

You Know Different
Social Marketing Campaign Toolkit

Using Social Marketing as an
Outreach Strategy to Reach Youth
for HIV Testing



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The National Youth Advocacy Coalition (NYAC) would like to recognize the following staff members who work on this project and contributed to this toolkit:

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NYAC would also like to recognize:

- ❑ Dr. Richard P. Keeling and Associates for providing technical consultation and assistance with the evaluation methodology and analysis.
- ❑ Laura K. Lee Dellinger and Jennifer Gilstrap Hearn of Metropolitan Group for assistance with the creative design and contributions to the toolkit.
- ❑ Amy Wajda for graphic design and layout.

Special thanks to the organizations that have partnered with NYAC to develop and implement this exciting project in their communities.

Welcome

If you are reading this, chances are you are affiliated with an AIDS service organization or a youth-serving organization and are concerned about the HIV health of young people. It is possible you are familiar with social marketing or you may be just beginning to get interested in using social marketing as an outreach tool. Either way, we hope you will find some helpful information in the pages to follow.

This toolkit is designed to help you and your organization plan and implement the *You Know Different* social marketing campaign, which will enhance your current HIV counseling, testing, and referral services and will increase awareness of and access to these services by African American youth (ages 13–24) and sexual minority youth of color.

NYAC has developed a complete program that includes staff trainings, campaign materials, evaluation components, and technical support. And it is FREE to organizations that provide HIV counseling and testing services to African American young people.

In the following pages, you will learn about the award-winning *You Know Different* campaign; how you can access this exciting project, along with NYAC's other capacity building assistance trainings; and resources to enhance your agency's HIV counseling and testing program.

NYAC would like to invite you to partner with us as we engage young people across the country through HIV prevention projects.

Please let us know how we can help you, and happy reading!

A Little Bit About Us

Founded in 1993, the National Youth Advocacy Coalition (NYAC) is a national, social justice organization that advocates for and with young people who are lesbian, gay, bisexual, transgender, or questioning (LGBTQ) in an effort to end discrimination against these youth and to ensure their physical and emotional well-being.

The National Youth Advocacy Coalition takes a comprehensive approach to improving the lives of LGBTQ youth and operates through a social justice framework. NYAC strongly believes that to be effective in creating change at the national level, focused, grassroots advocacy at the local level is critical. NYAC knows that the expertise required to strengthen the lives of LGBTQ youth can be found among both young people and adults from around the country.

NYAC is committed to addressing the connections between race, gender, class, and sexual orientation and to bridging the gap that exists between adult LGBTQ civil rights organizations and the mainstream youth movement. NYAC believes this requires an uncompromising commitment to justice and the belief in young people and their ability to effect positive community change.

NYAC also believes that we cannot only focus on the problems faced by LGBTQ youth, but that we must also look at their strengths and the opportunities that are available to them. Young people are extraordinarily resilient, and their courage and creativity will help us change the world.

Likewise, NYAC believes that to only focus on the social needs of youth, while ignoring the enormous health risks that they face, is a huge mistake. To this end, NYAC partners with young people, youth-service providers, youth advocates and health providers across the nation to share expertise, exchange resources, and build supportive networks that support the health and well-being of youth.

nyac

National Youth Advocacy Coalition

The Purpose of a Youth-Focused HIV Testing Campaign

In 2004, with support from the Centers for Disease Control and Prevention, Division of HIV/AIDS Programs, Capacity Building Branch, the National Youth Advocacy Coalition launched the National Youth HIV Testing Initiative with the intent on developing a social marketing strategy targeting youth for HIV antibody testing and to provide capacity building assistance (CBA) to organizations and health departments focusing on access and utilization of HIV prevention services by African American youth (ages 13–24) with emphasis on sexual minority youth (youth who self-identify as gay, lesbian, transgender, or questioning their sexual orientation) of color.

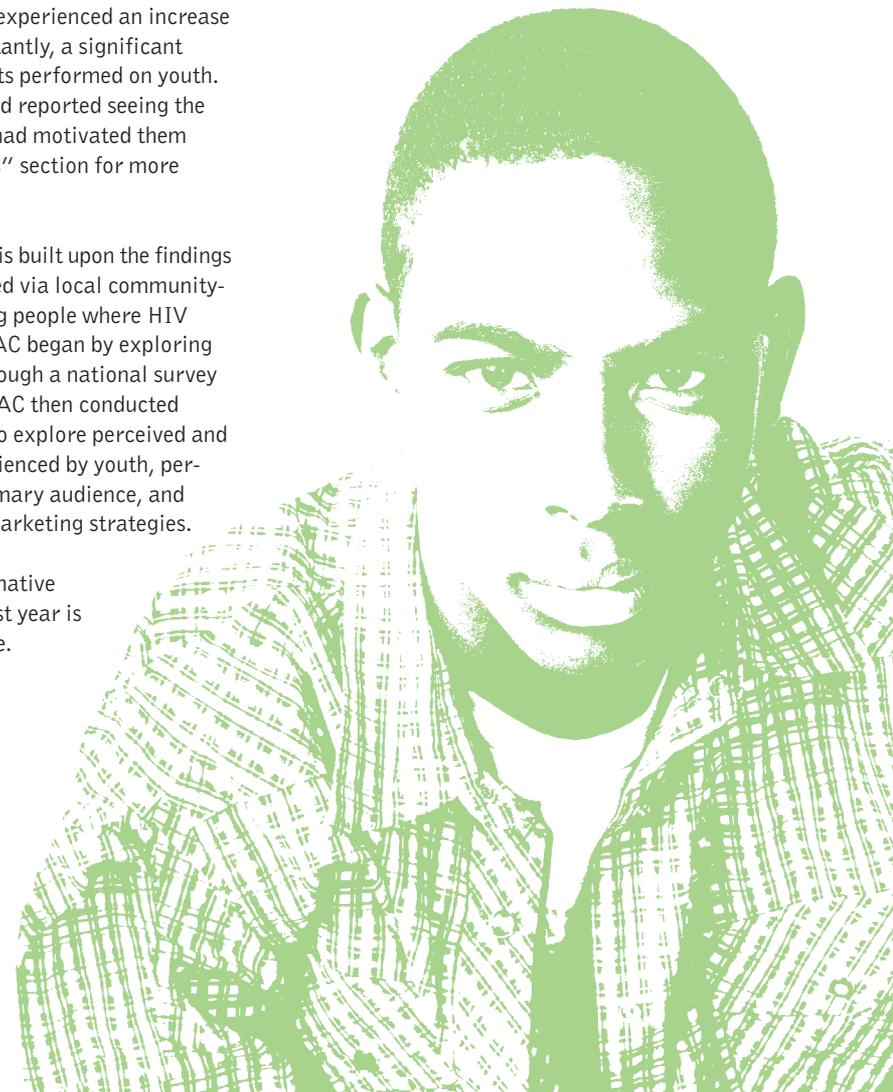
This project's main objective is to address the historically low HIV testing rates among youth. This is increasingly important when considering that according to the CDC, young people under the age of 25 comprise one half of all new HIV infections in the U.S. each year. This is supported by HIV epidemiological data that 19% of all AIDS cases in the U.S. are among young adults in their 20s, suggesting that these infections occurred during adolescence.¹

