

Working with Adagio Health and Molly Catlos, gave us a great experience. We got to put forth the knowledge that we have gained over the semester to use. We used all kinds of theories and didn't realize it until we started learning about them. Working with a real client also gave us the opportunity to see how "real life" clients really work. Even though we ran into some problems with the stickers or finding a DJ, we always kept Molly updated and made sure she was apart of everything we changed or decided to enhance.

During the bake sale, we had some trouble selling cookies at first but we really started getting into it and trying to do our best to raise money for the organization. When we realized we made about \$57, we felt like we helped out as much as we could with the students we were working with. Ad for the event, we really felt like we accomplished what we wanted. There were a lot more people who were interested in more than just the free condoms. After working the event for two hours and realizing we went thru 1,000 condoms, we felt like we made the impact that we wanted and were shooting for.

The overall experience was wonderful. We got to put our knowledge to use and when we accomplished our goals, it paid off. Molly couldn't have been a better person to work with. She was very laid back, kept us on track and acknowledged everything we said and thought. We feel that Adagio Health was please with the outcome and completely taken back by us donating the money from the bake sale.

For the visual aide that accompanied our campaign we had specific colors and fonts that we were asked to use, this created a bit of a challenge because we wanted to be creative and draw the audience in. However, we wanted to please the client as well. We decided to use an event as advertisement for our main event, we wanted not only to generate an audience for our awareness fair, we wanted to raise some money for our client. We, as a group, decided that we would hold a bake sale one week before the event and use the bake sale not only to raise money but to also advertise for our event.

To advertise for the bake sale, we relied on flyers that we hung up throughout the various buildings on campus, the flyers used the Adagio branding, font, and colors and advertised when, where and for whom we were holding the bake sale. We also decided to have the bake sale during common hour outside the library because we would capitalize on the foot traffic that came through. As methods of advertising at the bake sale, we had a megaphone that we used to gain attention and announce our awareness fair. We also put labels on each one o the baked goods that stated when and where the awareness fair would be held, we also relied on work of mouth by telling people as they bought things that there would be an awareness fair one week from that day.

For the event we created a new flyer that again used the approved Adagio Health branding, colors and fonts. However, these flyers had the date, time, and location of the awareness fair on them. We also decided to promote that we were having a DJ and that there would be free condoms and prizes given away. We hung these flyers in every building in the quad as well as the University union, we hung them on doors, bulletin boards, and in both men's and women's bathrooms. We also created a Facebook event for the awareness fair, we used this event to network, each group member invited

everyone from Slippery Rock that we knew and then asked those people to invite all of the people that they knew. The day of the event we had upwards of 250 confirmed guests on the Facebook event.

The day of the event we drew people who has not previously been informed in by using the aide of the DJ who was announcing that we were there, what we were going, and giving reasons that people should come over and visit us. We used the appeal to dear by using a megaphone and the DJ alike to announce facts about STD's and pregnancy. We hoped these facts would make people want to see what we had to say. To draw people in that were just passing by, we handed them brochure's and condoms and then asked them what they knew about Adagio. A big factor in bringing people into our event was a three dimensional poster of a cartoonish penis. Students found the penis to be funny and bring more of the relaxing feeling to a serious topic, which made it easier for them to talk to us and made them feel more comfortable.

Our event tables were designated for men, women, and general information. We had a table for the women that held information about the services offered for them, we also had an Adagio Health representative standing by to answer any questions that may have come up. We also had a table for the men that had information about what Adagio can do for them and how they can contact someone for help; again an Adagio representative was available for consultation. Lastly, we had a table that had information about general services that were offered at Adagio, a representative was also available for that table. Brochures, condoms, various giveaways, and most importantly a tri-fold board that gave information about each of the tables accompanied each table. The tri-fold

boards were important because it gave the students that were less than thrilled about coming over and asking questions a chance to see what Adagio Health could do for them.

Specific Problems and Needs

Adagio Health needs to raise awareness among students at Slippery Rock University about the sexual health services that they offer to both males and females. Adagio Health addresses a wide range of health issues, focusing on sexual health concerns. Some services include: obstetrics and gynecology, breast and cervical cancer screenings, STD testing and treatment, nutrition counseling, adoption services, teen pregnancy prevention, HIV prevention, sexuality education for teens, community education, parent education, professional training, and research.

Our campaign was formulated to raise awareness about both the male and female services offered at Adagio Health. Including the need to raise awareness, it will be important to have the student embrace the services offered by Adagio Health and view them as their preferred healthcare provider. Another need that we focused on was to raise money for Adagio Health in Pittsburgh to use. We have identified critical groups that need to be targeted, and communication tactics that would be most effective. By developing specific communication elements we will be able to reach out to our main publics in hopes to achieve our goals.

Goals and Objectives:

- 1. Goal:** To assert awareness among Slippery Rock students about sexual health while raising money for the organization.

Objective: Have a bake sale promoting the upcoming sexual awareness fair and increase sexual health knowledge among Slippery Rock students. We will raise awareness about the fair by putting the date and time on the baked goods; and sexual awareness by using a megaphone to announce alarming sexual facts to the students in the quad.

- 2. Goal:** To reach Slippery Rock students, and increase awareness among males specifically, to make them more aware of the services offered by Adagio Health.

