

Prince George's County Health Department's LGBTQIA-Focused Media Campaigns



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Vision Statement

All Prince Georgians are their healthiest at every age and every stage.

Mission Statement

To lead, engage, and empower our community to work collaboratively towards disease prevention, health equity, and total well-being.

Cancel HIV Media Campaign Overview

- Increases awareness
- Engages communities
- Utilizes real community people in ads and shows county specific markers
- Engages residents through focused messaging



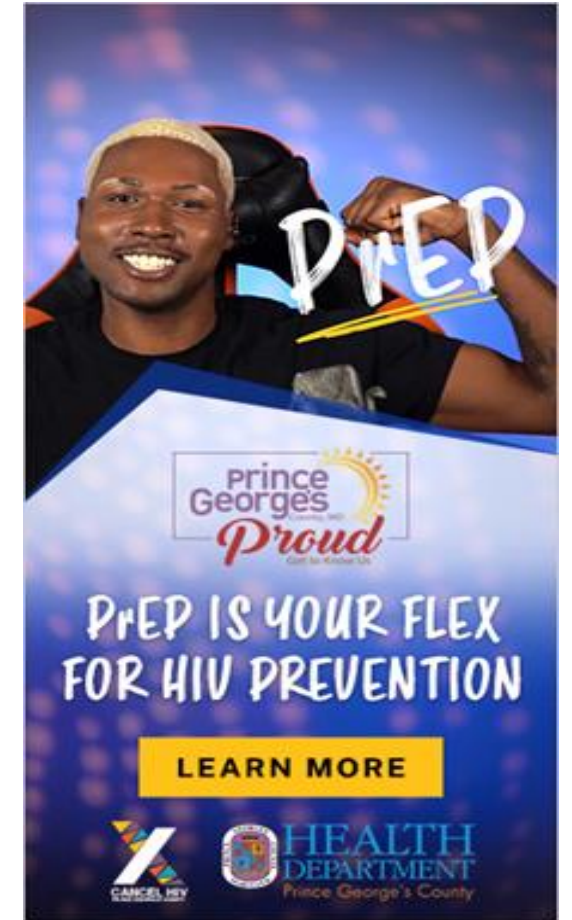
Campaign Highlights Since 2021

- 2022 radio townhall with radio personality Cheryl Jackson, aired on WPRS and Majic.
- Interview segments on Great Day Washington show.
- A four-part Novella type series on HIV prevention.
- Ads that feature county residents and advocates.
- Radio Interviews with Dr. Diane J. Young, Family Health Services Associate Director and other HIV experts on WKYS, WPRS and WMMJ
- Podcast seasons 1 and 2
- **Coming Soon:** Ads focusing on immigrant populations, African American women, and African American and Latino men.



Message Spotlights

- Physician to physician
- Community partners' program highlights
- Promoting sex positive images
- Messages in Spanish
- Increasing visibility of the county's HIV prevention and treatment services
- Raising awareness about the availability of HIV prevention resources like condoms and PrEP
- Content that engages specific groups like ages 18-34, black heterosexual men, LGBTQ community, immigrants and women.



Television Ads

- Air on live TV and streaming services throughout the county.
- Focus on both prevention and treatment.
- Highlights various lifestyles and populations.



