



Convenience Advertising

EXECUTIVE SUMMARY OF AN
EVALUATION OF
THE CONVENIENCE ADVERTISING MEDIUM
AND HIV/AIDS/SEXUAL HEALTH EDUCATIONAL PROGRAMME
IN
FURTHER EDUCATION COLLEGES AND UNIVERSITIES
IN NORTHERN IRELAND

Researched and Reported
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Executive Summary of Evaluation

The following points are the main results from the evaluation of the Convenience Advertising Medium and of an HIV/AIDS/Sexual health education programme. A copy of the posters on display in the colleges are presented at the end of this summary. There were 777 respondents who took part in the evaluation, from seven further education colleges and universities throughout Northern Ireland. Forty five percent of the respondents were male and fifty five percent of the respondents were female. Ninety three percent of the respondents were single. Eighty nine percent of the respondents were aged between 16 and 21 years. Sixty one percent of the respondents were Catholic and 26% of the respondents were Protestant. Ninety three percent of the respondents were heterosexual.

Summary of results from colleges which had three or fewer posters on display.

There were three colleges which had three or fewer posters on display.

Poster one:

Poster one was displayed in two of the three colleges.

- Sixty nine percent of those respondents in colleges recalled having previously seen poster one.
- Sixty two percent of the respondents recalled that poster one was in colour.
- Forty four percent of the respondents saw poster one in a toilet and 8% saw the poster in a college.
- Eighty eight percent of the respondents gave a rating of between 3 and 5 for the ease of understanding poster one.
- Sixty six percent of the respondents gave a rating of between 1 and 2 for the offensiveness of poster one.
- Seventy eight percent of the respondents gave a rating of between 3 and 5 for the usefulness of the information in poster one.
- Seventy two percent gave a rating of between 3 and 5 for the importance of the information in poster one and 82% gave a similar rating of between 3 and 5 for the ease of remembering poster one.

Poster two:

Poster two was on display in one college.

- Seventy percent of the respondents recalled having seen poster two previously.
- Seventy three percent of the respondents gave a rating of between 1 and 2 for the offensiveness of poster two.
- Eighty six percent of the respondents gave a rating of between 3 and 5 for the usefulness of the information in poster two and 75% gave a similar rating of between 3 and 5 for the importance of the information in poster two.
- Eighty one percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster two.

Poster three:

Poster three was on display in all three colleges.

- Sixty eight percent of the respondents recalled having seen poster three previously.
- Sixty one percent of the respondents recalled that poster three was in colour.
- Fifty seven percent saw the poster in a toilet and 7% saw the poster in the college.
- Eighty one percent of the respondents gave a rating of between 3 and 5 for the ease of understanding poster three.
- Seventy three percent of the respondents gave a rating of between 1 and 2 for the offensiveness of poster three.
- Eighty nine percent of the respondents gave a rating of between 3 and 5 for the usefulness of the information in poster three and 81% gave a similar rating of between 3 and 5 for the importance of the information in poster three.
- Seventy nine percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster three.

Poster four:

Poster four was not on display in these three colleges.

- Ninety one percent of the respondents gave a rating of between 3 and 5 for the ease of understanding poster four.
- Fifty nine percent of the respondents gave a rating of between 1 and 2 for the offensiveness of poster four.
- Eighty percent of the respondents gave a rating of between 3 and 5 for the usefulness of the information in poster four and 81% of the respondents gave a similar rating of between 3 and 5 for the importance of the information in poster four.
- Eighty one percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster four.

Poster five:

Poster five was also not on display in these colleges.

- Eighty four percent of the respondents gave a rating of between 3 and 5 for the ease of understanding poster five.
- Seventy percent of the respondents gave a rating of between 1 and 2 for the offensiveness of poster five.
- Eighty six percent of the respondents gave a rating of between 3 and 5 for the usefulness of the information in poster five and 76% of the respondents gave a similar rating of between 3 and 5 for the importance of the information in poster five.
- Seventy one percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster five.

Poster six:

Poster six was not on display in these colleges.

- Eighty nine percent of the respondents gave a rating of between 3 and 5 for the ease of understanding poster six.
- Sixty seven percent of the respondents gave a rating of between 1 and 2 for the offensiveness of poster six.
- Eighty nine percent of the respondents gave a rating of between 3 and 5 for the usefulness of the information in poster six and 83% of the respondents gave a similar rating of between 3 and 5 for the ease of remembering poster six.

