

# STI Marketing: How to Jumpstart Your Marketing Campaigns

Tuesday, April 2, 2024

# Agenda

- Overview of Marketing/Comms Webinar Series
- Quick Housekeeping
- KFF Social Impact Media Presentation, *Robbyn Kistler*
- Cobb & Douglas Public Health Presentation, *Rachel Franklin*
- Northwest Health District Presentation, *Cameron Berard*
- Three Rivers Public Health Department, *Anne Garinger*
- Q&A

# 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**
  - **STI Marketing Office Hours Session**
    - Wednesday, May 22<sup>nd</sup> at 2pm EST
  - Harm Reduction and RIM sessions coming in summer 2024!

# Quick Housekeeping

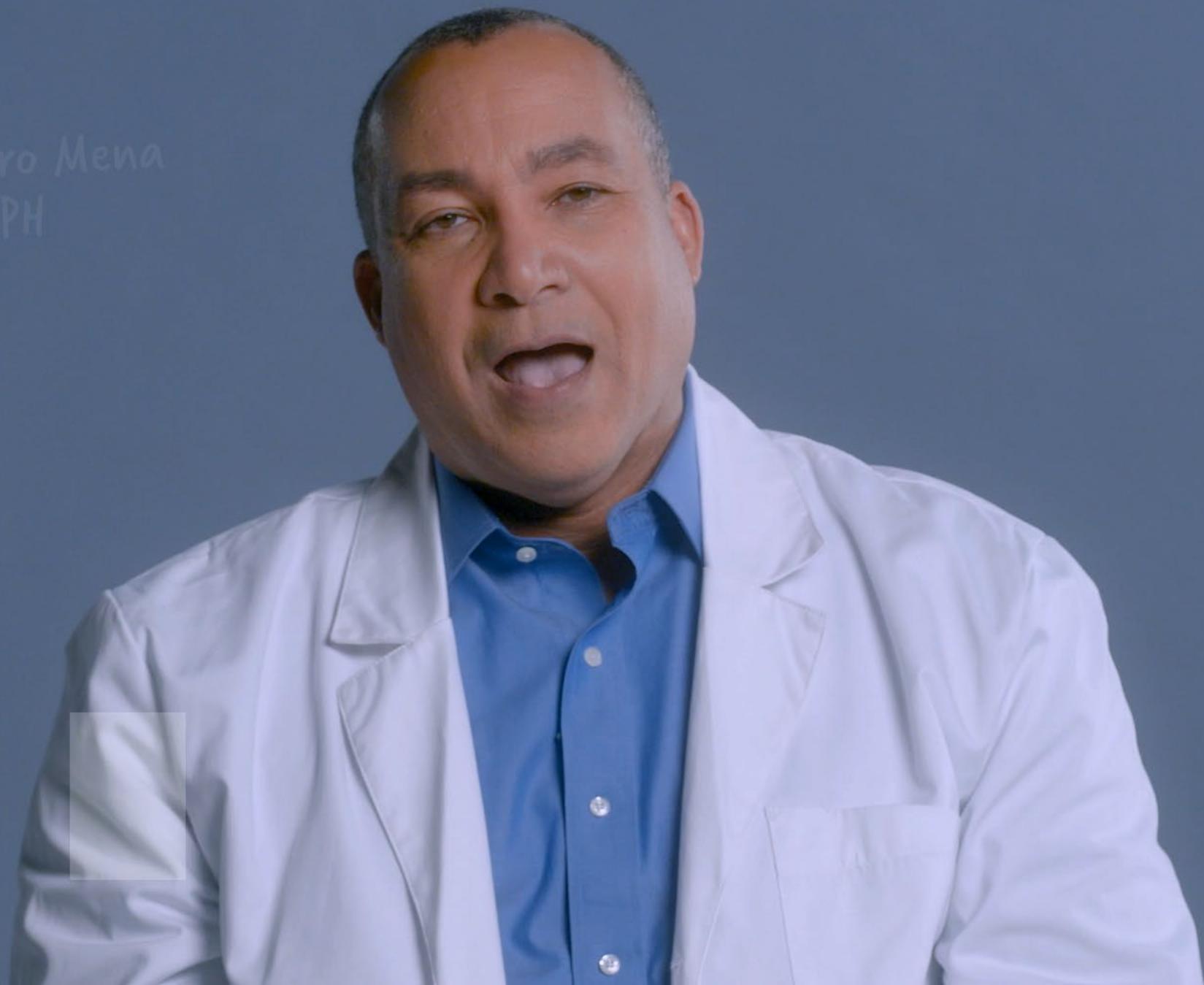
- All participants are muted, and cameras are turned off.
- Please hold all questions until the end.
  - Feel free to add to Q&A during presentations by clicking “Q&A” and typing your question.
  - You can also engage during that part of the session by raising your hand by clicking “raise hand” at the bottom of your screen.
- To enable the live caption feature, you can access this feature by clicking on “caption” at the bottom of your screen.
- This webinar is being recorded and will be made available following today’s session.
- ENJOY the session!

# KFF Presentation, *Robbyn Kistler*

**TOGETHER**  
**WE ARE**  
**GREATER**  
**THAN.**

**KFF** 

Leandro Mena  
MD, MPH




Charlene Eliza  
MD, MPH





# YouTube @WeAreGreaterThan



**Let's Talk About STIs**

Leandro Mena MD, MPH

**Ask Me Anything About STIs with Dr. Mena & Dr. Flash**

We Are Greater Than  
26 videos 910 views Updated today

Play all Shuffle

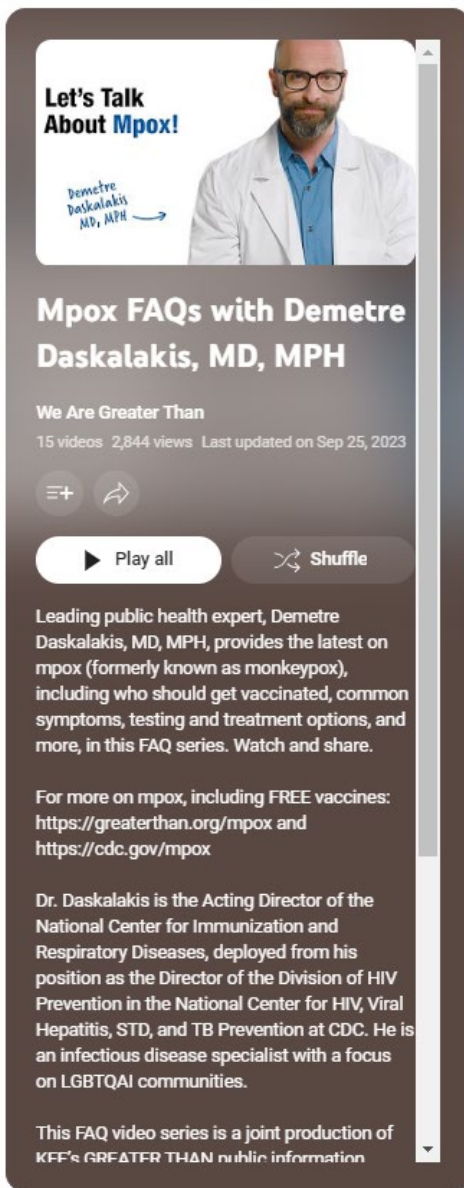
Got questions about STIs and sexual health? Get the latest from infectious disease experts, from STI testing, to pregnancy, congenital syphilis and more!

