



# **Convenience Advertising**

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

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**Prepared for the  
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## **Part One**

### **Introduction**

This report presents the results from an evaluation of a regional HIV/AIDS education programme developed and co-ordinated by the Health Promotion Agency for Northern Ireland and Convenience Advertising Northern Ireland. The evaluation was conducted to examine the following factors about the HIV/AIDS education programme.

1. The effectiveness of Convenience Advertising's medium to disseminate information to a target audience.
2. The effectiveness of the posters containing information about HIV and AIDS to educate students about these issues.
3. The students' assessment of condoms as a protection against HIV/AIDS and STDs and their thoughts and experiences about using condoms during sexual intercourse.

The report is presented in three parts. Part one presents a demographic profile of the respondents. Part two presents the results from the assessment of the messages and the medium. Part three presents the students' opinions and experiences of using condoms.

### **Methodology**

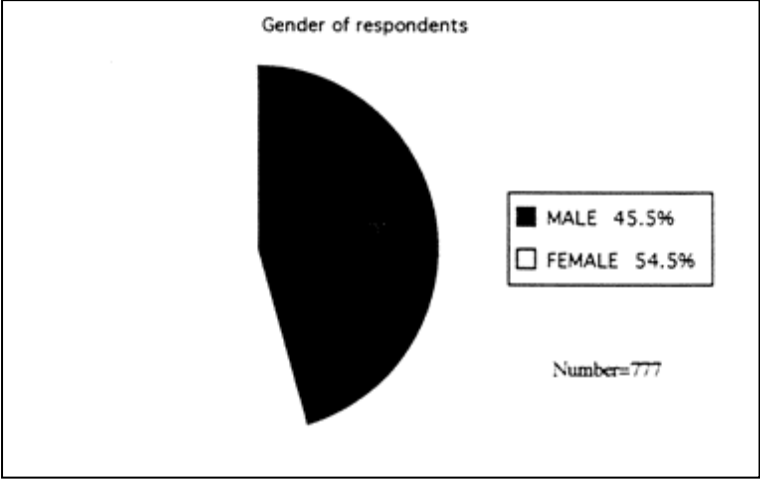
The evaluation was conducted in seven further education colleges and universities throughout Northern Ireland. When selecting the colleges to participate in this study, attention was paid to selecting colleges which had one, two, three, four, five and all six messages on display, so that the students in colleges where fewer than all of the messages were displayed could rate those messages not on display in their college. A special emphasis was placed on selecting colleges from large and small urban centres throughout the region. A stratified quota sample using the variable of gender, was taken from each of the seven colleges and universities. Seven hundred and seventy seven students from an expected total of 800 participated in the evaluation. The remaining 23 respondents were unobtainable at the time of administering the evaluation. As all of the students who were present in lectures and classes completed a questionnaire there was a 100% response rate.

Individual questionnaires were developed for each of the colleges. The questionnaires which contained closed or pre-coded questions were administered to the students in their lecture periods and in assembled groups organised by one of the teachers/lecturers in the colleges. One of the colleges requested that only those posters presently displayed in the college should be evaluated. Therefore the students did not assess or rate the posters presently not displayed in their college. The students were reminded of the confidentiality of their identifies and the principals were assured of the confidentiality of the college's identity. Therefore, the results will not be traceable to the particular college from which they were collected. The data collected in the questionnaires was analysed using DataDesk, which analysed the results using the statistical processes of cross-tabulation and chi-squares. The results are presented using percentages for clearer representation of trends.

**Demographic Profile of Respondents**

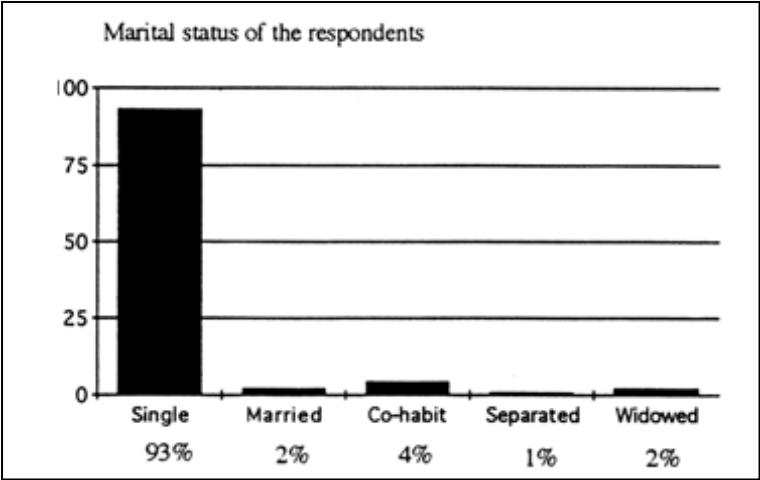
The sample of students collected for this study was stratified according to gender and as near to a 1:1 ratio of male to female students was collected. In total 54.4% of the respondents were female and 45.5% were male.

