

University Health Services

“We Are.....Protected!”

Public Relations Plan

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I. Executive Summary

- A. This public relations plan has been developed for the Penn State University Health Services. The UHS mission statement is: “UHS offers convenient, on-campus clinical care, as well as onsite support services, including lab, x-ray, physical therapy and pharmacy. You can see a clinician, have appropriate testing, and receive needed treatment in one efficient visit. In addition to helping you with immediate medical problems, UHS offers preventive care and health education. We can help you to develop long-term wellness strategies – healthy habits that will stay with you long after your college years.” This public relations plan will focus on UHS and how they promote safe sex information to first-year students at Penn State.

II. Situation Analysis

A. Client History and Background

Mission (from UHS website): “University Health Services' vision is to foster a healthy Penn State campus community where students, faculty, and staff will enjoy optimal health as they pursue their academic, career, and personal goals.”

“The mission of University Health Services is to heal, educate and care by providing student-centered acute and preventive health services and leadership for the Penn State community on health related issues.”

The College Infirmary at Pennsylvania State University was founded May 2, 1907 with a “trained nurse” in charge. Dr. Joseph Ritenour was the director of College Health Services (a.k.a. The “Dispensary” and the “Infirmary”) in 1940. By 1970, University Health Services (UHS) had a staff of 14 that was treating 500 students daily. The *Daily Collegian* article October 10, 1970, reported that UHS was known as the “morgue,” “health factory,” or even “butchery” to students.

Since UHS was located in Ritenour Building, it was also referred to as the Ritenour Health Center until its relocation in the later 2000s. Through its history, Ritenour Center/UHS gained a reputation for having a long waiting time. It gained the nickname “Ritenour Wait an Hour.”

Margaret Spear was Director of the University Health Services (UHS) until August 2014. The current director of UHS has yet to be named. Linda LaSalle is the Associate Director of Educational Services.

In the recent years, UHS has headed many programs focusing on topics relevant to Penn State students including alcohol, nutrition, stress, sleep, fitness, sexual assault, and safe sex.

B. Service, Product, Issue History, Background, and Current State

University Health Services (UHS) provides many services that reflect their passion to stay true to their mission to heal, educate, and care for students and faculty. UHS offers on-campus clinical care at Penn State University, along with onsite support services. This includes x-rays, physical therapy and pharmacy. Free health education and preventative care sessions are provided to educate the public.

“Healthy Penn State” is a campaign run by UHS that promotes having a healthier lifestyle for more academic success in the form of a blog. They offer information about better sleeping and eating habits, stress management, fitness, as well as free yoga classes. Another program under “Healthy Penn State” is known as ‘Take the Lead’ which promotes responsible decisions when drinking. Posters and advertisements are spread across campus to gain attention for this cause. In terms of social media, Healthy Penn State’s #psuplate campaign gives people the opportunity to share what healthy decisions are on their plate.

With the [CDC](#) listing almost half (48%) of the newly diagnosed STIs being in people between 15 and 24 years old, it is especially important for college students to be proactive in their sexual health. UHS offers unlimited free name brand condoms to students, but this is not widely known.

However, safe sex is not just about using condoms despite its importance. Sexually active students should regularly get tested for STIs, even those in exclusive relationships. Unfortunately, there is stigma attached to STI-testing, with those who may be infected worrying about how the health professional will see them (idea that those who get STIs are irresponsible). UHS has held a campaign about self-testing in the past.

C. Previous Communication Materials

Based on past communication materials, UHS has done well with promoting safe sex practices for Penn State students. They have used Facebook, Twitter, and created print advertising to get their message across. Their messages on Facebook reached the 457 people who have liked the page and reach their 127

followers on Twitter. For a school with an enrollment of over 40,000 students, the number of likes and followers is very small. Less than one percent of students are being engaged by UHS online.

The communication materials have been packaged correctly in that they are appealing to students and target students in different ways. The materials are clever and relevant to the lives of Penn State students. UHS also provides in-depth information on STIs and how to protect against them on their main website.

The problem is that UHS is not consistent with promoting the communication materials or the valuable information on their site. It is obvious that their communication on safe sex practices stopped around March 2014. The Healthy Penn State blog and Twitter account are much more popular but do not promote safe sex as much as nutrition or exercise. It is important for UHS to push safe sex practices on all of their outlets. With new students arriving at Penn State, it is imperative that they create new materials and do a large push to get the discussion of safe sex going. Expanding their followers on social media is critical for the success of their campaigns.

Figure 1. Condom Facebook Promotion -- September 2012
Source: UHS Facebook Photo

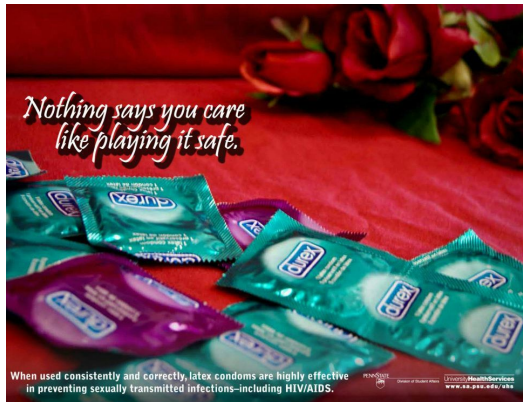


Figure 2. HealthWorks Safer Sex Party Promotion-- September 2012
Source: UHS Facebook Photo

HealthWorks
Peer Education Outreach Program

GET HEALTHY THIS FALL!

