

Office Hours: *HIV Marketing Campaigns*

Thursday, December 14, 2023



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Agenda

- Overview of Marketing/Comms Webinar Series
- Housekeeping
- Lessons Learned from HIV Marketing Webinar
- Show & Tell Activity
- Break Out: Scenarios



Marketing/Communications Webinar Series

- **Purpose:** To provide health departments with information, support and resources for digital marketing and communication efforts related to HIV, STI, Harm Reduction, and Refugees, Immigrants, and Migrants (RIM) programs.
- **Upcoming Sessions**
 - **Harm Reduction, STI, and RIM** sessions coming in 2024! Stay tuned for more details via NACCHO's newsletter.



Marketing/Communications Survey



- NACCHO and KFF are interested in understanding how health departments are currently leading with marketing and communications work and what health departments are interested in learning more about to help better inform their communications efforts.
- Please have a team member who is familiar with your digital communications respond to this short survey! <https://bit.ly/NACCHOandKFFSurvey>
- Deadline: December 18th!

Quick Housekeeping

- Feel free to participate by either unmuting, raising your hand or engaging in the chat.
- This webinar is being recorded and will be made available following today's session.
- ENJOY the session!



Lessons Learned From HIV Marketing Campaigns Webinar

- Importance of Objectives/Audience
- Message is Key!
- Have the Right People at the Table
- Pick the Vehicles that work best for you





- **Name & Jurisdiction**
- **If you've ever worked on an HIV campaign, please share...**
 - Message/Audience
 - Challenges/Success
- **If you are working on an upcoming HIV campaign, please share...**
 - Message/ Audience



Scenarios Activity

Example

Target Population: Young African American Men

Objective: Promote condoms usage

Budget: \$2,000

Area: Detroit

Questions for the Group to Answer....

Who should be
at the Table?

What is your
Message?

Which Vehicles
would you
use?



Group 1

Target Population: People Living with HIV

Objective: Promote Medication Adherence

Budget: \$150,000

Area: Chicago

Group 2

Target Population: Black Women

Objective: Increase HIV Testing

Budget: \$500,000

Area: Atlanta

Group 3

Target Population: Trans Women

Objective: Promote PrEP Usage

Budget: \$1 million

Area: New York City

Group 4

Target Population: General Public

Objective: HIV Awareness

Budget: \$100,000

Area: Rural Indiana

Group 5

Target Population: Men

Objective: HIV Myth Busting

Budget: \$75,000

Area: Minneapolis

Group 6

Target Population: Latino Community

Objective: HIV Testing

Budget: \$2 Million

Area: LA

Group 7

Target Population: People Living with HIV

Objective: Promote Medication Adherence

Budget: \$150,000

Area: Houston

Group 8

Target Population: People Living with HIV

Objective: Promote Medication Adherence

Budget: \$150,000

Area: Chicago



Let's
Discuss!

A few groups will
share what they
came up with...

Thank you!!!