**Figure 1. Gender profile of the respondents**



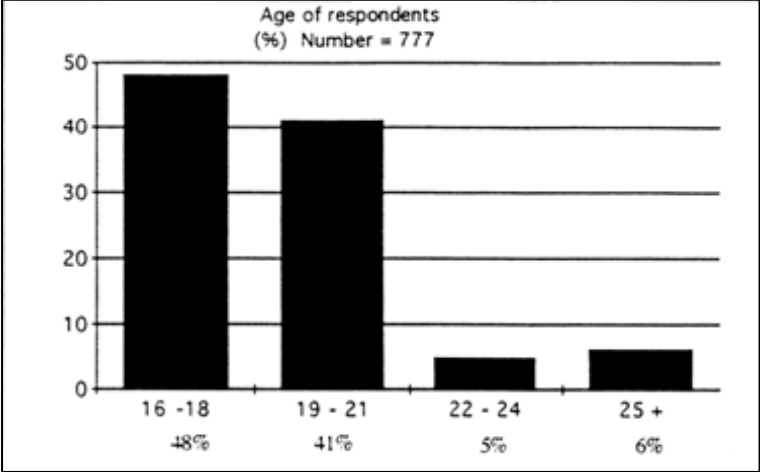
As figure two illustrates the vast majority (93%) of the respondents were single. Four percent of the respondents were currently co-habiting with their partner and two percent of the respondents were married.

**Figure 2. Marital status of the respondents**

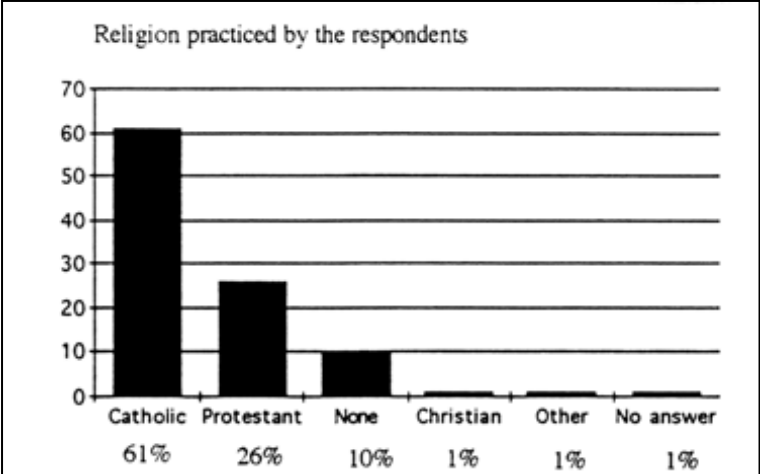


As figure three illustrates the majority of the students were aged between 16 and 21 years of age, with the mean age = 19.5 years and Standard Deviation = 4.2 years. The oldest respondent in the study was 50 years of age.

**Figure 3. Age of the respondents**



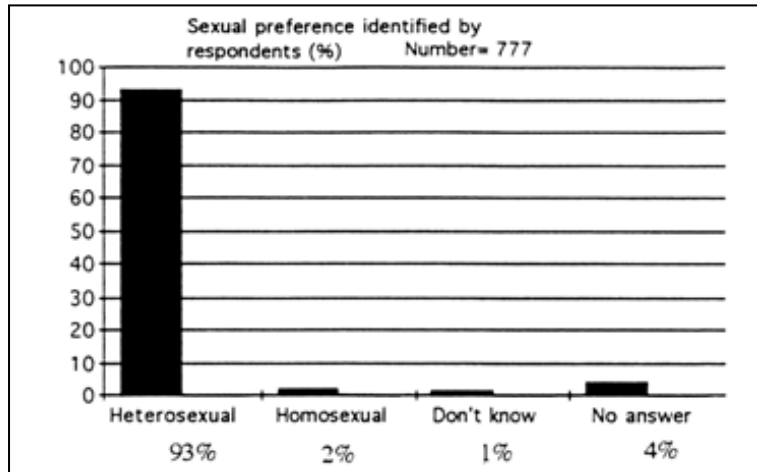
**Figure 4. Religion practiced by the respondents**



Sixty one percent of the respondents stated that they were practicing Catholics. Twenty six percent of the respondents stated that they were practicing Protestants and ten percent of the respondents stated that did not practice any religion. The representativeness of these findings to the regional religious affiliations is limited as the results are skewed towards respondents who were practicing Catholics. However, this skewed result 'may' be consistent with the religious profile of students in Northern Irish further education colleges and universities.



