

***“La Vida es Mia”***  
***(Life is Mine)***

Using New Media as a Social Marketing Tool for  
Adolescent Health

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**OAH Pregnancy Assistance Fund Conference**

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# Goal for today's presentation

To provide attendees with strategies and tips on **how to utilize new media (i.e., social media and mobile technology) to achieve program goals** using the *La Vida es Mia* campaign as a case study.



# Objectives

By the end of the presentation, attendees will have a better understanding of :

- The role of new media in the lives of youth and young adults, and the role they should play the integration of new media to your programs
- How new media can be utilized to achieve program goals and objectives
- How government entities and contractors can turn a discrete new media project into a sustainable, on-going effort
- Key points to consider when planning for the integration of new media to your programs



# ISIS, Inc.

- Utilize new media and technology tools to connect youth and young adults with sexual health information and services
- Provide innovation, leadership and education at the intersection of sexual health, technology and youth for the field of adolescent health



# Alameda County Public Health Department

- Population of 1.5 million in the San Francisco Bay Area
- Works in partnership with the community to ensure the optimal health/well being of all people and promote health equity
- Maternal Paternal Child Adolescent Health (MPCAH) works with vulnerable families to promote access to quality health and supportive services



# Campaign Rationale & Objectives



# La Vida es Mia (Life is Mine) Campaign

## CAMPAIGN GOAL

Implement a new media campaign that connects young Latina women ages 14-24 with sexual health and pregnancy prevention information and resources in Alameda County, CA.



# Youth Population (ages 10-19) in Alameda County, CA

**Table 1: Growth in Youth Population by Ethnicity from 1990-2000 & 2000-2008  
in Alameda County**

Ethnic Group	Youth Pop.	% of Total Pop.	Growth 1990-2000	Growth 2000 - 2008
<i>Latino</i>	<i>67,229</i>	<i>30%</i>	<i>40%</i>	<i>32%</i>
White	54,774	24%	- 11%	- 21%
Asian	46,560	21%	35%	7%
African-American	40,623	18%	- 4%	14%
Multirace	12,048	5%	n/a	34%
Pacific Islander	2,265	1%	n/a	n/a
American-Indian	1,100	0.5%	n/a	n/a
All Races	224,599	100%	14%	6%

This table illustrates the steady growth of the Latino youth population in Alameda County, CA from 1990-2000 and from 2000-2008.

