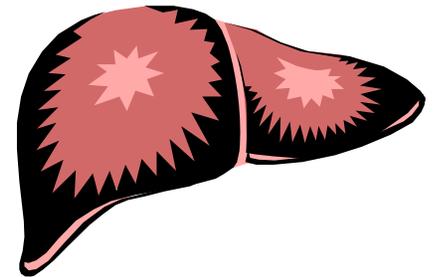


Hepatitis & HIV :

Social Marketing Campaign- Program Integration

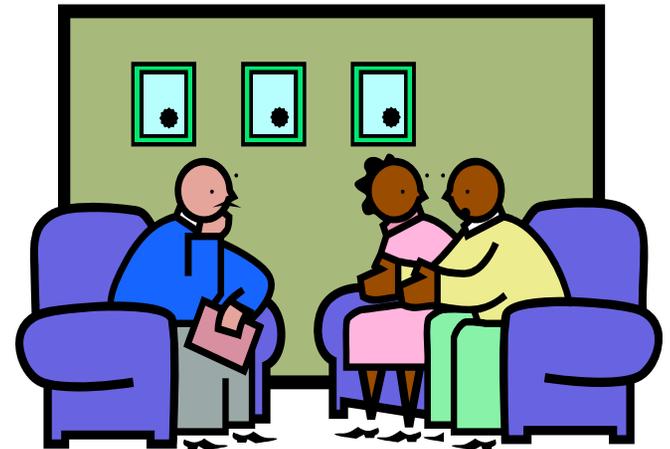
National Viral Hepatitis Conference
December 5-9, 2005



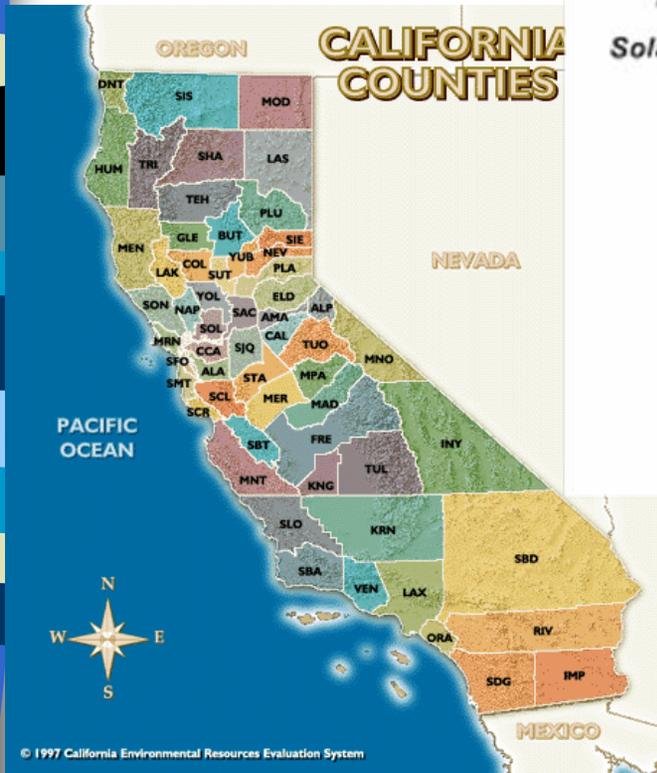
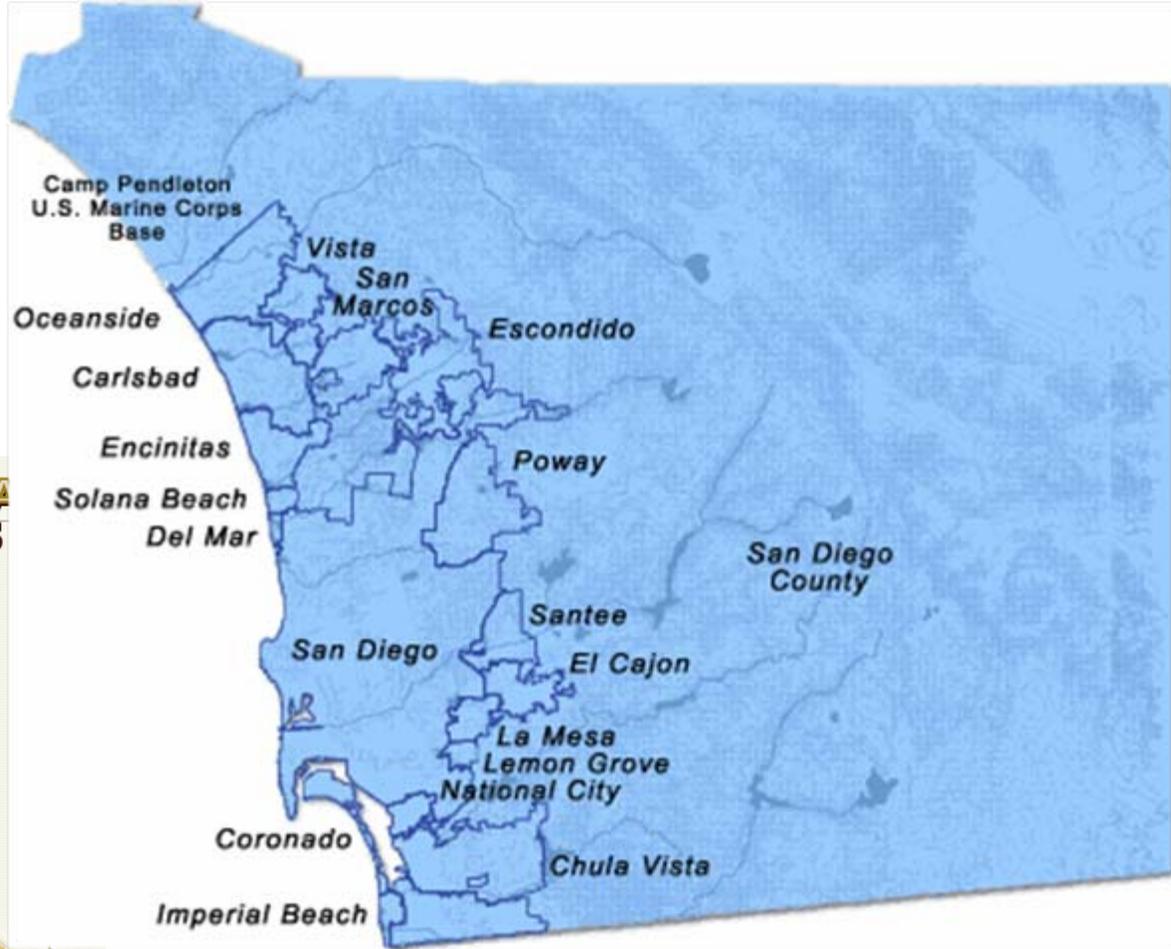
Deborah S. Brown, MBA
Teresa Carrillo

