

7th ANNUAL IRIS HOUSE SUMMIT

Women As
The Face
of AIDS



May 4-5, 2012 • www.irishouse.org



Incorporating Peer-Led Theater & Social Marketing into HIV Services

Geneva Musgrave
Program Supervisor, Anti-Stigma Interventions



Theater/SMC into HIV Services

Goals:

To provide information about how to start or integrate a theater project and a Social Marketing Campaign into HIV-related or other community health education programs.



Theater/SMC into HIV Services

Objectives:

- ❑ **Identify the essential tools needed to implement a theater and social marketing campaign into health-related services.**
- ❑ **Develop strategies to communicate HIV/Health-related topics through drama & social Marketing.**
ACT 1 & 2



Theater/SMC into HIV Services

Objectives:

- Discuss the benefits of using theater/SMC to educate and increase awareness about health-related topics.**
- Discuss challenges, successes and outcomes.**



Anti-Stigma Program Model

CAMBA's HIV Anti-Stigma Project consists of two components—a theater troupe and a social marketing campaign. The two community-level interventions have the mission of personalizing AIDS and bringing the issue to the forefront of everyday life through education.



**Social
Marketing
Campaign**

Use of art, messages and images that evoke a human connection to the HIV/AIDS epidemic.

**Theatre
Troupe**

Through performing educational skits that draw on comedy, drama, song, we dispel HIV-related stigma and encourage HIV prevention, testing and attitudinal changes towards HIV/AIDS. Skits also compliment Social Marketing Campaign's messages.



What is Community Theater ...

“Community theatre is a comprehensive program that involves the “viewer” (audience member) and the “doer” (participant). It is a program in which participants can be involved at any age, and once participants get involved, they often remain involved for their entire lives. The complexity and diversity of the skills required to produce a performance offer opportunities for anyone who has the time to give. Participation in community theatre brings with it an immediate social circle, and all the networking benefits that such group endeavors can provide.”

~James Sohre, Director of U.S. Army Europe Entertainment



Social Marketing

....is the systematic application of marketing techniques to achieve specific behavior change for a larger social good

...can enhance the effectiveness of our efforts to protect and improve public health.



Social Marketing

....is **NOT** just advertising, a clever slogan, a media blitz, an image campaign, done in a vacuum, or..... a **QUICK PROCESS.**



Getting Started...essential tools

1. Identify resources needed to implement or integrate a theater/SMC into your services.
2. Create staffing pattern for the project.
3. Identify your target audience.
4. Identify and recruit theater troupe members.



Getting Started...essential tools

Resources:

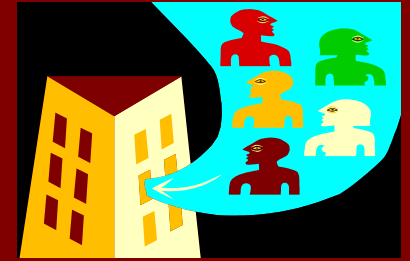


1. Funding

- **Who is funding the project? Is it provided by and internal or external source?**
- **What are their requirements and guidelines?**



Getting Started...essential tools



Resources: (continued)

2. Staffing & housing

- **What is your staffing chart? What are their responsibilities?**
- **Who will you recruit? e.g., professional actors, community members or clients.**
- **Do you have space to hold rehearsals/focus groups?**
- **What trainings, materials, and expertise is needed?**



Getting Started...essential tools

Resources: (continued)



3. Community partners

Identify affiliates and/or community partners who serve your target audience in order to collaborate and perform skits.

For example:

Community-based organizations, faith –based organizations, schools, universities, community centers, shelters, etc.



Getting Started...essential tools

Resources: (continued)

4. Other partners and consultants

Identify affiliates, other partners and/or consultants who provide the best platform to reach your target audiences.

Identify graphic artist/designer and other consultants to analyze outcomes for final product.

For example: advertising company, platforms, and individuals to facilitate focus group, note takers, etc.



Getting Started...essential tools

Staffing pattern...

- **Project Manager**
- **Project Supervisor/Coordinator**
- **Theater Director**
- **Quality Assurance Specialist**
- **Theater Troupe Members (Actors)**



Getting Started...essential tools

Who is the target audience?

For example:

Male and females

Ages 25-45

African-American, Afro-Caribbean, and Latinos

Brooklyn residents of high HIV prevalence areas: Flatbush, East Flatbush, Bedford -Stuyvesant, Crown Heights, East New York, and Brownsville



Getting Started...essential tools

A Few Basic Marketing Principles

- Know your AUDIENCE
 - Its about ACTION
- There must be an EXCHANGE
- COMPETITION always exists
- KEEP “THE FOUR P’s of Marketing in Mind



Getting Started...essential tools

The Four P's of Marketing

Place

Is where and when the target audience will perform the desired behavior access program/products/services or think about the proposed health or safety issue.