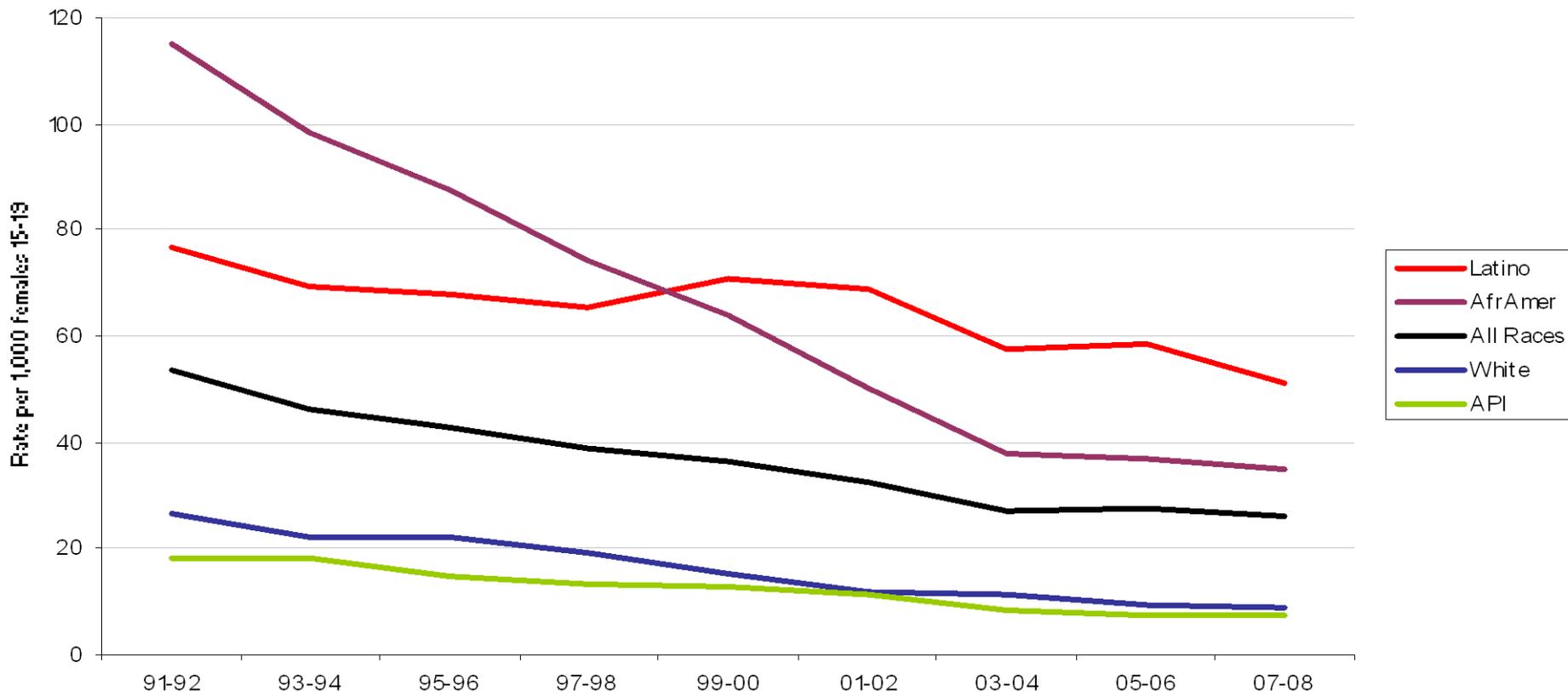


Source: Census data 1990 & 2000, American Community Survey, 2008  
California Department of Finance, 2008



# Teen Birth Trends in Alameda County, CA

Chart 1: Teen Birth Rate Trends by Ethnicity in Alameda County, CA



While Latino teen birth rates per 1,000 women 15-19 have declined between 1990-2008; the overall rate of decline has been less than for other ethnic groups.

Source: Vital Statistics Data, Alameda County Public Health Department, 1991-2008



# 2008 Teen Births in Alameda County, CA

**Table 2: 2008 Teen Birth Rates in Alameda County by Ethnicity**

Ethnic Group	No. of Teen Births	Female Pop. Ages 15-19	Birth Rate (per 1,000)
All races	1,306	50,487	25.9
<i>Latino</i>	<i>714</i>	<i>14,239</i>	<i>50.1</i>
African-American	328	9,557	34.3
White	122	13,501	9.0
Asian/Pacific Islander	73	10,350	7.1

In 2008, Latino teen women had the highest teen birth rate in Alameda County – double the overall teen birth rate for that year.



Source: Vital Statistics Data, Alameda County Public Health Department, 2008



# Conceptualization of *La Vida es Mia*

- Follow-up to other MPCAH work
- Informed by recent qualitative research
- MPCAH desire to expand its reach to youth via social media



# Youth & Technology

- Today's youth are “*digital natives*”
- 93% of teens use the Internet
- 83% of youth own a cell phone or smart phone (26% owning a smart phone)
- Texting is most popular use of mobile phones



**Sources:** ISIS white paper “TECHsex USA” 2011  
[http://www.isis-inc.org/techsex\\_usa.php](http://www.isis-inc.org/techsex_usa.php)

Pew Institute, 2010



# La Vida es Mia (Life is Mine) Campaign

## OBJECTIVES

- Establish new media platforms for ACPHD
- Engage community through social media
- Refer community to 'HookMEup'  
*(weekly text messages & clinic locator)*



# New Media Platforms

- **Communities** of people who share common background, interests or activities.
- **Two way interaction:** chat, comment, text, email, video, voice chat, file sharing, blogging, discussion groups
- **Cost effective** way to conduct awareness raising and outreach activities.



