

A Chlamydia Awareness Campaign

Developed in Partnership with Loyalist College

“He left more than his number”

“She left more than her number”

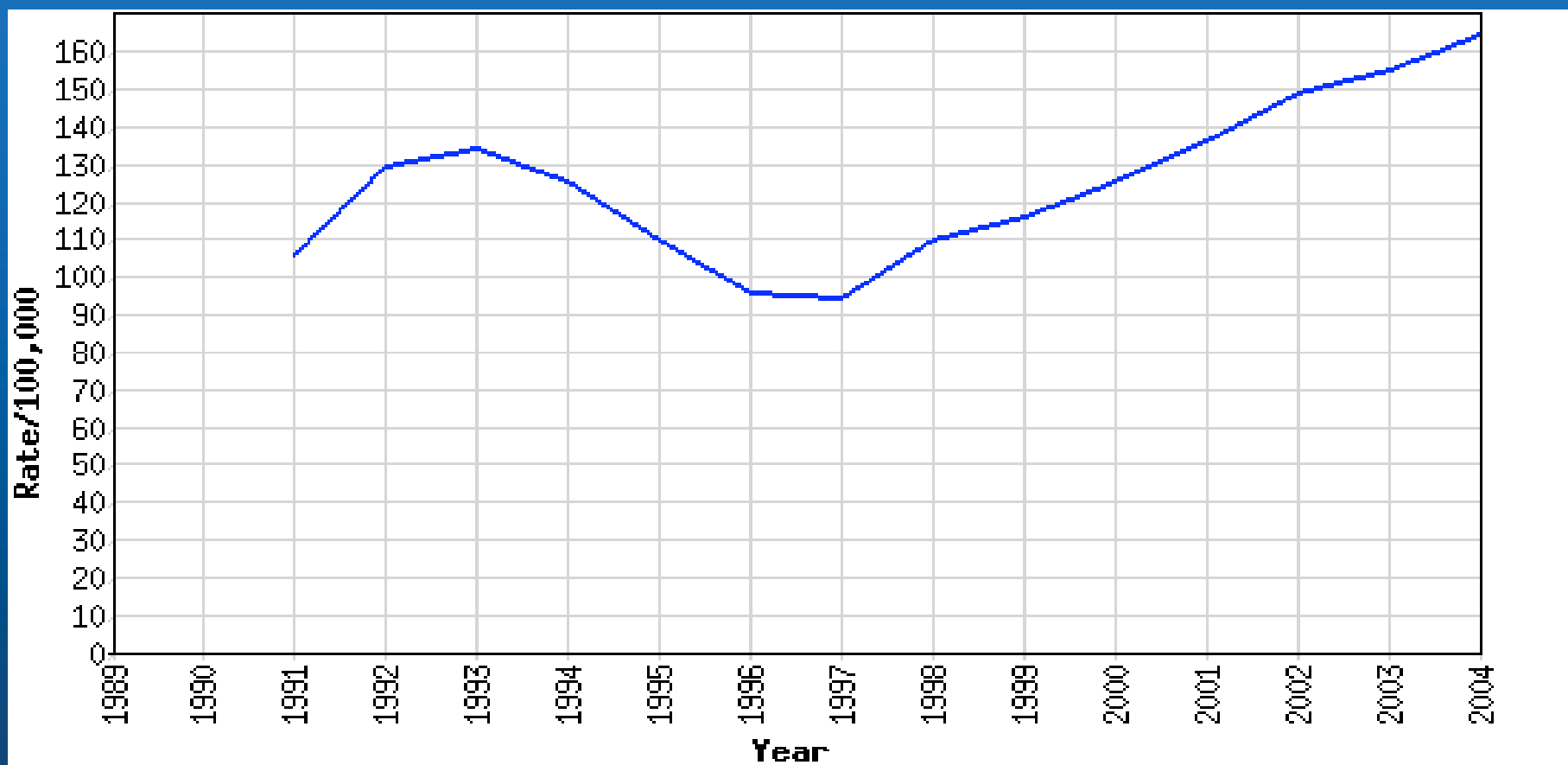
Hastings & Prince Edward Counties Health Unit



