

## PA Thrive Partnership

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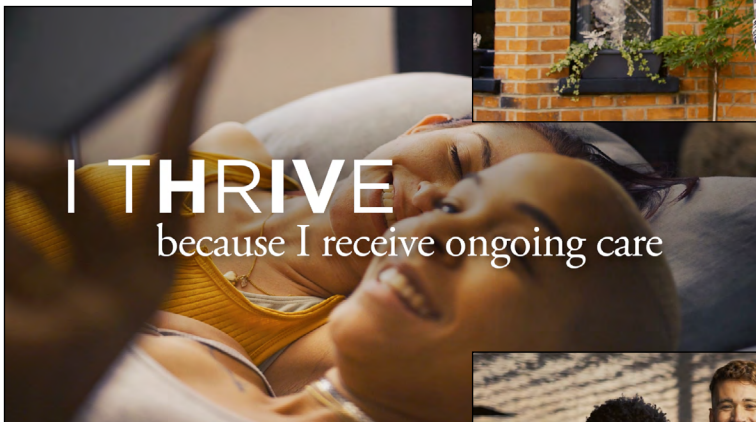
- Situation** HIV care has improved tremendously over the past several decades. People are living longer and healthier lives than was thought possible when the disease was first identified. Still, there continues to be a lingering stigma towards people living with HIV and a lack of widespread, easy access to care in many areas.
- PA Thrive Partnership is an organization that provides HIV care, treatment, and resources to patients in 13 northwest and north-central counties in Pennsylvania. Through Pennsylvania Western University, its sponsoring institution, PA Thrive engaged TDC as its agency of record to enhance and evolve its brand identity, improve its ability to communicate its capabilities, and strengthen its outreach, online presence, and awareness of offerings throughout the communities in its service area.
- Solution** The purpose of this advertising effort was to reach two separate yet equally important groups—those living with HIV and those at high risk for contracting HIV.
- The overall messages to be shared among both audiences was “if you are living with HIV, or are at risk of getting HIV, you are not alone” and “PA Thrive provides a wide range of free/low-cost treatment and prevention services in northwest/north-central PA—contact us to set up an appointment and get connected to care.”
- Our first step was to upgrade the visual impact of PA Thrive’s website and to enhance the site’s user experience, functionality, and content. Secondly, we developed and launched a traditional and digital communications plan in PA Thrive’s service areas to generate awareness and facilitate appointments. For the creative campaign, TDC produced :30 and :15 second TV spots, launched a search engine marketing campaign, created and deployed digital banner and social media ads, developed information cards for PA Thrive’s new PrEP and STI clinics, and designed a poster promoting testing services.
- Result** PA Thrive was extremely pleased with the body of our work and the overall creative direction of the assets we developed. Furthermore, it was highly appreciative of our assistance in guiding it through the development and refinement processes for the website and marketing materials.

- campaign theme and look-and-feel
- schedule and media plan




**PA Thrive Partnership**  
2023-2024 Schedule and Media Flowchart

	Oct-23				Nov-23				Dec-23				Jan-24				Feb-24				Mar-24				Apr-24				May-24				Jun-24						
MONDAYS---->	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24
<b>Campaign Materials &amp; Agency Costs</b>																																							
Planning																																							
Design and develop new website																																							
Concept and create one TV spot and companion																																							
Create four digital banner ads																																							
Design and layout two info hot cards																																							
Design and layout one poster or sign																																							
Create 10-15 social media graphics																																							
Monthly website maintenance																																							
Account management, reporting, monitoring																																							
Miscellaneous direct project expenses																																							
<b>Traditional Media</b>																																							
Cable TV																																							
<b>Digital Media &amp; Social Media</b>																																							
Targeted display & retargeting (5.5 months)																																							
Search engine marketing (5.5 months)																																							
Facebook & Instagram advertising (5.5 months)																																							
Facebook boosting (5.5 months)																																							
Grindr & Jack'd advertising (5.5 months)																																							
<b>Printing</b>																																							
Printing of two info hot cards																																							
Printing of one poster or sign																																							



