

From Tokenism to True Representation: Lessons From LGBTQ Healthcare Marketing

OUT  EQUAL
2017 WORKPLACE SUMMIT

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Introductions



Ed Hunt
Digitas Health



Ben Kozub
Gilead Sciences



Lauren Locke
Grindr



Tom Whitman
ION Marketing Group



Session Overview

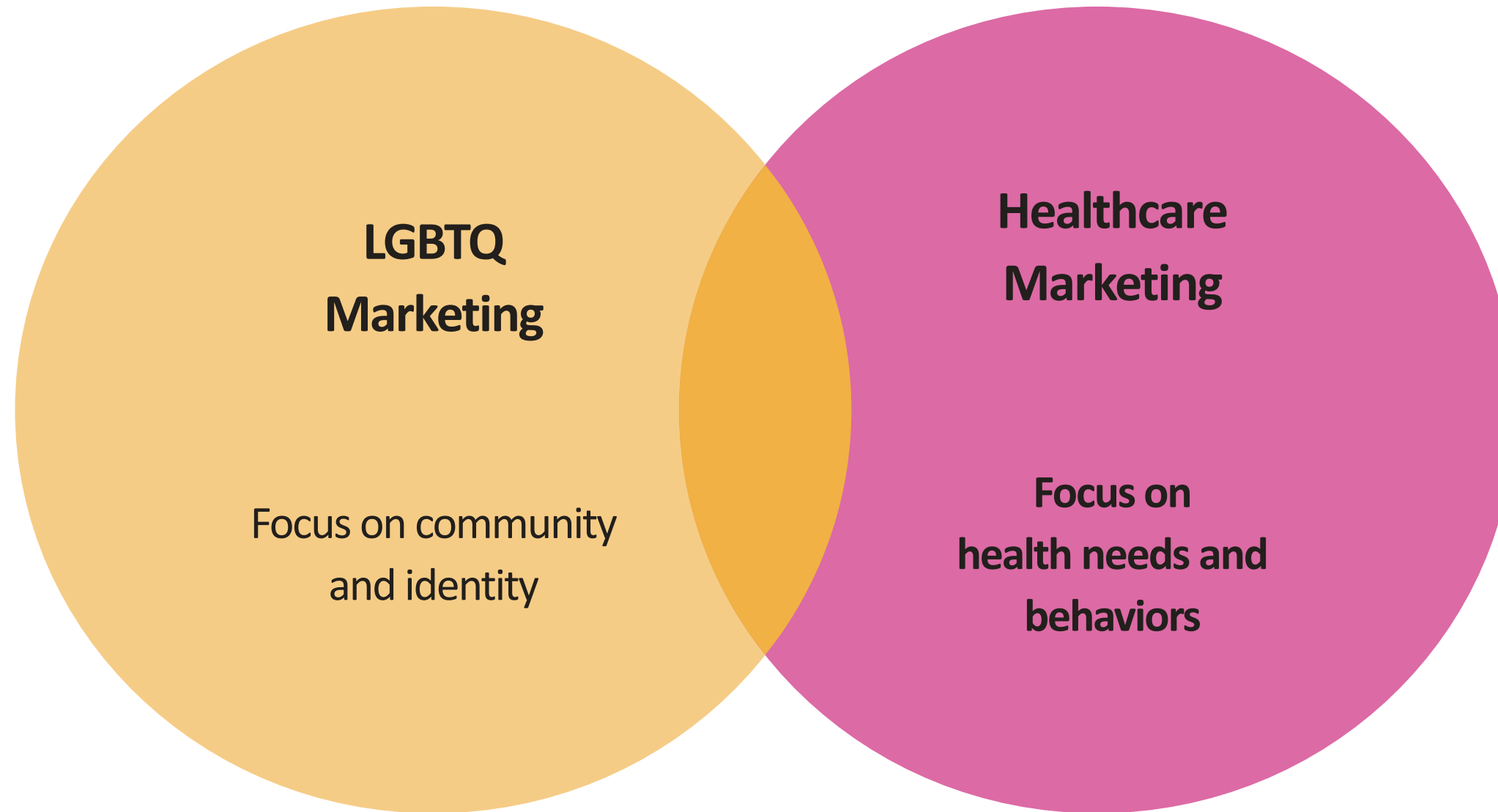
- › What 'good' looks like at present in LGBTQ representation in marketing
- › Examples of representative marketing from healthcare
- › How we can work toward being more representative in LGBTQ marketing, in and out of healthcare

What does 'good' look like
right now?





What makes LGBTQ healthcare marketing different?



