



## NSW Festivals Initiative Evaluation and Report 2012-13



NSW STI Programs Unit

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# NSW Festivals Initiative Evaluation and Report

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## About the NSW STI Programs Unit

NSW STI Programs Unit was established in 2007 to assist coordination and, where appropriate, to directly implement certain state-wide aspects of the NSW Sexually Transmissible Infections Strategy 2006-2010.

Specifically, the core activities of the unit are to:

- Coordinate certain activities related to the implementation of the NSW STI Strategy
- Provide leadership to the sexual health clinical and health promotion workforce
- Establish dedicated sexual health projects to support actions and directions identified in the strategy
- To strengthen contact tracing in clinical settings

### NSW STI Programs Unit

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DRAFT

## Abbreviations

AHSs	Area Health Services
AIDB	AIDS/Infectious Diseases Branch
ASHM	Australian Society of HIV Medicine
D2S	Dare to Score
FPNSW	Family Planning NSW
GPs	General Practitioners
GTPS	Gettested Play Safe
HARPU	HIV/AIDS and Related Programs Unit
HREC	Human Rights Ethics Committee
HPR	Health Promotion Resources
LHDs	Local Health Districts
LSLC	Love Sex? Love Condoms!
MIU	Mix It Up
MOH	NSW Ministry of Health
NSW	New South Wales
PFSHS	Publicly Funded Sexual Health Services
PGM	Peer Group Media
PHU	Public Health Units
SHAC	Sexual Health Advisory Committee
SHIL	Sexual Health Info Line
SSHC	Sydney Sexual Health Centre
STIPU	Sexually Transmissible Infections Programs Unit (NSW)
TOTEM	Totem One Love Group PTY LTD

## Acknowledgments

Special thanks must go to the NSW Festivals Initiative Working Group and the Health Promotion Resources Working Group whom together through their combined knowledge, experience and commitment to the project ensured a successful outcome

# 1. Executive Summary

The NSW Festivals initiative is a social marketing strategy led by the NSW STI Programs Unit (STIPU), in partnership with Local Health Districts (LHDs), Family Planning NSW and the Sexual Health Infoline (SHIL), to promote sexual health messages to young people attending music events across NSW. The 2012-13 festival season was the first year of a three year partnership to explore strategies to extend the messages of the NSW Ministry of Health (MOH) Gettested Pay Safe (GTPS) campaign, following a successful pilot with music festival promoters across the 2011-12 season. Based on the evaluation of this pilot, strategies to expand the delivery and measure the impact of festival activities were undertaken at Festival A in November 2012 and Festival B in February 2013, both held at ANZ Stadium in Sydney (Festival names removed due to contractual agreement). It was planned that the Initiative would engage young people at Outpost Festival in March 2013, at Cockatoo Island, Sydney. However this festival was cancelled before the partnership was initiated. An alternative festival was not identified.

Music festivals are vehicles that allow marketers to align messages with spaces that people enjoy to create memorable experiences before and after the event. Further, they allow the targeting of audiences, en masse, whereby affective bonds are created between brands and consumers (Moor 2003). They typically attract a large demographic of young people, with the majority of festival goers (71%) across the 2011-12 season aged between 16-24 years old. Festivals also offer unique platforms for health marketing, and more specifically, in sexual health, with young people who attend music festivals increasingly engaging in behaviours that put them at risk for STIs (Lim, Bowring, Gold, Aitken & Hellard 2012).

Festival partnerships have two components, acquisition and activation. Acquisition rights refer to partnering with the music festival promoter, providing access to festival co-branding, online messaging through social media engagement, data and online evaluation channels. Activation rights refer to the community engagement activities that occur at the festival event itself. Both festival partnerships utilised a range of acquisition and activation strategies to promote sexual health messages and engage with the target audience.

The funding partners for the 2012-13 festival season were STIPU, NNSW, MNC, CC, NS, SES, IS, S, SWS WS, NBM LHDs and FPNSW. HNE, SNSW, M, WNSW, FW LHDs and SHIL supported the Initiative through representation on the working group. For the purposes of the partnership, an investment of \$67,000 was made for the two music festivals by the partners. Further to this, STIPU invested in the development of assets that were used as part of online messaging as well as activation. These may also be used for future festival engagements and other projects.

The aims of the Initiative are to:

- Increase young heterosexual people's awareness of issues relating to sexually transmissible infections (STI) testing, treatment and prevention;
- Change young heterosexual people's behaviour in relation to accessing general practitioners for STI testing and treatment; and
- Improve young heterosexual people's skills in relation to sexual health communication and prevention practices.

The specific objectives are to:

- Increase awareness of the high prevalence of STIs and the asymptomatic nature of many STIs and the implications of this in new and regular relationships;
- Increase the awareness and availability of simple testing and treatment / management for STIs;
- Increase awareness of the importance of using condoms to prevent STIs

Following the success of the Love Sex? Love Condoms! (LSLC) brand during the 2011-12 season, the brand was reused to maintain brand awareness and continued prominence of the condom use message. A range of assets were also built to support the message: an Operation-style game, carnival-style cutouts, info booth and an online risk assessment and testing referral tool.

To measure the impact of the Initiative, an evaluation framework was developed in partnership with the Centre for Social Research in Health (CSRH). The objective of the evaluation was to measure a range of sexual health related behaviours, including intentions to use condoms and Gettested for STIs. The hypothesis was that those who were exposed to, or engaged with the initiative would have increased intentions to adopt the recommended sexual health behaviours. A cross-sectional online survey among festival attendees was utilised to assess characteristics, exposure and engagement with the initiative, as well as their understanding of sexual health messages offered and the potential effect of these messages on their motivations towards sexual health. This was conducted as part of the Festival B partnership only.

Preliminary statistical analyses of the data suggest that the initiative had a positive influence on motivations towards sexual health among festival attendees. Compared to participants who were not exposed to the initiative, those who were exposed or engaged with the initiative presented higher levels of intentions to engage in the recommended sexual health related behaviors; discussing sexual health related topics with peers and partners, using condoms and getting tested for STIs.

To support the evaluation, demographic data was also provided by the festival promoters of both festivals to ensure appropriate audience segmentation and statewide coverage. Festival goers travelled from all over NSW to attend the festivals despite both events being held in Sydney.

- Festival A attendance- 60,000: Regional and rural NSW ticket purchasers- 26.76%
- Festival B attendance 75,000+: Regional and rural NSW ticket purchasers- 33.53%

As with the previous festival season, a majority of festival goers that engaged with the initiative were within the demographic (16-24 years old), a substantial majority of respondents had engaged in sex recently, many had more than one partner, condom use was inconsistent and about half of the sample had ever tested for STIs.

