

Facilitating
Access to
Reproductive
Health Care
for Urban
Teens

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Executive Summary

The rate of sexually transmitted infections among teens in New York City is astoundingly high. While the reproductive health of teens across the nation has been deteriorating, nowhere has the problem been more acute than in Planned Parenthood of New York's (PPNYC) target areas. Female teens in the Bronx have rates of Chlamydia that are nearly three times the national average. In the South Bronx, where PPNYC has established a clinic, the pregnancy rate is more than double the national rate. In order for PPNYC to effectively address this teenage health crisis, the team from Columbia University's Mailman School of Public Health developed an overarching strategy to engage urban teens regarding reproductive health care.

To most effectively reach the urban teen demographic, the team has developed a four-pronged tactical approach that utilizes technology, ambush marketing, community based organizations, and targeted programming. The success of these four interrelated tactics is contingent upon the creation of a new, teen-friendly PPNYC website. This website will be the crux of the initiative as it is the reference point for all other tactics. Because teens are a notoriously difficult demographic to reach, PPNYC must engage teens through marketing and communications that reflect both the tastes and values of teens. Further, because teens in NYC experience a unique cultural background, the website must be focused towards a uniquely NYC teen audience.

Teens are also at the forefront of technological trends, quickly adopting new technology. In NYC, the technological divide that separates those with access to advances such as broadband internet access, is especially narrow. Given NYC's unique global position in terms of its cultural influence, diversity, and technological acumen it is clear that this teen problem needs a uniquely NYC solution.

The four-pronged tactical solution has been thoroughly researched and is tailored to a NYC audience. Through the implementation of these four tactics, PPNYC should be able to reach the teens in the target demographic and shift PPNYC's customer base from a traditionally middle class, suburban demographic to a more urban, lower income demographic that is in critical need of quality reproductive health care. This in turn will result in increased volume to PPNYC clinics and improved sexual health outcomes for urban teens in areas of need. Through these efforts, PPNYC will also have a chance to change the public's perception of the organization from one that services the white, middle class to one that offers a full range of reproductive health care services to people of all races, colors, creeds, and income levels.

Introduction

Recent data has shown an extraordinary increase in the incidence of sexually transmitted infections, HIV/AIDS, and unplanned pregnancies among teens in New York City, with rates disproportionately climbing in low socioeconomic urban areas. Planned Parenthood of New York City (PPNYC) is therefore faced with a crisis and it must expediently address the reproductive health of low socioeconomic, urban teens in New York City. In light of advances in technology and its widespread availability and use as a form of communication between teens, the organization will need to avail themselves of this medium to reach this unique population. This document will highlight the need for an investment in a four-pronged strategic approach, which incorporates the use of innovative technology, in order for PPNYC to effectively engage this demographic and address this urgent health crisis.

The Problem – Background Information

Problem Statement

How can an organization best communicate with low socioeconomic status, urban teens regarding reproductive health care despite the rapidly changing culture of this demographic?

History of the Organization

Planned Parenthood is rooted in the fight for women's health, rights, and equality. The history of the organization dates back to 1916 when Margaret Sanger opened the first birth control clinic in Brooklyn, New York. As a personal witness to the hardships and deaths women faced because of unwanted pregnancy and illegal abortion, Sanger opened this clinic to provide contraceptive advice to poor, immigrant women.¹

Although her commitment to illegally providing birth control to women in the 1920s resulted in police raids and her conviction, she continued to push forward, founding *The Birth Control Review*.² She eventually appealed her sentence, which led to a liberalized interpretation of the anti-contraception statute. In the years that followed, Sanger opened the Birth Control Clinic

¹ Planned Parenthood Federation of America Inc. (2008). "History and Successes," available from: <http://www.plannedparenthood.org/about-us/who-we-are/history-and-successes.htm>, accessed 10 September 10.

² Ibid.

Research Bureau in Manhattan (1923), which merged with the American Birth Control League to become Planned Parenthood Federation of America, Inc (PPFA).³ From 1923 onwards, PPFA generated substantial support and has now become both a national and international corporation that focuses on:

“Providing contraception and other health services to women and men, providing research on birth control and educating specialists and the public about the results, and advancing access to family planning in the United States and around the world.”⁴

Planned Parenthood New York City (PPNYC)

Conventional 1930s liberalism and feminism in the 1960s have both played a significant role in shaping Planned Parenthood New York City. In the 1930s, Sanger, along with several prominent New Yorkers, opened clinics in Manhattan and the Bronx known as “Mothers’ Health Centers,” which later became branches of PPNYC. Between 1936 and 1938, the AMA recognized birth control and contraceptives as an essential part of medical practice and education. Additionally, the liberalization of laws and public opinion in the 1930s resulted in increased acceptance of birth control.⁵ In 1960, in the midst of the women’s movement, Planned Parenthood became a “respected and powerful voice” and their centers in Manhattan, the Bronx, and Brooklyn merged to become Planned Parenthood of New York City.⁶

PPNYC is currently one of 125 PPFA affiliates across the United States. Throughout its existence, the organization has focused on three main initiatives including advocacy, service provision, and education. Their mission is:

“To empower individuals to make independent, informed decisions about their sexual and reproductive lives, [we] provide information and health care, and promote public policies that make those services available to all. Planning *is* power.”⁷

³ Ibid.

⁴ Ibid.

⁵ Planned Parenthood of New York City, “Planned Parenthood of New York City: A History of Firsts,” available from: <http://www.plannedparenthood.org/nyc/our-history-14909.htm>, accessed 13 September 2008.

⁶ Planned Parenthood Federation of America Inc. *History and Successes*.

⁷ Planned Parenthood of New York City, “A History of Firsts.”

PPNYC has a large client base, with more than 42,000 clients per year and an additional 60,000 people who the organization reaches through its community outreach, education programs, and Project Street Beat. In 2007, over 50% of their clients were under the age of 25 years old; the large majority of their clients were women. PPNYC serves a diverse population with 32% African American, 24% Latino, 23% Caucasian, 3% Asian, and 18% unidentified.⁸

PPNYC's Budget

PPNYC is a non-profit organization that has a budget of just under \$30 million dollars. Client fees and public grants only cover a portion of the costs of the clinical services, education, and advocacy initiatives. PPNYC relies largely on a network of donors who support the organization financially and non-financially (volunteers). Nearly \$.80 of every dollar contributed is spent on clinical services, education, and advocacy.⁹ For more information on allocation of costs and finances please refer to Appendix I.

Client's Experience with the Problem

Teen Advocates

To engage teens in the five boroughs, PPNYC has also involved their 45 teen advocates, who represent PPNYC at their schools. These students were not only part of a slogan contest and were photographed for PPNYC's billboard campaign, but also helped generate Planned Parenthood ring tones for cell phones that teens could use. Although PPNYC has made a substantial effort to target the teenage population, teens have not been receptive and both birth and STI rates have continued to climb in target neighborhoods such as the South Bronx.

Limited Ability of Planned Parenthood to Present in Schools

Engaging teens by intervening in schools has proven difficult due to both internal and external problems. PPNYC has attempted to intervene at the local school level, providing schools with comprehensive sex-education programs. However, Planned Parenthood has limited access to the 500 middle and high schools in New York City, providing comprehensive sex-education sessions

⁸ Planned Parenthood of New York City. "Agency Overview" available from: http://www.plannedparenthood.org/nyc/files/NYC/Agency_Overview_2008.pdf, accessed 13 September 2008.

⁹ Planned Parenthood of New York City. "Agency Overview."

to only 120 of these schools. There are two significant problems related to PPNYC's ability to access schools: PPNYC's limited resources and the ability of principals to refuse to allow the organization access. The organization is restricted by budget constraints and has only one full time and one half-time sex educator. Additionally, individual principals determine the content of sexual education classes. These individuals are overly susceptible to socio-political trends, pressure from parents and colleagues, and their own beliefs.

The principals have the ability to determine the content of sexual education classes, if they chose to present sexual health information at all, because of a lack of a mandate to teach sexual education in New York schools. This is in contrast to neighboring New Jersey, which mandates it in all public schools.¹⁰

Despite New York State's (NYS) decision to reject federal funding for "abstinence-only" sex education, NYC teens are still not receiving comprehensive sex education. New York State mandates that STI/HIV education be taught in the schools, but the state censors the message. According to a Guttmacher Institute's state analysis, New York requires that schools "stress" a message of abstinence with respect to STI/HIV education and allows for a parental opt-out provision.

