

Evaluating PrEP Social Marketing Campaigns: NYC's StaySure

Adriana Andaluz, MPH

New York City Department of Health

Biomedical HIV Prevention Summit

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Learning Objectives

1. Summarize lessons learned from first wave of PrEP campaigns
2. Outline standards that should be used to evaluate progress of PrEP campaigns
3. Describe metrics developed to assess the impact of social marketing campaigns and measure effectiveness of message delivery
4. Discuss ways to develop campaigns that are data driven and responsive to community needs
5. Identify strategies to adapt or change messaging to improve the effectiveness of message delivery

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Outline

- HIV in NYC and NYC's plan to end the epidemic
- The first wave of PrEP campaigns
- Monitoring PrEP
 - Awareness and Uptake
- Assessing the impact of StaySure
 - Developing a data-driven campaign
 - Digital media analytics
 - Population-based survey

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NYC's Plan to End the Epidemic



History of the Epidemic, NYC 1981-2016

HIV Annual Surveillance Report

2016 Highlights

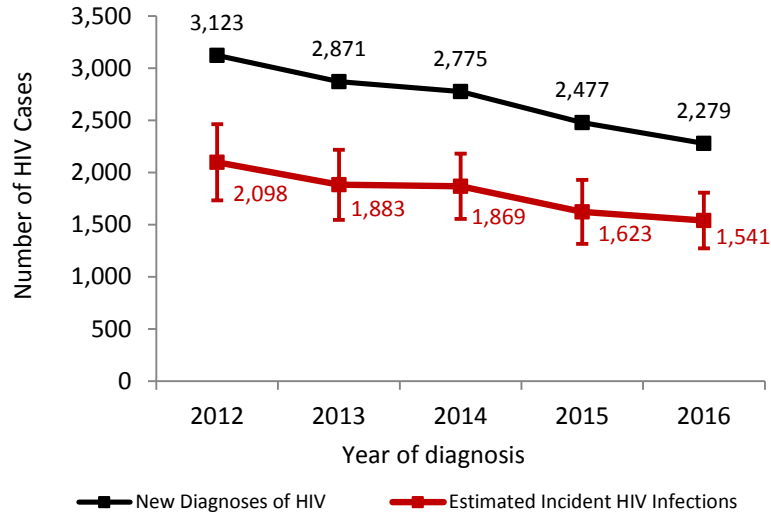
- The annual number of new HIV diagnoses continues to decline, dropping to **2,279** in 2016 from 2,493 in 2015 (**an 8.6% decline**).
- For the first time since HIV reporting began in New York State in 2001, new HIV diagnoses among MSM reached a statistically significant low in 2016.
 - Steepest year-to-year drop in new HIV diagnoses among MSM —**14.8% decline** from 2015 (1,450 in 2015 to 1,236 in 2016)

Source: HIV Epidemiology and Field Services Program. *HIV Surveillance Annual Report, 2016*. NYC Department of Health and Mental Hygiene: New York, NY. December 2016.

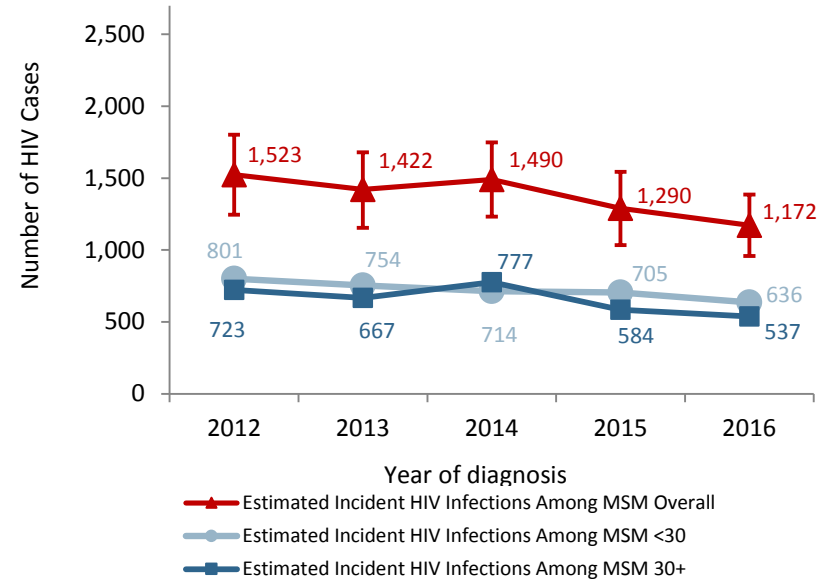
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Estimated HIV Incidence

All new HIV diagnoses and estimated incident HIV infections¹, NYC 2012-2016



Estimated incident HIV infections¹ among men who have sex with men (MSM)² overall and by age group, NYC 2012-2016



Source: HIV Epidemiology and Field Services Program. *HIV Surveillance Annual Report, 2016*. NYC Department of Health and Mental Hygiene: New York, NY. December 2016.