Through this initiative, NYAC has developed a viable model that combines community mobilization and training and technical assistance with a social marketing strategy. When implemented in local communities, it has had outstanding results in both increasing the capacity of participating organizations to conduct culturally competent and appropriate HIV counseling and testing services to youth and increasing the number of youth and young adults who test for HIV infection.

During 2005 and 2006, campaign results were consistent in nearly all areas. Agencies experienced an increase in calls by youth and, most importantly, a significant increase in the number of HIV tests performed on youth. And the majority of youth surveyed reported seeing the materials and said the materials had motivated them to seek an HIV test. (See "Results" section for more information.)

The *You Know Different* campaign is built upon the findings from formative research conducted via local community-based organizations and the young people where HIV testing services are provided. NYAC began by exploring HIV testing services for youth through a national survey of CDC-funded organizations. NYAC then conducted youth and provider focus groups to explore perceived and real barriers to HIV testing experienced by youth, perceptions of HIV testing by the primary audience, and knowledge and impact of social marketing strategies.

An executive summary of the formative research conducted during the first year is available on the campaign website.



1. Futterman, Donna (2003). Youth and HIV: the Epidemic Continues. *The PRN Notebook*. Retrieved from www.prn.org.

Multidimensional Approach

Based on research and community input, NYAC has created a holistic program model that includes community mobilization, training and technical assistance, and social marketing.

Community Mobilization

NYAC uses a community mobilization strategy to facilitate coalitions of youth providers implementing the campaign. In some communities, existing HIV provider coalitions are accessed, and in others, new coalitions are formed by bringing existing providers together. Local coalitions have been comprised of representatives from AIDS service organizations, youth-serving community based organization, and other community stakeholders who together focus resources, energy, and attention on the HIV health of youth in their communities. Coalitions are encouraged to leverage their resources, plan collaborative testing events, and mention each other in promotional materials. By launching the campaign during the same weeks, coalitions are able to stretch the campaign materials to generate the most impact. Each coalition plans and implements a two-week pilot campaign.

Training and Technical Assistance

Using training and technical assistance as an integral part of the campaign, NYAC has developed a two-day training that is offered to participating organizations. The training provides front-line staff (i.e., HIV counselors and testing staff, program managers, and support staff) with a skills-based training on the appropriate and adequate provision of HIV testing to youth and young adult populations. Topics have been identified through research and needs assessments and include topics of rel-

evance such as adolescent development, considerations for providing HIV testing to youth with an emphasis on youth of color and sexual minority youth, and practical and reality-based counseling and testing protocols for use with either standard or rapid test technology in any setting. The training was designed based on the premise that if the campaign is successful, agencies will experience an increase in youth accessing their services. Therefore, it is important that agencies are prepared to respond in ways that respect youth, their culture, and their sexual expression and create an environment that is welcoming and safe. This training is delivered at the local level for each regional coalition. Additionally, NYAC provides support and facilitates planning as organizations prepare to implement the project.

Social Marketing Strategy

The social marketing component involved the inclusion of service providers and youth in the development of materials, messages, and images, with the assistance of Metropolitan Group as a social marketing consultant. Through public will building sessions that examined community norms, values, and strengths, as well as additional youth focus groups, additional information was gathered to assist in the development of campaign messages.

What was learned from young people during these focus groups (and what is true for most youth) is that peer networks are their most trusted sources of information. Therefore, if the campaign is going to be successful, it must provide peer networks with the tools and information to motivate other youth to get tested and to retrieve their results, and place information in the hands of youth in their social environments.

Challenges revealed across the research were: a lack of perceived authenticity of current messages about HIV testing, low level of trust in celebrity spokespersons in many HIV prevention campaigns, a lack of personal identification with many campaigns, and the lack of youth/“people like me” in campaign images. There was a strong desire by youth to hear and receive messages from their peers within their social contexts. Additionally, messages focused on disease prevention and not on sexual orientation due to the broad audience (LGBTQ) the campaign seeks to impact and based on the high number of youth that do not self-identify and restrict their sexual identity.

Digital ethnography exercises were conducted and generated photographic images of youth, their belongings, their communities, etc., that they felt were reflective of themselves. This self-reflection drove the creative development of the campaign. Youth collaborated on the messaging, and field tests of both image and messages were conducted.

NYAC focuses the campaign on low-cost strategies and has created user-friendly marketing strategies. Based on organization and youth input, posters, palm cards, and stickers were created. Organizations were encouraged to use the materials in places where youth congregate; enlist the use of peer educators to distribute palm cards among their social networks; and use paid outreach workers to distribute palm cards and stickers. Distribution avenues also included condom packets, educational settings, and bars/clubs. Supportive community organizations were asked to display posters during the campaign. Additionally, NYAC launched a campaign website, www.youknowdifferent.org, that included links to each of the partner organizations. Other resources included viral buttons and public service announcement scripts.

Key Messages

The key messages are specifically designed to educate, inform, and provide actionable information about the campaign. Messages can be used verbatim in written pieces (brochures, fact sheets, media materials), as talking points for outreach meetings, or can be tailored for other communication needs. As you explore this toolkit further, you will see how we have used and adapted the key messages for a variety of purposes.

Getting the Word Out

The success of the *You Know Different* campaign is its ability to draw young people to HIV testing. It seeks to reduce real and perceived barriers to testing while highlighting local organizations dedicated to serving the youth population.