This video is a joint production of KFF's GREATER THAN and CDC's LET'S STOP HIV TOGETHER.

This information is shared for educational purposes and should not be used as a substitute for professional medical advice. The views expressed are those of the featured medical professional and reflect information available to that professional at the time of filming. Always consult a healthcare provider for any personal health decisions.

- Let's Talk About STIs**  
We Are Greater Than • 78K views • 2 weeks ago  
0:50
- Let's Talk About Congenital Syphilis**  
We Are Greater Than • 122K views • 2 weeks ago  
0:59
- Couldn't my doctor tell if I had an STD?**  
We Are Greater Than • 96K views • 2 weeks ago  
0:40
- What are the symptoms of STIs?**  
We Are Greater Than • 116K views • 2 weeks ago  
0:59
- How do I know if I was tested for STDs?**  
We Are Greater Than • 113K views • 2 weeks ago  
0:48
- Do I need to ask for STI testing?**  
We Are Greater Than • 51K views • 2 weeks ago  
0:50
- Do asymptomatic STIs need to be treated?**  
We Are Greater Than • 56K views • 2 weeks ago  
1:01
- Does a pap smear test for STDs?**  
We Are Greater Than • 38K views • 2 weeks ago  
0:59
- Wouldn't I know if I had an STI?**  
We Are Greater Than • 47K views • 2 weeks ago  
0:41
- Let's Talk About STIs and Pregnancy**  
We Are Greater Than • 37K views • 3 weeks ago  
0:52
- Let's Talk About Syphilis and Pregnancy**  
We Are Greater Than • 47K views • 2 weeks ago  
0:57
- Let's Talk About Sexual Health**  
We Are Greater Than • 219K views • 2 weeks ago  
0:52

# YouTube @WeAreGreaterThan



**Let's Talk About Mpxx!**

Demetre Daskalakis MD, MPH

## Mpxx FAQs with Demetre Daskalakis, MD, MPH

We Are Greater Than

15 videos 2,844 views Last updated on Sep 25, 2023

Play all Shuffle

Leading public health expert, Demetre Daskalakis, MD, MPH, provides the latest on mpox (formerly known as monkeypox), including who should get vaccinated, common symptoms, testing and treatment options, and more, in this FAQ series. Watch and share.

For more on mpox, including FREE vaccines: <https://greaterthan.org/mpox> and <https://cdc.gov/mpox>

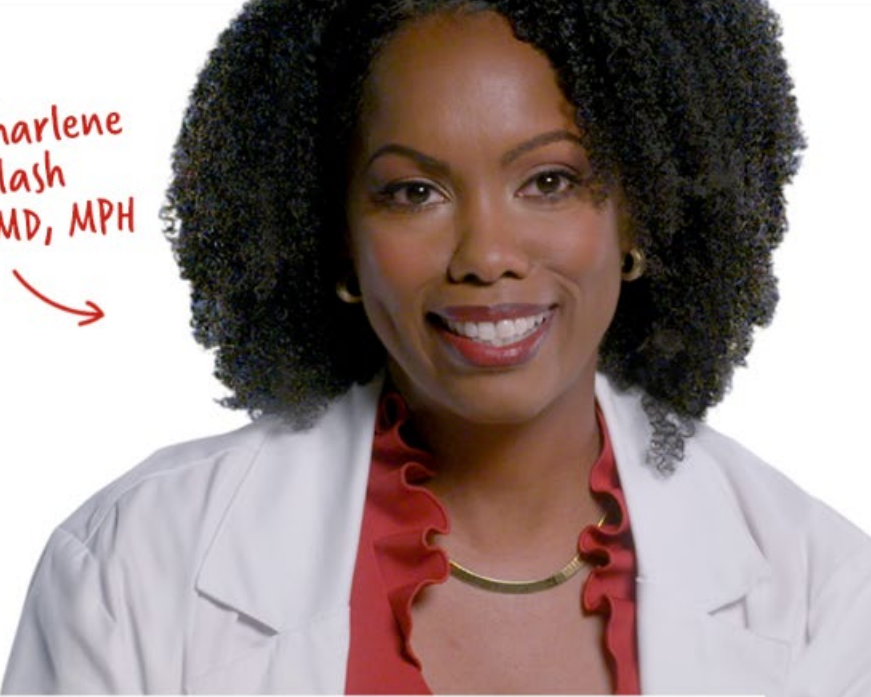
Dr. Daskalakis is the Acting Director of the National Center for Immunization and Respiratory Diseases, deployed from his position as the Director of the Division of HIV Prevention in the National Center for HIV, Viral Hepatitis, STD, and TB Prevention at CDC. He is an infectious disease specialist with a focus on LGBTQAI communities.

This FAQ video series is a joint production of KFF's GREATER THAN public information

- Let's Talk About Mpxx!**  
We Are Greater Than • 36K views • 5 months ago  
1:08
- What's Going On With Mpxx?**  
We Are Greater Than • 180K views • 5 months ago  
1:04
- Got Your Mpxx Vaccine Yet?**  
We Are Greater Than • 618K views • 5 months ago  
0:46
- Do I need the mpox vaccine?**  
We Are Greater Than • 67K views • 5 months ago  
0:39
- What are the symptoms of mpox?**  
We Are Greater Than • 2.5K views • 5 months ago  
0:54
- How can I protect myself from mpox?**  
We Are Greater Than • 18K views • 5 months ago  
0:47
- Where can I get the mpox vaccine?**  
We Are Greater Than • 5.4K views • 5 months ago  
0:51
- How do you know when mpox is no longer infectious?**  
We Are Greater Than • 16K views • 5 months ago  
0:33
- How do you treat mpox?**  
We Are Greater Than • 3.5K views • 5 months ago  
1:07
- How effective is the mpox vaccine?**  
We Are Greater Than • 238K views • 5 months ago  
0:42
- If I had mpox do I still need a vaccine?**  
We Are Greater Than • 15K views • 5 months ago  
0:40
- Is it too late to get my second mpox vaccine dose?**  
We Are Greater Than • 297K views • 5 months ago  
0:38

# GreaterThan.org/Materials

< MATERIALS: VIDEOS



Charlene Flash  
MD, MPH

How do I know if I was tested for STDs?

A portrait of Charlene Flash, MD, MPH, a Black woman with a large afro hairstyle, wearing a white lab coat over a red top. A red arrow points from the handwritten text 'Charlene Flash MD, MPH' to her. Below the portrait is a white box with the text 'How do I know if I was tested for STDs?' in bold black and red font.