Online marketing was integral to the success of the Initiative. This proved to be a very a cost and resource effective way of reaching and engaging with a large target audience, including those who did not actually attend the festival event itself, but still engaged online with the festival website, e-database and social media pages. The NSW Festivals Initiative was the only festival partner allowed to include content in Festival B EDMs (e-subscriber mailout), and one of only two partners allowed to submit Facebook content. The EDM also served to advertise the post festival survey.

This initiative is having a measurable impact on the intentions of young people to discuss sexual health related topics with peers and partners, use condoms and Gettested for STIs. While music festivals offer a unique space to align sexual health messages with young people's interests and experiences it is important to acknowledge that there were several substantial costs associated with the activation (being at the events) as part of the 2012-13 partnership as compared with 2011-12. Also, while the activation space was a key part of engaging with the target audience, only a portion of those engaging with the festival actually attended the festival. Further to this, only a percentage of those in attendance actually engage with staff at the event on the day. Finally, the commitment of staff time to plan, develop and implement such a large scale project was much more resource and staff intensive than first anticipated.

## 2. Key Recommendations

### Social media and online messaging

- Explore online settings that provide cost-effective and equitable engagement with young people across NSW;
- Utilise social media to communicate consistent and coordinated sexual health messages (conversation diary);
- Clarify and consolidate online referral pathways;

### Branding

- The NSW sexual health 'brand' to be further consolidated so that messaging is consistent right across the state, including referral pathways to general practice;

### Promotion and activations

- Explore alternate locations for activations to provide more reach for young people located in regional NSW (outside of Sydney);
- Consider the cost-benefit of activations in relation to online marketing spend;
- Better utilise promotion and competition benefits offered as part of partnerships;

### Partnership and coordination

- Examine the role and structure of the current working group and look to merge with other youth oriented project working groups (Sexual Health Advisory Committee SHAC) to ensure greater support for initiative and report directly to HPRP WG, with sub-working groups as required;
- Bring the SHAC in line with the HPRP WG to guide social marketing activities with younger target audience and provide greater support;
- Continue to partner with LHD HARP teams, Family Planning NSW, SHIL and CSRH;
- Explore new/alternative members to join the partnership, including Yfoundations;

### Funding and resourcing

- Develop separate 'media spend' budget;
- Continue to advocate for condom promotion and distribution to reach young people through this Initiative;

### Evaluation

- Continue to partner with CSRH to measure the ongoing impact of the initiative on young people's sexual health behaviours.

### 3. Background

The GTPS campaign was a statewide STI social marketing strategy launched by the MOH in 2009 and again in 2011, aimed at sexually active young people aged 16-24 years old. As well as using a range of traditional marketing strategies (TV, print, radio and online advertising), in the second phase of the campaign, (2011) a pilot partnership was undertaken with the promoters of music festivals, directly engaging young people. Based on the evaluation, festivals were identified as key vehicles for aligning messages from the GTPS campaign, and so, STIPU adopted this latter strategy to continue to extend the reach of the messages in this space. Supported by the MOH, a partnership was developed with the promoters of three festivals as part of the 2011-12 festival season: Festival A, Sydney, in November 2011; Creamfields, Sydney in March 2012; and Groovin the Moo, Maitland, in May 2012. A report and evaluation were written by STIPU at the conclusion of the season.

This report indicated that the majority of ticket purchasers at all three festivals were within the campaigns target market (median= 74%), a substantial majority had engaged in sex recently, many had more than one partner (casual partners), condom use was not consistent; and STI testing rates were low. Furthermore, there was a trend of increased visibility of the messages and campaign across the festivals; Festival A (59.6%, Creamfields (70.9%) and GTM (81.8%). This report included a set of key recommendations to shape future partnerships with festival promoters to engage young people with sexual health messaging. The recommendations from the report were:

- Establish a festivals working group led by NSW STI Programs Unit, steered by the HPR Project Working Group, with partners including LHD HARP HP teams and MoH;
- Continue to build on the LSLC message across all platforms, with the GTPS message to be utilised as the secondary message when targeting young people in a festival environment ;
- Further explore effective social media activities at future festival events;
- Continue to support the Festival Initiative through further research;
- Strategies need to be tailored to the “personality” of each festival.

In line with these recommendations, the NSW Festivals Initiative has been established as a three year partnership project to further extend sexual health messages and increase brand awareness among young people. The timeline for the Initiative stretches across three festival seasons from November to May: 2012-13, 2013-14, and 2014-15. Across the partnership initiative it is planned that a range of different festivals and strategies will be explored, taking into account target demographic, location, cost, sponsorship benefits and impact of the initiative.

## 4. Project Brief

### Aim and Objectives

While there were three aims and three objectives in the original GTPS campaign, the 2011-12 festival season partnership utilised one aim and one objective from the campaign in order to maximize the reach of messages in festival environment. In line with recommendations in the report of the 2011-12 season, two further aims and objectives from the original campaign were adopted to provide greater scope and flexibility to meet the “personality” of each festival.

#### Aim

- Increase young heterosexual people’s awareness of issues relating to sexually transmissible infections (STI) testing, treatment and prevention;
- Change young heterosexual people’s behaviour in relation to accessing general practitioners for STI testing and treatment; and
- Improve young heterosexual people’s skills in relation to sexual health communication and prevention practices.

#### Objectives

- Increase awareness of the high prevalence of STIs and the asymptomatic nature of many STIs and the implications of this in new regular relationships;
- Increase the awareness and availability of simple testing and treatment / management for STIs;
- Increase awareness of the importance of using condoms to prevent STIs.

### Target Audience

The target audience for the NSW Festivals Initiative remains the same as that outlined in the original GTPS campaign—sexually active heterosexual young people aged 16-24 years old.

### Key Message

Building upon the recommendations of the previous festival season (2011-12), the Love Sex? Love Condoms! (LSLC) brand was maintained in order to continue to promote and increase recognition of the importance of condom use. The LSLC logo was utilised as part of a range of online, print and sampling (resource distribution) strategies. This includes condoms, slapbands, social media and blog posts, event guides, banners and flags. These are described in more detail throughout the report.

### Evaluation

#### Process

A range of process evaluation measures were utilised across the 2012-13 festival season to evaluate the NSW Festivals Initiative. A survey monkey was sent to all staff that worked on the Festival A activation in November 2012. This provided feedback on staff engagements with festival patrons during festival activation. There were thirteen (13) responses to the survey including four (4) peer educators from NSLHD. Following the Festival B Festival in February 2013, a meeting was held with staff that worked the activation. Finally, at the conclusion of the 2012-13 festival season the NSW Festival Initiative Working group

completed an evaluation of the partnership utilizing the Vic Health Partnerships Evaluation Tool. Feedback from the survey, the post-festival meeting and the partnership tool have been used throughout this report and to formulate recommendations.

## Impact

As part of the contractual arrangements between the festival promoters, demographic data is provided to ensure appropriate audience segmentation and statewide coverage. Further, in line with recommendations from the 2011-12 festival season an evaluation framework was developed in partnership with the CSRH.

