Philadelphia Department of Public Health
Condom Distribution Expansion Project

preadolescent STD/HIV PREVENTION PROJECT
ADOLESCENT STD/HIV PREVENTION CAMPAIGN

Likes  Ads  Page/Wall
This Presentation...

- Why Facebook?
- Our Story in Philadelphia
- Methods and Results
- Putting it together (What does it all mean?)
Why Facebook??
AS OF THE END OF 2012, OVER 1 BILLION ACTIVE FACEBOOK USERS.

620 MILLION DAILY ACTIVE USERS
67% OF WEB USERS IN THE USA ARE ON FACEBOOK
57% of people talk to people more online... than they do in real life.
48% of 18 to 34 year olds check Facebook right when they wake up.

About 28% check Facebook on their smartphones before getting out of bed.
48% OF YOUNG AMERICANS SAID THEY FOUND OUT ABOUT NEWS THROUGH FACEBOOK
DISTRIBUTIONS

MISSED OPPURTUNITY
THE PHILADELPHIA STORY
PHILADELPHIA IS IN THE TOP 10 AMONGST LARGE CITIES FOR STDs ACCORDING TO RECENT NATIONAL SURVEILLANCE DATA.

ADOLESCENTS ARE DISPROPORTIONATELY AFFECTED. INDIVIDUALS AGES 15-19 ARE 3 AND 3.5 TIMES NATIONAL RATE FOR GC AND CT*, RESPECTIVELY.

*gonorrhea & Chlamydia
TEENS WHO TEST POSITIVE FOR AN STD ARE THREE TIMES MORE LIKELY TO HAVE A SUBSEQUENT HIV INFECTION DURING THEIR LIVES.
ADOLESCENT STD/HIV PREVENTION CAMPAIGN

YRBSS: HIGH SCHOOL STUDENTS RISK COMPARISONS AMONGST LARGE CITIES (2011)

- Had Sexual Intercourse: 61%
- Sex < 13 Years: 15.1%
- Sex 4 or More Persons: 27.2%
- No Condom: 40.4%

Legend:
- Philadelphia
- NYC
- LA
40.4% DID NOT USE A CONDOM DURING THEIR LAST SEXUAL INTERCOURSE
ASHPP GOALS

1. MAKE SURE **CONDOMS ARE ACCESSIBLE TO EVERY TEEN WHO NEEDS THEM**

2. **NORMALIZE** CONSISTENT CONDOM USE

3. **FOSTER** AN OPEN DIALOGUE WITH AT-RISK YOUTH
Teen Site: TakeControlPhilly.org
Where to Get Free Condoms

The STD Control Program provides free condoms at over 100 sites across the city. These sites have condoms available for free, for anyone that needs them.

All of the sites on this map are teen-friendly, and the ones in yellow are sites that are specific to teens.

Find a site near you, walk in, and ask for condoms. It’s that easy!

Need condoms? You can use the map to the right to find out where to get free condoms near you.

If you have an iPhone, you can also visit the App Store to download the free iCondom Philly app for your phone that will help you find the site closest to your current location.
TEEN SITE: TAKECONTROLPHILLY.ORG

MAIL ME CONDOMS!
TEEN SITE: TAKECONTROLPHILLY.ORG

MAIL ME CONDOMS!

- 20,700 REQUESTS
- 17,000 MAILED
- 170,000 CONDOMS
- 20% ARE REPEAT USERS
- <0.4% ARE REPORTED AS INVALID
Take Control Philly Facebook Page
TAKE CONTROL PHILLY FACEBOOK PAGE

FACEBOOK ADS

TARGETED ADS
13-19 year olds in PHILLY

COST
$3000 per campaign

LENGTH of TIME
Ads ran TWO WEEKS per campaign
# Take Control Philly Facebook Page

## Facebook Ads

### Seven Campaigns

<table>
<thead>
<tr>
<th>Month</th>
<th>Campaign</th>
</tr>
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<tbody>
<tr>
<td>SEPTEMBER 2011</td>
<td>MAIL ME! CAMPAIGN PART I</td>
</tr>
<tr>
<td>DECEMBER 2011</td>
<td>MAIL ME! CAMPAIGN PART II</td>
</tr>
<tr>
<td>MARCH 2012</td>
<td>WHAT COLOR IS YOUR FREEDOM? CAMPAIGN</td>
</tr>
<tr>
<td>JULY/AUG 2012</td>
<td>SHE TAKES CONTROL! CAMPAIGN</td>
</tr>
<tr>
<td>FEBRUARY 2013</td>
<td>VALENTINES DAY CAMPAIGN</td>
</tr>
<tr>
<td>OCTOBER 2013</td>
<td>MAIL ME! CAMPAIGN PART III</td>
</tr>
<tr>
<td>MARCH 2014</td>
<td>VARIETY CAMPAIGN</td>
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- **MAIL ME! CAMPAIGN PART I**
- **MAIL ME! CAMPAIGN PART II**
- **WHAT COLOR IS YOUR FREEDOM? CAMPAIGN**
- **SHE TAKES CONTROL! CAMPAIGN**
- **VALENTINES DAY CAMPAIGN**
- **MAIL ME! CAMPAIGN PART III**
- **VARIETY CAMPAIGN**
TAKE CONTROL PHILLY FACEBOOK PAGE

FACEBOOK ADS

90% OF CLICKS
<table>
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<tr>
<th></th>
<th>September 2011:</th>
<th>December 2011:</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLICKS</td>
<td>6,830</td>
<td>7,221</td>
<td>14,051</td>
</tr>
<tr>
<td>LIKES</td>
<td>2,510</td>
<td>2,556</td>
<td>5,066</td>
</tr>
<tr>
<td>ORDERS MAILED</td>
<td>592</td>
<td>663</td>
<td>1,255</td>
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</tbody>
</table>

