



Drugs + HIV > Learn the Link

How the National Institute on Drug Abuse Adapted a TV PSA for Hispanic Teens

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Presented at the 135th Annual Meeting of the
American Public Health Association
Washington, DC • November 5, 2007



Background

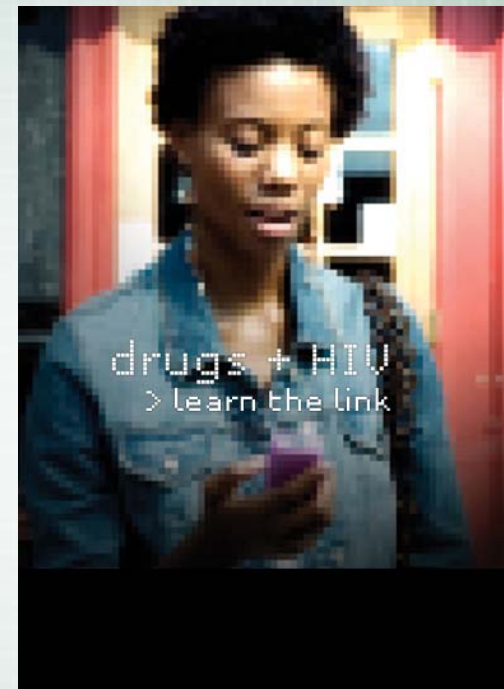
- The National Institute on Drug Abuse (NIDA)
 - Part of the National Institutes of Health (NIH)
 - Supports most of the world's research on drug abuse and addiction
 - Ensures effective dissemination of science-based research and materials to specific audiences on how drugs affect the brain and behavior



Background

NIDA's *Drugs + HIV > Learn the Link* Campaign

- Launched in 2005
- Campaign goal founded on research that establishes link
- Target audience: 13- to 18-year-olds, with emphasis on reaching African Americans and females
- Our research showed that teens appreciated use of technology (cell phones/TM) and were drawn in by edgy music and an urban feel.



Original PSA: [“Text Message”](#)



Drugs + HIV > Learn the Link Cultural Adaptation for Hispanic Teens

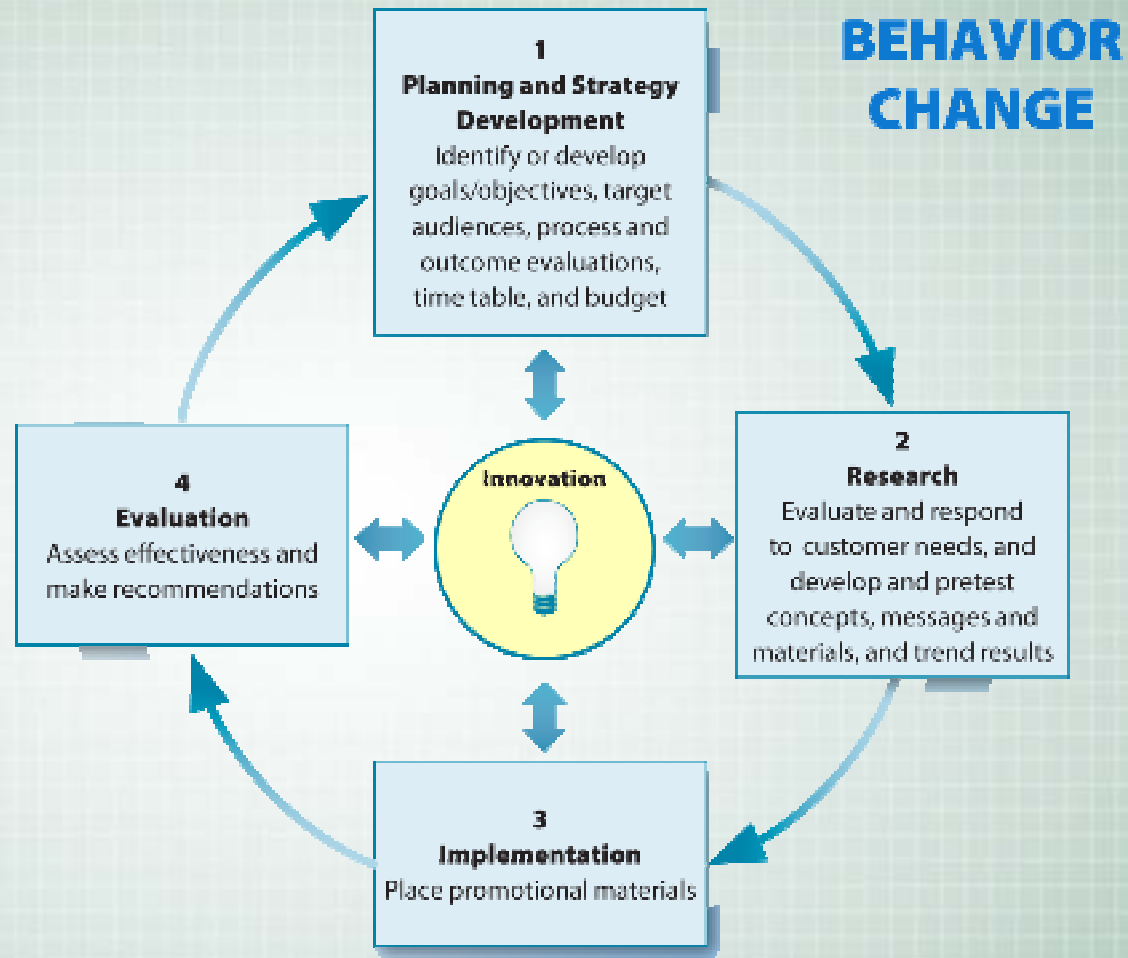
- Why Hispanic teens?
 - These young people are members of the fastest-growing ethnic group in the United States.
 - HIV is an issue of great concern for Hispanic young adults.
 - Nearly 20 percent of all people diagnosed with HIV in the United States are Hispanic.