The overall pattern from these results indicate that there was a very high recall rate for poster one, two and three by the colleges which had three or fewer posters on display. In addition over half of the respondents in these colleges recalled that the posters were in colour and that they had seen the poster in either the college or a toilet. In addition the posters received average to very high ratings for the ease of understanding the posters, the usefulness of the information, the importance of the information and ease of remembering the posters, by over 3/4 of the respondents. The posters were also rated with the lowest ratings for offensiveness by over 2/3 of the respondents.

Summary of results from colleges which had four or more posters on display.

There were four colleges in the sample which had four or more posters on display.

Poster one:

Poster one was on display in all four colleges.

- Fifty one percent of the respondents recalled having previously seen poster one.
- Forty three percent of the respondents recalled that the poster was in colour and 36% saw the poster in a toilet.
- Ninety one percent of the respondents gave a rating of between 3 and 5 for the ease of understanding poster one.
- Eighty seven percent of the respondents gave a rating of between 1 and 2 for the offensiveness of poster one.
- Eighty one percent of the respondents gave a rating of between 3 and 5 for the usefulness of the information in poster one and 79% of the respondents gave a similar rating of between 3 and 5 for the importance of the information in poster one.
- Eighty seven percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster one.

Poster two:

Poster two was on display in three of the four colleges.

- Fifty three percent of the respondents recalled having previously seen poster two.
- Forty four percent recalled that poster two was in colour.
- Thirty seven percent of the respondents saw poster two in a toilet and 11 % saw poster two in the college.
- Ninety one percent of the respondents gave a rating of between 3 and 5 for the ease of understanding poster two.
- Eighty six percent of the respondents gave a rating of between 1 and 2 for the offensiveness of poster two.
- Eighty five percent of the respondents gave a rating of between 3 and 5 for the usefulness of the information in poster two and 81% of the respondents gave a similar rating of between 3 and 5 for the importance of the information in poster two.
- Eighty nine percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster two.

Poster three:

Poster three was on display in all four colleges.

- Fifty three percent of the respondents recalled having previously seen poster three.
- Forty four percent of the respondents recalled that the poster was in colour and 44% saw the poster in a toilet.
- Ninety three percent of the respondent gave a rating of between 3 and 5 for the ease of understanding poster three.
- Eighty six percent of the respondents gave a rating of between 1 and 2 for the offensiveness of poster three.
- Ninety one per cent of the respondents gave a rating of between 3 and 5 for the usefulness of the information in poster three and 85% of the respondents gave a similar rating for the importance of the information in poster three.
- Seventy eight percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster three.

Poster four:

Poster four was on display in three of the four colleges.

- Forty three percent of the respondents recalled having seen poster four.
- Thirty percent of the respondents recalled that poster four was in colour.
- Twenty eight percent of the respondents saw the poster in a toilet and 8% saw the poster in the college.
- Eighty nine percent of the respondents gave a rating of between 3 and 5 for the ease of understanding poster four.
- Eighty one percent of the respondents gave a rating of between 1 and 2 for the offensiveness of the poster four.
- Eighty four percent of the respondents gave a rating of between 3 and 5 for the usefulness of the information in poster four and 80% of the respondents gave a similar rating for the importance of the information in the poster.
- Eighty four percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster four.

Poster five:

Poster five was on display in three of the four colleges.

- Thirty seven percent of the respondents recalled having seen poster five.
- Thirty two percent of the respondents recalled that the poster was in colour.
- Twenty nine percent of the respondents saw the poster in a toilet and 3% saw the poster in the college.
- Eighty five percent of the respondents gave a rating of between 3 and 5 for the ease of understanding poster five.
- Seventy seven percent of the respondents gave a rating of between 1 and 2 for the offensiveness of poster five.
- Eighty nine percent of the respondents gave a rating of between 3 and 5 for the usefulness of the information in poster five and 82% of the respondents gave a similar rating for the importance of the information in the poster.
- Seventy nine percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster five.

Poster six:

Poster six was on display in all four colleges.

- Thirty one percent of the respondents recalled having seen poster six.
- Twenty three percent recalled that the poster was in colour.
- Twenty four percent saw the poster in a toilet and 3% of the respondents saw the poster in the college.
- Eighty nine percent of the respondents gave a rating of between 3 and 5 for the ease of understanding poster six.
- Seventy eight percent of the respondents gave a rating of between 1 and 2 for the offensiveness of poster six.
- Seventy eight percent of the respondents gave a rating of between 3 and 5 for the usefulness of the information in poster six and 83% of the respondents gave a similar rating for the importance of the information in the poster.
- Sixty seven percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster 5.

