



Case study

Goldfields Regional Syphilis Project

The Goldfields Regional Syphilis Project was developed to provide awareness and education about the syphilis outbreak to at-risk populations and communities.



Goldfields sexual health team

Project overview

The project used a combination of community awareness and engagement tactics including:

- radio interviews and advertisements via two Goldfields Aboriginal media outlets, using local language where possible
- sexual health training via Sexual Health Quarters (SHQ) in the northern Goldfields, with Laverton as a priority
- providing incentives for people getting tested at the Ngangganawili Aboriginal Health Service.

Partners

- WA Country Health Service (WACHS) Goldfields population health
- Sexual Health Quarters
- Tjuma Pulka Aboriginal Media Corporation
- NG Media
- NG Health
- Ngangganawili Aboriginal Health Services
- Bega Gambirringu Aboriginal Medical Services
- Other Laverton community organisations

Results

The 'Young Deadly Free' campaign was delivered as community service announcements on NG media for 6 months in both local language and in English. Tjuma Pulka radio was used to reach those based in Kalgoorlie. Posters and storyboards were developed to accompany the radio campaign.

SHQ delivered the community-based education program 'Start talking about relationships and sexual health' (STARS) in December 2019. The event was attended by 16 participants from nine organisations.

Funding was provided to the Ngangganawili Aboriginal Health Services for STI screening incentives. Ngangganawili Aboriginal Health Services also supported the community health messaging and screening in partnership with the youth programs in town.

Lessons learnt

The contacts and connections within the team allowed for engagement with the media outlets to have the project developed and commence. It was difficult to recruit the participants for the media project and then there were delays with the change in venue for the radio station, which has postponed the project.

The STARS training was well attended by key personnel, who also expressed interest in further education and engagement opportunities. The requirement for locally-based training opportunities was even more evident. Distance and cost were identified as key barriers.

More information

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