Social Marketing Campaign for STD/HIV Prevention

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Learning Objectives

1. Identify the issues that impact gay and bisexual men of color when implementing high impact prevention strategies.
2. Identify strategies to create an effective campaign designed to engage Latino and Black gay and bisexual men issues pertaining to health and wellness.
3. Learn ways to use digital media to provide education on STDs and access to care while being gay affirming and sex positive.
AltaMed Specialty Services

Services
• HIV Medical Care & Support Services
• Hepatitis C Consultation & Treatment
• Pre-Exposure Prophylaxis
• Post-Exposure Prophylaxis

Service Sites
• Los Angeles (ELA, Pico Rivera & El Monte)
• Orange County (Santa Ana)
• Serving 1,700 HIV positive clients
• Over 90 NEW HIV+ persons served annually

AltaMed is the largest Independent FQHC in the US
Leading health care system providing care to more than 300,000 Southern California residents
High Impact Prevention

Biomedical
- PrEP
- PEP

Public Health Strategies
- HIV Testing
- LTC/ARTAS
- Partner Service

EBI
- Mpowerment
- Popular Opinion Leader
- Healthy Relationships
- Cognitive Behavioral Counseling

Structural
- Condom Distribution

Social Marketing
- Sin Vergüenza
- Ask Me About PrEP
- AltaPride
Video & Campaign Production

Social Marketing Campaigns

- Sin Vergüenza Series
  - SVseries.com
- ¡LISTO!
  - PrEP Campaign Vignettes
- PrEP Campaign
  - AskMeAboutPrEP.org
    - Provider Education
    - Kiki n’ Brunch
    - Fierce/ Ella
- Sexual Health Campaign
  - FreeToBeTrue.org

HIV 101
- LGBT Cultural Sensitivity
- Routine HIV Testing
- Delivering a Positive Result
- Linguistic Services

Staff Education

Service Promotion

- HIV Services
- Hepatitis C
- Behavioral Health
- The Pharmacy @AltaMed
About the Campaign

- Funded by the CA State Office of AIDS
- Developed a statewide campaign designed to increase STD awareness and testing among gay and bisexual Latino and African American men.
- One of a kind 6-part bilingual digital media series exclusive of gay and bi-sexual men of color which showcases a range of same sex relationships - from intimate relationships to casual hook-ups.
About the Campaign

- Designed to be inclusive of GBQ men of color
- Highlights real life scenarios & experiences while incorporating prevention messages to help reduce the risk of STD and HIV infection.
- Normalizes and destigmatizes same sex relationships
- Has content that gives visibility to the GBQ Latino and African American communities
- Acknowledges that this group remains at greater risk of getting STDs, including Syphilis and HIV.
In 2016, CDC released national STD data reporting cases of syphilis, gonorrhea and chlamydia have reached a record high-level in the U.S., with the largest increase being in cases 19% of syphilis.

- Syphilis is linked to an increased risk of HIV infection.
- Most cases of syphilis in the United States are among gay, bisexual, and other men who have sex with men (MSM).
California

Gay and bisexual men are at high-risk for STD infection.

- Men who have sex with men account for more than 62% of the state’s gonorrhea cases and 84% of primary and secondary syphilis cases
- 19% increase in Syphilis cases over 2015 and a two-fold increase since 2012.

(CDPH, 2016)

➢ Syphilis has been increasing among MSM for more than a decade.
California

Six counties with early syphilis rates higher than the overall state rate (28.5)

<table>
<thead>
<tr>
<th>Rate of Infection / County</th>
<th>Rate of infection per county</th>
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<tbody>
<tr>
<td>San Diego</td>
<td>30%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>39%</td>
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<tr>
<td>Kern</td>
<td>42%</td>
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<tr>
<td>San Joaquin</td>
<td>58%</td>
</tr>
<tr>
<td>Fresno</td>
<td>65%</td>
</tr>
<tr>
<td>San Francisco</td>
<td>132%</td>
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</tbody>
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CDPH, 2016
Pre-Launch Insights

The Goal

The goal for the quantitative analysis is to identify which key performance indicators the campaign is meant to impact and then monitor what lift the campaign has on those metrics. Here is a snapshot look at the goals for the PRE wave:

- Gauge a baseline read on awareness, perceptions, and usage of STD prevention methods as well as sexual behaviors and attitudes PRE launch of the campaign

The Method

- 15 minute survey
- Conducted among 209 GBTQ men of color living in California
KEY INSIGHTS

1. GBTQ men are highly aware of sexual health advertising; with most recalling ads on TV, Billboards, and Facebook.

2. Nearly 6-in-10 GBTQ men of color believe that syphilis is on the rise.

3. 2-in-10 do not use any form of protection against STDs; this is 2x higher among African American GBTQ men as 4-in-10 do not use protection.