REQUEST A FREE PROGRAM FOR YOUR GROUP!

Programs last one hour and feature games, activities, discussion, and giveaways!





Mission: Nutrition
Boost your nutrition knowledge! Learn how to create a balanced plate and distinguish nutrition fact from fiction. **Free** samples of healthy snacks will be provided.

Stress Less
Feeling overwhelmed by school, work, and life? Chill out by learning some easy relaxation exercises and healthy strategies for coping with stress.

Safer Sex Party
Make your sexual health a priority! Learn how to protect yourself from sexually transmitted infections. **Free** safer sex materials will be provided.

*To request a program, visit studentaffairs.psu.edu/health/wellness/healthworksreq.shtml
Two weeks advance notice is required for program requests.*



Figure 3. Get Tested Facebook Promotion -- January 2013
Source: UHS Facebook Photo



Figure 4. Self-testing Facebook Promotion -- April 2013
Source: UHS Facebook Photo



Figure 5. Healthy Penn State Blog Entry -- March 2014
Source: Healthy Penn State Blog

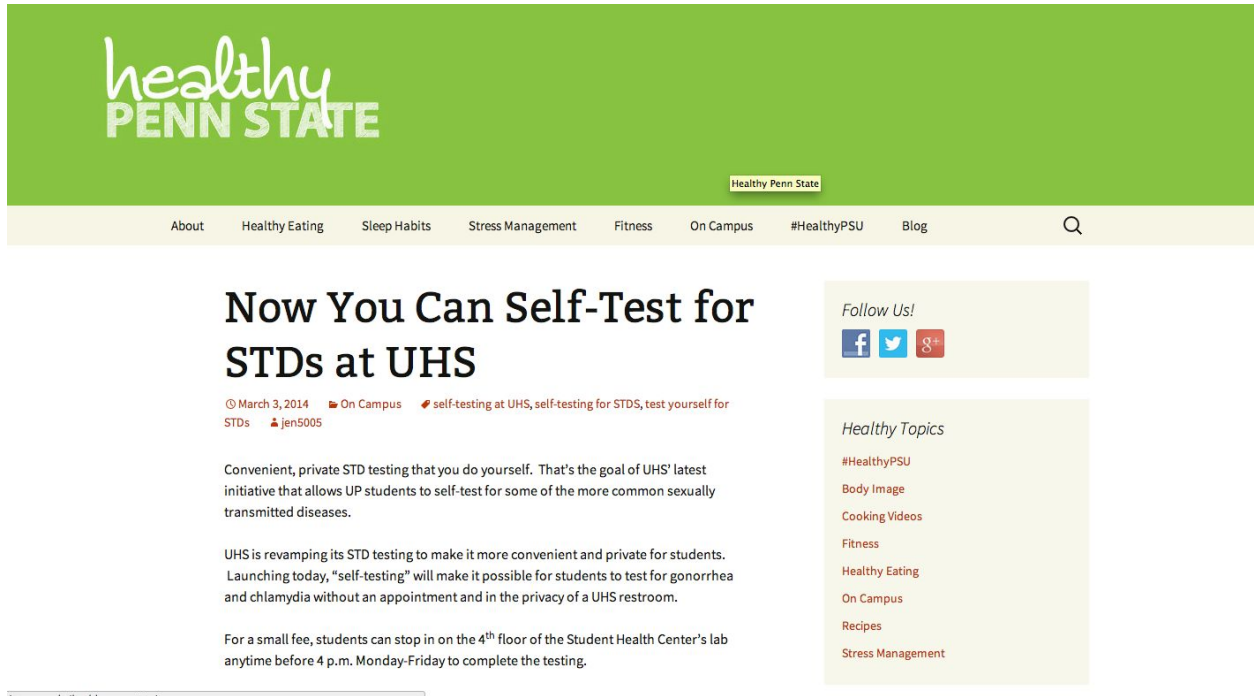


Figure 6. UHS Sample Tweet -- March 2014
Source: UHS Twitter



Penn State University Park also has some events dedicated to sexual health such as sexual health awareness and guidance (SHAG) in 2011. These events are a great opportunity for UHS to extend its reach. Unfortunately, the SHAG event did not capture the attention of many

students as the attendance was low. *The Collegian* reported reactions from SHAG organizers at the outcome and the consensus was that it could have been a better event if there were more time and more planning.

D. Competitive Evaluation

UHS is the health service provider of choice for most University Park students. Both UHS and the campus residence halls provide students with health-related information, particularly, information on safe sex and free resources to promote it.

However, students may be deterred from UHS because of time constraints and/or the feeling that they don't need to go. Moreover, when it comes to sex-related medical issues, students may be even more reluctant due to a fear of judgment from fellow peers.

The Mount Nittany Health (formerly Mount Nittany Medical Center) and MedExpress are local competitors. Students who opt to use their parents' insurance may seek off campus medical options including these two resources. In addition, both of these options provide a wider range of services and are more available than UHS. These health care providers also serve residents of State College as opposed to UHS's market, students.

Mount Nittany Health specializes in primary, emergency, and surgical care and operates 24 hours a day, seven days a week. The MedExpress provides quick, emergency services. It is available 12 hours a day, every day of the week. This timing is significantly more accessible than UHS's hours:

Monday, Tuesday, Thursday, Friday: 8am-5pm
Wednesday: 9am-5pm
Saturday: 11am-3pm

The Pregnancy Resource Clinic (PRC) in downtown State College also provides STI testing and resources for safe sex. Additional services include ultrasounds, counseling, and low or no cost childcare materials. Other competitors that reach both students and members of the community include the Department of Health and the Women's Health Resource center.