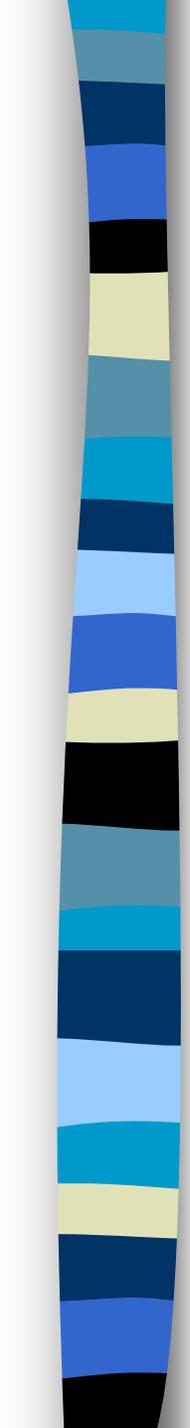
Overview

- **Target Population – MSM & IDU**
- **San Diego Specifics**
- **Services for MSM & IDU**
- **Social Marketing Campaign**



San Diego

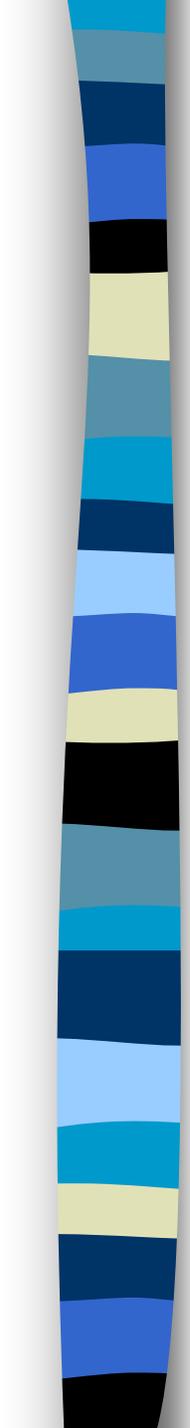




Our Mission

The Family Health Centers of San Diego Provides Comprehensive, Accessible, Quality Health Care Services to Residents and Businesses of San Diego and the Surrounding Region.

We Offer Affordable Services to All Income Levels, With a Special Commitment to Low Income/medically Underserved Individuals.



