



Southern California Border
 HIV/AIDS Project
 “TU NO ME CONOCES”
 Social Marketing Campaign
 August 2003

TU NO ME CONOCES.ORG

HAZTE LA PRUEBA



LA PRUEBA DEL VIH



HAZTE LA PRUEBA



TRATAMIENTO



ESCUCHE EL ANUNCIO DE RADIO



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Chronology of Campaign activities

- ✘ Identify marketing agency
- ✘ Conduct initial site visits at partner sites
- ✘ Develop several drafts for radio ads and brochure
- ✘ Conduct focus groups with target populations
- ✘ Identify key radio stations
- ✘ Chose a 1-800 number
- ✘ Identify and train staff involved in campaign

Chronology of Campaign activities

- ✘ Gather key information from partner sites (HIV testing schedule, phone numbers, contact person, zip codes, etc)
- ✘ Launch campaign
- ✘ Promote campaign on participating radio stations (through interviews, radio station on site at events)
- ✘ Inform other community agencies of planned activities
- ✘ Weekly meetings with staff

“Tu No Me Conoces” Social Marketing Campaign Quick Reference Sheet

- ❖ **The campaign “Tu No Me Conoces” is composed of four media outlets**
- 1. Radio Advertisements the following stations:
 - KLOVE 102.9 (San Diego)
 - La nueva 106.5 (San Diego)
 - Radio Tricolor 99.3 (Imperial County)
 - Super Estrella 94.5 (Imperial County)
- 2. Website www.tunomeconoces.org or www.tunomeconoces.com
- 3. Brochure
- 4. 1-866 me conoces
- ❖ **The radio advertisements will air from June 16th to August 15th (8 week period)**
- ❖ **Approximately 15K number of brochures will be distributed in South Bay, Central San Diego, North County and Imperial County starting June 16th until brochures run out**
- ❖ **The 1-800 will be open for calls from 6am-6pm and messages will be taken between 6pm and 6am**

Lessons Learned

- ✘ Project Leadership must be an integral part of the overall development of the campaign (site visits, focus groups, design and appropriateness of language in ad, brochure and website)
- ✘ 1-800 number needs to be identified early in the process
- ✘ Identify current staff to operate 1-800 number
- ✘ Develop data collection trainings and manuals
- ✘ Staff must be informed regarding HIV/AIDS, comfortable in conversation and knowledgeable about Latino culture
- ✘ Weekly meetings with staff answering phones is key
- ✘ Incentives for staff to bring callers in for testing serve as a successful motivator

Preliminary numbers

6/16/03-7/31/03

Number of calls	Number tested (at SYHC only)	Male	Female
38 (29 connected & 9 hang ups)	3 (2 female & 1 male)	57%	43%

Website Analysis for the Month of Jul, 2003.

Server Activity Totals for Period:

Total sessions served :	109	
Total hits made on server :	980	
Total page view hits :	181	
Total non page view hits :	799	
Total time spent by all sessions :	8772	minutes
Total bandwidth :	37137.37	kilobytes

Session Averages for Period:

Total sessions served :	109	
Average hits per session :	8.99	
Average page views per session :	1.66	
Average time spent per session :	81.22	minutes
Average bandwidth usage per session :	340.71	kilobytes

Session Origins for Period:

Total sessions served :	109	
Total search engine referred sessions :	4	(3.67%)
Total referred session :	46	(42.20%)
Total blind (no referrer) sessions :	59	(54.13%)

Website Survey

Agradecemos que haya encontrado al sitio de web de la campaña 'Tu No Me Conoces'.

Esperamos que la información en nuestro sitio de web sea útil para Ud. La información que se recibe de personas que se conecten al sitio del web se usará como parte de un estudio para que podamos mejorar nuestros mensajes de salud. Participación en este estudio es voluntario y puede saltar cualquiera de las siguientes preguntas que no desea contestar. No se anotará ninguna información que pueda identificar a Ud. personalmente.

¿Le gustaría participar en este estudio?

S I

N O

1. ¿En dónde se enteró de nuestro sitio de web?

Folleto, Amigo/a, Radio

2. ¿Que tan probable es que se haga la prueba?

Muy probable

Probable

No estoy seguro/a

Improbable

Muy improbable

3. ¿Se ha hecho alguna vez la prueba del VIH?

Sí

No

No estoy segura/o

4. ¿Por favor me puede decir su edad?

5. ¿Me puede decir su sexo?

Hombre

Mujer

Transgénero

SUBMIT

Play radio ad...