A variety of messengers are used to ensure that the messages reach their intended audience, and that they come from trusted sources. There are many different channels to this audience, including:

- ❑ Peers
- ❑ Social institutions (community-based organizations, government agencies, national youth groups)
- ❑ Internet/Web (secondary)

Core Strategy

The approach we are taking to this challenge is to **leverage authenticity**. This population has very strong values that surround four core areas:

- ❑ **Authenticity** (being real)
- ❑ **Respect** (from others and self)
- ❑ **Self-preservation**
- ❑ Need for sense of **belonging/identification** with others like me, and the competing values of independence and uniqueness.



The creative materials and implementation strategies are all built to support/reinforce these values and drivers for the audience.

The key messages are provided on posters, palm cards, and stickers for each organization launching a local cam-

paign. While there are multiple images to select from, each conveys the same message. You will be provided assistance in selecting the most appropriate image for your community (see “Choosing the Right Image for Your Community,” page 14).

Implementation Strategies

Direct Outreach

Direct personal contact, peer-to-peer education, and outreach have the highest levels of credibility/authenticity with youth; are among the best ways to provide information to youth; and have the highest chance of motivating them to take some action. Many participating organizations implemented a peer outreach component that contributed greatly to the success of the campaign in their communities. All utilized the following three elements: message, educators and opportunity.

Element 1: Message

Use the messages and sample talking points provided in this toolkit.

Element 2: Educators

In each regional coalition, at least one organization already had a peer education program in place. It is recommended that in each location one organization identifies a program volunteer to take the lead in coordinating the peer education activities (i.e., material placement and development of “talking points”) during the campaign period. While this may create some additional work for one organization, it will result in significantly greater total campaign impact.

- ❑ The organization that will take the lead on coordinating peer education in our testing area is

- ❑ Hold mini-training to teach campaign messages to current peer educators and distribute materials.
- ❑ Utilize current peer educators to offer “mini-training” for new peer educators (or peer educators-in-training).

Element 3: Opportunity

You and other organizations in your community have likely already identified places where youth and young adults gather and where potential outreach could occur. Likely venues where you may already have programs in place include clinics, schools, and youth centers. You may also be conducting outreach in more social settings, such as clubs, parties, and street venues (see “Grassroots Outreach” at right). Any place that youth in this target population are gathering has the potential to be a good location to conduct direct outreach.

- ❑ Conduct short planning session to identify opportunities and participation.
 - » What organizations will be participating?
 - » How many people will be volunteering?
 - » What are the new and existing opportunities to provide peer education to the target population?
 - » How will those opportunities be prioritized and staffed with the volunteer time that is available?
- ❑ How will implementation and outcomes be tracked? (Use the worksheet provided.)
- ❑ Schedule and conduct peer educator outreach.
- ❑ Distribute materials to partners for use.
 - » Posters
 - » Palm cards
 - » Stickers
 - » Ribbons/buttons for blogs and websites
- ❑ Track outreach.

Grassroots Outreach

Social networks or groups, clubs, street venues, parks, or meeting and other gathering places will be important channels for communication to the target population, again relying on peer spokespersons to achieve the level of connection and authenticity that is needed to persuade youth and young adults to test for HIV infection. Because of the relatively small size of the target population, there will be significant overlap between your direct and grassroots outreach.

- ❑ Create an outreach workplan, based upon the venue identification work you already conducted.
- ❑ Conduct grassroots outreach (peer to peer).
 - » Distribute materials such as palm cards and stickers.
- ❑ Track outreach.

Website and Viral Tools

NYAC has established the website www.youknowdifferent.org for the campaign. It carries basic campaign messages, provides support and referrals for young people, and provides opportunities for participating agencies to communicate and link together virtually. In general, youth are heavy consumers of Web-based information, and rely on it as a trusted source. While our target population may not be as connected as some in their age group, they do indicate that they use it for social interaction, “hooking up,” and information gathering. In addition, the peer-to-peer approach to this campaign lends itself to amplification through Web-based peer networks.

Implementation Strategies

The website is designed to be interactive and informative, and is branded with the campaign identity. The site URL is publicized on all printed campaign materials, and viral techniques are used to raise awareness, demonstrate support, and drive traffic to the site.

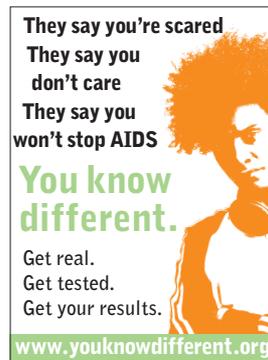
Virtual campaign “buttons” and “ribbons” can be downloaded from the *You Know Different* website and can easily be applied to partner websites and utilized by bloggers for their sites. These tools will carry a campaign message that users can click on to get to the campaign site. This technique raises awareness and provides an additional opportunity to drive traffic to the campaign website. The graphics will “live” on the campaign website, and will be accessible to anyone who wants to link to the site.

To be used most effectively, however, the buttons and ribbons need to spread “virally” within our target population. The message has the potential to spread exponentially, but success depends on creating early adopters. Key steps are identified below.

- ❑ Place a ribbon or button on your own website.
- ❑ Ask other youth-serving organizations to place a ribbon or button on their site.
- ❑ Identify peer advocates (and other youth) who are willing to place a ribbon or button on their personal or peer-education blog.



Web “buttons” can be used to connect blogs and partner websites to the campaign website.



Other Materials and Resources

In addition to print and Internet materials, NYAC offers public service announcement scripts and camera-ready artwork to further promote the campaign. These components are accessed through a “Providers only” section of the campaign website after organizations register their intent to run the campaign in their communities.

Organizations also have access to silicone wristbands to use as a promotional item or as a give-a-way at testing events.

NYAC-Sponsored Trainings

NYAC can provide capacity building assistance trainings to help your organization enhance its HIV prevention efforts to the target populations. Such trainings include:

- ❑ Creating safe places for sexual minority youth
- ❑ Racial/ethnic cultural sensitivity training
- ❑ Creating youth-specific HIV testing protocols
- ❑ Adolescent development and HIV risk
- ❑ Using social marketing as an outreach tool
- ❑ Community mobilizing
- ❑ Youth–adult partnerships

For information, complete the Request Form on page 19, and NYAC will tailor a training to meet your needs.



Orange silicone wristbands are available to use as promotional items or give-a-ways

Results

This data summary was written by Dr. Richard P. Keeling, MD.

