

# USING SOCIAL MARKETING TO PROMOTE CHLAMYDIA AND GONORRHEA HOME TESTING AMONG YOUNG WOMEN OF COLOR



Rotblatt H, Montoya JA, Plant A, Martinez J, Guerry S, Boudov M, Walker S, Haight C, Kerndt PR

Los Angeles County Department of Public Health STD Program, 2615 S. Grand Ave. Room 500, Los Angeles, CA, USA

## BACKGROUND

In 2009, the Los Angeles County (LAC) STD Program (STDP) launched a new chlamydia (CT) and gonorrhea (GC) home test kit program for African American and Latina females ages 12-25. Kits, comprised of Gen-Probe APTIMA self-collected vaginal swabs, and test results are both accessed through an existing website, DontThinkKnow.org. This website was created as part of the "I Know" social marketing campaign, developed to increase CT/GC testing in young African American and Latina women, based on pronounced CT and GC rates in these populations. Kits can also be ordered by phone. All users can receive emails and text messages to notify them that their results are ready. Users who test positive can receive clinic referrals, and pre-order home test kits for re-testing in 3 months. STDP nursing and field staff will also follow-up to ensure proper treatment and partner services.

## METHODS

The "I Know" campaign brand, first established in 2007, was used to promote the new home test kit program. The rebuilt campaign website and new advertisements promoting the home test kit launched June 8, 2009. A press event was held on June 10, generating extensive local and national news coverage. Media elements in June-July 2009 will include: 1,503 cable TV 30-second spots, 7,840 movie theater ads in 2 theaters, 14,233,000 impressions from online ads (multiple sites, self-optimizing portal), 75,000 postcards in 75 beauty salons, and 325 exterior and 3,000 interior bus ads.

In addition, an "I Know" Street Team, consisting of 6 youth from targeted areas, will conduct outreach in schools, malls, and street locations, and distribute 100,000 palm cards, 4,000 posters and 200 retail displays. A publicity effort will be conducted to highlight the Street Team.

## RESULTS

In the first 11 days of operation:

*Total website visitors:* 1,358 (with 1,503 total visits)

*Total kit orders:* 470; of these, 461 (98%) were online and 9 (1.9%) by phone

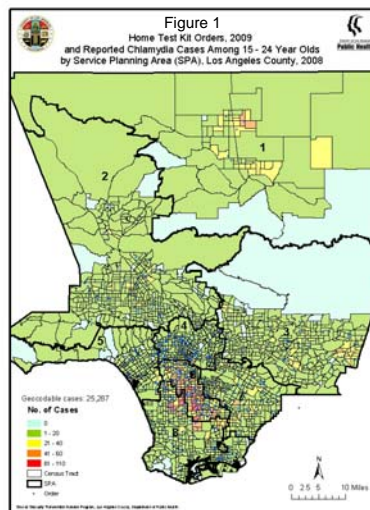
*Age of women ordering kit:* 13-25 years, mean = 22; 259 (55%) of orders by women ages 23-25; 42 (8.9%) by women ages 13-18

*Race/Ethnicity of women ordering kit:* 32.6% Hispanic, 21.5% White, 19.1% Black, 6.6% Asian/Pacific Islander, 0.9% Native American, 7.2% Unknown, and 12.1% Other or multiple Race/Ethnicity

*Preferred notification method that results are ready to view online:* 69.4% email, 5.1% text message, 24.9% email and text message, 0.6% none

*Language:* 461 English (98.1%), 4 Spanish (0.9%), 5 unknown (1.1%)

*Location:* 2 Service Planning Areas (SPAs) targeted by the media campaign contributed the most orders, with 92 and 82 orders respectively (see Figure 1 and Table1); however, orders were received from throughout the County

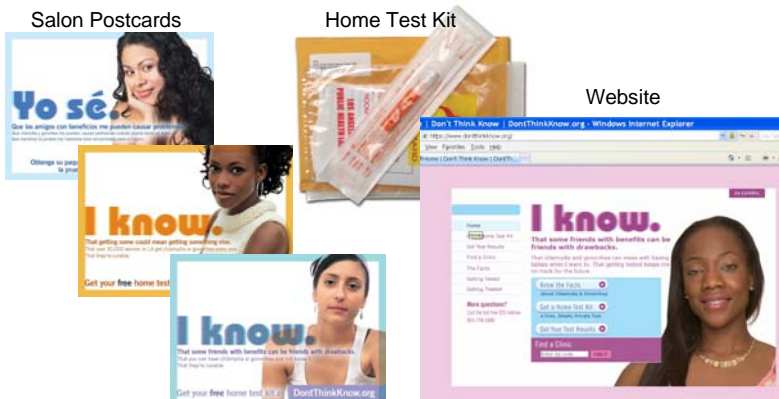


**Table 1: Home Test Kit Orders by Service Planning Area (SPA)**

**n = 470**

\* = Media Targeted Area

SPA	No.	%
<b>SPA 4 – Metro*</b>	92	19.6
<b>SPA 6 – South*</b>	82	17.4
SPA 8 – South Bay	79	16.8
SPA 2 – San Fernando	57	12.1
SPA 7 – East	55	11.7
SPA 3 – San Gabriel	49	10.4
SPA 5 – West	27	5.7
SPA 1 – Antelope Valley	9	1.9
Non-geocodeable	20	4.3



## CONCLUSIONS

A total of 470 orders for the home test kit were placed in the first eleven days of media promotion, including 461 online orders and 9 phone orders. A total of 174 orders (37%) were placed from postal codes in targeted high morbidity areas, offering preliminary evidence that a substantial number of young women of color ages 12-25 in targeted areas are 1) receptive to a free home test kit for CT and GC, 2) are able to access the internet to place their own orders, and 3) are interested in receiving electronic (email or text message) notification to access results. The program and media campaign have thus far generated no complaints; in fact, several parents have inquired about the kit for their daughters. Ongoing data collection will show what proportion of users test positive for CT and/or GC, are treated, are re-tested at 3 months, and are reinfected at 3 months.