



Planned Parenthood Alberta
Safer Sex Public Education Campaign

WONTGETWEIRD

Evaluation Report

May 8, 2006



Planned Parenthood Alberta Safer Sex Public Education Campaign

Acknowledgements

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With special thanks to:

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- the Advisory Committee for continued input and support of the campaign
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Report Highlights

Planned Parenthood Alberta has successfully developed and implemented a Safer Sex Public Education Campaign targeted to Alberta youth aged 15 to 19. In 2005 the Wont Get Weird media campaign ran during the eight week period of February 14 to April 18 2005. In 2006, the Wont Get Weird campaign was enhanced and ran again for an eight week period from February 14 to April 16 2006. During the ten month interim period between campaigns, the Wont Get Weird website remained available.

The 2006 campaign used the same fun, eye-catching posters, radio and TV ads as the previous year, designed around one simple message – “*Talk about sex and people get weird. Talk to us, we **WONTGETWEIRD** on you.*” The call to action in the public service announcements was for youth to visit www.wontgetweird.com where they could access a directory of sexual and reproductive healthcare (SRH) service providers across Alberta. The website also provides links to other SRH information sites.

Other promotional materials such as stickered condoms containing the WONTGETWEIRD web address, a youth pocket guide and an information card were widely distributed to partners, schools, community and youth serving organizations.

An educational video titled **The After Party: Sex, Drugs & Alcohol** with accompanying lesson plans has just been completed for distribution to schools, sexual health care providers and other youth serving organizations. Interest in the video has been fairly high, with 21 copies sold since marketing the product in April.

The project once again received broad community support with an increase of 12 new partners for a total of 70 Sexual and Reproductive Health (SRH) service partners across the province.

Campaign impact has been positive as illustrated in the following analysis:

- There were **4,424 unique visitors** and **5,192 visits** to the www.wontgetweird.com website during the active campaign period from February 14 to April 16 2006.
- Web visit activity continued throughout the ten month non campaign period, at a somewhat lower average rate of approximately **452 visits per month**, illustrating both the ongoing impact of the website and the significance of the active campaign periods in which web activity rates increase by ten times or more.
- **88%** of web survey respondents said they found the website very helpful or somewhat helpful.

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- **69% of youth** (age <15 to 19) said the website was one of their main information resources
- The most common information needs reported by youth web survey respondents were for general sex information (31%), followed by birth control (15%), sexually transmitted infections (12%) and sexual orientation (11%).
- 6% of youth indicated that they had already contacted their health care service provider and 8% indicated that they were planning to contact. Females were more likely to say they had contacted or were planning to contact a health care provider. Older youth aged 18+ were 30% more likely to report plans to contact a sexual health care provider than the younger youth.

The campaign appeared to generate more web visits to the southern and central health service provider sites and much less activity on the northern provider site, suggesting a need to review campaign strategies for northern areas of the province.

Overall, the campaign impact was effective in driving the target audience to the information website and demonstrates lasting effects even during non-campaign periods.

Recommendations for Future Endeavors

1. Review campaign strategies for Northern Alberta to increase impact in that region.
2. Review the target market in order to ensure maximum impact. A significant number of website visitors are from the under 15 and over 20 age groups. Perhaps a broader more inclusive target should be considered.
3. Update the campaign with fresh media images in order to continue to attract youth.
4. Conduct a site assessment in order to identify methods of improving site performance by keeping visitors interested.
5. Given the strong correlation between when the campaign is in market and the heightened number of visitors to the website, it is recommended to extend the media buy or time in market. A flighted approach could prove affective whereby the campaign would be in market two or three times per year at 6 weeks each time instead of 8. Consult with Brown Communications for timing details.

Planned Parenthood Alberta Safer Sex Public Education Campaign

1.0 Introduction

Planned Parenthood Alberta's Safer Sex Public Education Campaign is an ongoing, province-wide, multi-partner public education campaign to promote safer sex messages and provide access to sexual health care providers. The campaign is currently in its second year of execution with a primary target audience of youth ages 15-19. The primary objective of the campaign is to ensure youth have access to sexual and reproductive health information and services that will enable them to develop into sexually healthy adults.

This report looks at the overall design, implementation and impact of the campaign.

1.1 Research

The Safer Sex Public Education Campaign was initiated in response to alarming increases in the rates of sexually transmitted infections among youth ages 15-19. Background research into the needs and issues of youth was conducted in 2004. The research study confirmed the importance of ensuring that youth have access to sexual and reproductive health information, education and services that will enable them to develop into sexually healthy adults. Further details of the initial background research can be found in the Wont Get Weird (WGW) Evaluation Report of June 2005.

For phase two of the campaign, information was gathered through an informal phone survey conducted by the project coordinator with the WGW network partners.

The goals of the partner survey were as follows:

- Re-establish contact with past partners
- Introduce the new Program and Communications Officer
- Ensure contact information is still accurate
- Discuss the campaign and their feelings on it's success and opportunities for improvement
- Establish a list of prospective partners through referrals from existing

Partners were asked for their impressions, ideas and experience with the 2005 campaign in order to identify successes and determine what promotional materials they needed to replenish. Please refer to Appendix to view the survey tool.

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1.2 Target Market

The target for the Safer Sex Public Education Campaign remains consistent with the first year of execution and is youth, both urban and rural, between the ages of 15-19.

These teens can be categorized into three groups:

Teens who are **contemplating** becoming sexually active, or already are, but do not know how to access information and services that will protect their health and ensure positive experiences.

Teens **engaging** in unsafe sexual behaviour who need to be motivated to take action to prevent the down side of sex: STIs, unintended pregnancy and drug/alcohol related bad experiences.

Teens who need to clarify their sexual goals and **intentions** before putting themselves at risk in situations involving unsafe sexual practices.

A secondary target market for the campaign was identified as Albertans in general, with a specific focus on parents, and sexual health educators and providers. Access to sexual and reproductive information and service providers is important for all Albertans. Parents are a key group to help educate and promote safer sex messages among youth. Messaging and creative material was not specifically developed for this audience, however, feedback indicated that the current campaign was appealing and engaging to this group.

1.3 Campaign Objectives

- Raise awareness of existing services throughout the province by directing youth, through this campaign, to resources that provide both sexual and reproductive health information and services.
- Increase the sexual health knowledge of Alberta youth.
- Improve youth's abilities with regard to sexual decision making and communication around sexual issues.

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2.0 Campaign

The Wont Get Weird campaign in 2006 was a continuation of the 2005 campaign, with the primary focus this year on enhancement of the website and materials. The 2005 media campaign ran for eight weeks from February 14th to April 18th 2005. The 2006 media campaign ran for eight weeks from February 14 to April 16th 2006. During the ten month interim period between campaigns, the website remained available. Transit ads continued for a two to three month period after the official close of the 2005 media campaign. There were no radio or TV ads during the interim period between active campaigns.

2.1 Campaign Enhancement

Planned Parenthood Alberta worked with Brown Communications to develop a heightened level of success for the 2006 wontgetweird campaign. New creative elements were used in combination with existing materials to retain the brand equity gained over the last year. Campaign materials used from 2005 included:

- Posters
- Radio and TV advertisements
- Website
- Youth Pocket Guide

Developed new for the 2006 campaign were information cards - a business card size piece containing the youthful illustrations of other materials. The cards included the simple message:

“Talk about sex and people get weird. For a listing of sexual health care providers who won’t visit: wontgetweird.com”.

The objective of the cards was to drive traffic to the website where they could access a directly of sexual and reproductive healthcare service providers (SRH) across the province. The website also provides links to other SRH information and websites. The cards were accompanied by a business card holder for ease of display. Distribution of cards is facilitated by the small discrete size.

Transit advertising was foregone this year as a cost reduction strategy to stay within budget.

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2.2 Website Upgrades

Modifications to the overall website design were completed to tightly tie the look and feel of website with other campaign materials. Campaign illustrations were included in the site as well as the colour scheme. The result was a much brighter, fun, more attractive and appealing site.

