

# *Hard to Spell...Easy to Catch* *A Sexual Health Social* *Marketing Campaign For Youth*

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Peel Region, Ontario  
October 27, 2008



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# Sexual Health and Youth

## Sexual Health Knowledge

- Youth knowledge about HIV and other STIs has decreased since 1989.

## Condom Use

- Grade 9 Peel students were the least likely to have ever had sexual intercourse (14%) but most likely to have not used any birth control or condoms during sex (32%).

## Rising Incidence of STIs

- Youth aged 15 - 24 years have the highest incidence of Chlamydia and Gonorrhoea, the two most common reportable STIs in Peel.



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# Overall Campaign Objectives

- Increase awareness of sexual health issues among Peel youth.
- Increase awareness of the health risks associated with unprotected sexual activity as a serious issue affecting youth.
- Increase awareness of the importance of making healthy sexual choices to prevent HIV/AIDS and sexually transmitted infections.
- Position Peel Public Health as a credible source of sexual health information and a reliable partner in promoting healthy sexuality.
- Promote the use of Peel Public Health's Healthy Sexuality clinics.



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# Focus Group Findings: Summer 2007

## First round: 3 focus groups (approximately 45 teens)

- Youth concerns:
  - avoiding pregnancy
  - having safer sex
  - using birth control and avoiding STIs
- Youth want to know:
  - where to get tested
  - consequences of being sexually active
  - the long-term health effects of STIs and other sexual health related issues



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# The Challenge

"I don't want to be told by the government what to do or where to go...but when I go to a website, I want to know that the government is behind the website...then I'd trust the info." *Focus group participant*

"You can get crabs by sitting on a coat at a party." *Focus group participant*

"It's like those don't smoke ads...don't tell me I shouldn't do it or that it's bad for me...just give me the facts and I'll make my own decision about what I should and shouldn't do." *Focus group participant*



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# Creative Concepts

## Focus Group Findings: Fall 2007

**Second round: 2 focus groups (approximately 30 teens) to test the draft creative concepts**

### **Findings:**

- Websites:
  - Appeal to youth
  - Interactive and user friendly
  - Humour, “buzz-worthy” – share with peers
  
- Campaigns:
  - Locate ads in areas where youth gather
  - Concise information
  - Drive to website



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# Campaign Components

## 1) Transit Shelter Advertisement

- Sexual health information/message presented in a concise manner.
- Directs viewers to new mini-website [www.hardtospell.ca](http://www.hardtospell.ca)
- Bus shelter ads located near secondary schools in Peel for a 4-week period

**Launched May 5, 2008**



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# gonorrhea

gonorrhoea – a sexually transmitted infection

HARD TO SPELL. EASY TO CATCH.  
GET TESTED.

VISIT [WWW.HARDTOSPELL.CA](http://WWW.HARDTOSPELL.CA) OR CALL 905.799.7700.



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# Campaign Components

## 2) New Mini-Website

- Web address easy to remember - [www.hardtospell.ca](http://www.hardtospell.ca)
- **Visually stimulating**
- **Balance of serious and entertaining** – “Spelling Bee” video
- **Interactive** – youth can ask sexual health questions online and receive a response in the “Ask an Expert” section.
- Links to existing Peel Public Health youth website - [www.intheknowpeel.ca](http://www.intheknowpeel.ca) which provides trustworthy and accurate sexual health information presented in a youth-friendly format.

**Site launched May 5, 2008 along with transit shelter ad**



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# Campaign Components cont'd...

## 3) Cinema Advertisement

- Sexual health information/message that speaks to youth in a humorous and informative manner.
- Presented in a venue where youth assemble.
- Also directs viewers to [www.hardtospell.ca](http://www.hardtospell.ca)
- Shown in all Cineplex-Odeon cinemas (7 locations) throughout Peel before all AA and R-rated films
- Ad was shown 4 times a day for a 5-week period.
- Also available on YouTube: <http://youtube.com/watch?v=8UtqT2sVBxg>

**Launched June to July 2008**



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# Evaluation of Phase 3

On-line survey conducted with 300 randomly selected respondents aged 14-24 years.