Further complicating the problem of delivering accurate reproductive health information in schools is that sex education does not have its own umbrella within New York schools. Schools most often combine sex education with fitness or nutrition education. Additionally, sex education topics vary widely and generally do not reflect what most Americans believe should be taught in schools. While survey data show that 89-95 percent of Americans support teaching contraceptive methods in schools, only 51 percent of sex education teachers nationwide teach comprehensive sex education that includes an accurate description of these methods.^{11,12} In the Northeast, 16.9 percent of sex education teachers convey to students that abstinence is the only option for

¹⁰ "Sex and STI/HIV Education," (New York, New York: Guttmacher Institute) 2007 Sept 1. [2] p. (State Policies in Brief)

¹¹ David J. Laundry, Jacqueline E. Darroch, Susheela Singh, and Jenny Higgins, "Factors Associated with the Content of Sex Education in U.S. Public Secondary Schools," *Perspectives on Sexual and Reproductive Health* 35, no. 6 (November/December 2003): 263.

¹² *Ibid*, 264.

preventing pregnancies and STDs.¹³ However, it is important to note that teaching in schools with a moderate to high proportion of students at the poverty level is associated with increased odds of teaching skills and topics related to pregnancy prevention.¹⁴

One resource available within some of the middle and high schools is a health clinic. Based on an interview with Judy Lipschutz, Program Coordinator for New York Presbyterian School-based Health Clinics (SBHC), students are advised of services offered in the following ways:

- Letter sent home with information about SBHC as well as consent form for parents to sign
- Presentations at PTA meetings and teacher meetings
- Classroom based outreach intervention
- SBHC participation in school functions
- Word of mouth, highlighted as the most powerful tool

However, there is a sense that these methods vary significantly between institutions. In addition, emergency contraception (EC) is offered in 37 out of 40 high schools, but it is not made available in middle schools, despite the fact that 11% of NYC teens engage in sexual initiation prior to the age of 13.¹⁵

¹³Ibid.

¹⁴ Ibid., 268.

¹⁵ “Teen Sexual Activity.”

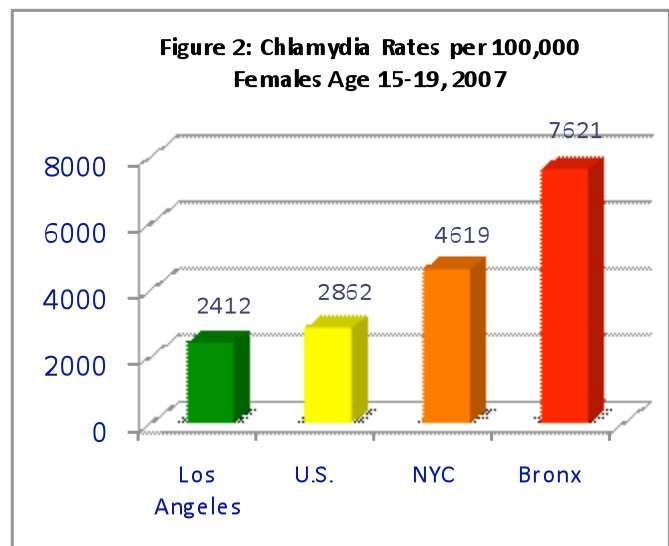
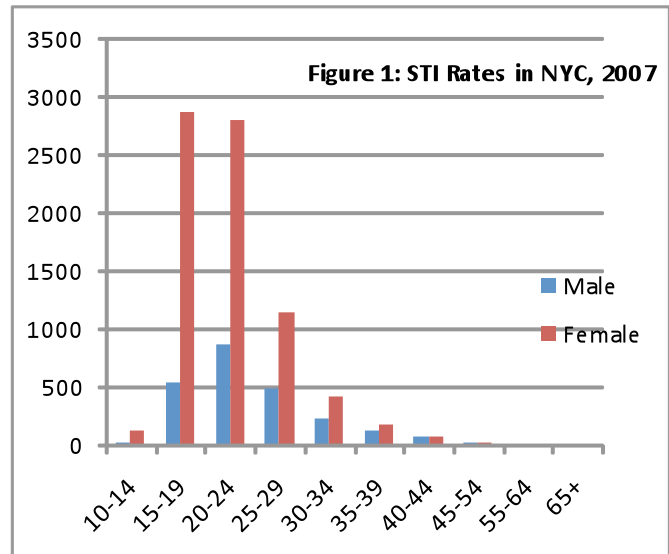
Severity of the Problem

Low socioeconomic teens in NYC bear a significant portion of the burden of sexually transmitted infections and are a high risk population that must be targeted in PPNYC's teen outreach initiative. While the number of teens engaging in sexual activity in New York City (NYC) is similar to national levels (both around 48%), the former teens debut earlier; it is estimated that 11% of NYC teens have their sexual debut before the age

of 13.¹⁶ Evidence indicates an increase in sex rates and birth rates as well as a decrease in contraception and birth control use by individuals across the United States and in NYC; however, urban teens in NYC bear a disproportionate part of the disease burden. 2007 Chlamydia Rates per 100,000 teen girls aged 15 to 19 illustrate the health crisis among this population on the whole (Figure 1); reported rates of infection are significantly higher in New York City than

Los Angeles and the US overall. Rates in NYC are 161% and 191% of the national average and the rates in Los Angeles respectively. Furthermore, rates in the Bronx are 266% and 165% of the national average and the rates in NYC as a whole (Figure 2).¹⁷

Statistics from the 2007 report from the Bureau of Sexually Transmitted Disease Control stated that reported cases of Chlamydia and Gonorrhea for 15 to 19 year old females in New York City



¹⁶ "Teen Sexual Activity and Birth Control Use in NYC", New York City Department of Health and Mental Hygiene [database on-line] (2007) *NYC Vital Signs* 16(3).

¹⁷ California Local Health Jurisdiction STD Data Summaries, 2007 Provisional Data (July 2008)

were 34.1% and 33.7%, respectively.¹⁸ The neighborhoods of Crotona and Fordham in the Bronx and Central Harlem ranked among the top three for rates of reported Chlamydia infection and Brooklyn neighborhoods of Crown Heights and East New York as well as Crotona ranked among the top three for reported Gonorrhea infection.¹⁹ Rates of infection in NYC far exceed the CDC estimates that one in four teen girls has an STD.

Additionally, rates of sexually transmitted infections appear to be higher among New York City teens relative to those teens residing in other urban centers. Researchers at Johns Hopkins University conducted a study of 3,202 girls ages 12 to 19 in Baltimore who went to clinics for birth control, pregnancy, or sexually transmitted diseases.²⁰ The highest rate of infection for Chlamydia, 27.5 percent, occurred in 14-year-olds, but older girls also had high rates, estimated at 20 percent.²¹ These rates pale in comparison to the NYC rate of 34.1%.

Rates of teen pregnancy in New York City are also reported to be substantially higher than national levels at 94 in 1,000 and 75 in 1,000 respectively. The problem is even more severe in the Bronx and South Bronx with rates of 126 and 153, respectively (Figure 3).²² These statistics demonstrate that both the risk and need is greatest among the NYC teenage population.

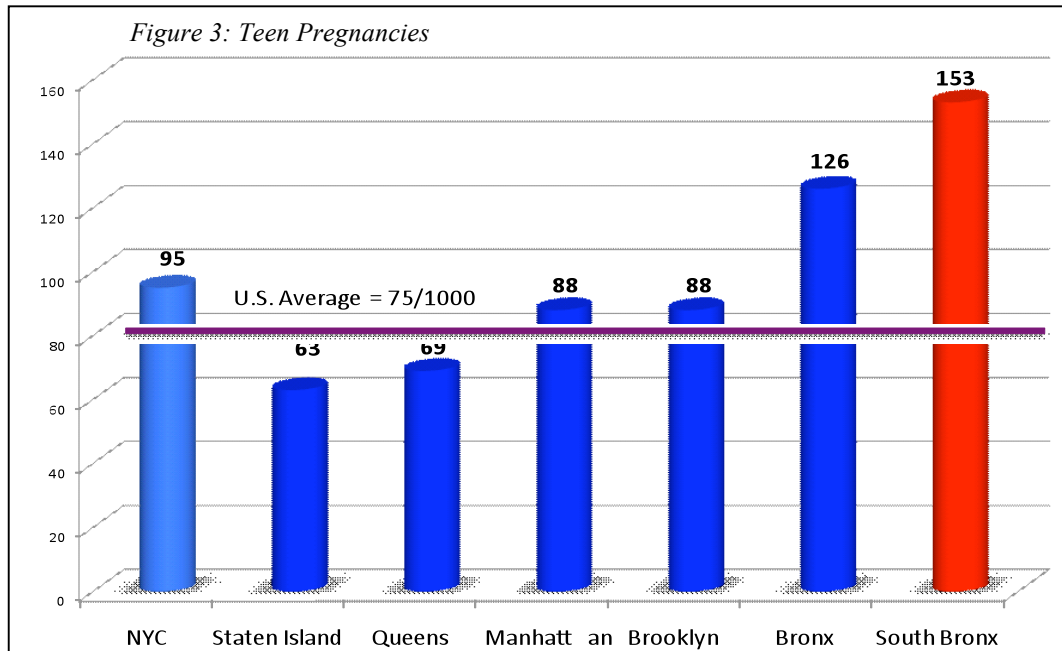
¹⁸ New York City Department of Health and Mental Hygiene, *Bureau of Sexually Transmitted Disease Control 1st Quarter 2008 Quarterly Report*. [Report] Retrieved from <http://www.nyc.gov/html/doh>

