



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

GET *the Facts*

2017/18 Annual Website Report

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health.wa.gov.au

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1.0 Executive Summary

The Get the Facts 2017/18 Annual Website Report provides an overview of key activities for the Get the Facts website throughout the 2017/18 financial year. Within this report, information has been summarised regarding website maintenance and updates, new and existing website features, resources, promotional campaigns, and areas of improvement that have been identified. Statistics have been presented for website use and engagement as sourced from Google Analytics and the Verdi Content Management System.

Existing features hosted on Get the Facts such as 'Ask a Question', 'Find a Service', 'Online STI Testing', and the 'Let's Talk' blog continue to be well utilised and accessed. A series of five 'Laugh and Learn' youth videos was developed as a new website addition in 2017/18 following consultation with young people. These videos explore the topics of puberty, safe sex, respectful relationships, and blood-borne virus safety and have created increased traffic to Get the Facts.

In addition to general website maintenance, IT partner IBC Digital implemented a variety of website accessibility and speed improvements on Get the Facts in 2017. The changes conducted resulted in substantial improvements to the usability of the website as determined by external website speed tests and in line with current WA Web Content Accessibility Guidelines.

User engagement of Get the Facts remains high with a significant 391,445 visitors accessing the website in 2017/18. Users that resided within the target geographical area of WA consisted of approximately a quarter of total visitors with the majority of these within the Perth/Peel region. Engagement was low among users from regional WA particularly within the Goldfields, Pilbara, Kimberley, and Wheatbelt regions, which signifies the need for a targeted campaign in these areas.

Multiple online promotional campaigns were implemented in 2017/18, highlighting Get the Facts features such as the new 'Laugh and Learn' youth videos and the 'Infection protection' online game to create website interest. Campaigns have been an effective method at driving visitors to the website, producing a consistent reach of over 150,000 per campaign in 2017/18. In particular, the use of social media channels such as Facebook, Instagram, and Snapchat for promotion have been successful in referring the young target group to the Get the Facts.

The Sexual Health and Blood-borne Virus program will continue to support the management of Get the Facts to engage and provide relevant sexual health and relationship information to young people in WA. A number of actions have been identified for 2018/19 following this review such as developing a second series of youth videos, additional campaign activities to engage new visitors, a targeted campaign for regional WA, and further monitoring and analysis of Google Analytics data to inform website content. Annual website reviews and reports will proceed to be completed for each financial year.

2.0 Introduction

Get the Facts is a website that provides accurate and reliable information to young people aged 13-17 years around a range of topics related to sexual health and relationships. Get the Facts was developed and is managed by the Sexual Health and Blood-borne Virus Program (SHBBVP), Department of Health.

