**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 massages should be avoided.

**Executional 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.