Overview

- **Statistics**
- **Health Unit capacity**
- **Loyalist College capacity**
- **Process to develop the partnership**
- **Campaign**

Chlamydia, Genital, Both Sexes Combined (Incl. Not Specified) All Ages (Incl. Not Specified) Ontario, 1989-2004 Rate per 100,000

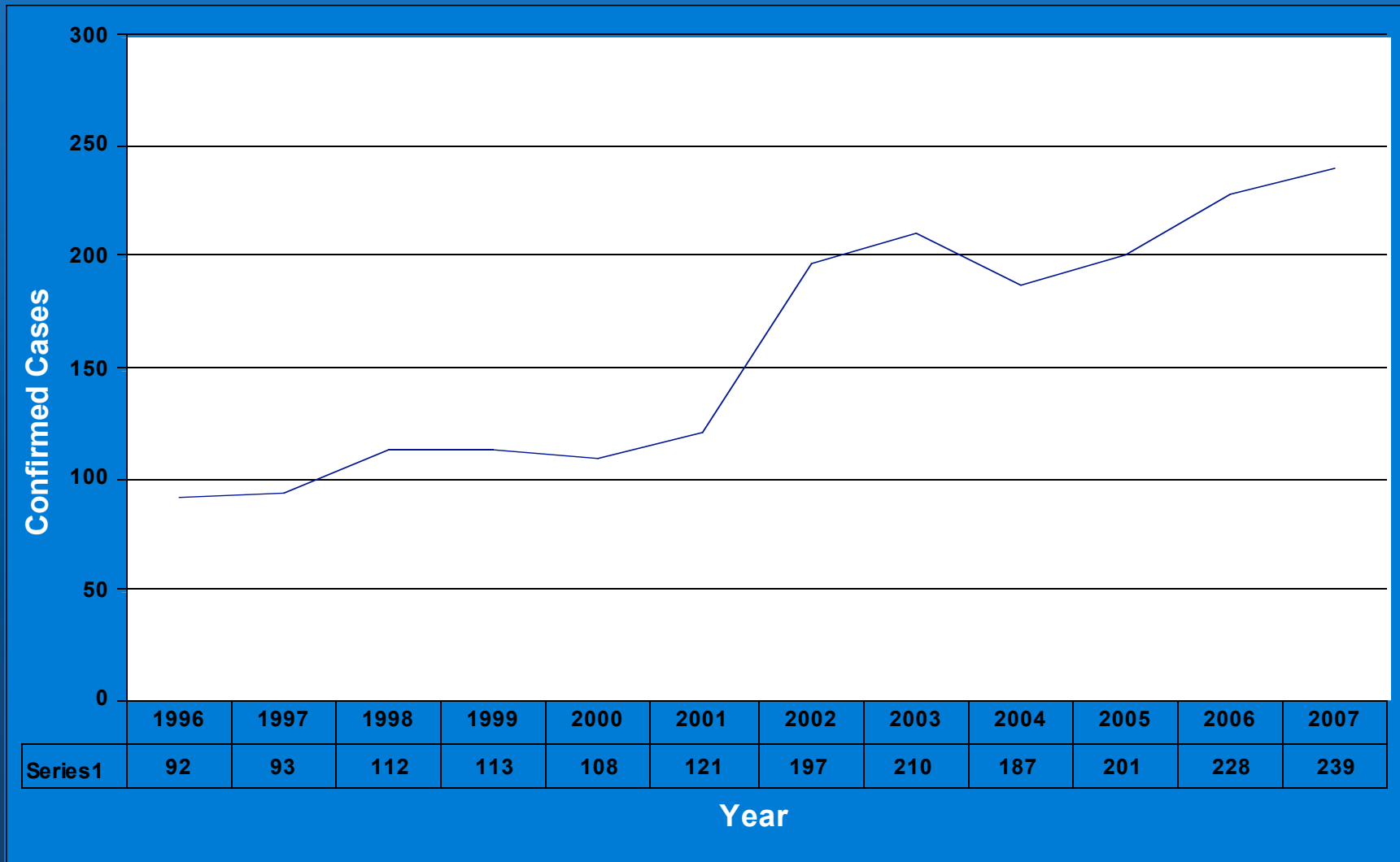


2004 Rate - 164.95 per 100,000

2005 Rate - 162.40 per 100,000

SOURCE: Centre for Infectious Disease Prevention and Control,
Public Health Agency of Canada, 2005

Hastings & Prince Edward Counties Confirmed Chlamydia Cases 1996 to 2007



Hastings & Prince Edward Counties Health Unit Capacity

- Financial
- Expertise
- Staffing

Loyalist College Capacity

- Two year Advertising Program
- Technology for graphic design
- Curriculum compatibility

Process to Develop the Partnership

Chlamydia Campaign Timeline

- **September 2007**
 - Contact with Advertising Program
- **October 2007**
 - Decision made to focus on Chlamydia
 - Channels and vehicles determined

- **January 2008**
 - **Chlamydia education session for students**
- **April 2008**
 - **Advertising Pitch Presentation (6)**
- **April 15-22, 2008**
 - **Campaign materials evaluated & selections determined**

- **April 23, 2008**
 - Award Presentation at Loyalist College
- **July – September 2008**
 - Ongoing contact and partnerships
- **September 2008 – April 2009**
 - Campaign and Evaluation



