



National Youth HIV Testing Initiative
“You Know Different”
Evaluation Summary of
2005 Social Marketing Pilot



National Youth Advocacy Coalition

INTRODUCTION

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The results of the 2005 pilot campaign of the National Youth Advocacy Coalition’s (NYAC) National Youth HIV Testing Initiative provide convincing preliminary evidence that a focused, thoughtfully designed social marketing program that mobilizes the creativity and resources of youth-serving governmental and community-based organizations can motivate youth at risk to seek Human Immunodeficiency Virus (HIV) antibody counseling and testing.

During the period of the project—which covered six weeks, including two weeks before and two after the campaign itself—547 youth received HIV antibody counseling and testing services from these organizations. Most significant and important among the findings was the pattern of utilization of these services by youth during the study period: calls by youth to the agencies, calls by youth to schedule appointments for HIV counseling and testing services, walk-in visits by youth for HIV counseling and testing, and the number of HIV antibody tests actually performed on youth *all increased significantly during the two weeks of the campaign itself.*

Calls to agencies grew 304%; calls to schedule testing 220%; walk-in visits for testing 46%; and actual HIV tests done, 120%. These are extraordinary results. The fact that the utilization parameters declined back to baseline in most categories quickly after the campaign ended is further evidence that the social marketing effort was responsible for the change in youth behavior—that the program itself achieved its goals. Further in support of this view, more than half the youth surveyed at the time of their visits for HIV counseling and testing reported seeing the campaign’s materials, and 83% of those affirmed that the campaign’s message contributed to their decision to seek HIV counseling and testing services. The robustness of these findings is underscored by the similarity of results in three very different geographic regions: the Bronx (New York City), Washington, DC, and the state of Florida.

Participation in the campaign had key organizational effects as well. Eighteen organizations—including health departments, hospital programs, and not-for-profit community organizations—participated, creating networks of activity through which the messages of the campaign were delivered to multiple youth subpopulations in each area.

- NYAC succeeded in inspiring these organizations to form collaborative partnerships that increased the reach and intensity of the campaign while establishing stronger cooperative relationships among the organizations themselves. In the post-campaign evaluation study, nearly 90% of the organizations said that their work in this project had not only encouraged them to collaborate, but supported them in doing so.
- Participation in the campaign also generated innovation among the participating organizations to the benefit of the youth they serve. Given the opportunity to social entrepreneurship that the project offered, the organizations modified service hours, planned and implemented special events, and developed new channels of collaboration not only with other youth-serving health-related organizations, but also with schools.
- Most important among the organizational effects of participation in the campaign was an increase in the self-assessed capacity of these agencies to provide HIV antibody counseling and testing to youth; strikingly, nearly 65% of the 17 organizations that completed the post-campaign evaluation reported that result. Three quarters of the organizations felt that they had benefited from their participation in the campaign and the same percentage said they would participate again.

By any and all criteria, the 2005 pilot campaign of the National Youth HIV Testing Initiative was successful. NYAC was clearly able to change the behavior and increase the capacity of youth-serving organizations in ways that in turn changed the behavior of youth. The increase in youth HIV antibody testing prompted by the campaign demonstrates that

- (1) social marketing, properly applied, is a viable and credible strategy for motivating youth to seek HIV antibody counseling and testing services;
- (2) youth-serving organizations in all categories can develop new capacity to reach youth at risk when given new ideas, resources, and encouragement;
- (3) the limited resources of a small national organization—NYAC—can be highly leveraged through partnerships and capacity-building activities;
- (4) the traditional service networks of multiple organizations can be linked and further developed through inter-agency collaboration; and
- (5) this approach—a social marketing program coordinated nationally and implemented regionally—produces organizational and social change that are positively experienced and likely sustainable.

