

KNOW IT:

Texting for HIV Testing

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Who is the Kaiser Family Foundation?

- **An operating foundation with a mission to inform policymakers, the media and public about pressing health issues**
- **Among issues of focus: domestically, the uninsured, Medicaid, Medicare; and domestically and internationally, HIV/AIDS**
- **Core activities: policy analysis, public opinion research, media studies, and public information campaigns conducted in partnership with media**

U.S. Media Partnerships

- Decade long history partnering with leading media on HIV and related issues.
- Current U.S. media partners on HIV/AIDS and related issues include: MTV, BET and Univision.
- Multi-faceted campaigns tailored to specific audiences, including: targeted PSAs and other specially developed content.

think



rap-it-up



Salud es Vida.



¡EN TERATE!
UNIVISION

Key Elements of an Effective Campaign

1. Clearly Defined Target Audience

6. On-going Monitoring and Assessing

2. Partnerships with Media Used by Target

5. Back-end Resources and Access to Services

3. Targeted Messages

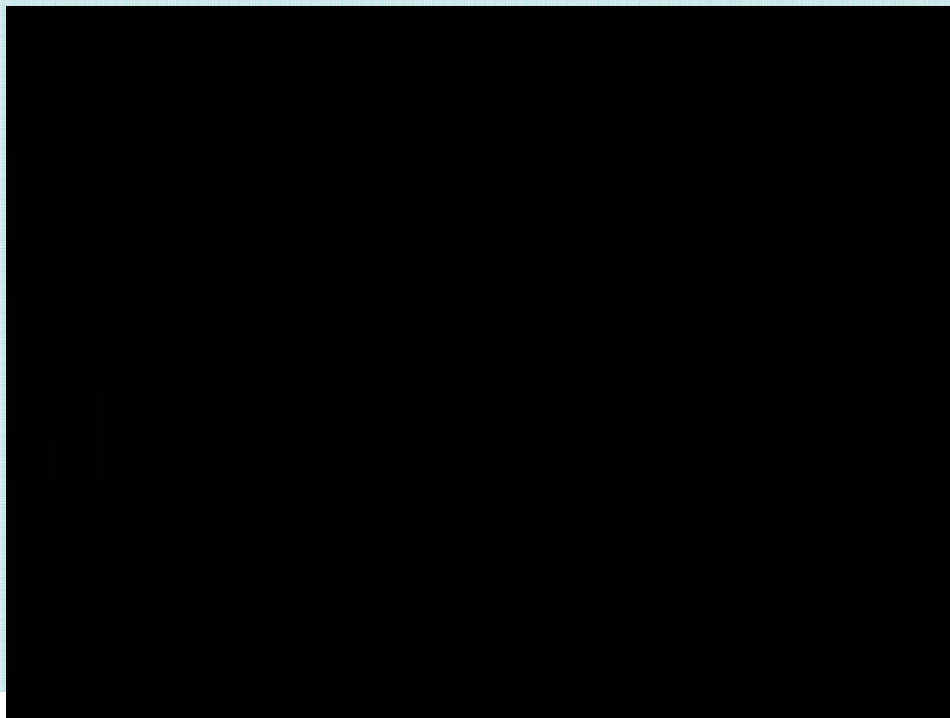
4. A Coordinated, Multi-Platform Approach

Information and Referral Services

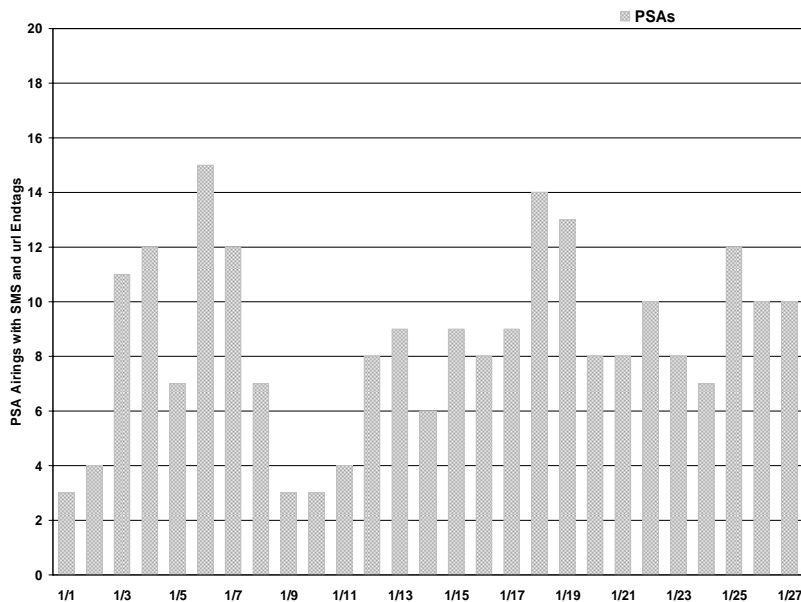
- In addition to toll-free hotlines and websites, in 2007 began offering texting service on select campaigns.
- By texting zipcode to “KNOW IT” users get address for local HIV testing center sent to mobile phone.



“KNOW IT” PSA on MTV

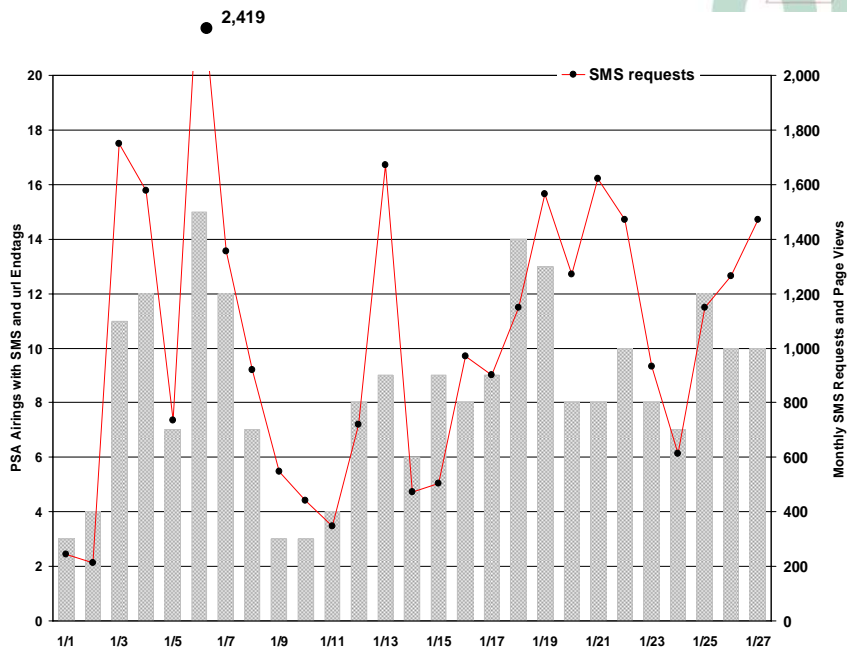


Targeted On-Air Promotion



MTV aired PSA promoting "KNOW IT" 230 times in January.

Audience Response



“KNOW IT”
 received more
 than 28,000 text
 requests in
 January
 response to
 MTV airing.

How “KNOW IT” Works

- **Get out your mobile phone**
- **Send a text to KNOW IT (566948)**
- **Enter a zip code (let’s use Stanford’s, since we’re here): 94305**
- **Send your text....**
- **Receive a text with the closest testing center!**