



*Outcomes of
Pennsylvania statewide
HIV campaign.*

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FHCCP

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FHCCP



**State HIV Conference
September 13, 2023**

TODAY'S SESSION

Campaign at a Glance

- Campaign Results
- Campaign Messaging
- Digital Results
- Outreach Highlights
- Lessons Learned



The "Take Control HIV Community" stands as a diverse and interconnected network of advocates, united by a common purpose: to foster awareness, knowledge, and action surrounding HIV within the state of Pennsylvania.



United Way
of Wyoming Valley



CAMPAIGN GOALS



Measurable Goal	Goal	Actual	% of Goal
Linkage to Care	20	157	785%
Testing Inquiry Clicks	400	689	172%
HIV Education Booklet Downloads	20	105	525%

Our ultimate goal is to:

- ✓ **Empower** individuals who are living with HIV to seek treatment so they can live long, healthy, fulfilling lives.
- ✓ **Educate** the target audience on HIV, RWB support services, available treatment, preventative options to stop the spread of HIV and encourage long term care.

NAVIGATING BEHAVIOR



Challenges to achieving our campaign goals...

Reaching Diverse Audiences:

- ✓ Reaching people in rural, suburban, and urban areas
- ✓ Reaching different age groups and lifestyles

Getting Noticed:

- ✓ Standing out in a crowded and noisy environment

DRIVING ENGAGEMENT





Research conducted by our PR agency, GAVIN™, revealed that using persona focused strategies has a big impact. **Campaigns using personas performed up to 30% better than those without.**

WHAT IS A PERSONA?

Personas are detailed representations of audience groups, based on real data. They guide our messages and strategies, ensuring we speak directly to their unique situations and feelings.

PERSONAS

OUR

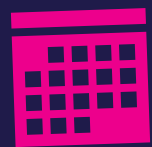
	Name	Age	Ethnicity	Orientation	Environment	Key Characteristics:
	Alex	20-35	White	Transgender	Urban Suburban Rural	<ul style="list-style-type: none"> ✓ Low-income household ✓ Sex a necessity to survive ✓ Needle sharing/substance abuse ✓ Little education on HIV ✓ Does not know they are Positive ✓ Population traditionally underrepresented in media
	Vincent	30-40	Latino	Bisexual	Suburban	<ul style="list-style-type: none"> ✓ Doesn't self-identify as "gay" ✓ Up to date with technology and HIV information ✓ Easy going – accepting of HIV status ✓ Married
	Michael	20-29	African American	Gay	Urban	<ul style="list-style-type: none"> ✓ Reputation over health type of attitude ✓ Not aware of HIV status and unsure if he wants to know status ✓ Lives free, low commitment lifestyle ✓ Limited access to healthcare coverage ✓ Young professional
	Chris and Jessica	31 & 26	Mixed Couple	Mixed Orientations	Rural	<ul style="list-style-type: none"> ✓ Chris is Pansexual/Bisexual ✓ Chris has never been tested ✓ Chris is monogamous but has hooked up with men and women in the past ✓ Chris is HIV positive ✓ Jessica is Heterosexual ✓ Jessica has had limited sexual partners and is very religious

CAMPAIGN RESULTS



INFLUENCE ON HEALTH

OUR CAMPAIGN RESULTS



157

Linkage to Care Form Completed



689

Testing Site Searches



105

Booklet Downloads



38,286,092

Traditional Media Impressions



21,920,320

Digital Impressions



255,078

Ads Clicked



6,000

Pride Event Attendees



51

Tests Administered at Pride



170,740

Visits to TakeControlHIV.com



8,000+

Blog Article Readers

LINK TO CARE

FORM FILL OVERVIEW

What help was requested?

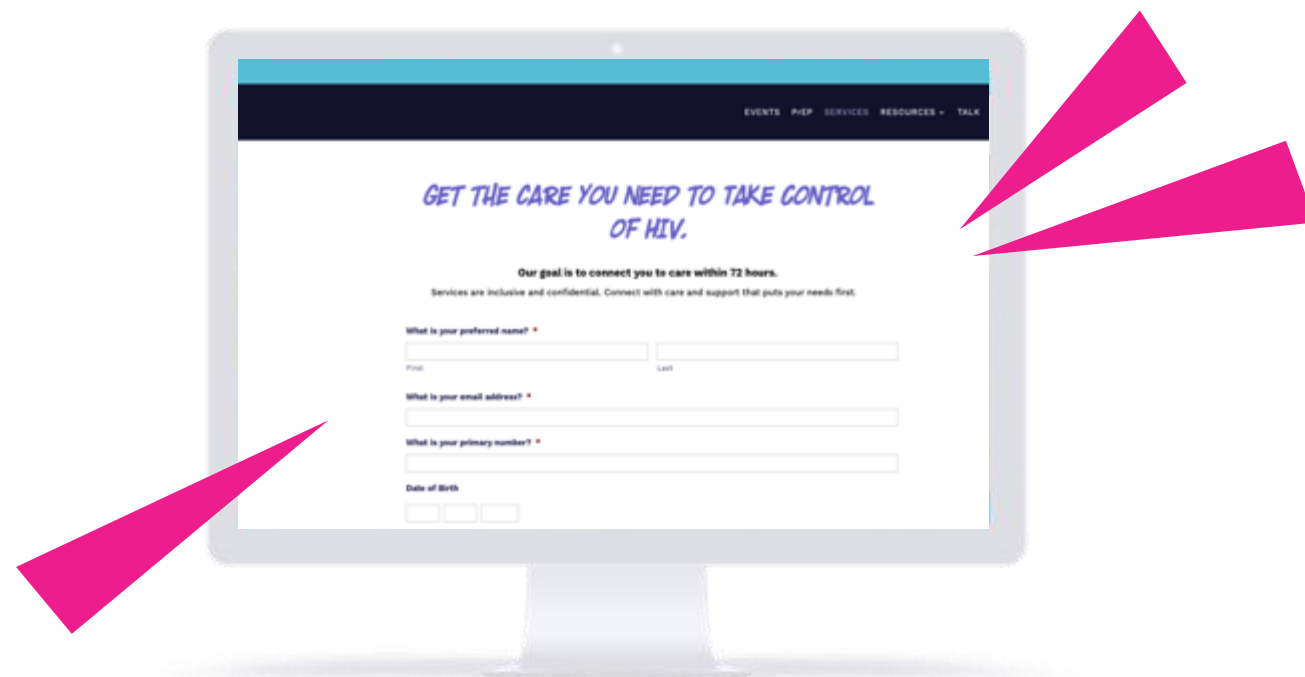
Service Requested	Count
Housing Opportunities	38
HIV Testing	86
Support Network	24
Food Assistance	31
PrEP	58
Pep	15
Mental Health	41
Finding a doctor	40
Transportation	29
Other	18

Total 414

How did they find the form?

