



The HIV/AIDS and Hepatitis Section, HIV Prevention Program conducts HIV research, collects Counseling and Testing data, and oversees Florida's linkage/referral, corrections, and perinatal HIV prevention programs. Each quarter we share data from these initiatives in an effort to inform HIV prevention activities throughout the state.

October 2013

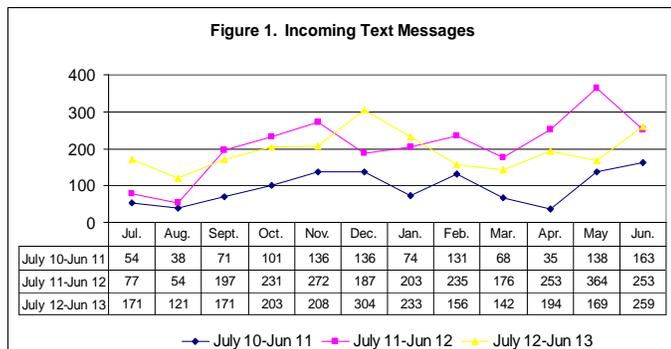
## We Make the Change Media Campaign Update

The We Make the Change (WMTC) minority media campaign is a statewide social marketing campaign designed to increase awareness of HIV/AIDS and its impact in Florida's minority communities. Launched in 1999, WMTC promotes HIV prevention messages through the use of various social media strategies. Campaign components include radio and television broadcast media, print media, Internet and digital media, a mobile text messaging program, and public relations. Each month, the HIV/AIDS and Hepatitis Section, Prevention Program collects data related to media campaign

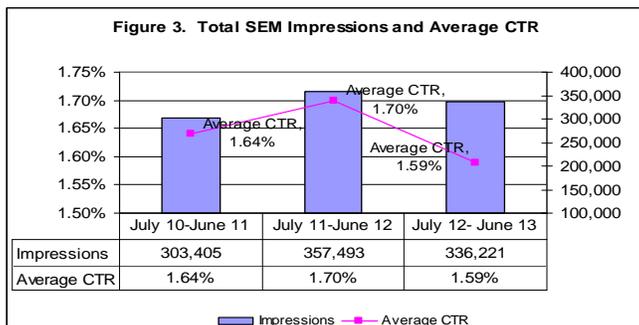
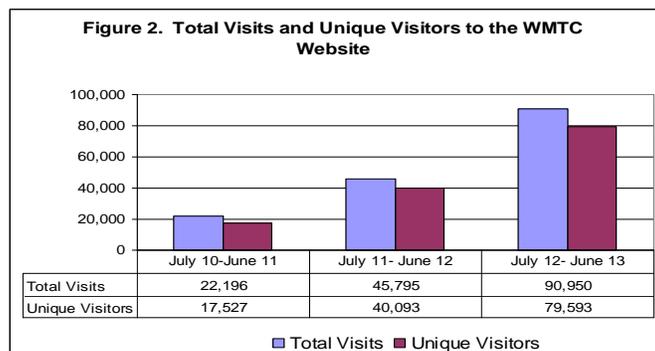
components to ensure the consistency, accuracy, relevance and impact of the campaign. This *Data at a Glance* provides an overview of the reach and impact of the WMTC media campaign from July 2010 through June 2013.

Over the past three years, 32,462 public service radio and television announcements have been broadcast on radio and television stations statewide. A total of 20,635 radio public service announcements (PSA) were run between July 2010-June 2013, and 11,827 television PSAs were run on television stations statewide.

Through the WMTC mobile text messaging program, persons seeking the location of the nearest HIV test site have been able to text their zip code to "477493" and received a response with the location of the nearest HIV testing location. On average, the text messaging program receives approximately 2,000 incoming text messages. The three-year total of incoming text messages is 5,978 (Figure 1).



The WMTC website provides online resources for HIV prevention and testing information. Between July 2010 and June 2013, the WMTC website has had over 158,941 total website visits and 285,315 total page views. A visit is defined as an interaction by an individual viewing one or more pages on a website. A page view per visit is defined as the number of times a page on a website is viewed during a designated time period (e.g., monthly). Another way of measuring website traffic is to look at unique visitors to a website. A unique visit to a website is defined as one person (or a computer/IP address) who visits a website at least once during a designated time period (e.g., monthly). Over the past three years, the WMTC website had a dramatic increase in unique visitors. During the 2010-2011 contract years, the website had 17,527 unique visitors. The number of unique visitors increased during the 2011-2012 contract year to 40,093 unique visitors. At the end of the 2012-2013 contract year, the WMTC website had a total of 79,593 unique visitors.



Traffic is driven to the WMTC website by search engine marketing (SEM), which is a form of Internet marketing. In SEM, keywords, words or phrases, are used to trigger ads to appear in search results when persons search for information on search engines. The ads triggered by the keywords link people back to the website that appears in the ad. The Prevention Program uses two metrics to measure the effectiveness of the SEM program, impressions and click-through rates (CTR) (Figure 3). Impressions are defined as the number of times an ad is shown on a search result page. Each time an ad is shown, it is counted as an impression. For the general prevention SEM program, 997,119 impressions have been recorded from July 2010 through June 2013.

A CTR is a ratio showing how often people who see an ad end up clicking on it. The rate is used to gauge how well keywords and ads are performing. A high CTR is a good indication that users find ads helpful and relevant. A good CTR on a search network is 1% or higher. The three-year average CTR for the general prevention SEM program is 1.64%.

Effective social marketing results in people becoming aware of behavior change messages, understanding and relating to messages and responding to messages by changing behavior. Measuring, analyzing and reporting on the effectiveness of social marketing campaigns helps to evaluate the performance of programs and determine whether or not messages are reaching the public. Through the WMTC media campaign, the Prevention Program has been able to effectively market and promote HIV prevention messages and services in African-American, Hispanic and Haitian/Caribbean communities.