

Reaching New Heights: From Planning to Practice
Second Annual Conference for Pregnancy Assistance Fund Grantees
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Andrea Lira
Program Manager for New Media
Isis, Inc

Julie Garcia
Adolescent Health Coordinator
Alameda County Public Health Department

“Social Marketing”

(Inaudible) with two breakout sessions back to back and then moving straight over into our final plenary of the day, but we're glad that everybody is here and is still awake and is ready to learn. We have one session left and then are closing for the day, it's been a pretty exciting day, it's been very pact, I hope that you've had an opportunity to meet new people, learn new things about additional programs, it may be you didn't know about and hopefully take home some new resources and skills. This presentation is going to be really exciting. I know a lot of people have been very interested in this topic, its Social Marketing, Social Media, this is two women who are coming to us from California and they are going to share with us some of their experiences and give you some resources and tools to take back with you, so we're very excited about this presentation. First we have Andrea Lira, she is a program manager for new media with ISIS, many of you probably have heard of ISIS. Ms. Lira leads the conceptualization, implementation and management of ISIS' program work which focuses on utilizing on-line and mobile technology to reach you through a sexual health resources, so she is going to be a wealth of knowledge for us today. We also have Julie Garcia, she is with the Alameda County Public Health Department who also happens to be one of our teen pregnancy prevention grantees, so she knows us very well and obviously somebody over here knows here too, somebody is excited, that's wonderful and Ms. Garcia has worked in health services for many years to reduce health inequities among the underserved and the most vulnerable family, so she has a great deal of experience with the populations that we're all reaching out to, so we're very excited and I may turn it over to Andrea Lira.

Good afternoon, welcome to the final session of the day. I am sure energy levels may be waning a little bit, so we'll try to make this as interesting and exciting as we can for you. Both Julie and I were honored to be invited to speak with you guys today and to close out what I am sure has been a very engaging and informative day, I know the sessions that I sought on were very interesting and I am sure we will have a lot to bring back to your work and apply in the near future, so today Julie and I are going to review with you some tips and strategies for using new media as a social marketing tool to achieve program objectives and throughout the presentation, I will be using the term new media quite a bit and also interchanging that with some other terms, but basically to define that so that we're on the same page. When I say new media, I am

referring to social media, such as Facebook and MySpace, Twitter, also referred to some times as social networking sites, blogging, microblogging, things of that nature and including mobile technology, so I am kind of encompassing all of that with the term new media, and as we talk about the tips and strategies that we have to share with you today, we will be utilizing a particular program that Julie and I worked on together, I for ISIS and Julie for the Alameda County Public Health Department called La Vida es Mia which stands for Life is Mine and this was a campaign that utilized new media to reach young Latino women between the ages of 14 and 24 with sexual health information resources and access to services and also information pertaining to healthy relationships in general and pregnancy prevention. Before I jump into things and just a kind of get the juices falling again because anyway it's the last session, I'd like for everyone just to stand up briefly and I'd like to get a feel for the degree to which those of you in the room are already using, may be using different forms of new media and the work that you are doing, so I will ask those of you that currently are not using any form of new media, whether that's mobile technology or social media to go ahead and sit down. Great, like that. Okay, so how many of you would say that you use it in 10% of the work that you are currently doing in your programs? If you do, go ahead and sit down. That's really fantastic. Okay, how about 20%? Go ahead and sit down. Okay, and the rest of that are standing, let's see 25% of the work you are doing utilizes new media? Okay, 30%? That's really great. Okay, good, well, that's very helpful and actually that's a little bit more than what I am used to seeing, so I am excited to see that it is going to be good degree of familiarity in the group today, but I just wanted everyone to get a feel for, you know, the degree to which you know, your peers and colleagues are using in their work and also just to think about the fact that new media while it's not necessarily by no means new and innovative today, it's been around for a little bit, I would say that it's use within the field of public health is still kind of up and coming and innovative and I would say that for a couple reasons, some of the work that I've done, I've often seen new medias kind of thought of is an afterthought to programs while that would be great, how can we incorporate that as opposed to kind of thinking beforehand strategically how can we build this into a project that we're conceptualizing to help meet our objectives and then also I worked with some public health professionals that just generally feel like they don't have enough familiarity to make it work, but we hope that by the end of the session, those would be that may not be using it as much and may feel that way, we'll see that it's quite easy to integrate and it can be really effective for your programs when used with the right amount of resources and strategy (inaudible) to provide attendees with strategies and tips on how to utilize new media as we discussed and the specific objectives that we have for today. By the end of the presentation it is our hope that you will have a better understanding of the role of new media in general in the lives of youth and young adults and the role that they should be playing in the integration of new media to the programs that you are currently working on. Also we'd like you to have a better understanding of how new media can be utilized to achieve your program goals and objectives depending on what those may be, how government entities and contractors can turn what often starts as a discreet new media focus program into a more sustainable ongoing offer and then finally and probably most importantly what are some key points to consider when planning for the integration of new media to the work that you are doing, if it's something new and I am sure that as we go through the presentation there may be some questions that come up, but we'd like to ask that you hold them until the end, so if you could just may be note them and it is our hope and our goal to leave some time for cueing at the end and if not, you can always come up to us afterwards and we'd be happy to

