



Convenience Advertising

A.21

**Evaluation of the Convenience Advertising
Medium and Health Promotion Unit Messages
for
the Department of Health Ireland**

December 1992

Researched and Reported by

Maria O' Beirne M.Soc.Sc.

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Introduction

This report presents the results from a evaluation conducted to assess the Convenience Advertising medium strategy and the HIV and AIDS awareness messages developed by the Health Promotion Unit in conjunction with Convenience Advertising. The evaluation was conducted to appraise the following issues:

1. the effectiveness of Convenience Advertising's medium to disseminate information;
2. the effectiveness of the messages to inform the public about HIV and AIDS;
3. public's assessment of condoms to off set HIV and AIDS

The evaluation was conducted in two phases. Phase one of the evaluation comprised of a survey which examined these issues was conducted in two entertainment venues, Badbobs and Sinnotts.

Phase two of the evaluation comprised of an administered questionnaire which was completed by students in Letterkenny Regional Technical College.

The two phases provide us with an opportunity to examine the reactions of two different 'audience' groups who may have seen these messages regularly throughout their installation.

Methodology

This study, as mentioned in the introduction is conducted in two phases. Phase one was conducted in two entertainment venues. We anticipated speaking to 100 patrons from both Badbobs and Sinnotts. We wanted to survey 25 males and 25 females from each of these venues. In order to achieve 100 interviews we spoke to 140 people. We completed 104 completed and valid interviews. The 36 remaining were refusals, by people who were rushing for buses or rushing to meet people. Our interviews were conducted inside the venues. We used for our study a display board containing a 4" by 6" inch black and white reproduction of the nine messages. We used the board to prompt the respondents memory. The results presented in section 2 are based on 104 interviews, 56 of which were completed in Sinnotts and 48 completed in Badbobs.

Phase two of the evaluation was conducted in Letterkenny Regional Technical College. We anticipated administering the questionnaire to 150 students. However, on the day of the evaluation we had access to 120 students. The class sizes were smaller than previously anticipated. One hundred and fifteen questionnaires from the 120 were valid and fully completed. We had five questionnaires which were not correctly completed. The students were administered with the questionnaires and they completed them during lecture time.

The questionnaires when completed, were collated, numbered, coded and imputed into the computer. The data from the interviews has been statistically analysed using the SPSS package. This package processed the frequencies, cross tabulations, chi-squares and statistical outputs. The results are presented in this report in percentage form, for a clearer representation of the findings.

Section One

Results from Phase one Entertainment Venues

In this section the results from the evaluation in both Badbobs and Sinnotts. Prior to examining the results, a demographic profile of the respondents who participating in the evaluation is presented. We asked the respondents their age, their religious affiliations, their marital status, their occupations and the frequency with which they visited the venue.

1. Demographic Picture of Respondents

As stated our in the previous section, our report was conducted in two entertainment venues where we anticipated interviewing both males and females in their late twenties and early thirties. In our sample, we interviewed approximately 53 males and 51 females.

1.1 The age cohorts of the respondents in the sample

Table One: Age group of respondents who participated in the study

Age	Number	Percentage
Under 20	2	2
20 -29	68	65
30-35	22	21
35 and over	12	12
Total	104	100

As indicated in Table One, 65% of our respondents were ages between twenty and twenty nine, and 21% of our respondents were aged between thirty and thirty five. According to table two, 86% of our respondents fall within the age cohort sought when designing our evaluation.

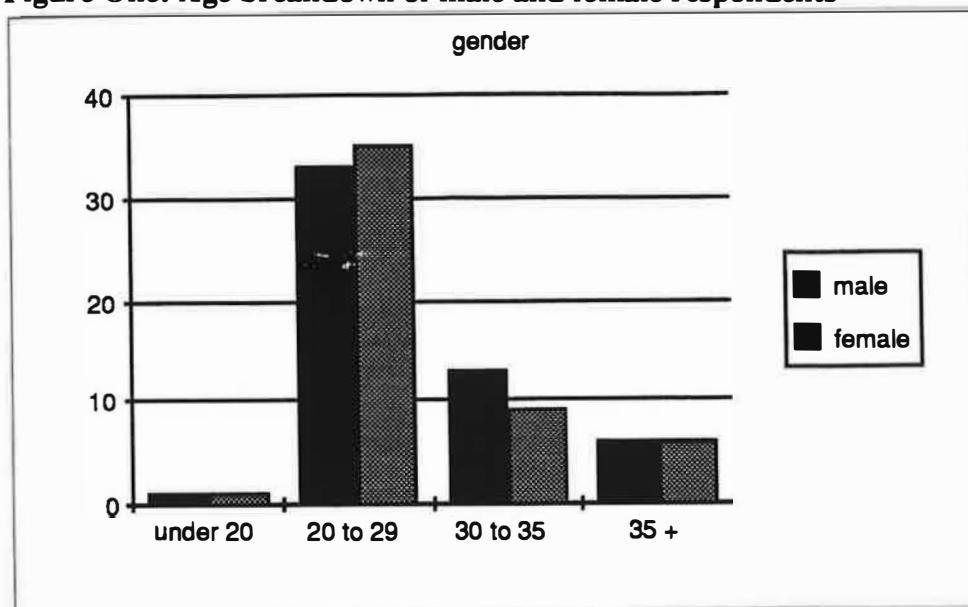
Table Two: Age groups of respondents by venues

Age groups of respondents	Sinnotts	Badbobs
Under 20	2%	2%
20 to 29	59%	73%
30 to 35	27%	15%
35 and over	12%	10%
Total	100%	100%

Table two indicates that 59% of the respondents who frequent Sinnotts and 73% of the respondents who frequent Badbobs were aged between 20 and 29 years.

When one examines the age breakdown within gender, presented in Figure One, one observes that there are approximately similar age breakdown for males and females.

Figure One: Age breakdown of male and female respondents



1.2 The employment status of the respondents

The following table indicates the employment status of the respondents in the sample.

Table Three: Employment status of respondents in study

Occupation	Number	Percentage
Financial sector	14	13
Office sector	13	12
Nursing sector	13	12
Mechanical/Construction	11	10
Management sector	10	10
Retail sector	9	9
Teaching sector	8	8
Catering sector	6	6
Unemployed	5	5
Music and Arts	4	4
Student	3	3
Travel company	2	2
Defence Forces	1	1
Marketing	1	1
No answer	4	4
Total	104	100

As illustrated in Table three, 91% of the respondents were engaged in employment. Five percent of the respondents were unemployed. According to the table, the most 'popular' occupations of our respondents are in the financial sector - such as banking

accounting, office sector - such as secretarial jobs and administrating, nursing sector - paediatric, general and surgical, mechanical / construction - building, mechanical, engineering and management sector - directors, supervisors and company controllers. In general most of the occupations listed were in social class 1 and social class 2, as developed in the Census of the Population 1986, by the Central Statistics Office.

1.3 The religious affiliations of the respondents in the sample

Table Four: Religious affiliation of respondents

Religion	Number	Percentage
Catholic	83	80
No Religion	11	11
Other Religion	5	4
Protestant	4	4
No answer	1	1
Total	104	100

As table four indicates, 80 % of the respondents identified as being Catholics. Eleven percent of the respondents stated that they were not affiliated to any particular religion.

1.4 Marital status of the respondents in the sample

Table Five: Marital Status of respondents in study

Marital status	Number	Percentage
Single	89	86
Married / Co-habiting	12	11
Separated / divorced	3	3
Total	104	100

As table five indicates, 86% of our respondents were single . This figure fulfils our requirement to survey young single men and women, who are the principal population 'targetted' with the messages in the campaign.

1.5 The frequency with which respondents visited the two venues

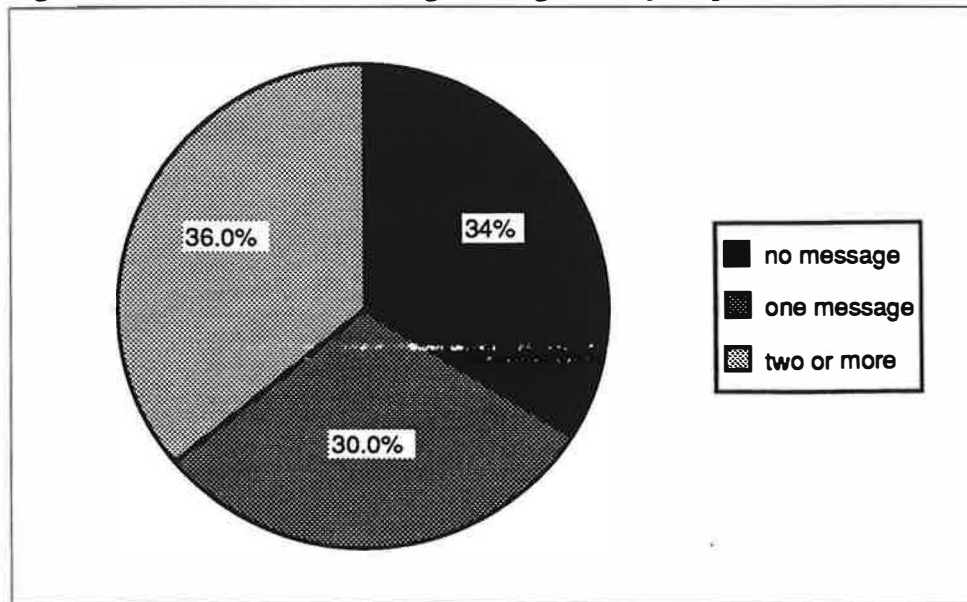
Table Six: Frequency with which respondents visit the venues

Attendance at venue	Number	Percentage
Seldomly	85	82
Regularly	18	17
Very Regularly	1	1
Total	104	100

Eighty two percent of the respondents stated that they visited the venues seldomly. For some respondents the night on which we conducted the survey was their second time in the particular venue. Seventeen of the respondents identified themselves as regular patrons of either venues.

1.6 Number of messages recognised by sample

Figure Two: Number of messages recognised by respondents



According to Figure two, sixty six percent of the respondents had seen one or more of the nine messages, with 36% of the respondents identifying two or more messages. Thirty four of the respondents had not seen any of the messages prior to this survey.