Overall these results indicate that there was an moderate recall rate for the posters in the colleges where four or more messages were on display. Between 1/3 and 1/2 of the respondents recalled that the posters were in colour and that the posters were seen in toilets. In addition the posters received average to very high ratings for the ease of understanding the posters, the usefulness of the information, the importance of the information and ease of remembering the posters, by over 3/4 of the respondents. The posters were also rated with the lowest ratings for offensiveness by over 3/4 of the respondents.

Respondents' utilisation of the buildings and toilets where the posters were displayed.

- Over 3/4 of the respondents used the buildings where the posters were on display most week days and 55% of the respondents usually used the toilets In these buildings.

Respondents' overall selection of the poster which was easiest to understand, the poster which offered the most useful information and the poster which was easiest to remember.

- Poster two was selected by the single largest proportion of the respondents (38%) as being the poster which was easiest to understand. This was followed closely by poster three (26% of the respondents).
- Poster three was selected by the single largest proportion of respondents (46%) as being the poster to offer the most useful information.
- Poster two was considered by 41% of the respondents as being the easiest poster to remember, followed closely by poster one (36%).

Respondent's overall rating of the medium

- Sixty six percent of the respondents gave a rating of between 4 and 5 for the effectiveness of the medium to disseminate information.

Summary of respondents attitudes about condoms.

A number of cross tabulations were carried out to establish factors affecting the students attitudes about condoms. In particular the variables of gender and sexual activity had a statistically significant affect on the respondents attitudes about condoms.

- There was a larger proportion of male respondents (69%) than female respondents (44%) who were sexually active.
- Likewise, there was a greater proportion of female respondents (48%) than male respondents (28%) who were not sexually active.

- Overall 47% of the respondents had used some form of contraceptive/protection during their last sexual intercourse. There was a larger proportion of male respondents (56%) than female respondents (38%) who used a contraceptive/protection during their last sexual intercourse. The most popular method of contraceptive/protection used by the respondents was a condom. Forty one percent of the male respondents used a condom, while only 19% of the female respondents used a condom. There were slightly more female respondents (12%) than male respondents (10%) who used the pill only as a method of contraception/protection
- Over 3/4 of the male respondents and female respondents considered that a good quality correctly used condom could provide adequate or very adequate protection against HIV and AIDS.
- Sixty nine percent of both male and female respondents stated that the educational posters had encouraged them to request/suggest the use of a condom when having sexual intercourse. Eighty one percent of female respondents and 76% of male respondents stated that the posters would encourage them in future to request/suggest the use of condoms when having sexual intercourse.
- There was a higher proportion of male respondents (52%) than female respondents (36%) who agreed with the statement that condoms were easy to use. In contrast there were more female respondents (35%) than male respondents (17%) who were uncertain whether condoms were easy to use.
- There was a higher proportion of female respondents (52%) than male respondents (26%) who were uncertain whether condoms made sex less enjoyable. There was almost equal proportions of male respondents who agreed and disagreed with the statement that condoms made sex less enjoyable.
- There were more male respondents (42%) than female respondents (30%) who disagreed that condoms were too expensive to use regularly.
- There was almost equal proportions of male (28%) and female (26%) respondents who agreed with the statement that it was embarrassing to buy condoms. The largest proportion of male respondents (34%) however stated that it was not embarrassing to buy condoms.
- Forty percent of the male respondents disagreed with the statement that carrying condoms made them feel uncomfortable. The largest single proportion of female respondents (25%) were uncertain if it was embarrassing to carry condoms.

- Eighty percent of the male respondents and 70% of the female respondents agreed/ strongly agreed with the statement that they could easily get a condom if they needed one.