¹⁹ New York City Department of Health and Mental Hygiene, *Bureau of Sexually Transmitted Disease Control 1st Quarter 2008 Quarterly Report*. [Report] Retrieved from <http://www.nyc.gov/html/doh>

²⁰ Denise Grady, "High Chlamydia Rates Found in Teen-Agers," *New York Times*. October 13, 1998, Health section, New York Edition.

²¹ Denise Grady, "High Chlamydia Rates Found in Teen-Agers," *New York Times*. October 13, 1998, Health section, New York Edition.

²² "Teen Sexual Activity and Birth Control Use in NYC," in New York City Department of Health and Mental Hygiene [database on-line] . (2007) *NYC Vital Signs* 16(3).



PPNYC Serves a Unique Population

The problem of communicating reproductive health care information to New York City teens will require a unique solution. Not only is the need for information in some areas of New York City more severe than in any other area of the country, the population of New York City is unique in a variety of ways.

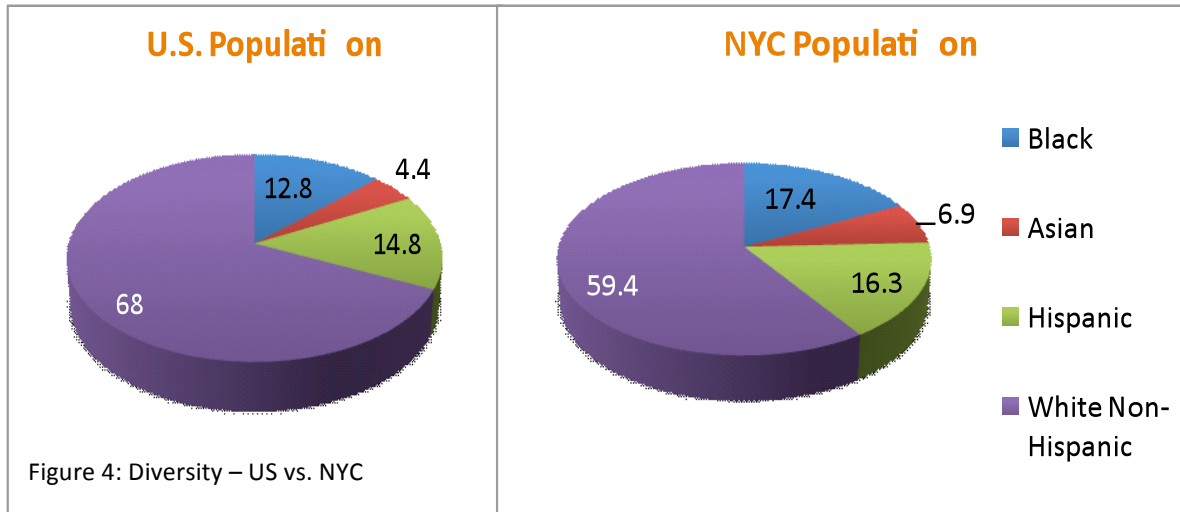
Culture and Diversity

In order to most effectively address lack of engagement among teens, the communication strategy should reflect the culture of the audience as well as its diversity. New York City is the largest urban city in the United States and is among the most diverse with over 40 languages spoken. The following comparison based on 2006 U.S. Census and NYC Department of City Planning data captures the uniqueness composition of NYC residents relative to the U.S.²³

²³ United States Department of Commerce: United States Census Bureau. *2006 Census* [Data file]. available from: <http://www.census.gov/>.

United States vs. New York City

- Foreign Born: 11.1% versus 20.4%
- Language other than English spoken at home: 17.9% versus 28%



In general, such diversity makes communication difficult as marketing to different languages requires not only translation, but also “transcreation” of the message into a society’s cultural norms. Effective communication is furthered complicated due to teens’ skepticism of marketing and advertising in general.²⁴ PPNYC’s communication channel must reflect this population’s perspectives and be representative of their identity in order for the message to resonate.

Unique Nature of Teens in NYC

The daily life experience of NYC teens is unique relative to their counterparts nationally and is markedly different especially with respect to their “environmental transactions”. In a study conducted on teens in Manhattan’s Lower East Side, “environmental transaction” was defined as “going beyond the negotiating the environmental context and comprises a way of constructing oneself in the process of understanding the world through interaction and experience with the environment”.²⁵ Evidence suggests that environmental transactions are intimately bound with the way in which teens’ construct their identities and also that the street is a significant context for

²⁴ Mitch McCasland, “Teen Marketing? Fo’ Shizzle Dizzle,” Marketing Profs, <http://www.frankwbaker.com/teenmarketing.htm>.

²⁵ Coleen Cahill, “Street Literacy: Urban Teenagers’ Strategies for Negotiating their Neighbourhood,” *Journal of Youth Studies* 3 (2000): 252.

learning.²⁶ If teens' environmental transactions impact their identity, residing in an urban culture may lead to a unique perception of self and identity.

NYC teens reside in the city where the hip-hop culture began and continues to permeate, which impacts both their attitudes and psychology. NYC teens live amid a vast array of industries including fashion and media & entertainment. Urban companies headquartered out of NYC such as Sean John Clothing, Inc., FUBU and Phat Fashions, LLC bring both fashion and music products to market that both shape and are influenced by the preferences of NYC teens; this illustrates the symbiotic relationship between teens and these industries. Additionally, evidence has shown that NYC urban teens influence the preferences of teens around the country as the urban culture continues to gain traction with teens nationwide.²⁷ Because NYC teens' tend to be on the cutting edge of music, media, technology and fashion, they are a difficult demographic to keep engaged as their preferences change rapidly and their demographic is fluid.

Opportunities for PPNYC

The disproportionate increase in the incidence of sexually transmitted infections and unplanned pregnancies among urban teens in New York City is alarming, but provides PPNYC with the opportunity to expediently address the reproductive health of low socioeconomic, urban teens in New York City. Establishing an effective communication channel will place PPNYC in an excellent position to engage urban teens in all five boroughs regarding reproductive health services.

Opportunity to Increase Health of Urban Youth

First, and most importantly, PPNYC will be able to improve the health of urban teens in New York City. Recent Department of Health and PPNYC research data has shown that there has been an increase in pregnancies, new STI cases, and unsafe sexual behavior among teens. Once PPNYC incorporates the new communications strategy, the organization will be more effective in their outreach efforts to NYC teens, thus increasing the sexual and reproductive health of their consumers.

²⁶ Coleen Cahill, "Street Literacy: Urban Teenagers' Strategies for Negotiating their Neighbourhood," *Journal of Youth Studies* 3 (2000): 251.

²⁷ Mitch McCasland, "Teen Marketing? Fo' Shizzle Dizzle," <http://www.frankwbaker.com/teenmarketing.html>.

