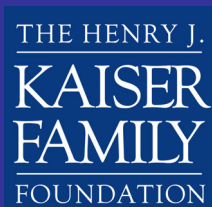


Teleconference call with NASTAD Members

Kaiser Family Foundation Entertainment Media Partnership Campaigns

Tina Hoff, Vice President and Director
Entertainment Media Partnerships
Kaiser Family Foundation



Who is the Kaiser Family Foundation?

- An operating foundation with a mission to inform policy-makers, the media, and consumers about a variety of health concerns
- Issues of interest include Medicare, Medicaid and the uninsured, HIV/AIDS and STDs
- We conduct policy analysis, public opinion research, and create public education media campaigns
- Not affiliated with Kaiser Permanente or Kaiser Industries

Media Partnerships

A New Model for Public Education

Kaiser Provides:

- Research
- Issue Briefings
- Public Health Communications Expertise
- Substantive Guidance on Message Development
- Production Funds
- Consumer Fulfillment Resources and Free Materials

Media Partner Provides:

- PSA and Longer-Form Programming on Issue
- Guaranteed Targeted Placement
- Production Funds
- Creative and Communications Expertise with Target Audience

Using the Media as a Public Education Tool in the U.S.

Percent of adults (18 and older) who report getting information about HIV/AIDS from:

Media	71%
Doctor / health care professional	9%
Friends and family	6%

Percent of young people (15-24) who report getting information about HIV/AIDS from:

Friends	76%
Media	72%
Doctor / health care professional	58%

Background on Entertainment Media Partnership Campaigns

Julia Davis, Associate Director of U.S. Programs
Entertainment Media Partnerships
Kaiser Family Foundation

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KAISER
FAMILY
FOUNDATION

THINK

PSAs

- Co-produced TV PSAs
- Online content

Programming

- Long-form documentaries
- News segments
- Screenplay contest

Grassroots Collaboration

Fulfillment and Resources

- think.mtv.com
- 1-888-BE SAFE 1
- *It's (Your) Sex Life*



A Partnership with MTV Since 1997

Rap It Up



A Partnership with BET Since 1998

PSAs and Programming

- Co-produced PSAs
- Documentaries
- Special editions of leading programming
- Screenplay contest

Grassroots Collaboration and Curriculum

Fulfillment and Resources

- Rap-it-up.com
- 1-866-RAP IT UP
- *It's Your Sex Life*

iEntérate!



A Partnership with Univision since 2001

PSAs and Programming

- Co-produced PSAs
- News vignettes
- Public affairs
- Univision radio
- Online chats

Grassroots Collaboration and Events

Fulfillment and Resources

- Univision.com, *entérate*
- 1-866-TU SALUD
- *Entérate!*

KNOW HIV/AIDS



A Partnership with Viacom Since 2003

PSAs

- Targeted TV, Radio and outdoor PSAs
- Rights free
- U.S. and International distribution

Longer-Form Programming

- Entertainment and news briefings
- Storylines and special programming on TV and radio

Fulfillment and Resources

- knowHIVAIDS.org
- 1-866-344-KNOW
- *Get Informed: Get The Facts*

***KNOW HIV/AIDS Affiliate
Outreach with CBS and UPN***

Daphne Leroy
Manager, HIV/AIDS Initiative
Viacom Inc.

KNOW HIV/AIDS



A Partnership with Viacom Since 2003

Phased Pilot Program

Phase I

New York, San Francisco, Baltimore, Detroit, New Orleans, Miami and West Palm Beach

Phase II

Baton Rouge, Columbia, Washington DC, Memphis, Raleigh

Our Collaboration with States to Date



Laurel Yamaguchi, Program Officer
Entertainment Media Partnerships
Kaiser Family Foundation

New Jersey Department of Health and Senior Services

- **Provided Resources for Statewide Focus Groups**
- **Localized TV PSAs from Kaiser Campaigns with BET, MTV, Univision and Viacom**
- **Added Information About Local Epidemic and Resources to *Rap It Up* Sexual Health Guide**

Michigan Department of Community Health

- **Provided Resources for Statewide Focus Groups**
- **Localized TV PSAs from KNOW HIV/AIDS Initiative**

Florida Department of Health

- **Provided Resources for Statewide Focus Groups**
- **Localized TV PSAs from KNOW HIV/AIDS Initiative**

Connecting with the Campaigns

Julia Davis, Associate Director of U.S. Programs
Entertainment Media Partnerships
Kaiser Family Foundation

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FOUNDATION

How to Connect with the Campaigns

1. Use copies of the longer-form programming, PSAs, posters and guides in your outreach efforts
2. Build events and viewing parties around shows and campaign updates
3. Post a banner ad from the KNOW HIV/AIDS HIV Testing Campaign on your website
4. Become an 'expert on call' for our news and public affairs outreach to affiliates
5. Connect with your local CBS / UPN affiliate
6. If you are working on a local campaign we can work together on making PSAs available for your market