

PROJECT:

HIV TEST? I'M ON IT

CLIENT:

SANTA CLARA COUNTY PUBLIC
HEALTH DEPARTMENT

RELEVANT SERVICES:

DESIGN AND IMPLEMENTATION OF
COUNTY-WIDE SOCIAL MARKETING
CAMPAIGN



In addition to English, JSI developed posters, print ads, and radio PSAs in Spanish.



JSI implemented and evaluated a community-based Social Marketing Campaign for HIV/STD Prevention in Santa Clara, California. JSI developed outreach campaigns to promote HIV and STD testing among Latino and Black/African American men who have sex with men, Black/ African American women, and youth.



The final creative campaign, entitled I'm On It!, included posters, print ads, promotional materials, outdoor media (including billboards), and radio PSAs. The campaign materials aim to connect Santa Clara County residents to STD and HIV testing services.

★ HIGHLIGHT

Across all media channels, JSI estimates the total reach of "I'm On It!" in Santa Clara County at over 32 million impressions.



JSI designed a variety of promotional materials for the campaign.



JSI used mobile pop-up and banner ads on Grindr to reach target audiences and direct users to www.HIVtest.org. The ads generated 519,620 impressions from users in Santa Clara County.