¹Estimates generated October 2017, by the CDC Stratified Extrapolation Approach (SEA). SEA combines results from the Serologic Testing Algorithm for Recent Seroconversion (STARHS) with data on demographic characteristics, risk factor, initial diagnosis date, and testing and treatment history that are contained in the HIV surveillance registry. Unknown risk factor was imputed using the Multiple Imputation procedure in SAS v9.3. Surveillance data used in these estimates were reported through October 15, 2017.
²Includes MSM also reporting injection drug use history (MSM-IDU).

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New York City's Plan to End the Epidemic: Strategies to address disparities

1. Transform STD clinics into “Destination Clinics” for sexual health services
2. **Make Sexual Health Clinics efficient hubs for HIV treatment and prevention**
3. **Launch PrEP and repair nPEP delivery system**
4. **Support priority populations using novel strategies**
5. Take NYC viral suppression from good to excellent
6. **Make NYC “Status Neutral”**

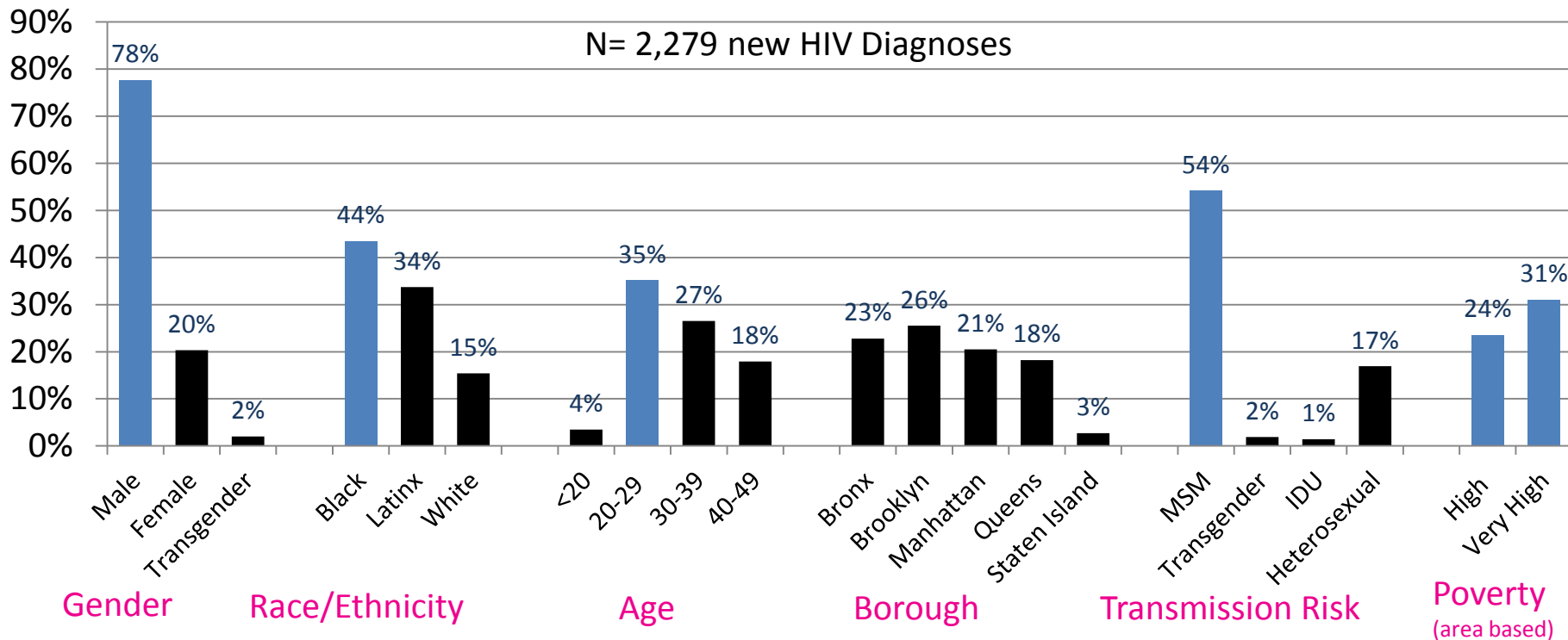
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PrEP: Broad Range of Activities and Programs

