

Are you doin' it?

If you are sexually active you should be doin' it too!



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Sept. 27-Oct. 1

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“ARE YOU DOIN’ IT?” TESTING WEEK 2010 FINAL EVALUATION AND REPORT

FEBRUARY 2011



Regional
HIV/AIDS
Connection

Community Inspired. Courage Driven.

Acknowledgements

The “Are you doin’ it?” would never have been a success without the efforts of volunteers, clients, colleagues and community partners — a truly perfect storm of collaboration that has been the success story of the HIV/AIDS movement, this initiative included.

Steve Curtis volunteered his time to help shoot, edit, produce, write music for and narrate the “Are you doin’ it?” public service announcement. Nicole Elliott, Miriam Rivera, Richard MacDonagh, Garnet Hodgins, Sarah Wood, Nick Scrivo, Trevor Hinds and Dani Gruden were the on-air talent. Too many RHAC volunteers to count assembled and handed out thousands of condom packs in support of the campaign, with special thanks to the indispensable Fred Lush for always spearheading our harm reduction material production. Jessica Ireland, Jennifer O’Brien and Andrew Rosser covered the campaign, and Owen McEwen, Brandon Miller and Matt Caron Francino were instrumental in disseminating it throughout the province. Deanna Holden arranged the launch event. Our community partners provided input at every turn, many of whom operate the very testing infrastructure at the heart of the campaign: Lyn Pierre-Pitman and Ted Town at London InterCommunity Health Centre’s Options Clinic; Shaya Dhinsa, Lisa Kelliher, Jane Paisley-Canning, Leanne Powell, Joshua Poynter and Erica Zarins of the Sexual Health Team at the Middlesex-London Health Unit; Bruce Rankin at the London Regional AIDS Hospice (the John Gordon Home); Veronica Barahona at the Fanshawe Student Union; Scott Kerr and Mark Wellington at the University Students’ Council at the University of Western Ontario; Gloria Aykroyd and Brenda Done at the Infectious Disease Care Program at St. Joseph’s Health Centre; Karen Lavery at the Youth Action Centre/Youth Opportunities Unlimited; Joseph Jillitovich at the London Cross Cultural Learner Centre; and Meredith Fraser at LUSO Community Services.

Many thanks are owed at every turn for the inspired leadership of Brian Lester, Sheila Coad, Shannon Dougherty, Elizabeth Lam and Darlene Pratt.

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Kevin Murphy, Gay Men’s HIV Prevention Worker

Bonnie Baynham, Women’s HIV/AIDS Community Development Coordinator

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Regional HIV/AIDS Connection

February 2011



Foreward

I think we can all attest to the creative, ambitious conversations that begin around a table, perhaps gaining momentum through collective thought. Last year, the newly formed Education team of the Regional HIV/AIDS Connection became aware of National Testing Day in June in the US. Our team began to cultivate ideas about how effective a day like this may be to promote sexual health awareness and empowerment via informed routine HIV antibody testing. Considering Canada does not already have a comparable event like that of our southern neighbor, we decided to pool our resources, up the ante, and make a whole week dedicated to getting tested in London, Ontario (and conversely, the regions that surround/include our work).

The concept, design and messages of the “Are you doin’ it?” campaign were procured in house and fell from the minds of a very insightful and dedicated Education team. It was evident from the onset of the initial conversations that my team felt very confident about the success of this campaign. Their intuition and hard work paid off threefold. Our community partners were on board with promotions and endorsement. By the time the week had closed, our testing units were reporting very high numbers. The media also appeared to jump on board of the testing bandwagon (I love the CBC!)

This narrative report will provide you with a very in depth analysis of the who, what, where, when and why’s of September 27 to October 1, 2010. Should you decide to pick up this initiative locally, we’ve provided the tools and know-how herein.

As stated in our acknowledgments, thanks to our esteemed colleagues and partners for their support. Kudos and thanks to my team in Education for pulling off quite the feat. And, to Mr. Paul Sutton: cheers to your time, dedication and great skill pulling all of these fine pieces together.

We’ll see you for testing week 2011....Stay tuned!

Respectfully,

Daniel Pugh, Director of Education Services
Regional HIV/AIDS Connection
February 2011



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Executive Summary

The “Are you doin’ it?” campaign was a multi-media strategy designed and deployed by the Education Team at Regional HIV/AIDS Connection (formerly the AIDS Committee of London) in support of a Testing Awareness Week, which took place between September 27 and October 1, 2010. The goal of the campaign was to increase the real number of HIV and STI tests occurring in London, as well as Elgin, Huron, Lambton, Middlesex, Oxford, and Perth counties during this period, as well as increasing awareness for stakeholders to the importance of regular HIV and STI testing as a routine part of good sexual health care.

This is a narrative report on the development and implementation of the “Are you doin’ it?” campaign that also includes statistical measurables about contacts accessed, educational and harm reduction materials distributed, real tests undertaken in London, Ontario in September 2010, and community partner feedback. The campaign development involved several processes: filming a public service announcement (PSA), building a social media strategy, community development to maximize contact with stakeholder groups, population specific outreach to reach stakeholder groups, working with community partners to ensure sufficient testing infrastructure during Testing Awareness Week, and seeking and integrating advisory oversight from community partner groups. Each of these processes is narrated in detail within this report.