Top Drivers to Form Fills	Count
Google Search	65
Grindr	27
Jack'd	16
Scruff	12
Direct Traffic	8
Other Outreach	29

Total 157



CAMPAIGN MESSAGING



I AM POSITIVELY ...

“More than a diagnosis”

“It’s never too late to love yourself.
Get into and stay in care.”

“Be positively fierce.”

“You are in control of your HIV, not the other way around. Start and stay in treatment today.”



I AM POSITIVELY ...

I am positively

starting
my dream
job.



HIV DOES NOT STOP ME

I am
positive^{ly}

thriving.



HIV DOES NOT DE

I am
positive^{ly}

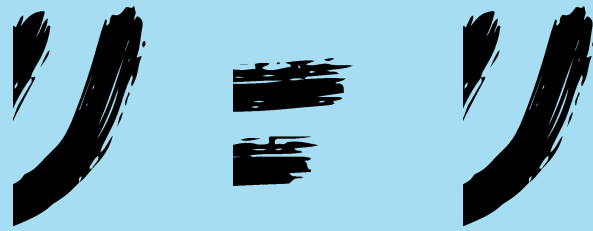
undetectable.



HIV DOES NOT STOP ME

TakeControlHIV.com





**Undetectable =
Untransmittable**

“A little pill can get you here.”

**“Be positively fierce.
Undetectable = Untransmittable.”**

U = U
UNDETECTABLE = UNTRANSMITTABLE
Get there, connect to care
TakeControlHIV.com



U = U
UNDETECTABLE = UNTRANSMITTABLE



PUSHING BOUNDARIES

Niche Platform Outreach



SPREADING EDUCATION

HIV SERIES BOOKLETS

To further reach targeted audiences, the Take Control HIV community team curated and designed content for a series of booklets. The topics are specific to an individual's relationship with HIV and provides guidance for all statuses.



105

Booklets Downloaded



GROWING A COMMUNITY

MONTHLY SUBSCRIBER EMAIL

Since November 2022, Take Control has been sending monthly emails to subscribers. Each email highlights current and relevant content to keep our subscribers engaged.