# Campaign Development



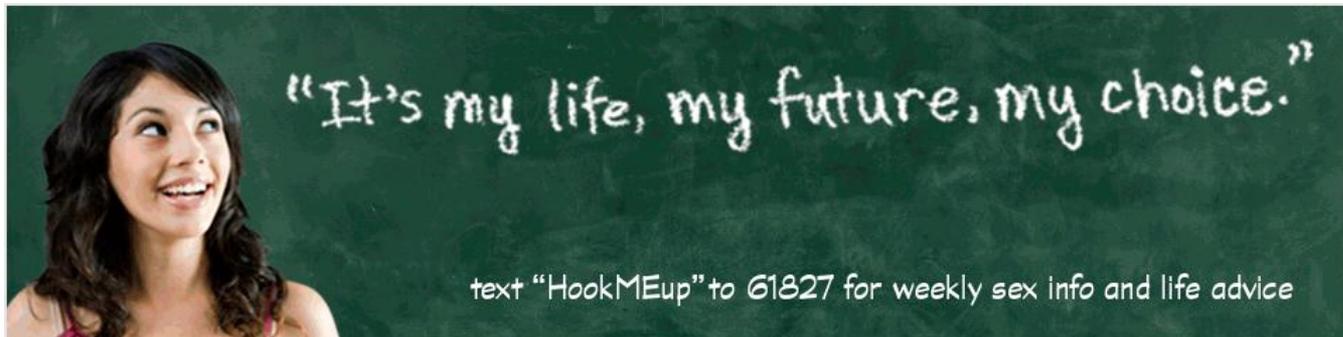
# Campaign Timeline



# La Vida es Mia: Youth & Research Driven

Focus groups  
*(exploratory)*

Convenience interviews  
*(concept testing)*



# La Vida es Mia Campaign: Technology Driven

- Social media & microblogging:  
**MySpace, Facebook, Twitter**
- Text Messaging service '**Hookup**'  
(HookMEup)
- Radio and video **PSAs** (YouTube)



# Facebook: La Vida es Mia

The screenshot shows the Facebook profile page for 'La Vida es Mia'. The page header includes the Facebook logo, login fields for email (justusresearch@gmail.com) and password, and a 'Login' button. Below the header, there is a 'Sign Up' button and a message: 'La Vida es Mia is on Facebook. Sign up for Facebook to connect with La Vida es Mia.'

The main content area features a vertical banner on the left with a woman wearing a graduation cap and the text: "It's my life, my future, my choice." Below the banner is a pink box with the text: "text 'HookMEUP' to 61827 for weekly sex info and life advice".

The right side of the page shows a list of posts from 'La Vida es Mia':

- Post 1:** "La Vida es Mia Suggest La Vida es Mia to all of your friends who care about following their dreams! Or just like to talk about sexual health!" (December 2 at 2:44pm)
- Post 2:** "La Vida es Mia Hookmeup Weekly tip: Daily pill hard to remember? There are many other options to prevent pregnancy. More info at www.teensource.com. For sex tips like this, text HOOKMEUP to 61827!" (December 1 at 4:04pm)
- Post 3:** "La Vida es Mia via National Latina Institute for Reproductive Health. Check out this article on Latinas and birth control access: http://www.rhrealitycheck.org/blog/2010/11/29/economy-politics-leave-young-latinas-struggling-afford-birth-control" (November 30 at 2:58pm)
- Post 4:** "La Vida es Mia For a great start to the week, text HOOKMEUP to 61827 for weekly sex info and life advice! Msg&rates apply, free w/ unlimited text msging!" (November 29 at 10:18am)
- Post 5:** "La Vida es Mia La Vida es Mia: Did you know that EC can be used to prevent pregnancy up to 5 days after unprotected sex? http://ow.ly/30T15 #health" (November 29 at 10:18am)

At the bottom of the page, there is a 'PLANNED PARENTHOOD' logo and text: "The Morning-After Pill - Emergency Contraception - Cost & info. Accidents happen — that's why we have the morning-after pill (also known as emergency contraception). Did you have intercourse without using protection? Did you forget to use your birth control correctly? Did the condom break, leaving you..."