When the respondents answers were analysed along with the respondents level of sexual activity, the following results were obtained:

- There was a higher proportion of sexually active respondents (58%) than non sexually active respondents (26%) who agreed that condoms were easy to use. Whereas there was a higher proportion of the respondents who were not sexually active (45%) than those who were sexually active (13%) who were uncertain if condoms were easy to use.
- Likewise there was a higher proportion of non sexually active respondents (59%) than those who were, sexually active (24%) who were uncertain if condoms made sex less enjoyable.
- Likewise the pattern continues, where there were more non sexually active respondents (31%) than sexually active respondents (15%) who were uncertain if carrying condoms made them feel uncomfortable. However there was a larger proportion of sexually active respondents (39%) than non sexually active respondents (22%) who disagreed that carrying condoms made them feel uncomfortable.
- Similarly there were more sexually active respondents (36%) than non sexually active respondents (22%) who disagreed that it was embarrassing to buy condom. The largest single proportion of non sexually active respondents (29%) agreed that it was embarrassing to buy condoms.
- Forty two percent of sexually active respondents disagreed that condoms were too expensive to use regularly in contrast with 28% of non sexually active respondents. There were more non sexually active respondents (35%) than sexually active respondents (11%) who were uncertain if condoms were too expensive to use regularly.
- There was between 2/3 and 3/4 of both sexually active and non sexually active respondents who considered that they could get a condom if they needed one.
- On an intuitive level, I suggest that most of the non sexually active respondents answered using the "uncertain" option because they may not have handled/used condoms previously.

HAVE IT YOUR WAY !

THINK AND TALK BEFORE HAVING SEX

protected sex in Northern Ireland is just as risky as it is anywhere else. Part from saying 'no', your only protection from possible infection, is safer sex.

For more information or advice, contact:

Poster one



- Genitourinary Medicine (GUM) Clinic, Royal Victoria Hospital, Grosvenor Road, Belfast. Telephone: (0122) 894117
- The National AIDS Helpline, Freephone 0800 557122
- AIDS Helpline NI, Telephone Counselling Service (0122) 326117, Monday - Friday, 9am - 5pm. * 24hrs 18 10 20.

**IF YOU
CHOOSE TO
HAVE SEX**

**CHOOSE
SAFER SEX**

Unprotected sex in Northern Ireland is just as risky as it is anywhere else. Apart from saying 'no', your only protection from possible infection, is safer

For more information or advice, contact:

HEALTH

Poster two

* Genito Urinary Medicine (GUM) Clinic, Royal Victoria Hospital, Grosvenor Road, Belfast. Telephone (0232) 894777

* The National AIDS Helpline, Freephone 0800 567122

* AIDS Helpline, Tel: Telex 900000, Fax: 0117 726117, 44, Victoria Road, Belfast. 9.30 am to 10.00 pm

HIV AND YOU

HIV is the virus that attacks the body's defence system, makes you vulnerable to various infections and can lead to AIDS. HIV must enter a person's bloodstream for him or her to become infected. It can be present in body fluids such as blood, semen, anal and vaginal fluid. Any activity which puts you at risk of infected fluid entering your bloodstream should be avoided.

HIGH RISK BEHAVIOURS:

- Having unprotected sex with an infected person.
- Having unprotected sex with somebody whose sexual and injecting drug history you are unsure of.
- Sharing injecting drug equipment. (Needles or syringes) etc.

YOU CANNOT GET HIV INFECTION BY:

- Hugging, or kissing on the lips.
- Sharing cutlery and crockery.
- Sharing laundry facilities.
- Using swimming pools.
- Being coughed or sneezed upon.
- Sharing toilet facilities.
- Shaking hands.
- Insect or animal bites.

Unprotected sex in Northern Ireland is just as risky as it is anywhere else. Apart from saying 'no', your only protection from possible infection, is safer sex.

For more information or advice, contact:

Poster three



• Genito-urinary Medicine (GUM) Clinic, Royal Victoria Hospital, Grosvenor Road, Belfast. Telephone (01232) 264777

• The National Aids Helpline. Freephone 0800 567123

• AIDS Support Unit, 7, York Street, Belfast. Telephone (01232) 264777

WHAT IS SAFER SEX ?

Safer sex isn't difficult and it doesn't have to be boring or dull! Safer sex means having sex in ways that reduce the risk of HIV infection and other sexually transmitted diseases, for you and your partner.

Safer sex includes:

- non-penetrative sex such as stroking, fondling, body kissing and masturbation
- using condoms for penetrative sex
- reducing the risk of HIV infection from oral sex by using condoms.

Remember that alcohol and other drugs may reduce your ability to make safe decisions

Unprotected sex in Northern Ireland is just as risky as it is anywhere else. Apart from saying 'no', your only protection from possible infection, is safer sex.

For more information or advice, contact:

Poster four



* Genitourinary Medicine (GUM) Clinic, Royal Victoria Hospital, Grosvenor Road, Belfast. Telephone (0232) 894777

* The National AIDS Helpline. Telephone 0800 567123

• HIV and AIDS: The Facts. Department of Health, Belfast. Telephone (0232) 894777

SEXUALLY TRANSMITTED DISEASES

STDs are infections you can get through having sex.