Reaching Hispanic Teens

A Social Marketing Approach

Innovation
is at the core of our
social marketing framework.





Reaching Hispanic Teens

Methods for Developing Materials

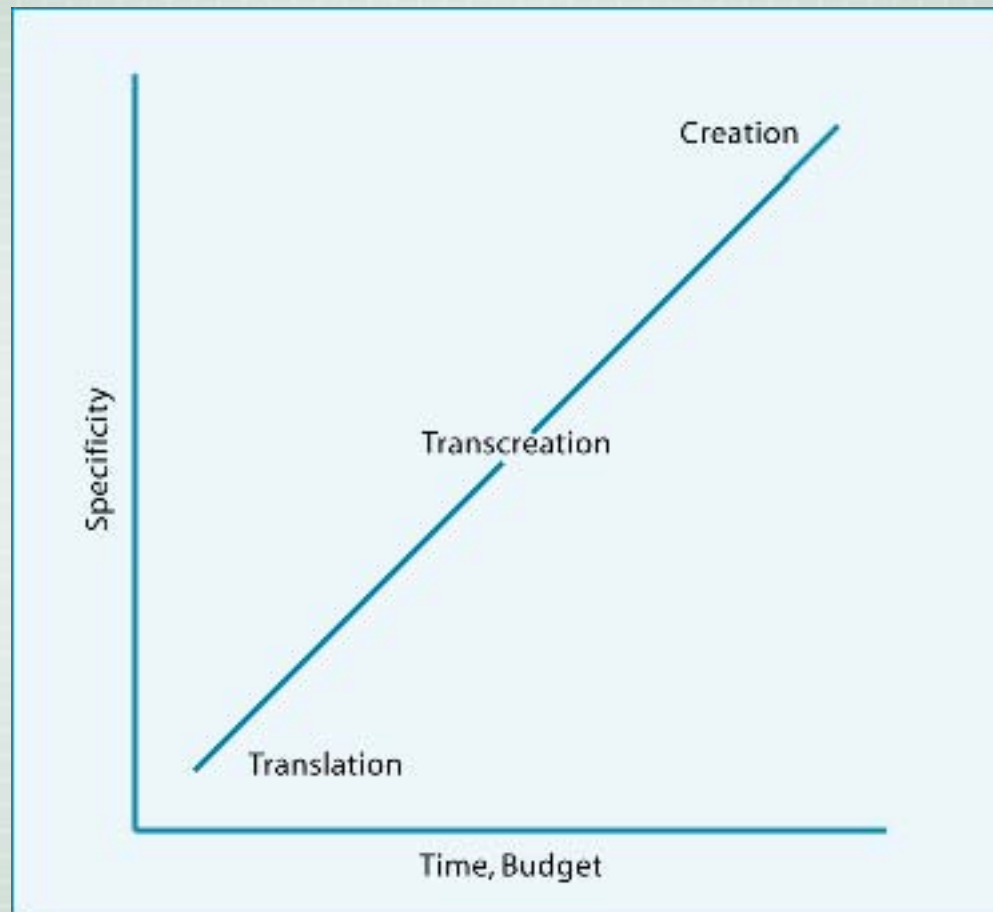
- Public health messages (in Spanish) targeted toward Hispanics can be created in one of three ways:
 - Creation from scratch
 - Direct translation
 - “Transcreation”

