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

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The STD & HIV Prevention and Control Branch of California’s Department of Public Health (DPH) and John Snow, Inc. (JSI), a public health research and consulting organization, worked with the local community to adapt a national campaign for youth to increase awareness of STD testing and prevention.

METHODS

In adapting GYT, PHD and JSI developed a strategic marketing mix that draws from the “4Ps” of traditional marketing: product, price, place, and promotion.1 In addition to the 4Ps, identified in traditional marketing, PHD and JSI incorporated a fifth “P” – partnerships. This approach builds upon the County’s history of working with local partners to extend the reach of prevention 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 PSA for local radio stations and Pandora internet radio. In addition, the GYT logo was incorporated into existing materials and campaigns and all participants selected GYT based on messages and images.

CASE STUDY: SHORT-TERM OBJECTIVES

- **Youth become aware of GYT**
- **Community partners disseminate GYT campaign materials**
- **Increase visits to GYT website from SCC**
- **Increase online searches for SCC STD testing locations**

CASE STUDY: LONG-TERM OBJECTIVES

- **Increase proportion of youth in SCC who get tested for STDs**
- **Support Santa Clara County’s 2012-2014 Comprehensive HIV Prevention and Care Plan**

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 ads click through rate of 2.39% that was double the average rate of other ads on Pandora
- 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
- 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
- GYT ads were placed on 70 outdoor ads (billboards, bus ads, and mall ads) and had an estimated 20 million impressions
- The 30-second video played 2,072 times and had an estimated reach of 62,000 viewers
- The GYT Facebook ads had over 8.5 million impressions
- 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 reinvention, 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.