## STI Testing Videos

Leandro Mena, MD, MPH

### Do I need to ask for STI testing?

1920 x 1080 px MP4 (16:9) [YouTube Link](#)

1080 x 1920 px MP4 (9:16) [YouTube Link](#)

Charlene Flash, MD, MPH

### How do I know if I was tested for STDs?

1920 x 1080 px MP4 (16:9) [YouTube Link](#)

1080 x 1920 px MP4 (9:16) [YouTube Link](#)

### Does a pap smear test for STDs?

1920 x 1080 px MP4 (16:9) [YouTube Link](#)

1080 x 1920 px MP4 (9:16) [YouTube Link](#)

 DOWNLOAD

 ADD TO COLLECTION

# Help Get Out Info about STIs

1. Post to **social media** (tag #GreaterThanSTIs)
2. Embed or link on **websites**
3. Show in **clinics** and at **events**
4. Include in **e-newsletters**
5. Train **staff** to start conversations with **clients**
6. Buy **digital ads**

# Post on Social Media

 **National Coalition of STD Directors @NCSDDC** · Nov 28

STIs are on the rise across the country, in part due to misinformation. Join Drs. Leandro Mena and Charlene Flash to learn more about sexual health, with the #GreaterThanSTIs video series from @KFF and @CDCSTD.

Watch Now: [bit.ly/3RihXK8](https://bit.ly/3RihXK8)




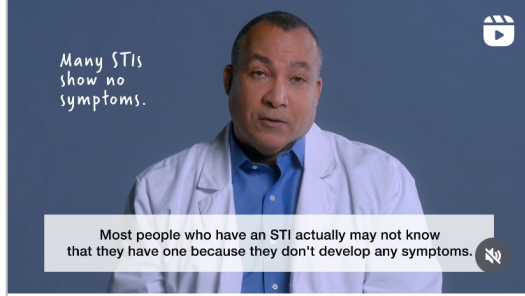
 **Blue Ridge Health District - BRHD** · 1d

 **Greater Than HIV** · 2d

Curious about #STIs?  
Wondering how to get tested?  
Need info on treatments?... See more



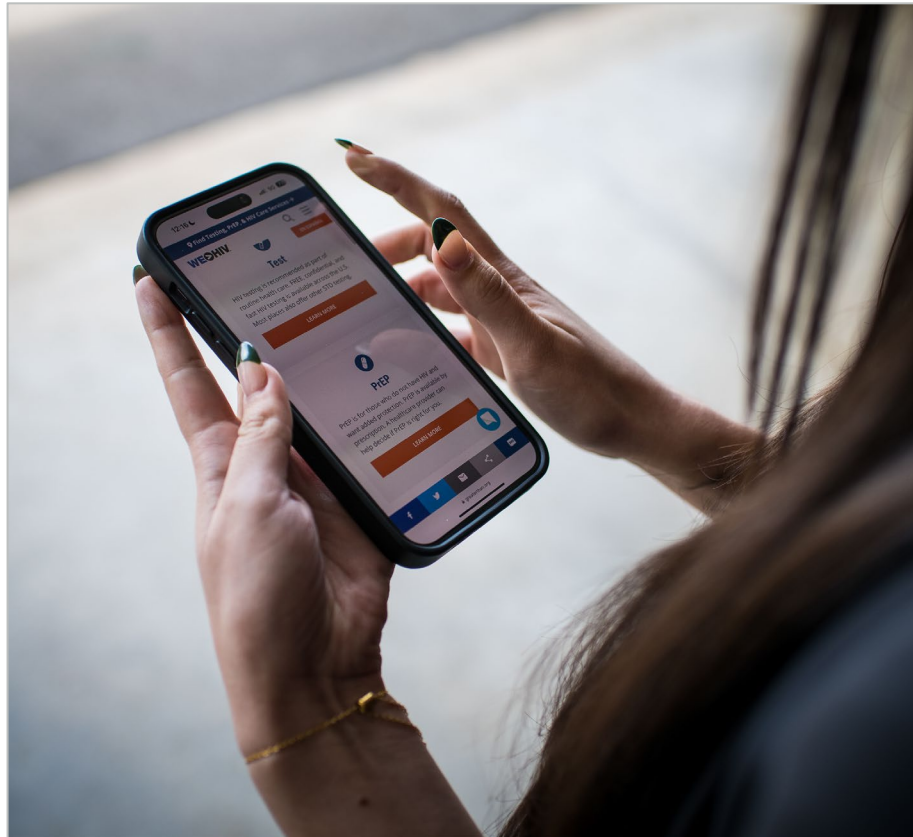
 **brbacmetrohealth** · 17m · Original audio



brbacmetrohealth #DYK that most STI's do not develop any symptoms. Don't take the chance. We provide FREE condoms; FREE HIV, HCV, and Syphilis screenings; and affordable STI screenings. Call 225.338.9333 or go to [brmetrohealth.com/contact](https://brmetrohealth.com/contact) to take advantage of our FREE prevention and health screening services. #wearehere #FREEcondoms #FREEhealthscreenings #STItesting #brmetrohealth #knowyourstatus

Special thanks to @greaterthanhiv for the amazing video and information.

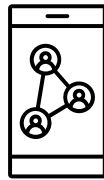
# Digital Marketing



Reach your community with paid advertising on digital media platforms with any size budget.



# Stay Connected!



[@GreaterThanHIV](#)



[GreaterThan.org](#)



[GreaterThan@kff.org](#)





# Cobb & Douglas Public Health Presentation, *Rachel Franklin*





# STI PREVENTION SOCIAL MEDIA CAMPAIGNS

Rachel Franklin, MPH, CIC  
Epidemiology & Infectious Disease Director  
April 2, 2024



# Campaign #1 – Winter 2022/23

## “Don’t Stress the Test”

# Media Overview

**LIVE DATES: 11/28/2022 - 1/31/2023**

## Media Tactics:

- Video Campaigns
  - Instagram
  - TikTok
  - Snapchat
- Streaming Audio

## Targeting:

- Male and Female
- 13-25 yr olds
- Zip codes in Cobb and Douglas counties with highest STI rates

**PURPOSE:** Develop a media campaign to increase awareness of STIs: educate teens/young adults that are sexually active on the risks of STIs and encourage them to get tested.

