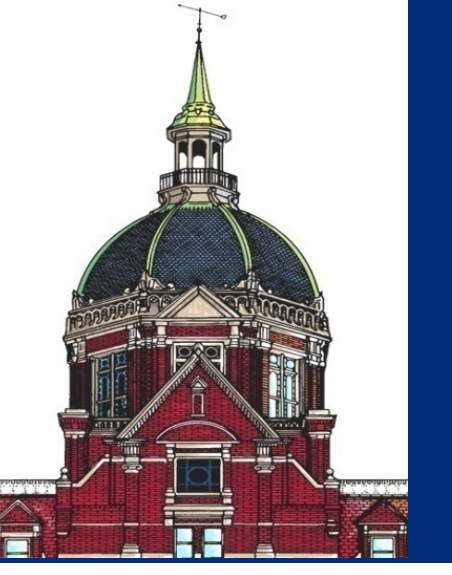


Use of Social Marketing During *GYT: Get Yourself Tested* Campaign to Increase *Chlamydia trachomatis* Screening via an Internet Recruitment



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Background

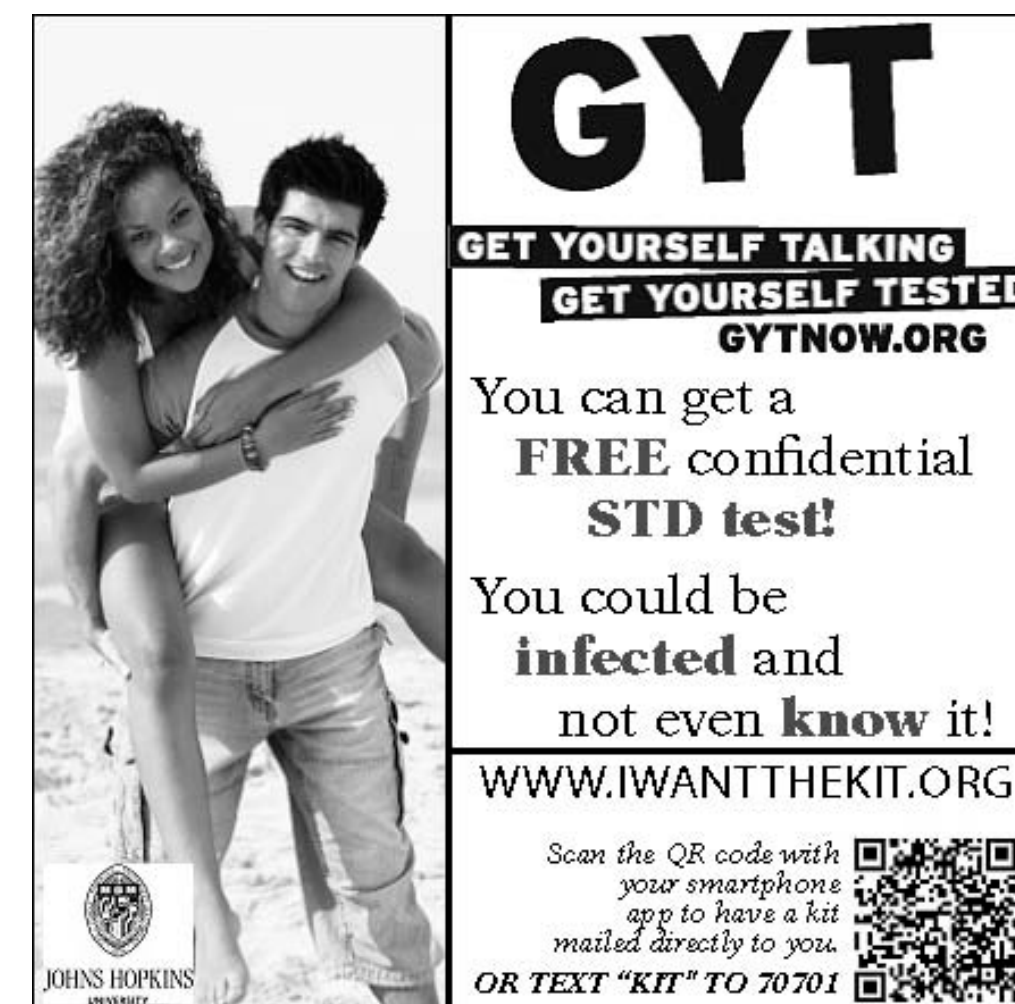
Internet recruitment for self-collected urogenital samples at home for chlamydia testing has been used previously. We hypothesized that the use of social marketing techniques would increase numbers of persons screened in this program.

