



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

Let's Yarn! Website

2018/19 Annual Report



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Contents

1. Introduction	2
2. Promotional Activities	2
3. Site and Content Management	2
3.1 Maintenance	3
3.2 Updates	3
4. Interactive Website Feature	3
5. Google Analytics	3
5.1 Number of Users	3
5.2 User Engagement	4
5.3 Location of Users	4
5.4 Sources of Traffic	6
5.5 Devices	6
5.6 Pages	7
6.0 Future Plans	7
7.0 Conclusion	8
Appendix 1: Let's Yarn! Promotional Flyers	9
Appendix 2: Glossary of Terms	10

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 the Department of Health WA 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 through a number of channels which predominantly include events attended by health professionals and educators.

In 2018/19, Let's Yarn! was promoted on a number of occasions:

- Regional Sexual Health Teams Workshop: 23rd & 24th of August 2018
- Rural Health West Aboriginal Health Conference: 7th & 8th of July 2018
- Presentations to School Health Nurses: 5th December 2018, 6th March 2019 and 1st May 2019.
- WA Health Promoting Schools Association meeting on 9th of August 2018.
- Australia Council for Health, Physical Education and Recreation Conference: 26th of November 2018
- Quarterly STI & BBV Forums
- Orientation with new sexual health staff
- Mailout to General Practitioners in WA (as part of a wider resource mailout coordinated by the SHBBVP).

3. Site and Content Management

Let's Yarn! has been built on the Liferay portal. The 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 is currently included as part of the service agreement with Permeance Technologies to support SHBBVP websites on the Liferay portal.

The website content management system was upgraded in the 2018/19 financial year.

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

A number of content updates were made to Let's Yarn! in 2018/19. Resources that are relevant to the target audience are added as required to ensure content is current.

Table 1: Resources added to Let's Yarn in 2018/19

Resource	URL
Young Deadly Free	https://youngdeadlyfree.org.au/
Respect Materials	https://www.respect.gov.au/the-campaign/atsi-materials/
HIV Awareness Video	https://www.youtube.com/watch?v=OR5zL6yKW3o

4. Interactive Website Feature

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

One email was received from the 'contact us' function in 2018/19. This was a request to include Let's Yarn! in some research being done by a high school student.

5. Google Analytics

5.1 Number of Users

- There were 1,207 users of the Let's Yarn! website from 1 July 2018 to 30 June 2019. This is a significant increase from the 814 users recorded in the 2017/18 financial year.
- As demonstrated in figure 2, 86.9% of users (n=1192) were new users of the site.

Figure 1: Change in users from 2017/18 to 2018/19

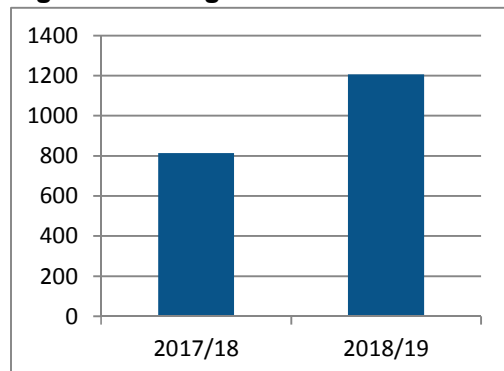
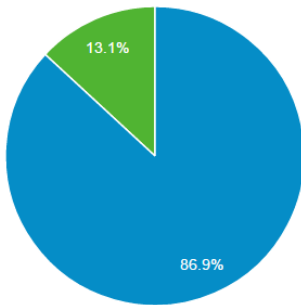