**Figure 5. Respondents' sexual preference**



The respondents were asked to select the sexual preference with which they most identified. It was our experience that at the time of administering the questionnaires a number of the younger students (16-17 years) were unfamiliar with the meaning of the terms, heterosexual, homosexual, and bisexual. These terms may not have been used by these students previously in their appreciation of sexual issues. According to our results and to figure 5, 93% of the respondents in this study considered themselves to be heterosexual and 2% considered themselves to be homosexual. Four percent of the respondents did not answer this question.

**Table 1. Course being studied by respondents**

Course	percent number = 777
A levels	21
Business	12
History	10
Politics	10
Psychology	6
Arts	5
Construct/engineering	4
Sociology	4
Catering	3
Art/design	3
Hotel management	3
Geography	3
Travel/tourism	3
Leisure	2
Inform. technology	1
Admin/secretarial	1
No answer	5

Table one presents the courses being studied by the respondents at the time of the evaluation. The largest proportion of respondents were studying for their A-levels (21%). The second largest proportion of respondents were studying business methods. Relatively large proportions of the respondents were also studying history, politics or psychology. The table indicates that the sample of students in this study was taken from a broad range of courses.

**Table 2. Respondents' year of study**

Year of study	percent number = 777
First	37
Second	49
Thud	12
Fourth	2

As table two indicates almost half (49%) of the respondents were in their second year of study. Thirty seven percent of the respondents were in their first year of study and fourteen percent of the respondents were in their third or later year of study.

From this profile, we find that the 'average respondent 'from this sample of students comes from a broad range of courses, was predominantly single, under 21 years of age, heterosexual and Catholic. While the results presented in part two therefore represent the views of this sample, it is important to note that the views of the other respondents who differed from this 'average respondent' are equally important in producing the overall pattern of trends in this evaluation.

## Part Two

### Results from Evaluation

The results from the evaluation are presented in the following format. Initially results from the college with one poster on display are presented. The results from the respondents recall and rating of this poster are presented. Thereafter the respondents' rating of the other posters not currently on display in their college are presented. Following this the results from the college where two posters are displayed are presented and likewise thereafter the results from colleges where three, four or more messages are displayed are presented.

### Results from a college with one poster on display

The first set of results are from a college where only one poster was displayed. This poster was entitled HIV AND YOU... and provides information regarding the high risk behaviour which facilitates the transmission of HIV. This poster has been numbered three and a copy can be found in the Appendix A.

The following four tables (tables 3 to 6) present the recall rate for this message by the 106 students sampled from this college. Table three refers to recall rate. Table four refers to when the poster was seen. Table five refers to where the poster was seen and table six refers to the colour of the poster.

**Table 3. Recall of poster three**

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Recall poster	percent number = 106
Yes	88
No	12

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**Table 4. When poster was seen**

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Time period	percent number = 106
In the last week	62
In the last month	13
More than a month	12
Not applicable	12

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*Not applicable refers to those who have not seen the poster*

**Table 5. Where poster was seen**

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Placement of poster	percent number = 106
Toilet	75
College	7
Magazine/paper	1
Club/pub	2
Teacher	2
Not applicable	12

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*Not applicable refers to those who have not seen the poster*

**Table 6. Recall of poster colour**

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Colour	percent number = 106
Colour	80
Black & white	2
Can't recall	6
Not applicable	12

---

*Not applicable refers to those who have not seen the poster*

As tables 3, 4, 5 and 6 indicate, 88% of the respondents from this college recalled having seen poster three. Sixty two percent had seen the poster in the week prior to the evaluation and 13% had seen the poster in the month prior to the evaluation. Seventy Five percent of the respondents stated that they had seen the poster 1 in a toilet and seven percent stated that they saw the message in the college. It is worth noting that most of the students ticked both toilet and college when indicating where they had last seen the poster. Eighty percent of the respondents recalled that the poster was in colour and six percent stated that they could not recall the colour of the poster.

