

Successful measures

Evaluation of CHAPS national HIV prevention campaigns targeted at gay men, 2001 to 2003

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Evaluation Report

Preface

Evaluation reports serve several audiences and many purposes. This document reports on a body of research and development supporting CHAPS national HIV prevention interventions targeted at gay men and bisexual men. It presents the work of two teams, the Sexual Health Programme within the Health Promotion Research Unit at the London School of Hygiene and Tropical Medicine (University of London) and Sigma Research (University of Portsmouth). The overall purpose of these activities are to enable us to improve the CHAPS national interventions delivered.

Our first target audience for this report are the organisations whose interventions we have looked at and asked questions about: Terrence Higgins Trust and their partners in the Community HIV and AIDS Prevention Strategy (CHAPS). Our key aim for these readers is to provide information about previous health promotion interventions which is useful for planning future interventions. This audience can be extended to include all health promoters working with adverts and leaflets in England and Wales and beyond.

The second audience for the report are the funders of CHAPS, the Department of Health and the National Assembly for Wales. Our aim here has been to provide information that is useful to those making funding decisions. These include decisions about HIV prevention generally, gay men's targeted interventions in particular, and national media interventions specifically, especially those commissioned in the voluntary sector. Again, we can extend this audience to include other funders of interventions. Our objective has been to describe the utility of adverts and leaflets as targeted interventions to meet particular aims.

A third audience is researchers and evaluators, with the objective of describing our research approach, design and findings to assist people engaged in similar activities in the future. We also hope here to convey how we adapted our research processes to ensure the data they generate meet the needs of the health promoters we were working with rather than our own information needs. This third group can be extended to include ourselves, the report providing us with an opportunity to take stock of gains and losses, and to consolidate the learning we have done over the past seven years about the meaning and substance of success in HIV prevention.

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The largest resource in the CHAPS evaluation has been the collective experience of the partner agencies. All stages of the R&D programme described here drew on this experience and it is better research for that. Many thanks to all those people in the following CHAPS agencies who contributed to this evaluation and its development:

GMFA; Healthy Gay Living Centre (now HGL @ THT); The Lesbian & Gay Foundation; Terrence Higgins Trust in London, Midlands (Birmingham), South (Brighton), Cymru (Swansea and Cardiff) and West (Bristol); TRADE in Leicester; and Yorkshire Mesmac.

Pre-testing focus group interviews (Chapter 2)

Designed, run and written by Pat Branigan of the London School of Hygiene & Tropical Medicine. Organised with assistance from CHAPS partners (see above). Thanks to all the men who took part in the forty-two focus groups and the CHAPS agencies who hosted them.

Implementation qualitative evaluation (Chapter 3)

Designed, run and written by Laurie Henderson and Peter Keogh of Sigma Research. Eighteen key staff from the following CHAPS agencies generously gave their time to be interviewed for this evaluation: GMFA, Healthy Gay Living Centre; The Lesbian & Gay Foundation; Terrence Higgins Trust in Midlands (Birmingham), South (Brighton), Cymru (Swansea) and West (Bristol); TRADE and Yorkshire Mesmac.

Coverage surveys (Chapter 4)

Designed, run and written by David Reid and Peter Weatherburn of Sigma Research. The surveys were possible mainly because of the *National Gay Men's Sex Survey* which they accompany. That the *National Gay Men's Sex Survey* was so successful in 2001 and 2002 rests on a huge number of people who are acknowledged in those survey's reports. Thanks to the 17,871 gay men and other homosexually active men who answered the questions.

Knik-knak trial (Chapter 5)

Designed, run and written by Ford Hickson of Sigma Research. The randomised controlled trial was only possible thanks to the willing collaboration of all the CHAPS partners and the Armistead Project in Liverpool. We would very much like to thank the management and staff of all these agencies for their interest, enthusiasm and commitment to developing the evidence base.

End-user interviews (Chapter 6)

Designed, carried out, analysed and written by Catherine Dodds, Laurie Henderson, David Reid and Peter Keogh (all of Sigma Research). Thanks to the 83 men who participated in the ten focus group interviews. Thanks also to CHAPS partners (and others) who recruited men to these groups and hosted them in their agencies: Nick Broderick at TRADE; Mathew Keogh at THT Midlands (Birmingham); Tom Doyle at Yorkshire Mesmac; Gareth Davies at HGLC in London (now HGL @ THT); Alex Pollard at THT South in Brighton; and Wayne Curley at Cardiff AIDS Helpline (now part of THT Cymru).

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1 Evaluating CHAPS national interventions

1.1 THE CHAPS PROJECT

The Community HIV and AIDS Prevention Strategy (CHAPS) is a programme of HIV health promotion led by the Terrence Higgins Trust (THT) and funded by England's Department of Health and the National Assembly for Wales. The initiative was launched in November 1996, to develop and co-ordinate a multi-agency, collaborative HIV health promotion programme for gay men and other homosexually active men resident in England. In order to achieve this aim, THT convenes and co-ordinates the CHAPS partnership.

Voluntary sector agencies, engaging in HIV prevention work with gay men and other homosexually active men in the six English towns and cities with the largest numbers of homosexually acquired HIV diagnoses, were invited to participate in CHAPS. The six towns and cities were Birmingham, Brighton, Bristol, Leeds, London and Manchester. A CHAPS partner in Leicester has since been added and CHAPS has been extended into Wales (Swansea and Cardiff) with the launch of CHAPS Cymru with additional funds from the Welsh Assembly. CHAPS partners develop and deliver a series of national mass media advertisements and leaflets, as well as a diverse collection of locally implemented interventions. These include interventions delivered both directly to gay men and other homosexually active men, and a number of health promotion facilitation interventions such as a newsletter and an annual conference.

In addition, the CHAPS partnership includes two research agencies. Sigma Research (Faculty of Humanities and Social Sciences, University of Portsmouth) who provide a rolling programme of research and development built around the health promoters' work. This includes skills sharing and agenda setting, basic research for strategic planning and evaluation. A second research team, the Sexual Health Programme within the Health Promotion Research Unit at the London School of Hygiene and Tropical Medicine, University of London (henceforth LSHTM) provide a complementary programme of process evaluation for CHAPS and pre-testing of national interventions both with target and non-target groups.

The whole CHAPS R&D programme is substantially described in our previous evaluation report, *Advertising Awareness* (Weatherburn *et al.*, 2001) and that description is not repeated here. It is worth re-iterating however that the CHAPS R&D programme does not take a project or contract cycle approach where results are only fed back and used between cycles (or contracts). Since project implementation is ongoing in CHAPS, the R&D programme is reflexive and feeds back results during the programme implementation to affect improvements. Hence the evaluation activities are continuous, tracing the progress of initiatives over time and feeding back information that helps ongoing decision-making. As a consequence, none of the data summarised here is new to the CHAPS partners and all has previously been reported in greater detail to key staff within the partnership.

1.2 DESCRIBING THE NATIONAL INTERVENTIONS

The first core output of CHAPS are national mass media advertisements, of which there have been four during the last two years (and eight more in the four years before that). They always appear in the national and regional gay press and, when appropriate, the national HIV positive press. Historically some of these interventions were placed in outdoor sites though this is less and less common. More recently some have been placed on the THT website and advertised on gay commercial websites. Posters are also placed in gay bars, clubs and saunas and some related themes and strap-lines have also been distributed on various support media such as postcards, cruise-cards etc. (these are also known as *knik-knaks*, see chapters 3 and 5).

The second core outputs of CHAPS are small media interventions, that are more text-intensive and usually described as *leaflets*. There have been four published in the last two years (and twelve published during the four years before that). Leaflets vary in length and purpose and some are paired with mass media interventions while others are independent. All leaflets have been distributed through the direct contact work of collaborators in CHAPS and other agencies active in the field. Most were placed in leaflet racks in gay bars and clubs and, to a lesser extent other gay social spaces. Others may have been distributed direct to men during face-to-face contact with health promoters, or placed as inserts in the commercial gay press. Most small media are also downloadable from the THT website.

The key difference between leaflets and adverts is their setting, the way in which men come into contact with them. A single agency such as the Terrence Higgins Trust can control press placement of mass media advertising, and the next stage of distribution is carried out by the press and its outlets. Leaflets can be inserted in the press, in which case their distribution profile might look like that for press advertisements. More usually however, leaflets are distributed via a wide variety of (gay) settings. After the leaflets have been printed centrally by THT, their distribution is the outcome of many agencies acting locally, and the local circumstances that shape this. For this reason alone, we should expect the performance of leaflets to differ from that of adverts.

We recognise that mass media adverts in particular can have outcomes on groups other than gay men and other homosexually active men. These might include triggering and legitimising interventions at other levels and prompting coverage of the topics addressed in other media (Wellings & MacDowall, 2000). However, the current evaluation looks at the performance of the interventions only in terms of their impact on the target group themselves.

The following table describes some of the core characteristics of the CHAPS interventions evaluated in the remainder of this report. Each chapter considers a different set of interventions depending on when the research was conducted. Further details of some of the characteristics of the interventions is revealed in Chapter 4, including the range of knik-knaks developed for those that had them. Full-colour images of the interventions are displayed on pages 4 – 6. These are intended to aid the reader through the remainder of the report. For mass media interventions with more than three different executions, three typical executions are displayed.

Name of intervention	Brief Description / Aims	Launch date	Chap 2	Chap 3	Chap 4	Chap 5	Chap 6
Facts for life ADVERTS (9 images)	Strong-coloured, text-dominant series giving information on HIV risk including modality; numbers of partners and the fallibility of condoms. No knik-knaks.	Sept. 2000	*	✓	✓		✓
All the f***ing facts LEAFLET	A 14 page and pocket-sized with a tear-off strip to open. Contained statistical information about rates of UAI among gay men, tips on condom effectiveness, and biological / technical explanations of ways in which sexual practices affect HIV transmission.	Sept. 2000			✓		✓
In two minds? ADVERTS (10 images)	Situational dilemmas represented by 'ordinary' men standing, on white background. Text demonstrates thoughts connected to the head (relating to risk reduction) and with the cock / crotch (less rational, more spontaneous). Knik-knaks included.	Nov. 2000	*	✓	✓		✓
Exposed! Issue 1 LEAFLET	16 page, magazine-style. Glossy production and erotic imagery. Inside, a range of stylistically diverse short features include condom tips, 'dear doctor' letters, safer arse-play tips and disclosure of HIV status. <i>In two minds</i> is used on the back cover.	Nov. 2000	*		✓		✓
Just as unbelievable ADVERTS (3 images)	Fictitious products making impossible claims are presented with high production values and brightly-coloured backdrops. The text makes a relationship between these unbelievable claims and the assumption that all diagnosed HIV positive partners will always disclose their status. Knik-knaks included.	Oct. 2001	✓	✓	✓	✓	✓
Exposed! Issue 2 LEAFLET	16 page, magazine-style. Focussed on expectations of disclosure including a four page photo-story. Two executions of <i>Just as unbelievable</i> are included.	Oct. 2001	✓		✓		✓
Clever dick ADVERTS (5 images)	Each execution is made to look like a wall in a toilet upon which sexually explicit graffiti is dominant. Information about condoms is included alongside typical 'cottage' graffiti. Knik-knaks included.	March 2002	✓	✓	✓	✓	✓
Exposed! Issue 3 LEAFLET	16 pages, magazine-style. Focussed on condom-use tips. Photo-stories, product comparisons and trouble-shooting lists included. The back cover featured <i>Clever dick</i> .	March 2002	✓		✓		✓
Biology of transmission ADVERTS (3 images)	Everyday objects photographed to resemble an arse. The sponges, eggs and peach represent the absorbent and fragile properties of the rectum and anus. The text describes the ways in which the risk of HIV transmission can be reduced through specific attentiveness to these issues. Knik-knaks included.	Oct. 2002	✓				✓
Exposed! Issue 4 LEAFLET	20 pages, magazine-style. Focused on the role of anal care and 'safer anal play' in sexual health. Photo-stories, 'Carry On' style problem pages and a reference list of STIs are included. One execution of <i>Biology of transmission</i> on the back cover.	Nov. 2002	✓				✓
Positive Equality ADVERTS Never released.	<i>Facts for life</i> was re-run instead.	N/a	✓				

* the pre-testing of these three interventions is included in the previous CHAPS evaluation report (Weatherburn *et al.*, 2001).



Facts for life (1 of 9)



Facts for life (2 of 9)



Facts for life (3 of 9)



LEAFLET: All the f***ing facts (front)



LEAFLET: All the f***ing facts (back)



LEAFLET: Exposed! Issue 1



In two minds (1 of 10)



In two minds (2 of 10)



In two minds (3 of 10)



Just as unbelievable (1 of 3)



Just as unbelievable (2 of 3)



Just as unbelievable (3 of 3)



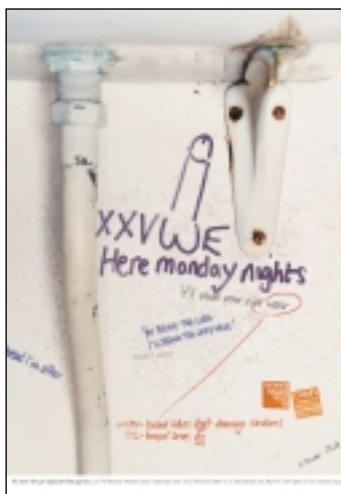
LEAFLET: Exposed! Issue 2



LEAFLET: Exposed! Issue 3



LEAFLET: Exposed! Issue 4



Clever dick (1 of 5)



Clever dick (2 of 5)



Clever dick (3 of 5)



Biology of transmission (1 of 3)



Biology of transmission (2 of 3)



Biology of transmission (3 of 3)

1.3 STRUCTURE OF THIS REPORT

We have collected evidence about what happened when the CHAPS interventions were implemented. Between April 2001 and April 2003, five substantial and specific evaluative activities were carried out as part of the R&D programme. Each is described in the subsequent chapters of this report. Most chapters end with a response from the Terrence Higgins Trust, on behalf of CHAPS, which outlines the impact of these findings on the CHAPS programme.

Chapter 2 describes the pre-testing programme and its role in the development of the national interventions. Forty-two focus groups were undertaken to increase the probability of the interventions being acceptable to and effective for the target audience. They also aimed to decrease the likelihood of unintended negative effects among the non-target audience. **Chapter 3** describes a qualitative study of CHAPS agencies and their staff which examined the development and implementation of the CHAPS interventions. **Chapter 4** describes the extent to which the interventions were encountered by their intended audience, and is based on two specific annual 'coverage' surveys, completed by 17,871 gay and other homosexually active men. **Chapter 5** describes a randomised controlled trial examining the role of support media (knik-knaks) on the targets' awareness of two CHAPS mass media interventions and their engagement with them. **Chapter 6** collates evidence about the acceptability and effectiveness of the CHAPS interventions as gathered from ten focus groups with men who were the target or 'end-users' of the materials. Finally, **Chapter 7** draws together the learning contained in the report and makes recommendations for the future of CHAPS.

2 Pre-testing the national interventions

2.1 INTRODUCTION

Formative evaluation involves exploratory work to guide the design and implementation of interventions. In the CHAPS national programme this has included process evaluation, the development and implementation of *Making it Count* (Hickson *et al.*, 2000), surveys of need and the pre-testing of interventions during their development. This chapter concerns the last of these, pre-testing interventions, using focus group methods.

Using focus groups for pre-testing has always been an integral component of the development of CHAPS national interventions. The current process for collaboration and consultation on intervention development and implementation within CHAPS has been described in our earlier work (Branigan, Stewart & Wellings, 2002; Weatherburn *et al.*, 2001) which also describes 121 focus groups undertaken between January 1997 and December 2000.

A focus group is a method of group interview that uses group interaction as well as what participants say, as part of the data collected. The essence of the focus group approach is the interaction between group members, in which participants focus on one another, rather than on the researcher (Kitzinger, 1994). Focus groups are particularly good at exploring concepts, generating ideas and eliciting opinions.

Focus groups can play an evaluative role in the three main stages of a health promotion intervention: planning and design; implementation; and observation of the results (Branigan & Mitchell, 2000). Within the CHAPS national programme, focus groups are used for both pre-testing and outcome evaluation (see also chapter 6). With regard to pre-testing, focus group activity has three main aims:

- developing ideas and themes for use in adverts (and to a lesser extent leaflets).
- exploring the views of prospective target and non-target audiences on proposed interventions; and
- evaluating early drafts (concept / story stages) of adverts (and leaflets).

Pre-testing data from focus groups was used to increase the likelihood interventions were acceptable (to both target audience and non-targets) and effective (that is, achieve the intended aims). However, the development of interventions is also guided by other data collection methods, such as peer consultation and review. The weight given to the findings of pre-testing has changed with development and refinement of the programme. The process of pre-testing and how it interacts with other professional consultation mechanisms has been explored elsewhere (Weatherburn *et al.*, 2001; Branigan, Stewart & Wellings, 2002) but it is worth re-iterating that successful use of focus groups in the intervention development process requires clarity of intervention aims and objectives from the outset and strict adherence to development deadlines and milestones by all. It also requires a strong and productive relationship between the researchers and workers developing the intervention.