Family Health Centers of San Diego & Our Services

- **Women's Health Services**

- **Pediatrics**

- **Adult Medicine**

- **Healthcare for the Homeless**

- **Laboratory**

- **Pharmacy**

- **Child & Family Intervention Center**

- **Family Counseling Center**

- **Dental**

- **Vision Care**

- **Specialty Clinics**

- **Health Education & Outreach Services**

Services for MSM

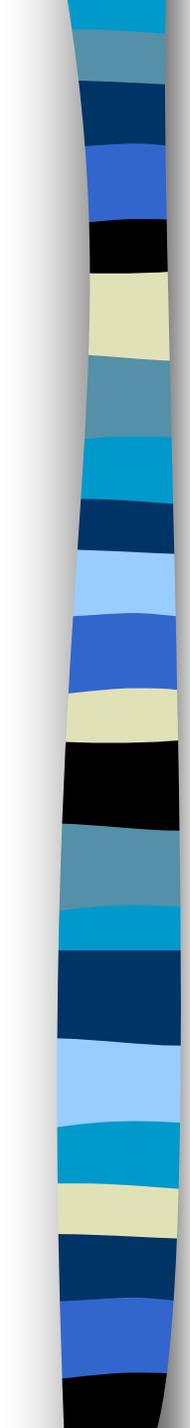
- **Outreach**
- **Individual Level Interventions**
- **Group Level Interventions**
- **Prevention Case Management**
- **Tuesday Night Clinic**



Services for IDU

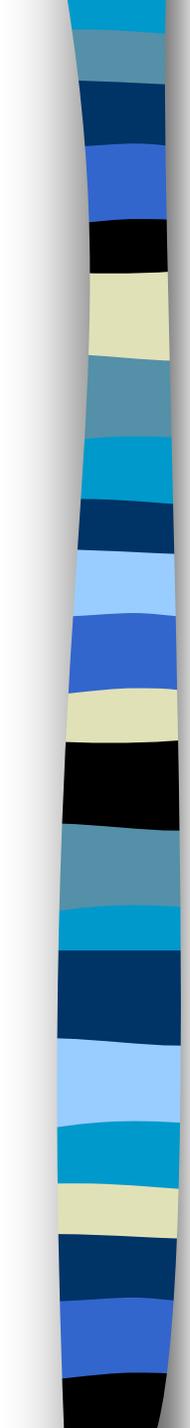
- **Outreach**
- **Individual Level Interventions**
- **Group Level Interventions**
- **Prevention Case Management**
- **Mobile Medical Unit – Abscess Clinic**
- **Syringe Exchange Program**





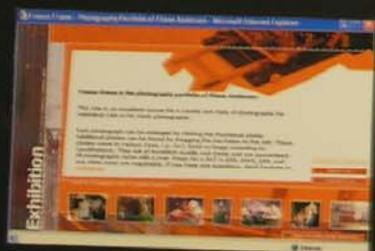
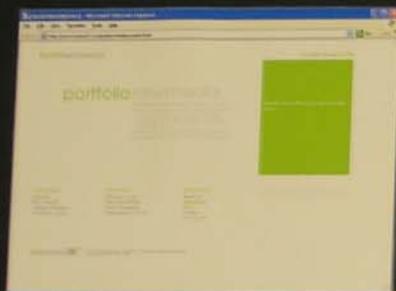
Social Marketing

- **Broader reach than any other intervention**
- **Ability to get your message in places where you may not be able to go**
- **Bigger bang for your buck**



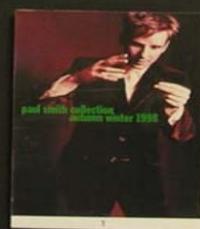
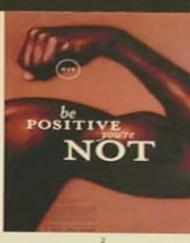
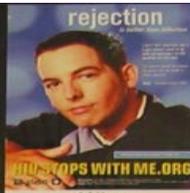
Campaign Creation

- **Needs Assessment**
- **Focus Groups/Key Informant Surveys**
- **Community Advisory Board**
- **Marketing & Imaging focus groups**
 - **Mood Boards**
 - **Questionnaires**
- **Marketing Specifics**
 - **Newspaper ads**
 - **Venue Based Displays**
 - **Outreach Cards**



1. Family Health Centers of San Diego's HIV Prevention Campaign
2. Family Health Centers of San Diego's HIV Prevention Campaign
3. Family Health Center's of San Diego's HIV Prevention Campaign
4. Family Health Centers of San Diego's HIV Prevention Campaign
5. Family Health Center's of San Diego's HIV Prevention Campaign
6. Family Health Centers of San Diego's HIV Prevention Campaign
7. Family Health Centers of San Diego's HIV Prevention Campaign
8. FAMILY HEALTH CENTERS OF SAN DIEGO'S HIV PREVENTION CAMPAIGN
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10. Family Health Center's of San Diego's HIV Prevention Campaign
11. FAMILY HEALTH CENTER'S OF SAN DIEGO'S HIV PREVENTION CAMPAIGN
12. Family Health Center's Of San Diego's HIV Prevention Campaign
13. Family Health Center's Of San Diego's Hiv Prevention Campaign