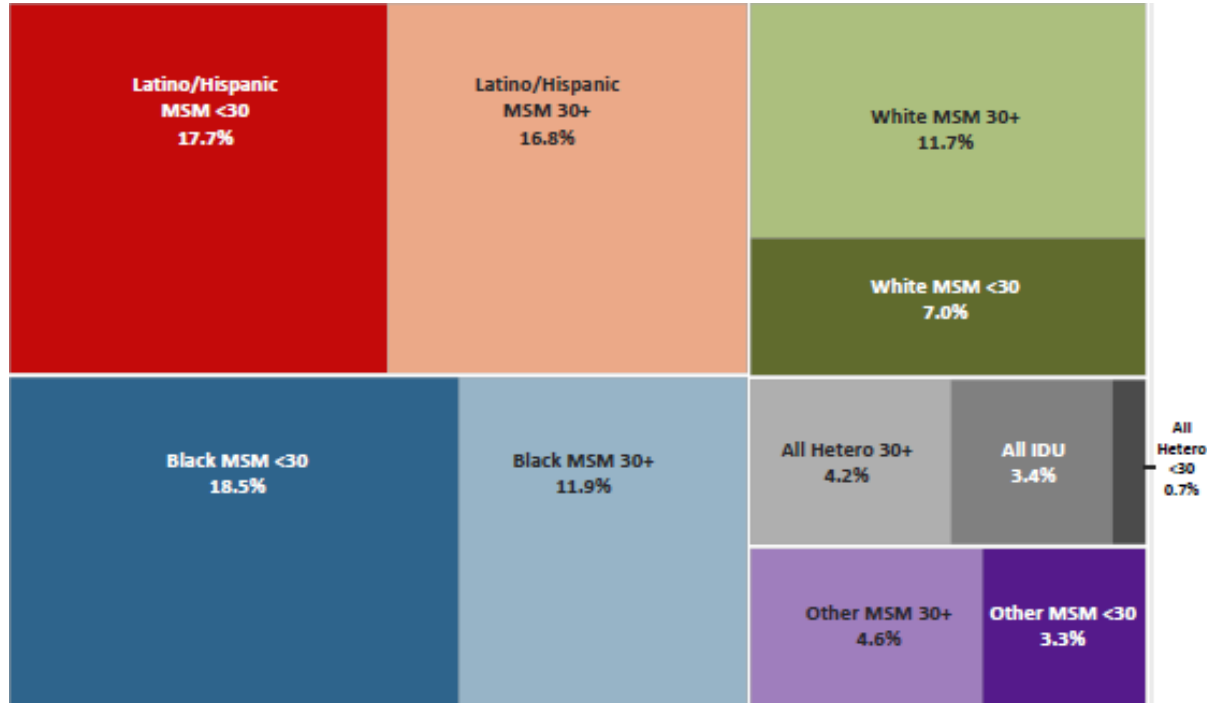
- Promoting PrEP to potential users
 - **Marketing campaigns (digital, outdoor, print media, TV, radio)**
 - Provider Directory
- Promoting PrEP to potential providers
 - Public Health Detailing Program
 - Technical assistance with PrEP Programing
 - Implementation Workshop
 - Training for Front-Line Staff
- Supporting PrEP in diverse service models
 - Municipal Sexual Health Clinics
 - Non-governmental organizations
- Monitoring awareness and uptake

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New HIV Diagnoses, 2016



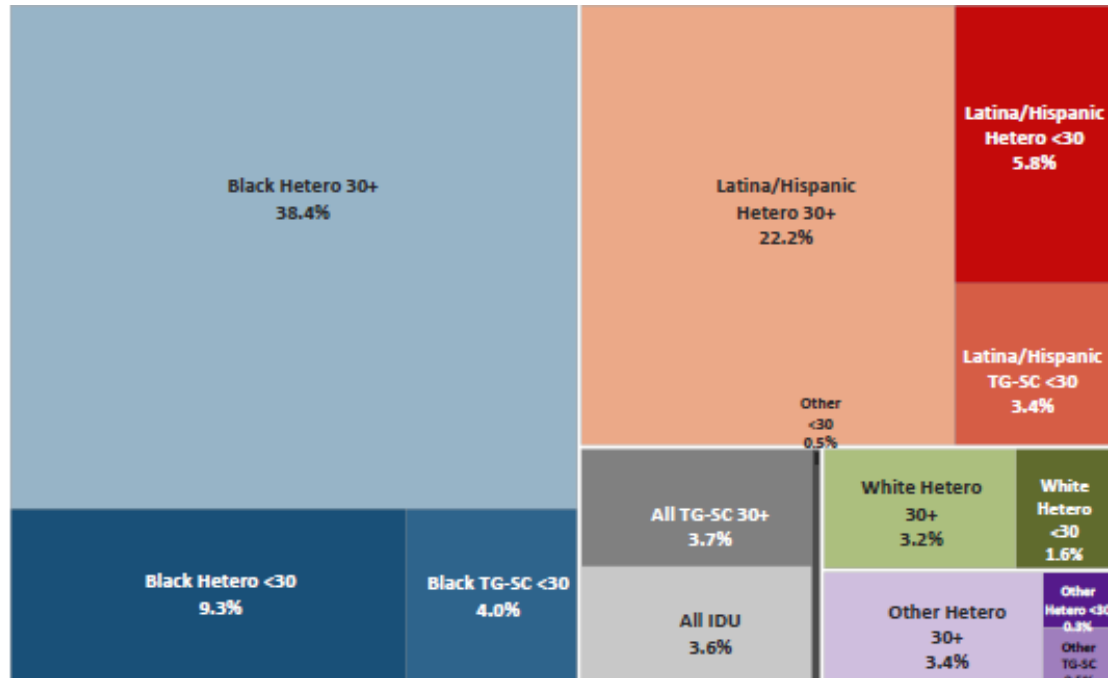
New HIV diagnoses among males with known transmission risk, NYC 2016 (N= 1,349)