2.2 OVERVIEW OF FORMATIVE EVALUATION IN CHAPS

Ideas for interventions arise from discussions within CHAPS about priorities. These discussions utilise the health promotion framework *Making it Count* (Hickson *et al.*, 2000) and needs data from the *National Gay Men's Sex Survey* (Hickson *et al.*, 1998, 1999; 2001 Weatherburn, *et al.*, 2000; Reid *et al.* 2002). THT takes responsibility for generating a description of the planned interventions using the ASTOR framework (Hickson *et al.*, 2000). This plan is circulated for comments within and outside CHAPS. THT nominate a 'campaign key worker' and a 'second' who will lead developments. Once the intervention ASTORs are agreed the THT marketing team and the external design team are involved. Roles, responsibility and resources are established.

Three rounds of pre-testing follow, conducted by the Sexual Health Programme at the London School of Hygiene & Tropical Medicine. The results of each pre-testing round are presented by the research team to the CHAPS Campaign Consultation Group (hereafter 3CG) which includes CHAPS health promotion professionals, THT marketing staff and the design agency. Through each stage of this process refinements to the intervention are made as feedback is received and considered by the multi-disciplinary 3CG. THT retain ultimate control and responsibility for the final intervention.

Traditionally the pre-testing has occurred in three distinct rounds; concept or story-board testing, first draft and final draft. Currently the three rounds of pre-testing follow a circular process building upon feedback from previous rounds. This model aims to allow each round of materials to develop from previous feedback and tries to ensure each round of groups is not a new concept and design testing session. Each round has a written report for feedback into the intervention design and the researcher attends CHAPS Campaign Consultation Group (3CG) meetings to describe findings and explain them. This idealised pattern was varied as necessary when time was short. Since the first focus group on the 21st January 1997, more than 160 separate groups have taken place supporting the development of CHAPS adverts and leaflets.

For the majority of interventions the target group was 'scene using gay men'. However, most adverts were tested with both target and non-target groups. Testing of adverts with the non-target audience was one set of focus groups, when the advert was near completion.

Three new national mass media adverts have been developed and disseminated since the last CHAPS evaluation report (Weatherburn *et al.*, 2001). These are; *Just as unbelievable*, concerning expectations of HIV disclosure prior to sex; the condoms intervention *Clever dick, smart arse* and a range of adverts concerned with the way in which HIV is transmitted via anal intercourse, called *Biology of transmission*. All three of these interventions were accompanied by a new version of the magazine-style, large format leaflet called *Exposed!*. The third set of adverts was also followed by a standard format A6 leaflet, covering anal health and called *The bottom line*. A fourth set of adverts, intended to reduce stigma and discrimination against men with HIV was also developed during the period, but never appeared (see 2.3.4 below).

Figure 2.2 documents the CHAPS interventions undertaken since the beginning of 2000 – 2001 and the number of focus groups that were carried out in the pre-testing process.

Figure 2.2: Pre-testing groups for CHAPS national interventions, 2001-2003

Name of intervention	Type	Year	Target population	Focus groups: target	Focus groups: non-target
Just as unbelievable Exposed! 2: how much would you reveal?	Adverts Leaflet	2001	gay men	7	2 (General population)
Clever dick, smart arse Exposed! 3: rubber up	Adverts Leaflet	2001	gay men	10*	1 (General population)
Biology of transmission Exposed! 4: bottoms up	Adverts Leaflet	2002	gay men	11*	0
Positive equality (gay community)	Adverts	2002-2003	gay men	8*	3* (HIV positive men)

* 2 groups conducted in Wales as part of the CHAPS Cymru programme.

2.3 PRE-TESTING AND THE CHAPS DEVELOPMENT PROCESS: 2001- 2003

The remainder of this chapter describes the process of intervention development via pre- testing and examines each of the four interventions outlined above. Pre-testing aims to assess each potential route in relation to concerns raised by both the CHAPS partners and designers. Specifically these usually include:

- Whether potential routes address key intervention aims.
- The acceptability and tone of the messages.
- Testing the immediate impact of each execution or route / concept.
- Testing what was felt to be good and bad about each route / concept.
- Noting any potential unintended outcomes.

These four summaries of individual intervention development processes demonstrate the importance of the developmental process in reinforcing knowledge learnt and establishing message acceptability and appropriateness. The development of the *Biology of transmission* adverts was an unusually smooth process. This is in contrast to *Just as unbelievable* adverts where many routes had to be tested in order to distill the desired message and delivery format. The *Clever dick, smart arse* adverts was a good example of the use of pre-testing to help illuminate a successful strategy to engage a target audience about a difficult topic. The research proved useful in gauging potential offence levels and ultimately in establishing a tone and language that was considered acceptable and credible. That end-user responses to the final intervention (chapter 6) contradict these findings, demonstrates that pre-testing alone does not ensure a universally acceptable intervention.

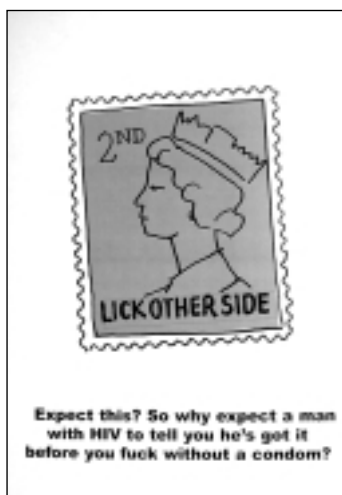
2.3.1 Just as unbelievable: expectations of disclosure

This mass media intervention was intended to challenge men's expectations about the disclosure of HIV status prior to sex. The ultimate aim was to reduce the number of men expecting disclosure of HIV status prior to sex and propagate the idea that expecting to be told if a prospective sexual partner had HIV was unrealistic. The intended target was tested negative and untested men.

Five potential routes (with two executions in each) were pre-tested with the target audience in the first round of focus groups. A high number of potential routes reflected an assumption that the topic was complicated and emotive. These routes all concentrated on optimistic bias in sexual decision making. Routes four and five ('martians' and 'spaceman') tested well with their engaging humour and assumed greater impact.



The second round of materials consisted of three routes incorporating findings from round 1 which indicated success lay in humour and attempts to question untenable beliefs and expectations. Many mock-ups were produced for this round which created a complex research environment. The groups in this round suggested that the use of statistics was not always effective (see 'ww2 bomber') and that there were large perceived differences between 'expectations' and 'beliefs'. Route three (flying pig) tested well but was not felt to be particularly engaging to a gay audience. There were a range of mixed messages and unintended effects revealed by the other routes.



The final round of testing was conducted with target and non-target audiences. The use of four 'unbelievable' products was felt to effectively sidestep the issues of demonising men with diagnosed HIV as being 'unreliable and untrustworthy'. The 'fake grooming products' provided more culturally specific metaphors (rather than a 'flying pig') about 'something being unbelievable' and tapped into the self-deprecating humour linked to obsessions with appearance and body image. One execution featuring teeth whitener (Gleamo) consistently tested weakly and consequently did not make it into the final intervention.

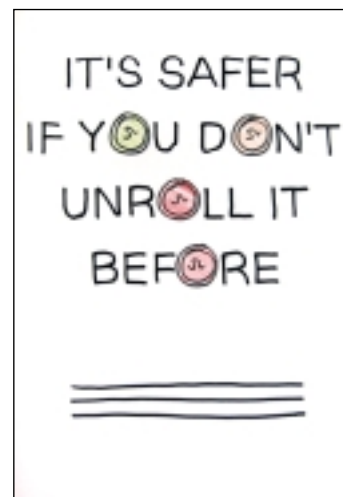


The final adverts used three different executions of the 'unbelievable products' concept (see page 5). Each execution used a different product to illustrate the same point: "most men expect someone with HIV will always tell them before sex, but there are plenty of reasons why a man might choose not to."

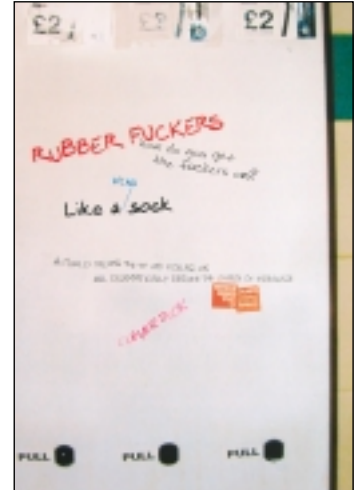
2.3.2 Clever dick, smart arse: condom use

The *clever dick, smart arse* condom intervention aimed to increase the acceptability and effectiveness of condoms. The mass media intervention was faced with the initial difficulty of engaging a target audience with a message to which they had become successively desensitised over at least a decade. Pre-testing showed that the issue of condom use was not felt to be particularly interesting or engaging. Hence, the success of the adverts lay in creating a novel series of executions which had high impact with a potential target audience that may feel they did not need additional information about condom use.

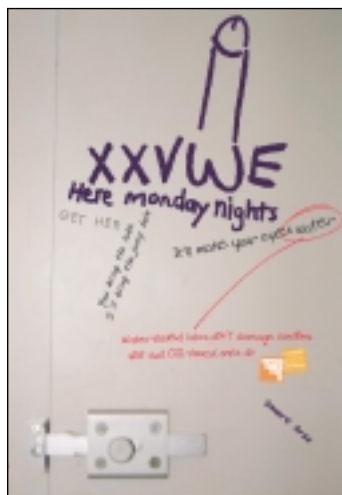
The first round of pre-testing used seven executions of four potential routes (one of each is displayed here). It showed the inherent problems with using more traditional routes and styles to engage gay men with condom messages. While the use of iconic imagery such as traffic lights and signposts was well received, many of the routes had unintended effects and some terminology was found to be culturally inappropriate. While the research showed that condom safety information was felt to be relevant to gay men, there was some sense of awareness fatigue towards the message 'always use a condom'. Humour was advocated by participants as a means to overcome this difficulty.



Round two employed the previous findings to further explore the potential use of humour in engaging gay men about condom use. Two routes were tested (with two executions in each) and both were well received for different reasons. The graffiti route was felt to have the highest impact with the target audience, with most respondents indicating that they would read the copy. Respondents suggested some improvements to the realism of the imagery, but were clear that the language was not offensive to gay men. The other route 'Gran knows best' tested well, but there were not the same levels of impact generated by it and several respondents consistently misunderstood the message.



The final round of groups tested five executions of the graffiti route. The concept was felt to be novel and engaging, with the messages both easy to read and interpret. Respondents suggested improvements to the realism of the imagery and were clear that the language was not perceived to be offensive to gay men. Several unintended effects were highlighted including the likelihood of encouraging graffiti and the potential for the development of cultural catch-phrases based on the headlines of the adverts.



The final adverts used five different executions of the toilet wall graffiti concept (see page 5). Each execution illustrated one 'fact' about condom use.

2.3.3 *Biology of transmission: anal health and avoiding infection*

This mass media intervention aimed to highlight several aspects of anal health, in particular the natural absorbency of the rectum and the dangers of infection being increased by small cuts and tears.

The aim of the first round of pre-testing was to explore target audience responses to two potential routes and gauge the acceptability and accessibility of the material. There were two routes for this round with three executions for each route. No clear favourite emerged from this round. While the text was accessible to most, and the information easy to interpret, the target audience was confused by the underlying aim of adverts. The main criticism was the lack of a didactic message and no clear referral information for the audience. Whilst respondents could understand the message they were less sure about what they were consequently expected 'to do' having read it.



Round two explored three more sponge-type executions, with two additional versions containing text specifically aimed at men with diagnosed HIV. Overall the images and design were felt to be eye-catching. Using arse-shaped eggs, a peach and a sponge was suggestive enough to raise interest and subtle enough to raise doubts. Importantly, the groups embraced the idea of an intervention about anal health. The target audience also felt the messages succeeded most when they were kept succinct and simple. In this respect the absorbency message was particularly well received. The groups did not react favourably to the use of medical terms or acronyms. The specific adverts for men with HIV did not test well. The copy was felt to be over-complicated and all the groups (positive and negative) found the text difficult to decode and the message hard to interpret. When shown both versions by far the most popular and accessible text was the generic one.



Round three incorporated detailed copy changes suggested in earlier rounds and an altered sponge image. The images were felt to be novel and engaging for a number of reasons, and were felt to be unusual in the context of sexual health messages. Participants felt the imagery worked well on a metaphorical level. The text and tone were perceived as purely factual and therefore appropriate.



The final adverts used three different executions of the 'looks like an arse' concept (see page 6). Each execution illustrated one 'fact' about anal health (absorbency, STIs damage the lining of the arse, and the dangers of cuts after fucking, fingering, fisting or using sex toys).

2.3.4 Positive equality: stigma and discrimination in gay communities

The first round of testing took place with four routes, each with a single execution. None were received particularly well. Three routes were clearly based on stereotypes of gay men and culture. Unfortunately these failed to consistently engage the target audience and consequently the HIV stigma message was not addressed in an appropriate way. The pre-testing clearly indicated that the ultimate aims of this intervention needed more clarity and that these types of approaches were potentially patronising.

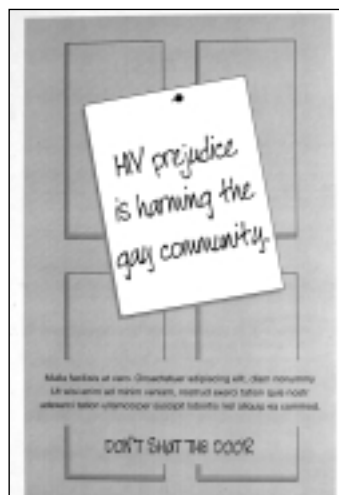


Round two consisted of two main routes with six executions. Overall the material tested better. The 'reflexive' routes (the mirror) had the most impact, but the comic style executions were felt to be more sophisticated. The message seemed to be more consistently understood but some participants continued to identify a range of possible interpretations. Most felt the adverts were concerned with promoting respect for men with diagnosed HIV, but some thought it advocated all gay men respecting themselves, irrespective of HIV status.



Pre-testing highlighted two important unintended effects. First, that there was little perception among the target audience that HIV stigma was a major concern or problem within the gay community. Second, that even when awareness of such a prejudice was raised, no didactic messages were being given. Ultimately there was confusion about whether the message was 'be sympathetic to someone with HIV' or 'be apathetic'. Crucially neither of these were the aim of the intervention.

A final re-draft was developed and pre-tested. This featured three new routes with six different executions. Overall the material received a mixed reception. Pre-testing indicated that men felt that HIV prejudice was a subtle, personal and already socially proscribed behaviour within the gay community. Again, the adverts failed to highlight why this sort of prejudice is of concern and ultimately what gay men who did not have HIV should do as a consequence.



Over the course of this development process the pre-testing supported and greatly amplified concerns raised by peer review work. The underlying problem was systematically embedded in the over-generalized aims and objectives of the intervention. The aim was to address HIV prejudice within gay communities. Unfortunately, between the decision to tackle this issue being taken at the CHAPS Advisory Group and the refinement of the intervention briefing, clarity of purpose was lost. Ultimately the development process was aborted after both the pre-testing and peer review processes concluded that a mass media approach was not likely to be effective with this aim and target group. The associated CHAPS media buying budget was subsequently invested in re-running a previous mass media intervention, *Facts for life*.

2.4 SUMMARY

The beneficial role of formative research for the development of CHAPS national mass media interventions is clear. There are several key areas of the CHAPS pre-testing programme that contribute to its success. Perhaps the most important are the levels of research objectivity and the integrated nature of the research and intervention development processes.

- **Involvement of researchers in the intervention development process increases the utility of pre-test findings to the final intervention.**

In order to maintain a valid CHAPS mass media development programme there must be a continued emphasis on thorough planning, skilled moderation and rigorous analysis in the formative evaluation stage. The ability to stay in touch with the target group is important throughout the development process. For national and long-term health promotion programmes to be effective, a commitment to an on-going formative research programme is vital.

Involvement in CHAPS Campaign Consultation Group (3CG) is a two way process. It offers CHAPS partners the opportunity to gain skills and experience of working on national adverts and to gain ownership of them. In return the participants make a substantial contribution to the development of interventions.

- **It is essential that multi-disciplinary mechanisms exist to locate and utilise the outcome of the pre-testing in the intervention development processes.**
- **It is necessary to identify milestones and to monitor their passing to successfully collaborate on interventions across agencies. Collaboration is neither straightforward nor cost-neutral: it needs time and other resources.**

Since the publication of the previous CHAPS evaluation (Weatherburn *et al.*, 2001), substantial changes have been made to the consultation process that informs CHAPS national interventions.

The CHAPS Campaign Consultation Group (3CG) has developed a more focussed role and remit and widened its membership to include researchers, designers and marketing experts in addition to health promoters. Milestones and realistic time-lines are now agreed with all key players and mechanisms have been established to ensure that different disciplines understand their roles and those of others. This has proved especially important in getting designers to understand the utility of pre-testing in the development process.

Further work is now put into establishing clear aims and objectives for each intervention and to being more realistic about the types of health promotion aims that can be addressed using mass media adverts.

Consultation with key health promotion peers has been enhanced and utilised alongside the research findings from pre-testing, with the experience and expertise of health promoters being given greater weight than previously. Internet-based methods are also being explored to further broaden consultation on national interventions in development, beyond the CHAPS partnership.

3 Implementation of CHAPS national interventions

3.1 INTRODUCTION

The vast majority of the CHAPS partners undertake face-to-face direct contact health promotion with gay men and other homosexually active men in their locality. Although the CHAPS partnership provides the opportunity to increase the penetration of CHAPS national campaigns by undertaking local face-to-face work, the levels of such activity varies across England and according to the content of specific campaigns.

