon-talk-often



- Developed in consultation with Aboriginal mums, dads and [carers](#)
- Based on [Talk Soon. Talk Often](#)
- [Online version](#)
- [Downloadable pdf](#)
- Order your FREE hard copies here <https://letsyarn.health.wa.gov.au/for-parents/yarning-quiet-ways>
- www.letsyarn.health.wa.gov.au has information and resources for [educators](#), [parents](#) and [health professionals](#)

Sample copies of some of these resources have been included for your reference.

If you have any queries about any of our resources or would like this letter emailed to you so that you can access links and cut and paste the information into your school newsletters/websites, please contact Shareille.Tulloh@health.wa.gov.au or phone 9388 4870.

A comprehensive Relationships and Sexuality Education program requires a whole school and community approach as outlined in the [Healthy Promoting Schools Framework](#). Thank you for your support in informing teachers, school nurses and parents about these valuable resources.

Yours sincerely

A handwritten signature in black ink, appearing to read "Lisa Bastian".

Lisa Bastian
MANAGER
SEXUAL HEALTH AND BLOOD-BORNE VIRUS PROGRAM

16 February 2018

This document can be made available in alternative formats on request for a person with a disability.

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