Case Study #1

Gilead Sciences and HIV Prevention

What is healthysexual?

Sex is important to you. So is your health.

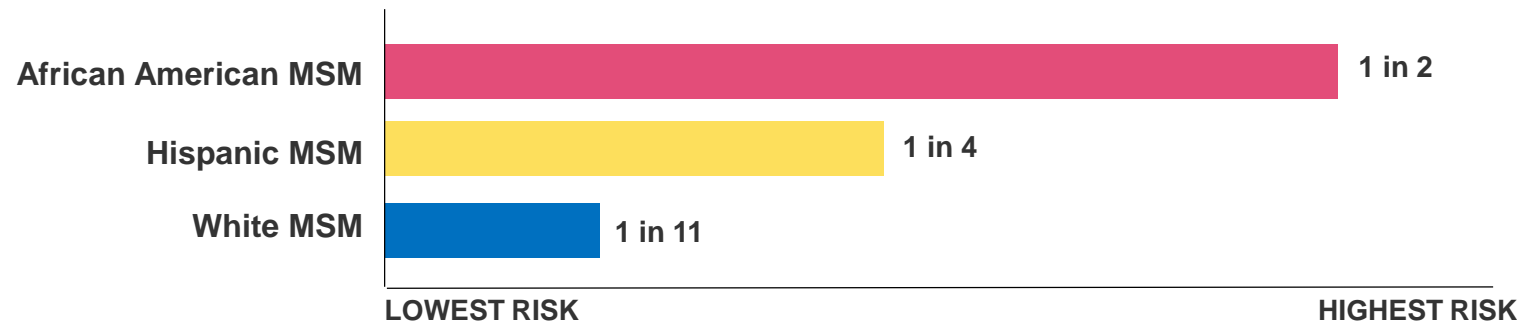
That's what it means to be Healthysexual.

Being Healthysexual is all about taking charge of your sexual health. It's about getting informed, communicating, and choosing the right protection so you can be yourself. Whatever you're into.

- *Knowing prevention options, including medications like PrEP & PEP*
- *Getting tested & knowing status*
- *Talking to partners and doctors about sexual health and prevention*
- *Understanding the importance of sexual networks*