Objectives

To increase the number of Internet recruited women and men ages 15-25 years who are screened for chlamydia in Maryland and DC during the GYT campaign for the month of April 2011 (CDC's STD Awareness Month), and the following months.

Methods

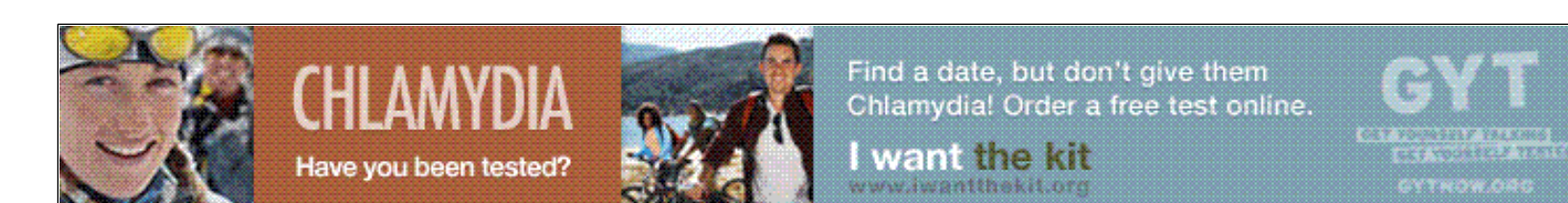
We incorporated multiple methods of social marketing: a QR barcode to provide smart-phone-friendly access to the www.iwantthekit.org (IWTK) order page for the kit; text messaging for ordering kits; advertising on Facebook and "OKCupid", a teen dating website; advertising in high schools, colleges, and STD clinics; radio advertisements; and online and print ads in free daily/weekly newspapers, which preview weekend events in Baltimore and Maryland. We monitored kit requests, kit returns, and website hits.



GYT
GET YOURSELF TALKING
GET YOURSELF TESTED
GYTNOW.ORG
You can get a FREE confidential STD test!
You could be infected and not even know it!
WWW.IWANTTHEKIT.ORG
Scan the QR code with your smartphone app to have a kit mailed directly to you.
OR TEXT "KIT" TO 70701



GYT I Want The Kit
GET YOURSELF TALKING
GET YOURSELF TESTED
GYTNOW.ORG
You can get a FREE confidential STD test!
You could be infected and not even know it!
CLICK HERE
WWW.IWANTTHEKIT.ORG

