

# CHOICES, NOT CHANCES

A social marketing campaign to  
increase condom usage among  
sexually-active youth

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**Ingham County**  
**Health Department**

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# Ingham County Monthly Cases 2016

## Chlamydia and Gonorrhea Case Counts by Months, Ingham County 2016

Disease	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Chlamydia	157	158	162	172	177	143	169	170	186	169	198	151	2012
Gonorrhea	50	51	56	51	62	53	65	68	46	59	58	55	674

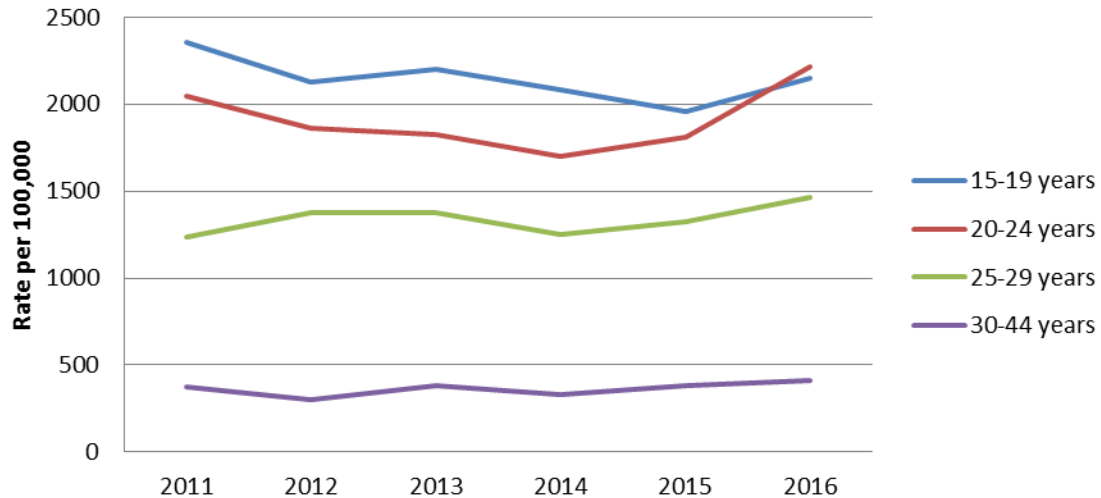
## Chlamydia and Gonorrhea Case Counts and Rates, Ingham County 2007-2016

Disease	2007		2008		2009		2010		2011		2012		2013		2014		2015		2016	
	Cases	Rate	Cases	Rate	Cases	Rate	Cases	Rate	Cases	Rate	Cases	Rate	Cases	Rate	Cases	Rate	Cases	Rate	Cases	Rate
Chlamydia	1789	636	1780	633	1839	654	1915	681	1909	679	1786	635	1837	653	1723	613	1784	635	2012	716
Gonorrhea	560	199	460	163	391	139	417	148	342	121	391	139	441	156	407	144	479	170	674	239

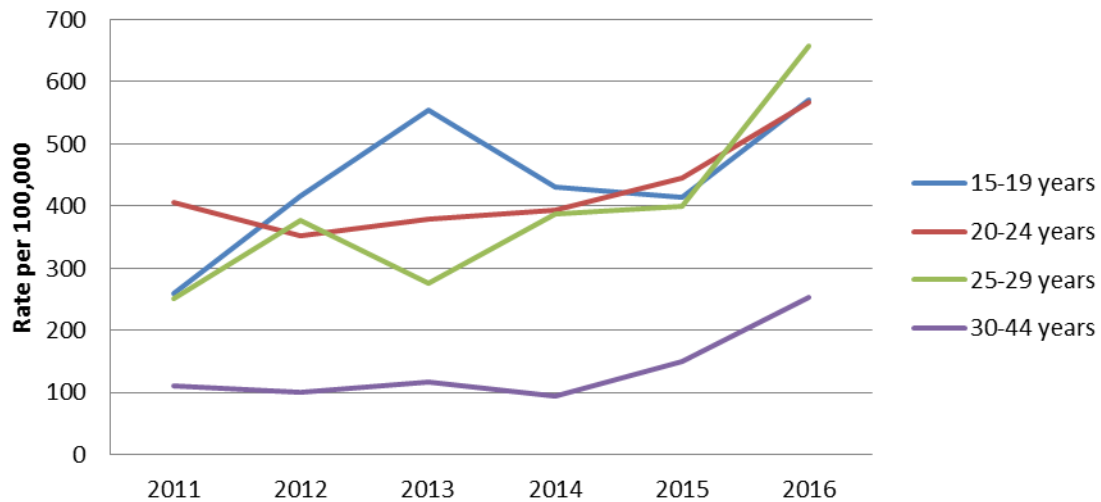
Source: Michigan Diseases Surveillance System 2007-2016. (Confirmed Cases), Rates for the cases less than 5 events are not calculated

Note: Calculated Rates are per 100,000 Ingham County Population

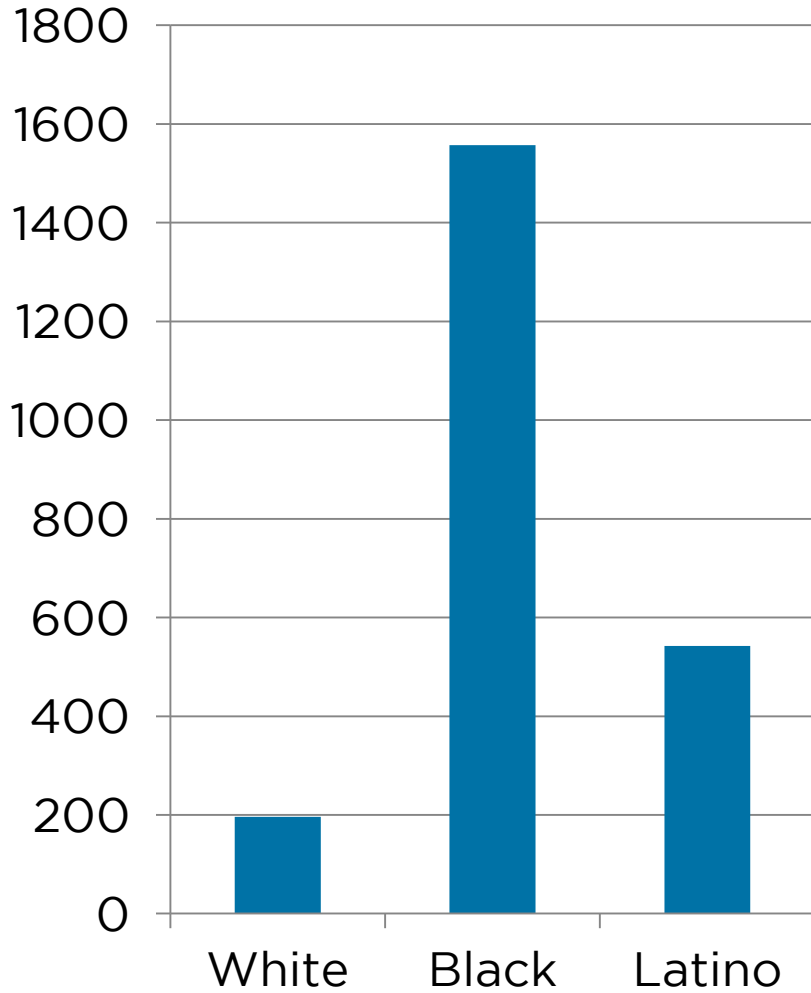
## Chlamydia Rates by Age, Ingham County 2011-2016



