

# Health is Power: Lessons Learned from Customizing a Sexual Health Media Campaign for Young, Heterosexual African American Men

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## Background:

- In the United States, young, heterosexual African American (AA) men are disproportionately affected by sexually transmitted diseases (STDs).
- To date, STD prevention efforts have not adequately addressed the sexual and reproductive health (SRH) needs of this population. Experts have called for education, communication, and community mobilization efforts to address these disparities.
- Health Is Power (HIP), a media campaign developed by CDC Division of STD Prevention (DSTDP) and its partners to promote sexual health among heterosexual AA men ages 18-30, utilizes a multi-phased approach with positive, empowering messaging around increased condom use, healthy relationships, STD prevention, and open partner communication.<sup>1</sup>

1. American Sexual Health Association (2018). Coming Soon! Get the latest on the Health is Power Initiative! Retrieved from <http://www.ashsexualhealth.org/coming-soon-results-nacchos-health-power-demonstration-site-project-implementation-evaluation/>

## Purpose:

CDC DSTDP funded the National Association of County and City Health Officials (NACCHO) to lead a two-phased demonstration site project in New Orleans, Houston, and Baltimore focused on customizing and implementing local HIP campaigns. The goals of this project were to provide communication, evaluation and other technical capacity-building assistance to demonstration sites and disseminate key findings and lessons learned from process and outcome evaluations.

## Methods:

Phase I: Customization (January 2017 – June 2017)

- Image and Campaign Message Development via:
  - Community Engagement (community advisory boards, focus groups, surveys of population of focus)
  - Staff Engagement (project and communications teams)
- Development of Evaluation Framework

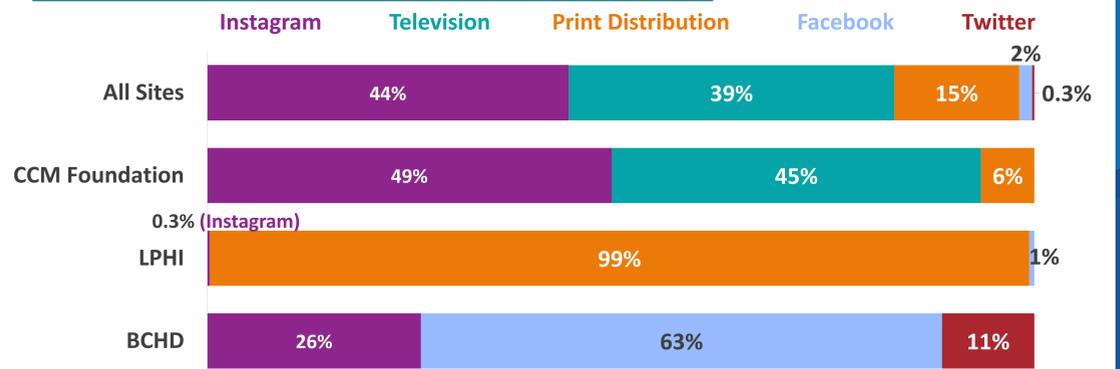
Phase II: Dissemination & Impact Evaluation (July 2017-June 2018)

- Dissemination (posters, push cards, social media messages on Facebook, Instagram, Twitter, demonstration site websites, and other media outlets)
- Process and Outcome Evaluation (social media engagement, surveys, focus groups, individual interviews)

## Results: Phase I: Customization

SITE	SAMPLE FINAL IMAGES	BEST PRACTICES	LESSONS LEARNED
CCM Houston, TX		<ul style="list-style-type: none"> <li>Social Media Influencers were key to effective reach of target population.</li> <li>Messages focused on negotiation and communication were effective with target population.</li> </ul>	<ul style="list-style-type: none"> <li>Outcome/Impact evaluation questions need to be more specific to reflect accurate impact results</li> </ul>
LPHI New Orleans, LA		<ul style="list-style-type: none"> <li>Early development of Community Advisory Boards with representation from target population was necessary for message development</li> <li>Engaged volunteers helped disseminate paper-based campaign materials and collect qualitative feedback on campaign materials (street-intercept surveys).</li> </ul>	<ul style="list-style-type: none"> <li>Effective spread of messaging requires dedicated staff, from target population, with established social media networks</li> </ul>
Baltimore City Health Dept. Baltimore, MD		<ul style="list-style-type: none"> <li>Community Aides representing target population helped create relevant messages</li> <li>Incorporating humor in messaging increased engagement and reach</li> <li>Dedicated funding for social media evaluation allowed for collection of robust data/analytics</li> </ul>	<ul style="list-style-type: none"> <li>City government processes delayed project work, additional project time should be budgeted towards this in the future</li> </ul>

## Results: Phase II: Reach of Campaign Materials



Instagram / Facebook / Twitter: Number of distinct followers

Print Distribution: Number of print materials distributed

Television: Number of households reached via ad (does not take into account if ad was actually seen or how many individuals may have seen ad)

## Impact Evaluation

Site	Impact Evaluation (Total #)
CCM	Post-Evaluation KABB (15); Impact evaluation survey, Focus Group (2), Individual Interviews
LPHI	Community Advisory Board (2), Focus Groups (1), Street Intercept Survey (245), Site Representative Survey (30)
BCHD	Social Media Analytics

## Site Challenges and Limitations:

- SOCIAL MEDIA SAVY:** Dedicated staff/representatives from target population with social media/tech expertise were needed to create and disseminate effective messages
- TIME PERIOD:** Short dissemination & evaluation time periods limited amount of data collection
- PROJECT DELAYS:** All sites experienced delays receiving the original, customizable HIP messages

## Technical Assistance Lessons Learned:

- STIGMA:** Some sites received community feedback indicating that provocative imagery was preferable. TA was needed to ensure that imagery did not stigmatize or marginalize anyone, especially AA women.
- VARIABLE EVALUATION MECHANISMS:** Sites chose various evaluation mechanisms making comparisons difficult

## Acknowledgements:

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