# 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.

#### <u>Upcoming Sessions</u>

• Harm Reduction, STI, and RIM sessions coming in 2024! Stay tuned for more details via NACCHO's newsletter.



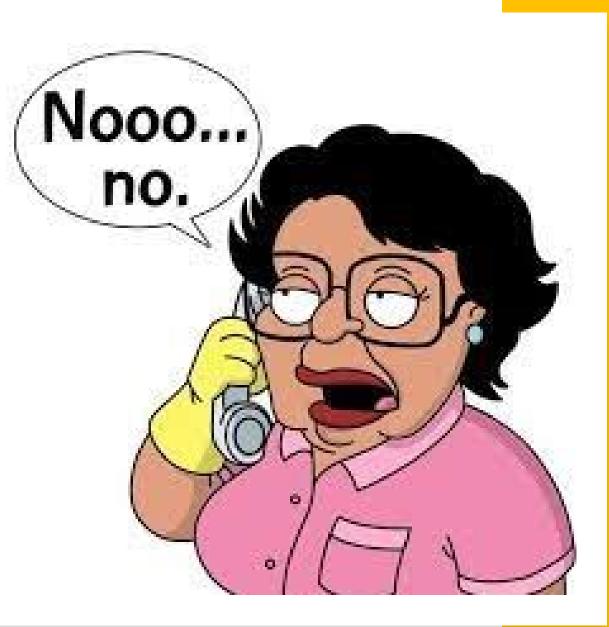


## Marketing/Communications Survey

- 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! <u>https://bit.ly/NACCHOandKFFSurvey</u>
- 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 MenObjective: Promote condoms usageBudget: \$2,000Area: Detroit



#### **Questions for the Group to Answer....**



#### <u>Group 1</u>

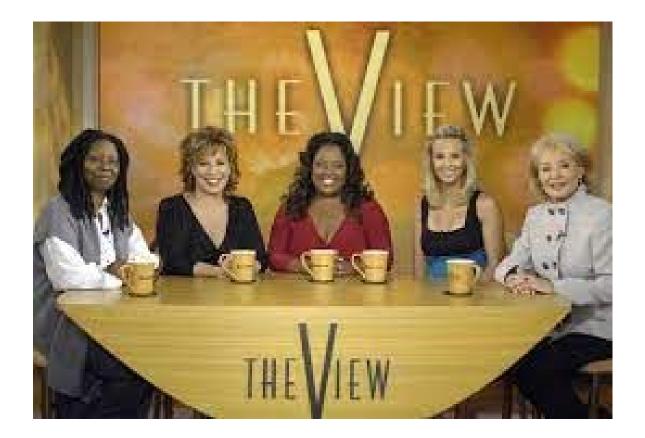
Target Population: People Living with HIVObjective: Promote Medication AdherenceBudget: \$150,000Area: Chicago

#### <u>Group 2</u>

**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

#### <u>Group 5</u>

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!!!