The “Are you doin’ it?” campaign resulted in a statistically significant increase in the real number of HIV and STI tests carried out in London, Ontario in September 2010. The Options Clinic at the London InterCommunity Health Centre, the anonymous rapid point-of-care testing site in London, increased their number of tests by 85% over September 2009 numbers. The Middlesex-London Health Unit saw an even more dramatic increase in testing, conducting effectively the same amount of testing for HIV and STIs in the period between September 27 and October 1 as they did from August 1—September 24, 2010.

Importantly, the “Are you doin’ it?” campaign was unfunded — assembled and disseminated by educators at Regional HIV/AIDS Connection and dedicated volunteers. This report serves as a guide on how to assess the sexual health needs of various populations served by an AIDS service organization (ASO) — especially an ASO that services a mixed urban and rural catchment — and develop a campaign that is versatile and applicable to a diverse array of stakeholders. This can be done with the talent, dedication and leadership of ASO workers and volunteer power — which has, indeed, been the story of the HIV/AIDS movement all along.

Paul Sutton, MSM HIV Educator
Regional HIV/AIDS Connection
February 2011



Rationale

The “Are you doin’ it?” campaign stemmed from two priorities named in the Education Services 2010-2011 program plan at Regional HIV/AIDS Connection (then the AIDS Committee of London):

- to integrate arts-based programming into broader departmental work
- and to generate a multimedia public awareness campaign.

Arts-based programming was prioritized as a different, often-times more meaningful way to engage with stakeholders and target populations, bringing together volunteer power and community collaborators to address and express the challenge of HIV/AIDS in new ways. The multimedia public awareness campaign was prioritized to generate more dialogue and understanding of the changing face of risk for HIV infection in London and Elgin, Huron, Lambton, Middlesex, Oxford and Perth counties.

Why testing?

30% of Canadians living with HIV don't know their status.

When we were brainstorming topics and strategies that could be explored in a public awareness campaign undertaken by the Education Team at the Regional HIV/AIDS Connection, this statistic stood out the most. Since 2006, modeled data has demonstrated 25-30% of Canadians living with HIV are unaware of their status (see Boulos 2006). And as educators mandated to work for and with specific target populations (namely African-Caribbean Canadians, gay, bisexual and other men who have sex with men [MSM], women and youth at risk), we wanted to use our promotion capacity in such a way that would disseminate information about HIV/AIDS and sexual health through general populations not customarily targeted by our messages while simultaneously generating useful materials to support the work we conduct with our target groups.

Our decision to promote testing as a critical sexual health practice also supported many established best practices for campaigns. Those outlined by the UK Medical Foundation for AIDS and Sexual Health were especially useful in guiding our campaign development. Most importantly, in promoting testing, the public awareness campaign would prove to be one component of a broader circuit of sexual health behavioural change: in producing a public service announcement and concomitant media campaign that encouraged people to get tested for HIV on an ongoing basis appropriate to their sexual health needs, we would be working to connect stakeholders with multiple sources of care — from supportive agencies to informative resources to testing sites. In other words, we were providing information to communities in need that directly correlated with real materials that allow them to apprehend better sexual health care. In line with these recommended standards, such a circuit supports strong, networked responses to the challenge of HIV/AIDS by bringing together a series of different service providers to provide better access to high quality risk assessment and sexual history-taking as the direct result of strengthening regular testing as a norm.



As a result, the goals of the “Are you doin’ it?” campaign were refined as follows:

- To increase the real number of people getting tested for HIV and STIs over the course of the campaign.
- To promote HIV and STI testing as a routine practice for people taking care of their sexual health.

Toward a media strategy

The original plan for the “Are you doin’ it?” campaign was single-pronged — namely, to produce and disseminate an awareness-building public service announcement promoting testing as a critical sexual health practice. Kevin Murphy conceived and storyboarded the PSA, reviewing and refining it with the Education Team as a whole. Upon reflection, we realized we would be unable to encompass the broader, more nuanced information about risk assessment, sexual health care, negotiated safety and HIV/STI status disclosure incumbent in testing and related sexual health practices in a PSA alone. A PSA campaign on television and other channels and a matching poster campaign could work to draw attention to this information, but the Education Team identified the need for other media production to support the campaign — namely social media. The Education Team identified the need to develop a simple and easily-maintained web presence, as well as campaign-specific Facebook and Twitter profiles. Facebook and Twitter profiles were identified as especially useful in disseminating campaign information amongst networks of key informants in communities in which we identified we would do development work in support of the campaign — especially student populations at the University of Western Ontario and Fanshawe College.

The Education Team determined timelines for the media and community development strategies in mid-June. We shared preliminary plans for the campaign with the Sexual Health Team at the Middlesex-London Health Unit in early May, and moved forward with PSA production, the social media design and the community development work in late June.