Aligning Organization's Growth with Today's Youth

Once PPNYC understands the communication mediums teens are using today, the organization will be able to align its message of reproductive and sexual health with the needs of today's teens. Current messages are not engaging urban youth partly because PPNYC, along with many others engaged in social marketing, does not have a strong understanding of the communication methods teenagers use most, what they are used for, and how often they are used. Technology has advanced so rapidly in the past ten years that there are several new methods of communicating (i.e. text messaging, internet social networks, and cell phones) that PPNYC is neither familiar with nor is utilizing. For instance, internet usage increased 125.9% between 2000 and 2007 and 71.4% of Americans currently have internet access.²⁸ Additionally, 85% of teens ages 12-17 engage in at least some form of electronic personal communication, which includes text-messaging, email, internet chatting, or posting a comment on social networking sites.²⁹

Update Planned Parenthood and its Public Perception

Using technology and communications, PPNYC may be able to redefine their public image. While Planned Parenthood clinics do offer abortions, they also provide an extensive continuum of care that is relatively unknown to the public. The new communications strategy may provide PPNYC with the opportunity to update its public image through the creation of a new message that strengthens its image and identifies PPNYC as an organization that offers reproductive health information. While it is understood that there is strong opposition to PPNYC by various conservative groups, there appears to be a perception even among less conservative members of the public that PPNYC is the place that pregnant teens go to in order to get an abortion. PPNYC could use the new communications strategy to recreate its image and disseminate its new message effectively.

²⁸ 2000-2008. available from: <http://www.internetworldstats.com/stats14.htm#north>. Accessed 29 September 2008.

²⁹ Pew Internet & American Life Project, available from: http://www.pewinternet.org/pdfs/PIP_Writing_Report_FINAL3.pdf.

The Solution – A Four-Pronged Strategic Approach

In an effort to improve the reproductive health of urban teens in New York City, PPNYC should implement a communications strategy that aims to engage the target population. A multi-pronged, tactical approach should be implemented in order to

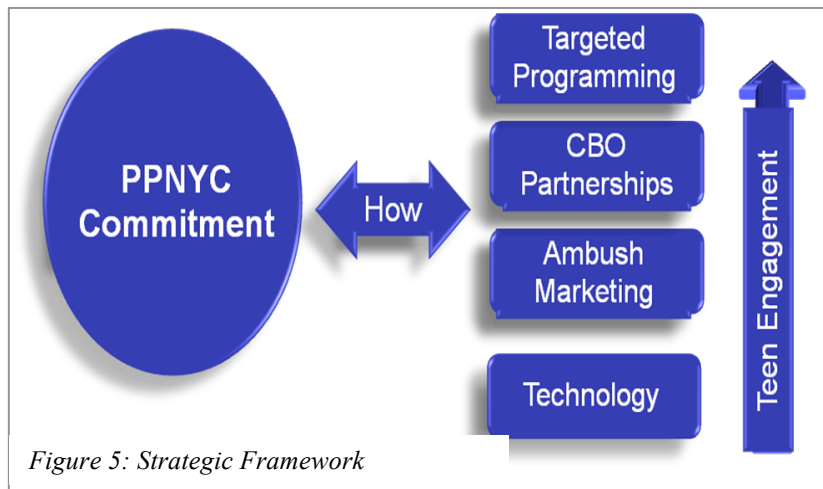


Figure 5: Strategic Framework

communicate with this rapidly changing population. The strategic framework (Figure 5) includes four overarching tactics which are comprised of several components:

Tactic 1: Technology

Tactic 2: Ambush Marketing

Tactic 3: Community-Based Organization Partnerships

Tactic 4: Targeted Programming

While PPNYC should initially focus on the technology tactic vis-à-vis the creation of a new teen-friendly website which targets NYC urban teens, investments in each of the subsequent tactics can result in increased teen engagement on the reproductive health front.

Commitment for Success

A large scale commitment on the part of PPNYC is a critical component of realizing the overarching goal of engaging teens regarding reproductive health. This commitment, commensurate with both the severity of the problem and the population estimates of NYC teens in 2010, will involve sufficient staffing, time and funding specifically dedicated to bringing the initiative to fruition. To meet this commitment, “4Cs” should be pursued:

1. Create: MySpace ad, information architecture, site content, stickers, ENT sponsorship, partnerships

2. Continual awareness of youth perspectives and activities
3. Consistent website updates and AIM chat
4. Constant evaluation of initiatives

Resources Required

PPNYC has identified females aged from 13 to 29 years as its target audience. Based on data from the United States and New York State Departments of Labor, females aged 10 to 19 years will account for 43.5% of PPNYC’s target audience by 2010. In order to effectively engage the teen population, resources dedicated specifically to this group should reflect this proportion.

Evaluation Criteria

In evaluating possible solutions, the team developed a set of five objective criteria to consider before making a recommendation. These criteria consider the feasibility and the effectiveness of any proposed solution and are as follows:

| Criteria | Description |
|--------------------------------|--|
| Cost | Determined by contacting various vendors throughout each industry. |
| Potential audience size | The greater the potential, the more valuable the solution. |
| Technologically attuned | The target age group is becoming increasingly tech savvy, therefore a solution that is able to harness that aspect of teen culture will be more effective. |
| Young and fresh | A young and fresh solution would keep abreast of teens’ most current fads and trends whether it is their method of communication, favorite activities, or preferred locations to spend time. |
| One on one interaction | One study found that simulating this type of interaction was effective in encouraging indigent teens to go to college. Since teens generally are mistrustful of the media and other establishments, the ability to speak to teens on a personal level is paramount to success. |

TACTIC ONE: TECHNOLOGY

Recommendation 1: Create a new teen-friendly website unique to both PPNYC and urban teens in NYC.

| Cost | Potential Audience Size | Tech Attuned | Young and Fresh | One-on-One |
|----------|---------------------------------|--------------|-----------------|-----------------------|
| \$20,000 | ~ 17,000 unique views per month | YES | YES | YES (via chat client) |

Staff Commitment: 300 hours for creation of content and information architecture, 5 hours/week for updating the site, 12 hours per week of clinician chat time

The first step within tactic one is the creation of a new, teen-friendly website unique to Planned Parenthood of New York City. The internet is an important venue for engaging teens because teens are early adopters of technology³⁰ and 93% of teens use the internet.³¹ However, the disproportionate incidence of STIs and pregnancy experienced by NYC teens, as well as the unique qualities of teenage life in New York City, dictate that the new website should be created specifically for teens in New York City. Teens in New York City have unique needs and they require a website that speaks to them and over which they have a sense of pride and ownership.

An NYC teen site will be particularly useful for several reasons. Firstly, the digital divide is narrowing in urban centers³² and most teens in NYC have access to the internet at home. It is important to note that all of PPNYC's teen advocates reported using the internet from personal computers at home. A study by Pew Internet Project states that 53% of households with an income of \$30,000 or less per year had internet access,³³ and urban residents are more likely to

³⁰ *Business Wire*, JupiterResearch Finds Older Teens Lead Early Adoption of New Technology; Younger Teens Quick to Follow, available from:

http://www.businesswire.com/portal/site/google/index.jsp?ndmViewId=news_view&newsId=20070430005792&newsLang=en accessed 9 October 2008.

³¹ Amanda Lenhart, Mary Madden, Alexandra Rankin Macgill, Aaron Smith, "Teens and Social Media, The use of social media gains a greater foothold in teen life as they embrace the conversational nature of interactive online media," *PEW/Internet, Pew Internet and the American Life Project*, (19 Dec. 2007): 2

³² John B. Horrigan, "Home Broadband Adoption 2008" *PEW/Internet, Pew Internet and the American Life Project*, (July 2008): ii. [paper online] available: http://www.pewinternet.org/pdfs/PIP_Broadband_2008.pdf, accessed 16 Nov. 2008.

³³ *Demographics of Internet Users*, PEW Internet and American Life Project, available: http://www.pewinternet.org/trends/User_Demo_7.22.08.htm, accessed 22 September 2008.

have high-speed internet access than rural residents. Overall, 57% of urban Americans have high-speed internet access at home compared to only 38% of rural Americans.³⁴ Additionally, 2002, Nielsen/NetRatings survey revealed that Hispanics were the fastest growing ethnic group of at home internet users.³⁵ Increased internet use among Hispanics may predict the success of an NYC specific teen website, as New York City has a higher proportion of Hispanics than other areas of the country.

