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Utilizing Hip Hop Music/Culture In HIV/STD social marketing to Urban youth & young adults

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Abstract

Since 2009, the Houston Syphilis Elimination Advisory Council (S.E.A.C.) has collaborated with Grammy Award nominated hip hop label, Swishablast, LLC, to use their influence, and assistance, in designing and implementing elements of the syphilis awareness campaign entitled 'Don't Sleep On It' to youth and young adults in Houston, TX. Since 2010, this collaborative effort has developed print materials and video and audio public service announcements (PSAs) that have been used to spread HIV/STD awareness throughout Houston. The Houston Independent School District has enlisted the campaign to implement interventions at various high schools, and present information and strategies to health and physical education teachers on ways to educate students on HIV/STDs at annual teacher conferences. The collaboration has also produced health events at community centers and universities where HIV/STD counseling and testing, HPV vaccinations, and HIV/STD education has been provided to over 2,000 people since 2009. The YouTube PSA views have eclipsed 160,000 and the television PSA campaign has reached 85,000 cable subscribers. Most recently, Rice University has archived materials from the awareness campaign in the Special Collection Department at their library, and a hip-hop themed informational DVD is being viewed in patient waiting areas at Houston Department of Health & Human Services STD clinics. In addition, randomly selected STD patients at the clinics completed a survey and the compiled information is being used to help determine how effective the DVD is as a social marketing tool.

Biography

Corey Garrett has been working in the field of public health since 1993 and has worked for various community based organizations and public health departments in Louisiana and Texas. He is currently the Lead STD Surveillance Investigator tat the Houston Department of Health and Human Services and the Co-Chair of the Houston Syphilis Elimination Advisory Council. He has presented information at the Texas HIV/STD Annual Conference and was featured in the 2005 OFP/OPA Integrating HIV Prevention in Family Planning journal.