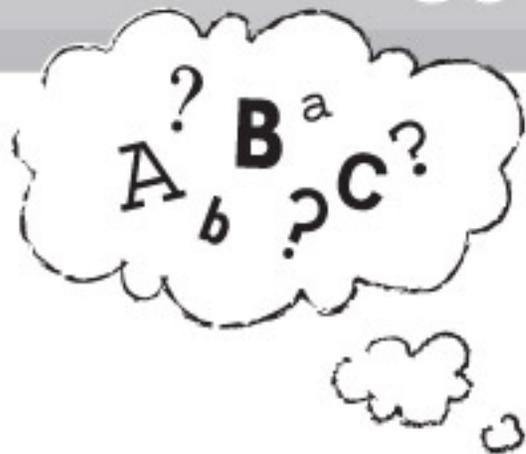
1. Arial Rounded MT Bold, 2. Century Gothic, 3. Gill Sans MT Condensed, 4. Bradley Hand ITC, 5. Corbius Script Pro, 6. Futura Lyrical Pro, 7. Fata MT, 8. Rosewood 944, 9. Trajan Pro, 10. Bask 944, 11. Impact (all caps), 12. Pica Wizzard, 13. Helvetica Condensed



1. Family Health Centers of San Diego's HIV Prevention Campaign
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 13. Family Health Center's Of San Diego's HIV Prevention Campaign
1. Arad Karamali MIT Media 2. Gregory Gordin 3. Cliff from MIT Cambridge 4. Health Head LLC 5. Carlini Kruger Pro. 6. William Lashinsky 7. From MIT 8. Raymond Hill 9. David Pro 10. Black Hat 11. David Hill (MIT) 12. Peter Richard 13. William Lashinsky



are you **confused...**



... about **Viral HEPATITIS?**

Here are some things you should know:

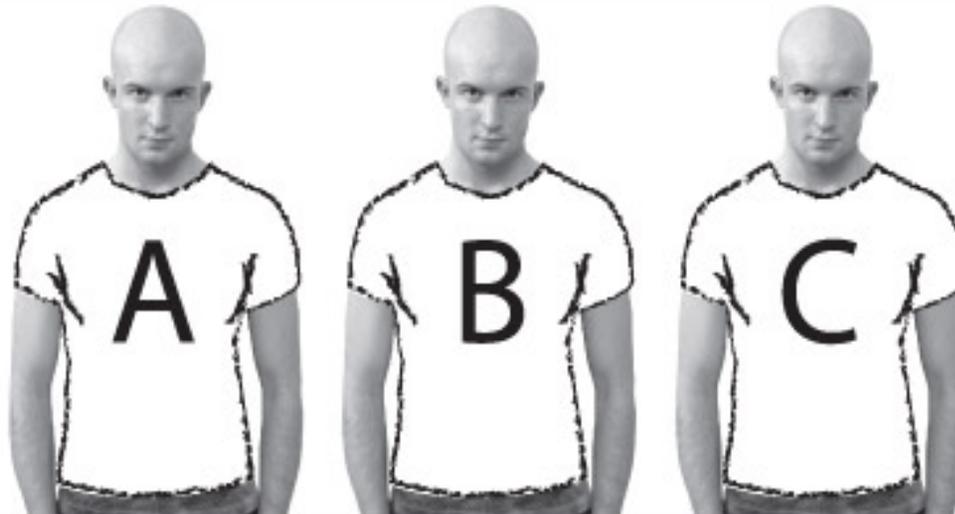
- You can get Hepatitis A & B by rimming or performing oral sex on a guy.
- You can get Hepatitis B by giving and receiving anal sex.
- The Hepatitis C virus can be spread by sharing needles or works (cottons, cookers/spoons, syringes, or water) and unsterile tattooing or piercing equipment.

Get Vaccinated for Hepatitis A and B
Please Call: (619) 515-2449



For more information on viral Hepatitis call the
Centers for Disease Control and Prevention: (888) 4-HEP-CDC, www.cdc.gov/hepatitis

do *you* know the *difference*?



do *you* know the different
types of *Viral* HEPATITIS?

Here are some things you should know:

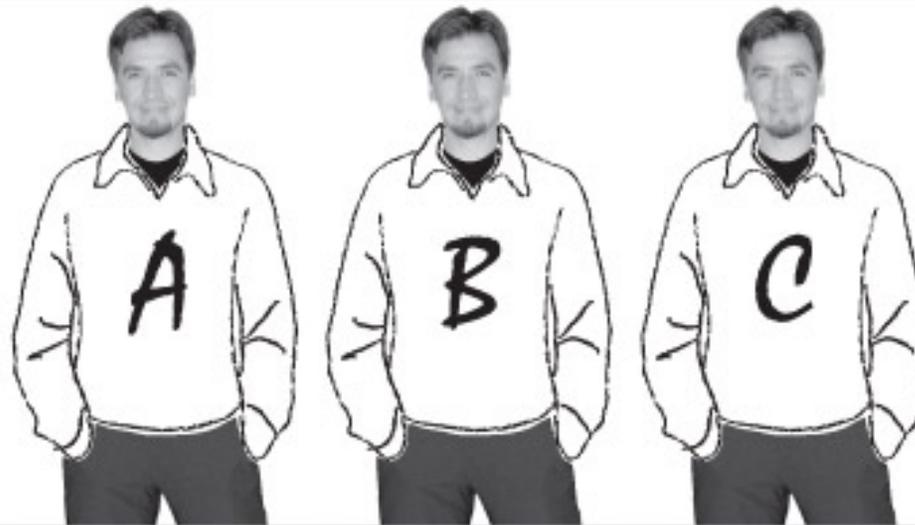
- If you are a man who has sex with other men you should get vaccinated against Hepatitis A and B.
- Hepatitis A and B are easily spread between guys who have sex with other guys.
- Some people infected with Hepatitis B and C have no symptoms; those who do may have yellow skin and eyes, dark urine, fatigue, no appetite and flu like symptoms.

Get Vaccinated for Hepatitis A and B
Please Call: (619) 515-2449



For more information on viral Hepatitis call the
Centers for Disease Control and Prevention: (888) 4-HEP-CDC, www.cdc.gov/hepatitis

do *you* know the *difference*?



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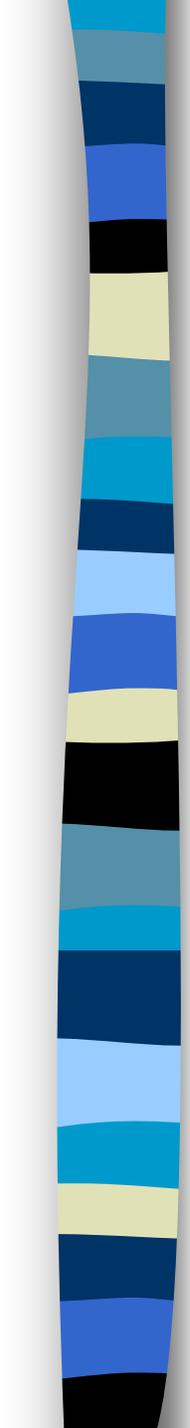
Here are some things you should know:

- Hepatitis A & B are the only STD's that you can get vaccinated against.
- If you are a man who has sex with other men you should get vaccinated against Hepatitis A and B.
- Some people infected with Hepatitis B and C have no symptoms; those who do may have yellow skin and eyes, dark urine, fatigue, no appetite and flu like symptoms.

Get Vaccinated for Hepatitis A and B
Please Call: (619) 515-2449



For more information on viral Hepatitis call the
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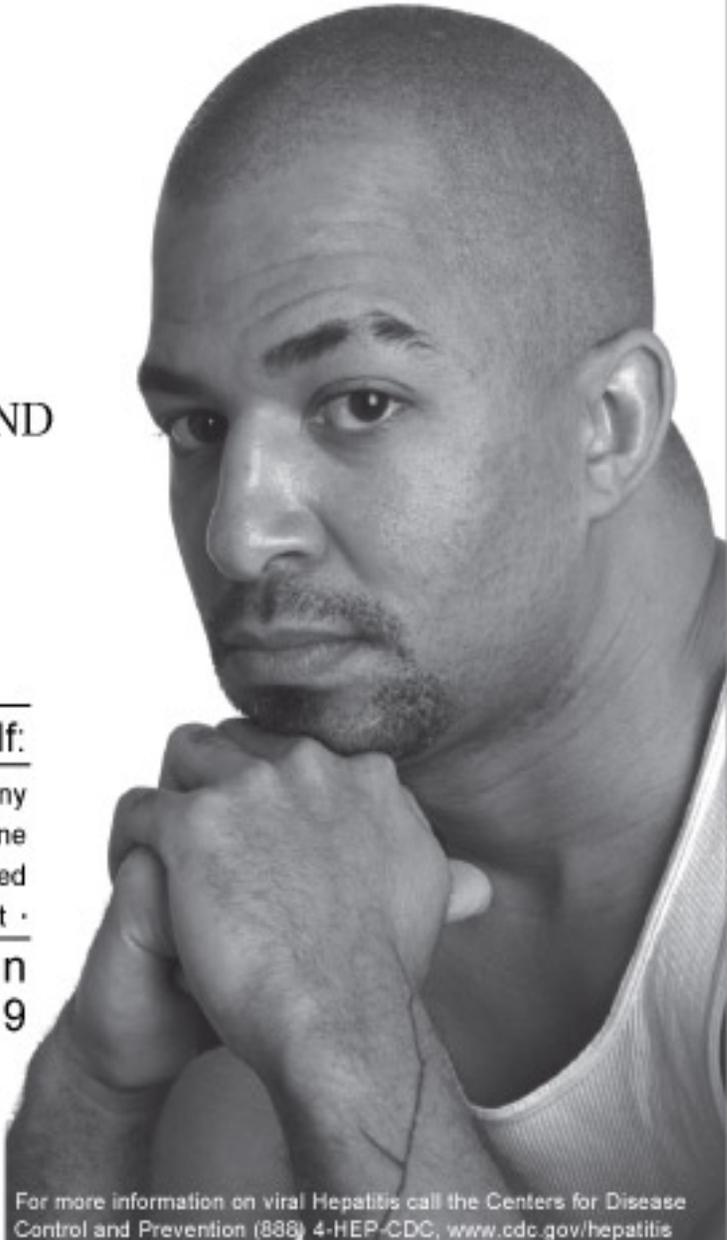