Figure Three: Messages which have been recalled by respondents

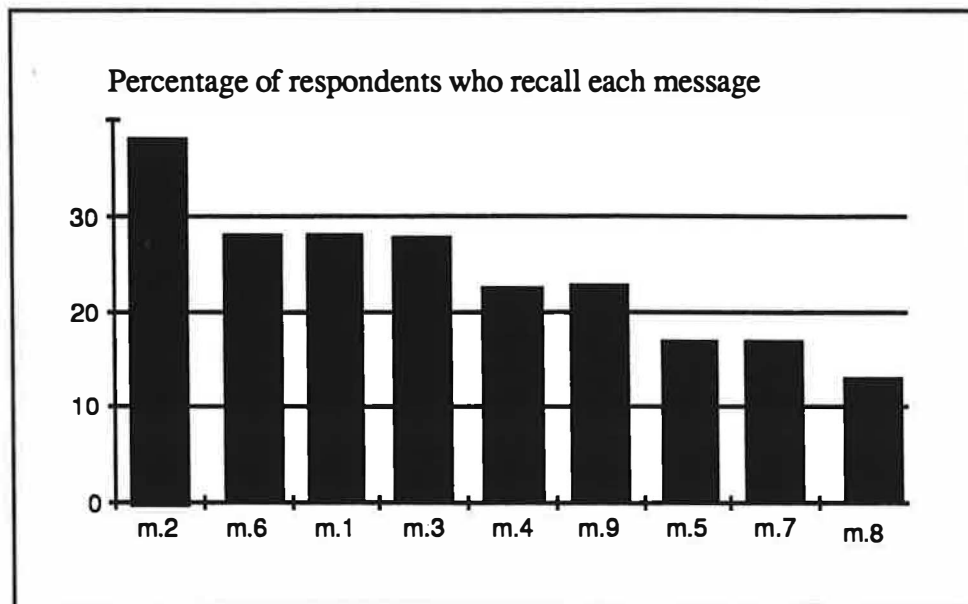


Figure three illustrates the percentages of respondents who identified each of the nine messages. According to figure three, 37% of the respondents in both venues recalled and recognised message two, 27% of the respondents recalled messages six, one and three and messages 4 and 9 were recalled by 23% of the respondents.

Figure four: Messages recalled by male and female respondents

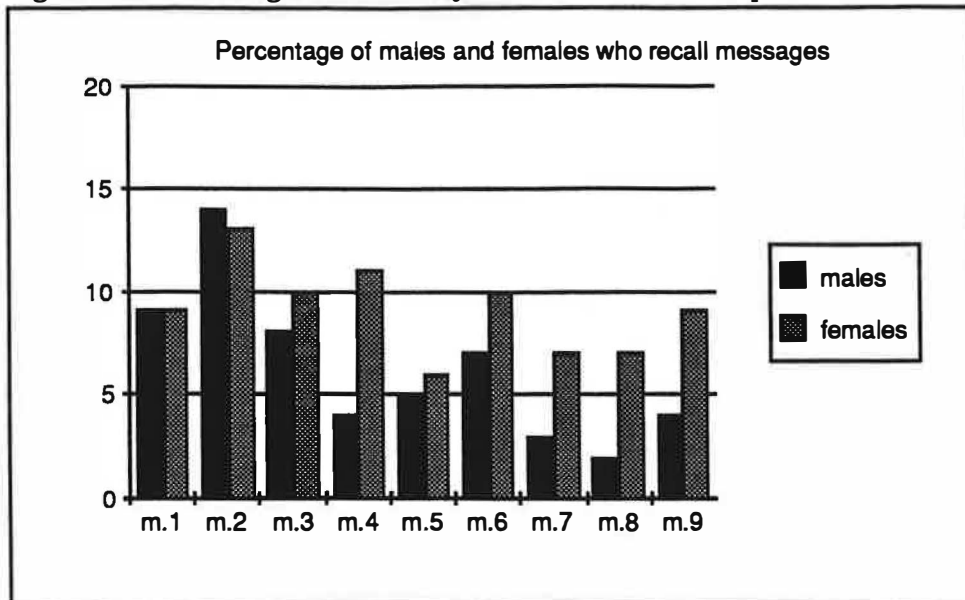


Figure three examines the breakdown of message recalled within the variable of gender. From the figure, we observe that messages one and two were recognised by approximately equal percentages of men and women. Messages four, seven, eight and nine were recognised by twice as many women as men in both entertainment venues.

1.7 Time when messages were recognised

Table Seven: When the messages were recognised

When messages were seen	Number	Percentage
Few minutes ago	35	34
Week ago	14	13
A month ago	12	11
More than a month ago	7	7
Not sure when	36	35
Total	104	100

According to our respondents, 47% of the sample, stated that they had seen the particular messages, that they had recalled, within the week previous to the study. Thirty five percent of the respondents were unsure of the exact time when they had seen the messages.

1.8. Venues where the nine messages were observed

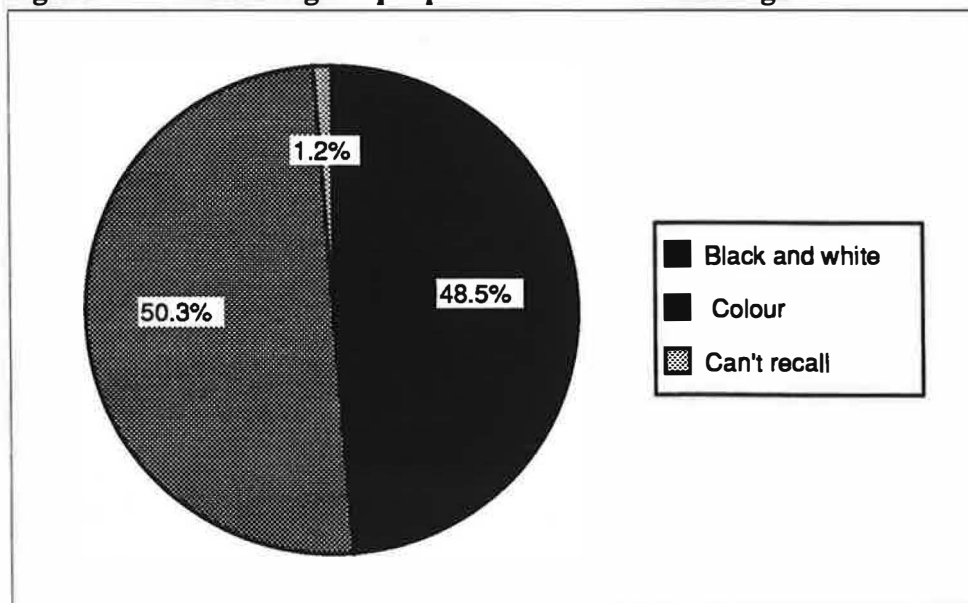
Table Eight: Venues where respondents saw messages

Venue	Number	Percentage
Badbobs	16	16
Sinnotts	28	27
Lower Deck	1	1
Mother Redcaps	2	2
UCD	2	2
Waterfront	1	1
Lillie's Bordello	2	2
Other Pubs/ names forgotten	8	8
Don't remember	43	41
Total	104	100

According to table eight , 43% of the respondents who had seen the messages had saw the messages in the venues where we conducted the evaluation. Eight percent of the respondents stated that they had seen the messages in other pubs and night clubs but they could not remember the names of these venues. Forty one percent of the respondents could not remember where they had seen the messages.

1.9 The colour of the messages recalled by the respondents

Figure Five: Percentage of people who identified message colour



As illustrated in Figure five, 50% of the respondents stated that the messages they had recalled were in colour. Forty eight percent of the respondents considered that the

messages were in black and white. This response rate may have been influenced by the display board which we used during the survey to remind the respondents of the nine messages. The messages displayed on the board were black and white photocopies of the message. Therefore, this may explain to help the large number who stated that the messages were in black and white.

2. Rating the messages

On a scale on one to five the respondents assessment of the messages in terms of remembering them. The rating of one being a low value and the rating of high being a high value.

Table Nine: Percentage of Respondents' and their ratings of easiness of remembering the messages

Message No.	% Rating of 1-2	% Rating of 3	% Rating of 4-5	Total
Message 1	17	21	62*	100
Message 2	17	19	64*	100
Message 3	15	20	65*	100
Message 4	14	20	66*	100
Message 5	24	18	58*	100
Message 6	16	20	64*	100
Message 7	22	15	63*	100
Message 8	20	17	63*	100
Message 9	20	15	65*	100

As we can see from table nine, over sixty percent of the respondents surveyed gave a rating of 4-5 for messages one through to nine, with the exception of message five. The respondents considered that messages were clear concise and easy to remember.

2.1 The perceived usefulness of the messages

Table Ten: Percentage of Respondents' and their rating of the messages usefulness

Message No.	% Rating of 1-2	% Rating of 3	% Rating of 4-5	Total
Message 1	18	12	70	100
Message 2	15	15	70	100
Message 3	14	14	72	100
Message 4	8	8	84	100
Message 5	12	7	81	100
Message 6	19	11	70	100
Message 7	9	9	82	100
Message 8	11	7	82	100
Message 9	16	8	76	100

According to our respondents, the messages were very important in today's society. Their views are reflected in over 70 percent of the respondents giving the messages a rating 4-5 for their usefulness. As one respondent stated:
"Today, you have to be careful of you get involved with, you don't know who they have been with or what they have got up to in the past....."

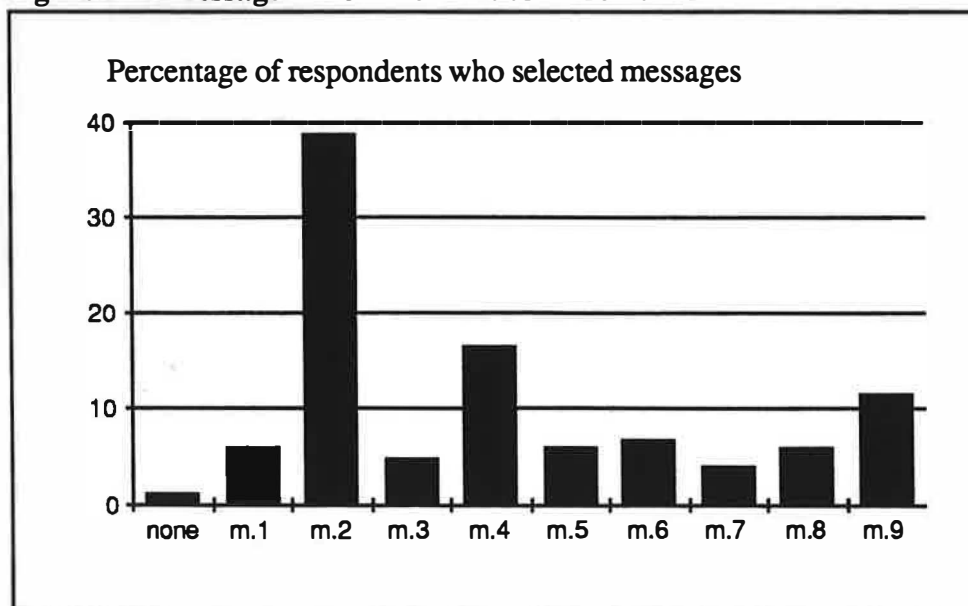
2.2 Perceived easiness to understand the messages

Table Eleven: Percentage of Respondents and their ' rating the ease of understanding the messages

