

KEEP YOUR HANDS OFF OUR AMBOS!

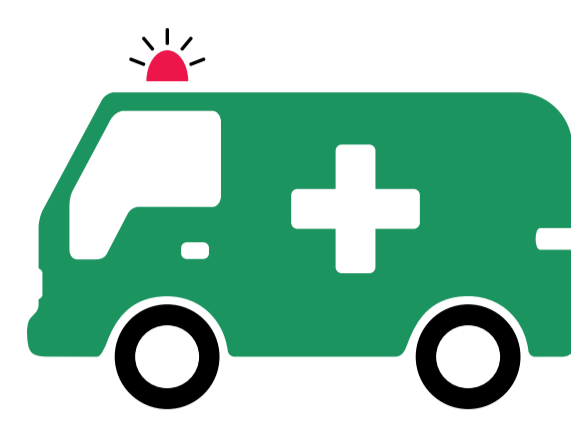
In 2014-15 violent and aggressive behaviour towards South Australian ambulance officers and paramedics (Ambos) had increased by 75% in the 3 previous years. Despite Ambo's sole focus being patient care and welfare, they increasingly faced violent and aggressive behaviour including verbal abuse, being spat on, intimidation through to acts of physical violence sometimes with a weapon.

Our creative strategy was simply to share the reality our Ambos face.

OBJECTIVES



Raising awareness of this issue



Reducing the incidents of violence and aggression against Ambos



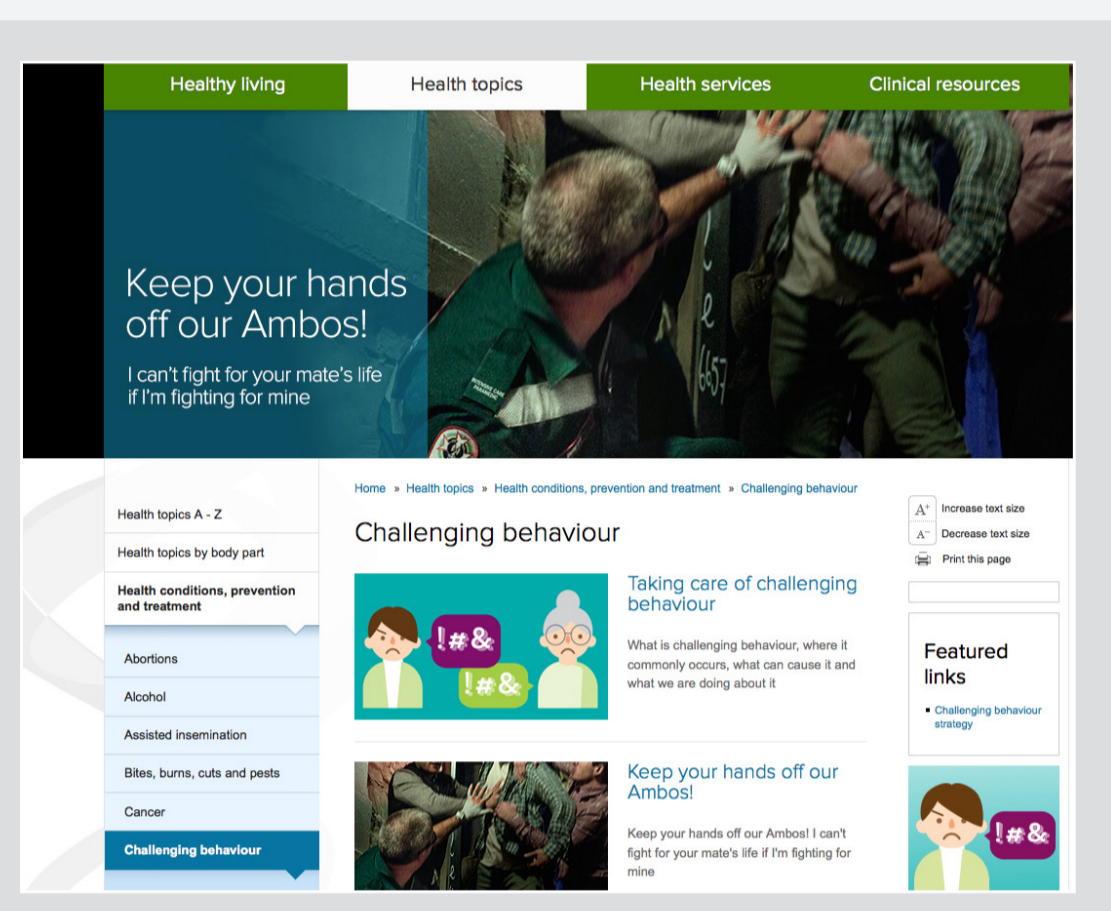
Ensuring Ambos feel safe at work and supported by the community