The students rated the poster on each of the following criteria,

1. Ease of understanding the poster.
2. Offensiveness of the poster.
3. Usefulness of information in poster.
4. Importance of information in the poster for the respondent.
5. Ease of remembering the poster.

The following results were obtained.

**Table 7. Rating the ease of understanding poster three**

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Rating	percent number = 106
1	3
2	4
3	16
4	22*
5	53*
No answer	1

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**Table 8. Rating the offensiveness of poster three**

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Rating	percent number = 106
1	69*
2	13
3	12
4	4
5	1
No answer	1

---

**Table 9. Rating the usefulness of poster three's information**

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Rating	percent number = 106
1	2
2	2
3	11
4	18
5	63*
No answer	1

---

**Table 10. Rating the importance of poster three's information to respondents**

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Rating	percent number = 106
1	5
2	5
3	15
4	26*
5	46*
No answer	1

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**Table 11. Rating the ease of remembering poster three**

Rating	percent number = 106
1	10
2	14
3	24*
4	13
5	37*
No answer	1

According to the results presented in tables 7 to 11, the following trends are apparent. Seventy five percent of the respondents gave a rating of between 4 and 5 (the two highest ratings) for the ease of understanding the message in poster three. Eighty two percent of the respondents gave a rating of between 1 and 2 (the two lowest ratings) for the offensiveness of poster three.

Eighty one percent of the respondents gave a rating of between 4 and 5 for the usefulness of the information in poster three and 72% of the respondents gave a rating of between 4 and 5 for the importance of the information in poster three to their lives. Fifty percent of the respondents gave a rating of between 4 and 5 for the ease of remembering poster three, while 24% of the respondents gave the mid-range rating of 3 for the ease of remembering poster three.

Overall these results indicate that the poster currently displayed in this college was assessed very favourably and had a high recall rate.

**Respondents' Rating of Posters Currently Not Displayed in College**

The respondents were asked to rate those posters currently not on display in their college for the same criteria as mentioned above. The following results were obtained.

**Table 12. Rating the ease of understanding posters 1, 2, 4, 5, 6**

Rating	Post 1	Post 2	Post 4	Post 5	Post 6	number = 106
1	5%	1%	1%	5%	2%	
2	11%	4%	5%	10%	5%	
3	26%	10%	14%	20%	15%	
4	22%	20%	31%	31%*	24%	
5	35%*	65%*	48%*	34%*	53%*	

Table twelve indicates that 57% of the respondents gave a rating of between 4 and 5 for the ease of understanding poster one. Eighty five percent of the respondents gave a rating of between 4 and 5 for the ease of understanding poster two. Likewise 79% of the respondents gave a rating of between 4 and 5 for the ease of understanding poster four. Sixty five percent of the respondents gave a rating of between 4 and 5 for poster five and 77% of the respondents gave a rating of between 4 and 5 for poster 6. Poster two IF YOU CHOOSE SAFER SEX... was rated with the highest scores of 4 and 5 by more respondents than any of the other posters, with poster four WHAT IS SAFER SEX... coming a close second.

**Table 13. Rating the offensiveness of posters 1, 2, 4, 5, 6**

Rating	Post 1	Post 2	Post 4	Post 5	Post 6	number = 106
1	2%	60% *	2%	59% *	2%	
2	58% *	21%	52% *	22%	66% *	
3	19%	12%	21%	10%	14%	
4	13%	5%	17%	5%	9%	
5	2%	2%	8%	4%	8%	
No answer	2%	0	1%	0	0	

Table 13 indicates that 58% of the respondents gave a rating of between 1 and 2 (the two lowest values) for the offensiveness of poster 1. Eighty one percent of the respondents gave a rating of between 1 and 2 for the offensiveness of poster 2. Fifty four percent of the respondents gave a rating of between 1 and 2 for the offensiveness of poster 4. While 81 % of the respondents gave a rating of between 1 and 2 for the offensiveness of poster 5 and likewise 68% gave a rating of between 1 and 2 for poster 6. The results indicate that posters 2, IF YOU CHOOSE SAFER SEX... and 5, SEXUALLY TRANSMITTED DISEASES... were given the lowest ratings for offensiveness by more respondents (81% respectively) than any of the other posters.

