Convenience
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Convenience Advertising: "Condom, Aussie, Condom" Safe Sex Promotion Campaign

Final Evaluation Report

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A SAFE SEX PROMOTION CAMPAIGN:
FINAL EVALUATION REPORT

A REVIEW OF THE PROMOTION CAMPAIGN DELIVERED AROUND
THE 2006 MELBOURNE COMMONWEALTH GAMES FOR
THE BBV/STI PROGRAM, DEPARTMENT OF HUMAN SERVICES

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Table of Contents

List of Tables

Introduction

This report provides an evaluation of the 'Condom Aussie Condom' Safe Sex Promotion Campaign – a narrowcast communication program implemented and managed by Convenience Advertising for the BBV/STI Program, Department of Human Services.

The evaluation is based on the summary of data gathered in 343 intercept interviews. These interviews were held at Melbourne Airport (n=117) and at various hotels and nightclubs (n=226). The interview schedule contained a range of questions. These explored: message and message content recall, perceptions of the message, behavioural responses to the message and prior condom use/STI risk awareness. Relevant demographics were also recorded.

The report presents a summary of the data collected in the questionnaire, and provides an analysis that focuses on the extent to which the program raised awareness of the risks of STI, and encouraged condom use, in a specific, appropriate and relevant way. The report will also indicate the extent to which the program promoted the Better Health Channel website.

Specifically, the Safe Sex Promotion campaign aimed to 'create awareness among the target age group (18 to 35 years) of the risks of contracting an STI through unprotected sex and encourage condom use... and promote access to information and services via the Better Health Channel website'. The campaign was implemented across 1500 display points in the period prior to the 2006 Melbourne Commonwealth Games, in order to minimize any potential increases in STIs that may have been connected with the event.

Finally, respondents were interviewed on an availability basis, so the sample is not a random sample. Care should be taken when generalising findings to the target population.

Analysis of data

This section presents an analysis of data relating to the questions asked on the questionnaire. The data was checked both visually and with summary statistics for accuracy and coherence[1]. Response frequencies were calculated for each question asked on the questionnaire, and the chi-square test of association was performed to assess any differences in responses according to gender, age, nationality, time or location of interview. These statistics form the basis of the analysis and discussion.

The results are presented under four headings: (1) Message and Message Content Recall (2) Perceptions of the Message (3) Behavioral Responses to the Message and (4) Prior Condom Use Awareness. Firstly, however, a description of the sample characteristics is provided.

Sample Characteristics

The sample comprised 343 respondents, 171 (50%) of which were interviewed in the week prior to the commencement of the games (time period 1) and 172 of which were interviewed during the games (time period 2). Respondents were interviewed at either an inner city licensed venue or at Melbourne Airport. A total of 226 respondents (66%) were interviewed at licensed venues and 117 (34%) were interviewed at Melbourne Airport. The sample composition in terms of the time of interview and the location of interview is presented in Table s.1, below.

Table s.1 Time and Location of Interviews

	Time Period 1	Time Period 2	Total
Licensed Venue	n=113	n=113	n=226 (66%)
Melbourne Airport	n=58	n=59	n=117 (34%)
Total	n=171 (50%)	n=172 (50%)	N=343

[1] Twelve cases were deleted due to missing and/or inconsistent data (Q1 through Q4).

All respondents were aged between 18 and 35 years (the campaign target age group). More specifically, 28% of respondents were aged between 18 and 21 years, 29% were aged between 22 and 25 years, and 26% were aged between 26 and 29 years. In total, 83% of respondents were aged between 18 and 29 years. Accordingly, the sample comprised a greater percentage of younger respondents within the target age group.

The sample comprised a slightly greater percentage of women (women comprised 53%, and men, 47%).

Regarding nationality, the majority of respondents identified their nationality as Australian (79%). A further 9% of respondents were from Britain or New Zealand, and remaining respondents were from Wales, Scotland, Ireland, Europe, Asia, Africa and North America.

The age, gender and nationality of respondents for the total sample are summarized in Table s.2, below.

Table s.2 Sample by Gender, Age and Nationality

		N	% Total Sample
Gender	Male	161	47%
	Female	182	53%
Age Group	18-21	95	28%
	22-25	99	29%
	26-29	88	26%
	30-35	60	18%
Nationality	Australian	265	79%
	British/NZ	29	9%
	Various	42	12%

Note: 1 respondent did not specify age, 7 respondents did not specify nationality
Percentages may not add to 100 due to rounding

Although the sample as a whole comprised a greater percentage of younger respondents within the target age group, the sample of respondents taken at Melbourne Airport comprised a greater percentage of older respondents within the target age group. That is, the percentage of respondents in each age group differed according to the location of interview (chi-square test=18.73 (3,342) p<. 01). At licensed venues, a greater percentage of respondents were aged between 18 and 25 years than between 26 and 35 years. At Melbourne Airport, however, a greater percentage of respondents were aged between 26 and 35 years than between 18 and 25 years. This difference may reflect differences in the age demographic of the respective locations. The percentage of respondents in each age group interviewed at licensed venues and at Melbourne Airport is detailed in Table s.3, below.

Table s.3 Age Group by Location (% of respondents)

	Age Group			
Location	18-21	22-25	26-29	30-35
Licensed Venue	34%	29%	24%	12%
Melbourne Airport	16%	28%	28%	27%

Percentages may not add to 100 due to rounding

Also, as might have been expected, a greater percentage of respondents from Melbourne Airport than from licensed venues identified their nationality as something other than Australian. This difference was significant (chi-square test=5.70 (1,336) p<.05). The percentages of Australians and Non-Australians interviewed at Melbourne Airport and at licensed venues are detailed in Table s.4, below.

Table s.4 Nationality by Location (% of respondents)

	Nationality	
Location	Australian	Non-Australian
Licensed Venue	83%	17%
Melbourne Airport	72%	28%

Percentages may not add to 100 due to rounding

To summarise, the Melbourne Airport sample differed in age and nationality characteristics to the licensed venue sample. The Melbourne Airport sample contained a greater percentage of Non-Australians and older respondents within the target age group.

In relation to the two time periods, respondents interviewed at time 1 were comparable in age, gender and nationality to respondents interviewed at time 2. That is, there were no significant differences in age, gender, or nationality characteristics according to time period (chi-square test=5.24 (3,341) p>.05, chi-square test=0.25 (1,343) p>.05, chi-square test=0.05 (1,336) p>.05, respectively).

Regarding gender and age, a slightly greater percentage of women were aged between 18 and 21 years than were men, and a slightly greater percentage of men were aged between 22 and 29 years than were women. This difference was not statistically significant (chi-square test=5.62 (3,342) p>.05). The percentages of men and women in each age group are listed in Table s.5, below.

Table s.5 Gender by Age Group (% of respondents)

	Age Group			
Gender	18-21	22-25	26-29	30-35
Men	22%	31%	29%	18%
Women	33%	27%	23%	17%

Percentages may not add to 100 due to rounding

Regarding nationality and age, a slightly greater percentage of Australians compared with Non-Australians were aged between 18 and 21 years. This difference was not statistically significant (chi-square test=3.53 (3,336) p>.05). The percentages of Australians and Non-Australians in each age group are listed in Table s.6, following.

Table s.6 Nationality by Age Group (% of respondents)

	Age Group			
Nationality	18-21	22-25	26-29	30-35
Australian	30%	28%	26%	16%
Non-Australian	20%	31%	27%	23%

Percentages may not add to 100 due to rounding

Finally, regarding gender and nationality, there were no differences in the percentages of men and women who were Australian or Non-Australian (chi-square test=0.00 (1,336) p<.05).

