

Philadelphia Department of Public Health Condom Distribution Expansion Project

ADOLESCENT STD/HIV PREVENTION PROJECT



ADOLESCENT STD/HIV PREVENTION CAMPAIGN



Likes

TakeControlPhilly



Special offer for Valentine's Day: Order FREE condoms & get 2 Trojan Her Pleasure condoms

You like TakeControlPhilly.

Ads



A screenshot of the Facebook page for 'TakeControlPhilly'. The page features a cover photo of a condom wrapper with the text 'GET YOURS'. The page name is 'TakeControlPhilly' with 10,626 likes. The page is categorized as a 'Government Organization' with the website 'www.TakeControlPhilly.org'. The page includes sections for 'About', 'Photos', 'Likes', 'Welcome', and 'Events'. There is a 'Write something...' text box and a '22 Friends' section.

Page/Wall



This Presentation...

- Why Facebook?
- Our Story in Philadelphia
- Methods and Results
- Putting it together (What does it all mean?)



ADOLESCENT STD/HIV PREVENTION CAMPAIGN

Why Facebook??



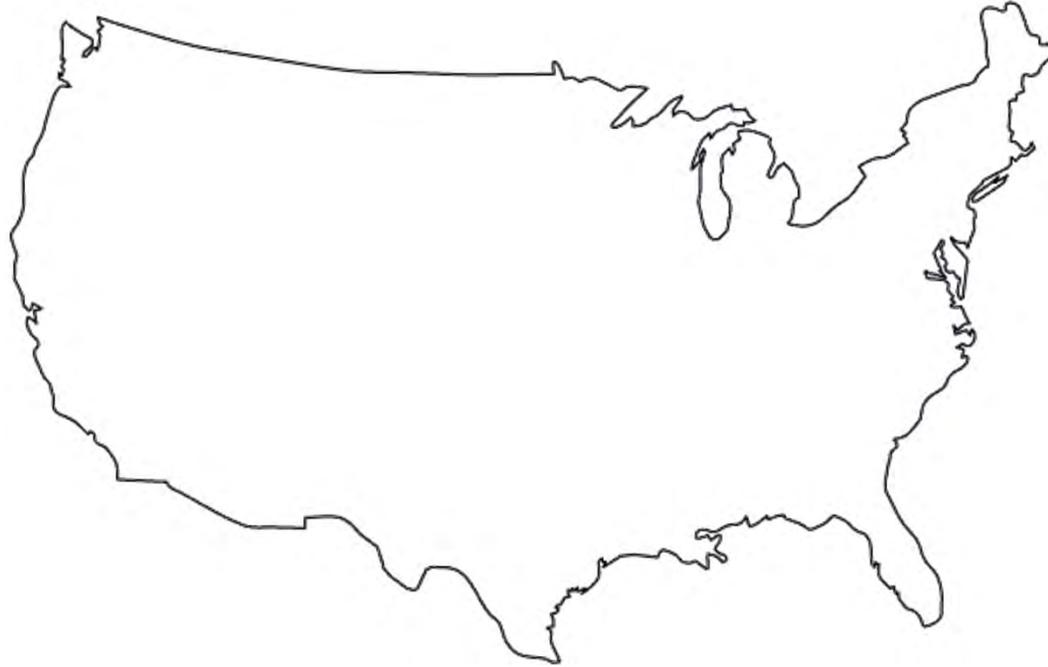
AS OF THE END OF 2012, OVER
1 BILLION
ACTIVE FACEBOOK USERS.



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



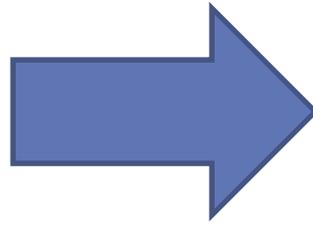
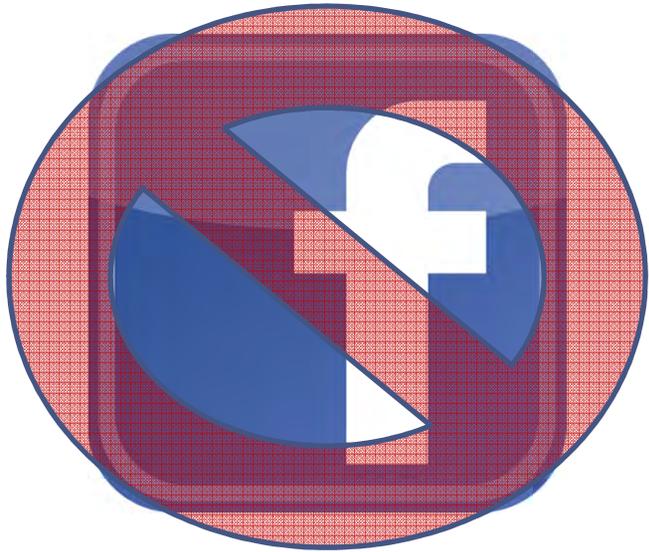
**48% OF YOUNG AMERICANS
SAID THEY FOUND OUT ABOUT**

