

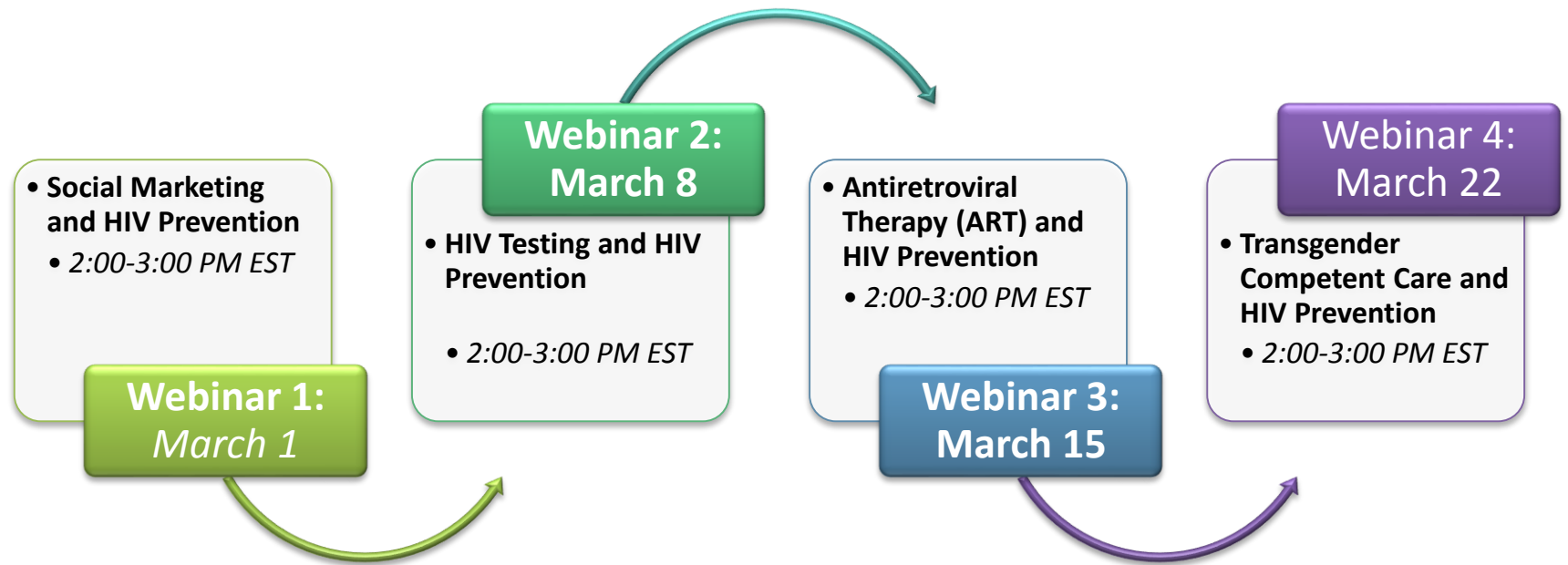
Using Social Marketing to Engage Patients in HIV Prevention

*Essentials of HIV Prevention:
5 Things to Know Webinar Series*

Webinar 1

Primary Care Development Corporation

Five Things to Know: Essentials of HIV Prevention



About the Primary Care Development Corporation (PCDC)

Founded in 1993, PCDC's mission is to catalyze excellence in primary care through strategic community investment, capacity building, and policy initiatives to achieve health equity.

- Certified as a Community Development Financial Institution (CDFI) by the U.S. Treasury
- Offices in New York City and Los Angeles County
- Three Programs:
 - Capital Investment
 - Performance Improvement
 - Policy & Advocacy

About HIP in Health Care

PCDC's HIP (High-Impact Prevention) in Health Care program is funded by the U.S. Centers for Disease Control and Prevention (CDC) to **build the capacity of healthcare organizations to deliver HIV prevention services** and strategies within clinical settings.

