

Sexual Health Campaign 2017/18

1. Campaign overview

1.1 In December 2017, Public Health England began a campaign to raise awareness of STIs, in particular chlamydia and gonorrhoea, showcasing the spread and severe health issues these STIs can cause. This is in the form of a new national awareness campaign targeted at 16-24 year olds which ultimately aims to reduce rates of STIs through increased condom usage.

1.2 The new campaign highlights the risks associated with not using condoms and will include a new advertising campaign on social and digital platforms, partnerships with sexual health organisations and clinics, commercial partnerships and PR.

1.3 The campaign aims to:

Get: 16-24 year olds (especially 16-19 year olds and those with less sexual experience)

To: use a condom (and so reduce rates of STIs)

By: Increasing the perception of the risks and harms around sexually transmitted infections and position condoms as the solution.

1.4 The broad aim of the campaign is to help normalise condom use among young people and, in the long-term, reduce rates of STIs among the main audience group.

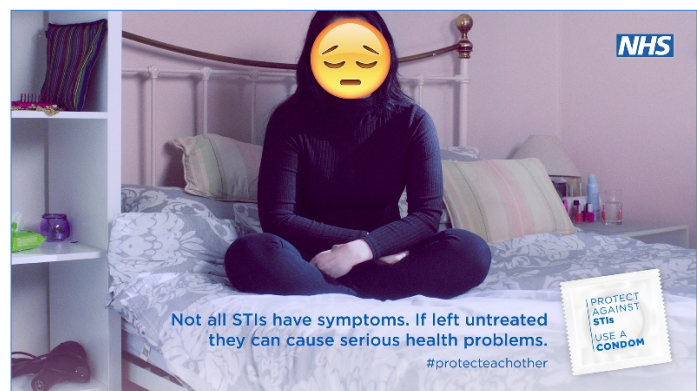
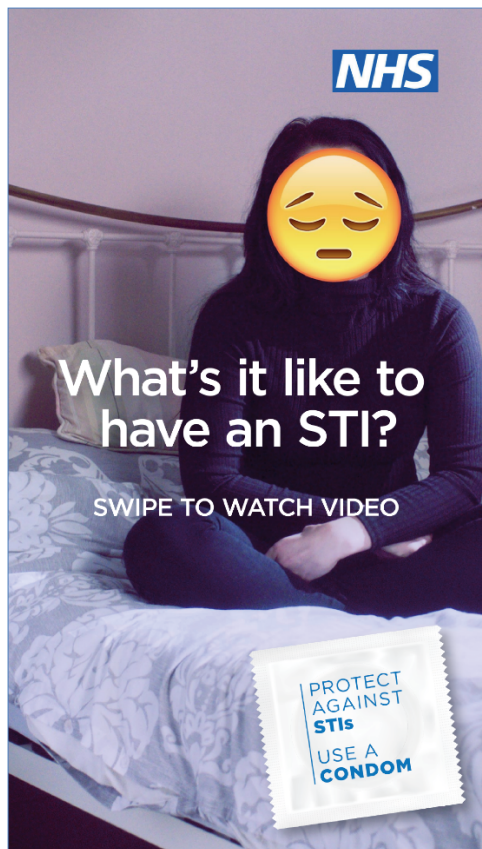
1.5 The first wave of the national campaign ran from 15th December to mid-January 2018. A second wave will take place in March 2018 with subsequent phases subject to PHE planning.

2. Campaign activity

2.1 PHE hopes to release additional assets from April 2018 for LAs to support the campaign, which will allow for placement through other media channels. In the meantime, a limited Kent campaign extension is being delivered until the end of March to ensure an always-on approach;

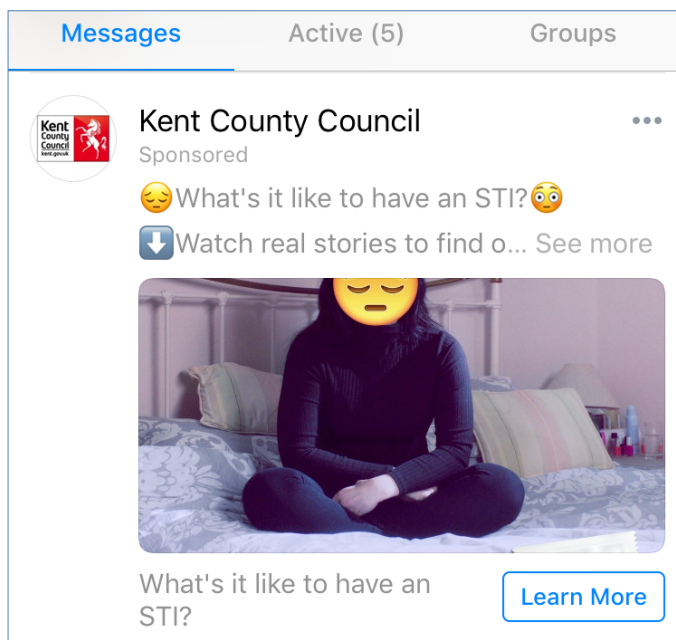
1. **Partnership with Metro**, consisting of:

