Ending HIV: The Role of Social Marketing and Community Engagement

Learnings from the Kaiser Family Foundation’s Greater Than AIDS Campaign

NASTAD Annual Meeting
Tuesday, May 21, 2019
Concurrent Breakout Session: 1:15 pm – 2:30 pm
Speakers

Jennifer Flannagan
Manager, Healthcare Access, NASTAD

Robbyn Kistler
Communications Consultant, KFF / Greater Than AIDS

William Lyons
Director, Office of HIV/AIDS, Georgia DPH

Shelley Lucas, MPH
Manager, HIV/STD Prevention & Care Branch, Texas DSHS

Moderator
Kaiser Family Foundation

A national non-profit organization, not affiliated with Kaiser Permanente, focused on health policy analysis, journalism and communication.

KFF is dedicated to filling the need for trusted information on national health issues.

Our work in HIV dates back to the early 1990s and encompasses all of the Foundation’s core program areas.
Greater Than AIDS

A leading national public information program from KFF focused on HIV in the U.S., in particular communities and people most affected.

Launched in 2009, Greater Than AIDS builds on KFF's more than two decades of experience developing and running large-scale HIV media campaigns in the U.S. and abroad, earning multiple Emmy and Peabody awards.

Partnerships with health departments and others reach communities and people most affected. Media messages and community outreach provide the latest on prevention, testing and treatment, as well as counter the stigma of HIV.
Knowledge is Power!
Advances in prevention and treatment are bringing us closer to ending HIV.

Test
HIV testing is recommended as part of routine health care. HIV testing is available across the U.S. Most places also offer other STD testing.

PrEP
For those who do not have HIV, PrEP, a once daily pill available by prescription, offers another powerful means of protection. Most people pay little or nothing for PrEP.

Treat
Treatment offers significant health and preventative benefits for people living with HIV. The amount of virus in the body can be reduced to very low, even undetectable levels.

Find Testing, PrEP, & HIV Care Services Near You
Since 2009, Greater Than AIDS has worked with more than 100 city, county and state health departments across the nation, including ongoing, large-scale partnerships in Georgia, Louisiana, Texas and Virginia.
Media messages placed by Greater Than AIDS for health departments in 2018 resulted in …

- 579.1 million+ impressions (digital, OOH, radio, TV)
- 24.2 million+ reached (digital, radio, TV, print)
- 14 million+ digital video views
- 71,000+ social media engagements
The Power of Media

• Inform and educate
• Connect to services
• Challenge social norms and confront stigma
• Build community
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“As far as you know, is there a prescription medication that people who are HIV negative can take to lower their risk of getting HIV, or not?”

Among Adults in the United States

- **Yes**: 42%
- **No**: 40%
- **Don't Know**: 18%

**White**
- March 2019: 38%
- July 2014: 11%

**Hispanic**
- March 2019: 47%
- July 2014: 24%

**Black**
- March 2019: 55%
- July 2014: 18%

**SOURCE:** KFF Health Tracking Poll (conducted March 13-18, 2019); KFF Health Tracking Poll (conducted July 2014)
Richard A. Hutchinson Jr.

Listening to A Greater Than AIDS radio PSA about PrEP on Atlanta’s 107.9! And it was Black man announcing it! Yassss!

https://www.greaterthan.org/campaigns/lets-talk-about-prep/

... See More
There Are Still Gaps In Understanding of HIV Prevention and Treatment

Among Adults in the United States

Percent who are aware there is a prescription medication that helps lower the risk of getting HIV:

- 42%

Percent who know antiretrovirals are very effective at improving the health of people living with HIV:

- 27%

Percent who know antiretrovirals are very effective at preventing the spread of HIV:

- 15%

“With ongoing antiretroviral treatment, some people with HIV can become undetectable. Have you heard the term **undetectable** before, or not?”