Anyone who has vaginal, anal or oral sex can catch STDs or spread them. You can't always tell whether a partner has an STD. People can have STDs without any signs or symptoms. However, most STDs are easy to treat and you feel worried, you should contact the GUM (Genito Urinary Medicine) Clinic for confidential reassurance and treatment, if you need it. This is very important as some STDs can have serious results if they're not treated early.

HIV, the virus which can lead to AIDS, is also sexually transmitted. People carrying HIV can appear healthy and show no symptoms for many years.

REDUCE YOUR RISK OF THESE INFECTIONS

You can reduce your risk of these infections by practising safer sex. This includes:

- stroking, fondling, body kissing & masturbation
- using condoms for penetrative or oral sex

Remember that alcohol and other drugs may reduce your ability to make safe decisions

Unprotected sex in Northern Ireland is just as risky as it is anywhere else. Apart from saying 'no', your only protection from possible infection, is safer sex.

For more information or advice, contact:

Poster five



* Genito Urinary Medicine (GUM) Clinic, Royal Victoria Hospital, Grosvenor Road, Belfast. Telephone (0232) 614111

* The National AIDS Helpline. Freephone 0800 587123

A.17

**A Presentation of Comments
Made by the Respondents
in the
Evaluation of the HIV/AIDS/ Sexual Health Educational
Programme.**

**Researched and Reported
by
Maria O' Beirne, M. Soc. Sc., Dip. stats.**

**Prepared for the
Health Promotion Agency For Northern Ireland
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Introduction:

As part of the evaluation of the HIV/AIDS educational programme and the Convenience Advertising medium, the respondents were provided with an opportunity at the back of the questionnaire to express their opinions about the issues covered in the questionnaire.

The following comments were made by 51 different respondents from each of the seven colleges regarding the following issues: HIV/AIDS educational programmes and their importance for the population, the sexual health education programme currently on display in colleges and universities and the effectiveness of condoms in providing protection against HIV and STDs. The quotations have been placed under the headings relating to the afore mentioned issues.

Respondents' comments regarding Sexual Health Educational Programmes:

The following comments were made by respondents regarding the need for educational programmes about HIV/AIDS and Sexually transmitted diseases.

1. Female respondent, single, 19 yrs, sexually active, other religion.
"Sex education should be taught more widely in second level schools."
2. Male respondent, single, 20 yrs, sexually active, Catholic.
" I feel you should have someone with more knowledge to talk to us about safer sex."
3. Male respondent, single, 18 yrs, not sexually active, Protestant.
" Information on sex and sexually transmitted diseases should be taught in all second level schools."
4. Female respondent, single, 18 yrs, not sexually active, Catholic.
" Promotion of AIDS needs to be improved as it discriminates against the innocent people who may have caught the disease. Promotion of AIDS needs to be directed towards the middle aged parents who believe it is something to be ashamed of."
5. Male respondent, single, 28 yrs, sexually active, Catholic.
" More explicit and up front education about AIDS and its transmission and effects is needed ."

6. Female respondent, single, 17 yrs, sexually active, no religion.

" I think that people of a younger age than students at college should be educated more than they are being at present. They aren't told the importance of contraceptives. If the Government stopped pretending that young kids aren't having sex, they (the population) might not be in the problems they are in."

7. Female respondent, single, 19 yrs, sexually active, Catholic.

" It is necessary in this day and age to educate the young generation about HIV/STDs and unwanted pregnancies. The posters are eye catching in my view. They are effective."

8. Female respondent, single, 20 yrs, sexually active, Catholic.

" More awareness is needed in enabling people to fully understand the risks and effects of AIDS in the human population".

9. Female respondent, single, 20 yrs, sexually active, Catholic.

" More awareness is needed to enable people to fully understand the risks and effects of AIDS in the human population."

These eight respondents articulate that there is a need for sexual health educational programmes like the programme currently on display in the colleges. However the respondents consider that these programmes should be displayed more widely throughout the region, and that additional information in the form of talks regarding sexual health should be incorporated into the overall educational package. This would provide more detailed information about HIV/AIDS and would enable the students to ask questions and receive answers about issues regarding sexual health.

Some respondents considered that sexual health education should start in second level schools because many of those students are already sexually active and may be unaware of the risks they face if having unprotected/ casual sex.