**Table 14. Rating the usefulness of the information in posters 1, 2, 4, 5, 6**

Rating	Post 1	Post 2	Post 4	Post 5	Post 6	number = 106
1	11%	0	2%	1%	3%	
2	17%	7%	6%	10%	5%	
3	28%	27%	20%	23%	21%	
4	19% *	26% *	29% *	30% *	20% *	
5	14% *	39% *	42% *	35% *	51% *	

Table 14 presents the respondents rating of the usefulness of the information in posters 1, 2, 4, 5, 6. The results indicate that poster one was given a rating of between 4 and 5 by 33% of the respondents for the usefulness of the information. Poster two was given a rating of between 4 and 5 by 65% of the respondents and poster four was given a similar rating by 71 % of the respondents. Poster five was given a rating of between 4 and 5 by 65% of the respondents and likewise 71% of the respondents gave a rating of between 4 and 5 for the usefulness of the information in poster 6. The results indicate that the more lengthy messages, 4, WHAT IS SAFER SEX... , 5 SEXUALLY TRANSMITTED DISEASES... , 6, CONTRACEPTION AND PROTECTION... were given the highest ratings by more of the respondents than the shorter messages in posters 1, HAVE IT YOUR WAY... and 2 IF YOU CHOOSE SAFER SEX.... .

**Table 15. Rating the importance of the information in posters 1, 2, 4, 5, 6 for the respondents**

Rating	Post 1	Post 2	Post 4	Post 5	Post 6	number = 106
1	10%	6%	5%	7%	5%	
2	16%	6%	7%	10%	7%	
3	30%	22%	22%	24%	20%	
4	19%	31%	34%	30%	23%	
5	24%	33%	32%	27%	45%	

Table 15 indicates that a total of 73% of the respondents gave a rating of between 3 and 5 for the importance of the information in poster one. In contrast a total of 86% of the respondents gave a rating of between 3 and 5 for the importance of the information in poster 2. Likewise 88% of the respondents gave a rating of between 3 and 5 for poster four and 81% of the respondents gave a similar rating for poster 5. Eighty eight percent of the respondents gave a rating of between 3 and 5 for the usefulness of the information in poster 6. The results indicate that the lengthier messages in posters four, five and six were given the ratings of between 3 and 5 by slightly more of the respondents than the shorter posters – one and two. However all of the posters were rated highly for the importance of their information to the respondents and the difference between the proportion of respondents who gave high ratings for each of the posters is not statistically significant.

**Table 16. Rating the ease of remembering posters 1, 2, 4, 5, 6**

Rating	Post 1	Post 2	Post 4	Post 5	Post 6	number = 106
1	11%	3%	7%	16%	11%	
2	6%	6%	17%	14%	9%	
3	22%	15%	21%	22%	21%	
4	26%	19%	29%	28%	22%	
5	34%	56%	25%	20%	36%	



Table 16 indicates that 82% of the respondents gave a rating of between 3 and 5 for the ease of remembering poster one. Ninety percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster two. Seventy five percent of the respondents gave a similar rating for poster four and 70% of the respondents gave the same rating for poster 5. Seventy nine percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster six. As with the previous table the results indicate that a large proportion of the respondents rated the posters highly for the ease of remembering their content. In particular message two was given the higher ratings (of 3-5) by more respondents than any of the other posters.

### **Results from a college where two posters were displayed**

The following results were obtained from a college where two of the six posters were on display. These are posters one HAVE IT YOUR WAY and three HIV AND YOU... Tables 17 to 20 present the recall rate of poster one by the respondents in this college.

**Table 17. Recall of poster one**

Recall poster	percent number = 72
Yes	78
No	22

**Table 18. When poster was seen**

Time period	percent number = 72
In the last week	40
In the last month	22
More than a month	15
Not applicable	22

*Not applicable refers to those who have not seen the poster*

**Table 19. Where poster was seen**

Placement of poster	percent number = 72
Toilet	58
College	12
Magazine/paper	1
Club/pub	1
Magazine/toilet	1
Not applicable	22

*Not applicable refers to those who have not seen the poster*

**Table 20. Recall of poster colour**

Colour	percent number = 72
Colour	69
Black & white	1
Can't recall	7
Not applicable	22

*Not applicable refers to those who have not seen the poster*

Table 17 indicates that 78% of the respondents in this college recalled having previously seen poster one. Forty percent of the respondents had seen the poster in the week prior to the evaluation and 22% had seen the poster in the month prior to the evaluation. Fifty eight percent of the respondents had seen the poster in the toilet and 12% had seen the poster in the college. Again a sizeable number of the respondents had ticked both toilet and college on the questionnaire to specify in which particular toilets they had previously seen the poster. Sixty nine percent of the respondents recalled that the poster had been in colour and 7% could not recall the colour of the poster. Tables 21 to 25 present the respondents' ratings of poster one for the following criteria:

1. Ease of understanding the poster.
2. Offensiveness of the poster.
3. Usefulness of information in poster.
4. Importance of information in the poster for the respondent.
5. Ease of remembering the poster.

