

CIPR PRide Awards 2009

An entry for Category 2 – Best Not-for-profit campaign

Entrant

NHS Leicester City
Communications, Customer Services and Patient and Public Involvement,
St John's House
30 East Street
Leicester LE1 6NB

Title of the entry

NHS Leicester City - *Teenage Kicks*

Strategy

In 2007, the under 19 conception rate for the city was 50.1 out of 1000 females aged 15-17 - 51% higher than the national average. Teenage pregnancies carry increased health risks compared to pregnancies in the over 18s, largely due to poverty and low birth weight babies.

NHS Leicester City joined forces with Leicester City Council to tackle the problem. This included an innovative communications approach, based on social marketing theory, to highlight the realities of being a teenage parent. It also needed to normalise condom use and provide young people with the confidence to delay sexual activity.

The objectives of the campaign were identified as:

- Reduce incidence of teenage pregnancy in Leicester City
- Improve sexual health
- Highlight the realities and difficulties of teenage pregnancy and parenthood
- Encourage condom use as normal behaviour
- Simultaneously prevent Sexually Transmitted Infections.

The campaign followed agreed National Social Marketing Centre principles. This meant the campaign was based on insight gained from young people in the target audience through extensive research - including focus groups, paired depth interviews and polling of more than 200 young people living in the city.

Further exploring and testing these insights with the target audience led to us co-creating an extensive campaign with the target audience.

Implementation

Using research and insight the campaign was co-created with young people at every stage of the process.

Hard hitting viral video

An unbranded video shows a teenage girl giving birth on a school field in Leicester. The desired perception was that it was real, filmed on a teenager's mobile to generate debate about the identity of the girl and its authenticity. The video was

placed on YouTube in the knowledge that it would most likely be removed for breaching the website's graphic content policy if it appeared to be real.

The video surpassed what it was designed to do. Within 24 hours YouTube had removed the video in fear that it was real. Hours later a reporter for the Sun wrote that the NHS had produced a teenage pregnancy video and YouTube had 'banned' it, sparking significant interest from the media both at home and abroad.

A media campaign was immediately launched taking ownership of the video and a 'branded' version reloaded onto YouTube. News journalists from around the globe wanted their own piece of the story, with more than 200 pieces of press coverage worldwide discussing the content of the video, and raising awareness of the wider campaign.

Campaign website

A fun and discreet website was launched giving local teenagers easy access to all the information they need in one place. They can also interact with the site by asking questions and leaving comments anonymously. Many comments have been left on the site, both offering praise and debating the merits of the video stages of the campaign. The level of interaction far exceeded the expected outcome, with several hundred comments left from real teenagers with issues they wanted to explore.

'Docudrama' series

Along side the website a drama series was created to deliver campaign messages in a fresh and appealing way for the target audience.

The drama has been produced in a gritty 'skins' style, using real teenagers from Leicester to perform and shape the content based on their own experiences. This gave the production a reality feel while allowing control over key messages.

The drama is based around a house party and features 6 main characters. One girl has already had a baby. One wants to have sex by the time she is 16. Leicester landmarks are easily identifiable throughout to maximise local appeal. Pages were established on other popular websites such as facebook to encourage young people to engage with the 'story' as much as possible.

Schools-based activity

At the end of the summer holidays (September 2009), a further press launch will reveal a video showing how the original viral video was made. It will become the platform to launch a competition with local schools to encourage young people to make their own videos after learning about the issues and exploring key messages. This provides further ownership to the target audience, and provides a fun and innovative way with which to engage young people in a school-based setting.

Creativity

This campaign stands out as an outstanding example of an integrated multi-channel campaign that is based on insight to meet the needs of its target audience. It also breaks away from traditional NHS 'norms' to deliver messages in a targeted and tailored way.

Using research and insight the campaign was co-created with young people at every stage of the process. The ground-breaking content is testament to the willingness of the senior management team to take risks in pursuit of genuine behaviour change. The brave campaign combines the use of new media and social networking with shocking content to amazing effect to get the attention of the target audience.

Evaluation

Evaluation of the campaign followed the CIPR PRE Process. This included pre campaign research to identify needs and shape the campaign; ongoing qualitative and quantitative research and measurement to inform strategic direction; and post event quantitative research to measure perception and behaviour changes.

Cost effectiveness

The campaign – through the viral video, campaign website, docudramas and PR – has so far had the opportunity to reach more than 60million people both at home and abroad. With a total cost of £100,000 that equates to a cost per impression of less than 0.001p per person.

Every pound of the budget was made to work hard to deliver the biggest possible impact. In order to repay the total cost of the campaign just two Leicester teenagers will need to be influenced not to become teenage parents. Anecdotal evidence suggests that this is likely to be far exceeded.

Final results

While it is too early to tell if the campaign has had any effect on reducing the numbers of teenage pregnancies, key results so far include:

- 3million views of the viral video worldwide
- Approx 15,000 people watching each episode of the drama - many of whom are local.
- 75,000 hits to the campaign website, more than 80% of these viewing the sexual health and teenage pregnancy advice pages
- Research with local young people revealed that 77% had seen or heard about the campaign the campaign, with more than 65% saying they would now consider acting differently
- A number of other NHS organisations have made direct approaches to use part or all of the campaign in their own work
- More than 250 pieces of media coverage with an AVE of over £3million.