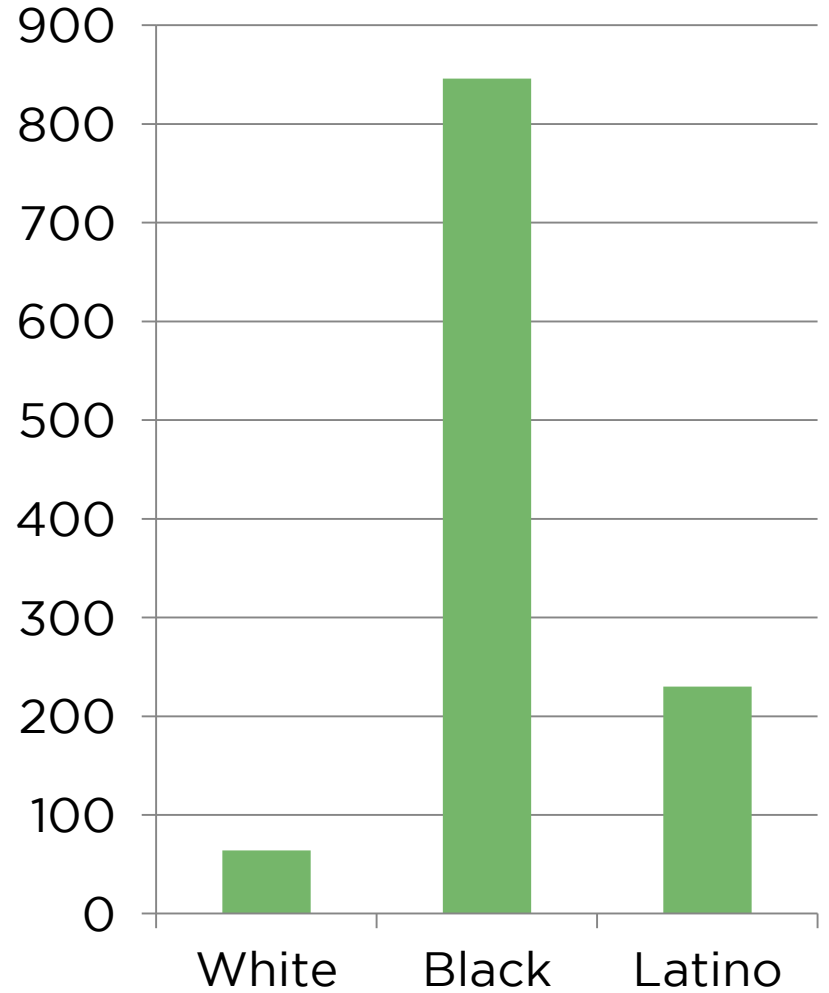
## Gonorrhea Rates by Age, Ingham County 2011-2016