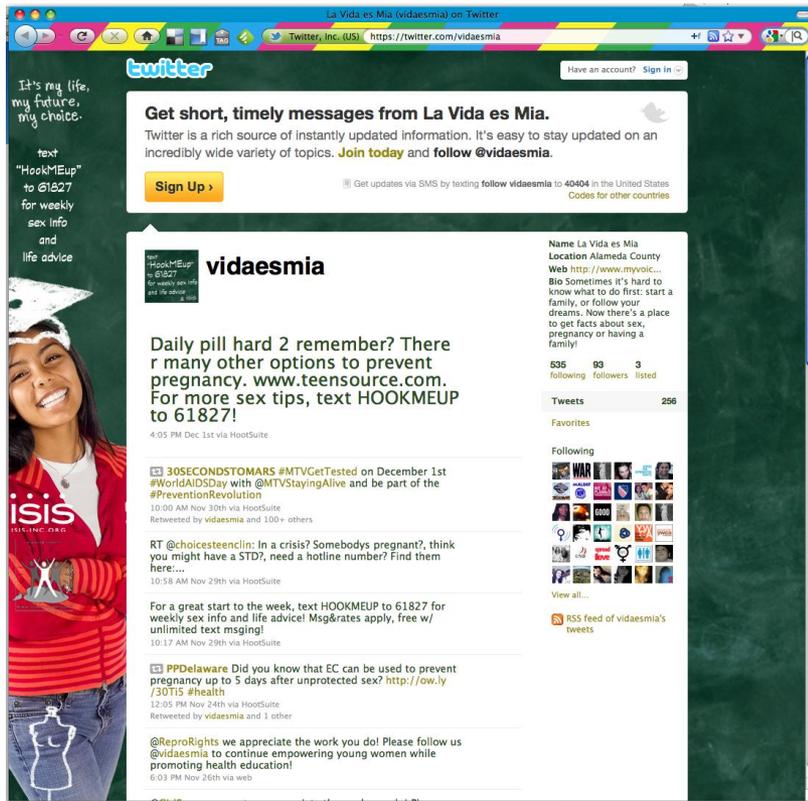


# MySpace: La Vida es Mia

The screenshot shows a MySpace browser window with the URL <http://www.myspace.com/lavidaesmia>. The profile header features a woman's photo and the text "It's my life, my future, my choice." Below this, a text box says "text 'HookMEup' to 61827 for weekly sex info and life advice". A sidebar on the left lists navigation options: Profile, Photos, Stream, Friends, Comments, and Badges. The main content area shows a stream of updates, including a post from 5 days ago with the same text as the header. A comments section is visible below the stream. On the right, there is an advertisement for "RIGHTCLIQ by Visa" and a "Friends" section showing 565 friends.



# Twitter: La Vida es Mia



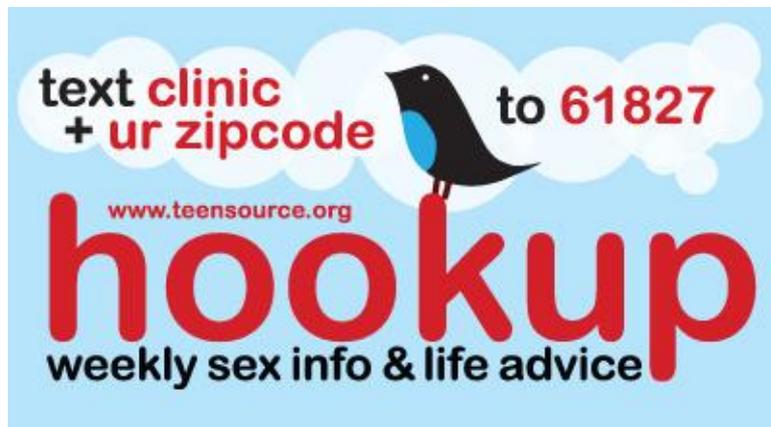
## La Vida es Mia "TWEET":

Daily pill hard 2 remember? There r many other options to prevent pregnancy: [www.teensource.org](http://www.teensource.org). For more sex tips, text HOOKMEUP to 61827.



# Text Messaging (SMS) Tips: Hookup La Vida es Mia: “HookMEup”

Weekly educational tips.  
User texts keyword to begin.  
Can stop at anytime.