The current project consists of a cross-sectional online survey among festival attendees to assess their characteristics, exposure and engagement with the initiative, their understanding of sexual health messages offered and the potential effect of these messages on attendees' motivations towards adopting recommended sexual health behaviours. The key objective of the Initiative was to increase young peoples' intentions to discuss sexual health related topics, use condoms and Gettested for STIs. This was submitted to and approved by the SESLHD Human Right Ethics Committee (HREC) prior to Festival B in February 2013. The data presented in this report provides a brief snapshot of the impact of the initiative on festival goers' intentions towards positive sexual health behaviours as a result of the Initiative. A more detailed impact evaluation will be available in a separate report following further analysis of all data. It is important to note that the impact of the initiative will only be based on data collected from the Festival B Festival. However, the post-festival evaluation conducted at the Festival A festival did formulate into the framework for the evaluation.

## Investment

There were 11 funding partners for the 2012-13 season, 12 LHDs and FPNSW. An initial request of \$10,000 per organisation was requested from Sydney based LHDs and statewide services (FPNSW) and \$5,000 from regional and rural LHDs. The table below shows the contributions made for the 2012-13 season. All partner organisations involved in the working group and festival activations paid for costs associated with their staff working outside normal hours according to their individual policies, regardless of financial contribution. SHIL also supported the project as a major referral pathway on resources and advertising across the three festivals.

**Table 1. Funding Partners**

<b>Organisation</b>	<b>Contribution (\$)</b>
CCLHD	5,000
FPNSW	5,000
ISLHD	5,000
MNCLHD	2,500
NNSWLHD	2,500
NSLHD	10,000
SESLHD	10,000
SLHD	10,000
SWSLHD	10,000
WSLHD/NBMLHD	7,000
Sub-total	67,000
STIPU	42,000
<b>TOTAL</b>	<b>109,000</b>

## **5. Coordination**

### **NSW Festivals Initiative Working Group**

To ensure that every LHD could participate in the planning and implementation of the NSW Festivals Initiative, HARPM were requested to nominate a representative from their LHD, regardless of their financial contribution to funding for the initiative. Further, in line with recommendations from the previous year, both clinical and non-clinical staff formed part of the working group. This resulted in three nurses and ten health promotion staff being represented on the group. The working group met regularly via teleconference (and in person for those members located in Sydney) in the lead up to Festival A in November 2012, with all staff working across most areas of the project to ensure deadlines were met and experience could be gained in a range of areas. This was identified as a key strength of the project in the partnership evaluation tool, with working group members indicating it is a great capacity building strategy for staff across all LHDs and services as they keep them informed of what is happening with the project and this keeps them involved. It also provides a platform to discuss ways in which staff can leverage off the project where there is less capacity within some LHDs.

Further, it has given the project a level of recognition/validity/importance within the sector. It "scales up" the ability to reach large numbers of young people in an appropriate & accessible way. The use of innovative engagement (including online) to promote sexual health and STI messages, enables the project to maximise the message reach

For the following festival, Festival B in February 2013, the Working Group was divided into two, with one team focusing on online components of the project and the other focusing on the activation. This decision was made due to competing LHD and other statewide project commitments of staff on the Working group, including Fair Day, World AIDS Day and YouthWeek. Both groups met less regularly and conducted most work via email and teleconference. This was identified in the partnership evaluation as a much more effective and efficient use of time. However, this did result in STIPU and FPNSW taking on significantly more work than other project partners. This was however acknowledged by all project partners in the partnership evaluation.

### **Promotion and Sponsorship Management**

STIPU took a lead role in managing contracts on behalf of the NSW Festivals Initiative (both Festival A and Festival B). As STIPU is auspiced by SESLHD, all briefs were placed through the SESLHD Chief Executive for approval. Totem One Love Group PTY LTD (Totem) was the promoter of Festival A. The sponsorship arrangement between TOTEM and STIPU was managed by Peer Group Media (PGM). The sponsorship arrangement between STIPU and the promoters of Festival B was managed by Mix It Up (MIU). MIU were also the sponsorship managers for Outpost Festival prior to its cancellation. An alternative festival was not identified in lieu of Outpost.

### **Festival Activation (on the day)**

Both FPNSW and STIPU took a lead role in overall project managing the day at each festival. This included briefing and liaising with all staff working the activation, the festival sponsorship groups, security, and also meeting key stakeholders to provide briefings across the day. Staff working the activations included LHD and FPNSW Health Promotion Officers, nurses from Sydney Sexual Health Centre (SSHC), as well as 4 peer educators from NSLHD that worked on the Festival A activation.

## **Tools and Assets**

The NSW Festivals Initiative required several assets and tools for use at both Festivals to work with the target audience. There were two requirements, the first was a set of assets for use as part of the activation strategies and the second was a tool that could be integrated into the Festivals' social media sites and engage young people online.

### **Love Sex Love Condoms Infobooth**

STIPU invested in the design and manufacture of these through employing the services of a brand activation agency. The concept of the LSLC Infobooth was developed by PGM. This was developed and launched at the Festival A festival in November 2012. The development and build of these assets proved challenging, with the original scope of work not being met. This resulted in the activation assets that arrived at Festival A not being complete and much of the key branding not matching what was requested.

Following consultation with staff working the Festival A activation, anecdotal feedback from festival goers at the event and consultation with other key stakeholders the assets were rebuilt by PGM as well as a significant discount being provided on future festival partnerships. The assets included an Operation-style game that, carnival-style cutouts, info booth, 64m of synthetic turf and 7 plastic molded chairs. These allowed the Initiative to theme the activation space and engage festival goers with sexual health messages while also adding to the festival 'experience'.

The activation assets were cost-prohibitive with a range of ongoing costs associated, including 'bump in' and 'bump out' of each festival, storage and maintenance. This did not occur in the 2011-12 festival season as many aspects of the activation were hired and a significant discount was received due to a pilot of the partnership between NSW Health and the sponsorship management group.

### **Dare to score (D2S) tool**

The D2S tool was developed as a 'stop gap' measure for the 2012-13 festival season in lieu of utilising the gettested website. While the MOH were undertaking a review of the Gettested website and a timeline could not be provided, so in line with the recommendations of the 2011-12 evaluation report, the D2S tool would allow for greater social media integration as well as a clearer referral pathway to testing for users. The D2S tool was developed by S1T2, as a quick, personalised sexual health risk assessment providing young people with interactive referral pathways to SHIL. It commenced as a mobi site (accessible on smartphones only), allowing users to click on the SHIL number and be directly connected or click on a button that opened a new email linking them straight to the SHIL email.

Following user feedback at the Festival A Festival, in November 2012, it was relaunched at Festival B with desktop functionality, 'a quick quiz' for users who were not sexual active and social sharing functionality.