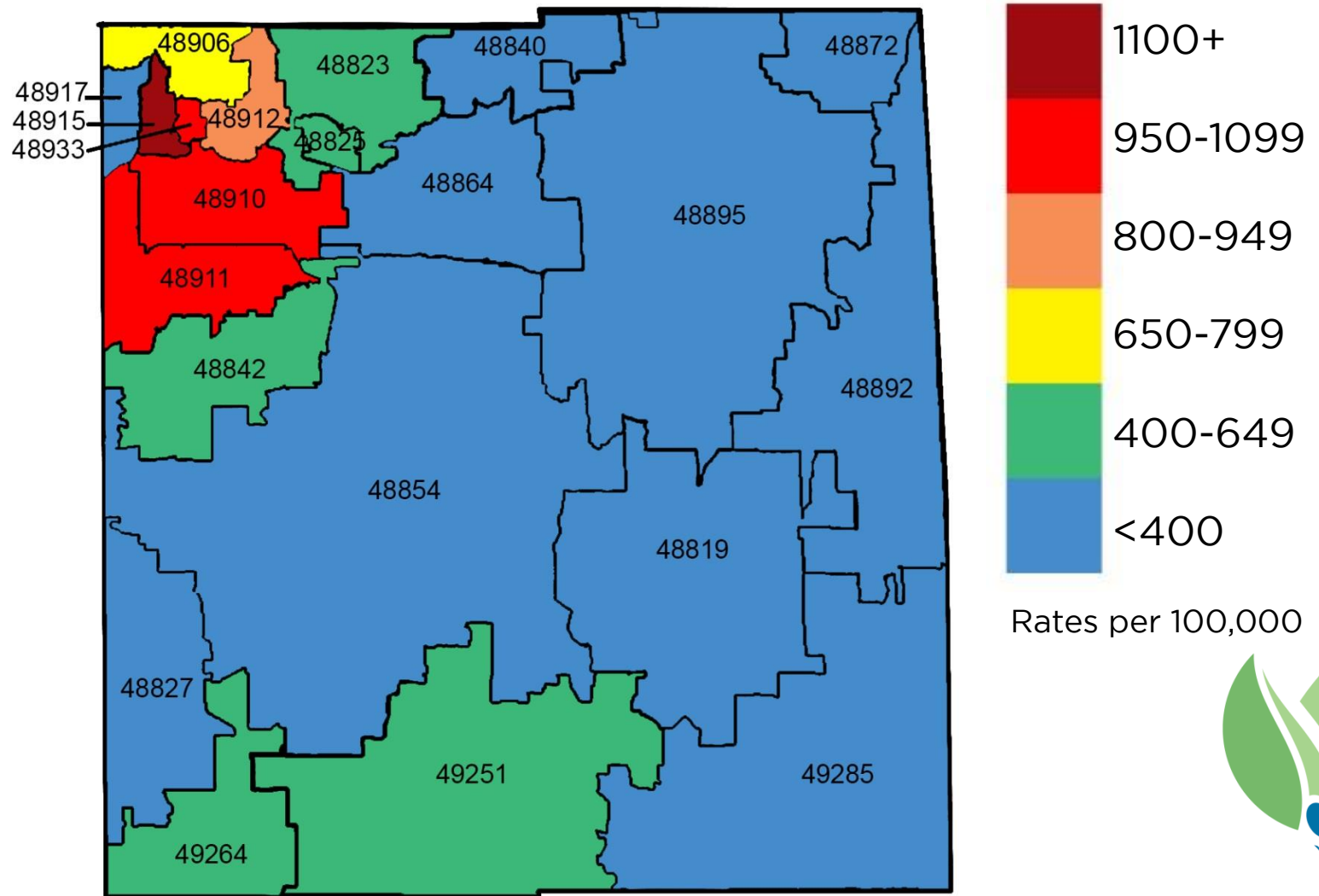
### Chlamydia Rate per 100,000



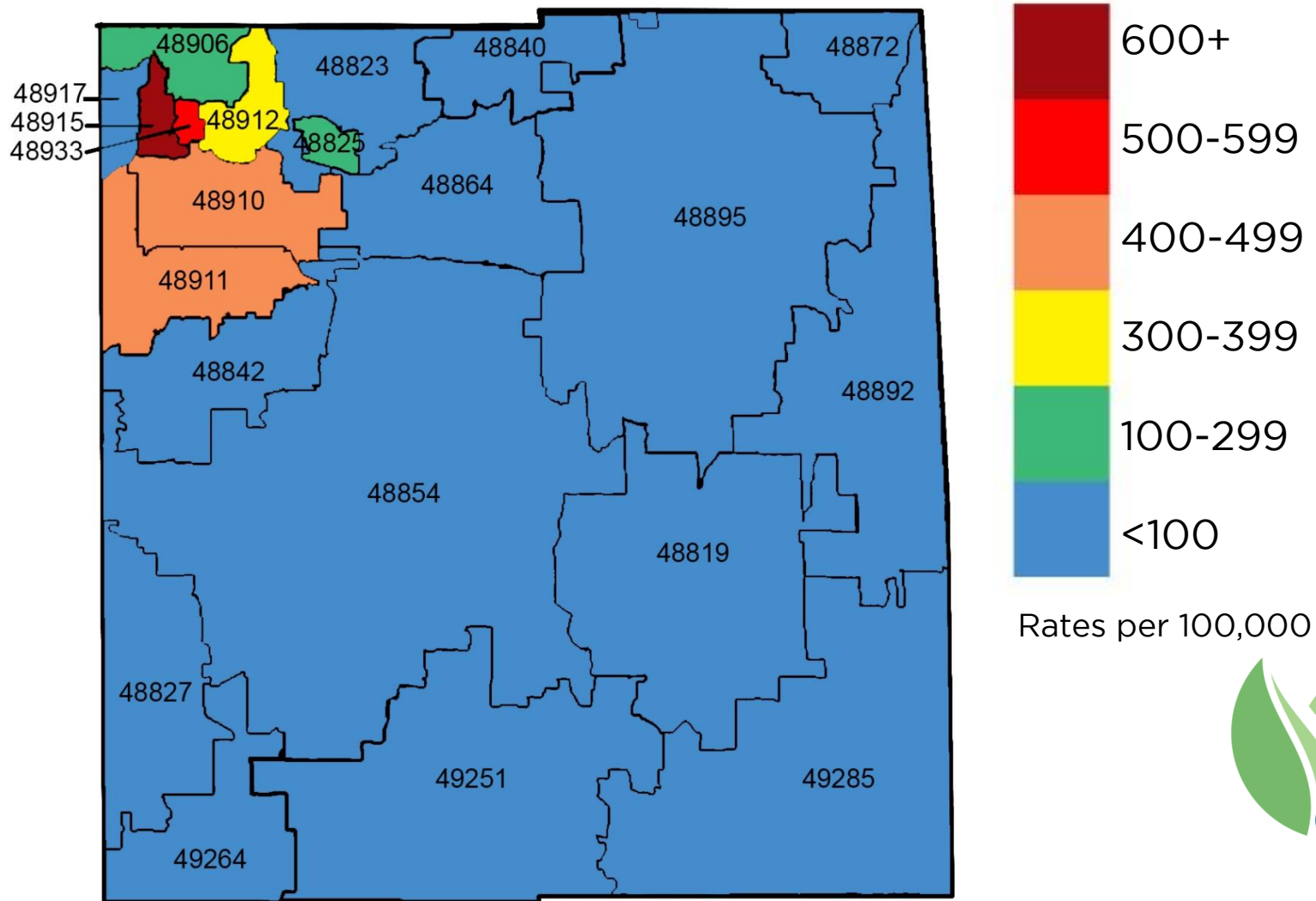
### Gonorrhea Rate per 100,000



# 2016 Chlamydia Rates in Ingham Co.



# 2016 Gonorrhea Rates in Ingham Co.



# Call to Action

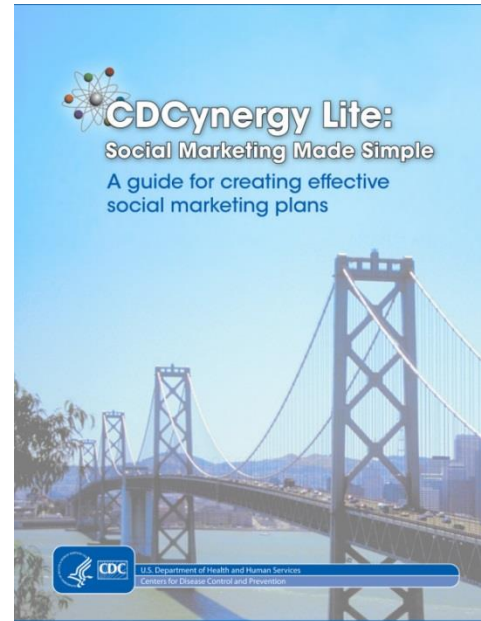


- Limited staff to perform Partner Services/Treatment Verification
- Education/STI Incidence/Prevalence Messaging needed for Ingham County residents
- Personal Responsibility



# CDCynergyLite

- A step-by-step tool to guide you through the social marketing process
  - Problem Description
  - Market Research
  - Market Strategy
  - Interventions
  - Evaluation
  - Implementation
- [www.cdc.gov/healthcommunication/cdcynergylite.html](http://www.cdc.gov/healthcommunication/cdcynergylite.html)





# MARKET RESEARCH



# Brief Literature Review

- Protective Factors: Abstinence, Condom usage, Monogamy, Condom usage at first intercourse
- Risk Factors: Sexually active, Age (24 and under), Multiple partners, Having an older first sexual partner and/or and early sexual debut