Perhaps owing to this narrowing of the digital divide in urban centers, NYC teens are twice as likely as teens in other areas to use the internet to find health related information. A study of NYC teens, including teens from Harlem, found that 55% of NYC teens used the internet to access health information.³⁶ This rate is more than twice as high as the national rate in which only 25% of teens use the internet to research health information.³⁷ As the digital divide narrows, and teens continue to have convenient access to the worldwide web, the internet becomes a more important resource and communication channel for urban teens.³⁸

Website Content & Architecture

It will be important to create a website capable of grabbing and maintaining the attention of a NYC teen audience. The creation of the content for the website as well as the website architecture will require substantial resources. One way of ensuring a teen-friendly image is to invite focus groups of teens to comment on the content and the design of the pages during the design phase of the website. Because it is difficult for PPNYC to meet with individuals younger than 18 years old outside of their teen advocates, it may be valuable for PPNYC to continue work with a university group to create the website content. University students will be able to

³⁴ John B. Horrigan, "Home Broadband Adoption 2008" *PEW/Internet, Pew Internet and the American Life Project*, (July 2008): ii. [paper online] available: http://www.pewinternet.org/pdfs/PIP_Broadband_2008.pdf, accessed 16 Nov. 2008.

³⁵ Isaac Cohen, "Hispanics in the United States," *United Nation, Economic Commission for Latin America and the Caribbean (ECLAC)*, May 2007: 39-40 [paper online] available: <http://www.cepal.org/washington/publicaciones/xml/1/29671/LC-WAS-W.2.pdf>, accessed 16 Nov. 2008.

³⁶ Bleakley, A, Merzel, CR, VanDevanter, NL, Messeri, P., Computer Access and Internet Use Among Urban Youths *Am J Public Health*, 2004 May, 94(5): 744–746.

³⁷ Lisa K. Gilbert, Julie Rae E. Temby, Sarah E. Rogers, "Evaluating a teen STD prevention Web site," *Journal of Adolescent Health*, 37 (2005): 236, 239

³⁸ NYC rate -- Bleakley, A, Merzel, CR, VanDevanter, NL, Messeri, P., Computer Access and Internet Use Among Urban Youths, *Am J Public Health*, 2004 May: 94(5): 744–746. National rate – Lisa K. Gilbert, Julie Rae E. Temby, Sarah E. Rogers, "Evaluating a teen STD prevention Web site," *Journal of Adolescent Health*, 37 (2005): 236.

use their Institutional Review Boards to approve a study design to meet with groups of teens in NYC.

Website Design

Research has indicated that when designing a new website it is important to consider various elements including the overall look, the name, and its features. Input from teens in PPNYC's target demographic should be sought when focusing on these elements.

The site name will be very important. The name of the website should make use of the first person possessive or a first person pronoun. A linguistic study of emails sent to a teen health related website found that teens used the words "My, I, and am" substantially more than those words are generally used in the English language.³⁹ Sites that have successfully marketed to teenagers, such as MySpace.com and Iwannaknow.org, have already used this idea. It is also important that the site name relate to teens and possibly health, but specifically related to issues of sexual health; websites such as teenhealthtalk.org and teenagehealthfreak.org have capitalized on this idea.

One aim of the new website is to create a new, cool image for Planned Parenthood among New York City teenagers. Therefore, when considering the general design of the website, the Planned Parenthood name and logo should be used only subtly within the site and not on the top of the page as it currently appears on Teenwire.com. Additionally, the front page should contain images of males and females who mirror the demographics of PPNYC's target audience. The images should be focused on relationships and health, rather than sexual health, in order to allow teens to browse the site freely without worrying about a parent or sibling looking over their shoulder and knowing immediately what type of information the teen is viewing. For example, at the top of the front page of teenwire.com, there is an image of a pregnant teenager; this type of imagery decreases the anonymity of the site and it may discourage teens from using the site.

³⁹ Kevin James Harvey, Brian Brown, Paul Crawford, Aidan Macfarlane, Ann McPherson, "'Am I Normal' Teenagers, sexual health and the internet," *Social Science and Medicine* 65 (2007): 774 [journal online] available: www.elsevier.com/locate/socsimed accessed 1 Nov. 2008.

Website Features

There are two web features that will be important to implement as quickly as possible: 1) an online calendar allowing teens to make real-time appointments at NYC Planned Parenthood clinics and 2) an AOL chat client. PPNYC currently experiences a large no-show rate from their online scheduling system, which involves sending an email and later receiving a response. A live scheduling calendar may lead to fewer no-shows, especially if users had the ability to make, cancel, and reschedule their appointments online in real time. Real time appointment scheduling may also make the site more attractive to technologically attuned teenagers who are transitioning to faster methods of communication.

New York City's position as the texting capital of the country,⁴⁰ dictate that the PPNYC teen site have a unique feature set including a chat system, which will be more important to teens in NYC than in other areas. Therefore, a second valuable feature for the website will be an America On-Line (AOL) instant messenger live chat. Studies have found that teens often use "vague terms and euphemisms" to describe their sexual health to physicians and are hesitant to ask potentially embarrassing questions of their health care providers. However, in emails to a teen health website, teens described themselves and their anatomy in meticulous detail, perhaps because of the anonymity afforded by the internet.⁴¹ Using the internet as a communication vehicle for teenagers may allow health workers to more clearly understand the teens' questions and concerns in order to offer them valuable sexual and reproductive health information.

While an "ask a clinician" section of the website that allows teens to send emails to PPNYC clinicians may be useful, it is likely that email will soon be an out-of-date method of communicating with teens; offering teens a venue to send an email to a clinician may be insufficient to engage the next generation of teenagers. Studies have shown that email use is already decreasing among the teenage demographic, while texting and instant messaging

⁴⁰ America Online, "America Online Inc.'s Second Annual Instant Messaging Trends Survey Shows Instant Messaging Has Gone Mainstream," *Business Wire*, 24 August 2004 [online] available: http://www.businesswire.com/portal/site/google/?ndmViewId=news_view&newsId=20040824005179&newsLang=en, accessed 16 Nov. 2008.

⁴¹ Kevin James Harvey, Brian Brown, Paul Crawford, Aidan Macfarlane, Ann McPherson, "'Am I Normal' Teenagers, sexual health and the internet," *Social Science and Medicine* 65 (2007): 771, 772 [journal online] available: www.elsevier.com/locate/socscimed accessed 1 Nov. 2008.

facilitate more frequent and rapid contact.⁴² One study found that half of those ages 13-19 are already using instant messaging more than emails. Therefore, it will be vital to include a chat client on the website, perhaps in addition to a feature that allows teens to email questions when a clinician is not currently available to chat.

There are several benefits of using a specifically AOL chat client. Firstly, AOL chats are easily accessed from T-Mobile phones. The sidekick, a phone by T-Mobile, is very popular among the NYC teen advocates, and they reported using the AOL Instant Messaging (AIM) on their sidekick phones. A study found that 19 % of instant message users utilize instant message from their mobile phones. AOL instant messaging is also the most popular chat client as 53% of people who send instant messages report using AOL.⁴³ In addition, the instant messaging services will simulate one-on-one communication, which can be valuable when communicating with teenagers attempting to overcome social barriers.⁴⁴

A teen-friendly website is a necessary first step to successfully communicating with teens. Substituting the standalone teen website with a PPNYC MySpace page will be less successful because MySpace pages are rarely trusted by the already communication-wary teen audience.

Website Logistics

Websites have a large audience potential. One study of an STD-prevention website for teenagers indicated that the site attracted an average of about 17,854 unique visitors per month over a period of three months; 42.2% of these visitors were teens in the target age range of 13-17.⁴⁵ A study of a popular teen health website in the U.K. found that the website averaged 52,864 views

⁴² Amanda Lenhart, Mary Madden, Alexandra Rankin Macgill, Aaron Smith, "Teens and Social Media, The use of social media gains a greater foothold in teen life as they embrace the conversational nature of interactive online media," *PEW/Interne, Pew Internet and the American Life Project*, (19 Dec. 2007): 20

⁴³ America Online, "America Online Inc.'s Second Annual Instant Messaging Trends Survey Shows Instant Messaging Has Gone Mainstream," *Business Wire*, 24 August 2004 [online] available: http://www.businesswire.com/portal/site/google/?ndmViewId=news_view&newsId=20040824005179&newsLang=en accessed 16 Nov. 2008

⁴⁴ Arthur Levine and Jana Nidiffer, *Beating the Odds*, (San Francisco: Joey-Bass Inc. Publishers, 1996)

⁴⁵ Lisa K. Gilbert, Julie Rae E. Temby, Sarah E. Rogers, "Evaluating a teen STD prevention Web site," *Journal of Adolescent Health*, 37 (2005): 236, 239

per day.⁴⁶ The website could be used as a pilot program and become a model for other large urban centers around the country.