The PSA

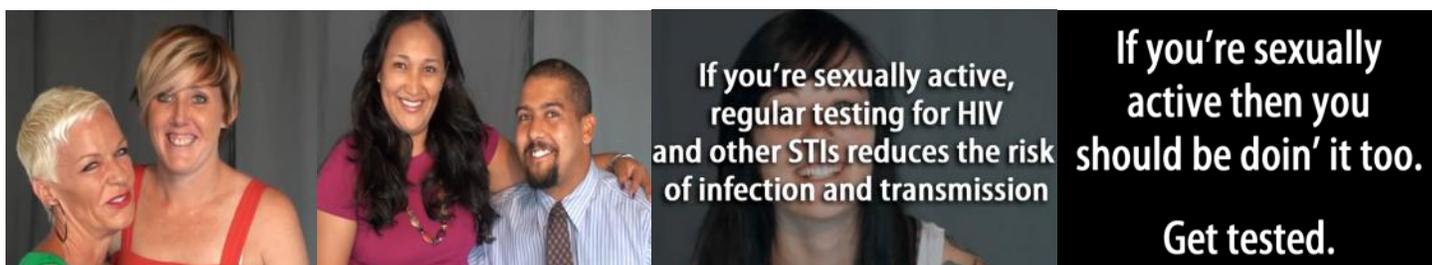
Armed with Kevin Murphy’s script and storyboard, the Education Team engaged the services of Steve Curtis, a dedicated volunteer at Regional HIV/AIDS Connection. Steve had extensive experience with filming, editing and sound production — three core competencies required to supplement the Education Team’s existing skill level in media production.

The Education Team set the filming date for July 7 and arranged with our building manager to use an empty unit at 186 King St. as the filming location. Kevin Murphy and Bonnie Baynham arranged talent for the PSA by issuing invitations to staff, volunteers and community partners. Invitations were made strategically to best represent a race, gender, age and sexual diversity in the PSA.

Filming took one day to complete. Release of Information (ROI) forms were signed and dated by all on-air talent. As due practice, these forms are housed by the Director of Education onsite in secure files. Steve Curtis had completed a fully edited final draft along with original



sound production in 48 hours. The availability and quality of Steve's volunteer power was pivotally instrumental to the successful production of this PSA, and it has become an ongoing priority at Regional HIV/AIDS Connection to always have a volunteer recruited with such an acuity level with digital media production.



An audio version was also developed by Steve Curtis and was disseminated to student radio stations. Mercy Nleya-Ncube, Multicultural HIV Prevention Coordinator, liaised with 106.9 XFM at Fanshawe College, and staff at the radio station produced their own take on the PSA, staging a conversation between a couple about the importance of testing.

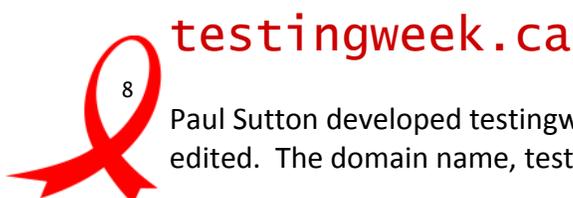
The PSA was very well received by staff, clients, volunteers and community partners. Were a second version of the PSA to be produced, we would make the following recommendations:

- Strive for increased diversity-representation in a future version of the PSA, especially with regard to trans-inclusion, dis/ability, and a broader racial spectrum.
- Translate the PSA so it is accessible to various linguistic communities, with a priority on French and Spanish.
- Especially if the "Are you doin' it?" campaign is taken up in other geographical locations, the PSA could be reproduced to feature community and opinion leaders (political, cultural, civil society) to broaden the campaign's appeal.

The Social Media Strategy

Because the PSA was designed to highlight the importance of testing and to provide audience appeal, it was determined early on that a comprehensive social media strategy would allow the "Are you doin' it?" campaign to convey comprehensive information about HIV/STI risk assessment, risk reduction, testing infrastructure and procedures, population specific prevention, poz prevention, and HIV stigma. The social media strategy allowed for the PSA itself to be disseminated through a variety of channels not limited to traditional television broadcast.

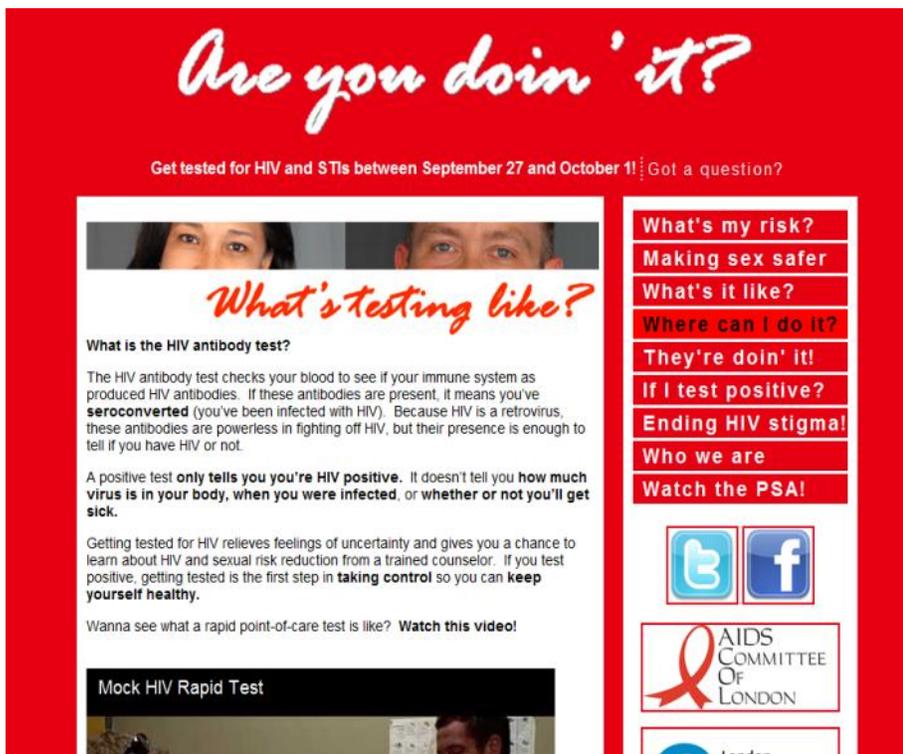
The social media strategy for the "Are you doin' it?" campaign was carried out in three forms: via a dedicated website (testingweek.ca), Facebook, and Twitter.



testingweek.ca

Paul Sutton developed testingweek.ca in July 2010, shortly after the PSA had been filmed and edited. The domain name, testingweek.ca, was purchased and registered for one year at

very low cost through the domain management service GoDaddy.com, and the website itself was built, hosted and managed with the free service, Tumblr. Testingweek.ca automatically blind-forwarded to the website on Tumblr.