# Existing Survey Data

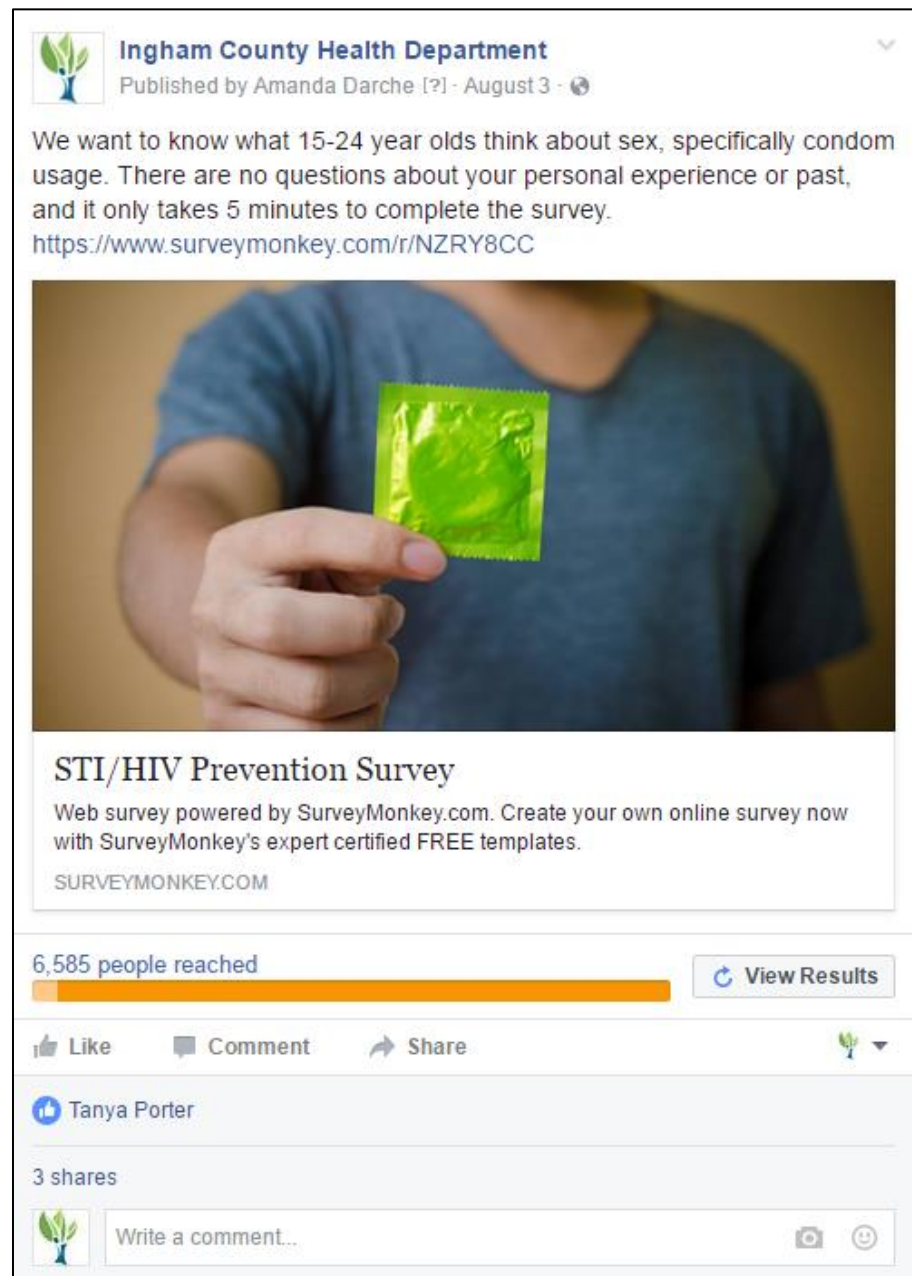
(MI Youth Risk Behavior Survey, Ingham Co. Profile for Healthy Youth and the Kaiser Family Foundation)

- Young women and teen girls
  - Less likely to report condom usage at last intercourse
  - Less likely to use contraception at first intercourse
  - More likely to have a first partner 3+ years older
- Minorities (African American and Latinx)
  - More likely to have first sexual intercourse before age 13
  - More likely to report unwanted intercourse
  - More likely to have a first partner 3+ years older




# Online Survey

- Used Survey Monkey to develop a 12-question survey that was promoted on Facebook and Instagram for \$50.
- Shared at Willow Health Center
- Conducted in August 2016
- 126 respondents



**Ingham County Health Department**  
Published by Amanda Darche [?] · August 3 · 🌐

We want to know what 15-24 year olds think about sex, specifically condom usage. There are no questions about your personal experience or past, and it only takes 5 minutes to complete the survey.  
<https://www.surveymonkey.com/r/NZRY8CC>



**STI/HIV Prevention Survey**  
Web survey powered by SurveyMonkey.com. Create your own online survey now with SurveyMonkey's expert certified FREE templates.  
[SURVEYMONKEY.COM](https://www.surveymonkey.com)

6,585 people reached View Results

Like Comment Share

Tanya Porter

3 shares

Write a comment...

# Survey Data Findings

- 20% stated they were unsure of the efficacy of condoms in disease prevention and/or pregnancy prevention.
- 44% of respondents thought young people were too embarrassed to buy condoms, creating a barrier to usage.
- 21% said that they thought the cost of condoms was a barrier. Minorities were more likely to identify cost as a barrier than white youth.
- Nearly a third of those surveyed did not know that someone with a STI could be asymptomatic.



# Focus Groups

- Ingham County Community Health Centers (Two School-Based Centers)
- 35 teens total, 16 average age, 88.5% identified as minorities
- Access to mind-set of demographic most affected by increased incidence of STIs
- Feed them and they will come
- Interaction and information gained from Focus Groups was essential to campaign
- Asked for feedback on concepts, health beliefs, norms. Not health behaviors.



# Concept #1

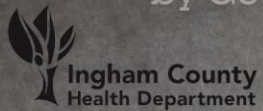
# PROTECT YOURSELF



[hd.ingham.org](http://hd.ingham.org)



# PROTECT YOURSELF



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# PROTECT YOURSELF

Most teens who do, do.

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# Concept #2





Future's so bright  
(keep it that way)



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Health Department

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No condom? No chance.



Boy  
**BYE!**



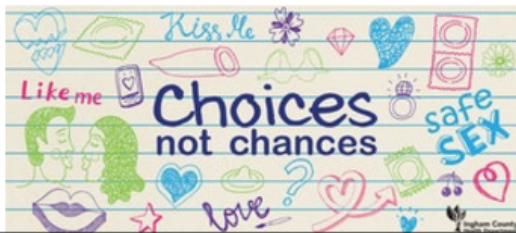
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# STI prevention campaign concept do you like



A



B

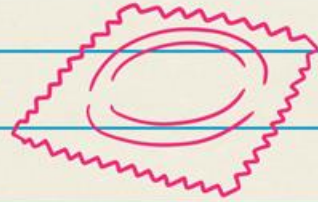
**Start the presentation to activate live content**

If you see this message in presentation mode, install the add-in or get help at [PollEv.com/app](https://PollEv.com/app)

# Final Concept



Like me



# Choices

## not chances



 Ingham County  
Health Department



safe  
SEX



Learn more & request free condoms  
[hd.ingham.org](http://hd.ingham.org)

Like me

# Choices not chances

safe  
SEX

Ingham County Health Department

**Choices**  
not chances

Learn more & request free condoms  
[hd.ingham.org](http://hd.ingham.org)

# No condom? No chance.

Boy  
BYE!

safe  
SEX

Ingham County Health Department

**Choices**  
not chances

Learn more & request free condoms  
[hd.ingham.org](http://hd.ingham.org)

Future's so bright

the FIRST time  
& EVERY time

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**Choices**  
not chances

Learn more & request free condoms  
[hd.ingham.org](http://hd.ingham.org)

# Fine

is infected too.