Source: HIV Epidemiology and Field Services Program. *HIV Surveillance Annual Report, 2016*. NYC Department of Health and Mental Hygiene: New York, NY. December 2016.

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New HIV diagnoses among females with known transmission risk, NYC 2016 (N= 378)



Source: HIV Epidemiology and Field Services Program. *HIV Surveillance Annual Report, 2016*. NYC Department of Health and Mental Hygiene: New York, NY. December 2016.

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First wave of PrEP campaigns

A little background

**Share the Night,
Not HIV**

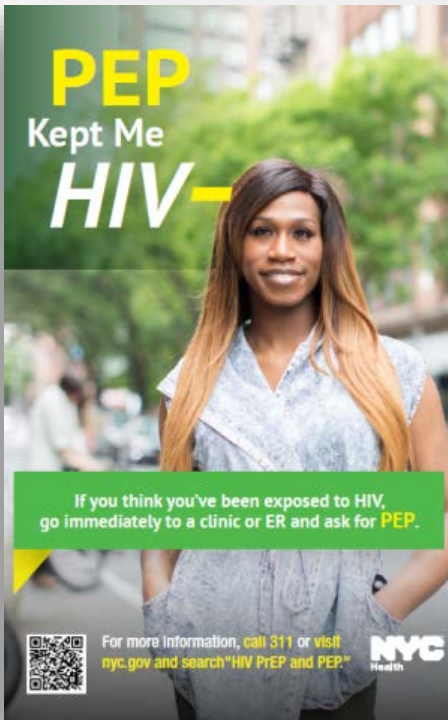
A photograph of two young men embracing and smiling at each other at night, with city lights blurred in the background.

PrEP is preventive medication that can help you stay negative, even if he might be positive.

Condoms provide additional protection.
For more information on PrEP, talk to your doctor,
call 311 or visit nyc.gov and search "HIV PrEP and PEP."

NYC
Health

PEP
Kept Me
HIV-

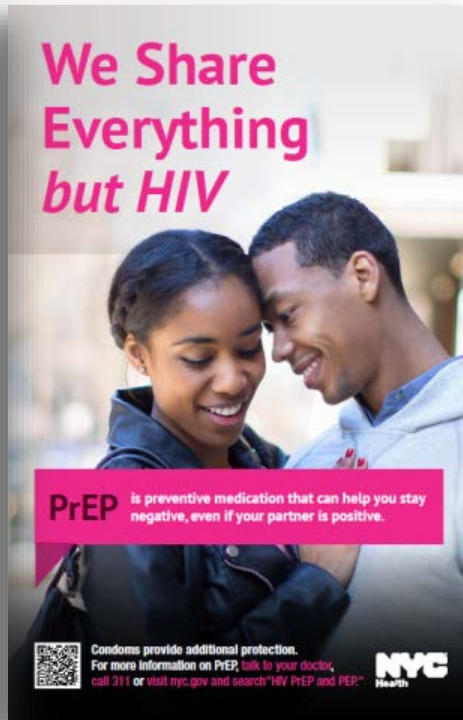
A photograph of a woman with long brown hair, smiling and looking towards the camera.

If you think you've been exposed to HIV,
go immediately to a clinic or ER and ask for **PEP**.

For more information, call 311 or visit
nyc.gov and search "HIV PrEP and PEP."

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Health

**We Share
Everything
but HIV**

A photograph of a young couple embracing and smiling at each other.

PrEP is preventive medication that can help you stay negative, even if your partner is positive.

Condoms provide additional protection.
For more information on PrEP, talk to your doctor,
call 311 or visit nyc.gov and search "HIV PrEP and PEP."