Message No.	% Rating 2-3	% Rating 4-5	Total
Message 1	15	85	100
Message 2	19	81	100
Message 3	12	88	100
Message 4	12	88	100
Message 5	16	84	100
Message 6	11	89	100
Message 7	11	89	100
Message 8	11	89	100
Message 9	14	86	100

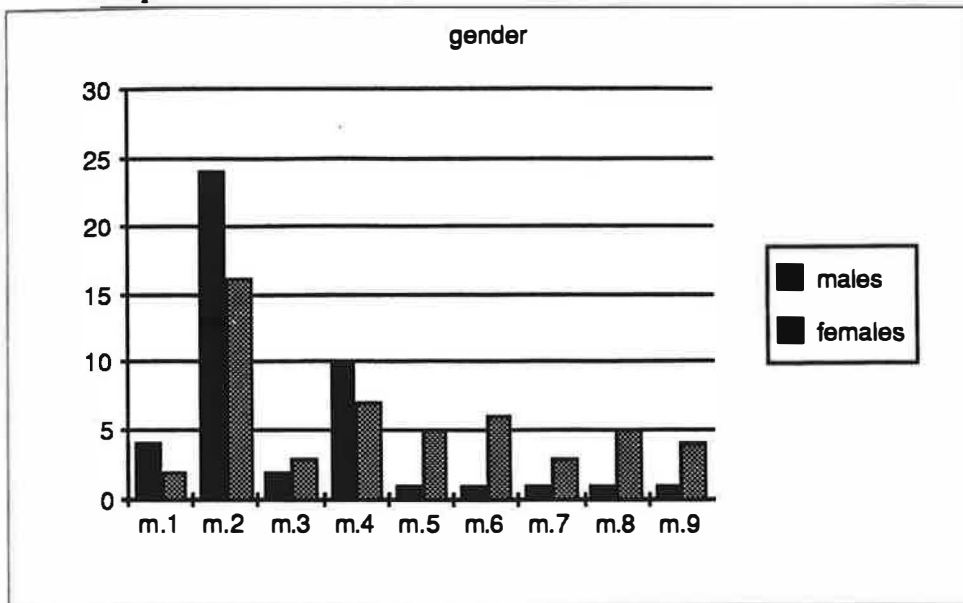
According to the over 80% of the respondents who gave a rating of 4-5, all of the messages were very easy to understand. They were clear and well worded. message which is easiest to understand. None of the respondents gave a rating of one

Figure Six: Message which is easiest to understand



According to the respondents messages two, four and nine were the easiest to understand. In particular message of the respondents considered message two to be the message which was easiest to understand.

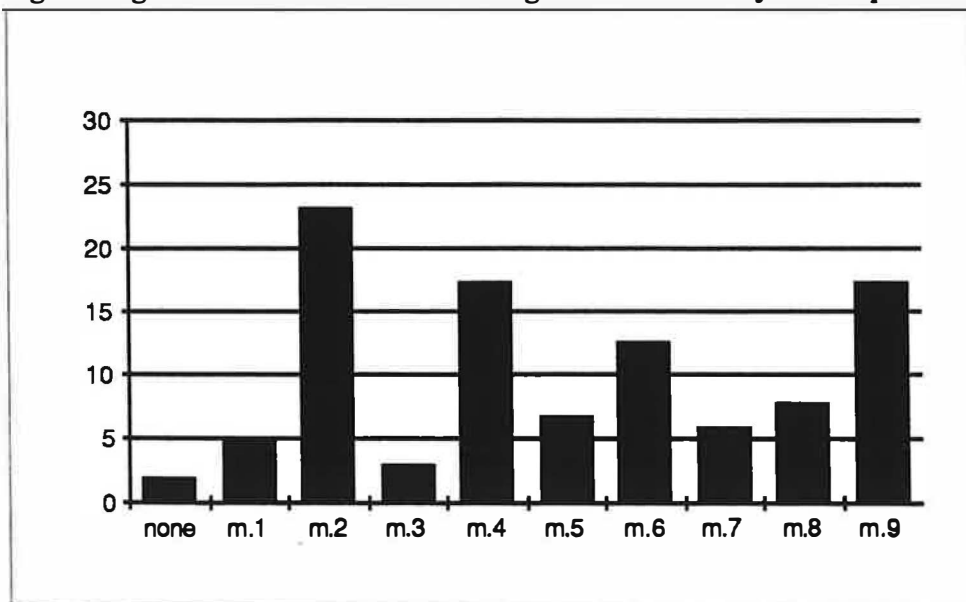
Figure Seven: Message which is easiest to understand as identified by male and female respondents



As we can see from figure seven, message two was most frequently selected by males and females as being the easiest message to understand. However, there were more male than females who selected message two. More males than females selected messages one and four. In contrast, messages five, six, seven, eight and nine were identified by more females than males as being the easiest messages to understand.

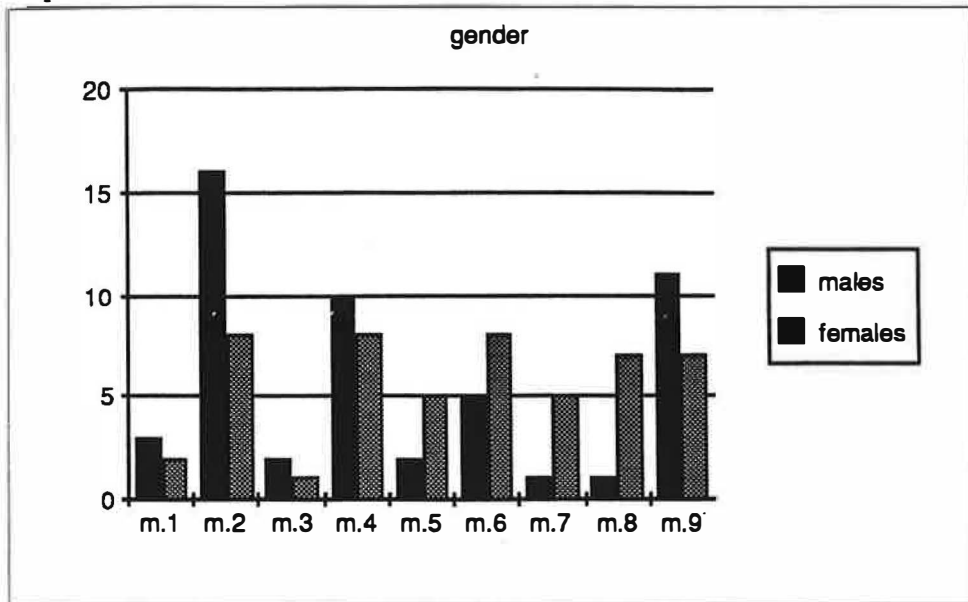
2.3 Message which was considered to be the most informative about HIV and AIDS

Figure Eight: Most informative message as identified by all respondents



According to the respondents, messages two, nine, four and six were the most informative messages of the nine installed. In particular message two was single out by 23% of the respondents as being the most informative message of the nine.

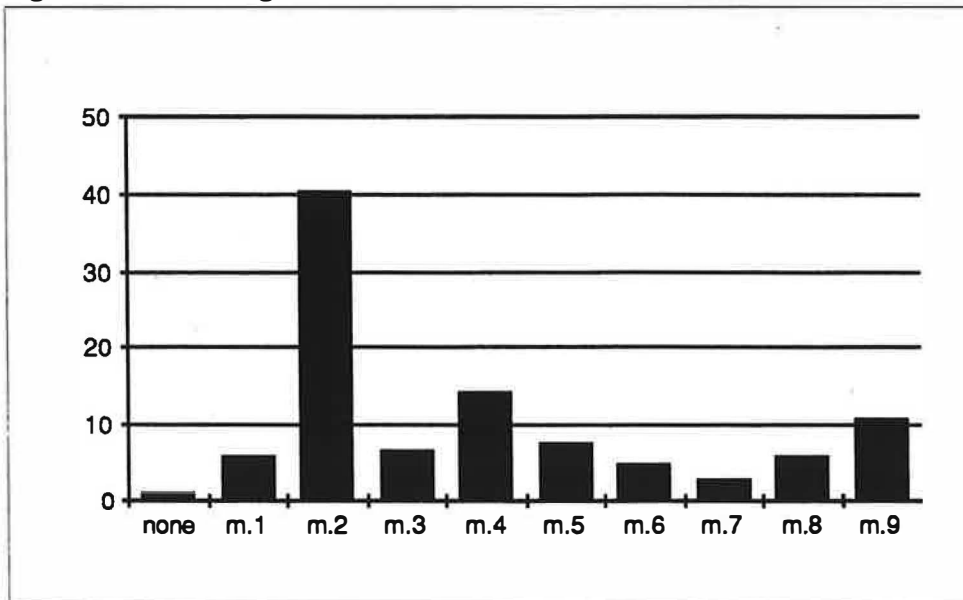
Figure Nine: Most informative message as identified by male and female respondents



As figure nine illustrates, messages two, four, nine, one and three were considered by more male respondents than female respondent to be the most informative of the nine messages. In comparison, messages five, six, seven, and eight were identified by more females than males as being the most informative of the nine messages.

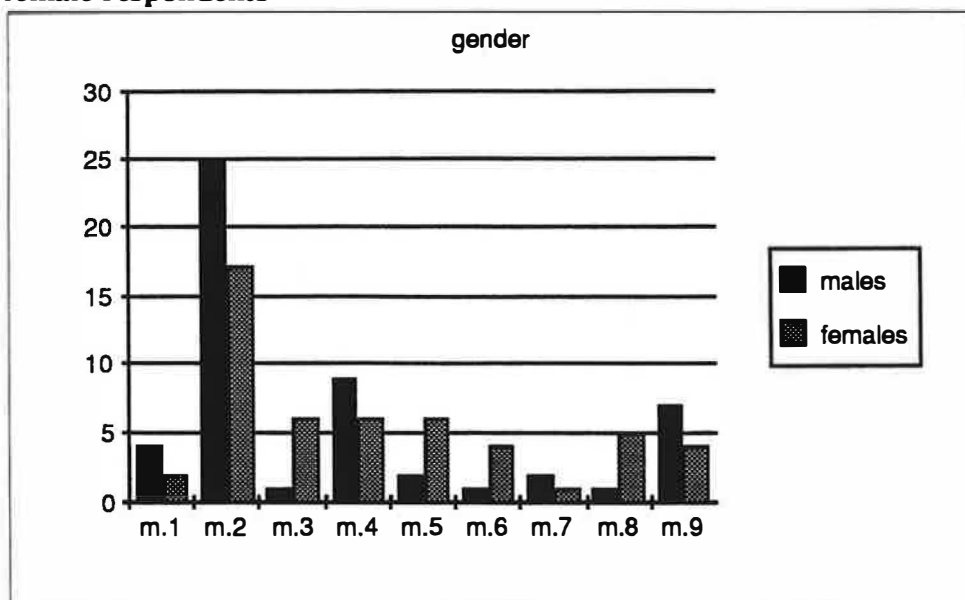
2.4 Message which was identified as the easiest to remember

Figure Ten: Message identified as easiest to remember



According to the respondents, message two is overwhelmingly selected as being easiest to remember. According to the respondents, the message is short snappy, to the point and stayed in their mind longer than the other.