3.0 Site Maintenance

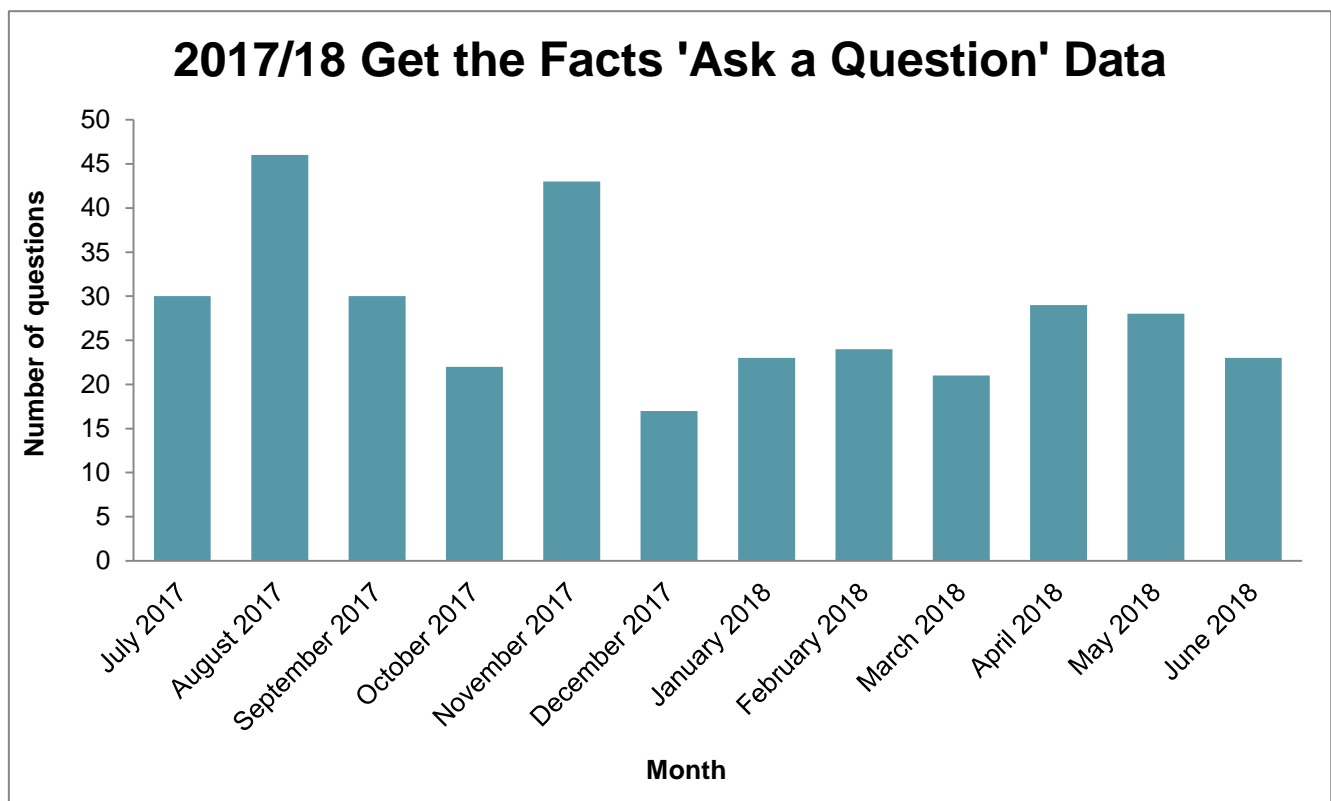
IBC Digital is the primary partner for website support and maintenance of Get the Facts. IBC Digital is contracted by the Department of Health and provides IT assistance for the website, resolves issues, and delivers reports for broken website links. Get the Facts is hosted on a server at IBC Digital and is managed using the content management system Verdi.

4.0 Key Website Features

4.1 Ask a Question

In 2017/18 a total of 336 questions were submitted via the Get the Facts [‘Ask a Question’ service](#). This is a 13.5% (n=40) increase in comparison to the number of questions that were submitted in the 2016/17 period. August and November 2017 were the months that the most questions were received (see Figure 1).

Figure 1. 2017/18 ‘Ask a Question’ data by month



4.2 Find a Service

There were 6,746 visits to the [‘Find a Service’ page](#) on Get the Facts, of which 3,078 page visits included user engagement with the ‘Find a Service’ function. Out of the total page visits, 1,148 were from Western Australia (WA), of which 211 included user engagement with the ‘Find a Service’ function.

4.3 Online STI Testing

In June 2018 the Get the Facts [Online STI Testing service](#) changed its name from “Online Chlamydia Testing”. This was a result of users experiencing confusion about what they were being tested for. The name was changed to “Online STI Testing” with further information provided on the webpage specifying that participants will be tested for chlamydia and gonorrhoea.

In 2017/18 there were 17,632 pageviews on the Online STI Testing page. Of these 141 users continued to complete the self-assessment and download the PathWest form for testing. This is a significant increase (48%, n=46) in downloaded PathWest forms from the previous 2016/17 period.

There were 386 people that completed their test for chlamydia and gonorrhoea using the downloaded PathWest form, however this is inclusive of participants tested through both the Get the Facts website and the Sexual Health and Blood-borne Virus Program’s [Couldihaveit website](#). Of those tested there were 16 who tested positive for chlamydia and one that tested positive for gonorrhoea.

4.4 Have your say! interactive poll

The ‘Have your say!’ Get the Facts poll has been an interactive website component since early 2017. ‘Have your say!’ features on the homepage of Get the Facts and aims to engage users in a series of questions relating to sexual health and relationships. In 2017/18 two new polls were published on Get the Facts that asked users “Do you feel comfortable talking to your parents about sex?” and to respond to the statement “I would only have an STI test if I had symptoms or if my partner told me I needed to”. The results of these polls can be viewed in Table 1.

