

HIV Testing and Prevention in Thailand

December 2022



CAMPAIGN GOAL: HIV Testing and PrEP Use for Key Populations

In **Thailand**, the goal of our Facebook campaign, was to increase awareness, knowledge, and, ultimately, uptake of HIV testing and daily pre-exposure prophylaxis (PrEP), which is the use of medicine (a pill taken once per day) to prevent HIV, among men who have sex with men and transgender women living in selected cities. Through FHI 360's [EpiC project](#), we worked with partners to run ads on their Facebook pages — using the Tangerine Clinic page to reach transgender women and the People of Pride page to reach men who have sex with men. A key campaign call to action was for users to book PrEP services on TestMeNow.net, an online reservation platform created under FHI 360's [LINKAGES](#) project, the predecessor to the EpiC project.



KEY TAKEAWAYS

- **Goal:** To increase awareness and use of HIV prevention and testing services for key populations.
- **Results:** We reached 13 million users at least six times, 170,000 of whom clicked on a link to a HIV services site.
- **Top Lesson:** Plan for measurement first, ensure implementation makes your plan possible.

Project Background

FHI 360 and Meta entered a collaboration to support selected FHI 360 projects working toward social and behavior change objectives; this case study showcases one of five such projects. Information about the other four projects can be found at www.fhi360.org/projects/meta-program-scaled-support. In addition to reporting other metrics, this case study presents findings from Meta's Brand Lift Study (BLS) tool, which analyzes campaigns based on users' ad recall and responses to questions relevant to behavior change goals. BLS determines if there was a significant "lift" for users who saw ads compared with those who did not in *recall* of ads, as well as in *knowledge*, *attitudes*, or *agency* around a behavior.



RESULTS: Increased Clicks, Increased Bookings

Over the two phases of our campaign, we reached almost 13 million users: 4 million as part of our campaign to reach transgender women and 9 million as part of our campaign to reach men who have sex with men. In the first phase, our BLS did not yield significant results, so we cannot show there was a lift in ad recall or knowledge about PrEP for those who saw our ads compared with those who did not. In the second phase of our campaign for men who have sex with men, we saw a significant lift in recall of our ads but did not see positive trends for those who saw our ads in knowledge of where to access or confidence in accessing PrEP. For transgender women, while we did not see a significant recall of ads in phase two, we did see a marginally significant positive trend of an additional 33,000 users who saw our campaign ads reporting they could get PrEP if they wanted. Across the campaign, over 170,000 of the users we reached clicked on a link to TestMeNow.org after viewing one of our ads — a key campaign call to action. However, we are unable to say for sure if this led to increased traffic or reservations on the website.



SUCCESS SPOTLIGHT: Understand Your Audience; Trust Past Experience

Our campaign ads and messaging performed well, with our target audience engaged in our ads. We used a persona study to inform the images and messaging we used, carefully designing ads that would be appealing to as many segments of our audiences as possible. This included images of groups of friends and individuals representing men who have sex with men and transgender women. The images featured current fashion trends and bright colors. We relied on both our team’s experience using Facebook ad manager and our ad agency’s experience with similar ads to craft these ads — see **Figure 1** for some examples.



LESSONS LEARNED: Monitor Your Campaign; Measure Your Impact

Establish and plan around impact measurement.

While we reached many Facebook users in our target audiences with well-performing ads, we ultimately could not measure impact through either BLS metrics or traffic to the TestMeNow website. For our campaign BLS, we initially did not budget enough to reach the needed number of users. Adjusting this meant a one-week pause and BLS results that could not be used to measure impact. Another way we could have measured impact was by how many new visitors to the TestMeNow website got there by clicking through our Facebook ads, but we did not use a dedicated token for the link in our ads, so we cannot say for certain how many visitors got to TestMeNow through our ads. We recommend planning for and operationalizing multiple measurement methods of campaign impact before beginning implementation.

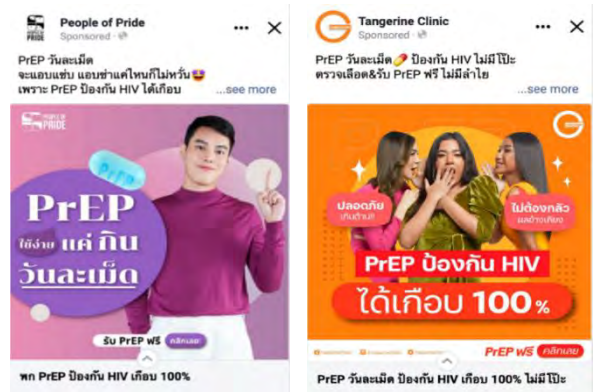


Figure 1: Two of our PrEP campaign ads in Thailand

What’s Next for Us?

Our campaign proved engaging for users, generated clicks for the TestMeNow platform and boosted the popularity of the Facebook TestMeNow page. We would like to keep our target audience engaged with TestMeNow resources and leverage its increased popularity to increase bookings for HIV services. Going forward, we will use our deeper understanding of and experience with Meta tools to promote PrEP outlets, HIV testing clinics and telemedicine as options for testing and PrEP services.