Among Adults in the United States

- **Yes, heard of it and know what it means**: 39%
- **Yes, heard of it but don’t know what it means**: 8%
- **No, never heard of it before**: 52%

**SOURCE**: KFF Health Tracking Poll (conducted March 13-18, 2019)
WATCH VIDEO
“What is Undetectable?”
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The Power of Media

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• Build community
“In general, how comfortable would you be, personally…”

Among Adults in the United States

- **Very comfortable**
- **Somewhat comfortable**
- **Somewhat uncomfortable**
- **Very uncomfortable**

...working with someone who is living with HIV
- 52% Very comfortable
- 27% Somewhat comfortable
- 13% Somewhat uncomfortable
- 6% Very uncomfortable

...having a close friendship with someone who is living with HIV
- 54% Very comfortable
- 23% Somewhat comfortable
- 14% Somewhat uncomfortable
- 7% Very uncomfortable

...sharing a living space with someone who is living with HIV
- 35% Very comfortable
- 26% Somewhat comfortable
- 21% Somewhat uncomfortable
- 16% Very uncomfortable

SOURCE: KFF Health Tracking Poll (conducted March 13-18, 2019)
Real People. Real Stories.

From diagnosis to disclosure, to finding love and staying healthy regardless of status, these videos inspire, educate and show what is possible. Watch. Share. Be Inspired.

- "If I know my status, I know what I have to do to stay healthy."
- "We added an extra layer of protection."
- "Things changed when I got connected to local services and on treatment."
- "PrEP empowers women."
- "She makes sure I'm taking my meds."
- "Why not take all the measures you can to stay healthy?"
The Power of Media

• Inform and educate

• Connect to services

• Challenge social norms and confront stigma

• Build community
“How serious of a concern do you think HIV/AIDS is for people you know?”

Among Adults in the United States, by race

- **White**
  - Very serious: 16%
  - Somewhat serious: 22%
  - Not too serious: 58%
  - Not at all serious: 29%

- **Black**
  - Very serious: 49%
  - Somewhat serious: 19%
  - Not too serious: 27%
  - Not at all serious: 17%

- **Latino**
  - Very serious: 43%
  - Somewhat serious: 27%
  - Not too serious: 26%
  - Not at all serious: 3%

SOURCE: KFF Health Tracking Poll (conducted March 13-18, 2019)
Use of social media continues to increase

Percent of adults in the U.S. who use at least one social media site...

SOURCE: Pew Research Center, 2008-2018
And a significant amount of time spent on social media

Among the users of each social media site, the % who use that site with the following frequencies …

- **Facebook**
- **Twitter**
- **YouTube**
- **Instagram**
- **Snapchat**

**Daily**

**Weekly**

**Less Often**

SOURCE: Pew Research Center, 2018
591,100+ follow Greater Than AIDS on social media
There is power in partnership.

By working together with health departments we can focus efforts and leverage limited resources.
Media-Ready Assets

- Outdoor, print, radio and TV public service ads, in English and Spanish.
- Digital ads and infographics for mobile apps and social platforms.

Community Materials

- Brochures, palm cards, posters and other information resources to use in clinics and health centers.
- T-shirts, stickers, buttons and other giveaways for community engagement and to use at events.

Real Stories

- Extensive library of digital videos featuring real people sharing experiences getting tested, using PrEP, getting in care and treatment, and supporting loved ones.
- High-quality videos are available for TV and digital distribution.

Events

- Host your own event, or support ongoing activations such as the Greater Than AIDS/Walgreens National HIV Testing Day Community Partnership.
- Book Greater Than AIDS Ambassadors for speaking events.

Web and Social

- GreaterThan.org features more than 150 FAQs on testing, prevention (including PrEP), treatment and more.
- Follow @GreaterThanAIDS on social to get the latest HIV news and engage with others in the field.

Interested in partnering with Greater Than AIDS? We can work with you to localize campaigns and materials to extend outreach at all funding levels. For more information, contact us at greaterthan@kff.org!
Thank you.