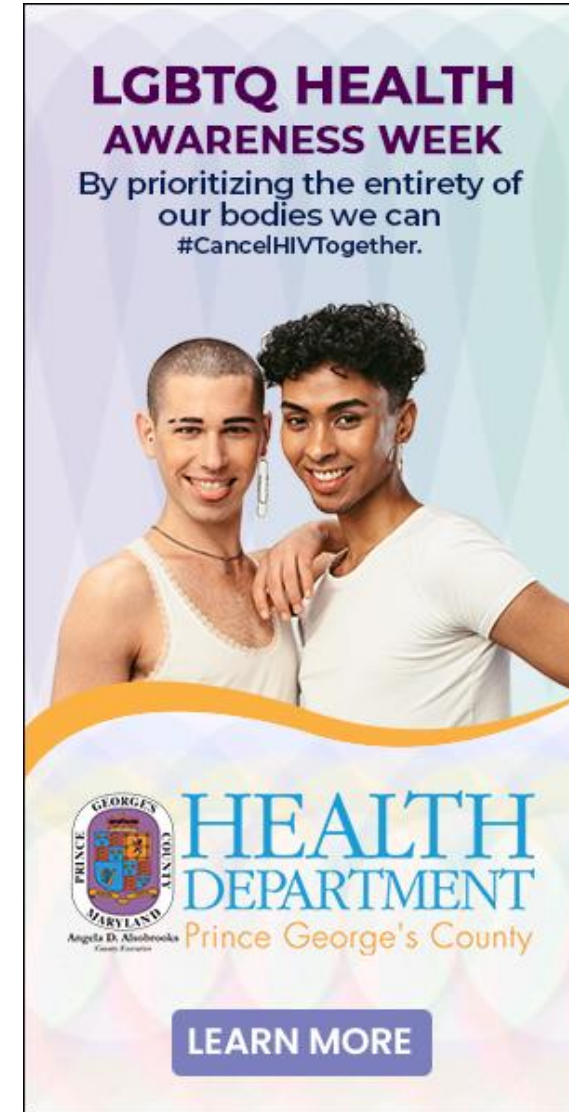
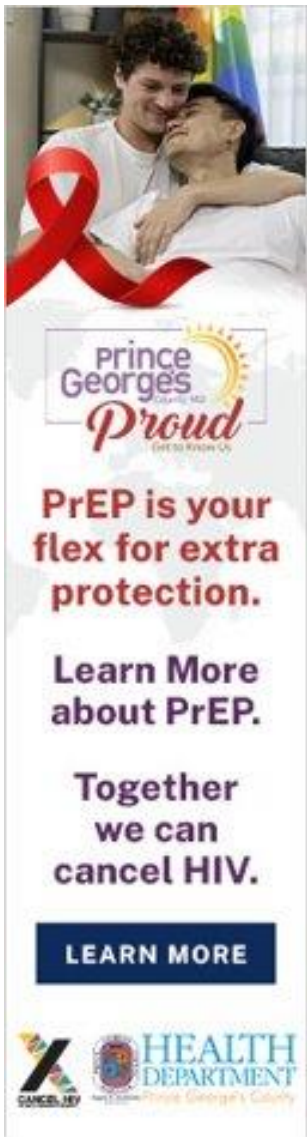