41

Initial Subscribers



284

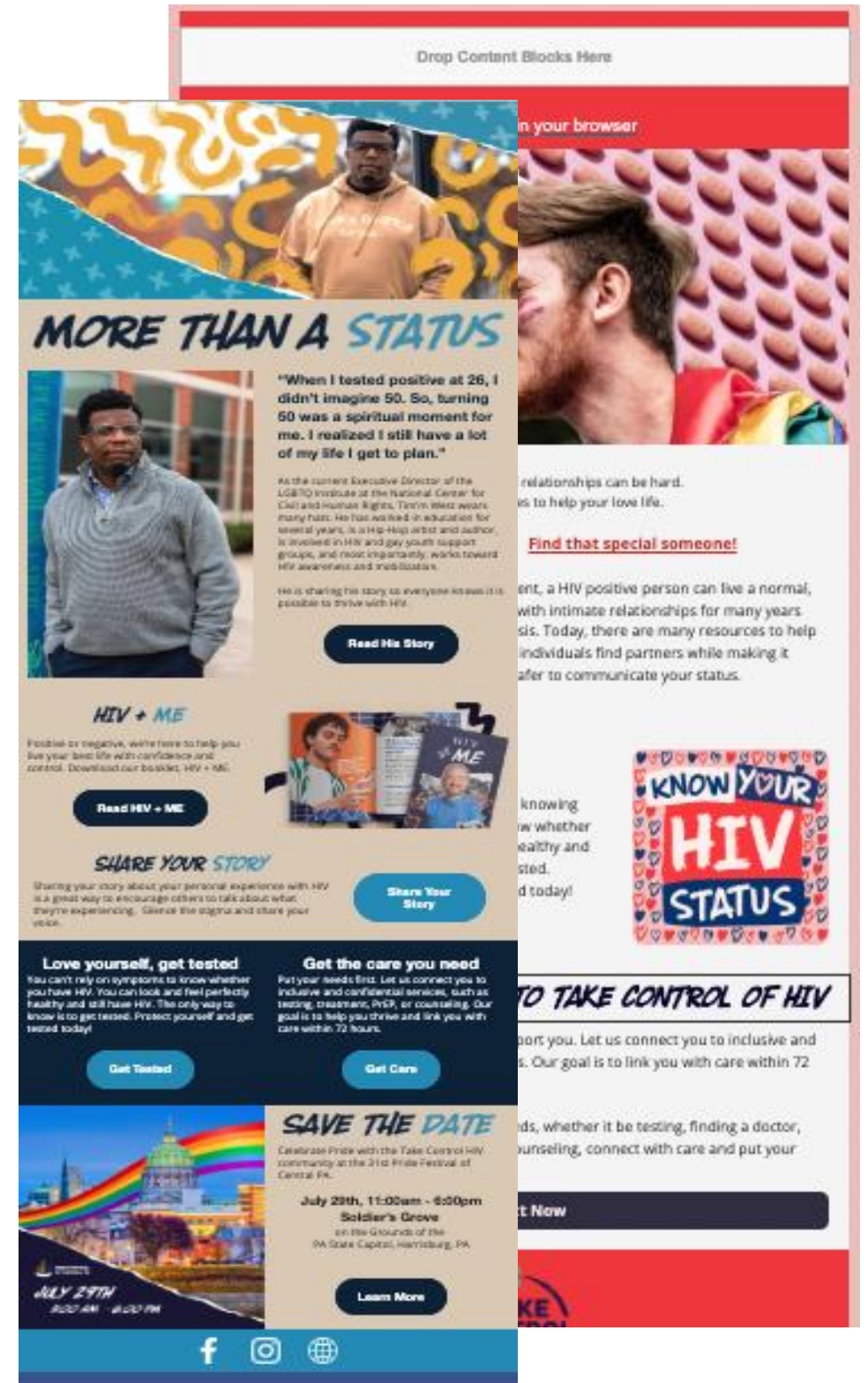
Current Subscribers



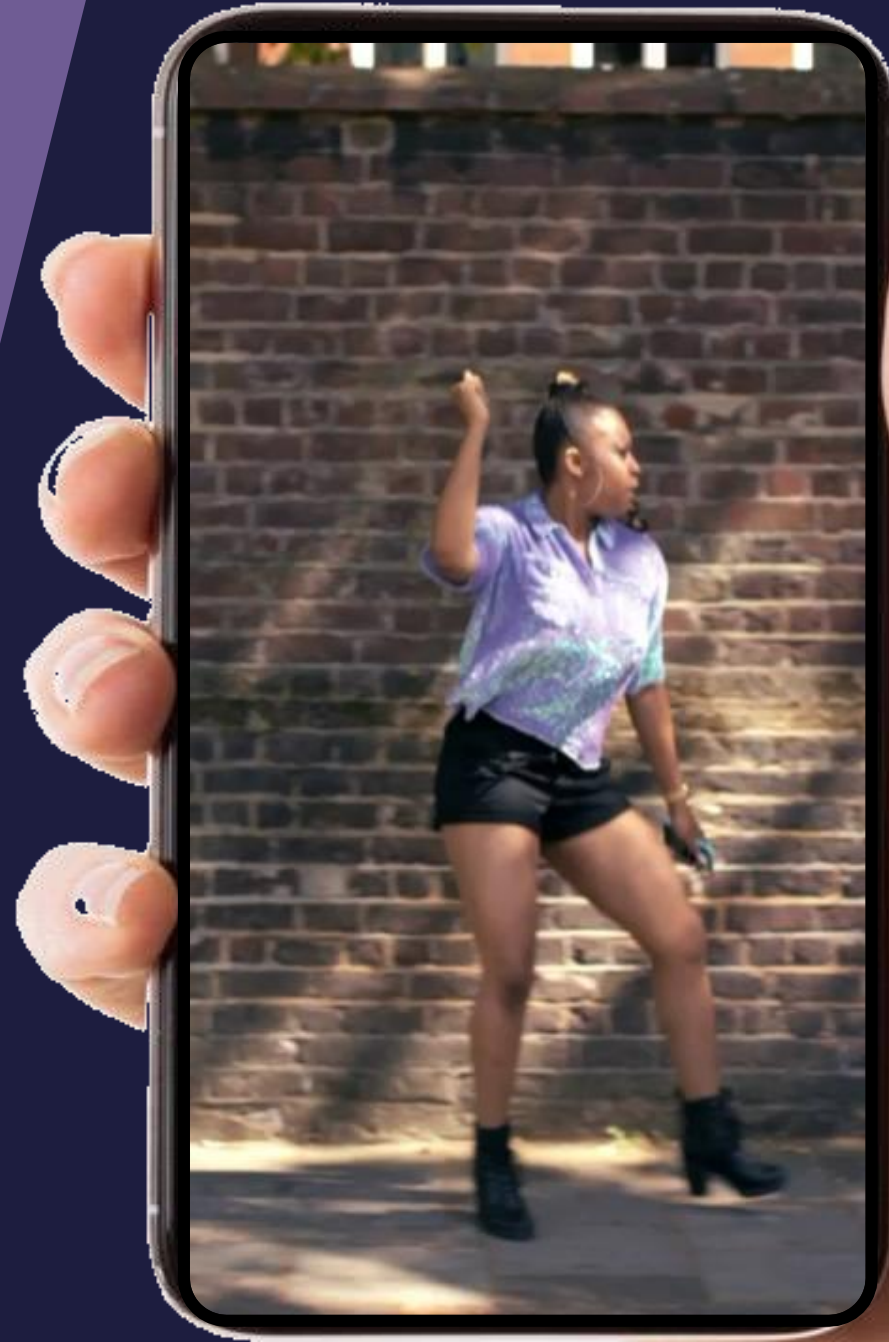
30%

Open Rate

(Industry Rate is 23.7%)



TRENDY VIDEO



DIGITAL IMPACT



DIGITAL IMPACT



21,910,320
Total Digital Ad Impressions



255,078
Total Digital Ad Clicks



1.16%
Overall Click Thru Rate

Reels

YouTube

I am positive ly starting my dream job.

WE DOES NOT STOP

TAKE CONTROL HIV Sponsored

You are more than a diagnosis. Get connected within 72 hours to confidential care that will help you thrive.

U=U
UNDETECTABLE = UNTRANSMITTABLE

TAKE CONTROL HIV community

takecontrolhiv.com
Be positively fierce. [Learn more](#)

1

Like Comment Share

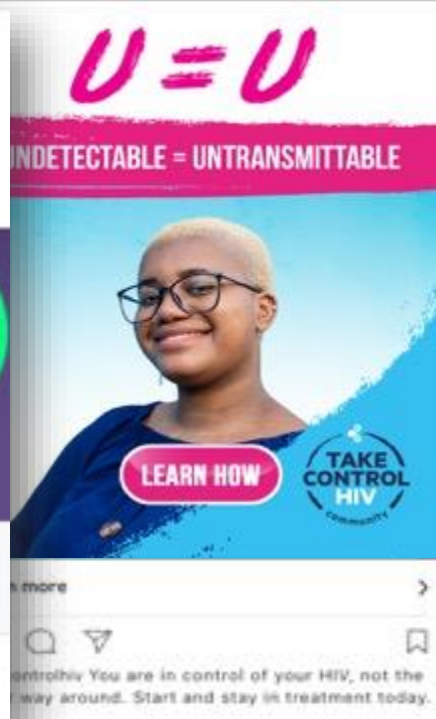
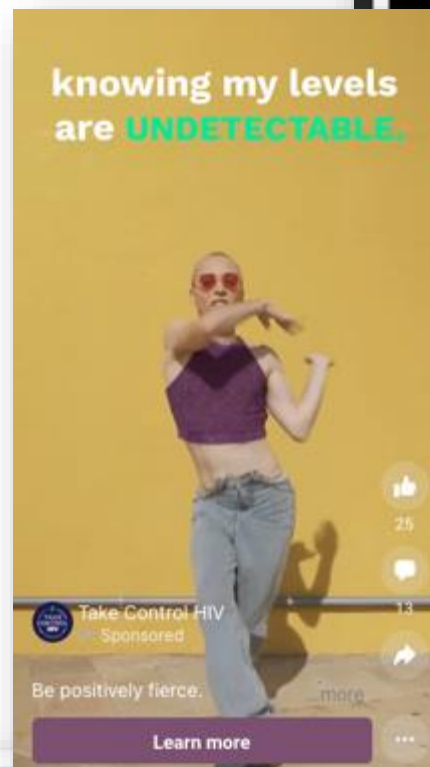
DIGITAL PERFORMANCE BY PLATFORM

