



Behavioral Health is Essential To Health



Prevention Works



Treatment is Effective



People Recover



SAMHSA-HRSA CENTER for INTEGRATED HEALTH SOLUTIONS

Branding and Marketing to Enhance External Collaborations Community of Practice (CoP)

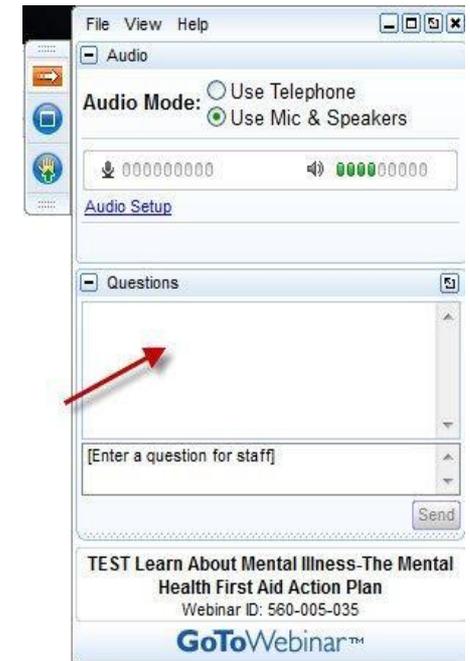
Thursday, August 18, 2016

How to ask a question during the webinar



If you dialed in to this webinar on your phone please use the “raise your hand” button and we will open up your lines for you to ask your question to the group. **(left)**

If you are listening to this webinar from your computer speakers, please type your questions into the question box and we will address your questions. **(right)**



**SESSION IS
BEING RECORDED**

**Slides for today's CoP are available on
the CIHS website at:**

<http://www.integration.samhsa.gov/mai-coc-grantees-online-community/communities-of-practice>



SAMHSA-HRSA CENTER for INTEGRATED HEALTH SOLUTIONS

Branding and Marketing to Enhance External Collaborations: Community of Practice (CoP) – Session #3

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Today's Agenda

1. Welcome and Introductions
2. Interactive Case Study Discussion – You Know Different Campaign
3. Wrap-up – Final Questions and Comments

You Know Different - The Purpose of a Youth-Focused HIV Testing Campaign



You Know Different
Social Marketing Campaign Toolkit

Using Social Marketing as an
Outreach Strategy to Reach Youth
for HIV Testing

Audience and Main Objective



To increase rates of HIV testing and test retrieval by 100 percent among African American youth ages 13-24

Campaign Challenges

What Do We Know About Our Audience?

- Lack of perceived authenticity in current messages about HIV/AIDS testing and prevention
- Low level of trust in celebrity and other “external” spokespersons in many HIV/AIDS prevention campaigns
- Inability to identify personally with the campaigns; and not seeing “people like me” in campaigns
- Target audiences in all three communities noted that mainstream media had little or no influence with or appeal to them and
- A large percentage of African American males in the target audiences did not identify as “gay” (but rather as men on the “down low” and/or men seeking men for sex), thus the campaign needed to focus on disease prevention, not sexual identity

Understanding Your Target Audience

- What do they know about HIV? Your organization?
- What are they currently doing with respect to
 - Medical care
 - Health education
 - Social media
- Who or what influences them? What do their networks look like?
- What problems are they currently facing?
- How can you find reliable answers to these questions?

Can your organization reach the target audience and promote a change in perception/behavior?

You Know Different Campaign Multidimensional Approach

- **Community Mobilization**
- **Training and Technical Assistance**
- **Social Marketing Strategy**

You Know Different Campaign Key Messages

The messages were designed to:

- **Educate**
- **Inform**
- **Provide actionable information about the campaign (Call-To-Action)**

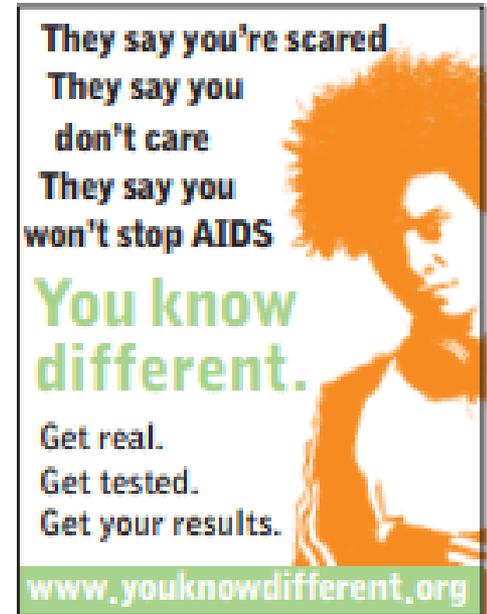
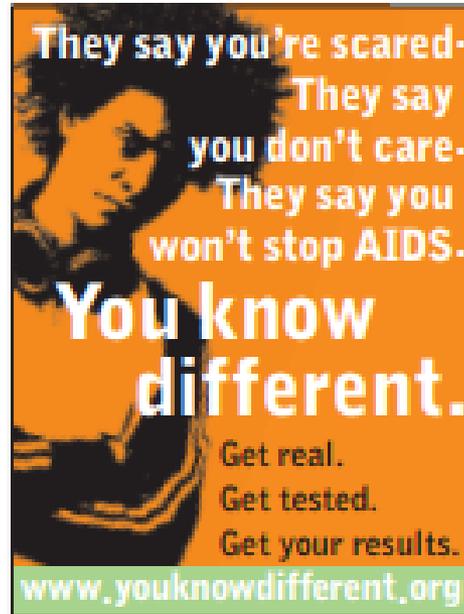
You Know Different Campaign Key Messages

Core Strategy:

- Authenticity (being real)
- Respect (from others and self)
- Sense of belonging/identification with others like me
- Value of independence and uniqueness

You Know Different Campaign Implementation Strategies

- Direct Outreach
- Grassroots Outreach
- Website and
- Viral Tools



Social Marketing in Prevention

Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society. It uses marketing principles and techniques to influence a specific audience to accept, reject, modify or abandon a behavior.

Social Marketing in Prevention

Show Social Marketing Concepts in PDF

You Know Different Campaign Sample Timeline

Show Timeline in PDF

Questions?

Additional Questions

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Additional Comments?

Contact the SAMHSA-HRSA Center for Integrated Health Solutions
integration@thenationalcouncil.org or MAI-COC-TA@mayatech.com

NEW ONSITE TRAINING AVAILABLE FOR MAI-CoC GRANTEES

- Motivational Interviewing
- SBIRT
- GPRA/TRAC Data for Program Sustainability
- Trauma Informed Care
- Integrated Practice Assessment Tool (IPAT) Consultation and Planning
- Achieving Cultural Competence in Behavioral Health and HIV Service Delivery
- Medication Assisted Treatment 101
- Case to Care Management
- Whole Health Action Management (WHAM)

- **Additional Information:**

- http://www.integration.samhsa.gov/mai-coc-grantees-online-community/Onsite_Training_Menu.pdf

- **To request training:**

- <https://form.jotform.com/61464941543963>

For More Information & Resources

Visit www.integration.samhsa.gov or
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Thank you for joining us today

**Please take a moment to provide your
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