Samples of Campaign Materials



FACE THE FACTS

You can't tell just by looking at someone if they have *Chlamydia*.

Do you have it?

Face the facts: if you're sexually active you are at risk. *Chlamydia* is the *fastest* growing sexually transmitted infection in the Haslings County and many who have it don't even know it.

This is a growing problem with many *serious implications*, such as Pelvic Inflammatory Disease, internal abscesses, Reiter's Syndrome (severe swelling of the joints), and infertility.

Don't let Chlamydia mess up your future.

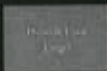
Get Tested.

For further information, please contact your family doctor, walk-in clinic or health unit.

Think about your future.

Chlamydia is treatable.

GET THE TEST



Haslings & Prince Edward Counties Health Line 170 North Park St. Belleville ON, K8P 4H1 Phone: 613-965-5000

**GUYS
DON'T
GET IT!**

FALSE!

**PROTECT
YOURSELF.
GET THE
TEST!**

Actually 15-24 year old males and females are the most likely to get Chlamydia, since it is one of the most common sexually transmitted infections.

It also has hardly any symptoms so you may already have it and not even know! Don't worry though, Chlamydia is treatable. All you have to do is get tested.

Contact your local health unit for more information.

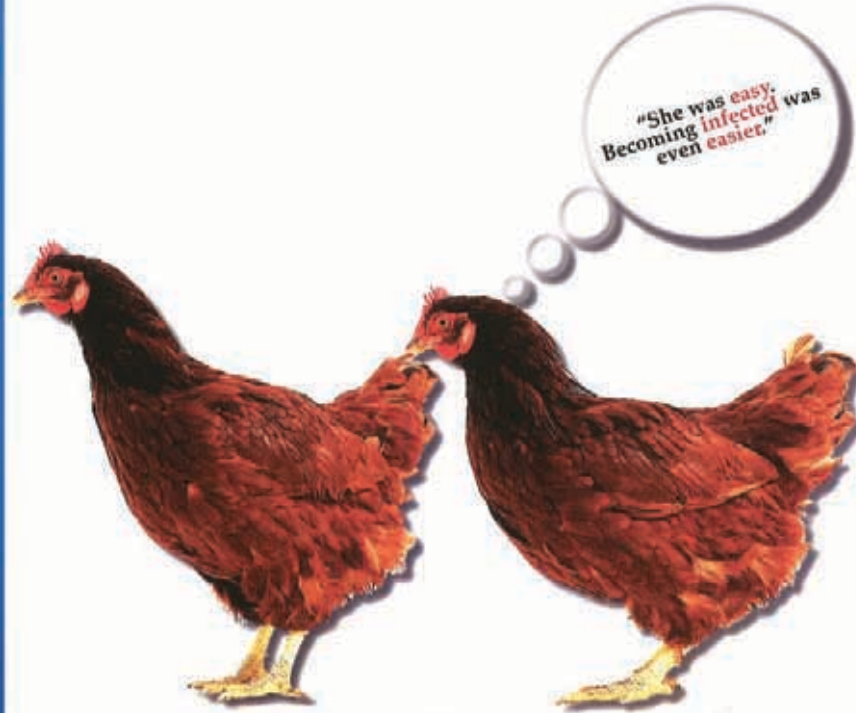
Protect yourself and your partner.