Figure 2: Overview of users for 2018/19

■ New Visitor ■ Returning Visitor



5.2 User Engagement

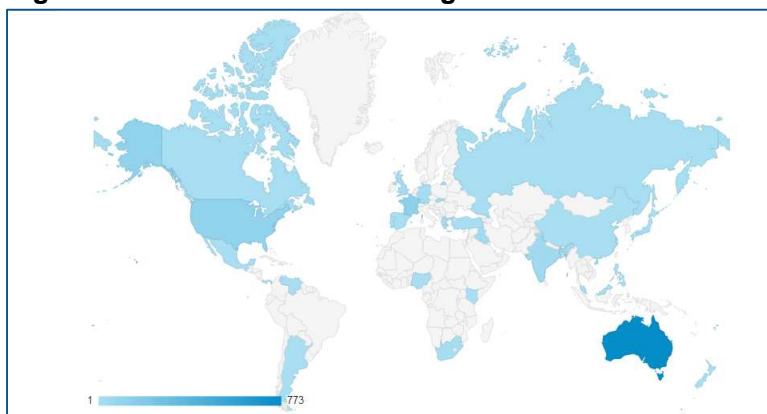
- On average users visited 3.95 pages per session. This is an increase from the previous year when there were 2.85 pages per session.
- The average session duration was 4 minutes and 7 seconds. This was almost double the average duration in 2017/18 which was 2 minutes and 10 seconds.
- The bounce rate (percentage of users entering and leaving the website on the same page) was 49.69%.

5.3 Location of Users

The top three countries that accessed the site in 2018/2019 were:

- Australia 63.99% (n=773)
- France 11.01% (n=133)
- The United States of America 9.85% (n=119).
- Other less common countries included Iraq, India, Germany, United Kingdom, Hong Kong, South Africa and Canada.

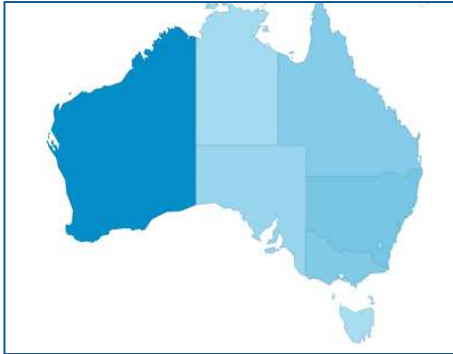
Figure 3: Location of users throughout the world



Of the users from Australia the top three states were:

- Western Australia 49.81% (n=387)
- New South Wales 15.70% (n=122)
- Victoria 12.61% (n=98).

Figure 4: Location of users throughout Australia



The top 10 cities that visited the website were:

	City	Number of users (percentage)
1.	Perth	357 (46.77%)
2.	Sydney	90 (11.54%)
3.	Melbourne	89 (11.41%)
4.	Brisbane	72 (9.23%)
5.	Adelaide	43 (5.51%)
6.	(not set)	24 (3.08%)
7.	Darwin	21 (2.69%)
8.	Newcastle	6 (0.77%)
9.	Wollongong	6 (0.77%)
10.	Hobart	6 (0.77%)

Figure 5: Location of users within the states and territories of Australia



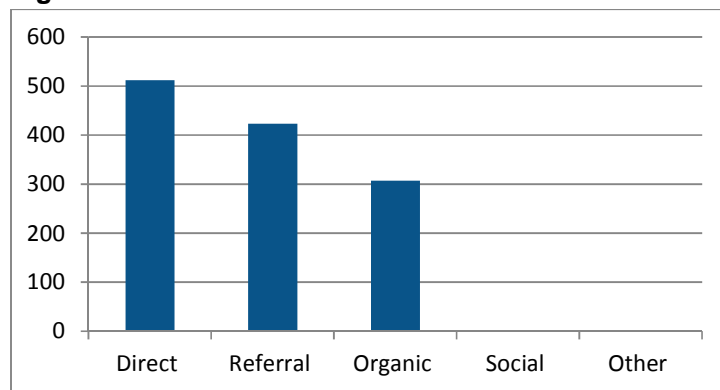
Let's Yarn! was also accessed by users from regional towns in WA including Geraldton, Albany and Kalgoorlie-Boulder, however these numbers were small.

5.4 Sources of Traffic

There are four ways that users can access Let's Yarn! including organic search, referral link, direct search and social media. Please refer to appendix 2 for a glossary of these terms.

- 41.1% (n=512) of Let's Yarn! users were direct traffic
- Referral from other sites was also common with 33.9% (n=423) of users accessing Let's Yarn! from this method
- Organic search accounted for 24.6% (n=307) of users
- Only 2 users (0.2%) of users accessed Let's Yarn! from social media in 2018/19 which is to be expected as social media advertising is not purchased to promote the site.