This concludes the description of the sample characteristics.

Message and Message Content Recall

The effectiveness of the campaign in communicating key messages is firstly indicated by the extent to which people noticed and attended to the campaign message, or *campaign awareness*. This is indicated by: (1) the rate of message recall unprompted, with verbal prompt and with visual prompt, and (2) the rate and type of message content recall.

To establish the rate of message recall, respondents were asked a number of questions in the following sequence(s):

Q1Whilst you were in the bathroom did you see any posters on the walls, or anywhere else in the bathroom?

Of the total sample, 267 respondents (78%) answered 'yes' to this question, and 76 answered 'no'. In order to confirm that respondents who answered 'yes' were recalling the Safe Sex Promotion campaign posters, these respondents were then asked:

Q3 Can you tell me briefly what the poster was about and/or what it looked like?

Out of 267 respondents, 219 were able to describe the Safe Sex Promotion campaign posters (48 were not). Respondents described either the words appearing on the message ('Condom Aussie Condom'), described the topic of the message (ie 'Condoms' or 'Safe Sex'), or described the graphic appearing on the message (green condom packet). These 219 respondents represent a *64% unprompted recall rate* of the message for the total sample (219 out of 343).

Respondents who answered 'no' to Q1 (they had not seen any posters in the bathroom, n=76) were prompted with:

Q2 The posters were about sexual health. Do you remember seeing them now?

Out of 76 respondents, 18 remembered seeing posters with this prompt, 30 did not remember and 28 were unsure. The 18 respondents who remembered seeing posters about sexual health were then asked:

Q3 Can you tell me briefly what the poster was about and/or what it looked like?

Out of these 18 respondents, 17 were able to describe the campaign posters by describing either the words or graphic appearing on the message, or by describing the topic (1 was not). These 17 respondents represent a *verbal prompt recall rate of 5%* for the total sample (17 out of 343).

Respondents who didn't know if they had seen any posters about sexual health (Q2, n=28), or who had been unable to describe the posters they had seen in the bathroom (Q1, Q3, n=48; Q2, Q3, n=1) were then shown a creative execution of the poster without text and asked:

Q4 Can you remember seeing this poster in the bathroom?

Out of the 77 respondents asked this question, 61 stated 'yes', they had seen the advertisement, and 16 respondents stated 'no', they had not. The 61 respondents

who recalled the message at this point represent an *18% visual prompt recall rate* for the total sample (61 out of 343).

In short, a total of 297 respondents out of 343 recalled seeing the campaign messages. This represents an 87% message recall rate for the total sample. Of these, 236 respondents (69%) recalled the posters with no or minimal (verbal) prompting, and 61 respondents (18%) recalled the posters with visual prompting. The 87% message recall rate indicates that the posters were noticed and attended to by 87% of the sample.

87% of respondents recalled seeing the campaign posters
69% of respondents recalled the posters with no or minimal prompting
18% of respondents recalled the posters with visual prompting

Further analysis of the data showed that message recall rates were higher for time period 2 (during the games) than for time period 1 (the week prior to the games). The message recall rate for time period 2 was 95% compared with 78% for time period 1. This difference was statistically significant (chi-square test = 45.08 (2,343) $p<.001$). Furthermore, the unprompted recall rate for time 2 was 81%, compared with 47% for time 1. The numbers and percentages of respondents who recalled the campaign messages unprompted, with verbal prompt and with visual prompt for each time period are presented in Table 1.1, below.

Table 1.1 Message Recall by Time Period

Level of Recall	Time Period 1	Time Period 2	Total Sample
Unprompted	47% (80/171)	81% (139/172)	64% (219/343)
Verbal prompt	5% (9/171)	5% (8/172)	5% (17/343)
Visual prompt	26% (45/171)	9% (16/172)	18% (61/343)
Total recall rate	78% (134/171)	95% (163/172)	87% (297/343)

Further analysis of message recall in relation to gender and age showed that there were no significant differences between men and women or between younger and older respondents in the rate of message recall (chi-square test=4.83 (3,343) p>.05, chi-square test=5.94 (6,341) p>.05, respectively). Similarly, there were no significant differences between Australians and Non-Australians, or in relation to interview location, in the rate of message recall (chi-square test=2.76 (3,336) p>.05, chi-square test=0.60 (1,323) p>.05, respectively).

Although not statistically significant, some slight differences between men and women, Australians and Non-Australians, and between age groups in message recall were observed. The numbers and percentages of respondents who recalled the campaign messages at each level (unprompted, with verbal prompt and with visual prompt) for each age group, gender, nationality, and interview location are presented in Tables 1.2 to 1.5, following. As shown, women were slightly more likely than men to recall the messages unprompted (Table 1.2). Similarly, Australians were slightly more likely than Non-Australians to recall the messages unprompted (Table 1.3). Also, respondents aged between 22 and 25 years were slightly less likely than other age groups to recall the messages (Table 1.5). As stated, however, these differences were not statistically significant.

Table 1.2 Message Recall by Gender

Level of Recall	Women	Men	Total Sample
Unprompted	67% (122/182)	60% (97/161)	64% (219/343)
Verbal prompt	3% (5/182)	8% (12/161)	5% (17/343)
Visual prompt	17% (30/182)	19% (31/161)	18% (61/343)
Total recall rate	86% (157/182)	87% (140/161)	87% (297/343)

Table 1.3 Message Recall by Nationality

Level of Recall	Australian	Non-Australian	Total Sample
Unprompted	67% (177/265)	56% (40/71)	65% (217/336)
Verbal prompt	4% (10/265)	6% (4/71)	4% (14/336)
Visual prompt	17% (45/265)	23% (16/71)	18% (61/336)
Total recall rate	88% (232/265)	85% (60/71)	87% (292/336)

Note: 7 respondents did not specify nationality, and were not included in this analysis

Table 1.4 Message Recall by Location

Level of Recall	Licensed Venues	Melbourne Airport	Total Sample
Unprompted	64% (144/226)	64% (75/117)	64% (219/343)
Verbal prompt	6% (13/226)	3% (4/117)	5% (17/343)
Visual prompt	18% (41/226)	17% (20/117)	18% (61/343)
Total recall rate	88% (198/226)	85% (99/117)	87% (297/343)

Table 1.5 Message Recall by Age Group (recoded)

Level of Recall	18-21	22-25	26-35	Total Sample
Unprompted	66% (63/95)	58% (57/99)	67% (99/148)	64% (219/342)
Verbal prompt	7% (7/95)	4% (4/99)	4% (6/148)	5% (17/342)
Visual prompt	15%(14/95)	20% (20/99)	18% (26/148)	18% (60/342)
Total recall rate	88% (84/95)	82% (81/99)	89% (131/148)	87% (296/342)

Note: 1 respondents did not specify age, and was not included in this analysis

These findings suggest that the campaign messages were equally effective in attracting the attention of different people within the target audience in different place-contexts. Men and women, visitors to Australia as well as Australians, airport and licensed venue respondents, and all target age groups recalled the messages at approximately equal rates.

The findings also suggest that the campaign was highly effective in attracting attention during the games (time period 2, 95% recall rate), and significantly more effective during the games than just prior to the games (time period 1, 78% recall rate).

Furthermore, in the evaluation of the campaign, the 95% message recall rate for time 2 may be considered more indicative than the 78% recall rate for time 1. This is because: (1) the sample for time period 2 was taken over two weeks, rather than one week, and (2) it is likely that people viewed the messages at greater rates during the games than before or after[2]. As such, the sample taken during time 2 is likely to be more representative of most people who viewed the campaign during its four-week duration.

