

Evaluation of the Social Media and Public Health Campaigns

Wendy Jeffreys: Public Health Specialist and Head of Sexual Health
Commissioning, Kent County Council.

Dr Stephen J. O'Connor: Reader in Cancer, Palliative and End of Life Care,
Canterbury Christ Church University.

It's better to know your HIV status



- A social marketing campaign during November displaying five key messages.
- The campaign messages called on the public to think about whether they have ever put themselves at risk of HIV and consider having a test.
- The campaign also used social media with the establishment of a website and the promotion of opportunities to test for HIV.

Health messages at railway stations



And a special emphasis on buses



Social media



- A social media campaign across Facebook and Twitter, with new visual messages every week, as well as live Tweets regarding the location of the mobile clinic/bus each day.



- Advertising statistics from the project Facebook page show the advertising brought in 158 website links with a total reach of 18,335 viewers.



- Worldwide re-postings of media releases on the internet including 'The Pink News' website and emailed queries and feedback from individuals as far away as Canada.

Dedicated campaign website



The screenshot shows the Kent County Council website with a teal header. The main content area is titled "HIV and AIDS" and features a large black banner with the quote "If you put yourself at risk, you put your partners at risk too." in white and red text. Below the banner, there is a section with text and links: "There are over 1000 people in Kent and Medway diagnosed with HIV and many other people who are undiagnosed. People in Kent and Medway are being encouraged to get tested for HIV. The Are You At Risk website provides facts about HIV, information about HIV symptoms and tells you where and how you can get tested. If you are worried you may have HIV, you should speak to your doctor. The NHS website gives you full information about what HIV is and how it may affect you. You can also find a local sexual health clinic or Terrence Higgins Trust clinic which will test you for HIV." To the right of this text is a "More information" box with a purple button that says "Find out if you are at risk". The banner also includes the text "GO TO WWW.AREYOUATRISK.CLINIC TO FIND OUT HOW YOU CAN GET TESTED #GETHIVTESTED" and logos for NHS, Kent County Council, and other partners.

- The HIV and sexual health pages on Kent County Council's public health website were accessed 1,373 times during the campaign month of November 2014.
- The page remains active with 94 users accessing the site since the campaign ended (from December 1st 2014 until March 19th 2015).

Website activity



During the November campaign

- 697 people accessed 'find your clinic' with an average viewing time of 2 minutes 31 and seconds.
- 615 people accessed information about the bus location with an average viewing time of 2 minutes and 12 seconds.
- 343 people accessed 'the facts' page with an average viewing time of 2 minutes and 11 seconds.
- 25% of users returned to the site for specific HIV information.

Since the November campaign

- 78% of these were new viewers with an average viewing time 1 minute 52 seconds.

Community HIV testing campaign



Community HIV testing campaign



- Mobile clinic (blue bus) METRO campaign in 12 locations across Kent and Medway.
- 198 HIV tests conducted during the campaign.
- The majority tested had varied HIV risk factors.
- Most visitors were White British and heterosexual with good representation of all age cohorts.

Publicity material



- Hard copy posters in a variety of settings including post offices, railway stations, surgeries and shops in 2,480 locations.
- Information was provided via social media as well as links through TV and radio sites.
- 109 KMFM radio promotion/airtime.
- Heart FM daily airtime in November.
- A number of BBC Radio Kent and Kent FM interviews.
- Newspaper advertisements are estimated to have reached 361,144 readers.

Publicity in a variety of locations



Promotional materials



Media activities



SANTÉ

Sida : objectif zéro

Le 1^{er} décembre, la Journée mondiale de lutte contre le sida rappelle l'urgence d'enrayer le VIH. Le combat de l'association Aides a déjà 30 ans.

« En trente ans, tout a changé », assure Frédéric Lancel, délégué local d'Aides, première association française de lutte contre le sida et les hépatites virales. « Dans les années 80, la maladie était inconnue, on en mourait très vite, poursuit-il. Aujourd'hui, un séropositif peut vivre avec le VIH. » Les progrès sont considérables : avancées scientifiques, prévention accrue pour les populations exposées, accès aux dépistages gratuits et aux tests rapides... Le militantisme d'Aides a aussi bousculé les préjugés. Les Caarud (salles de consommation supervisées pour les toxicomanes) ont permis de réduire de 42 % les contaminations liées aux injections. « Grâce au travail d'Aides sur les discriminations et l'accès aux droits, la transmission du VIH a chuté. Une baisse favorisée aussi par

des campagnes comme celle qui reverse 1 € pour l'achat d'un billet d'avion », rappelle Frédéric Lancel. Mais la sérophobie et la stigmatisation restent prégnantes, conduisant à des diagnostics tardifs. En ce sens, le programme transfrontalier Interreg IV France Manche mené par le CHU Amiens-Picardie et d'autres partenaires, mène une enquête, depuis 2013, auprès de patients atteints du VIH et du personnel de santé, en Picardie et en Angleterre. Ce 1^{er} décembre sera une nouvelle journée pour sensibiliser au dépistage. Et si le doute s'installe, direction : www.faitesletest.hiv.