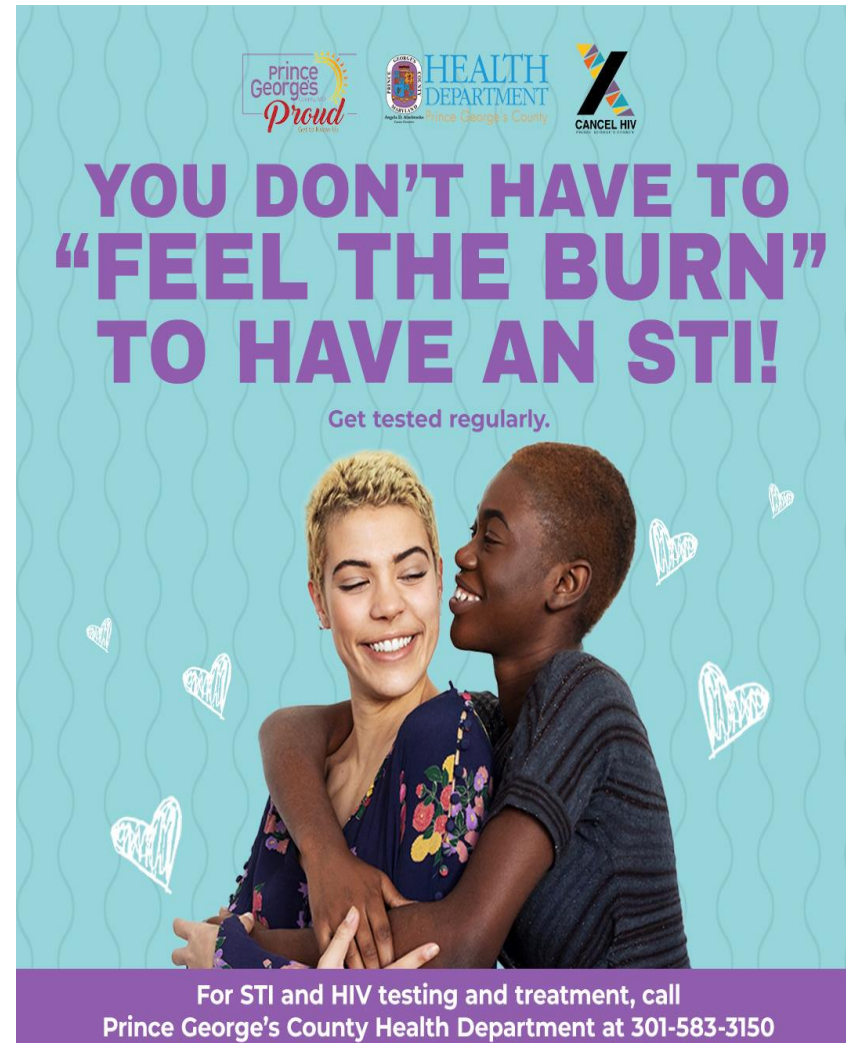
Web Banners

- Ads that can be viewed and clicked on in a web browser.
- Ads are geofenced so that prevention ads will show to people in Prince George's County and boosted for people in high-incidence zip codes.
- Geofencing for some ads extends to DC areas where Prince George's County residents may frequent (e.g. gay clubs or bars)