# Key Stakeholders

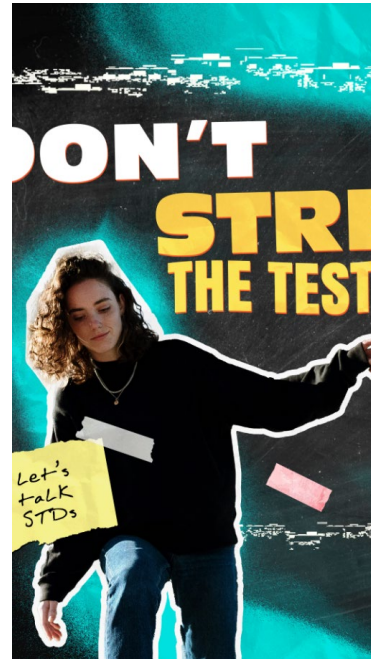
- District leadership – Health Director, Public Information Officer (PIO), STI Epi Program Manager & Epi Director
- DPH STI Epi – provided grant funds used for campaign
- Contracted company - Odonnell Company

## Process

- Epi shared local STI stats
- PIO created new CDPH webpage & tracking metrics
- Several brainstorming meetings
- Company created the social media ads
- Edits + final approval by district leadership



**Frame 1**  
 Opens with cutout of teen, grunge elements in background. Stop motion style. Paper texture adds to the energy and motion elements.



**Frame 2**  
 Words come into focus and slide onto screen



**Frame 3**  
 Girl and post it note shift out of focus and color. Words repeat and stamp with sound fx to energetic music

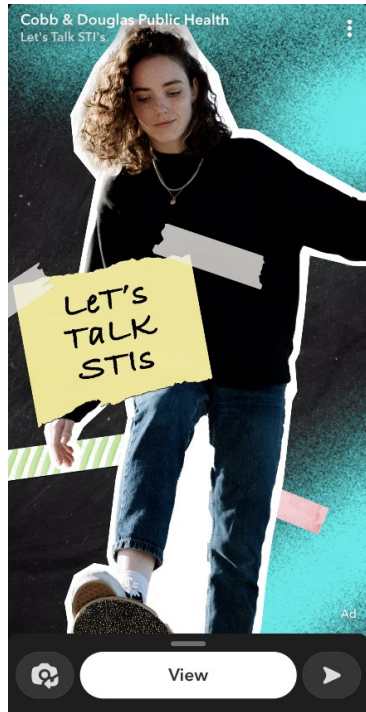


**Frame 4**  
 Stamped words fade out and one statement remains including the url with mic drop sound fx.

*Healthier lives. Healthier community.*



Video 1



Video 2



Video 3



Healthier lives. Healthier community.

# Results

- Total **Instagram** Impressions: 1,445,507
  - Reach: 737,377 (viewing the 15 sec. videos)
- Total **Snapchat** Impressions: 468,817
  - Reach: 148,775, with 113,781 completing the 15 sec. video
- Total **TikTok** Impressions: 916,103
  - Reach: 123,327, with 47,322 completing the 15 sec. video
- Total Streaming Audio Impressions (**iHeart radio**): 251,977

**3,082,404**

**Total  
Impressions**



# Campaign #2 – Fall 2023 Congenital Syphilis Prevention

*Healthier lives. Healthier community.*





# Media Overview

**LIVE DATES: 10/23/23 – 12/22/23**

## Media Tactics:

- Videos & posts campaigns
  - Facebook
  - Instagram
  - TikTok
  - Snapchat

## Targeting:

- Females
- 15-45 years
- Those pregnant and seeking to be pregnant
- Zip codes in Cobb and Douglas counties with highest STI rates
- English & Spanish speaking

**PURPOSE:** Encouraging child-bearing females to get a syphilis test before and during pregnancy and advertising CDPH prenatal care services for those uninsured

## Video 1: Spanish



Frame 1  
First frame opens up with



Frame 2



Frame 3



Frame 4

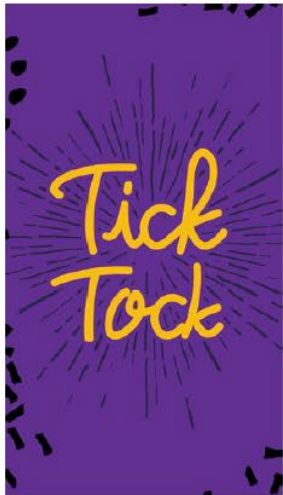


Frame 5



Frame 6

## Video 2: English



Frame 1  
First frame opens up with



Frame 2



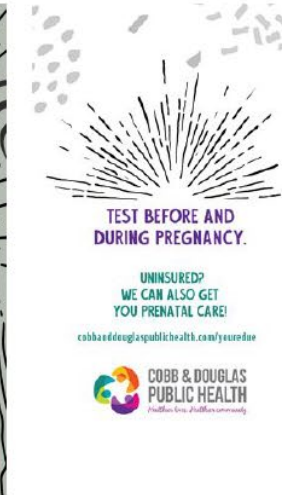
Frame 3



Frame 4



Frame 5



Frame 6  
The end card shows a sign

## Social Media Posts



### **Pregnant? Time to get tested for syphilis!**

If you're trying to conceive or expecting to have a baby, it's time to get tested for syphilis. STIs are preventable and treatable. Test before and during pregnancy (in the first and third trimesters), and at delivery. Uninsured? We can also get you prenatal care!

# Results

- Total **Facebook/Instagram** Impressions: 31,700
  - Reach: 15,389
- Total **Snapchat** Impressions: 1.1 million
  - Reach: 8,948
- Total **TikTok** Impressions: 1.2 million
  - Reach: 6,800
- Spanish-speaking ads had 268,000 impressions across Snapchat and TikTok, with 1,902 total clicks
- CDPH new webpage (only accessible directly from the ads) was in the top 4 while the campaign was live.

**2.4 million**

**Total Impressions**



# Northwest Health District Presentation, *Cameron Berard*

# STD Social Media Campaign

NACCHO/KFF STI Marketing Webinar / 04/02/2024 / Cameron Berard MPH



# About me

- Emory Fellow Epidemiologist
- MPH at East Tennessee State University
- Worked at District 1-1 Department of Public Health since August 2023