NEWS



THROUGH FACEBOOK





**MISSED
OPPORTUNITY**



ADOLESCENT STD/HIV PREVENTION CAMPAIGN

THE PHILADELPHIA STORY



ADOLESCENT STD/HIV PREVENTION CAMPAIGN

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



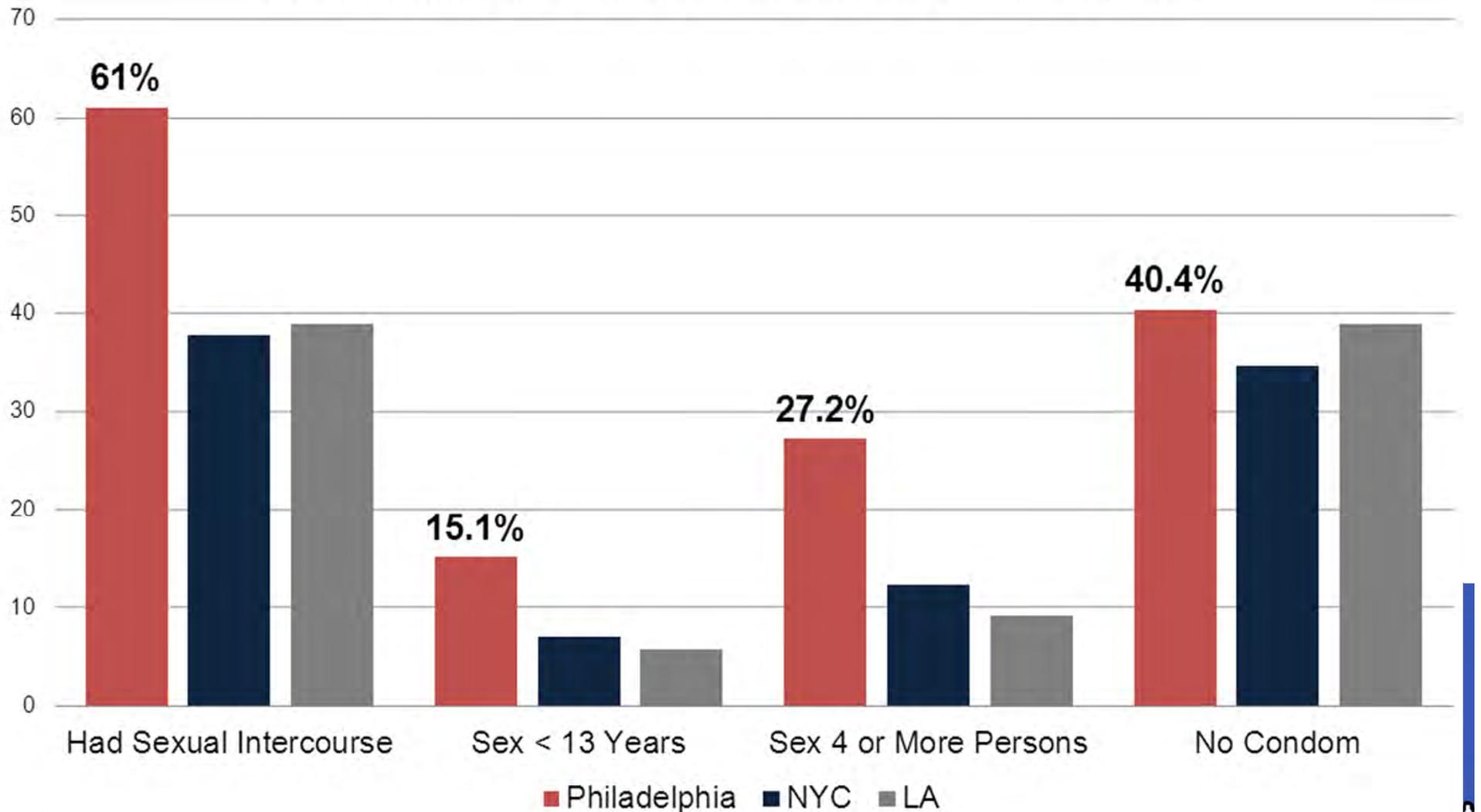
ADOLESCENT STD/HIV PREVENTION CAMPAIGN

TEENS WHO TEST POSITIVE FOR AN **STD**
ARE ***THREE TIMES MORE LIKELY***
TO HAVE A SUBSEQUENT
HIV INFECTION
DURING THEIR LIVES.



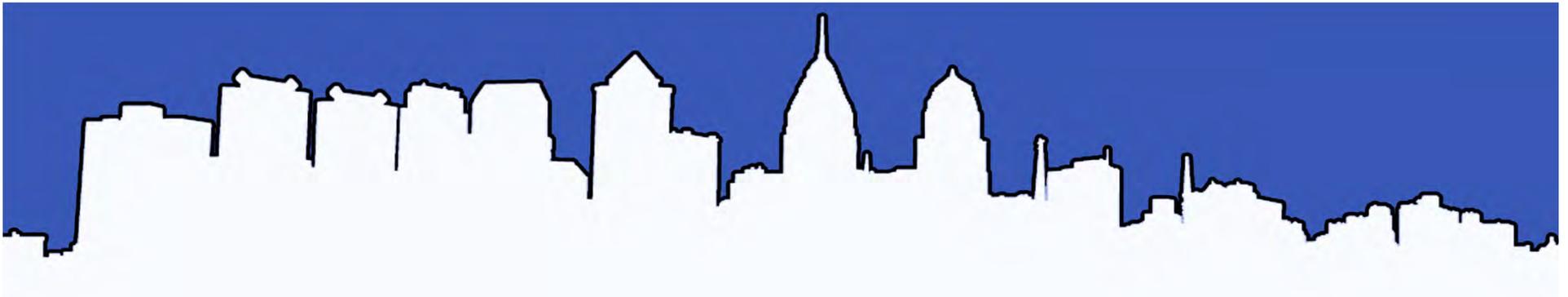
ADOLESCENT STD/HIV PREVENTION CAMPAIGN

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



ADOLESCENT STD/HIV PREVENTION CAMPAIGN

40.4%
DID NOT USE A CONDOM
**DURING THEIR LAST SEXUAL
INTERCOURSE**



ADOLESCENT STD/HIV PREVENTION CAMPAIGN

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



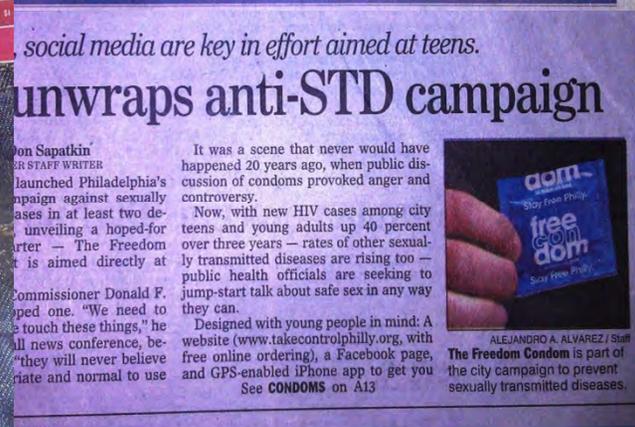
ADOLESCENT STD/HIV PREVENTION CAMPAIGN

CONDOM ART CONTEST



ADOLESCENT STD/HIV PREVENTION CAMPAIGN

PROGRAM LAUNCH/FREEDOM CONDOM



**free
GON
dom**

Stay Free Philly.

TEEN SITE: TAKECONTROLPHILLY.ORG

HOME | CONTACT US | FOR PARENTS



Learn how to use condoms correctly.

TAKE CONTROL

- STDs
- How to Use Condoms
- Where to Get Condoms
- Mail Me Condoms
- Testing & Treatments
- Other Resources

TakeControlPhilly

You and 12,782 others like TakeControlPhilly.