Speak further with you and then really brief by way of introduction, I work with ISIS. ISIS is a non-profit based in Oakland, California. We were founded in 2001 by our executive director (inaudible) and we work both at the national, state and local levels with state and local governments, foundations and other non-profits and our work focuses on utilizing new media and digital technology to connect using young adults with sexual health, information resources and services, that's kind of our bread and butter and in that, we strive to provide innovation leadership and education at the intersections of sexual health technology in youth for the field about health in general. Some of you may be familiar with us because of the annual conference that we hold each year called SackStark, has anyone here been to SackStark? Okay, one, way to represent, Sackstark we've been holding this for the past four years, we are going to have our fifth annual conference this coming April in San Francisco, April 1st through 3rd, there is actually some information on the back table about it and basically this conference provides space to explore, exchange and share the latest and greatest that's currently happening at the crossroads of these areas of sexual health, adolescent health, used development and technology. Okay so, with that I am going to go ahead and pass it onto Julie, so she can introduce herself and then talk to you little bit about the rationale behind the La Vida es Mia campaign.

Hello, so, Julie Garcia, native of Oakland, so glad to be here. Thank you very much for having us and appreciate it, so give you a little bit of labor about what Alameda County is like, so we are located in the San Francisco Bay area, have a population about 1,500,000 and we're pretty diverse, our mission is to work in partnership with the community to ensure the optimal health and well being of all people and one of our biggest efforts right now is really promoting health equity. Our maternal/paternal child health unit works with vulnerable families to promote access to quality health and supportive services. We are the first county to actually add paternal in adolescents to our MCH units, so we're MPCAHA, our state is now MCAHA. We're waiting for them to catch up and add the paternal. With our population, in our county, it's about 34% Caucasian, 12% African-American, 27% Asian, 23% Latino and 4% others, so it's very, very diverse, there is no majority population. Our City of Oakland is about 400,000 people and it's the number 1, most violent city in California and unfortunately it moved from being number 8 to number 6 in the country on the share. We have a lot hotspot areas where there is high rates of infant mortality, teen births, asthma and diabetes, mostly in our West Oakland, East Oakland area and some parts in other cities Hayward, so we are going to talk a little bit now about why we decided to undertake this strategy and what some of our goals were, so with the La Vida es Mia campaign, we really wanted to implement a new kind of strategy that could have brought our outreach. In some of the key goals for the strategy, we're really to promote assets among Latinos, their strengths and also positive messages and I will explain more why we targeted the age range 14 to 24 and why we really were looking at sexual health information and pregnancy prevention strategies, so why target Latinos, you know, there are obviously other groups in our county and the reason why is that in our county about 17% of our population is between the ages of 10 and 19 and Latinos comprise the largest youth population for Latinos in our county. They comprise about 30%, about 67,000 of our youths are Latino youth. We are seeing changing demographics in our county with the declining Caucasian population and Latinos are the fastest growing population, not only in our county, also in our state, also in the United States. They were the fastest growing population between 1990 and 2000 growing at a rate of about 40% and then between 2000 and 2008 growing at a rate of 32%, so we expect that the population

will continue to grow and continue to be the largest youth population in our county. What's happened with teen births in our county over time? Well, we've seen, we got some good news, we've seen our African-American teen birth rate between the ages of 15 and 19 to climb from 1990 to 2008, it went from a rate of about 120 to 34, still not as low as we want it to be, but definitely we've had an impact, so that was a success, some success. With our Latino rate, we actually, during those years between 1990 and 2008, it started at about 75 and declined only to about 50 and there had been some ups, few downs, a few ups, so we realized we have a big health and equity here that we need to address and this is one of the reasons why we decided that we really needed to target with limited resources we had to this population that is growing very largely and the rates are not going down, the teen birth rates are not going down enough for the Latino population and then we looked at the overall numbers of our teen births and we realized that not only is this group being disproportionately affected, but they are having double the births of any other group and more than all the other groups combined. This is just a one-year snapshot, but this is very reflective and continues to be reflective of what's happening in our county, so because Latinos are still fastest growing population largest, we felt that we wanted to create a strategy that could provide Latinos with more information around sexual health, healthy relationships and pregnancy prevention and hopefully linked into health resources so that it would be empowering so that they could make better choices, so we were fortunate that ISIS is in Oakland, what an opportunity! So we looked at what can we do and we were able to contact ISIS and really work with them to start building the La Vida es Mia campaign, but it is built on past efforts. We realized this has been a problem for a number of years and we work with other partners, we did what we called our MPCAHA aspire brand, it was a branding to really look at strengths, really focus on young people's dreams and hopes and this was for overall population and with that we also developed a myvoicemylife.org website that was part of this aspire brand and that is a bilingual website that works, that focuses on information for youth, for parents of youth, other adults working with youth including teachers. We also developed, we utilized a curriculum out of Mexico that was very, could be very successful. We brought that curriculum to the bay area, we adapted it for an urban population, completely revamped it so that everything kind of reflected (inaudible) flavor and with that curriculum it was taught by high school students to middle school students and some folks were still using that curriculum, it's been very effective. Another thing that we did, you know, building before we started La Vida es Mia campaign is we worked with a communication specialist and we did eight focus groups mostly in the City of Oakland, but also in Hayward really looking at what are some of the attitudes, what are some of the recommendations that youth and their parents have, about how we can mitigate, what's happening with teen births and healthy relationships. We also did interviews with our key leaders to get their input and also try and build support. Through all of that, we used this when we started working with ISIS and shared that information with them so that it could be incorporated into the strategy for La Vida es Mia and we also realized that although we did these other strategies, it could be more cost effective to actually go out and do more social media, the website was great, the T-shirts, the wristbands, posters, those sorts of things were really very nice to have, but we were not reaching out to as many folks as we would like to reach out to, so we partnered with ISIS and really started looking at having a Facebook, MySpace, Twitter and doing some PSAs. Okay, so, some of you may be asking or probably have asked, at some point in time, so what's with all this buzz around using new medias, social medias for youth and it's kind of sexy today, so what is this really all about and why are people talking about it so much?