Three new sections were added to site for 2006:

1. Condoms – A section dedicated to listing where youth can access free or low cost condoms across the province.
2. Quotes – An upbeat section containing thought provoking and witty quotes surrounding sex and sexuality. Quotes will be added on a regular basis and as received from network partners.
3. Got A Question? – An email based question link called the Facts of Life Line provides users with access to expertly-trained nurses on all matters relating to sexual and reproductive health. This service is operated by Options for Sexual Health British Columbia. Please refer to the Appendix for further details on the Facts of Life Line.
4. Drop Down Menu Revisions – The drop down menu to choose a topic on the website was modified slightly to include Gender Identity and Sexuality and include both Abuse & Assault. The list was re-ordered slightly for ease of use. The list is as follows:

- Birth Control
- Pregnancy Options
- Abortion Services
- STI Info
- STI Testing
- HIV / AIDS
- Sexual Abuse & Assault
- Gender Identity & Sexuality

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2.3 Campaign Implementation

2.3.1 Launch

The airing of the public service announcements and distribution of the campaign materials was timed for February 20, 2006. A press release was distributed across the province to the media on February 15, 2006. The timing of the campaign was the week after Sexual and Reproductive Health Awareness Day and in conjunction with the release of new research findings by Ipsos-Reid surrounding the sexual behaviour of Canadian teens.

2.3.2 Duration

The TV and radio PSAs ran for eight weeks from February 20 to April 21. The website, posters and information cards are on-going throughout the year.

2.3.3 Message Distribution

The following outlines the approximate breakdown of promotional materials sent out to partners for the 2006 campaign:

- 33,200 Information Cards (includes leave behind package for ASHPSH Conference)
- 66 Business Card Holders
- 340 Pocket Guides
- 85 Posters
- 4,080 Stickered Condoms
- 25 Boxes of Lube (~ 100 packets per box)
- 825 Sexual & Reproductive Rights Materials (Youth)
- 480 Sexual & Reproductive Rights Materials (Educators)
- 480 Sexual & Reproductive Rights Materials (Health Care Providers)
- 480 Sexual & Reproductive Rights Materials (Store Owners)
- 12 different stations aired the TV ads over an 8 week period
- 31 local radio stations across Alberta aired the radio PSA over an 8 week period

Specific to the television media buy, the following outlines the paid advertising spots received. These shows were chosen based on the strong fit with the target audience and a strong viewership, hence maximizing our dollars.

CFCN Calgary – American Idol (Feb. 22, 9:00-11:00 pm)
CICT Calgary – Simpsons & Co (Mar. 4 & 5, 3:00 – 5:30 pm)
CICT Calgary – Family Guy (Mar. 12)
CFRN Edmonton– American Idol (Feb. 22 9:00 – 11:00 pm)
CICT Edmonton - Simpsons & Co (Mar. 11 & 12, 3:00 – 5:30 pm)

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In total (not including the television and radio advertising) **over 39,750 messages** were sent out across Alberta.

In addition to our network partners, WONTGETWEIRD materials were sent to other youth serving organizations across the province. These organizations are identified as a secondary distribution channel to help promote and encourage youth to visit the website and if needed a sexual health care service provider in their area.

Youth Serving Organizations:

- Calgary Achievement Centre for Youth
- HERA Society
- Aspen Family and Community Network Society
- Calgary Southwest Communities Resource
- Falconridge – Castleridge Community Association – The Vault Youth Centre
- Calgary Family Services - Starburst Program

Alberta Schools:

- Lester B Pearson High School – Calgary
- E.S. Gish School – St. Albert
- Sherwood Heights Jr. High School – Sherwood Park
- Bellerose Composite High School – St. Albert

2.3.4 Media Coverage Received

February 17, 2006 Evening News on CityTV
February 20, 2006 30 minute interview on AM1060
February 21, 2006 Evening News on Global
February 22, 2006 Morning News on Global

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2.3.5 Community Support

The sexual and reproductive health (SRH) community was once again very supportive of Planned Parenthood Alberta's Safer Sex Campaign in a number of ways. A total of 70 SRH organizations are part of the network, 12 of whom are new for 2006. Please refer to Appendix for a list of our new partners.

The majority of the TV and radio airtime was donated. Although the total value for the 2006 donated media is not available, one can assume that the level of media interest in 2006 was similar to the interest experienced in 2005, based on verbal commitments made for television and radio airtime. .

Individual media interest was garnered outside of the media buy. For example, a radio station out of Edmonton, CHBN – 91.7 The Bounce, contacted PPA with interest in running the campaign. 91.7 The Bounce is a Urban Rhythmic Top 40 Radio Station, that plays today's hottest music targeted at an audience of adults aged 18 – 44 with a skew to females 25 – 34, an audience similar to the WONTGETWEIRD campaign target. The station ran the PSAs 45 times between March 29 to April 23.

Further support was received by other organizations and youth serving agencies by placing WONTGETWEIRD links on their websites. Safeworks and Teaching Sexual Health are currently working to create the live link. Those organizations include:

Calgary Urban Vibe – www.calgaryurbanvibe.ca

Calgary Urban Vibe, a vibrant online community for youth that connects youth to youth, connects youth to resource and gives you a voice online.

Safeworks –

www.calgaryhealthregion.ca/hecomm/safeworks/safeworks.htm

The goal of Safeworks is a reduction of harm related to substance use and other risky lifestyle choices amongst our target population.

Teaching Sexual Health – www.teachingsexualhealth.ca

An innovative website developed by Alberta educators and health professionals to help achieve excellence in sexual health education. A sub section of the site is dedicated to youth/students.

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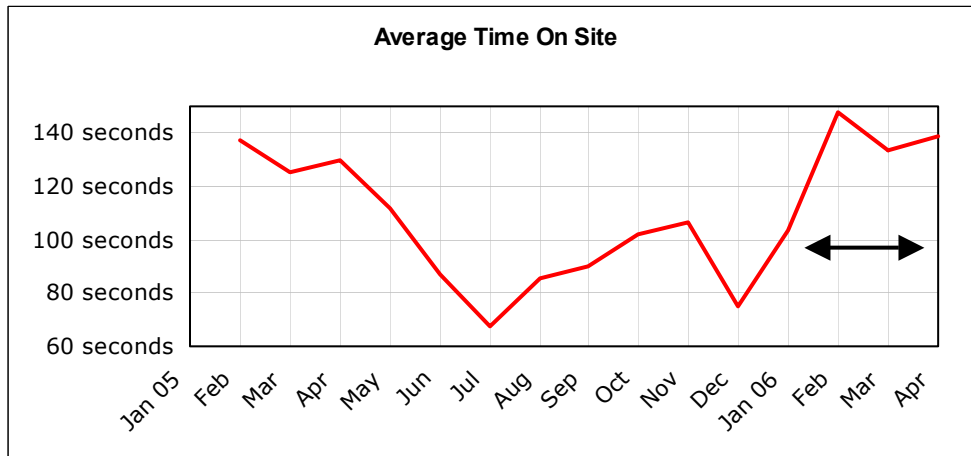
3.0 Campaign Impact

The PSA radio, TV and poster campaign were effective in directing youth to the Won't Get Weird website. During the period of the campaign from February 14 to April 16, 2006 there were **4,424 unique visitors** and **5,192 visits** to the Won't Get Weird website. Comparative web statistics clearly demonstrate the impact of the media campaign. Although the website continues to attract visitors at an average rate of 452 per month during the non-campaign period, the visits are boosted to more than four times as many during active media campaigns.

Table 1: Comparative Campaign Impact						
Date Range	Months	Visits	Unique Visitors	Average Visitors Per Month	Time Spent (seconds)	Page Views
2005 Campaign Feb 14 – April 18	2	7,711	6,571	3,286	128	6.0
Interim Period April 18/05 – Feb. 14/06	10	5,735	4,517	452	91	3.8
2006 Campaign Feb. 14 – April 16/06	2	5,192	4,424	2,212	138	5.6

The 32% decrease in number of website visits during the 2006 campaign as compared to the 2005 campaign period could be related to the change in campaign format (i.e. no transit ads), or could simply reflect the initial success of the 2005 campaign in that previous youth visitors may no longer feel the need to access the site. The following graph displays the average time spent on the site. The dark arrow indicates the date range of February 14th to April 16, 2006 when media was in market. Notice the substantial increase in time spent on site during the campaign period.

