WEBSITE ENGAGEMENT
Since its launch in February 2012, more than 50% of Beforeplay.org visitors access the site through non paid channels (search engine optimization, direct traffic, social media, referral from other websites and email) with STD search terms representing 24% of organic site traffic. The majority of new visitors view more than four pages per visit, during which they view resources such as the Health Center Locator, the Birth Control Method Selector, Sexuality and STD information, and the Get Talking tool. Mobile traffic is 54% of our website traffic... we’ve clearly tailored the content and technology to hone in on our audience.

CAMPAIGN OVERVIEW
Among Coloradans 18-29 years of age, nearly 50% of pregnancies are unintended and 1 in 2 sexually active people will have an STD by the age of 25. To address these life-long challenges, the Colorado Initiative to Reduce Unintended Pregnancy and the Colorado Department of Public Health and Environment created Beforeplay.org, a public outreach campaign to help normalize the conversation around sexual health and well being.

SOCIAL ACTIVATION
The Beforeplay.org Facebook presence engages an active community of more than 29,500 fans and friends from Colorado and beyond. Relevant, funny posts from Beforeplay.org, like holiday e-cards and spring fever memes, have generated high interaction, with thousands of likes and hundreds of shares and comments. Several sweepstakes, such as the Get Some Giveaway and the contraceptive Gnome Hunt on college campuses, have grown the fan base and sparked engagement. These communications reduce social barriers and help normalize the conversation around sexual health and well being.
OUTREACH

Since March 2012, outreach team members in various parts of the state have been out talking with Coloradans at health fairs, bars, concerts, Pride events and more. More than 170 people have donated their time with the Beforeplay.org outreach team. Volunteers distribute materials to get people thinking and talking about sexual health and at times health insurance. In that time, Beforeplay.org has been a presence at 350 events and activities directly connecting more than 23,000 people in Colorado.

OUTREACH MATERIALS

Branded Beforeplay.org materials are a significant touch point for developing a relationship between Coloradans and the campaign. To date over 485,000 outreach items have been put in the hands of our target audience at events including concerts, parades, sports, art walks, community college and university campuses, and bars. The branded coasters, wristbands, condoms, lube, dental dams, and magnets are a fun, simple way to keep the campaign and its message (“Just talk about it”) in front of the target audience and remind them where to go for more information. Beforeplay.org branded boxers have been worn in 5k runs and half marathons and branded sunglasses distributed at the Westword Music Festival, Country Jam and more -- and have been spotted on young adults in the community weeks later.

OUTREACH ON CAMPUS

Beforeplay.org has provided materials, given presentations and helped student groups with safer sex outreach at 30 of Colorado’s colleges, community colleges, and universities since March 2012. Beforeplay.org materials are valued resources for student orientations and welcome kits at CU-Boulder and Western Colorado University and by resident assistants at Colorado State, Adams State, the University of Northern Colorado and more. TV ads and videos run on campus TV and video stations on the Auraria campuses and Mesa State. Beforeplay.org is part of special events -- from Halloweed and Valentines day, to sexual assault awareness to Sex Trivia nights.
COMMUNITY HEALTH PARTNERS
All of Colorado’s publicly funded family planning agencies are doing outreach with Beforeplay.org materials (the majority co-branded with their center). Additional expanded partnerships included co-branded advertising in Mesa County and co-promotion of “Sex Ed with Mel” from Jefferson County. In addition, community health centers are conducting outreach on sexual health with Beforeplay.org materials, as are other public health and non profit entities working to prevent STIs. In partnership with the community health centers and Beforeplay.org outreach efforts, posters, notecards, table tents, magnets, stickers and conversation starter cards have been used.

ADVERTISING IMPACT
Since its launch, the Beforeplay.org media effort has generated a combined 433,203,000 impressions including online, billboard, transit, indoor, outdoor video, radio, in-home cable, cinema, radio, and print. Our advertising with YouTube was so successful that Google did a case study on the campaigns performance. In addition, more than $320,000 in value-add and bonus placements has been contributed to the campaign from our media partners, who often re-run campaign advertising for free.

MEDIA COVERAGE
The Beforeplay.org campaign “talk about it”, continues to create a major buzz throughout news media in Colorado and throughout the United States. Since the campaign launch, more than 15 broadcast segments have aired on local news stations covering the campaign throughout the state, and more than 65 articles have been written in publications including USA Today, Denver Post, Jezebel.com, Westword, Men’s Heath Network, 5280 Magazine, Nerve.com and many more outlets. The campaign has been highlighted in more than 1,500 posts and mentions and Greta Klinger of CDPHE has been quoted in over 50 stories on behalf of Beforeplay.org helping to localize the campaign. To date the press coverage is estimated at $4.5 million in Advertising Value Equivalency (AVE).
ONLINE TOOLS

Beforeplay.org offers a wide variety of online tools to provide Coloradans with access to quick and relevant information for Birth Control, STD’s, Pregnancy and Sexuality. The tools can help users locate local health centers and Emergency Contraception, plan ahead to determine if he/she is ready to have a baby, start the necessary conversations and learn the facts on STDS and Birth Control. All tools were designed to be user-friendly through the writing style and the functionality.

MAKING AN IMPACT OUTSIDE OF COLORADO

Family planning and public health agencies from other states are asking to use the web content and other materials for their own outreach and Beforeplay.org is serving as a model for new campaigns. When possible, we respond to requests from out of state universities, correctional facilities and non profits. Supportive Facebook love from other states shows up as well. The unexpected leveraging of the resources is an added benefit of Beforeplay.org.

CONTACT INFO:

Greta Klingler
Director of the Colorado Family Planning Initiative—Colorado Department of Public Health and Environment

Email: greta.klingler@state.co.us
Phone: 303.692.2408