So, taking a step back, I don't think is any surprise, we all know this, so today's youth have grown up with technology, they've grown up playing with or at least having it in their environment to some degree, computers, mobile phones, they don't know life without the existence of Internet which, I don't know about you, but I don't know how many of us can say that, I had my first mobile phone when I was 25 years old, so it kind of makes me, I kind of feel the age gap there, but, at any rate, for all these reasons, this is why the youth today are commonly referred to as digital natives, this is where they are at. According to research at the Pew Institute, 93% of teens are using the Internet, it's not a huge surprise and based on some research that ISIS did, we did a national survey with youth ages 13 to 24, we found that 83% of youth own a cell phone whether that's a smart phone or as commonly referred to as a dumb phone with 26% of this group owning a smart phone, so while still up and coming, most youths today are operating with phones other than an iPhone or any android that don't have those sophisticated applications, but yet do have texting features which is actually the most popular use of mobile phones today which underscores the value of utilizing approaches such as text message campaigns and this is really great news, this texting does offer very private, convenient and immediate channel to reach youth with information and resources considering that they don't really go far from their mobile phone, as many of us don't, but I don't know about you, youth, they have a very special knack and skill that it seems like they are born with for texting, they are constantly texting, quite fast, they have all kinds of fancy abbreviations and they probably text more in a given day than they actually speak on the phone, so it is a great way to reach them and in other research we've done focus groups with use of color between ages of 13 and 24 in Oakland and Chicago, we actually asked them a question, okay, see you guys love your mobile phones, your texting, textaholics, how would you feel about receiving sexual health information and tips to your phone via text message and they were very open to this, they thought that was pretty cool, so for all these reasons, new media is a very valuable and cost-effective social marketing tool to reach youth and stay connected with youth and the young adults that you work with because it's where they already are, so with that in mind, Alameda County commissioned ISIS to sit down with them and think about how they could flush out a program that focuses on using new media tools to actually reach young Latino women with sexual health information resources and as we mentioned earlier, the goal was to design and implement a pilot program utilizing new media to connect these young women with information resources and links to services, so this really was a pilot program to begin with and I'll review the campaign objectives in just a second, but taking a step back, the overall contract objective of this work was to setup these platforms for Alameda County and not only for the purposes of La Vida es Mia but for work that they are going to be conducting beyond this campaign with their teen pregnancy prevention work, so we wanted to establish the platforms and see how that works and gather the lessons learned that will be valuable to them to scale it up and build up on it in their future work and that's what we did for this campaign and so to accomplish the campaign goals, our objectives were to establish four new media platforms, we focused on Facebook, MySpace, Twitter and YouTube to engage young Latino woman between the ages of 14 and 24 through these platforms and then also to leverage an already existing text message campaign that ISIS developed with the California Family Health Council called Hookup to connect these women that were reaching through this campaign to weekly sexual health tips and information to keep them engaged even beyond the duration of this particular campaign, so just a quick review and it seems like it's probably no big surprise to those of you in the room, so what are some of the key