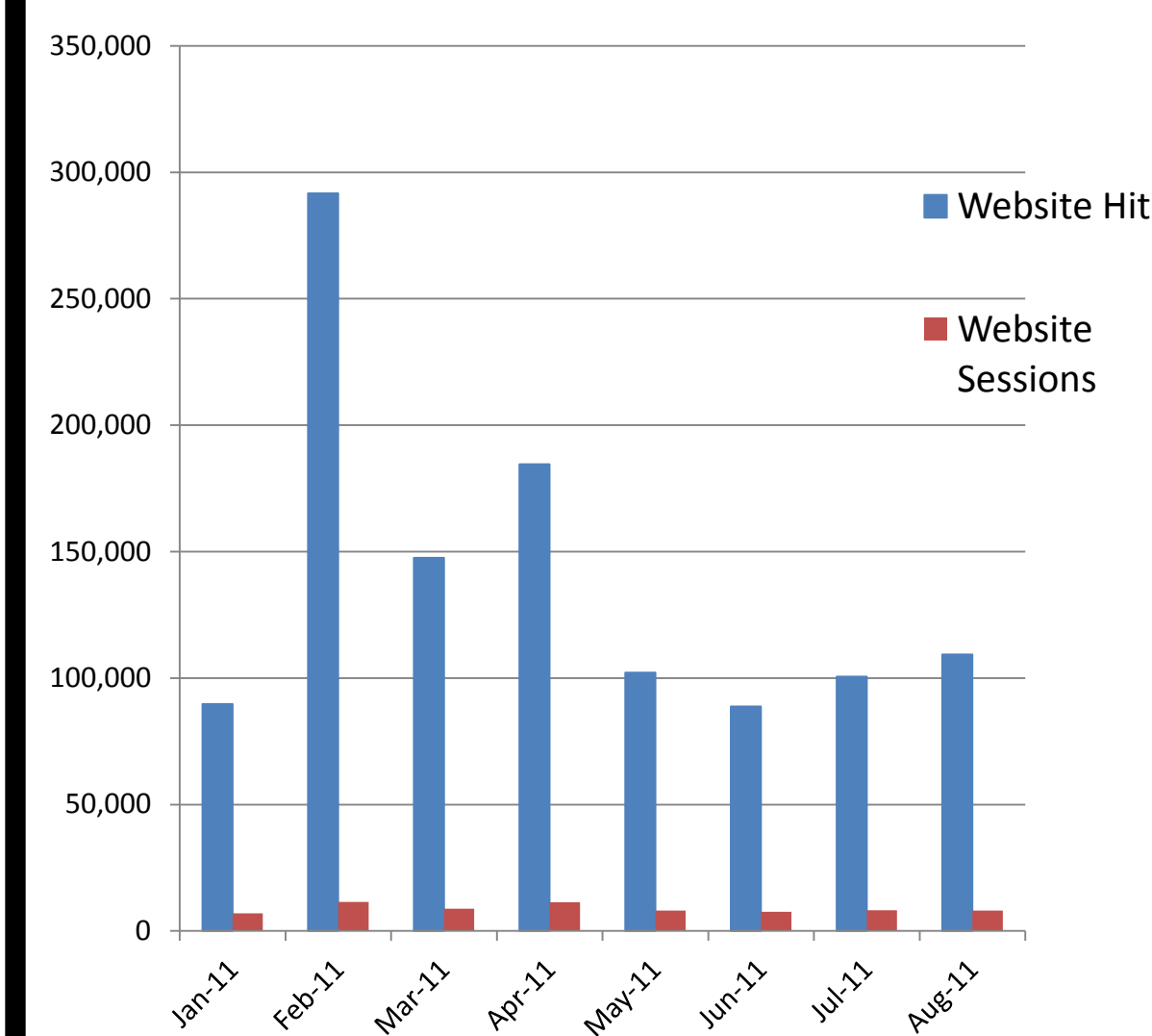



CHLAMYDIA
Have you been tested?
Find a date, but don't give them Chlamydia! Order a free test online.
GYT
www.iwantthekit.org