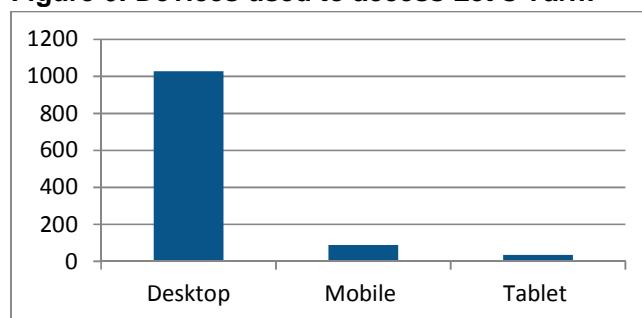
Figure 5: Sources of traffic to Let's Yarn!



5.5 Devices

In 2018/19 85.09% of users (n=1,027) accessed Let's Yarn! via desktop, 12.10% (n=89) via mobile and 2.82% (n=34) from a tablet. These figures are consistent with those reported in 2017/18.

Figure 6: Devices used to access Let's Yarn!



5.6 Pages

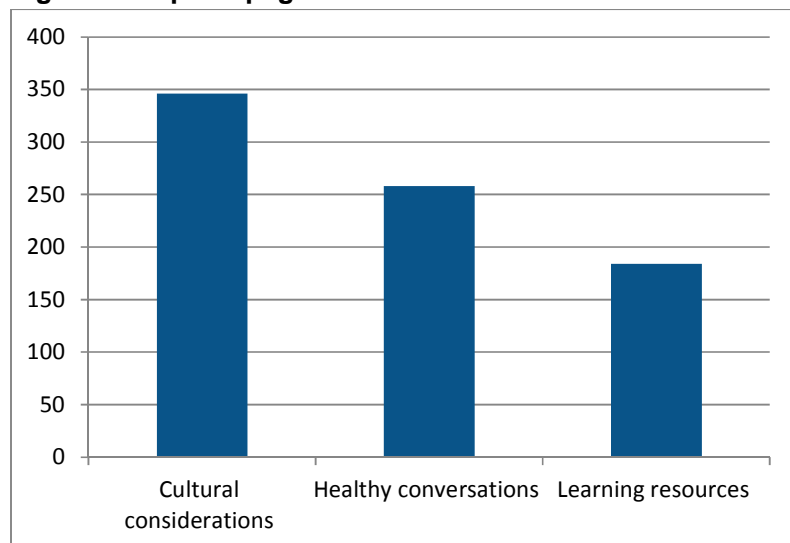
Homepages are the most commonly visited pages for websites. The educator's homepage was the most frequently visited, followed by the health professionals and lastly parents.

The most popular pages viewed on the site were:

- For Educators > Cultural Considerations
- For Health Professionals > Resources > Healthy Conversations
- For Educators > Learning Resources

These pages were the most popular in 2017/18 as well.

Figure 7: Popular pages viewed in 2018/19



6.0 Future Plans

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

- developing a page for the new *Talk Test Treat Trace Manual* (the Manual)
- revising the promotional flyer to include the new Manual
- developing a marketing plan to promote Let's Yarn!, especially in rural and remote regions and to Aboriginal health and social service providers throughout WA
- continuing to monitor Let's Yarn! by analysing and interpreting website analytics to inform development and promotional initiatives
- continuing to manage Let's Yarn! including ensuring broken links and technical issues are resolved in a timely manner
- investigating the use of paid social media advertising to promote Let's Yarn! for specific periods throughout the year
- continuing to update Let's Yarn! with relevant resources to ensure the website remains current and a reliable source of information.

