

Communication Objective #1

To motivate sexually-active 14-18-year-olds to attend building workshops.

Creative Brief

Who? Sexually-active 14-18 year olds who use condom inconsistently and experience problems negotiating safer sex partners. Target audience tends to be low-income, with a significant Latino population. Come practice same-sex behaviors but most do not self-identify as gay. The target audience is seeking a sense of greater control over their lives and values independence.

What? Attend three skills building workshops over six months to improve safer sex negotiation skills.

Why? Key benefit for the target audience is gaining a greater sense of control and independence by improving skills in negotiating safer sex. Support for this claim:

- research indicates that target audience wants greater sense of control and independence;
- more effective negotiation skills will allow the target audience to control risky situations;
- skills offered in the workshops will include ways to manage a variety of sexual situations and ways to prepare for sex

Potential barriers to attending the workshops are the audience members' sense that they don't need to learn anything (a know-it-all attitude) and their reluctance to discuss personal issues with peers.

Desired audience response. "I want to attend the skills building workshops because the skills will help me gain more control of my life. I'll call come friends and see if they'll go with me."

Tone. The image should be hip and trendy. Tone should be one that inspires confidence and comfort with the workshop setting and experience. Fear-based messages should be avoided.

Executorial considerations. Messages need to provide 800# for more information and allow for tagging with workshop times and locations. Spanish-language versions of materials are required.