The following results were obtained.

**Table 21. Rating the ease of understanding poster one**

Rating	percent number = 72
1	1
2	5
3	29*
4	21*
5	43*
No answer	3

**Table 22. Rating the offensiveness of poster one**

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Rating	percent number = 72
1	60*
2	15*
3	12
4	7
5	3
No answer	3

---

**Table 23. Rating the usefulness of poster one's information**

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Rating	percent number = 72
1	4
2	8
3	28*
4	28*
5	31*
No answer	1

---

**Table 24. Rating the importance of poster one's information to respondents**

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Rating	percent number = 72
1	14
2	9
3	21*
4	14*
5	40*
No answer	1

---

**Table 25. Rating the ease of remembering poster one**

---

Rating	percent number = 72
1	5
2	9
3	15*
4	23*
5	43*
No answer	3

---

The results presented in tables 21 to 25 indicate that 64% of the respondents gave a rating of between 4 and 5 for the ease of understanding poster one. Seventy five percent of the respondent gave a rating of between 1 and 2 for the offensiveness of poster one. Eighty seven percent of the respondents gave a rating of between 3 and 5 for the usefulness of the information in poster one. Seventy five percent of the respondents gave a rating of between 3 and 5 for the importance of the information in poster one. Eighty one percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster one.

The second poster on display in the college is poster three. Tables 26 to 29 present the recall rate of this poster.

**Table 26. Recall of poster three**

Recall poster	percent number = 72
Yes	56
No	43
No answer	1

**Table 27. When poster was seen**

Time period	percent number = 72
In the last week	36
In the last month	16
More than a month	3
Not applicable	43
No answer	1

*Not applicable refers to those who have not seen the poster*

**Table 28. Where poster was seen**

Placement of poster	percent number = 72
Toilet	44
College	8
Magazine/paper	1
Club/pub	1
Not applicable	43
No answer	1

*Not applicable refers to those who have not seen the poster*

**Table 29. Recall of poster colour**

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Colour	percent number = 72
Colour	53
Can't recall	2
Not applicable	43
No answer	1

---

*Not applicable refers to those who have not seen the poster*

The results presented in these four tables indicate that 56% of the respondents in this college recalled having seen poster three before. Forty three percent of the respondents stated that they had not seen the poster previously. Thirty six percent of the respondents stated that they had seen the poster in the week prior to the study and 16% of the respondents stated that they had seen the poster in the month prior to the study. Forty four percent of the respondents stated that they had seen the poster in a toilet and eight percent of the respondents stated that they had seen the poster in the college. Fifty three percent of the respondents stated that they had seen the poster in colour and two percent could not remember the colour of the poster.

Tables 30 to 34 present the respondents rating of poster three for ease of understanding, offensiveness of content, usefulness of information, importance of information in poster and ease of remembering the poster.

**Table 30. Rating the ease of understanding poster three**

---

Rating	percent number = 72
1	4
2	3
3	9
4	11*
5	40*
No answer	8

---

**Table 31. Rating the offensiveness of poster three**

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Rating	percent number = 72
1	67*
2	4
3	12
4	5
5	3
No answer	8

---

**Table 32. Rating the usefulness of poster three's information**

---

Rating	percent number = 72
1	3
2	1
3	8
4	23*
5	55*
No answer	8

---

**Table 33. Rating the importance of poster three's information to respondents**

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Rating	percent number = 72
1	5
2	9
3	16*
4	7*
5	54*
No answer	7

---

**Table 34. Rating the ease of remembering poster three**

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Rating	percent number = 72
1	14
2	8
3	19*
4	15*
5	34*
No answer	8

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The results presented in these tables indicate that 51% of the respondents gave a rating of between 4 and 5 for the ease of understanding poster three. Sixty seven percent of the respondents gave a rating of 1 for the offensiveness of poster three. Seventy eight percent of the respondents gave a rating of between 4 and 5 for the usefulness of the information in this poster. Seventy seven percent of the respondents gave a rating of between 3 and 5 for the importance of the information in the poster. Sixty eight percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster three. The results range from an average to a high rating of poster three for the afore mentioned criteria by the respondents in this college. The college authorities on permitting us to conduct the evaluation in this college, requested that the students should only assess the posters currently on display in the college. Therefore we do not have the students assessments and ratings of the messages currently not on display in the college.

