

SETREPRO presents:

YOUR SEX LIFE, YOUR BUSINESS

a reproductive health campaign

ABOUT SET REPRO



SETREPRO

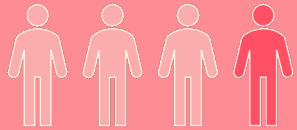
CAMPAIGN OVERVIEW



GOAL

The goal of the campaign is to raise awareness about STI testing and safe sex practices

MORE ON THE HEALTH ISSUE



1 in 4 college students is affected by STIs



80% of individuals with an STI experience no noticeable symptoms



There is a lack of knowledge about sexual health practices among college students

TARGET AUDIENCE

PLACE

TARGET AUDIENCE

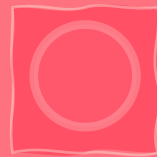
The target audience of the campaign is MSU students

GOAL

MSU STATISTICS



24% of MSU students have been tested for HIV



81% MSU Students used some form of contraception the last time had intercourse



Two out of three MSU students reported ever having vaginal intercourse.

PLACE

GOAL

TARGET AUDIENCE

PLACE

The campaign will be administered on MSU's campus

CAMPAIGN ENVIRONMENT

Social media and collaborations with popular campus pages



In person activities with strategically located pop-ups



FORMATIVE RESEARCH



PRIORITIZATION OF COLLEGE STUDENTS

Testing intentions

- Reluctancy to test, even when it's available
 - Due to **embarrassment**, fear of **unwanted results**, etc.

Demographic impact on safe sex practices

- Light -hearted dynamic messages are more impactful

Greater knowledge

- Women
- Upperclassman

SITUATIONAL ANALYSIS



GEOGRAPHIC ENVIRONMENT ANALYSIS

- Mid-Michigan
- Surrounding “rural” environment

SEXUAL BEHAVIOR OF MICHIGAN STATE STUDENTS

- 70% of students are sexually active
 - 47%: 1 sexual partner in last year
 - 81% of this group has partaken in contraceptive practices
- 24% of students test for HIV each year
 - 12,273 students on average each year





1 IN 5 AMERICANS HAVE/HAS HAD AN STD

1 in 2 cases are ages **15-24**



GREATEST RISKS

Women and those with low
income

EXISTING CAMPAIGNS



GET YOURSELF TESTED

- Purpose was to increase STD and HIV testing
 - Encouraged open discussions regarding testing
 - Testing to improve peace of mind and personal health
 - Informational kits sent to schools and other organizations
 - Result: likelihood of adaptation to behaviors increased by 24.4 %



ONLY CONDOMS PREVENT STDs

- Purpose was to increase condom usage
 - Utilization of billboards
 - Could have benefitted from other informational tactics



CAMPAIGN OBJECTIVES



1

Reduce the stigma surrounding STI testing to increase testing by 10% within two semesters of the campaign.

2

Make 65% of MSU students living in on campus housing aware of safe sexual practices and STI screening on campus within two semesters.

3

Expose 75% of students living on campus during the run time to our campaign and the importance behind it within a full school year.

CAMPAIGN MESSAGE



Triggers curiosity and influences viewers to read secondary messages

YOUR SEX LIFE, YOUR BUSINESS

Starts a conversation about STDs and the stigmas around testing

The goal of this campaign is to **educate** students about STIs and STI testing resources on campus and **empower** students to use these resources to get tested.

EDUCATIONAL TAGLINE

- Your sex life is none of my business... but did you know Olin Health Center provides free STD testing for MSU students

EMPOWERING TAGLINE

- Don't let other people's business screw you over
- Getting busy? Don't let STDs into your business
- Getting STDs is no funny business

MESSAGE APPLICATION



SETREPRO

LINK TO THEORY

HEALTH BELIEF MODEL

- People are more likely to take action if they believe they are susceptible to the disease and will benefit from changing the behavior

PERCEIVED SUSCEPTIBILITY

Information about STD prevalence proves anyone can get an STD

PERCEIVED SEVERITY

Information about untreated STDs

PERCEIVED BENEFITS

Showing the rewards that come with knowing about one's sexual health

PERCEIVED BARRIERS

Supplying easy and free resources to get tested

LINK TO THEORY

COMBAT SOCIAL NORMS



Destigmatizing STDs with silly monsters and funny catchphrases to make the topic less taboo

COMBAT ENVIRONMENTAL FACTORS



Placing campaign material in areas students live and work. Emphasis on groups with less knowledge (lower classmen and men)

CHANNELS & EXAMPLES



FLYERS

- Placed in every residence hall on campus, bathrooms, bulletin boards and study areas
- Emphasis on first year buildings and men's bathrooms



POP-UP EVENTS

- Hand out informational brochures, stickers and condoms
- Near Olin Health Center, so people can go inside to get tested
- Informs about severity and removes barriers



BUS STOP ADVERTISEMENT

- Flyer at bus stop outside Olin Health Center, pointing toward the building
- Target audience frequently riding buses