TARGET AUDIENCE

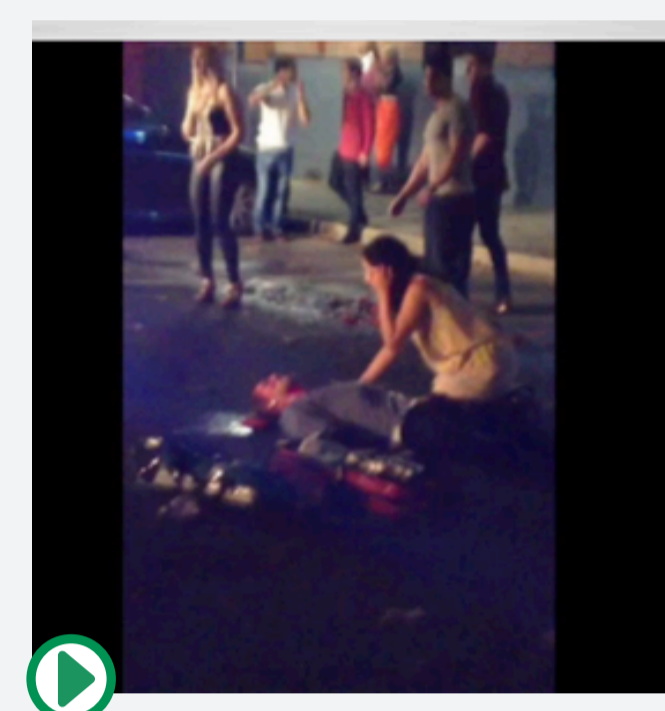
Men, aged 20 to 29 years · Licenced venue goers · Metro and regional settings

Our objective was to raise awareness of the problem, particularly among those who are most likely to be the perpetrators. We also wanted to create advocates for the better treatment of our Ambos.

CAMPAIGN ASSETS



Campaign website



Video for digital



Radio and venue ads

A short video was shot on an iPhone 4, without a script, in a single take, no edits and no treatments



WHY SOCIAL MEDIA LED?

- **Reach** – market research showed males aged 20-29 are heavy users of social media
- **Interactive** – opportunities to: answer questions, dispel myths and provide the potential to share
- **Cost effective**

