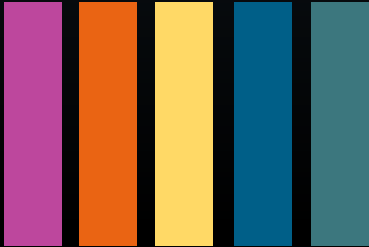


Sexual Health Normalization Campaign

Overview

Peregrine
MEDIA



Background

CDPH is currently running a Sexual Health Normalization campaign to encourage Californians to take a more thoughtful and proactive approach to managing their sexual health.

By increasing the visibility of and education around effective prevention practices, including testing and vaccination, we're lowering stigma and improving sexual health outcomes.

Campaign Goals

The general goals of this campaign are to:

- Raise awareness of sexual health issues
- Reinforce sexual healthcare as an important aspect of physical health
- Encourage sexual health conversations
- Reduce stigma related to sexual health issues

Campaign Approach

The overarching campaign addresses a range of sexual health issues and general prevention strategies such as testing and vaccination when appropriate. These messages are delivered to wide audience.

Individual, infection specific campaigns such as mpox and HIV will deliver more specific prevention and treatment information to priority populations.

This approach will help us deliver relevant messages to the appropriate audiences without reinforcing stigma.

Audience

This campaign will reach people that fit the following parameters:

Age: 18-36

Geography: California (statewide)

Gender: All

Priority will be given to people that are sexually active with multiple partners (single, dating) and populations disproportionately affected by STIs including MSM, Trans and BIPOC when appropriate based on epidemiological data

Media Channels

This omni-channel campaign leverages the following media channels to varying degrees depending on the audience and message:

- Digital: search, display, social media, dating applications
- Out-of-home: billboards, posters, transit, place-based
- Video: TV and streaming (in development)

Using a wide range of media vehicles helps to ensure our messaging is received by each segment of our audience regardless of socioeconomic status.

Campaign Accountability

CDPH is using a comprehensive suite of analytics tools to monitor campaign performance indicators and attribute performance to media channels and creative units.

Campaign performance data is shared with all stakeholders on a monthly basis and used to optimize campaigns weekly to improve campaign efficiency and effectiveness.

Messaging Examples

**Sexual health vaccines
are a great way to
prevent infection.**

Ask your health care provider
if hepatitis, HPV or mpox
vaccination is right for you.



 LEARN MORE



**Take charge of your
sexual health.**

Ask your health care
provider about the testing
and vaccinations that are
right for you.



 LEARN MORE



HIV/AIDS Component

HIV/AIDS Overview

This component focuses messaging on four areas identified as priorities to ending the HIV epidemic:

- Testing
- PrEP/PEP
- Treatment as prevention (U=U)
- Stigma Reduction

CDPH collaborated with 6 of the 8 EHE priority jurisdictions in California to tailor campaigns to fit their individual needs and priorities which focused our initial efforts and Testing and PrEP.

Creative Efficiency

CDPH leveraged existing creative when possible to decrease campaign development time and maximize both the media budget and campaign reach.

Testing Campaign: combination of existing TakeMeHome, Jurisdictional and CDPH creative depending on availability and location.

PrEP Campaign: leveraged existing CDC Together creative

Testing Ad Examples

Testing ads sent traffic to [TakeMeHome.org](https://www.TakeMeHome.org) so people could order free at-home tests.

Everyone should test for HIV.
Free at-home HIV test kits mailed to your door.
Discreet. Fast. Easy.

 **Order Yours Today**





Free at-home HIV test kits, delivered.
Discreet. Fast. Easy.

 **Order Yours Today**



Protect yourself. Protect your playmates.
Free at-home HIV test kits mailed to your door.

 **Order Yours Today**



PrEP

- Leveraged CDC campaign materials
- Landing page developed to focus actions: stophivtogether.com/prep/
- Ads and landing page available in English and Spanish



Start Talking. Stop HIV. Español

What is PrEP?

Pre-exposure Prophylaxis (PrEP) is a pill that, when taken daily, can prevent you from contracting HIV.

PrEP FAQs

Here you'll find answers to the most common questions about PrEP.

- ▶ What is PrEP?
- ▶ Who should use PrEP?
- ▶ What does taking PrEP involve?
- ▶ What are the side effects of PrEP?
- ▶ How can I get PrEP for Free?
- ▶ Should I use condoms when I'm on PrEP?

Find Out Where to Get PrEP.

Enter your City or Zip Code

Need help paying for PrEP?

The PrEP Assistance Program (PrEP-AP) can cover the costs of medication prescriptions and out-of-pocket medical expenses related to PrEP.

