

# Using Social Marketing to Promote Teen EC Awareness & Access in California: Maximizing MySpace and Other Media Tools



Ingrid Dries-Daffner MPH<sup>1</sup>; Laura Vargas MA<sup>2</sup>; Sharon Cohen Landau MPH<sup>1</sup>;  
Belle Taylor-McGhee<sup>1</sup>; Magaly Marques MA<sup>2</sup>; Nicole Monastersky Maderas MPH<sup>1</sup>; Judith Allen<sup>1</sup>

<sup>1</sup> Pharmacy Access Partnership

<sup>2</sup> Pacific Institute for Women's Health

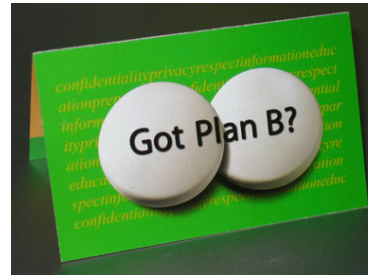


**Objective:** To leverage multi-media strategies to increase awareness of and access to emergency contraception among California youth.

EC postcards



Client Confidentiality Cards



MySpace.com



[www.MySpace.com/pharmacyaccess](http://www.MySpace.com/pharmacyaccess)

## Methodology:

- Conducted needs assessment: 8 focus groups/dialogues with youth of color in CA
- Built upon branding of previous campaign
- Developed messaging to address lack of action following unprotected sex
- Identified 5 zip codes with high % of youth of color and EC pharmacy access pharmacists
- Pilot-tested concepts with youth of color

## Results:

- 364,000 cards distributed in 1,020 Los Angeles sites: pharmacies, retail stores, salons, colleges
- Visits to EC-Help.org ↑52% after card launch

## Lessons Learned

- Providers are responsive to need for sensitivity when serving youth
- Clear, concise, age-appropriate language most effective; too much information may overwhelm reader
- Non-English materials essential for cultural sensitivity; may help to provide 2 languages on one card to enable client and provider understanding
- Feedback on messaging and images essential to get buy-in from the target population & ensure messages are received as intended
- Consistent language across materials key to best engrain information and avoid confusion

## Methodology:

- Developed messages to address confidentiality concerns raised in youth focus groups/dialogues
- Built upon branding of previous campaign
- Conducted outreach/education to pharmacists, pharmacy groups to prepare to receive cards
- Pilot-tested with youth of color

## Results:

- 2,000 cards distributed to 40 California CBOs
- National demand: ~10,000 additional cards already requested by 20 orgs in 8 states
- Translation into Spanish and Chinese

## Methodology:

- Developed youth-friendly content to meet need raised in youth focus groups/dialogues
- Publicizes current events, policies and resources to encourage youth participation
- Leverages high teen traffic website to reach maximum national youth audience
- Receive ongoing youth/student input for design

## Results:

- ~1,700 visits since Sept 2006 launch
- ~200 "friends" from 25 different states in network (individuals and organizations) – majority CA

**For more information:** Please contact [info@pharmacyaccess.org](mailto:info@pharmacyaccess.org) or 510.272.0150.

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