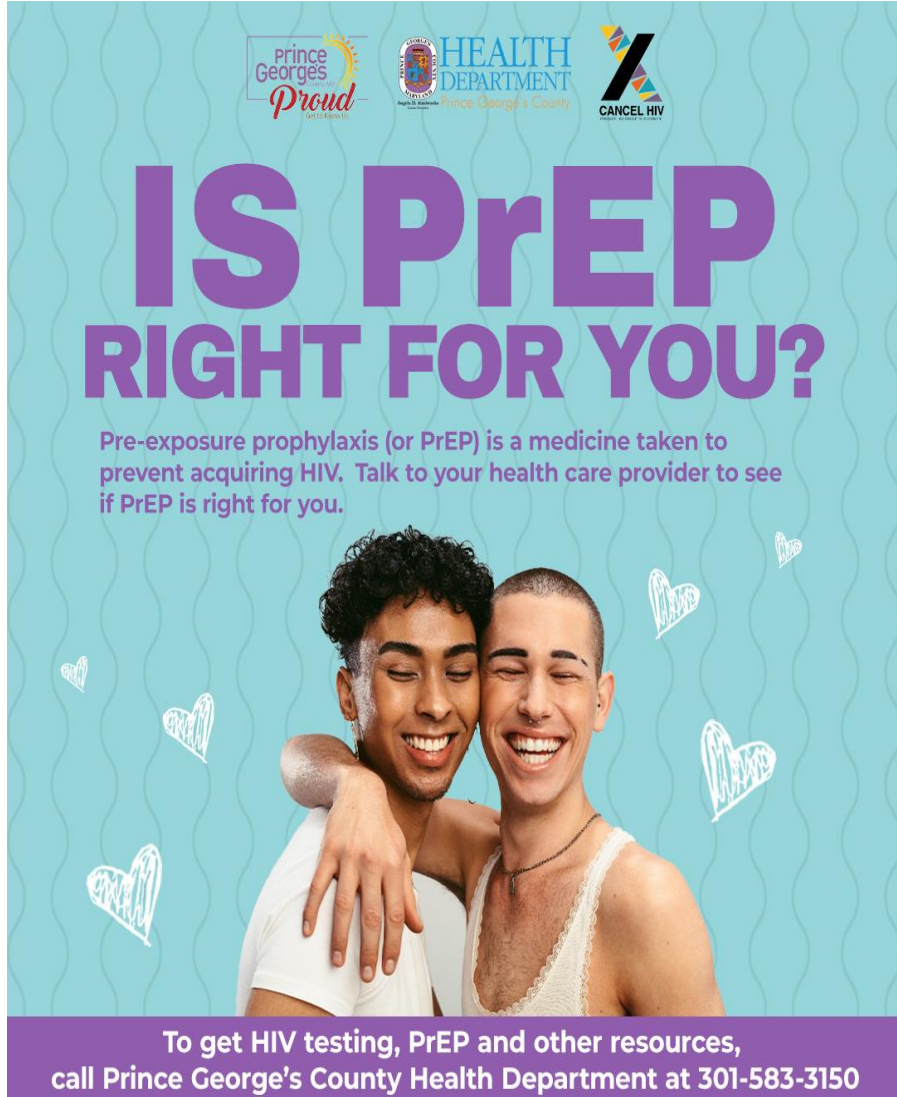


Social Media Ads

- Ads shown on a variety of social media platforms
- Ads are boosted for people who are in Prince George's County



Social Media Ads



Prince Georges
Proud
Get to Know Us

HEALTH
DEPARTMENT
Prince George's County

CANCEL HIV

IS PrEP RIGHT FOR YOU?

Pre-exposure prophylaxis (or PrEP) is a medicine taken to prevent acquiring HIV. Talk to your health care provider to see if PrEP is right for you.

To get HIV testing, PrEP and other resources, call Prince George's County Health Department at 301-583-3150



PREPARE BEFORE YOU'RE THERE

Most STIs can be treated once detected, but you have to know you have one. Get tested at the Prince George's County Health Department, by calling (301) 583-3150.

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Prince Georges
Proud

Novella Series

- This series is done in collaboration with Bowie State University.
- Follows the interconnected stories of Donte, Avery, Pamela, and Sidney, as they navigate casual dating and sexual health.
- Aims to promote HIV prevention, dispel stigma about HIV, and foster open conversations about sexual health and safer sexual practices.
- Visit <https://health.mypgc.us/endinghiv> to see how the story ends.



• LIVE



Radio Ads

Targeted prevention messaging is played on Urban One radio stations throughout the county.



