# LIVING SURE DEVELOPING AN INCLUSIVE SUCIAL MARKETING CAMPAIGN FREDDY MACKEE, MSc. ADRIANA ANDALUZ, MPH, BISRAT K. ABRAHAM, MD, MPH, JENNIFER MATSUKI, MPH, CHES, LAURA RIVERA, MPA, PAMELA ROWLAND NEW YORK CITY DEPARTMENT OF HEALTH & MENTAL HYGIENE

In New York City, women of color represent over 90% of all new HIV diagnoses among both cis- and transgender women. Data reveal extremely low awareness and utilization of pre-exposure prophylaxis (PrEP) among women of color who reside in high diagnosis rate areas: only 21% of sexually active Black and/or Latina women in New York City were aware of PrEP, compared to 85% of men who have sex with men. In response to these findings, the New York City Health **Department developed a sex-positive bilingual social marketing** campaign, the city's first PrEP campaign to include messages that specifically address the concerns of cis- and transgender women.

We used community consultations and focus groups to assess interest, acceptability, and cultural appropriateness of a PrEP-focused social marketing campaign.

• Two community consultations with cis- and transgender women who work in clinical and social service settings, stakeholders that serve the impacted populations • These semi-structured discussions informed the campaign's creative direction and general campaign messages

### BACKGROUND

### METHODS

### PHASE 1:



iving Sure campaign ad



Living Sure campaign ad on NYC subway platform

- Five focus groups comprised of cis- and transgender women • Participants provided feedback on the campaign's images and messaging

- To account for social desirability bias, four of the five groups were comprised exclusively of cis- or transgender women.



Living Sure campaign ad on NYC subway train

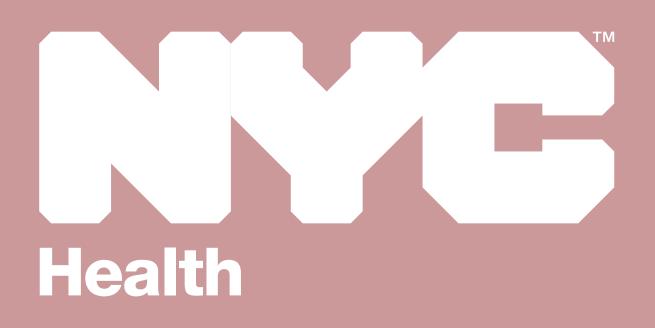
### PHASE 2:

**Overall, participants supported the development of a singular** campaign to reach both cis- and transwomen. Women in phase one overwhelmingly endorsed emphasizing themes of inclusion and equality with the caveat that they were the audience by proxy and likely to carry an implicit positive bias. In phase two, focus group participants (which more closely reflected the intended campaign audience) confirmed the views explored in phase one; results from the focus group were used to refine campaign messaging and the call to action. The final campaign featured thirteen different images of diverse cis- and transgender women and was placed in New York City subway trains, subway stations, bus shelters, buses, local businesses, and digital media.

## CONCLUSIONS

Formative research is critical to developing a culturally responsive social marketing campaign. The "Living Sure" campaign was developed with input from key community stakeholders and members of the target audience. This campaign is an integral component in the New York City Health Department's approach to addressing the substantial racial disparity in new HIV diagnoses among women. The campaign quickly gained popularity for its sex-positive and genderaffirming messaging and was nominated as 2018 Best HIV Prevention Campaign Award issued by POZ magazine.

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### RESULTS