

ANTFARM/END HIV OREGON

# Clackamas County Communications Campaign Final Evaluation





## Background:

### A Response to Rising Cases of HIV/STI in Rural Oregon

Oregon has experienced an increase in new diagnoses of HIV infection and syphilis in many parts of the state, with the largest increases in rural and frontier areas. Many of these new diagnoses were among people who identify as Hispanic or Latino/Latine.

Rural Oregonians experience social and structural barriers that may place them at increased vulnerability to HIV and STI infections, including delayed HIV testing, late diagnosis, and lower utilization of essential prevention and treatment resources. However, people who live in rural Oregon also cite many advantages to living in their regions, including a strong sense of local community.

This value shaped a media campaign, which was designed with input from rural Oregonians, initially launched in Eastern Oregon in 2022, and re-launched in rural Clackamas County in 2023. HIV diagnoses had doubled in Clackamas County in the previous 5 years. Syphilis cases had also increased, including the extremely concerning occurrence of four congenital syphilis cases in the county in early 2023.

People living in rural Oregon identified most strongly with messaging about HIV testing to protect the community.

The multi-modal 'Small Town' campaign, which ran in Clackamas County from August - October 2023, used billboards, digital and terrestrial radio, social media, and digital advertising. The campaign used some of the following messages in its print and radio/streaming products:

- HIV isn't just a big city issue.
- Rural Oregonians care about community. HIV is a community issue.
- Testing for HIV is a way to keep our community healthy.
- Getting tested is a sign of strength, not weakness.

## Campaign Planning & Development

CDC-funded campaigns like Let's Stop HIV Together have developed materials for many subpopulations, but lack materials that focus on people living in rural America. In fact, a brief review of existing HIV media campaigns found no multi-modal campaigns specifically designed to increase HIV testing among rural populations.

Planning for the original 'Small Town' campaign began in April 2020, but implementation was delayed due to COVID-19. Formative research was extensive and included:

- Input from partners at EOCIL and HIV Alliance – two key agencies providing HIV services in rural Oregon
- 4 online focus groups with rural Oregonians (MSM in Western Oregon, MSM in Central/Eastern Oregon, heterosexual men, heterosexual women)
- Development of preliminary concepts based on key themes identified through focus groups
- Message testing and gathering additional data through an online survey with 218 rural Oregonians
- Creating draft messages for a rural media campaign and original imagery using local models and Oregon-specific sites to create an authentic Oregon feel
- Final round of input on completed campaign products (billboard images and messages, radio ads) from key partners serving rural Oregon
- Integration of partner feedback to finalize creative concepts

Models chosen for the initial campaign include men and women, white and Latino/Latine, to match the demographics of most new cases in rural Oregon.



## Campaign Implementation in Clackamas County

The Clackamas County campaign built on lessons learned during the initial 'Small Town' campaign in Eastern Oregon, successfully launched and completed in 2022. The Clackamas County campaign was led by community-based agency, AntFarm, in partnership with Clackamas County Public Health (CCPH) and OHA. Although not specifically designed for rural Clackamas County, AntFarm and local partners felt the messaging and images would resonate with their populations.

A campaign information session for local partners helped prepare Clackamas County communities for a potential increase in client requests for information, testing, and prevention services. A new page on the End HIV Oregon website ([www.endhivoregon.org/rural](http://www.endhivoregon.org/rural)), available in English and Spanish, provided specific resources for Clackamas County residents seeking testing, prevention, treatment, and mail-order services like condoms, lube, and HIV self-testing kits. The campaign launched in August 2023 and ran through October 2023.

## Target Market and Modes of Communication

The campaign focused on adults 18-54, living in rural Clackamas County, specifically Sandy, Estacada, and Mollala, although the reach penetrated other parts of Clackamas County. In addition, a broader range of Oregonians were exposed to the messaging as they traveled through Clackamas County (e.g., over Hwy 26 to Mt. Hood) for end-of-summer vacation activities. All campaign materials were delivered in English and Spanish.

This multi-modal campaign used audio streaming (e.g., Pandora, iHeart, etc.), social media and digital advertising, and out-of-home advertising (e.g., billboards). Terrestrial radio was not used, as the proximity to Portland meant that messaging would reach too broad an audience vs. focusing on its intended recipients (people living in rural Clackamas County communities).