[Learn More](#)



HIV/AIDS Results (Through May'23)

29,200,000 Ad Impressions

105,400 Clicks

1,900 Actions (HIV Test Orders, PrEP service locator and information requests)

Insights and Opportunities

1. Using existing creative improves efficiency and provides increased campaign reach.
2. MSM Dating apps are the most efficient media vehicle to reach the MSM audience.
3. Search advertising continues to provide the lowest cost per test order when paired with display ads for awareness.
4. Providing at-home testing is significantly more cost efficient than location-based testing.
 - a. There's demand for free STI at-home tests that we are not currently meeting.
5. Coordinating analytics collection and sharing with partners is essential

Mpox Component

Mpox Overview

This campaign employed a tiered messaging approach that evolved with the state of the mpox emergency and availability of vaccine. Messages were also tailored to the media channel and audience to maximize impact and relevance.

Educational messages provided to general audiences:

- Signs and Symptoms
- Methods of transmission
- Prevention modalities
- What to do if you've been exposed or think you're infected

Vaccination messages delivered to MSM populations:

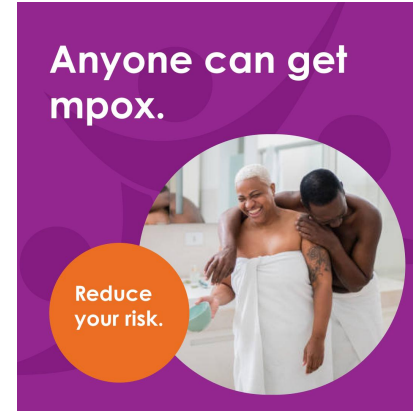
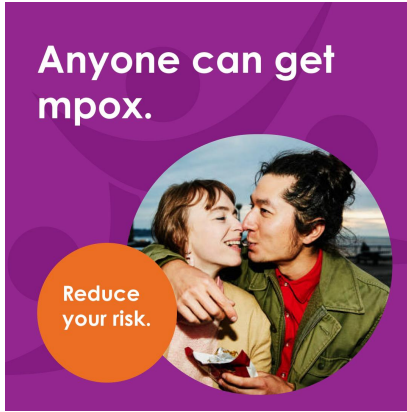
- Availability
- Safety and efficacy
- Dosing

Additional Communications

In addition to utilizing all of the media channels represented by the overarching campaign, the mpox component includes:

- Digital Ad Templates for LHJs
- Print Material Templates for LHJs
- Provider Materials (Flyers and Signage)
- Ralphs Store Signage
- Vaccination Event Materials (CBO/LHJs)

Messaging Examples: General Public



The general public received educational and anti-stigma messages via digital and out-of-home ads in English and Spanish that directed people to the CDPH website for additional information.

Messaging Examples: MSM

The image displays six vertical messaging cards arranged in a row, each with a purple background and white text. Each card features a circular image and the CDPH logo at the bottom.

- Card 1:** Title: "Boys - clean your toys." Text: "Mpox can spread by touching items that have touched mpox rashes or sores." Image: A yellow rubber duck floating in blue water. Callout: "Get the facts." (orange circle)
- Card 2:** Title: "Chicos - limpien sus juguetes." Text: "MPOX se propaga tocando objetos o juguetes para adultos que han tocado el sarpullido o llagas de MPOX." Image: A colorful striped toy ring. Callout: "Informe." (orange circle)
- Card 3:** Title: "Sex is great. Mpox isn't." Text: "Learn about the signs and symptoms to prevent the spread." Image: Two men embracing. Callout: "Get the facts." (orange circle)
- Card 4:** Title: "Spread love, not mpox." Text: "Talk to your partner/s about any new rashes or sores." Image: Two men kissing. Callout: "Get the facts." (orange circle)
- Card 5:** Title: "You're not fully protected from mpox until after your second vaccine dose." Text: "Visit myturn.ca.gov to schedule your vaccination today." Image: A man and a woman smiling. Callout: "Schedule vaccination today!" (orange circle)
- Card 6:** Title: "It takes TWO to protect YOU from mpox." Text: "You need two vaccine doses to protect yourself and your community from mpox. Visit myturn.ca.gov to schedule your vaccination." Image: Two men smiling. Callout: "Schedule vaccination today!" (orange circle)

Sex-positive ads are running in dating apps while other educational messages are used in display ads and other venues and link to the CDPH website for additional information. Vaccination messages showing MSM subjects are running in MSM-focused media channels and link to MyTurn where people can schedule a vaccination. All ads were transcreated in Spanish to increase accessibility.

Mpox Results (Through May'23)

206,856,992 Ad Impressions

814,534 Clicks

Insights and Opportunities

1. MSM Dating apps are the most efficient media vehicle to reach the MSM audience.
2. Humorous and sex-positive ads perform better on Dating apps based on Cost-per-click data.
3. Adult Networks are a cost effective way to increase reach and awareness.
4. Mpox provides an effective template for future infection-specific campaigns:
 - a. Start with existing creative to get into market quickly
 - b. Update with new creative based on learnings
 - c. Evolve messaging as appropriate over time based on infection rates and data related to prevention modalities
 - d. Create LHJ materials based on the state campaign
 - e. Create materials for providers and CBOs

Thank you.

Question?

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