KNOWING GIVES YOU
PEACE OF MIND

Get Tested for Hepatitis C If:

· You have ever injected drugs, even once many years ago · You have ever had a tattoo done with unsterile equipment · You have used straws, pipes or other drug use equipment ·

**For Testing Information
Call: 619.515.2449**



For more information on viral Hepatitis call the Centers for Disease Control and Prevention (888) 4-HEP-CDC, www.cdc.gov/hepatitis



HEPATITIS C AFFECTS YOU
AND THOSE YOU CARE ABOUT

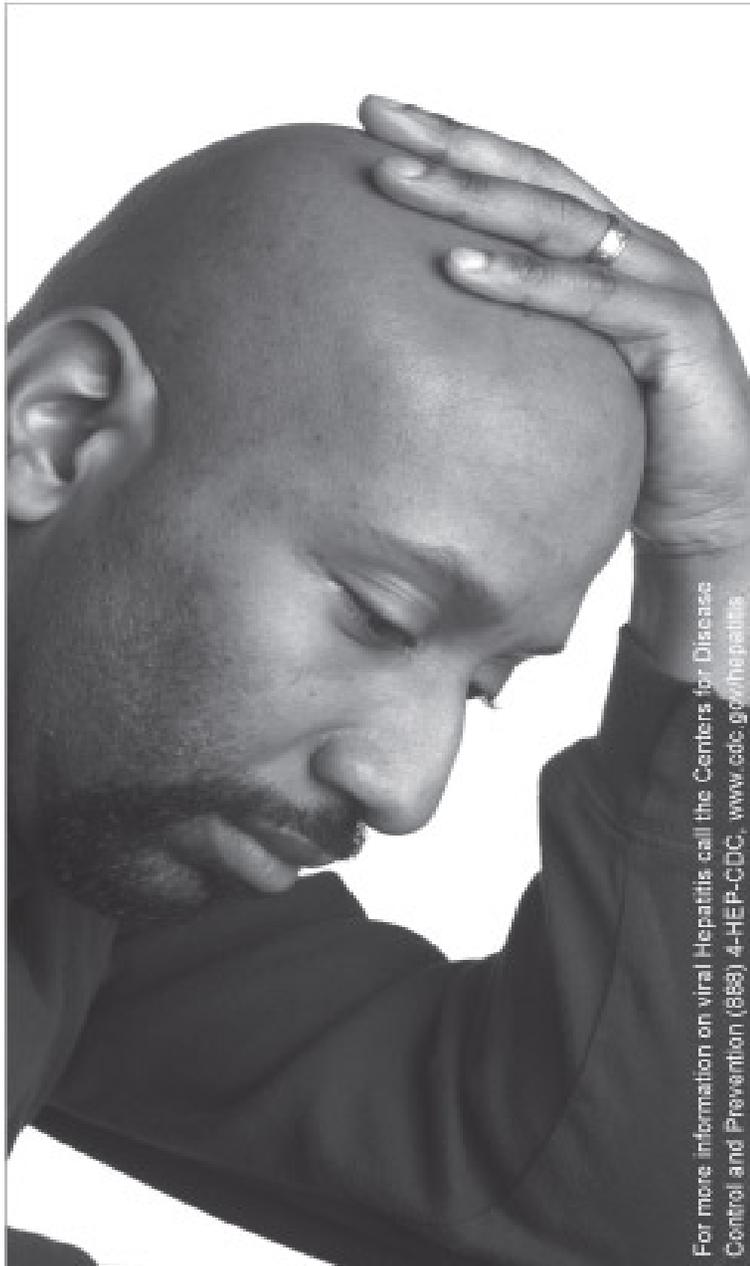
Hepatitis C Can Be Treated

There are options available through your doctor and clinical research studies. Medications may be available through pharmaceutical patient assistance programs.