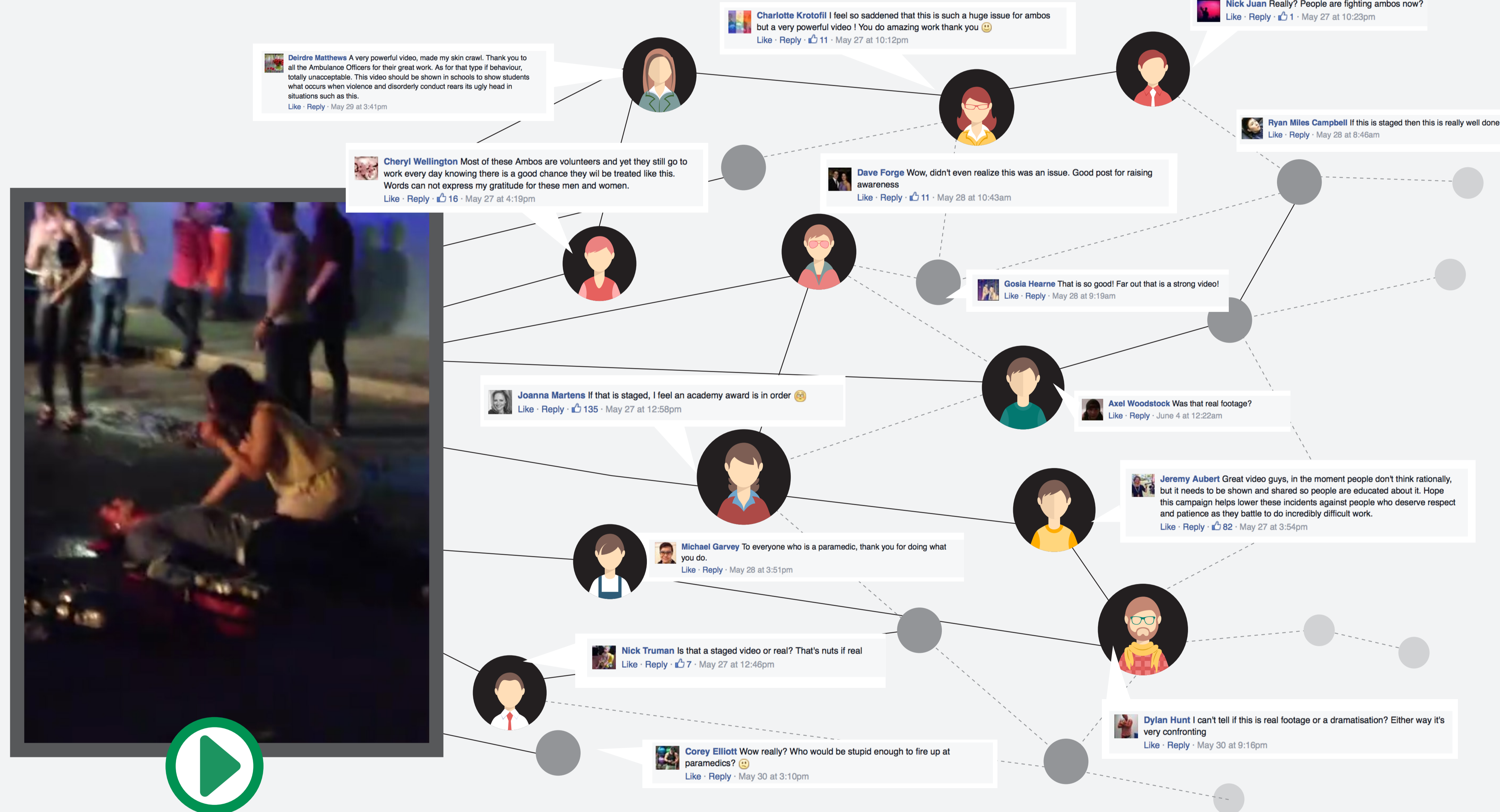
VIRAL within the FIRST 24 HOURS

The video was posted on the SA Health Facebook page www.facebook.com/sahealth

Within the first 24 hours without paid media and just under 20,000 followers the campaign achieved over:

- **1 million reach**
- **300,000 views**
- **23,000 likes**
- **8,000 shares**

The community was shocked and outraged about this issue which was reflected by the 5000+ comments



OUTCOMES SO FAR... have been phenomenal, including:

Campaign video

Facebook

OVER 2.3 million reach

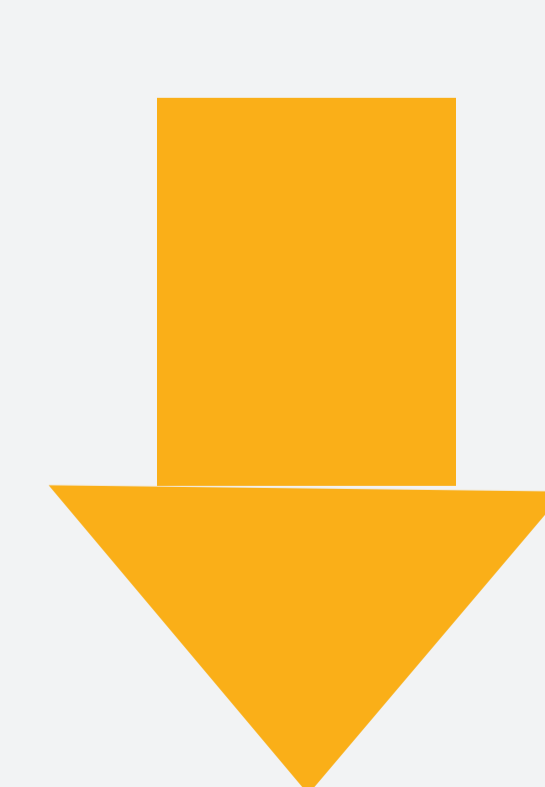
800,000 VIEWS

70,900 LIKES, COMMENT'S and SHARES

Most importantly

in the 5 months since the launch of the campaign

incidents against Ambos



decreased by 33%

A full evaluation will occur at the finalisation of the campaign in April 2016.

In the end we didn't just make people aware of what our Ambos go through, we made them care.