valuable characteristics of new media platforms, for one, it's a place for communities of likeminded people to congregate, interact and share information and post information since a lot of it is driven by user generated content. The value add for your programs is it provides you with an easy way to find and connect with the youth and young adults that you work with where they are already at as we discussed in previous slides and then the ease of sharing on new media platforms, the viral sharing aspect is a really great way to maximize the reach of the work they already doing. Second, these platforms offer a two-way interaction versus a passive, one-sided push of information, information to summation which with the right amount of two-sided engagement, can be a powerful way to effect norms and attitudes and in general generate dialogue around a specific issue or topic and then finally as we've mentioned a couple times, it offers a cost effective way to conduct awareness raising an outrage with audiences that you are working with, never before has it been so inexpensive to reach, engage and stay connected with youth and young adults given that it's a virtual connection as opposed to only off-line and in-person, so the next few slides will look at the steps that we actually employ to develop the campaign and this slide gives you an overview of the time line for the campaign as well as the main components that we utilize to create it, it's important to remember again that this was a pilot program designed to initiate the new media component for Alameda County so this was the beginning and as such the time and resources that we put into the program are not necessarily the same as you would want to put into a full-fledged program, but this gives you an idea of the minimal amount of time and components required to develop something that is worthwhile sustainable and has a potential to reach our objectives, so overall the campaign was too just under a year to complete, the first two months were spent conducting formative research to inform the look and feel of the campaign as well as the key messages and then the nine months of implementations began with a series of radio PSAs that we conducted to promote and launch the campaign as well as month-to-month social media engagement that on a weekly basis we were posting on Facebook, we were posting on Twitter, uploading videos to YouTube and also engaging youth via MySpace with the key messages that we developed for the program and we closed out the campaign with a capacity building component that ISIS designed and conducted with Alameda County which consisted of a social media manual, it's a very comprehensive manual that really got into the nitty-gritty nuts and bolts of, okay, this is Facebook, MySpace, Twitter, YouTube, this is how you set it up, this is how you engage, this is how you monitor your metrics and evaluate it and figure out what's working and what's not, we passed that onto Alameda County and we conducted a two half-day training with the teen pregnancy prevention program leads, so, as always our projects are research-driven, as most social marketing projects are or should be, just to ensure that the materials and the messages and the look and feel of the campaign do in fact meet the intended audiences' needs and interests as well as reasoning with them and speak to them as it's something they are going to be interested and nor is it something other just going to bypasses, it's just another teen pregnancy campaign, so ISIS developed the messages and technology for the La Vida es Mia campaign based on already existing research as Julie mentioned in addition to formative research that we conducted specifically for the purposes of this campaign. This consisted of focus groups which was the exploratory phase of the formative research as well as convenience interviews that we use to conduct concept testing for the materials that we started to develop, so the focus group we conducted were with young Latino women between 18 and 24 from Alameda County and basically we just wanted to discuss possible themes and key focus areas for a pregnancy prevention campaign that was the idea that

we had and to underscore the importance of formative research, one of the key findings that came out of that was that among this community, among young Latino women, the idea of pregnancy is not necessarily viewed as a negative outcome in and of itself, so we took a step back and realized that it's a good idea to kind of expand the frame of the campaign to not focus only on teen pregnancy prevention, but to make it so that it's more about empowering young women to make decisions, to make informed decisions that will help them create the life and future that they want for themselves and then the convenience interviews that we conducted, we held these at a local community college (inaudible) convenience interviews because we were literally kind of out and about on campus and approached Latino identified women between the ages of 17 and 21 and we shared with them some of the materials the concept visuals that we had developed, the key messages as well as some of the audio recordings that we developed based on the exploratory research we did through the focus groups and through this, we got some really useful feedback which informed the final design of the campaign assets which you can see flashing on the screen and you will see in a couple upcoming slides as well, so the basic message, the tag line is, it's my life, my future, my choice, so the campaign consisted of three main components, the first being the social media and microblogging components which were MySpace, Facebook and Twitter, this is where most of the emphasis was placed and most of the effort was placed to get these up and running and then to maintain engagement over the nine-month period. As I mentioned we also utilized Hookup, the already existing text message service to tie that in with the La Vida es Mia campaign as a way to provide some ongoing engagement past the time frame of this particular campaign and I will talk a little more about text messaging campaign a little later and then finally we created radio and video PSAs to help promote the campaign and originally we were just going to do video PSAs on YouTube, but three other focus groups it became apparent that radio was still a very viable way to reach the young Latino audience, so we conducted, for both radio and video, 30-second and a 60-second PSA both in English and Spanish and I'd like to actually show you one of the video PSAs that we developed so you can get a feel for what it was like, so we utilized YouTube to post a video as given that it's very familiar to use and handle today and it's very easy to integrate videos on YouTube with other social media sites, so we promoted the video on Facebook and MySpace, it's very easy just to post it on the wall and whoever visits those pages can go ahead and click on it and can also share it, as I mentioned, the sharing aspect of social media is really great, so the next two slides are just going to contain some screenshots of the different platforms just to give you an idea and to showcase the better the work that we created and across all platforms, as I mentioned on a weekly basis, we were engaging our fan base and posting key messages and links pertaining to sexual health, healthy relationships and pregnancy prevention and also really promoting the text message campaign as a key resource available to the young women, so posts could include anything from the actual weekly text message itself, a link to an interesting article or video that we may have found on another organization's page or Twitter, what's happening in the local community or perhaps where they can go to get a local free pregnancy test, so we really try to vary it up which I will talk about later which is a really important way to kind of keep the content engaging instead of kind of regurgitating the same things over and over, so how many of you are currently using Facebook in the work that you are doing today? Okay, I would have expected a little bit more, could you raise them a little higher? Okay, and how many of you have a personal Facebook profile? Okay, yeah, so there are many features of Facebook, I won't go into all of them today, but I will review a couple of them. The first is that it's the most