Get Tested for Hepatitis C
Call: 619.515.2449



For more information on viral Hepatitis call the
Centers for Disease Control and Prevention
(888) 4-HEP-CDC, www.cdc.gov/hepatitis



For more information on viral Hepatitis call the Centers for Disease Control and Prevention (888) 4-HEP-CDC, www.cdc.gov/hepatitis

TO BE HEALED, I FIRST MUST KNOW I AM WOUNDED

Most people infected with the Hepatitis C virus have no symptoms, but those who do may have:

- Yellowing of the skin and eyes
 - Fever
 - Fatigue
 - Diarrhea
 - Dark Urine
 - Nausea and Vomiting
-

Get Tested for Hepatitis C
Call: 619.515.2449



YOUR FRIENDS PROTECT YOU, PROTECT THEM

Don't Share Your Works

- Do not reuse or share needles or works (cottons, cookers/spoons, syringes or water) • If you can't use new equipment then flush needle with water, bleach, water 3 times • Get vaccinated for Hepatitis A and Hepatitis B •

Get Tested for Hepatitis C
Call: 619.515.2449



For more information on viral Hepatitis call the Centers for Disease Control and Prevention (888) 4-HEP-CDC, www.cdc.gov/hepatitis

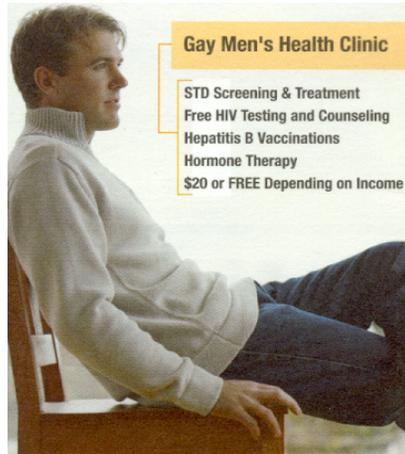
WHAT'S PLAYING ON MUST SEE STD-TV



Premiering
THIS SEASON



A program of Family Health Centers of San Diego in collaboration with Stepping Stone of San Diego.



Gay Men's Health Clinic

STD Screening & Treatment
 Free HIV Testing and Counseling
 Hepatitis B Vaccinations
 Hormone Therapy
 \$20 or FREE Depending on Income

Tuesdays from 5:30pm to 8:00pm,
 by appointment or walk in.
 3544 30th Street San Diego
 619.515.2449



A program of Family Health Centers of San Diego in
 collaboration with Stepping Stone of San Diego.

WHAT'S PLAYING ON MUST SEE STD-TV

STD TV

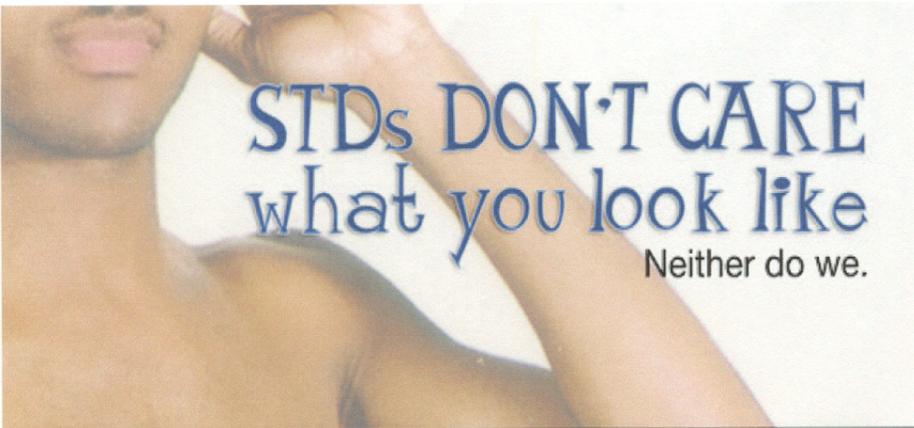
Premiering
THIS SEASON



FREE

THIS WEEK ON STD-TV

STD	What to Watch For	STD	What to Watch For
Chlamydia Gonorrhea	<ul style="list-style-type: none"> Watery, white drip from the penis. Need to urinate (pee) more often. Thick yellow or white drip from the penis. Burning or pain when you urinate (pee) or have a bowel movement. 	Hepatitis B	<ul style="list-style-type: none"> Flu-like feelings that don't go away. Tiredness. Jaundice (yellow skin). Dark urine, light-colored bowel movements.
Genital Warts	<ul style="list-style-type: none"> Small, bumpy warts on the sex organs and anus. Itching or burning around the sex organs. After warts go away, the virus sometimes stays in the body. The warts can come back. 	HIV/AIDS	<ul style="list-style-type: none"> Symptoms show up several months to several years after contact. Can be present for many years with no symptoms. Unexplained weight loss or tiredness. Flu-like feelings that don't go away. Diarrhea. White spots in mouth.
Herpes	<ul style="list-style-type: none"> Flu-like feelings. Small, painful blisters on the sex organs or mouth. Itching or burning before the blisters appear. Blisters last 1-3 weeks. Blisters go away, but you still have herpes. Blister will come back. 	Syphilis	<p>1st Stage</p> <ul style="list-style-type: none"> A painless, reddish-brown sore or sores on the mouth, sex organs, or fingers. Sore lasts 1-5 weeks. Sore goes away, but you still have syphilis. <p>2nd Stage</p> <ul style="list-style-type: none"> Symptoms show up 1 week-6 months after sore heals. A rash anywhere on the body. Flu-like feelings. Rash and flu-like feelings go away, but you still have syphilis.