*U can't get pregnant from oral sex, but u can get STDs. Talk 2 ur dr.  
Txt CLINIC + ur zip 4 clinics near you. Txt stop 2end.*

*CCHD Teen Clinic 2625 King St  
Tu/Th 2-5 or call M-F 8-5  
9286797222*



# Results, Capacity Building & Lessons Learned



# La Vida es Mia Social Media Campaign

## Oct. 2010 - Jun. 2011

**Table 3: Final Campaign Metrics**

Social Networking Sites	TOTAL	PSA Video Views via YouTube	TOTAL
La Vida Facebook "likes"	110	30 second English PSA	94
MySpace friends	1381	30 second Spanish PSA	39
Twitter followers	218	60 second English PSA	64
		60 second Spanish PSA	40
		<b>Total</b>	<b>237</b>

'HookMEUp' Text Campaign	TOTAL
# Subscribers	34
Alameda City Clinic Searches	79

This table illustrates the final campaign metrics which reflect community engagement over the nine month life of project.



# Capacity Building & Transition

**Transfer of knowledge, assets and technology builds in sustainability of efforts**

## **ISIS provided:**

- Social media training to ACPHD program leads
- Comprehensive social media training manual
- Transfer of social media logins/PWs
- Continuous ongoing offsite support



# Lesson Learned

## **Collaboration & effective transition = sustainable efforts**

- ACPHD and ISIS collaboration built in from conceptualization to final project transition.
- Budgeting for the integration of a capacity building component is key



# Lessons Learned

## **Combo of online/offline efforts are important to drive engagement**

- Utilize public relations resources available to you
- Campaign-specific alliances with community groups (offline and online)
- New media useful for promotion of offline events and to maintain engagement



# Lessons Learned

**Audience-driven development is crucial to success of new media campaigns.**

- Platforms' look and feel must resonate with intended audience
- Use language the intended audience can understand
- Find out what interests your audience and use as entry points for engagement



# Lessons Learned

## **Youth participation is important in design and implementation.**

- Have at least one member of the intended audience driving social media interactions (e.g., youth intern, youth leadership group, etc.)
- Youth-adult partnership ideal



# Lessons Learned

**You don't always need to create new content, but you do need to engage!**

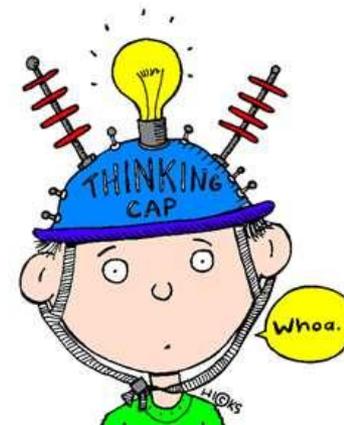
- Cross pollinate content across platforms (e.g., FB and Twitter; YouTube)
- Access additional content through online relationships with other organizations
- Set up GoogleAlerts for topics of interest to your audience



# How can new media serve your programs?



- What do you know about new media use among the groups you work with?
- How can new media enhance your programs?
  - Disseminate information?
  - Serve as link to resources and/or services?
  - Create online community?
  - Facilitate periodic reminders?
  - Facilitate continued/ongoing program engagement.



- What expertise and resources do you **already have** for a new media component?
- What expertise and resources do you **still need** for a new media component?



# And Don't Forget!

...to build in monitoring and  
evaluation from the beginning!



# New media and adolescent sexual health resources



<http://www.sxtech.org>

<http://www.isis-inc.org>

**Visit ISIS' Resource Page!**

<http://www.isis-inc.org/resources.php>



# Follow us!

Visit the *La Vida es Mia* campaign online:

Facebook: <http://www.facebook.com/LaVidaMia>

Twitter: <https://twitter.com/vidaesmia>

YouTube: <http://youtu.be/k0hYVzHzgeg>

MySpace: <http://www.myspace.com/lavidaesmia>

Visit <http://www.acphd.org> for further information, data and reports from Alameda County Public Health Department.



# Questions?



# THANK YOU!

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