

# STIS ARE GETTING AROUND

WE NEED YOUR HELP

**STOP** THE  
RISE OF STIS

Get tested. Use protection.  
Every year. Every partner.

[qld.gov.au/stoptherise](http://qld.gov.au/stoptherise)



Queensland  
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# Campaign overview

## Health issue

Sexually transmissible infections (STIs) are common and on the rise in Queensland, particularly among young adults aged 15-29 years. Research indicates that people within this age group show higher rates of infection of STIs, coupled with a significant lack of understanding about sexual health and safe behaviours.

There are numerous infections that can be transmitted via sexual contact, some of which are notifiable. In Queensland chlamydia, gonorrhoea and syphilis make up the greatest number of notifications in the STI portfolio. Some STIs show no symptoms at all, and if left untreated can cause longer term health issues.

## Stop the rise of STIs

The 'Stop the rise of STIs' marketing campaign focusses on improving knowledge and awareness around sexual health, and encourages young Queenslanders (aged 16-29 years old) who are sexually active to get tested regularly and use protection — every year, every partner.

To get the target audience talking about their sexual health, and position testing as a normal part of their health routines, a series of 'STIcebreakers' was developed to help initiate STI-talk with friends and partners.

The 2020 campaign is supported by a website ([qld.gov.au/stoptherise](http://qld.gov.au/stoptherise)) containing information on testing, treatment and staying safe.

Appearing across out of home, digital and social media channels, 'Stop the rise of STIs' is in market from 3 February to 30 June 2020.

## How you can get involved

Queensland Health needs your help to *Stop the rise of STIs*.

By starting the conversation about sexual health with young Queenslanders, we can reduce the stigma attached to STIs and normalise testing.

To extend our campaign messaging we ask that you share the website ([qld.gov.au/stoptherise](http://qld.gov.au/stoptherise)) and creative assets through your owned channels.

Additional resources for health professionals and educators are also available [here](#), including tips for starting sexual health conversations with patients, links to accredited training, and more information on STI testing and practising safe sex.

Thank you in advance for your support.

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## Stakeholder toolkit

A campaign toolkit has been developed to enable stakeholders to share campaign messages through their channels. This includes the following:

- Promotional videos (15 seconds)
- Posters
- Social media and eDM titles
- eSignature

The high-resolution media can be downloaded here: [tinyurl.com/stoptherise](https://tinyurl.com/stoptherise)

In addition, a selection of campaign images/videos have been paired with suggested copy for social media and newsletter listings below. All content has been developed by Queensland Health experts. We would appreciate if you could share the messages without alteration. If you wish to change the messaging, please contact [campaigns@health.qld.gov.au](mailto:campaigns@health.qld.gov.au) to discuss your requirements.

All digital activity should link to the campaign website: [qld.gov.au/stoptherise](https://qld.gov.au/stoptherise)

## Newsletter content



### All good down there?

Queensland Health is tackling the rise of sexually transmissible infections (STIs) in a new campaign aimed at getting sexually active young adults to test regularly and use protection — every year, every partner.

‘Stop the rise of STIs’ encourages young adults to start talking about their sexual health, and positions STI testing as a normal part of their health routines.

The campaign arms young people with a series of STIcebreakers such as ‘Is your crotch top notch?’ to help initiate STI-talk with friends and partners, and reduce the stigma associated with what can be an awkward topic.

For more information on STIcebreakers, testing and staying safe visit [qld.gov.au/stoptherise](https://qld.gov.au/stoptherise)