E. Secondary Research

This section summarizes research that has been conducted on STI/STD and sexual health in college as well as recent news articles pertaining to safe sex, STI, and sexual education. “Clean-N-Safe: A University Focused STD Awareness Campaign” conducted by Gen-Probe and featured in the Silver Anvil awards was one of the academic studies we examined.

Case Study (1)

- [Clean-N-Safe: A University Focused STD Awareness Campaign \(2006\)](#)
 - Gen-Probe developed the “Clean-N-Safe” campaign to increase STD/STI awareness and promote STD/STI testing on campuses. Noonan/Russo created turnkey kits for Gen-Probe to distribute to educators. These kits contain press material, fact sheets, t-shirts, posters, health educator evaluations, student surveys, and more resources to assist educators to implement “Clean-N-Safe.” This campaign resulted in 23% of students were aware of the campaign’s messages and health centers saw a 31% increase in Chlamydia and gonorrhea testing.

News Articles (5)

- [Nurse practitioner receives award for HPV research](#)
 - According to the Centers for Disease Control and Prevention, HPV is the most common STI both on college campuses and worldwide. To make matters more difficult, symptoms of HPV are not easy to recognize. Amy Wonsarnpigoon won the 2014 Bernard A. Kershner Innovations in Quality Improvement Award through the Accreditation Association for Ambulatory Health Care. She did a study on 100 males who have gone to test for STIs at the NC State Student Health Services and found the HPV vaccine was only recommended for 9%. Currently, there is no physical way to test for HPV in males. The only symptoms of HPV is the development of genital warts and cancers. Wongsarnpigoon worked with others to increase recommendations for the vaccine, raising the recommendation to 64.7%.
- [Is safe sex becoming less relevant for college students?](#)
 - Brandon Singer, a marriage and family therapy graduate student from California University, believes people aren’t being safe people they are being lazy. The Center for Disease Control and Prevention found nearly half of the STIs diagnosed each year are in people aged 15-24 (10 million diagnoses). The Sex Information and Education Council of Canada found the majority of sexually active college students aren’t

using condoms. Interestingly, 88% of 1,500 university students surveyed said their sexual health is a big part of their well-being, but 74% scored less than 50% on a sexual health quiz. The American Academy of Pediatrics see T.V. as source of sexual intercourse norms for this generation.

- [STD and HIV test results delivered via an app? It's happening with Healthvana](#)
 - With the stigma surrounding STD/STI, students may be reluctant to get tested. Healthvana is an app that reports results for chlamydia, gonorrhea, syphilis, and HIV. This allows the patients some privacy when finding out about their results.
- [On Campus, Opening Up Conversations About Sex](#)
 - Students at Harvard University organize Sex Week, a week devoted to lectures and discussions on the topic of sex. Sex Week focuses on not only safe sex and assault prevention, but also sex tips and how to have fun. This type of event is spreading to other colleges and universities across the country.
- [Top 20 College Sex-Ed Programs](#)
 - The Daily Beast ranks U.S. colleges based on their sexual education programs. Factors include availability of HIV testing, STD testing, sexual assault programs, health center hours, etc. Topping the list was Columbia University, University of Illinois at Urbana-Champaign, and Princeton University.

Trade Publications (2)

- [STI screening important for adolescent patients](#)
 - This article stated that all sexually active females under 25 should be tested regularly according to The University of Ohio's Cynthia Holland-Hall. Test for the most common STIs such as Chlamydia and Gonorrhea. A survey done of high school students showed that 47% of high school students had sex, 40% of which did not use a condom. This article recognizes that self-serving vaginal swabs are the highest recommended.
- [Women's Health - Sexually Transmitted Disease \(STDs\); Findings on Sexually Transmitted Disease \(STDs\) Reported by Investigators at University of Illinois](#)

- This article examines how the use of social media affects awareness of STDs in teens. They also looked into the literature used through social media interventions that tried to raise awareness in STD knowledge, screening/testing, acquisition however the results are weak.

Academic Articles (5)

- [Sexual Behaviors and Safer Sex Practices of College Students on a Commuter Campus](#)
 - This article was based on surveys given to college students at a commuter campus. The survey questioned students condom use, HIV awareness, sexual partners, and how many times they have sex.
- [Acceptability of sexually transmitted infection testing using self-collected vaginal swabs among college women.](#)
 - This article examined the attitude on testing for STIs using a self-collected vaginal swab amongst women. Participants were offered free testing using the swabs, then surveyed about their experience. Was acceptable with college women.
- [HIV testing in recent college students: prevalence and correlates.](#)
 - Prevalence and correlates of HIV are measured in this article for unmarried college students. Participants were questioned on HIV testing, sexual activity, and frequency of unprotected sex. Women are tested more often than men.
- [Sexual health information seeking: a survey of adolescent practices.](#)
 - The results of this study by Whitfield, et a. in 2013 found that adolescents are not always making safe sex decisions. Adolescents are looking to informal sources such as friends and family for information on sexual health.
- [Recruitment Strategies and Motivations for Sexually Transmitted Disease Testing Among College Students](#)
 - This study indicates that only one-third of college students report receiving information about sexual health from their schools.

