Behavioral Health is Essential To Health

Prevention Works

Treatment is Effective

People Recover
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)

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SESSION IS BEING RECORDED
Slides for today’s CoP are available on the CIHS website at:

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

Jhilya Mayas, Ph.D.
Technical Vice President of Research and Evaluation, The MayaTech Corporation

Carlos Morales
Senior Social Media Specialist, The MayaTech Corporation
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
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

Jhilya Mayas
jmayas2@mayatech.com

Carlos Morales
cmorales@mayatech.com

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)

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Thank you for joining us today

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