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Summer 2014

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The SURE Trilogy



December 2014



PlaySure I
December 2015



PlaySure II
May 2016

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N.Y. / REGION

New York Revamps Safe Sex

Big City

By GINIA BELLAFANTE DEC. 18, 2015



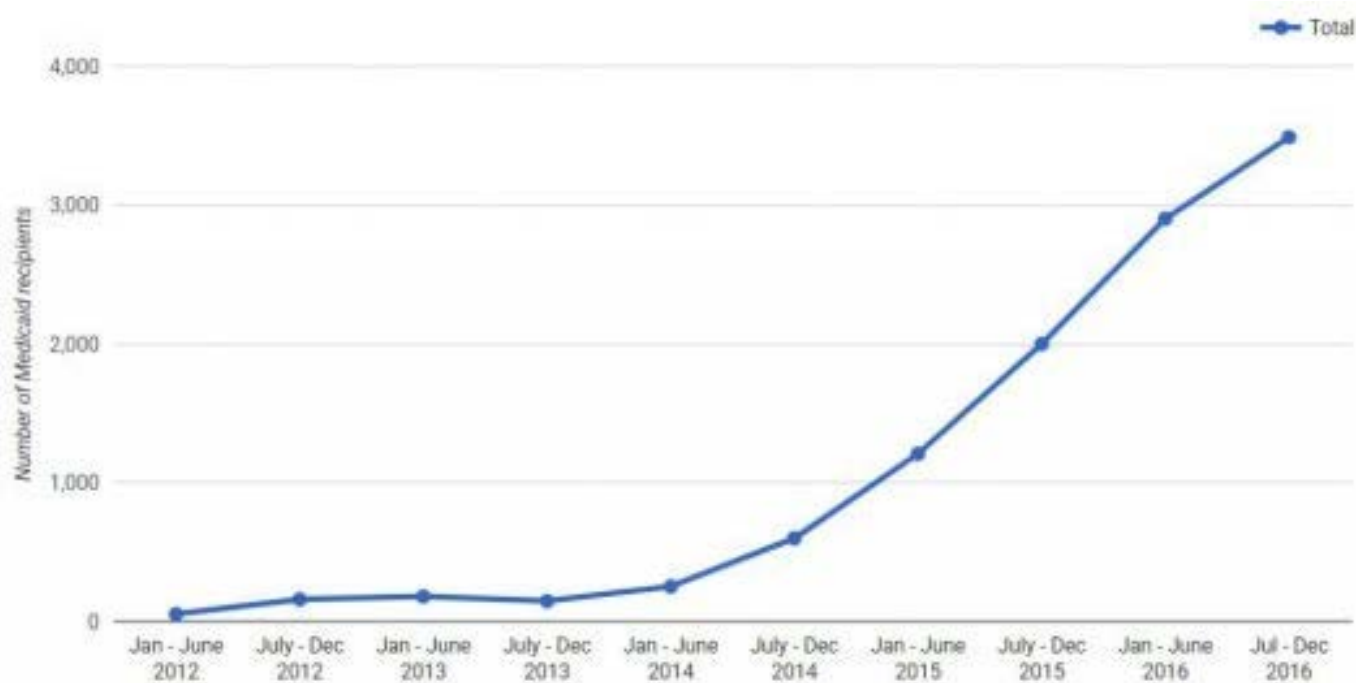
In summer 2014, a 22-year-old black man who had recently been diagnosed with [H.I.V.](#) walked into a clinic at Mount Sinai Hospital where he was seen by Demetre Daskalakis, an infectious disease specialist, who would soon become the assistant commissioner of New York City's H.I.V. and AIDS prevention unit. The patient was vigilant about his own care. He carried a container that looked like a slightly oversize cosmetics compact. It neatly held [condoms](#) issued by the city, lubricant and his