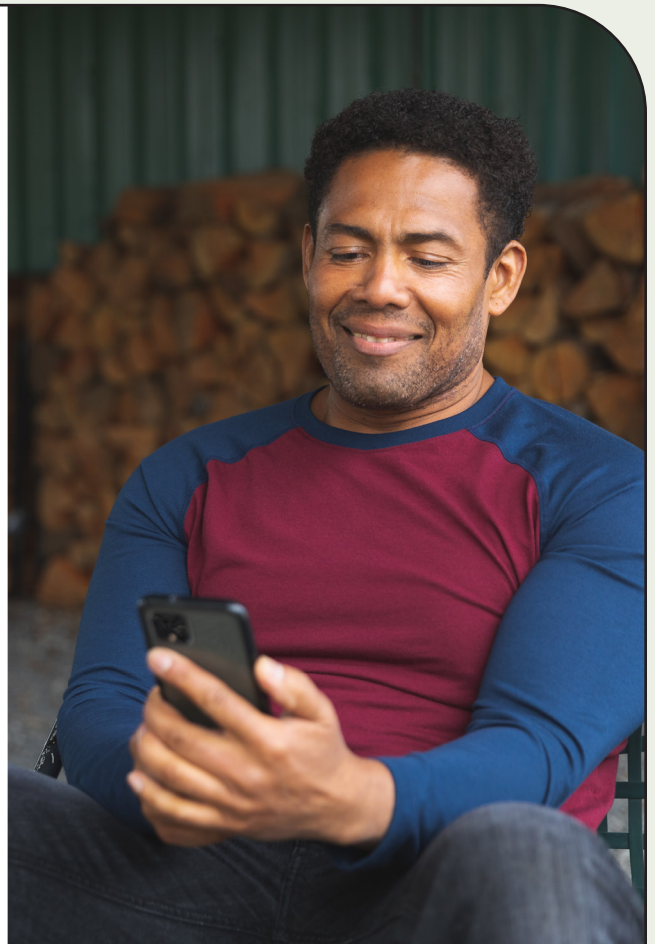
ZIP codes specifically targeted with digital advertising included:

- 97038 – Molalla
- 97023 – Estacada
- 97055 – Sandy
- 97011 – Brightwood, Mount Hood Village
- 97022 – Eagle Creek, Estacada
- 97009 – Boring, Eagle Creek
- 97045 – Oregon City, Beavercreek
- 97375 – Scotts Mills, east of Silverton
- 97042 – Mulino
- 97013 – Canby, Mulino
- 97362 – Mt. Angel, Marquam

### A Focus on Spanish Speakers Living Rurally

AntFarm identified a need to focus on monolingual Spanish speakers and seasonal workers, which guided decisions about the campaign timeline and distribution of English and Spanish messaging. All campaign materials were delivered in English and Spanish, and the campaign began in August to ensure that agricultural workers who may leave the area after harvest season had an opportunity to see it. The Spanish language portion of the campaign included audio, billboards, and out-of-home media (e.g., posters and flyers). Five of the 10 billboards were in Spanish.

Unique to this campaign, AntFarm's team of bilingual, bicultural promotores received extensive training on HIV/STI and sexual health from partner agency, Familias en Acción, before campaign launch, so they could amplify campaign messages during regular interactions with clients, answering questions and encouraging testing.



# Campaign Results

Because many rural Oregonians are in an early stage of behavior change related to HIV/STI (e.g., precontemplation, contemplation), the primary aim of the campaign was increasing awareness; a secondary aim was increasing HIV testing.

## Campaign Reach: Increasing Awareness

The ‘Small Town’ campaign was highly visible and received a significant amount of attention in Clackamas County:

- Outdoor boards yielded **3.5 million impressions** (e.g., how many times they were seen)
- Total combined viewing for Instagram, Facebook, and digital advertising/display ads was nearly 2 million impressions (1,982,836). Of these, there were **12,117 clicks** on the ads, a **.61% click-through rate for English and Spanish** combined, and 35 conversions (e.g., outbound visits to resources for HIV testing, free condoms, and HIV service organizations).
  - Social media was the highest performer in this campaign, with Facebook and Instagram garnering the most clicks and conversions
  - Spanish language ads performed well, with a click-through rate that was 136% higher than the English display ads
  - Digital/display advertising reach was highest in Molalla (482,793 impressions), Estacada (425,591 impressions), and Sandy (188,320 impressions)
  - The best days for conversions were the weekend (Friday - Sunday), which is atypical for most digital campaigns
- The campaign reached **52,529 unique listeners** an average of 26.48 times through audio streaming.
  - English audio streaming ads had 1,245,388 impressions
  - Spanish audio streaming had 145,720 impressions
  - There was a total of 333 ad clicks on audio streaming, with a click-through rate of .26%