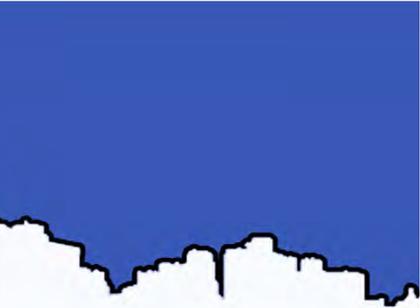
See more posts from [TakeControlPHIL](#)

FIND A CENTER

Health Center 1 Health Center 5

RESOURCES

Ask Us



TEEN SITE: TAKECONTROLPHILLY.ORG

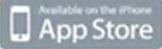
DISTRIBUTION SITE MAP

HOME | CONTACT US | FOR PARENTS

TAKE CONTROL

- STDs
- How to Use Condoms
- Where to Get Condoms
- Mail Me Condoms
- Testing & Treatments
- Other Resources

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

 Available on the iPhone 

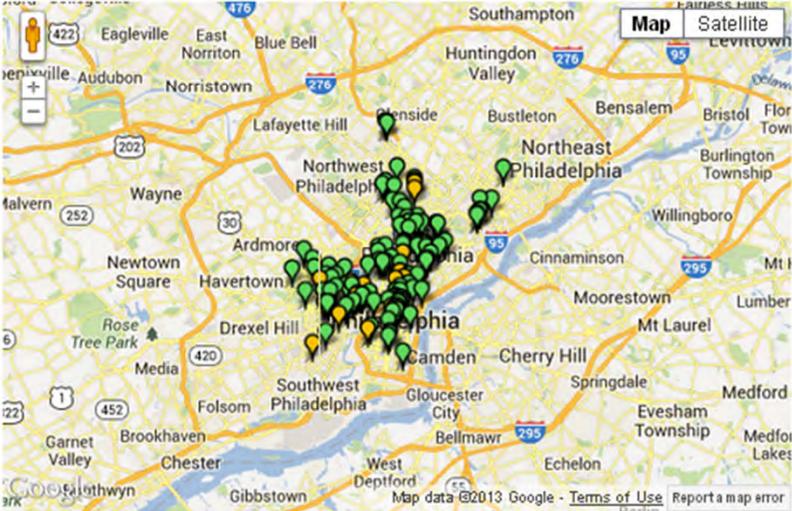
If you have an iPhone, you can also [visit the App Store to download the free iCondom Philly app](#) for your phone that will help you find the site closest to your current location.

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!



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



TakeControlPhilly
15,336 likes · 872 talking about this

Update Page Info 3

✓ Liked ▾

✓ Following * ▾

Government Organization
www.TakeControlPhilly.org
Twitter: @TakeControlPHL
Instagram: TakeControlPHL
<https://www.facebook.com/FreeCondomPhilly/>

About



Photos

👍 15,336

Likes



Welcome



#FreedomCity

2 ▾

TAKE CONTROL PHILLY FACEBOOK PAGE

FACEBOOK ADS

TARGETED ADS



**13-19 year olds
in PHILLY**

COST



**\$3000
per campaign**

LENGTH of TIME



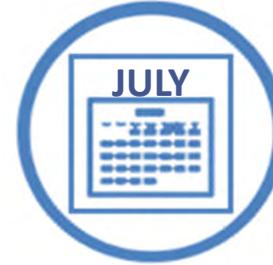
Ads ran
TWO WEEKS
per campaign



TAKE CONTROL PHILLY FACEBOOK PAGE

FACEBOOK ADS

SEVEN CAMPAIGNS



SEPTEMBER
2011

DECEMBER
2011

MARCH
2012

JULY/AUG
2012

FEBRUARY
2013

**MAIL ME!
CAMPAIGN
PART I**

**MAIL ME!
CAMPAIGN
PART II**

**WHAT COLOR IS
YOUR FREEDOM?
CAMPAIGN**

**SHE TAKES
CONTROL!
CAMPAIGN**

**VALENTINES
DAY
CAMPAIGN**



OCTOBER
2013

MARCH
2014

**MAIL ME!
CAMPAIGN
PART III**

**VARIETY
CAMPAIGN**

TAKE CONTROL PHILLY FACEBOOK PAGE

FACEBOOK ADS



90%
OF CLICKS



TAKE CONTROL PHILLY FACEBOOK PAGE



WEB TRAFFIC FLOW



A screenshot of the Facebook page for 'TakeControlPhilly', a Government Organization. The page header includes the name and a 'Like' button. The main content area features a large blue banner with the text 'MAIL-ORDER CONDOMS' and 'GET YOUR FREEDOM ON'. Below this, it says 'FREE MAIL-ORDER CONDOMS' and 'TAKECONTROLPHILLY.ORG'. There are two images: one of a baseball field and another of a mailbox with a condom packet. The bottom of the banner says 'FIND FREE CONDOMS IN PHILLY' and 'TAKECONTROLPHILLY.ORG'. On the left side, there is a navigation menu with options like 'Wall', 'Info', 'Photos', 'Welcome', and 'Events'. At the bottom left, it shows '5,111 like this' and '1,393 talking about this'.



A screenshot of the website 'TAKE CONTROL'. The header includes 'HOME | CONTACT US | FOR PARENTS' and social media icons. The main heading is 'Mail Me Condoms'. Below this, there is a paragraph of text: 'You know you need to use condoms each and every time you have sexual contact with someone. You know [how to use a condom correctly](#). But there is one more important step: **do you know where to find condoms?**'. This is followed by a section titled 'Playing it safe just got easier.' which states that residents of Philadelphia aged 13 to 19 can have condoms mailed to them for free. Another paragraph explains that the program is for those who find it difficult to pick up condoms. A form is provided for users to request condoms, with fields for 'First Name', 'Last Name', 'Address', 'City' (pre-filled with 'Philadelphia'), 'State' (pre-filled with 'PA'), and 'Zip Code'. A note mentions that female condoms are available at health centers. A sidebar on the left lists resources: 'STDs', 'How to Use Condoms', 'Where to Get Condoms', 'Mail Me Condoms', 'Testing & Treatments', and 'Other Resources'. A paragraph at the bottom of the sidebar states: 'There are many, many, many places in Philadelphia where you can buy condoms. There are lots of places where you can get condoms for free! [Click here for a full list of sites](#) so you can find one near you.'

FACEBOOK ADS – MAIL ME! ADS

CLICKS



LIKES



ORDERS MAILED



September
2011:

6,830

2,510

592

December
2011:

7,221

2,556

663

TOTAL: 14,051

5,066

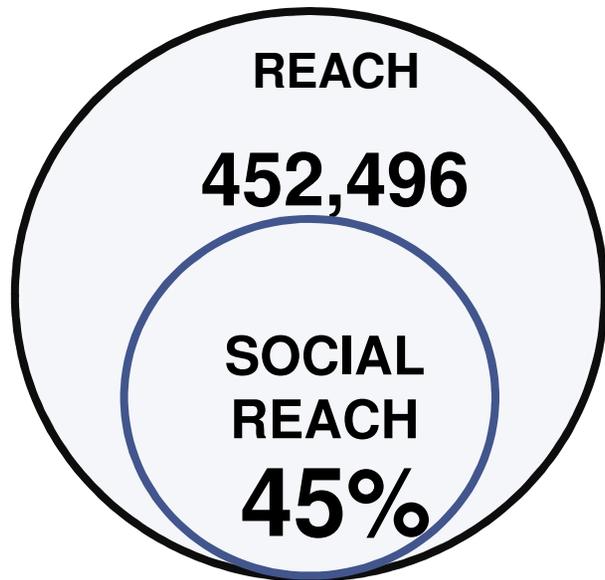
1,255

36%

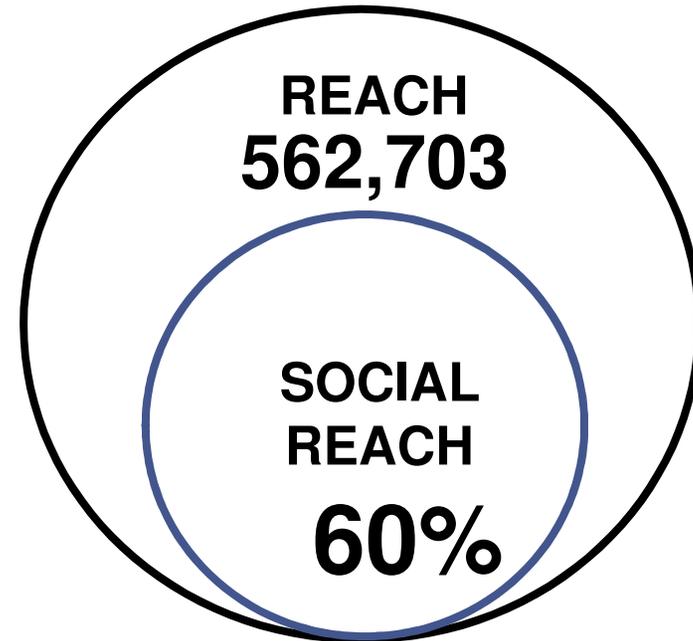
25%

TAKE CONTROL PHILLY FACEBOOK PAGE

FACEBOOK ADS



1ST AD
CAMPAIGN



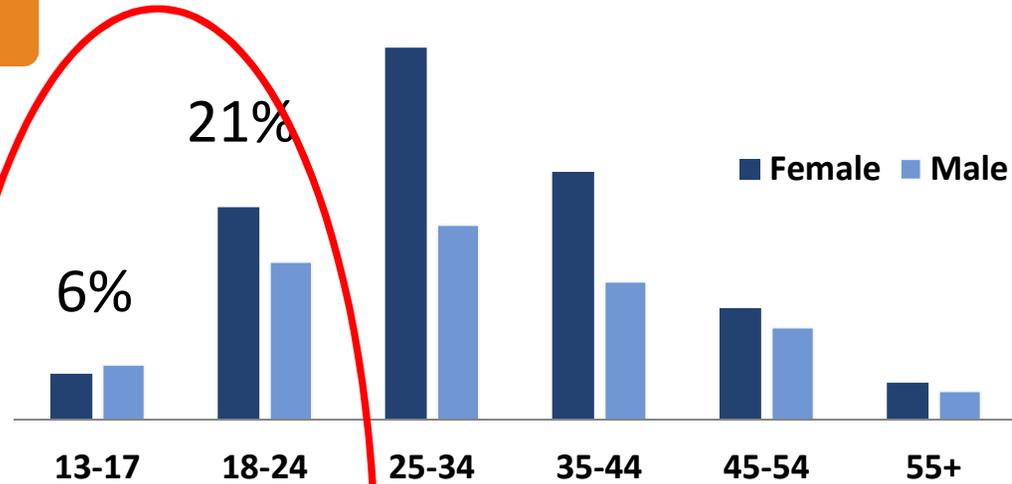
2ND AD
CAMPAIGN



TAKE CONTROL PHILLY FACEBOOK PAGE

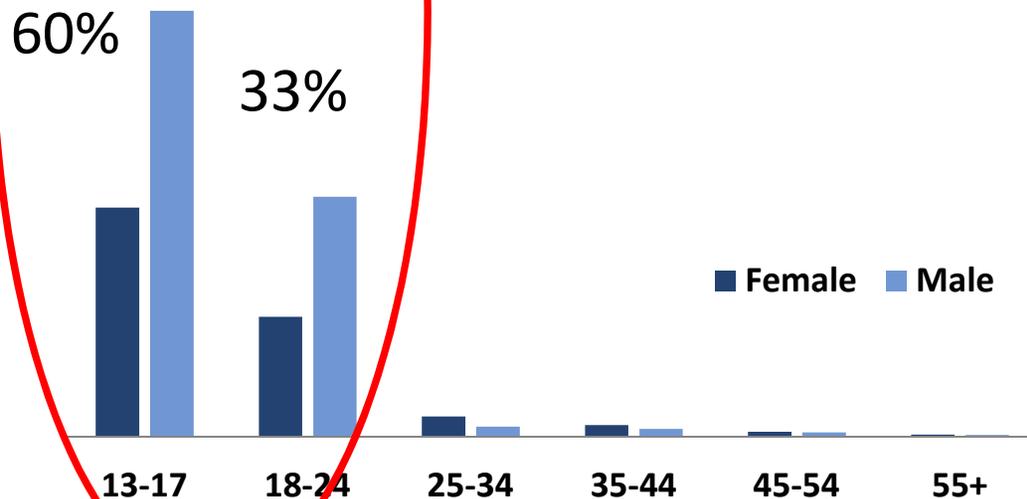
FACEBOOK ADS

BEFORE
Ads



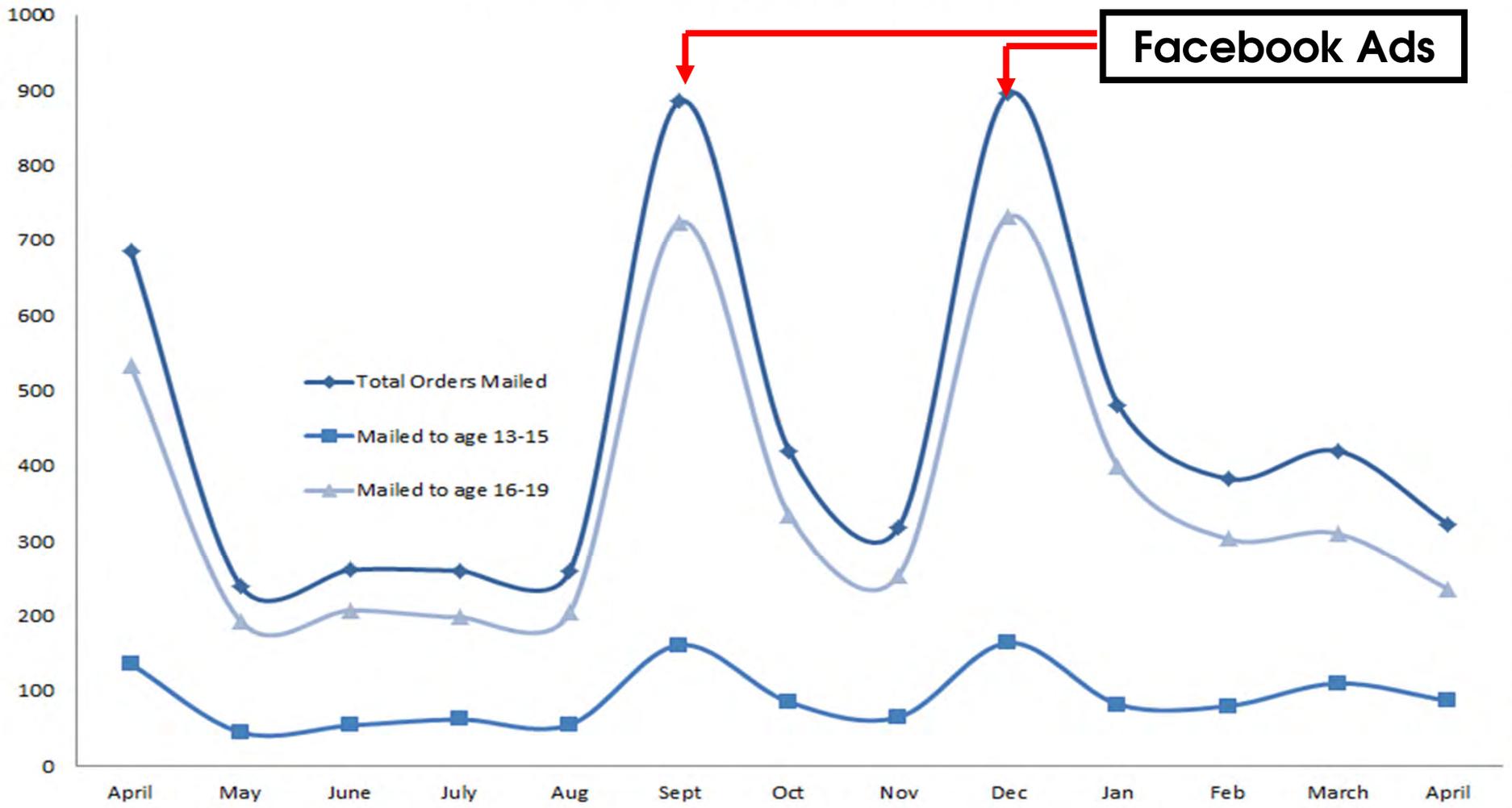
n= 192

AFTER
Sept. Ad



n= 2702

Condom Mail-Orders by Month



Facebook Ads

FACEBOOK ADS – SHE TAKES CONTROL!

Like FREE condoms?... Like our page

What **COLOR** is your FREEDOM?

1,007
LIKES

335
MAILINGS

350
VOTES



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



FACEBOOK ADS – SHE TAKES CONTROL!

 **TakeControlPhilly**
January 31

Like this status if you think women should carry condoms.

Comment on why you think it's important or not.



Like · Comment · Share 133 31

1,348 people saw this post