F. Primary Research

III. Public Relations/ Communications Recommendations

A. Target Publics

We plan to target first semester freshmen at the Penn State University Park campus. These students are males and females typically between 17 and 19 years old. Fall 2013, the Penn State Factbook reported 7,999 freshmen. The University requires all Freshmen to live in on campus housing so the majority of these students will be living in residence halls. We will not be targeting commuting students since they are excluded from our target publics.

Simmons OneView research shows that full time college students tend to use condoms more often. Interestingly, those whose college education is less than one year seem to use condoms less often.

In a *Journal of American College Health* [article](#), college students have negative sexual health behaviors when compared to other age groups. 29% of the population reports not using condoms and 11% not using birth control. In addition, over one-third of new gonorrhea and chlamydia cases occur in adults between the ages of 20 and 24.

Alcohol increases the risk for college students to engage in sexual activity thus receiving or passing on an STI/HIV. Studies show that for every .1 rise in BAC levels, results in a 5% increased chance to engage in sexual activity without protection.

Table 1. Education by STI and Condom Use

		Total	AT THE FIRST SIGN OF PAIN OR DISCOMFOR	I HAVE REGULAR MEDICAL CHECK-UPS	IT IS IMPORTANT TO GO TO THE
Total	Sample	11,948	2,748	6,363	7,247
	Weighted (000)	227,008	49,993	109,138	126,550
	Vertical %	100%	100%	100%	100%
	Horizontal %	100%	22%	48.1%	55.7%
	Index	100	100	100	100
YES	Sample	1,410	314	572	776
	Weighted (000)	37,490	7,548	15,813	19,464
	Vertical %	16.5%	15.1%	14.5%	15.4%
	Horizontal %	100%	20.1%	42.2%	51.9%
	Index	100	91	88	93
NO	Sample	10,185	2,344	5,631	6,267
	Weighted (000)	184,097	41,152	90,885	104,107
	Vertical %	81.1%	82.3%	83.3%	82.3%
	Horizontal %	100%	22.4%	49.4%	56.6%
	Index	100	102	103	101
DON'T KNOW/NO ANSWER	Sample	353	90	160	204
	Weighted (000)	5,421	1,293	2,439	2,978
	Vertical %	2.39%	2.59%	2.24%	2.35%
	Horizontal %	100%	23.8%	45%	54.9%
	Index	100	108	94	99
Total %	Sample	100%	22%	48.1%	55.7%
	Weighted (000)	100%	22%	48.1%	55.7%
	Vertical %	100%	22%	48.1%	55.7%
	Horizontal %	100%	22%	48.1%	55.7%
	Index	100	100	100	100

¹ Label changed by user

Table 2: Where you gather health information by Condom use

		Total	I GATHER HEALTH INFORMATI ON FROM	I GATHER HEALTH INFORMATI ON FROM	I TAKE COUNSEL ON HEALTH ISSUES	I BELIEVE THAT THE BENEFITS OF A
Total	Sample	11,948	7,395	4,611	2,406	6,484
	Weighted (000)	227,008	132,721	87,583	42,656	111,240
	Vertical %	100%	100%	100%	100%	100%
	Horizontal %	100%	58.5%	38.6%	18.8%	49%
	Index	100	100	100	100	100
YES	Sample	1,410	784	636	330	661
	Weighted (000)	37,490	19,781	16,636	8,249	16,106
	Vertical %	16.5%	14.9%	19%	19.3%	14.5%
	Horizontal %	100%	52.8%	44.4%	22%	43%
	Index	100	90	115	117	88
NO	Sample	10,185	6,423	3,890	2,017	5,651
	Weighted (000)	184,097	110,408	69,816	33,779	92,939
	Vertical %	81.1%	83.2%	79.7%	79.2%	83.5%
	Horizontal %	100%	60%	37.9%	18.3%	50.5%
	Index	100	103	98	98	103
DON'T KNOW/NO ANSWER	Sample	353	188	85	* 59	172
	Weighted (000)	5,421	2,532	1,132	* 628	2,195
	Vertical %	2.39%	1.91%	1.29%	* 1.47%	1.97%
	Horizontal %	100%	46.7%	20.9%	* 11.6%	40.5%
	Index	100	80	54	* 62	83
Total %	Sample	100%	61.4%	38.9%	20.2%	47.5%
	Weighted (000)	100%	61.4%	38.9%	20.2%	47.5%
	Vertical %	100%	61.4%	38.9%	20.2%	47.5%
	Horizontal %	100%	61.4%	38.9%	20.2%	47.5%
	Index	100	100	100	100	100

¹ Label changed by user

^a Indicates cell count from 31 to 60. Projections may be unstable, use with caution.

^{**} Indicates cell count below 31. Projections are likely unstable, use with caution.