The campaign was equally effective in attracting the attention of men and women, Australians and Non-Australians, and all target age groups
The campaign was highly effective in attracting the attention of the target audience during the two weeks of the games

In relation to the difference in message recall between times 1 and 2, a number of factors are consistent with the higher rate of time 2. Firstly, the campaign had just been implemented at time 1, whereas at time 2, some time had passed allowing campaign awareness to build. A respondent interviewed at time 2 would have had greater opportunity to view the messages on more than one occasion or to hear about the message from someone else. Secondly, as the message is strongly 'games focused', it is likely that respondents were more attuned or receptive to the message once the games became current and topical. Melbourne became very

[2] Assuming that people ventured out in greater numbers during the games than before or after

enthusiastic and passionate about the games *once they began*[3]. It may have been that people were generally more enlivened and attentive in social contexts, especially to games related messages, during the games period.

Message Content Recall

Message content recall for the 297 respondents who recalled seeing the campaign posters was estimated by analysis of responses to the following four questions:

Q3 Can you tell me briefly what the poster was about and/or what it looked like?

Q5 What was the main message(s) presented in the poster (what did the poster say)?

Q6 Can you recall any other information presented in the poster? Describe.

Q7 Do you recall the name of the website information page? If yes, describe.

In response to Q3, respondents mostly described the leading phrase appearing on the poster ('Condom Aussie Condom') or the topic of the poster ('Safe sex' or 'Condoms'). Some respondents described the picture on the poster (condom packet). The answers provided by the 236 respondents who recalled the message at this question (respondents who did not require visual prompting) were categorized as: leading phrase, topic, or graphic, and are presented in Table 1.6, following.

[3] Support and enthusiasm, and even 'passion', amongst Melbournians for the games were reported in the media once the games began, but not before. For example, John Fein and John So (Melbourne City Mayor), Conversation Hour, 774 AM Radio, 28th March, 2006.

Table 1.6 Responses to Q3: Leading Phrase, Topic, or Graphic

Q3 Can you tell me briefly what the poster was about and/or what it looked like?		
	N	% (Of n=236)
Leading phrase: Condom Aussie Condom	117	50%
Topic: Condoms or Safe sex	102	43%
Condom graphic: Green condom/ packet	17	7%

In response to Q5 and Q6, respondents mostly described a basic safe sex message, such as: 'Use a condom' or 'Practice safe sex', and/or described the leading phrase of the campaign: 'Condom Aussie Condom'. Respondents also described secondary campaign phrases (ie 'Play it safe during the games', 'Always use a condom'). A minority of respondents recalled information regarding the Better Health Channel website, the secondary phrase: 'STIs are increasing', and more specific safe sex messages, such as: 'Use a condom or you could catch an STI'. The statements that respondents made in order of prevalence for Q5 are listed in Table 1.7, and for Q6, in Table 1.8, on the following pages.

Table 1.7 Responses to Q5: Main Message of the Campaign

Q5 What was the main message(s) presented in the poster (what did the poster say)?	N	% (Of n=297)	% (Of N=343)
Condom Aussie Condom	153	52%	45%
Always use a condom/ Use a condom	127	43%	37%
Practice safe sex/ Don't have unprotected sex	42	31%	24%
Play it safe during the games	42	14%	12%
Play it safe	34	11%	10%
Use a condom or you could get an STI	24	8%	7%
STIs are increasing	6	2%	2%
Information / website address	5	2%	2%
Other:	27	9%	8%
Be careful during the Commonwealth games	4	1%	1%
Higher risk during the games more people in the city	1	<1%	<1%
Safe sex during the games	1	<1%	<1%
Aussies wear/should use condoms	3	1%	1%
Come on you Australians use condoms	1	<1%	<1%
Condoms are good	2	1%	1%
Condoms are awesome	1	<1%	<1%
Buy green/yellow condoms during the games	1	<1%	<1%
Australian condoms are a funny colour	1	<1%	<1%
Get into it while the games are on	1	<1%	<1%
Have sex with OS people: use condom	1	<1%	<1%
Can get aids without condom	1	<1%	<1%

Note: some respondents made more than one response

Table 1.8 Responses to Q6: Other Information in the Poster

Q6 Can you recall any other information presented in the poster? Describe.	N	% (Of n=297)	% (Of N=343)
Always use a condom/ Use a condom	82	28%	24%
Practice safe sex/ Don't have unprotected sex	70	24%	20%
Condom Aussie Condom	37	13%	11%
Play it safe	24	8%	7%
Play it safe during the games	21	7%	6%
Use a condom or you could get an STI	8	3%	2%
STIs are increasing	8	3%	2%
Information/ website address	6	2%	2%
Other:	42	14%	12%
Commonwealth games related	3	1%	1%
Practice safe sex while there are lots of people	1	<1%	<1%
Aussies should use/wear condoms	2	1%	1%
Look after yourself when your out/ drinking	2	1%	1%
Aussie's have strange condom colours	1	<1%	<1%
Be careful who you go home with	1	<1%	<1%
Clubs can be a breeding ground for STDs	1	<1%	<1%
Cool thing to do	1	<1%	<1%
Have a good time while being responsible	1	<1%	<1%
New condom flavour	1	<1%	<1%
Picking up is a lot like sport it's a rewarding challenge	1	<1%	<1%
Promoting condoms	1	<1%	<1%
Sponsored by government	1	<1%	<1%
Sport promotes sexual behaviour	1	<1%	<1%
Support Australia wear a green condom	1	<1%	<1%

Note: some respondents made more than one response or reworded a response given in Q5

In response to Q7, *'Do you recall the name of the website information page?'* 26 respondents were able to recall 'Better Health' as the name of the information page (26 out of 297, 9%). These respondents were predominantly women (21 out of 26, 81%). Further analysis showed that this proportion was statistically significant (chi-square test=8.91 (1, 297) p<.01). In total, 13% of women compared with 4% of men recalled the name of the Better Health Channel website.

In order to assess message content recall in total, respondent's answers to Q3, Q5, Q6 and Q7 were combined and categorized according to the following:

Recalled leading phrase: Condom Aussie Condom
Recalled secondary phrase 1: STIs are increasing
Recalled secondary phrase 2: Play it safe *or* Play it safe during the games
Recalled secondary phrase 3: Always use a condom or Use a condom
Recalled general safe sex message: Always use a condom/ Use a condom or Practice safe sex
Recalled specific safe sex message 1: Use a condom or you could get an STI
Recalled specific safe sex message 2: Use a condom during the games
Recalled information message: Better Health Channel Website
Referred to STIs: Secondary phrase 1 or Specific safe sex message 1
Referred to Commonwealth games: Secondary phrase 2 or Specific message 2

The numbers and percentages of respondents who recalled each of these aspects of the campaign message is listed in Table 1.9, following.

Table 1.9 Message Content Recall

		Rate of Recall	
Category/Aspect of the Campaign Message	N	% (Of n=297)	% (Of N=343)
Leading Phrase	208	70%	61%
Secondary Phrases	237	80%	69%
Secondary Phrase 1 (STIs are increasing)	14	5%	4%
Secondary Phrase 2 (Play it safe)	94	32%	27%
Secondary Phrase 3 (Always use a condom)	201	68%	59%
General Safe Sex Message	268	90%	78%
Specific Safe Sex Message	42	14%	12%
Specific Safe Sex Message 1 (STIs)	31	10%	9%
Specific Safe Sex Message 2 (Games)	11	4%	3%
Information Message (betterhealth.vic.gov.au)	26	9%	8%
Referred to STIs	38	12%	11%
Referred to the Commonwealth games	103	35%	30%

This analysis shows that:

- A strong majority of respondents (70%) recalled the leading phrase: 'Condom Aussie Condom', indicating that the leading phrase was well remembered.
- Four-fifths of respondents (80%) recalled at least one secondary phrase. The phrase: 'The rate of STIs are increasing' was remembered by a small minority (5%), whereas the phrase: 'Play it safe during the games' was remembered by around one-third of respondents (32%) and the phrase: 'Always use a condom' was remembered by around two-thirds of respondents (68%).