Tumblr was exceedingly useful for building the testingweek.ca website because it is a user-friendly platform that integrates a number of different features, allowing a webmaster to blog, connect with Facebook and Twitter, post separate pages with stand-alone information, and receive anonymous questions. The website was built using a free template, the layout of which was easily altered with basic HTML language to fit the campaign's needs. Google Analytics was used to follow website traffic.

The side-menu on the site led to pages on separate topics: the "What's my risk?" and "Making sex

safer" pages gave information on HIV/STI risk assessment and risk reduction; "What's it like?" and "Where can I do it?" showed a video produced by the Minnesota AIDS Project that chronicled a mock test, talked about the experience of getting tested for HIV and STIs, and provided information for local testing sites (the Options Clinic and the Middlesex-London Health Unit); and "If I test positive?" relayed information contained in RHAC's "Recently Diagnosed" pamphlet. "Ending HIV Stigma!" introduced stigma as an issue and demonstrated practical ways in which everyone can work to end it. This information worked to comprehensively equip seronegative or seronegative-status-assuming people (or HIV-negative/HIV-negative-status-assuming people) seeking testing throughout the "Are you doin' it?" campaign with the information they required to incorporate testing as a routine process involved in taking care of their sexual health. Importantly, the depth of information contained in the website allowed the connection to be drawn between seronegative and seronegative-status-assuming people seeking testing with the testing experiences and experiences more generally of seropositive people.

The website itself was completed by late August, and throughout the month of September, stories were blogged at least once every two days on the frontpage. Stories included several links to news reports on various HIV issues, links to other websites that provided information and digital media about HIV, and a series of testing stories solicited from people following the website. Throughout Testing Awareness Week (September 27-October 1), stories featured testing sites offering services each day and links to media coverage for the campaign.

At the end of Testing Week, a final post announced the close of the "Are you doin' it?" campaign. The website remains online and dormant, ready to be re-activated in the case the "Are you doin' it?" campaign is repeated. RHAC owns testingweek.ca, and the renewal fee is





\$15/year, and any other website could be built and attached to testingweek.ca if another testing campaign varied from the “Are you doin’ it?” theme, or if the campaign was picked up province– or nation-wide. The website remains a valuable resource with comprehensive information about testing options in Regional HIV/AIDS Connection’s catchment area.

Facebook

After testingweek.ca was built, a Facebook page dedicated to the “Are you doin’ it?” campaign was built. The Facebook page was updated with the same frequency and

content as testingweek.ca, allowing followers to engage with content by adding comments and sending messages. The Facebook page worked to augment the community development work done in support of the campaign: members of key communities with which RHAC educators were engaging as well as media contacts followed the campaign on Facebook and shared key postings on their own profiles.

With 203 total page “likes” by the end of the campaign, the “Are you doin’ it?” Facebook page enjoyed a good following for the first version of the campaign. In subsequent versions, more development work needs to be done to broaden and increase the audience subscribing to the Facebook page in order to ensure the updates reach more people. This could be accomplished by more and specifically-dedicated outreach in support of the campaign, as well as arranging for more community partners in RHAC’s catchment area to post, profile and cover the campaign (if they happen to be media partners.)

Twitter

A unique Twitter identity was also used during the “Are you doin’ it?” campaign , and was launched once the testingweek.ca website had been built. Like the Facebook page, the campaign’s Twitter updated every time a new story appeared on the main website. Additionally, Twitter was useful in maintaining contacts with media supporters during the campaign, considering Twitter has been so heavily integrated into all forms of news-reporting.

With 55 Twitter followers (and an additional 18 via lists), a subsequent version of the “Are you doin’ it?” campaign could afford to develop a more substantial following on Twitter. Twitter is an especially good resource for connecting online with community leaders, as well as media producers and curators.

Making agreements to follow each other on Twitter with more key community and media partners will produce more of a domino effect with respect to our campaign updates.





Above all, the social media strategy for the “Are you doin’ it?” campaign was very successful, and there are few suggestions for future development:

- Further integrate Facebook and Twitter profiles with community and media partners to promote a wider dissemination of campaign materials.

Bus Shelters, Postering + Other Advertising

After the PSA had been produced, Kevin Murphy designed a poster for the “Are you doin’ it?” campaign based on the look and feel of the PSA itself. The poster included six still photographs taken during PSA shooting, and were framed Polaroid-style, with the words “I’m doin’ it!” scripted at the bottom. The poster foregrounded the two key taglines from the campaign (“Are you doin’ it?” and “If you are sexually active you should be doin’ it too!”) and contained the contact information for RHAC (then ACOL), MLHU and the Options Clinic, as well as a reference to the testingweek.ca website. The poster was distributed to an extensive list of 40 multi-branch social service agencies and other public spaces in London and our catchment area, including public libraries, student union buildings, community centres, bars, clubs and recreation facilities. Additionally, campaign materials were mailed to doctor’s offices and walk-in clinics in RHAC’s catchment area. Time was limited in carrying out some aspects of the “Are you doin’ it?” campaign, and about 25% of our distribution list did not receive campaign material before the campaign commenced. A recommendation for a future incarnation of the campaign would be to engage agencies and spaces on the distribution list far in advance of the campaign, and to mobilize members of agency-wide distribution lists as well as volunteer power in order to ensure a smooth, manageable and complete coverage across the city and catchment area at large.