Table 2:

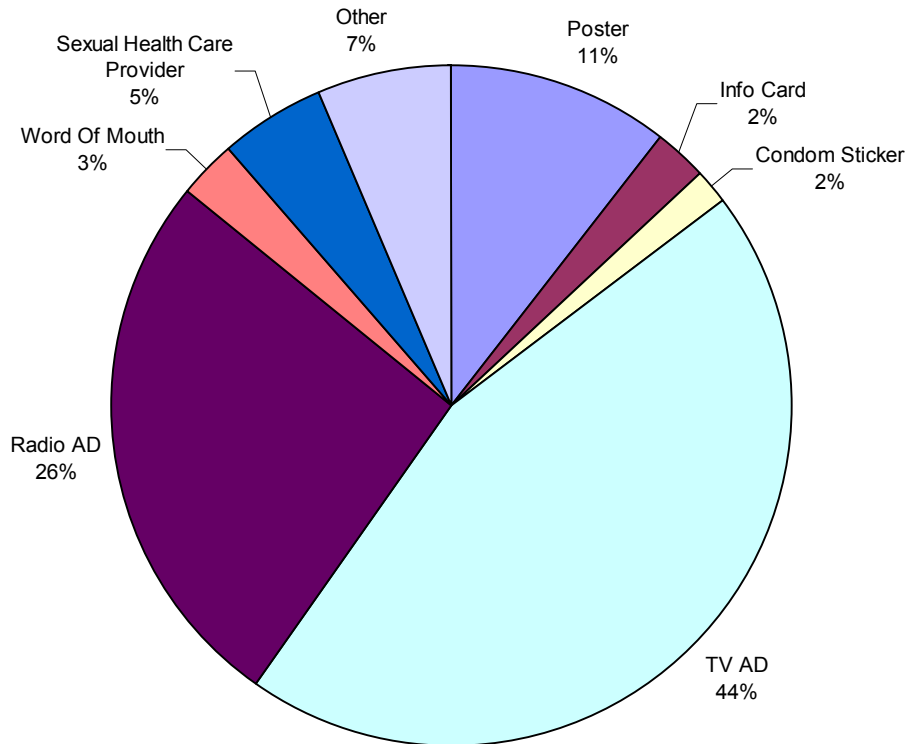


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During the 2006 media campaign, the TV and radio promotion had the largest impact, followed by the posters. The decrease in poster impact may be due to the fact that there was no transit campaign in 2006 where posters are most accessible. There was a 5% increase in the impact of Sexual Health Care Providers as a source of referral for the won'tgetweird website.

Chart 3:

Won't Get Weird Web Suvey
How did you find us?
February to April 2006
N = 368



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3.1 Comparative Effects

The following chart compares survey responses for the 2005 campaign period, the non-campaign period in the months following the 2005 campaign, and the 2006 campaign period in which new elements were introduced.

During the non-campaign interim period, the impact from radio/TV has a strong lasting effect but decreases somewhat with time. The poster campaign continues to show strong effects during the non-campaign period and is the primary source of connection between youth and the website. The 2005 campaign items such as posters, stickered condoms and pocket guides, and the new elements such as the information cards are beginning to show some effect as they filter into the market. It is interesting to note the impact of the sexual health care provider in directing youth to the website.

Table 4: Comparative Effects of Campaign Materials			
Comparative Data	2005 Campaign Period n=517	Interim Non-Campaign Period n=865	2006 Campaign Period n=368
Poster	42%	49%	11%
TV Ad	29%	22%	44%
Radio Ad	14%	10%	25%
Word of Mouth	4%	4%	3%
Surfing	2%	2%	0%
Info Card	0%	0%	2%
Condom Sticker	0%	0%	2%
Sexual Health Care Provider	0%	0%	5%
Other	9%	12%	7%

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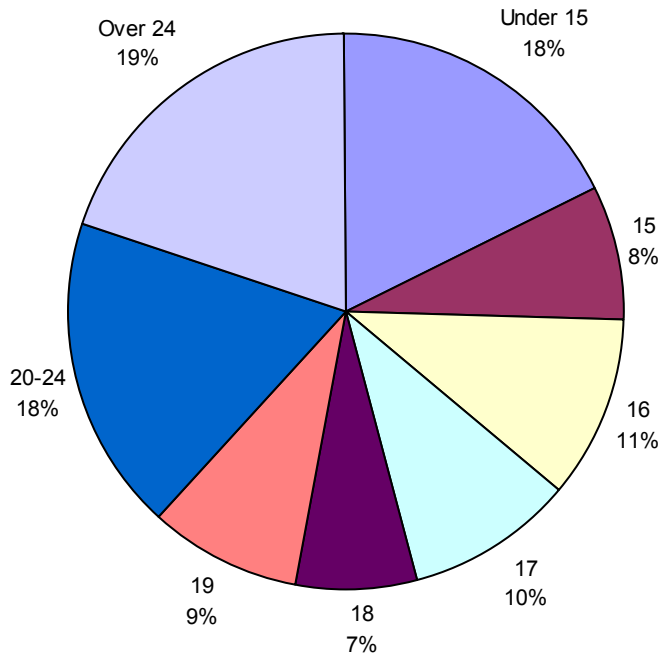
3.2 Who Accessed The Website

3.2.1 Age of Participants

In total, 81% of web survey responses were from youth (age <15 to 24). Forty-five percent (45%) of these website survey responses were from the target group of youth age 15 to 19. In addition, there were a surprising number of web contacts (18%) from youth under the age of 15. Another 18% of web survey participants were over the age of 24.

Chart 5:

**Won't Get Weird Web Survey
Age of Participants
February to April 2006
N = 333**



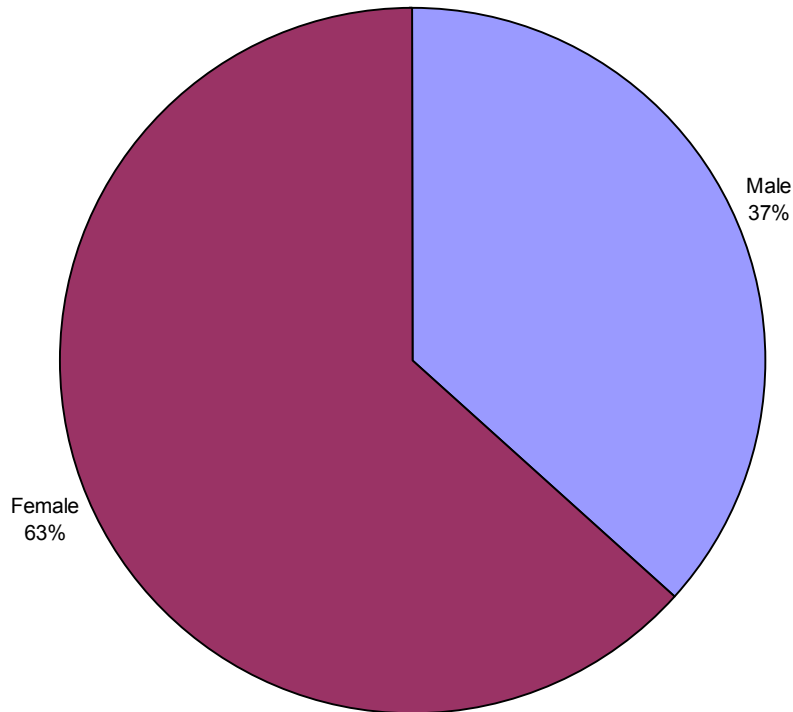
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3.2.2. Gender of Participants

Based on web survey responses, almost two thirds of web viewers were female. This usage pattern is consistent for both the 2005 and 2006 campaigns and for the non-campaign period. During the 2006 campaign male viewers increased slightly from 35% in 2005 to 37% in 2006.