- Snapchat Ad, sent out weekly to network
- TV screen in Universities across Kent
- E-Newsletter send to 2k practitioners across Kent

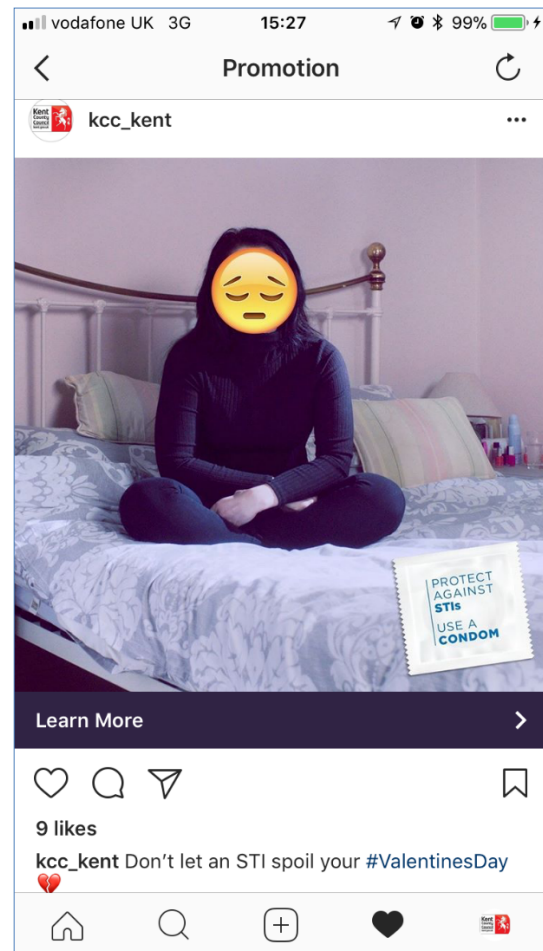
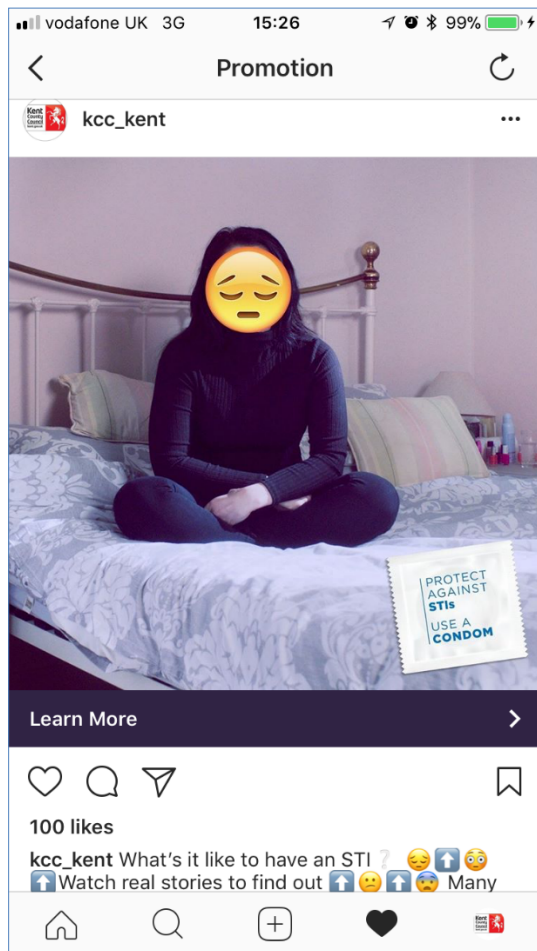


(left to right, Snapchat Ad, TV screen)