Figure Eleven: Message which is easiest to remember as identified by male and female respondents



As illustrated in figure eleven, messages two, four, nine and one were selected by males as being the most memorable messages of the nine. In contrast, messages three, five, six and eight were identified by female respondents as being easiest to remember.

2.5 The perceived adequacy of condoms to offset HIV and AIDS

As part of our examination of the public's attitude to the health awareness messages developed by the Department of Health, an additional set of questions were included to explore their views regarding the adequacy of condoms to offset HIV and AIDS and whether or not they would suggest the use of condoms when considering a sexual encounter.

Table Twelve: Perceived adequacy of Condom to offset HIV and AIDS

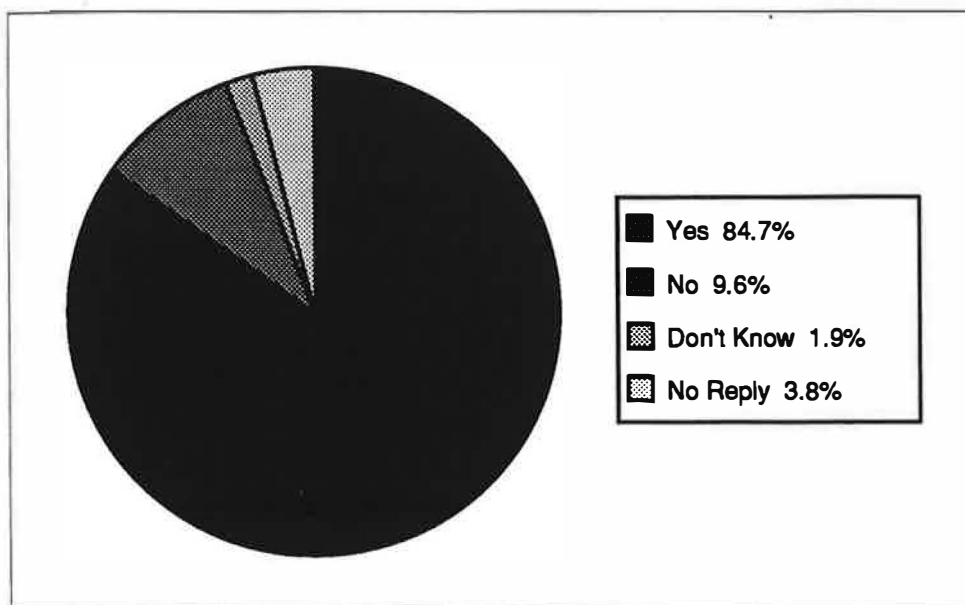
Adequacy	Number	Percentage
Very adequate	15	14
Adequate	68	65
Not adequate	13	13
Don't Know	5	5
No answer	3	3
Total	104	100

When asked the respondents whether they considered the correct use of good quality condoms as adequate to offset HIV and AIDS when having sexual intercourse, 79 percent of the respondents stated that condoms would provide adequate or very adequate protection against HIV and AIDS. Thirteen Percent, on the other hand

considered that condoms would not provide adequate protection because the condoms could split or burst, or roll off during intercourse.

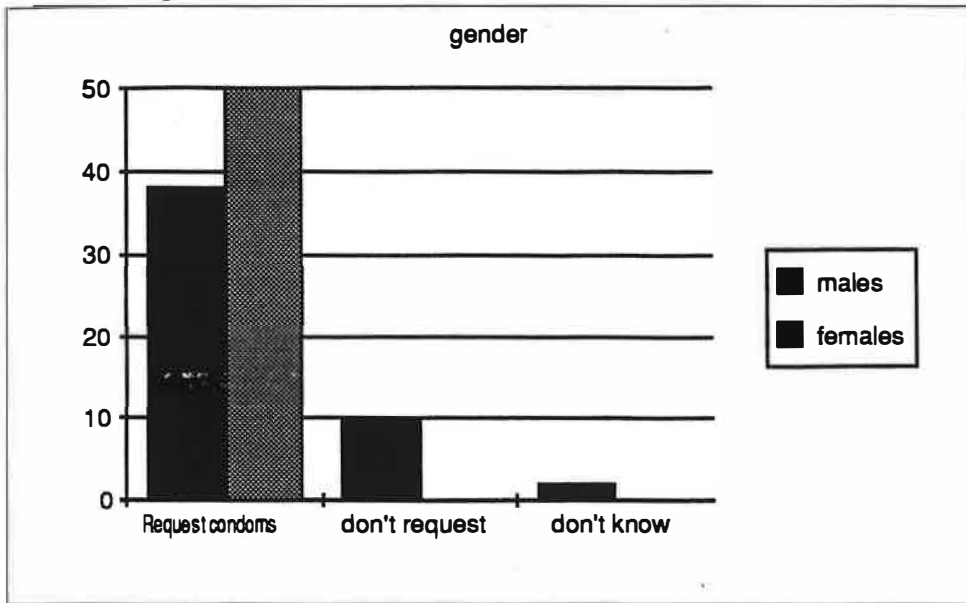
2.6 Whether respondents would consider suggesting or requesting the use of condoms when having sex.

Figure Twelve: Whether respondents would request the use of condoms when having sex



According to 85% respondents, they would request or suggest the use of condoms when about to have intercourse. Many of these respondents remarked "*In this day and age having a casual sexual fling is dangerous.... you never know who you're dealing with....*". Another respondent remarked "*Most people nowadays have sexual histories and they are mixing with others who also have sexual histories , ...so they have to be careful and should use condoms to lessen their chances of getting something like AIDS*". Almost 10% of the respondents stated that they would not request or suggest the use of condoms when having sex. Of this ten percent, five percent, of the respondents stated they would not use condoms because they were in a one faithful partner relationship.

Figure Thirteen: Whether male and female respondents would use condoms when having sexual intercourse



According to the figure thirteen, 50 % of female respondents in contrast to 38.5 of male respondents would request the use of condoms when having sex. Ten percent of male respondents in contrast to zero percent of female respondents stated that they would not request the use of condoms when having sex.

Section Two

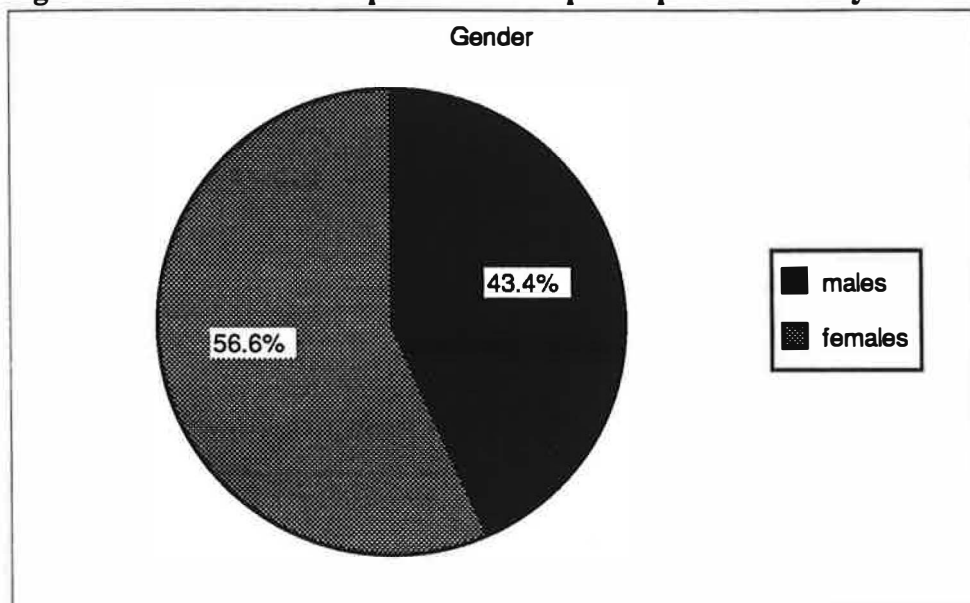
Results from phase two : Letterkenny Regional Technical College

Prior to presenting the results and comments from our survey, I present a demographic profile of the students who participated in the survey. We asked the students to indicate their basic demographic details such as ages, the course which they are studying, marital status, religious affiliation and sexual preferences.

3. Demographic profile of respondents

3.1 Gender of the respondents in the survey

Figure One: Gender of respondents who participated in survey



In our survey, we administered questionnaires to 50 males and 65 females, with a percentage breakdown of 57% males and 43 % females.

Table One: Gender of respondents

Gender of respondents	Number	Percentage
Males	50	44
Females	65	56
Totals	115	100

3.2 Age cohorts of the respondents

Table Two: Age of the respondents

Age	Number	Percentage
17 to 18	35	30
19 to 20	71	61
21 to 22	8	7
Total	115	100

The students who were part of this survey were aged between 17 and 22 years. Ninety one percent of the respondents between 17 and 20 years of age.

All of the students were registered to full time courses in the college.

3.3 The courses which the respondents were registered in at time of survey

Table Three: Courses in which the respondents are registered

Course type	number	Percentage
Business studies	31	28
Legal studies	27	23
Science	21	18
Electronics	20	17
Computing	15	13
No reply	1	1
Total	115	100

As indicated in table three, there was an even distribution of the number of students attending courses in this survey. The largest single grouping of students is the business studies course. This course had equal distribution of males and females. a similar distribution of males and females is to be found in the legal studies and computers courses. The science and electronics courses have more male than female students.

3.4 The current academic year of the students

Table Four: Year of study

Year of study	Number	Percentage
First year students	18	16
Second year students	97	84
Totals	115	100

Eighty four percent of the students surveyed were in their year of studying. Sixteen percent of the students surveyed were first year students.