## 6. Project Strategies

The following strategies and activities were completed during implementation of the initiative between November 2012 and May 2013.

Online strategies				
Dare to Score website- <a href="http://www.daretoscore.com.au">www.daretoscore.com.au</a>	A quick, personalized sexual health risk assessment providing users with an interactive referral pathway to SHIL	Developed in consultation with clinicians, HP staff, FPNSW Focus tested with YP at Festival A	Version 1 developed October 2012  Version 2 developed January 2013	Launched at Festival A, Nov 2012.  Relaunched at Festival B, Feb 2013
Facebook and Twitter Social media posts	Pre and post patron engagement driving people to dare to score website	Developed in consultation with Festival A and SW promoters	Developed October 2012	Posted November 2012 (Festival A)  Posted February 2013 (SW)
eDMs (electronic newsletter)	Developed content for eDMs to be sent to Festival A and Festival B Festivals' subscriber databases, promoting activities and brand awareness	Authored by WG in consultation with festival promoters	Developed October 2012 and January 2013	Launched November 2012 (Festival A)  Launched February 2013 (SW)
Blog Post	Short article to promote festival activation on Festival A website	Authored by WG and SESLHD media Comms. in consultation with festival promoters	Developed October 2012	Published online November 2012
Banner Ads	Click through advertising on <a href="http://www.eventfinder.com">www.eventfinder.com</a> , promoting the dare to score website			Low rotation in week leading up to SW 2013
News.com.au article	Online article promoting activation and sexual health messaging at Festival A	SESLHD media comms. and Initiative WG		24 <sup>th</sup> November 2012 (Festival A)
LSLC activation infobooth	Development of assets for use at festivals for engagement with festival goers across the 3 year partnership to build brand awareness		Designed and built in November 2012  Rebuilt in January 2013	Launched November 2012 (Festival A)  Re-launched February 2013 (SW)
Festival activations	Engagement with festival patrons at Festival A and Festival B Festivals	All WG members, LHD staff and NSLHD peer educators		24 <sup>th</sup> November 2012 (Festival A)  24 <sup>th</sup> February 2013 (SW)
Branded condoms	Distributed to festival goers at Festival B. Provided link to <a href="http://www.daretoscore.com.au">www.daretoscore.com.au</a> As well as QR code			February 2013 (SW)

Branded wristbands	Resource used to engage festival goers at activations and provided link to <a href="http://www.daretoscore.com.au">www.daretoscore.com.au</a>			November 2012 (Festival A)  February 2013 (SW)
Festivals initiative evaluation framework	Submission of evaluation framework to SESLHD HREC	Developed in partnership by STIPU and NCHSR	Submitted February 2013 Amended submission April 2013	Approved May 2013
Festivalsurvey.net evaluation website	Standalone website hosting SW post-festival event survey (ethics approved)			Launched May 2013
Post festival online survey	Data collection tool measuring festival goers' increased awareness of STI testing, treatment and prevention as a result of the Initiative	Developed by STIPU and NCHSR, in consultation with HPRPWG	Developed February 2013	Launched 24 <sup>th</sup> May 2013
HIV Australia Article	Article profiling sexual health messaging in a festival environment	Authored by STIPU project manager		Published March 2013
CAS presentation	Presentation of the NSW Festivals Initiative to the Ministerial Advisory Committee on STIs	Presented by Head, NSW STIPU		Presentation made in May 2013
LHD component tool	Development of a supporting document for LHDs to activate the NSW Festivals Initiative locally	Developed by STIPU. Feedback from LHD HARP HP Teams	Drafted May 2013	
Festival elements across LHDs	Adoption of elements of the NSW festivals initiative into other LHD activities	HARP HP teams across LHDs	Ongoing	

## 7. Referral Pathways

Following recommendations from the 2011-2012 evaluation report, The NSW Festivals Initiative aimed to engage with festival goers using mediums they were utilising (the Internet, social media and mobile technologies).