 **Stan** [redacted] their sluts of course they should
January 31 at 4:03pm · Undo

 **Stan** [redacted] ^ prime example of a whore
January 31 at 4:09pm · Undo

 **Samuel** [redacted] Cause dude's are stupid. Especially when we're only thinking about gettin 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 never be too careful.
January 31 at 4:50pm · Unlike · 2

 **Sincere** [redacted] 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 than take one she gives me na I'm good
January 31 at 4:59pm · Like · 1

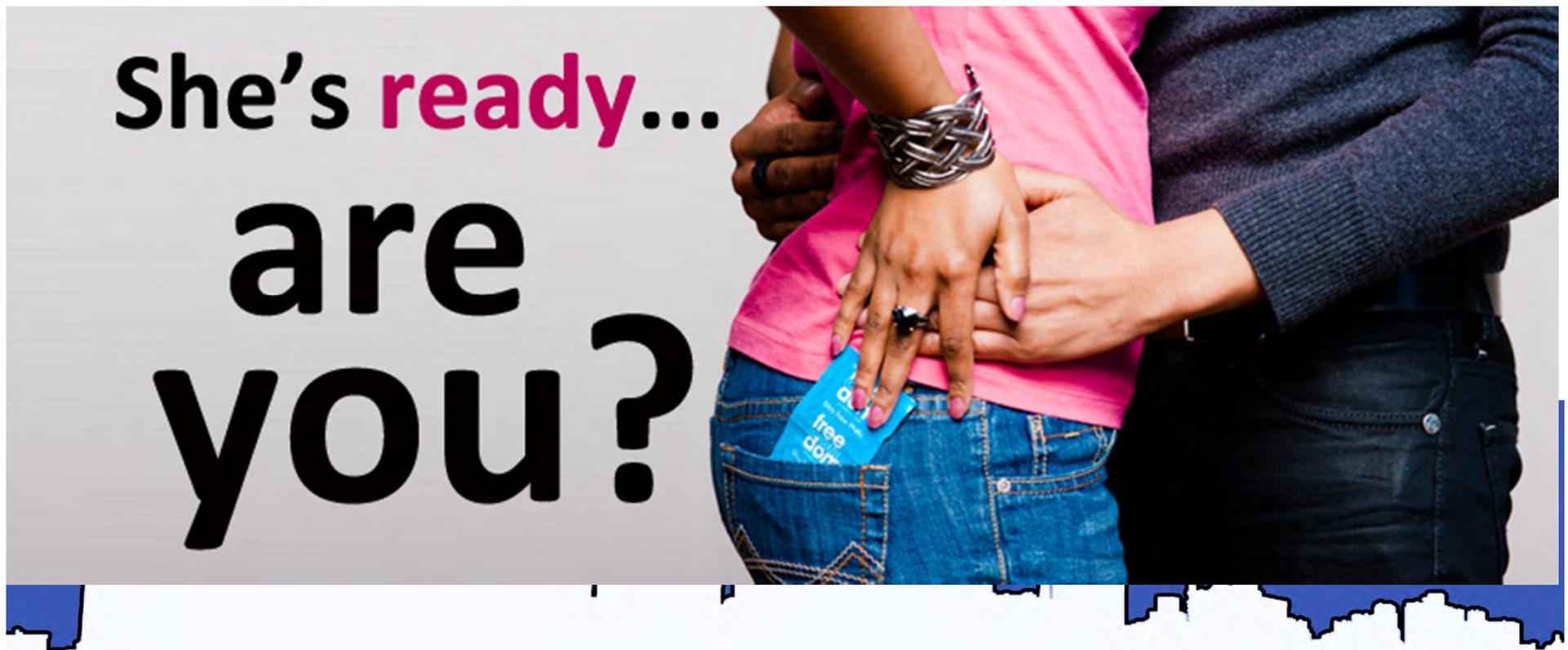
 **Glenys** [redacted] dont think girls should carry condoms cuz who knos what they could be up too they could make a whole in the condom with a needle just to get pregnant i kno it sounds stupid but i say it cuz this happened to my brother who didnt bring a condom n now the girl who gave him the condom has a baby by him
March 28 at 11:46am · Like



FACEBOOK ADS – SHE TAKES CONTROL!