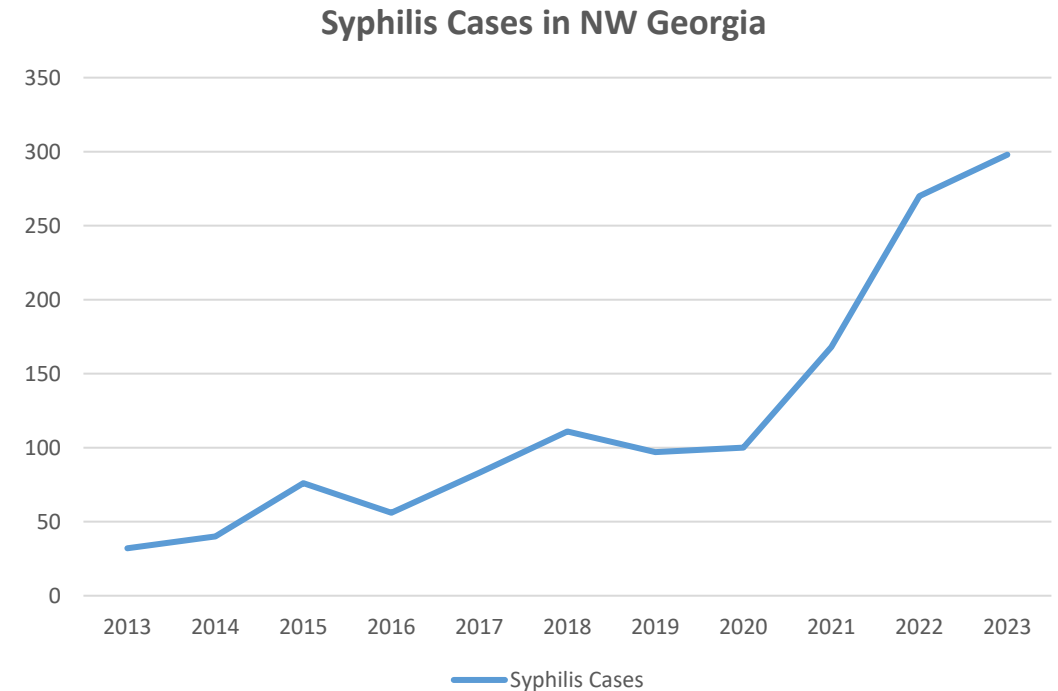
# Funds

- Georgia Department of Public Health (GA DPH) provided funds to promote awareness and education towards STDs
- Funds could be used for STD promotion and awareness
  - 50% of funds went to target MSM
  - 50% of funds targeted pregnant women
- Kaiser Family Foundation (KFF) has partnered with the GA DPH before
- STD Social Media Campaign



# Background

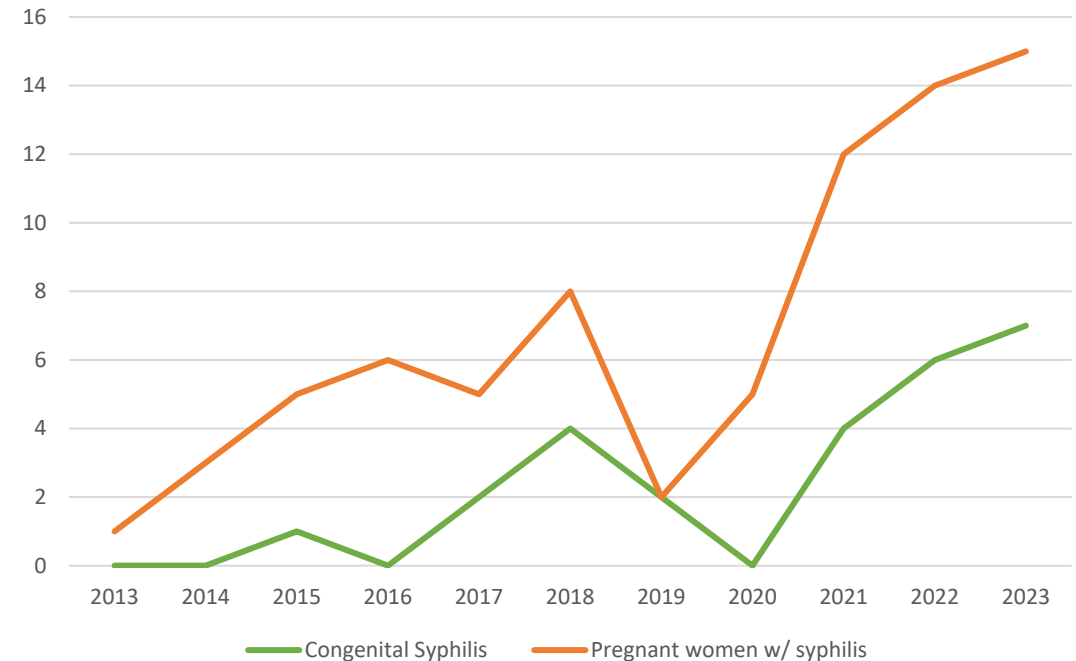
- Syphilis is increasing, especially in pregnant women
- Public health priority
- Congenital syphilis
  - 937% increase from last 10 years



# Target Populations

- Susceptible populations:
  - Men who have sex with men (MSM) and pregnant women
- Northwest Georgia is also experiencing this issue

Pregnant Women and Congenital Syphilis Rates in NW Georgia



# Campaigns

Goal: promote STD testing to target populations

- November-December 2022
  - Grindr and Google Display Network (GDN)
  - 1.7 million impressions
  - 29,000 clicks
  - 28,000 pageviews
- May 2023
  - Grindr, GDN, and YouTube
  - 6 million impressions
  - 23,000 clicks
  - 3 out of every 5 viewers watched the video to completion



Make syphilis & HIV testing **routine!**

All STDs are treatable, many are curable

**FREE**  
and Low-Cost

## STD TESTING

1 in 5 people in the U.S. have an STD.  
Many don't know it.

Make testing part of your routine.

Find a Location Near You!

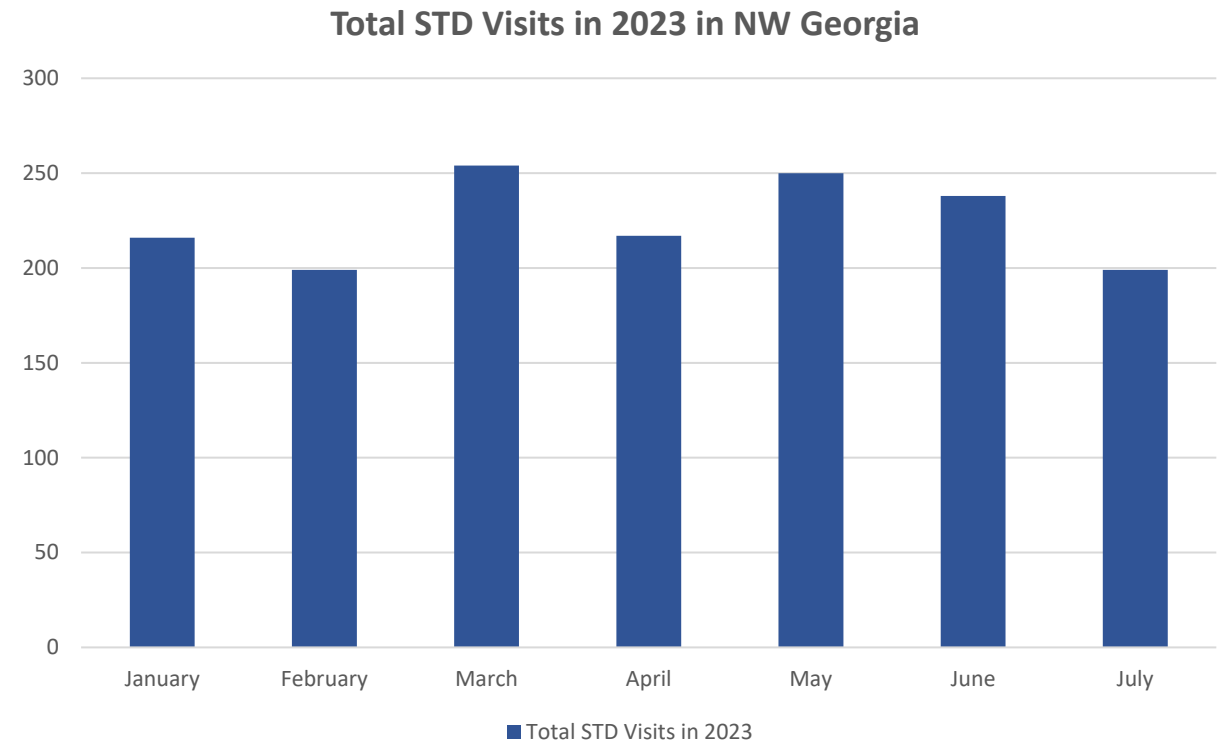


Find **FREE** or low cost STD testing near you!