The purpose of the small qualitative study reported here was to investigate the relationship between CHAPS national interventions (adverts and leaflets) and the local face-to-face work carried out by CHAPS partners. The aim was to suggest ways in which CHAPS national interventions could be made more compatible with local face-to-face interventions.

We assessed the experience of CHAPS Campaign Consultation Group (3CG) representatives and direct contact workers from all CHAPS partner agencies to determine not only their levels of involvement and satisfaction with the development of CHAPS national interventions, but also their current capacity to deliver supporting interventions and how that capacity might be enhanced.

In the following section, we outline our methods for the study. We then present findings on direct contact activities to support national interventions and then apply these findings to the last four CHAPS mass media interventions and identify the obstacles to carrying out local work supportive of the national interventions. The last section contains a brief summary.

3.2 METHODS

In order to assess the impact of the CHAPS interventions on local face-to-face interventions undertaken by partner agencies, we conducted in-depth telephone interviews with both 3CG liaison staff and detached / outreach workers in CHAPS partner agencies.

The CHAPS partner agencies were contacted by letter and invited to participate in this qualitative survey. We requested the 3CG liaison person for each agency to list all the names of the full-time and sessional detached / outreach workers who engage with CHAPS in their work. With this information we selected a sample of detached / outreach workers to be interviewed. Preference was given to those who had been in their post for the longest time. The workers in the sample were then contacted by phone, or in the case of sessional workers, through the 3CG liaison person. Each was asked to participate in this study and if they agreed, a date and time was set for a telephone interview.

In-depth semi-structured interviews were conducted with all respondents. The interviews with 3CG liaison staff were concerned with:

- their experiences of the 3CG development and consultation process;
- how and in what way individual agency representatives bring the drafts and final product back to their agency;
- their opinions of the finished mass media interventions;
- the strategies for dissemination of the interventions within the agency and briefing of staff about the aims and objectives of them, within the agency.

Interviews with detached (outreach) workers focussed on their level of knowledge and opinions about:

- CHAPS and the role of their agency within CHAPS;
- the four most recent CHAPS adverts;
- the agency's policy regarding dissemination and briefing on those interventions;
- the impact of CHAPS interventions on their job;
- recommendations for change.

In total, 9 3CG liaison staff and 9 detached (outreach) workers were interviewed. The interviews lasted between 30 minutes and 1 hour, were audio recorded with the respondents' permission and fully transcribed. All interview data was treated in strictest confidence and when quotes are used in the following they are anonymised. A full content analysis of all interviews was conducted and major themes developed.

3.3 DIRECT CONTACT ACTIVITIES TO SUPPORT NATIONAL INTERVENTIONS

In this section, we examine the CHAPS infrastructure to facilitate local interventions carried out in support of national adverts and leaflets. We look first at knowledge of CHAPS among the partners' workers, then at preparatory work (such as briefings) prior to national interventions, and then move on to examine the nature of the support work itself. Finally, we identify a range of obstacles to local support of the CHAPS national interventions.

In this section (and in the report thereafter) when we discuss CHAPS national campaigns we include all linked adverts, leaflets and support media (sometimes known as knik-knaks). Support media includes all posters, postcards, cruise-cards, button badges, stickers and sweets on the same theme as adverts and leaflets. These may either be displayed in gay bars, saunas, and elsewhere on the gay scene, or distributed face-to-face by detached / outreach workers. See sections 1.2 and 4.1 for descriptions of the precise content of CHAPS national interventions being used in this report.

3.3.1 Workers' knowledge of CHAPS

Overall, workers in CHAPS partner agencies felt that they had an adequate knowledge of what CHAPS was and what function it fulfilled. CHAPS was seen as a national partnership of HIV prevention agencies led by THT. Its function was considered the production of strategy and mass media interventions.

Workers are made aware of CHAPS through briefings from managers and other workers, and through other involvement with CHAPS. For example, being called upon to organise pre-testing, end-user interviews and other research activities increased knowledge of CHAPS, as did consultation over forthcoming CHAPS adverts. Attendance at CHAPS conferences was mentioned by several workers as increasing both their knowledge of CHAPS and their sense of belonging within it.

Workers varied in the extent to which they felt that they had a proactive role within CHAPS. Some felt that they were there merely to distribute resources. Others said they were there to support the mass media interventions, but did not state what activities might be necessary to do so. A minority felt that they should be actively engaged in connecting what they saw as a national intervention with local priorities.

"What we tend to do... obviously we are part of CHAPS and we are supportive of the main policies and strategies but what we also do is to look locally at what they think we can do and getting involved to supplement the main message of CHAPS campaigns. The local issues also influence what we do."

A minority of workers said that they felt alienated from CHAPS because it was either too centred on London or catered only to gay men of a particular class or income bracket.

3.3.2 Preparatory work

The amount and nature of the briefing received by detached / outreach and other staff at the start of a new intervention is highly variable depending mainly on the size and role of the agency. Those agencies with the largest direct contact role make sure that all staff (not just detached / outreach workers) are briefed about new resources.

"[Outreach manager] does a little bit of research on [all new resources] and, if needed, contacts the agency who did the resource about target groups etc. Then he will feedback all that information to the outreach team. [Team meetings are where] he feeds that information to the team. In managers meetings the managers are given access to the resources that come with that campaign. The managers then brief their staff around the resources. So the counsellors are made aware of the campaigns and can use them or not as they see appropriate but we have no way of knowing whether they do or how often."

While only a minority of CHAPS agencies report systematic briefing activities, one agency takes the time to brief the staff of other local agencies about new CHAPS interventions.

However, briefing sessions pose practical difficulties as sessional or volunteer detached / outreach workers are not often all available at the same time and place. As a consequence briefing is sometimes opportunistic and informal.

"So when the drafts come in I run off copies for the outreach workers and they show it to their separate volunteers groups and sessional workers and I run it by the voluntary campaigns workers. So there is quite a lot of sharing within the building. It works easily for us."

In just one CHAPS agency, it was left to staff to appraise themselves of new national interventions. Lack of appropriate briefing was identified as a major obstacle to effective support work. Without briefing, the purpose of the intervention and associated materials was not always apparent.

3.3.3 Agency activities

Support activity for CHAPS mass media interventions was comprised almost exclusively of detached / outreach work in scene venues, public sex environments and GUM clinics. Informants tended to feel that detached / outreach work had a greater proactive element than other types of direct contact work and was therefore appropriate for the promotion of services and interventions. However, the role of detached / outreach work in promoting mass media interventions is generally limited to distribution support materials and awareness raising around intervention topics. That is, any in-depth work done by detached / outreach workers will remain client-centred and reactive.

"Outreach needs to respond to the client's needs and so if the campaign is *Just as unbelievable* and someone came up and asked questions about condoms then we would talk to them about condoms. It serves to raise awareness of the campaign and to engage face-to-face with clients. The outreach team do not force the issue with clients as they are there for the clients needs first. But they are familiar with the campaign and its objectives."

CHAPS resources will be handed out and left in venue racks for the life of a CHAPS intervention. In addition, resources will be made available both at partner agency buildings and (sometimes) at local GUM services. In terms of specific activities some partners working in smaller, more tightly knit gay scenes may, for example, sometimes hold a one-off scene event to launch a new CHAPS intervention. One other (larger) agency conducts quarterly, facilitated, open discussions and awareness raising workshops on the general theme of new mass media interventions.

“... we always try to tie into the CHAPS stuff. For example for the condom one we have something planned for condom week. So we are planning to go down with giant willies and do a few sex talks on condoms. With *Expectations of disclosure* we did some sex talks for that campaign [...] The sex talks are the main way we support the CHAPS campaigns and we do four a year. So when we know a CHAPS campaign is coming up we can gear the sex talk around that campaign.”

However, the basic support activity of all CHAPS partners is distribution of CHAPS materials to venues. This involves liaison with staff and proprietors of commercial scene venues to promote the CHAPS interventions.

“...we will take out the campaign materials and that involves interaction with the bar staff or landlord and ... And sometimes they are not quite understanding of what the posters are for or what they are getting at. So we explain the background to the campaigns and educate them about where the posters are coming from. So if men coming in talk to the bar staff about the posters then they are in a position to talk to the men about it.”

However, there are obstacles both to the display and distribution of CHAPS posters in pubs and clubs. Half of our informants told us that often bar proprietors were sometimes unwilling to display posters (or even leaflets) for two main reasons. First, until relatively recently there were eight to ten implementations in many CHAPS mass media interventions, and this caused problems with commercial venues not willing to use that much display space. CHAPS posters are in competition with a large range of other posters and display materials.

Second, certain interventions were not seen as appropriate to certain venues. The best example of this was the *Clever dick* posters where many venue proprietors felt that they might be too offensive to display in public (gay) bars. Workers tended to find it easier to distribute such materials in saunas where explicit sexual references were more acceptable.

For these reasons, several workers suggested changes to intervention production. First, they would be supportive of fewer interventions, or at least fewer executions of each intervention. This would allow them to focus on the impact and message of one intervention at a time. It would also make the impact of a new intervention greater by reducing the ‘wallpaper’ effect. Fewer interventions would also facilitate more effective distribution of materials. In addition, fewer interventions would facilitate more diverse treatments of the same theme. Thus, designers could consider target groups and nature of venues when designing posters *etc.*

Resources are also distributed to public sex environments (PSEs) and in some cases, GUM clinics. Workers main concerns about distribution in PSEs is that knik-knaks fit into condom packs. If such resources are unavailable, some agencies will produce them themselves.

“Not having the knik-knaks we distributed the posters and *Exposed!* magazine and made sure that all the venues had copies of each [...] We went on from there and took the main messages and put them into bullet points on a card and put those in condom packs. Every time we give someone a condom pack we give them something else. It is just to make sure they know about the campaign and what’s behind the campaign.”

3.3.4 Obstacles to supportive work

In this section, we identify the obstacles to supporting CHAPS national campaigns with local direct contact work. We divide these obstacles into practical difficulties, attitudinal difficulties and methodological difficulties.

Practical difficulties are for the most part one-off problems which interrupt the smooth running of supportive activities, such as losing or not receiving support media. However, the synergy between pre-existing face-to-face interventions and CHAPS media distribution patterns can also be

problematic. These problems are particularly noticeable in London where a large infrastructure exists and could be used far more effectively to support CHAPS interventions. At present, CHAPS and pan London work come from separate funding streams and are administered under separate partnerships, and there is very little synergy between them. Therefore CHAPS does not benefit from some interventions run by London based partners. Moreover, one of the London CHAPS partner agencies does not do detached / outreach work and the other London CHAPS partner agency is contracted jointly with another London agency (which is not part of the CHAPS partnership) for detached work and resource distribution across London. This leads to a situation where the distribution of CHAPS resources falls between two or three service contracts, none of which is centred sufficiently on CHAPS resources to ensure that central London is adequately served. This does not reflect a lack of willingness or ability of the partner agencies involved as the difficulty is purely contractual. Efforts have recently been made to resolve this situation, and the merger of one outreach provider into THT London has begun to resolve these problems.

Attitudinal difficulties emerged regarding agency managers, workers and scene proprietors and their view of CHAPS materials. These negative attitudes, which affected the distribution of materials, centred almost exclusively around design. First, the tenor of some mass media was considered unacceptable by scene proprietors because of style and language. However, negative attitudes from CHAPS managers stemmed overwhelmingly from the branding of the materials. At present, mass media carry both the CHAPS logo and the THT logo. Many workers and proprietors believe that because THT is a more recognisable logo than the CHAPS logo, the materials are seen to be products of the THT rather than the CHAPS partnership. That is, the CHAPS logo tends to be over-looked. Current branding therefore sends out a mixed message as to the origins of the materials which has to be overcome with local populations of gay men and proprietors before they become acceptable.

“Our logos are everywhere in [city] and everybody would recognise them and they carry credibility. Before the launch of the new campaign we have spent a considerable amount of money on all of our venues to make sure they can take the posters so that means putting up quite expensive poster holders in the toilets, postcard racks in all the venues. Now some of that is CHAPS money but some of it is money from our core budget. I was on the scene Saturday night and I was disappointed that our guys on the scene won’t see our logos on any of the new campaign or postcards etc. I was quite upset about that...”

CHAPS agency managers also have to counter negative attitudes among their staff and volunteers regarding a perceived London bias to CHAPS materials.

Methodological difficulties emerged around managers’ perceptions of the appropriateness of certain support interventions. Indeed, the way in which support work occurs in CHAPS partner towns and cities depends on the local partners view on the function of detached / outreach work – whether it should be proactive or reactive.

For some CHAPS managers, detached / outreach work should be used to distribute as many written materials as possible, with limited discussion focussed on the intervention aims. For others however, detached / outreach work involves interactive discussion of the aims of the national intervention. Therefore, agencies will organise events which are strictly speaking ‘promotional’.

“It is up to us how we do the support work. Three or four times a year we do. This is a question and answer session but usually ends up with having a discussion with the men depending on their answers to the little questionnaire. This has been done for the last 4 or 5 years. Some will be done on a CHAPS campaign if we think it fits into this.”

However, some CHAPS partners did not feel that it was appropriate to conduct detached / outreach work to promote specific materials, since they view such interventions as client-led and reactive.

“Outreach is all about finding out what someone’s needs are – that is part of the process. You don’t just assume their need is for disclosure or condom information. If someone does not indicate they have any needs then you say OK and goodbye. That is the odd thing about doing outreach about a particular issue. The help you are offering should be based on your needs or their needs not the particular campaign you are advertising. We haven’t discussed that in 3CG. It is using outreach to sell a campaign.”

3.4 CASE STUDIES: CHAPS ADVERTS, LEAFLETS AND KNIK-KNAKS

In this section, we provide a detailed analysis of reactions of workers and 3CG liaison personnel to four specific CHAPS campaigns: *In two minds*, *Facts for life*, *Just as unbelievable* and *Clever dick, smart arse*. We end with an analysis of attitudes towards and use of small media and knik-knaks.

3.4.1 Facts for life

As *Facts for Life* (see page 4) is the oldest of the four interventions assessed some respondents either had little to do with it or had little feedback on it. Most of those who had been involved made very positive comments about it. It was received favourably for two reasons.

First, the design was considered straightforward. The message was clear and not overly complicated. This aspect was considered especially important as its content was perceived as controversial and challenging. The simplicity of the message meant that it provoked an immediate response amongst men in the target group. Detached / outreach workers found that this was helpful in sparking meaningful debate in scene venues.

“It was in your face and to the point and didn’t have complicated imagery which detracts from the message. Very hard hitting and easy to understand, I think sometimes CHAPS campaigns get lost in their own cleverness. *Facts for life* was easy to understand and factual. That is what people liked.”

The support given to the campaign by THT London workers was also valued. THT staff visited CHAPS sites to introduce the intervention and its rationale and evidence base.

Overall, support materials were also liked. However, as with other mass media interventions, the range of nine different posters proved prohibitive for display in single venues. Likewise, the booklets did not fit the racks used in some bars. However, the novel design features of the leaflet were appreciated.

“I liked the fact that you had to tear a strip off to open it – it made it more enticing or maybe taboo so made it more exciting. Once you opened it you are more likely to take it with you and read it later. It makes it yours then.”

3.4.2 In two minds

Of the nine detached / outreach workers interviewed, six expressed negative reactions to *In two minds* (see page 4). One had not been in post long enough to have worked with it and the remaining two were positive.

The negative responses focussed on two main aspects of the intervention. First, the content was not provocative enough to get a reaction from the target group. That is, the concept of rational versus irrational thought was not an immediately challenging one. This was exacerbated by the reliance on visual imagery and especially on a range of good looking men. Therefore it was described as either “subtle” or “watered down”. Although the workers thought that the use of handsome but ordinary models made the adverts accessible, they felt that the impact was limited to the attraction men might feel toward the model. That is, the message was so subtle that it would not have much impact.

Second, both the adverts and posters themselves and the support media were unpopular with the majority of workers. Many felt there were too many posters which were too similar to display in a

venue. The knik-knaks were also criticised for not being sufficiently eye-catching, for not having any meaning outside of the context of the adverts and posters. That is, they did not in themselves provoke thought or discussion and men needed to be referred to the intervention in order to glean meaning from them. Finally, there was little scope for distributing the knik-knaks in PSEs.

“I didn’t like it much. It was too bland and boring and it didn’t make sense what it was doing with the speech bubbles and stuff. It was supposed to be like a fun resource to write into the bubble but that was lost on people and it looked very clinical. [...] We did get the post cards and calling cards and these sticky A5 size useless things and a table note pad.”

The two workers who were positive about the intervention felt that they could use it to provoke discussion. However, these workers are from the two agencies which are proactive in the design of events and discussions around the CHAPS materials.

3.4.3 Just as unbelievable

Because this intervention (see page 5) was part of a randomised control trial measuring the effects of knik-knak distribution on recognition (see chapter 5), five of our respondents came from agencies who did not receive knik-knaks. Among those that received knik-knaks for this intervention, they were universally popular. They were seen as eye-catching, humourous and useful to provoke conversation with men.

“That went down like a storm because we had all the knik-knaks for that one. The sweets were very very popular and the *ab fab* one was very well liked. ... it made them laugh and then it was easy to start talking to them.”