- Almost all respondents (90%) recalled the basic message of the campaign ('Always use a condom/ Use a condom' or 'Practice safe sex'). This indicates a very high level of basic message comprehension. That is, respondents understood the basic message of the campaign.
- Fewer respondents (14%) described more specific campaign messages ('Use a condom or you could get an STI', 10%, 'Use a condom during the games', 4%). This may suggest that respondents did not attend to the more specific messages provided in the campaign. Alternatively, respondents may have been reluctant to specifically refer to sexually transmitted infections due to the sensitive nature of the topic. Respondents may have said 'practice safe sex' or 'always use a condom' as a short or euphemistic way of saying 'always use a condom to avoid the risk of contracting an STI'.
- A minority of respondents recalled information relating to the Better Health Channel Website (9%). This suggests that the majority of respondents did not attend to this final aspect of the message. Respondents may not have attended to this information because they did not perceive that they required further information (see Prior Condom Use Awareness, Q22) or because they preferred to access information through more tradition channels (ie health professionals, Q8).

Further analysis of the combined data given in Q3, Q5, Q6 and Q7 showed significant differences in rates of content recall according to the time period and the location of interview, but not in relation to gender, age or nationality.

Respondents were more likely to recall the leading phrase of the message, and the secondary phrases: 'Play it safe during the games' and 'Always use a condom', in time period 2 (during the commonwealth games) than in time period 1 (in the week prior to the games) (chi-square test=12.42 (1,297) $p<.01$, chi-square test = 8.32 (1,297) $p<.01$, respectively). In total, 79% of respondents recalled the leading phrase in time period 2, compared with 60% of respondents in time period 1. A

total of 86% of respondents interviewed at time 2 recalled secondary phrases, compared with 72% of respondents interviewed at time 1. The numbers and percentages of respondents who recalled the leading phrase, and who recalled secondary phrases, for each time period are presented in Table 1.10, following.

Table 1.10 Leading Phrase and Secondary Phrase Recall by Time Period

	Leading Phrase Recalled		Secondary Phrase Recalled	
	Yes	No	Yes	No
Time Period 1	60% (80/134)	40% (54/134)	72% (97/134)	28% (37/134)
Time Period 2	79% (128/163)	21% (35/163)	86% (140/163)	14% (23/163)
Total Rate	70% (208/297)	30% (89/297)	80% (237/297)	20% (60/297)

There were no other significant differences in content recall between the two time periods. That is, there were no differences between time1 and time 2 in the recall rate of the general safe sex message or more specific messages, in the recall of the phrase: 'STIs are increasing', or in the recall rate of website information.

To summarise, respondents were more likely to recall seeing the campaign posters, were more likely to recall the leading phrase, and were more likely to recall the secondary phrases: 'Play it safe during the games', and 'Always use a condom', in time period 2 relative to time period 1. As with message recall, the differences in content recall between times 1 and 2 may reflect respondents' enthusiasm or attunement towards games-related messages during time 2, or the building of campaign awareness with time.

Regarding the location of interview, respondents interviewed at Melbourne Airport were more likely than respondents interviewed in licensed venues to recall the leading phrase of the message, and to recall the specific message: 'Use a condom or you could get an STI' (chi-square test=25.16(1,297) $p<.01$, chi-square test=5.21 (1,297) $p<.05$, respectively). A total of 89% of respondents interviewed at Melbourne Airport recalled the leading phrase, compared with 61% of respondents

interviewed at licensed venues. A total of 16% of respondents interviewed at Melbourne Airport recalled: 'Use a condom or you could get and STI', compared with 8% of respondents interviewed at licensed venues. The numbers and percentages of respondents who recalled the leading phrase, and who recalled the specific message (Use a condom or you could get an STI) at Melbourne Airport and at licensed venues are presented in Table 1.11, below.

Table 1.11 Leading Phrase and Specific Message Recall by Location

	Leading Phrase Recalled		Specific Message Recalled	
	Yes	No	Yes	No
Melbourne Airport	89% (88/99)	11% (11/99)	16% (16/99)	84% (83/99)
Licensed Venues	61% (120/198)	39% (78/198)	8% (15/198)	92% (183/198)
Total Rate	70% (208/297)	30% (89/297)	10% (31/297)	90% (266/297)

There were no other significant differences in content recall between the two locations. That is, there were no differences between Melbourne Airport and licensed venues in the recall rate of the general safe sex message or secondary phrases, or in the recall rate of website information.

The differences in content recall between Melbourne Airport and licensed venues may suggest that respondents who viewed the messages at the airport had somewhat better content recall and message comprehension than respondents who viewed the messages in licensed venues. Respondents may have had more time to clearly attend to the message at the airport, given that people are often unoccupied in airports. It should be noted, however, that although differences were statistically significant, they were still relatively small to moderate (ie 18% and 8%).

Finally, there were no differences between men and women, older and younger respondents, and between Australians and visitors to Australia, in message content recall, with the exception that women were somewhat more likely than men to

recall the name of the information channel (13% of women versus 4% of men). In general, differences in content recall were primarily related to contextual factors (place and time) rather than individual factors such as gender. Message content, overall, therefore, was equally well recalled and comprehended by all sub-groups in the target population.

Overall, there were no differences between men and women, older and younger respondents, and between Australians and visitors to Australia, in content recall Women were more likely than men to recall the Better Health Information Channel

There were some differences in content recall in relation to contextual factors, that is, according to the time period and the location of interview. Respondents interviewed at time 2 and at Melbourne Airport showed some higher rates of content recall

To summarise the analysis relating to message and message content recall, the data suggests a very high level of campaign awareness. The rate of message recall for the total sample was high (297 out of 343, 87%), and most respondents were able to recall the campaign posters without visual prompting (236 out of 343, 69%). Furthermore, the rate of message recall was very high during the games (time 2, 163 out of 172, 95%). This indicates that the campaign was very successful in attracting the attention of its audience, especially during the focal period of the campaign.

Regarding message content recall, more than two-thirds of respondents who recalled the posters recalled the leading phrase: Condom Aussie Condom, (208/297, 70%) and four-fifths recalled at least one secondary phrase (237/297, 80%), primarily: Always use a condom (201/297, 68%). Once again, these rates of content recall were even higher during time period 2. Most importantly, a very high

majority of respondents who recalled the campaign posters received the general safe sex message to 'always use a condom' or 'practice safe sex' (268 out of 297, 90%). In total, almost four-fifths of the sample (268 out of 343, 78%) recalled seeing the campaign posters and comprehended the safe sex message. Generally, there were no effects of gender, age or nationality on the strength of the message in relation to message or content recall. This indicates that the campaign was very successful in communicating the message to always use condoms and in creating condom use awareness amongst all of the target audience.

With regard to communicating specific messages about the risks of contracting STIs and the availability of information via the Better Health Channel, the analysis suggests that the campaign was less effective. A minority of respondents recalled the phrase: 'STIs are increasing', (14 out of 297, 5%) or recalled the message: 'Always use a condom or you could get an STI' (31 out of 297, 10%). Around 10% of respondents recalled the name of the Better Health Channel website detailed in the message, and these were predominantly women.

