

# Media Partnerships: A Model for Collaboration to Reach Women about HIV/AIDS

Julia Davis, Senior Program Officer  
Entertainment Media Partnerships  
Kaiser Family Foundation

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# Women's Concern About HIV/AIDS

Percent of adult women (18 and older) who agree that the following issue is the “most urgent health problem” facing the nation:

Cancer	37%
HIV/AIDS	27%
Health Care Costs	12%

Percent of adolescent women (15-17) who agree that the following issue is a “big concern” for their generation:

HIV/AIDS and Sexual Health	88%
Drugs	70%
Racism and Discrimination	68%

# Using the Media as a Public Education Tool

Percent of adult women (18 and older) who report getting information about HIV/AIDS from the media:

Television	63%
Newspapers and Magazines	57%
Radio	28%
Internet	14%

Percent of adolescent women (15-17) who report getting information about HIV/AIDS from the media:

Television and Movies	57%
Magazines	56%
Internet	26%

# Information Needs

Percent of adult women (18 and older) who say they want more information about the following topics:

Talking with kids	48%
HIV testing	26%
Talking with a partner	18%
Talking with a doctor	18%

Percent of adolescent women (15-17) who say they want more information about the following topics:

HIV testing	60%
How to protect yourself	56%
Talking with a partner	43%

# Elements of Effective Public Education Campaigns

- Defining and Understanding the Target Population(s)
- Developing Effective and Targeted Messages
- Providing Resources and Access to Services
- On-going Tracking and Monitoring
- Evaluation

# Media Partnerships – A New Model for Public Education

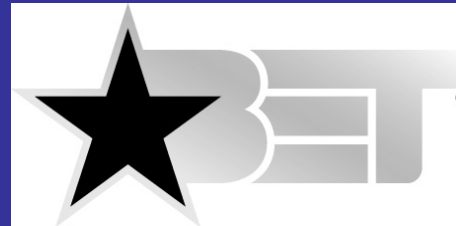
## Kaiser Provides:

- Research
- Issue Briefings
- Substantive Guidance on Message Development
- Production Funds
- Fulfillment Resources and Free Materials

## Media Partner Provides:

- PSA and Longer-Form Programming on Issue
- Guaranteed Targeted Placement
- Production Funds

# A Sampling of Kaiser Media Partners



# A Range of Messages...

- Increase knowledge about the scope of the HIV/AIDS epidemic in the U.S. and globally
- Increase knowledge about personal HIV risk
- Encourage healthy behaviors (e.g. HIV testing, delaying sexual activity, using condoms, seeing a health care provider)
- Encourage healthy communication (e.g. with a partner, with a child, with a health care provider)

# ...Requires a Cross Platform Approach

- **Public Service Advertising (PSAs)**
  - >> Placed across TV, radio, and outdoor
- **Entertainment Programming and Editorial**
  - >> HIV-themed storylines on popular TV shows
  - >> Longer-form programming on HIV
  - >> HIV-related articles in popular magazines
- **News Programming**
  - >> Briefings to inform ongoing coverage

# Fulfillment Resources

- **Free Sexual Health Guides**

- >> *It's Your Sex Life, Get Informed -- Get the Facts*

- **Toll-free Hotlines**

- >> Referenced on all campaign materials focusing on HIV testing or prevention messages for viewers to get free material and/or referrals to local testing centers through the CDC's National HIV/STD hotline

- **Websites**

- >> Developing new sites in collaboration with a media partner (e.g. Viacom and [www.knowHIVAIDS.org](http://www.knowHIVAIDS.org))

- >> Developing special content or sections at existing media partner sites (e.g. MTV and [www.FightForYourRights.mtv.com](http://www.FightForYourRights.mtv.com))

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