RHAC purchased excess bus shelter advertising space for our annual A Taste for Live partnership-fundraising event in April, and when the poster was complete, the Community Relations department offered the remaining bus shelter spaces for the Education Team to use during the “Are you doin’ it?” campaign. A high quality version of the poster was produced, and CBS Outdoor Marketing installed the bus shelter poster at priority sites around London: two were placed adjacent to the University of Western Ontario campus (at Platts’ Lane and Western Rd. and Lambton Dr. and Western Rd.); two were placed adjacent to Fanshawe College (at Oxford St. and Highbury Ave. and Oxford St. and Fanshawe College Blvd.); and one was placed near the London InterCommunity Health Centre, the site of the Options Clinic, in front of Police Headquarters at Dundas and Adelaide Streets. The presence of campaign material in the built environment added a dimension to further familiarize members of the public, and especially targeted populations, with the campaign itself and the importance of testing as an important sexual health practice.

RHAC purchased advertising space in *Scene* magazine — an independent community arts and culture tabloid — in 3 issues for \$2300. Again, the advertising in *Scene* was a good way to



increase awareness for the campaign and for testing as an important sexual health practice, but the advertising cost may prove prohibitive in future incarnations of the campaign. Similar coverage may be secured in the future by soliciting news coverage in *Scene*.

In summary, recommendations for future incarnations of the campaign include:

- Use volunteer power and distribution networks to broaden poster distribution throughout RHAC's catchment area.
- Steward media partnerships to generate in kind advertising space donations and solicit news coverage as alternatives to purchasing advertising space.
- Use an e-blast to community partners at the beginning of the campaign to detail easily accomplishable ways people can support the campaign.



Community Development

Community development in support of the “Are you doin’ it?” campaign took two forms: community relations and capacity assurance with already existing community partners — especially with testing sites — to ensure we had adequate, especially infrastructural, support for the campaign; secondly, we took the “Are you doin’ it?” campaign as an opportunity to connect with post-secondary students in London, having chosen the end of September as Testing Week keeping college and university orientation activities in mind.

Community Partners

First and foremost, as a testing campaign, it was necessary to ensure local testing facilities were interested in having a testing campaign and could prepare for increased demand on testing services were the campaign to be successful. In late June 2010, members of the Education Team held meetings with the Options Clinic and Middlesex-London Health Unit. Both testing sites were very receptive to the campaign and excited to work together on a collaborative initiative.

Creative for the campaign, which was designed by RHAC, was shared with staff at the Options Clinic and MLHU as it proceeded through successive drafts in order to solicit feedback. The campaign, as well as collaborative outreach initiatives (see **Post-Secondary Youth under “Population Specific Prevention”, p. 14**) were discussed at the standing MLHU-RHAC meeting on September 8.

MLHU ensured additional coverage at the Sexual Health Clinic during Testing Week; Options Clinic arranged extensive on-site testing at the Clinic as well as outreach. Additionally, RHAC's HIV Regional Resource Coordinator arranged for the Options Clinic to provide testing in Woodstock on September 17 as a measure to make testing more available in RHAC's



catchment area.

A launch lunch for the “Are you doin’ it?” campaign was held at RHAC on September 10. Community partners were invited and the campaign creative was officially unveiled, as well as information, messaging and materials (like fact sheets, posters and condom packs) for community partners to disseminate. Representatives from the Options Clinic, the Middlesex-London Health Unit, St. Joseph’s Health Centre’s Infections Disease Care Program, the John Gordon Home, Fanshawe Student Union, the Cross Cultural Learner Centre, and media partners (namely Rogers Television) were around the table. At this launch event, outreach events in support of the campaign were arranged with community partners.

Fanshawe Student Union

In early July, Paul Sutton was interviewed by Jessica Ireland at FSU’s *The Interrobang* for an article in the paper’s “Sex Issue” set to coincide with FSU’s sexual health awareness week, which in turn, coincided with Testing Awareness Week. RHAC made contact with the VP Internal at FSU to arrange outreach at Fanshawe during Testing Week. Booth outreach at FSU was very successful, with approximately 2000 condom packs distributed in 3 outreach sessions. This outreach was very important as it allowed educators, testers and public health nurses from RHAC, Options and MLHU, respectively, to connect directly with new and returning students to offer education about testing and other sexual health practices at a point in the school year where the opportunity to possibility to engender new behaviour patterns was more acute.

University Students’ Council (UWO)

In early July, the Education Team met with the Student Life Manager and VP Campus Issues at the USC at UWO and presented the PSA storyboard and campaign strategy. The USC was very receptive, especially considering the campaign supported the already-existing anonymous testing provision partnership between the USC and the Options Clinic. The USC also offered assistance in distributing campaign resources, namely by posting campaign materials in the University Community Centre (UCC) and online, and by playing the PSA on the big screen at Orientation Week and prior to screenings at Western Film. However, due to time restraints and IT compatibility challenges, the PSA was not played on the screen at Orientation Week or prior to Western Film screenings. In the future, media/IT needs should be prepared far in advance with sufficient time to source solutions to logistical issues.

