

Innovative Multimedia Approaches to **HIV** Prevention & Treatment

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DOWNSTATE
HEALTH SCIENCES UNIVERSITY



NATIONAL
RYAN WHITE
CONFERENCE
ON HIV CARE & TREATMENT

DISCLOSURES

Dr. Jameela J. Yusuff, Tracey Griffith and Jose Iorio have no financial interest to disclose.

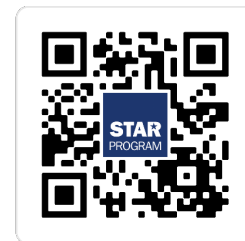
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Learning Objectives

As a result of this activity, participants will be able to:

- Use actual resources to develop compelling content that resonates with their communities and generates engagement around HIV prevention and treatment;
- Create a social media strategy that speaks to and connects with their audience;
- Use tools to develop a consistent look and feel, brand awareness, and creative campaigns to educate the community and generate a call to action beyond the digital platforms;
- Disseminate content and adjust it to different social media platforms and distribute to partners;
- Integrate social media content to benefit outreach efforts;
- Use QR codes and cross-promotional efforts;
- Interactive ads, converting likes into patient leads.



QR code:

<https://www.starprogram.nyc>



STAR Health Center, Brooklyn

- Established in 1991, Ryan White Part C funding
- PCMH Level 3, one-stop shop for all medical/behavioral health needs
- HIV primary care and prevention (PrEP/PEP)
- HCV services including Fibroscan
- LGBTQ+ care, Hormone therapy
- Women's health—Colposcopy and Prenatal
- Integrated mental health (MH)/ substance abuse (SA) counselors, Trauma Informed Care.
- Medical Case Management, clinical pharmacist, outreach, Community Advisory Group (CAG), and nutrition services.
- Opioid Prevention Program, AIDS Education and Training Center (AETC), Screening, Brief Intervention and Referral to Treatment (SBIRT) .

YOU ARE PERFECT, JUST THE WAY YOU ARE!



STAR

#GetMeOnPrEP

NATIONAL
RYAN WHITE
CONFERENCE
ON HIV CARE & TREATMENT



STAR PROGRAM

PrEP ✓

One pill once a day Protects against HIV

- 1 PrEP is a daily pill that protects you from HIV (but no other STDs).
- 2 PrEP needs to be taken for 7 days for men or 21 days for women, consecutively before it starts working.
- 3 PrEP works best if you continue to take it daily without any interruption.
- 4 PrEP can reduce the risk of HIV by up to 99 percent.

Get me on PrEP

347.831.3280

ONE BROOKLYN HEALTH SYSTEM
BROOKDALE
The Leader of Healthcare in East Brooklyn

Scan me



QR code: <https://www.getmeonprep.com>

Why Multimedia Content is so Important

What is Multimedia Content?

Multimedia content uses different content types to create something **unique and engaging** with audiences.



Marketers can't assume that their entire audience learns the same way.

They have to cater to visual learners, auditory learners, and kinesthetic learners.



Highly visual content stays in the long-term memory and is processed faster by the brain.



Multimedia taps into different learning styles and appeals to almost all learners.

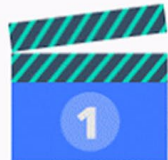


<https://youtu.be/Z2Vb5YEghfg>

85% of all internet users in the United States watched online video content monthly on any of their devices.

Different Types of Multimedia

Exploring the Different Types of Multimedia Content

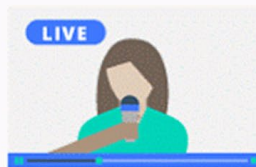


VIDEO CONTENT

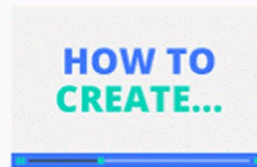
Video content is one of the easiest forms of multimedia to produce. However, quantity never rivals quality.



Animated Video adds an element of whimsy to branded topics.



Live Video is great for hosting live webinars and interviews that can be shared later.



Text Video is ideal for tutorials or used over a soundtrack for social shares.



https://youtu.be/Gdq_24YHCv4

Content is the King! #Strategy

- It reaches more audiences, through marketing.
- Customizes your substance for the target audience.
- Reaches people quickly.
- It produces new, relatable content, maintaining deadlines.
- Builds brand trust.
- Turns likes into PATIENT LEADS.