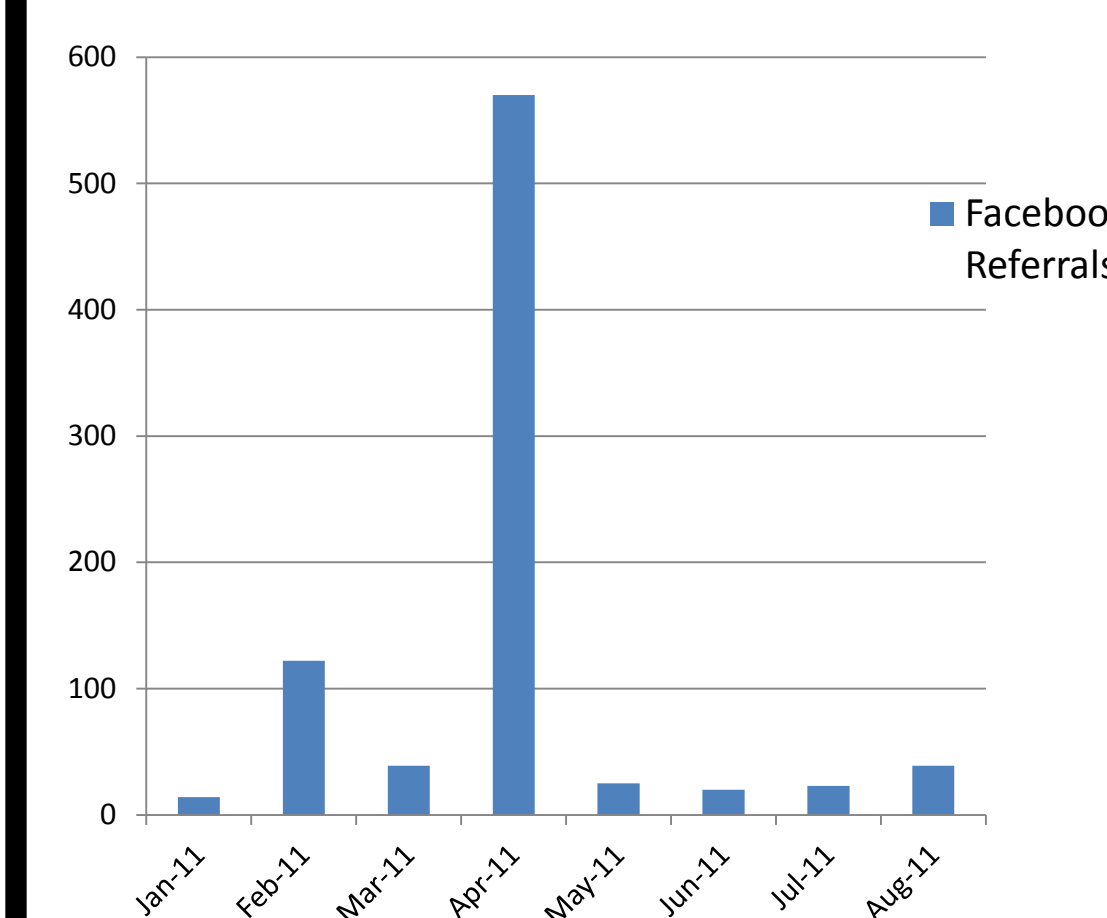
Results

Kit requests went from a low of 101 ordered in January to a high of 669 ordered in April. Kits returned for testing went from a low of 54 in January to an average of 177/month in the months following social marketing (April-120, May-205, June-206). Website hits went from a low of 89,771 in January to a high of 184,556 in April. Positivity did not appear to increase, but total numbers of positives did increase due to more persons being tested.