Ingrid Lemaire

Aides (19, rue de la Dodane)
03 22 91 62 69 – amiens@aides.org
www.aides.org

Mobilisation contre le VIH

- Jusqu'au 4 décembre : sensibilisation dans les quatre Points info jeunesse d'Amiens.
- Le 4 décembre, de 20h30 à 23h, place du Don et quai Bélu, rencontres avec les médiateurs santé.
- Le 1^{er} décembre, à 20h, au square Jules-Bocquet : "Cup song" contre le VIH. Avec Louiz, Yrzen, We've Got a Must, la chorale de l'UPJV...
- Le 2 décembre, à 20h30, au Chaudron (rue du Général-Frère) : concert de AccrossTime et Positiv'Sight. Tarif : 5 € reversés à Aides. Dépistages gratuits.
- Le 5 décembre, en soirée, au Red & White (rue de la Dodane) : dépistages gratuits.

Media activities



Some other partner events



- World AIDS Day service organised by Kent Community Health Foundation Trust at Canterbury Cathedral.
- A community event for the Black community in Kent for which late diagnosis is particularly prevalent.
- Felt that if HIV was the sole focus of the day people wouldn't attend.
- HIV was therefore included as one amongst five health issues affecting the Black community including memory loss, renal disease, diabetes etc.

Some other partner events



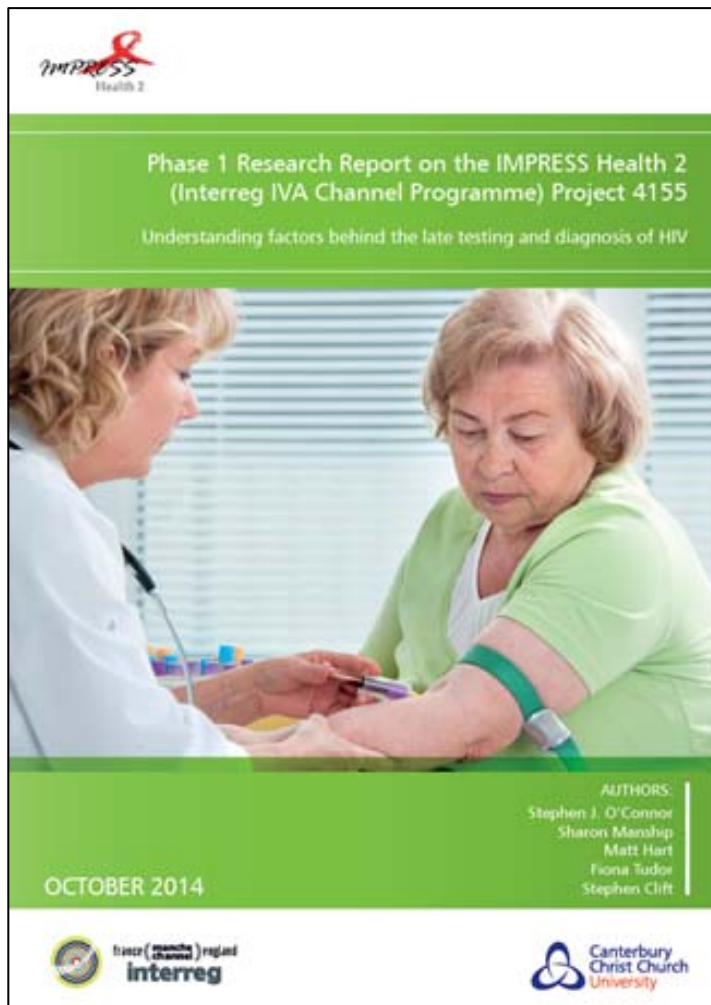
Des femmes parlent de leur santé



In Picardy:

- 'La revanche de Malika
- Marie Madeleine company
- Actors dressed in traditional African clothes and masks
- How to live with HIV, how to talk about HIV with the family, the lover...

Political action



- Hard copies of the Phase 1 research report were sent to MPs, MEPs and each local authority in Kent and Medway.
- Copies were also sent to as many regional and national sexual health charities, service commissioners and funders as could be identified.
- Additional copies were sent to the Department of Health, individual health ministers, the Chief Medical and Nursing Officers, Public Health England and every newspaper, radio and television broadcaster in the region.

Clinical Impact: HIV testing



	1 st October 2013 - 28 th February 2014	1 st October 2014 – 28 th February 2015
Maidstone and Tunbridge Wells	4123	5083
Medway	5623	6051
Kent Community Health Trust*	7032	8020
TOTAL TESTS KENT	16,778	19,154
Amiens		
Creil		
TOTAL TESTS PICARDIE		

* shows the total number of coded HIV tests so there are likely to be some duplicate tests in these large numbers.

Clinical Impact



MEDWAY					2013-14	2014-15
	1 October 2013 – 28 February 2014		1 October 2014 – 28 February 2015			
GUM clinic	2207		2758			
Non-GUM	768		637			
Other (<i>Kent trusts, partnerships, community health trusts, private practice, prisons, out of area etc.</i>)	194		132			
Other	2454		2524			
Totals	5623		6051			
MAIDSTONE & TUNBRIDGE WELLS						
	1 October 2013 – 28 February 2014		1 October 2014 – 28 February 2015			
	Ante-natal	Routine (non-GU)	Ante-natal	Routine (non-GU)		
Accident & Emergency	1	35	1	51		
Day case	59	12	257	56		
General practice	2247	783	2184	1198		
In-patients	60	230	56	382		
Out-patients	191	158	132	330		
Other	248	62	255	138		
Not known	1	36	43	0		
Totals	2807	1316	2928	2155		