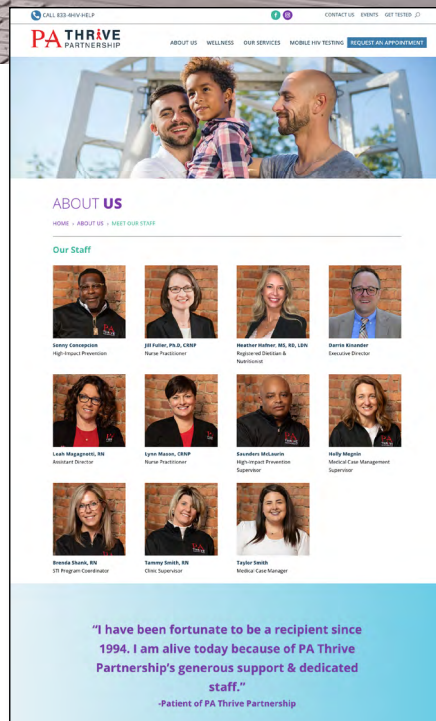
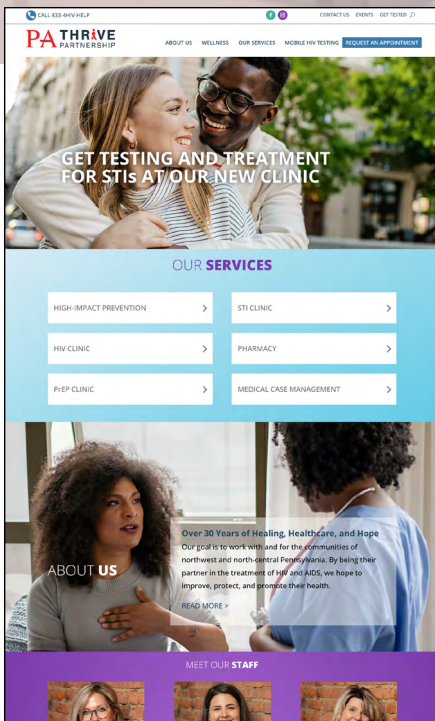
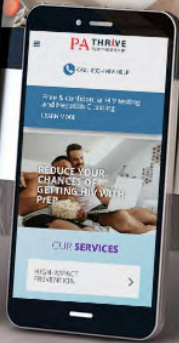
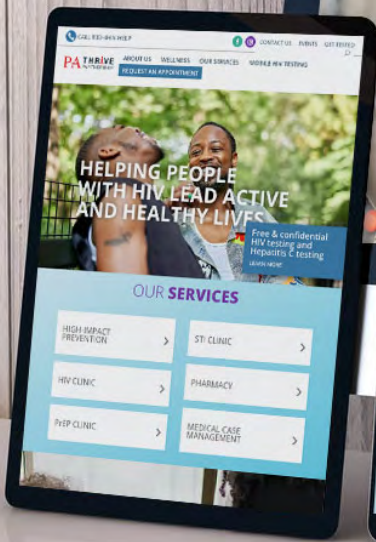
HIV/STD Screening | PrEP | Care



**PA THRIVE**  
PARTNERSHIP

pa-thrive.com | 833-4HIV-HELP







- o poster
- o information cards



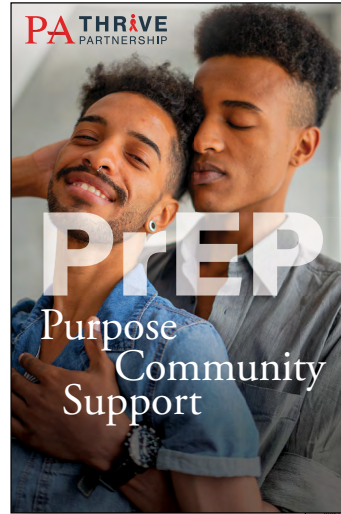
**CARE** for yourself  
**TEST** for HIV & STI  
**KNOW** your status



Getting tested for HIV or an STI eliminates the anxiety and uncertainty over your status. Call 833-4HIV-HELP or visit pa-thrive.com to request a free and confidential appointment.

833-4HIV-HELP pa-thrive.com

**PA THRIVE** PARTNERSHIP



**PA THRIVE** PARTNERSHIP

**PrEP**  
 Purpose  
 Community  
 Support



**How PrEP Can Help**

**PrEP** (pre-exposure prophylaxis) is medication intended to significantly reduce your chance of getting HIV from someone. The U.S. Food and Drug Administration has approved three medicines: PrEP—Apretate, Descovy, and Truvada.

