

Partnering with the Media to Address HIV/AIDS

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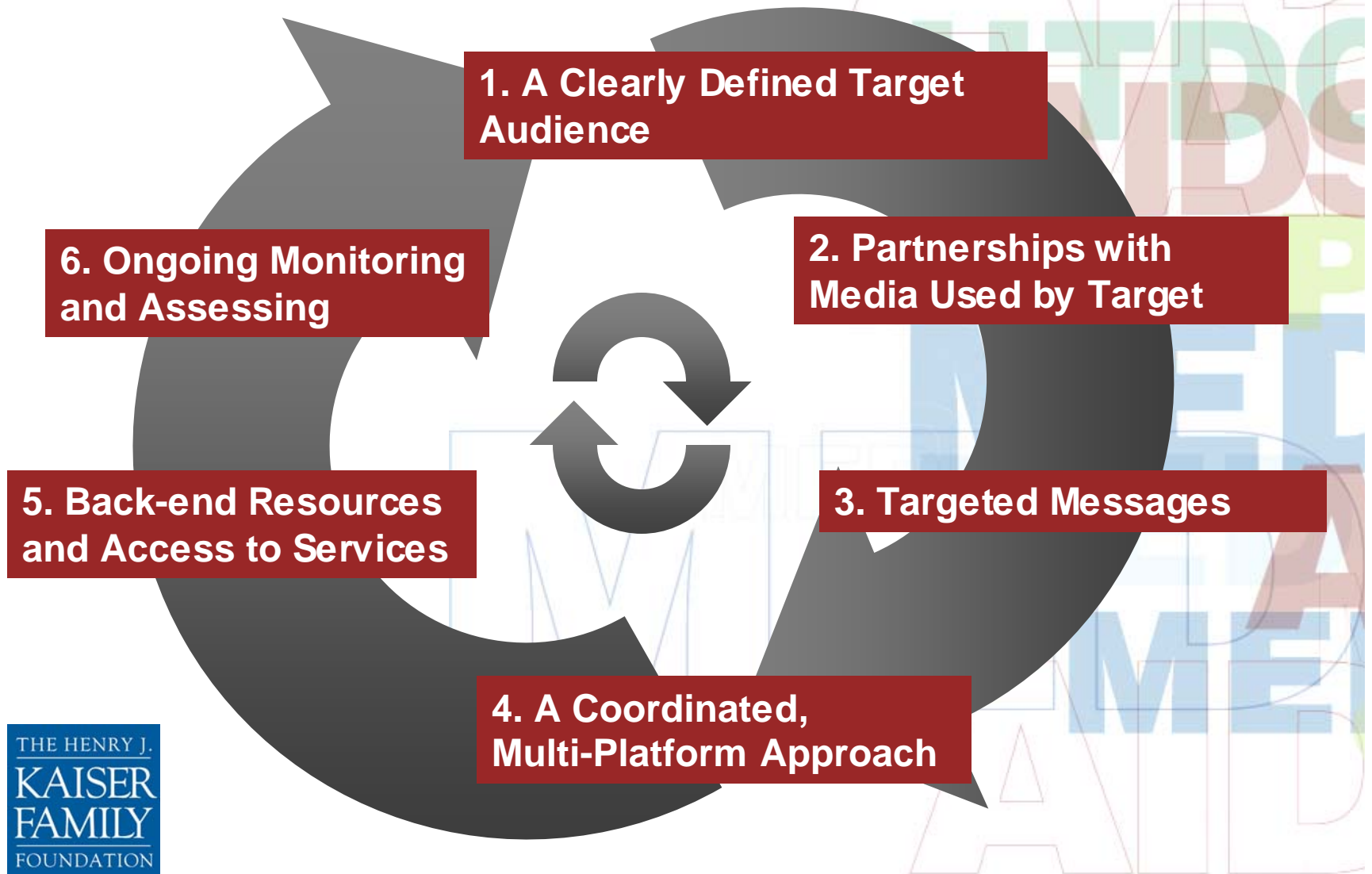
THE HENRY J.
KAISER
FAMILY
FOUNDATION

Who is the Kaiser Family Foundation?