The creation of a PPNYC website will be expensive. A web developer has estimated the cost of the programming and graphic design to be approximately \$20,000. This cost will include the creation of a content-management system, allowing PPNYC to update the site frequently in an effort to keep up with the rapidly evolving teen demographic. The developer has stated that the inclusion of a calendar with live scheduling and an AOL chat client will be standard work.

The creation of the site content and architecture will likely take at least 300 staff hours. Maintaining the website will likely take about five staff person hours per week. The AOL chat should be available perhaps four days a week (Monday through Thursday) from 3-6 PM when teenagers get out of school, which is an additional twelve hours per week of work on the AOL chat client. The website is the only solution that meets all three of the evaluation criteria; a website will be “technologically attuned,” “young and fresh,” and simulate one-on-one communication through the chat client. All of the other solutions are centered around the website.

Recommendation 2: Advertise the new website on MySpace.

| Cost | Potential Audience Size | Tech Attuned | Young and Fresh | One-on-One |
|------|---|--------------|-----------------|------------|
| Free | 11,000 – 19,000 views per day 12-13 click-throughs | YES | YES | NO |

Staff time required: 10 hours to oversee creation of ad by volunteer group, 1 hour/week to post the ad and analyze its success

The second recommendation within the technology tactic is the creation of an advertisement for the new website on MySpace, a social networking site. Beyond an increased use of the internet

⁴⁶ Kevin James Harvey, Brian Brown, Paul Crawford, Aidan Macfarlane, Ann McPherson, “‘Am I Normal’ Teenagers, sexual health and the internet,” *Social Science and Medicine* 65 (2007): 773 [journal online] available: www.elsevier.com/locate/socscimed accessed 1 Nov. 2008.

generally, teens are particularly high users of social networking sites. A PEW study found that 55% of online teens ages 12-17 have created a profile on a social networking site; the sites are more popular among females than among males.⁴⁷

Social networking sites allow users to share information and communicate with a network of friends through an online profile. These profiles often include a picture and information on the user's interests, school, and job. One popular aspect of these sites is the walls where a user can post a planned activity or a message to a friend. A study found that 84% of teens who use social networking sites have posted a message on a friend's wall or page.

The two most popular social networking sites are MySpace and Facebook. MySpace has more of a teen-friendly feel and has been marketed more strongly to the teen demographic. Initially, Facebook required a college email address to join, whereas MySpace has always been open to anyone wishing to create a profile. When Facebook opened to all users, many affluent teenagers planning to go to college switched from MySpace to Facebook, while teens from working-class families continued to use MySpace. Therefore, while the number of teenagers using Facebook increased 149% during 2007, the target demographic for PPNYC is likely still using MySpace.⁴⁸ The teen advocates for PPNYC confirmed this notion as more of them are using MySpace rather than Facebook.

There are two primary steps to creating a MySpace advertisement. First, the ad must be created. There are templates available on the MySpace website to facilitate the creation of an advertisement. However, because a catchy ad will likely dramatically increase the number of clicks the ad receives from teens, it may be prudent to design the ad or oversee the design of an ad. A web developer suggested that volunteers or class groups could have tremendous success at creating a single striking image, such as the logo for the new website; PPNYC could use this new image for a variety of the campaigns, including a MySpace ad. PPNYC could use its non-profit

⁴⁷ Amanda Lenhart, Mary Madden, Alexandra Rankin Macgill, Aaron Smith, "Teens and Social Media, The use of social media gains a greater foothold in teen life as they embrace the conversational nature of interactive online media," *PEW/Interne, Pew Internet and the American Life Project*, (19 Dec. 2007): 5-6.

⁴⁸ Claire Cain Miller, "Class Warfare: MySpace vs. Facebook," *Forbes.com*, 23 July 2007, [magazine online] available: http://www.forbes.com/home/technology/2007/07/20/facebook-myspace-internet-tech-cz_ccm_0723class.html, accessed 15 Nov. 2008.

status to ask volunteers or students involved in courses relating to graphics design to create the ad. The ad should be linked to the new teen website.

The second step to creating a MySpace ad involves targeting the audience that should see the ad. The audience can be narrowed very specifically. MySpace online options include targeting the audience by zip code and then a radius of miles around that zip code, or targeting by city. PPNYC can target users as young as 14 through the online system. If one narrows the options to include only females ages 14-18 in New York City, PPNYC has the potential to engage the 346,234 MySpace users in the target demographic.

The cost of creating the ad will be very low and PPNYC can choose the budget for the ad. Once the number of clicks on the ad reaches that budget, the ad will be taken off MySpace. If a volunteer or student group creates the ad, overseeing this process should take only ten hours. It should take no more than an hour to post the ad onto MySpace and monitor the success of the ad each week. MySpace gives an example on their website of an ad experiencing 11,000-19,000 views a day, resulting in between 12 to 13 click-throughs.

A MySpace ad meets some, but not all of the criteria used to examine our tactical steps; the ad would be “technologically attuned,” and “young and fresh” but it would not simulate one-on-one interaction. In order for the ad to be successful at engaging a teenage audience, the ad would have to take teens to the new teen-friendly website, rather than directing them to the general PPNYC website.

TACTIC TWO: AMBUSH MARKETING

Ambush marketing may be a cheap and effective tactic for marketing PPNYC’s new website to urban teens in New York City in order to increase awareness regarding the importance of reproductive health and services available to teens. Two important components of ambush marketing that are explored in this section include 1) types of promotional items that can be utilized to engage urban teens and 2) locations unique to urban New York City teens.

Recommendation 3: Create promotional items (PPNYC stickers, cups, t-shirts, pens, etc.) to be distributed at various locations including ENT nights, community based organization, and school-based health clinics.

| Cost | Potential Audience Size | Tech Attuned | Young and Fresh | One-on-One |
|----------------|-------------------------|--------------|-----------------|------------|
| 55.92 per 1000 | 4000+ | NO | YES | NO |

Staff Commitment: 10+ hours plus distribution

In order to engage urban teens and effectively market the new website, it is important to identify various promotional items that can be distributed at numerous locations throughout New York City such as community-based organizations (CBOs), school-based health clinics, concerts, and teen entertainment parties. Promotional items are necessary to facilitate the marketing efforts related to PPNYC’s new teen website and should present the new logo and website on the items. Items that can be used to promote PPNYC’s new website, services, and initiatives include t-shirts, cups for ENT parties, and stickers to be placed on condoms. Providing PPNYC condoms to CBO’s in target areas and school-based clinics is especially appealing as it is a cheap and effective way to target urban teens in high-risk areas. The cost of printing PPNYC stickers is \$55.92 per thousand, with shipping costs totaling \$17.50 for orders between \$200 and \$300.⁴⁹

Recommendation 4: Partner with Teennights.com and LIFEbeat to distribute promotional items at venues unique to urban teens in New York City.

Teennights.com as a Venue for Distribution

| Cost | Potential Audience Size | Tech Attuned | Young and Fresh | One-on-One |
|----------------|-------------------------|--------------|-----------------|------------|
| \$100 - \$3000 | 50 – 3000 per event | NO | YES | NO |

Staff Commitment: 15 hours per party

⁴⁹ StickerGiant.com, “Home,” page published in 2008 ,accessed 4 December 2008: available from http://www.stickergiant.com/custom_stickers/onetwocolors.php

Urban teens residing in New York City have the opportunity to engage in activities unique to large urban centers, such as teen entertainment (ENT) parties and LIFEbeat.org concerts. Teen Entertainment (ENT) parties are special event nights for teens that simulate the club experience and include music, non-alcoholic drinks, and dancing. PPNYC's teen advocates identified these events as activities their peers attend for fun. Taking place at various warehouses and clubs throughout New York City, ENT parties can be associated with risky and promiscuous behaviors as teens "grind" to the music and sometimes bring or drink alcohol prior to and during the event. Thus, ENT parties may provide PPNYC with the opportunity to engage numerous high-risk urban teens who could benefit from obtaining reproductive health information.