Chart 6:

**Won't Get Weird Web Survey
Gender of Participants
February to April 2006
N = 333**



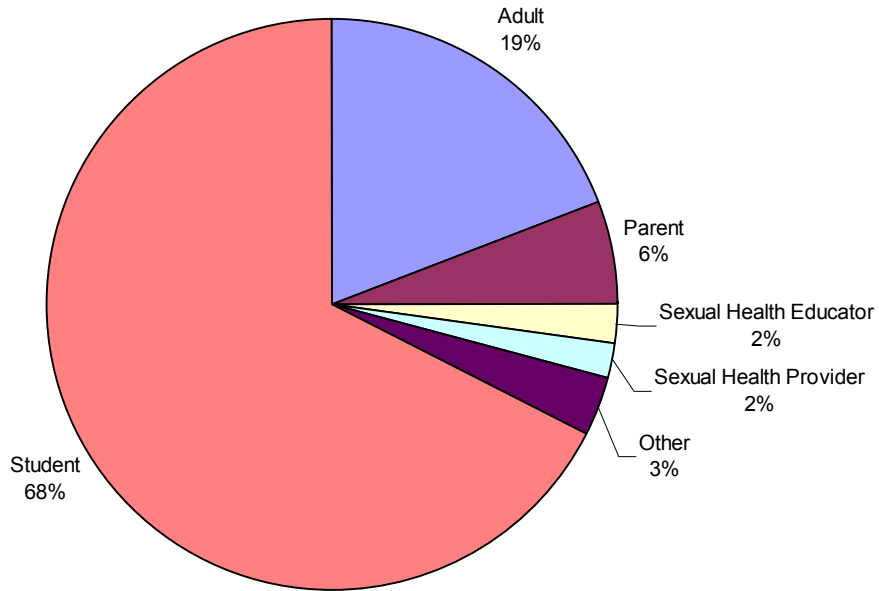
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3.2.3 Participant Type

Most of the web survey participants were students (68%), but a significant number of adults (19%) also visited the site. In total eleven parents and nine sexual health providers/educators visited the site. Four of the parents were under the age of 24, suggesting that the campaign is appealing mainly to youth. Half of the “adults” were 20 to 24 years old.

Chart 7:

**Won't Get Weird Web Survey
Participant Description
February to April 2006
N = 333**



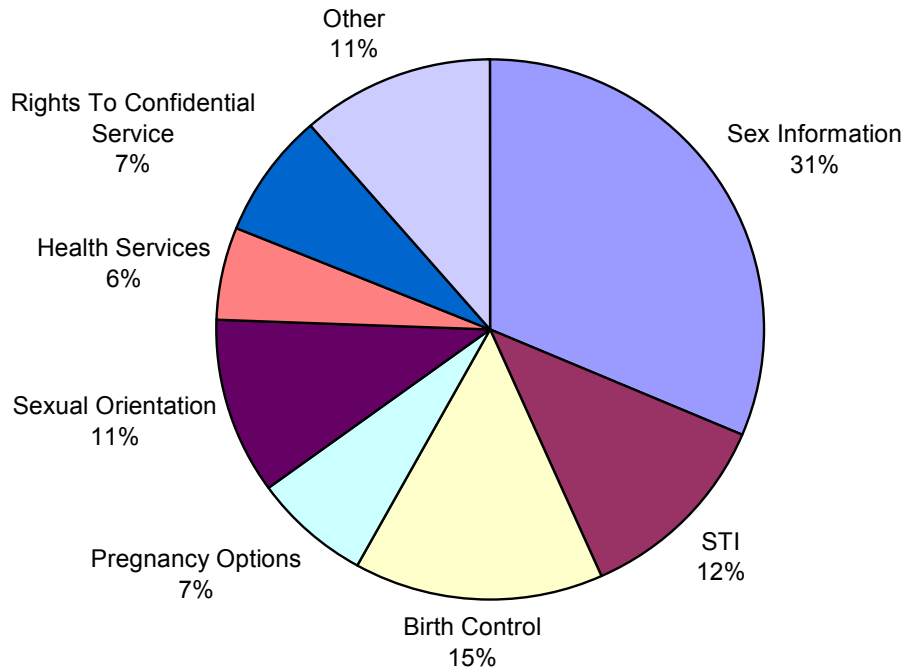
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3.3 What Information Were Youth Looking For

Most youth (31%) said they were looking for general information on sex. Within specific sexual health topic areas, the most common information need was for information on birth control (13%).

Chart 8:

Wont' Get Weird Web Survey
Were you looking for information on . . .
February to April 2006
N = 549 responses from youth age <15 to 24



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3.3.1 Comparative Information Needs Identified in 2005 Versus 2006 Campaigns

The following chart compares information needs identified by 2005 and 2006 web visitors. In 2006 there was a 6% increase in interest in general sex information. This may be a reflection of the new and improved sex information links available on the website. In addition, the new information category of sexual orientation received a significant amount of attention, with 11% of reported information seeking occurring in this area. There was some decrease in information seeking around pregnancy options.

Table 9:

What Information Were You Looking For	2005	2006
Sex Information	25%	31%
Sexually Transmitted Infections	13%	12%
Birth Control	16%	15%
Pregnancy Options	11%	7%
Effects of alcohol & drugs on sex	8%	Not asked in 2006
Sexual Orientation	Not asked in 2005	11%
My right to confidential service	6%	7%
Health services in my area	6%	6%
Other	15%	11%

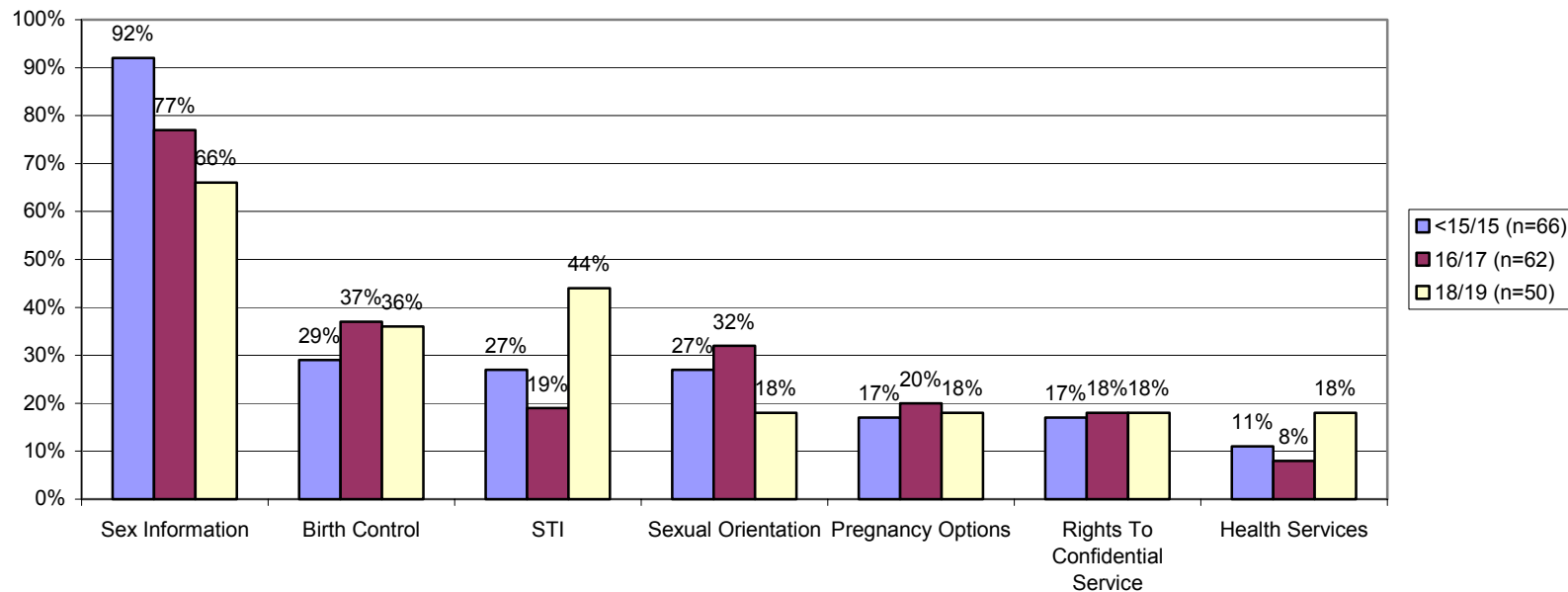
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3.3.2 Comparative Information Needs By Age Group

To better understand the information needs, web survey responses were divided into different age groups. From the analysis, it appears that the younger age group are more likely to be seeking general information on sexual health, while older youth (18 and 19 year olds) are more likely to be seeking specific information on birth control, STIs and health services, which may indicate that this group is more prepared to take action to ensure safer sex and sexual health. The majority of youth survey responders indicated that they were looking for information on more than one topic.

