

# PrEP

# Marketing Update



**HOUSTON HEALTH  
DEPARTMENT**

# COMMUNITY OUTREACH



**HOUSTON HEALTH  
DEPARTMENT**

# Project PrIDE Community Events



Materials Distributed at Events, Local Businesses, Social Media, & COH Health Clinics



Community Events Attended: 25+  
Cumulative Attendees: 746,115  
Materials Distributed: 22,000+



## Materials Distributed at Events, Local Businesses, Social Media, & COH Health Clinics

- PrEP Provider Toolkits: 145
- PrEP Palm Card: 2,500
- Data-to-Care Client Broch ENG: 2,000
- Data-to-Care Client Broch. SPAN: 2,500
- Data-to-Care Provider Brochure: 160
- Data-to-Care Palm Card ENG: 2,500
- Data-to-Care Palm Card SPAN: 3,000
- Pride Parade Palm Card: 8,000

\*Additional materials by Gilead, Project Inform, CDC, Greater Than AIDS, Whitman-Walker Health, and Bristol Myers Squibb were distributed.



# U=U Partnership



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- Joined Prevention Access U=U (Undetectable=Untransmittable) Campaign
- One of the first Health Departments to sign on
- Goal to plan large launch in conjunction with HHD's three PrEP Clinic official grand openings



# Greater Than AIDS Partnership



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- Partnered with Kaiser Family Foundation “Greater Than AIDS” campaign to initiate a 12-month Houston specific campaign
- Includes: Website, Mobile Ads, Print Ads, and community giveaways
- Features Houston Ambassadors including Dr. Flash, Baylor College of Medicine in the “Ask an HIV Doc” series
- Campaign highlights PrEP and Treatment as Prevention messaging

**HOUSTON** ➤ **AIDS**®



# MEDIA BUYS



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# Co-Branded Campaigns

Me being  
me without  
HIV.



One pill, once a day  
can prevent HIV.

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DEPARTMENT**

**whyprep.org**


Me being  
me without  
HIV.

One pill, once a day  
can prevent HIV.


Learn more at  
**whyprep.org**

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**PREP**  
¿Y TU?



6666 Harwin Dr. Suite 370 • Houston, TX 77036  
713.772.2366



**PrEP** es  
tu mejor amiga  
en la prevencion  
para el VIH





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DEPARTMENT**

**713-772-2366  
FLASINC.ORG**



**228,291,296+**

**Total Number of Individuals Touched By This Campaign**

## Reach Per Year:

- *Year 1* - **44 million+** (Oct 2016 – Jan 2017)
- *Year 2* - **65 million+** (July 2017 – Aug 2017)
- *Year 3* - **118 million+** (Nov 2017 – Dec 2018)

## PAID MEDIA CAMPAIGN

- **Total Number of Media Outlets:**

35 including radio, television, print, dating apps, cinema PSA, digital and social media, and billboards

- **Media Runs:**

***Year 1*** - Ads ran over the course of 12-15 weeks depending upon the media source.

***Year 2*** - Ads ran over the course of 8-12 weeks depending upon the media source.

***Year 3*** - Series of co-branded ads ran over the course of 8-12 weeks depending upon the media source.

# Request for Proposal



Achievements	Challenges
RFP approved by HHD Legal Department	HERO Ordinance
RFP successfully approved by Strategic Procurement Department (SPD)	New Mayoral Administration
RFP was well received by the public – approximately 15 individuals from marketing firms were present at pre-proposal conference	Hiring freeze per Mayor’s Office
Six (6) social marketing campaign proposals submitted to HHD	Hiring process changes
RFP was approved by Council in April 2018	Slow RFP process - typically takes six (6) to nine (9) months
Gilbreath Communications was brought on for Project PrIDE campaign creation	Hurricane Harvey facility damage

## NEXT STEPS

The HHD and Gilbreath Communications are working to create a new national PrEP and Data to Care campaign that speaks to the target demographic, as well as the Houston community at large.