### **Results from a college where three posters are on displayed**

The following results were obtained from a college where three of the six posters are currently on display. These posters include posters one, HAVE IT YOUR WAY, two, IF YOU CHOOSE SAFER SEX... and three, HIV AND YOU.... Tables 35 to 38 present the respondents recall rate of poster one in this college.

**Table 35. Recall of poster one**

Recall poster	percent number = 101
Yes	61
No	39

**Table 36. When poster was seen**

Time period	percent number = 101
In the last week	42
In the last month	8
More than a month	10
Not applicable	39

*Not applicable refers to those who have not seen the poster*

**Table 37. Where poster was seen**

Placement of poster	percent number = 101
Toilet	50
College	5
Magazine/paper	1
Magazine/toilet	1
Not applicable	39

*Not applicable refers to those who have not seen the poster*

**Table 38. Recall of poster colour**

Colour	percent number = 101
Colour	56
Black & white	1
Can't recall	3
Not applicable	39

*Not applicable refers to those who have not seen the poster*

The results in tables 35 to 38 indicate that 61% of the respondents in this college recall having seen poster one previously. Forty two percent of the respondents stated that they had seen the poster in the last week and 8% stated that they had seen the poster in the month prior to the evaluation. Fifty percent of the respondents stated that they had seen the poster in a toilet and 5 % stated that they had seen the poster in the college. Fifty six percent of the respondents recalled that the poster was in colour and £% of the respondents could not recall the colour of poster one. Tables 39 to 43 present the results from the respondents rating of poster one on the following criteria.

1. Ease of understanding the poster.
2. Offensiveness of the poster.
3. Usefulness of the information in poster.
4. Importance of information in the poster for the respondent.
5. Ease of remembering the poster.

The following results were obtained.

**Table 39. Rating the ease of understanding poster one**

Rating	percent number = 101
1	2
2	5
3	21*
4	26*
5	43*
No answer	4



**Table 40. Rating the offensiveness of poster one**

---

Rating	percent number = 101
1	46*
2	16*
3	23*
4	6
5	2
No answer	7

---

**Table 41. Rating the usefulness of poster one's information**

---

Rating	percent number = 101
1	8
2	10
3	28*
4	30*
5	20*
No answer	5

---

**Table 42. Rating the importance of poster one's information to respondents**

---

Rating	percent number = 101
1	13
2	10
3	23*
4	14*
5	33*
No answer	8

---

**Table 43. Rating the ease of remembering poster one**

---

Rating	percent number = 101
1	4
2	8
3	15*
4	32*
5	36*
No answer	6

---

The results presented in tables 39 to 43 indicate that 90% of the respondents gave a rating of between 3 and 5 (an average to very high rating) for the ease of understanding poster one. Eighty five percent gave a rating of between 1 and 3 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 percent of the respondents gave a rating of between 3 and 5 for the importance of the information in poster one. Eighty three percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster one.

Tables 44 to 47 present the respondents recall rate of poster two in this college.

**Table 44. Recall of poster two**

Recall poster	percent number = 101
Yes	70
No	30

**Table 45. When poster was seen**

Time period	percent number = 101
In the last week	41
In the last month	19
More than a month	10
Not applicable	30

*Not applicable refers to those who have not seen the poster*

**Table 46. Where poster was seen**

Placement of poster	percent number = 101
Toilet	55
College	7
Magazine/paper	4
Club/pub	3
Magazine/toilet	1
Not applicable	30

*Not applicable refers to those who have not seen the poster*

**Table 47. Recall of poster colour**

Colour	percent number = 101
Colour	61
Black & white	3
Can't recall	6
Not applicable	30

*Not applicable refers to those who have not seen the poster*

According to tables 44 to 47, 70% of the respondents in this college had seen poster two previously. Forty one percent of those respondents stated that they had seen the poster in the week prior to the evaluation and 19% stated that they had seen the poster in the month prior to the evaluation. Fifty five percent of the respondents stated that they had seen the poster in a toilet and seven percent stated that they had seen the poster in college. Sixty one percent of the respondents recalled that the poster was in colour and six percent of the respondents stated that they could not remember the colour of the poster.