Platform	Impressions	Digital Ad Clicks	Overall CTR
Facebook/Instagram	9,695,841	50,567	0.52%
Google Display	6,164,571	64,493	1.05%
Google Search	62,859	3,542	5.63%
Snapchat	964,391	22,844	2.97%

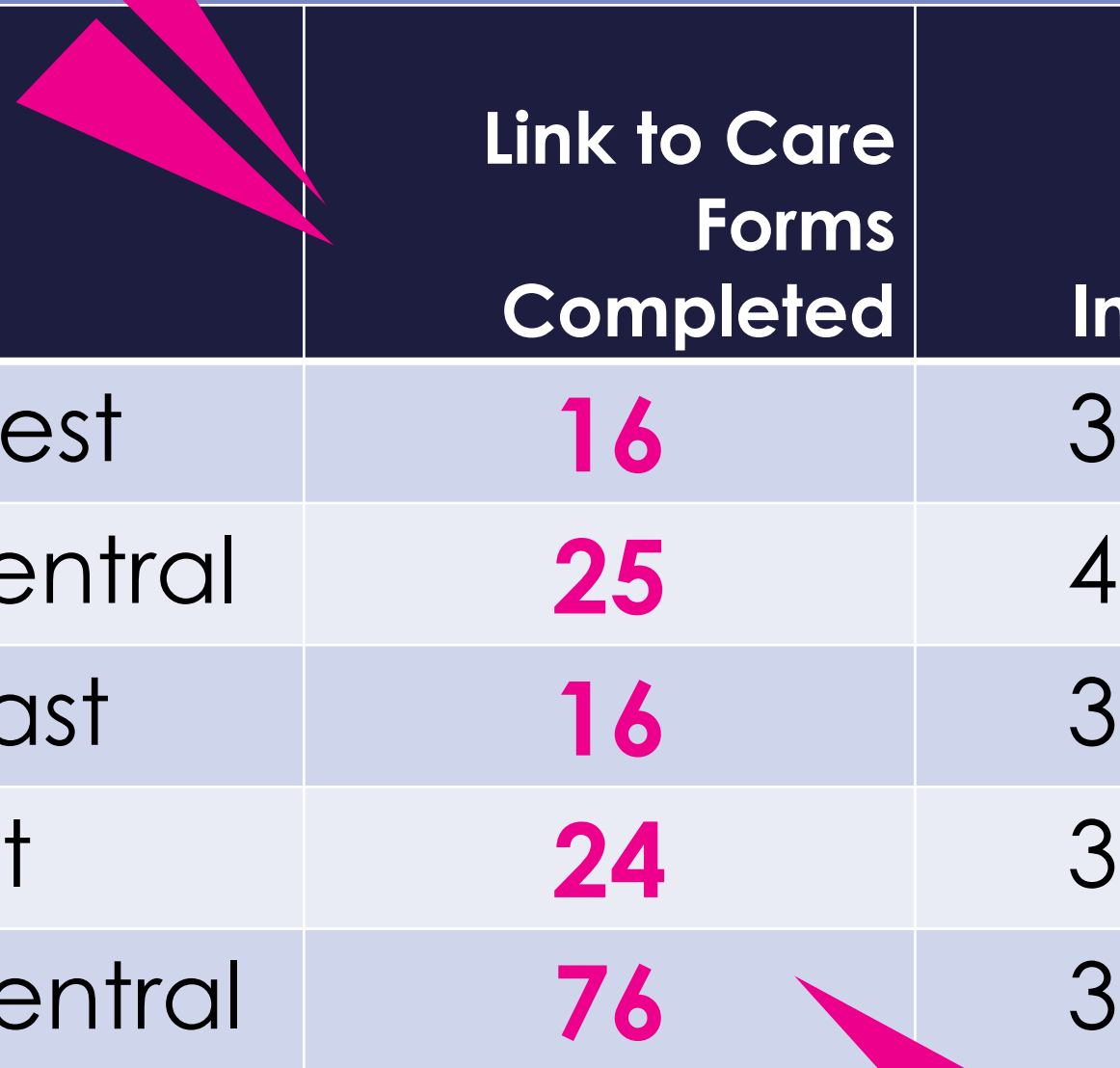
Google Success!

Our Display CTR, 1.05%, beat the industry average of 0.59%
178% over the industry average

Our Search CTR, 5.63%, beat the industry average of 3.27%
172% over the industry average