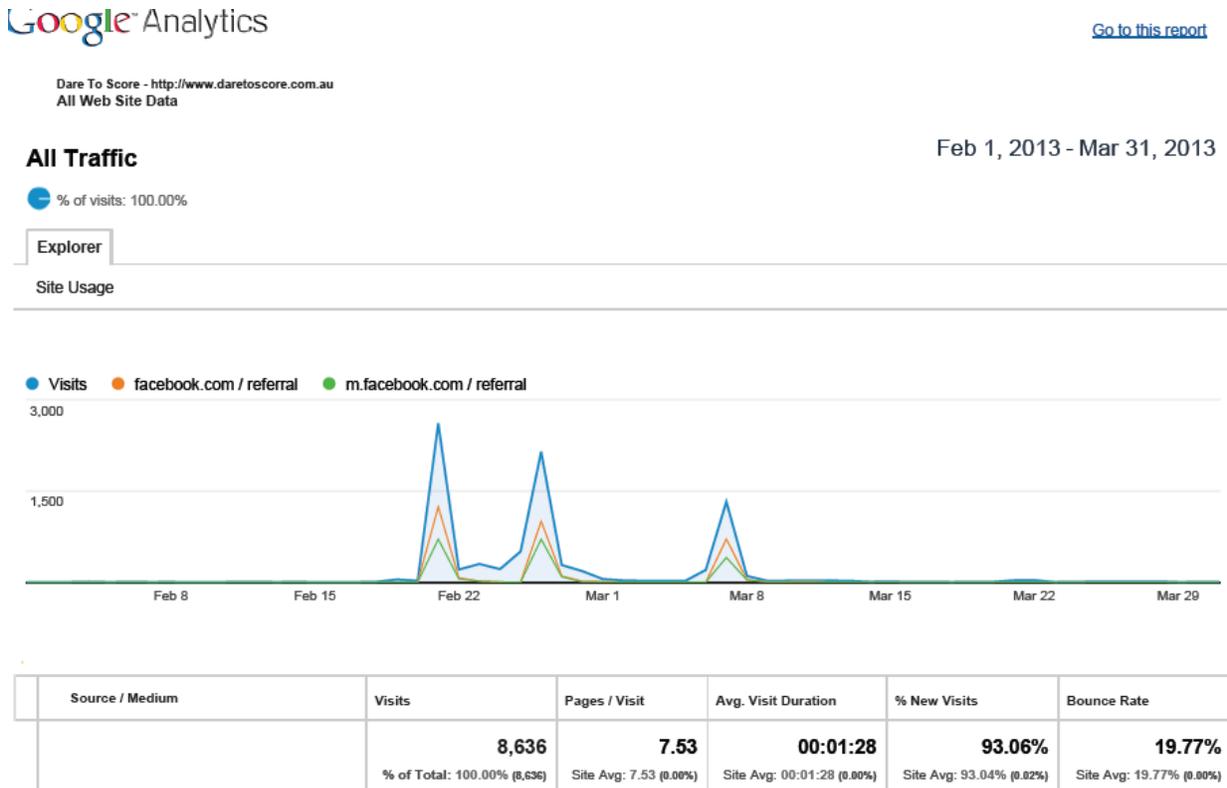
### Sexual Health Infoline via D2S

D2S was launched at the Festival A Music Festival in November 2012. There were 1,722 unique visitors in the first two weeks following its launch and 52 unique 'click-throughs' to contact SHIL 'to find out more about testing'. Not all of these may have resulted in contact with a SHIL nurse, but they were intentions to do so. As discussed above, there was no desktop access in this version. When the D2S tool was re-launched in February 2013 with desktop functionality, there were 7,945 unique visitors in one month, with 75% of visitors accessing the website via a direct link (Social media link, Banner ad etc) and 22% via direct source (typing in the URL or scanning the QR code). There were 620 unique click throughs to contact SHIL 'to find out more about testing'. Again, not all of these may have resulted in contact, but they were intentions to do so. Visible contact with SHIL as a result of D2S for the 2012-12 festival included 10 emails and 1 phone call.

D2S was utilised on all of the social media advertising. Each time that the link was placed on a festival promoter's social media page, there was a burst in activity on the site (see Graph 1 below). Once the 'post' had moved down the promoter's Facebook feed, activity on the page would cease quickly. Also, as there is little or no mobile phone reception at music festival events due to so many people being in a confined space

and 'jamming' signals, there was not a lot of website activity on the day of the events despite people being told at the activations and resources being distributed (branded condoms) displaying the web address for D2S. This indicates that people do not access the site once they return home and that constant online promotion is necessary to drive people to it.

**Graph 1: Google Analytics- Visitors to daretoscore.com.au**

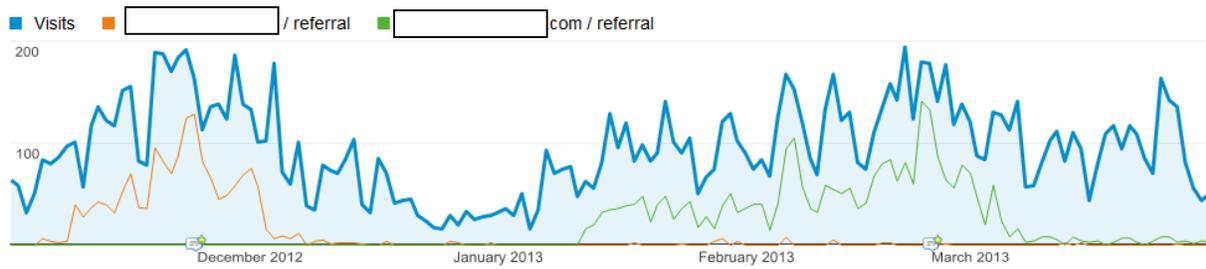


### Gettested website

While the D2S tool was utilised as the major referral pathway for the 2012-13 Festival Initiative, the Gettested website was used for some elements when the D2S tool was in development mode. This included being used as the referral weblink from the LSLC sponsor logo displayed on the Festival A and Festival B websites. This generated large numbers of new visitors accessing the Gettested website. Google analytics data highlighted that there were 2,567 and 1,483 unique visitors to the Gettested website that were directly attributed to the Sterosonic and Festival B respectively (see Graph 2 below). However, they only spent a median time of 39 seconds on the website. This indicates that the information provided on the website was not relevant and/or engaging for the target audience.

Further to this, following completion of the Festival B post-event survey, respondents were automatically sent to the Gettested website. This saw a spike of over 500 unique visitors accessing the Gettested website in one day (24<sup>th</sup> May 2013). This was a substantial increase as compared with the 2011-12 evaluation which saw just 109 unique visitors access the Gettested website across the festival season, despite advertising at three music festivals.

**Graph 2: Google Analytics- Visitors to gettested.com.au**



## 8. Festival A Evaluation

### Attendance and Promotion

Festival A is considered Australia's largest electronic music festival. It is an 18+ event. In 2012, Festival A Sydney sold out two weeks prior to being held at ANZ Stadium, with 62,000 people attending. The line-up spans trance, dubstep, house, techno and electronic music genres. It is one of the first festivals of the season, occurring in late November and early December, travelling to Perth, Adelaide, Melbourne, Sydney and Brisbane. The Festival A audience is 60% female and 40% male, with a primary target age of 18-26 years (62%), followed by 25-34 years (32%) (All data provided by the promoter).

Festival A attendees are described as on-trend and image-focused, peer influenced, online shoppers and very much into 'brand names'. They are at the festival to be 'seen' and network. They are adventurous risk takers who enjoy clubbing and listen to mainstream radio. Many have a disposable income, no kids and still live at home or in share housing. The Festival A online presence is very strong with a high level of engagement through social media. There are over 199,200 Facebook Fans and 14,000 Twitter Followers. Festival A also have 268,000 subscribers to their e-database (April 2013).

### Partnership Rights & Benefits

#### Trademark Rights:

NSW Health was granted a license to use all event trademarks and logos in approved pre-event communications. This right was not utilised as part of the Initiative as there was no website or other suitable hosting space to promote the partnership using the Festival A trademark in the lead up to the festival. The MOH gettested website does not currently have this type of functionality. Further to this, the Initiative did not have a separate 'media spend' budget that would have allowed external media channels (print, TV, radio and online) to be utilised to promote the partnership. This was further hindered by a lack of social media access and no social media policy in SESLHD, meaning that social networking sites could not be explored for this purpose.

#### Pre-Event Promotion:

NSW Health was granted the right to run a pre-event promotion, via online and/or in store activity. This was a substantial benefit and was not utilised as NSW Health did not have a suitable competition mechanism, an electronic database for hosting or maintaining entrant details, a lottery licence for hosting a competition or a set of terms and conditions required for running a competition.

#### Online Rights:

NSW Health received two EDMs to promote the Touring Party campaign prior to the event. One EDM pre-event and one EDM post-event. These were developed in consultation with NSW Health and sent out via the promoters. The pre-event EDM post promoted the dare to score There are currently 268,000 people

subscribed to the Festival A e-database and was an underutilised benefit, with no URL link in the article, and so, an opportunity for direct link to an online referral pathway was missed.

#### **Blog Support:**

As part of the partnership, NSW Health received one Festival A blog post. This was a short article that appeared on the Festival A blog entitled "Love Sex? Love Condoms!". The article discussed rising STI rates among young people, the importance of STI testing and condom use. It also described the activation that would be appearing at Festival A, Sydney as part of the partnership. The article also provided the SHIL phone number and email address, under the Nurse Nettie pseudonym. Unfortunately there was no URL link in the article, and so, an opportunity for direct link to an online referral pathway was missed.