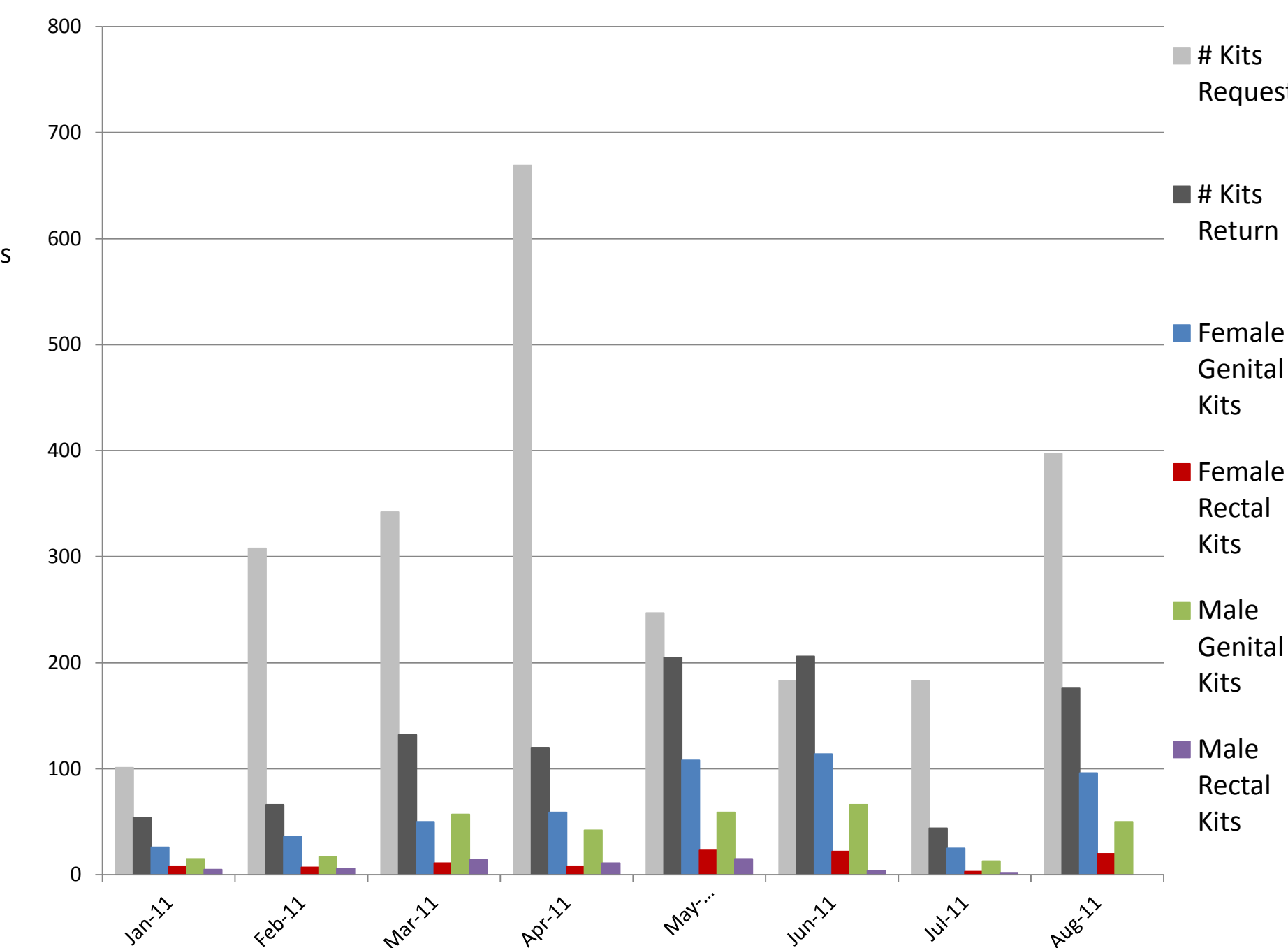
IWTK & GYT 2011: Website Hits and Sessions
February 2011: JHU Press Release
April 2011: GYT/STD Awareness Month
August 2011: "Back-to-School" Special Edition of City Paper



