

HIV ALLIANCE/END HIV OREGON

## SW Oregon Communications Campaign: Final Evaluation



**HIV**  
**Alliance**





## Background

### A Response to Rising Cases of HIV/STI in Rural Oregon

Oregon is experiencing an increase in new diagnoses of HIV infection and syphilis in many parts of the state, and the largest increases per population have been in rural and frontier areas. SW Oregon has experienced a particularly alarming increase in HIV cases in recent years.

Since the beginning of 2023, about 40 new HIV diagnoses were reported in SW Oregon, mainly in Jackson, Coos, and Douglas counties. Josephine and Klamath counties also saw increases. Syphilis is at epidemic rates in Oregon. In 2023, Jackson County reported 50 new syphilis cases, Douglas County reported 38, and Coos County reported 68. In addition, there were 4 cases of congenital syphilis — syphilis in a neonate or newborn — in SW Oregon. These trends appear to be continuing in 2025.

These infections are serious and can have long-term effects, but testing is easy and there are effective treatments.

Rural Oregonians experience social and structural barriers that may place them at increased vulnerability to HIV and STI infections. These include delayed HIV testing, late diagnosis, and lower utilization of essential prevention and treatment resources. However, people who live in rural Oregon also cite many advantages to living rurally, including a strong sense of local community.





## The Small Town Campaign: Planning & Development

National campaigns like Let's Stop HIV Together have developed materials for many specific populations, but we were unable to identify any multi-modal campaigns designed to increase HIV testing among people living in rural communities. The multi-modal 'Small Town' campaign — designed by media firm Coates Kokes, supported by End HIV/STI Oregon, and led by HIV Alliance — was created with the input of rural Oregonians, who shared that they identified most strongly with messaging about testing to protect the community. Campaign photography features Oregon settings and models who are Oregonians. Some of the following messages were used in billboards, social and digital media, and radio/streaming products:

- HIV isn't just a big city issue.
- Rural Oregonians care about community. HIV is a community issue.
- Testing for HIV is a way to keep our community healthy.
- Getting tested is a sign of strength, not weakness.

## The Small Town Campaign: Implementation

The 'Small Town' campaign ran in SW Oregon from Sept.-Nov. 2024, leading up to World AIDS Day (Dec. 1). Campaign messages were delivered in English and Spanish using billboards, digital and terrestrial radio, social media, digital advertising, and posters.

A new page on the End HIV Oregon website ([www.endhivoregon.org/rural](http://www.endhivoregon.org/rural)), available in English and Spanish, provided specific resources for Oregonians seeking testing, prevention, treatment, and mail-order services like condoms, lube, and HIV self-testing kits. Local, county-specific resources were also provided.



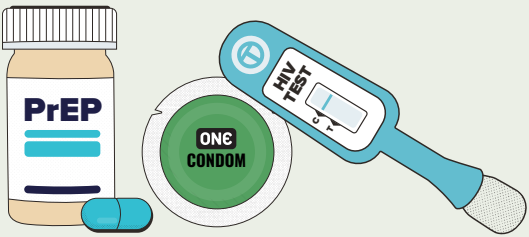
## The Small Town Campaign: Results

Because many rural Oregonians are in an early stage of behavior change related to HIV/STI (e.g., precontemplation, contemplation), the primary aim of the campaign was increasing awareness; a secondary aim was increasing HIV testing.

# Campaign Reach: Increasing Awareness

The ‘Small Town’ campaign was highly visible and received a significant amount of attention in SW Oregon:

- Outdoor boards yielded more than **6.5 million impressions** (e.g., the number of times billboard messages were seen).
- Total combined viewing for Instagram, Facebook, and digital advertising/ display ads was **more than 11 million impressions**. Of these, there were 19,603 clicks on the ads, a .17% click-through rate, and 372 conversions (e.g., outbound visits to resources for HIV testing, free condoms, and AIDS service organizations). The conversion rate of .03 is considered an indication of successful campaign reach.
- The campaign also reached people in SW Oregon through audio/radio, with **377,888 streaming audio impressions** and **896,636 traditional radio impressions**.
- There were an additional **1,944,000 impressions** from posters in public restrooms.
- For the three months of the campaign, **EndHIVOregon.org** visitor traffic from **SW Oregon ZIP codes** was **7,820 active users**.



# Campaign Impact: Increasing HIV Testing & Use of Prevention Resources

There was a 43% increase in condom orders through the One at Home Program, which was advertised as a resource on [www.endhivoregon.org](http://www.endhivoregon.org), in the five-county SW Oregon ZIP codes during the months of the campaign (178 individuals ordered in Sept.-Nov. 2023 vs 255 in Sept.-Nov. 2024). All counties experienced increased orders, with the largest increases in Coos and Klamath counties (Table 1).

**Table 1: Orders for Sexual Health Supplies from One at Home, SW Oregon, 2023 & 2024**

County	Sept.-Nov. 2023	Sept.-Nov. 2024	% difference
Coos	27	51	+89%
Douglas	42	56	+33%
Jackson	79	102	+29%
Josephine	19	26	+39%
Klamath	11	20	+82%
<b>Total (5 Counties) SW Oregon</b>	<b>178</b>	<b>255</b>	<b>+43%</b>

Orders for mail-order HIV test kits through the Take Me Home Program increased by 88% in the five counties of SW Oregon during the campaign (Sept.-Nov. 2024, n=30 orders), compared to Sept.-Nov. 2023 (n=16 orders).

In addition, SW Oregon residents may have requested or plan to request HIV/STI testing from private medical providers, which is rural Oregonians’ preferred site for HIV/STI testing, or from mail-order testing services. OHA does not receive data from private providers or mail-order companies other than Take Me Home.





## Conclusions

A multi-modal media campaign led by HIV Alliance aimed at increasing HIV/STI awareness and testing was highly visible and reached a significant number of SW Oregon residents, with millions of campaign impressions through billboards, radio, digital advertising, and other means. During the three months of the campaign, orders for mail order HIV home test kits nearly doubled and orders for condoms and other sexual health supplies increased by 43%, with particularly high increases in Coos and Klamath counties.

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