Table 10:

**Won't Get Weird Web Survey
Comparative Information Needs by Age Group
Percentage of each age group seeking information on specific topics
February to April 2006
N = 178**



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3.3.3 Page Views on the Website

The following table identifies the performance for all pages linked to the top navigational bar. After arriving at the home page, visitors are spending the most amount of time on the “Links” page, now called “Sex Info” on the website, where they can access additional information on specific topics related to sexual health. Time spent on the “Condoms” page ranked second indicating this page was a worthwhile addition to the website. Re-naming the links section to a more appropriate name can also be viewed as a positive move as it provided users with the incentive to check out the information. The Parents page ranked the second lowest, suggesting that the website is still of primary interest to the youth target group.

Table 11:

Wont Get Weird			
Top Menu - Page Views			
Overall Rank	Page	% Of Visitors That Viewed Page	Avg Time On Page (seconds)
1	Home page	87.5%	34
2	links	41.9%	52
4	condoms	26.5%	20
5	under_18	26.3%	19
6	faq	21.7%	52
7	quotes	18.9%	37
11	parents	9.5%	30
13	about_us	7.2%	29

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3.3.4 Service Location Information

Based on website statistics, during the period February 14th to April 16th 2006 about one quarter (25%) of all webs visitors viewed service location menus. There are two ways in which to access location information. Viewers can access the location through a drop menu choice, or by clicking on the map of Alberta.

Overall, location menus for Southern Alberta were the most frequently viewed (14.3%) followed by Central Alberta (12.4%). Northern Alberta location menus were visited much less frequently (5.1%) suggesting additional effort may be required to reach youth in this area.

Table 12:

Wont Get Weird Regions				
Overall Rank	Viewed By	Page	% Of Visitors That Viewed Page	Avg Time On Page (seconds)
8	Drop down menu	southern_alberta	12.5%	83
10	Drop down menu	central_alberta	10.2%	23
18	Drop down menu	northern_alberta	4.1%	22
22	Alberta map	central_alberta	2.2%	26
25	Alberta map	southern_alberta	1.8%	42
32	Alberta map	northern_alberta	1.0%	11

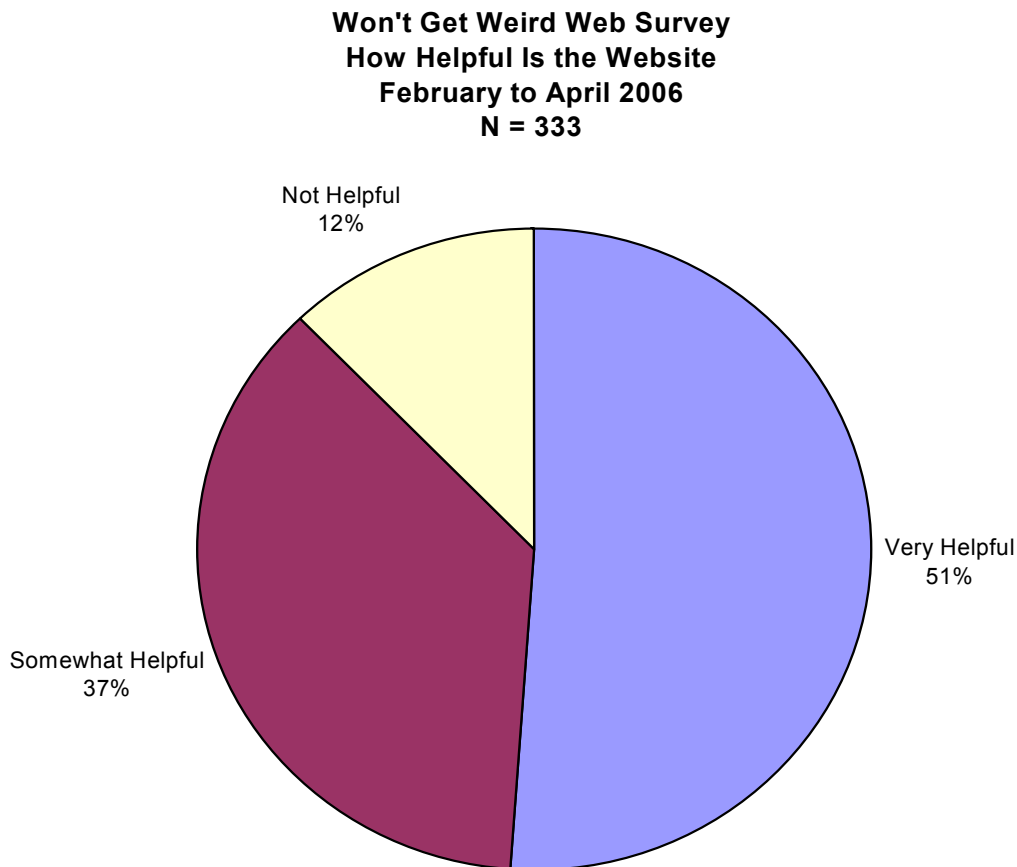
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3.4 How Helpful Was the Website

Overall, the majority of web survey respondents (88%) said they found the website very helpful or somewhat helpful. Of the seven parents (over age 24), 72% said they found the website somewhat or very helpful. All of the nine sexual health care providers or educators thought the website was helpful.

Sixty-nine percent (69%) of youth (<15 to 19) said the website was one of their **main information resources**. Suggestions for improvement were primarily related to the website appearance and design and requests for more specific information and facts on the website itself.

Chart 13:



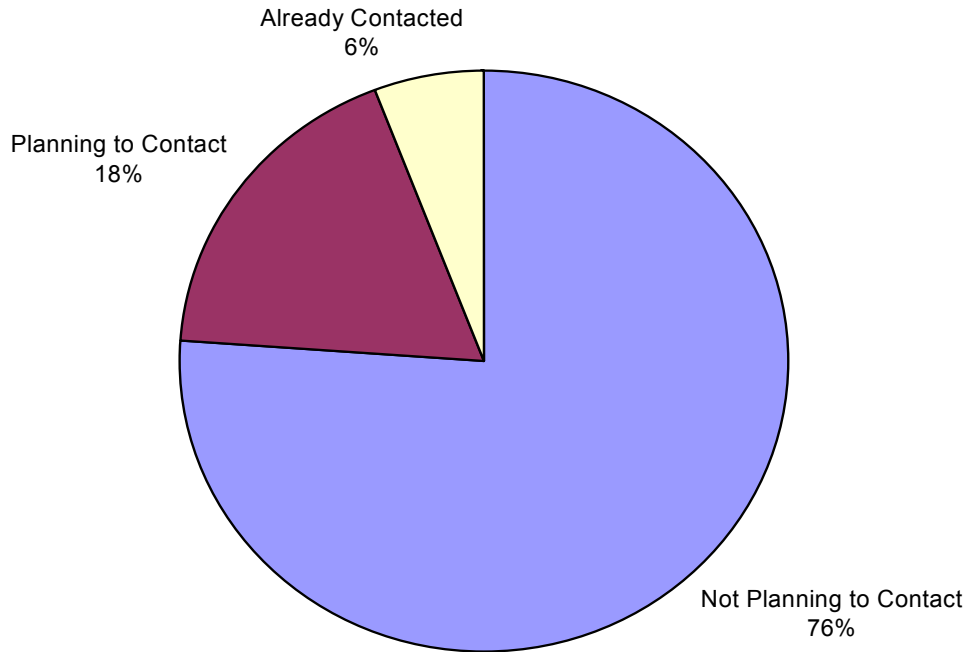
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3.5 Youth Plans to Contact Sexual Health Care Provider

Overall about 18% of youth survey respondents said they were planning to contact a health care professional and 6% said they had already been in contact. Female youth were more likely to report previous contact (9% female vs 1% male) and somewhat more likely to be planning contact (19% female vs 15% male). Contact rates were relatively stable across age groups, but plans to contact increased significantly with age, so that youth aged 18 and older were 30% more likely to report plans to contact a sexual health care provider than the younger youth.