Monitoring PrEP

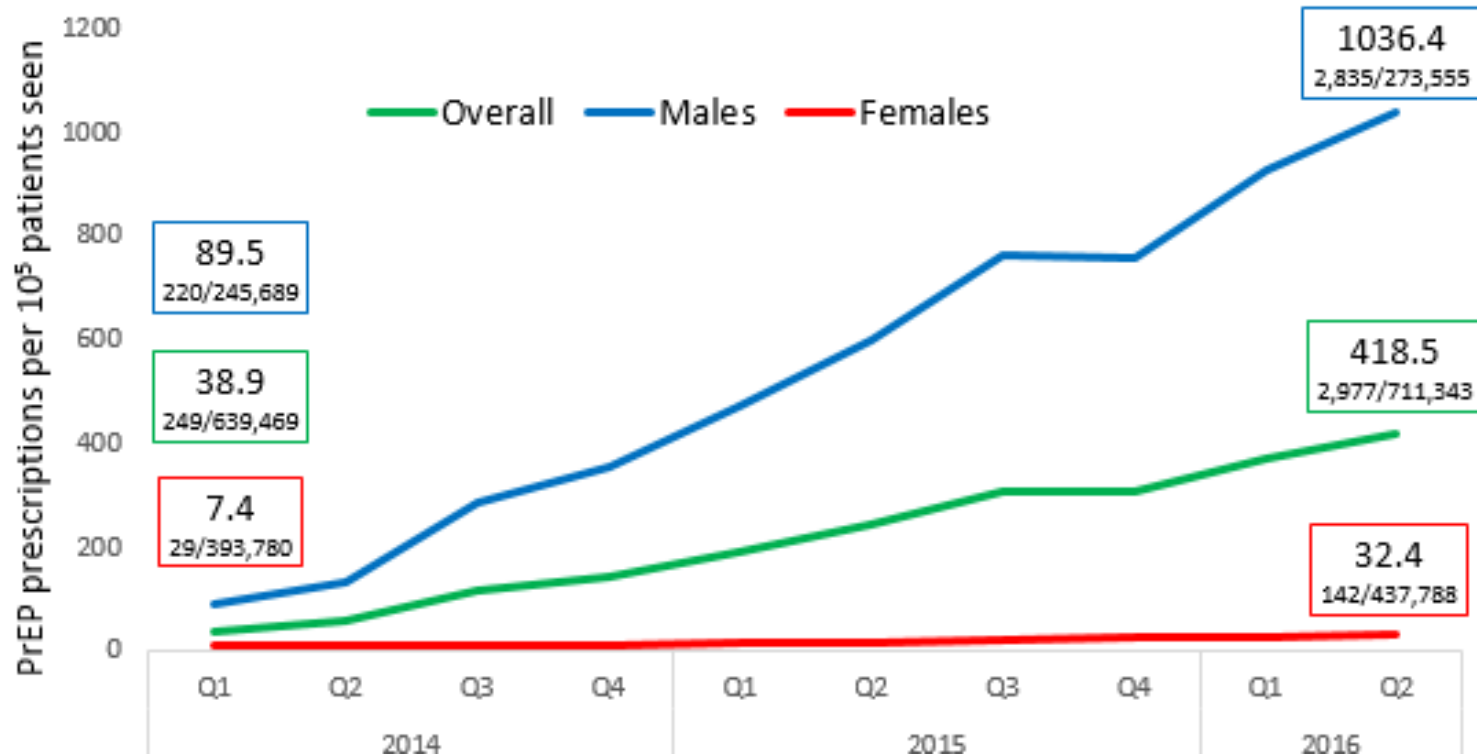
PrEP Use among Medicaid recipients

New York State, 2012-2016



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PrEP prescription rates per 100,000 patients seen in 602 ambulatory care practices, by sex, NYC 2014-2016



*Adjusted for patient age and race/ethnicity, practice location and type, proportion of practice's patients living in high poverty ZIPs, and number of ID specialists.

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Salcuni, et al., IDWeek, 2017.



Assessing Impact of StaySure

The SURE Trilogy



December 2014



PlaySure I
December 2015



PlaySure II
May 2016

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The SURE Trilogy

Conclusion to the Trilogy

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Developing StaySure

- Campaign Goals:
 - Promote awareness and use of combination prevention strategies → status neutral approach
 - If **negative**, using PrEP and condoms, or emergency PEP
 - If **positive**, HIV treatment to keep viral load undetectable plus condoms for additional protection against other STIs
 - Promote availability of PEP at NYC Sexual Health Clinics

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Developing StaySure

- Directive → conclude the “SURE” trilogy with sex positive messaging that evokes strength
- Early Fall 2016
 - Conducted 6 focus groups (5 English-speaking; 1 Spanish-speaking)
 - 2 MSM groups: ages 18-29 and 30-45
 - Trans men, 18+
 - Trans women and GNC, 18+
 - Women of Color, 18-35
 - Spanish-speaking MSM and Trans women, 18-35
 - Each group contained a mix of education, HHI (above and below \$50K/year), and borough of residence

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Developing StaySure

Focus Group Findings—Exec Summary

- Varying levels of familiarity with PrEP and PEP among LGBTQ participants
 - Older MSM were more knowledgeable about the options available to them but younger MSM were more likely to be taking PrEP or had been encouraged by family and friends to take it.
 - More skepticism among older MSM re: using biomedical interventions
 - Majority of trans men and trans women familiar with both PrEP and PEP

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Developing StaySure

Focus Group Findings—Exec Summary

- Varying levels of familiarity with PrEP and PEP among LGBTQ participants
- Especially low knowledge-base among young women of color who did not relate to some of the messaging
 - Cis-gendered women did not perceive themselves to be at risk for HIV; more concerned about other aspects of their sexual health

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HIV prevalence by ZIP code, NYC 2014