Other Community Development Avenues

During the “Are you doin’ it?” campaign, we prioritized avenues for community development, especially with post-secondary institutions, in order to maximize impact with student populations. In a subsequent version of the campaign, the following would be other important avenues for community development:

- **Student Health Services at UWO and Fanshawe** to increase testing capacity and campaign dissemination in advance of and during Testing Awareness Week.
- **Society of Graduate Students (SOGS) at UWO** with a similar approach to community development with the USC, aiming at campaign dissemination amongst grad students.



- **Faculty Unions at UWO and Fanshawe** to generate a pool of supportive instructors to encourage their students to get tested during Testing Awareness Week.
- **Partner student groups like the UWO African Students' Association, Spectrum Fanshawe, PrideWestern and Western Heads East** for assistance in campaign dissemination and outreach.

In summary, expanded community development during a subsequent version of the “Are you doin’ it?” campaign should involve:

- Expanded advisory consultation with community partners during the creative development for the campaign.
- Utilization of the Fanshawe Student Union’s social media platform for the dissemination of campaign materials.
- Utilization of the big screen at the USC’s Orientation Week and western Film screenings for the dissemination of the PSA.
- Expanded community development activities with other associations at post-secondary campuses and additional community organizations to expand outreach and campaign dissemination in advance of Testing Awareness Week.

Population Specific Outreach

When developing a campaign at a smaller AIDS Service Organization, it is important for the campaign to be versatile and capable of being appropriately deployed in multiple population-specific outreach contexts. The “Are you doin’ it?” campaign was developed by educators who do outreach and/or community development with gay, bisexual and other men who have sex with men (MSM), women, members of African-Caribbean diasporas and, integrated into each of these outreach populations, youth at risk. As a result, the campaign was designed to have a broad appeal while working to support the specific HIV education and sexual health needs of our target populations.

Gay, bisexual and MSM

The creative for the “Are you doin’ it?” campaign represented gay, bisexual and MSM and their sexual health needs in a few different ways: a gay pairing was featured in the PSA, and a mixed-race gay man’s story about getting tested and the importance of getting tested was included in the “They’re doin’ it!” portion of testingweek.ca. This creative allowed RHAC’s Gay Men’s HIV Prevention and MSM HIV Educators to refer to the PSA and web content when doing outreach and community/capacity building work with men.

An “Are you doin’ it?” campaign-specific condom pack was generated and widely distributed, including in London’s bathhouse, Central Spa, and queer venues like Lavish and Brennan’s Beer Bistro.

Condom outreach volunteers encouraged patrons to get tested during Testing Awareness Week.



Several routine outreach and community/capacity building events were modified during September 2010 to foreground the “Are you doin’ it?” campaign. Several web postings about

the campaign were made on cruising sites where RHAC conducts online outreach. The September edition of the Over and Out Discussion Group for gay, bisexual and MSM made testing its primary topic. The September edition of Bathhouse Bingo at Central Spa had all testing-related questions. The Options Clinic conducts regular testing outreach at Central Spa as well, and Options was on site at the bathhouse during Testing Awareness Week on Monday, September 27 over the lunch hour and on Thursday, September 30 from 6PM-9PM.

Women

The creative for the “Are you doin’ it?” campaign represented women in several different social locations and relations: the PSA showed a young woman alone, an older woman alone, an inter-generational lesbian couple, and a mixed-race heterosexual couple. Additionally, the “They’re doin’ it!” portion of testingweek.ca featured two women’s stories — one of a younger woman talking about how it is important to talk about getting tested, status and safer sex with new partners despite decreased condom adherence amongst her peer group, and one of an older woman talking about how she’s still sexually relevant and that testing and safer sex are important for older people, too. These representations were important to support the emergent work of the provincial Women’s HIV/AIDS Initiative at RHAC.

African-Caribbean-Black

The creative for the “Are you doin’ it?” campaign provided limited representation of ACB communities that could afford to be expanded: the PSA featured a non-first generation black man and a mixed-race man, represented alone and as a part of a heterosexual couple, and as a part of a gay couple, respectively. The “They’re doin’ it?” section of the website featured a story narrated by the former man that included statistics about ACB HIV incidence and prevalence in Ontario, and expanded on the difficulties of talking about HIV in many ACB communities. The story, however, under-represented issues of immigration and endemic HIV in countries of origin, and this should be expanded in the creative for a future “Are you doin’ it?” campaign.

Mercy Nleya-Ncube integrated the “Are you doin’ it?” campaign into regular outreach activities throughout the month of September. Campaign-specific condom packs and resources were distributed during outreach activities at the Limberlost Community Centre, Families First, the Cross Cultural Learner Centre, African Pentecostal Church, and Carrefour des Femmes.

At-Risk Youth

The creative for the “Are you doin’ it?” campaign did not specifically emphasize youth-specific experiences. However, the PSA, campaign condom packs and testingweek.ca appealed to young people, and most of the adolescents who saw the campaign during outreach throughout the month of September gave feedback that they really enjoyed and understood the campaign.

RHAC co-organized a 4-session series of health forums at Ross Secondary School — a high school in London that focuses exclusively on high-needs students — with junior girls, senior girls, junior boys and senior boys, respectively. The “Are you doin’ it?” PSA, website and campaign materials were shown to participating students, each of whom received condom



packs. Students enjoyed seeing the faces of RHAC staff on the condom packs and in the PSA.