Bus Shelter Ads

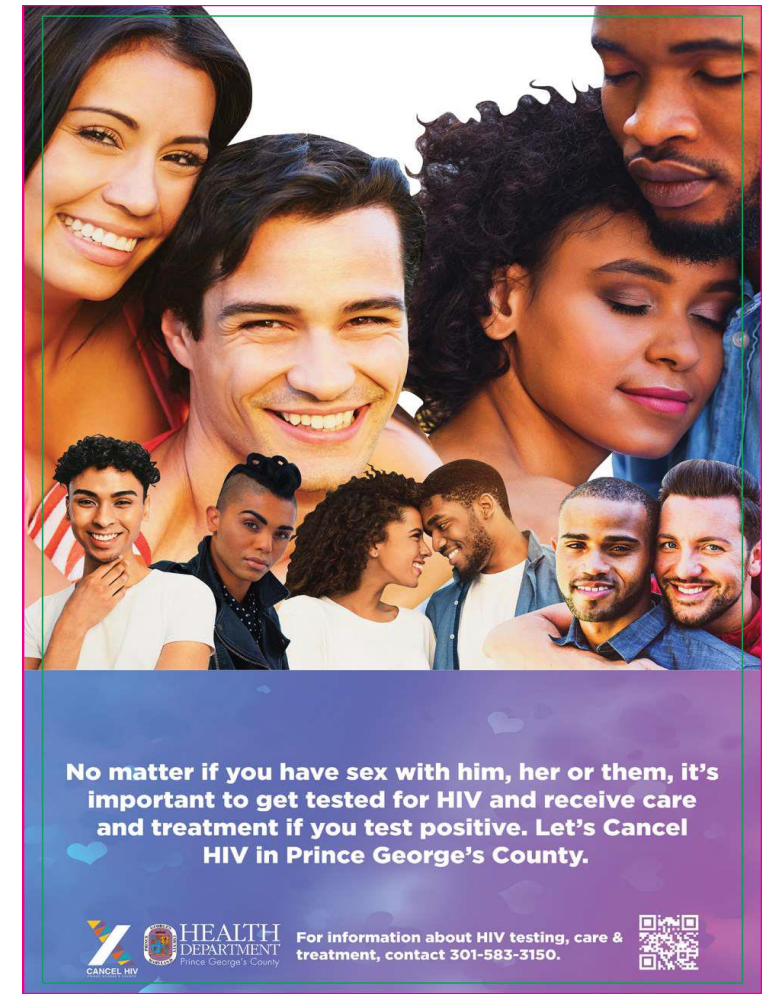
- Targeted messaging
- Emphasizes both treatment and prevention
- Focuses on bus routes in high incidence areas




**TOME LAS RIENDAS
DE SU SALUD**

Al conocer su situación sobre el VIH, puede vivir una vida plena haciendo las cosas que le gustan. Llame al (301) 583-3150 para conocer las pruebas, los tratamientos y el cuidado del VIH. Para obtener más información, visite health.mypgc.us/endinghiv


 **PRINCE GEORGE'S COUNTY
HEALTH
DEPARTMENT**



No matter if you have sex with him, her or them, it's important to get tested for HIV and receive care and treatment if you test positive. Let's Cancel HIV in Prince George's County.

 **PRINCE GEORGE'S COUNTY
HEALTH
DEPARTMENT**

For information about HIV testing, care & treatment, contact 301-583-3150.



Bus Shelter Ads in the Community



Positive Voices Podcast

A collaboration between DC Health, Prince George's County Health Department, and Montgomery County Health Department.

The podcast is presently in season 2. It amplifies the voices of our HIV community members, giving them space to share their life experiences.

<https://www.dcendshiv.org/podcast2>



Ep. 207
TransHealth (Part 1)

A thumbnail image for episode 207 showing two women, one with a red headwrap and one with long dark hair, against a yellow background.

#207
Sharing Spaces: Unpacking the Trans Experience
January 22, 2024 • 48:26

"We want our own lane; we're not here to replace anybody." And that's that on that! This week, Teri and Malachi are speaking with Dajiah Walters and Dr. Selena Dagnino about the trans community, trans health, and their experiences as trans women. If you take anything away from this episode, remember that trans women know what's best for them, and they deserve seats at the table to share that knowledge and experience with the world.

[View Episode →](#)

Ep. 208
TransHealth Part 2

A thumbnail image for episode 208 showing a woman with long dark hair against a teal background.

#208
Facts and Folklore In Trans Health
January 29, 2024 • 24:25

Dr. Selena Dagnino is back to use her experience to answer all of our questions regarding trans health. Weather fact or folklore, the truth is out there, which is why it's critical to listen to trans experiences AND trusted medical specialists. We're excited to share part two of our transgender-focused episodes! This program contains language and subject matter that some audiences may find triggering or sensitive. Our purpose is to encourage engagement in care and treatment, however, please consider your well-being before continuing.

[View Episode →](#)

For More Information

Visit us at <https://health.mypgc.us/endinghiv> for more information and resources.