3.5 The religious affiliations of the respondents

Table Five: Religious affiliations of the respondents

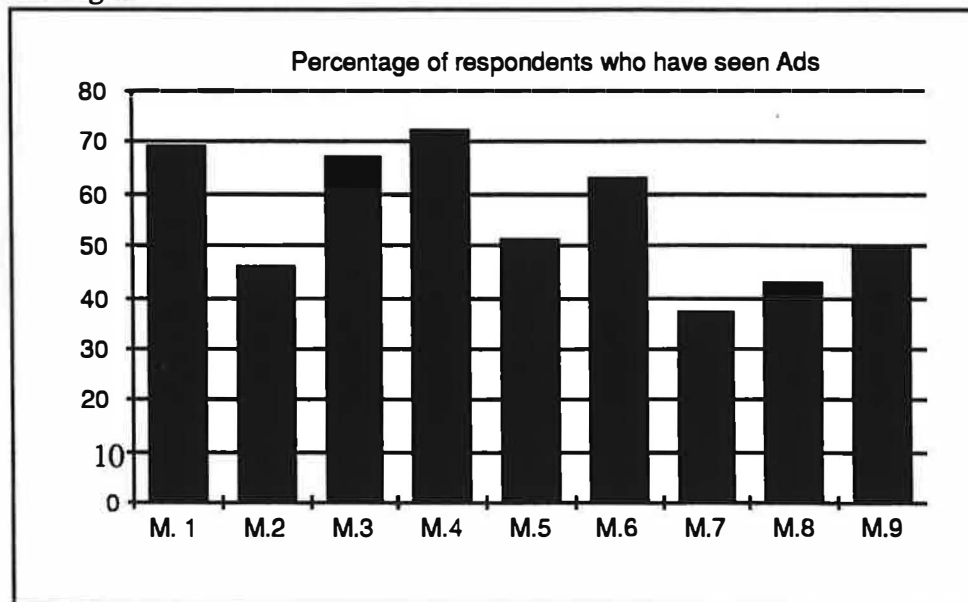
Religion	Number	Percentage
Catholic	101	88
Other Christian	6	5
Protestant	3	3
No reply	2	2
Total	115	100

Eighty eight percent of the respondents stated that they were affiliated to Catholic church.

Ninety nine percent of the respondents stated that they had heterosexual preferences.

3.6 Respondents recall of the nine messages

Figure Two: Percentage of respondents who had recalled each of the nine messages



According to figure two, the most frequently recalled message was message four, which was recognised by over 70% of the respondents. Messages one, three and six were recalled by over 60% of the respondents.

Figure Two A: Number of messages recognised by respondents

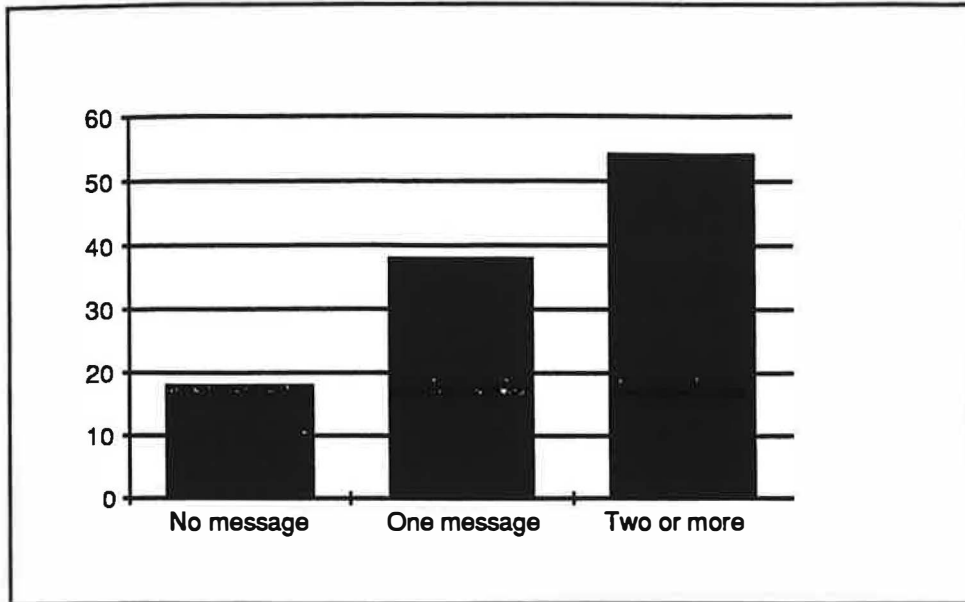


Figure two A illustrates that 82% of the respondents had seen one or more of the messages. 38% percent had at least recalled one message, while 54% of the respondents had seen two or more of the messages. Eighteen of the respondents had not recalled any of the messages.

Table six: Percentage of male and female students who recall each of the nine messages

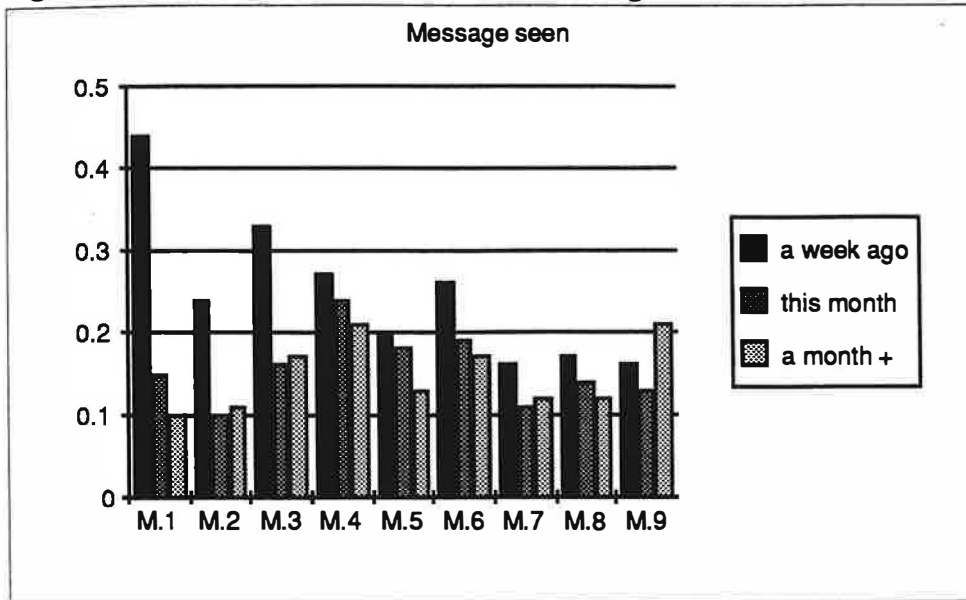
Gender	M.1	M.2	M.3	M.4	M.5	M.6	M.7	M.8	M.9
Males	68	40	52	76*	46	46	24	36	18
Females	71	51	78	90*	55	77	48	49	75

As table six indicates, message four was recalled by more males and females than any other message. Overall, more female students than male students recalled each of the nine messages.

In addition to message four, messages one and five were the messages recalled most frequently by male students. In contrast, messages one, three and six, in addition to message four, were the most frequently recalled by female students.

3.7 Time when the messages were observed by the respondents

Figure Three: When the advertisement messages were seen



According to the respondents, most of messages seen were seen within a week and month of the evaluation. This is illustrated in figure three.

3.8: Places where respondents observed the messages

Table Seven: Percentage of respondents who identified where the message was seen

Where message was seen	%
Magazine/ paper	4
In a pub/club	5
Poster in campus	69
Poster on a public wall	13
Poster on campus and public wall	9
Total	100

Sixty nine percent of the respondents claimed to have seen the messages on posters in the campus grounds. Of this twenty percent of the students stated that they had seen the messages on the back of toilet doors in the campus. Thirteen percent of the respondents stated that they had seen the message on a public wall. Five percent of the students stated they had seen these messages in pubs and clubs in Dublin.

3.9 The colour of messages as identified by the respondents

Table Eight: Colour of messages identified by respondents who recalled messages

Percentage of respondents who identified colour	%
Black and white	16
Colour	61
Can't recall	23
Total	100

As table eight indicates, sixty percent of the respondents recalled that the messages which were recalled were in colour. Ten percent of these respondents, wrote on the questionnaire that the messages were in black, white and red. Sixteen percent of the respondents stated that the messages were in black and white. The same colour was identified for each message by each respondent.

4. Rating the messages

The following tables indicate the respondents' rating of the messages in terms of their informative ability, their easiness to understand and their memorability.

4.1 The perceived ease with which respondents understood the nine messages

Table Nine: Rating the ease of understanding the messages given by male respondents

Rating	M.1	M.2	M.3	M.4	M.5	M.6	M.7	M.8	M.9
1-2	6%	4%	4%	2%	4%	4%	6%	6%	2%
3	20%	12%	22%	18%	24%	8%	16%	18%	20%
4-5	70%	82%*	68%	76%	58%	88%*	68%	74%	76%

Table nine presents the respondents rating, using a scale of one to five, the ease of understanding the nine messages. Messages two and six were rated four or five by more male respondents than any other message. As the table indicates, between 58 and 88 percent of the male respondents rated the messages with the two high values, four and five, for the ease of understanding the nine messages.

Table Ten: Rating the ease of understanding the messages by female respondents

Rating	M.1	M.2	M.3	M.4	M.5	M.6	M.7	M.8	M.9
1-2	1%	1%	0	1%	3%	1%	1%	1%	0
3	17%	6%	9%	8%	14%	5%	11%	11%	3%
4-5	78%	88%	85%	91%	80%	92%*	86%	86%	97%*

Table then presents the female respondents' rating of the nine messages again using the scale of one to five. The table indicate that between 78 and 97 percent of the female students gave the nine messages the two high values, four and five, for the ease of understanding. Messages nine and six were rated with values of four and five by more female respondents than any of the other messages.

4.2 The perceived offensiveness of the messages

Table Eleven: Rating the offensiveness of the messages by male respondents

Rating	M.1	M.2	M.3	M.4	M.5	M.6	M.7	M.8	M.9
1-2	78%	86%*	76%	81%	70%	72%	72%	76%	86%*
3	10%	2%	8%	6%	6%	18%	8%	10%	6%
4-5	8%	10%	10%	14%	10%	1%	10%	12%	6%

As table eleven indicates, between 70 and 86 percent of the male respondents gave the lowest rating of 1 and 2 for the offensiveness of the messages. Messages two and nine received the lowest values of 1 and 2, by more male respondents than any other message.

Table Twelve: Rating the offensiveness of the messages by female respondents

Rating	M.1	M.2	M.3	M.4	M.5	M.6	M.7	M.8	M.9
1-2	86%	78%	81%	86%	87%	89%	91%*	89%	95%*
3	6%	6%	9%	7%	5%	8%	1%	5%	1%
4-5	3%	11%	1%	5%	5%	1%	3%	1%	1%

Table twelve indicates that between 78 and 95 percent of female respondents gave the messages the lowest rating of one to two. Messages nine and seven were rated with the lowest values of 1 and 2 by more female respondents than any other message.

4.3 The perceived usefulness of the messages in educating people about HIV and AIDS

Table Thirteen: Rating usefulness of the messages by male respondents

Rating	M.1	M.2	M.3	M.4	M.5	M.6	M.7	M.8	M.9
1-2	30%	18%	16%	8%	20%	4%	12%	14%	10%
3	34%	32%	30%	22%	24%	18%	22%	16%	20%
4-5	32%	48%	48%	48%	42%	74%*	56%	68%*	68%*

Table thirteen presents the male respondents rating of the usefulness of the messages to educate people about HIV and AIDS. The table presents a fairly even distribution of ratings, from one to five. However, there are a number of trends which emerge. Messages nine, eight and six were rated with the highest values for the usefulness of messages to inform people about the issues of HIV and AIDS.