PARTICIPATING ORGANIZATIONS

Florida

- Broward Community Planning Partnership
- Broward County Health Department
- Care Resource
- Community Healthcare CenterOne
- Compass
- Gay and Lesbian Community Center of South Florida
- Glades Health Initiative
- Hispanic Unity of Florida
- Jacksonville Area Sexual Minority Youth Network
- Urban League of Broward County
- The Village

New York

- Adolescent AIDS Program Children’s Hospital at Montefiore
- Bronx AIDS Services
- Bronx Lesbian and Gay Health Resource Consortium

Washington, DC

- Children’s National Medical Center—Youth Connections
- Metro Teen AIDS
- Sasha Bruce Youthworks
- Sexual Minority Youth Assistance League

The following summary is a review of the strategy and an analysis of the collected data which, when compiled together, present clear evidence that a social marketing strategy can increase the access and utilization of HIV testing services of a marginalized population of young people. “You Know Different” is the first nationally coordinated, youth-driven social marketing campaign designed for implementation on a small community level.

SOCIAL MARKETING STRATEGY

NYAC engaged a strategic communications firm Metropolitan Group (MG) to develop a strategy and image for a social marketing campaign targeting youth for HIV testing. A series of focus groups were held with youth from the participating states from which the image and strategy was developed. “You Know Different” uses a viral marketing strategy and is designed to work in conjunction with any community HIV prevention outreach or recruitment strategy. Campaign materials were designed and developed by MG

with input from the youth and consisted of palm cards, stickers, and a web site. Participating agencies were instructed to begin placement of materials two weeks prior to the start date of the social marketing campaign (this date varied depending upon states). All of the participating agencies added campaign materials to their outreach packets and several utilized peer educators in the effort to identify and recruit youth and young adults for HIV testing. Seventy-five percent of the newly diagnosed individuals were recruited from participating agencies that utilized peer educators in their outreach and recruitment efforts.

CORE INDICATORS

Over the six-week campaign cycle each participating organization tracked a series of core indicators to assess the impact of the social marketing campaign data on youth testing rates. The indicators reported were the following: the number of calls by youth to the agency, number of calls to schedule an HIV antibody test, number of

Indicators	Two weeks prior to campaign	Two campaign weeks	Percent change	Follow-up weeks after campaign
Number of calls by youth to agency phone number	25	101	304%	23
Number of calls to schedule HIV antibody testing	10	32	220%	21
Number of walk-in visits by youth for HIV antibody testing	76	111	46%	39
Number of HIV antibody tests performed on youth	132	291	120%	124
Percentage of youth tested during this time who return to receive HIV antibody test results	78.4%	77.5%	-1.1%	62.1%*
Percentage of HIV antibody tests performed among youth during this time that are positive	0	4	400%	0

*Return rate impacted by two-week delay in results when using Orasure® tests.

Figure 1. Core Agency Indicators Reported

walk-in visits by youth for HIV antibody testing, number of HIV antibody tests performed on youth, the percentage of youth who returned for results, and the percentage of HIV antibody tests performed on youth which were positive over a six-week period of time (two weeks prior to the start of the campaign, the two weeks of the campaign, and two weeks post-campaign) (figure 1). In Florida, the follow-up weeks varied due to damage and disruption of services created by Hurricane Wilma in September 2005.

A total of 547 HIV tests were administered to youth during the six weeks in which data was collected. Four of the tests during this period yielded positive results, resulting in a 1% seroprevalence rate of the young people who tested. Also noted is a 120% increase in the number of tests performed during the campaign period.

CAMPAIGN MATERIALS

To gauge the impact of the campaign materials, spot interview cards were created and included six questions to be added to a pre-test counseling session. The cards were administered to every third client. The following information was compiled from information gathered through the spot interview cards.

- 34% of youth and young adults tested received a spot interview card (cards were administered to every third client) (N=176)
- 53% of young people who completed a spot interview card indicating seeing the campaign materials prior to testing and provided the following information (N=93)
 - 79.1% of respondents saw the materials 1–5 times
 - 17.6% of respondents saw the materials 6–10 times
 - When asked what materials they saw,
 - › 62.4% of respondents indicated they saw the poster
 - › 32.3% of respondents received a palm card
 - › 34.4% of respondents saw the sticker

- Respondents were asked where they saw/received the materials. The top four categories were:
 - › Outreach worker 26.9%
 - › Other 25.8%*
 - › Agency 18.3%
 - › School 17.2%
- * Repeat responses included college campus, medical facility, agency program, and coffee shop.
- The campaign had some impact on 82.8% of young adults tested during the campaign. Respondents were asked to what extent the campaign message motivated their request for an HIV test.
 - › A lot 25.8%
 - › Somewhat 57.0%
 - › Not at all 14.0%

