“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 
Pittsburgh, PA 
October 11, 2011
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 in 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

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Latino</td>
<td>67,229</td>
<td>30%</td>
<td>40%</td>
<td>32%</td>
</tr>
<tr>
<td>White</td>
<td>54,774</td>
<td>24%</td>
<td>- 11%</td>
<td>- 21%</td>
</tr>
<tr>
<td>Asian</td>
<td>46,560</td>
<td>21%</td>
<td>35%</td>
<td>7%</td>
</tr>
<tr>
<td>African-American</td>
<td>40,623</td>
<td>18%</td>
<td>- 4%</td>
<td>14%</td>
</tr>
<tr>
<td>Multirace</td>
<td>12,048</td>
<td>5%</td>
<td>n/a</td>
<td>34%</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>2,265</td>
<td>1%</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>American-Indian</td>
<td>1,100</td>
<td>0.5%</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>All Races</td>
<td>224,599</td>
<td>100%</td>
<td>14%</td>
<td>6%</td>
</tr>
</tbody>
</table>

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

California Department of Finance, 2008
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

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

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
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

2010
- Aug: Campaign implementation & monthly reporting
- Sept: Formative research & campaign development
- Oct: Radio PSAs

2011
- Jan: ACPHD social media training
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

It's my life, my future, my choice.

La Vida es Mia via National Latina Institute for Reproductive Health

Check out this article on Latinas and birth control access:

Economy and Politics Leave Young Latinas Struggling to Afford Birth Control

www.unplanned.org

Like all women in our great country, Latinas deserve the opportunity to determine if and when they will have children, and to make their own personal and reproductive decisions. Consistent access to birth control will help many women reach their goals.

La Vida es Mia For a great start to the week, text HOOMIEUP to 61827 for weekly sex info and life advice! (Texts apply, free w/ unlimited text messaging)

November 25 at 10:30 AM - Like - Comment

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/S2T0Z

Text HOOMIEUP to 61827 for more sex tips and life advice!

http://www.facebook.com/LaVidaMia

The Morning-After Pill - Emergency Contraception - Cost & Info

In the United States, emergency contraception is obtainable without a prescription. It comes in two forms: the morning-after pill (also known as emergency contraception) and the copper or levonorgestrel IUD. Did you know that you can use emergency contraception up to 5 days after unprotected sex? This is why we have the morning-after pill.
MySpace: La Vida es Mia

"It's my life, my future, my choice."

text "HookMEup" to 61827 for weekly sex info and life advice

La Vida es Mia

Add Comment - Send Message

Stream

La Vida es Mia
Daily pill not 2 remember? There are many other options to prevent pregnancy. http://www.tinyurl.com/2h7z7. For more sex tips, text HOOKMEUP to 61827.

Comment - Like - Share

Comments

Friends

La Vida es Mia has 366 friends.

View All Online Now

ALAMEDA COUNTY PUBLIC HEALTH DEPARTMENT

isis
isis-inc.org
La Vida es Mia “TWEET”:

Daily pill hard 2 remember? There r many other options to prevent pregnancy: 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 2 end.

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  

<table>
<thead>
<tr>
<th>Social Networking Sites</th>
<th>TOTAL</th>
<th>PSA Video Views via YouTube</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>La Vida Facebook “likes”</td>
<td>110</td>
<td>30 second English PSA</td>
<td>94</td>
</tr>
<tr>
<td>MySpace friends</td>
<td>1381</td>
<td>30 second Spanish PSA</td>
<td>39</td>
</tr>
<tr>
<td>Twitter followers</td>
<td>218</td>
<td>60 second English PSA</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td></td>
<td>60 second Spanish PSA</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total</td>
<td>237</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>‘HookMEUp’ Text Campaign</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td># Subscribers</td>
<td>34</td>
</tr>
<tr>
<td>Alameda City Clinic Searches</td>
<td>79</td>
</tr>
</tbody>
</table>

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

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](http://www.facebook.com/LaVidaMia)
Twitter: [https://twitter.com/vidaesmia](https://twitter.com/vidaesmia)
YouTube: [http://youtu.be/k0hYVzHzgeg](http://youtu.be/k0hYVzHzgeg)

Visit [http://www.acphd.org](http://www.acphd.org) for further information, data and reports from Alameda County Public Health Department.
Questions?
THANK YOU!

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