Table Fourteen: Rating usefulness of messages by female respondents

Rating	M.1	M.2	M.3	M.4	M.5	M.6	M.7	M.8	M.9
1-2	14%	8%	8%	3%	12%	1%	1%	5%	1%
3	43%	20%	20%	9%	23%	8%	18%	12%	12%
4-5	40%	68%	63%	86%*	63%	89%*	77%	80%	85%*

As table fourteen indicates, there were more female than male respondents who considered the messages were useful to inform people about the issues of HIV and AIDS. In particular, the female respondents rated the messages nine, six and four with the highest values of four and five.

4.4 The perceived innovativeness of the presentation

Table Fifteen: Rating the innovativeness of messages by male respondents

Rating	M.1	M.2	M.3	M.4	M.5	M.6	M.7	M.8	M.9
1-2	44%*	24%	26%	14%	36%*	24%	22%	30%	18%
3	32%	38%*	32%*	32%	32%	34%	34%*	42%*	38%*
4-5	18%	32%	30%	48%*	16%	40%*	30%	22%	38%*

Table fifteen presents the male respondents' rating of the innovativeness of the presentation of the messages. The table indicates the distribution of opinion amongst the five values. However, one can state that messages one and five were rated with the low values of 1 and 2 for presentation. Messages two, three, seven, eight and nine were given the middle value of three for presentation, and messages four, six and nine were given the high values of four and five for their presentation of information. Overall it appears that the respondents gave the middle value of three for the presentation of most of the messages.

Table Sixteen: Rating the innovativeness of messages by female respondents

Rating	M.1	M.2	M.3	M.4	M.5	M.6	M.7	M.8	M.9
1-2	25%	20%	25%	14%	18%	17%	20%	21%	11%
3	46%*	38%*	40%*	28%	37%	26%	35%	37%	29%
4-5	25%	32%	26%	51%*	40%*	52%*	37%*	37%*	55%*

Amongst the female respondents a slightly different picture emerges. Messages one, two and three were given the middle value of three, while messages four, five, six, seven, eight and nine were given the highest two values- four and five. Overall, the female respondents gave the highest values to the most messages.

4.5 Perceived relevance of the messages to the respondents lives

Table Seventeen: Rating the relevance of the messages by male respondents

Rating	M.1	M.2	M.3	M.4	M.5	M.6	M.7	M.8	M.9
1-2	16%	14%	10%	12%	18%	20%	18%	26%	14%
3	22%	20%	22%	18%	18%	26%	16%	18%	22%
4-5	58%*	64%*	62%*	66%*	50%*	54%*	56%*	54%*	62%*

We asked the respondents to rate the messages in terms of the relevance of these messages for their lives. Between fifty and sixty six of the males respondents gave the messages a the high values of four and five, indicating the importance of the health issues raised in the messages for the respondents.

Table Eighteen: Rating the relevance of the messages by female respondents

Rating	M.1	M.2	M.3	M.4	M.5	M.6	M.7	M.8	M.9
1-2	32%	14%	42%*	38%	23%	25%	31%	40%	35%
3	15%	17%	14%	11%	14%	12%	18%	12%	8%
4-5	45%*	45%*	37%	49%*	45%*	62%*	48%*	45%*	51%*

Table eighteen indicates that there was a wider distribution of values given by female respondents for the messages' relevance to their lives. Messages one, two, four, five, six, seven, eight and nine, were given the highest values of four and five, however, not by the same proportions of female respondents as male respondents.

4.6 The perceived ease of remembering the messages

Table Nineteen: Rating the ease of remembering the messages by male respondents

Rating	M.1	M.2	M.3	M.4	M.5	M.6	M.7	M.8	M.9
1-2	24%	8%	16%	10%	22%	18%	10%	12%	14%
3	18%	18%	20%	18%	14%	14%	28%	24%	24%
4-5	54%	72%	58%	70%	50%	52%	52%	62%	60%

The respondents were asked to rate the ease of remembering the messages. As table nineteen indicates, between 50 and 72 percent of the male respondents rated the messages with the highest values of four and five. Messages two and four were rated with values four and five by more male respondents than any other message.

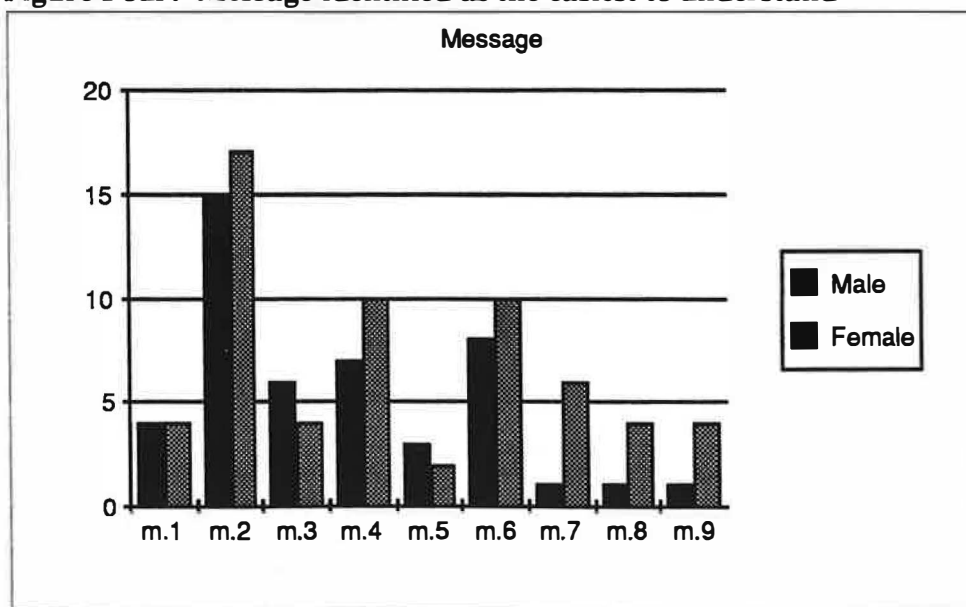
Table Twenty: Rating the ease of remembering the messages by female respondents

Rating	M.1	M.2	M.3	M.4	M.5	M.6	M.7	M.8	M.9
1-2	11%	3%	6%	12%	18%	5%	9%	5%	3%
3	28%	12%	18%	15%	15%	15%	26%	20%	22%
4-5	58%	80%	68%	72%	65%	78%	63%	72%	74%

According to table twenty, between 58 and 80 female respondents gave the message the values four and five for the ease of remembering the messages. Messages two and four were given the values of four and five by more female respondents than any other message.

4.7 The easiest message to understand as identified by the respondents

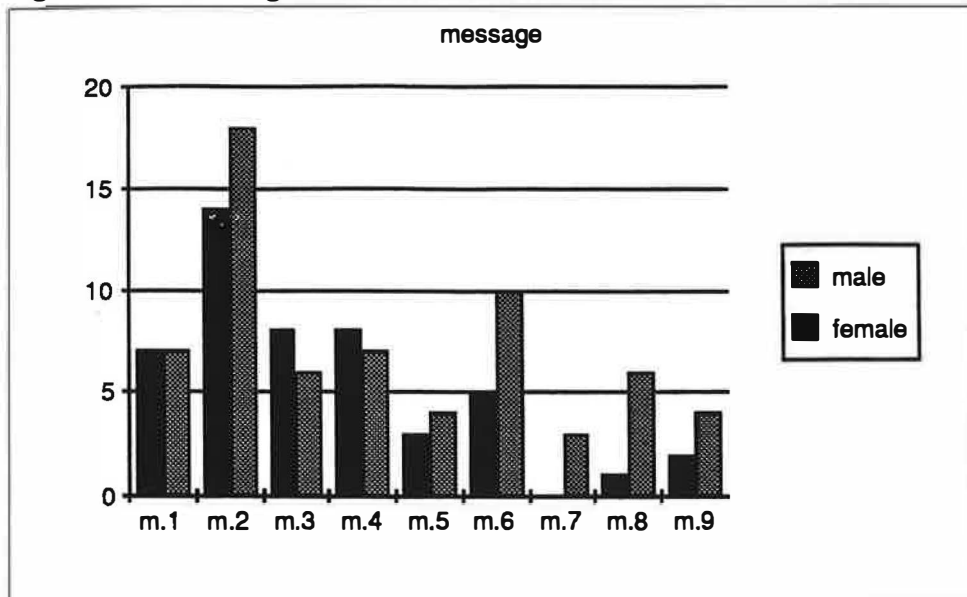
Figure Four: Message identified as the easiest to understand



According to figure four, message two was selected by more male and female respondents as the easiest message to understand. Messages, four and six were also selected more frequently by male and female respondents than the other messages. More female respondents selected messages seven, eight and nine than male respondents.

4.8 The easiest message to remember as identified by the respondents

Figure Five: Message which is easiest to remember



According to figure five, message two was considered by most male and female respondents to be the easiest of the nine messages to remember. Messages six and eight were considered to be the easiest to remember by more female respondents than male respondents. In contrast, messages three and four were considered to be easiest to remember by more male than female respondents.

4.9 The most informative message as identified by the respondents

Figure six: Message considered to be most informative

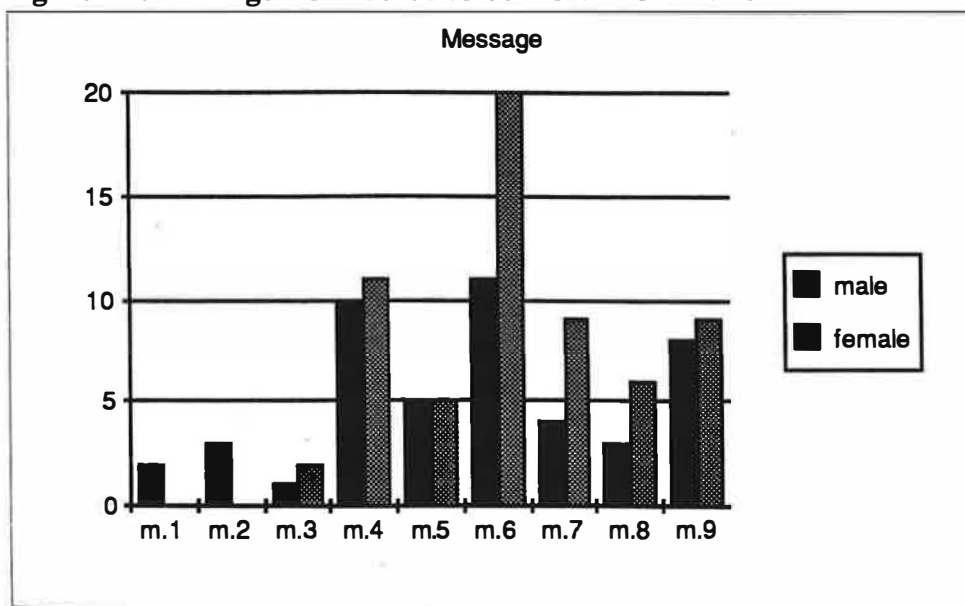


Figure six illustrates the most messages which respondents considered to be most informative about the issue of HIV and AIDS. Message six was considered by more respondents than any other message to be the most informative of the nine messages about the issue of AIDS and HIV. It is also the message most frequently selected by female respondents.