#### **Logo Rights:**

The campaign logo was featured on the Festival A website, with a URL link to [www.gettested.com.au](http://www.gettested.com.au). This benefit resulted in 1,483 unique visitors to the Gettested website across the Festival period. Further to this, the campaign logo was featured on the event App and in the printed guide, with a URL link to the D2S tool- [www.daretoscore.com.au](http://www.daretoscore.com.au)

#### **Social Media Rights:**

NSW Health received two Facebook posts to promote the Initiative on the Festival A Facebook page. The pre-event post- event messages used the key campaign message 'LSLC' as well as encouraging festival goers to use the D2S tool by providing a click-through link to the site. They were key partnership benefits and resulted in large numbers of click throughs (over 1,200 unique visitors).

#### **Real Estate Rights:**

The partnership was provided with an 8m x 8m activation space to engage with festival patrons. Unfortunately, the space to activate was not ideal. It was located too close to the entrance of the festival, this meant that many festival goers walked straight past the activation without engaging and did not return later in the day. The activation was also branded incorrectly as described earlier in the report. Around 2,000 people engaged with staff between 11am and 5pm.

#### **Sampling Rights:**

An unlimited supply of condoms were able to be distributed from the activation space along with 5,000 branded wristbands. Four seasons condoms were also at the event, distributing a 'Festival A' branded condom. It was unnecessary for both parties to be distributing condoms, with many condoms being thrown or dropped on the ground across the day.

#### **Marketing Material:**

NSW Health was granted advertisement space in the Festival A App and printed guide map/guide. This was a substantial benefit many patrons downloading the App and receiving a printed map/guide upon entry into the event (62,000).

#### **Complimentary Tickets & Passes:**

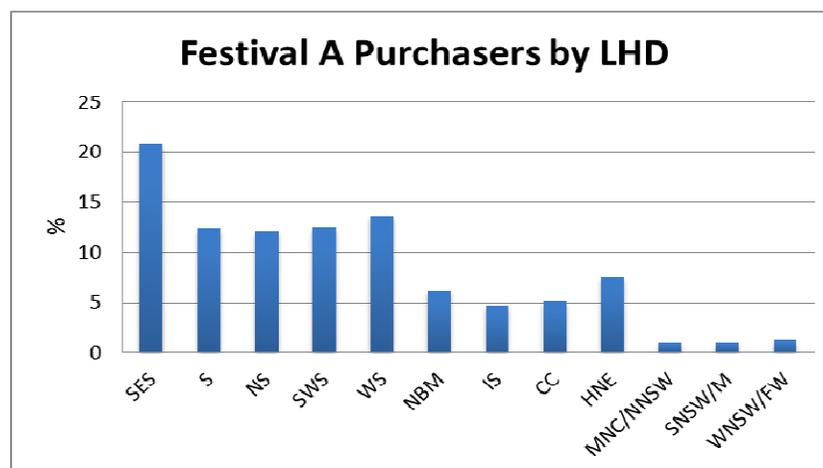
NSW Health received 4 x VIP, 16 x GA and 8 x workers passes. These passes were utilised to staff the activation as well as invite guests. This was a suitable amount, however, the VIP passes were initially allocated for competition prizes. This right was not utilised to its full potential as NSW Health did not have a suitable competition mechanism.

### **Ticket Purchasers**

Demographic data of Festival A attendees was collected at the time of ticket purchase via Ticketmaster. It should be noted that demographics were only collected from the ticket purchaser, not every ticketholder. Ticket purchasers were able to buy more than one ticket. Based on the data collected, 19,968 ticket sales were by residents from NSW.

The following graph highlights the geographic distribution of Festival A ticket purchasers across areas of NSW as defined by LHD. As in 2011-12 season, the majority of ticket purchasers were from the Greater Sydney area (71.4%), while regional and rural NSW accounted for just over a quarter of ticket sales (26.8%). Unfortunately, despite the contractual agreement, the gender of ticket purchasers was not provided for the 2012 Festival A festival.

**Graph 3: Festival A Ticket purchasers by LHD (Ticketmaster)**



### Impact Evaluation Survey

An impact evaluation of the campaign at Festival A was conducted using a post-festival survey promoted via the festival subscriber database and administered through Survey Monkey. This differed to the 2011-12 season, whereby the impact survey was promoted via the festival Facebook page. The use of a subscriber database increased the number of responses to the survey substantially, (although there was also an increase in the number of people engaging with the Festival A Festival generally). However, a Facebook post is indirect and can be easily missed on the News feed while an email is direct and is less likely to be missed.

In total there were 1,415 responses to the survey (817 in the 2011-12 festival season), a majority of responses- 64.7% were female and 35.3% were male. Two thirds (66.7%) were under 25 years of age, with a further 21.5% aged between 25 and 29 years. Of the sample, 64% work fulltime and 22.4% study full time. Of the respondents, 72.3% lived in Sydney, 18.2% in regional NSW and 3.2% in rural NSW.

### Sexual behaviour and risk practice

Survey respondents were asked about their sexual behaviour, with 92.8% having engaged in sex in the previous 12 months and 75% in the last month. Just under half of the respondents (48.9%), reported having had sex with 2 or more people in the previous 12 months, with 7.6% reporting 6-10 people and 5.4% reporting 10 or more people. Just under half of the respondents (49.4%) reported that they did not use a condom last time they had sex. 'I trusted my partner' was the most stated reason for not using condoms at 79%, with other reasons such as 'I had a recent STI test' or 'didn't have a condom with me' and 'too drunk/high' ranking lowly. Of the respondents, 41.7% had never been tested for an STI, with 49.8% of the total sample indicating that they did not intend to have an STI test in the next 6 months.

### Message awareness and intended action

When asked about advertising 55.7% of respondents saw the initiative. Of the respondents that saw advertising, this included seeing messages on the event guide (online and print) (60.2%), on the Festival A website (44.8%) and at Festival A Festival (38.7%). Unfortunately, the survey did not distinguish between the online and print advertising for the event guide. This was rectified when the evaluation framework was developed with the CSRH for use at the Festival B Festival.

When respondents that visited the festival activation were asked what the campaign messages conveyed, responses were 'increasing my use of condoms' (49.2%), 'getting tested for STIs' (36.9 %) and 'carrying condoms all of the time' (34.9%). This survey was utilised to refine the key messaging for further activations and formulate the framework for the impact evaluation.

## 9. Festival B Evaluation

### Attendance and Promotion

Festival B is an annual music festival held in major cities around Australia (Perth, Melbourne, Sydney and Brisbane), featuring International and Australian music acts, from various genres including rock, metal and punk. The 2013 Sydney Festival B Festival, held at ANZ Stadium on the 24<sup>th</sup> February 2012, was the largest one-day music festival in Australia. The festival sold out several months prior to the date, with over 75,000 people in attendance. Nationally, the Festival B audience is 60 % male and 40% female with a primary target age of 18-25 years old (64%), with 12-18 year olds making up 11% of the primary audience. Festival B Sydney was a 15 years of age and over event (All data provided by the promoter). The festival online presence is very strong, with an online reach of over 595,000, including Facebook, Twitter and e-subscribers (April 2013).

