

# OUT, PROUD & WELL: A UCLA HEALTH DIGITAL CAMPAIGN TO CELEBRATE INCLUSION FOR LGBTQ+ AUDIENCES

For Pride Month, UCLA Health created “Out, Proud & Well”, a multi-platform digital campaign highlighting how we’re helping our LGBTQ+ community live their healthiest lives, featuring a Drag show fundraiser and an ad for our Gender Health program.

## PROBLEM

“It was the first time I felt safe sharing my life with my doctor.”

Data revealed that members of the LGBTQ+ community experienced inequitable health outcomes due to feeling unseen, misunderstood and, at times, misdiagnosed by physicians. Biases in health care and cultural obstacles in our broader society left a critical patient audience at risk. Although UCLA Health had established a Gender Health program to guide gender-affirming care as well as an LGBTQ+ Champions network of physicians specifically trained to welcome and care for Southern California’s LGBTQ+ community, our services were not widely known to people who could benefit from them most.

## INSIGHT

Pride Month created an opportunity to celebrate and showcase the comprehensive services UCLA Health offers to one of our most vulnerable and underserved communities. Our leadership realized that by leveraging our internal and external partnerships, from our very own doctors to the Los Angeles Dodgers, we could raise funds and drive awareness to promote the wealth of resources available at the #1 health system in California.

Most importantly, through a series of interviews with physicians, we surfaced the data point of the significance of the moment a patient verbally expresses their relief and gratitude of finally being able to share their full self with their physician.

So, the question became, how could we tell the story of feeling safe, seen and welcomed by your physician to anchor pride month celebrations around the promise we make to patients?



## SOLUTION

UCLA Health devised a 360-degree internal / external marketing campaign, “Out, Proud & Well,” to affirm a vision for modern practices that deliver the best possible outcomes to all patients, regardless of gender identity or sexual orientation. By creating three 30-second commercials featuring LGBTQ+ stories and voices, a central fundraising event that culminated with a lively digital drag show and an educational social media campaign that came to life through an interactive augmented reality filter and educational posts, UCLA Health established itself as a leader in delivering care sensitive to individual needs. By leveraging our partnership with the Los Angeles Dodgers to play our commercial to thousands of Angelenos during the month of June at Dodger Stadium, we showed our commitment to our city and our dedication to our community.

UCLA Health | PRIDE 2021

**OUT, PROUD AND WELL:**


**THE UCLA HEALTH PRIDE DRAG SHOWCASE**

THURSDAY, JUNE 24TH | 6:00 - 7:30 PM PST



**WITH HEADLINER ONGINA**

This virtual event, open to the greater community, promotes the theme of inclusion, highlights our LGBTQ+ health programs and services and celebrates the rich and diverse drag culture in Los Angeles. This June, we invite our entire Southern California community to “Be well. Be you.”



uclahealth Based in: Not shared

UCLA Health | PRIDE 2021

TODAY AT 6PM

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WITH HOST TONY SOTO AND HEADLINER ONGINA

UCLA Health

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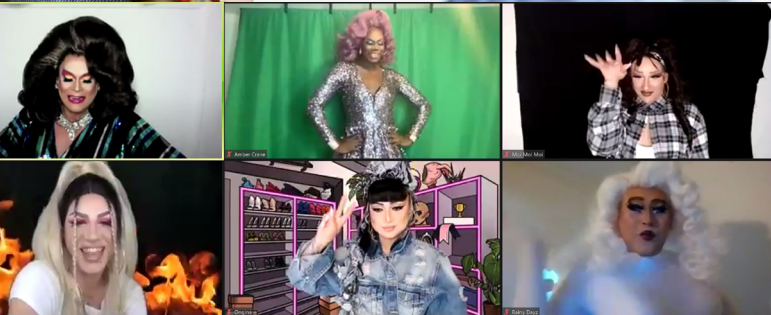
**BE WELL. BE YOU.**

#OutProudAndWell

uclahealth Based in: Not shared

#OUTPROUDANDWELL

**CELEBRATE PRIDE**



## METRICS

The campaign drove **288,698 impressions**, reached **hundreds of thousands**

of Los Angeles Dodgers fans in-person at Dodger Stadium, and an internal ad campaign to fuel RSVPs for our flagship Drag show event successfully **increased attendees by 21%**.

Ultimately, we raised **thousands of dollars** for LGBTQ+ health and wellness initiatives, exceeding our fundraising goal.