Messages four, seven and nine were also selected by more female respondents than male respondents. In contrast, messages six, four and nine were considered most frequently by male respondents to be the most informative of the nine messages about the HIV and AIDS issue.

5. The frequency with which respondents were exposed to the messages

In order to assess the frequency with which the students in Letterkenny RTC were exposed to the messages, we asked the respondents to indicate how frequently they use the toilets in a typical college week .

Table Twenty one: Use of toilets in St. Conal's campus

Use of toilets	Males	Females
Usually	36%	50%
Rarely	12%	25%
Never	44%	25%
No reply	8%	0

Table Twenty two: Use of Toilets in Port Road Campus

Use of toilets	Males	Females
Usually	52%	37%
Rarely	26%	40%
Never	20%	18%
No reply	2%	5%

As tables twenty one and two indicate Between eighty six and eight nine percent of all the respondents interviewed in both campuses used the toilets regularly during the week.

6. The frequency with which respondents have used drugs both intravenous and non intravenous drugs.

Part of the evaluation examined students use of drugs. We enquired about the frequency with which they used different types of drugs, which could put them directly or indirectly at risk of infection of HIV or AIDS.

Table Twenty three: Respondents use of grass

Frequency of drug use	Males	Females
More than once a month	14%	7%
More than once a year	4%	7%
Once in the last five years	6%	5%
A few times experimenting	10%	5%
never	58%	57%
No reply	8%	18%

Table three indicates that most of the students have not used grass. Approximately twenty percent of male respondents and seventeen percent of female respondents have experimented with grass. Fourteen percent of male respondents and seven percent of female respondents have used grass more than once a month.

Table Twenty four: Respondents use of ecstasy

Frequency of drug use	Males	Females
More than once a month	0	0
More than once a year	2%	0
Once in the last five years	4%	0
A few times experimenting	0	0
never	72%	74%
No reply	22%	26%

Table four indicates that almost three quarters of both male and female respondents have not used ecstasy. Six percent of males and zero percent of females have experimented with ecstasy in the past.

Table Twenty five: Respondents use of Acid

Frequency of drug use	Males	Females
More than once a month	2%	
More than once a year	2%	
Once in the last five years		
A few times experimenting	10%	5%
never	68%	71%
No reply	22%	25%

A similar finding is presented in table twenty five, where the majority of respondents have not used acid, but a small minority have experimented with the drug.

Table Twenty six: Respondents use of Cocaine

Frequency of drug use	Males	Females
More than once a month	0	0
More than once a year	0	0
Once in the last five years	0	0
A few times experimenting	2%	1%
never	74%	72%
No reply	24%	26%

Table Twenty seven: Respondents use of Heroin

Frequency of drug use	Males	Females
More than once a month	0	0
More than once a year	0	0
Once in the last five years	0	0
A few times experimenting	2%	0
never	86%	85%
No reply	12%	15%

Tables twenty three to twenty seven, indicate the use of certain drugs amongst students. The vast majority of students, from 58 to 86 percent have never taken drugs.

However, there were a few students - between two and fourteen percent- who did take certain drugs. These students could have placed themselves at a risk of being exposed to the HIV infection, by injecting drugs, or through unprotected sex - a likely consequence of dulled or over-heightened senses.

7. The respondents' views on the adequacy of condoms in offsetting HIV and AIDS

In line with the issue of drug taking, we asked the respondents to appraise the adequacy of condoms to offset HIV and AIDS.

Table Twenty eight: The perceived adequacy of condoms to offset HIV/AIDS

Adequacy of condoms	Males	Females
Very adequate	12%	17%
Adequate	70%	54%
Not adequate	12%	16%
Don't know	2%	14%
No reply	4%	3%

According to 82% of the males and 81% of females, good quality correctly used condoms provide an adequate to very adequate protection against HIV and AIDS.

Table Twenty nine: Whether respondents have used condoms in the past

Use of condoms	Males	Females
Yes	78%	60%
No	16%	8%
Don't Know	2%	2%
No Reply	4%	14%

Seventy eight percent of males and sixty percent of the females respondents, stated that they have used condoms when having sexual intercourse in the past.

Table Thirty: Whether respondents would use condoms in the future

Use of condoms	Males	Females
Yes	86%	88%
No	6%	3%
Don't Know	4%	6%
No Reply	4%	3%

When the respondents were asked whether they would use condoms in future, 86% male and 88% female respondents stated that they would use condoms in future.

Table Thirty one: Whether respondents use of condoms has been restricted by their availability

Restricted availability	Males	Females
Yes	50%	25%
No	42%	42%
Don't Know	6%	9%
No Reply	2%	25%

When I asked the respondents whether their use of condoms had been restricted by their availability to certain outlets, 50% of the male respondents stated yes, in comparison to 25% of the females.

Section Three

8. Comparison of results between the May 1992 evaluation and the December 1992 evaluation

In this section I present this years results from the second phase of the evaluation in Letterkenny regional technical college, with the results collected in previous evaluation conducted in May 1992 in Athlone Regional Technical college. The previous evaluation had a different set of messages than those currently displayed in colleges. Therefore this comparison will not assess which messages were most popular or frequently appraised. Instead this comparison will examine the students appraisals of the overall medium and the messages in both evaluations.

8.1 Overall recognition of the messages from the May 1992 - Dec. 1992

Table one: Overall recognition of messages in campaign (Averages)

	Last evaluation May 1992	This evaluation Dec. 1992
Average recognition	87%	88%

Table one indicates that there is a slight increase in the average percentage of students who recognised to one or more of the nine messages in the May evaluation and the December evaluation.

8.2 Overall assessment of the ease of understanding the messages

Table Two: Overall assessment of the ease of understanding (Average)

	Last evaluation May 1992	This evaluation Dec. 1992
Rating of high to very high	84%	80%

In table two, we present the students rating of messages in terms of the ease of understanding. Eighty four percent of students gave a rating of high and very high in the previous evaluation.

In December's evaluation, eighty percent of the students gave a rating of high to very high. Although there is a slight decrease from the last evaluation, the percentage of students who gave a high to very high rating is still high.

8.3 Overall assessment of the offensiveness of the messages

Table Three: Respondents' assessment of the offensiveness of the messages (Average)

	Last evaluation May 1992	This evaluation Dec. 1992
Rating of low to very low	86	82%

As with the last evaluation, the December results show a high percentage of students who rated the messages with a low to very low level value for offensiveness.

8.4 Overall assessment of the usefulness of the messages to inform people of HIV and AIDS

Table five: Overall assessment of the usefulness messages (Average)

	Last evaluation May 1992	This evaluation Dec. 1992
Rating of moderate to high	62%	63%

Table five indicate the students' assessment of the usefulness of the messages to educate people about the HIV ad AIDS situation. The results in the December evaluation are similar to that of the May evaluation.

8.5 Overall assessment of the innovativeness of the presentation of the messages

Table six: Overall assessment of the innovativeness of presentation(Average)

	Last evaluation May 1992	This evaluation Dec. 1992
Rating of moderate to high	27%	41%

According to table six, there is an increase in percentage of students who rated the innovativeness of the presentations with a moderate to high value in the December evaluation than in the May evaluation.

8.6 Overall assessment of the relevance of messages for the lives of the respondents

Table seven: Overall assessment of the relevance of messages for the respondents lives (Average)

	Last evaluation May 1992	This evaluation Dec. 1992
Rating of moderate to high	26%	55%

As with table six, table seven presents an increase in the percentage of students who gave the messages of rating of moderate to high for the relevance of the messages to their lives.

8.7 Overall assessment of the ease of remembering the messages

Table eight: Overall assessment of ease of recalling messages (Average)

	Last evaluation May 1992	This evaluation Dec. 1992
Rating of moderate to high	61%	64%

Table eight indicates that there is a slight increase in the average proportion of students who gave a rating of moderate to high for the ease of recalling the messages in the December evaluation than in the May evaluation.

8.8 Adequacy of condoms to offset HIV and AIDS

Table nine: Adequacy of condoms to offset HIV and AIDS (Average)

	Last evaluation May 1992	This evaluation Dec. 1992
Adequate/very adequate	77%	81%

Table nine shows an increase in the December evaluation from the May evaluation in the percentage of students who considered that condoms are adequate to very adequate in offsetting AIDS and HIV.

8.9 Students' use of condoms

Table ten: Overall student's condoms when having sex (Average)

	Last evaluation May 1992	This evaluation Dec. 1992
Have used condoms in past	66%	73%

Table ten indicates that in this evaluation there is an increase in the percentage of students who had used condoms when having sex than in the previous evaluation.

8.10 Students use of condoms in the future

Table eleven: Students' use of condoms in future

	Last evaluation May 1992	This evaluation Dec. 1992
Will use condoms in future	87%	87%

There is an equal proportion of students who stated that they would use condoms in future when having sex in both evaluations.

8.11 Whether students use of condoms has been affected by their availability

Table twelve: Students' use of condoms restricted by their availability (Average)

Use restricted by availability	Last evaluation May 1992	This evaluation Dec. 1992
Yes	39%	37%
No	37%	42%
Don't Know	24%	7%

According to table twelve, the results between the two evaluations are quite similar, with the exception that there is a slight increase in the percentage of students in this evaluation who stated that their use of condoms is not restricted by their availability

Section Four

9. Summary of results and conclusions

We conducted our evaluation in two phases, phase one in two entertainment venues and phase two in a regional technical college.

9.1 Main findings in phase one of evaluation

Our sample of patrons in Badbobs and Sinnotts, fulfilled the demographic profiles of the targeted audience. According to our findings our sample 85% of the respondents were aged between 20 and 35 years, 86% of the respondents were single. Eighty five percent of the respondents seldomly visited the venues where they were interviewed. On the basis of this important variable, the following results were observed.

1. Sixty six percent of respondents had seen one or more of the nine messages in the campaign .
2. Messages two, one, three and six were most frequently recognised and recalled by male respondents.
3. Messages two, four, six and three were most frequently recognised and recalled by female respondents.
4. Most of the messages identified were seen within the week previous to the study.
5. Forty three percent of the respondents saw the messages in the venues where the evaluations were conducted.
6. Fifty percent of the respondents recalled that the messages were in colour. Forty eight percent of the respondents recalled that the messages were in black and white. The respondents who recalled the messages in black and white may have been influenced by the black and white copies of messages used on display boards.
7. The respondents were asked to rate the messages in terms of their easiness to remember on a scale of 1 to 5 (with one being a low value and five being a high value). Over 60% of the respondents gave all nine messages a rating of between 4 to 5 .