ORGANIZATIONAL EVALUATION (N=17)

Organizations were asked to indicate their level of agreement to the following questions:

- 88.2% agreed this project encourages relationship building among participating organizations.
- 88.2% had planned a collaborative event during the pilot campaign with at least one other organization.
- 88.2% agreed that as a result of their participation they intend to collaborate with other participating organizations in the future.
- 82.4% agreed this project strengthened their relationship(s) with another participating organization(s).
- 64.7% agreed this project increased their organization's capacity to provide HIV counseling and testing to youth.
- 76.5% agreed this project increased their interest in using social marketing to promote HIV testing.
- 88.2% agreed this project increased their intent to collaborate on testing issues in the future.
- 76.5% agreed their agency benefited from participating in NYAC's You Know Different campaign.

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- 76.5% indicated they intend to participate in the “You Know Different” campaign next year.
- 70.6% agreed the message on the printed materials was effective in reaching young people.
- 76.5% agreed the image on the printed materials was identifiable by young people.
- 58.5% indicated the posters were an effective tool.
- 82.4% indicated the stickers were an effective outreach tool.
- 82.4% indicated the palm cards were an effective outreach tool.
- 36.5% indicated the web page was an effective tool.
- 37.5% indicated the viral buttons were an effective tool.

STRENGTHS

Community Mobilization

Organizations took the opportunity to expand and/or plan youth-specific events during the campaign.

- On World AIDS Day, partnering organizations in Washington, DC, along with other service providers, tested 64 youth/young adults at a “**Know Your Status Party.**” Observations revealed a mother and daughter getting tested together and friends showed up in groups to support each other and get tested. During this event, there was also entertainment, a health and information fair.
- In Washington, DC, 66% of youth surveyed indicated seeing the campaign materials prior to testing.
- One organization reported that their HIV prevention program planned activities through school-based health centers.
- Another organization increased their hours for testing during these weeks.

- An organization reported the materials helped them build stronger relationships with local colleges.
- The biggest success in New York was the positive collaboration that occurred between the partnering organizations. They planned and implemented six testing events and gained support from other service providers. At their kick-off event, three additional organizations supported the event. One provider sent an outreach team to assist the partner organizations.

Increased Access to HIV Testing Services

Most groups reported positive reception of the materials by the target population.

- Organizations reported young people came in for testing and brought in their friends for tests.
- An organization reported, “The majority of the young people that we reached in our outreach efforts were very receptive to the information. In fact, our testing numbers for November and December increased due to our outreach efforts and the materials we offered.”
- Another reported, “We tested more young men who have sex with men in December after the campaign than any other month.
- Seventy-two percent of organizations used peer educators/outreach workers during the campaign.
- “Our peer educators were key in our outreach efforts. During those months, they reached over 1,100 people with our outreach materials.”

Unexpected Outcomes

Many organizations reported unexpected outcomes as a result of the campaign. A few are included below:

- “We saw an increase in the number of youth returning for post-test results.”
- “We still have youth coming in (four months after) for testing because of the campaign.”
- “The campaign motivated staff and the youth to get involved in testing and knowing their status.”
- “There was a larger/closer coalition collaboration of members and presence for the kick off event.”
- “While we did not see an increase during the campaign, more than 50% of youth surveyed one month later had seen the materials.”

CHALLENGES

Approximately one-third of the organizations reported some weakness with the image most predominately that it did not represent youth who were not in an urban setting and that it looked like an “iPod” commercial. There were few concerns regarding the messaging.

The project will continue to move forward with support from the Centers for Disease Control and Prevention and will enter into a second pilot phase during 2006 where the image will be modified and tested in rural sections of the country. Plans are underway to formally launch the campaign nationally in 2007.

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“You Know Different” poster in the Bronx, New York City

The National Youth Advocacy Coalition (NYAC) recognizes the following staff members who worked on the project and assisted with the writing of this paper:

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