- We provide training and technical assistance at no cost to healthcare organizations (i.e., direct service providers) across the United States and its affiliated territories

PCDC Capacity Building Assistance's (CBA) program materials and activities are supported by Funding Opportunity Announcement PS14-1403, Category C Number 5 NU65PS004403-03-00 from the Centers for Disease Control and Prevention. Its contents are solely the responsibility of PCDC and do not necessarily represent the official view of the Centers for Disease Control and Prevention.

About the Capacity Building Provider Network (CPN)

HIP in Health Care is part of the national Capacity Building Provider Network.

- The CPN is a network of 22 organizations that are funded by CDC to build the capacity of the nation's HIV prevention workforce in 3 Settings:
 - Health Departments
 - Community-Based Organizations
 - Health Care Organizations
- CPN providers provide CBA in the following areas:
 - HIV testing
 - Prevention with HIV-positive persons
 - Prevention with HIV-negative persons
 - Condom distribution
 - Organizational development & management
 - Policy



<http://www.cbaproviders.org>

Today's Learning Objectives

By the end of this webinar, participants will:

- Define social marketing
- List five considerations that could help you engage your patients in HIV prevention services through social marketing
- Identify FREE resources to tailor your own social marketing

Today's Agenda

- **Overview:** Social Marketing and HIV Prevention
- **5 Things to Know:** Social Marketing to Engage Patients in HIV Prevention
- **Examples/Case studies**
- **Panel Presentation**

- Please use the question box to ask questions.
 - Questions will be answered at the end of the presentation.
 - All unanswered questions will be addressed and sent out to attendees
- Attendees will receive webinar slide set, recording and evaluation link by the end of the webinar within business day



Poll

Using a single monitor (computer), how many people are watching this webinar with you:

- a) Only me
- b) Me + 1 colleague
- c) Me + 2 colleagues
- d) Me + 3 colleagues
- e) Me + 4 or more colleagues



Henrietta Croswell
Senior Program Manager

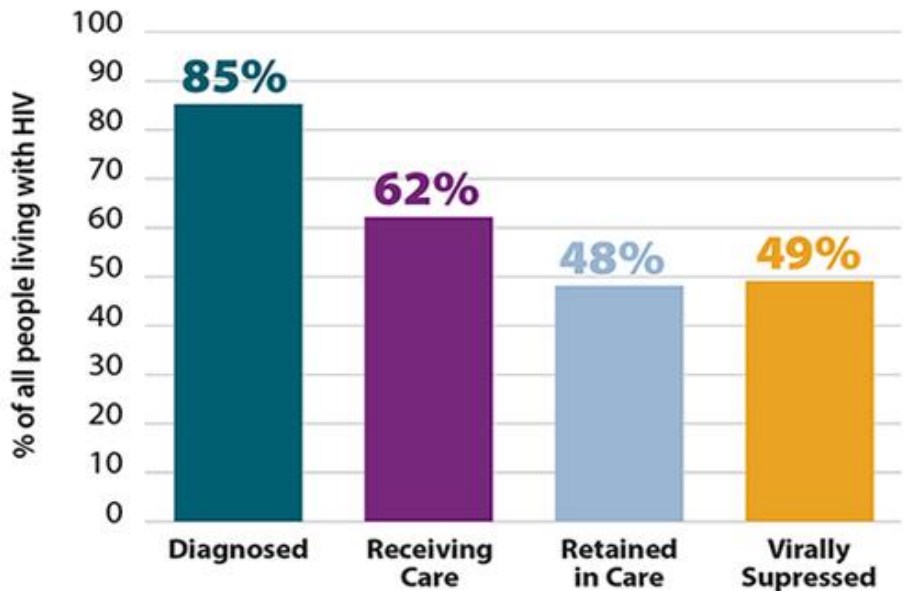
SOCIAL MARKETING AND HIV PREVENTION

Persons Living with Diagnosed or Undiagnosed HIV Infection

HIV Care Continuum Outcomes, 2014—United States

HIV Care Continuum, United States, 2014

An estimated 1.1 million people are living with HIV in the United States.