Table 1: 2017/18 ‘Have your say!’ poll results

Have your say! Poll Question	Yes	No	Total
Do you feel comfortable talking to your parents about sex?	17 (23.61%)	55 (76.39%)	72
I would only have an STI test if I had symptoms or if my partner told me I needed to.	34 (45.33%)	41 (54.67%)	75

4.5 Let's Talk! Blog posts

The [‘Let’s Talk!’ blog posts](#) have been featured on Get the Facts since early 2017 and are a fun way of engaging young people in a range of relevant sexual health topics throughout the year. In 2017/18 three new blog posts were published on Get the Facts, which were:

- The ins and outs of the emergency contraceptive pill

- Tips for negotiating condom use
- Have your say! Participate in the Mission Australia 2018 Youth Survey

'Tips for negotiating condom use' was the most viewed new blog post with 211 pageviews, followed by 'The ins and outs of the emergency contraceptive pill' (117 pageviews) and 'Have your say!' (21 pageviews).

5.0 New website additions

5.1 'Laugh and Learn' youth videos

The 'Laugh and Learn' youth video project commenced in 2017 with the aim of developing a video resource to educate young people aged 13-17 years in WA on a variety of sexual health topics. These videos would be hosted as a permanent feature on Get the Facts. Through education, the purpose of these videos is to normalise discussion about sexual health as well as increasing awareness and understanding on particular topics surrounding sexual health.

5.1.1 Youth consultation

To inform and guide the development of the youth videos a consultation was held to gain ideas, opinions, and feedback from young people about using videos for sexual health education and which sexual health topics were important to learn about.

Four one-hour focus groups were held among 50 year 7 to 10 students from Butler College and St Hilda's Anglican School for Girls in Perth. In addition to the focus groups, an online survey was distributed via partner government and non-government organisations, as well as to secondary schools throughout WA and promoted on the Get the Facts homepage. A total of 107 survey responses were received with 33% (n=35) of survey participants aged 13-15 years and 9% (n=10) aged 16-18 years.

All focus group and survey participants were presented with a series of predetermined topics and were asked to rank the topics by importance. The topics presented were safe sex, respectful relationships, sex and the law, how to use the healthcare system, sex and the media (including social media), gender and sexual diversity, and puberty.

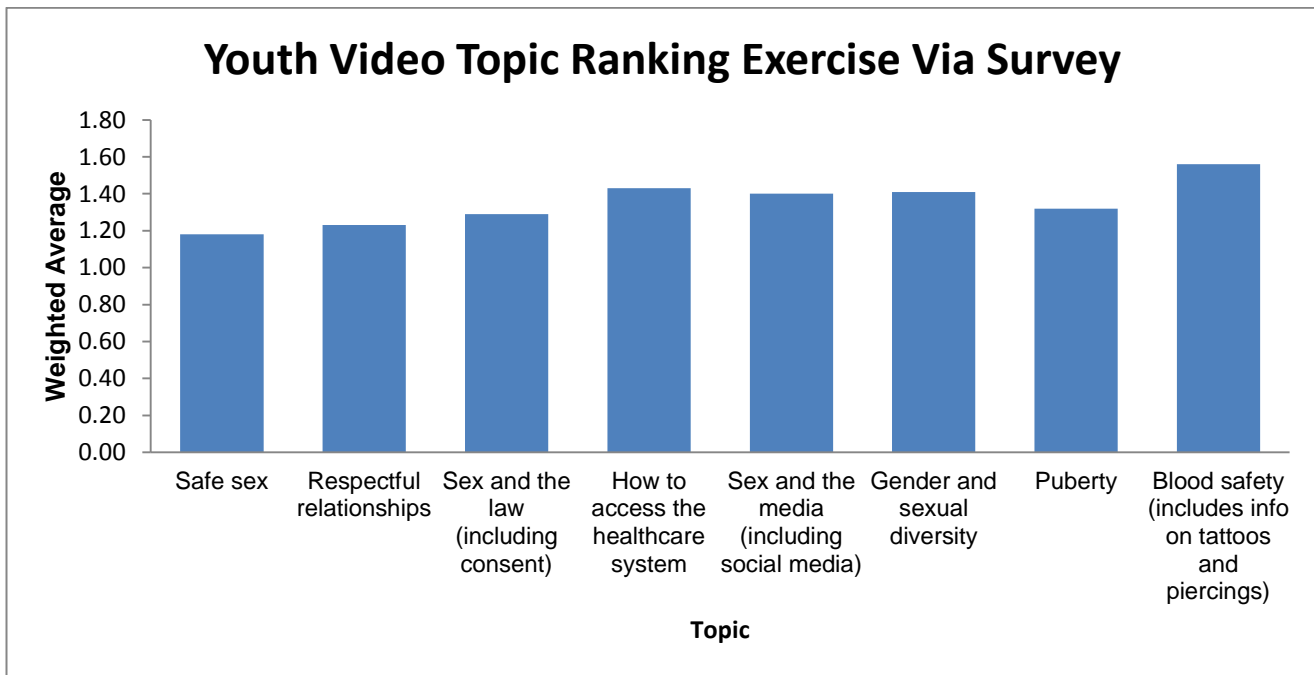
The top ranked topics determined from the focus groups were safe sex, puberty, and respectful relationships (see Table 2). Survey participants were provided with the additional topic of blood safety and were asked how important the topics were for young people to learn about. The top ranked topics by importance determined through the surveys were blood safety, how to access the healthcare system, and gender and sexual diversity (see Figure 2).