The results of the 2005 and 2006 pilot campaigns of the National Youth Advocacy Coalition's (NYAC) National Youth HIV Testing Initiative ("*You Know Different*") provide increasingly consistent and compelling evidence that a focused, thoughtfully designed social marketing program that mobilizes the creativity and resources of youth-serving health care, governmental and community-based organizations can motivate youth at risk to consider, seek, and undergo Human Immunodeficiency Virus (HIV) antibody counseling and testing. This summary addresses the results of both the 2006 campaign and the 2005 and 2006 campaigns taken together.

Results: 2006 Campaign

During the period of the pilot project—which covered six weeks in late fall 2006, including two weeks before and two after the campaign itself—1,201 youth received HIV antibody counseling and testing services from 20 organizations in five states and the District of Columbia.² Most significant and important among the findings was the pattern of utilization of these services by youth during the study period: calls by youth to the agencies, calls by youth to schedule appointments for HIV counseling and testing services, walk-in visits by youth for HIV counseling and testing, and the number of HIV antibody tests actually performed on youth *all increased significantly over baseline during the two weeks of the campaign itself*.

As compared to figures for the two weeks prior to implementation of the campaign, calls to agencies grew 175%;

calls to schedule testing 144%; walk-in visits for testing 214%; and actual HIV tests done, 153%. As was true in 2005, these are extraordinary results. The fact that the utilization parameters declined back to baseline in most categories quickly after the campaign ended is further evidence that the social marketing effort was responsible for the change in youth behavior—that the program itself achieved its goal of motivating youth to seek HIV antibody counseling and testing. Further in support of this view, nearly two-thirds (64.8%) of the youth surveyed at the time of their visits for HIV counseling and testing reported having seen the campaign's materials, and 86% of those affirmed that the campaign's message contributed to their decision to seek HIV counseling and testing services. The robustness and reliability of these findings is underscored by the fact that the results emerge from six very different geographic regions.

Participation in the campaign by the agencies involved had key organizational effects as well. Twenty organizations, including hospital programs, not-for-profit community organizations, and public health departments participated, creating new activity-based networks of collaboration and partnership through which the messages of the campaign were delivered to multiple youth sub-populations in each area.

2. Florida, Missouri, Tennessee, Texas, Virginia, and Washington, DC.



Results

NYAC succeeded in inspiring these organizations to form collaborative partnerships that increased the reach and intensity of the campaign while establishing stronger cooperative relationships among the organizations themselves. In the post-campaign evaluation study, nearly 90% of the 16 responding organizations said that the project encouraged relationship-building among youth-serving agencies; three-quarters said that they had implemented at least one collaborative effort with at least one other organization in connection with the project; and 81% affirmed that, as a result of their work in this project, they intended to collaborate with other participating organizations in the future.

Participation in the campaign also generated innovation among the participating organizations to the benefit of the youth they serve. Given the opportunity of social entrepreneurship that the project offered, the organizations planned and implemented special events and developed new channels of collaboration not only with other youth-serving health-related organizations, but also with schools, colleges, and universities.

Most important among the organizational effects of participation in the campaign was an increase in the self-assessed capacity of these agencies to provide HIV antibody counseling and testing to youth; 56% of the 16 organizations that completed the post-campaign evaluation reported that result. Sixty-nine percent of the organizations felt that they had benefited from their participation in the campaign and even more—80%—said they would participate again.

Results: Combined 2005 and 2006 Campaigns

Results of the 2005 and 2006 campaigns are consistent in nearly all areas. Increases in number of calls by youth to the participating agencies; the number of calls by youth to schedule HIV antibody counseling and testing; the number of walk-in visits by youth for HIV antibody counseling and testing; and the number of HIV antibody tests actually performed on youth were significant at the same order of magnitude in both years. While the number of calls increased less in 2006 than in 2005, some of the participating agencies in 2006 do not track calls—and the number of walk-in visits increased by five times as great a percentage in 2006 as 2005. The percentage increase in the number of HIV antibody tests provided by the participating agencies to youth was also higher in 2006 than 2005 (153% vs. 120%). In 2006, 86% of the youth who reported seeing the campaign materials said that those materials had motivated them to seek HIV antibody counseling and testing to at least some extent—essentially the same result as in 2005 (83%).

The consistency of results over two years provides, in and of itself, important evidence of the trustworthiness and credibility of the findings. Equally important is the fact that more organizations in more states (and the District of Columbia) participated in 2006—demonstrating that the results are not only consistent, but also scalable across a greater diversity of regions and organizations. More than twice as many youth were tested in 2006 as in 2005, without decay in the results. These observations suggest that the results can predictably be replicated by other youth-serving organizations.

Overview and Conclusion³

Taken together, the results of the 2005 and 2006 campaigns build a strong case for the trustworthiness and credibility of the findings—and, therefore, for the value of the intervention. By any and all criteria, the 2005 and 2006 pilot campaigns of the national youth HIV testing initiative were successful. NYAC was clearly able to change the behavior and increase the capacity of youth-serving organizations in ways that in turn not only changed the behavior of youth, but also accomplished that in ways that achieved intended public health goals.

The increase in youth HIV antibody testing that occurred in response to NYAC's campaigns demonstrates that (1) social marketing, properly developed and applied, is a viable and credible strategy for motivating youth to seek HIV antibody counseling and testing services; (2) youth-serving organizations in all categories can develop new capacity to reach youth at risk when given new ideas, resources, and encouragement; (3) the limited resources of a small national organization—NYAC—can be highly leveraged through partnerships and capacity building activities; (4) the traditional service networks of multiple organizations can be linked and further developed through inter-agency collaboration; (5) this approach—a social marketing program coordinated nationally and implemented regionally—produces organizational and social change that are positively experienced and likely sustainable; and (6) similar results can be anticipated in future deployments with other organizations in different regions.

3. A complete summary of the 2005 pilot campaign is available on the campaign website, www.youknowdifferent.org.

The Basics of Social Marketing

Here is a brief overview of the main concepts and principles associated with social marketing.⁴ When considering developing or implementing a social marketing campaign it is helpful to incorporate these concepts and principles into your planning process.

Social marketing is defined as...

"A process for influencing human behavior on a large scale, using marketing principles for the purpose of societal benefit rather than commercial profit."

