

Communication Plan

This document provides a guide for the proposed communication activities of the Sacramento PMI Demonstration Site: mass media advertising, small media promotions (posters), public relations, phone line, workshop collateral materials (brochures, buttons), and peer networking.

The goal of Sacramento PMI is to get sexually active 14-18 year olds, in high-risk areas, who use condoms inconsistently to use condoms consistently and correctly with all partners in all situations by addressing three key elements:

- *Norms:* Community and peer norms to support the use of condoms with all partners and in all situations.
- *Condom access and availability:* Youth know where to get and have access to affordable condoms. Youth will have condoms on hand when they need them.
- *Skills and self-efficacy:* Youth have the skills to use condoms correctly in different situations, and have the communication skills to discuss and negotiate with, or refuse, a partner. Youth will feel confident and feel that they have the power to use condoms consistently and correctly and that they can discuss and negotiate with (or refuse) a partner.

The four program objectives below were derived from the key elements. Communication objectives and communication strategies are then identified to work toward meeting the program objectives.

Program Objective A

To improve young people's knowledge and skills of how to use communication, negotiation and refusal with all partners in all situations.

Communication Objectives for Program Objective A

To promote the benefits of talking with sex partners and to motivate young people to attend Teens Stopping AIDS workshops

Communication Strategies for Objective A

Mass media: Model the benefits of communication with a sex partner

Public relations: Target parents and adult influentials to increase the belief that communication skills are needed among teens and to encourage dialogue between parents and teens

Promotional materials: Promote the awareness of workshops and the benefits of attending workshops

Collateral materials: Promote the awareness of teen and parent workshops and provide logistical information such as time, place, transportation

Peer networking: Promote the awareness of teen workshops and the benefits of attending workshops, and provide logistical information, such as time, place, transportation

Phone line: Promote the benefits of attending teen and parent workshops and provide logistical information, such as time, place, transportation

Program Objective B

To influence community and peer norms that sexually active teens should have, carry, and use condoms consistently with all sex partners

Communications Objectives for Program Objective B

To increase the awareness among teens, parents, and other influential adults that teens are at risk of pregnancy/STDs/HIV and the need for sexually active teens to have, carry, and use condoms consistently with all sex partners

Communication Strategies for Objective B

Mass media: Increase the awareness that teens are at risk for pregnancy/STDs/HIV and increase the belief that it is OK for sexually active teens to have, carry, and use condoms

Collateral materials: Increase the awareness that teens are at risk for pregnancy/STDs/HIV and increase the belief that it is OK for teens to have, carry, and use condoms

Public relations: Increase the awareness that teens are at risk for pregnancy/STDs/HIV

Phone line: Provide information that teens are at risk for pregnancy/STDs/HIV and encourage sexually active teens to carry condoms and have condoms on hand

Program Objective C

To increase young people's access to condoms

Communication Objectives for Program Objective C

To increase young people's knowledge of right to buy and where to get condoms, and to counter restrictive retailer policies

Communication Strategies for Objective C

Public relations: Target parents, influential adults, and retailers to increase the awareness that teens

can legally buy condoms

Collateral materials: Promote the awareness of where teens can get free or low-cost condoms and promote the awareness of teens right to buy condoms

Phone line: Provide information on where to get free or low-cost condoms and promote the right to buy condoms

Draft Creative Brief for Mass Media

Communication Objective A: To promote the benefits of talking with sex partners

Who: Sexually active teens, ages 14-18, in 15 zip codes of Sacramento metropolitan area

This target audience includes all ethnicities — white, African America, Latino, Asian, and mixed. Although ethnically diverse, they have similar lifestyles, all living as teenagers together in the area, attending public school, and enjoying similar activities.

Teens like to hang out with friends, both male and female, and of a variety of ages. They like “kickin’ it.” Some of the activities they engage in include hanging out at malls, going to the movies, playing music, talking, playing sports, getting high or drunk, flirting, and having sex.

Both males and females say they are not particularly interested in having “relationships”. But in actuality, relationships are fairly common. The length of relationship varied widely (from weeks to years), but could be considered “serious” within a relatively short time.

Sexually active teens make up between half and two-thirds of the teens in this age group. Many teens do not plan to have sex; it just happens. Sex can occur wherever the teens are hanging out and have some privacy: at home, at a friend’s house, in a park. Partners can be a steady girl- or boyfriend, a friend, or a non-steady or casual meeting. Teens may be under the influence of alcohol, marijuana, or other drugs when they have sex.

PMI defines communication skills as: bring up the use of condoms, ask a partner to use condoms, refuse or delay sex if partner will not use a condom.