# Challenges

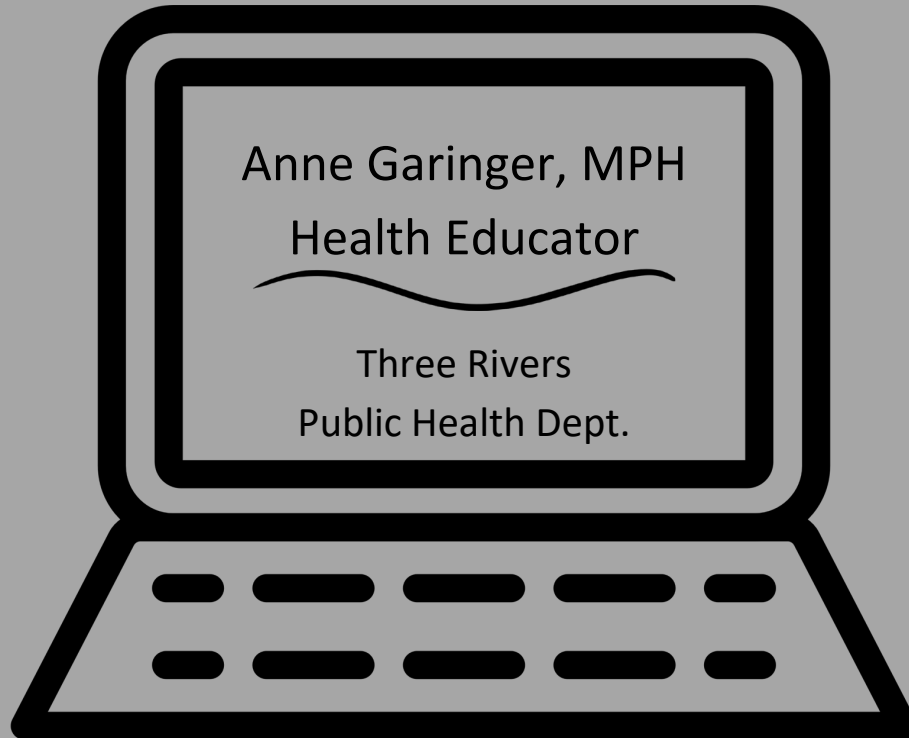
- How the ads influenced our target populations
- Could only pull data from our health departments
- Urgent cares or private practice
- Cannot get into specifics





# Three Rivers Public Health Department, *Anne Garinger*

Using digital media to encourage testing for chlamydia/gonorrhea among adolescents.