There are limitations to the utility of knik-knaks. They raise awareness of an intervention but have little role in individual work with clients. However, that the CHAPS partners which did not receive knik-knaks were far less engaged with this campaign tells us much about how their presence influences the investment of workers in an intervention. In addition, an understanding of the reasoning behind a campaigns production can have an effect on direct contact work.

“...we didn’t get any knik-knaks so our involvement was quite minimal [...] Before we start, we talk to the men about the work we are involved in and how one-to-one fits into that as well. When they hear the statistics behind that campaign and are shocked and it promotes a good deal of discussion too.”

Therefore, in spite of receiving no direct contact tools, membership of CHAPS gave this worker access to research findings processed in such a way that he could communicate them to men on the scene and provoke discussion (about disclosure).

3.4.4 Clever dick, smart arse

The majority of workers responded negatively to this intervention (see page 5) for three main reasons. First, the toilet imagery was seen to perpetuate myths about gay men and cottaging. Second, the colours and design of the intervention were not considered sufficiently noticeable or eye-catching. Finally, the sexually explicit language caused concern about the acceptability of the intervention to scene proprietors and even to the target group.

“I was doing outreach in a local pub and overheard some people react to the posters saying that it was a bit in your face – too rude. It is the explicitness of the adverts and the language used. [...] People would see the main graffiti at the top and go ‘oh my god’ and not read any further.”

Of course there were exceptions to all these views. Moreover, some of the associated knik-knaks were considered novel and appropriate, especially the simple button badges.

3.5 SUMMARY

There is enormous variation in the amount and nature of direct contact work carried out in support of CHAPS national campaigns. The amount and nature of consultation on the development of national adverts and leaflets and the degree of local briefing regarding these (at launch) are also highly variable. Consultation and briefing clearly affect how the national interventions are supported locally. The amount of support given to an intervention is variable and appears to be dependent on the resources, size and location of the CHAPS agency. Such variation could be seen as a structural weakness of CHAPS, but there is great opportunity to take advantage of this diversity to increase the capacity of local direct contact work to support CHAPS national campaigns.

Knik-knaks are almost universally valued by detached / outreach workers as vital 'tools of the trade'. Items such as sweets, postcards and cruise cards are considered enormously popular with men attending gay pubs and clubs. Workers find that they are useful 'ice breakers' and good tools to facilitate conversations.

Knik-knaks are valued if they are novel and eye-catching and promote maximum interaction between the worker and the target group. When mass media interventions were produced without knik-knaks, or when a site did not have them because of the evaluation trial, CHAPS workers had greater difficulty promoting the intervention. For those working primarily in PSEs knik-knaks are less useful. The main consideration here is that they fit into condom packs.

Knik-knaks have been demonstrated to serve an important but very limited function for health promoters undertaking outreach / detached work (and see chapter 5 for their impact on recognition of, and engagement with, campaigns). When they are well designed, they have the potential to increase both the workers investment in promoting a campaign and their ability to raise awareness about it. However, if the campaign is relatively complex further work is necessary to support it. Such work depends crucially on the worker's investment in the evidence informing the intervention. Workers can and do use research findings and health promotion expertise if it is presented to them appropriately. Hence, there is a developmental or support role that THT's Gay Men's Team might usefully adopt in addition to the role of designing and distributing knik-knaks.

In response to this research a new CHAPS Detached Workers Forum has been established. It aims to bring together key detached / outreach workers from partner agencies to discuss and influence future campaigns and the ways in which they are supported locally. Discussion at the Forum has confirmed that many detached / outreach workers felt disenfranchised from the CHAPS programme and welcomed the opportunity to be part of the development of interventions. The Forum has given workers the opportunity to learn how CHAPS consultation mechanisms operate. It has also allowed them to share ideas on what knik-knaks would be useful to help them support the national campaigns with local face-to-face work.

Subsequently, during the development of the *Biology of transmission* campaign, it was detached workers, rather than just 3CG representatives that helped develop the knik-knaks. These included 'clean' posters for venues that would not display posters with "strong" language and a diverse range of knik-knaks including arse-shaped, expanding sponges. Additionally, detached workers were assisted in their understanding of the key campaign messages by a special edition of the THT/ CHAPS newsletter, Issue, and by the chance to request verbal briefings for their team from the THT staff that developed the campaign. To assist agencies and projects that were not directly involved in the campaign's production, a small booklet called "12 things you can do with the *Biology of transmission* campaign" was also distributed, utilising the suggestions of detached staff. Finally, detached / outreach staff and other key workers from CHAPS partners had de-briefing meetings with members of THT's Gay Men's Team. These meetings gave everyone the chance to make recommendations for improving the campaign development process in the future.

4 Coverage of the target audience

4.1 INTRODUCTION & METHODS

This chapter considers the extent to which CHAPS leaflets and adverts were seen by their target audience. The findings come from large-scale add on surveys that were incorporated into the booklet and internet versions of the *Gay Men's Sex Surveys* (GMSS) in the summers of 2001 and 2002. A full description of the methods and recruitment strategies used in the *Gay Men's Sex Survey* is available elsewhere (Reid *et al.*, 2002 for GMSS 2001; and Hickson *et al.*, 2003 for GMSS 2002).

One question was asked about each intervention. In total we received coverage data from 6,825 men in GMSS 2001 and 11,046 men in GMSS 2002. All these men gave enough information on their residence to allocate them to one of the four NHS directorates in England or lived in Wales, Scotland or Northern Ireland. They also had sex with a man in the last year and / or expected to have sex with a man in the future and / or (in 2002 only) described themselves as gay or bisexual.

In 2001, 65% of all respondents were recruited on the web and 35% were recruited using the booklet. In 2002 these proportions were 68% and 32% respectively. For each of the 16 interventions asked about, on average 3.4% (2.9% in 2001 and 3.9% in 2002) did not answer these questions.

Measures of the target coverage achieved by sixteen print-based national interventions are reported here. Included are eleven press-based mass media adverts (4 from CHAPS, 3 others from THT, and 4 from other agencies) and five small media interventions (2 traditional leaflets and 3 in a magazine-format, all from CHAPS).

No. of interventions in surveys	Year of survey		Number tested
	2001	2002	
CHAPS adverts	Facts for life In two minds? (2 new)	Just as unbelievable Clever dick, smart arse (2 new)	4
Other adverts	How much would you tell? Assume nothing in backrooms What are your reasons? (GMFA)	Look what's back Enjoy fucking? (GMFA) Stigma (Healthy Gay Scotland) You choose (Victoria Clinic)	7
CHAPS leaflets	All the f***ing facts The Manual Exposed! Issue 1 (2 new, 1 repeat)	The Manual Exposed! Issue 1 Exposed! Issue 2 Exposed! Issue 3 (2 new, 2 repeats)	5
No. asked about each year	8	10	

For the five small media, men were shown the cover and asked to indicate one of the following five options:

- No, I have not seen the booklet called <title>.
- I recognise it but have never looked at it or read it.
- I've looked at a copy but not read it in detail.
- I've read most of it.
- I've got my own copy of it.

The table below describes each leaflet, including the overall volume distributed, the launch date, and the coverage surveys in which the intervention was included.

Name of CHAPS leaflet	Volume distributed to agencies	Launch date	Phase of coverage survey
The Manual	35,000 & web version	October 1998 September 2002	(1999, 2000) 2001 2002
All the f***ing facts	43,000	September 2000	2001
Exposed! 1: Gay sex – the truth about what we get up to	72,500 (inc. 15,000 as press inserts) & web version	November 2000	2001 2002
Exposed! 2: How much would you reveal?	92,000 (inc. 43,000 as press inserts) & web version	October 2001	2002
Exposed! 3: Rubber up	69,000 (inc. 40,00 as press inserts) & web version	March 2002	2002

For the eleven adverts men were shown one or two executions from each set and were asked to indicate one of the following three options:

- No, I have not seen any of these adverts or posters.
- I recognise them but have never looked at or read them.
- I've seen copies of the adverts and/ or posters and have read most or all of them.

The following table describes the mass media adverts included in the surveys. It includes where each advert was displayed, the time period over which it was displayed, the total cost of placement of adverts in the press and outdoors (excluding all development costs and VAT), and in which of our coverage surveys the advert was included.

Name of mass media advert	Display sites	Display period	Display cost (£)	Phase of coverage survey
Facts for life (CHAPS) (9 images)	National gay press HIV positive press A4 & A3 Posters for gay scene Posters in London phone boxes Mini-stickers on a roll A8 referral cards (regional) Banners on gay.com	September 2000 – February 2001	£39,808	2001
In two minds? (CHAPS) (10 images)	National gay press HIV positive press A4 & A3 Posters for gay scene Life-size poster A6 Postcards for gay scene A8 Cruise-cards for gay scene Mini-stickers on a roll Bubble sticker pairs Bubble board pairs Posters on London underground Banners on gay.com	November 2000 – February 2001	£40,252	2001
How much would you tell? (THT) (1 image)	National gay press A6 Postcards on gay scene Posters on gay scene	October 1999-December 1999	£12,025	2001
Assume nothing in backrooms .. (THT) (2 images)	National gay press Posters for gay saunas Posters for backroom venues	January 2001 – March 2001	£11,034	2001
What are your reasons? (GMFA) (10 images)	15 ads in the National gay press One event programme	January 2001 – March 2001	£4,400	2001
Just as unbelievable (CHAPS) (3 images)	National gay press HIV positive press A2 & A4 Posters on gay scene A6 Postcards on gay scene A8 Cruise-cards on gay scene Sweets on gay scene THT website Banners on gay.com	October 2001 – January 2002	£20,252	2002
Clever dick (CHAPS) (5 images)	National gay press A2 & A4 Posters on gay scene A6 Postcards on gay scene A8 Cruise-cards on gay scene Button badges on gay scene THT website Banners on gay.com	March 2002 – May 2002	£22,046	2002
Look what's back (THT) (3 images)	National gay press HIV positive press Posters on gay scene Lollipops on gay scene A5 stickers (for saunas) THT website Banners on gay.com Accompanying leaflet	September 2001 – November 2001 & May 2002 – June 2002	£19,024 (£14,152 +£4,872)	2002
Enjoy fucking? (GMFA) (3 images)	National gay press HIV positive press GMFA website	October 2001 – March 2002	£19,680	2002
You choose (Victoria Clinic) (3 images)	National gay press (29 ads) Posters on gay scene A8 leaflets on gay scene You choose website Banners on gay.com	January-February 2002 & September-October 2002	£25,605 (£18,990 £6,615)	2002

4.2 COMPARATIVE LEVELS OF PROMPTED RECOGNITION

From 1997 to 2000, coverage data was gathered face-to-face at Pride-type events across England. Samples averaged about 300 men per year. In 2001 and 2002 we switched to using the web and booklet versions of the GMSS questionnaire to gather this data. This gives us access to vastly larger samples – at a similar cost – which allows us to examine coverage for specific target groups (such as Black men, for example).

However, comparisons with coverage data from 1997-2000 (Weatherburn *et al.*, 2001) is more problematic as the methods of data collection vary. As one means of assessing the difference in basic coverage, for the GMSS 2001 data we examined coverage among those in the web and booklet samples, who also reported attending a Gay Pride or Mardi Gras event in the last year (36.5%, n= 2401). This data is shown below with overall recognition figures for booklet and web data combined, booklet only and web only.

GMSS 2001 % any recognition	% PRIDE Attenders (n=2401)	% ALL Booklet & Web (n=6825)	% Booklet (n=2384)	% Web (n=4441)
Facts for Life (CHAPS)	42.1	31.1	43.0	24.8
In two minds? (CHAPS)	62.9	46.2	59.6	39.3
How much would you tell? (THT)	50.9	37.4	48.9	31.4
Assume nothing in backrooms (THT)	31.2	22.0	31.7	17.1
What are your reasons? (GMFA)	17.5	14.1	18.1	12.0
Exposed! Issue 1 (CHAPS)	34.3	27.0	38.3	21.2
All the f***ing facts (CHAPS)	40.2	27.1	42.6	18.9
The Manual (CHAPS)	23.1	15.8	27.1	9.9

This data demonstrates that the switch of methods from Pride to web and booklet recruitment suppresses baseline coverage. Men recruited through the web are consistently and substantially less likely to report having encountered all interventions. Since the web sample constitutes two thirds of the whole sample this accounts for the slight fall in overall coverage measures, at least for the mass media adverts, compared to 1997-2000 data.

Compared to men who attended a Pride-event but were recruited via the booklet or web, all other men recruited via the booklet are marginally less likely to have encountered mass media interventions and are marginally more likely to encounter small media interventions. We recommend, therefore that any comparisons to coverage data from 1997-2000 be made on booklet-recruited men only. Our first set of coverage data estimated that CHAPS national adverts were recognised by between 40% and 55% of their target group (Weatherburn *et al.*, 2001). The two CHAPS 2001 adverts used approximately one third of the advertising budget of earlier CHAPS mass media adverts, and achieved comparable coverage (43.0% and 59.6% among booklet recruited men).

The THT advert *How much would you tell?* was included in our 2000 survey and was recognised by 77%, making it stand out as achieving high coverage with low spend. In 2001 the advert still showed a high level of recognition (49%). The other two adverts used smaller advertising budgets. GMFA's advert *What are your reasons?* shows a similar level of recognition to earlier GMFA adverts on a similarly very low display spend.

Our first set of coverage data estimated that CHAPS national leaflets were recognised by between 10% and 20% of their target group. In the 2001 data, recognition of the three small media interventions was higher irrespective of whether you take the overall web and booklet figures (16-27% recognised), the Pride attending sub-sample (23%-40%) or the booklet sample only (27%-43%) or the web sample only (10%-21%). The two CHAPS 2001 leaflets (*Exposed! Issue 1* and *All the f***ing facts*), show substantially higher levels of recognition than previous CHAPS small media, suggesting increased effectiveness of leaflet distribution.

GMSS 2002 % any recognition	% ALL Booklet & Web (n=11046)	% Booklet (n=3515)	% Web (n=7531)
Just as unbelievable (CHAPS)	30.7	40.4	26.5
Clever dick (CHAPS)	31.9	43.9	26.7
Look what's back (THT)	37.6	46.9	33.6
Enjoy Fucking? (GMFA)	32.7	39.3	29.9
You choose (Victoria Clinic)	25.1	32.7	21.8
Stigma – if you listen ... (HGS)	17.0	20.0	15.7
Exposed! Issue 1	28.8	45.0	21.8
Exposed! Issue 2	20.8	35.9	14.2
Exposed! Issue 3	24.8	42.7	17.1

Our first set of coverage data estimated that CHAPS national adverts were recognised by between 40% and 55% of their target group. Based on our previous recommendations (Weatherburn *et al.*, 2001) the two CHAPS 2002 adverts used approximately one third of the advertising budget of pre-2001 CHAPS adverts and achieved comparable coverage (40.4% and 43.9% among booklet recruited men).

Apart from *Stigma – if you listen*, the other three mass media adverts used similar advertising budgets and achieved similar levels of recognition. GMFA's advert *Enjoy fucking?* shows a higher level of recognition than earlier GMFA adverts but had a higher display spend.

Our first set of coverage data estimated that CHAPS national leaflets were recognised by between 10% and 20% of their target group. In the CHAPS 2002 data, recognition of the first three versions of *Exposed!* was *higher* irrespective of whether you consider the overall web and booklet figures (21-29% recognised), or the booklet sample only (36%-45%) or the web sample only (14%-22% recognised). Coverage of *Exposed! Issue 1* was also higher in 2002 than it was in 2001, its year of release.

4.3 ENGAGEMENT WITH INTERVENTIONS

4.3.1 Mass media adverts

The next two tables show the proportion of men indicating each answer for the five adverts asked about in 2001, and the six adverts asked about in 2002. In both tables the data is shown for web-recruited and booklet-recruited men separately. The bottom line of each table (*in italics*) shows the proportion of those who recognised the adverts who reported reading most or all of them.

% Web Only / % Booklet only	CHAPS adverts		Other adverts		
	Facts for life	In two minds?	How much would you tell?	Assume nothing	What are your reasons?
GMSS 2001					
No, I have not seen	75.2 / 57.0	60.7 / 40.4	68.6 / 51.1	82.9 / 68.3	88.0 / 81.9
Recognise but have not looked at closely	14.5 / 19.6	14.5 / 17.0	15.9 / 19.8	8.5 / 14.0	7.0 / 8.8
Have read most or all of them	10.3 / 23.5	24.8 / 42.6	15.5 / 29.1	8.6 / 17.6	4.9 / 9.3
<i>% of those who recognised who had read</i>	<i>41.4 / 54.5</i>	<i>63.1 / 71.5</i>	<i>49.4 / 59.5</i>	<i>50.4 / 55.6</i>	<i>41.2 / 51.4</i>

% Web only / % Booklet only	CHAPS adverts		Other adverts			
	Just as unbelievable	Clever dick	Look what's back	Enjoy Fucking?	Stigma – listen ...	You choose
GMSS 2002						
No, I have not seen	73.5 / 59.6	73.3 / 56.1	66.4 / 53.1	70.1 / 60.7	84.3 / 80.0	78.2 / 67.3
Recognise but have not looked at closely	11.1 / 14.3	9.4 / 12.2	10.6 / 11.9	11.3 / 15.2	7.4 / 11.1	11.1 / 13.7
Have read most or all of them	15.4 / 26.1	17.3 / 31.7	23.1 / 35.0	18.6 / 24.0	8.2 / 8.9	10.7 / 19.0
<i>% of those who recognised who had read</i>	<i>58.2 / 64.6</i>	<i>64.8 / 72.2</i>	<i>68.6 / 74.7</i>	<i>62.3 / 61.2</i>	<i>52.5 / 44.4</i>	<i>48.9 / 58.1</i>

In our first wave of coverage surveying (1997-2000), we found that an average of 59% of men who recognised an advert said they had actually read the text. The proportion in this set of interventions is similar, with *In two minds?* showing a particularly high level of engagement in 2001 and *Clever dick* and *Look what's back* showing high levels of engagement in 2002.