Choose to protect yourself.

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**Choices**  
not chances

Learn more & request free condoms  
[hd.ingham.org](http://hd.ingham.org)



# MARKET STRATEGY



- **Goal**

There is a decrease in gonorrhea and chlamydia incidence rates in Ingham County, particularly among minorities, people in target zip codes, and those 15-24 years old.

- **Objectives**

- Traffic to STI-related webpages on the health department's website increases.
- People ages 15-24 years old request free condoms.
- Minorities request free condoms.
- People residing in target zip codes request free condoms.
- Campaign disseminates key sexual health messages.



# INTERVENTIONS



# Budget/Funding

- Ingham County's STI Prevention Program was awarded additional funding to be utilized by September 2016. Targeted areas:

- Condom/STI Prevention Tools
- STI Prevention Advertisement
- Incentives for Testing
- Postage for On-Line Condom Requests
- Brochures for ICHD HIV/STI clinic info
- Medication for Cephalosporin allergies



# Protecting Yourself- Prophylactic Options

- Condoms
  - Regular
  - Extra Large
  - Latex-Free
  - Flavored (Oral)
- Female Condoms
- Dental Dams
- Lube
  - Silicone-Based
  - Water-Based



# Choices, Not Chances Marketing

- Social media (paid and organic)
- Radio ads
- Billboards
- Newspaper ads
- Distribute postcards
- Condoms available via mail and at community venues
  - Can be requested [online](#)



## HEALTH DEPARTMENT

► For Parents

► Seeking Care

Breast and Cervical Cancer Control Program

Community Health Centers

Healthy Homes

Home Visiting

Immunizations

Registration and Enrollment

STI/HIV

Our Services

Information for Providers

Choices Not Chances

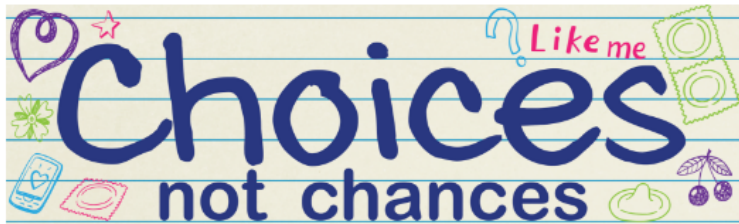
Substance Use

► Doing Business with ICHD

► Records, Data & Reporting

► Departmental Directory

Alphabetical Directory



Sexually transmitted infection (STI) rates are increasing, especially among people ages 15-24 years old. If you're sexually active, protect yourself by using a condom the first time and every time you have sex. Make the choice and insist on condoms. Don't take chances with your health.

**Request FREE condoms by mail OR Pick-up FREE condoms at these locations**

(Condoms are in an unmarked envelope.)

You can also protect yourself by making sure that you and your partner(s) get tested and treated for STIs. Some have no symptoms, which is why it's important to be tested. Call our clinic at (517) 887-4424 to set up an appointment. STIs can be treated or managed with care.

## Common Sexually Transmitted Infections (STIs)

- Chlamydia
- Gonorrhea
- HIV (Human Immunodeficiency Virus)
- Syphilis
- Trichomoniasis

## Resources

### For Teens

Whether you're sexually active, thinking about it, or just want to be prepared, learn more and protect yourself from STIs and unplanned pregnancy.

- It's your future. You can protect it. [English Brochure](#) [Spanish Brochure](#)  
Many resources and websites for teens from the CDC
- Sex, etc.  
A resource written by and for teens.

### For Parents

Capital Area teens, especially guys, report that their parents aren't talking to them about sex. Parents, talk to your teens about what is expected of them when it comes to sex, how they can be

Condom Request Form



Fill out this confidential form, and we will mail you free condoms in an unmarked envelope.

At this time, ICHD is only able to mail condoms to addresses within Ingham County or the city of Lansing.

First Name \*

Last Name \*

Condoms / Protective Products Required

- Condoms (Regular)  Condoms (XL)
- Latex-Free Condoms  Female Condoms
- Dental Dams  Flavored Condoms

Street Number and Street Name \*

e.g. 5302 South Cedar Street

Apt, Suite, etc

City \*

Zip Code \*

Age \*

Race/Ethnicity \*

- White
- Black or African-American
- American Indian or Alaskan Native
- Asian
- Native Hawaiian or other Pacific Islander
- From multiple races

What is your current gender identity? \*

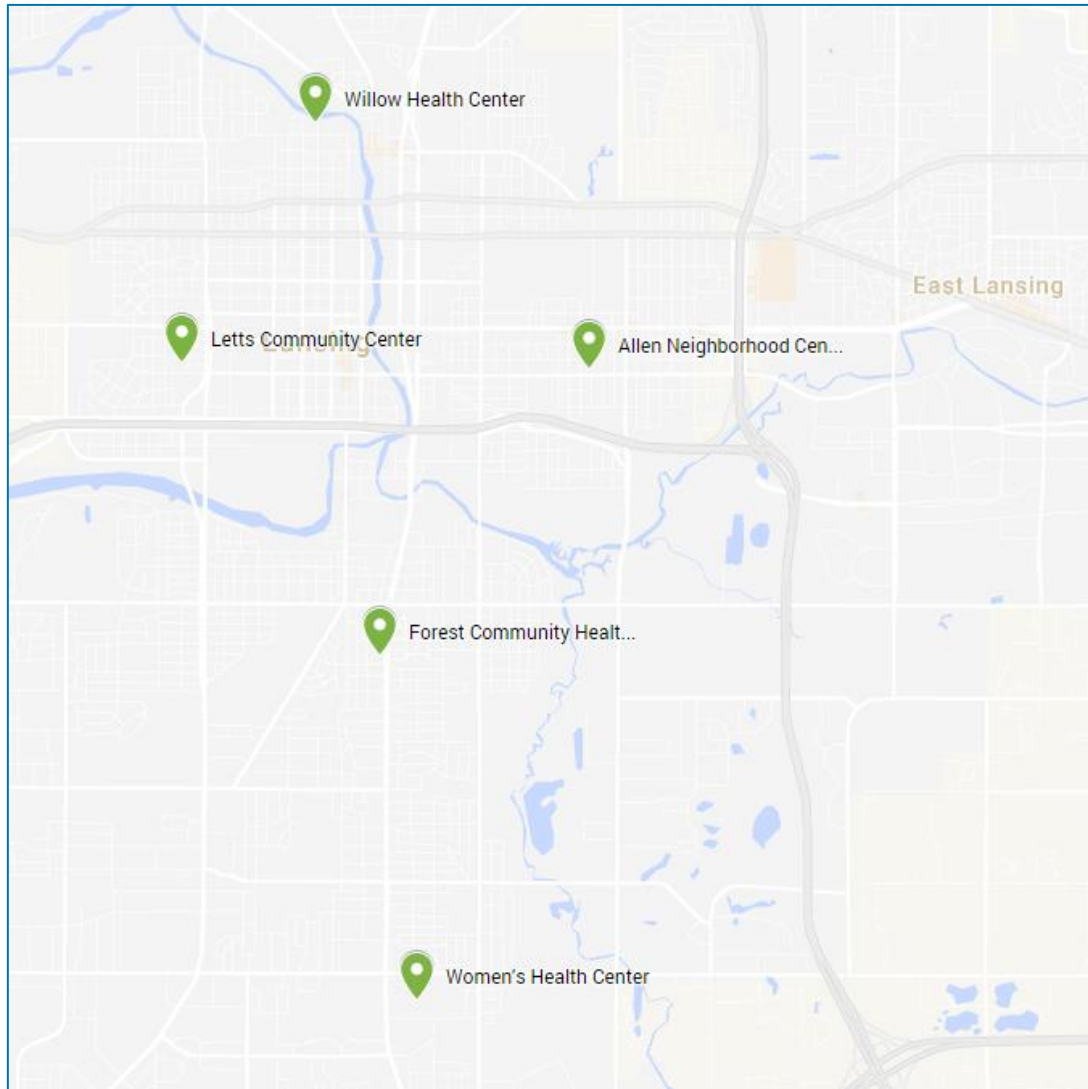
- Male
- Female
- Trans male/Trans men
- Trans female/Trans women
- Genderqueer/Gender nonconforming