- For the three months of the campaign, **EndHIVOregon.org visitor traffic was among the highest the website has ever seen.** The visitor count continued to increase throughout the rural Oregon campaign as the digital/social elements adjusted to better target the intended audiences we were trying to reach with our messages. Compared to a daily count of about 40-50 visitors per day since the website launched in 2016, the Clackamas County campaign yielded the following:
  - **August 2023** – 5,580 total visitors; 5,500 (99%) new users; 5,567 Rural Oregon campaign page views
  - **September 2023** – 4,815 total visitors; 4,700 (98%) new users; 4,767 Rural Oregon campaign page views
  - **October 2023** – 3,981 total visitors; 3,945 (99%) new users; 4,119 Rural Oregon campaign page views



## Campaign Impact: Increasing HIV Testing & Use of Prevention Resources

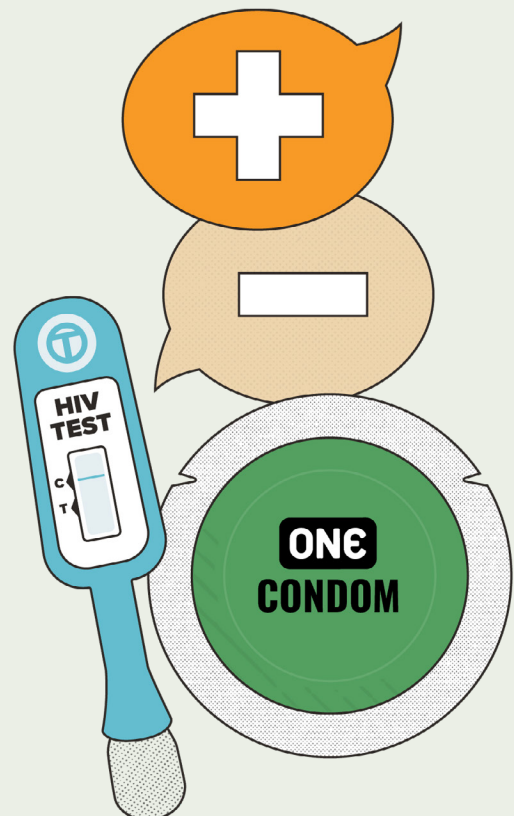
Based on the number of people who were exposed to the ‘Small Town’ campaign media, and took further steps to seek out information and resources, the Clackamas County campaign was successful in increasing awareness about HIV, STI, and sexual health.

### Did it result in increased testing or other preventive actions?

Three testing events at AntFarm locations in rural Clackamas County, plus one test at a Cascade AIDS Project location by an individual who explicitly said they were testing after seeing campaign ads yielded 17 individuals requesting HIV tests. One event was held in partnership with partner agency Familias en Acción to highlight National Latino AIDS Awareness Day in October.

The campaign did not result in a significant increase in HIV testing from Oregon’s mail-order Take Me Home program. Additional digital ads sponsored by the Centers for Disease Control directed people in these ZIP codes to the Together Take Me Home (TTMH) website, and seven people in these ZIP codes ordered tests from TTMH during the campaign. Clackamas County residents may have requested or may make future requests for HIV/STI testing from private medical providers, which is rural Oregonians’ preferred site for HIV/STI testing, according to the formative research – or they may have ordered tests from other mail-order testing programs. OHA does not have ready access to those data.

Rural Clackamas County also did not see increases in orders for sexual health supplies sent through the One at Home Condom Delivery Program, advertised on [www.endhivoregon.org](http://www.endhivoregon.org). This was different from the experience in Eastern Oregon, where the campaign appeared to result in a large increase in mail-order sexual health supplies. However, rural Clackamas County’s proximity to suburban and urban areas, as well as local resources like clinics and social service agencies that carry condoms, may mean that mail-order services are not as urgently needed in these areas.





## Conclusions

A first-ever, multi-modal media HIV awareness and testing campaign in rural Clackamas County, Oregon, was highly visible and reached a significant number of people in the county, including monolingual Spanish speakers. For the three months of the campaign, traffic to the End HIV Oregon website was among the highest since its launch in 2016, an increase almost entirely driven by new visitors.

Although available data did not show an increase in mail-order HIV/STI tests or sexual health supplies through the End HIV Oregon website, it is possible mail-order options are less in demand in Clackamas County, which has easier access to in-person testing and brick-and-mortar options for supplies than more rural or frontier parts of Oregon.

Community engagement was a strong component of the Clackamas County campaign, including training of bilingual/bicultural promotores at AntFarm, and integration of campaign messaging into their usual interactions with community members and clients. Three HIV testing events in rural Clackamas County communities, including one held in conjunction with National Latino AIDS Awareness Day in October, provided access to testing in local communities.

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