



# Be Safe Stay Well: Four videos to educate international students on sexual health and staying safe in Australia

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## Background

- There has been a growth in the international student population in Australia, driven primarily by university study and vocational training.
- Studying and living in a new country can bring a range of social challenges, including having a limited understanding of sexual health in an Australian context.

## Why were the videos made



Research and anecdotal evidence from local services reported lack of sexual health knowledge among international students.

Three focus groups with 36 students representing 22 countries wanted to know more about sexual health, safe sex, STIs and sex and the law.



## Outcomes

- *Be Safe Stay Well* videos launched on the HealthyWA website in March 2015.
- Animation and kinetic typography used for an audience whose first language is not English.
- Voice overs spoken by people from a range of countries to ensure authenticity.
- Videos were short (2 - 3 minutes each).
- 1,500 total views in 4 months.
- Average length of time spent on the page was 3:53.
- 95% of page visits were from Australia.
- Promoted on 16 different websites, in over 20 social media posts (facebook and twitter) and featured in 8 organisational newsletters.

### Evaluation (n=37)

- 92% thought the videos were appropriate for international students.
- 78% would recommend them to their peers.
- 81% learnt something useful.

## Lessons learnt

- The importance of engaging with the target audience in the early stages of resource development, to ensure that end-user needs are met.
- The use of videos is a culturally appropriate method for educating international students on sexual health.

Watch at [healthywa.wa.gov.au](http://healthywa.wa.gov.au)