Compared to booklet recruited men those recruited on the web are consistently less likely to recognise any of the adverts. For the majority of adverts web-recruited men who have seen them are also less likely to have read those adverts, compared to booklet recruited men.

4.3.2 Small media leaflets

The next table shows the proportion of men indicating each option for the three leaflets asked about in 2001 and the three asked about in 2002. *Exposed! Issue 1* was asked about in both years of surveying. The bottom two lines of each table (*in italics*) show those who said they had read it or kept it as a proportion of those who recognised it, and the proportion who had kept it as a proportion of those who recognised it.

Leaflets in the *Exposed!* series (1-3) are large format (A4) magazine style. They have a relatively high recognition rate (14-22% among the web recruited men and 36%-45% among the booklet recruited men) compared to more traditional leaflets.

% Web only / % Booklet only	CHAPS leaflets		
	All the f***ing facts	The Manual	Exposed! – 1
GMSS 2001			
No, I have not seen it	81.1 / 57.4	90.1 / 72.9	78.8 / 61.7
Recognise but have not looked at closely	8.8 / 11.7	4.2 / 7.0	10.8 / 11.4
Looked at but not read in detail	4.5 / 9.3	1.9 / 4.0	6.6 / 10.3
Read most of it	3.9 / 12.2	1.5 / 5.1	2.7 / 9.1
I've kept a copy	1.7 / 9.4	2.3 / 11.1	1.1 / 7.5
<i>% of those who recognised who had read most of it and kept</i>	<i>29.5 / 50.6</i>	<i>38.3 / 59.5</i>	<i>18.1 / 43.3</i>
<i>% of those who recognised who had kept</i>	<i>8.9 / 22.0</i>	<i>23.4 / 40.8</i>	<i>5.4 / 19.6</i>

% Web only / % Booklet only	CHAPS leaflets		
	Exposed! – 1	Exposed! – 2	Exposed! – 3
GMSS 2002			
No, I have not seen it	78.2 / 55.0	85.8 / 64.1	82.9 / 57.3
Recognise but have not looked at closely	10.4 / 14.3	6.8 / 11.3	7.7 / 13.8
Looked at but not read in detail	6.1 / 14.6	3.4 / 10.9	4.4 / 11.6
Read most of it	3.9 / 11.4	2.9 / 9.4	3.6 / 12.1
I've kept a copy	1.4 / 4.7	1.1 / 4.3	1.4 / 5.2
<i>% of those who recognised who had read most of it and kept</i>	<i>24.2 / 35.8</i>	<i>28.4 / 38.0</i>	<i>29.2 / 40.6</i>
<i>% of those who recognised who had kept</i>	<i>6.2 / 10.5</i>	<i>8.1 / 11.9</i>	<i>8.4 / 12.2</i>

Our earlier coverage surveys suggested between 40% and 55% of men who recognised small media, actually read them. For booklet recruited men, between 36% and 60% of men recognising the items had read them. Among web recruited men between 18% and 39% of those recognising them had read them. Compared to more traditional small media leaflets, the *Exposed!* series have high recognition but are less likely to have been completely read.

In terms of keeping the small media items, *The Manual* showed the highest retention rate (23%-41% of those that recognised it) which may be accounted for by its 'directory' design. The *Exposed!* series show lower retention rates (5%-20%) which may be a reflection of what people do with magazines.

4.4 DEMOGRAPHIC DIFFERENCES IN PROMPTED RECOGNITION

Previous years' coverage measures used samples of around 300 men. Samples of this size were able to detect that two adverts were disproportionately recognised by younger rather than older men. The 2001 sample size is almost twenty times larger, and the 2002 sample is more than 30 times larger. These samples can show us other biases in recognition.

The following sections consider differences in recognition across seven demographic characteristics common to the 2001 and 2002 data. It uses the entire samples for each year, that is, 6,825 men in GMSS 2001 and 11,046 men in GMSS 2002. Because this sample also includes the men who had not been to a Pride event in the last year (and who were less likely to recognise the interventions) the overall levels of recognition are lower than those given above for comparison with previous years.

The seven characteristics considered are: Directorate of residence; gender of partners; age; ethnic group; education; HIV testing history; and male partner numbers. In each of the columns of the tables where recognition significantly varies, the group in which recognition is highest is in **bold**, and the lowest level has been underlined. Hence, a row with a lot of **bold** indicates a group who is consistently disproportionately aware of these interventions, while a row with much underlining shows a group who encounter them less often.

4.4.1 Directorate of residence & recognition

All men are resident in the UK. The largest part of each sample is resident in England (n=6058 in 2001 and 9667 in 2002), which we split into its 4 Directorates of Health and Social Care. There were insufficient numbers of men recruited from Wales (n= 214 and 417 respectively), Scotland (n=459 and 795 respectively) or Northern Ireland (n= 94 and 167 respectively) to sub-divide these samples further.

2001	CHAPS adverts		Other adverts			CHAPS leaflets		
	Facts for life	In two minds?	How much would you tell?	Assume nothing	What are your reasons?	All the f***ing facts	The Manual	Exposed! 1
London	34.7	64.5	49.2	32.8	17.1	32.7	21.6	28.0
South	36.4	46.6	37.7	24.0	13.4	30.3	18.5	28.4
Mid & Eastern	31.6	42.3	34.4	18.7	14.3	25.6	14.8	30.1
North	28.2	41.4	34.4	17.5	14.2	26.6	13.5	27.5
Wales	21.0	34.0	27.2	16.7	12.4	14.1	8.1	17.1
Scotland	18.7	26.6	27.2	13.1	7.6	14.8	5.5	16.1
Northern Ireland	15.1	19.1	14.9	6.5	8.5	10.8	3.3	10.8
sig.	yes	yes	yes	yes	yes	yes	yes	yes

In the 2001 data, recognition of interventions varied by where men lived. Overall, men living in London were more likely to be aware of almost all mass media adverts. Men resident in South England were usually the second most likely group to recognise adverts – apart from *Facts for life*, which they were most likely to recognise, and *What are your reasons?*, a London campaign by GMFA. Men resident in North England were usually the English group with lowest recognition, though recognition was still higher there than among men resident in Wales, Scotland and Northern Ireland.

For the leaflets, the pattern for *All the f***ing facts* and *The Manual* was very similar to mass media adverts. However, *Exposed! Issue 1* showed high recognition across England with a peak in Mid & Eastern England.

2002	CHAPS adverts		Other adverts				CHAPS leaflets		
	Just as unb ...	Clever dick	Look what's back	Enjoy Fucking?	Stigma	You choose	Exposed! 1	Exposed! 2	Exposed! 3
London	38.6	42.0	53.7	46.1	13.2	37.7	34.0	24.4	27.9
South	32.5	31.8	37.7	34.5	13.8	22.9	30.0	22.0	26.8
Mid & Eastern	30.3	32.6	33.3	28.2	15.3	22.6	29.3	20.9	25.3
North	27.0	27.5	28.8	26.5	16.3	22.1	27.3	21.0	23.4
Wales	28.4	30.0	28.3	22.3	11.4	19.0	30.1	18.7	31.3
Scotland	18.4	17.2	34.8	25.0	49.4	13.6	15.5	8.9	12.4
Northern Ireland	14.8	12.9	23.1	23.6	11.1	14.9	12.9	7.4	8.1
sig.	yes	yes	yes	yes	yes	yes	yes	yes	yes

Again, in the 2002 data, recognition of interventions varied by where men lived. Overall, men living in London were more likely to be aware of almost all mass media adverts. Men resident in South England were usually the second most likely group to recognise adverts – apart from *Clever dick*, and *Stigma*, a campaign by Healthy Gay Scotland. Again, men resident in North England were usually the English group with lowest recognition, though recognition was still higher there than among men resident in Scotland and Northern Ireland. These findings are reversed for *Stigma*, which was designed as a Scottish-specific campaign, but placed in UK-wide issues of *Gay Times*.

For the leaflets, the pattern for *Exposed! Issue 1* and *Exposed! Issue 2* was very similar to mass media adverts. However, *Exposed! Issue 3* showed highest recognition in Wales. Wales also saw increased recognition of all interventions, including mass media, suggesting that the formation of THT Cymru and funding of CHAPS Cymru has already increased penetration of CHAPS interventions into Wales.

4.4.2 Gender of sexual partners & recognition

CHAPS interventions prioritise men who have sex with men only, over men who have sex with both men and women. The following tables shows simple recognition of each of the interventions by the gender of men’s sexual partners in the last year. Men who had no sex in the last year, or sex with women only, remain in the sample if they intend to have sex with men in the future.

2001	CHAPS adverts		Other adverts			CHAPS leaflets		
	Facts for life	In two minds?	How much would you tell?	Assume nothing	What are your reasons?	All the f***ing facts	The Manual	Exposed! 1
no one	19.5	25.7	25.6	9.8	9.8	15.9	7.8	20.5
Women only	<u>10.5</u>	<u>10.4</u>	<u>13.3</u>	<u>2.6</u>	<u>5.2</u>	<u>9.2</u>	9.1	<u>13.0</u>
Men and Women	20.7	21.8	17.9	14.9	10.7	16.6	11.2	22.1
Men only	33.2	50.9	40.9	23.8	14.8	29.3	16.9	28.2
sig.	yes	yes	yes	yes	yes	yes	yes	yes

In the 2001 data, men who had sex with men only, were more likely to recognise all of the interventions and men who had sex with women only, were least likely. This suggests CHAPS and other interventions are targeting successfully in this regard.

2002	CHAPS adverts		Other adverts				CHAPS leaflets		
	Just as unb ...	Clever dick	Look what's back	Enjoy Fucking?	Stigma	You choose	Exposed! 1	Exposed! 2	Exposed! 3
no one	21.0	17.7	19.9	24.3	14.1	15.2	<u>19.0</u>	<u>12.8</u>	17.8
Women Only	<u>4.2</u>	<u>11.0</u>	<u>11.3</u>	<u>4.3</u>	<u>11.1</u>	<u>9.9</u>	20.5	12.3	<u>9.7</u>
Men and Women	15.0	17.3	20.6	17.5	12.0	13.5	20.3	13.7	14.7
Men Only	33.3	34.5	40.8	35.3	17.8	27.1	30.6	22.2	26.7
sig.	yes	yes	yes	yes	yes	yes	yes	yes	yes

In the 2002 data, exactly the same pattern emerges. That is, men who had sex with men only were more likely to recognise all of the interventions and men who had sex with women only were least likely.

4.4.3 Age & recognition

A general recommendation for HIV prevention interventions is that they disproportionately benefit men under rather than over 40. The following two tables show simple recognition of each of the sixteen interventions in five age groups.

2001	CHAPS adverts		Other adverts			CHAPS leaflets		
	Facts for life	In two minds?	How much would you tell?	Assume nothing	What are your reasons?	All the f***ing facts	The Manual	Exposed! 1
to 19	<u>23.7</u>	<u>32.3</u>	<u>24.4</u>	<u>13.8</u>	11.9	<u>21.0</u>	<u>10.8</u>	<u>21.6</u>
20s	30.3	47.6	38.0	22.3	13.4	27.6	16.7	26.0
30s	32.9	50.4	42.7	26.4	15.0	30.2	17.1	29.1
40s	32.9	47.7	39.8	20.5	14.1	25.9	15.6	27.5
50+	34.9	42.4	30.2	20.2	16.4	24.9	14.7	30.1
sig.	yes	yes	yes	yes	no	yes	yes	yes

In the 2001 data, all but one of the interventions (*What are your reasons?*) showed differences in recognition across the age range. The majority of interventions were least likely to be recognised by men under 20 years old. Men in their 30s were usually the group most likely to recognise interventions, although differences in recognition between men in their 20s, 30s and 40s were generally relatively small. One mass media advert (*Facts for life*) and one small media (*Exposed! Issue 1*) were most commonly recognised by men over 50.

2002	CHAPS adverts		Other adverts				CHAPS leaflets		
	Just as unb ...	Clever dick	Look what's back	Enjoy Fucking?	Stigma	You choose	Exposed ! 1	Exposed! 2	Exposed ! 3
to 19	30.6	<u>28.0</u>	30.1	<u>29.6</u>	19.5	22.1	<u>20.8</u>	19.0	<u>21.8</u>
20s	33.0	31.9	40.0	35.0	19.3	24.9	27.3	20.1	24.5
30s	31.7	33.1	41.3	32.4	15.8	26.6	30.4	21.7	25.5
40s	28.4	34.0	37.0	32.7	15.9	26.5	32.2	21.5	27.3
50 +	<u>23.7</u>	28.7	<u>26.8</u>	<u>29.6</u>	<u>12.6</u>	<u>21.6</u>	31.0	20.6	22.4
sig.	yes	yes	yes	yes	yes	yes	yes	no	yes

In the 2002 data, all but one of the interventions (*Exposed! Issue 2*) showed differences in recognition across the age range. However, the relatively predictable pattern of variation by age seen in the 2001 data is not replicated in 2002.

The CHAPS mass media adverts were most commonly recognised by men in their 20s and 40s respectively. However, other adverts were most commonly recognised by men in their 30s (two), 20s and *Stigma* was most commonly recognised by men under 20. Again, for the mass media adverts, the differences in recognition between men in their 20s, 30s and 40s were generally relatively small.

The pattern for the 3 small media interventions was much more stable: *Exposed! Issues 1* and *3* were both most commonly recognised by men in their 40s, followed by men in their 30s. They were least commonly recognised by men under 20. Recognition of *Exposed! Issue 2* did not vary by age, and was generally lower.

4.4.4 Ethnic groups & recognition

All CHAPS interventions are intended to be of equal benefit to men of all ethnic groups. The following table shows simple recognition of each of the interventions by three ethnic group sub-samples: all White, all Black and all Asian.

2001	CHAPS adverts		Other adverts			CHAPS leaflets		
	Facts for life	In two minds?	How much would you tell?	Assume nothing	What are your reasons?	All the f***ing facts	The Manual	Exposed! 1
White	30.8	45.7	37.4	<u>21.3</u>	14.1	26.9	15.5	26.8
Asian	33.9	49.2	31.9	26.4	13.7	28.2	21.0	25.8
Black	37.5	55.4	38.0	45.2	18.5	34.4	19.3	30.8
sig.	no	no	no	yes	no	no	no	no

In the 2001 data, neither of the CHAPS mass media but one of the others (*Assume Nothing*) were more commonly recognised by Black men. In both these cases White men were least likely to recognise the interventions. Using multiple logistic regression, it appears the finding that Black men are most likely to recognise interventions is largely the outcome of the differential distribution of ethnicities across the UK and differential recruitment methods for ethnicities. That is, the vast majority of Black men are resident in London, where recognition is always highest, and the majority were recruited via the booklet, in which coverage is always higher (see above).

2002	CHAPS adverts		Other adverts				CHAPS leaflets		
	Just as unb ...	Clever dick	Look what's back	Enjoy Fucking?	Stigma	You choose	Exposed! 1	Exposed! 2	Exposed! 3
White	30.9	32.0	37.2	32.3	17.1	24.9	<u>28.5</u>	<u>20.4</u>	<u>24.6</u>
Asian	<u>23.6</u>	25.9	<u>35.9</u>	<u>31.4</u>	13.6	<u>22.1</u>	30.0	25.8	25.8
Black	35.3	37.5	50.3	43.8	17.7	32.4	43.3	36.4	35.9
sig.	yes	no	yes	yes	no	yes	yes	yes	yes

In the 2002 data, recognition of one of the two CHAPS mass media varies by ethnicity, and three of the other four mass media adverts and all three small media do also. In every case where there is variation Black men are most likely to recognise the interventions. For the three mass media, Asian men are least likely to recognise them and for the three small media, White men are least likely to recognise them. Again, using multiple logistic regression, it appears the finding that Black men are most likely to recognise interventions is largely the outcome of the differential distribution of ethnicities across the UK and differential recruitment methods for ethnicities. That is, the vast majority of Black men are resident in London, where recognition is always highest, and the majority were recruited via the booklet, in which coverage is always higher (see above). However, the finding that Asian men are least likely to recognise interventions survives such detailed analysis and is not an outcome of more Asians being recruited via the web.

4.4.5 Formal education & recognition

All CHAPS interventions are intended to disproportionately benefit men with lower levels of formal education rather than those with higher levels of education. The following shows recognition of each of the sixteen interventions across three education groups.

2001	CHAPS adverts		Other adverts			CHAPS leaflets		
	Facts for life	In two minds?	How much would you tell?	Assume nothing	What are your reasons?	All the f***ing facts	The Manual	Exposed! 1
low	31.9	<u>39.4</u>	<u>32.0</u>	<u>19.5</u>	16.0	<u>25.5</u>	<u>14.4</u>	26.7
medium	29.6	43.1	36.3	<u>19.8</u>	14.2	26.4	15.3	26.2
high	31.6	53.2	41.8	25.2	<u>12.8</u>	28.7	17.1	27.7
sig.	no	yes	yes	yes	yes	yes	yes	no

In the 2001 data, three of the five mass media adverts, and two of the three small media showed greater recognition among men with higher education and lowest recognition among men with least education. One mass media intervention (*What are your reasons?*) showed the inverse effect. This does not appear to be a consequence of where the adverts appeared (which does not vary substantially) but may be a consequence of how the particular adverts looked (stark, minimal 'design' and text driven).

