

WITH HELP FROM COMMANDO, THE ILLINOIS PUBLIC HEALTH ASSOCIATION REACHES AN UNDERSERVED POPULATION WITH MESSAGING RELATING TO HIV TESTING, CARE, AND PREVENTION.



I EXPECT THAT OTHER PARTS OF THE STATE WILL WANT TO REPLICATE WHAT COMMANDO WAS ABLE TO DO FOR US.



SITUATION

Latino and African American men who have sex with men have the highest HIV rates in the country. To address this health crisis and reach out to this community in East St. Louis via social media, the Illinois Public Health Association (IPHA) received funding from the State of Illinois and the United States Centers for Disease Control and Prevention. IPHA and other agencies in Illinois conducted some marketing about the issue on Facebook, Instagram, Twitter, and dating apps. However, their efforts were uncoordinated, and consequently, the impact of their campaigns was limited.

“We’d had some success at reaching those populations through social media,” said Associate Executive Director Jeffery Erdman. “Still, we really wanted an expert in the HIV space who could help us launch a targeted campaign that would result in an increase of the county’s HIV testing numbers.”

That’s when IPHA sought the assistance of COMMANDO.



WE WERE VERY IMPRESSED THAT COMMANDO TOOK CONTROL OF THE ENTIRE PROJECT AND DELIVERED A HIGH-QUALITY CAMPAIGN FROM BEGINNING TO END. DUE TO THE SUCCESS OF THE CAMPAIGN, I EXPECT THAT OTHER PARTS OF THE STATE WILL WANT TO REPLICATE WHAT COMMANDO WAS ABLE TO DO FOR US.



JEFFERY ERDMAN

*Associate Executive Director,
Illinois Public Health Association*

COMMANDO HELPS ORGANIZATIONS REACH THE LGBTQ+ COMMUNITY THROUGH SOCIAL MEDIA AND DATING APPS BY BUILDING AND IMPLEMENTING ADVERTISING CAMPAIGNS FROM START TO FINISH.

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SOLUTION

Because COMMANDO specializes in targeted marketing to the population IPHA needed to reach, IPHA partnered with COMMANDO to help design a comprehensive campaign from beginning to end.

“The underlying message of the campaign was to get the targeted population to think about their HIV status and get tested,” said Jeffery. “If an individual tested positive, then we linked them to HIV care. We also distributed information about PrEP, a once-daily HIV prevention pill, to help keep members of the targeted population from acquiring HIV.”

The team at COMMANDO designed the marketing materials and assisted IPHA with launching the campaign, which ran on several social media platforms as well as dating apps. To help IPHA track the progress of the campaign, they created an easy-to-use online dashboard. They also tweaked the campaign’s website so that it matched the design and message of the campaign.

“Even the campaign’s website is now more attractive to our target audience,” said Jeffery. “I’m pleased that we made such a huge impact with COMMANDO’s help.”



RESULTS + BENEFITS

COMMANDO HELPED IPHA ACHIEVE THE FOLLOWING:

GROW GENERAL HIV AWARENESS

“The broad reach of the campaign meant that we were able to grow awareness of HIV services and PrEP,” said Jeffery.

INCREASE TESTING NUMBERS

“HIV testing numbers in East St. Louis went up significantly during the targeted campaign,” said Jeffery.

IDENTIFY HIV-POSITIVE INDIVIDUALS

“We accomplished one of the goals of the grants, which was to identify individuals who don’t know they have HIV and get them care,” said Jeffery.