Do you think of yourself as? \*

- Straight
- Gay or lesbian
- Bisexual

Submit

# Condom Pick-up Locations

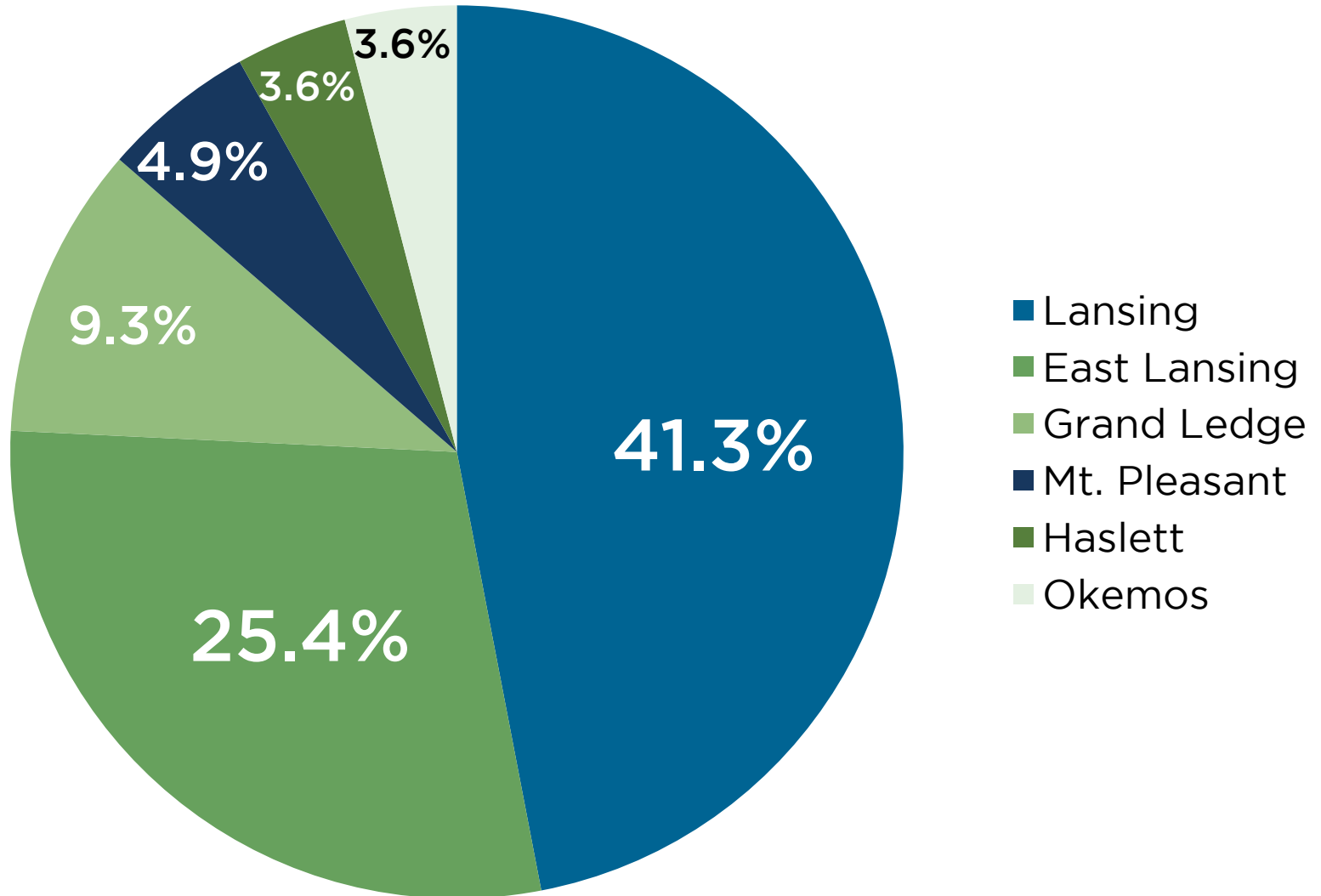




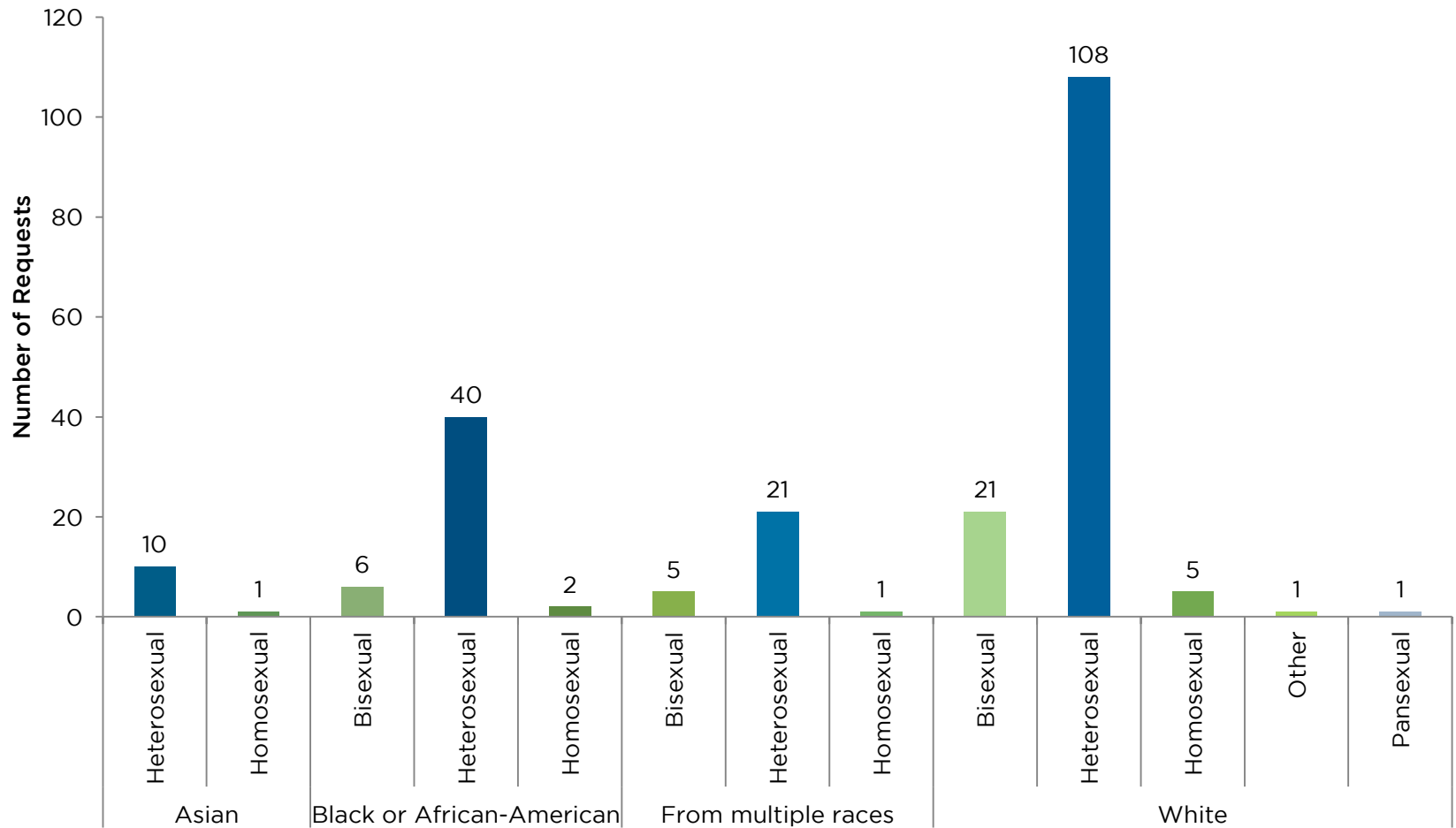