2002	CHAPS adverts		Other adverts				CHAPS leaflets		
	Just as unb ...	Clever dick	Look what's back	Enjoy Fucking?	Stigma	You choose	Exposed ! 1	Exposed! 2	Exposed ! 3
low	<u>28.4</u>	30.2	<u>31.0</u>	<u>28.6</u>	<u>16.4</u>	<u>21.3</u>	29.3	22.1	26.3
medium	32.0	32.5	38.3	32.3	18.6	24.3	28.0	21.1	24.8
high	31.2	32.5	41.0	35.2	<u>16.4</u>	27.8	29.1	19.9	23.9
sig.	yes	no	yes	yes	yes	yes	no	no	no

In the 2002 data, five of the six mass media adverts showed greater recognition among men with high or medium education and lowest recognition among men with least education. There was no variation in recognition of *Exposed!*

4.4.6 HIV testing history & recognition

There is a general recommendation that HIV prevention programmes should disproportionately benefit men with HIV infection. However, not all interventions are targeted equally at all three testing history groups. The following tables show simple recognition of each of the sixteen interventions across three testing history groups.

2001	CHAPS adverts		Other adverts			CHAPS leaflets		
	Facts for life	In two minds?	How much would you tell?	Assume nothing	What are your reasons?	All the f***ing facts	The Manual	Exposed! 1
never	<u>25.7</u>	<u>37.4</u>	<u>29.3</u>	<u>16.2</u>	<u>12.2</u>	<u>20.3</u>	<u>11.0</u>	<u>22.7</u>
negative	34.8	53.7	44.2	27.2	15.7	32.6	19.7	30.6
positive	52.9	68.8	60.3	36.4	19.2	48.0	31.0	37.3
sig.	yes	yes	yes	yes	yes	yes	yes	yes

In the 2001 data, men with diagnosed HIV infection were most likely to recognise all of the eight interventions, and men who had never tested were least likely to recognise them. *What are your reasons?*, which was targeted at men who had not been diagnosed with HIV, showed the same pattern. This suggests that while national interventions are not good at targeting positive men

specifically (due to their minority in the population), all interventions should attend to their possible impact on positive men as they will be most likely to encounter them. Mass media interventions that target untested men (especially those whose aim is to promote testing) will be disproportionately seen by men that have tested. The best aims for national interventions will be those shared by men, irrespective of HIV testing history or HIV infection status.

2002	CHAPS adverts		Other adverts				CHAPS leaflets		
	Just as unb ...	Clever dick	Look what's back	Enjoy Fucking?	Stigma	You choose	Exposed! 1	Exposed! 2	Exposed! 3
never	<u>25.2</u>	<u>26.0</u>	<u>30.3</u>	<u>27.5</u>	<u>15.7</u>	<u>19.2</u>	<u>22.7</u>	<u>16.8</u>	<u>20.3</u>
negative	34.7	36.5	43.4	36.3	18.3	29.2	33.5	23.0	27.8
positive	45.0	44.2	53.1	47.2	17.8	41.5	43.9	35.2	38.0
sig.	yes	yes	yes	yes	yes	yes	yes	yes	yes

Again in the 2002 data, men with diagnosed HIV infection were most likely to recognise all the interventions, and men who had never tested were least likely to recognise them.

4.4.7 Male sexual partner numbers & recognition

A general recommendation for HIV prevention interventions is that they disproportionately benefit men with higher numbers of male sexual partners. The following table shows simple recognition of each of the interventions in five categories of male sexual partner numbers. Partner numbers are for the last 12 months.

2001	CHAPS adverts		Other adverts			CHAPS leaflets		
	Facts for life	In two minds?	How much would you tell?	Assume nothing	What are your reasons?	All the f***ing facts	The Manual	Exposed! 1
One	<u>25.7</u>	<u>39.7</u>	<u>32.8</u>	<u>16.4</u>	<u>12.2</u>	<u>20.4</u>	<u>13.0</u>	<u>24.6</u>
2, 3 or 4	29.2	40.6	31.9	17.5	13.5	24.3	14.2	25.7
5 to 12	33.4	49.2	40.3	23.2	14.6	29.4	16.4	29.0
13 to 29	37.2	55.4	45.2	28.3	15.7	32.3	20.2	28.2
30 +	36.7	61.8	48.1	36.9	17.6	37.8	20.6	31.5
sig.	yes	yes	yes	yes	yes	yes	yes	yes

In the 2001 data, there is a consistent and predictable relationship between recognition and numbers of male partners in the last year. All but one of the interventions were disproportionately more likely to be recognised by men with the highest number (30+) of sexual partners. Generally those with a single partner in the previous year were the least likely to have seen any of these interventions, and the likelihood of recognising the interventions increased as partner numbers increased.

2002	CHAPS adverts		Other adverts				CHAPS leaflets		
	Just as unb ...	Clever dick	Look what's back	Enjoy Fucking?	Stigma	You choose	Exposed! 1	Exposed! 2	Exposed! 3
One	<u>26.5</u>	<u>25.6</u>	<u>29.1</u>	<u>28.7</u>	15.5	<u>19.2</u>	26.1	18.6	<u>20.1</u>
2, 3 or 4	29.1	27.0	32.8	31.0	17.6	21.9	<u>25.5</u>	<u>18.2</u>	23.0
5 to 12	31.9	34.4	41.2	35.0	17.4	26.4	29.1	20.5	26.2
13 to 29	37.6	40.9	47.5	37.4	17.8	32.2	36.6	26.8	31.2
30 +	38.0	46.8	54.3	40.3	17.8	37.2	38.2	29.1	32.2
sig.	yes	yes	yes	yes	no	yes	yes	yes	yes

Again in the 2002 data, there is a consistent and predictable relationship between recognition and numbers of male partners. All but one of the interventions were disproportionately more likely to be recognised by men with the highest number of sexual partners. Generally those with a single partner in the previous year were the least likely to have seen any of these interventions, and the likelihood of recognising the interventions increased as partner numbers increased. For one mass media intervention, *Stigma*, there was no relationship between partner numbers and recognition.

4.5 SUMMARY

Mass media advertising spend per intervention has been reduced from £53,000 to £75,000 in 1997 to 2000 to £40,000 in 2000-2001 and again to £20-£22,000 in 2001-2002. Cutting the advertising spend does not appear to have impacted negatively on the level of recognition they achieve. The current set of CHAPS mass media interventions have performed similarly to earlier interventions although their advertising spend has been substantially reduced and the last two interventions have included no 'outdoor' advertising (1997-2001 CHAPS mass media spend utilised posters on phone boxes, bus shelters *etc.*).

The current set of CHAPS national small media interventions (2001 and 2002) show higher coverage than earlier interventions (1997 to 2000). This is probably due to greater emphasis on the infrastructure for small media distribution and especially more efficient distribution in London. The very novel *Exposed!* series shows high recognition though relatively low retention rates. This probably reflects the increased volume printed compared to previous leaflets; the distribution strategy which included inserts in the gay press as well as distribution to racks in gay venues alongside more traditional 'leaflets'; and the format (A5 magazine style).

Far greater detail on demographic differences in coverage has been achieved through the larger sample size, achieved through our shift in recruitment methods. Knowledge of biases in access to interventions should be used to inform future planning.

- **Generally English residents of the London and the South directorates are more likely than men in the Mid & Eastern and Northern directorates to be aware of mass and small media interventions. Men in Wales, Scotland and Northern Ireland were least likely to have seen most interventions, excepting the Scottish *Stigma* intervention most commonly seen in Scotland, and *Exposed! Issue 3*, most commonly recognised in Wales. Coverage of both mass and small media interventions has risen substantially in Wales since the funding of CHAPS Cymru.**
- **Exclusively homosexually active men were most likely to see interventions and exclusively heterosexually active men were least likely.**
- **The majority of interventions were least likely to be recognised by those under twenty or over fifty. Differences in recognition between men in their 20s, 30s and 40s were generally relatively small.**
- **Asian men were least likely to recognise all interventions.**
- **Those with low educational attainment were least likely to recognise interventions.**
- **Men with diagnosed HIV infection were most likely to recognise each of the interventions, and men who had never tested were least likely to recognise them.**
- **Generally those with a single partner in the previous year were the least likely to have seen any interventions, and the likelihood of recognising interventions increased as partner numbers increased.**

Since the publication of the previous CHAPS evaluation (Weatherburn *et al.*, 2001), the media placement spend for each mass media intervention has been reduced to £20-£25,000. Additionally, outdoor advertising ceased after November 2000. These changes have released substantial CHAPS funds to undertake other interventions.

Also new leaflet distribution methods have been introduced and a new London CHAPS partner, the Healthy Gay Living Centre (HGLC), enabled better distribution of CHAPS small media on the gay scene in London. Distribution in Wales was improved through the introduction of CHAPS into Wales, as demonstrated by the concentrated distribution of *Exposed!* in both Cardiff and Swansea. The distribution strategy for *Exposed!* has also played a part in increasing the recognition of small media interventions, since the first edition was distributed alongside the national gay press, and all subsequent editions have been distributed as inserts in *Boyz* and / or *NOW* magazine.

The use of mail-in competitions in all issues of *Exposed!* has enabled us to (roughly) gauge where men were picking up copies. Interestingly, significant numbers who picked up copies at bars and clubs in London lived outside of the capital. A second wave of distribution for *Exposed! 2* to key venues in Central London (Soho) showed that large numbers of men did not see it in the first distribution phase, confirming the utility of continued distribution over a period of weeks or months.

5 Impact of knik-knaks on recognition and engagement

5.1 INTRODUCTION

During the last few years it has become increasingly common for CHAPS mass media adverts to be accompanied by support media (knik-knaks) such as cruise cards, postcards, sweets, small posters etc. These support media usually carry images from the mass media adverts and a strap-line or intervention phrase. They are mainly distributed by local community-based health promoters during the display period of a mass media adverts. Collectively, a mass media advert accompanied by other interventions is known as a *campaign*.

We have shown that support media are popular among HIV health promoters doing face-to-face work on the commercial gay scene and increase local agency engagement with national campaigns (see chapter 3). However, support media were introduced to CHAPS on the assumption that they would increase gay men's recognition (and possibly engagement with) CHAPS campaigns.

The purpose of this specific aspect of our CHAPS evaluation was to establish if local use of related knik-knaks during a mass media intervention increased recognition of, and/or engagement with, that mass media intervention. Four specific *hypotheses* were posed:

- (1a) **Recognition** of a mass media intervention will be higher in all areas where knik-knaks are used compared to areas where they are not used. OR
- (1b) **Recognition** of a mass media intervention will be higher in a specific area if knik-knaks are used than it would be in the same area if knik-knaks were not used.
- (2a) **Engagement** with a mass media intervention will be higher in areas where knik-knaks are used compared to areas where they are not used. OR
- (2b) **Engagement** with a mass media intervention will be higher in a specific area if knik-knaks are used than it would be in the same area if knik-knaks were not used.

5.2 METHODS

The research was generated within the CHAPS partnership. We identified seven areas of England & Wales where we felt we could exercise a good degree of control over knik-knak distribution and invited a key collaborator in the *National Gay Men's Sex* (The Armistead Project) to join the collaboration to represent an eighth area (Merseyside). The areas were determined by the existing contracts the collaborating agencies held with local health commissioners. At the time these were district Health Authorities (subsequently devolved to Primary Care Trusts (PCTs)).

Agency	Area tag	Health Authorities covered
THT South	Brighton	East Sussex, Brighton & Hove
THT West & THT Cymru	Avon & South East Wales	Avon; Bro Taf; Gwent
Armistead Project	Merseyside	Liverpool; Sefton; South Lancashire
THT Midlands	West Midlands	Birmingham; Coventry; Dudley; Sandwell; Solihull; Walsall; Wolverhampton
GMFA & Healthy Gay Living Centre	London	The London NHS Directorate
The Lesbian & Gay Foundation	Greater Manchester	Bury & Rochdale; Manchester; Salford & Trafford; Stockport; West Pennine; Wigan & Bolton
Yorkshire MESMAC	Yorkshire	Bradford; Calderdale & Kirklees; Leeds; Wakefield
TRADE	Leicestershire	Leicestershire

The eight areas were paired up using the prevalence of diagnosed HIV infection in the GMSS 1999 samples (Weatherburn *et al.*, 2000). The two areas with the highest prevalence (London and Brighton) were paired, then the next two highest, and so on. Each member of each pair was then allocated to one of two groups on the toss of a coin.

Group 1	Group 2
1a. Brighton	1b. London
2a. Avon & South Wales	2b. Greater Manchester
3a. Merseyside	3b. Yorkshire
4a. West Midlands	4b. Leicestershire

Two national mass media interventions were run, one after the other from October 2001 to May 2002. During Intervention 1 (*Just as unbelievable*) agencies in Group 1 used knik-knaks while those in Group 2 did not. During Intervention 2 the reverse applied. The rest of England and Wales was treated as a 'control group' since no other area received any knik-knaks related to either intervention.

Just as unbelievable Mass media adverts ran from October '01 to February '02.
Group 1 used knik-knaks: A8 cruise cards; A6 post-cards; A4 posters; A2 posters; "dick-lengthening" sweets.

Clever dick Mass media adverts ran March '02 to May '02.
Group 2 used knik-knaks: A8 cruise cards; A6 post-cards; A4 posters; A2 posters; button badges.

The two interventions had identical display budgets (approximately £20,000) and identical display strategies (placement in: Boyz UK; Boyz London; Sixteen; QX; Attitude; DNA; Positive Nation; Gay Times; and AXM).

After both interventions, recognition and engagement measures were taken from men living in the eight areas and the control areas using the web and booklet methods of survey recruitment (in GMSS 2002). All reported results are based on 10,084 men living in England and Wales who had sex with a man in the last year and / or expected to have sex with a man in the future. A full description of the methods of the coverage survey and the demographic profile of 2002 participants is outlined in Chapter 4.

5.3 FINDINGS

5.3.1 Recognition

Examining the overall levels of recognition of the two campaigns in the control area shows that they did not significantly differ (ie. the confidence intervals on the proportions overlap). Both had recognition between 26% and 31%. This allows us to treat the two interventions as comparable in terms of their overall recognition.

	Recognition (%)	95% CI
Just as unbelievable	27.6% (1446 / 5243)	26.4% – 28.8%
Clever dick, smart arse	29.2% (1519 / 5201)	28.0% – 30.4%

Hypothesis 1a was that recognition would be higher in all the areas using knik-knaks than in all the areas not using knik-knaks. For Intervention 1, recognition was significantly higher in the areas using knik-knaks (Group 1, 43%) than in the areas not using knik-knaks (Group 2, 35%, $p < 0.01$). Similarly for Intervention 2, coverage was higher in the areas using knik-knaks (Group 2, 40%) than in the areas not using knik-knaks (Group 1, 35%, $p < 0.01$).

% Recognition	Just as unbelievable	Clever dick, smart arse
Group 1	42.9%	34.7%
Group 2	35.1%	39.6%

A multiple logistic regression was used to control for the effects of recruitment source, age, HIV testing history and volume of sexual partners. For Intervention 1, men in the areas using knik-knaks (Group 1) were 1.39 times more likely (95% CI of 1.20–1.60) to recognise the intervention than those in the areas not using the knik-knaks (Group 2). Similarly for Intervention 2, men in the areas using the knik-knaks (Group 2) were 1.23 times more likely (95% CI of 1.06–1.43) to recognise the intervention than those in the areas not using knik-knaks (Group 2).

However, this was not the case looking at the level of the individual areas. Considering the eight areas separately, the following table ranks the areas by their overall level of recognition. The asterisked areas in each case are those that used knik-knaks locally.

<i>Just as unbelievable</i>	%	<i>Clever dick, smart arse</i>	%
Brighton	50.9 *	London	42.0 *
Avon & South Wales	46.1 *	Brighton	40.0
West Midlands	39.8 *	West Midlands	40.0
London	38.6	Leicestershire	38.3 *
Merseyside	36.8 *	Avon & South Wales	36.3
Greater Manchester	27.9	Yorkshire	33.3 *
Leicestershire	27.4	Greater Manchester	31.7 *
Yorkshire	22.6	Merseyside	20.1
Control area	27.6	Control area	29.2

Although there was an overall higher recognition in the areas using the knik-knaks than in the areas not using them, it was not the case that for each intervention, the four areas using knik-knaks had higher levels of recognition than the four areas not using knik-knaks. For example, recognition of *Clever Dick* was higher in Brighton and West Midlands (non knik-knaks areas) than in Manchester (knik-knak area).

This is explored in more detail in the table below, which gives odds ratios for recognition controlling for the effects of recruitment source, age, HIV testing history and volume of sexual partners.