(W. Smith, Academy for Educational Development)

and...

"the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify or abandon a behavior for the benefit of individuals, groups or society as a whole." (P. Kotler, et al., *Social Marketing: Improving the Quality of Life*).

Social marketing is a social or behavior change strategy that is most effective when it activates people and is targeted to those who have a reason to care and who are ready for change. It is strategic and requires efficient use of resources.

Social marketing is not just advertising or a media blitz with a clever slogan. It is not about coercing behaviors through punishment. It does not use only one approach and it is not a quick process.

Client Centered

Social marketing is client centered and looks at health from the viewpoint of the consumer. It's about action! What does the campaign want people to do? Successful campaigns focus on enhancing perceived benefits and reducing perceived barriers of a behavior.

The P's—Principles of Social Marketing

Product

The product is what you are offering and its benefits. It can be tangible, like a service or behavior, like a condom or HIV testing. It can be intangible, like a feeling of belonging, peace of mind, or hope. Your product must compete successfully against the benefit of the current behavior. Additionally, your product needs to promote a single, doable behavior, explained in simple terms.

The *You Know Different* campaign is designed to influence young people to seek HIV testing and know their HIV status.

Price

What is the cost of doing what you are asking? Identify monetary (money for purchasing tangible services/objects) and non-monetary cost (time, effort, energy, psychological and losses) associated with adopting new behavior. Ask yourself, "What keeps people from doing what you are asking?" Then develop strategies that offer equal or greater benefit than perceived costs.

This campaign addresses some of the cost of getting a HIV test within its primary message, "They say you are scared, they say you don't care, they say won't stop AIDS." The catch phrase "You Know Different" is actually a reminder that knowing your HIV status and being a part of the solution is a powerful benefit of accessing an HIV test.

Place

This refers to the systematic way you will get information and services to the primary audience. When considering place, ask yourself:

- ❑ Where and when might people think about your issue?
- ❑ Where might they be in the right frame of mind to consider your service?
- ❑ Where can you put information about your service?
- ❑ Where does your audience already gather?

The *You Know Different* campaign has made HIV testing more convenient by encouraging organizations to go to where young people are to provide testing services. For example, some of the most effective campaigns occurred on college campuses. Also included in placement is making testing facilities more appealing to youth.

Using marketing materials with a "youthful" image is just one way to draw attention from the younger audience. There are many simple things that organizations can do to make their location more appealing to young people. Over the course of the campaigns, many organizations have become seen as the "youth" place to go by

4. Information in this section is adapted from: Kathleen Grace Bishop "Social Marketing in Action" presentation 9/04. Retrieved from www.nhhealthpolicyinstitute.unh.edu/ec/ppt/04_social-marketing.ppt; Kotler, P., et al., (2002). *Social Marketing: Improving the Quality of Life*. Thousand Oaks: Sage Publications; and "Social Marketing National Excellence Collaborative," Turning Point and Robert Wood Johnson Foundation.

The Basics of Social Marketing

repeated association with the campaign materials and their welcoming environment.

It is also important to know where the audience will be open to your message and finding ways to be where decisions are made concerning your product. For example, organizations have successfully used the campaign materials on condom packets and in clubs/bars where young people often find sex partners. By being present at these times, the message encourages recipients to consider their HIV health before engaging in risk-taking behaviors.

Promotion: Creating Messages

When creating a message consider:

- ❑ What do we want to say?
- ❑ How will it stand out from other messages? Will it get the attention of the primary audience?
- ❑ How do we connect with something that is important to the audience?
- ❑ What do we want them to know (think) when they read/hear/see the message?
- ❑ What do we want them to believe (feel) when they read/hear/see the message?
- ❑ What do we want them to do when they read/hear/see the message?
- ❑ What are the benefits to what I am promoting?

The *You Know Different* campaign created a message that communicated authenticity, respect and values young people's sense of self-preservation. The message is designed to inform, educate, and give campaign information. Through the voice of the primary message, **young people are moved to do their part** in ending the increasing epidemic that impacts their community.

Remember to pretest messages if possible.

In messaging development it is important to consider clarity, consistency, tone, style, vocabulary, literacy level, format, appeal, level or detail needed, credibility, and public need.

Promotion: Selection Media Channels

Promotion also involves (a) choosing types of media channels, (b) selecting specific media vehicles, and (c) determining campaign timing. There are numerous media channels to consider when planning a campaign and each have their place. It is critical to determine which is best suited to elicit a positive response from the primary audience. Some examples include advertising, printed materials, promotional items, signage and displays, personal selling (including outreach and peer education), and popular media entertainment.

The *You Know Different* campaign utilizes printed materials, promotional items, and personal selling to engage a targeted group of young people in venues in which they are comfortable.

Vehicles are the mechanisms that carry the message to the primary audience: for example, newspapers, magazines, radio, TV, mail, billboards, and websites (MySpace, agency website, Internet outreach), as well as distribution sites for printed materials and promotional items and locales for signage and displays. This is where organizations have to determine the most efficient and compatible options to reach the audience and meet the reality of funding and budget constraints.

The *You Know Different* campaign has used radio, web-sites (campaign website, local organizational websites, MySpace), and distribution sites (schools, agencies, street, clubs, stores, etc.) to get information to the primary audience.

Things to consider when deciding on when to launch a campaign include the season, month, weeks, days, and hours when campaign elements will be launched.

The timing of the campaign also impacts the success of the effort. For example, in 2005 a major hurricane hit South Florida during the pilot campaign, causing a loss of activities. On the other hand, many communities chose to use the campaign to encompass World AIDS Day and bring a youth perspective to the time and have amazing results.

A phased approach may need to be considered when the target audience needs to move through several stages of change over a period of time or when funding sources are spread out over a period of years.

It is critical to allocate a budget and appropriate resources when planning a social marketing campaign. To start, do a resource inventory, including monetary resources, human capital, in-kind resources, and potential sponsorship opportunities.

Choosing the Right Image for Your Community

It is important for organizations to consider which image will resonate and be reflective of the youth in your community. Generally, organizations and coalitions select one image to provide continuity across the campaign. However, in rare instances, a coalition has utilized two images to reflect different youth populations represented across the campaign geographic area.

The original *You Know Different* image (below left) is the most versatile image offered by campaign to date. It

reflects a young, urban look. Gender is purposely ambiguous and appeals to male, female, and transgender individuals. It has been used successfully in urban cities in the North and South regions of the U.S.