The ways in which respondents perceived the message will be considered next. Concluding this section, rates of message and content recall in terms of numbers and percentages for the total sample are listed in Table 1.12, following.

Table 1.12 Rates of Message and Content Recall (Summary)

	Rate of Recall	
Level of Message Recall	N	% (Of N=343)
Campaign posters without prompting	219	64%
Campaign posters with verbal prompt only	17	5%
Campaign posters with visual prompt	61	18%
Campaign posters recalled in total	297	87%
Level of Content Recall	N	% (Of n=297)
Leading phrase: Condom Aussie Condom	208	70%
Secondary phrase: STIs are increasing	14	5%
Secondary phrase: Play it safe during the games	94	32%
Secondary phrase: Always use a condom	201	68%
General safe sex message	268	90%
Specific safe sex message	42	14%
Information message: betterhealth.vic.gov.au	26	9%

Perceptions of the Message

As a measure of respondents' perceptions of message relevance, respondents were asked:

Q10 Who do you think the poster is intended for?

Responses are presented below in Table 2.1, in order of prevalence.

Table 2.1 Perceived Target Audience

Group	N	% (Of n=297)
Anybody/everyone	198	67%
Young people	61	21%
Men	42	14%
Pub/nightclub patrons	19	6%
People who have unsafe sex	19	6%
People who are promiscuous	18	6%
Visitors to the city	16	5%
Women	12	4%
People who have an STI	4	1%

Note: some respondents made more than one response, 3 respondents did not specify

As detailed in Table 2.1, the most common response was that the campaign messages were intended for anybody or everyone (67% of respondents). Some respondents perceived that the messages were intended for young people (21%), and some respondents perceived that the messages were intended for men (14%). A small minority of respondents indicated that the messages were intended for a more specific group, such as visitors to the city (5%) or people with an STI (1%).

Respondents who perceived that the messages were intended for men were predominantly men (30/42, 71%) and respondents who perceived that the messages were for young people were predominantly young, aged between 18 and 25 years (44/61, 72%). In combination, 92% of respondents (272 out of 297)

perceived that the messages were intended for either everybody/anybody, or their own age or gender group. This finding suggests that the messages were broad and inclusive in their appeal, and support the finding of a high message recall rate for the sample.

As responses to the next question show, almost all respondents found the message easy to understand.

Q11 Did you find the poster easy to understand?

Out of the 290 respondents who answered this question, 278 answered 'yes' and 12 answered 'no'. This indicates that 94% of the sample found the poster easy to understand (278 out of 297).

Respondents who found the message difficult to understand provided the following explanations:

'A bit vague.'
'A bit vague, especially for Non-Australians.'
'A bit vague, particularly for foreigners.'
'A bit vague, the wording might offend Non-Australians.'
'Message not broad enough, what about Non-Australians?'
'Poor english, unclear message for Non-Australians.'
'English not that good.'
'Not really down with the lingo.'
'What about kiwis?'
"Condom Aussie Condom" is a strange motto.' (Australian)
'I can't really remember the message.'
'Not 'on topic' enough. Needs to be more direct.'

As suggested by the number of explanations concerning nationality and message clarity, Australians were significantly more likely than Non-Australians to find the messages easy to understand (chi-square test=4.521 (1,288) $p<.05$). In total, 97% of

Australians found the message easy to understand compared with 90% of Non-Australians. Although this difference was statistically significant, it should be noted that the great majority of both Australians and Non-Australians found the message easy to understand. Furthermore, there were no significant differences according gender, age, time period or interview location in responses given to Q11 (chi-square=1.74 (1,293) p>.05, chi-square=0.03 (1,293) p>.05, chi-square=0.52 (1,293) p>.05, chi-square=0.033 (1,293) p>.05, respectively).

A lesser majority of respondents affirmed that the material was relevant and/or helpful. Respondents were asked:

Q13 Did you find the poster relevant and/or helpful?

Out of the 295 respondents who answered this question, 173 answered 'yes' and 122 answered 'no'. This indicates that 58% of the sample found the poster relevant and/or helpful.

Further analysis of the data relating to Q13 showed no significant differences in the percentage of respondents who found the poster relevant and/or helpful according to time period or interview location (chi-square test=0.00 (1,296) p>.05, chi-square test=0.10 (1,296) p>.05, respectively). Further analysis also showed that there were no differences between women and men, between younger and older respondents, or between Australians and Non-Australians (chi-square test=0.16 (2,295) p>.05, chi-square test=3.43 (1,291) p>.05, chi-square=0.26 (1,296) p>.05, respectively). However, Australians were observed to be somewhat more likely than Non-Australians to affirm that the message was relevant and/or helpful. In total, 61% of Australians answered 'yes' to Q13, compared with 48% of Non-Australians. This is consistent with the pattern of responses given in Q11. That is, Australians were also more likely to find the messages easy to understand.

The reasons provided by respondents as to why the campaign message wasn't helpful and/or relevant are listed in order of prevalence in Table 2.2, following. The

most common response was: 'I already knew the information in the poster' (n=50), followed by: 'I always use condoms/I don't have unprotected sex' (n=45).

Also, a number of respondents stated that the message simply did not concern them in their 'situation' (n=37). Of these respondents, 9 explained that they were either married or in a long-term relationship, 1 stated that they 'didn't have a need for condoms' and 1 explained that condoms were not relevant 'at this stage' (of life). The remaining 26 respondents did not clarify their response further.

Finally, 5 respondents perceived that the message was singularly relevant to commonwealth games visitors (of which they were not), and 5 respondents found the message unhelpful because they did not like to use condoms.

Table 2.2 Reasons Messages Were Not Perceived as Relevant and/or Helpful

Q14 If no, why wasn't the poster relevant and/or helpful?			
Reason	N	% (Of n=122)	% (Of n=297)
I already knew the information in the poster	50	41%	17%
I always use condoms /don't have unprotected sex	45	37%	15%
It doesn't concern me in my situation	37	30%	12%
Ie Married/long-term relationship	9	7%	3%
I don't sleep around	26	21%	9%
I don't like to use condoms	5	4%	2%
It's not for me (ie for commonwealth games visitors)	5	4%	4%
Other:			
Not enough information provided	1	1%	<1%
I was unsure of the message	1	1%	<1%
Not letting a poster tell me what to do	1	1%	<1%
It just doesn't always happen, its up to the girl to make the call	1	1%	<1%

Note: some respondents gave more than one response

Conversely, the reasons why respondents did find the messages relevant and/or helpful are listed in order of prevalence in Table 2.3, following. Most commonly, respondents perceived the message to address an important public health issue (n=155). In total, 52% of the sample found the campaign relevant and/or helpful because it communicated an important public health message. Many respondents also valued the message because it served as a reminder to use a condom (n=99). In total, one-third of the sample stated that the message was helpful because it reminded them to use a condom (99/297, 33%). A number of respondents also noted that the messages were relevant because they were displayed in a licensed venue environment (n=48). A minority of respondents found the information regarding STIs as relevant or helpful (n=20), and a few respondents commented on qualities of message, which they described as 'clear, concise and/or non-judgmental', 'catchy', 'interesting', 'amusing' and 'cool'.