Respondents divided into two age categories:

- 14-18 years (184 respondents)
- 19-24 years (182 respondents)
- The survey was conducted over a two week period in July.

# Evaluation Results

## Transit Ad

- 28% of total respondents said they would visit the website listed on the ad.

## Website

- Interactive components of site resonated with youth.
- 73% (14-18 year olds) and 64% (19-24 year olds) would use this site as a resource about STIs.
- 83% of total respondents thought the 'Ask an Expert' was informative.

# Evaluation Results cont'd

## Spelling Bee Video

- 36% (14-18 year olds) and 43% (19-24 year olds) said the video would make them get more information about STIs.
- 29% (14-18 year olds) and 34% (19-24 year olds) would visit the website.
- 76% of total respondents said the video effectively communicated the ease of transmission of Gonorrhoea and the importance of getting tested.

## Overall Campaign

- 84% of total respondents felt the campaign sends an important message about STIs.
- 84% (14-18 year olds) felt the campaign was for them (compared to 56% of 19-24 year olds).
- 79% (14-18 year olds) and 85% (19-24 year olds) think the overall campaign is gender neutral.



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# Future Directions: 2009...

**Target:** youth aged 15 – 18 years in Peel

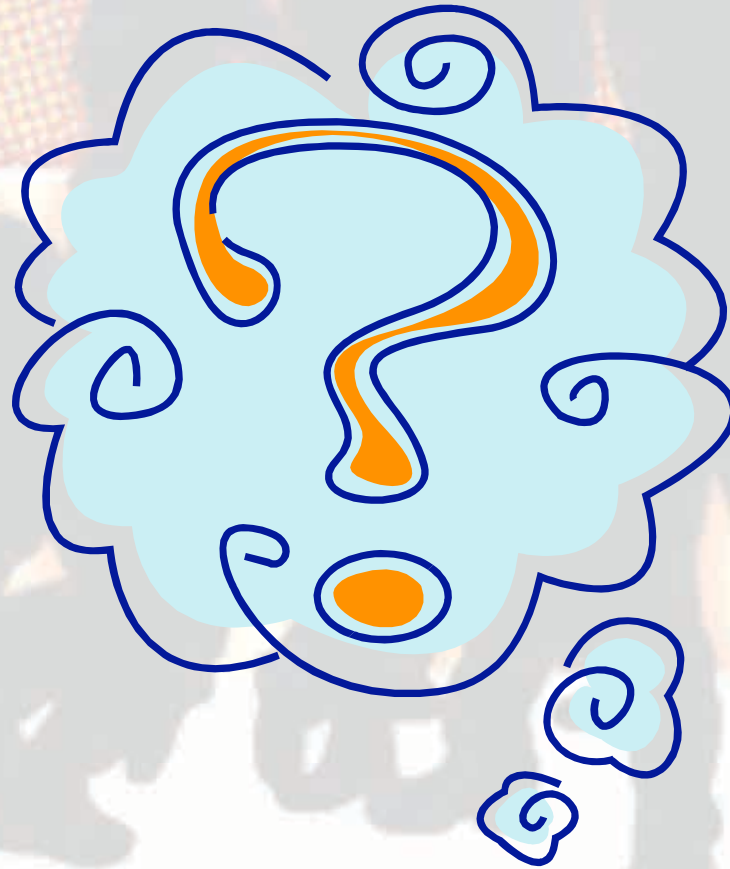
## Components

- Development of a **Youth Advisory Committee (YAC)** - Peer Leadership Model:
  - Youth will lead the development of campaign materials and deliver sexual health messages.
  
- Campaign messages to include (but not limited to):
  - HIV/AIDS risk reduction practices
  - Use of safer sex methods to prevent the spread of infections (use of condoms and barriers)
  - Promotion of Peel Public Health's Healthy Sexuality Clinics
  - Promotion of Peel Public Health as source of credible information



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# Questions?



# Contact Information

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