**Who should consider taking PrEP?** You should consider PrEP if you are HIV negative and at risk of being infected with HIV through sex or if you have a condom consistently used with a partner who has been diagnosed with an STI within the last 6 months.

PrEP is also recommended if you have any of the following:

- Have an injection partner with HIV
- Share needles or other equipment used to inject drugs

**Does PrEP cause any major side effects?** PrEP can cause side effects in some people. These can include headache, diarrhea, nausea, insomnia, and dizziness. However, they are generally mild and usually disappear over time.

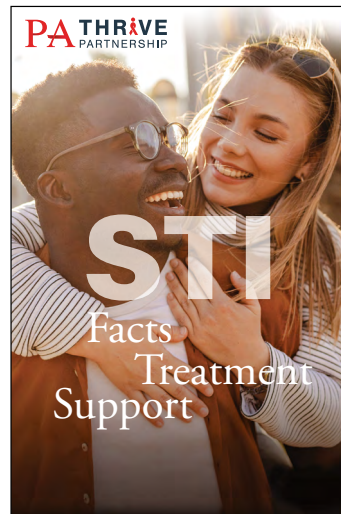
**What should I do if PrEP is right for me?** Make an appointment with your health provider or a health clinic. If they agree that PrEP can help you, there will need to be a negative HIV test result before PrEP can be prescribed for you.

**Where can I get help near me?** PA Thrive Partnership provides a clinic, dedicated to PrEP care that offers a wide range of services and support for HIV patients in northwest Pennsylvania. These include:

- Confidential HIV testing
- Telehealth consultations
- Medications
- Referral services

To learn more about PrEP and getting the help you need, visit pa-thrive.com or call 833-4HIV-HELP

**PA THRIVE** PARTNERSHIP



**PA THRIVE** PARTNERSHIP

**STI**  
 Facts  
 Treatment  
 Support



**Understanding STI**

**What is an STI?** A sexually transmitted infection (STI) is a disease that can develop after sexual contact with someone who has an STI. Although sometimes serious, STIs are very common. Examples include:

- Chlamydia
- Gonorrhea
- Human Papillomavirus (HPV)
- Syphilis

**What are the symptoms of an STI?** Symptoms vary, signs of an STI can include:

- Burning around genitals
- Frequent urination
- Pain from the penis
- Redness and swelling
- Itchy or sore throat
- Painful urination
- Painful sex
- Rash
- Swollen lymph nodes
- Unusual discharge
- Unusual sores
- Unusual odor
- Unusual pain
- Unusual spots
- Unusual swelling
- Unusual tenderness
- Unusual tingling
- Unusual itching
- Unusual bruising
- Unusual redness
- Unusual soreness
- Unusual pain
- Unusual swelling
- Unusual tenderness
- Unusual tingling
- Unusual itching
- Unusual bruising
- Unusual redness
- Unusual soreness

**Can STIs be treated or cured?** Treatment can vary but STIs caused by bacteria or parasites (such as gonorrhea, syphilis, and chlamydia) can be cured by antibiotics. STIs caused by viruses (such as HIV or herpes) can be kept in check by antiviral medicine; however, you will still carry the virus and can spread it, though the risk is lower.

**How do I get tested for an STI?** If you think you are at risk for or believe you might have an STI, you can get tested at a doctor's office, health clinic, or an urgent care center. Tests can include taking blood or urine samples, or fluid samples from sores.

**Where can I get help near me?** PA Thrive Partnership provides a clinic, dedicated to STI care that offers a full range of services for patients in northwest Pennsylvania. These include:

- Confidential STI testing
- Telehealth consultations
- Medications
- Referral services

**At the same time, some STIs have no signs or symptoms. Accordingly, it's important to use protection, such as a condom, during sex to prevent the spread to your partner.**

To learn more about STI and getting the help you need, visit pa-thrive.com or call 833-444-8435.

**PA THRIVE** PARTNERSHIP

- o banner ads
- o social media graphics



Why simply  
live with HIV  
When you can  
**THRIVE** with HIV

Click here or call  
**833-4HIV-HELP**

Your Partner in  
**HIV & STI** care

Why simply  
live with HIV  
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**THRIVE** with HIV

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