Further analysis of the data provided in Q14 and Q15 showed that:

1) Respondents were more likely to state that the message conveyed an important public health message, provided a good reminder in licensed venue contexts, and that the message was important during the games, in time period 2 than in time period 1 (chi-square test=23.87 (1,297) p<.01), chi-square test=4.45 (1,297) p<.05, chi-square test=15.12 (1,297) p<.01, respectively);

2) Respondents were more likely to state that the messages conveyed an important public health message, and that the message was important during the games period, at Melbourne Airport than at licensed venues (chi-square test=14.28 (1,297) p<.01, chi-square test=13.50 (1,297) p<.01, respectively);

3) Men were more likely than women to state that the message was helpful because it reminded them to use a condom (chi-square test=7.81 (1,297) p<.01);

Table 2.3 Reasons Messages Were Perceived as Relevant and/or Helpful

Q15 If yes, why did you find the poster relevant and /or helpful? Reason	N	% (Of n=173)	% (Of n=297)
Important public health message	155	90%	52%
Reminded me to use a condom	99	57%	33%
Good to be reminded when in licensed venues	48	28%	16%
Important message for the games period	41	24%	14%
Told me to use a condom to avoid STI	13	8%	4%
Told me the rate of STIs is increasing	7	4%	2%
Good/important reminder for young people/men	7	4%	2%
Reminded me to buy condoms	3	2%	1%
Website address	2	1%	<1%
Qualities of the message	11		
Clear, concise & non-judgmental	4	2%	1%
Catchy	4	2%	1%
Interesting way of promoting it (safe sex)	1	<1%	<1%
Amusing	1	<1%	<1%
It promotes safe sex as being cool	1	<1%	<1%
Other	5		
Its important to see when your drinking/drunk	3	2%	1%
It raises awareness and makes you think	1	<1%	<1%
Its good to see when you're at your most vulnerable	1	<1%	<1%

Note: some respondents gave more than one response

4) Women were more likely than men to state that the message was not relevant/helpful because: 'It doesn't concern me in my situation' (chi-square test=4.83 (1,297) p<.05); and

5) Respondents aged between 22 and 25 years were more likely than respondents aged between 26 and 35 years to state that the message was not relevant/helpful because: 'I always use condoms/ I don't have unprotected sex' (chi-square test=7.12 (1,296) p<.05).

These differences for gender, age group, time period and interview location were statistically significant, but the percentage difference in some cases was minor. The numbers and percentages of respondents in each case are presented in Tables 2.4 to 2.8, below.

Table 2.4 Q15: Reasons by Time Period

	Response Provided in Q15		
	Important public health message	Good reminder in licensed venues	Important message during the games
Time Period 1	37% (49/134)	11% (15/134)	5% (7/134)
Time Period 2	65% (106/163)	20% (33/163)	21% (34/163)
Total Sample	52% (155/297)	16% (48/297)	14% (41/297)

Table 2.5 Q15: Reasons by Location

	Response Provided in Q15	
	Important public health message	Important message during the games
Licensed Venues	44% (88/198)	9% (17/198)
Melbourne Airport	68% (67/99)	24% (24/99)
Total Sample	52% (155/297)	14% (41/297)

Table 2.6 Q15: 'Reminded Me to Use a Condom' by Gender

	Response Provided in Q15
	Helpful because it reminded me to use a condom
Men	41% (58/140)
Women	26% (41/157)
Total Sample	33% (99/297)

Table 2.7 Q14: 'It Doesn't Concern Me in My Situation' by Gender

	Response Provided in Q14
	Not relevant/helpful because it doesn't concern me in my situation
Men	9% (12/140)
Women	16% (25/157)
Total Sample	12% (37/297)

Table 2.8 Q14: 'I Always Use Condoms' by Age Group (recoded)

	Response Provided in Q14
	Not relevant/helpful because I always use condoms / I don't have unprotected sex
18-21 years	16% (13/84)
22-25 years	24% (19/81)
26-35 years	10% (13/131)
Total Sample	15% (45/296)

To comment further:

1) Differences according to time period may reflect the commencement of the commonwealth games in time period 2. That is, the issue of public health, and the issue of drinking and safe sex (ie good to be reminded in licensed venues) were likely to be more apparent once the games had begun and the 'partying' associated with the games had begun.

2) Differences according to gender and age are difficult to comment on without reverting to gender stereotypes and without further information regarding respondents' relationship status. Within the sample, more women than men may have been in a monogamous relationship, and therefore more women commented that the message didn't concern them. Alternatively, (stereotypically) men may have been less focused on their relationship status in assessing their need for condoms. That is, men might always assume the possible need for condoms.

Men may have been more likely than women to comment that the message reminded them to use condoms because (stereotypically) men are less planned or more 'blasé' in relation to condom use. Alternatively, it may be perceived that condom use is 'done by men' (ie supplied by men, worn by men) rather than women. Further to this, men were more likely than women to be perceived as the target audience (Q10, Table 2.1) especially by men themselves.

Respondents' perceptions regarding the appropriateness of displaying safe sex messages in the bathroom environment were investigated by asking the following question:

Q16 How appropriate do you think it is to display this kind of health information in the bathroom environment?

As shown in Table 2.9 following, 95% of respondents (281 out of 297) felt that it was very appropriate or quite appropriate to display safe sex messages in the bathroom environment. The small group of respondents who were undecided or who felt that it was somewhat inappropriate, were predominantly Non-Australian (9 out of 12, 75%). In total, 99% of Australians felt that it was very appropriate or quite appropriate to display safe sex messages in the bathroom compared with 85% of Non-Australians. This difference was statistically significant (chi-square test=26.67 (3,288) p<.01). Also, 8 of the 12 respondents in this group viewed the messages at Melbourne Airport and this proportion was also significant (chi-square test=7.61 (3,293) p<.05). There were, however, no significant differences according gender, age or time period in perceptions of messoge appropriateness (chi-square=3.12 (3,293) p>.05, chi-square=9.48 (6,292) p>.05, chi-squore=2.64 (3,293) p>.05, respectively).

Table 2.9 Perceptions of Message Appropriateness

Q16 How appropriate do you think it is to display this kind of health information in the bathroom environment?	N	% (Of n=297)
Very appropriate	217	73%
Quite appropriate	64	22%
Undecided	10	3%
Somewhat inappropriate	2	<1%
Very inappropriate	0	0%

Note: 4 respondents did not specify

Taken overall, respondents' perceptions of the message were positive and supportive of the program's communication aims. Almost all respondents found the messages easy understand (94%) and appropriately placed (95%). Most respondents perceived the messages as intended for everybody or for their own age or gender group (92%), and the majority of respondents found the messages to be relevant and helpful (58%). In particular, 52% of respondents thought the campaign conveyed an important public health message and 41% of men found the message helpful because it reminded them to use a condom. Furthermore, women and men were equally positive about the message, as were younger and older respondents. Australians were slightly more likely than Non-Australians to find the messages easy to understand, appropriately placed, and relevant and/or helpful. However, the majority of Non-Australians were also positive and supportive of the messages in these respects.

94% of respondents found the message easy to understand
95% of respondents felt the message was appropriately placed
92% of respondents perceived that the message was intended for everybody, or their own age or gender group

58% of respondents found the message relevant and/or helpful
52% of respondents thought the campaign communicated an important public health message
41% of men found the message helpful because it reminded them to use a condom

Behavioural Responses to the Message

In addition to evaluating respondents' perceptions of the campaign message, the survey explored what effect the campaign message may have had on respondents' actions in relation to safe sex awareness and behaviours. Respondents who recalled the information regarding the Better Health Channel (n=26) were asked:

Q8 Have you or would you access the Better Health Information Channel to find out about STIs?

Of the 26 respondents who recalled the Better Health Channel, 19 stated 'yes' in response to this question, and 7 stated 'no'. Respondents who stated 'no' explained that they wouldn't access the channel because they'd rather see a doctor (n=2), that they didn't feel that they would need to (n=4) or that they didn't have time (n=1). In total, 19 out of 297, or 6% of the sample had, or would access the Better Health Channel in the future, as a result of seeing the campaign.

