The Twists, Turns and Glorious Messiness of a Teen-Guided Social Marketing and Community Mobilization Project

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Discl osures

• Dr. Kathryn Macapagal has nothing to disclose

• Jim Pickett, advisory activities with GSK/ViiV, Merck
Agenda

• Background and formative research leading to PrEP4Teens

• Teen Creative Brief provided the PrEP4Teens recipe – did we follow it?

• The twists, turns and glorious messiness of the research to implementation pathway: what we've learned and what we'd do in hindsight

• Ongoing work, next steps, community stewardship of PrEP4Teens
Background and formative research with teens and stakeholders

**Background**

- In 2021, 1 in 5 new HIV diagnoses were among 13-24 year olds

- PrEP awareness and uptake in teens is limited – why should they have to wait for the slow research-to-practice pipeline when they need this information now?

**EHE research findings**

- "Rapid, responsive, relevant" implementation research approach (Riley et al 2013)

- 2021: LGBT teen focus groups, stakeholder interviews, community survey
  - Teens don’t know enough about PrEP and when they do, don’t know how to access it
  - Existing campaigns don’t resonate with teens
  - Local, teen- and community-driven multimedia campaigns that inform, empower, provide skills about PrEP are desired - no "slick" productions

Want to learn more about the research findings? Scan for our 2022 CFAR seminar!
• 7 Creative Think Tank participants recruited through focus groups and social media

• Crash course on Social Marketing from grassroots LGBTQ marketing professional

• Assessed research findings and developed 38-page Creative Brief, with directions regarding:
  • Audience
  • Strategies and platforms
  • Messaging, tone and style
  • Colors and fonts
  • And more…
campaign flow and desired outcomes, guided by creative brief

- Art/murals
- Public events, activations, presentations
- Materials, swag
- Social media & Discord server

English & Spanish website

- Campaign acceptability, adoption, reach
- Teen/adult awareness & knowledge
- Teen empowerment & self-efficacy
- Increased demand for/uptake of teen/LGBTQ friendly HIV/PrEP services
Strategies to Stay Teen-Guided

• Think Tank youth hired as part time research assistants
  • Guidance and direction around development and implementation of ideas outlined in Creative Brief
  • Iterated on website with professional web/graphic designer
  • Created content, photography, music for Instagram, TikTok, blog

• Creative Workshop at TaskForce Prevention and Community Services – CBO home of PrEP4Teens
  • Led by Queer Latinx artist affiliated with Chicago Public Schools afterschool program
  • 12 teens created mood boards with imagery/messaging that informed first PrEP4Teens mural
Nov 2023: PreP4Teens launch event

PreP-themed youth mini-ball & pre-Thanksgiving dinner at TaskForce Prevention & Community Services
Community & youth centered PrEP4Teens dissemination

Panelists:
Adaobi
FHI 360 - Nigeria
Rubuna
FHI 360 - Uganda
Luwi Mercy
FHI 360 - Zambia
Leo
PrEP4Teens – U.S.A.
Sadia
PrEP4Teens – U.S.A.

FAQs
What is PrEP?
Am I the right age for PrEP?
Does PrEP have side effects?
How and where do I get PrEP?
Can I afford PrEP?
Do I need an adult's permission to get PrEP?
What about condoms?
Join the conversation and learn more.

Click the icons on the map or check out the comprehensive list below for details on each provider.
Next steps: Community Stewardship

- When PrEP4Teens was 100% research, made sense for it to live at research institution

- When PrEP4Teens moved into mostly implementation, started shifting stewardship to community

- 2024: slow, strategic “handing keys” to TaskForce, longstanding HIV/LGBT youth service org on west side of Chicago
  - Community ownership, leadership, and wisdom
  - Sustainability, equity
2024-25: Coming soon – exterior mural site at TaskForce Chicago’s new building
Ongoing activities & next steps

• Activation and dissemination
  • Continued "push" marketing of campaign
  • Engaging with diverse audiences (CDC, Chicago's GSA Summit, Chicago Latinex Health Summit, Illinois PrEP Summit, Chicago Youth Pride Space, scientific conferences, local and national media)
  • Launching Discord server
  • Art activations at youth-serving sites across Chicago, including Pilsen and South Side
  • Drafting implementation manual

• Sustainability
  • Applying for implementation & research grants
  • Identifying community orgs to partner with campaign
  • Current MPIs eventually stepping back to an advisory/technical assistance/networking role
  • Future dreams include scaling to other areas outside Chicago
What we have learned, are learning...

• Activation, beyond just dissemination, is difficult but incredibly important – researchers not often prepared
• Plan for success, but expect twists, turns and be nimble/agile
• Try to keep things simple
• Tap the expertise, wisdom and passion of allies
• Getting four grants at one time to continue research and launch implementation simultaneously is crazy making
• Never under-estimate the bureaucracy
• It’s okay to not know… surrender to the flow
• Work that is deeply engaged with community is slow, messy, hard -- and ultimately more meaningful, sustainable, and fabulous

I am still learning. — Michelangelo
With hindsight, things we might do differently

- Provide more direction and structure to consultants, contractors, and research assistants working on project

- Activation and dissemination is ongoing and not cheap. Budget more for events, swag/materials, social media, and staffing than you anticipate

- Start art installations at sites that are "low hanging fruit", and assess barriers before committing

- Consider when to "sunset" teen involvement due to aging out

*If I had to live my life again I'd make all the same mistakes--only sooner.* — Tallulah Bankhead
Five takeaways

• Listen to teens and take their direction

• Tap your allies – it takes a village

• Researchers can creatively align community and public health priorities with promotion/tenure metrics

• Find ways to implement structure and boundaries without hampering creativity and input

• Know when to step up, step back, and/or just step
Thank you

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