Table 2: Youth video focus group topic ranking exercise results

Topic	Score	Overall ranking
Safe Sex	101	1
Puberty	130	2
Respectful Relationships	170	3
Sex and the law (including consent)	182	4

Topic	Score	Overall ranking
Gender and sexual diversity	233	5
Sex and the media (including social media)	258	6
How to use the healthcare system	305	7

Figure 2: Youth video survey topic ranking exercise results



Participants were also given the opportunity to provide suggestions of additional topics. Recommendations provided were pornography and sex and respect. This activity enabled the identification of puberty, safe sex, respectful relationships, and blood-borne virus safety as the key topics for the videos.

The consultations also clarified that the majority of young people watch and enjoy watching videos online and that funny videos were the most commonly watched. Humour was described as a way to keep the audience entertained, with a more serious tone when information or advice is provided. Additionally, most participants said that if they were looking for information on a health topic like sexual health that they found embarrassing then they would most likely go online to source this information and would trust information found on a government website.

5.1.2 Youth video development

The SHBBVP partnered with CJZ, an Australian based film and television production company, for the youth video development. Multiple quotes were sourced from production agencies, however CJZ was deemed the most suitable to create videos to engage young people. CJZ also produced “You’re Skitting Me”, a popular television show that uses humour and skits to engage young people, and was determined an appropriate fit to develop youth videos for Get the Facts.

The SHBBVP in collaboration with the Department of Health Communications Directorate developed a series of key messages around the selected youth video topics, which were used to guide CJZ in script writing and video development. Two actors and one actress from 'Your Skitting Me' were used to portray the main characters across the five youth videos.

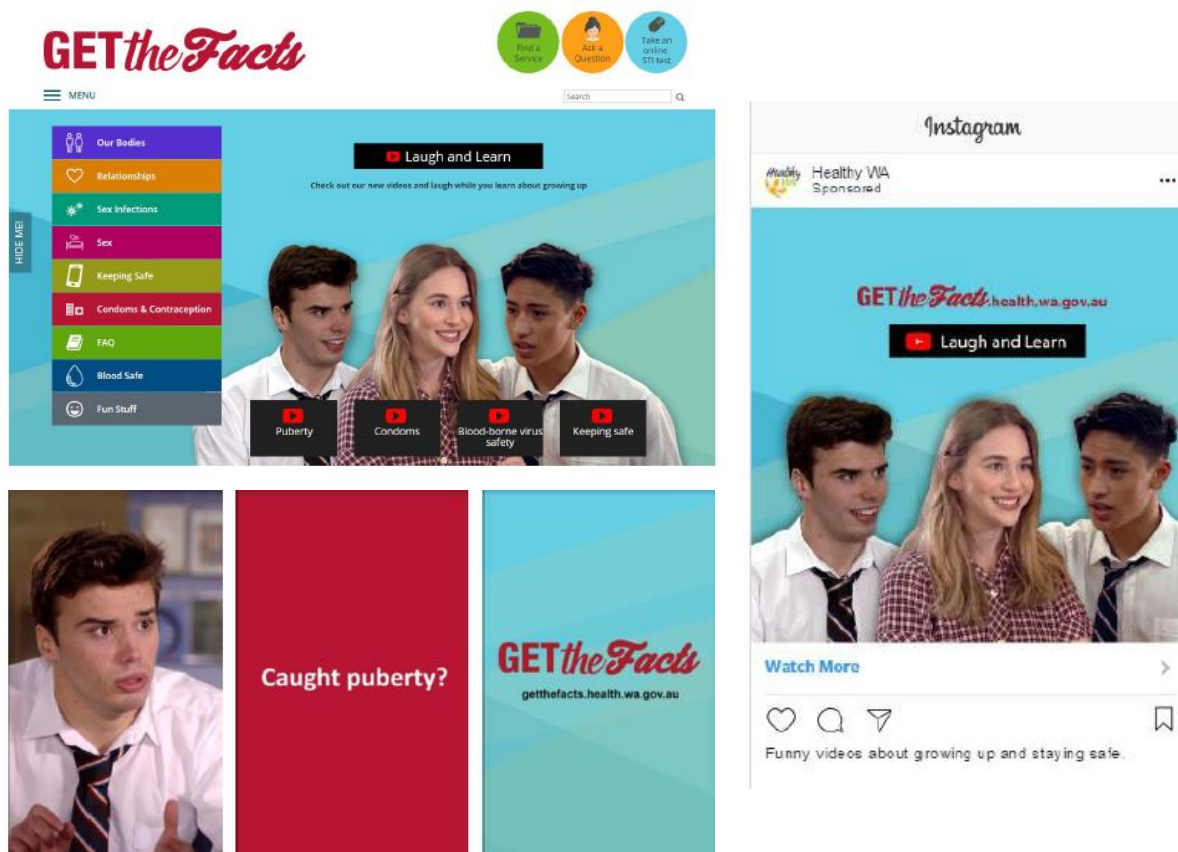
The youth videos were launched in September 2017 and are hosted on the 'Laugh and Learn' webpage on Get the Facts.