popular social networking site among youth and young adults today and of course this is always involving in changing, but for today, this is what we know and what we are operating with, it's also very popular among organizations, so lot of organizations have Facebook pages as some of you do which makes it a really great way to network and connect with likeminded organizations that are conducting similar work or complimentary work to that which you all are doing and so we really tried to leverage this in the campaign when we were creating it and kind of just digging around a little bit and finding out, you know, who is doing, who is working in teen pregnancy prevention or, you know, in sexual health in general and connect to them and so on the La Vida es Mia Facebook page we connected to 42 organizations and we use that to build on-line relationships, but also as a tool that provides access to additional content that we can be searching out and sharing and re-posting on our social networking sites which means it makes our life a little easier and it also kind of keeps us in the nerve with what people are doing and kind of staying on top of may be interesting trends or new innovative ways to reach youth with this type of content, but it means that we don't have to create it all ourselves, so you are kind of making your work a little bit easier by looking at it (inaudible) in that sense too in terms of networking with other likeminded organizations, so we have MySpace and well, MySpace has been around longer than Facebook, as we just covered Facebook is definitely the more common social networking site used today, however many people especially youth are still convening on MySpace to connect with friends, especially to listen to their favorite music and to meet new people and one of the key features with MySpace is that they have demographic information built in to its search tool which enables you as program managers or leads, it helped us to seek out and target a specific audience that you want to reach out to using the stall which isn't possible on Facebook due to privacy restrictions, so for this reason, when we are looking at the final numbers for the campaign, you will see that we had a much larger fan base on MySpace than we did on Facebook because we were able to proactively send out very targeted friend invites to young men and women in Alameda County between the ages of 14 and 24, I think we had over a 1,000 and it seems that on MySpace people are more likely to accept friend request than they are in Facebook, so it's a good way to bring people in and then here we have Twitter which is a microblogging platform, I am sure many of you are familiar with, it's a great way to, it's a great tool to use to build engagement awareness and community around a particular calls or issue which is why we wanted to include in the La Vida es Mia campaign, so how many of you are using Twitter in the work that you are doing? Right, a few less people which is typically the norm, how many of you have a personal Twitter profile? Also typical, okay, so Twitter is more popular among adults and when I say adults, I am thinking late 20s, 30s, but it is up and coming among the younger adult audiences and many youth and young adults are active, alive and well on Twitter, but (inaudible) it's not only connect with youth, but even more so to connect with other likeminded organizations, sexual health educators, as I mentioned with Facebook because this is a really great way to kind of stay on top of other work that's being done similar to ours and to access information and resources that perhaps are relevant and appropriate to share with the young women that we were reaching, so for those of you that may not be as familiar with Twitter, Twitter is a little different than other social media sites such as MySpace and Facebook and that it's engagement center is entirely upon really quick, brief updates and exchanges that are driven by what are referred to as tweets which are very brief messages of 140 characters or less that really it's an art to create a very good tweet because they really can convey a lot of information, they can connect you to resources and say a lot, but in a very short space, so people

