

# *Heads Up?! Use a Condom*

## **What's the issue?**

- Epidemiological [data](#) indicate that youth (aged 15-24) bear a disproportionate burden of STIs in the Winnipeg Health Region, including especially Chlamydia and Gonorrhoea.
- To encourage greater condom use among especially younger youth (whose sexual attitudes and habits are still developing), *Heads Up?!* was developed as a social marketing campaign aimed specifically at youth aged 15 to 19.
- Social marketing uses marketing principles to achieve a social end (rather than for profit), and has been identified as a 'Promising Practice' to reduce social inequities in health, according to a recent [evidence review](#).

## **What happened last year?**

- In the fall of 2011, the first *Heads Up?!* campaign ran across the city, on bus shelters, in radio spots, as movie theatre trailers, and more. The campaign pointed youth to the website ([www.getsomecondoms.com](http://www.getsomecondoms.com)) and to their local Teen Clinic, where they could get free condoms and a *Heads Up?!* t-shirt.
- Follow-up evaluation showed that 52% of all Winnipeg youth aged 15-19 recalled seeing the ads. The website was visited almost 7500 times during the campaign period, and Facebook ads were clicked almost 6000 times.

## **What's new this year?**

- Brand new video, print, and radio ads have been developed and will be launched in various media on October 22, 2012. The *Heads Up?!* brand has been retained, but the creative campaign has been refreshed.
- At Winnipeg [Teen Clinic sites](#), youth will be able to enter a contest to win tickets to the upcoming premiere of the newest *Twilight* film, and branded toques will be available later in the fall.
- The website ([www.getsomecondoms.com](http://www.getsomecondoms.com)) will be significantly updated to include comprehensive information on a range of sexual and reproductive health topics. The website will also feature Winnipeg's first online mapping application allowing youth to find the nearest free condom distribution site.

## **How can you help?**

- We would like very much for health facilities and clinics to get involved in the campaign! Packages will be available starting on the launch day of October 22. These will include posters, as well as branded business cards with the website URL on it (these can be handed to clients, or made available in waiting rooms, etc.).
- Youth enquiring about the campaign incentives (contest, toques, condoms, etc.) can be directed to their nearest [Teen Clinic](#).
- If you're interested in receiving campaign materials for your site, or if you have any questions, you can contact Craig Ross (Program Specialist – WRHA Population and Public Health) at [cross4@wrha.mb.ca](mailto:cross4@wrha.mb.ca).