Respondents' comments about the Sexual Health Educational programmes currently on display in the colleges

The following are some of the comments that the respondents made regarding the sexual health programme currently on display in the colleges.

The first five respondents considered the following aspects to be draw backs in the educational programme.

10. Female respondent, separated, 42 yrs, sexually active, no religion.

" There is no point in hiding HIV/Contraception advice in toilets if not all students use them, (toilets). Why not put a large poster at the front of Lecture theatres. I doubt if the lecturers would be daft enough to object and they would be seen by all students."

11. Male respondent, single, 24 yrs, sexually active, no religion.

" The posters are not striking enough to hold attention of a passer-by, I think they should be made more controversial/offensive in order to create publicity about them."

12. Male respondent, single, 20 yrs, sexually active, Catholic.

" The posters should be more eye catching to the passer-by, they should be placed in areas other than the toilets."

13. Male respondent, widowed, 47 yrs, sexually active, other religion.

" There seems to be in a sense an over saturation of posters of this type. Possibly this might lead to a rise in poster blindness".

14. Female respondent, single, 24 yrs, not sexually active, Catholic.

" In some of the posters there is too much information which does not encourage a person to read the posters. A simple poster would be better."

The main criticism made by these respondents is that the posters are not striking enough. The reasons given are that there is too much information in the posters for people to remember, or because the content of the posters is not controversial enough to provoke reaction. Other respondents consider that the posters are presently not in the most suitable display points to get maximum exposure. They consider that the posters should be displayed in other areas besides the toilets, as some students may never use the toilets and therefore never see the posters.

On a more positive level, the following respondents commented favourably about the posters in the educational programme but also suggested ways to develop the existing programme in order to maximise its mediating potential.

15. Male respondent, single, 19 yrs, sexually active, Catholic.

" The posters although very informative are not striking enough, more powerful messages should be used so people can see the vicious reality of the HIV virus".

16. Female respondent, single, 17 yrs, sexually active, Protestant.

" Posters like these should be displayed more widespreadly, e.g., public toilets, pubs and buses."

17. Male respondent, single, 18 yrs, sexually active, Catholic.

" I believe posters are a good idea as even if you don't look closely at the poster they (the posters) will not do any harm."

18. Male respondent, single, 19 yrs, sexually active, Protestant.

" I think it is important to display more of the posters displayed in the questionnaire in places where more people can view them".

19. Male respondent, single, 17 yrs, not sexually active, Catholic.

" This questionnaire has been interesting and it is important that safer sex should always be thought of before having sex."

20. Male respondent, single, 18 yrs, sexually active, Catholic.

" I would like to see more of those posters as they may make people aware of AIDS and the risk of contracting other STDs."

21. Male respondent, single, 18 yrs, sexually active, Catholic.

" People should take heed of these posters and use a contraceptive, because they could have a little mishap."

22. Male respondent, single, 23 yrs, sexually active, Catholic.

"Awareness is important and I think this poster campaign is essential, but should have been done for years, i.e. constant campaign funded by the government reminding people on a daily basis about the risks and importance of protection."

23. Female respondent, single, 19 yrs, sexually active, Catholic.

"The posters in the toilets are for the most part very informative and the toilets are the place for these posters."

24. Male respondent, single, 23 yrs, sexually active, Catholic.

" If posters were to be used outside the university it would be an idea to consider those who are illiterate and at high risk, e.g. homeless."

25. Female respondent, single, 21 yrs, not sexually active, Catholic.

"I think the posters should be used in public toilets nation-wide as it would be a very effective way for young people to find out information."

The main theme in these comments is that the posters should be more widely displayed to educate the population as a whole about HIV/AIDS and STDs. The posters are considered to be very important and effective in educating people about HIV and STDs. Unlike the comment made by respondent number 13, about saturating the population with too many posters, these respondents argue that there is a need for more of these posters to be displayed in various different venues, e.g. pubs.

Students comments about condoms.

The following are some of the comments that respondents made regarding condoms and their importance in off setting sexually transmitted diseases and HIV/AIDS. The first set of comments reflect the more negative opinions about condoms and their ineffectiveness.

26. Male respondent, single, 18 yrs, sexually active, Catholic,

" Condoms in certain situations can be hard to apply, e.g. after a few drinks. I wouldn't always be sure about their strength and reliability. Failure to get one on quickly is embarrassing and it can lead to the condom not being put on properly."