2. Facebook Messenger Ads

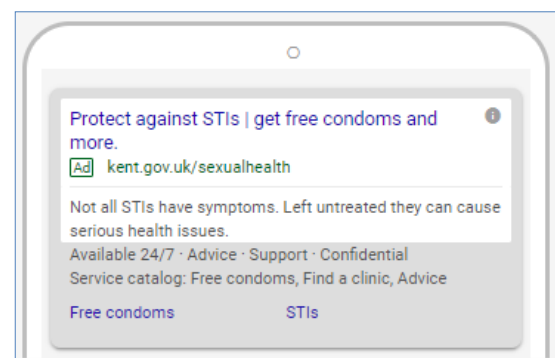
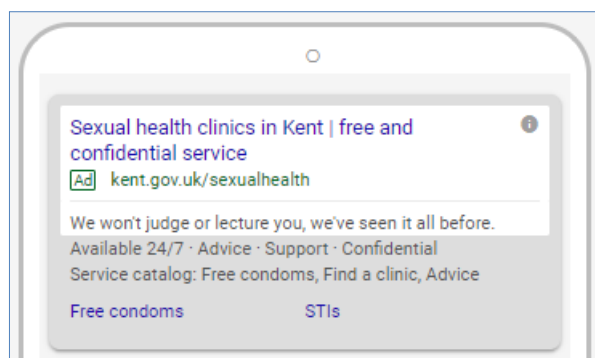


3. Instagram Ads



(Left to right: Campaign messaging, Valentine's Day messaging)

4. Google AdWords Search & Display



Search



Display

5. Mobile Alerts – to run end February to March 2018.

Updates to kent.gov to support campaign

Kent County Council

Search kent.gov.uk...

Home > Social care and health > Health > Sexual health > Contraception >

Condoms

If you use condoms properly they will protect you against pregnancy and sexually transmitted infections.

You can get free condoms at any of our clinics.

Free condoms for under 25s

The Get it! scheme provides young people aged under 25 with free condoms. You can:

- order condoms online to be posted to you
- register and collect condoms from various places, such as pharmacies and youth clubs. [Find registration and pick-up points.](#)

16-24 year olds more at risk of getting an STI

59% of people who got chlamydia or gonorrhoea in 2016 were in this age group.

Remember that:

- you don't need to have sex with lots of people to get an STI
- many STIs don't have symptoms but, if left untreated, can cause long-term health problems
- STIs like gonorrhoea are becoming harder to treat or may not be treatable at all

Watch this video to find out what it's like to have an STI

Find out more about STI symptoms, treatment and how to protect yourself at [Sexwise](#).

Get it! Free condoms and advice for young people in Kent

Log in Close website

Select Language

HOME ABOUT SEX CONTRACEPTION YOUTH SERVICES SIGN ME UP PROFESSIONALS CONTACT US

LOGIN AND QUICK ORDER

Email

Password

[Forgotten Your Password?](#) [Sign In](#)

NOT WITH US?

It's free and confidential

Registration only takes a few minutes!

Please note that you are unable to register to Get it at a Pick Up Point.

All Registration Points are also Pick Up Points.

[Sign Me Up](#)

Order condom packs online and find lots of information about sexual health. And the best bit? It's all FREE! If you have previously registered at a site please click the forgotten password button and follow the instructions.

To commissioned service

What's it like to have an STI?

Watch to find out.

If you're 16-24, you're more at risk of getting an STI

- You don't need to have sex with lots of people to get an STI
- Many STIs are common and if left untreated can cause long-term health problems

Protecting yourself is as simple as using a condom.

[Find free condoms](#)

To PHE campaign web content

3. Results

- 3.1 Between April to December 2017 the /sexualhealth 'homepage' on kent.gov received on average 1,777 sessions per week, with the /condoms page receiving 3.6% of that traffic.
- 3.2 Since 1st January 2018 the /sexualheath 'homepage' has received on average 2,752 sessions per week (+55% increase), with the /condoms page receiving 24.2% of traffic, equating to almost 5,000 visits in 7 weeks. The campaign has also directed over 1,000 young people directly to the NHS site.
- 3.3 The planned activity has proved insightful towards understanding how young people respond to our messaging, with Instagram delivering a high engagement rate, generating over 100 'Likes' on a single ad.
- 3.4 To gain further insight the campaigns team have reached out to the KYCC to run a focus group with members in March.
- 3.5 Digital tactics have allowed for a very targeted approach, with all media set to reach 16-25s only, resulting in very little wastage and ensuring best use of budget. To date all measurable ads have received over 1.3 million impressions.