Goal: De-stigmatize Women Carrying Condoms

Only 20% of condoms are ordered by females



FACEBOOK ADS – SHE TAKES CONTROL!

TakeControlPhilly



Take control of your health and your relationships. "Like" us and get FREE condoms.

You like this.

TakeControlPhilly



SHE TAKES CONTROL when she carries condoms. You can too. "Like" us and get FREE condoms.

You like this.

SHE TAKES CONTROL

TakeControlPhilly
8,082 likes · 1,557 talking about this

Government Organization
www.TakeControlPhilly.org

About Photos Likes 8,082 Welcome Events

Increased female orders from
20% → 32%



FACEBOOK ADS – SHE TAKES CONTROL!

**REACH – 540,000 INDIVIDUALS
AGES 13-19 IN PHILLY**



**NEW LIKES – 2,200 ADOLESCENTS
(INCREASE OF 18.6%)**



**MAIL ORDERS – 500 OVER TWO WEEKS
(INCREASED ORDERS BY > THAN 4X)**



TAKE CONTROL PHILLY FACEBOOK PAGE

FACEBOOK ADS – VALENTINE'S DAY

You + me = pus



*Love,
Gonorrhoea*

Increased female
orders from
32% → 40%



I'm stuck on you...



*Love,
Genital Warts*

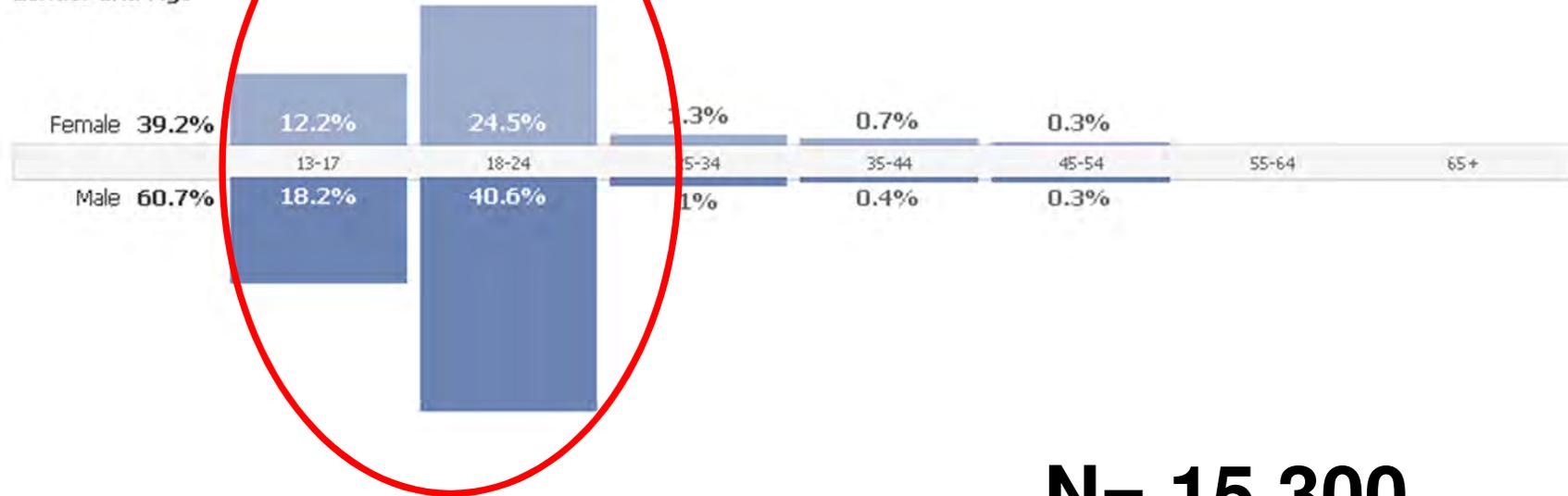


TAKE CONTROL PHILLY FACEBOOK PAGE

FACEBOOK ADS

OVER 95%

Gender and Age²

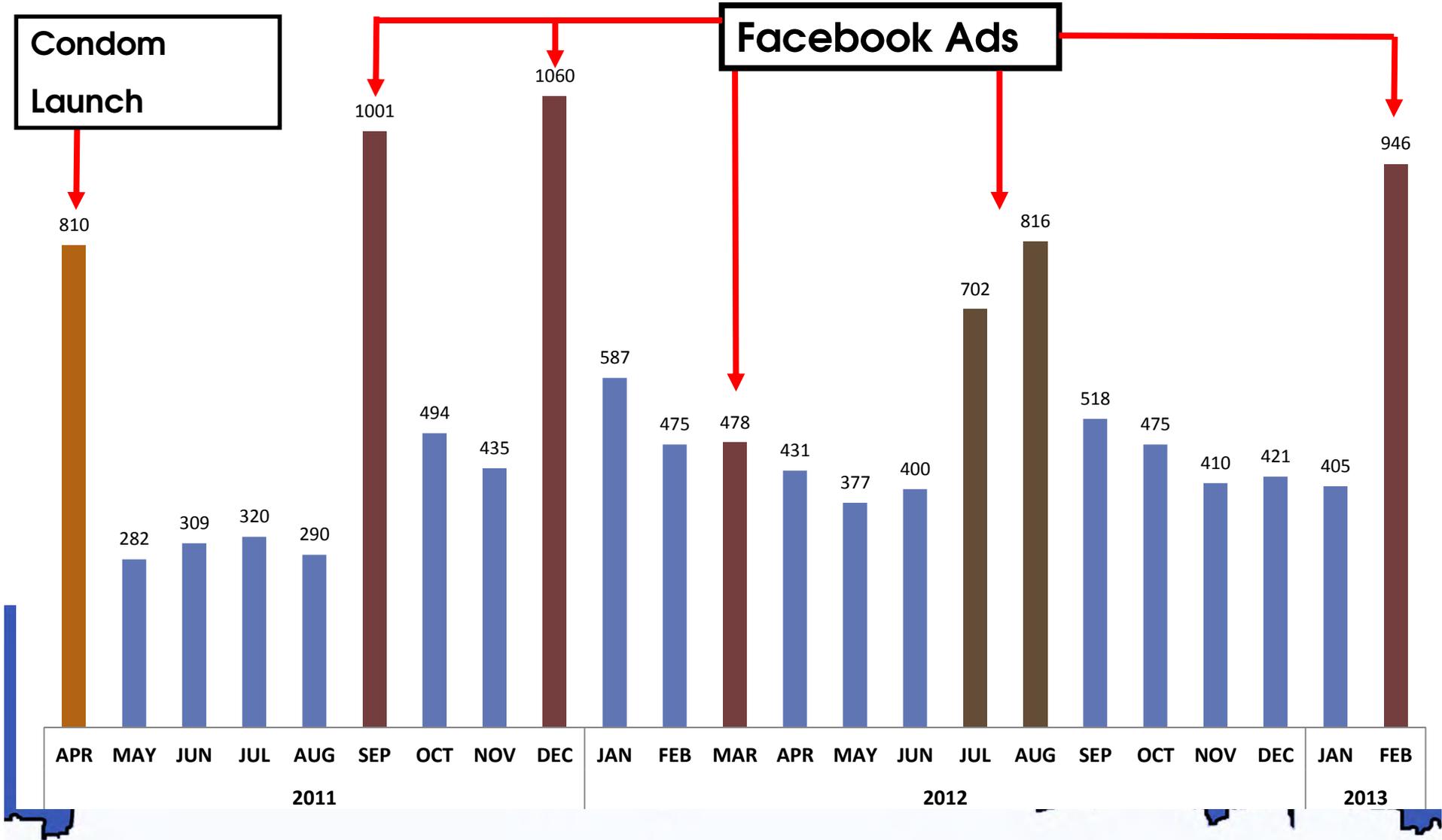


N= 15,300



MAILING REQUEST BY MONTH

Condom Requests by Month



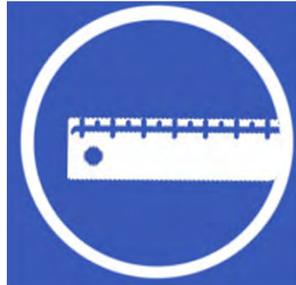
TAKE CONTROL PHILLY FACEBOOK PAGE

ADVANTAGES OF FACEBOOK & TAKE-HOME

TARGETED



MEASURABLE



COST



REAL TIME

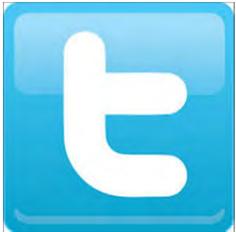


CAPTURED AUDIENCE



ADOLESCENT STD/HIV PREVENTION CAMPAIGN

OTHER INITIATIVES