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## Social media posts

Image	Video	Suggested copy
	<a href="https://youtu.be/bFrC7tV3L0s">https://youtu.be/bFrC7tV3L0s</a>	<ul style="list-style-type: none"> <li>Before you get it on, try an STIcebreaker to talk openly about sexual health. Breaking the ice with something like <b>'All good down there?'</b> can clear things up before they need clearing up. Visit <a href="http://qld.gov.au/stoptherise">qld.gov.au/stoptherise</a> for more info.</li> </ul>
	<a href="https://youtu.be/WNzGK37irl0">https://youtu.be/WNzGK37irl0</a>	<ul style="list-style-type: none"> <li>Before you get it on, try an STIcebreaker to talk openly about sexual health. Breaking the ice with something like <b>'Had the check? Let's go together?'</b> can clear things up before they need clearing up. Visit <a href="http://qld.gov.au/stoptherise">qld.gov.au/stoptherise</a> for more info.</li> </ul>
	<a href="https://youtu.be/1XQIdTVmLvs">https://youtu.be/1XQIdTVmLvs</a>	<ul style="list-style-type: none"> <li>Before you get it on, try an STIcebreaker to talk openly about sexual health. Breaking the ice with something like <b>'Is your crotch top notch?'</b> can clear things up before they need clearing up. Visit <a href="http://qld.gov.au/stoptherise">qld.gov.au/stoptherise</a> for more info.</li> </ul>
	<a href="https://youtu.be/bjwzPdkHsaM">https://youtu.be/bjwzPdkHsaM</a>	<ul style="list-style-type: none"> <li>Before you get it on, try an STIcebreaker to talk openly about sexual health. Breaking the ice with something like <b>'What should I know about your below?'</b> can clear things up before they need clearing up. Visit <a href="http://qld.gov.au/stoptherise">qld.gov.au/stoptherise</a> for more info.</li> </ul>
	<a href="https://youtu.be/0t-6oDMCxGU">https://youtu.be/0t-6oDMCxGU</a>	<ul style="list-style-type: none"> <li>Before you get it on, try an STIcebreaker to talk openly about sexual health. Breaking the ice with something like <b>'What's the lowdown on your down low?'</b> can clear things up before they need clearing up. Visit <a href="http://qld.gov.au/stoptherise">qld.gov.au/stoptherise</a> for more info.</li> </ul>


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	<p><a href="https://youtu.be/S3CvpT0njDQ">https://youtu.be/S3CvpT0njDQ</a></p>	<ul style="list-style-type: none"> <li>• Have you tried an STIcebreaker? Use one to clear things up before things need clearing up. Here's one we prepared earlier. Visit <a href="http://qld.gov.au/stoptherise">qld.gov.au/ stoptherise</a> for more info on saying safe, healthy and sexy.</li> <li>• Keep yourself safe and healthy by talking openly about sexual health with friends. Try an STIcebreaker to clear things up before they need clearing up. Here's one we prepared earlier. Visit <a href="http://qld.gov.au/stoptherise">qld.gov.au/stoptherise</a> for more info.</li> </ul>
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Alternate copy to pair with any of the above image/videos

**For consumers**

- Have you tried an STIcebreaker? Use one to clear things up before things need clearing up. Here's on we prepared earlier. Visit [qld.gov.au/stoptherise](http://qld.gov.au/stoptherise) for more info on saying safe, healthy and sexy.
- Over 55% of us are nervous when bringing up 'down there'. Try an STIcebreaker to start the conversation and help #StopTheRiseOfSTIs. Visit [qld.gov.au/stoptherise](http://qld.gov.au/stoptherise) for more info.
- Over 50% of us feel ashamed when bringing up 'down there'. Try an STIcebreaker to start the conversation and help #StopTheRiseOfSTIs. Visit [qld.gov.au/stoptherise](http://qld.gov.au/stoptherise) for more info.
- Over 48% of us are too shy to bring up 'down there'. Try an STIcebreaker to start the conversation and help #StopTheRiseOfSTIs. Visit [qld.gov.au/stoptherise](http://qld.gov.au/stoptherise) for more info.

**For health professionals**

- Queensland Health is tackling the rise of sexually transmissible infections (STIs) in a new campaign aimed at getting sexually active young adults to test regularly and use protection. #StopTheRiseOfSTIs encourages young adults to start talking about their sexual health, and positions STI testing as a normal part of their health routines. Visit [qld.gov.au/stoptherise](http://qld.gov.au/stoptherise) for more info.

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