

# GYT | ADAPTING A NATIONAL STD TESTING CAMPAIGN FOR A LOCAL AUDIENCE IN SANTA CLARA COUNTY, CALIFORNIA

Raj Gill, MPH, CHES,\* Maharlika Aguirre, MPH,\* Jennie Anderson, MS,\*\* Michelle Samplin-Salgado, MPH,\*\* Elizabeth Costello, MPH,\*\* Alexia Eslan, MBA,\*\* Jenette Spezeski, MPH\*\*

## BACKGROUND

### One in two young people will get an STD by age 25.

Get Yourself Tested (GYT) is a national campaign to promote sexually transmitted disease (STD) testing among youth ages 13-24 years old. GYT was developed as part of It's Your (Sex) Life, a longstanding (since 1997) public information partnership of MTV, the Kaiser Family Foundation, the U.S. Centers for Disease Control and Prevention, Planned Parenthood Federation of America, the National Coalition of STD Directors, and the American College Health Association.<sup>1</sup>

The STD & HIV Prevention and Control Branch of California's Santa Clara County (SCC) Public Health Department (PHD) and John Snow, Inc. (JSI), a public health research and consulting organization, repurposed and disseminated GYT materials throughout Santa Clara County, during STD Awareness Month in April 2013.



Adapted GYT poster.

## OBJECTIVES

SHORT-TERM OBJECTIVES	LONG-TERM OBJECTIVES
<ul style="list-style-type: none"> <li>Youth become aware of GYT</li> <li>Community partners disseminate GYT campaign materials</li> <li>Increase visits to GYT website from SCC</li> <li>Increase online searches for SCC STD testing locations</li> </ul>	<ul style="list-style-type: none"> <li>Increase proportion of youth in SCC who get tested for STDs</li> <li>Support Santa Clara County's 2012-2014 Comprehensive HIV Prevention and Care Plan<sup>2</sup> goals</li> </ul>

## METHODS

In adapting GYT, PHD and JSI developed a strategic marketing mix that draws from the "4P's" of traditional marketing: product, price, place, and promotion.<sup>3</sup> In addition to the 4P's identified in traditional marketing, PHD and JSI incorporated a fifth "P" as an essential component of the campaigns' success: partnerships. This approach builds upon the County's history of working with local partners to extend the reach of often limited resources in promoting HIV/STD testing and prevention.

PHD and JSI adapted GYT materials based on formative research with diverse youth ages 15-18 in SCC. Focus group participants were shown a variety of different STD testing campaigns and all participants selected GYT based on messages and images.

Adapting the materials included adding the PHD logo to existing materials (print and video), adapting GYT messages for an audio PSAs for local radio stations and Pandora Internet radio. In addition, for Pandora, banner ads were developed. Table 1 further highlights each communication channel.

TABLE 1. CAMPAIGN MATERIALS AND ESTIMATED REACH

CAMPAIGN MATERIALS	# OF MATERIALS
<b>Outdoor Advertising</b>	
Exterior/interior bus ads	15 exterior bus ads 25 interior bus ads
Bus shelters	15 bus shelter ads
Large billboard	5 large billboards
Mall backlit dioramas	10 backlit dioramas
<b>Video</b>	
Movie theater pre-movie video	1 30-second video
<b>Radio</b>	
Pandora ad	1 15-second audio ad 1 web banner & tile ad
106.1 KMEL PSA	1 15-second PSA
94.9 KYLD PSA	1 15-second PSA
<b>Print Materials</b>	
Community toolkits each containing:	
• Welcome letter and feedback form	• 10,000 posters
• Posters	• 6,000 fliers
• Fliers	• 25,000 postcards
• Postcards	• 22,000 palm cards
• Palm cards	• 3,500 buttons
• Buttons	
• Sample social media messaging	
<b>Digital</b>	
Facebook ads	6 ads
Facebook posts	9 posts
Tweets	3 tweets
SCC PHD web banner	1 banner



Pictured clockwise from top left: Pandora banner ad, GYT at the movies, billboard ad, GYT print materials on display, bus shelter ad, bus ad.

## RESULTS

PHD and JSI tracked the distribution and placement of materials, social media metrics, and web analytics. JSI also conducted 100 intercept surveys with a convenient sample of youth at a local shopping mall. Across communication channels, GYT had an estimated **30 million impressions** in SCC during April 2013. Evaluation highlights are provided below.

### EVALUATION HIGHLIGHTS

- The GYT Pandora ad's click-through rate of **2.39%** that was double the average rate of other ads on Pandora<sup>4</sup>
- Of eligible respondents from the intercept surveys, **23%** had heard of GYT and **4 said they got tested** as a result of seeing the ad<sup>5</sup>
- HIVtest.org (where campaign materials directed people to) saw a **200% increase in searches** with Santa Clara County ZIP codes looking up STD testing locations in April 2013 compared with April 2012<sup>6</sup>
- GYT ads were placed on 70 outdoor ads (billboards, bus ads, and mall ads) and had an estimated **20 million impressions**<sup>7</sup>
- The 30-second video played **2,072** times and had an estimated reach of **62,000 viewers**<sup>8</sup>
- The GYT Facebook ads had over **8.5 million impressions**<sup>9</sup>
- Delivered **over 100 toolkits** to local community partners such as community colleges, YMCA, cafes, libraries, health centers, and other health and social organizations

## CONCLUSIONS

PHD and JSI reached a wide range of youth with GYT STD testing messages across SCC. By leveraging and adapting a well-tested national campaign, SCC directed its limited resources to campaign dissemination rather than development, and used a wide range of communication channels to get the campaign messages out in the local community. Adapting existing public health campaigns ways can be an effective and economical way to communicate health messages.

\*From Santa Clara County Public Health Department STD & HIV Prevention and Control. Correspondence: Raj Gill, MPH, raj.gill@phd.sccgov.org.  
 \*\*From John Snow, Inc. (JSI)  
 1 From "About GYT Factsheet": [http://www.itsyoursexlife.com/toolkit/content/toolkit\\_files/237/original\\_file.pdf?1299184117](http://www.itsyoursexlife.com/toolkit/content/toolkit_files/237/original_file.pdf?1299184117)  
 2 Available at <http://www.sccgov.org/sites/scphd/en-us/Documents/SantaClara%20County%202012-2014%20Comprehensive%20HIV%20Prevention%20Care%20Plan.pdf>  
 3 Adapted from "Social Marketing: Influencing Behaviors for Good" Philip Kotler and Nancy R. Lee (SAGE 2008). Contact Nancy Lee at [www.socialmarketingservice.com](http://www.socialmarketingservice.com).

4 Numbers provided by Pandora  
 5 Data from JSI intercept surveys conducted on May 3, 2013 in Valco Shopping Mall in Cupertino, CA  
 6 Numbers provided by CDC (who manage HIVtest.org)

7 Impressions provided by Blue Line Media  
 8 Numbers provided by Camera Cinemas  
 9 Numbers provided by Facebook Insights