RHAC and the Options Clinic conducted joint outreach at the Youth Action Centre on September 27, 2010. Options provided on-site rapid point-of-care testing to a number of youth the afternoon drop-in while a RHAC educator discussed sexual health issues with youth.

The “Are you doin’ it?” PSA and testingweek.ca were presented a number of times throughout the month of September by facilitators of the Open Closet group — the LGBT youth group housed at RHAC. Open Closet youth gave positive feedback to the campaign, and facilitators led discussions on testing and sexual health.

Post-secondary aged youth

One of the main goals of the “Are you doin’ it?” campaign was to connect with and enfranchise post-secondary aged youth, especially those attending Fanshawe College and the University of Western Ontario, into responsible safer sex, risk reduction and testing practices appropriate to kind of sex they’re having. While this goal was a determining factor on the PSA and social media strategy’s style, educators at RHAC, in partnership with MLHU and the Options Clinic, conducted special outreach activities targeting this group in advance of Testing Awareness Week.

Over a Friday and a Saturday evening in mid-September, RHAC and MLHU partnered to conduct condom outreach (using “Are you doin’ it?” packs) to patrons waiting in line at bars downtown. Kevin Murphy and Paul Sutton took turns wearing MLHU’s Captain Condom costume (a character from their web-based interactive sexual health game “Adventures in Sex City”). The outreach teams distributed 2000 condom packs between the two evenings, engaging with partygoers about safer sex options and testing. This mass-impact outreach activity was important to punctuate the campaign while demonstrating its relevance at a time when partygoers may be considering sex and sexual risk taking.



Regional

As a separate part of her program, Jenny Gritke arranged, in partnership with the Options Clinic, the availability of anonymous rapid point-of-care testing in Woodstock, Tillsonburg and Sarnia on three dates in September and October 2010. Although not originally conceived as part of the “Are you doin’ it?” campaign, Paul Sutton appeared on Rogers Community Television Woodstock on September 15 to promote the testing days in Oxford County. In a future version of the “Are you doin’ it?”

campaign, partnering with other health units in ACOL’s catchment area and disseminating campaign materials through regional networks would expand the campaign’s appeal and success.



Population-specific outreach recommendations:

- Ensure more ACB and multi-racial representation in the creative (PSA, social media strategy) in a subsequent version of the “Are you doin’ it?” campaign, especially in terms of linguistic diversity
- Encourage more youth representation in a future “Are you doin’ it?” PSA
- Develop other “Are you doin’ it?”-related resources specifically directed toward youth
- Arrange more satellite anonymous rapid point-of-care testing outside of London and further disseminate “Are you doin’ it?”-related resources via networks throughout our regional catchment area.

Media Coverage

A press release prepared was released on Thursday, September 17, and this generated a flurry of media interest about the campaign. However, ongoing contact had been maintained with select media outlets prior to the campaign. Of the media that covered the campaign, early contact was made with Geoff Turner and Jennifer O’Brien at *The London Free Press*, Andrew Rosser at Rogers Community Television London’s *Daytime* and Jessica Ireland at Fanshawe Student Union’s *Interrobang*.

What follows is a summary of campaign media coverage, by type:

Print Media:

- ***The London Free Press***: feature coverage by Jennifer O’Brien on Wednesday, September 29th; letter to the editor by Daniel Pugh printed on Monday, September 27th.
- ***FSU Interrobang***: feature coverage by Jessica Ireland in the “Sex Issue”, published Friday, September 24th.
- ***UWO Gazette***: news brief published Friday, October 1st.

Television:

- **Rogers Community Television—Woodstock’s *Inside Oxford***: interview with Paul Sutton about regional testing in Woodstock and Tillsonburg on September 15th.
- **Rogers Community Television—London’s *Daytime***: interview with Daniel Pugh about the “Are you doin’ it?” campaign on September 27th.
- ***CTV’s What’s On Where?***: event listing during Testing Awareness Week, September 27–October 1.



Radio:

- **CBC's Ontario Morning:** interview with Daniel Pugh on September 28.
- **CHRW (UWO):** interview with Mercy Nleya-Ncube on September 30; played audio PSA.
- **106.9 XFM (Fanshawe):** performed unique version of the PSA modeling a discussion about testing and status disclosure, September 27-October 1.

Web Listings:

- **Thehealthline.ca**
- **Gay Men's Sexual Health (GMSH) Alliance E-Blast**
- **Rainbow Health Ontario event listing**

Measureables

Testing

London InterCommunity Health Centre-Options Clinic

Anonymous rapid point-of-care HIV testing

September 2010 (total): 96

August 2010 (total): 61

September 2009 (total): 52

September 2010

First-time Testers: 33 (22 Males, 12 Females)

Repeat Testers: 35 (26 Males, 9 Females)

Previous Test (Not at Options): 28 (18 Males, 9 Females)

Client Profile:

Gay: 24 Males, 0 Females

Bisexual: 6 Males, 1 Female

Heterosexual: 36 Males, 29 Females

Middlesex-London Health Unit Sexual Health Clinic

Confidential HIV and STI testing

September 27-October 1, 2010

Chlamydia and Gonorrhea: 207

HIV: 98

Hepatitis B: 85

Hepatitis C: 96

Syphilis: 98



August 1-September 24, 2010

Chlamydia and Gonorrhea: 206
HIV: 82
Hepatitis B: 72
Hepatitis C: 81
Syphilis: 82