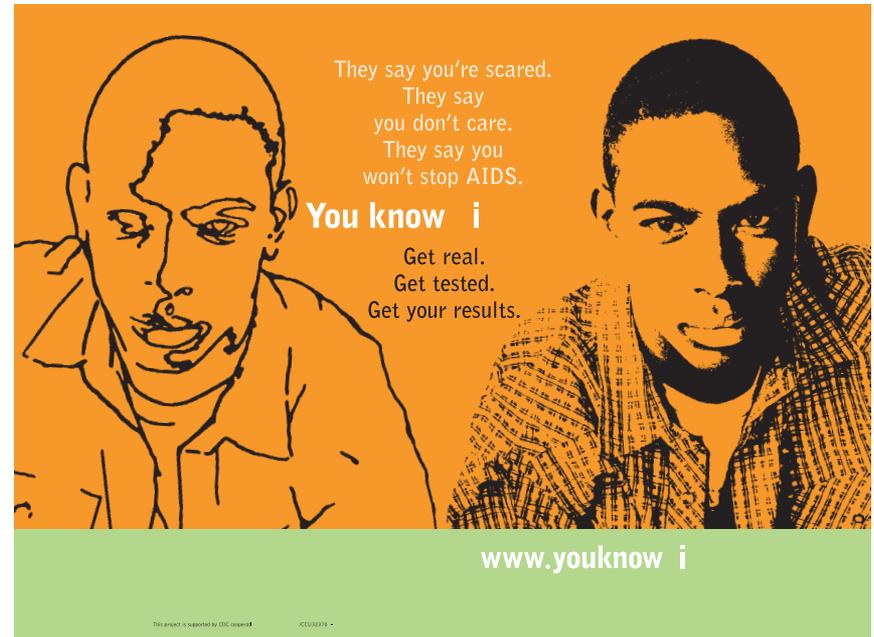
The second image (below right) is an easily male-identified individual wearing a plaid shirt. It was developed with the assistance of youth in rural Florida and Midwestern cities. It appeals to communities in areas

where gender is less fluid and where homophobia and HIV stigma are real barriers to HIV prevention messages. The image is appropriate in less urban settings.

The third image (facing page, left) was designed to appeal to a younger, gay-identified audience. It was designed with the assistance of young gay men in south Florida. It is more reflective of young gay-identified



The original campaign poster image is the most versatile offered by the campaign, appealing to male, female, and transgender individuals.



The second campaign image appeals in areas where gender is less fluid and where homophobia and HIV stigma are real barriers to HIV prevention messages.

Choosing the Right Image for Your Community

urban men found in clubs and bars than the previous two images.

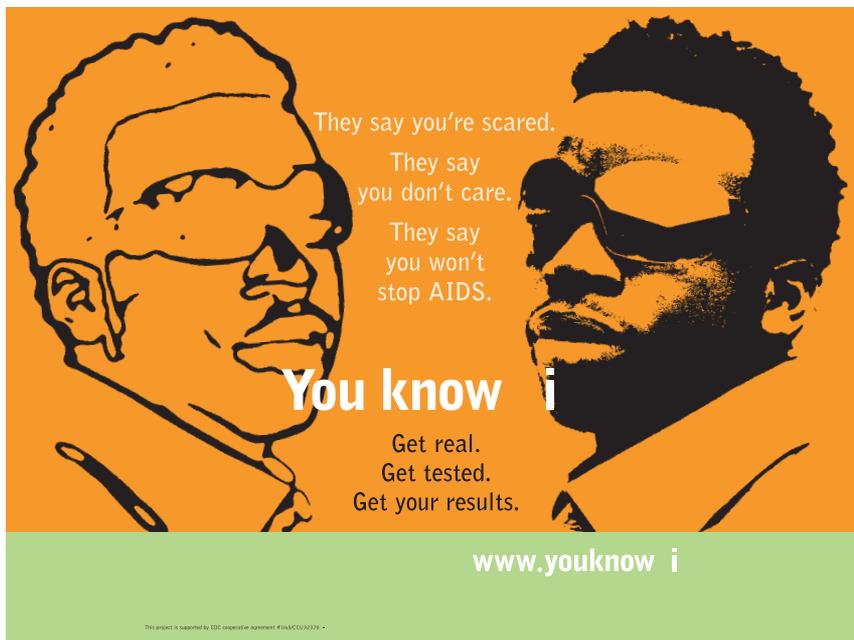
The fourth image (facing page, right) was designed to appeal to a female-identified audience, both male-to-female transgender youth and young women-identified clients. It was developed with the assistance of young transgender women in response to feedback that a female image was needed to complete the set of images .

Picking an Image

The following tips will assist you in considering which campaign image is best suited for your community.

- ❑ Educate yourself to the fashion and “look” of young African Americans in your community.
- ❑ Engage youth in the process. Gather a group of young people together and seek their insights.

- ❑ Consider where and when you might use the materials.
- ❑ Consider the size of your community.
- ❑ Consider the level of homophobia and HIV stigma in your community.



The third campaign image appeals to younger, gay-identified audiences, particularly in urban areas.



The fourth campaign image appeals to transgender and women-identified audiences in both urban and rural areas

Community Mobilization with Youth

The *You Know Different* campaign has seen the most success when community organizations mobilize and run the campaign together. Here are some things to consider when deciding how to mobilize your community.

Community mobilization is a strategy that uses deliberate, participatory processes to involve local institutions, local leaders, community groups, and members of the community to organize for collective action toward a common purpose. Community mobilization is characterized by respect for the community and its needs. As a prevention strategy, community mobilization aims to enhance the ability of a community to provide prevention services, and includes such activities as organizing, planning, inter-agency collaboration, coalition building, networking, community and volunteer training, systematic planning, multi-agency coordination and collaboration, accessing funding, and community team building.

The most common approach to address situations in our communities is a need-based approach. Efforts focus first on needs, deficiencies, and problems. And most of our financial and human resources go to “fix” these problems. We create programs that let people know how bad things are and how our program is the answer to their problems. Needs are then met by outsiders. People are “told” they are dependent on the system. And we perpetuate the cycle. So sometimes our desire to “help” actually becomes apart of the perpetuation of unempowered people/communities.

