### Background:
- In the United States, young, heterosexual African American (AA) men are disproportionately affected by sexually transmitted diseases (STDs).
- To date, STD prevention efforts have not adequately addressed the sexual and reproductive health (SRH) needs of this population. Experts have called for education, communication, and community mobilization efforts to address these disparities.
- Health is Power (HIP), a media campaign developed by CDC Division of STD Prevention (DSTD) and its partners to promote sexual health among heterosexual AA men ages 18-30, utilizes a multi-phased approach with 2 phases, empowering messaging around increased condom use, healthy relationships, STD prevention, and open public communication.

### Purpose:
CDC-DSTP funded the National Association of County and City Health Officials (NACCHO) to lead a two-phased demonstration site project in New Orleans, Houston, and Baltimore focused on customizing and implementing local HIP campaigns. The goals of this project were to provide communication, evaluation, and other technical capacity-building assistance to demonstration sites and disseminate key findings and lessons learned from process and outcome evaluations.

### Methods:
**Phase I: Customization (January 2017 – June 2017)**
- Image and Campaign Message Development via:
  - Community Engagement (community advisory boards, focus groups, surveys of population of focus)
  - Staff Engagement (project and communications teams)
- Development of Evaluation Framework

**Phase II: Dissemination & Impact Evaluation (July 2017–June 2018)**
- Dissemination (posters, push cards, social media messages on Facebook, Instagram, Twitter, demonstration site websites, and other media outlets)
- Process and Outcome Evaluation (social media engagement, surveys, focus groups, individual interviews)

### Results: Phase I: Customization

<table>
<thead>
<tr>
<th>SITE</th>
<th>SAMPLE FINAL IMAGES</th>
<th>BEST PRACTICES</th>
<th>LESSONS LEARNED</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCM Houston, TX</td>
<td><img src="Image-1" alt="Image" /></td>
<td>• Social Media Influencers were key to effective reach of target population.</td>
<td>• Outcome/Impact evaluation questions need to be more specific to reflect accurate impact results</td>
</tr>
<tr>
<td>LPHI New Orleans, LA</td>
<td><img src="Image-2" alt="Image" /></td>
<td>• Early development of Community Advisory Boards with representation from target population was necessary for message development.</td>
<td>• Effective spread of messaging requires dedicated staff from target population, with established social media networks</td>
</tr>
</tbody>
</table>

### Impact Evaluation

<table>
<thead>
<tr>
<th>Site</th>
<th>Impact Evaluation (Total #)</th>
<th>CCM</th>
<th>LPHI</th>
<th>BCHD</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCM</td>
<td>Instagram (150); TV Evaluation Survey, Focus Group (2), Individual Interviews</td>
<td>46%</td>
<td>60%</td>
<td>38%</td>
</tr>
<tr>
<td>LPHI</td>
<td>Community Advisory Board (2), Focus Groups (3), Street Intercept Survey (5), Site Representative Survey (30)</td>
<td>39%</td>
<td>99%</td>
<td>63%</td>
</tr>
<tr>
<td>BCHD</td>
<td>Social Media Analytics</td>
<td>15%</td>
<td>45%</td>
<td>11%</td>
</tr>
</tbody>
</table>

### Site Challenges and Limitations:
- **SOCIAL MEDIA/TECH:** Dedication of staff/representatives to target population with social media/tech expertise were needed to create and disseminate effective messages.
- **TIME PERIOD:** Short dissemination & evaluation time periods limited amount of data collection.
- **PROJECT DELAYS:** All sites experienced delays receiving the original, customized HIP messages.

### Technical Assistance Lessons Learned:
- **STIGMA:** Some sites received community feedback indicating that provocative imagery was preferable.
- **DISCOVERY:** May need to develop messaging on or for specific sites/individuals.
- **VARIABLE EVALUATION MECHANISMS:** Sites chose various evaluation mechanisms making comparisons difficult.

### Acknowledgements:
This project would not have been possible without the work of our partner organizations including CCM Foundation (Houston, TX), Louisiana Public Health Institute (LPHI, New Orleans, LA), and Baltimore City Health Department (Baltimore, MD). For additional information on this project or other NACCHO led initiatives contact Gretchen Weiss, NACCHO Director HIV, STI, & Viral Hepatitis email: gweiss@naccho.org