<https://www.cdc.gov/nchhstp/newsroom/2017/HIV-Continuum-of-Care.html>

What is Social Marketing?

Social marketing is the use of marketing principles to influence human behavior in order to improve health or benefit society.



SOCIAL MARKETING TO ENGAGE PATIENTS IN HIV PREVENTION

Using Social Marketing to Engage Patients: Five Things to Know

1	What is Social Marketing Used for?
2	Tools for Social Marketing
3	Before You Start: Be Sure to Identify Who You're Trying To Reach
4	Don't Recreate the Wheel; Use Existing Models
5	FREE Resources

1

What is Social Marketing Used for?

- To fight stigma about HIV
- To encourage taking an HIV test
- To increase conversations about sex
- To encourage people living with HIV to get in care, stay in care, and live well.



**I'M
DOING
IT**

Testing for **HIV**

#DoingIt

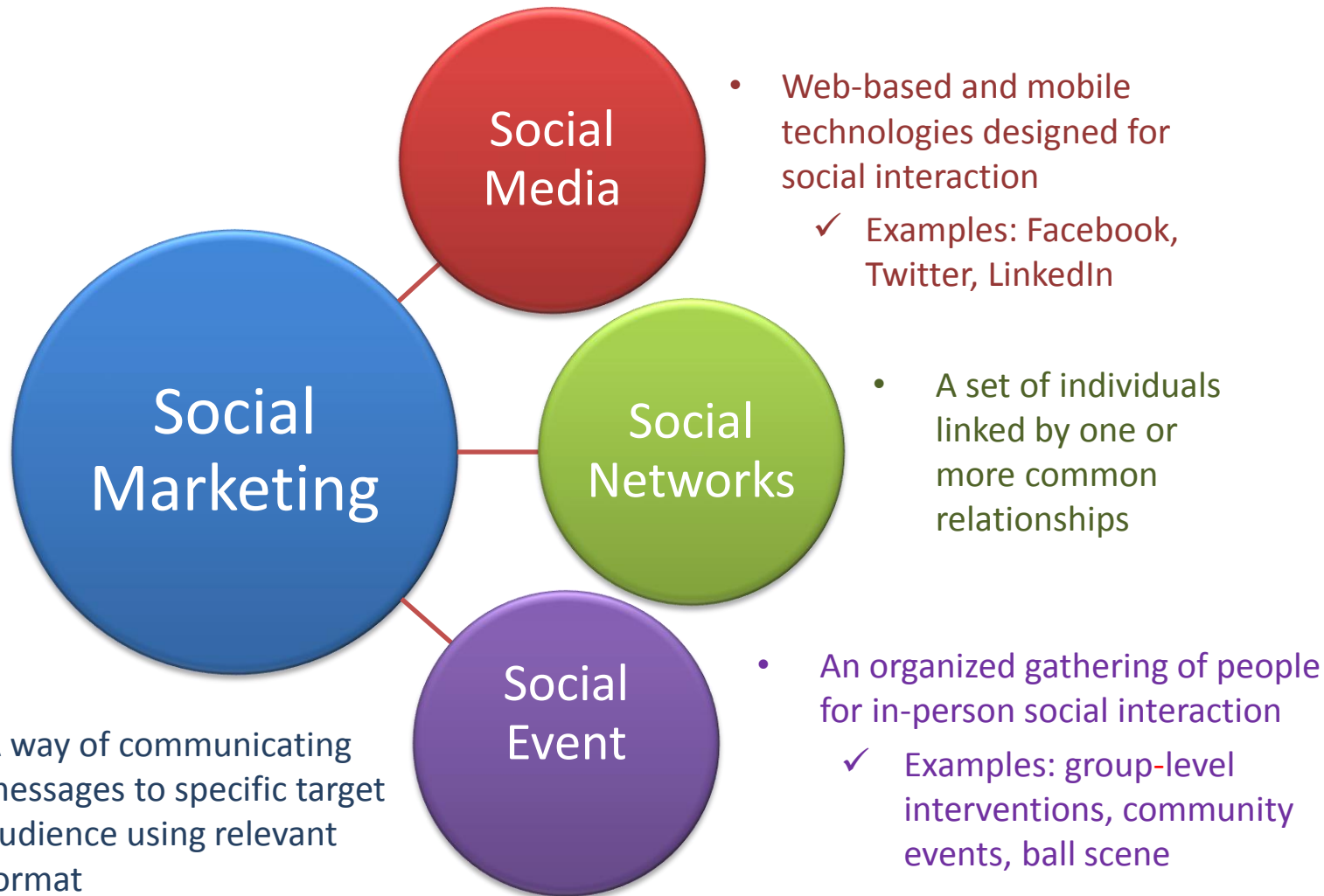
Testing is Fast, Free,
& Confidential