Table 3: Education by Condom Use

Copy		Export		Highlight & Filter		<input checked="" type="checkbox"/> Sample <input checked="" type="checkbox"/> Weighted <input checked="" type="checkbox"/> Vertical % <input checked="" type="checkbox"/> Horizontal % <input checked="" type="checkbox"/> Total % <input checked="" type="checkbox"/> Index		Fall 2011 NHCS Adult Study 06-month			
STUDY UNIVERSE		Quad Chart				Population					
Crosstab		FULL-TIME COLLEGE STUDENT		PART-TIME COLLEGE STUDENT		NEITHER		GRADUATE D COLLEGE OR MORE		GRADUATE D HIGH SCHOOL<1 YEAR	
Total	Sample	550	268	5,004	3,684	4,146					
	Weighted (000)	13,400	5,317	106,067	62,878	87,206					
	Vertical %	100%	100%	100%	100%	100%					
	Horizontal %	5.9%	2.34%	46.7%	27.7%	38.4%					
	Index	100	100	100	100	100					
Total %	5.9%	2.34%	46.7%	27.7%	38.4%						
YES	Sample	150	61	511	438	458					
	Weighted (000)	3,983	1,557	16,283	10,693	13,963					
	Vertical %	29.7%	29.3%	15.4%	17%	16%					
	Horizontal %	10.6%	4.15%	43.4%	28.5%	37.2%					
	Index	180	177	93	103	97					
Total %	1.75%	0.686%	7.17%	4.71%	6.15%						
NO	Sample	389	199	4,366	3,180	3,560					
	Weighted (000)	9,222	3,668	87,477	51,070	70,887					
	Vertical %	68.8%	69%	82.5%	81.2%	81.3%					
	Horizontal %	5.01%	1.99%	47.5%	27.7%	38.5%					
	Index	85	85	102	100	100					
Total %	4.06%	1.62%	38.5%	22.5%	31.2%						
DON'T KNOW/NO ANSWER	Sample	** 11	** 8	127	66	128					
	Weighted (000)	** 196	** 91.4	2,308	1,114	2,356					
	Vertical %	** 1.46%	** 1.72%	2.18%	1.77%	2.7%					
	Horizontal %	** 3.61%	** 1.69%	42.6%	20.5%	43.5%					
	Index	** 61	** 72	91	74	113					
Total %	** 0.086%	** 0.04%	1.02%	0.491%	1.04%						

* Indicates cell count from 31 to 60. Projections may be unstable, use with caution.
 ** Indicates cell count below 31. Projections are likely unstable, use with caution.

Table 4: Health Beliefs by Herpes and Condom Use

Copy		Export		Highlight & Filter		<input checked="" type="checkbox"/> Sample <input checked="" type="checkbox"/> Weighted <input checked="" type="checkbox"/> Vertical % <input checked="" type="checkbox"/> Horizontal % <input checked="" type="checkbox"/> Total % <input checked="" type="checkbox"/> Index		Fall 2011 NHCS Adult Study 06-month			
STUDY UNIVERSE		Quad Chart				Population					
Crosstab		STUDY UNIVERSE		Total		I BELIEVE THAT THE BENEFITS OF A		I GATHER HEALTH INFORMATION FROM		I TAKE COUNSEL ON HEALTH ISSUES	
Total	Sample	11,948	6,484	4,611	7,395	2,406					
	Weighted (000)	227,008	111,240	87,583	132,721	42,656					
	Vertical %	100%	100%	100%	100%	100%					
	Horizontal %	100%	49%	38.6%	58.5%	18.8%					
	Index	100	100	100	100	100					
Total %	100%	49%	38.6%	58.5%	18.8%						
GENITAL HERPES	Sample	74	* 38	* 39	* 45	** 21					
	Weighted (000)	1,692	* 724	* 513	* 969	** 532					
	Vertical %	0.745%	* 0.651%	* 0.585%	* 0.73%	** 1.25%					
	Horizontal %	100%	* 42.8%	* 30.3%	* 57.3%	** 31.4%					
	Index	100	* 87	* 79	* 98	** 167					
Total %	0.745%	* 0.319%	* 0.226%	* 0.427%	** 0.234%						
YES	Sample	1,410	661	636	784	330					
	Weighted (000)	37,490	16,106	16,636	19,781	8,249					
	Vertical %	16.5%	14.5%	19%	14.9%	19.3%					
	Horizontal %	100%	43%	44.4%	52.8%	22%					
	Index	100	88	115	90	117					
Total %	16.5%	7.1%	7.33%	8.71%	3.63%						
NO	Sample	10,185	5,651	3,890	6,423	2,017					
	Weighted (000)	184,097	92,939	69,816	110,408	33,779					
	Vertical %	81.1%	83.5%	79.7%	83.2%	79.2%					
	Horizontal %	100%	50.5%	37.8%	60%	18.3%					
	Index	100	103	98	103	98					
Total %	81.1%	40.9%	30.8%	48.6%	14.9%						
DON'T KNOW/NO ANSWER	Sample	353	172	85	188	* 59					
	Weighted (000)	5,421	2,195	1,132	2,532	* 628					
	Vertical %	2.39%	1.97%	1.29%	1.91%	* 1.47%					
	Horizontal %	100%	40.5%	20.8%	46.7%	* 11.6%					
	Index	100	83	54	80	* 62					
Total %	2.39%	0.967%	0.499%	1.12%	* 0.277%						

¹ Label changed by user
 * Indicates cell count from 31 to 60. Projections may be unstable, use with caution.
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B. Public Relations Communication Objectives

1-Informational Objective

The objective of this public relations program is to inform first-year Penn State students of the resources available at UHS for safe sex including STI testing and free condoms. This will be carried out before in-coming freshmen arrive (move-in weekend for summer and fall semesters) and throughout their first year in the residence halls on campus.