### Partnership Rights & Benefits

#### Right of association:

NSW Health was granted the right to be recognized as a sponsor of Festival B and have the LSLC condoms logo displayed alongside the Festival B Festival Trademark logo on all official media. This included a click through link on the festival website. NSW Health was the only sponsor granted this benefit and this saw significant traffic driven to the Gettested website (1,483 unique visitors).

#### Pre-Event Promotion:

NSW Health was granted the right to run pre-event promotions in the lead up to the Festival B Festival. NSW Health did not utilise this benefit.

#### Marketing Material:

NSW Health was granted a half-page advertisement in the Festival B programme. This was a substantial benefit with every patron receiving a programme upon entry into the event (75,000).

#### Sponsor EDM:

NSW Health was provided one sponsor inclusion in EDMs. This was utilised to promote the post- festival survey advertisement link. This link was sent to over 300,000 subscribers and resulted in 895 people participating in the survey. It is important to note that the survey was not in any way incentivised.

#### Entry/Exit Signage:

NSW Health was granted the right to display branded entry/ exit signage at the event. One banner was developed to use on exit. Taking up the entire entry/ exit space for messaging was not possible due to cost.

#### Sampling Rights:

Unlike Festival A condom sampling was restricted to 10,000. Further, they were only to be distributed as patrons exited the event. This was a very effective strategy with all condoms distributed in under 20 minutes. This ensured patrons left the event carrying condoms. The other sampling right was 5,000 branded wristbands (slapbands) to be distributed at the activation space.

#### **Real Estate Rights:**

NSW Health was provided with an 8m x 8m activation space to engage with festival patrons. This was located between the entry and exit of two main stages and was an excellent traffic flow spot, capturing festival goers as they moved between spaces. Around 2,500-3,000 people engaged with staff in the space between 12pm-5pm.

#### **Social Media Rights:**

NSW Health received two Facebook posts to promote the Initiative on the Festival B Facebook page, one pre-event and one post-event. Both posts used the key campaign message 'LSLC' as well as encouraging festival goers to visit the daretoscore website by providing a click-through link to the site. They were key partnership benefits and resulted in large numbers of 'click throughs' to the D2S tool (over 8,000 unique visitors).

#### **Complimentary Tickets & Passes:**

NSW Health received 10 x GA and 16 x workers passes. This was a suitable amount, however, 4 of the GA passes were initially allocated for competition prizes. This right was not utilised to its full potential as NSW Health did not have a suitable competition mechanism.

#### **Other:**

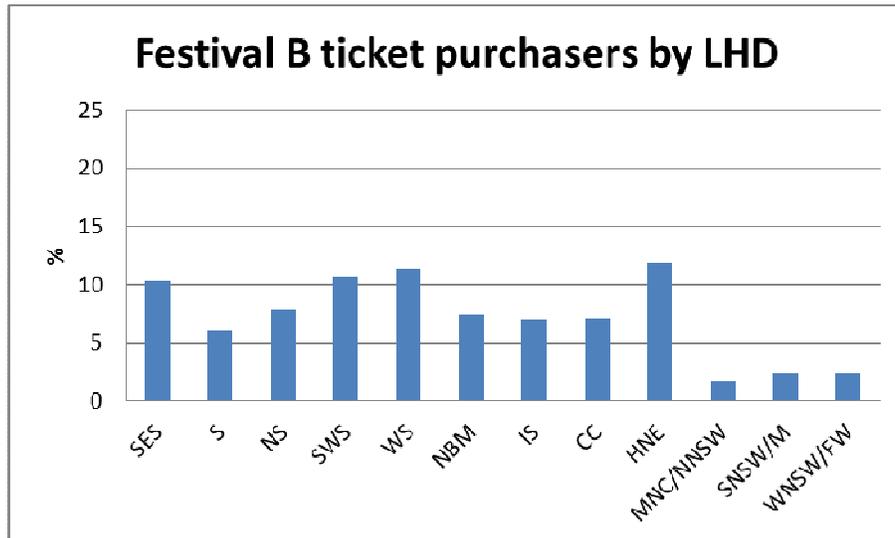
Due to the issues that occurred at Sterosonic in November 2012, PGM provided NSW Health free online banner advertising on Event Finder (low rotation). This was utilised to promote the D2S tool in the week leading up to Festival B. This only resulted in 53 'click throughs' to the D2S tool.

### **Ticket Purchasers**

Demographic data of Festival B attendees was collected at the time of ticket purchase via OzTix. It should be noted that demographics were only collected from the ticket purchaser, not every ticketholder. Ticket purchasers may buy more than one ticket. Based on the data collected, 85.67% of ticket sales were by residents from NSW.

The following graph highlights the geographic distribution of Festival B ticket purchasers across areas of NSW as defined by LHD. The majority of ticket purchasers were from the Greater Sydney area (71.4%), with 33.5% from regional or rural NSW. Of the ticket purchasers, 54.7 % were male and 45.3% were female.

#### **Graph 4: Festival B Ticket purchasers by LHD (Oztix)**



## Impact Evaluation Survey

An impact evaluation of the Initiative at Festival B was conducted using the evaluation framework developed by STIPU and CSRH. This was submitted and approved via SESLHD HREC for approval as a cross-sectional survey. The survey was promoted via the Festival B e-subscriber database. This allowed the survey to be promoted to over 300,000 people subscribed to the Festival B e-database. Further to this, NSW Health was able to leverage off the Festival B trademark, giving the survey an endorsement by the promoter and acceptability among the subscriber group. The email that was sent out advertised a URL link to [www.festivalsurvey.net](http://www.festivalsurvey.net) that subscribers could click on to participate in a survey. By hosting the survey externally, all data that was captured would be owned by NSW Health and not by the festival promoters.

In total, there were 888 responses to the survey, with 47.9% of responses from males, 51.2% from females and 1% from people who identified as transgender. The median age of respondents was 22 years. It is important to note that respondents could participate in the survey even if they did not attend the Festival B Festival in Sydney as they would still have been exposed to online components of the Initiative.

## Sexual behaviour and risk practice

Survey respondents were asked about their sexual behaviour, with 87.2% having ever had sex, with 50% of male respondents and 43% of female respondents reporting casual partners in the 6 months prior to the festival. Only 29.3% of respondents reported consistent condom use in the 6 months prior to the festival, with 32.8% reporting they never use condoms. Of the respondents, 50.4% had never been tested for an STI, with only 13% of the total sample indicating that they have been diagnosed with an STI.