This finding suggests that the campaign had a small effect in promoting the use of the Better Health Channel. Potential increases in the use of the channel were primarily restricted by the low recall of the specific message: For more information visit www.betterhealth.vic.gov.au (8% of the total sample). Furthermore, the campaign had a very small effect in promoting the use of the channel amongst men. In total, 4% of men recalled information regarding the Better Health Channel

and 3% of men stated that they had or would access the channel in the future (6 out of 161 and 5 out of 161, respectively).

Respondents were also asked:

Q18 Have you or would you discuss the information contained in these posters with someone that you know?

Out of the 297 respondents who recalled the messages, 207 (70%) stated that they had or that they would discuss the campaign message with others. This is a very positive result, and indicates a potentially high level of informal discussion and community campaign awareness in the target age group.

Further analysis showed that women were significantly more likely than men to state that they would discuss the campaign message with others (chi-square=5.91 (1,295) p<.05). In total, 76% of women compared with 63% of men answered 'yes' to Q18. Further analysis showed no other significant differences according to age, nationality, time period or interview location in relation to Q18 (chi-square test=3.22 (2,294) p>.05, chisquare test=3.09 (1,290) p>.05, chi-square test=0.18 (1,295) p>.05, chi-square test=0.76 (1,295) p>.05, respectively).

Respondents were also asked:

Q20 Do you think that seeing this poster will encourage you to use condoms?

Out of the 292 respondents who answered this question, 147 (50%) answered 'yes' and 145 stated 'no'. In terms of the total sample, 43% were encouraged to use condoms as a result of the Safe Sex Promotion campaign. This finding indicates that the campaign was very successful in its stated aim to 'encourage condom use'.

Respondents were also asked why they felt the poster would encourage them to use condoms. Three themes were evident in respondents' statements about why the posters would encourage them to use condoms. These themes were: (1) being reminded (2) qualities of the message and (3) raised awareness of the risk of STIs.

Respondents most commonly talked about *being reminded* to use condoms (n=86). This theme included ideas about being reminded to buy condoms and being reminded to use condoms when drinking and socialising. Many respondents also talked about the *qualities of the message* (n=33) such as 'catchy', 'positive', 'visual', 'well-placed' and 'interesting or attention-grabbing' which they believed would encourage or remind them to use condoms. A few respondents specifically talked about the picture of the condom on the message and stated that seeing a picture of a condom encouraged them to use one. Fewer respondents (n=11) talked about *raised awareness of the risk of STI*. This theme included ideas about increased STI risk during the games and not wanting to contract an STI. Examples of comments categorised under each theme are provided below.

Encouragement to use condoms attributed to:

(1) Being Reminded (n=86, 25% of total sample)
'It's always important to be reminded to buy some.'
'The ad reminded me of the importance of using condoms.'
'It helps remind me to wear one when I am out and drunk.'
'A good reminder.'
'It reminded me to think about it.'
'It was a visual reminder while out.'

(2) Qualities of the Message (n=39, 11%)
'The design of the message made me notice it.'
'It's a positive re-enforcement.'
'The poster caught my attention.'
'The message was catchy, especially with the commonwealth games on.'

'It encourages you to use a condom because the condom is on the poster.'
'Because it's a catchy campaign.'
'A well-placed reminder.'

(3) Raised Awareness of the Risk of STI (n=13, 4%)
'Well, I wouldn't want to get anything.'
'STIs are easily caught especially during the games with people here from other countries.'
'It reminds me of the potential consequences if I don't (use a condom).'
'Because it says STIs are increasing during the games period.'
'To stop from getting diseases.'
'It makes you more aware.'
'So I can remind myself that it's easy to get STDs.'

Further analysis of the group of respondents who stated that the campaign would encourage them to use condoms showed that younger respondents were more likely than older respondents to be encouraged to use condoms (chi-square test=10.68 (2,291) p<.05). Australians were more likely than Non-Australians to be encouraged to use condoms (chi-square test=5.39 (1,287) p<.05), and respondents interviewed in time period 1 were more likely than respondents interviewed in time period 2 to be encouraged to use condoms (chi-square test=8.71 (1,292) p<.01). The numbers and percentages of respondents in each group who were and who were not encouraged to use condoms as a result of the campaign are presented in Tables 3.1 to 3.3, following. As shown, some of the differences between sub-groups were moderate.

Table 3.1 Q20: Encouraged to Use Condoms by Age (recoded)

	Q20 Do you think that seeing this poster will encourage you to use condoms?	
Age	Yes	No
18-21 years	63% (52/82)	37% (30/82)
22-25 years	53% (43/81)	47% (38/81)
26-35 years	41% (52/128)	59% (76/128)
Total	50% (147/291)	50% (144/291)

Note: 1 respondent did not specify age and was not included in the analysis

Table 3.2 Q20: Encouraged to Use Condoms by Nationality

	Q20 Do you think that seeing this poster will encourage you to use condoms?	
Nationality	Yes	No
Australian	53% (122/229)	47% (107/229)
Non-Australian	36% (21/58)	64% (37/58)
Total Sample	50% (143/287)	50% (144/287)

Note: 5 respondents did not specify nationality and were not included in the analysis

Table 3.3 Q20: Encouraged to Use Condoms by Time Period

	Q20 Do you think that seeing this poster will encourage you to use condoms?	
Time	Yes	No
Time period1	60% (79/132)	40% (53/132)
Time period 2	43% (68/160)	57% (92/160)
Total Sample	50% (147/292)	50% (145/292)

Further analysis showed no significant differences in responses to Q20 according to interview location or gender (chi-square test=0.03 (1,292) p>.05, chi-square test=1.68 (1,292) p>.05, respectively).

These findings suggest that, in encouraging condom use, the campaign had greater effect with Australians and with younger people within the target age group. The differences between time period 1 and 2 in the percentage of

respondents encouraged to use condoms was countered by the differences between time 1 and 2 in message recall rate. That is, although a greater percentage of respondents were encouraged to use condoms at time 1, a lesser percentage of respondents initially recalled the campaign messages (thereby limiting the final percentage of respondents encouraged to use condoms). For the total sample, 46% of respondents at time 1 (79/171) were encouraged to use condoms compared with 40% of respondents at time 2 (68/172).

Overall then, many respondents reported positive intentions and behaviours in accordance with the aims of the campaign. Although the message had a small effect in promoting use of the Better Health Channel, it had a strong effect in generating informal discussion of condom use. Importantly, 43% of all respondents were encouraged to use condoms as a result of the campaign. In particular, the majority of Australian respondents and the majority of younger people in the target age group were encouraged to use condoms (53% and 58%, respectively) as a result of the campaign message.

Prior Condom Use Awareness

Additional questions further explored respondents' prior knowledge about condom use, and the sources from which they found out about condoms. As an indication of prior condom use awareness, respondents were asked:

Q22 What did you know about condoms prior to seeing this poster? Anything else?

A total of 292 respondents gave relevant data in response to this question. The statements respondents made are listed in order of prevalence in Table 4.1, following.

Table 4.1 Respondents' Prior Knowledge About Condom Use

Q22 What did you know about condoms prior to seeing this poster? Anything else?	N	% (Of n=297)
Condoms prevent the transmission of STIs	242	81%
Condoms prevent pregnancy	208	70%
Condoms prevent the transmission of AIDS	124	42%
'Everything there is to know'	23	8%
'How to use one'	3	1%
'Always use one'	2	<1%
'Not a lot'	1	<1%

Note: many respondents gave more than one response

Almost all respondents (274 out of 297, 92%) stated that they knew prior to seeing the message that condoms prevent the transmission of either STIs or AIDS, or that they knew 'everything there is to know' about condoms. Only one respondent indicated that they had no prior knowledge of condom use and the prevention of STIs.