Adjusted odds ratios for recognition		<i>Just as unbelievable</i> (Group 1 knik-knaks)	<i>Clever dick, smart arse</i> (Group 2 knik-knaks)
Group 1	Brighton	<u>2.69</u> (1.95-3.73)	<u>1.51</u> (1.08-2.11)
	Avon & South Wales	<u>2.25</u> (1.81-2.80)	<u>1.39</u> (1.11-1.74)
	West Midlands	<u>1.43</u> (1.14-1.80)	<u>1.44</u> (1.14-1.82)
	Merseyside	1.12 (0.84-1.50)	<u>0.43</u> (0.30-0.61)
Group 2	London	<u>1.52</u> (1.36-1.69)	<u>1.57</u> (1.41-1.75)
	Greater Manchester	0.88 (0.70-1.12)	1.06 (0.85-1.33)
	Yorkshire	<u>0.66</u> (0.51-0.85)	1.01 (0.80-1.28)
	Leicestershire	1.07 (0.67-1.73)	<u>1.73</u> (1.11-2.69)
Control	Rest of England & Wales	1.00	1.00

Four areas (Brighton, Avon & South Wales, West Midlands and London) showed greater recognition than the control areas irrespective of knik-knak use (these are underlined in both groups).

One area (Greater Manchester) showed similar levels of recognition to the control area irrespective of knik-knak use.

One other area (Leicestershire) showed the same level of recognition as the control area when knik-knaks were not used but higher levels when they were used.

Finally, two other areas (Merseyside and Yorkshire) showed lower recognition than the control area when knik-knaks were not used but similar levels when they were.

These findings suggest that there are pre-existing geographic differences in mass media recognition that are greater than the effect of knik-knak use, and do not support Hypothesis 1a. Half the areas (Brighton, Avon & South Wales, West Midlands and London) showed greater recognition than the control areas irrespective of knik-knak use suggesting that there are other factors that contribute to recognition that are not assessed here. These might include the size and density of the gay commercial scene (especially in Brighton and London) and the other activities of CHAPS partners in those areas.

If we treat the two interventions as comparable we can compare the level of recognition with and without knik-knaks for each area.

% Recognition		<i>without knik-knaks</i>	<i>with knik-knaks</i>
		Group 1: <i>Clever dick</i>	Group 2: <i>Just as...</i>
		Group 2: <i>Just as...</i>	Group 1: <i>Clever dick</i>
Group 1	Brighton	40.0	50.9
	Avon & S Wales	36.3	46.1
	West Midlands	40.0	39.8
	Merseyside	20.1	36.8
Group 2	London	38.6	42.0
	Grt Manchester	27.9	31.7
	Yorkshire	22.6	33.3
	Leicestershire	27.4	38.3

In all but one area, recognition was higher for the intervention accompanied by knik-knaks than for the intervention where no knik-knaks were used (Wilcoxon signed-rank test, T=1, n=8, p.<0.01). These data support hypothesis 1b that local recognition of a national mass media intervention can be significantly enhanced by local knik-knak use.

- **There is an increase in local recognition of national mass media interventions when they are accompanied by local use of accompanying knik-knaks.**

5.3.2 Engagement

In our first wave of coverage surveying (1997-2000), we found that between half and two thirds of men who recognised an advert said they had actually read the text. This we term engagement with an intervention.

Examining the overall levels of engagement with the two campaigns in the control area shows that, among those who recognised the interventions, the proportion who had engaged with them differed for the two interventions. Among those exposed to the interventions, significantly more men engaged with *Clever dick* than did with *Just as unbelievable*, suggesting that this aspect of performance of the two interventions is not comparable.

	Engagement (%)	95% CI
<i>Just as unbelievable</i>	59.9% (866 / 1446)	57.4% – 62.4%
<i>Clever dick</i>	66.3% (1007 / 1519)	63.9% – 68.7%

Hypothesis 2a was that (among those recognising it) engagement would be higher in the areas using knik-knaks than in the areas not using knik-knaks.

% Engagement	<i>Just as unbelievable</i> (Group 1 used k-k)	<i>Clever dick</i> (Group 2 used k-k)
Group 1	64.8%	72.5%
Group 2	60.9%	69.7%

For Intervention 1, engagement was marginally higher in the areas using knik-knaks (Group 1, 65%) than in the area not using knik-knaks (Group 2, 61%). For Intervention 2, engagement was still higher in Group 1 using no knik-knaks (73%) than in Group 2 using knik-knaks (70%). Neither of these differences were statistically significant.

A multiple logistic regression controlling for the effects of recruitment source, age, HIV testing history and volume of sexual partners showed no significant difference in engagement between the two groups for either intervention.

- **We found no evidence for an increase in engagement with national mass media interventions when they are accompanied by local knik-knak use.**

5.4 SUMMARY

Overall recognition of CHAPS mass media adverts is improved by the distribution by local community-based health promoters of knik-knaks (such as cruise cards, postcards, sweets, small posters *etc.*) that carry images from the mass media adverts and a strap-line or intervention phrase. Although the average recognition of a mass media intervention was higher in areas with local knik-knak distribution compared to those with no distribution, pre-existing geographic differences are not overcome by knik-knak use.

This means that:

- **For a specific area, recognition of a mass media intervention is higher when knik-knaks are used than it would be in the same area if they were not used.**

We found no evidence for an increase in engagement with national mass media interventions when they are accompanied by local knik-knak use.

The knik-knak trial has shown the potential for increasing coverage of CHAPS national campaigns. In the new three-year CHAPS contract (2003-2006), increasing attention will be paid to providing knik-knaks to areas of England and Wales with lower recognition levels and / or areas where distribution of the national gay press is less pervasive. Additionally, attention will be paid to how knik-knaks can be used to target specific sub-populations of men who are least likely to recognise the national campaigns – this will include less well educated men and Asian men.

6 Relevance and satisfaction

6.1 INTRODUCTION

This chapter considers the acceptability of CHAPS adverts and leaflets to their target audience and their reactions to the perceived aims of the materials as well as their format and design. It considers five CHAPS mass media interventions and their corresponding small media. The adverts are: *Facts for life* (all 9 executions); *In two minds* (all 10 executions); *Just as unbelievable* (all 3 executions); *Clever dick, smart arse* (3 of 5 executions) and *Biology of transmission* (all 3 executions). The corresponding small media are *All the f***ing facts* (a postcard shaped-booklet); and all four editions of *Exposed!* (a magazine-style leaflet).

The data comes from five focus groups undertaken in December 2001 and five focus groups undertaken in February 2003. Following a brief overview of the demographic characteristics of these samples, this chapter presents an analysis of mens' reactions to CHAPS interventions.

6.2 METHODS

In December 2001 five focus groups (averaging seven participants in each) were conducted with thirty-seven men in four CHAPS partner cities. Our recruitment strategy aimed to convene groups in different age bands. A professional recruiter was used for both groups in London. One group consisted of men aged forty or above and the other included men aged between twenty and forty. The remaining three groups were recruited by CHAPS partner agencies in scene venues in Brighton, Birmingham and Leicester. The Leicester group was made up of regular participants in a youth group and therefore had the youngest average age. Recruitment into the other two groups was not controlled for age. Focus group participants were paid £20 each. Groups lasted an average of one and a half hours and were audio tape recorded. Tapes were subsequently annotated, and content analysed thematically.

In these first five focus groups men were shown a range of different adverts and corresponding small media. The three mass media interventions were split between groups. Two groups (n=17) were shown *Facts for life*, *In two minds* and the related small media (*All the f***ing facts* and *Exposed! 1 and 2*). Three groups (n=20) were shown *Facts for life*, *Just as unbelievable* and the same small media. The large number of different executions in each mass media intervention prohibited comprehensive discussion of all individual executions. Therefore, groups were asked to elect their four 'top' executions from *Facts for life* and *In two minds* around which subsequent discussion was based. Certain executions were disproportionately selected across all five groups. We therefore base our reporting around a detailed analysis of participant reactions to the most commonly selected executions.

In February 2003 five focus groups (averaging nine participants in each) were conducted with forty-six men in four CHAPS partner towns and cities. One London partner (HGLC) recruited men from a range of youth groups in London, ultimately comprising two of our focus groups. The remaining three groups were recruited by CHAPS partner agencies in Cardiff, Leeds and Brighton using scene venues and were not required to control for age. Participants were paid £20 each and the groups lasted on average one and a half hours. All groups were audio tape recorded and the tapes were subsequently annotated, and analysed in combination with observation notes. In this second set of focus groups all groups saw all materials.

6.3 DEMOGRAPHIC DESCRIPTION OF PARTICIPANTS

This section describes the men who took part in the focus groups. Demographically, they are relatively similar to the men taking part in the *National Gay Men's Sex Survey* and to the men participating in CHAPS coverage surveys (see Chapter 4).

6.3.1 Geographic distribution

In the first set of groups men were resident in the following regions: Greater London (14), South West (7), West Midlands (9), Trent (7). In the second set they were resident in: Greater London (13), Brighton and Hove (10), Cardiff and surrounding area (13), and Leeds / Bradford (10).

6.3.2 Age

In both years the age distribution was relatively wide with an average in the late 20s or early 30s. On average, participants in the later wave of focus groups were younger, since we successfully recruited two groups from youth group settings.

Age	% 2001 – 2002 (N = 37)	% 2002 – 2003 (N = 46)
Median	29	26
Mean	32	28
Range	18 – 62	14 – 50

6.3.3 Sexuality & gender of sexual partners

In the first set of focus groups, thirty-four participants identified as gay. Of the remaining three, two identified as bisexual and one as homosexual. In the last 12 months, thirty participants had sex with men only; three had sex with both men and women; and one had not had sex at all (three men did not respond to that question). Twenty participants said they did not have a current male sexual partner.

In the latter set of focus groups, forty identified as gay, three as bisexual and one as homosexual. Twenty-two participants said they did not have a regular sexual partner. Of those in current relationships, twelve men had been with their current partner for less than one year, and ten had been in their relationship for more than a year. This data was not available for two participants.

6.3.4 Ethnicity

In the first set of focus groups, thirty-five participants identified themselves as White British. The remaining two were White Irish and Asian/British of Indian descent. In the second wave of focus groups, thirty-three participants identified as White British. Of the remaining men, four were Black Caribbean, four were White non-British, and two were of mixed descent.

6.3.5 Formal education

Focus group participants were somewhat less well educated than similar samples of gay men recruited to survey work, with a lower proportion with degrees. Partly this is a consequence of the relative youth of the samples (especially the later one).

Highest educational qualification	% 2001 – 2002 (N = 37)	% 2002 – 2003 (N = 46)
Low (none or 'O' levels)	33	33
Medium ('A' levels or equivalent)	38	43
High (degree or higher)	29	24

6.3.6 HIV testing history

In the first set of focus groups, twelve participants have never had an HIV test; fourteen tested negative at their last test and eight had tested positive. Three participants did not answer that question. Groups one to four contained at least one man who was HIV positive. No man in the youngest (youth) group revealed he had been diagnosed positive.

In the latter set of focus groups, thirteen men had never had an HIV test. Of the twenty four men whose last test was negative, fifteen had their results within the past year. Of the four respondents with diagnosed HIV, three had known their status for more than a year. Again none of the youth group participants reported having diagnosed HIV.

6.4 EVALUATIONS OF MASS MEDIA INTERVENTIONS

In this section, we summarise the results of our investigations into the various CHAPS adverts and leaflets.

6.4.1 Facts for life

All executions in this mass media intervention were shown to participants in all groups in December 2001 (see page 4 for images). Overall *Facts for life* received a positive response, particularly from younger men.

Two major areas of contention emerged. First, the use of the word “fuck”. Second, the non-directive approach to condom use. Disagreement emerged within groups and attitudes differed markedly between groups. Most expressed surprise at the use of ‘strong’ language. For some this encouraged them to read further, while others were offended. Although most groups agreed that the intervention was for all gay men, they thought the use of strong language was used to get younger men to engage with it. The impression that the intervention was targeted at younger gay men was related to two other concepts. First, that younger men were more likely to take ‘foolhardy’ risks than their older counterparts and second that older gay already men knew ‘the facts’ regarding HIV prevention. However, there was some resistance to the discourse of the foolishness of youth and the wisdom of age in regard to risk management strategies.

Some of the groups took a long time to recognise the sub-text concerning not using condoms. When this issue was explored, there was disagreement about whether or not it was appropriate for a national intervention to address risk reduction strategies other than condom use. A minority felt strongly that any intervention which did not advocate 100% condom use was ‘dangerous’ but others appreciated the realistic portrayal of gay men’s sexual choices. The impression that the adverts were realistic and non-directive encouraged some to engage with them.

Questions were raised about the feasibility of the advice given in some executions and there was no agreement about whether the messages were complex and challenging or simple and direct. There were also mixed responses about the structure and format of the intervention. Some felt that the colours and layout were striking, modern and youthful, while others felt they were conservative and overpowered with text. The ‘headline’ aspect was valued since it attracted attention and encouraged them to read further.

The aim of the *Facts for life* intervention was to: provide baseline information / facts about HIV transmission (and exposure). Of all of the adverts one stood out to participants as offering the clearest and most useful information: *Condoms are not 100% safe*. A few participants also felt that information on modality in anal intercourse, the presence of STIs and their role in transmission was new and useful. However, discussion in all focus groups dwelled much more on participants’ concerns about the impact rather than the usefulness of the information itself. Included among these concerns were: the notion that such information may decrease the use of condoms; that receptive partners were served less-well by these adverts and that some advice was not very feasible

(to find out a partner's status before AI, for example). Participants were therefore concerned that useful information might be undermined by its perceived unacceptability or unfeasibility. In addition, many said that they would not read the lengthy and complex text below the headlines and therefore questioned the informative role of the adverts. What this tells us is the more complex the information the greater the tendency for men to misunderstand the adverts.

6.4.2 *In two minds*

This mass media intervention included ten adverts which were shown to participants in two groups in December 2001 (see page 4 for images). The aim of the intervention was clear to and appreciated by the vast majority of men. They recognised that the adverts played on the dichotomy between rational and irrational thoughts and behaviours and that the latter were often mediated by sexual desire, alcohol or drugs. Men appreciated that the adverts subverted the idea that there was a simple division between those who always used condoms, and those who did not. They were seen as a novel approach rather than containing any new information.

In discussions, however, participants felt that the 'crotch / cock' (irrational) comments made little sense. There was particular disdain in one group about the second comment in the 'We don't need to fuck without a condom to show we love each other' advert. Participants felt that no one would have these types of thoughts about love and condoms, no matter what the circumstance. There was widespread feeling that the simplicity of the message was lost in those executions that attempted to add complexities. Many men also felt that the message across the bottom of most adverts was too banal to remember, and those blocks of text certainly did not generate much interest in any of the discussions. A few felt that once they had read the first advert in the series, they may not bother with the rest. Others felt that they were encouraged to keep reading, to see if any of the other adverts in the series would produce a surprise.

Both groups felt that this intervention applied to all gay men, as everyone would be able to identify with the basic dilemma. Most appreciated that the intervention was not directive but encouraged gay men to think for themselves. Most found the adverts appealing because they could identify with the types of men portrayed. The 'real', 'regular' aspect of most of the models was appreciated. There was clear agreement that the size of text was problematic: text within bubbles was difficult to read and the text along the bottom was too small to have any impact.

The overall aim of the intervention was to encourage contemplation regarding the relative risks and currency attached to sexual behaviour (and to increase ambivalence where risk was high). We presume the word 'currency' to relate to personal values attached to sex. While participants recognised that the intervention was less about information than encouraging reflexivity and contemplation about risk, very few felt that such reflection would encourage them to change their attitudes or strategies. Thus, it did not appear to successfully 'increase ambivalence where risk is high'. When asked directly if these adverts would change their beliefs, the response was unanimously 'no'. There was a strong resistance to adverts which addressed the area of decision-making based on the values men attached to sex and pleasure. That is, many did not relate to the representation of choices and values as clear cut or black and white. The notion that there was always a 'right' choice (represented by the head) was interpreted by men as meaning that to do anything other than what the head suggests would be foolish. Although they could relate to and liked the concept of head / crotch, this concept does not admit ambivalence in the sense that it only allows a right and a wrong decision or thought. Men already knew the 'right' decision and therefore deemed the 'wrong' decision foolish. This meant that their ability to relate to the dilemmas was extremely limited and a simple and acceptable message about internal conflicts regarding risk was undermined by implicit discourses on values.

6.4.3 Just as unbelievable

All three adverts in this intervention were shown to three groups in December 2001 (see page 5 for images). That this intervention resembled advertisements for commercial products caught the interest of most men with many only latterly realising what they were. Older men tended not to recognise the HIV prevention aspect and felt that the image overwhelmed their capacity to take any message from the text. Some had not taken in the text at all when they first saw it. The ironic imperative to 'get real' was therefore lost on some men.

A wide range of reactions emerged. Some experienced it as a negative message not to trust their sexual partners whilst others interpreted it more positively as a reminder that not everyone thinks the same. Older men felt that the advice was common sense and therefore would not encourage them to reflect on their behaviour or expectations. Most felt that everyone should know to use condoms in cases where a partners' HIV status was unknown. However, several participants also maintained that they **did** expect disclosure.

Men who liked the intervention and could relate to it did so because they felt that it targeted naive beliefs about disclosure without belittling readers. Participants in youngest group were the most likely to say that the advert would make them think about the sex they had. There was also an overall impression that because the adverts relied heavily on commercial advertising imagery, they were aimed at younger men (with the exception of *Shaggy*).