Get the test.

SEX

-UALLY TRANSMITTED INFECTIONS ARE SERIOUS BUSINESS. WHAT WE'RE TALKING ABOUT HERE IS CHLAMYDIA. IT'S AN STI THAT YOU MIGHT NOT EVEN KNOW YOU HAVE. TIME TO HIT "RESET." ALL YOU HAVE TO DO IS SEE A MEDICAL HEALTH PROFESSIONAL AND GET TESTED. IT'S QUICK, EASY, AND PAINLESS. IF YOU NEED TREATMENT, IT'S AS EASY AS TAKING ONE PILL, THAT'S ALL. SO GO GET TESTED. RESET, AND GET ON TO THE FUN-STUFF IN LIFE.





Be Careful who You're Plu^ecking!

Think this is funny? Well, Chlamydia isn't. We know talking about Chlamydia isn't always easy. But, if one thing is true of Chlamydia, it's this: it's a lot more pleasant to talk about Chlamydia than it is to actually have to deal with it and lots of teens do. Every hour, 350 teens in Ontario contract a sexually transmitted infection. And if you think it's not easy to get Chlamydia, you're wrong.

Did you know 8 out of 10 women who have Chlamydia don't even know it? This could be you. Because in most cases Chlamydia doesn't show any symptoms. Most people don't know that they have it until they already have a severe health consequence. Don't wait until it's too late. The test is quick, easy and painless. So, stop being a chicken. Get tested today. And tell your partner to get tested, too.

**HPECHU
LOGO**

**DON'T BE A CHICKEN.
GET TESTED.**

C... heck for symptoms
L... earn the signs
A... ct to stay safe
P... rotect YOU & YOUR Partner.

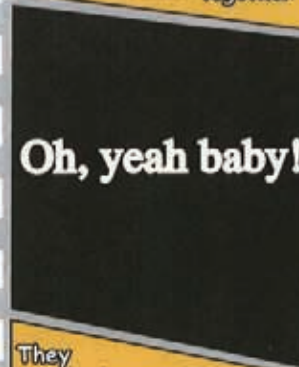
Whether it's visible or not ...



Jenny met a guy at a bar.



They went home together



Oh, yeah baby!

They had unprotected sex

...You might have a problem

Meet Jenny. She met a guy at a bar, and later that night they had unprotected sex. Little did she know, he was infected with **Chlamydia**.

So what exactly is **Chlamydia**? It's a **Sexually Transmitted Infection**. It's known as the "silent disease" because symptoms sometimes show. Unfortunately, Jenny experienced many symptoms such as: **discharge in the eye**, **feeling of fire when peeing**, and **discharge from the groin area**. If this infection is left untreated, it may cause many severe health problems.

Are you at risk? Don't put your life on the line like Jenny. Go to your local doctor or your local health unit today, to get tested. They will provide you with treatments such as antibiotics, provide lab tests, and will teach you how to prevent this infection.

Get checked today, so you don't end up like Jenny.