<https://riseuplabs.com/digital-marketing/>

<https://riseuplabs.com/multimedia-content-development/>

<https://riseuplabs.com/digital-marketing/>



<https://youtu.be/bkkMJy6zSjE>

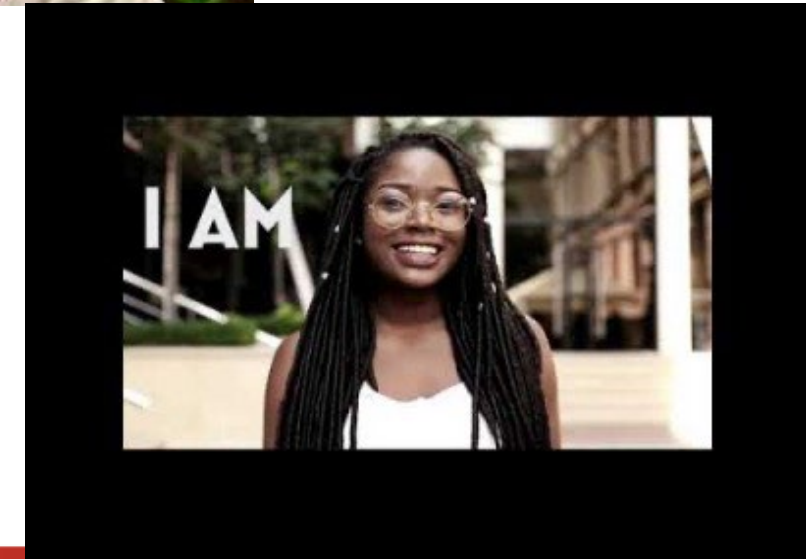
Focusing on a few specific target groups **allows you to engage more effectively**. This also means allocating money and resources on relevant consumer groups. Knowing a specific audience group to target also helps solidify a brand voice that resonates. This amplifies your social media branding efforts.

THE STRATEGY

- Set goals that make sense for your organization.
- Take time to research your target audience.
- Establish your most important metrics.
- Create (and curate) engaging social content.
- Make your social presence as timely as possible.
- Assess what's working, what isn't and how to keep improving.
- Bring other departments/staff into the mix.



<https://youtu.be/YYBQAthLUnA>



<https://youtu.be/BggPGqIPw58>

DEMOGRAPHIC SEGMENTATION

Helps organizations understand consumer behavior accurately that in turn, helps them perform better. is defined as a market segmentation method based on variables such as age, gender, etc. This segmentation **helps organizations understand consumer behavior accurately that in turn, helps them perform better.**



THEO
Teens Helping Each Other

<https://youtu.be/d389mmO-Hlw>

#GEOTARGETING

- Geotargeting is the practice of delivering content to a user based on his or her geographic location. This can be done **on the city or ZIP code level via IP address or device ID, or on a more granular level through GPS signals, geo-fencing, and more.**



<https://youtu.be/EeksUoEu0vk>



<https://youtu.be/f4qhgT5fN5M>

GEOTARGETING MULTILINGUAL CONTENT WITH EFFECTIVE CTAs (Call To Actions) FOR HIV TREATMENT AND PREVENTION

REFINE YOUR AUDIENCE



- Start by narrowing down your audience to target your patient personas – the people who will be most interested or benefit from viewing your advertisements/content. Don't waste time or money targeting those who will see your advertisement and scroll quickly past.

- The choices for audiences within a location are:
 - **Everyone in this location.**
 - **People who live in this location.**
 - **People recently in this location.**
 - **People traveling in this location.**

<https://www.stringcaninteractive.com/blog/why-your-hubspot-marketing-efforts-will-fail-without-personas/>

LOOK & FEEL

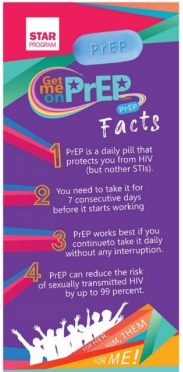
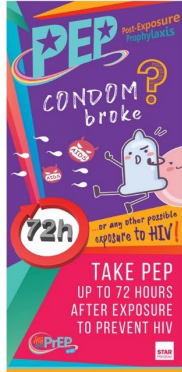
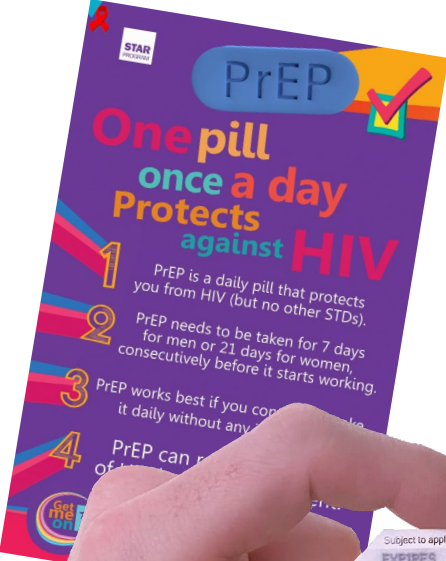
- Establishing a brand's look and feel means **creating and sticking to standards in regard to the brand's logo, colors and design.** Whether it is your own personal brand or the brand you belong to, the key to successfully establishing a brand's look and feel is consistency.



<https://youtu.be/kdf2Cbcu2Po>

- The purpose of visual identity is:
To create an emotional impression on viewers. To inform viewers about the nature of the brand and services/products offered. To unify the many different aspects of a business through consistent visuals.

Campaign Materials



CONTENT CREATION TOOLS

- Camera. If you're making a video, you need a good camera or smartphone.
- Highly portable camera. If you have a DSLR or video camera, why do you need another camera?
- Tripod.
- External microphone / Lavalier mic.
- Lighting.
- Gimbal.
- Editing/production software.
- Lavalier mic.
- Stock Images/sound/music subscriptions.