The screenshot shows the Instagram profile for @takecontrolphilly. The profile picture is a blue and white 'free dom' logo. The bio reads: 'takecontrolphilly - PDPH'. Below the bio, it shows 26 posts, 49 followers, and 36 following. The main post is a collage of images related to the 'Get Tested Tuesday' campaign, including a person holding a 'free dom' sign, a 'TAKE CONTROL Get free condoms' banner, and a 'WIN BIG!' sign. Below the main post, there are several smaller images, including a 'KEEP CALM AND WEAR A CONDOM' sign and a 'TAKE CONTROL Get free condoms' banner.

The screenshot shows the Twitter profile for @TakeControlPHL. The profile picture is a blue and white 'free dom' logo. The bio reads: 'TakeControlPhilly @TakeControlPHL TakeControlPhilly is a Philadelphia Department of Public Health initiative. Follow us for the latest facts on STDs, free health services & condoms. Philadelphia - TakeControlPhilly.org'. Below the bio, it shows 171 TWEETS, 31 FOLLOWING, and 195 FOLLOWERS. A 'Following' button is visible. Below the bio, there is a list of users followed by Alene Brunkhurst, Dr. Jono Mermin, YTH, and Dan McQuade. Below the bio, there is a 'Tweets' section with a tweet from @TakeControlPHL dated 15 Oct: 'It's "Get Tested Tuesday" Find out what you can expect with your visit here: bit.ly/fz1EMC #condoms #safesex pic.twitter.com/rhvaatWnr4'.

ADOLESCENT STD/HIV PREVENTION CAMPAIGN

OTHER INITIATIVES

YouTube

Asia Star- PSA!! YOU MUST PROTECT YOURSELVES CHILDREN!!!