5.1.3 Youth video promotion

An online promotional campaign was implemented in September and October 2017 following the launch of the youth videos. All campaign activity directed traffic to Get the Facts, with the 'Laugh and Learn' page used as a landing page. All campaign material prominently displayed the Get the Facts logo and URL. The campaign involved paid and unpaid material which consisted of:

- two Facebook 30 second pre-rolls for the blood-borne virus and puberty videos
- Snapchat 10 second pre-roll
- Instagram feed square static advert
- web banners for Get the Facts and Growing and Developing Healthy Relationships sites
- YouTube advertisements
- Healthy WA website carousel
- Healthy WA website news page
- Healthy WA Facebook posts
- Get the Facts website homepage banner
- Growing and Developing Healthy Relationships carousel

Image 1: 'Laugh and Learn' youth video campaign materials



A high level of engagement of the youth videos was achieved, with a 52% increase in traffic to Get the Facts within the campaign period. The campaign received 1,092,475 targeted campaign impressions, with a reach of 167,507 and nearly 8,000 click throughs to the website during the campaign period. A total of 3044 video views were achieved on the site during the campaign.

A second Get the Facts online promotional campaign for the youth videos was implemented in April and May 2018 to refresh the youth videos. This campaign utilised the existing campaign materials from the September and October 2017 campaign burst and consisted of:

- two Facebook 30 second pre-rolls for the blood-borne virus and puberty videos
- Snapchat 10 second pre-roll
- Instagram 10 second pre-roll
- web banners for Get the Facts and Growing and Developing Healthy Relationships sites
- Healthy WA Facebook posts
- Get the Facts website homepage banner

The campaign received 2,306,138 targeted campaign impressions via paid media, a reach of 276,211 through both paid and unpaid media, and 8,292 click throughs to the website during the campaign period.

5.1.4 Youth video teacher resources

To accompany the Get the Facts 'Laugh and Learn' youth videos an education consultant has been contracted to write lesson plans and assessment tasks to be used in secondary schools. These resources will be uploaded to the SHBBVP's Growing and Developing Healthy Relationships website in 2018/19.

6.0 Website accessibility and speed enhancements

In addition to general website maintenance within 2017/18 IBC Digital conducted a series of changes to Get the Facts to improve general accessibility and site performance.

6.1 Accessibility

Website accessibility improvements were implemented by IBC Digital to align with the current [WA Web Content Accessibility Guidelines](#). Website accessibility changes to Get the Facts included the following:

- making content available to screen readers, and to people with low vision that turn off style sheets
- adding ALT attributes or image descriptions to website images
- ensuring each page has a different title, to assist with ease of distinguishing pages
- ensuring that foreground and background colours have enough contrast.
- using the LANG attribute to identify the language of the page
- enabling the size of the text on the site to be changed.