STDs DON'T CARE
what you look like
Neither do we.



TUESDAYS

5:30PM to 8:00PM
by appointment or
walk-in.

\$20 FEE, which can
be waived for those
who lack the ability
to pay (i.e. income
less than \$16k/yr).

**We are the Gay Men's
Health Clinic**

We Provide HIV/STD
screening, testing, and
Hepatitis B vaccination.

We make referrals. If you
have questions we have
answers.



619.515.2449
3544 30th Street

Se Habla
Español

A service of Family Health Centers of San Diego and the Gay Men's Health Program

STDs ARE AS DIVERSE AS OUR community

No matter who you are,
STDs aren't fabulous.

(Leather men, twink,
gym bunnies welcome)

We are the Gay Men's Health Clinic

We Provide HIV/STD
screening, testing, and
Hepatitis B vaccination.

We make referrals. If you
have questions we
have answers.

TUESDAYS

5:30PM to 8:00PM
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to pay (i.e. income
less than \$16k/yr).

Se Habla
Español



619.515.2449
3544 30th Street

A service of Family Health Centers of San Diego and the Gay Men's Health Program

The Value of Being LATINO



We are the GAY MEN'S HEALTH CLINIC

We Provide HIV/STD screening, testing, and Hepatitis B vaccination.

We make referrals. If you have questions we have answers.

TUESDAYS

TUESDAYS
5:30PM TO 8:00PM
by appointment or walk-in.

\$20 FEE, which can be waived for those who lack the ability to pay (i.e. income less than \$16k/yr).



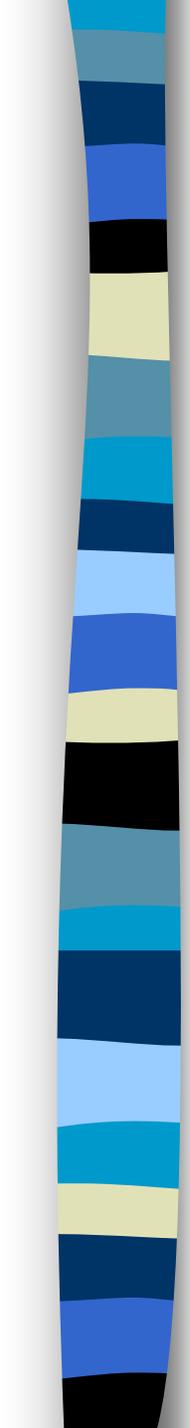
Gay Men's
Health Program

619.515.2449
3544 30th Street



se habla
español

A service of Family Health Centers of San Diego's Gay Men's Health Program

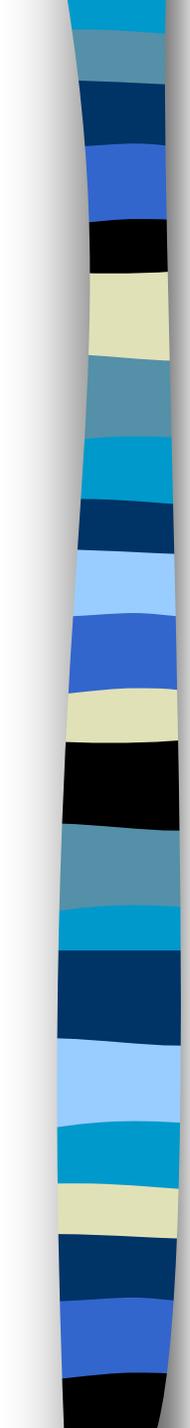


Ladies,
keep
yourself
looking
HOT

*Transgender Services at
Tuesday Night Clinic:*

* Monitored hormone therapy * Supportive medical staff
* STD screening and treatment * Hepatitis B vaccinations
* FREE HIV testing * Services available in Spanish
* \$20 fee, which can be waived for those who lack
the ability to pay
++CALL 619-515-2449 for an appointment++

Family Health Centers of San Diego
3544 30th Street in North Park



Contact Information

Deborah S. Brown

**3544 30th Street
San Diego, CA 92104**

619-515-2588

debbien@fhcsd.org

Teresa Carrillo

**3544 30th Street
San Diego, CA 92104**

619-515-2506

tcarrillo@fhcsd.org