Tactics:

1. Research and draft fact sheet about STI and STI prevention to be used as used as reference and to be included in safe sex kits
2. Draft email for residence life specifying goals of UHS and requesting to team up to inform students of the importance of and available resources for safe sex, asking for permission particularly for distributing posters and holding events in the area commons. We will ask Marce Pancio, the Assistant Director of Residence Life for Pollock Halls and Ryan Steinberg, the Assistant Director of Residence Life for East.
3. Proofread email
4. Send email
5. Draft short article about STI and UHS resources to be published on the Healthy Penn State blog.
6. Proofread article
7. Create posters in Adobe Photoshop bringing awareness to resources available in residence halls to be posted on bulletin boards in East and Pollock Commons and residence halls.
8. Proofread fact sheets and posters.
9. Send to print.
10. With the assistance and permission of residence life, start putting up posters.
11. Gather condoms, self-testing kits, dental dams, and lubricants for safe sex kits.
12. Gather volunteers from student UHS members to hand out safe sex kits and information in the area commons.
13. Hold Awareness event with volunteers distributing safe sex kits and disseminating information in the East and Pollock Commons.

2-Attitudinal Objective

The objective is to convince first-year students that UHS is an accredited high-quality health care provider, not just a school nurse, and that STI testing is confidential through self-testing in a safe environment with experienced healthcare professionals.

Getting tested is the safe and smart thing to do. This will be accomplished between September 25, 2015 and December 10, 2015.

Tactics:

1. Draft and conduct surveys to gather quantitative and qualitative data on student opinion on sexual health and knowledge of resources at UHS at Penn State University Park.
2. Draft emails to UP biobehavioral health and health departments asking them to promote survey and requesting cooperation in promoting UHS and sexual health.
3. Proofread and then send emails.
4. Draft letter to the editor for local print media (listed below) emphasizing the importance of safe sex and how to be safe
5. Proofread and send letter
6. Create a video and audio PSAs that show UHS resources, address student concerns about UHS, and promote sexual health.
7. Create print material and videos that show UHS resources, address student concerns about UHS (long waiting times, etc), and promotes sexual health.
8. Share the video through other resource centers on campus.
9. Promote the resources (PSAs, Letter to the editor) through local media outlets like Onward State (Tim Gilbert, Managing Editor), *The Daily Collegian* (Brittany Horn, Editor-in-Chief), *The Centre Daily Times* (Debra Leithauser, Publisher), and The Lion 90.7 FM (Rainier Lopez, President & GM).

C. Public Relations Strategy

- How are we going to tell our story?
 - We want to create a short PSA to promote sexual health and resources at UHS for safe sex. This video will be under one minute and be promoted through UHS social media and shown in the UHS building and at the HUB. Most importantly, this will be shown at freshmen orientation. We would also like this to be part of the videos that incoming freshmen are required to watch like the videos on sexual assault and alcohol consumption.
 - The goal of this video is to convey that safe sex is everyone's responsibility. Not knowing about one's own sexual health can have serious consequences for one's own health and others' as well.
 - This video will feature a symbol for an STI (HPV paper cut out) being passed around from one person to many more quickly. Symptoms for some STIs are delayed or even unnoticeable, and

this video will show viewers what happens when one decides to get tested.

- “We are... Protected!” first visual with condom beside it #PSUProtected
 - “It starts with one person...it stops with one person. Be safe sex smart and get tested.” -Tagline for UHS.
 - The PR materials will be provide serious information in a lighthearted way. The video will include both male and female students being portrayed in both heterosexual and homosexual relationships.

IV. Program Tactics

PSA for radio (Objective 2, Tactic 7)

We will draft PSA scripts for local radio stations such as The Lion 90.7 to be broadcasted throughout the day. The script will both mention the importance of STI testing and the resources UHS has to offer for sexual health. #PSUProtected

“You know about STIs. You probably know someone who has an STI. You’re not immune either. Many STIs like Chlamydia and Gonorrhea have delayed symptoms or don’t show symptoms at all. UHS offers self-testing and free condoms to students. Be responsible. Get yourself tested. It starts and stops with just one person. Join the conversation with #PSUProtected.”

Posters for distribution (Objective 1, Tactic 5)

We will create posters that promote STI testing and free safe sex materials provided by UHS. The posters will be distributed throughout the residence halls where first-year students live.

WE Are...

Protected!

*"It starts with one person
...it stops with you."*

Join the conversation:
#PSUProtected

University Health Services

PENNSTATE

<http://studentaffairs.psu.edu/health/>

Fact Sheet

This sheet will be handed out at our awareness event. It will include and describe statistics, symptoms, and treatments of the common STIs.

“We are...Protected” STI Fact Sheet

COMMON SEXUALLY TRANSMITTED INFECTIONS (STI)

Chlamydia

Most people experience mild or no symptoms. Symptoms may not appear until several weeks later and include abnormal discharge and a burning sensation when urinating. Repeated infection is also common so testing is necessary 3 months after treatment. Untreated chlamydia can spread to uterus and fallopian tubes, causing PID (pelvic inflammatory disease). In men, infection can spread to testicles.

Gonorrhea

Men may experience no symptoms of gonorrhea, but burning sensations while urinating, white, yellow, or green discharge, or painful testicles may be signs. The majority of women don't experience any symptoms. Treatment includes medication that will stop the infection, but strains of this infection are drug-resistant. Untreated gonorrhea can lead to pelvic inflammatory disease (PID), scars that block fallopian tubes, pregnancy outside of the womb (ectopic), infertility, and long-term pain.

Human Immunodeficiency Virus (HIV)

HIV is the virus that leads to AIDS which causes more than 15,000 deaths each year. It's spread through bodily fluids. Having other STIs increases the risk of contracting HIV due to breaks and open sores on the skin. Currently, there is no vaccine or treatment for HIV. The CDC recommends frequent STI testing to prevent the spread of HIV.