7.0 Conclusion

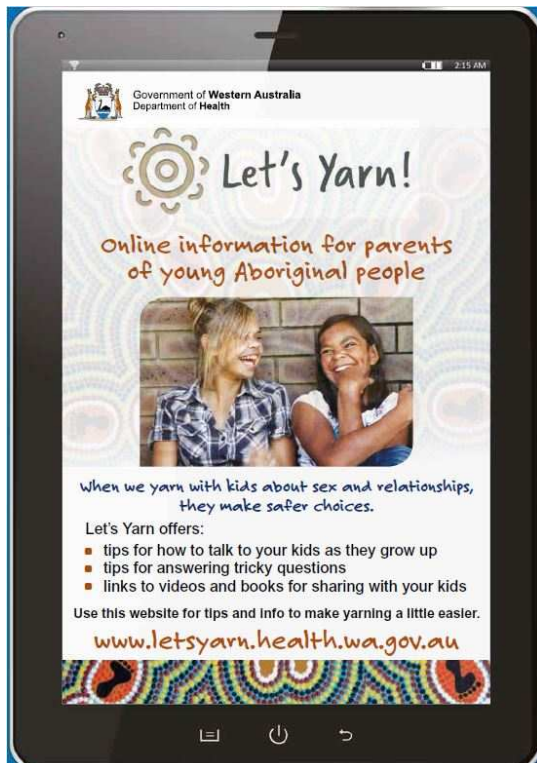
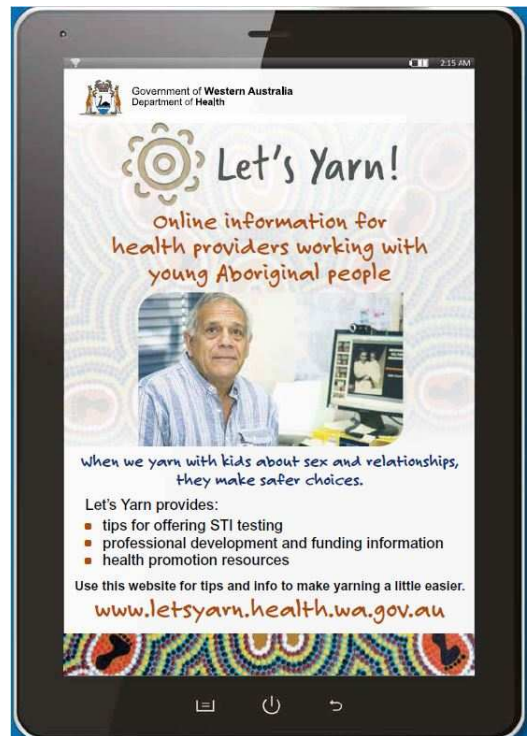
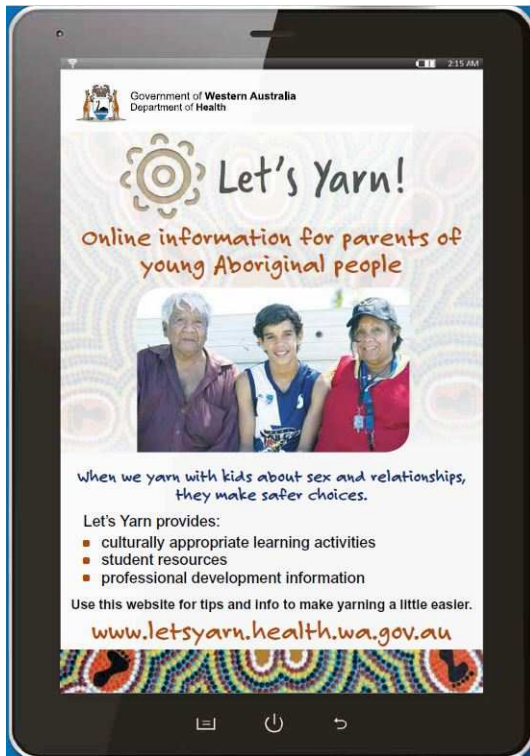
Overall, Let's Yarn! continues to be a good source of information for health professionals, educators and parents/carers. This report highlights an increase in users of Let's Yarn! in 2018/19. This is likely to be a result of promotion and new resources added to the site.

However there is still a need to increase the promotion of Let's Yarn!, especially amongst parents and carers. This will be explored in 2019/20. The analytics demonstrate low use in regional areas of WA. Promotion will be targeted in these areas in the future to raise awareness of the site and increase use.

In addition to the increased promotion, the site will continue to be reviewed and updated with new resources added to ensure content is contemporary and relevant to the target audiences. There are plans to add the *Talk Test Treat Trace Manual* to the Let's Yarn! website in 2019/20 which will also likely increase the use of the site and have a flow on affect to other pages.

The outcomes of the above mentioned actions will be reported on in the 2019/20 report.

Appendix 1: Let's Yarn! Promotional Flyers



Appendix 2: Glossary of Terms

Direct Traffic: Visits to your site where the user types your URL into their browser's address bar or when a visitor uses a bookmark to get to your Website.

Organic Traffic: Visitors who come to your Website from unpaid organic or natural search engine results.

Referring Sites: Other Websites that refer or send visitors to your Website are called referring sites.

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