



## **Convenience Advertising**



## **City of Melbourne Hepatitis C**

### **Harm Reduction and Community Education**

Almost 70 per cent of injecting drug users who saw Convenience Advertising Hepatitis C prevention messages in public toilets would speak to someone about the disease because they saw the messages, according to an independent evaluation.

City of Melbourne funded the Convenience Advertising narrowcast education program in 2003 targeting both the general public and injecting drug users (IDUs).

Two separate but complimentary messages were developed for both these target audiences with a stakeholder steering group including members from the Hepatitis C Council of Victoria, VIVAIDS, Foot Patrol, Living Room (primary healthcare provider) and key personnel from the City of Melbourne.

CA placed the messages in selected public toilets in the central business district of the City of Melbourne. A venue audit and the steering group informed venue selection according to bathrooms with high levels of IDU traffic. Messages for the general public were placed in the remainder. A card holder was attached to the IDU messages with a multi-panel Z – card detailing information and services for IDUs in the City of Melbourne.

CA maintained 118 display points in 22 key venues fortnightly throughout the campaign, with take away cards refilled, and message damage and graffiti reported.

The School of Psychology at Deakin University evaluated the program in August 2004 with 50 intercept interviews with IDUs and 50 with the general public.

#### **Results include:**

Convenience Advertising  
City of Melbourne Hepatitis C program  
February 2005



- The majority of the respondents in the general public target audience (66%) recalled seeing the message, of which 32% demonstrated detailed content knowledge.
- Overall the General Public respondents identified with the messages and would not dismiss them as being solely for IDUs
- 58% of the General Public sample demonstrated some increase in awareness of Hepatitis C
- 42% of IDUs recalled seeing the messages
- 100% of IDUs thought public bathrooms appropriate places for the display of the messages, and 90% thought the take away information useful
- 67% of IDUs would speak to someone about Hepatitis C as a result of seeing the messages