Price

Refers to the costs (financial, emotional, psychological, or time) or barriers the audience members face in making the desired behavior change

Product

Refers to the desired behavior and associated benefits you are asking the audience to do, and tangible objects or services that support or facilitate behavior change.

Promotion

This includes the messages, the materials and the channels you will use to reach your audience to promote the benefits of the behavior change.



Key Social Marketing Concepts

Things to consider before forming the messaging of a campaign....

Barriers

Hindrances to desired behavior changes that are identified by the audience.

Benefits

Advantages that the audience identifies, which may or may not be directly associated with behavior.

Competition

The behaviors and related benefits that the target audience is accustomed to, or may prefer.

Determinants of Behavior

Factors (either internal or external to the individual) that influence an individual's actions or behaviors.



The Power of Social Marketing

- *Its all in the CUE ACTIONS BABY!*
 - **FASTEN** your seat belt
 - **STOP** smoking
- **DEMAND** Healthier options in your community
 - **TAKE** the Blame out of HIV



Thoughts to initially brainstorm..

- **Research other messaging of your target audience.**
- **What should the ad look like?**
- **Does it work?**
- **What should it say?**



Social Marketing at CAMBA **Step-by-Step**

HIV Anti-Stigma Project

Research on other related campaigns

Brainstorm/Drafts

**Recruiting and Facilitating
Focus Groups A & B**

**Final Review from CAMBA
Administration**

**Final Approval NYCDOH Materials
Review Board**

Post Launch Survey



Getting Started...essential tools

Recruit theater troupe members:

Theater troupe should identify with target community you are trying to reach

Determine whether troupe members should also be diverse in age range and ethnicity

Members should have some working knowledge of HIV or proposed health topic

Hold auditions and interviews with potential candidates



Act 1

1. Develop messages to convey to target audiences
2. Create and write skits based on those messages
3. Hold a focus group and present skit(s) to the group for feedback
4. Make necessary changes (if any)
5. Obtain approval from funding source



Act 2

1. Conduct outreach in order to schedule performances for various organizations and venues within targeted community
2. Perform skits and then engage audiences with questions and answers
3. Evaluate each performance



Act 1

Develop messages to address HIV-related stigma

Five key messages for Anti-Stigma Program:

- 1. HIV is not spread through casual contact**
- 2. Stigma has serious negative effects on the physical, psychological, and interpersonal lives of people living with HIV/AIDS**
- 3. Everyone should be tested for HIV and should know their HIV status**



Act 1



Develop messages to address HIV-related stigma

Five key messages for Anti-Stigma Program: (continued)

4. Take the blame out of HIV/AIDS – All people living with HIV should be treated with compassion
5. Get your audience to identify with what it's like to suffer stigma and discrimination/"Put yourself in the shoes of someone with HIV/AIDS"




Act 1



Strategies to write and create plotlines:

Brain storm ideas... *Who, What, When, Where, Why & How*

1. Who is being portrayed in the skit?
 2. What message(s) do you want your audience to know about HIV-stigma and what do you want them to do?
 3. When does the story take place, (is it updated and relatable information for the identified audiences)?
 4. Where does the story take place, (is it relatable)?
 5. Why are you telling this story?
-  How will the story be enacted, or played out? (comedy, drama, song, dance, etc.)

Act 1

Hold a focus group with targeted community to obtain feedback on the skit(s)



Make necessary changes

Develop questions

Obtain approval



Act 1

Hold weekly rehearsals with theater troupe directed by theater troupe director

Conduct trainings related to HIV, skills building, and facilitation skills

Provide theater workshops and master classes with professional actors to help develop theater member skills



Act 2...

Schedule your performance/presentation

- **Know your audience**
- **Do they have any questions about the topic**
- **Perform skit based on factors**
- **What are the parameters**
- **How much time is allowed**



Act 2...
It's Show Time!!!

Perform approved skits



Act 2... It's Show Time!!!

Engage audiences in questions/answer session



Act 2... It's Show Time!!!

Evaluate each performance

- Evaluations
(ex: Pre/Post Test)
- Follow-up phone calls



How Theater can impact communities

“Community theater has the power to bring communities together and effect change. It can provide tremendous opportunities for training and learning by bridging and sharing experiences with others. It may be those same experiences that promote change and social norms.”