Objective: Provide tangible information to the students about the services offered by Adagio Health. Pass out different information brochures to the males and females. The female brochures will address birth control options and general services offered. The male services will be addressed in self-screening and testicular cancer brochures. Tell males students that Adagio Health is not just for women. Also, informational tables with tri-folds of the information will be present for students to view.

- 3. Goal:** To promote favorable attitudes toward Adagio Health in order to motivate students to practice safe sex.

Objective: Create favorable attitudes from students by passing out 1,000 condoms along with free water bottles and sweatshirts with the Adagio logo on them and information inside.

- 4. Goal:** To make students feel comfortable about seeking information at the awareness fair.

Objective: Create an inviting environment where students feel secure.

Playing music and have healthcare professionals available to answer any questions.

Audience/Market Analysis

Target Audience: female students

To target the female students we specifically passed out brochures that provided information regarding women's health services offered at Adagio Health. There were two types of brochures; one explained the birth control options available, the other was about general services offered. We also used a megaphone to send messages to women about sexual facts concerning them.

Target Audience: male students

To target the male student population, we passed out condoms to them and provided specific information on the services offered exclusively to males. We also informed the males about sexual facts that pertained to men over the megaphone at the bake sale.

Persuasive Messages

In order to reach our targeted audience we used several communication elements and persuasive messages. Social media, flyers and word of mouth were our main communication tools.

Social Media: We created a Facebook page promoting our event. We thought that this media would be effective because students are familiar, regular users of Facebook. We sent a request to the entire SRU network. The picture we chose for the event grabbed students' attention because it was a mound of condoms. We also created an Adagio Health Facebook page so that if students had questions, they could easily access contact information.

Print Media: We posted flyers promoting both the bake sale and the sexual awareness fair. These posters captured students' attention because they used the word sex, and advertised that free condoms would be available. We placed these flyers around the university and Slippery Rock community.

Word of Mouth: We wanted to create a favorable impression about Adagio Health by passing out condoms and information to the students. In doing so, we hoped that students would be able to turn to each other as to where to turn for sexual health services.

Baked good labels: We put stickers on each of the baked goods so the students would have something to carry away with them about the upcoming sexual awareness fair.

During both the bake sale and the sexual awareness fair, several tactics and strategies were used through the theories presented in class and *Persuasion, Social Influence, and Compliance Gaining*. Many were used in both events. Credibility was presented during our events and used to our advantage. For the bake sale, we received our baked goods from Marriott's Kitchen Professionals and a Master Chef. During the fair, we had six staff members from Adagio Health Pittsburgh and Slippery Rock available to answer questions about their services. During common hour, many students are seen with their group of friends. We found that if a couple of people from the small group would buy cookies, the rest of the group would follow in their friends' footsteps. This is evidence of the Social Influence Model. According to Wikipedia, the Inoculation Theory is described as using it as a persuasive approach to strengthen preexisting beliefs. We used this while passing out the condoms by re-enforcing the public's knowledge of practicing safe sex by the use of condoms or abstinence. During the bake sale, prior to selling a cookie or cupcake, all of us would ask the potential buyer how they were today. If the prospective said they were "good" we would respond with, "I'm glad to hear. Would you like to purchase a cookie to help support Adagio Health?" If the prospective said they were having a bad day, which rarely happened, we played on that by saying, "a cookie would help you smile have having your proceeds benefit Adagio Health will help you feel better." The Foot in the Mouth Tactic defiantly worked. As in most infomercials, that That's-Not-All tactic is used. For example, at the end of the infomercial, Billy Ray always gave the "and that's not all" like and threw in a free gift or upgrade what he was selling and something both. During our bake sale, we had

2-for1 deals and we would give a cupcake with a cookie deal. During the day of the bake sale, the ROTC was in the field hosting a show of their helicopters, tanks, hummers, and equipment. Both the ROTC guys and us used the I'll Scratch Your Bake if You Scratch Mine tactic. The ROTC members came to our bake sale, bought some cookies and let us know that they were hosting their show. This drew our attention and thought; they came to our event so we will go to theirs. So, we packed a box of cookies and walked to see the rest of the ROTC members. Since we came to their event, and brought the cookies to them, we made great sales while there.

To gain compliance can be difficult and there are various ways to go about it. There were for specific tactics that we found valuable to our specific events. Altruism is one that someone else owns them a person favor for you. Therefore, we would see a friend of ours, and this speech came to mind, "So-and so, would you please buy a cookie for us to help Adagio Health since you're my friend?" We are almost certain that every friend of ours we saw, purchased a cookie. As stated earlier, while discussing the Foot in the Mouth Tactic, we would tell people that they would feel good if they purchased a cookie to benefit Adagio Health. This also ties into the positive Self-Feeling Tactic. Pre-giving was used during our sexual awareness fair. As the fair we were handing out condoms in front of our tables and posters. After we would hand the condom to the student, we would walk them back to the tables and give them brochures, and other gifts of awareness, such as water bottles, sweatshirts and pens. The last tactic we used to gain compliance was liSking. We would comment on clothes, hair, and even being studious. We would also used it with anyone wearing sport clothing (p. 229).

Motivational Appeals were used as well. Sexual humor was used. We had made a board with the slogan "Sex is cleaner with a packaged weiner." This board was also used for visual persuasion as a shock appeal. The other motivational appeal we used was the warmth appeal. During the bake slae we advertised our cookies as being made with love.