Teennights.com is the most prominent teen ENT vendor in New York City, achieving 87% of the market share. The organization hosts ENT nights throughout the New York Metropolitan area and target teens thirteen to seventeen; eighteen and nineteen year olds also attend, but less frequently.⁵⁰ The organization aggregates numerous teen night events and promotes them to teens using three different methods including:

- 1) A list-serve of over 200,000 teens; approximately 65-75% of teens on the list serve are inner city youth⁵¹
- 2) Hiring high school teens to promote the events at school and via MySpace.com⁵²
- 3) Purchasing the names and data of 400 to 5000 junior and seniors from the College Board⁵³

The size and demographic of the teens who attend ENT nights vary and are specific to each event. Approximately 500-1000 teens attend holiday events such as Christmas and Halloween, 1000-1500 teens partake in ENT nights during a three-day weekend such as Thanksgiving, and between 40 and 4000 students may attend a prom party. Urban teens representing PPNYC's target demographic generally attend holiday events as well as Martin Luther King Jr. day, in which the large majority of teens are from the Bronx and Harlem.⁵⁴

⁵⁰ Telephone conversation with Eddie Miller, Owner – Teennights.com, 7 November 2008

⁵¹ Ibid

⁵² Ibid

⁵³ Ibid

⁵⁴ Ibid

Teennights.com is the largest vendor for teen ENT parties and accepts sponsorships from a variety of for-profit organization such as MTV, N Network (teen network), Starburst, Mars Candygroup, and Fubu, as well as non-profits such as Fairygodmother.⁵⁵ Sponsorships range from \$0 to \$3000 dollars and promotional items can be distributed out throughout the night. Eddie Miller, the owner of Teennights.com has been contacted and affirmed that working with PPNYC for a good cause is of interest to his organization.⁵⁶ Promotional items for these events may include PPNYC cups or t-shirts; condoms should not be distributed at these events as it is a controversial issue for Teennights.com.⁵⁷

LIFEbeat as a Venue for Distribution

| Cost | Potential Audience Size | Tech Attuned | Young and Fresh | One-on-One |
|------|-------------------------|--------------|-----------------|------------|
| \$0 | 1000+ | NO | YES | NO |

Staff Commitment: 8 hours per concert

Alternatively, condoms as well as other promotional items may be distributed at LIFEbeat events. LIFEbeat is a New York based organization that uses the power of music to reach the population with an HIV/AIDS prevention message. LIFEbeat’s advocacy efforts are directed at youth and the organization hosts concerts with an array of artists and genres including hip-hop and reggaeton. LIFEbeat works to reach urban teens and instill in them a sense of self-respect to help them “resist negative influence that may lead to engagement in risky behaviors”.⁵⁸ LIFEbeat concerts provide PPNYC with an ideal venue to target urban teens in New York City and distribute items that will help promote the new website.

TACTIC THREE: COMMUNITY BASED ORGANIZATIONS

The success of the new initiative depends on the effectiveness of getting the “word out” about PPNYC’s new website as well as creating a website that both resonates with teens and provides the content that teens want. Therefore it is important that PPNYC promotes the website by

⁵⁵ Ibid

⁵⁶ Ibid

⁵⁷ Ibid

⁵⁸ LIFEbeat, “Who We Are,” page published on 2008, accessed 4 December 2008: available from http://www.lifebeat.org/who_we_are.htm

reaching out where their target clients spend time. This includes tapping into the extensive network of community-based organizations (CBOs) that are a part of every neighborhood in New York City. By developing partnerships and relationships with CBOs, PPNYC will be able to utilize the experience and knowledge that CBOs have of their immediate community to create the content that will be on the website, disseminate information about the new initiative, and increase the client base that PPNYC reaches.

Recommendation 5: Develop partnerships and relationships with CBO’s to help disseminate information, create website content, and expand PPNYC’s client base.

| Cost | Potential Audience Size | Tech Attuned | Young and Fresh | One-on-One |
|----------|-------------------------|--------------|-----------------|------------------------------|
| Variable | Variable | NO | NO | YES (through peer education) |

Staff Commitment: Variable

Disseminate Information about New Initiative

New York City is a metropolitan locality that is home to hundreds of non-profits. The CBOs in the city includes places of worship (churches, mosques, temples, etc.), afterschool programs, and non-profits specific to a certain cause such as education or health. Each of those non-profits has established unique relationships with the residents of their specific community. Additionally, CBOs are trusted organizations within the community because the residents know them and their presence is accepted as an integral part of the larger community they serve.

The trust that CBOs have with their residents will prove useful in PPNYC’s new urban teen initiative. Market research indicates that teens are wary of anything that appears to be advertising. Teens are a difficult audience to capture and reaching them will require innovative solutions. One-on-one communication has been an effective method to reach teenagers while circumventing their mistrust of marketing; it has also been a successful method for increasing a child’s ability to go to college.⁵⁹

⁵⁹ Arthur Levine and Jana Nidiffer, *Beating the Odds*, (San Francisco: Joey-Bass Inc. Publishers, 1996), 139

However, one-on-one communication is often prohibitively costly. Although, PPNYC already has programs to train teens and adults to act as mentors regarding reproductive health, ensuring that the information delivered to teens is accurate has proven difficult. Therefore, PPNYC can use CBOs as a method to promote the new initiative. Since CBOs stress a peer education model when teaching teens about reproductive health, they create a one-on-one interaction with the teens in their neighborhood.

Creation of Content

PPNYC needs to make use of the experience of CBOs, particularly those in the South Bronx, Brooklyn, and Lower East Side, in the development phase of the website. The CBOs understand their community members and the types of messages that their residents are most receptive to. Therefore, PPNYC will be able to receive input from the CBOs about PPNYC's new urban teen initiative. Additionally, CBOs are "in the streets" on a consistent basis, working directly with community members. Teens involved in the Harlem Health Center study indicated that they received some of their health information from the "streets", in addition to health professionals and their friends. Therefore, if PPNYC is able to make use of the "street" in the creation of the content, they will be more successful in their campaign.

Many community organizations in New York City are already using technology, including websites and online videos, to reach and inform community members about the health topic, which may be beneficial to PPNYC's web campaign. For example, the Harlem Health Promotion Center has an extensive web-campaign that targets teenagers. PPNYC should partner with organizations that already have web-campaigns to find out which website elements resonate with teenagers.

Increase Client Base

Once the website is created it is important that teens know about it and recognize it. CBOs can facilitate website promotion by informing its community members of its existence. Since CBOs are "in the streets", they are able to personalize interaction with the teens and directly inform them about the PPNYC website as well as the services that are available by PPNYC. The trust

that has already been established between community members and the CBOs may result in an increased response rate from urban teens within the target area; this may be more effective than having PPNYC representatives attempt to reach residents with whom they are unfamiliar. Lastly, by partnering with CBOs to promote their website PPNYC will be able to increase their client base and reach teens who otherwise may not know about the website.

TACTIC FOUR: TARGETED PROGRAMMING

In addition to the aforementioned tactics, the team has also determined that it would be beneficial for PPNYC to utilize targeted programming in order to reach out to a larger segment of the intended demographic. The team has identified two main sources of launching PPNYC’s targeted programming initiative: A) Advertising on Time Warner Cable and B) Developing a partnership with MTV.

Recommendation 6: Advertise on Time Warner Cable.

| Cost | Potential Audience Size | Tech Attuned | Young and Fresh | One-on-One |
|---------------------------------------|-------------------------|--------------|-----------------|------------|
| 30 sec ad on MTV, 6pm-12am is \$1,300 | Thousands | NO | YES | NO |

Staff Commitment: Variable

As the second-largest cable operator in the U.S., Time Warner Cable provides cable television services to approximately 26 million homes.⁶⁰ In the context of this project, the team recommends that PPNYC advertise within Time Warner Cable’s “footprint” of the New York Metropolitan area which has an estimated viewership of 1.6 million households⁶¹ and has access to 54 networks. Of that number, approximately 790,341 households have at least one individual within the ages of 12-24 – thereby fitting into PPNYC’s target population demographic.⁶² In order to advertise with Time Warner Cable, PPNYC will need to create the ad(s) to be aired, either in-house or through an outside source, and also needs to address three major

⁶⁰ Time Warner Cable, “About Us,” page published on 13 November 2008, accessed 4 December 2008: available from <http://www.timewarnercable.com/Corporate/AboutUs/>

⁶¹ Telephone conversation with Andre Hazel, Director of Ad Sales – Time Warner Cable, 13 November 2008

⁶² *ibid*

considerations for their ad(s). These considerations include: 1) the budget for the ad(s); 2) the objectives for the ad(s) to be run; and 3) the guidelines for the ad(s).⁶³ Addressing all of these considerations prior to approaching Time Warner Cable will facilitate PPNYC’s ability to work with representatives from Time Warner Cable to plan out a course of action that will best utilize PPNYC’s budget and meet the goals of the project.