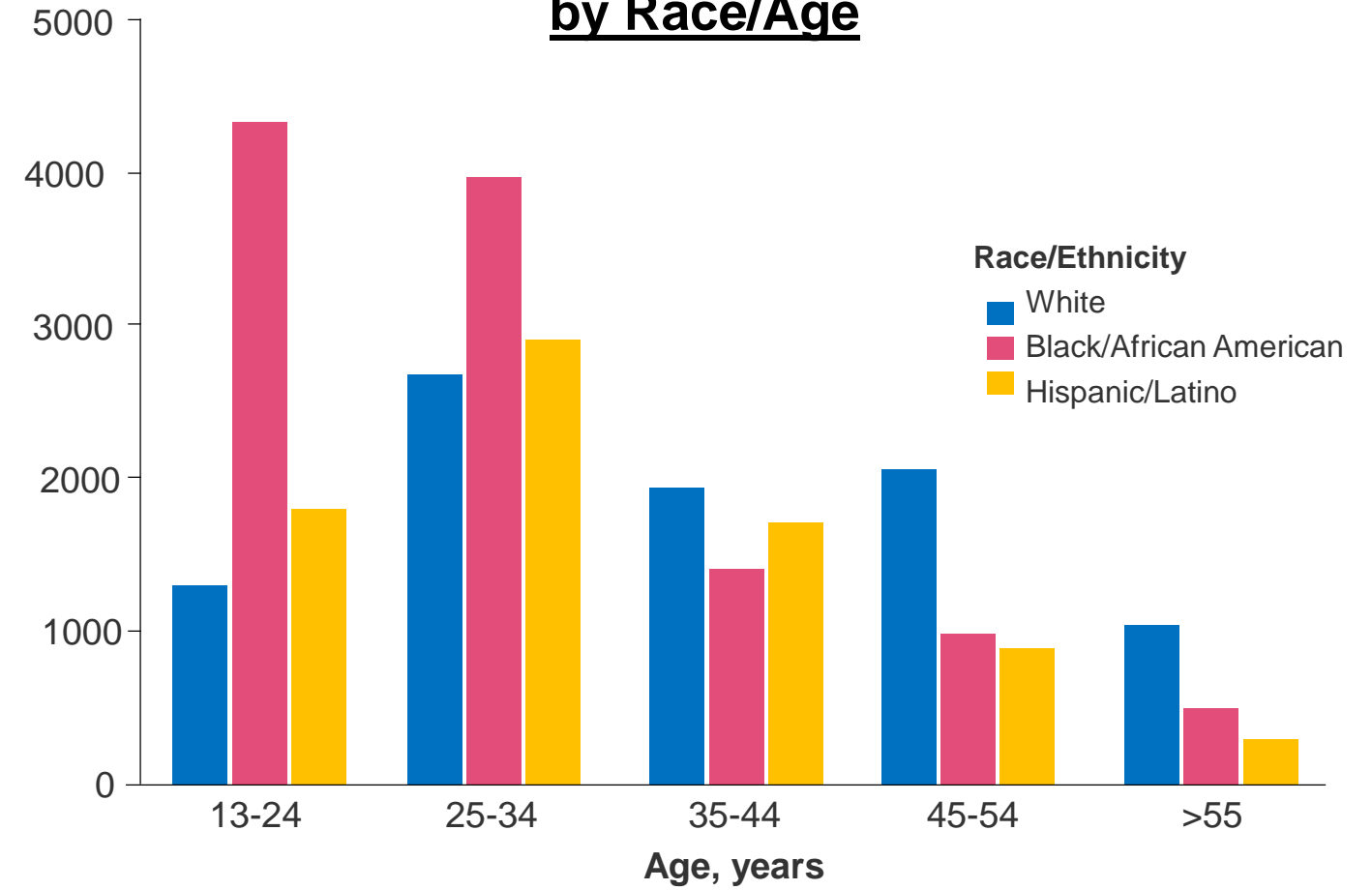


Lifetime Risk of HIV Diagnosis among MSM by Race/Ethnicity



Source: Centers for Disease Control and Prevention

HIV Diagnoses by Race/Age





“Back then, the only one that was really talked about was AIDS and HIV, and we only talked about it through school, but when we’re talking about it in school, male-on-male sex or it being transferred like that wasn’t talked about just because it (gay sex) wasn’t supposed to be going on.”

JEFF, 16 Y/O GAY MALE



HEALTH AND SEX BELONG TOGETHER

Healthysexuals **WRAP UP**

Condoms and lube prevent a lot of things.
Romance isn't one of them.

VISIT
[HEALTHYSEXUALS.COM](https://www.healthysexuals.com)
AND TALK TO A HEALTHCARE PROVIDER

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Awesome!
BIG STEP

Your answers helped create this personalized guide. Now you can rock the talk with a healthcare provider.

Consider talking about these topics, but follow **★** to find the subjects you wanted to learn most about.

Starting the Conversation

Your sexual health is an important aspect of your overall health. An overall health is important to...

And **ROCK THE TALK** with a healthcare provider

HEALTHYSEXUAL

HEALTH ▶ SEXUALS

Health and sex belong together.

Small steps can make a big difference in the bedroom. That's what Healthysexual is all about.

HEALTHIER SEX OPTIONS

Get a healthier. Find out how sexually transmitted infections (STIs) are passed, how you can protect yourself, and how your partner can play a role.

GET TESTED



Getting action? Take action. Get Healthysexual. [UMBC 3008 02/13](#)

I GOT
CONDOMS
IN MY BAG
SWAG



HEALTHYSEXUAL

DO IT AGAIN & AGAIN...

SO MANY CHOICES

DO-IT-YOURSELF HOW TO USE A CONDOM

THIS IS AWKWARD.

BETTER WITH A FRIEND.

Break the ice with your partner:

Does pulling out work?



Break the ice with your partner:

"I read we should get retested for HIV."

"I haven't been tested in a while."

"Will you go with me?"

"I feel better when I know."

8 months ago



#Partner Sexy Talk #Testing

#icebreakers #Healthysexual



Know your prevention options. Tag in.

[Learn more about your options here.](#)

6 months ago



#Healthy Sex Practices

#HIV Prevention Meds

#Healthysexual #condoms #sex

#HIV & STIs #Sex Talk With Doc

#Testing



Be who you are. Love yourself. Happy Trans Day of Visibility ;)

5 months ago



#TDOV #lgbtq #lgbt

#Healthysexual #transhealth

#tgstories #transgender #trans

#transpride #transvisibility

DOES PULLING OUT WORK?

Nope. Here's three reasons why:

1. STIs like HIV, chlamydia, and gonorrhea are all passed through body fluids. Those include pre-cum, vaginal fluids, and rectal fluids (as well as cum and blood)
2. Other STIs like syphilis and herpes are passed through skin-to-skin contact with an active infection
3. And since pre-cum can contain sperm, pulling out doesn't prevent pregnancy either

So you can pull out, but STIs can still stick around for you and your partner.