Chart 14:

**Won't Get Weird Web Survey
Youth Plans to Contact Sexual Health Care Provider
February to April 2006
N = 215**



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3.6 Impressions of the Media Campaign

Web survey respondents commented that the site was helpful, important, and a great idea. A number of respondents referred to the ad campaign as “clever”.

Youth expressed their support for the site.

“It really is helpful to teens that can’t talk to their parents. Thanks.”

“I have loved the site! I have even showed it to my younger sister.”

“This is great site. Thanks.”

4.0 Feedback from Partners

Of the 58 network organizations, an interview was completed with all but five partners. Interviews took place between December 1, 2005 and January 31, 2006.

Interviews consisted of an approximate 8 minute phone conversation. Please refer to the Appendix for a copy of the survey tool. Not all questions were asked to every partner. Depending on the direction of the conversation and time availability of the individual, questions may have been omitted. All data obtained is qualitative in nature and is intended as feedback or for information gathering purposes.

Overall the feedback received from the network of sexual & reproductive health care providers regarding wontgetweird was very positive. Partners provided insight into how the campaign was promoted within their organization and communities.

Full understanding of the campaign messaging and key benefits was mixed among partners. Not all service providers saw wontgetweird as a key resource for all Albertan’s, indicating that some work needs to be done by PPA to continue to educate and achieve buy in from the network.

Of those who were strong ambassadors of the resource, one partner really summed up what is at the heart of the campaign. She stated that the wontgetweird message is key to their organization as they see so many youth that are transient and moving around for school or work. “Teens move in and out of Lethbridge regularly, this resource is great to ensure they know where to access sexual and reproductive health care service providers no matter where they reside in Alberta.”

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4.1 Partner Campaign Activity

Partners' experiences with the wontgetweird campaign depended to some extent on their specific sexual health services and the relationships or role they carried within their community and within the sexual health sector. Partners promoted the campaign and distributed campaign materials in different ways depending on the nature of their business and their particular community.

Partner activities surrounding the campaign can be summarized as follows:

- Mail out to local physicians and health sector (as part of an AIDS promo kit)
- Contact, promotion, presentation at schools and to the school board
- Material drop off to pharmacies
- Mounted posters and handed out pocket guides within clinic
- Gave out posters/pockets to other agencies and schools
- Used promo pieces in outreach activities and bags
- Education and promotion to settlements
- Sent letters and posters to high school teachers
- Posters to local library and friendship centres
- Pocket guides in the emergency room
- Posters and pocket guides displayed in bar and lounge bathrooms
- To youth groups
- To local businesses
- Health fair used as a distribution channel
- Public educators hand out pocket guides
- Provided info to youth through counselors

One partner in particular commented on how great the slogan or tagline of the campaign was as a lead-in to talk about sexuality and an opportunity to generate discussion surrounding not getting weird about sexuality.

A few partners mentioned the difficulty in getting buy-in from schools in certain regions. A number of schools did not want to use the posters and pocket guide handouts.

4.2 Amount of Promotional Materials Distributed

A secondary objective of this phone interview was to determine which service providers needed additional promotional materials. The majority of the health care providers needed additional materials for this upcoming year and provided ideas for potential additions to the campaign in the future.

During the active campaign period, all partners received at a minimum, a box of the new information cards and a card holder. The following outlines the approximate breakdown of materials sent out to partners for the 2006 campaign:

- 33,200 Information Cards (includes leave behind package for ASHPSH Conference)
- 66 Business Card Holders

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- 340 Pocket Guides
- 85 Posters
- 4,080 Stickered Condoms
- 25 Boxes of Lube (~ 100 packets per box)
- 825 Sexual & Reproductive Rights Materials (Youth)
- 480 Sexual & Reproductive Rights Materials (Educators)
- 480 Sexual & Reproductive Rights Materials (Health Care Providers)
- 480 Sexual & Reproductive Rights Materials (Store Owners)

In total (not including the television and radio advertising) over **39,750 messages** were sent out across Alberta.

4.3 Untapped Distribution Channels

Partners offered ideas for further distribution channels to promote the campaign. Many partners provided contacts and ideas for additional circulation points for posters and info cards. One suggestion was to have cards/pocket guides available in pharmacies/drug stores where birth control products are sold. Engaging local general practitioners was another common suggestion. A third key distribution, predominantly in Northern Alberta could be through Aboriginal services and reserves. Ensuring a proper literacy level for the information will be important.

4.4 Effectiveness of Campaign Materials

There was a definite positive response among partners to the visual appeal of the campaign, which was viewed as “well targeted at youth”. The pocket guide was identified as the most effective communication piece. It’s small size in combination with relevant, succinct and accurate information makes the pocket guide easy to use. As a whole, the bright, youthful campaign graphics attract attention. Both television and posters were mentioned as effective communication tools.

Partner’s suggested that the website could be improved in terms of visual appeal and interactive potential.

Interest for the **After Party Video** was strong and almost all partners indicated they would like to receive an email with the PPA Resource Centre catalogue and order form. This provided positive preliminary feedback prior to PPA promotions of the video.

4.5 Youth Feedback to Partners

When asked about any feedback they may have received from youth regarding the campaign, very few health care providers could comment. Those who did, told us that youth responded positively to the visuals and that materials were taken by youth, especially at events. It was also mentioned that the campaign was traveling by word of mouth as one sexual health care worker heard people talking about the campaign in neighboring communities.

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4.6 Support to Partners

When asked if they knew of the PPA Sexual Health Resource Centre and catalogue, most of our partners were familiar with our Resource Centre and a few had previously placed orders. When asked about the amount of information their organization received from Planned Parenthood Alberta regarding the WONTGETWEIRD campaign, almost all partners indicated they were receiving the right amount.

4.7 Future Opportunities

A number of opportunities for future enhancements for the campaign were identified by partners. Suggestions included:

- Increase the amount of PSA advertising
- Develop or run public awareness events
- Create WONTGETWEIRD Week – promote the campaign in all schools across the province simultaneously
- Provide each partner with the template of WGW sticker labels so they can put the stickers on their own condoms
- Expand into the colleges and universities
- Have PPA visit partners and provide a short presentation to fully inform and engage partners in the WGW initiative, and increase awareness of the impact on youth
- Develop the website to visually look like the other materials
- Website could be more interactive

These suggestions will be revisited with the Advisory Board and PPA communications committee for the upcoming year(s).

4.8 Partner Learnings

The following is a list of key learnings from the 53 telephone interviews with wontgetweird partners across the province.

- Wontgetweird campaign support is high as partners view the materials as visually appealing and well targeted.
- Continual updates to the campaign materials are a must to ensure the information is timely, accurate and informative.
- Continuous reminders of the campaign to partners are important to keep wontgetweird top of mind.
- Continuous communication with partners is key to ensuring the method of promotion (info cards, posters, pocket guides, website) is a strong fit for them and easily facilitates informing their communities of the wontgetweird listing.
- Our network partners are a key client of the PPA Resource Centre. Ongoing correspondence and communications should be made to ensure relationships grow or are maintained. Organization visits to further promote/explain PPA's campaigns and initiatives is recommended.

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- Ongoing re-printing of existing materials will be necessary
- There is a large untapped secondary distribution channel that could be utilized to further promote the campaign. Particularly in smaller communities where there are limited sexual health services.