What: Talk with your partner about sex and condoms

Possible benefits:

control, self esteem, be responsible for yourself
show love & trust
handle difficult situations

Possible barriers:

fear of rejection
no good time to talk about condoms
sex is embarrassing to talk about

Possible tone:

Honest

Straight forward, no talking down
Real world
Not fearful

Executional considerations:

Include phone line number: 1-800-968-TEEN
Use logo
Model communication behavior
Peer spokespeople
Youthful language

Possible desired audience response:

“I need to talk to my partner about sex and condoms”

Draft Creative Brief for Mass Media

Communication Objective B: To increase the awareness that teens are at risk of pregnancy/STDs/HIV and the need for sexually active teens to have, carry, and use condoms consistently with all sex partners

Who: Sexually active teens ages 14-18, living in the 15 zip codes of Sacramento metropolitan area.

This target audience includes all ethnicities — white, African America, Latino, Asian, and mixed. Although ethnically diverse, they have similar lifestyles, all living as teenagers together in the area, attending public school, and enjoying similar activities.

Teens like to hang out with friends, both male and female, and of a variety of ages. They like “kickin’ it.” Some of the activities they engage in include hanging out at malls, going to the movies, playing music, talking, playing sports, getting high or drunk, flirting, and having sex. Teens place a lot of importance on individuality, but it is always within the limits of acceptability of their group of friends.

Both males and females say they are not particularly interested in having “relationships”. But in actuality, relationships are fairly common. The length of relationship varied widely (from weeks to years), but could be considered “serious” within a relatively short time.

Sexually active teens make up between half and two-thirds of the teens in this age group. Many teens do not plan to have sex; it just happens. Sex can occur wherever the teens are hanging out and have some privacy: at home, at a friend’s house, in a park. Partners can be a steady girl- or boyfriend, a friend, or a non-steady or casual meeting. Teens may be under the influence of alcohol, marijuana, or other drugs when they have sex. Most sexually active teens have tried a condom, but they do not plan to have sex, so don’t plan on using condoms.

What: Always carry and use condoms with all partners in all situations.

Possible benefits:

- Care for and respect yourself
- Smart, have sense
- In control, respect yourself
- not get pregnant
- not worrying
- future
- not get STDs

Possible barriers:

- want to show my partner I love/trust him/her

condoms spoil the moment, don't feel good
girls don't want to be seen as "easy"
don't want to be seen as "dirty"
influence of alcohol/drugs

Possible tone:

Honest
Straight forward, no talking down
Real world
Not fearful

Executional considerations:

Phone number: 1-800-968-TEEN
Use logo
Peer or other credible spokespeople
Youthful language

Possible desired audience response:

"I didn't use a condom last time, next time I will."
"I'll carry a condom with me so that I'm ready next time."

Creative Brief

Communication Objective A: To motivate young people 14-18 years old to attend Teens Stopping AIDS workshops.

Who: Teens, ages 14-18, living in the 15 zip codes of the Sacramento metropolitan area

This target audience includes all ethnicities— white, African America, Latino, Asian, and mixed. Although ethnically diverse, they have similar lifestyles, all living as teenagers together in the area, attending public school, and enjoying similar activities.

Teens like to hang out with friends, both male and female, and of a variety of ages. They like “kickin’ it.” Some of the activities they engage in include hanging out at malls, going to the movies, playing music, talking, playing sports, getting high or drunk, and flirting. Teens place a lot of importance on individuality, but it is always within the limits of acceptability of their group of friends.

Both males and females say they are not particularly interested in having “relationships”. But in actuality, relationships are fairly common. The length of relationship varied widely (from weeks to years), but could be considered “serious” within a relatively short time.

What: Attend a Teens Stopping AIDS workshop

Why: Promote benefits

Fun

Hang out with other people

Stuff can’t talk about in school(?)

Learn to handle difficult situations

Be responsible for yourself

Barriers:

busy

no transportation

take care of family

have a job

Tone:

Fun

Cool, Trendy, Sexy

Anti-establishment, individuality

Executional Considerations:

Phone number: 1-800-968-TEEN

Use logo

Desired Audience Response:

“I want to go to that”

“I’m gonna call that number”

Creative Brief

Communication Objective B: To increase the awareness that teens are at risk of pregnancy/STDs/HIV and the need for sexually active teens to have, carry, and use condoms consistently with all sex partners

Who: Parents of teens, ages 14-18, and other influential adults living in 15 zip codes of Sacramento metropolitan area.

From the PMI focus groups: Parents think it is primarily their responsibility to talk to their children about sex. Parents said that they had talked with their children about sex and drugs in general, but not about preventing risk. Most parents believed they knew what their children were doing, although thought that other parents were not as aware.

What: Be aware that teens are at risk for pregnancy, STDs, and HIV

Why: Benefit

good parent, your responsibility

keep your/our children healthy

not worry as much

keep children informed, give your children skills they need

Barriers:

not my kid

sex ed and condoms encourage sex

Tone:

credible

friendly

factual

concern

not fearful

real world

honest

Executional Considerations:

Phone number: 1-800-968-TEEN

Parent, community leader, or other credible spokesperson

Desired Audience Response:

“Kids who have sex should be safe”

“I’ll call that number”

“I’ll talk to my teen again”