27. Female respondent, single, 18 yrs, not sexually active, Catholic.

"It is reported that condoms are 100% sure for protection... but they (condoms) are not completely reliable".

28. Female respondent, single, 17 yrs, not sexually active, Catholic.

" A Condom may not be put on properly and even if it is , it can split. There is no such thing as safe sex."

29. Male respondent, co-habiting, 20 yrs, sexually active, Catholic.

"I personally don't like condoms during intercourse, it is not the same as without one".

30. Male respondent, co-habiting, 24 yrs, sexually active, no religion.

"You lose all sensitivity in sex when using a condom"

31. Male respondent, single, 18 yrs, sexually active, Catholic.

" Usually you don't know in advance (whether you will have sex on a date), which makes it awkward to collect or use a condom. Also you feel you can't interrupt the 'moment' by stopping to use a condom".

32. Male respondent, single, 19 yrs, not sexually active, Catholic.

" The use of any form of artificial contraception violates God's divine plan for every single human being on this earth, it is sinful and degrading."

33. Male respondent, single, 18 yrs, not sexually active, Catholic.

" Contraceptives are against the teaching of the Catholic Church and are totally offensive. They should be banned."

34. Male respondent, single, 18 yrs, not sexually active, Protestant.

" As a Christian, I believe all pre-marital sex is a sin (disobedience to God's law). All sex outside marriage is a sin, all active homosexual relationships are wrong. I would advocate that the Health Service promote a campaign of saying 'NO' to sex before marriage rather than a sinful compromise. God has given sexual intercourse as a gift to his creatures to be enjoyed in wedlock."

35. Male respondent, single, 19 yrs, not sexually active, Protestant.

" HIV is simply a disease caused by Man's lack of obedience to God. He ordained sex for marriage as the ultimate expression of love and if you as a race support this moral standard, then how few cases (of HIV) there would be. Let's get back to basics and God's wonderful purpose for sex."

Each of these respondents presents a different reason for their criticism of condoms. Some of the respondents question the reliability of condoms to protect and provide contraception especially if the users have had a few drinks. One of the respondents states that one may not be sure if one is going to have sex on a date, therefore one may not bring or use a condom. In addition this respondent considers that it was unlikely that one would interrupt the sexual act to use a condom.

Other respondents (all male) did not like the sensations of using condoms when having sex and they remark that sex was more enjoyable without a condom. Religious beliefs are also presented as a reason to criticise the use of condoms. All four respondents who are male and not sexually active consider that sex outside marriage is sinful and that in some cases the acquisition of HIV/AIDS is a consequence of promiscuous and sinful behaviour. These respondents consider that condoms, as with other contraceptives are sinful. They suggest that an educational programme which promotes abstinence from sex before marriage would address both promiscuity and the issues of HIV/AIDS and other STDs.

In contrast the following are some of the reasons given by respondents to promote the use of condoms.

36. Male respondent, single, 19 yrs, sexually active, Catholic.

" In sporadic dating, foreplay is ideal and if necessary contraception/ like condoms. Unprotected sex in an on-going relationship is fulfilling and enjoyable."

37. Male respondent, single, 18 yrs, sexually active, Catholic.

"I believe condoms should be more readily available".

38. Male respondent, single, 19 yrs, sexually active, Catholic.

" Condoms should become more easily available and at a cheaper price ,in toilets."

39. Female respondent, single, 16 yrs, sexually active, Catholic.

" Safer sex is best for you and the rest of your life. One night's mistake could mean one life's mistake."

40. Female respondent, single, 17 yrs, sexually active, Catholic.

"There is no price on your life, so condoms can't be too expensive."

41. Male respondent, single, 21 yrs, sexually active, Catholic.

"Condoms should be given out free."

42. Female respondent, single, 18 yrs, not sexually active, Protestant.

"Many places i.e. nite clubs and pubs still don't provide condoms, which they should."

43. Female respondent, single, 18 yrs, sexually active, Protestant.

"I feel that condoms should be made more easily available in bars and restaurants as you find that most machines are empty which may discourage people in going to a chemist and buying some as they feel embarrassed. So in the end they may end up not using condoms."

44. Male respondent, single, 18 yrs, sexually active, no religion.

"More pubs and discos should have condom machines and women should be made more aware of carrying them also and not just relying on the men."

45. Female respondent, single, 22 yrs, sexually active, Catholic.

"Condoms are expensive if people are worried about HIV/STDs a cut in prices should be discussed. Put condoms in college toilets and not glossy posters."

