

Providing Youth Sexual Health Education in Western Australia During COVID-19.

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Who we are:

The Youth Educating Peers (YEP) Project is a peer-led youth sexual health project run by the Youth Affairs Council of WA (YACWA). We provide inclusive sexual health education to at-risk young people and the youth sector across Western Australia.

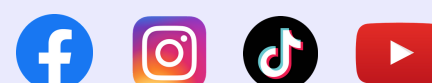
What we achieved during covid:

- 6 Social Media Campaigns in 6 months with over 100,000 views.
- 11 Downloadable Resources
- 35 new Videos, totalling over 50,000 views
- 5 Youth Webinars/online sessions
- 4 Youth Sector Webinars.
- High uptake from regional and remote WA.

Contact us & find our resources:

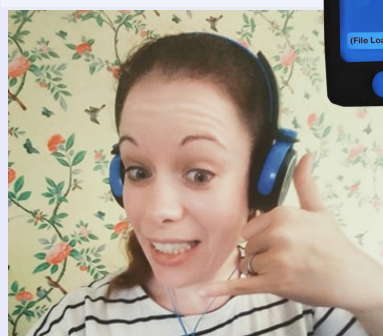
Website: theyepproject.org.au
Email: yep@yacwa.org.au
Phone: 08 9227 5440

Social media @theyepproject



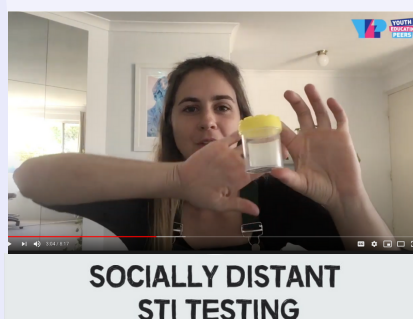
Things we learnt during COVID that you can replicate:

1. Go online



- Increase your social media communication
- Post regular and often
- Provide webinars

2. Be responsive



Be responsive to:

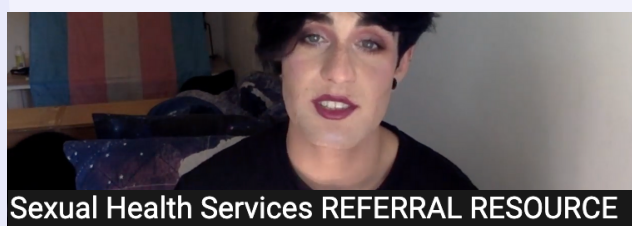
- COVID-19 updates
- Social media trends
- Young people's concerns

3. Involve young people in the process



- Ask young people what they want
- Use a peer-led approach

4. Create tools for those supporting your audience



- Provide youth workers with resources and text that can be easily shared via text message, email and/or on social media
- Ensure easy downloads, png, and pdf versions for re-sharing and high quality printing to enable resources to be mailed to clients
- Provide webinars that respond to topical sexual health needs

5. Recognise the needs of your audience



Use targeted messaging

- We created content specifically for culturally and linguistically diverse young people, LGBTIQA+ young people, youth at risk, and the youth sector

Use multiple platforms

- We used TikTok, YouTube, Instagram, Facebook, and our website.

Ensure accessibility

- Hard caption videos
- Provide image descriptions
- Use high contrast colouring
- Use simple English
- Use images to convey messaging

Use multiple mediums

- We used infographics, blogs, different length videos, and memes to cater for different learning styles and platforms
- Repeat messages across platforms