September 1-October 30, 2009

Chlamydia and Gonorrhea: 161
HIV: 64
Hepatitis B: 57
Hepatitis C: 63
Syphilis: 63

Social Media Contacts

testingweek.ca

Information provided by Google Analytics

September 1—October 1, 2010

Unique visits: 478
Total pageviews (accounts for sub-pages): 1264
Pages/visit: 2.64
Average time on site: 2 minutes 56 seconds

Visits by Location

Within RHAC Catchment:

London: 306
Sarnia: 3
Stratford: 3
Woodstock: 3
Exeter: 2
Kincardine: 1
St. Thomas: 1

Outside RHAC Catchment:

Toronto: 37
Kitchener: 17
Manhattan: 7
Kingston: 6
Windsor: 5
Ottawa: 4
Montréal: 2
Vancouver: 2
Hamilton: 2
United Kingdom: 2



Facebook :

Total number of 'Likes': 203

Total number of posts: 32

Raw impressions (total number of times a post is seen on the Facebook page or in a fan's News Feed)

Maximum: 881

Minimum: 299

Median: 551

Twitter:

Total number of followers (including lists: 73

Total number of posts: 33

Outreach

Richmond Row Outreach: 2000 condom packs (4000 condoms + 4000 lubricants + 2000 information packages); ~2500 contacts

Ross Secondary School Health Forums: 500 condom packs (1000 condoms + 1000 lubricants + 500 info packages); ~500 contacts

Fanshawe College Booth Outreach: 800 condom packs (1600 condoms + 1600 lubricants + 800 info packages); ~650 contacts

Northeast St. Lawrence Church Depot Outreach: 250 condoms, 85 lubes, ~185 contacts

UWO Residence Outreach (MLHU): 4 sessions, ~400 contacts, 600 condoms, 500 lubricants

Community Partner Feedback Survey

Agency Respondents: London InterCommunity Health Centre Options Clinic, Middlesex-London Health Unit, Regional HIV/AIDS Connection, St. Joseph's Health Centre Infections Disease Care Programme.

1. Can you describe your involvement in preparation for the "Are you doin' it?" campaign. Also, how would you like to be involved in a future version of the "Are you doin' it?" campaign?

We were a partner with this campaign and would be interested in partnering in future campaigns

I was not part of the process.

No involvement. If it is done again, I would like to be involved in regional promotion.

We were there for the launch but would have liked a little more involvement so we could assist in preparation as well promote it more effectively.

Isn't it funny, I don't remember exactly? In the early phases we met with a RHAC staff to discuss the campaign and provide input. Then as the campaign rolled out we distributed posters/cards throughout our centre. You did a fantastic job!

Was not involved in the preparation. Would be interested in helping with the next one.



2a. Did you notice that the campaign had an impact - positive or negative?

Noticed good impact/effective - 3 (50%)

Noticed significant impact/significantly effective - 2 (33.3%)

Not applicable - 1 (16.7%)

2b. Did you see the campaign materials? How effective do you think the materials were?

Noticed good impact/effective - 3 (50%)

Noticed significant impact/significantly effective - 3 (50%)

3. The objectives for the “Are you doin’ it campaign” were: to increase the real number of people getting tested for HIV and STIs over the course of the campaign; and to promote HIV and STI testing as a routine practice for people taking care of their sexual health. Do you think these objectives are relevant to health needs in London?

Yes - 6 (100%)

No - 0 (0%)

4. The objectives for the “Are you doin’ it campaign” were: to increase the real number of people getting tested for HIV and STIs over the course of the campaign; and to promote HIV and STI testing as a routine practice for people taking care of their sexual health. Do you think these objectives were accomplished by the “Are you doin’ it?” campaign?

Yes - 5 (83.3%)

No - 1 (16.7%)

Summary of Recommendations

- Strive for increased diversity-representation in a future version of the PSA, especially with regard to trans-inclusion, dis/ability, and a broader racial spectrum.
- Translate the PSA so it is accessible to various linguistic communities, with a priority on French and Spanish.
- Especially if the “Are you doin’ it?” campaign is taken up in other geographical locations, the PSA could be reproduced to feature community and opinion leaders (political, cultural, civil society) to broaden the campaign’s appeal.
- Further integrate Facebook and Twitter profiles with community and media partners to promote a wider dissemination of campaign materials.
- Use volunteer power and distribution networks to broaden poster distribution throughout RHAC’s catchment area.
- Steward media partnerships to generate in kind advertising space donations and solicit news coverage as alternatives to purchasing advertising space.
- Expanded advisory consultation with community partners during the creative development for the campaign.
- Utilization of the big screen at the USC’s Orientation Week and Western Film screenings for the dissemination of the PSA.
- Expanded community development activities with other associations at post-secondary campuses and additional community organizations to expand outreach and campaign dissemination in advance of Testing Awareness Week.



- Ensure more ACB and multi-racial representation in the creative (PSA, social media strategy) in a subsequent version of the “Are you doin’ it?” campaign, especially with respect to linguistic representation.
- Encourage more youth representation in a future “Are you doin’ it?” PSA
- Develop other “Are you doin’ it?”-related resources specifically directed toward youth
- Arrange more satellite anonymous rapid point-of-care testing outside of London and further disseminate “Are you doin’ it?”-related resources via networks throughout our regional catchment area.

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