# EVALUATION



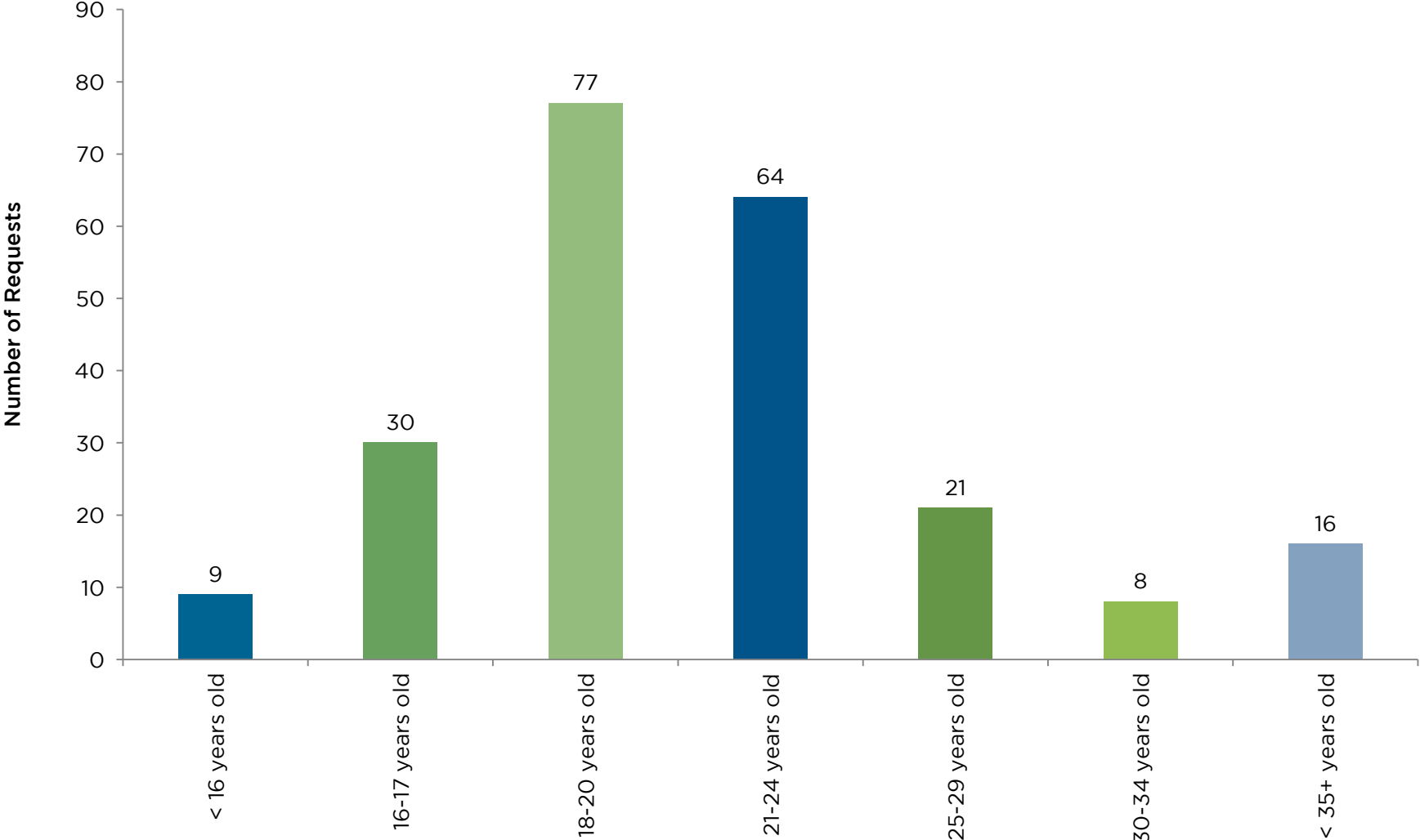
# Requests by City



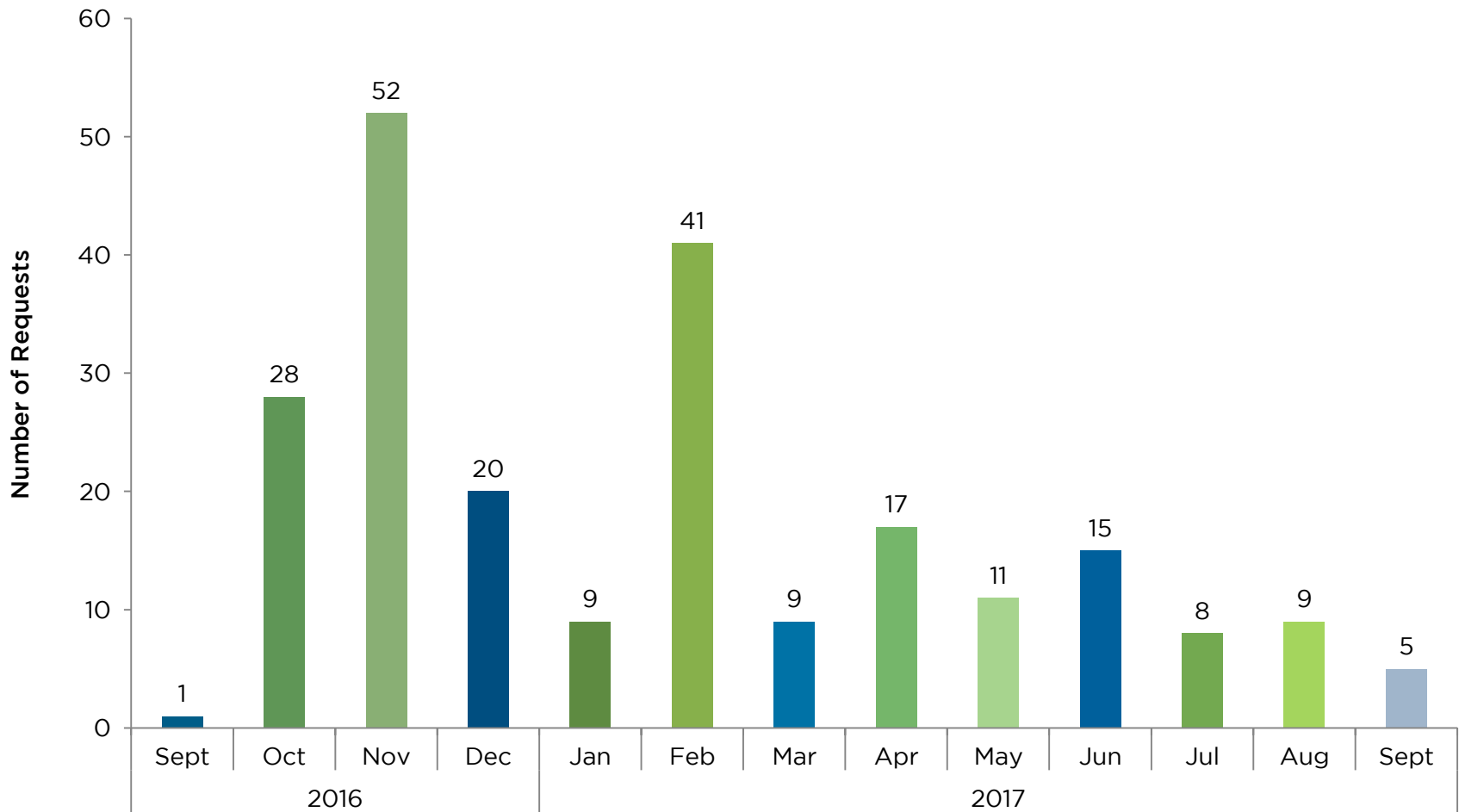
# Requests by Race & Sexual Orientation



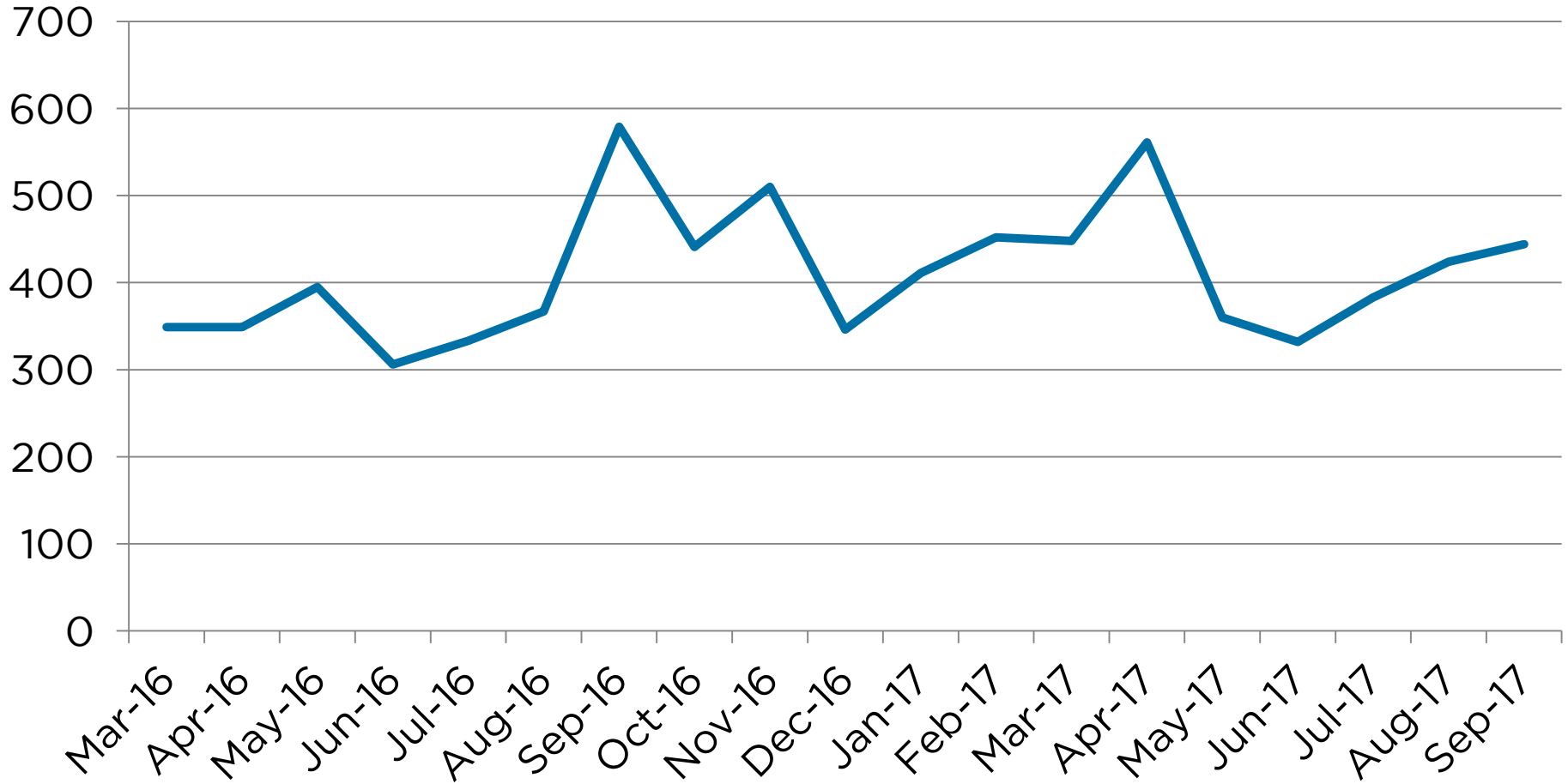
# Requests by Age



# Requests for prophylactic items via mail by month and year



# Traffic to STI/HIV Webpages



# LESSONS LEARNED



# QUESTIONS?

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