46. Male respondent, single, 25 yrs, sexually active, Catholic.

"I do not use condoms because I have a long term partner. But at the start of the relationship we did use condoms."

47. Female respondent, separated, 36 yrs, sexually active. no religion.

"In a long term relationship if neither partner has been infected I don't see the need to use condoms. But I strongly recommend using condoms if having casual sex."

48. Female respondent, single, 18 yrs, not sexually active, Catholic.

"Safer sex is so important. I believe condoms should be made even more readily available, even to the extent where they are given out free to those who are or will be sexually active. This needs to be government funded."

49. Female respondent, co-habiting, 18 yrs, sexually active, no religion.

"Condoms should be cheaper or even free to students as now may be the time when they become (more) sexually active. It would encourage people to use them".

50. Female respondent, single, 21 yrs, sexually active, Catholic.

"The reason I was only using the pill is because I am in a two and a half year relationship. If I was starting a new relationship I would certainly use a condom also."

51. Female respondent, single, 18 yrs, not sexually active, Catholic.

"Wider availability of condoms in toilets etc. would be more useful. People are less embarrassed about buying condoms from a machine."

These respondents consider that condoms should be more widely available in pubs, discos, restaurants and in the college toilets. Most of the respondents acknowledge that condoms are important to use especially when starting a new sexual relationship or engaging in casual sex, but many of these respondents consider that if the sexual history of one's partner is known and one is in a long term relationship, with one partner, then the need to use condoms when having sex is reduced. The respondents also remark that the price of condoms should be reduced to encourage people to use them. In particular cheaper condoms for students was suggested because some students may have their first sexual intercourse at college or they become more sexually active than previously. The use of condom vending machines is supported by the respondents who consider this method of selling to be the least embarrassing way for people to purchase condoms.

Discussion:

The comments provided by respondents at the end of the questionnaires offer insights into prevailing attitudes regarding sexual health educational programmes, the present educational HIV/AIDS programme and the use of condoms.

Overall the respondents indicate that there is a need for more sexual health information and that this information should be available to overall population. In addition the respondents consider that the sexual health educational programmes should be accessible to young people in their secondary level schools who may be sexually active at a young age.

Many of the respondents consider that the HIV/AIDS educational programme, presently on display in colleges and universities, provides very important information and is effective in disseminating information about HIV and AIDS. The respondents' primary criticism of the programme is that there should be more posters on display throughout the region to inform the population about the risks and seriousness of HIV/AIDS.

There was a broader range of opinions offered by the respondents in respect to the issue of condoms. Some of the respondents consider that they are largely unreliable in providing protection against HIV/AIDS or in providing adequate contraception. Other respondents consider that condoms are morally wrong and that abstinence from sex outside marriage is the only 'proper' method to avoid contracting HIV/STDs.

On the other hand, many respondents consider that condoms play an important part in the early stages of new/casual sexual relationships. However many of these respondents consider that once the relationship becomes serious and long term, the need for using condoms is reduced.

Each of these respondents attitudes present the diversity of opinions regarding the topics which were discussed. The responses while not representative of the total sample in the evaluation, do however provide some insights into the attitudes of the audience being reached in the present sexual health educational programme.

CONTRACEPTION & PROTECTION

If you and your partner decide to have sex, the only way to prevent pregnancy is to use a reliable method of contraception. It's important to remember that many methods do not protect against the spread of HIV and other sexually transmitted diseases (STDs).

CONDOMS offer reliable protection against unplanned pregnancy, HIV and STDs, when used properly. Be careful not to damage them, use only water-based lubricants and always look for the BSI Kite Mark on the packets.

THE PILL is still the most effective form of contraception, but it gives no protection against HIV or STDs. You can have maximum protection by using both the pill and the condom.

OTHER METHODS The coil, diaphragm, cervical cap, spermicide, natural birth-control, or sterilisation are all means of preventing pregnancy, but offer no protection against infection.

All methods of contraception are only effective when used exactly as directed.

Unprotected sex in Northern Ireland is just as risky as it is anywhere else. Apart from saying 'no', your only protection from possible infection, is safer sex.

For more information or advice, contact:

Poster six



* Genito Urinary Medicine (GUM) Clinic, Royal Victoria Hospital, Grosvenor Road, Belfast, Telephone: 02821 894777

* The Family Planning Association (FPA) of Northern Ireland, 84-110, Telephone: 02821 125492

* The National AIDS Helpline, 0800 507110