Further analysis of the data in relation to Q22 showed that respondents at Melbourne Airport were more likely than respondents at licensed venues to state that: Condoms prevent the transmission of AIDS (chi-square test=4.68 (1,297) p<.05). This suggests that travelers are generally more aware of condom use in the prevention of AIDS, and may reflect the fact that AIDS is more prevalent abroad. The numbers and percentages of respondents who stated: Condoms prevent the transmission of AIDS at either location are listed in Table 4.2, below.

Table 4.2 Q23: Condoms Prevent the Transmission of AIDS by Location

	Response Provided in Q23
	Condoms prevent the transmission of AIDS
Licensed Venues	37% (74/198)
Melbourne Airport	51% (50/99)
Total Sample	42% (124/297)

There were no other significant differences according to location, time period, gender, nationality or age in the frequency of responses given in Q22.

Respondents were also asked:

Q 23 From what sources(s) did you mostly find out about condoms?

Respondents most commonly identified school (n=161) and friends (n=149) as their primary source of knowledge about condoms. Many respondents also stated that they could not recall where they mostly found out about condoms, or that it was 'general knowledge' (n=107). Sources of prior knowledge about condoms are listed in order of prevalence in Table 4.3, following.

The finding that 'friends' were a common source of knowledge about condoms emphasizes the value of the campaign in relation to stimulating informal 'topic' discussion. As shown in section (3) *Behavioural Responses to the Message*, 70% of respondents thought that they would talk about the campaign with someone they know. Given respondents' positive perceptions of the campaign, it is likely that this informal discussion had a very positive influence on the target audience's general awareness of condom use.

Table 4.3 Sources of Prior Knowledge About Condoms

Source	N	% (Of n=297)
School	161	54%
Friends	149	50%
General knowledge/ can't recall	107	36%
Family	55	19%
Media/advertising	53	18%
Health professional	25	8%

Note: most respondents gave more than one source of prior knowledge

Further analysis showed significant differences in sources of knowledge about condoms according to age. Younger respondents were more likely than older respondents to state that friends, family and school were primary sources of knowledge (chi-square test=8.49 (2,296) p<.05, chi-square test=12.41 (2,296) p<.05, chi-square test=26.13 (2,296) p<.01, respectively). Older respondents were more likely than younger respondents to state that condom use was 'general knowledge' or that they couldn't recall where they found out about condoms (chi-square test= 25.92 (2,296) p<.01). The numbers and percentages of respondents who stated each source of knowledge about condoms, for each age group, are presented in Table 4.4, below.

Table 4.4 Sources of Prior Knowledge About Condoms by Age Group (recoded)

	Q23 From what source did you mostly find out about condoms?			
	Friends	Family	School	General
18-21 years	61% (51/84)	30% (25/84)	71% (60/84)	18% (15/84)
22-25 years	54% (44/81)	20% (16/81)	63% (51/81)	31% (25/81)
26-35 years	41% (54/131)	11% (14/131)	38% (50/131)	51% (67/131)
Total	50% (149/296)	19% (55/296)	54% (161/296)	36% (107/296)

Note: one respondents did not specify age and has not been included in the analysis

There were no significant differences in sources of knowledge in relation to gender, nationality, location or time period of interview. Differences in sources of

knowledge in relation to age may reflect a greater emphasis on safe sex education and openness in schools and communities in more recent years.

Summary and Recommendations

The aims of the Safe Sex Promotion Campaign were: (1) 'to create awareness among the target age group of the risks of contracting an STI through unprotected sex and to encourage condom use' and (2) 'promote access to information and services via the Better Health Channel website'. Firstly, message recall amongst the target audience was high. In total, 87% of respondents recalled seeing the campaign posters and 78% of respondents understood the message to say 'always use condoms' or 'practice safe sex'. These rates indicate a high level of message awareness. Furthermore, message recall was equally high regardless of gender, age group, nationality or message location (airport or licensed venue). Also, message awareness was very high during the commonwealth games period, with 95% of respondents recalling the campaign message at this time.

Following from this, however, the rates of message content recall were variable. A high percentage of respondents recalled the campaign phrase: 'Condom Aussie Condom', and the main message: 'Always use a condom' or 'Practice safe sex'; however, far fewer respondents recalled specific messages regarding the risks of sexually transmitted infections (STIs) and the Better Health Channel. Around 10% of the sample referred to the risk of STIs in their recall of message content. Similarly, around 10% of respondents recalled the Better Health Channel website advertised in the message. These findings indicate that the campaign was highly successful in communicating the message to use condoms, but less successful in raising specific awareness of (1) the risks of contracting STI through unprotected sex and (2) in promoting the use of the Better Health Channel. The campaign was moderately successful in contextualising the safe sex message for the commonwealth games period. Around one-third of respondents (30%) referred to the need to use condoms during the games period in their recall of message content.

In relation to respondents' perceptions of the message, results were very positive. Almost all respondents felt that the messages were easy to understand and appropriately displayed in the bathroom environment (94% and 95%, respectively).

A high majority of respondents (92%) believed that the message was intended for everybody or for their own age or gender group, indicating that the campaign had broad and inclusive appeal. In the majority, messages were perceived as relevant and useful. In particular, 52% of respondents thought the message relevant because it addressed an important public health issue, and 33% of respondents found the message helpful because it reminded them to use condoms. Almost all respondents who did not find the message relevant explained that they did not engage in unprotected or 'at risk' sex, and were not critical of the campaign message. Furthermore, men and women, and younger and older respondents were equally positive about the message (although in slightly different ways). Australians, however, were slightly more positive about the message than were Non-Australians.

Following from respondents' positive perceptions of the message, the campaign was very successful in encouraging condom use and in generating informal discussion and positive awareness of the issue. Of respondents who recalled seeing the campaign posters, 50% were encouraged to use condoms and 70% had or intended to discuss the campaign with others. In total, 43% of the sample was encouraged to use condoms as a result of the safe sex promotion campaign. This figure was higher for Australian respondents (53%) and for younger respondents aged 18 to 21 years (63%). Most commonly, respondents explained that the campaign message encouraged them to use condoms because it reminded them to use condoms.

Overall then, the results indicate that the campaign was successful, and effective in its aim to encourage condom use. The results suggest, however, that this aim was primarily achieved by reminding respondents to use condoms 1) in appropriate contexts and 2) with an effective catch phrase (Condom Aussie Condom), rather than by specifically raising STI risk awareness or by promoting the availability of information and services via the Better Health Channel.

In interpreting these results, however, and in judging the success of the campaign, it should be noted that the sample was highly informed about safe sex, STI risk and condom use. The implications of this 'prior knowledge' are that:
(1) The message regarding the Better Health Channel may have been overlooked because respondents generally did not perceive that they required 'further information'.
(2) When respondents were reminded to use condoms they were implicitly reminded to use condoms in order to avoid contracting an STI.
(3) Respondents themselves generally perceived that they primarily required 'a reminder' or 'encouragement' to use condoms rather than specific messages or information.

In these respects, the campaign was well pitched and well placed at Melbourne Airport and at licensed venues, and in relation to the Melbourne 2006 Commonwealth Games 'event'.

Future promotion of the Better Health Channel may be more effective in school settings, which was identified as the primary source of knowledge regarding condom use and sexually transmitted infection.

CONDOM AUSSIE, CONDOM.

The rate of sexually transmissible infections is increasing. So play it safe during The Games. Always use a condom. For more info visit www.betterhealth.vic.gov.au

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