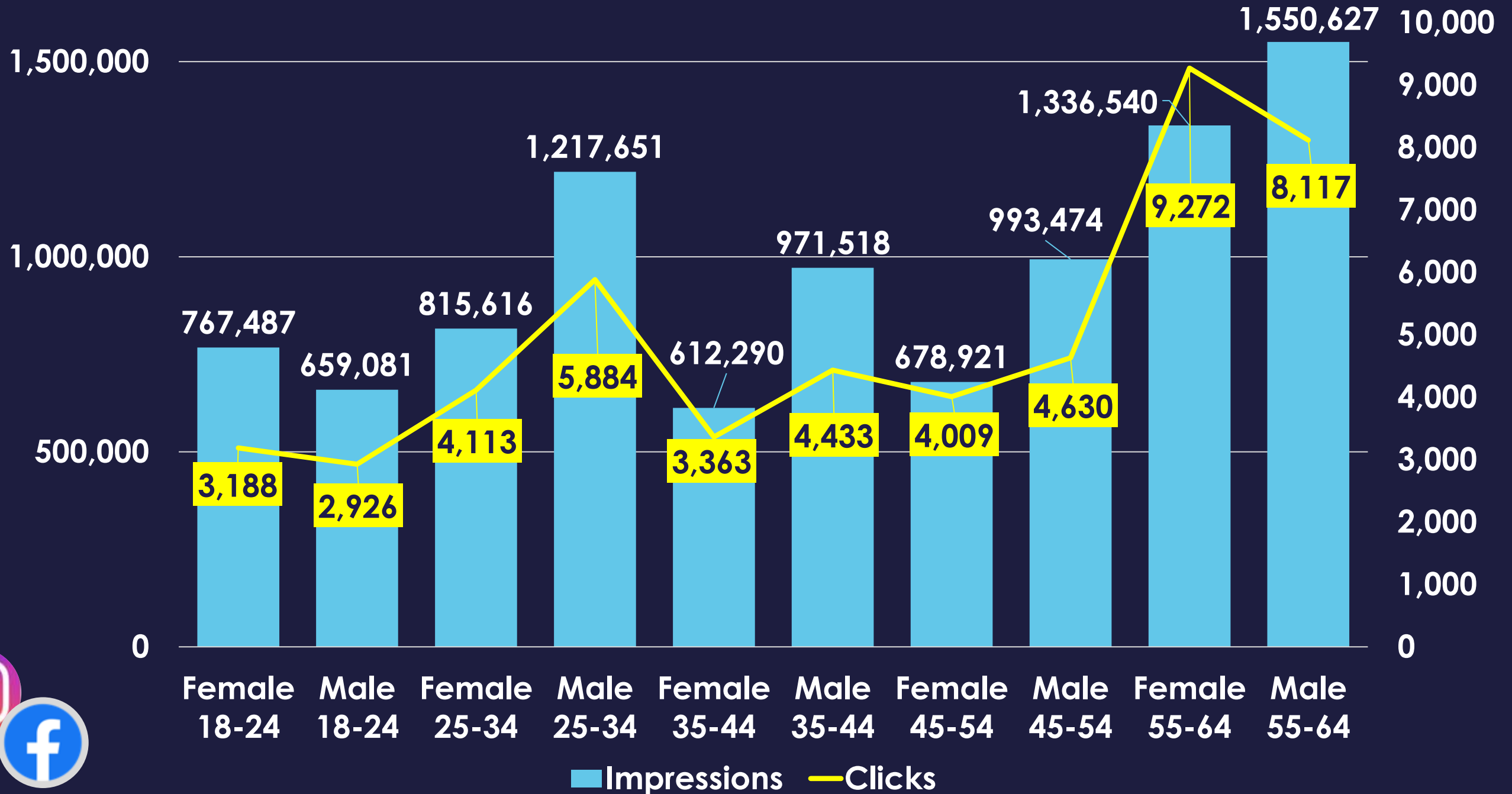


REGIONAL IMPACT



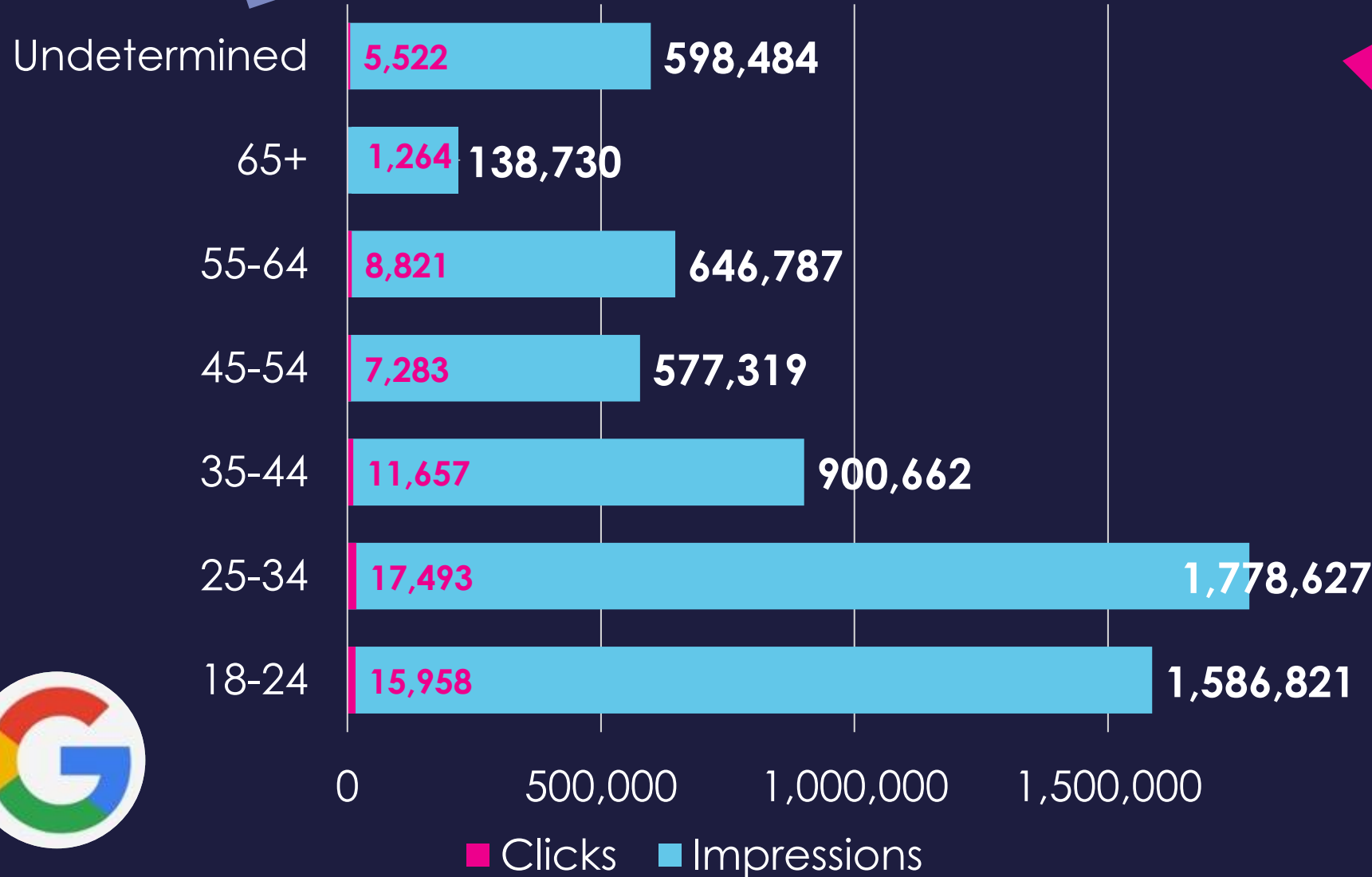
Region	Link to Care Forms Completed	Digital Impressions	Clicks	Click Thru Rate
Northwest	16	3,956,257	41,032	1.04%
Northcentral	25	4,026,504	42,093	1.05%
Northeast	16	3,714,710	41,339	1.11%
Mideast	24	3,671,279	43,586	1.19%
Southcentral	76	3,776,953	45,092	1.19%