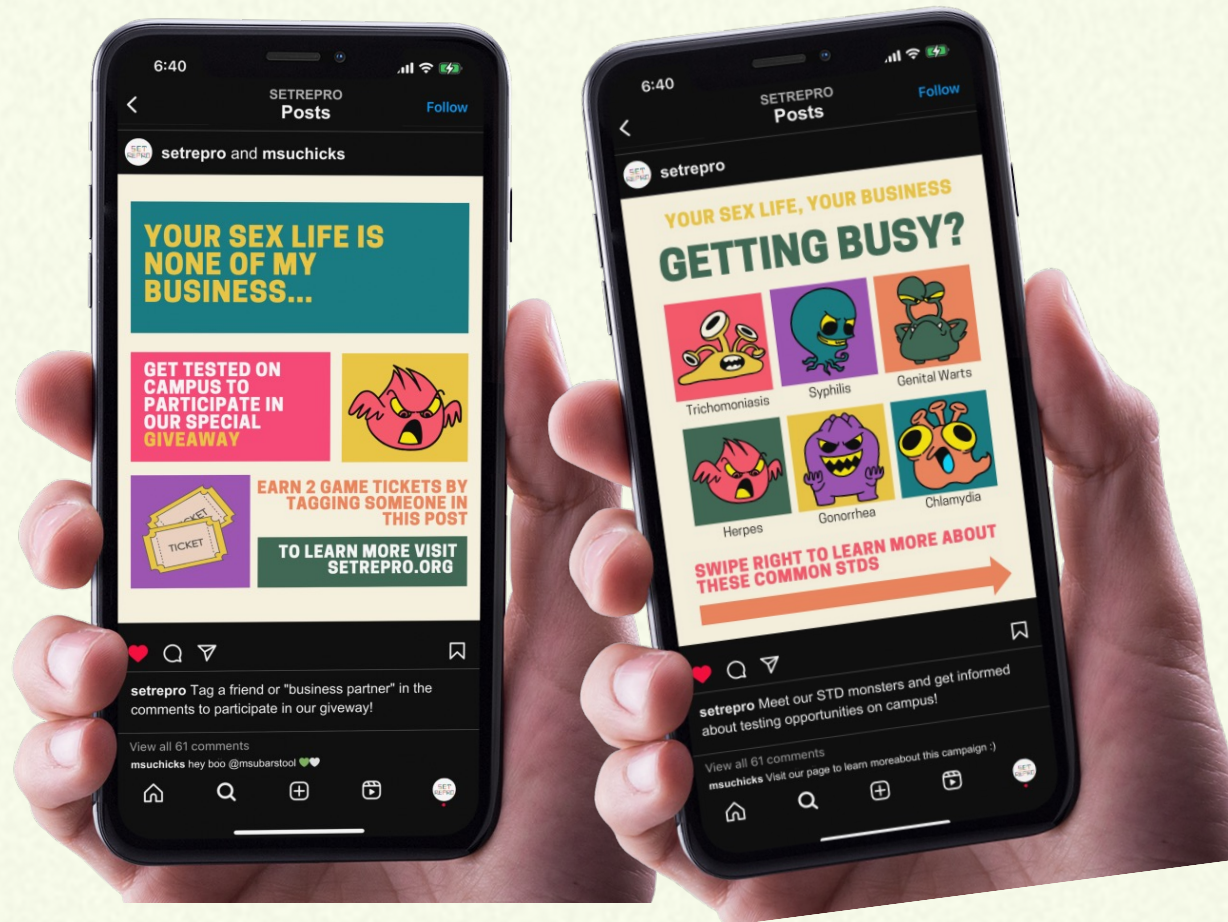
SIGNS INSIDE BUSES

- Shows people where to stop and what number to call to schedule an appointment
- Target audience frequently riding buses



SOCIAL MEDIA

- Instagram partnerships with popular MSU related accounts, like @msuchicks
- Posts about most common STDs & STIs and their symptoms



BILLBOARDS

- Students driving can see information on where to get tested



FUNDING



COST BREAKDOWN

WHAT	HOW MANY	COST	HOW LONG
Flyers	2,000	\$430	Throughout year, new ones at the start of each semester
Bus Advertisement	10	\$50/month 10 signs x 4 months \$2,000	Two months at the start of the Fall and Spring semesters
Custom Condoms	10,000	\$3,500	Two Pop-up Events
Tent	1	\$150	Two Pop-up Events
Workers at event	4 people	\$12/hour x 4 people x 2 events x 4 hours \$384	Two Pop-up Events
Tables	2	Free (rented from school)	Two Pop-up Events
Informative Brochures	1,000	\$460	Two Pop-up Events

WHAT	HOW MANY	COST	HOW LONG
Message Dissemination	15 people	\$12/hour 15 people X 3 hours x 2 months \$1,080	Two dates putting out flyers and fixing some throughout the year
Bus stop advertisement (big flyers)	4	\$50	Posters at Olin bus stops front and back switched at semester
Billboards	2	\$2,050/month 2 boards x 4 months \$16,400	Two months at the start of the Fall and Spring semesters
Message production (editing previous message material)	3 people	\$12/hour x 3 people x 10 hours x 2 sessions \$720	Two rollouts for the two months
Misc. Advertising	Extra advertising expenses	\$500	Whole campaign duration

Total: \$25,500-\$27,500

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- One year of funding
- Costs will be adjusted based on evaluation of effectiveness after first semester
- Dedicated donors (alumni), Health Promotion and Engagement, and a cause related non-profit

CAMPAIGN EVALUATION



1

OBJECTIVE

Increase student testing by 10% within two semesters.

EVALUATION TOOLS

- Analyze attendance at the Olin Health Center
- Optional survey - asking whether has gotten tested in the last year for STI

2

OBJECTIVE

Make 65% of on campus students aware of safe sexual practices and STI screening within two semesters.

EVALUATION TOOLS

- Identify the number of students in each dorm
- Measure number of flyers hung up around campus

3

OBJECTIVE

Expose 75% of students living on campus to our campaign

EVALUATION TOOLS

- Survey sent out at the beginning of first and beginning of last semester
- Analyze this data to discover change in behavior

FINAL CONSIDERATIONS



QUESTIONS?

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