Human Papillomavirus (HPV)

HPV is the most common STI in the United States. While it can go away on its own, persisting infections can cause serious problems including genital warts or cancer. Vaccinations are the best way to avoid HPV. Once infected, there is no treatment for the virus itself, but specific problems such as genital warts, cervical pre-cancer, and other cancers may be treatable.

Syphilis

Syphilis can be contracted through direct contact with syphilis sores that appear on the penis, vagina, anus, the lips, or in the mouth. Symptoms of syphilis often are mistaken for other infections or ignored. It is also common for no symptoms to show at all. Antibiotics can treat syphilis. Even when initial symptoms disappear, the infection progresses and can lead to paralysis, numbness, blindness, or dementia.

Trichomoniasis

Trichomoniasis (“trich”) is caused by a protozoan parasite. It is the most curable STI as it only takes one dose of medication, but only 30% develop symptoms. Symptoms that may occur include itching and irritation in the genitals, discomfort with urination, and unusual discharge. In pregnant women, trich may lead to preterm delivery and have low birth weights.

Hepatitis B

Hepatitis B is a virus that affects the liver. This is highly contagious and can be spread through bodily fluids. Loss of appetite, fever, tiredness, pain, nausea, vomiting, dark urine, and yellowing of skin/eyes are some symptoms of hepatitis. However, 3 in 10 children and adults do not show symptoms. As with HPV, a vaccine is the best way to prevent hepatitis B.

HSV-2/Herpes

Most people have mild symptoms or none at all. Symptoms can appear as sores or pimples. One of six people between 14 and 49 has herpes. There is no cure for herpes, but medications can prevent/shorten outbreaks. Untreated HSV-2 can cause genital sores, fluid from sores can transfer infection elsewhere.

For more information on STI prevention and treatment, stop by University Health Services (UHS) in person or online at: <http://studentaffairs.psu.edu/health/>
Source: <http://www.cdc.gov/>

Blogs (Objective 1, Tactic 4)

We will draft a blog post informing students of the importance of having safe sex and getting tested for STIs. It will be featured on the Healthy Penn State blog.

We Are...Protected!

September 2nd to September 15th

For many of you, this is the first time you've been on your own. Being on your own without your parents is fun but it takes a lot of responsibility. It is up to you to make the right decisions during your time here at Penn State. One of the biggest decisions you have to make is how you will take care of yourself and others.

Sexual health is one of the most important factors of being a healthy college student. Most students will engage in hookup culture or sexually active relationships and must protect themselves when doing so. The hookup culture in college makes it easy for sexually transmitted infections (STIs) to pass from student to student, but they don't have to.

By making the right decision to protect yourself when engaging in sexual activity, you are helping to stop the spread of STIs. Make sure to use condoms and dams when having oral, anal, or vaginal sex. Another way to protect yourself and others is to get tested for STIs regularly. It is especially important to get tested when you have a new sex partner. This may all sound like a lot but UHS makes it easy for students to engage in safe sex practices. We offer free safe sex materials including male condoms, female condoms, dental dams, and lubricant. We also offer private and comprehensive STI testing.

Visit <http://studentaffairs.psu.edu/health/> to learn more or make an appointment today!

Awareness Event (Objective 1, Tactic 4)

To generate awareness for the services UHS offers, we will hold awareness events in East and Pollock Halls. Nurses, doctors, and student representatives from UHS will hand out free safe sex kits including safe sex materials and information on STI testing.

Safe Sex Awareness Event

The goal of the Safe Sex Awareness events is to provide students with safe sex information in environments they frequent. The students will be provided with the fact sheet we created informing them of all the services UHS offers. The students will also be provided with safe sex kits. The safe sex kits include male and female condoms, dental dams, and lubricant. Students will be able to meet and interact with UHS doctors and nurses as a way to make UHS more welcoming.

Event Schedule

Time: 12:00 p.m. to 2:00 p.m.

Date: December 14, 2015

Locations: Findlay Commons and Pollock Commons

Time	Activity	Description	People
12:00 p.m. to 1:00 p.m.	Setup	-Set up table with safe sex flyers and pamphlets, safe sex kits, and balloons.	-Natasha, Qin, Brendan -UHS Staff
1:00 p.m. to 2:00 p.m.	Pass Out Information	-Hand out safe sex flyers, pamphlets, and kits to students walk through the common areas.	-UHS Staff
2:00 p.m. to 3:00 p.m.	Clean Up	-Clean tables and dispose of leftover garbage	-Natasha, Qin, Brendan

V. Budget

UHS “We are...Protected” Budget

	<u>Itemized</u>	<u>Subtotal</u>	<u>Total</u>
Awareness Event:			
Male Condoms 100 @ .75	75.00		
Female Condoms 100 @ .75	75.00		
Fact Sheets 200 @ .15	30.00		
Dental Dams 100 @ .75	75.00		
Lubricants 100 @ .50	50.00		
2 hours of assembly @ 36.00	72.00		
			377.00
UHS WE Are...Protected Fliers:			
Multi-Color Fliers 50 @ 1.00	50.00		
3 hours of designing @ 72.00	216.00		
		266.00	643.00
Radio PSAs:			
1 hr writing/ editing @ 72.00	72.00		
1 hr pitching radio @ 72.00	72.00		
		144.00	787.00
UHS Blogs:			
2 hrs of writing/editing @ 72.00	144.00		
		144.00	931.00
Fact Sheet:			
5 hrs of research/writing @ 72.00	360.00		
1 hr of editing @ 72.00	72.00		
		432.00	
PROGRAM TOTAL			1363.00
10 percent contingency fund		136.30	
PROGRAM GRAND TOTAL			<u>1499.30</u>