6.2 Speed improvement

IBC Digital used [Google Page Speed Insights](#) to guide the speed improvement of Get the Facts. Enhancing the speed subsequently improves the usability and Search Engine Optimisation of the website. Speed improvement changes to Get the Facts included the following:

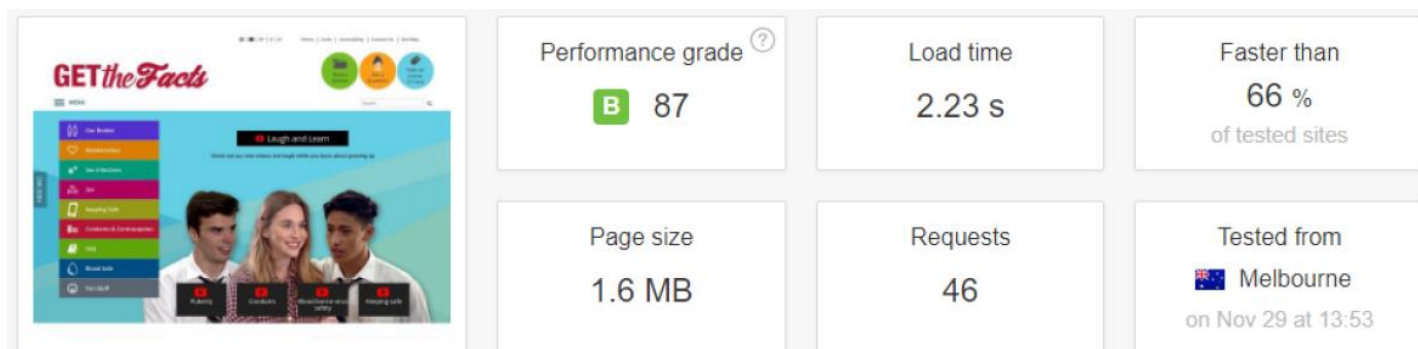
- avoiding landing page redirects
- reducing server response time
- auto optimization of images
- changing Verdi templates to allow browser caching.

A significant improvement in speed was achieved on both mobile and desktop devices as a result of the speed improvement changes implemented by IBC Digital. Using Google criteria the website speed increased from 42 to 67 for mobile users and from 52 to 78 for desktop users (see Table 3). In addition to this criteria IBC Digital used ‘Pingdom Speed Tests’, an independent testing tool which determined a website speed increase from a grade of 78 to 87 following the implementation of speed improvement changes. The final Pingdom Speed Test results can be viewed in Figure 3.

Table 3: Get the Facts website speed improvements by Google criteria

Device Score	Production site before speed improvements	Staging site during speed improvements	Final production site
Mobile Speed	42/100	66/100	67/100
Desktop Speed	52/100	77/100	78/100

Figure 3: Get the Facts website speed improvements by Pingdom Speed Tests



7.0 Google Analytics

Google Analytics is used to track website usage of Get the Facts on a monthly basis. As the Get the Facts Google Analytics account data retention has a maximum of two years, data from the previous financial year (2016-17) was unable to be completely accessed for comparison. This has been amended for the provision of comparison data in the Get the Facts website 2018/19 Annual Report.

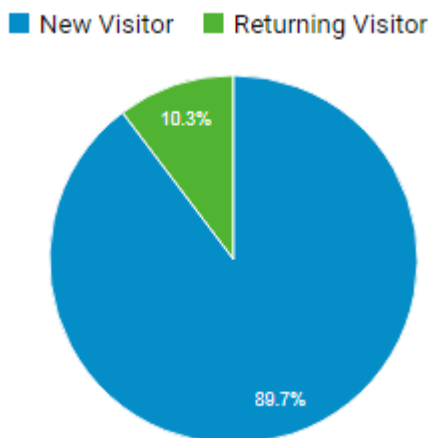
7.1 Website users

7.1.1 Users, sessions and pageviews

- In 2017/18 there were 391,445 users on Get the Facts, which generated 462,022 sessions and 937,671 page views.

- Of these users, 89.7 % (n=390,984) were new visitors to the website and 10.3% (n=44,942) were returning visitors.