4. Half of GBTQ men intend on using condoms in the next year, while 1-in-4 remain unsure or unlikely to use a condom.

5. A majority (56%) do not feel represented in advertising and would feel more connected to ads if they featured people who looked like them.
**Demographics**

**Age**
- 18-23: 25%
- 24-29: 42%
- 30-35: 33%
- Avg age: 28 y.o.

**Ethnicity**
- Hispanic: 75%
- African American: 28%

**Employment**
- Employed full-time: 58%
- Employed part-time: 16%
- Unemployed: 13%
- Full-time student: 11%
- On disability: 2%

**Gender**
- Male: 4%
- Transgender: 96%

**Household Income**
- Less than $25,000: 30%
- $25,000 - $49,999: 25%
- $50,000 - $74,999: 16%
- $75,000 - $99,999: 11%
- $100,000 - $149,999: 12%
- $150,000+: 6%
- Avg HHI: $61k

**Education**
- Non-high school graduate: 6%
- High school graduate or equiv: 25%
- Trade or technical school: 7%
- Some college: 30%
- College graduate: 29%
- Post graduate degree: 4%
PERCEPTIONS OF SEXUAL HEALTH ADVERTISING

Less than half (44%) feel they see people like them represented in advertising and the majority (58%) would feel more connected to ads if they did.
AFAM men are less likely to meet others at bars (42%), through dating apps (32%), and their social groups (17%) then AFAM men.
ORAL SEX IS THE MOST PERFORMED SEXUAL ACTIVITY, FOLLOWED BY KISSING

Oral sex, kissing, and anal sex top the list of activities performed by GBTQ men.

About 1-in-4 also engage in vaginal sex as well as group sex.

Hispanics are more likely to engage in anal (76% v 64% among AFAM) and group sex (27% v 15% among AFAM).

Q14: What sexual activities do you engage in with your sexual partners?
If you are not personally free to be yourself in that most important of all human activities... the expression of love... then life itself loses its meaning.

- Harvey Milk
Free to Be Art Exhibit

Working in the community to foster positive discussions about sexuality and sexual health among young, gay men of color.

Photography and art that celebrates same sex relationships
Campaign Website

Free to Be True website

- Host campaign videos
- Provided HIV & STD information relevant to gay men of color
- Promotes HIV & STD testing and treatment; PrEP uptake and access
- Access to Resources
Potential Barriers

Factors that can **negatively impact** health and ability to receive appropriate care include:

- Homophobia
- Stigma (negative and usually unfair beliefs)
- Discrimination (unfairly treating a person or group of people differently)
- Lack of **access** to culturally- and orientation-appropriate medical and support services
- Heightened concerns about **confidentiality**
- Fear of losing job
- Fear of talking about sexual practices or orientation.

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**Challenge what you think about HIV/AIDS**

**HIV IS NOW A MANAGEABLE DISEASE**

With the proper care you can live a full and happy life. Learn about prevention, testing, and care below.

**HIV AMONG GAY AND BISEXUAL MEN**

Gay, bisexual, and other men who have sex with men account for 70% of new HIV infections in the United States.

**YOU CAN PROTECT YOURSELF**

When taken as prescribed, PrEP is over 90% effective in preventing HIV. HIV treatment, PrEP, PEP, and condom use are effective methods of preventing HIV.

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CDC, 2017
Access

- Hub for resources and information on STDs, HIV and HIV prevention including PrEP
- Empowering the GBQ Community to take charge of their Sexual Health
- Discuss prevention in the context of broader conversations about sexual health and wellness
Engage & Inform

Free to Be **Sexy**

Free to Be **Proud**

Free to Be **Empowered**

Free to Be **Informed**

Free to Be **True.org**
Marketing to Reach & Engage

Gay & Bisexual Latinos and AA

Partnerships & Social Media

HIV/STD/PrEP Access & Linkage

Landing Page
Alta Pride is a culturally-inclusive, sex-positive, and empowering safe space which supports the LGBTQ community through diverse, inspiring, and health-centric messaging and campaigns.
Questions?

Thank You!

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