PLWHA as a percent of
population¹ by ZIP code

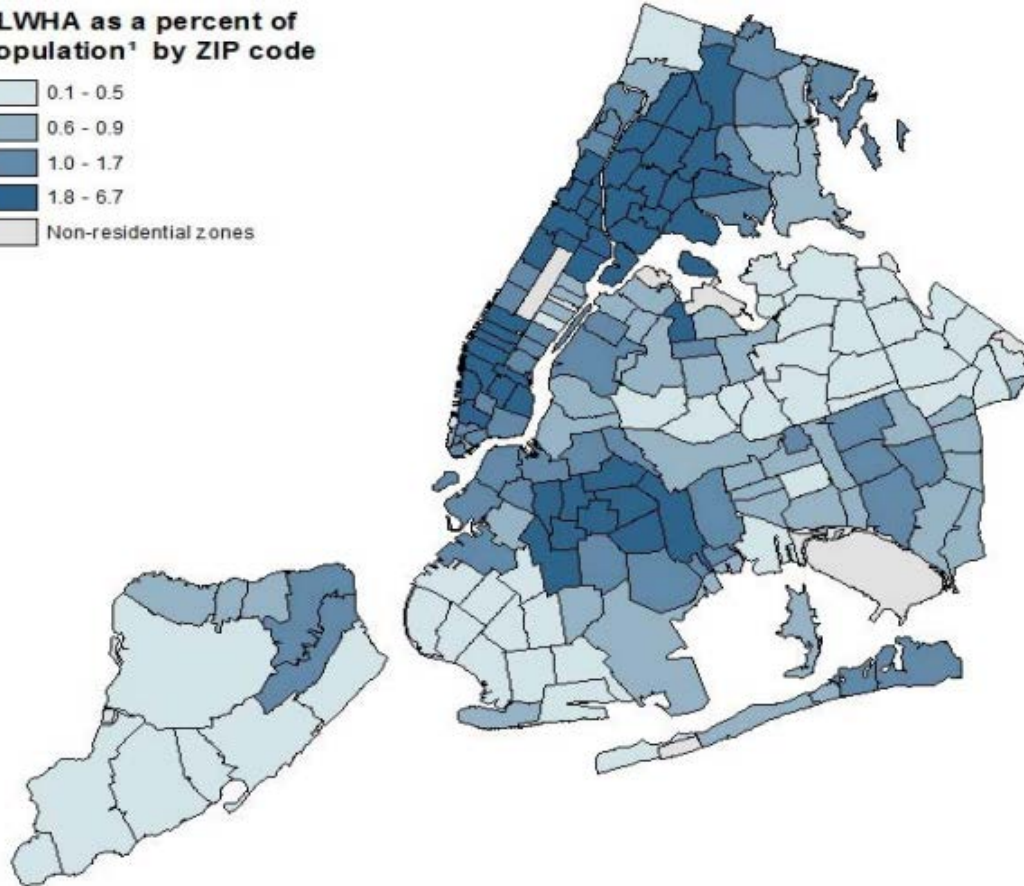
0.1 - 0.5

0.6 - 0.9

1.0 - 1.7

1.8 - 6.7

Non-residential zones



Campaign Placement

Traditional Media

- **Outdoor**

- Station Domination at West 4th Street
- Subway cars
- Billboards (24th/7th Ave; 8th Ave and 42nd (Times Sq); Lafayette and Bleecker)
- Bus Kings
- Turnstiles
- Posters in local businesses (bodegas, bars, laundromats, restaurants, nail salons, barbershops)

- **Print**

- AM NY
- Metro
- Metrosource NY
- The Advocate

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WE STAY SURE
HIV TREATMENT = PREVENTION

BE SURE, PLAY SURE, STAY SURE.

WE STAY SURE
DAILY PEP + CONDOMS

BE SURE, PLAY SURE, STAY SURE.
If you're HIV negative, PrEP is a daily pill that protects you from HIV. If you're HIV positive, PrEP is a daily pill that helps you stay healthy. PrEP is a daily pill that helps you stay healthy. PrEP is a daily pill that helps you stay healthy.

For more information, visit www.hiv.gov or call 1-800-458-5231.

WESTIN

EASTMAN

Auntie Anne's Pretzels



Port Authority
New York City
New Jersey
Transit Station

ACE Hardware

NEW W

Campaign Placement

Digital Media

- **Paid Social**
 - Twitter
 - Facebook
 - Instagram
- **Other Digital**
 - Grindr
 - Scruff
 - Jack'd

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Promoted Tweets



nycHealthy
@nycHealthy

Follow

Forgot to use a condom? Emergency PEP can prevent HIV if taken within 72 hours. Info: on.nyc.gov/2hekWo4



nycHealthy
@nycHealthy

Follow

PrEP is a daily pill to prevent HIV. Combine PrEP + Condoms to stay HIV negative. 💪
on.nyc.gov/2hekWo4



nycHealthy
@nycHealthy

Follow

PrEP is a daily pill that protects you from HIV. PrEP + Condoms = additional protection! 💪
on.nyc.gov/2hekWo4



Total Impressions

1 M

STAY SURE

Best Performing Promoted Tweet



Engagement Rate

4.23%

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Best Performing Facebook Post



Engagement Rate

1.63%

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Best Performing Instagram Post



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Campaign Website Performance



Be Sure, Play Sure, Stay Sure

[\[Ver esta página en español\]](#)

Together we can stop the spread of [HIV](#) and other sexually transmitted infections (STIs).