5.0 Conclusions and Recommendations

The Planned Parenthood Alberta 2006 Safer Sex Public Education Campaign continued to be effective in reaching out to youth across Alberta. The focus of providing youth with access to existing sexual and reproductive health providers was achieved on a limited project budget.

Campaign impact is expected to continue with on-going use of the website and distribution of campaign materials such as information cards, pocket guides and posters by partners, community organizations and youth focused groups.

Recommendations for Future Endeavors

1. Review campaign strategies for Northern Alberta to increase impact in that region.
2. Review the target market in order to ensure maximum impact. A significant number of website visitors are from the under 15 and over 20 age groups. Perhaps a broader more inclusive target should be considered.
3. Update the campaign with fresh media images in order to continue to attract youth.
4. Conduct a website assessment in order to identify methods of improving site performance by keeping visitors interested.
5. Given the strong correlation between when the campaign is in market and the heightened number of visitors to the website, it is recommended to extend the media buy or time in market. A flighted approach could prove affective whereby the campaign would be in market two or three times per year at 6 weeks each time instead of 8. Consult with Brown Communications for timing details.
6. Specific to the condoms section on the website, information could be included on how to properly use a condom (or link to a website that has this demonstration) and include tips on brand and product offerings. This recommendations stems from feedback received in the web surveys.
7. Make use of partner networks to tap into secondary distribution channels.
8. Continue to support partners through contact, communication, and materials.

APPENDIX

**Planned Parenthood Alberta
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WONTGETWEIRD Website Pop-Up Survey

1. How did you find out about us? (Check all that apply)

CHECK BOXES (Can check multiple answers)

- a. Poster
- b. Info Card
- c. Pocket Guide Resource List
- d. Condom Sticker
- e. TV Ad
- f. Radio Ad
- g. Word of Mouth
- h. Sexual Health Care Provider
- i. Other

2. Were you looking for information on ... (Check all that apply)

CHECK BOXES (Can check multiple answers)

- a. Sex
- b. Sexually Transmitted Infections
- c. Birth Control
- d. Pregnancy Options
- e. Sexual Orientation
- f. Health services in my area
- g. My rights to confidential services
- h. Other

3. Which statement most applies to you:

CHECK BOXES (Can only check one answer)

- a. I plan to contact a sexual health care provider listed on this site
- b. I have already contacted a sexual health care provider listed on this site
- c. I do not plan on contacting a sexual health care provider listed on this site

4. How helpful is this site?

DROP DOWN MENU

- a. Very helpful
- b. Somewhat helpful
- c. Not helpful

5. I consider this site one of my main resources to find sexual health care providers and information.

DROP DOWN MENU

- Yes
- No

6. I am ...

DROP DOWN MENU

- a. Male
- b. Female

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7. Age

DROP DOWN MENU

- a. Under 15
- b. 15
- c. 16
- d. 17
- e. 18
- f. 19
- g. 20-24
- h. Over 24

8. I fall best into the following category:

DROP DOWN MENU

- a. Student
- b. Adult
- c. Parent
- d. Sexual Health Educator
- e. Sexual Health Care Provider
- f. Other

9. Comments or suggestions ...

BLANK MESSAGE BOX

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Healthcare Provider Partners – Phone Interview Questions

Goals:

- Re-establish contact with past partners
 - Introduce myself as the new Program and Communications Officer
 - Ensure contact information is still accurate
 - Discuss the campaign and their feelings on it's success and opportunities for improvement
 - Establish a list of prospective partners through referrals from existing
-

Organization Name: _____

1. Tell me briefly about your experience with the wontgetweird campaign?
2. What elements of the campaign do you feel were most effective at reaching youth in your area? Least effective? And why?
3. What other communication methods do you feel would be effective in reaching youth in your community?
4. Is your organization getting the right amount of information from us regarding the wontgetweird campaign and the sexual rights of youth?
5. Currently, do you need any additional posters, pocket guides or sexual and reproductive rights materials, condoms and lube delivered to you for this upcoming year?
6. Could you see yourself using the pocket guides or posters on an ongoing basis? How about other materials?
7. What feedback, if any, did you receive from youth regarding the wontgetweird campaign materials and information?
8. Do you see any areas of opportunity whereby we can take the WGW campaign to the next level of success for this upcoming year?
9. We are always looking to grow our network of health care providers – Are there any other potential partners you can think of in your community or smaller centres surrounding (medical centres, family doctors, other non-profits) that we should contact to expand our wontgetweird network?
 - Would you be interested in helping to distribute our promotional materials in your area to other organizations such as schools, community centres, other healthcare providers, etc ?
10. Are there any other distribution lines that you can think of that would be beneficial to pursue? (Eg. Schools) Do you have any contacts there?
11. Are you aware that we also run a Sexual Health Resource Centre?
12. Do you have our current catalogue? Would you be interested in receiving a copy?

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13. One of our newest materials is a video: **The After Party: Sex, Drugs and Alcohol.**
- Developed for sexual health educators in the classroom.
 - The intent is to stimulate classroom discussion around the issues of self-esteem, sexual decision making, and the effects of drugs and alcohol on the decision making process.
 - The accompanying lesson plans help students to appreciate the link between risks and consequences, and to develop decision making skills so that they can become proactive participants in their sexual health and overall well-being

Is this something you would be interested in?

14. Confirm contact information is correct: Organization name, address, phone, fax, website, email, contact person and title, services offered, hours of operation.

15. Is there anything else you would like to add?

AFTER THE CALL:

16. Is this individual a potential member of the Advisory Committee? Yes No

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The Facts of Life Line

Options for Sexual Health, British Columbia

The Facts of Life Line (FOLL) offers a number of key strengths that resulted in Planned Parenthood Alberta's decision to include their email question link on wontgetweird.com. Specifically, the following captures the benefits of the FOLL system:

- **Timing of the responses.** The individual receives an answer to their question within 24 hours. Most often, responses are provided much quicker.
- **Ease of use for the user.** A question is asked via email and the response is emailed directly back to the individual.
- **Quality of the responses.** Questions are answered by expertly trained nurses.

To further demonstrate the professionalism and the operations of the Facts of Life Line, please see the background information below provided by Greg Smith, Executive Director of OPT BC.

The Facts of Life Line is a toll-free telephone service within British Columbia that provides callers unrestricted access to expertly-trained nurses on all matters relating to sexual and reproductive health. It also offers an extensive array of referral information for matters that fall outside the scope of the Facts of Life Line, or require clinical or other follow-up. The Line is open from 9:00 am to 9:00 pm Monday to Friday, and is always staffed by one or more nurses. Volunteers help maintain reference and referral materials, and those training as sexual health educators or clinicians may assist the nurse with callers under monitored conditions. Occasionally, physicians and other health professionals may staff the Line as part of their professional training or enhancement.

The Facts of Life Line also provides access by e-mail, with a response standard of no more than 24 hours (most are answered within an hour or two). OPT is looking into expanding this access to text messaging, and to Internet chat services for real-time access to information and answers to questions.

Most of the 8,000 plus callers per year are from the general public, but a significant percentage comes from health professionals (including OPT's own nurses and physicians, who can conveniently access the line as they are dealing with a clinic client and gain the latest product, treatment or other information). Callers are frequently referred by the BC Nurse Line to the Facts of Life Line, as the recognized expert source for sexual health information.

The annual cost of operating the Facts of Life Line, including advertising, is approximately \$240,000. The BC Ministry of Health has provided core funding for the Line since its inception. OPT also has a service agreement with the Yukon Territory, by which Facts of Life Line nurses provide equivalent service to callers to the Yukon's "YK STYLE" line, through a dedicated phone line at the Facts of Life Line centre. Callers to that line are greeted with the "YK Style" greeting and all referral information is based on reference materials provided by the Yukon.

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Advisory Committee Members 2006

The Advisory Committee members reflect to the greatest extent possible the diversity of services in Alberta's sexual and reproductive health community and ensure geographic representation of services across the province.