FACEBOOK/INSTAGRAM BY DEMOGRAPHIC

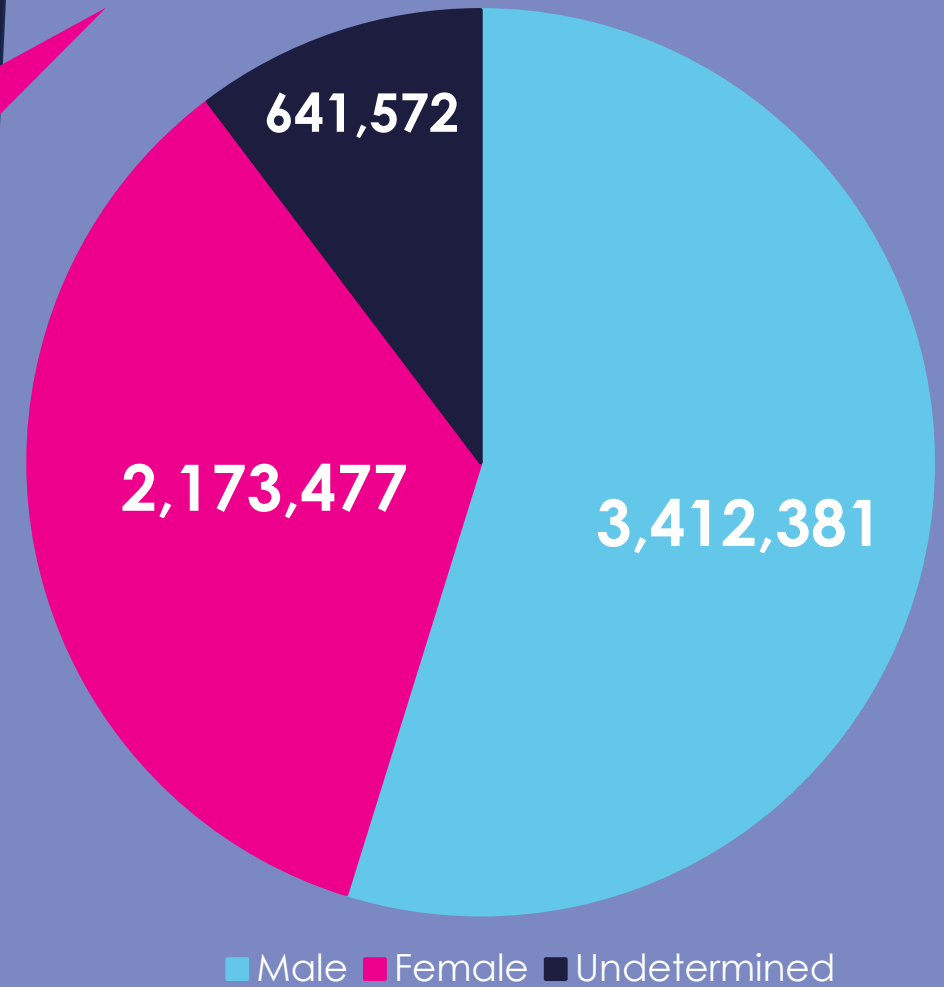


GOOGLE BY DEMOGRAPHICS

Impressions by Age



Impressions by Gender



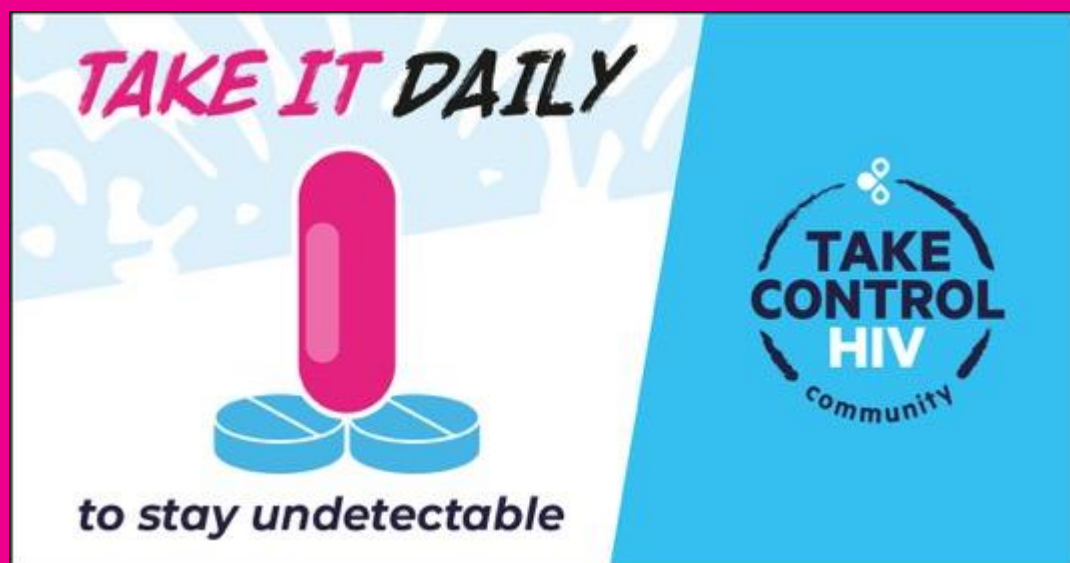
Male Female Undetermined



NICHE PLATFORM OVERVIEW

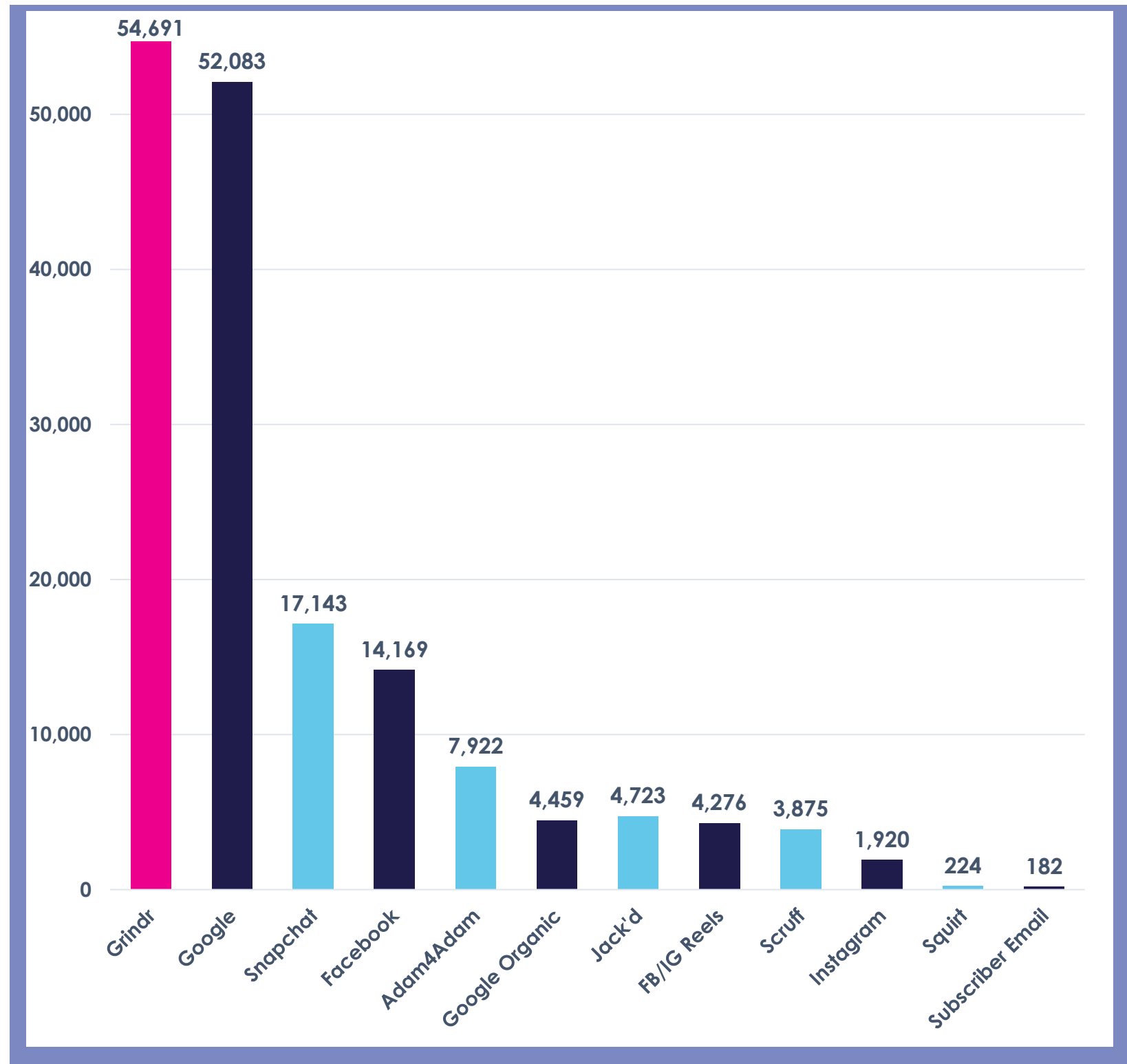
Platform	Impressions	Clicks	Click Thru Rate
Grinder	2,542,841	74,426	2.92%
Scruff	433,264	6,413	1.48%
Jack'd	325,976	5,918	1.82%
Adam4Adam	1,405,463	26,187	1.86%
Squirt*	315,114	691	0.22%

