What Works?
Literature Review
Series of Webinars
Webinar Method + Case Criteria

Social Marketing for STBBIs

The Public Health Agency of Canada and Tools of Change Webinars present

Introduction to Social Marketing

MURMUR
You don't fool me, guys. Sores followed by a rash can mean only one thing... SYphilis.

Who is this guy?! A detective?

Yeah... a regular Dick Tracy.

GET TESTED FOR SYphilis

www.healthy.penis.org 415.487.5580

HEALTHY PENIS
CASE: Healthy Penis

[Image of four cartoon characters]
90% increase in likelihood tested for syphilis in past 6 months.
STOP THE DRAMA DOWNUNDER!
GET A SEXUAL HEALTH CHECK TODAY!
WWW.THEDRAMADOWNUNDER.INFO
Stop the Drama Downunder

CASE: THE DRAMA DOWNUNDER

Remind Me
Register for a Sexual Health Checkup.

Start here

The Drama Downunder

If you are registered and want to change your preferences?

You can choose to receive the reminders as either an email or SMS.

The Ministry of Health website provides a mobile phone reminder service.

You can either sign up to receive these reminders by SMS or email.

This service is provided as a convenience to you and will not be included in your contact information.

The contact details may vary depending on your location.

You can cancel the reminders at any time by contacting your service provider.

The Ministry of Health is not responsible for any errors or omissions in the service.

This service does not replace the need to report any medical conditions.

The Ministry of Health recommends that you consult with your doctor before taking any medication or making any changes to your health.
Clinical data showed significant increasing testing rates for HIV, Syphilis and Chlamydia.

<table>
<thead>
<tr>
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<th>Baseline ‘07 – ‘08</th>
<th>Initial ‘08 – ‘09</th>
<th>Continued ‘09 – ‘10</th>
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</thead>
<tbody>
<tr>
<td>HIV</td>
<td>410</td>
<td>480</td>
<td>520</td>
</tr>
<tr>
<td>Syphilis</td>
<td>416</td>
<td>496</td>
<td>538</td>
</tr>
<tr>
<td>Chlamydia</td>
<td>420</td>
<td>483</td>
<td>539</td>
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What's Silent, Serious and Spreading?...

CHLAMYDIA
IT'S WORTH TALKING ABOUT

For the under 25's
Ask a member of staff for a FREE Chlamydia test

coast
chlamydia outreach and screening treatment

CASE: COAST
CASE: COAST

Take aim...
GET YOUR TACKLE TESTED!
11 000 Change Needed for Bacon 15.
TEXT COAST followed
by your name and address to 83010
...FIRE!!

FREE
CHLAMYDIA TESTING KIT
FOR 15 - 24 YEAR OLDS

P '4' PANTS
GET YOUR FREE Limited Edition Pants Here Today

Chlamydia screening
for the under 25's
Squeaky Clean
We Had My Tad
# Chlamydia Testing Rates for 15-24 year-olds increased annually

<table>
<thead>
<tr>
<th>Year</th>
<th>NEL</th>
<th>NL</th>
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<tbody>
<tr>
<td>Year 1</td>
<td>7.5 %</td>
<td>3.8 %</td>
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<tr>
<td>Year 2</td>
<td>17.6 %</td>
<td>13.2 %</td>
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<tr>
<td>Year 3</td>
<td>26.4 %</td>
<td>20.4 %</td>
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</table>
65.6% HoMBReS players using condoms

41.3% control teams using condoms
RESULTS: BRIDGE

Reduction in stigma

HIV Testing
40% - no program exposure
60% - exposure to Bridge

% Holding Stigmatizing Attitudes

- Isolate PHA
- Avoid PHA
- Ban HIV+ Teachers

Baseline | Midterm 1 | Midterm 2 | End of project
Takeaways

- SMART Goals - Iterative
- Citizen Orientation - Strong
- Social Offering - Clear
- Segmentation & Insight - Researched
- Relationship-building - Long-term
- Integrated Intervention Mix - Tailored
- Systematic Planning - Theory to Evaluation
Heather Bowen Ray
heather@murmurandhum.com
www.murmurandhum.com
@heatherbowenray
References


• BRIDGE Project Objectives and Intermediate Indicators. JHU/CCP.


• Pedrana, Alisa, Margaret Hellard, Rebecca Guy, Carol El-Hayek, Maelenn Gouillou, Jason Asselin, Colin Batrouney, Phuong Nguyen, and Mark Stoové. “Stop the Drama Downunder: A Social Marketing Campaign Increases HIV/Sexually Transmitted Infection Knowledge and Testing in Australian Gay Men.” Sexually Transmitted Diseases, Volume 39, Number 8, August 2012.