8. Using the scale of 1 to 5, the respondents were asked to rate the usefulness of the messages to inform people about HIV and AIDS and over 70% of the respondents gave a rating of 4 to 5 for the nine messages.
9. The respondents were asked to rate the messages for ease of understanding using a scale of 1 to 5 and 85% of the respondents gave a rating of 4 to 5 for the nine messages.
10. According to the male respondents messages two and four were most frequently selected as the easiest of all nine messages to understand. Similarly messages two and four were selected by female respondents as the easiest messages to understand.
11. Messages two and four were identified by male and female respondents as the easiest messages to remember.
12. Messages two and nine were identified by male respondents as the most informative of all the messages. Messages two and four were identified by female respondents as the most informative of all of the nine messages.
13. Respondents were asked whether they considered that good quality correctly used condoms were adequate to offset HIV and AIDS and 80 % of the respondents stated that condoms would provide adequate to very adequate protection.
14. Eighty five percent of the respondents stated that they would use condoms when having sex.

These findings indicate that even with a sample who did not frequently attend the venues where the evaluation was conducted, sixty percent of the respondents recalled one or more of the messages. Overall messages two "*safer sex it's your choice insist on it*" and four "*If you go to bed with someone...*" have been identified as the most useful, informative, memorable messages. With regard to the use of condoms over 80% of the respondents stated that they would use condoms when having sex as they considered that they were adequate to offset HIV and AIDS.

9.2 Main findings from phase two of the evaluation

According to our survey, 90% of the respondents were aged between 17 and 20 years and were mainly second year students. On average 68% of the students have used the toilets in the two campuses in Letterkenny Regional Technical College. On the basis of these basic criteria the following results were observed.

1. According to our results, approximately 82% of all respondents had observed at least one of the nine messages.
2. Message four and one were most frequently recalled by male respondents. In contrast messages four and three were recalled most frequently by female respondents.
3. Eighty nine percent of the respondents saw the messages in the campus.
4. Sixty one percent of the respondents stated that the messages were in colour.
5. The respondents were asked to rate the messages using a scale of 1 to 5 on the following criteria.

With regard to the offensiveness of the messages between 76 and 95% of the respondents gave a rating of 1 to 2.

With regard to the ease of understanding between 60% and 87% of the respondents giving a rating of 4 to 5.

With regard to the innovativeness of presentation, t approximately a third of the respondents gave a rating of 1 to 2, a third gave a rating of 3 and a third gave a rating of 4 to 5. Similarly a third of the respondents gave a rating to each of 1 to 2, 3 and 4-5 for the relevance of the messages to their own live. There was a higher proportion of females who gave a rating of 4 to 5 for the relevance of the messages for their lives.

Between 50 and 78 percent of the respondents gave a rating of 4 to 5 for the ease of remembering the messages.

6. The respondents were asked to select the message which they considered to be easiest to understand. Messages two and six were selected most frequently by male respondents Messages two, four and six were selected most frequently by female respondents.

7. Messages two and four were most frequently selected by male respondents as the message which is the easiest to remember. Messages two and six were selected by female respondents as the message which is easiest to remember.

8. Messages six and four were selected by male and female respondents as the most informative of all the messages.

9. The respondents were asked whether they considered condoms would provide adequate protection against HIV and AIDS . Over 80% of the respondents considered that condoms provided adequate to very adequate protection against HIV and AIDS. Between 60 and 78 percent of the respondents stated that they have used condoms in the past. Between 86 and 88 percent of the respondents stated that they would use condoms in future.

From these results we can say that there was a very high recall rate for the messages. Message two " *safer sex, its your choice, insist on it*" , four " *If you go to bed with someone* " and six " *You cannot get HIV infection by ...*" were most frequently selected by the respondents, for being informative, memorable, useful. With regard to the impact of the medium, the results indicate that the medium is a good disseminator of information to people and that people do notice the messages, even when they have been infrequent visitors to the premises where the messages are displayed.

10. Comments made by respondents during the surveys

In our survey, we received many comments from both patrons of the entertainment venues and students in the Regional Technical College.

In the entertainment venues, approximately fifty percent of the respondents stated that the need for AIDS and HIV awareness campaigns were vital to the total population today. The following are a number of comments made by the respondents to illustrate this belief.

" My daughters and sons should have this type of information. It's excellent and its needed, especially nowadays when people are faced with such risks of AIDS from a having sex with someone they don't know "

" You can't tell people to use condoms and have safer sex with out having the condoms beside or near the messages. If the condoms were on sale in the toilets, the message would be brought home, literally with the person"

This point was reiterated again and again by both male and female respondents.

" The messages are excellent but they should be much more graphic and should use more illustrations or caricatures to bring the message home....for example the messages should have shorter snappier headings".

" These messages should be in every toilet in every nite club and every bar... they're vital and people have to be educated if they want stop the spread of this awful killer condition "

Countless numbers reiterated the point that messages should be in as many venues as possible because they offer people the information to warn and protect them against HIV and AIDS.

The main point being emphasised by these comments is that the messages designed by the Department of Health and displayed by Convenience Advertising are reaching people and they are leaving in these people's minds questions and views about HIV and AIDS. The messages are causing people to think about the risks and precautions available associated with the HIV and AIDS virus.

The student respondents in this survey did not iterate their views as openly as the those respondents surveyed in the entertainment venues. However two of the respondents remarked that they would appreciate more information about the HIV and AIDS issues, particularly an update on the developments made regarding the spread of the virus and the cure for the virus. These two students stated that talks about such issues would be beneficial to everyone concerned.

Over all the comments articulated indicate that there is a need for health education regarding the facts about HIV and AIDS and their respective transmissions and prevention. The Department of Health's messages are not going unnoticed and the feedback regarding their content has been predominantly positive and enthusiastic.

The End

Executive summary of results and conclusions from the December evaluation

We conducted our evaluation in two phases, phase one in two entertainment venues and phase two in a regional technical college.

Main findings in phase one of evaluation

Our sample of patrons in Badbobs and Sinnotts, fulfilled the demographic profiles of the targetted audience. According to our findings our sample 85% of the respondents were aged between 20 and 35 years, 86% of the respondents were single. Eighty five percent of the respondents seldomly visited the venues where they were interviewed. On the basis of this important variable, the following results were observed.

1. Sixty six percent of respondents had seen one or more of the nine messages in the campaign .
2. Messages two, one, three and six were most frequently recognised and recalled by male respondents.
3. Messages two, four, six and three were most frequently recognised and recalled by female respondents.
4. Most of the messages identified were seen within the week previous to the study.
5. Forty three percent of the respondents saw the messages in the venues where the evaluations were conducted.
6. Fifty percent of the respondents recalled that the messages were in colour. Forty eight percent of the respondents recalled that the messages were in black and white. The respondents who recalled the messages in black and white may have been influenced by the black and white copies of messages used on display boards.
7. The respondents were asked to rate the messages in terms of their easiness to remember on a scale of 1 to 5 (with one being a low value and five being a high value). Over 60% of the respondents gave all nine messages a rating of between 4 to 5 .
8. Using the scale of 1 to 5, the respondents were asked to rate the usefulness of the messages to inform people about HIV and AIDS and over 70% of the respondents gave a rating of 4 to 5 for the nine messages.
9. The respondents were asked to rate the messages for ease of understanding using a scale of 1 to 5 and 85% of the respondents gave a rating of 4 to 5 for the nine messages.
10. According to the male respondents messages two and four were most frequently selected as the easiest of all nine messages to understand. Similarly messages two and four were selected by female respondents as the easiest messages to understand.
11. Messages two and four were identified by male and female respondents as the easiest messages to remember.
12. Messages two and nine were identified by male respondents as the most informative of all the messages. Messages two and four were identified by female respondents as the most informative of all of the nine messages.

13. Respondents were asked whether they considered that good quality correctly used condoms were adequate to offset HIV and AIDS and 80 % of the respondents stated that condoms would provide adequate to very adequate protection.

14. Eighty five percent of the respondents stated that they would use condoms when having sex.

These findings indicate that even with a sample who did not frequently attend the venues where the evaluation was conducted, sixty percent of the respondents recalled one or more of the messages. Overall messages two "*safer sex it's your choice insist on it*" and four "*If you go to bed with someone*" have been identified as the most useful, informative, memorable messages. With regard to the use of condoms over 80% of the respondents stated that they would use condoms when having sex as they considered that they were adequate to offset HIV and AIDS.

Main findings from phase two of the evaluation

According to our survey, 90% of the respondents were aged between 17 and 20 years and were mainly second year students. On average 68% of the students have used the toilets in the two campuses in Letterkenny Regional Technical College. On the basis of these basic criteria the following results were observed.

1. According to our results, approximately 82% of all respondents had observed at least one of the nine messages.
2. Message four and one were most frequently recalled by male respondents. In contrast messages four and three were recalled most frequently by female respondents.
3. Eighty nine percent of the respondents saw the messages in the campus.
4. Sixty one percent of the respondents stated that the messages were in colour.
5. The respondents were asked to rate the messages using a scale of 1 to 5 on the following criteria.

With regard to the offensiveness of the messages between 76 and 95% of the respondents gave a rating of 1 to 2.

With regard to the ease of understanding between 60% and 87% of the respondents giving a rating of 4 to 5.

With regard to the innovativeness of presentation, approximately a third of the respondents gave a rating of 1 to 2, a third gave a rating of 3 and a third gave a rating of 4 to 5. Similarly a third of the respondents gave a rating of 1 to 2, 3 and 4-5 for the relevance of the messages to their own live. There was a higher proportion of females who gave a rating of 4 to 5 for the relevance of the messages for their lives.

Between 50 and 78 percent of the respondents gave a rating of 4 to 5 for the ease of remembering the messages.

6. The respondents were asked to select the message which they considered to be easiest to understand. Messages two and six were selected most frequently by male respondents.

Messages two, four and six were selected most frequently by female respondents.

7. Messages two and four were most frequently selected by male respondents as the message which is the easiest to remember. Messages two and six were selected by female respondents as the message which is easiest to remember.

8. Messages six and four were selected by male and female respondents as the most informative of all the messages.

9. The respondents were asked whether they considered condoms would provide adequate protection against HIV and AIDS . Over 80% of the respondents considered that condoms provided adequate to very adequate protection against HIV and AIDS. Between 60 and 78 percent of the respondents stated that they have used condoms in the past. Between 86 and 88 percent of the respondents stated that they would use condoms in future.

From these results we can say that there was a very high recall rate for the messages. Message two "*HIV and AIDS : safer sex, its your choice, insist on it*", four "*If you go to bed with someone*" and six "*You cannot get HIV infection by ...*" were most frequently selected by the respondents, for being informative, memorable, useful. With regard to the impact of the medium, the results indicate that the medium is a good disseminator of information to people and that people do notice the messages, even when they have been infrequent visitors to the premises where the messages are displayed.