[cdc.gov/DoingIt](https://www.cdc.gov/DoingIt)



<https://www.whatworksinyouthhiv.org/programs/social-media-and-marketing-strategies/strategies-social-marketing-campaigns>

2 Tools for Social Marketing



3

Before You Start:

Be Sure to Identify Who You're Trying To Reach

- Clearly define who the individuals are that make up the market you are analyzing. These are people who share a common need for your product, including people who don't know they have HIV, such as HIV testing.
 - To design a campaign to encourage people to get tested for HIV, you need to target people who don't know they have HIV.
 - Formative research (e.g., focus groups and interviews) allows for piloting different campaigns among target populations to determine what is effective.

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Before You Start:

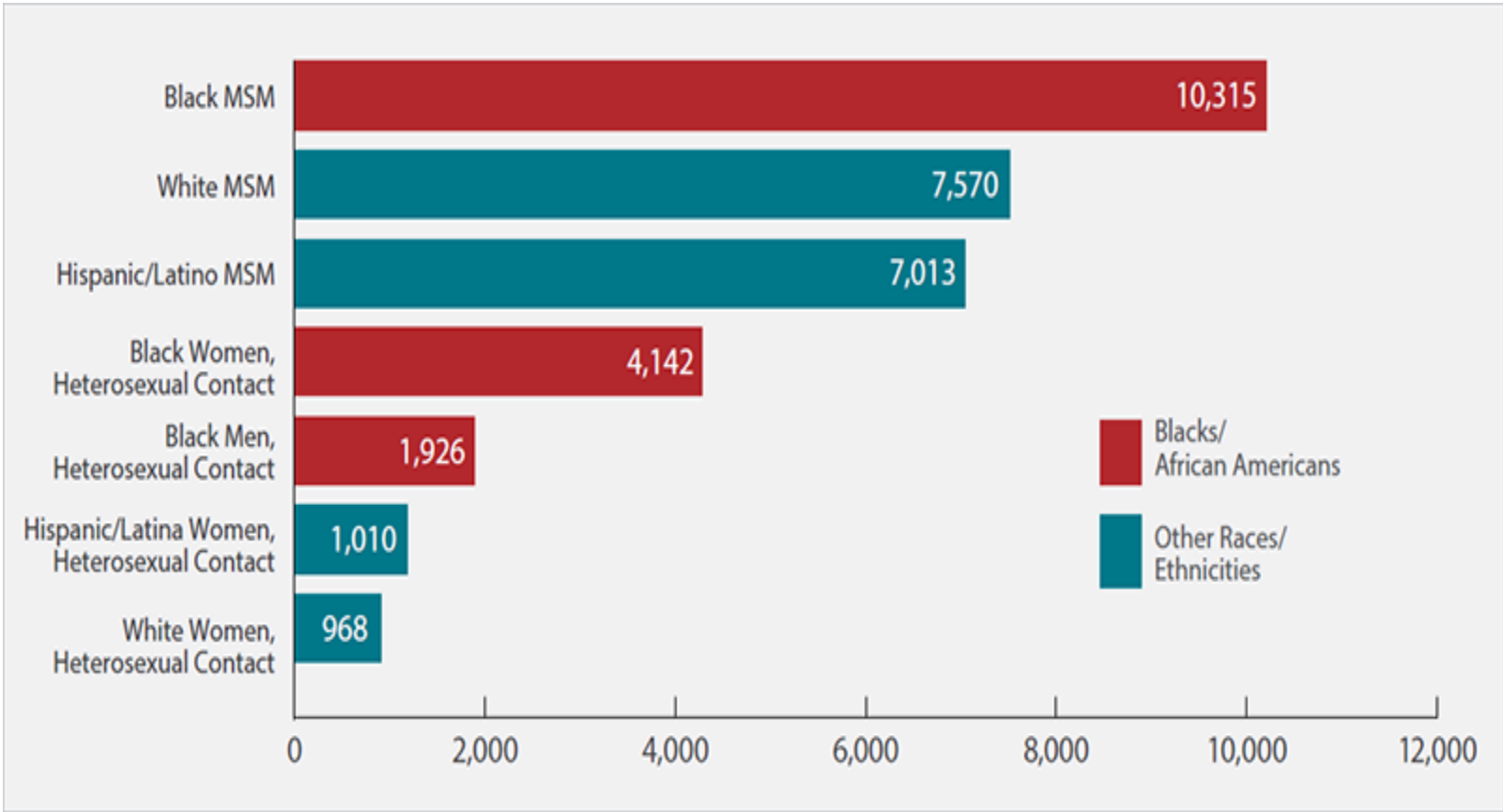
Be Sure to Identify Who You're Trying To Reach *(continued)*