Be Sure

Know your HIV status:

- If you are having sex and/or using drugs, [get tested at least once a year](#).
- If you have an HIV-positive sex partner, get tested every three to six months.
- If you are a man or a [transgender person](#) who has sex with men, get tested every three to six months.

Total Website Visits: 31K
Views: 35K
Average Time Viewed: 190 seconds

- The campaign increased usual traffic tenfold at its peak.



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StaySure Evaluation

- Outdoor and promoted social media campaign originally ran from December 1, 2016-January 31, 2017
- Contracted market research firm to conduct post-campaign evaluation from May 25-June 5, 2017
- Conducted online panel →805 interviews
- Questionnaire design:
 - Approximately 30 questions on:
 - Message comprehension (PrEP and PEP awareness and availability, use, and risks)
 - Advertisement impressions and attitudes, impact of ad (behaviors post-exposure)
 - General campaign awareness

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StaySure Evaluation

- **Demos of populations surveyed:**

- NYC residents, 18-50, that have had sex at least once in past 6-months
- Oversampling of :
 - ZIP codes with high diagnosis rates (2014)
 - Young MSM (18-30) of color
 - Black and Latina women
 - Transgender women (special consideration for trans women of color)
 - Transgender men

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StaySure Evaluation

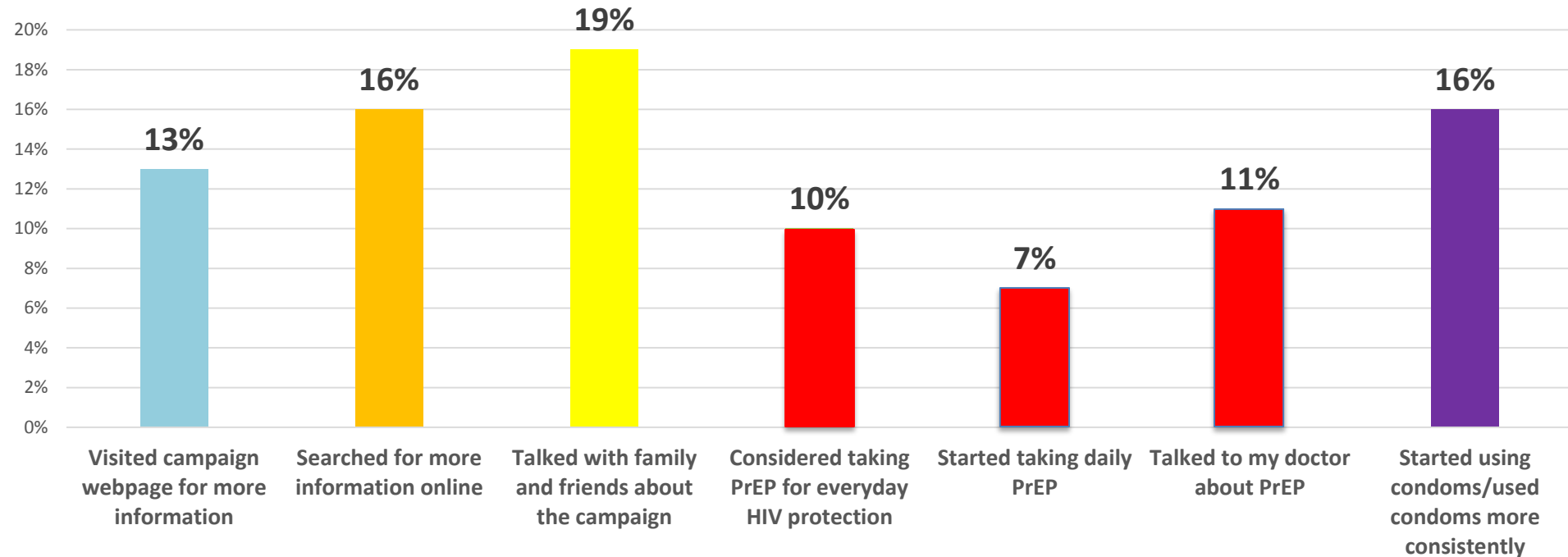
Measurements and Outcomes:

- More than nine out of ten respondents (92%) believe that HIV and AIDS are a very **(56%)** or somewhat **(36%)** serious problem in New York City today.
- **Two-thirds of the respondents (67%)** reported seeing an ad from the StaySure campaign.
- Among those who saw an ad:
 - **75% said the ad was the first time they had heard about PrEP**

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StaySure Evaluation

Actions taken as a result of campaign exposure*



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*Question allowed for multiple response.

Lessons Learned

- Start the development process early
- Data first
 - Use data to determine populations of focus and where to place your campaign
- Use inclusive, sex-positive images and messaging
 - Test creatives and messaging with your populations of interest
 - Also test out in other languages if your population has limited English-proficiency

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What's Next

- PrEP for Women
- PrEP for Latinos

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Acknowledgments

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- Lena Saleh
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Thank you!

Contact:

aandaluz@health.nyc.gov