Liza Bennett

Teacher, Western Canada High School, Calgary

Larry Brockman

Executive Director, Planned Parenthood Edmonton

Connie Cartwright

Sexual Health Educator, Health Authority, Fort McMurray

Ray Harrison

Sexual Health Educator, Calgary Health Region

Pam Krause

Program Manager, CBCA Sexual Health & Wellness Centre, Calgary

Jarrod Lackey

PPA Board Member, Calgary

Melissa Mouat

Student, Westmount Charter School, Calgary

Olga Pitts

Sexual Health Nurse, Three Hills Health Centre

Colleen Roy

Manager, STD Clinic, Calgary

Bronwen Saunders

Programs & Communications Officer, Planned Parenthood Alberta

Jerri-Lyn Snelgrove

Sexual Health Consultant, Vermilion Community Health Services

Celina Symmonds

Sexual Health Consultant, Medicine Hat

Andrea Watson

Executive Director, AIDS Jasper (HIV West Yellowhead)

Laura Wershler

Executive Director, Planned Parenthood Alberta

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WONTGETWEIRD - Sexual and Reproductive Health Care Partners New Partners for 2006

12 new partners have joined the network in 2006!

Black Diamond

Black Diamond Health Unit

Claresholm

Claresholm Health Unit

Edmonton

Pride Centre of Edmonton

Sexual Assault Center of Edmonton

Fort McMurray

Fort McMurray Family Crisis Society - Sexual Assault Program

Grande Prairie

Gay & Lesbian Association of the Peace

High River

High River Health Unit

Lethbridge

Lethbridge Family Services

Medicine Hat

Sexual Abuse Recovery Committee (SARC)

Nanton

Nanton Community Health

Sherwood Park

SAFFRON: Strathcona Sexual Assault Centre

Vulcan

Vulcan Community Health

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WONTGETWEIRD Partner Protocol Agreement with Planned Parenthood Alberta

In agreeing to become a member of the **wontgetweird** network, we believe, support and practice the following:

Definitions

Sexual Reproductive Health Individual = A person with a post-secondary degree from a recognized and accredited institution with a focus on an aspect of sexual and reproductive health.

Sexual Reproductive Health Resource Provider = A person or organization that provides sexual and reproductive health information via seminars, workshops, resource materials and sexual health products. Individuals or organizations must derive their information from reputable and recognized sources like Health Canada etc.

Sexual Reproductive Health Service Provider = A recognized organization focused on sexual and reproductive health with expertise in counselling, training, education, medical treatment and/or testing. Organizations must derive their information from reputable and recognized sources like Health Canada etc.

Sex Positive = Optimistic attitude and increased understanding of sex and sexuality as normal, healthy, lifelong aspect of human development. Encourages individuals to strive for an enjoyable, healthy, non-coercive and respectful sex life.

Non-judgmental = Being objective regardless of personal values or beliefs, laying aside judgment, stereotypes and perceptions by evaluating each situation separately and considering individual circumstances.

Youth-friendly = Respectful, open-minded and sensitive towards youth; understanding a youth's perspective; empowering youth with information in a positive way and supporting them in making decisions that are best for them.

Partner Protocol

Belief in, and support of, sexual and reproductive health as a vital aspect of an individual's overall health and well-being.

Belief that individuals have the right to discover their own sexuality free from fear, shame and guilt and free from disease, injury, unnecessary pain, violence and risk of death.

Provide non-judgmental, sex positive and youth-friendly information, education programs or services to promote the sexual and reproductive health of all youth.

Support diverse sexual orientations, lifestyles and attitudes, understand gender inequities and support mutual respect for self and others.

Acknowledge and support choices in sexual and reproductive health and have awareness that there are differences in sexual expression and that sexuality is a personal matter.

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Promote sexually healthy relationships that are consensual, non-exploitative, honest, mutually pleasurable and protected against unintended pregnancy and STIs.

Belief in the following rights:

- The right of individuals to have the information, education, skills, support and services they need to make responsible decisions about their sexuality consistent with their own values. These include the right to bodily integrity, voluntary sexual relationships, a full range of accessible sexual and reproductive health services and the ability to express one's sexual orientation without violence or discrimination;
- Every person has the right to make responsible choices about sexuality and parenthood and the right to experience and control one's own sexuality and reproduction;
- Individuals have the right to safe, unbiased, accessible, and affordable sexual and reproductive health information and services;
- The right to privacy meaning that all sexual and reproductive health care services should be confidential and all women have the right to autonomous reproductive choices;
- The right to express and celebrate sexual and gender identity without coercion, violence or discrimination;
- The right to freedom of thought, which includes freedom of religion, beliefs, philosophies and customs, without imposed restrictive or punitive interpretation.

Organization Name: _____

Name and Title of Individual Signing: _____

Email: _____

Signature: _____

Date: _____

Please fax this agreement to PPA at (403) 283-8563. Thank you.

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Please complete the following for our records and return with Partner Protocol Agreement to PPA by fax (403-283-8563) or mail:

Organization Name: _____

Address: _____

Phone and Fax: _____

Hours of Operation: _____

Please check the following services your organization offers:

Service	✓
Sexually Transmitted Infections Testing	
Sexually Transmitted Infections Information	
Birth Control Information	
Birth Control Product Distribution	
Birth Control Prescription	
Pregnancy Testing	
Pregnancy Options Counselling	
HIV/AIDS Testing	
HIV/AIDS Information &/or Support	
HEP C Testing	
Referral Services	
Emergency Contraception Pill	
Abortion Services	
Sexual Assault/Abuse Information &/or Counselling	
Gender Identity and Sexuality Information &/or Support	
General Information and Advice	
SRH Education	
Pregnant and in Need	
Other:	

Does your organization provide free or low cost condoms? _____

If yes, would you like to be included in a new section on our Website that provides a listing of where youth can access free or low condoms throughout Alberta? _____

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WONTGETWEIRD Advisory Committee (GWAC) Terms of Reference

The WONTGETWEIRD initiative is a collaborative project undertaken by Planned Parenthood Alberta with the support of many community based organizations. WONTGETWEIRD is designed to represent and promote to Alberta youth the services of a province-wide network of sexual and reproductive health information and care providers. The project facilitates access to sexual health services for all Albertans by creating connections between service providers and between service providers and their prospective clients.

Membership:

The WONTGETWEIRD Advisory Committee (GWAC) will consist of between 10 and 20 members including the Planned Parenthood Alberta Executive Director and Communications Officer. The membership will reflect to the greatest extent possible the diversity of services in Alberta's sexual and reproductive health community and ensure geographic representation of services across the province.

Terms:

Committee Members shall be invited to serve on a yearly basis with no maximum term limit.

Meetings:

Meetings will be held on an as needed basis and at the call of the Communications Officer. Meetings will be via conference call to accommodate geographical constraints.

Mandate:

The GWAC acts in a communications and information resource capacity to the Executive Director and Communications Officer of Planned Parenthood Alberta. The specific focus of the GWAC will be to:

1. Act as a primary arm of communication for the WONTGETWEIRD campaign within the member's immediate and surrounding communities. This will include:
 - a. Active promotion of the WONTGETWEIRD campaign within the member's organization and at local events whenever possible.
 - b. Identification of prospective sexual health care provider partners or distribution channels for campaign materials.
 - c. Identification of networking opportunities whereby the Communications Team can expand the network of sexual health care providers or distribute campaign materials.
2. Ambassador for the WONTGETWEIRD Campaign
 - a. Act as a media spokesperson as needed.
 - b. Encourage fellow organizations to promote the WONTGETWEIRD Campaign.
 - c. Champion the WONTGETWEIRD campaign key messages to generate positive word of mouth when opportunities arise.
3. Resource for the Communications Team
 - a. Provide input to ensure adequate information and support is given to network partners.
 - b. Provide feedback as to how the campaign is being received locally.
 - c. Generate ideas for future development and expansion of the campaign.
 - d. Partake in any brainstorming or information gathering sessions.

Compensation:

Service as a GWAC member is voluntary.

Appointments:

On an annual basis, the Executive Director and Communications Officer of Planned Parenthood Alberta will invite new members to fill positions as needed.