Social Marketing Technology
Outreach Program: Using Social Marketing to Reach Youth for HIV Awareness & Risk Reduction

Euna M. August, MPH; Rheneisha Robertson, MPH; Iman Shervington, MFA

IWES Background

- New Orleans based not-for-profit organization established in 1993.
- Mission: To improve the physical, mental, and spiritual health and quality of life for women of color and their families.
- Translational public health organization
- “Participatory action research” (PAR) philosophy
IWES Programs

- Youth sexual health programs:
  - teen pregnancy prevention
  - HIV prevention
  - community engagement and advocacy
  - positive youth development
  - post-disaster emotional resiliency

- STOP: enhancement of youth sexual health programs
  - Creation of a youth HIV prevention social marketing campaign
  - Core group of youth participants

Institute of Women & Ethnic Studies

16% PLWHA in Louisiana are youth
- 84% of those youth are AA

N.O. ranked 6th highest in HIV case rates in 2009 out of 40 US MSAs

- 22.5% of new infections are among AA youth

Institute of Women & Ethnic Studies

504-484-0410 • www.iwesnola.org
<table>
<thead>
<tr>
<th>Inputs</th>
<th>Outputs</th>
<th>Outcomes</th>
<th>Impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Staff/Consultant time</td>
<td>• Actual Product (responsible sexual behavior)</td>
<td>• 1900+ Facebook Friends</td>
<td>We weren’t able to collect data to measure long-term impact due to limited resources. With more resources and time we would analyze the following:</td>
</tr>
<tr>
<td>• Lit Review</td>
<td>• Core Product (confidence, empowerment)</td>
<td>• 520 MySpace Friends</td>
<td>• Awareness of the existence of the campaign</td>
</tr>
<tr>
<td>• Formative Research</td>
<td>• Augmented Products (kits, buttons, PSAs)</td>
<td>• 37 Twitter Followers</td>
<td>• Saturation based on dosage within the priority population</td>
</tr>
<tr>
<td>• SM Plan</td>
<td>• Price Barrier Reduction (Free Kits, Addressed HIV Stigma, Access)</td>
<td>• 2000+ Kits Disseminated</td>
<td>• Changes in knowledge, attitudes, and behavioral intent</td>
</tr>
<tr>
<td>• Engagement of Primary Audience</td>
<td>• Earned Media (Local News, Advocates For Youth Blog, AIDS.Gov Blog)</td>
<td>• Engagement of Youth in Prevention Programming</td>
<td></td>
</tr>
<tr>
<td>• Assignments</td>
<td>• Promotion (Facebook, MySpace, Core Group, Partners)</td>
<td>• Partnerships Strengthened With Secondary Audience: Parents, Community Partners, Clinics, &amp; Schools</td>
<td></td>
</tr>
<tr>
<td>• Meetings/Trainings</td>
<td>• 20+ Partnerships</td>
<td>• 300+ Attendees to Youth-Planned HIV Prevention Talent Show</td>
<td></td>
</tr>
<tr>
<td>• Youth Recruitment</td>
<td>• Promo Posters/Fliers</td>
<td>• 2000+ Kits Disseminated</td>
<td></td>
</tr>
<tr>
<td>• Engagement of Partners</td>
<td>• 300+ Attendees to Youth-Planned HIV Prevention Talent Show</td>
<td>• CTR Among Target Population</td>
<td></td>
</tr>
<tr>
<td>• STD Program</td>
<td>• 200+ Partnerships</td>
<td>• Partnerships Strengthened With Secondary Audience: Parents, Community Partners, Clinics, &amp; Schools</td>
<td></td>
</tr>
<tr>
<td>• State Clinics</td>
<td>• Promo Posters/Fliers</td>
<td>• 2000+ Kits Disseminated</td>
<td></td>
</tr>
<tr>
<td>• School-Based Health Centers</td>
<td>• 300+ Attendees to Youth-Planned HIV Prevention Talent Show</td>
<td>• CTR Among Target Population</td>
<td></td>
</tr>
<tr>
<td>• Community Partners</td>
<td>• 2000+ Kits Disseminated</td>
<td>• Partnerships Strengthened With Secondary Audience: Parents, Community Partners, Clinics, &amp; Schools</td>
<td></td>
</tr>
<tr>
<td>• Universities</td>
<td>• 300+ Attendees to Youth-Planned HIV Prevention Talent Show</td>
<td>• 2000+ Kits Disseminated</td>
<td></td>
</tr>
<tr>
<td>• Budget $75,000</td>
<td>• 300+ Attendees to Youth-Planned HIV Prevention Talent Show</td>
<td>• CTR Among Target Population</td>
<td></td>
</tr>
</tbody>
</table>

**Earned Media**

- Advocates for Youth of Color Initiative
- MySpace
- AIDS.Gov Blog
- Local News
- Advocates For Youth Blog
- MySpace
- Facebook
- MySpace
- Core Group
- Partners

**Outputs**

- 1900+ Facebook Friends
- 520 MySpace Friends
- 37 Twitter Followers
- 2000+ Kits Disseminated

**Outcomes**

- 1900+ Facebook Friends
- 520 MySpace Friends
- 37 Twitter Followers
- 2000+ Kits Disseminated

**Impacts**

- Awareness of the existence of the campaign
- Saturation based on dosage within the priority population
- Changes in knowledge, attitudes, and behavioral intent
Social Networking

Talent Show Promotion
**Successes**

- Youth Engagement
  - Formative Research
  - Campaign
  - Group
  - Diversity/Fluidity
  - Leadership
  - Development
  - Talent Show
- Social Marketing
  - STOP Kits
  - Social Networking
  - Branding
  - SEXfessionals
- Partnerships
  - State Health Dep’t
  - Clinics
  - Schools
  - CBOs

**Challenges**

- Digital Divide
  - E-mail Assignments
  - Internet Access
  - Internet Literacy
- Individual vs. Collective
  - Comfort w/ Community Engagement
  - Completion of Assignments Outside of Meetings
- Limited Resources
  - Limited Budget
  - Limited Time
  - Evaluation
  - Media Buys

---

**Audience Segmentation - HerStory**

- Funding from Advocates For Youth
  - Young women of color
  - Ages 13-18
- HerStory
  - Focus groups/working groups
  - SEXfessionals
- HerStory2
  - Trainings/work groups
  - SEXfessionals
  - IWES Youth Film Screening

**INSTITUTE OF WOMEN & ETHNIC STUDIES**

504-484-0410 • www.iwesnola.org
HerStory SEXfessionals

- Eight episodes:
  - Influences To Have Sex
  - Who To Talk To About Sex
  - Condoms
  - HIV
  - Sex in the Media
  - Pregnancy
  - Teen Relationships
  - Hellos & Goodbyes

SEXfessionals Promotional Strategy

- Weekly social networking debut
- Social networking “event” invites and reminders
- Tag youth participants in status updates
- Over 1100 views on Facebook, MySpace, & YouTube
SEXfessionals Episode 8 – Hello & Goodbye

THANK YOU!

If you have any further questions or would like a copy of this presentation, please contact us at:

Rheneisha Robertson
rrob@iwesnola.org

Iman Shervington
iman@iwesnola.org