~ Geneva Musgrave, CAMBA Anti-Stigma Interventions



Benefits of integrating or implementing theater

- **Theatre has the ability and power to reach huge audiences**
- **Provides a lasting impression and impact on the communities they collaborate with**
- **Artistic strength and growth, and working with others in our community will increase awareness**

~ Scott M. Brusven, Fargo-Moorhead Community Theatre, Fargo, ND




Benefits of integrating Social Marketing Campaign

It requires that an individual or a community, to change a behavior in order to improve the quality of life for that individual, or for the community as a whole.

Has the ability to reach mass audiences.



Challenges

- **Measuring behavior changes and attitudes**
- **Maintaining a diverse theater troupe, representative of target audience or communities**
- **Experiencing burn-out or not enough theater troupe members**
- **Ensuring that question and answers sessions were conducted at some venues**
- **Keeping the focus on aspects of the messages, during post-performances. Have encountered participants focused on entertainment**
-  **Funding restrictions and/or guidelines**

Successes/Outcomes

- Theater troupe component sustained since beginning in 2007
- Performed for over 9,000 individuals in various settings through-out Brooklyn (mostly)
- Combined survey results from 2008, 2009 and 2010 (n=2,998) found those who reported exposure to anti-stigma messages had significantly lower aggregated stigma scale ratings compared to those who did not report exposure (p<0.001) (NYCDOHMH)
- Formed many partnerships and community ties
- Have strong theater troupe and staff team

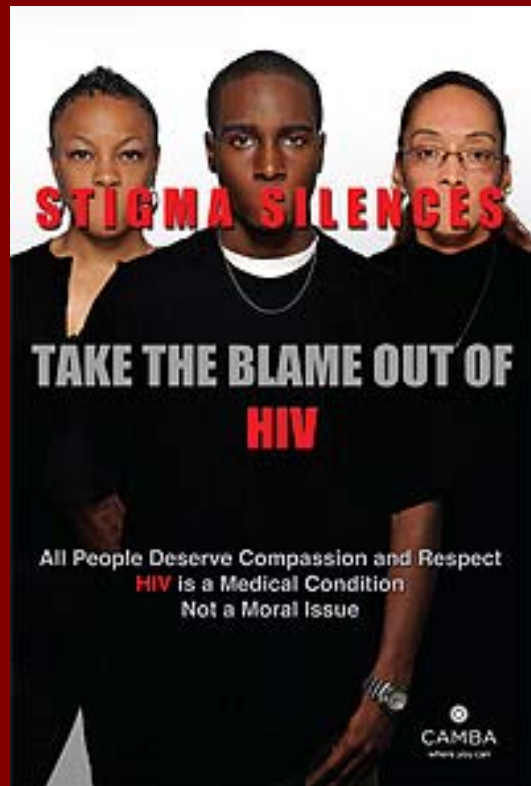


Support from funding sources

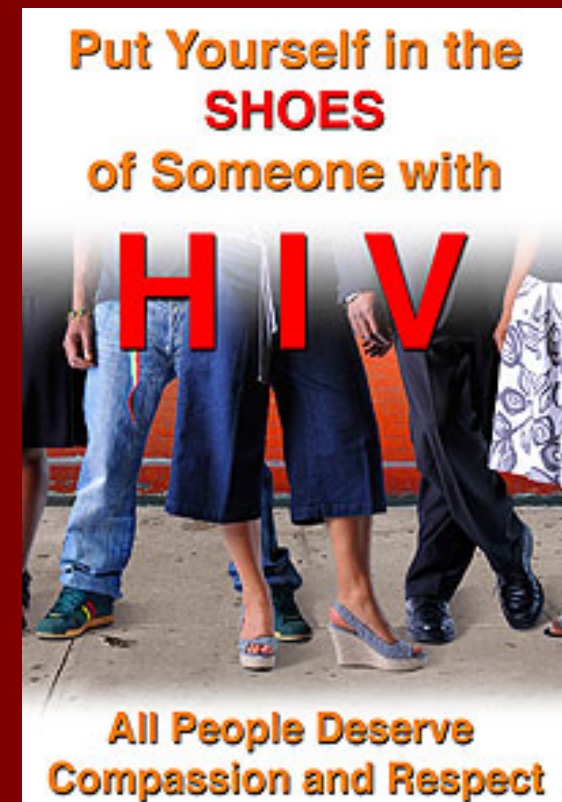
Successes/Outcomes

HIV Anti-Stigma Campaigns

2010



2011



Successes/Outcomes

CAMBA'S Anti-Stigma Project

Social Marketing Campaign Ad's were featured on the New York City Metropolitan Transit Authority

subway stations

subway urban panels

bus shelters

bus sides and bus tailgates