3
Implementation
Place promotional materials



Reaching Hispanic Teens

Methods for Developing Materials (cont'd.)





Steps for Culturally Adapting the “Text Message” PSA

- ✓ Conducted environmental scan
- ✓ Obtained feedback from internal and community Hispanic work groups
- ✓ Interviewed public service directors

1
Planning and Strategy Development
Identify or develop goals/objectives, target audiences, process and outcome evaluations, time table, and budget



Steps for Culturally Adapting the “Text Message” PSA (cont’d.)

- ✓ Developed PSA concepts
- ✓ Performed consumer research
- ✓ Conducted local interview testing
- ✓ Retested concept via online survey
- ✓ Obtained additional, relevant footage
- ✓ Reedited and rerecorded PSA
- ✓ Produced final PSA adaptation

2

Research

Evaluate and respond to customer needs, and develop and pretest concepts, messages and materials, and trend results



Transcreation Process

- The cultural adaptation of the HIV PSA for Hispanic teens included audience-specific decisions on PSA elements:
 - Culturally relevant talent
 - Importance of family
 - Culturally appropriate music
 - Use of Spanish when appropriate





Transcreated PSA: “After the Party” (2007)

DRUGS + HIV > learn the link

Learn the link between drug abuse and the spread of HIV infection in the United States.

HOME | LEARN THE LINK | SEND THE MESSAGE | ABOUT THE CAMPAIGN | MEDIA CENTER | PARTNERS | EN ESPAÑOL

VIEW PSAs

“After the Party”
(Quicktime) 15 sec.
[Large](#) | [Medium](#) | [Small](#)
(Windows Media) 15 sec.
[Large](#) | [Medium](#) | [Small](#)

“Text Message”
(Quicktime) 20 sec.
[Large](#) | [Medium](#) | [Small](#)
(Windows Media) 20 sec.
[Large](#) | [Medium](#) | [Small](#)

Using drugs can lead to **risky behaviors.**

Behaviors associated with drug abuse are one of the largest factors in the spread of HIV infection in the United States.
[Learn more>>](#)

Drugs can change the way the brain works, disrupting the parts of the brain that people use to weigh risks and benefits when making decisions.
[Learn more>>](#)

learn the link

Check out the links to our latest research findings and news updates, and find out how you can help inform others about the connection between drug abuse and HIV/AIDS.
[Learn more>>](#)

send the message

Help break the deadly link between drug use and HIV/AIDS by telling your friends and family about what you've learned.
[Learn more>>](#)

Accessibility | Privacy | FOIA (NIH)

NIDA
NATIONAL INSTITUTE
ON DRUG ABUSE

The National Institute on Drug Abuse (NIDA), is part of the National Institutes of Health (NIH), the principal biomedical and behavioral research agency of the United States Government. NIH is a component of the U.S. Department of Health and Human Services.

NATIONAL INSTITUTES
OF HEALTH

Transcreated PSA: **“After the Party”**
PSAs available at hiv.drugabuse.gov



Lessons Learned

- Hispanic youth understand how drugs are linked to HIV.
- For this message to be relevant, however, it must strike a personal chord.
- Transcreation (i.e., adaptation) of existing products offers a viable and effective option that allows for cost savings.



More Information

- PSAs are available at hiv.drugabuse.gov.
- The case study on this effort is available at gwumc.edu/sphhs.
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