Tyriq Lamont · 109 videos

29,133

Subscribe 32,198

855 25

Like About Share Add to

ASIA STAR

12,377,150 page views
32,199 subscribers

32,000+ VIDEO VIEWS



ADOLESCENT STD/HIV PREVENTION CAMPAIGN

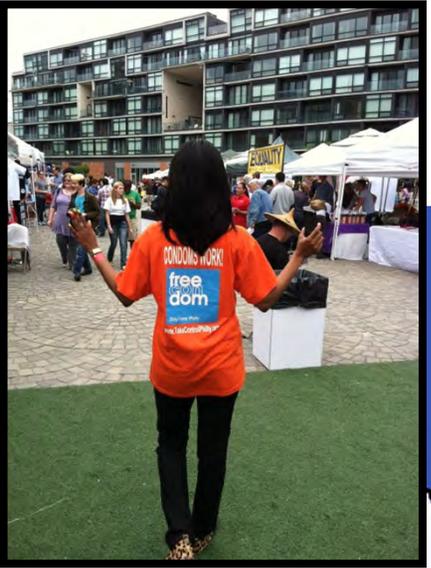
OTHER INITIATIVES

Generation NEXT Video



ADOLESCENT STD/HIV PREVENTION CAMPAIGN

OTHER INITIATIVES



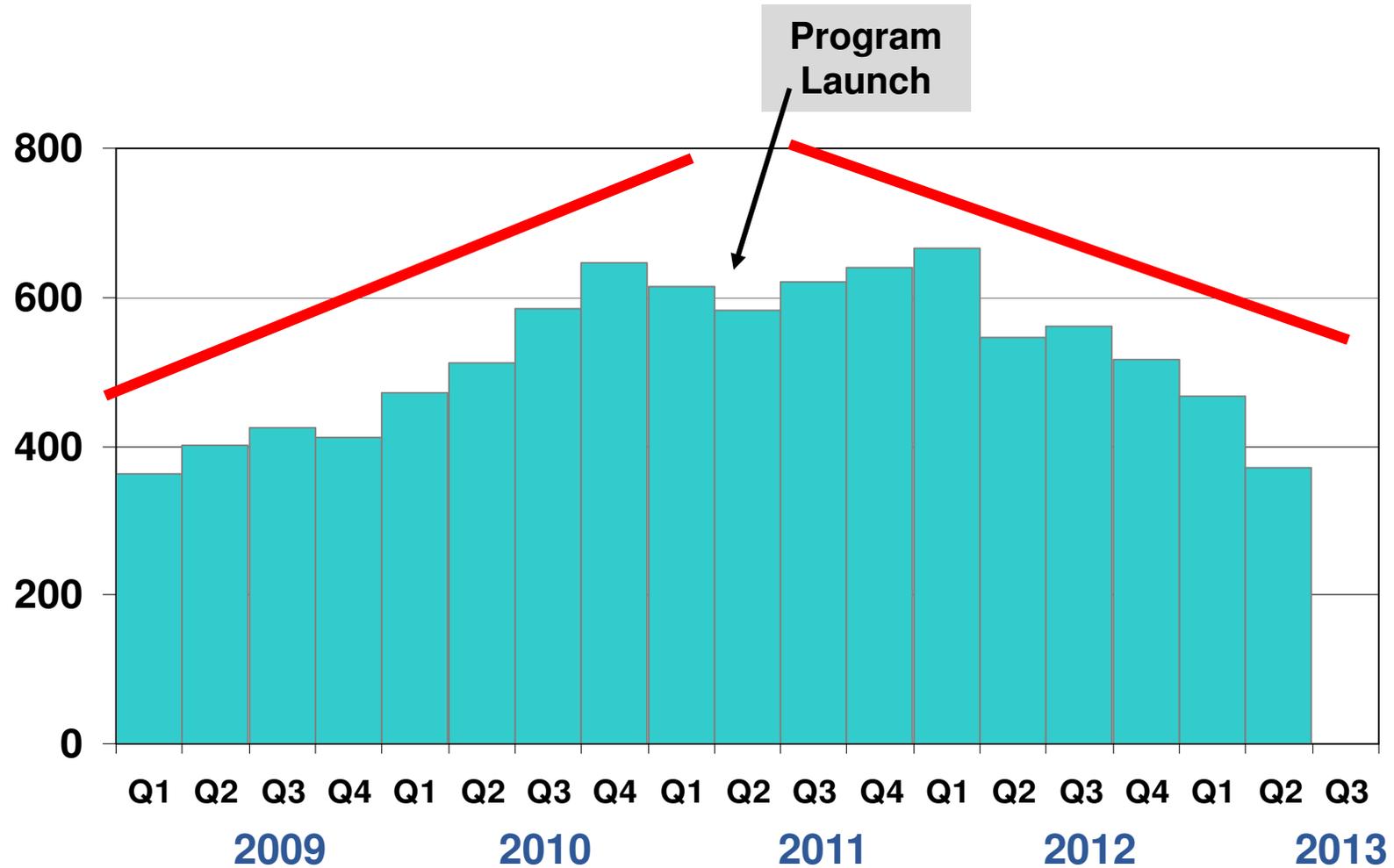
FREEDOM ALL OVER THE WORLD



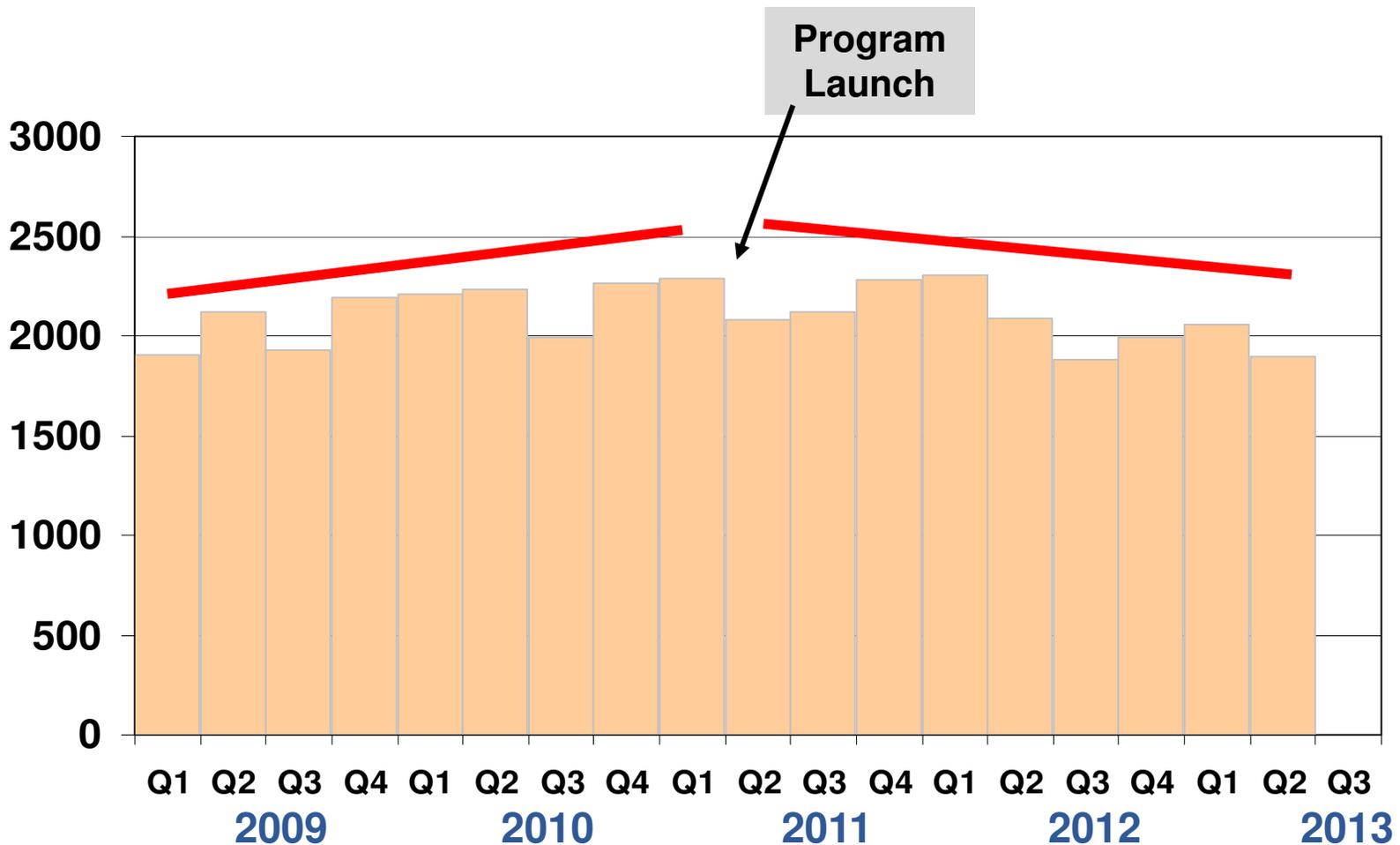
ADOLESCENT STDs



Adolescent (<20 yrs) Gonorrhea Cases in Philadelphia, 2009-present



Adolescent (<20 yrs) Chlamydia Cases in Philadelphia, 2009-present



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

Acknowledgements

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