Ways to identify your population:

- As directed by your contract
- Epidemiology data
- Community assessments
- Key informant interviews

Be Sure to Identify Who You're Trying To Reach *(continued)*

HIV Diagnoses in the United States for the Most-Affected Subpopulations, 2015- United States (CDC)



<https://www.cdc.gov/hiv/group/raciaethnic/africanamericans/index.html>

3

Before You Start:

Be Sure to Identify Who You're Trying To Reach *(continued)*

Modes of Transmission

- Male-to-Male Sexual Contact
- Male-to-Male Sexual Contact / Injection Drug Use
- Injection Drug Use
- Heterosexual Contact

[https://aidsvu.org/map/#{"datatype":"prevalence","maptype":"county","overall":"selected","ratescases":"rates"}](https://aidsvu.org/map/#{)

4

Don't Recreate the Wheel: Use Existing Models



<https://www.cdc.gov/healthcommunication/healthbasics/HowToDo.html>

5 Free Resources Exist to Support Your Efforts!

HIV Prevention Campaigns at CDC

- Awareness
- HIV Testing
- Prevention
- Care and Treatment
- Provider Campaigns



<https://www.cdc.gov/actagainstaids/index.html>

ADDITIONAL EXAMPLES

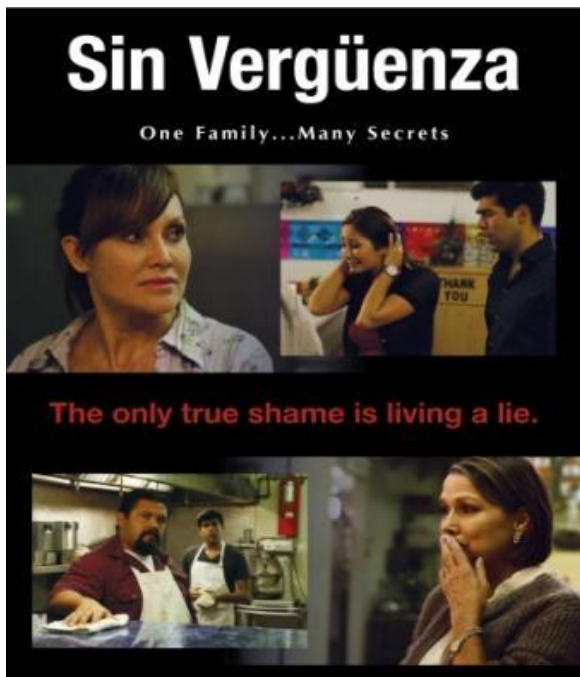


Trans PrEP Campaign



AltaMed

Sin Vergüenza



SEASON THREE
NOW AVAILABLE



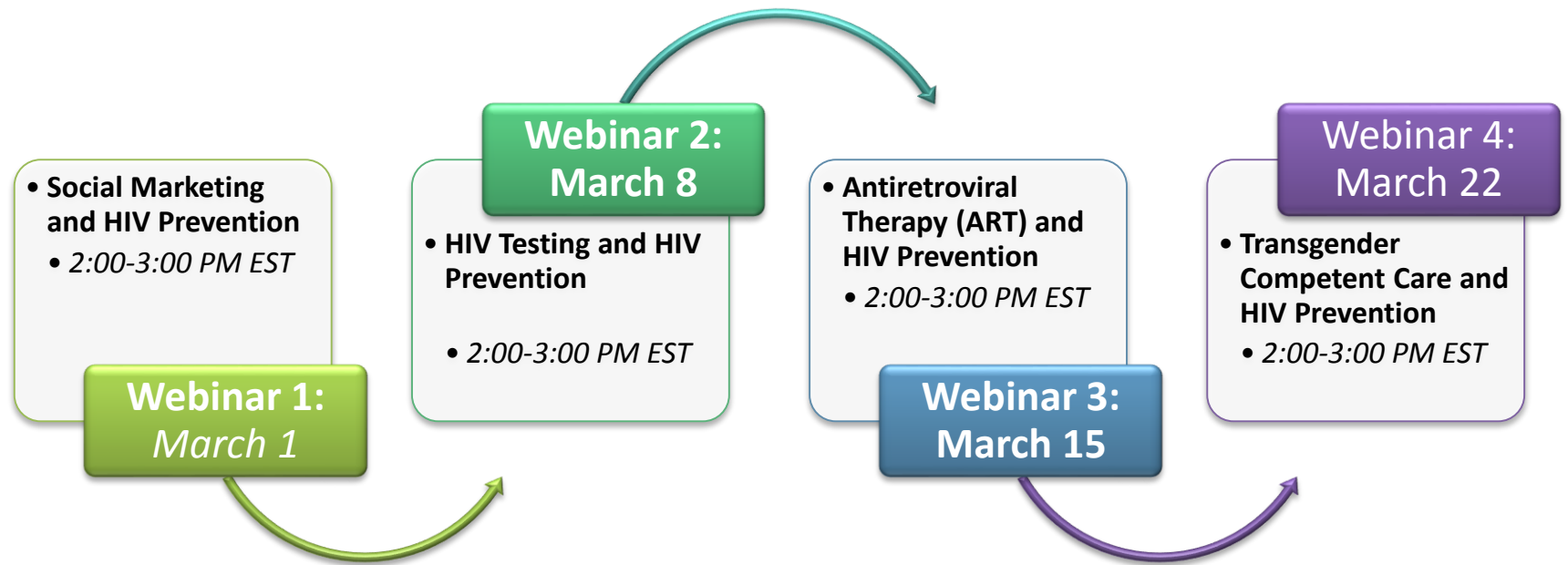
PANEL PRESENTATION

LET'S GO LIVE!

QUESTIONS



Five Things to Know: Essentials of HIV Prevention



THANK YOU!

For more information about PCDC's HIP in Health Care capacity building assistance services, contact us at:

T: (212) 437-3970

E: hip@pcdc.org

W: www.pcdc.org/hipinhealthcare