



They say you're scared.
They say
you don't care.
They say you
won't stop AIDS.

You know different.

Get real.
Get tested.
Get your results.

NYAC **You Know Different** Campaign

In 2005, NYAC (National Youth Advocacy Coalition), the national's only GLBTQ youth advocacy organization, received a grant from the Centers for Disease Control and Prevention.

The goal: Increase rates of HIV testing and test retrieval by 100 percent among African American GLBTQ youth ages 13-24.

Metropolitan Group helped NYAC exceed its goal by 20 percent by creating an authentic, youth-driven social marketing campaign and building capacity among local agencies.

www.youknowdifferent.org

RESEARCH

Baseline:

- AIDS is the leading cause of death for people ages 15-49 worldwide; more than half of new infections are among people under age 25. Barriers to testing among youth include denial of risk, fear, stigma, misinformation, and educational materials that feature only adult images.
- HIV disproportionately affects people of color—half of new infections in the U.S. are among African Americans; three of five people living with AIDS are people of color. Additional barriers to testing exist in the African American GLBTQ community, where males are likely to be "closeted" and fear cultural rejection.

Formative:

- 10 focus groups with 90 young people in three regions.
- Research sessions with participating community-based partners.

PLANNING

Core challenges:

- Create a campaign that would resonate as authentic and representative with youth in three very different geographic regions: Washington, D.C.; Bronx, New York; and Florida (Duval, Palm Beach, Dade and Glade counties). (Locations selected to meet CDC criteria and provide strong, community-based organizations.)
- Create campaign through low-cost, grassroots strategies and tools that give partners the ability to reproduce materials easily and customize them based on their target populations.
- Per the CDC grant, demonstrate an increase in HIV testing and test retrieval over a two-week period.

Message and creative development:

MG developed research-based messages and tested them with focus groups of youth at each location. Using an interactive format, we finalized messages and creative with them, including use of digital ethnography (participants took digital photos to show us their world). Final messages and creative were subjected to a CDC-approved method to ensure relevance and effectiveness.

Core strategy: Utilize grassroots networks to leverage authenticity and create a sense of belonging.

- Activate community partners to implement the campaign.
KEY TOOLS AND TACTICS: core message document; customized posters, palm cards, stickers (as simple collateral tools); PSA scripts; campaign implementation training

- Utilize peer-to-peer education networks and direct peer-to-peer outreach in social networks, club scenes and other gathering places.

KEY TOOLS AND TACTICS: core message document, palm cards, stickers

- Generate campaign buzz virally.

KEY TOOLS AND TACTICS: website, web ribbons and buttons

Timeline and budget:

2004: NYAC and its partners began planning.
2005: Campaign research, planning and execution led to the fall 2005 launch in Florida, New York and Washington, DC.
Total campaign budget was \$55,000.

IMPLEMENTATION

MG developed the campaign strategy and supporting tools, then trained community-based partners to implement the campaign.

- Partner organizations were trained to conduct outreach, seek promotional partners, and use print and online tools.
- Peer educators took palm cards to clubs, balls, Chelsea Piers (New York) and other social gathering places frequented by the target population, increasing the frequency with which young people received messages from their peers.
- Materials distributed included 1,850 posters, 18,200 stickers and 23,300 palm cards.

The campaign included a two-week lead up period (when materials were distributed), a two-week testing period, and a minimum of two weeks for follow-up.

EVALUATION

The campaign goal of a 100 percent increase in testing and test retrieval was exceeded by 20 percent.

An extensive campaign indicators document was developed. Outcome measures included change in testing patterns, youth spot card surveys and partner surveys. Specific results included:

- 18 community partners participated
- 300 percent increase in youth contacting testing organizations
- 220 percent increase in HIV tests scheduled
- 50 percent increase in walk-in testing
- 120 percent increase in HIV tests performed
- 1,000 young people reached by peers

Campaign success indicators:

- The campaign motivated more than 80 percent of young people tested during the campaign "somewhat" or "a lot."
- More than 50 percent of participants who completed a spot interview reported seeing the campaign materials prior to testing.
- 72 percent of participating organizations reported successfully using peer outreach during the campaign.

NEXT STEPS

- In 2006 the campaign expanded to include St. Louis, Missouri; Memphis, Tennessee; and Fort Worth, Texas—using similar messaging and strategy but creating new graphics to more accurately represent young people's images of themselves in those locations.
- In 2007 the campaign will expand to additional markets and will include the transgendered community.



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