*We only ran this campaign for three months.



WEBSITE TOUCHPOINTS

170,740
Total Sessions



MEDIA OUTREACH



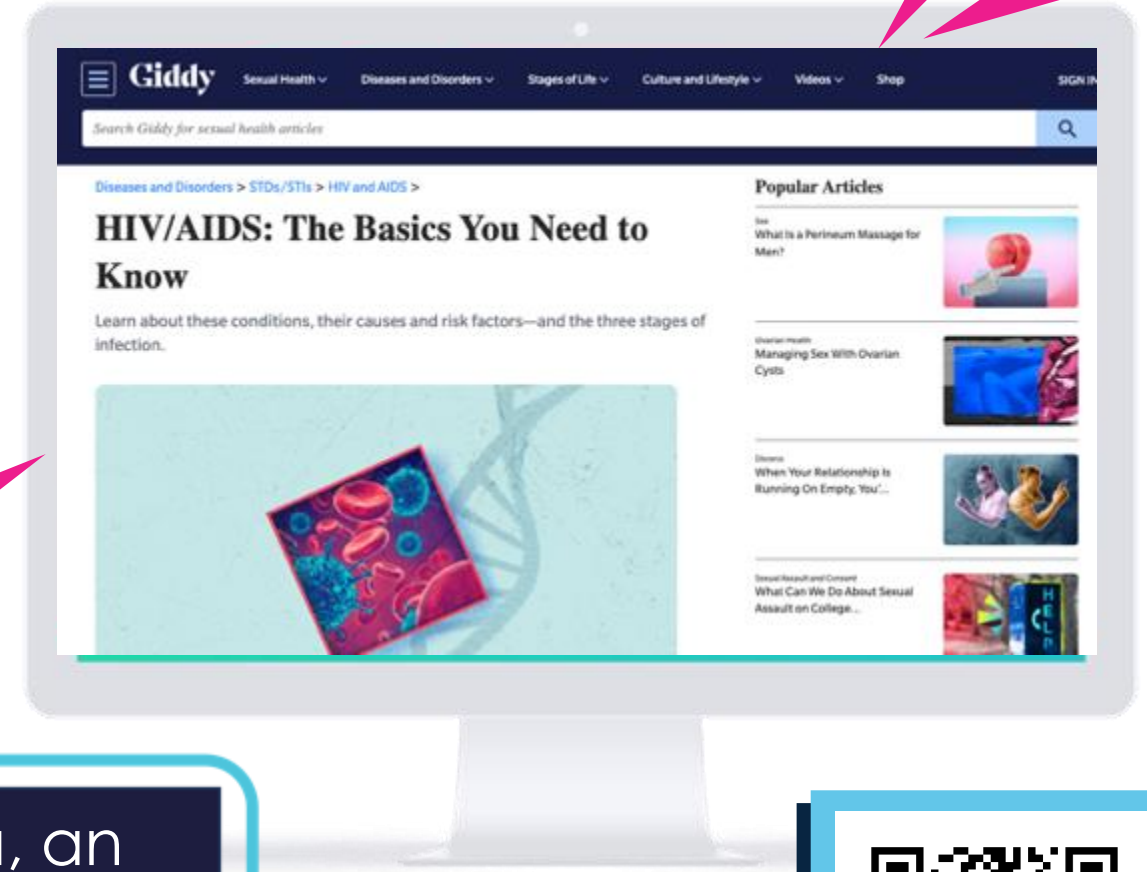
MEDIA PLACEMENTS

 **5**
Placements

 **887,619**
Total Reach

PLACEMENT HIGHLIGHT

Take Control HIV's expert, Dr. Militza Suarez-Favetta, an infectious disease specialist was featured in a series on HIV/AIDS published in Giddy, a national online publication with an estimated **331,000** unique monthly visitors. This placement had a reach of over **606,602**.