A. Production Timeline

UHS “We are...Protected” Public Relations Program Production Timetable

<u>Date</u>	<u>Activity</u>
PSA	
July 15, 2015	Conduct research on STI statistics from CDC'
	Gather information on UHS resources
July 17, 2015	Write slogan
July 25, 2015	Create media list of local radio stations
July 29, 2015	Draft pitch for local radio stations
August 2, 2015	Proofread and send pitch to local radio stations
August 5, 2015	Draft PSA for Radio for Student Move-in
August 6, 2015	Edit PSA and draft pitch to radio contacts
August 15, 2015	Send PSA to interested radio stations
POSTER	
July 16, 2015	Gather existing UHS promotion material
July 19, 2015	Brainstorm materials to put on poster
July 20, 2015	Begin design of poster in Adobe Photoshop
July 23, 2015	Draft emails for ResLife in East and Pollock asking for permission to put up posters
July 25, 2015	Edit poster
August 1, 2015	Send emails to ResLife
August 5, 2015	Send posters to print (50)
August 19, 2015	Anticipated Poster arrival
August 21, 2015	Put up posters in Pollock and East commons
FACT SHEET	
July 15, 2015	Gather information on STI Stats
August 1, 2015	List most common STI and treatment
August 10, 2015	Summarize cause, symptoms, and ways of transmission for common STIs
August 20, 2015	Proofread fact sheet and send to print (200)
September 3, 2015	Anticipated Fact Sheet arrival
	Make fact sheets available in UHS (100)
November 20, 2015	Put fact sheets in safe sex kits

**We ARE... Protected! Public Relations Program
Production Timetable—Page 2**

Date

Activity

BLOG POST

July 15, 2015	Draft blog post
July 20, 2015	Edit blog to make sure information is correct
July 21, 2015	Schedule date to post blog on the Healthy PSU

AWARENESS EVENT

November 1, 2015	Reserve space in Pollock and East Commons
November 2, 2015	Order safe sex kit materials
November 3, 2015	Find UHS volunteers to staff events
November 5, 2015	Design flyers and pamphlets
November 6, 2015	Order balloons with UHS logo
November 15, 2015	Order flyers and pamphlets
November 20, 2015	Create safe sex kits

Final Items

November 25, 2015	Contact volunteers to confirm attendance
December 14, 2015	11:00 a.m. Set up table for event
December 14, 2015	11:30 a.m. Blow up balloons for event

VI. Evaluation

We will determine and execute the best tactics to evaluate our public relations plan in this section. Evaluation will show us if we effectively and efficiently achieved our objectives in implementing our tactics. The evaluation will focus primarily on the areas of: preparation, implementation, and impact.

A short questionnaire will be administered to measure the effectiveness and reach of this program. The questionnaire will be available at the Awareness event and will also be distributed to Pollock and East Residence Life at the end of Fall Semester. It will feature sections related to message dissemination, message clarity, and message impact.

Objective 1:

The objective of this public relations program is to inform first-year Penn State students of the resources available at UHS for safe sex including STI testing and free condoms. This will be carried out before in-coming freshmen arrive (move-in weekend for summer and fall semesters) and throughout their first year in the residence halls on campus.

Tactic 1- Develop Fact Sheet about most common STIs and their cures and treatments to be made available and distributed to university students.

We will evaluate this tactic in our questionnaire asking students who received the safe sex kits if they read the fact sheet and if so, was it helpful.

Tactic 5: Draft a blog post to be posted on the Healthy Penn State Blog and to be shared through social media at the start of Fall semester. This post will feature the importance of safe sex and the resources UHS provides for sexual wellness.

To evaluate this post, we will set up analytics for the blog in order to track visitors. We will also look at blog comments as well as engagement such as likes, shares, and comments on social media on posts linking back to our blog.

Tactic 7: Create an eye-catching Poster promoting safe sex and UHS resources for safe sex.

To evaluate this tactic, we will include a section in our questionnaire asking if students noticed this poster around the commons areas and if they stopped to read it. We also will evaluate this poster on readability.

Tactic 13- Hold an Awareness Event at East and Pollock Commons to promote the resources and services provided by UHS. This event will focus on sexual health thus safe sex kits that include condoms, lubricants, dental dams, and STI fact sheets will be distributed.

We will evaluate this tactic by measuring the attendance and seeing how many safe sex kits we distributed. In addition, we will take notice of how many students engaged in our volunteers, asking questions, etc.

Objective 2:

The objective is to convince first-year students that UHS is an accredited high-quality health care provider, not just a school nurse, and that STI testing is confidential through self-testing in a safe environment with healthcare professionals. Getting tested is the safe and smart thing to do. This will be accomplished between September 25, 2015 and December 10, 2015.

Tactic 6: Draft a Public Service Announcement (PSA) to be broadcasted through radio stations on or around Penn State Campus, namely Lion 90.7. The script will both mention the importance of STI testing and the resources UHS has to offer for sexual health.

#PSUProtected

To evaluate this tactic, we will monitor the media outlets where we send the PSA for a month. In particular, we will look at audience response and the time PSA is disseminated. We will also note any communication from news media or their audience regarding the PSA. A section in our questionnaire will determine if students have heard our PSA and through which media outlet.