Communication Without Borders

Why HIV/AIDS Prevention Messages Increasingly Incorporate New Media

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Global epidemics such as HIV...

- Do not respect geo, cultural or social boundaries
- Expand their territory at every opportunity
- Preventative interventions need every possible tool
- Billboards to ringtones, radio soaps to avatars
- Make campaigns memorable and effective
Goal for this session

Explore how a synergistic media mix effectively communicates HIV prevention messages to at-risk populations
Our agenda today

- How HIV prevention messaging has evolved
- Handout: Random Ideas Generating Oracle
- Creative brainstorming—how HIV prevention messages can exploit media synergy
- Share ideas and comments
A cornucopia of media

- **Traditional**: originally one-way conversations through print/analog
- Broad reach of mass media
- Government, corporate ownership
- Now hybridized (QRC, embedded video, apps)
New (emerging media): Catch-all term for all electronic communication using highly interactive digital technology

- Personalized messages tailored to individuals
- Cyberchat (first) to VR (next entertainment platform?)
- Average online user—1.72 hrs/day on social media
• **Guerrilla (off the wall):** Creative ways to increase reach and grab attention, often on shoestring budget

• Tries for emotional reaction, generating publicity, word of mouth, online buzz

• Street art, flash mobs, games; anything goes

• **Alternative media:** All media formats, non-commercial, create communities of identity

• Local to global, specialized for LGBT community
Media synergy is when...

...the combined impact of several media activities is greater than the sum of their individual effects.

**Hybrid**—strategic use of traditional and new media

**IMC**—synergy of all promotional tools

**Transmedia**—Divides a story across multiple platforms for one narrative.

Media interactivity persuasive for health messages
However...

“Just being online won’t mean being seen there. Creativity will still determine whether or not we attract, engage and persuade.”

Next up: Examples of creative media approaches to HIV prevention:
Early days: Picture of death
Changed the face of AIDS

- Moment of death—David Kirby, gay activist, Nov. 1990
- 1991 World Press Photo Award
- Elle, Vogue and Marie Claire refused to run ad in 1992
- More than one billion viewers
- Reproduced in hundreds of mass media stories
- The conversation continues online to this day...
Sugar Daddy Campaigns

- Uganda, early 1980s—30% HIV rate
- Sugar Daddy: Reduce cross-gen sex
- Launched 2004 by Minister of Ethics
- 2016: New 3-yr effort by Health Minister
- Billboards, posters, pamphlets, radio
HIV/AIDS changed public discourse about condoms

U.S. Surgeon General C. Everett Koop began erasing stigma of buying condoms in 1987

 Called for condom advertising on TV (1\textsuperscript{st} 2005)—which eventually made condom a household word

AIDS 2014—exhibit
Unexpected media, humorous

- Condom a cappella ringtone
- Part of 3-yr campaign to normalize condom use in India
- 2008—mass media campaign w/ TV, radio, film, print, outdoor
- 60,000 ringtones downloaded in first 12 days
Social media is more explicit

- Condom morphing beyond utilitarian to entertainment
- Condom makers use social media and non-network broadcasting
- U.S. sales $430 million+/year
- ‘Banned’ condom ad videos target youth with ‘R’ rated messages
Explicit approach

- HIVTonight.com (microsite)
- Integrated campaign
- Target: MSM in Edmonton
- Quizzes, activities, graphics
- Plus gay bar washroom posters, interactive postcards, more
- Grand Clio Health winner
Cesvi’s condom mob

Italian social network. Condom set up in different locations; word spread w/ FB, Twitter. Goal to fit 100 people (230). 3.5 million media impressions, covered in traditional/ social media.
Free coffee, with a twist

- AIDS Concern Hong Kong
- Mobile coffee truck
- Served by PLWH
- Goal: Fight stigma about HIV being spread by touch
- 2013
In Denmark, those infected with the HIV virus are still victims of prejudice and stigmatisation. The Danish AIDS charity, AIDS-Fondet, chose to highlight this on World AIDS Day this year with this event, which resulted in a nation-wide press and television coverage. The person inside the balloon wore a t-shirt which carried the campaign message:

**PREJUDICE IS ONE OF THE WORST SIDE-EFFECTS**

Flyers were distributed to on-lookers simultaneously.

World AIDS Day 2007
Durex & MTV Partnership

- Durex partnered with MTV Staying Alive Foundation to launch #SomeoneLikeMe

- Global peer hub where youths share views and stories about sex
Consider creative connections

- yesquit.com
- Print, radio, TV, online, hot line, ASL video, all bilingual
- Texas Dept. of State Health Services

“I didn’t survive HIV so I could die from lung cancer. I had to stop smoking.” — Paul
Riding the selfie wave

- #weareALLclean
- Shower selfie campaign
- Posted on Moovz and all social media platforms
- Goal: eliminate HIV stigma
- Raised money for HIV/AIDS nonprofits amfAR and Housing Works (2014)
For a list of links to these campaigns, contact me at: rmassingill@shsu.edu
Now, it’s your turn!