THE NUMBERS

How to disseminate content and adjust it to the different social media platforms, cross-promote, joint ventures and distribute to partners.



Think about it. **People remember...**



20%

20% of what they hear



30%

30% of what they see



70%

An amazing 70% of what they see & hear!



INSTAGRAM



IGTV

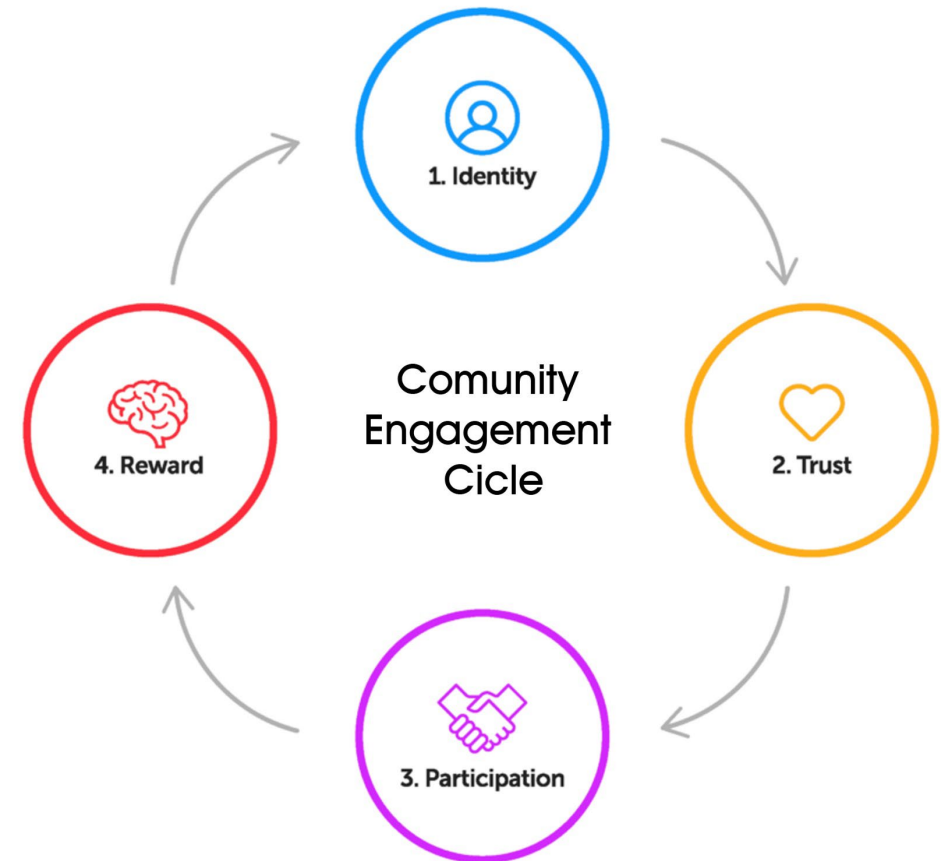


TwitterVideo



Community Engagement : Things You Must Do

1. Define your audience. It's one thing to develop content, but you really need to develop the strategy around your content.
2. Plan a calendar of content in both video and images.
3. Optimize & promote your content.
4. Tell them what you do, over and over again, but differently.
5. Use of Ads and geotargeting.
6. **Content** upgrade.
7. Define your audience persona.
8. **Create a content** segmentation grid.
9. Ensure all your **content** has a Call-To-Action.



Outreach efforts inside and outside the digital platforms.



Advertise on MetroCard®

Quantity: 50,000 cards - Advertise in Back of the Metrocard

Standard 4-color Back Rates


Card Quantity	Retail Rate Per Card	Example Retail Costs
50,000 +	\$0.61	50,000 cards = \$30,500



https://youtu.be/b0c5bZJ_hWw



INTERACTIVE ADS




STAR Program - Brooklyn

Request Your Free At-Home HIV Test Kit

Help us eliminate HIV in our community by taking a simple self-test in the comfort of your home.

When is the best day/time to reach you?

Enter your answer.



Contact Information ⓘ

We will reach out to confirm the address where you would like your test kit to be delivered and walk you through arranging phone support while you take your test if you wish. This form is private and your information will not be shared.

Full name


Enter your answer.

Phone number

Enter your answer.


Email

Enter your answer.



Privacy Policy

By clicking Submit, you agree to send your info to STAR Program - Brooklyn who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#). [View STAR Program - Brooklyn's Privacy Policy](#).



STAR Program - Brooklyn

Thanks, you're all set.

Someone will reach out to you shortly to confirm your information and walk you through next steps.

📧 You successfully sent your info to STAR Program - Brooklyn.

SAME MESSAGE DIFFERENT AUDIENCE

- **The power of content** relies on the emotion it generates. This emotion is translated by a variety of symbols, words and even sounds that, when well executed, are able to convey your message to the audience.



<https://youtu.be/m5WYACiFiys>

https://youtu.be/TqWv_wZCf-Y



Thank You!



QR code:
<https://starprogram.nyc>



<https://youtu.be/kTLFaRf9jNc>



#BeHealthyForYou



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How to Claim CE Credit

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