Hastings & Prince Edward Counties Health Unit
179 North Park Street
Belleville, ON
813-986-5566
Monday - Friday 8:30 a.m. - 4:30 p.m.
www.hpechu.on.ca

One to three weeks later, the symptoms appeared...



Burning sensation when peeing



Discharge from the eye!



Discharge from the groin area!



\$#!% happens.

One broken condom.
That can be all it takes to end up with
a sexually transmitted infection like
Chlamydia.

Chlamydia is an STI that most people don't
know about, and many people don't even
know they have.
Very often there are no symptoms.
15 - 24 year olds account for 2/3 of
repeated cases of Chlamydia. 70% of
females and 50% of males have no
symptoms.
Who are you having sex with?

Use protection and get tested.
Testing is easy.
Treatment is easy.

Get Tested!





Phone: 613-966-5500


www.hpechu.on.ca

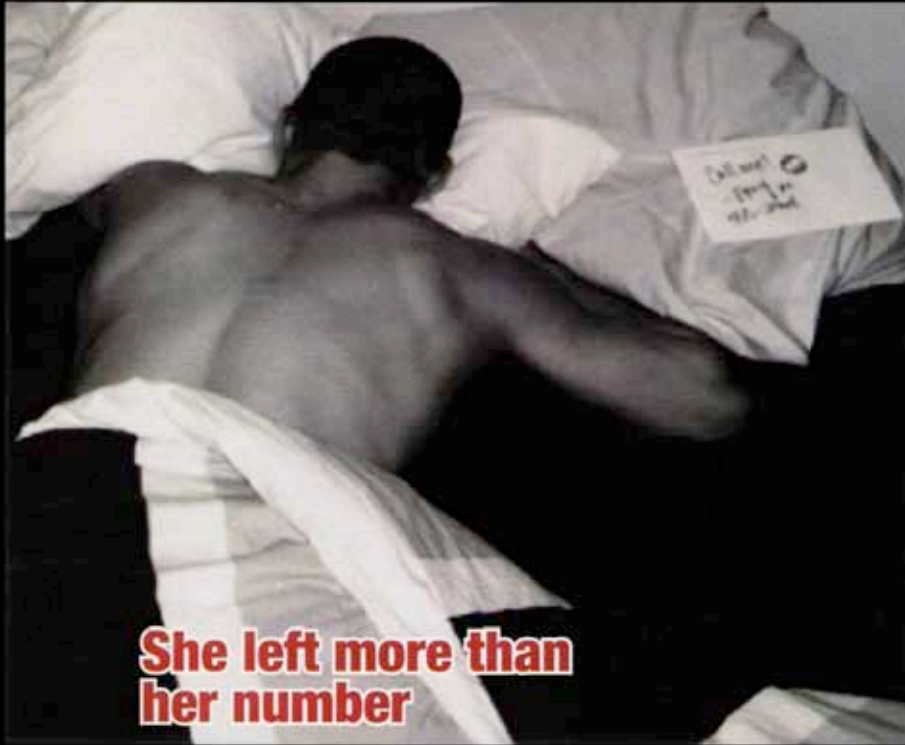
Process for Selection of Materials

- Pitch Process
- Focus Group Testing



Selected Materials





**She left more than
her number**

What else could she have left behind?

She could be one of the 70% of girls
that don't show symptoms for Chlamydia.

Get Tested (and always use a condom).
Nobody is invincible. Nobody.

Call Loyalist College Health Centre at
613-969-1913 ext. 2374 or
the Sexual Health Clinic at
613-966-5513 ext. 243
to book your appointment today.

Health Unit



Hastings &
Prince Edward Counties

www.hpechu.on.ca

Call me!
- Jenny xo
966-5513

Had a great time
last night
- Brad
966-5513



**He left more than
his number**

What else could he have left behind?

He could be one of the 50% of guys that
don't show symptoms for Chlamydia.

Get Tested (and always use a condom).
Nobody is invincible. Nobody.