## Message awareness and intended action

For the Festival B Festival evaluation, respondents were asked about online advertising and print advertising for the Initiative separately. When asked about online advertising, 24.1% of respondents saw the messages. Of the respondents that saw the online advertising, 78.1% identified advertising on the Festival B website,

followed by Facebook (60.9%) and having had something sent to them in an email (52.8%). Of the survey respondents, 54.8% attended the Festival B Festival in Sydney. Of these, 26.8% saw campaign advertising in the festival guides and 15.4% on a branded condom at the exit gate.

Based on the survey results of the Festival B Festival, survey participants were asked about their intentions to adopt a set of sexual health behaviours in two ways, the first focusing on condom messages and the second on STI messages. Overall respondents to the survey identified that, young people should: 'Use condoms every time they have sex (59.5%), 'carry condoms with them' (56.7 %) and 'talk to their partner/s about condoms (55.4%) and 'talk to their friends about condoms' (48.5%). When respondents were asked what STI messages were promoted by the campaign during the festival, responses were, young people should: "Test for STIs" (61.6%), "talk to their partner/s about STIs (57%) and "talk to their friends about STIs (46%).

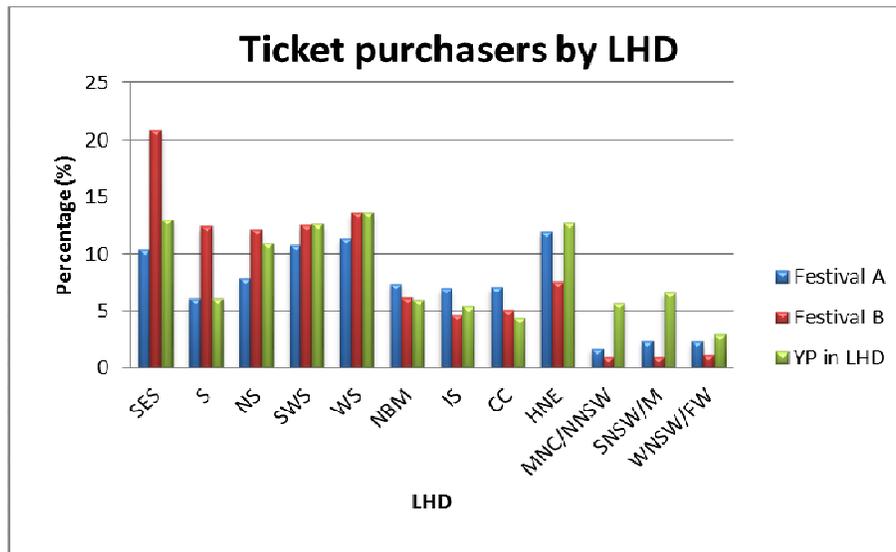
Further statistical analyses of the data among those respondents that did attend the Festival in Sydney suggest that the Initiative had a positive influence on motivations towards sexual among those who were exposed or engaged when compared with those who did not attend the event; presenting higher levels of intentions to engage in the recommended sexual health related behaviors; discussing sexual health related topics with peers and partners, using condoms and getting tested for STIs.

## 10. Discussion

Aligned with the findings of the 2011-12 festival season, the majority of festival goers were within the NSW Festival Initiative's target market demographically (16-24 years old). The ticket data from both festivals also indicates that festival goers travelled from all over NSW to attend the events. However, young people from the MNC, NNSW, SNSW and M LHDs were underrepresented at both festivals, indicating that Sydney based festivals do not attract as many young people from these areas (see Graph 5 below). In order to address this in future years, it may be necessary to explore alternate locations or settings.

As with the findings of the 2011-12 festival season, the post-festival surveys at Festival A and Festival B across the 2012-13 festival season identified that the vast majority of respondents were sexually active and engaged in behaviours that put them at risk for STIs. This is supported by ongoing research conducted by the Burnett Institute among young people in festival settings highlighting that this population increasingly engaging in behaviours that put them at risk for STIs (Lim, Bowring, Gold, Aitken & Hellard 2012).

### Graph 5: Festival Ticket purchasers by LHD (combined)



As with the previous season (2011-12), visibility of the Initiative was strong across the festival season. While printed advertising and condom distribution strategies were visible among those who attended the events, the number of assets required to 'add' to the overall experience of festival goers to support these strategies was large. There ongoing requirement to adapt and change to the "personality" of each festival and their audience was greater than first anticipated. Further, while NSW Health held several detailed discussions to ensure project objectives, timeframes and deliverables were understood by sponsorship representatives, several key sponsorship benefits were still unable to be utilised due to fast paced nature of the environment, including pre-event promotions and competitions which would have assisted in large volumes of traffic being incentivised to visit the Initiative website.

Overall, online strategies provided an ideal vehicle for reaching young people across NSW regardless of festival attendance. This was a substantial gain in comparison to the 2011-12 festival season. As research highlights, increasingly young people are turning to internet and mobile technologies to seek information about health (Campbell and Robards 2013). In considering the amount of online engagement with the Initiative in the lead up to, across and after both music festivals this highlights the acceptability of sexual health messaging within this group. Web traffic increased across the festival season, with greater reach and engagement at the second festival (Festival B) after the D2S tool had been optimised for both desktop and smartphone access and social media sharing.

The lack of phone calls received by SHIL across the Initiative (also seen in the 2011-12 festival season) as well as the exponential growth in the research agenda around harnessing online technologies to communicate sexual health messages, both in Australia and Internationally (Allison et al 2012, Gold et al 2011, Government of South Australia 2012) highlights the continued need to further consolidate online referral pathways. Further, the initiative must adopt more acceptable and youth friendly forms of online communication. Once this is achieved these could be further promoted through an online media strategy.

The online strategy could have been further bolstered across the 2012-13 season had other key benefits of the festival partnerships been adopted. This included the competition and promotion opportunities provided as part of both festival partnerships but were not utilised despite having been paid for negotiated in the contracts. These had the ability to provide substantial incentives to drive the target audience to the Initiative's websites and increase reach of messaging. Further, online engagement can provide more equitable access and reach of sexual health promotion messaging through the partnership across NSW.

Finally, the Initiative required an investment of time and resources that was greater than first anticipated by many LHD staff. And, while the WG provided a range of learning opportunities for the members, many

members were unable to make the necessary commitment to participate in the project due to competing project and work tasks.

## **11. Conclusion**

While preliminary statistical analyses of the data suggest that the initiative had a positive influence on motivations towards sexual health among festival attendees who were exposed to the Initiative and allows NSW Health to engage with large groups of sexually active young people en masse, festival activations can be costly. Overall, online strategies provided an ideal vehicle for reaching young people across NSW as they provide the most efficient and equitable reach of sexual health messages, regardless of festival attendance and should be explored further as part of this Initiative.

DRAFT

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