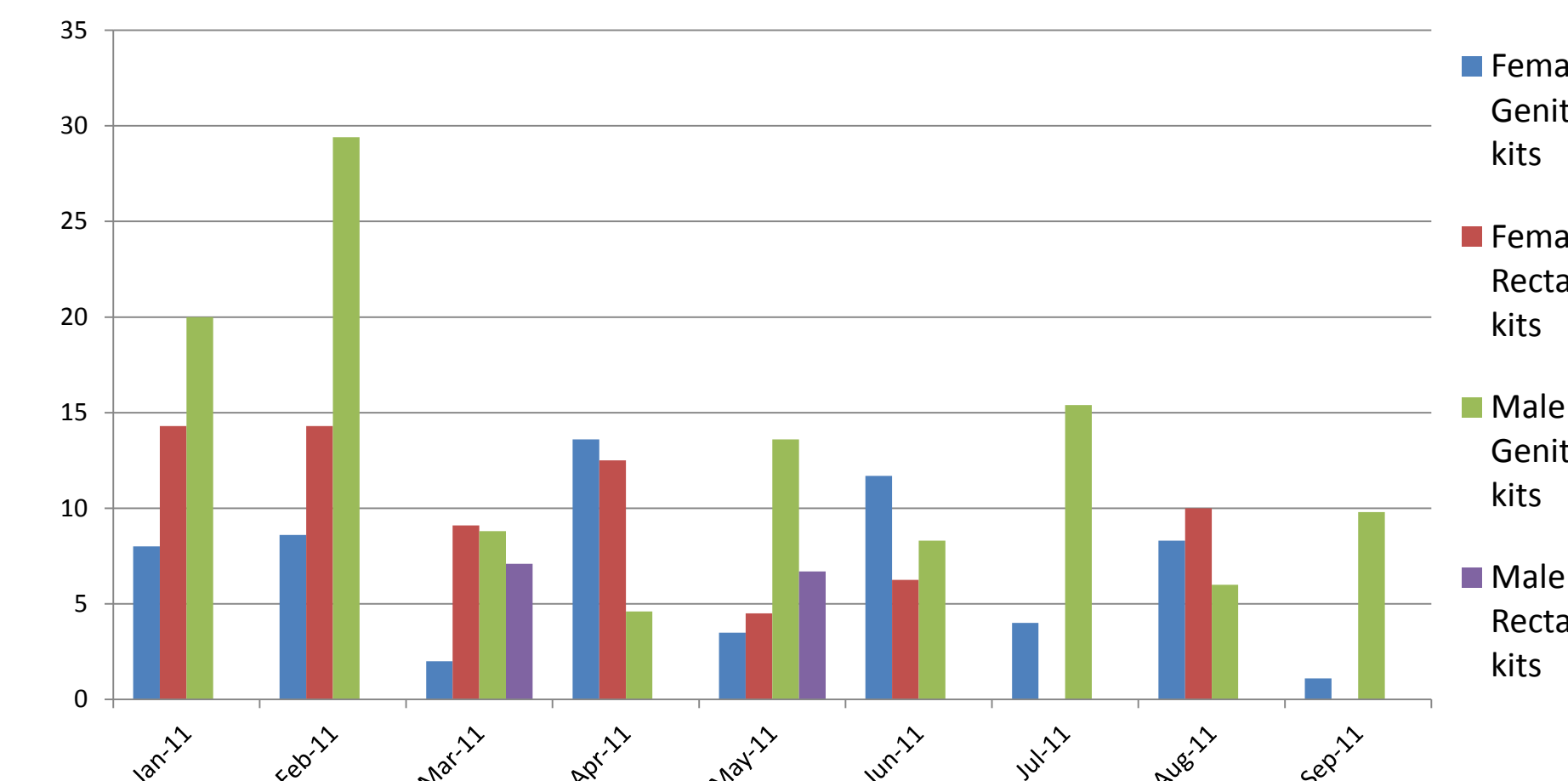
IWTK & GYT 2011: Facebook Referrals to website
February 2011: JHU Press Release
April 2011: GYT/STD Awareness Month
August 2011: "Back-to-School" Special Edition of City Paper



IWTK & GYT 2011: # Kits Requested vs. # Kits Returned
February 2011: JHU Press Release
April 2011: GYT/STD Awareness Month
August 2011: "Back-to-School" Special Edition of City Paper



IWTK & GYT 2011: Chlamydia Positivity
February 2011: JHU Press Release
April 2011: GYT/STD Awareness Month
August 2011: "Back-to-School" Special Edition of City Paper



Examples of Social Marketing/Advertisements



Facebook page for "I Want the Kit (IWTK)" showing posts and user interactions. Spanish advertisement: "¿Tienes SEXO? Una cuarta parte de todas las muchachas adolescentes, y muchos muchachos, tienen por lo menos una enfermedad de transmisión sexual. ¡La mayoría IGNORAN que están infectados! ¡Tu podrías estar infectado y no saberlo!"



Four print advertisements for GYT, each featuring a QR code and the text: "What is your risk of having an STD? order a free testing kit online and get your results by phone, email, or text. visit Iwantthekit.org".

Conclusions

- The successful use of social marketing techniques appeared to increase testing via Internet recruitment as website hits, kit requests, and kits returned for testing all increased during the period of the GYT campaign.
- Social marketing reaches targeted audiences and can increase chlamydia (and other STD) awareness and screening services. More study is required to independently assess the most cost-effective methods to increase screening for chlamydia.

Acknowledgements

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