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CHLA-MYD-I-A

(kluh-mid-ee-uh)

A Sexually Transmitted Infection

True or False?

A.) "I DON'T HAVE ANY OF THE SIGNS OR SYMPTOMS OF SEXUALLY TRANSMITTED INFECTIONS, SO I CAN'T BE INFECTED"

B.) "YOU CAN TELL THE SORT OF PERSON WHO IS LIKELY TO HAVE A SEXUALLY TRANSMITTED INFECTION BY WHAT THEY LOOK LIKE"

C.) "I'VE ONLY BEEN SEXUALLY ACTIVE WITH ONE PERSON, SO I DON'T HAVE TO WORRY ABOUT SEXUALLY TRANSMITTED INFECTIONS"

A.) FALSE!

B.) FALSE!

C.) FALSE!

THE TRUTH:

You need to know the facts about Chlamydia because it can affect you. Nobody is invincible.

70% of girls show no symptoms of Chlamydia

50% of guys show no symptoms

Chlamydia may cause serious complications resulting in irreversible damage to both males and females.

Chlamydia can be transmitted during vaginal, anal, or oral sex

Any sexually active person can be infected with chlamydia

Be smart and use your head. We gave you some of the facts, so play it safe and get tested on a regular basis and always use protection!

613-966-5513 ext. 243 www.hpechu.on.ca



Thanks for last night.
We should do it again sometime
ps I have Chlamydia

Have you had sexual contact with a **Chlamydia- Infected person?**

Have you had a new sexual partner or more than two in the past year?

Have you previously had a sexually transmitted infection?

If you answered yes to any of these questions, you need to be tested for Chlamydia. But **prevention** of Chlamydia is simple: use a condom every time, get tested and treated if necessary, or just don't have sex!

Everybody needs to know the facts about Chlamydia because it can affect everyone. **Nobody is Invincible**, especially when it comes to sexually transmitted infections.

70% of girls show no symptoms of Chlamydia, while **50% of guys** show no symptoms. Shocking? Absolutely.

Be smart and use your head. You know the risks so play it **safe** and get tested on a regular basis. And if you think you're the only one, **think again...**

Call Loyalist College Health Services at 613-969-1913 ext. 2374 or the Sexual Health Clinic at 613-966-5513 ext. 243 to book your appointment today.

Health Unit

Hastings &
Prince Edward Counties

What We Learned!

- Technology
- Graphics / Printing

Benefits of the Partnership

- Student Health Centre
- Openness to promote the campaign

Views From Loyalist College

"As faculty, we are tremendously proud of the range of creative ideas the Advertising students developed on this project. Working from an actual client briefing is a very important part of the students' learning process. That's why we value community partnerships such as this one so greatly. We appreciate the Health Unit bringing their challenge to us, and we're proud the students delivered a great campaign for them to use."

Views From Loyalist College

"When a client meets with students to brief them on the advertising challenge, there is an immediacy and importance lent to the proceedings that simply can't be duplicated in an ordinary classroom exercise. It brings home to the students the fact that in just a few months they will very likely be working for a client every day. It reminds them that someone needs the expertise the students are building. 'Getting a good mark' pales beside having a client choose one's creative idea to publish."

Campaign Plans for the Materials

Campaign Objectives		Select		Combine and Sequence						
Audience	Objectives	Channels	Vehicles	Oct. 2008 to March 2009						
				Oct Mar	Nov	Dec	Jan	Feb		
Individual Level Young People	<ul style="list-style-type: none"> ○To increase awareness in young people between the ages of 17 to 24 about the importance of testing. ○To increase the knowledge of young people between the ages of 17 to 24 of where they can get tested. ○To increase awareness in young people between the ages of 17 to 24 that Chlamydia is often asymptomatic. 	Print	Camera ready ads							
			Postcards							
			Posters							
			Media Release							
		Radio	PSAs							
		Electronic	Netvisual							
			Screen Saver							

Questions ?

Contact Information

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