WE  PUBLIC HEALTH

3RPHD



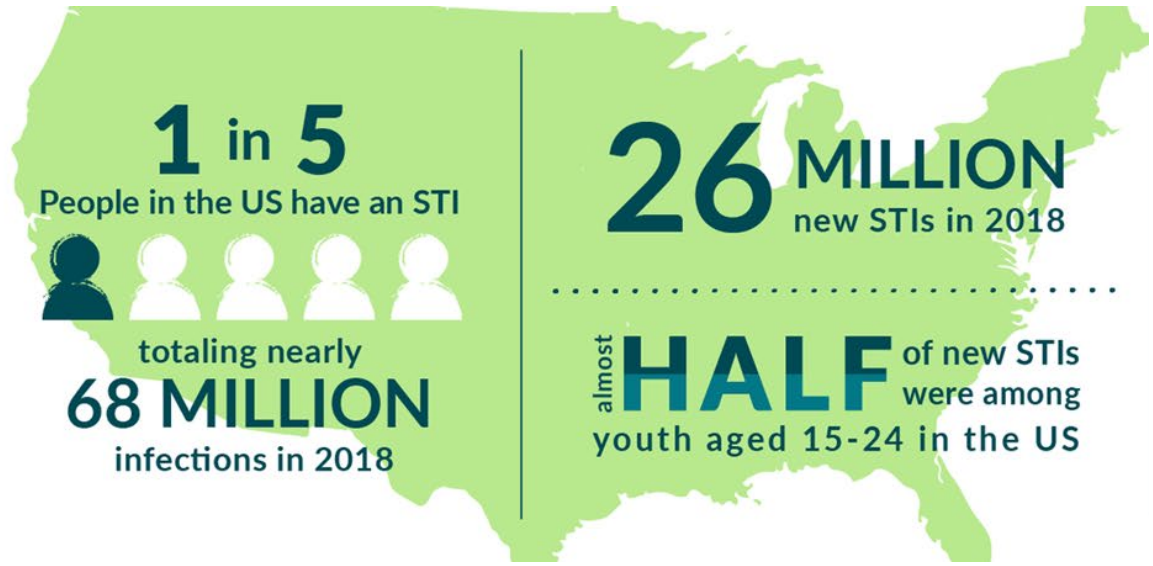
**THREE RIVERS**

**PUBLIC HEALTH DEPARTMENT**

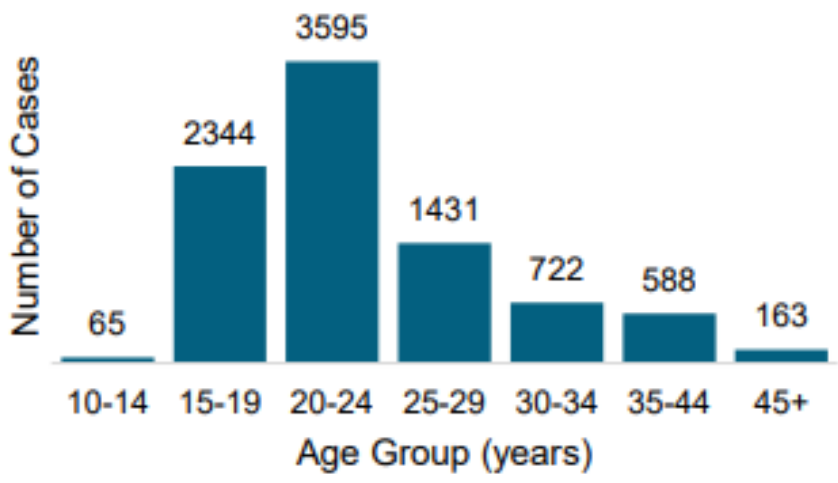
*Dodge, Saunders & Washington Counties*







**Figure 1: Chlamydia Cases by Age, Nebraska, 2020**



# TITLE V MCH BLOCK GRANT

Sources:  
CDC, NE DHHS



# DIGITAL MEDIA CAMPAIGN



Social Media  
Ads

Geofencing

Targeted  
Display

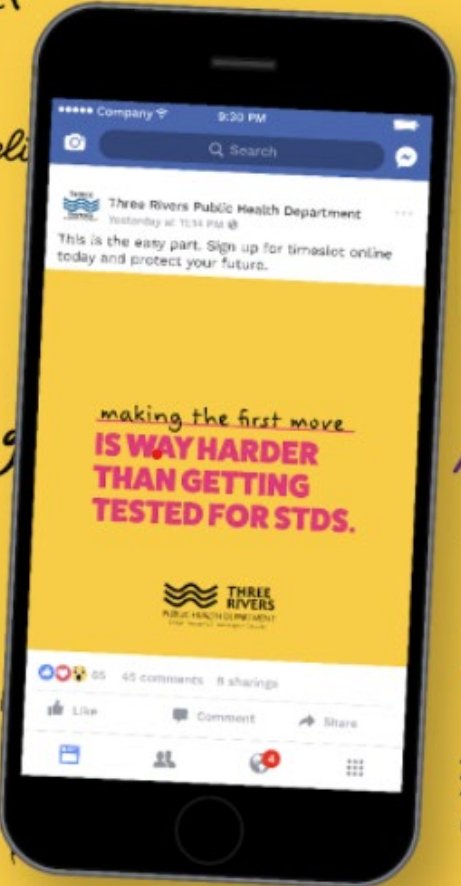
CTV/OTT

TrueView/  
Pre-roll


# DIGITAL MEDIA CAMPAIGN

*parallel parking* *getting their number*  
*not being cringe!!!* *catching feelings*  
*selfie*  
*asking*  
*my calculus homework* *LIQUID EYELINE*  
*deciding what to wear*  
*beating this video game* *My Skincare*


(FILL IN THE BLANK)  
**IS WAY HARDER  
THAN GETTING  
TESTED FOR STDS.**




**EXISTING CONTENT**



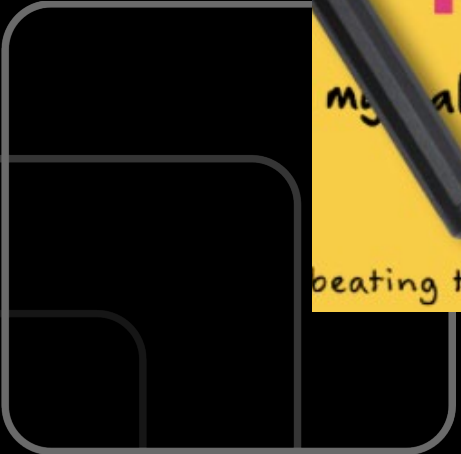
**PALETTE**



**TYPE**  
**FAT FRANK  
ALL CAPS**



**THREE RIVERS  
PUBLIC HEALTH DEPARTMENT**  
Dodge, Saunders & Washington Counties



# SOCIAL MEDIA ADS

# Singing Karaoke



Getting your driver's license

Asking her out



Applying for a job

Taking the ACT

Landing a kickflip

Planning a movie night

Studying

Shopping for clothes

FINDING THE PERFECT

SKINCARE ROUTINE

**IS WAY HARDER  
THAN GETTING  
TESTED FOR STDS.**



**QUICK. AFFORDABLE. CONFIDENTIAL.**



threerivers\_publichealth  
th

• Follow



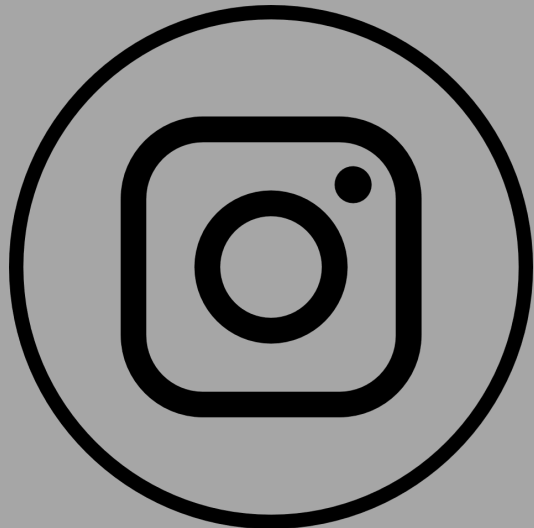
threerivers\_publichealth It also takes extra research. Our STD testing is confidential and affordable, so you can get results fast and have your peace of mind. All you have to do is schedule a time and pee in a cup. Request an appointment at Three Rivers Health Department Appointment Scheduling or call us at 402-727-5396 or 866-727-5396.

38w



SEPTEMBER 20, 2022

# SOCIAL MEDIA ADS



## the results

3085 link clicks

33,392 reached

1.24 million impressions

\$2.43 average CPC

\$7500 ad spend



Geofencing

Targeted Display



Youtube Trueview

Pre Roll

OTT Ads

CTV Ads



naaa.com/sports/baseball/d1

Making an Appointment IS NOT HARDER THAN GETTING A STD!

CLICK HERE TO SCHEDULE A CONFIDENTIAL APPOINTMENT

Like us on Instagram and Facebook

THREE RIVERS PUBLIC HEALTH DEPARTMENT

VIEW ALL

FINAL 10

Ole Miss

FINAL 2

Arkansas

FINAL 3

Arkansas

NCAA | LIVE VIDEO | VIDEO | MARCH MADNESS LIVE | SCHOOLS | SHOP | TICKETS

MEN'S COLLEGE WORLD SERIES FINALS: Ole Miss wins 2022 Men's College World Series

WATCH: Final out from Ole Miss baseball's first-ever title

Final box

DIVISION I Baseball

HOME | SCORES | BRACKET | RANKINGS | REGIONAL BRACKETS | STATS | VIDEO | HISTORY

Ole Miss defeats Oklahoma to win 2022 College World Series

HIGHLIGHTS >

FINAL BRACKET >

Division I Baseball Championship

June 17 - 26/27, 2022

Charles Schwab Field

Omaha, NE

Tickets

Earn up to 3% cash back, customized to your spending

VENUSO

espn.com/college-football/

NCAA College Football Top

WEEK 1

NFL | NBA | MLB | NHL | Soccer | MMA | NCAAF

SAVE WITH THE USAA SAFEPILOT® APP

Which teams have been recruiting the best on defense? Georgia, Clemson ... and UCF?

Ranking the 50 best defenses in college football history

NO DOUBT ABOUT IT: HE'S A GATOR

College football prospect Aidan Mizell uses real alligators to announce commitment to Florida

PLAY FREE FOR MILLIONS WITH FIRST DEPOSIT.