get creative and a lot of times you will see, kind of text, speak in creative ways of spelling things out and, you know, shortening of URLs so that everything can fit within those base parameters and here we have an example of a La Vida es Mia tweet, daily pill hard to remember, there are many options for pregnancy and then we have the website for teens who start org which is the website that's affiliated with the hookup text message campaign and then for more tips, text, to hook me up to 61827, so there we're connecting the youth with two very useful resources and 160 characters or less and then finally, here is a little bit more information on hookup which is a text messaging campaign that we link to La Vida es Mia and this is a weekly text messaging service which basically consists of every week, every Wednesday actually, a text message goes out to all of the subscribers and the text messages focus entirely on weekly tips and information all pertaining to sexual health and healthy relationship, so obviously there was a very clear overlap with the objectives for La Vida es Mia, so we wanted to go ahead and cross-pollinate and leverage the resource and how it works is it's very simple and may be some of you may want to break out your cell phones if you want to try it, all you need to do is text hook me up to 61827 and hook me up is the key word, 61827 is the short code, so basically think of it as the phone number and once you text that in, you are going to receive an automatic reply that confirms your subscription and then every Wednesday, I believe Eastern Standard Time, it would be around 1:00 p.m. you are going to receive a fun and interesting tip, so you might want to do it just to see what it's like or even share it with some of the youth that you are working with, but a key feature of hookup is its clinic locator option which is often affixed to many of the text messages that go out and how this works is, it prompts users to text clinic plus their ZIP Code to the 61827 short code and in response to that text, they are going to receive a brief list of youth-friendly clinics that offer sexual health services near them, so an example of an output is well, here we have a weekly text message, so you can't get pregnant from oral sex, but you can get STDs, talk to your doctor, text clinic plus your ZIP for clinics near you, so once they do that and they get the feedback and response, you have the name of the clinic, the address, the hours of service and a phone number which makes it really easy for a youth to go ahead and connect the services should they want them. We've connected hookup to other programs in different parts of the country, so it's not nationwide, but for example in DC, we are working with RealTalk DC, so there is a clinic locator option there, California definitely is probably the most robots, so we do have a couple different sites across the country and it's very easy to link into other programs. Okay, so, the last slides we are going to look at the results, talk little bit more about the capacity, building component and then most importantly, get to some of the key lessons that we learned through this campaign, so this slide gives an overview of the final campaign matrix that were accumulated over nine months and over the life of project reach, we monitored reach and engagement using matrix such as the number of text message subscribers, the number of text message clinic searches as well as the number of fans across the different new media platforms, so when looking at these numbers, it's important to remember this was a pilot program for which reason the promotion piece wasn't as robust as ideally it would be just due to limited resources, but we were able to successfully establish the platforms and start to engage people on them, so with the limited promotional efforts which consisted primarily of the radio PSAs that I mentioned earlier plus engagement and sharing that occurred over the social media sites, we engaged over 100 Facebook fans, over 50% of these fans were from Alameda County between the ages of 14 and 24, we had over a 1,000 MySpace fans, 100% of whom were from Alameda County, young men and women between ages 14 and 24, we have 200 Twitter followers which

were more varied in profiles, some were youths, some were other professionals working in the adolescent, sexual and reproductive health field and then we had 34 text message subscribers who conducted 79 clinic searches which to me that was the most exciting metric here because it demonstrates that the campaign was successful, I connecting those people that did engage with the text message service with Sexual Health Resources that hopefully they utilized. So I am going to pass it onto Julie who will talk little bit about capacity building component and some of their first lessons learned.

Okay, for us, in MPCH, we were kind of new bees at the new technology and platforms, so what I (inaudible) is they provided us with the two-day training, two half days and they really went over exactly what you need to do to get traffic, it's what they call, a traffic on your Facebook, traffic on MySpace, Twitter and all the new answers of what is really involved in continuing these sites, how you build them, how you partner up with other groups on Facebook and so we learned a lot in those half days. We learned more than we thought we would ever need to know about these different platforms. We also learned about the matrix, how do you keep track and how do you gather this information and kind of evaluate what you are doing, so it was very, very helpful. One of the other things that they, so they also passed along a manual which was very nice that covered every single element of these different platforms and turned the campaign pretty much over to us with passwords that sort of thing, the other thing they did is they offered to provide ongoing continuous support if we needed assistance or help from them and we took them up on that offer, we had them actually continue the campaign for another month at no charge, so we thank them for that. Some of the other lessons learned for us was to, you know, we established from the beginning a collaborative working relationship with ISIS. When you are establishing these kinds of platforms, you really need to be thinking ahead about how you are going to transition and make changes with these campaigns to continue them and in developing this campaign with them, we also, you know, we shared our past efforts, we, as they were putting together the PSAs, we really, they were going to do PSAs with no pictures, so we actually went in, selected pictures from sites that we thought were kind of more cutting edge and might be more dynamic for young people and then we actually, in addition to sharing a lot of the past efforts with them, we reviewed everything that they did ahead of time, gave them suggestions, we have been working with the population for many, many years, so we, you know, were able to share our knowledge and the background that we had with the youth and then we had a few youth onboard that we always ran things by, in addition to these they had, we had some youths, that we kind of shared the information with to get kind of the final (inaudible) on the names and pictures and those sorts of things that they found to be the most attractive, so we did incorporate a youth voice which I think is very, very important, so lessons learned, so one of the things that was really important for us when we went through that training, we realized, oh my gosh, if we'd had this training at the beginning, it really would have been lightened us a lot more about what's really involved in the different platforms, we renew these, we did not have the expanse of knowledge and background of all these different platforms, so receiving, putting together a team of key staff, your public relations officer if you have one, or public information officer, and receiving that training at the start would have been much, much more important and much more valuable for us because it just would have given us much better background of what's involved. The second thing again was incorporating that youth voice having a youth voice on your team, so perhaps a high school student as well as a college student who is from the demographics that you