9 months ago



#HIV & STIs #Healthy Sex Practices

#Healthysexual

Break the ice with your partner:

"I read we should get retested for HIV"



"I haven't been while."

"Will you go with me?"

"I feel better when I know."

8 months ago

#P
#i

 **prosthetic**  healthysexual
Shockingly, an ad I appreciate on my dash.



your prevention options. Tag in.

[Learn more about your options here.](#)

6 months ago

#Healthy Sex
#HIV Prevent
#Healthysexual
#HIV & STIs #Sex Talk With Doc
#Testing



 **true-egalitarian**  healthysexual
THIS is how you show diverse couples. THIS is what should be taught in sex ed. I love it!



Be who you
Trans Day c

5 months a

#TDOV #1
#Healthyse
#tgstories #transgender #trans
#transpride #transvisibility

 **damehawkeye**  healthysexual
I don't normally even look at the ads. But I actually watched this one all the way through and this how ads should be made. Encouraging messages from realistic couples with no shaming on anyone's activities or lifestyles. A+

DOES PULLING OUT WORK?

 **little--feather**  healthysexual
I usually dont relog ads but a) this is important and b) the video is really inclusive

well as cum and blood)

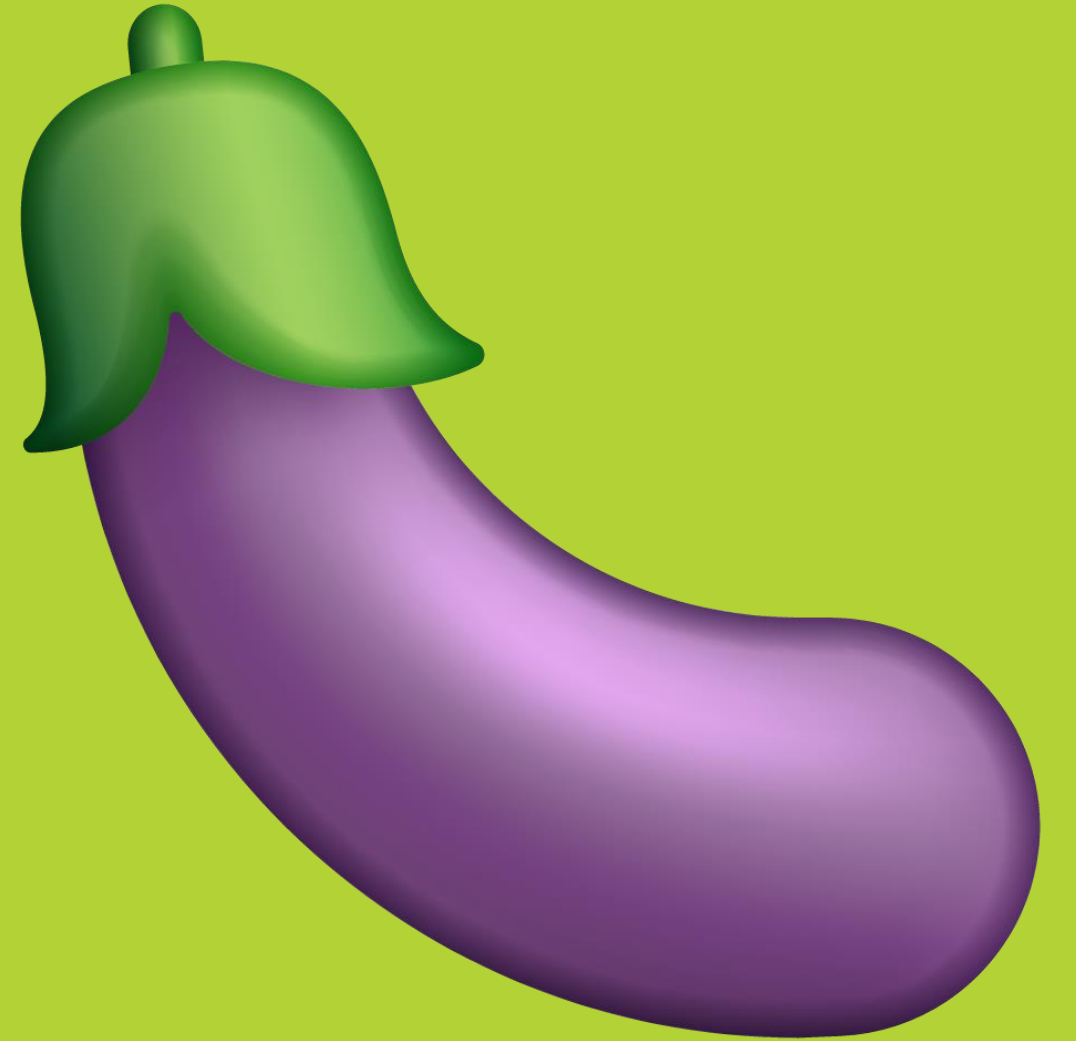
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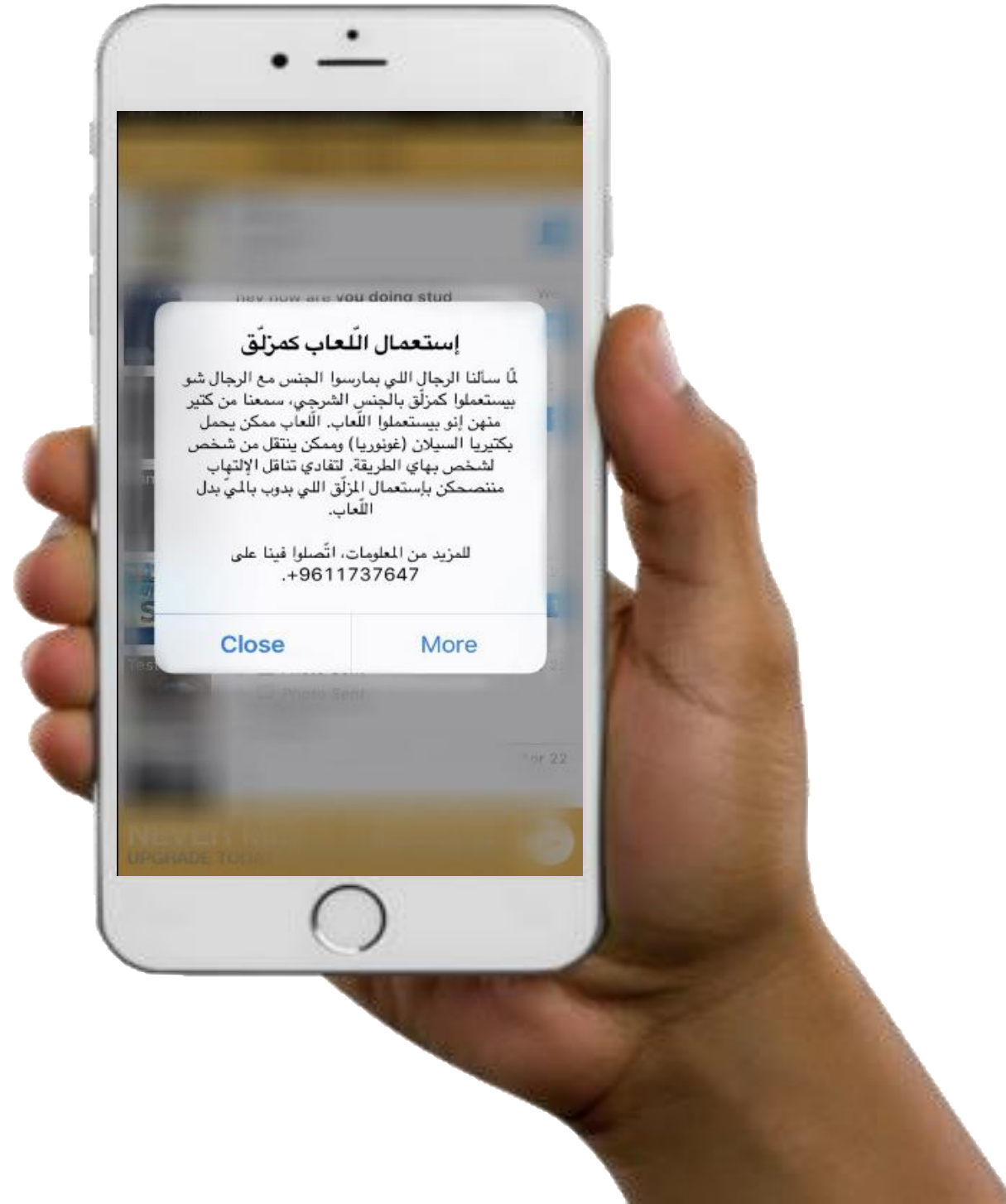
#HIV & STIs #Healthy Sex Practices
#Healthysexual

End



Case Study #2

Grindr +
Mental Healthcare
in the Middle East



Q&A



**What do we mean by true
LGBTQ representation in
marketing?**

How do we get there?



**What does the future look
like
for LGBTQ marketing,
in and out of healthcare?**

Thank you