PLAY NOW

Making an Appointment IS NOT HARDER THAN GETTING A STD!

CLICK HERE TO SCHEDULE A CONFIDENTIAL APPOINTMENT

THREE RIVERS PUBLIC HEALTH DEPARTMENT

Like us on Instagram and Facebook

DRAFT KINGS DRAFT KINGS DRAFT KINGS

PLAY FREE FOR MILLIONS WITH FIRST DEPOSIT.

PLAY NOW

College football prospect Aidan Mizell uses real alligators to announce commitment to Florida

The Gators got a huge commitment from the four-star recruit, and Mizell had some regional friends present to help make his announcement.



**GET  
TESTED**

# DIGITAL MEDIA ADS

the results

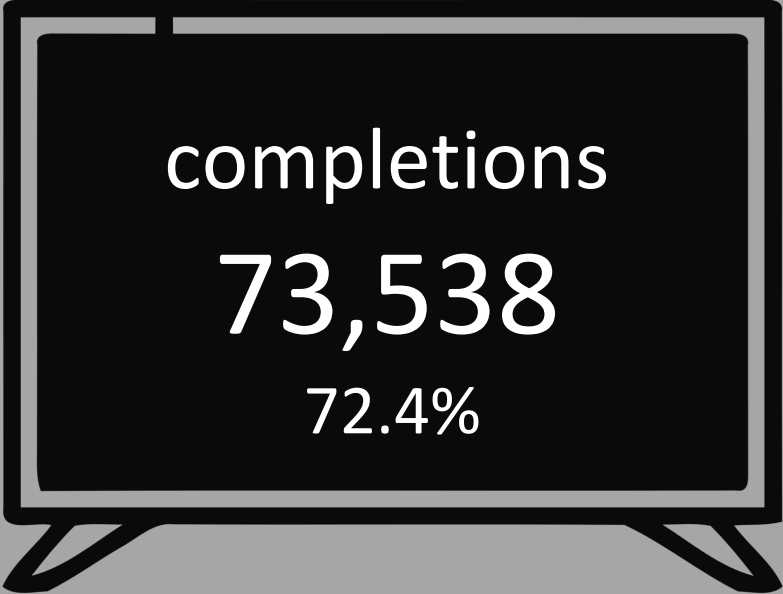
Product	Total Impress	Total Clicks	CTR
Display	338,974	413	.12%
Geofence	336,446	426	.13%
PreRoll/TV iew	139,416	256	.18%
CTV/OTT	101,562	NA	NA
	916,398	1095	.12%

# OTT/CTV

## the results



impressions  
101,562



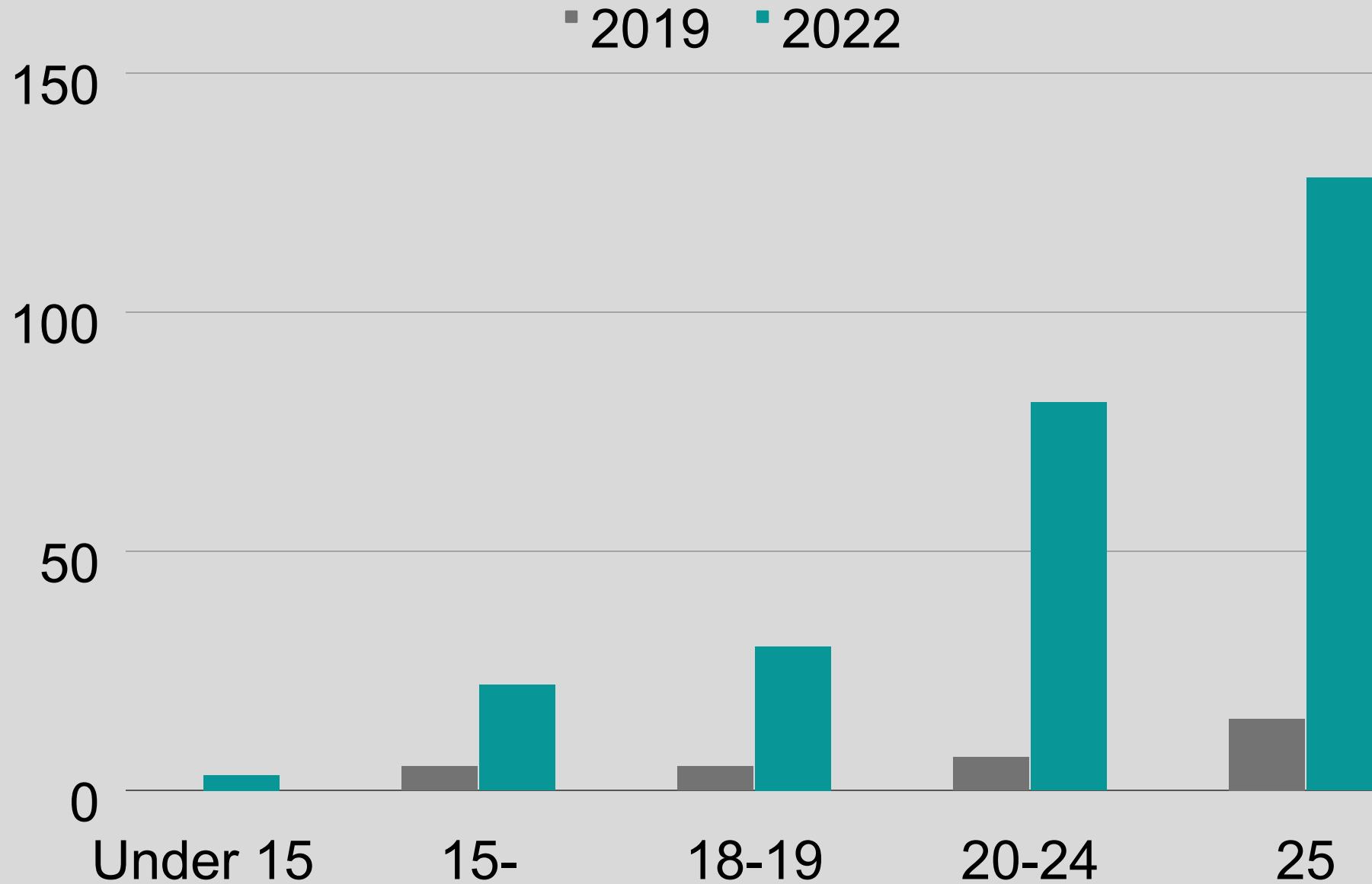
completions  
73,538  
72.4%



Household  
site visits  
182

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# 3RPHD CT/GC TESTING





# THREE RIVERS

**PUBLIC HEALTH DEPARTMENT**

*Dodge, Saunders & Washington Counties*



# Q&A

Select “Q&A” to add questions.

# Thank you!

**Next session is Wednesday, May 22nd at 2pm EST**