are really trying to outreach to. The third thing again was, really if you do have, I know there is a lot of public health department people here, if you do have a public information or public relations person, make sure that they are key part of your efforts, because they are going to have all the contacts with media and they are also going to have really good ideas about how you get information out to the public and another thing is to begin with the ended mind, so really put together like a strategic planning team that's really going to look at okay, what do we want to, what numbers do we want to meet, do we want to do 20 Facebook likes per month, do we want to get these text messages out to a certain number of people, so really and how we are going to get there, so what are going to be our efforts to really do monthly planning especially is the results come in when you get your monthly report at the end of the month, how many folks you actually reach out to, how many folks signed up for this or that, really look at that are these the numbers that you want and if so, great, what did you do to get there and then what you are going to do to reach out and, you know, reach the other goals that you may have in mind. Another thing was, connect with media places, events where youth are such as really looking at when you are doing your strategic planning (inaudible), okay where are we going to get the (inaudible), who can we partner with to reach out to may be schools, school health clinics, the places where young people are going to be in due, perhaps like text message subscription drives, we may have contests, if you sign up for this, you can get an incentive or you sign up for Facebook or something, you will get some kind of incentive, some folks do like iPod contests which is kind of expensive for iPods, but there are other kinds of incentives that you can offer to young people to try and get them to sign up for this information which will be very valuable and useful for them. Another thing that we would have done differently, we would have had more, you to try to train and partner with youth ambassadors that are youth leaders that are in various communities and really try to get them to push these messages out and get some feedback from them on how, what are some of the best ways to really get these messages to more young people and work with community partners, so we are kind of revamping the campaign at this point and we are going to be revamping our myvoicemylife.org website, kind of updating it and using more of a youth voice, we are going to also be continuing the different platforms, but we again are in the process of revamping them, so we are going to continue this campaign, the myvoicemylife.org will be more targeted towards the adults and parents, the Facebook and texting is going to be more, we are going to do a texting campaign that's actually going to be set up to reinforce messages for middle school students who are receiving a teen pregnancy prevention curriculum and so we are going to continue and we are in the process of training some of our, well, our staff are trained now, so they are going to be keeping this going and we would encourage you to take a look at our websites, so I know we don't have a lot of time left, I think we started a little late, but, so excuse me, I am going to rush through the final slides, but I know you guys have the handouts. Audience-driven development is crucial to the success of new media and we can just say social marketing campaigns in general and we talked a little bit about that in some previous slides, so I will leave you with that. Did you want to reiterate that youth participation is really important in the design and the implementation of a new media campaign and just to give you an idea what we did for the La Vida es Mia campaign, ISIS, we worked with a youth intern which was a 19-year-old Latino college student who worked with our project team to understand the objectives of the campaign and what it was set, meant to do and achieve and she was the person that would take some of these messages and translate it into youth speak that would resonate with the audience that we were trying to reach, so that was really key and important because I think it was

a voice that the young women on the other side would be able to kind of identify with and feel like it was kind of a more peer-to-peer communication as opposed to an intervention. You don't always need to create new content as I mentioned before, but you do need to engage and I will just emphasize point of engagement and that it requires time. A lot of times people think that okay let's get on Facebook, let's setup a Twitter account, setup a MySpace account, put a video on YouTube and we're set, right, people will come, not really. Even with the time and effort, it's hard to get engagement and it's slow moving and I think that's why as Julie was talking about the key is to combine on-line with off-line efforts because they can really leverage each other and maximize each other in both ways, it requires time to, number one to identify content to engage your audience to keep the interest and interaction live with your fan base and to not only do that, but to maintain tight quality control. As I mentioned, social media platforms, they allow for user-generated content which is a really great thing and it's very empowering, but also it means that you need to keep a close eye of what's being posted on your platforms because it's not always all good, we didn't really have any issues on La Vida es Mia, but I have heard of times where, you know, you just want to be making sure that everyday you are kind of checking things out and removing anything that may not be appropriate or relevant and I would say at the very bare minimum to do this, to really, if you are going to do new media, if you are integrated your programs, invest a time, otherwise it's just really not worth it and I would say at the very bare minimum you want to invest five to eight hours a week of a staff member's time and that's about an hour and hour and a half each day to kind of keep an eye on things and keep the engagement alive, so finally, I will just go through some of the key questions that you can kind of think about and ask yourself if you are thinking that new media may make sense for the work that you are conducting. The first is, what you know about new media use among the groups that you are working with? What channels are they using? What's most popular? How are they using it? Where are they going to access information and dialogue and talk about, you know, being a parenting team for example or are these resources lacking and if so, how can you fill that gap using new media? It doesn't make sense, so that's where the value of formative research comes into play. How can new media serve as a tool to enhance what you are already doing or what you plan on doing to meet your program objectives, perhaps it could be a tool to help you disseminate information, serve as a link to resources and services like the hookup text message campaign does, perhaps create an on-line community that kind of keeps the idea of support and community alive, facilitate periodic reminders, perhaps appointment reminders and also to facilitate an ongoing continued program engagement beyond in-person activities that you may be doing with the youth that you are working with and all of this is really dependent on resources as we all know, so you might want to start there, what resources do you have to utilize new media and obviously this will dictate the scope to which you can use it, so how much budget is available to integrate this component? Based on that budget, how much staff time do you have available to allocate to a program or do you need to contract out to someone who can kind of work with you to create the program and run it for you? What staff expertise do you have onboard and if there is a gap in expertise, how do you want to bring that on? Perhaps, through youth intern which would make sense, would be a great way to make sure that someone from, perhaps a parenting or pregnant team to involve them in the conceptualization of the program and also to use them to work with them, to have them work for you to actually implement it, so once these questions are answered, that's when you will be in a good position to take the next step to think about, okay, who would we need to partner with, what additional resources do we