Recommendation 7: Create a partnership with MTV and promote the new PPNYC website at think.mtv.com.

| Cost | Potential Audience Size | Tech Attuned | Young and Fresh | One-on-One |
|------|-------------------------|--------------|-----------------|------------|
| Free | 400K – 1 million/month | YES | YES | NO |

Staff Commitment: 5 hours initially to set the groundwork for the partnership and 1 hour a week thereafter to maintain the partnership with MTV

While advertising with Time Warner Cable is a fruitful idea, the team has also identified another means of conducting targeted programming with a wide audience which may not be accessible via traditional word of mouth, television ads, or print ads. This opportunity entails establishing a partnership with MTV studios which has had a long-standing history of being well-connected with their teen audience. In conducting further research into this opportunity, the team discovered that MTV has been in contact with PPFA to work on a joint venture alongside the CDC, New York City Department of Health, and the Kaiser Family Foundation for a campaign that strives to encourage STI awareness and testing among their target demographic.⁶⁴ In April of 2009, these organizations will unite with government and local health clinics to provide a nationwide free week of STI testing.⁶⁵ PPNYC and its clinics have already been asked to take part in this national campaign and it may be in their best interest to utilize Time Warner Cable’s advertising services to help further promote this nation-wide teen health campaign.

⁶³ ibid

⁶⁴ Interview with Pete Griffin, MTV Public Affairs, 17 November 2008

⁶⁵ ibid

The Public Affairs sector of MTV has established the website Think MTV (<http://think.mtv.com/>) which currently focuses on twelve main issues affecting the MTV community and its viewership: Discrimination, Drug and Alcohol Abuse, Education, Environment, Faith and Spirituality, Health and Self, Politics, Poverty and Disease, Relationships and Sexual Health, and War and Peace.⁶⁶ Think MTV was created with the idea of providing young people with the opportunity to make their life, their community and their world better.⁶⁷ It allows members of the community to get informed about hot topics and provides them with the opportunity to get involved with, be heard, and take action on the issues that matter the most to them.⁶⁸

Of particular interest to PPNYC on the Think MTV site is the Relationships and Sexual Health portion of the site and in particular the Campaign: “It’s Your (Sex) Life”.⁶⁹ Here, visitors have access to a multitude of information surrounding reproductive health and an opportunity to share information with others regarding this topic. Additionally, the website has a video showcasing a question and answer section with Dr. Drew – a well known radio and television personality who addresses sexual and reproductive health issues and most recently had a reality TV show called “Celebrity Rehab”, in which he addresses the various drug/alcohol additions of a group of celebrities.

The team believes it to be crucial that PPNYC becomes a part of this growing online community. This can be accomplished by creating a group profile on this page and providing viewers with a link to the new PPNYC website that the team is recommending. While this portion of MTV does not allow “advertisements” on the site, MTV is willing to work with PPNYC to promote various initiatives, causes, or campaigns that PPNYC is involved with by providing PPNYC with promotional space on the site. Doing so will allow PPNYC to reach out to a teen community that MTV has already established and take advantage of MTV’s overall popularity within the targeted demographic.

⁶⁶ Think MTV, accessed 4 December 2008: available from <http://think.mtv.com/>

⁶⁷ ibid

⁶⁸ ibid

⁶⁹ ibid

Conclusion

Data has indicated that NYC teens are disproportionately affected by STI's and have a teen pregnancy rate that is significantly above the national average. Additionally, in certain NYC neighborhoods, statistics show that teenage condom use has decreased while birth and STI rates have steadily been on the rise. PPNYC has gone to great lengths to reach out to urban teens regarding reproductive health care and the services available to them. Yet, given today's political climate surrounding reproductive health care, the uniqueness of NYC urban teens and the rapidly changing culture of this demographic, PPNYC has found that urban teens have been unreceptive to their efforts.

Establishing an effective communications channel presents PPNYC with a substantial opportunity to engage NYC urban teens and positively impact their reproductive health. By identifying and using a new communications channel, the organization will have the opportunity to create a new message and alter teen perception of Planned Parenthood. The strategic approach outlined in this paper is founded and is dependent on the creation of a new teen website that is unique to PPNYC. This website is essential because its design and promotion will be based on the uniqueness of NYC urban teens, thereby attracting them to the website and ultimately to PPNYC. Furthermore, based on the team's criteria, the website is the best communication channel as it fulfills all five criteria; the new website is young and fresh, technologically attuned and simulates personalized, one-on-one communication, which is imperative for engaging teens.

The other recommendations outlined, including ambush marketing, creating a MySpace ad, and establishing partnerships with CBOs, MTV, LIFEbeat, and Teennights.com are not stand-alone tactics and exist to supplement the website and enhance its potential for success (Figure 6). Additionally, these tactics each target a wide array of urban teens, enabling PPNYC to expand its client base and engage this hard-to-reach population. Each of these recommendations



Figure 6: Tactics

promotes the website, providing urban teens with increased exposure to reproductive health information; however, they do not fulfill all five criteria.

To ensure the future success of all subsequent programs and outreach efforts, it is imperative that PPNYC continue to stay abreast of the dynamic culture and psyche of urban teens, as well as the channels through which they access information. It is also equally important that PPNYC dedicate staff time directed specifically toward the initiative to ensure its success. The new website along with ambush marketing, CBO partnerships, and targeted programming has the potential to create a positive and lasting impact on a population that is being unjustly affected by STIs and who will benefit from the services, reproductive health information, and expertise that PPNYC offers.

Appendix 1: Logistics Chart

| Recommendation | Cost | Tech Attuned | Young & Fresh | Audience Size | 1-on-1 | Staff Commitment |
|-------------------|---------------------------------|--------------|---------------|----------------------------|----------------------|-------------------------|
| MySpace Ads | Set Budget | Yes | Yes | ~11,000 – 19,000/day | No | 10 + 1 hours |
| ENT Parties | \$100 – 3000 | No | Yes | 50 – 4000 per event | No | 15 hours per party |
| Stickers | \$55.92 per 1000 | No | Yes | 4000+ | No | 10 + distribution |
| LIFEbeat | \$0 | No | Yes | 1000+ | No | 8 hours per concert |
| CBO's | Variable | No | No | Variable | Yes (peer education) | Variable |
| ThinkMTV | Free | Yes | Yes | 400k – 1 million per month | No | 5 + 1 |
| Time Warner Cable | 30 s ad from 6PM – 12 = \$1,300 | No | Yes | Thousands | No | Variable |
| Website | \$20,000 | Yes | Yes | 17,000 per month | Yes | 300 + 17 hours per week |

Appendix 2: CBO List

| Borough | Organization | Contact Person | Phone |
|--|---------------------------------------|--------------------------|--------------------------|
| Brooklyn | Sesame Flyers* | Lindy Jackie | 917.957.0103 |
| | Diaspora Community Services* | Quincy Dunlap | 718.399.0200 ext. 231 |
| Unknown | Love Heals | Claire Simon | |
| | REACH Youth | Eden Connelly | 718.768.0753 |
| | Teens Helping Each Other (THEO) | Anthony Thompson | 718.270.2396 |
| | Alan A.M.E. Church | Alfonso Wyatt | 212.925.6675 |
| SUNY Downstate Medical Center | Cristine Rucker | | 718.270.3203 |
| Montefiore Medical Center | Donna Rudderman | | 718.231.3598 |
| Bronx AIDS Services | Socrates Caba | | 718.231.3598 |
| Church of the Mediator | Rev. Delgado Miller | | 718.548.3312 |
| Faces of These Church | Jacklyn Wydman | | 646.401.6754 |
| Websites | Catholics for Condoms | www.Condoms41 ife.org | |

Appendix 3: Contact Information

| Contact Person (Organization) | Website | Phone Number | E-mail Address |
|--|--|-----------------|--|
| MySpace Ads | advertise.myspace.com/login.html | | |
| Sam Nelson (Clever Name Here) | clevernamehere.com | 718.832.6348 | sam@clevernamehere.com |
| Eddie Miller (Teennights.com) | www.teennights.com | 212.724.3900 | |
| Pete Griffin (MTV Public Affairs) | www.thinkmtv.com | 212.846.5637 | Pete.griffin@mtvstaff.com |
| Andre Hazel (Director of Ad Sales TWC) | | 212.367.0598 | |
| LIFEbeatNYC | www.lifebeat.org | 212.459.2590 | info@lifebeat.org |
| Solomon E. Gezari (AC Nielsen) | nielsen.com | 646.654.8602 | Solomon.Gezari@nielsen.com |

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