And the consequences are vast and real. People begin to think of themselves as victims incapable of changing the future. Communities are overwhelmed by the numerous “needs” and fragmented over how to create solutions. Communities become dependent on the “experts” and not each other. Services are based on survival, not development.

So, an alternative approach is necessary. This is the approach that NYAC espouses, that we must first be committed to discovering the capacities, assets, and strengths of a community. History shows us that this works, that communities can invest of themselves and their resources and create change. Communities can mobilize from within and create change.

Community mobilization can be time-consuming and challenging. Some challenges may be resources limitations, lack of priority given to youth services, and competition for services. But the benefits are numerous.

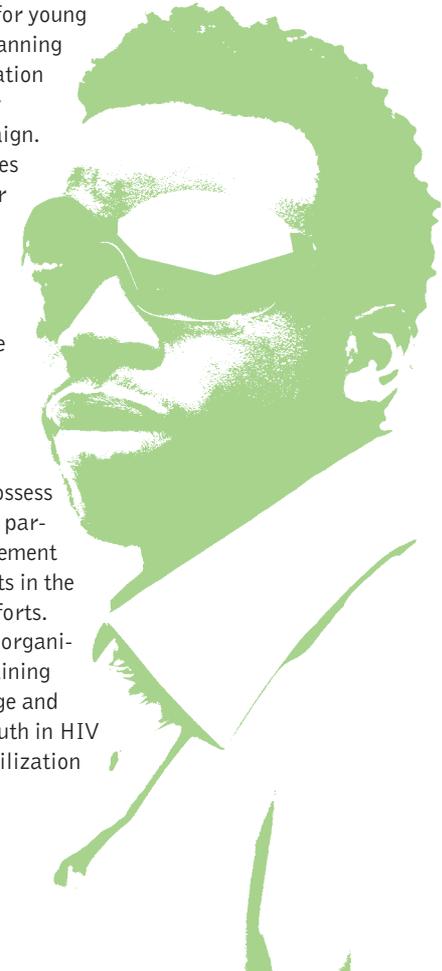
Including other organizations in a local *You Know Different* campaign will:

- ❑ bring new energy to the issue of HIV prevention and access to care for young people;
- ❑ expand the base of support for the campaign;
- ❑ encourage relationship building, trust, and collaboration among agencies;
- ❑ provide focus to HIV prevention efforts; and
- ❑ build on the strengths of your community.

It is important to consider which local agencies and individuals could benefit from participating with you on a social marketing campaign.

NYAC strongly believes that there are roles for young people in the planning and implementation of the *You Know Different* campaign. And communities that utilize their youth have seen the strongest results.

Therefore, there needs to be healthy youth–adult partnerships, in which young people possess equal roles that parallel and complement that of the adults in the mobilization efforts. NYAC provides organizations with training on how to engage and partner with youth in HIV prevention mobilization projects.



Using Web 2.0 Technologies

With the turn of the age of new technology, youth are using social networking sites and other Web 2.0 technologies to connect with one another. One way that community groups and HIV organizations can reach youth is through using these social networking sites to share information about their testing sites and post messages about HIV. Many organizations have increased their reach and improved their community mobilization methods through applications like Facebook, MySpace, and Twitter.

In 2009, NYAC launched a new social marketing strategy on Facebook and MySpace called yKNOWd to assist organizations reaching out to youth online about the importance of HIV testing. As a companion to *You Know Different*, yKNOWd was created as a Cause and fan page on Facebook and a profile on MySpace. Using these sites, yKNOWd is a series of online tools that promote the campaign and link people to local testing sites and events. yKNOWd is easy to implement.

1. Promote yKNOWd to your youth and encourage them to “friend” or join the cause.
2. Encourage youth to use the photo changer to create their personal yKNOWd look and message.
3. Download and paste a campaign sticker on your agency MySpace, Facebook, website or Blog.
4. Visit our MySpace and Facebook pages to join and promote the campaign. You can post messages about your services or advertise a testing event.
5. Use Twitter or your status to spread the word.

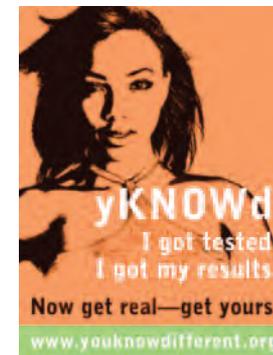
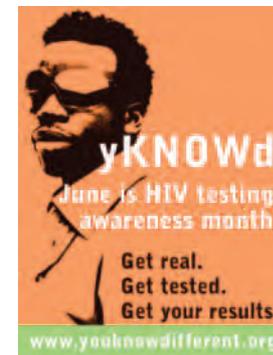
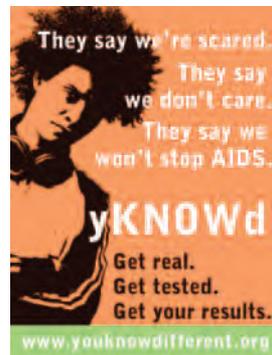
Samples messages include:

- yKNOWd — June is HIV testing awareness month. Get real. Get tested. Get your results. www.youknowdifferent.org
- They say we’re scared. They say we don’t care. They say we won’t stop AIDS. yKNOWd. www.youknowdifferent.org

- yKNOWd — become the face of the campaign. www.youknowdifferent.org
- yKNOWd. I got tested, I got my results. Now get real — get yours. www.youknowdifferent.org
- June is summer, Pride. AND HIV testing awareness month. Get real. Get tested. Get your results. www.youknowdifferent.org

NYAC is available to help your organization create an online presence and enhance your HIV prevention outreach. For more information on yKNOWd and step by step instructions on how to use the web tools, visit us at <http://www.youknowdifferent.org/yKNOWd/index.html>.

NYAC supports the use of social networking sites and other Web 2.0 strategies including Blogs, text messaging and email as effective strategies to communicate with young people. Contact NYAC for more information or to request assistance.



Sample Campaign Timeline

Here is a list of major activities to consider when considering the reach and depth of the campaign. Using this timeline will guide your planning and introduction of various campaign components leading up to the campaign weeks.