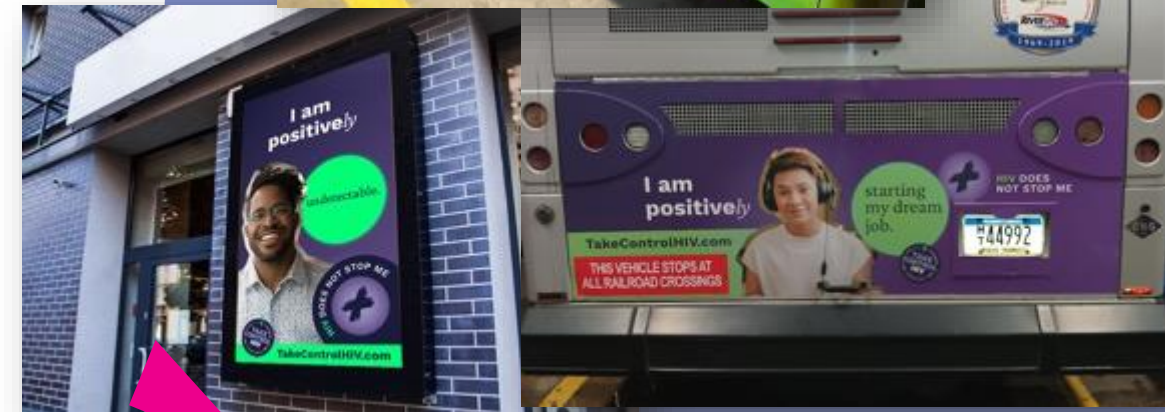
TRADITIONAL MEDIA OVERVIEW

Placement	Impressions	Value Added
Transit Ads	16,655,025	\$15,846
Digital Display Network	21,631,064	\$10,672
Total	38,286,092	\$26,518

Digital display network ads appeared on **digital billboards, convenience store screens, and grocery store screens** in all five regions.

Transit ads were placed on the **sides and backs of public transit buses** in the following transportation networks:

- Berks Area Reading Transportation Authority, Reading
- Capital Area Transit, Harrisburg
- Erie Metropolitan Transit Authority, Erie
- Luzerne County Transportation Authority, Wilkes-Barre
- Rabbit Transit, York
- Red Rose Transit Authority, Lancaster



Through negotiations by our partner **GAVIN™**, our campaign received an additional **\$26,518** of traditional media placement for **free!**

ELEVATING INFLUENCER VOICES

Tim'm West, Cincinnati, OH, @braveeducator



“When I tested positive at 26, I didn’t imagine 50. So, turning 50 was a spiritual moment for me. I realized I still have a lot of my life I get to plan.”

Followers: [Instagram: 13.1k](#) [LinkedIn: 7,196](#) [Facebook: 3,400](#)



Melissa Strype, Los Angeles, CA, @thebiglissa



“Everyone having sex should get tested frequently, but people feel intimidated by the process. People know they should do it, but they also want to know: What does it look like? What happens?”

Followers: [Instagram: 15k](#) [LinkedIn: 659](#)



SOCIAL MEDIA



322

Social Media Posts



672%

Engagement Increase Year over Year



61%

Post Link Click Increase Year over Year

Social Media Impact	Facebook	Instagram
Total Page Visits	8,440	4,122
Percent Increase in Visits (YOY)	14.7%	66.1%



EVENTS





WORLD AIDS DAY

On World AIDS Day, we encouraged our followers to take part in the meaningful "Why I Wear The Ribbon" challenge on social media.



CELEBRATING PRIDE



**PRIDE FESTIVAL
OF CENTRAL PA**



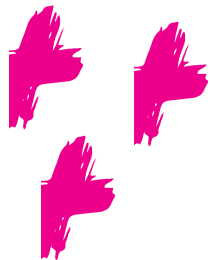
**Soldier's Field
At the PA State Capitol
Harrisburg, PA**

- ✓ **51 tests administered**
 - ✓ **89% Increase** from 2022
- ✓ **11 people referred for PrEP Services**
- ✓ Gained over **300 new followers and likes** on our social platforms, **an increase of 35%**
- ✓ Over **500 educational materials** distributed



LESSONS LEARNED

- ✓ **Google Search** emerged as the most effective channel, contributing **41% of all link-to-care form submissions**.
- ✓ Messages like "**Be positively fierce**" and "**Positively love yourself.**" garnered more reactions and engagement from the audience.
- ✓ Messages centered on **confidential care, embracing one's status, testing positive, and living positively** were well-received and performed favorably.
- ✓ **Individuals aged 55 and above exhibited notable click-through rates** on both **Google** and **Facebook/Instagram**.
- ✓ On **Google**, **females displayed a slightly higher click-through rate compared to males**, underscoring their active involvement with campaign content.
- ✓ **Snapchat** experienced higher male engagement.
- ✓ **Hook-up apps** remained a strong driver, contributing **38% of link-to-care form submissions**, predominantly through **Grindr**.



LESSONS LEARNED

- ✓ **Google** exhibited **higher CTR within the 45-54 and 55-64 age brackets** despite lower impression counts.
- ✓ Female users on **Google** displayed **increased interaction rates across ads**, compared to males.
- ✓ **Facebook, Instagram, and Google, Couples' imagery** resonated strongly, closely followed by **images of Black males**.
- ✓ **Facebook** and **Instagram Reels** saw **slightly better male click-through rates**. Those aged 25-34 interacted the most with Reels.
- ✓ On **Instagram**, the **18-24 age group engaged the most with ads**, closely followed by 24-34. Females had a slight edge in click-through rates.
- ✓ **Facebook** demonstrated **significantly higher CTR among females** (0.58% vs. 0.43% for males), with the highest CTR within the 55-64 age group.



08A



THANK YOU



GAVIN[™]
evolving influence

Campaign Created, Managed and Reported by **GAVIN**[™]
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