Shaggy: Older participants had the strongest initial interest in this execution. Several who were balding momentarily thought it was a real product. Younger men were less interested and often misinterpreted the image, describing it as ugly rather than retro.

Mr. Python: Most participants felt this was the weakest image of the three. They said it was difficult to differentiate between the image and the background – or even make out what the product was meant to be. However, there was agreement that the concept of dick-lengthener was a humorous means of catching the attention of all gay men.

Fab Abs: Most participants agreed that this was the most effective image – due to contrasting colours and its distinctiveness. They also felt that this was most applicable to younger gay men, and positive reactions from the youngest group confirmed this.

The stated aim of the entire intervention were to ensure men are aware of the possible HIV related consequences of their sexual actions for themselves and their sexual partners. Participants were clear that it was less about 'sexual actions' than changing unrealistic expectations about HIV disclosure. On analysis of the text they felt that it was a warning to HIV negative men (or men who believe they are negative) that if they have a partner who is diagnosed positive, he may not tell them. The moral implications of this message dominated the discussions, and a small minority felt strong resistance to the idea of changing their expectations of disclosure. Most participants felt that the text provided a reminder that they held unrealistic expectations about disclosure. There was a strong sense that the images overwhelmed the text; and many participants said that they had seen these adverts already but had not derived any HIV health promotion message from them. Even among men who liked the intervention and felt it related to them, most felt that it would not have an impact on their attitudes or behaviours.

6.4.4 Clever dick, smart arse

Three executions from this intervention were shown to participants in all groups in February 2003 (see page 5 for images). The vast majority of respondents found the toilet (cottage) setting for the photo-shoot to be 'shocking', 'perverse' and 'filthy'. As a result of this strong response, it was difficult to elicit any substantial discussion about the written content of the intervention.

Many men expressed understandings of this intervention that diverged from those that were intended. For example, many thought it was about having sex in toilets / cottages. Men did realise it encouraged condom use; and with guidance from the facilitators they attended to the messages about use of lubricant, not stretching condoms and not necessarily needing to use extra-strength condoms. However, men who were able to grasp the 'messages' could not relate them to the sex they had – the toilet prevented them from making this personal link.

Some men understood the basic messages and appreciated their bluntness. However, all men were much more animated about the ways in which these messages were confounded by the imagery than about the actual content. The majority said it did not make them think about the kind of sex they had because they disassociated themselves from cottaging. As a result, most could only imagine that the posters were aimed either at younger men or those who cottaged. Many felt that having an intervention set in a filthy toilet was derogatory to gay men because it supported stereotypes of them as cottagers. Some added that if it were seen by a heterosexual audience then existing prejudices may be confirmed. The majority also said that because the pictures and headline text made them feel so 'disgusted' and 'embarrassed' that they had little interest in reading further.

Nearly all participants responded negatively to the concept of locating health promotion messages within cottage graffiti. In addition, they made specific comments on the layout of particular executions. Many also said that the orange colour and small font used for the condom messages made them the most difficult parts to read. There were relatively few respondents who spontaneously noticed the connections in text between words in the graffiti and those in the health promotion message (stretch, extra, break/ split). When they did notice, men found that this repetition led to confusion rather than clarity because of the very different contexts in which the words were used.

Although it was articulated in a variety of ways, many men expressed a desire for more transparently evidence-driven interventions on these same topics (condom strength and breakage). They did not dispute the content of the intervention nearly as much as the conceptual presentation of it. As a result, there was an implication being made that they would expect a reputed health promotion organisation to produce interventions that were infused with respectability and professionalism. Perhaps this is why the depictions contained within this intervention affronted so many of the participants. It was simply not the kind of thing that they would expect to see, and certainly not something from which they would take important or serious advice and information.

The overall aim of this intervention was to increase acceptability and effectiveness of condoms. The small number of men who understood the messages felt that they aimed to help men use condoms in more effective ways, and that this was accomplished with the use of specific and detailed advice.

6.4.5 *Biology of transmission*

Three executions from this mass media intervention were shown to men in all groups in February 2003 (see page 6 for images). The majority of men in all of the groups felt that this intervention gave a clear message about the role that anal care and maintenance played in transmission of HIV and other STIs. They also almost unanimously agreed that this was the first time they had seen a health promotion intervention on this topic, and as a result most found that it was new information for them personally.

In almost every group there were a number of participants who felt that this intervention re-affirmed the need to use condoms for anal intercourse. Therefore a connection was made between the need to prevent HIV transmission both through condom use and care of the anus and rectum, something that not all of them had thought about before. The different text and imagery used in each execution meant that men had a very clear idea of the different messages. They knew that the egg advert was about 'fragility', the sponge advert was about 'absorbency' and the peach advert was about 'infection'.

Participants responded very positively to all three executions, partly because of the clear links between the text and the images. They also felt that the ideas were clear and straightforward, and they made sense in relation to their own personal experience. None of the participants expressed concern about these being seen by heterosexual audiences, nor was there anyone who felt that this intervention was damaging to gay and bisexual men. A small number wondered whether language like 'fucking' and 'fisting' could cause offence, but others countered that they liked this type of wording.

Many participants said that this intervention made them think about the type of sex they had. They felt that the information related directly to them, and that the intervention gave clear information to enable more informed decisions about the sex they had. Most agreed that the advice given was feasible and useful, although there were some who said they did not know anyone who went for regular STI checks. Some added that they would have preferred to see stronger messages about the importance of condom use.

Most participants felt the best thing about this intervention was the clear connection between the image and the text. They felt that these two aspects complimented one another in a way that made the message effective and provocative. They also felt that the design concept was not sensationalist, as it delivered a serious message with the correct degree of interest, respect and relevance to all gay and bisexual men. Of the three images, the sponge had the most potential to confuse, as some said that it looked like mint ice-cream, or they felt that it was not associated with the human body in any way. There was clear agreement that the eggs and peaches images were more organic and also more dramatic because they demonstrated different forms of damage. Some commented that they felt there was a certain degree of fear elicited by these two images, but that this was an appropriate tactic to encourage men to think about their own bodies.

The overall aim of this intervention was to make gay men aware of factors affecting HIV transmission during unprotected anal intercourse. The aim (and sub-aims) were met for most men. Participants responded favourably to the informative tone and contrasted it to others which they interpreted as moralistic, or having promoted negative stereotypes.

6.5 EVALUATIONS OF SMALL MEDIA INTERVENTIONS

As all the following small media were fairly text-intensive, it was not possible to discuss their content in great detail. In all focus groups two examples of small media were distributed. After a few minutes of looking through them, men were asked for their immediate reactions. Responses tended to be similar across groups.

6.5.1 All the f*ing facts**

*All the f***ing facts* was distributed in all five focus groups held in December 2001 (see page 4 for images). Its stated aim was to provide information / facts about HIV transmission (and exposure). Although most respondents felt that the leaflet contained important (backup) information for the associated mass media intervention (*Facts for life*), they also felt that it would mainly be of interest to men who were just coming out, or who had recently been diagnosed with HIV. These men were seen to be in need of detailed information, but the majority felt that the leaflet had too much information to be of use to them personally. Some also found the layout confusing. Despite this, a small number had taken it home and read the information and planned to refer to it in future.

The informational format had another disadvantage in that many felt it would inhibit men from picking it up in scene venues. To be seen to be publicly in need of information was thought to be stigmatising. Thus, although men may want informative materials, they may feel stigmatised to be seen to be *personally* in need of them. Some suggested that this type of small media would be better suited to GUM clinics as that was a better setting for men seeking information.

6.5.2 Exposed! Issues One and Two

Exposed! Issues One and Two were distributed in all five focus groups held in December 2001 (see pages 4 and 5 for images). Participants' reactions to its format (mimicking a magazine) was very positive on the whole. The majority felt it was much more likely to be read by all gay men, particularly as people would not know its purpose when it was first picked up. There was a lot of positive reaction to the use of sexual images but some of the younger participants felt that the format was too 'trashy'. There were strong feelings that perhaps the pictures were so enticing that no one would bother to read the text.

In direct opposition to concerns expressed about *All the f***ing facts*, many participants said that there would be little stigma attached to sitting in a gay pub and looking through *Exposed!*. They thought it was a clever and socially acceptable way to get health promotion messages across to all gay men. Participants felt that by situating HIV health promotion in this format, many more men would potentially benefit from it. Some men said that it may encourage them to think about and change the kind of sex they have. A few men said they had kept an *Exposed!* at home, and intended to refer to it in future.

6.5.3 Exposed! Issues Three and Four

Exposed! Issues Three and Four were distributed in all five focus groups held in February 2003 (see page 5 for images). They thought at first glance that they were simply another gay men's magazine, perhaps one that sold pornography. Some men felt that the cover of *Issue Four* was particularly 'sleazy' and 'disgusting', particularly those who were younger, or who identified as bisexual. Men who expressed this view had concerns about the appropriate placement of this magazine in agency settings, and said it was unlikely that they would take a copy away because of worries about other people seeing the cover.

Participants felt that the covers of these issues indicated that they were rather different from one another. Older participants commented that the cover of *Issue Three* had a younger man on it, and the colours looked like they were meant to attract younger readers. Across all groups, men said that the cover made it clear that the main topic was 'condoms'. However, participants felt the colours and writing style made the cover difficult to read. In contrast, *Issue Four* made it clear that the main topic was 'bottoms', both because of the picture and the headline.

Many men wanted to discuss the two photo-stories contained in *Issue Three*. Participants felt that the subject matter was provocative, relevant and realistic. Some were quite upset by the lack of control the central character had during his first sexual experience with another man, however other respondents felt that this was an accurate representation. Men felt this type of message would be useful to young gay men before their first experience, with particular reference to the positive outcome for the central character in the second photo-story. We asked respondents why they were so much more interested in discussing *Issue Three* rather than *Issue Four*, and several felt this was because the tone in the latter was less serious and also less believable.

Participants in the youngest (14-18) of the focus groups were most ambivalent in their responses to *Exposed!*. In contrast, the slightly older group of young men aged 17-23 had many positive things to say about the format and content of both issues. Generally, respondents in most groups felt that this was a novel and effective way to encourage gay and bisexual men to find out about HIV prevention and sexual health.

6.6 SUMMARY

Participants offered a broad range of feedback on the acceptability and usefulness of the different CHAPS interventions. This diversity of viewpoints frequently provoked contrasting opinions, however there are several issues which emerged as a majority view across the groups.

- **The use of imagery and the way that it is related to the aim of the intervention is a crucial component of an advert's success.**

Men were much more likely to entirely overlook the health promotion function of an intervention when the image was difficult to decipher or when it was only tenuously linked to the basic message. However, when the text and imagery were connected in a direct and non-sensational manner, as in *Biology of transmission*, there was an increased likelihood that men recognised the advert as a health promotion intervention, and reflected on their behaviours as a direct result of it.

- **Men recognised and appreciated new information when it was presented to them directly, concisely and professionally.**

They were less likely to recognise the aims of interventions that were 'complicated' by either humour or complex moral dilemmas. For example, while many men enjoyed *Just as unbelievable*, relatively few were able to recognise its health promotion message.

- **The size and colour of text on many of the interventions made them difficult to read.**

While men recognise the need to have descriptive and informative text beyond the headline, many felt that this should be both concise and set in a larger font in order to increase the likelihood of it being read. It was felt that detailed information was more acceptable in leaflet or magazine-type formats, while adverts should be as short and direct as possible.

These findings confirm that men usually find CHAPS national interventions acceptable. It is hard to make over-arching commitments for future interventions because they will always be acceptable to some and not to others.

Clearly, *Clever Dick* raises questions around the use of highly sexualised and deliberately 'sleazy' imagery and text. The final rounds of pre-testing indicated that men thought the intervention should be more realistic (see in chapter 2 that the original graffiti concept was cleaner and the language milder) and the final implementation followed this guidance. That end user evaluation suggests men were hostile to the final version raises important lessons for everyone pre-testing health promotion interventions. The question of when an intervention has 'had enough' pre-testing is one that needs constant attention. Most agencies carrying out such work will be on a limited budget for both design and pre-testing, as well as on an inflexible timetable for final release. In such circumstances, final artwork, photography and design is often not undertaken until after the final round of pre-testing. Of course, an intervention should usually be developed enough by the final round of pre-testing for 'as near as final' materials to be used. In reality this is not often the case and with only three rounds of pre-testing available, the point at which a final concept can be decided and agreed upon varies. There will always be suggestions for improvement, even at a final stage, and the way in which these changes are implemented can make or break an intervention.

7 Conclusions & Recommendations

7.1 INTERVENTION DEVELOPMENT

In order to maintain a robust CHAPS development programme there must be a continued emphasis on thorough planning, skilled moderation and rigorous analysis at the pre-testing stage. The ability to stay in touch with the target group is important throughout the development process.

Organisational aspirations for interventions dictate the value placed on pre-testing relative to other stakeholders' opinions: pre-testing is not the only influence in the development process. Pre-testing collaborative interventions requires clarity in lines of feedback and decision making structures. Recognising and articulating the differences in the values and priorities of research teams and design teams can also ease collaboration.

The amount and nature of consultation on the development of national adverts and leaflets and the degree of local briefing regarding them (at launch) are also highly variable. Consultation and briefing clearly affect how the national interventions are supported locally. The amount of support given to an intervention is variable and appears to be dependent on the resources, size and location of the CHAPS agency. Such variation could be seen as a structural weakness of the sector, but also represents an opportunity to increase the capacity of direct contact work to support CHAPS national campaigns.

7.2 INTERVENTION QUALITIES

Most CHAPS interventions were highly acceptable to their target audience. There were a number of ways in which men engaged with interventions, which may be manipulated and maximised.

- **Men recognise and appreciate new information when it is presented to them directly, concisely and professionally.**
- **The use of imagery and the way that it is related to the aim of the intervention is a crucial component of success.**
- **The size and colour of text on many of the interventions makes them difficult to read. Design must never take priority over readability.**

CHAPS mass media adverts were typically recognised by between 31% and 46% of their target group. Mass media advertising spend per intervention has been reduced from £53-75,000 in 1997-2000 to £40,000 in 2000-2001 and again to £20-22,000 in 2001-2002. Cutting the advertising spend does not appear to have negatively impacted on the level of coverage achieved. The last two CHAPS mass media interventions have performed similarly to earlier interventions although their advertising spend has been substantially reduced and they have included no 'outdoor' advertising. Improving coverage of mass media interventions through expanding the range of publications used for placement and / or raising the media spend does not seem to be justified (though formative research on this is on-going).

CHAPS national leaflets were typically recognised by between 16% and 29% of the target group. The current set of CHAPS national small media interventions (2001 and 2002) show higher coverage than earlier interventions (1997 to 2000). This is probably due to greater emphasis on the infrastructure for small media distribution and especially more efficient distribution in London. The very novel *Exposed!* series shows especially high recognition.

Far greater detail on demographic differences in coverage has been achieved and knowledge of biases in access to interventions should be used to inform future planning. The following groups of men were least likely to recognise interventions: behavioural bisexuals (and homosexually inactive men); those under 20 and over 50; Asian men; those never tested for HIV and those with one male partner in the previous year. However, these groups are relatively unlikely to be involved in HIV exposure, and unless equity of access (rather than HIV incidence) is the pre-dominant concern their lower rates of recognition of CHAPS interventions are not necessarily problematic.

It remains the case, however, that: CHAPS interventions are also least likely to be recognised by men with lower levels of educational attainment, and this group shows high levels of HIV exposure and infection, and remain a priority target group for HIV health promotion. .

Overall recognition of CHAPS mass media adverts is improved by the distribution by local health promoters of knik-knaks (such as cruise cards, postcards *etc.*) that carry images from the adverts and a strap-line or intervention phrase. Knik-knaks are also valued by detached / outreach workers especially if they are novel and eye-catching and promote maximum interaction between the worker and the target group. For those working primarily in PSEs knik-knaks are less useful unless they fit into condom packs. When they are well designed, knik-knaks have the potential to increase both the workers' investment in promoting a campaign and their ability to raise awareness about it. This means that:

- **Knik-knaks should form part of every national CHAPS campaign.**

7.3 CAMPAIGN IMPLEMENTATION

There is enormous variation in the amount and nature of direct contact work carried out in support of CHAPS national campaigns. In order to build (local) capacity to support national interventions, CHAPS should work with partner agency staff in order to agree and develop other interventions which are appropriate to support national campaigns. These might include specific group-work interventions as well as more detached / outreach work.

- **There should be a re-allocation of resources to produce fewer, longer-lived and better-supported national campaigns around a common theme (with adverts, a leaflet and knik-knaks at the core).**

Such innovations should increase the engagement of the population with CHAPS campaigns without substantially increasing the complexity of the development process or the cost of their implementation.

The incorporation of CHAPS research into practice is an iterative process and many of the findings and recommendations in this report have already been acted upon. This report serves as an historical account of a dynamic relationship between research and action.

In the next three years up to nine CHAPS campaigns (each including adverts, leaflets and knik-knaks) will be seen by gay men in England and Wales. The development of these campaigns will utilise new technologies for consultation so that a greater number of gay men's projects can be involved in their development and delivery. Further attention will be given to providing support for the local implementation of campaigns including group-work and detached / outreach work. All new campaigns (and previous ones when appropriate) will still be seen for limited periods of time in the gay press (between 8 - 12 weeks) when they are first launched but will then be available as 'off the shelf' campaigns for agencies to use locally or regionally if they wish to do so.

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