need to further flash out a new media component strategically for our programs and then finally don't forget to build in the monitoring and evaluation piece from the beginning because as we know a lot of times it's going to be an afterthought and as Julie mentioned, it's really important to get clear on what are your targets, what are the numbers you want to achieve and how are we going to achieve them and then how is it working. I believe, this morning Charles said, when do you go, when do you stop and when do you change, so what's working, what's not, how can you improve it? For example, what content is your intended audience engaging with the most? What posts are receiving the most comments or likes or what off-line promotion efforts are causing the biggest spikes in an on-line engagement and then finally based, depending on the channels that you are using, you want to figure out what tools you can use to track the matrix. For example, there is Facebook and sites, Google analytics, mobile technology platforms on the back end, they have waste to track subscribership and geographic information and then HootSuite is a good resource, it's a social media dashboard that you can use to track a wide variety of matrix across various social media platforms and Julie and I will just leave you with some resources that should you want to kind of take this is a step further and think about other ways that may be new media could serve your programs, in terms of the resources that ISIS puts out, I mentioned there is SexTech annual conference 2012, will be held April 1st through 3rd in San Francisco. We currently have our call for abstracts open, so I'd really encourage all of you that are already using new media in the work that you are doing with pregnant and parenting teens and think about showcasing some of that work and sharing what's working and how it's working for you. We also recently released a white paper which is a really (inaudible) that took a deep dive and to looking at, okay, how are youth, in particular, youths of color using digital technology to learn about, discuss and engage with sexual health information. It's available free for download on-line, there is a one-pager overall in the table that kind of summarizes some of the key points that came out of the research is based on national survey that we conducted, a series of focus groups, in-depth interviews with professionals in the adolescent health field and then finally on ISIS' website we have a resource page which has a very comprehensive list of on-line resources whether its organizations, reports, research that all pertain to new media youth and sexual health and then finally we leave you with the URLs for the different social media platforms and as Julie mentioned, they will continue the work utilizing the La Vida es Mia campaign platforms in their future work, so you might want to go and like them so that you can keep up with what they are doing with then get some ideas for your own programs and also we have Alameda County public health department's website here, so you can get additional information pertaining to data and reports that they are putting out based on the work that they are doing. Sorry, I went over, are there any questions? Yeah.

Q: (Inaudible)?

A: I actually, I wasn't on the ISIS team when they did the formative research, it's a very good question, do you, no Julie I am just going to say from working with young people, they are thinking about sex all the time, and I know you are looking at the politically correct, yeah, see California were very progressive, so I can't help you on that, we just know kids are always thinking about sex, you know, and it is something that we, well, I don't want to preach the audience because you all know it's something from the minute we are born till the minute we are not here anymore, that's still on our mind, so yeah, the

text messaging campaign was already something that had been established, so it was something we just kind of transferred over and used a different name, hook me up, so that we could actually track it, so hook up with something that we adapted and when folks signed up, they actually had the cycle picture that was from the campaign that would come up on their telephones which was pretty cool, so, you know, looked like down and was more positive, so sorry about not being able to be more politically correct.

Q: (Inaudible)?

A: And I would also say you are sailing it as health, health information and health connections and even though the word sex is used, it's really about connecting young people to services and it's really about healthy messages, everything that it links to is really about health and healthy relationships, so it's really very much a health platform that uses the sex to kind of draw the kids in.

Q: (Inaudible)?

A: I think they need to hear the messages over and over and over again and for those of us who are parents of teens, I think you remember that even though they pretended like they weren't listening, they kind of would zone you out, they still hear what you are saying, so for us, we feel it's important from the time they are probably around fourth or fifth grade, really begin those messages that are strength based about health and about choices and learning efficacy skills about what they can do to protect their health, so I don't think you can saturate them enough with the health messages.

Q: (Inaudible)?

A: You know, with the clinic locator feature, we can see the numbers of young adults that are actually utilizing that, but it would be really great if we could connect that if we got relationships to the clinics that we were listing in the feedback to actually find out which of their clientele, which are the clients going to the clinics actually heard about the clinic through the hook me up text message campaign and I think that would be the only way to do that and as we all know, to do that robust if an evaluation requires resources, but to answer your question, I don't know of any specific research offhand that can speak to that, but I would just underscore, again, the importance of the on-line and the off-line efforts to kind of, you know, reach young adults through different avenues, not just through on-line, but also through active engagement in person.