Figure 4: Get the Facts new vs. returning visitors



7.1.2 User acquisition

- In 2017/18 73.6% (n=289,097) of users reached Get the Facts via an organic search, 16.3% (n=63,799) by social media, and 8.3% (n=32,766) by a direct URL. The remainder came to the website by either referral from another source or paid advertisements.
- Of the users acquired by an organic search the top keywords searched were:
 - Sex and gender
 - Implanon
 - STI
- Of the users acquired by social media, the top social media platforms used were:
 - Facebook
 - Instagram
 - Snapchat

7.1.3 User location

The top countries that accessed Get the Facts in 2017/18 were:

- Australia (73.57%, n=287,946)
- United States (11.36%, n=44,476)
- United Kingdom (3.55%, n=13,887)

Of the 73.57% (n=287,946) of Australian users, the top states that accessed the website were:

- Western Australia (35.65%, n=104,252)
- New South Wales (24.56%, n=71,821)
- Victoria (19.06%, n=55,745)

Figure 5: Get the Facts users by country











Country	Users	% Users
1.  Australia	287,946	73.57%
2.  United States	44,476	11.36%
3.  United Kingdom	13,887	3.55%
4.  India	8,239	2.11%
5.  Canada	7,886	2.01%
6.  South Africa	3,280	0.84%
7.  Philippines	2,254	0.58%
8.  Saudi Arabia	1,419	0.36%
9.  Kenya	1,291	0.33%
10.  New Zealand	1,176	0.30%

Figure 6: Get the Facts users by Australian state

Region	Users	% Users
	287,946 % of Total: 73.56% (391,445)	287,946 % of Total: 73.56% (391,445)
1. Western Australia	104,252	35.65%
2. New South Wales	71,821	24.56%
3. Victoria	55,745	19.06%
4. Queensland	39,058	13.36%
5. South Australia	13,749	4.70%
6. Australian Capital Territory	3,647	1.25%
7. Tasmania	3,173	1.09%
8. Northern Territory	936	0.32%
9. (not set)	61	0.02%

Of the 104,252 users in WA, the top regions that accessed Get the Facts were the Perth/Peel region (96.8%, n=100,949), South West (1.6%, n=1,639), and Midwest (0.9%, n=950). The spread of users across WA by region can be viewed from highest to lowest in Table 4.

Table 4: Get the Facts users by WA Region

Region	Number of users	Percentage of users (out of WA users)
Perth/Peel	100,949	96.8%
South West	1,639	1.6%
Midwest	950	0.9%
Great Southern	511	0.5%
Goldfields	145	0.1%
Pilbara	1	<0.1%
Kimberley	1	<0.1%
Wheatbelt	0	0.0%

7.2 Website engagement

7.2.1 Pages per session, session duration, and bounce rate

- On average, users visited 2.03 pages per session on get the Facts.
- Users stayed on the website for an average of 1 minute and 27 seconds.
- The percentage of users that visited Get the Facts and then left while on the same page (also known as the bounce rate) was 72.75%.

7.2.2 Most visited pages

In 2017/18 the top pages viewed by website users were:

- Laugh and Learn, youth videos (10.55% of total page views)
- STI tests (8.72% of total page views)
- Chlamydia (6.61% of total pageviews)

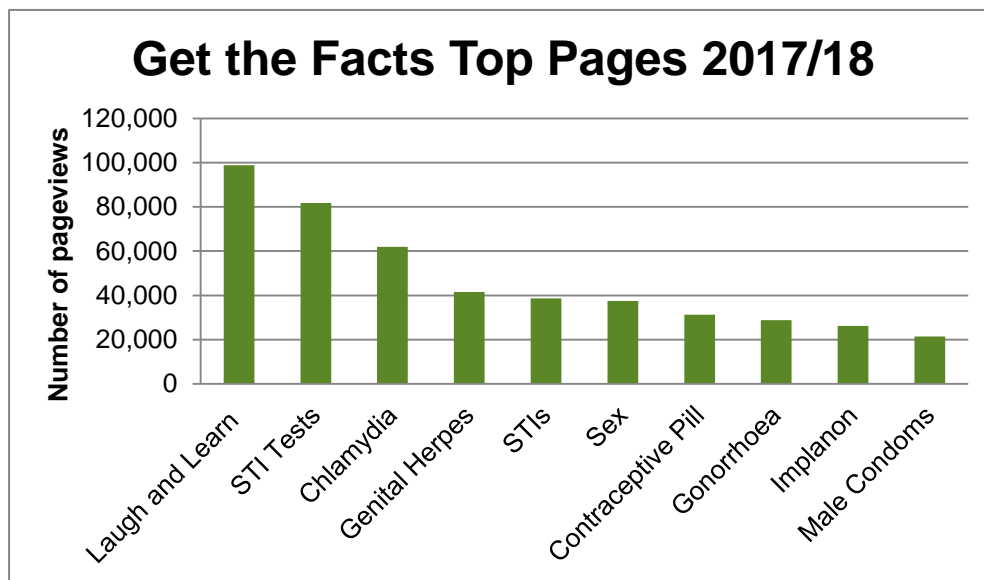
Sexually transmitted infections (STIs) proved to be a commonly viewed topic in 2017/18 with the pages STI Tests, Chlamydia, Genital Herpes, STIs, and Gonorrhoea among the top ten pages viewed (see Figure 7). Contraception was also a popular topic with the Contraceptive Pill, Implanon, and Male Condoms pages within the top ten pages visited.