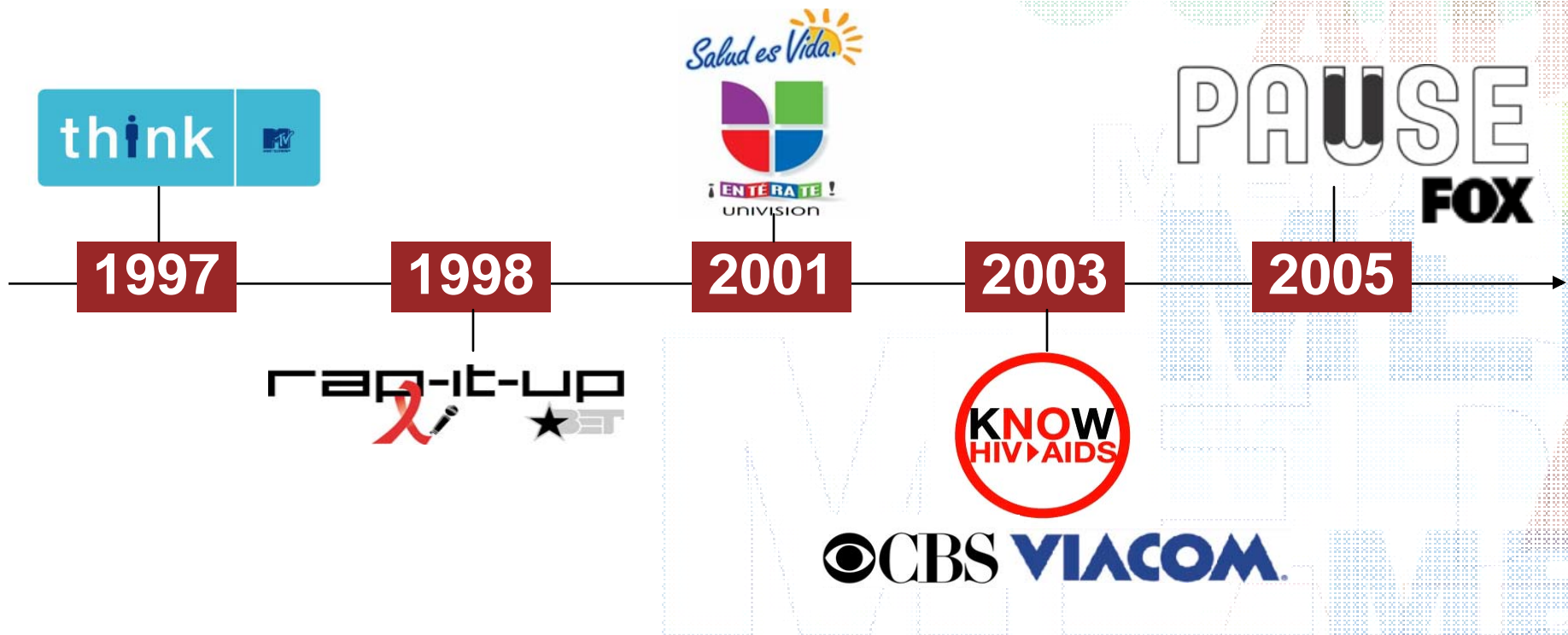
- **An operating foundation with a mission to inform policymakers, the media and public about pressing health issues**
- **Among issues of focus: the uninsured, Medicaid, Medicare, and HIV/AIDS**
- **Core activities: policy analysis, public opinion research, media studies, and public information campaigns conducted in partnership with media**



What makes an effective media campaign?



Our U.S. Media Partners



Regional Media Coalitions



2004



2004



2005



2006



2007

Programming Highlights ...



Core Elements of Our Media Partnerships

1 | TARGETED PUBLIC SERVICE ADS



2 | INTEGRATED MESSAGES IN POPULAR PROGRAMS



3 | ORIGINAL PROGRAMMING



4 | FREE INFORMATION + REFERRAL SERVICES



5 | SPECIAL EVENTS + COMMUNITY OUTREACH



Targeted Public Service Ads (PSAs)

- Targeted and relevant messaging for audience
- Frequent and high profile media placements that reach audience
- A call-to-action directing audience to additional informational resources (eg. toll-free hotlines, websites, mobile/SMS)



Longer-Form Programming

- **HIV-themed storylines on popular entertainment shows**, including *Without A Trace*, *Judging Amy*, *Eve* and *America's Next Top Model*
- **Original shows and news segments** on MTV, BET and Univision, as well as ABMP and CBMP
- **Project Awards** to support development of locally produced programming



Informational and Referral Services

- **Toll-free hotlines** with answers to FAQs, connections to referrals (including CDC)
- **Comprehensive web resources**, incl. a searchable database of testing centers
- **SMS text message service** that delivers information to mobile phones



Community Outreach and Events

- **Community Forums** with experts, hosted by BET / MTV talent
- **Programming Guides** distributed to youth and community groups
- **Contests** to promote interaction with audience
- **Special Events** to extend campaign messaging



Informing and Assessing Campaigns

- Ongoing monitoring of media placements and resulting audience response
- National random-sample surveys
- Call-back surveys
- Focus groups
- National and local public health trends

Exposure and Response

42% Percent of 16 to 24 year olds
who saw our PSAs with MTV

Of these “definite” viewers, percent who report in
response...

24% ...getting tested for HIV or another STD

24% ...visiting a doctor

49% ...talking with a partner about safer sex



SOURCE: Reaching the MTV Generation, KFF, December 2003

Exposure and Response

94% Percent of 18 to 24 year-old African Americans who have seen **BET/KNOW HIV/AIDS** programming

Of these “definite” viewers, percent who report in response...

37% ... talking with a health care provider about **HIV/AIDS** and/or getting tested for **HIV** or another **STD**

52% ...talking with a partner about **safer sex**



Source: Assessing Public Education Programming on HIV/AIDS: A National Survey of African Americans, KFF, October 2004