12+ weeks to launch

- ❑ Invite other community organizations that provide HIV testing in your community to collaborate with you on this project and use *You Know Different* materials

10+ weeks to launch

- ❑ Attend NYAC regional training or capacity building assistance
- ❑ Request NYAC *You Know Different* materials

6+ weeks to launch

- ❑ Begin outreach to potential community partners
- ❑ Convene local testing organizations to plan campaign kickoff (coordinate outreach and peer education)
- ❑ Train current peer educators on campaign messages and outreach tools
- ❑ Identify potential radio partners
- ❑ Train new peer educators
- ❑ Develop PSA
- ❑ Activate Internet/website elements

5 weeks to launch

- ❑ Continue outreach to community partners
- ❑ PSA script distribution to media
- ❑ PSA distribution follow-up

4 weeks to launch

- ❑ Continue outreach to community partners

3 weeks to launch

- ❑ Distribute posters, palm card, stickers to community partners who have agreed to use them
- ❑ Final follow-up with radio regarding PSAs
- ❑ Set up agency Facebook and/or MySpace profile if needed
- ❑ Start promoting yKNOWd to youth

2 weeks to launch

- ❑ Posters up in all locations
- ❑ Active peer outreach, palm card distribution
- ❑ Radio PSAs running
- ❑ Start using yKNOWd on your social networking site(s)
- ❑ Add web stickers to host homepage

1 week to launch

- ❑ Campaign materials up in all locations
- ❑ Active peer outreach
- ❑ Radio PSA s running

Campaign week 1

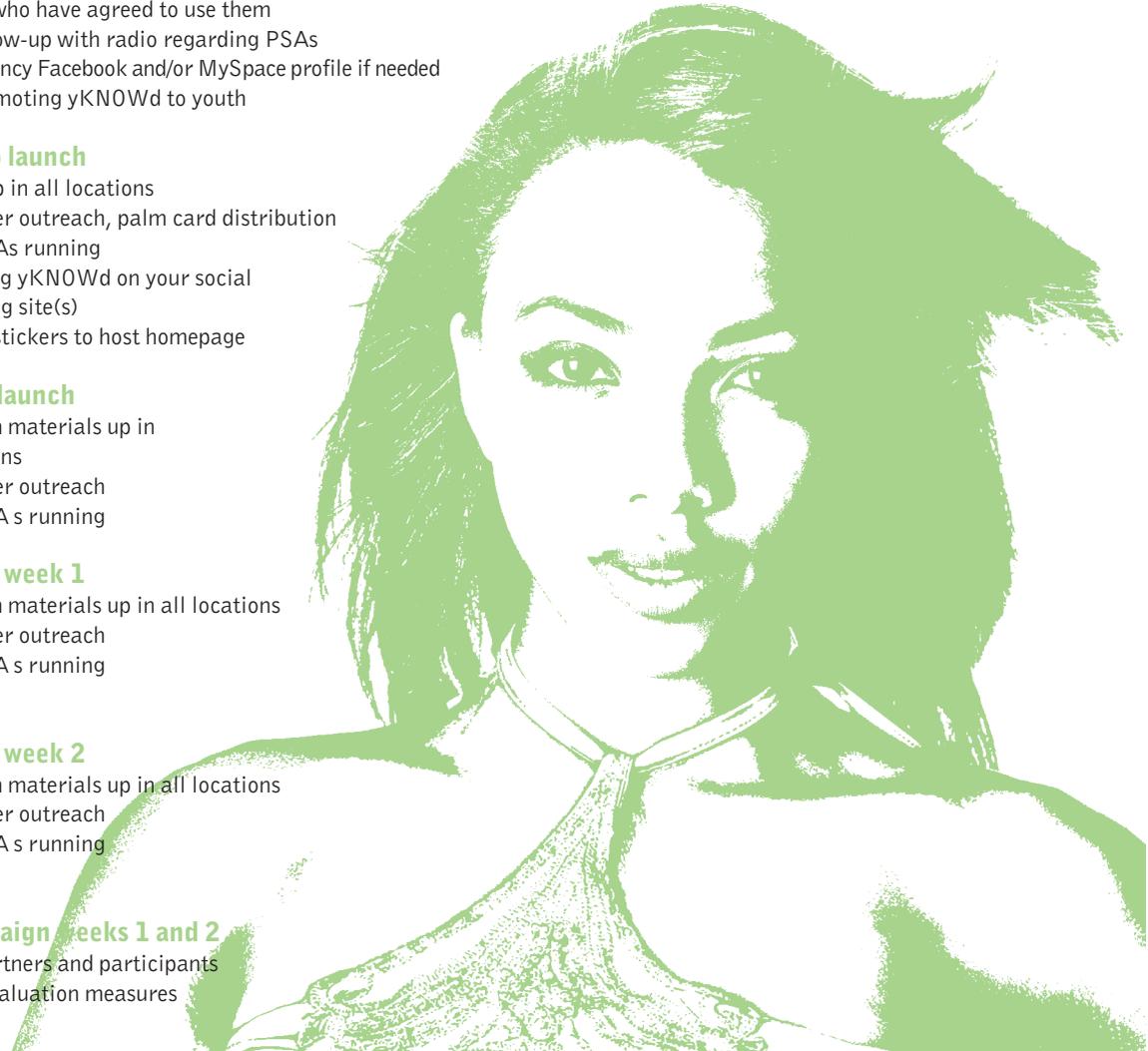
- ❑ Campaign materials up in all locations
- ❑ Active peer outreach
- ❑ Radio PSA s running
- ❑ Testing

Campaign week 2

- ❑ Campaign materials up in all locations
- ❑ Active peer outreach
- ❑ Radio PSA s running
- ❑ Testing

Post campaign weeks 1 and 2

- ❑ Thank partners and participants
- ❑ Collect evaluation measures



Request More Information

Thanks for your interest!

For more information on webinars, trainings, and resources designed to enhance your agency's HIV prevention services or to request *You Know Different* materials, please contact us at www.youknowdifferent.org or call us at 1.800.541.6922 (toll-free) or 202.319.7596 (local).

Capacity Building Assistance is offered in the following areas:

- ❑ Creating safe places for sexual minority youth
- ❑ Racial/ethnic cultural sensitivity training
- ❑ Creating youth-specific HIV testing protocols
- ❑ Adolescent development and HIV risk
- ❑ Using social marketing as an outreach tool
- ❑ Community mobilization with youth
- ❑ Youth–adult partnerships
- ❑ Reaching youth using online social networking tools
- ❑ Web 2.0 technologies
- ❑ Youth Leadership Development



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