36% 25%
Take Control Philly Facebook Page

Facebook Ads

1st Ad Campaign

- Reach: 452,496
- Social Reach: 45%

2nd Ad Campaign

- Reach: 562,703
- Social Reach: 60%

Like - Ayla Mai Tolosa likes this.
Take Control Philly Facebook Page

Facebook Ads

Before Ads

13-17: 6%
18-24: 21%
25-34: 60%
35-44: 33%
45-54: 6%
55+: 0%

n= 192

After Sept. Ad

13-17: 6%
18-24: 33%
25-34: 60%
35-44: 0%
45-54: 0%
55+: 0%

n= 2702
Condom Mail-Orders by Month

- Total Orders Mailed
- Mailed to age 13-15
- Mailed to age 16-19

Facebook Ads
FACEBOOK ADS – SHE TAKES CONTROL!

Like FREE condoms?... Like our page

What COLOR is your FREEDOM?

The Freedom Condom is getting a new look
Vote for the new Freedom.
<click here>

Get FREE condoms in the mail at www.TakeControlPhilly.org/mail

1,007 LIKES
335 MAILINGS
350 VOTES
FACEBOOK ADS – SHE TAKES CONTROL!

Like this status if you think women should carry condoms.
Comment on why you think it’s important or not.

Stan: Their sluts of course they should
(Received: January 31 at 4:03pm)

Stan: Prime example of a whore
(Received: January 31 at 4:09pm)

Samuel: Cause dude’s are stupid. Especially when we’re only thinking about getting laid, we get extremely stupid. Women on the other hand, think about things. So when guys don’t bring something, a woman should have something. Can’t ever be too careful.
(Received: January 31 at 4:50pm)

Sincere: I don’t trust any girl giving me a condom to use. I always have my own and if I don’t which is rare I will buy it in the store rather then take one she gives me. I’m good.
(Received: January 31 at 4:59pm)

Glenys: Don’t think girls should carry condoms because who knows what they could be up to. They could make a whole in the condom with a needle just to get pregnant. I know it sounds stupid but I say it because this happened to my brother who didn’t bring a condom. Now the girl who gave him the condom has a baby by him.
(Received: March 28 at 11:46am)
FACEBOOK ADS – SHE TAKES CONTROL!

Goal: De-stigmatize Women Carrying Condoms

Only 20% of condoms are ordered by females
FACEBOOK ADS – SHE TAKES CONTROL!

Increased female orders from 20% → 32%
### FACEBOOK ADS – SHE TAKES CONTROL!

<table>
<thead>
<tr>
<th><strong>Reach</strong></th>
<th><strong>540,000 Individuals</strong></th>
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<tr>
<td><strong>Ages</strong></td>
<td><strong>13-19 in Philly</strong></td>
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<tr>
<th><strong>New Likes</strong></th>
<th><strong>2,200 Adolescents</strong></th>
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<td><strong>(Increase of 18.6%)</strong></td>
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<tr>
<th><strong>Mail Orders</strong></th>
<th><strong>500 over two weeks</strong></th>
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<td><strong>(Increased orders by &gt; than 4x)</strong></td>
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FACEBOOK ADS – VALENTINE’S DAY

Increased female orders from 32% → 40%

- You + me = pus
  - Love, Gonorrhea

- I’m stuck on you...
  - Love, Genital Warts

Happy Condom Awareness Day!
TAKE CONTROL PHILLY FACEBOOK PAGE

FACEBOOK ADS

Over 95%

N = 15,300
Condom Requests by Month

- **Condom Launch**
  - April: 810
  - May: 282
  - June: 309
  - July: 320
  - August: 290

- **Facebook Ads**
  - April: 816
  - May: 475
  - June: 475
  - July: 702
  - August: 518
  - September: 410
  - October: 421
  - November: 405
  - December: 946

Years:
- 2011
- 2012
- 2013
ADVANTAGES OF FACEBOOK & TAKE-HOME

TARGETED

MEASURABLE

COST

REAL TIME

CAPTURED AUDIENCE
ADOLESCENT STD/HIV PREVENTION CAMPAIGN

OTHER INITIATIVES

Instagram and Twitter images showing TakeControlPhilly campaign.
ADOLESCENT STD/HIV PREVENTION CAMPAIGN

OTHER INITIATIVES

ASIA STAR

12,377,150 page views
32,199 subscribers

32,000+ VIDEO VIEWS
ADOLESCENT STD/HIV PREVENTION CAMPAIGN

Other Initiatives

Generation NEXT Video
ADOLESCENT STD/HIV PREVENTION CAMPAIGN

OTHER INITIATIVES
FREEDOM ALL OVER THE WORLD
ADOLESCENT STDs
Adolescent (<20 yrs) Gonorrhea Cases in Philadelphia, 2009-present

Program Launch

$R^2 = 0.92$

$R^2 = 0.674$
Adolescent (<20 yrs) Chlamydia Cases in Philadelphia, 2009-present

Program Launch
Change in Adolescent STDs pre- and post-Intervention

- Teen Gonorrhea (GC) 33% decline
- Teen Chlamydia (CT) 13% decline
- % Teen of Total GC 18% decline
- % Teen of Total CT 11% decline
Thank you!
www.facebook.com/TakeControlPHL

Further Questions: Matt.Prior@phila.gov

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