

PROJECT:

# HIV TEST? I'M ON IT

CLIENT:

SANTA CLARA COUNTY PUBLIC  
HEALTH DEPARTMENT

RELEVANT SERVICES:

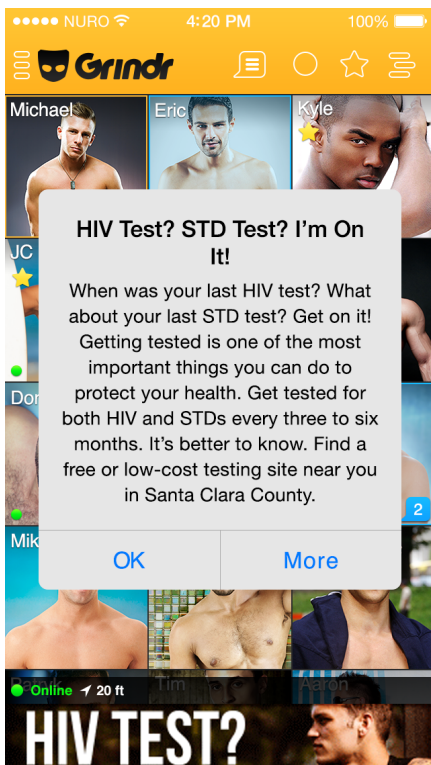
DESIGN AND IMPLEMENTATION OF  
COUNTY-WIDE SOCIAL MARKETING  
CAMPAIGN



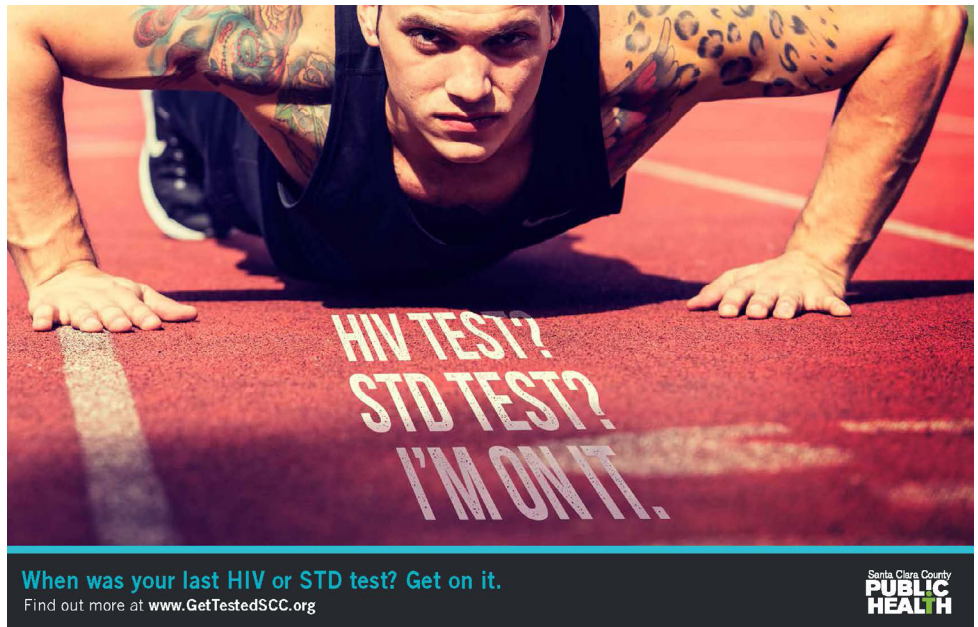
In addition to English, JSI developed social media ads, posters, and radio PSAs in Spanish.

## ★ HIGHLIGHT

Across all media channels, JSI estimates the total reach of "I'm On It!" in Santa Clara County at over 4.6 million impressions during February 2016.



JSI used mobile pop-up and banner ads on Grindr to reach target audiences and direct users to [www.GetTestedSCC.org](http://www.GetTestedSCC.org). The ads generated 3.5 million impressions from users in Santa Clara County.



JSI implemented and evaluated a community-based Social Marketing Campaign for HIV/STD Prevention in Santa Clara, California. JSI developed outreach campaigns to promote HIV and STD testing among Latino men who have sex with men between the ages of 25 and 44.



The final creative campaign, entitled I'm On It!, included social media ads on Facebook and Instagram, posters, promotional materials, and radio PSAs. The campaign materials aim to connect Santa Clara County residents to STD and HIV testing services.



JSI designed a variety of promotional materials for the campaign, including custom condoms, lube packets, stickers, hats and t-shirts. Materials were distributed at three outreach events in San Jose, CA. Outreach events were held at local gay bars by an LGBTQ advocacy organization.



Ads were placed on Facebook and Instagram.