7.3 Devices

- A mobile phone was the device type most commonly used to access Get the Facts in 2017/18, accounting for 66.31% (n=261,361) of users. This was followed by a desktop (28.06%, n=110,580), and tablet (5.63%, n=22,209).
- The Apple iPhone was the device most commonly used with a significant 165,710 (58.17%) users accessing the website via an iPhone.
- Despite these numbers, users who visited Get the Facts on a desktop were more engaged with a lower bounce rate (average of 66.49% in comparison to 75.63% for

mobile users), higher number of pages visited per session (average of 2.56 in comparison to 1.79 for mobile users), and a longer session duration (average of 2 minutes and 45 seconds compared to 52 seconds for mobile users).

Figure 7: Top pages viewed on Get the Facts in 2017/18



8.0 Promotional activities

8.1 Online campaigns

In addition to the two Laugh and Learn youth video campaigns implemented for Get the Facts, a third online promotion campaign was run in January to February 2018. This campaign used the online game 'Infection Protection' to promote Get the Facts.

All campaign activity directed traffic to the Get the Facts site with the 'Infection Protection' online game page as a landing page, and prominently displayed the Get the Facts logo and URL. The campaign involved paid material which consisted of:

- Big Mobile display banners, targeting WA 14-17 year olds
- Google Adwords (search words)
- Google Gmail ads, targeting WA 14-17 year olds
- Google Display Network, display banners, targeting WA 14-17 year olds
- Facebook advertisements, targeting WA 13 -17 year olds.

The campaign received a total of 1,064,906 impressions, a reach of 226,414 (excluding Google Adwords) through paid and 3,978 click throughs to the website during the campaign period.

There was a significant increase in webpage visits to the 'Infection Protection' online game webpage during the campaign period, with visits largely generated by referrals. This ranged from 10 visitors to the page in the week prior to the campaign to a peak of 1,282 visitors in the fourth week of the campaign, demonstrating that the campaign was effective in reaching the target audience and directing them to the webpage.

Image 2: 'Infection Protection' campaign materials



8.2 Printed resources

Get the Facts has a number of printed resources including A5 flyers and wallet cards as well as fold out wallet cards for the Infection Protection and Quiz Quest online games that are hosted on the website. These resources can be viewed in Image 3.

Image 3: Get the Facts promotional resources



Get the Facts is regularly promoted through printed resources, predominantly at youth events and via supply to young people by non-government organisations. They are also promoted to teachers in WA as awareness of student resources. In 2017/18 Get the Facts resources were distributed through the following avenues:

- Growing and Developing Healthy Relationships Symposium delegate packs

- Growing and Developing Healthy Relationships Symposium display table
- Kimberley Population Health Unit Kalumburu Clinic
- Curtin University Sexuality and Relationships Education workshop
- Leavers week 2017 in Dunsborough
- Yule Brook College in the health teacher resource box
- Christ Church Grammar School
- Wheatbelt Aboriginal Health Service educational sessions for young girls
- Harvey High School Sexual Health Expo resource packs
- WA AIDS Council youth outreach
- Youth Week WA 2018 showbags
- Wheatbelt Public Health Unit during Sexual Health Week 2018
- Mail out of SHBBVP resources to teachers in WA.

9.0 Future plans

Future plans for the Get the Facts website include:

- A new series of 'Laugh and Learn' youth videos, including the topics of sexting, pornography, and sex and the media.
- Continued campaign activities to promote the new youth videos and to engage new website visitors.
- Targeted promotion to regions in WA where website use is significantly lower.
- Monitoring of Get the Facts through further analysis of Google Analytics data to inform website content, blog post topics, and poll questions.

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