Tables 48 to 52 present the respondents assessment and rating of poster two.

**Table 48. Rating the ease of understanding poster two**

Rating	percent number = 101
1	1
2	2
3	9
4	19*
5	66*
No answer	2

**Table 49. Rating the offensiveness of poster two**

Rating	percent number = 101
1	51*
2	14*
3	23
4	6
5	3
No answer	3

**Table 50. Rating the usefulness of poster two's information**

---

Rating	percent number = 101
1	4
2	10
3	20*
4	25*
5	33*
No answer	0

---

**Table 51. Rating the importance of poster two's information to respondents**

---

Rating	percent number = 101
1	9
2	11
3	20*
4	14*
3	43*
No answer	4

---

**Table 52. Rating the ease of remembering poster two**

---

Rating	percent number = 101
1	1
2	4
3	23*
4	21*
5	48*
No answer	3

---

The results presented in tables 48 to 52 indicate that eighty five percent of the respondents gave a rating of between 4 and 5 (high to very high) for the ease of understanding poster two. Eighty eight percent of the respondents gave a rating of between 1 and 3 (very low to average) rating for the offensiveness of poster two. Seventy eight percent of the respondents gave a rating of between 3 and 5 (average to very high) for the usefulness of the information in poster two. Seventy seven percent of the respondents gave a rating of between 3 and 5 for the importance of the information in poster 2. Ninety two percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster two.

Tables 53 to 56 present the respondents recall of the poster three which is on display in their college.

**Table 53. Recall of poster three**

Recall poster	percent number = 101
Yes	62
No	38

**Table 54. When poster was seen**

Time period	percent number = 101
In the last week	39
In the last month	16
More than a month	7
Not applicable	38

*Not applicable refers to those who have not seen the poster*

**Table 55. Where poster was seen**

Placement of poster	percent number = 101
Toilet	53
College	3
Magazine/paper	4
Club/pub	1
Not applicable	38

*Not applicable refers to those who have not seen the poster*

**Table 56. Recall of poster colour**

Colour	percent number = 101
Colour	52
Black & white	6
Can't recall	4
Not applicable	38

*Not applicable refers to those who have not seen the poster*

The results presented in tables 53 to 56 indicate that 62% of the respondents in this college recall having previously seen poster three. Thirty nine percent of the respondents stated that they saw the poster in the week prior to the evaluation and 16% stated that they had seen the poster in the month prior to the evaluation. Fifty three percent of the respondents stated that they had seen the poster in a toilet, while, four percent of the respondents stated that they had seen the poster displayed in a magazine. Fifty two percent recall that poster three was in colour and six percent recall that poster three was in black and white.

Tables 57 to 61 present the respondents rating of poster three.

**Table 57. Rating the ease of understanding poster three**

Rating	percent number = 101
1	1
2	4
3	8
4	20*
5	63*
No answer	4

**Table 58. Rating the offensiveness of poster three**

Rating	percent number = 101
1	54*
2	14*
3	18*
4	6
5	4
No answer	3

**Table 59. Rating the usefulness of poster three's information**

Rating	percent number = 101
1	2
2	3
3	13
4	26*
5	51*
No answer	4

**Table 60. Rating the importance of poster three's information to respondents**

Rating	percent number = 101
1	9
2	6
3	16*
4	16*
5	48*
No answer	5

**Table 61. Rating the ease of remembering poster three**

Rating	percent number = 101
1	4
2	10
3	24*
4	17*
5	41*
No answer	4

The results presented in tables 57 to 61 indicate that 83% of the respondents gave a rating of between 4 and 5 (high to very high) for the ease of understanding poster three. Eighty six percent of the respondents gave a rating of between 1 and 3 (very low to average) for the offensiveness of poster three. Seventy seven percent of the respondents gave a rating of between 4 and 5 (high to very high) for the usefulness of the information in poster three. Eighty percent of the respondents gave a rating of between 3 and 5 (average to very high) for the importance of the information in poster three. Eighty two percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster three.

**Respondents' Rating of Posters Currently Not Displayed in College**

Tables 62 to 67 present the respondents assessment and rating of the three posters not currently on display in their college. These include posters four, WHAT IS SAFER SEX... five, SEXUALLY TRANSMITTED DISEASES... and six, CONTRACEPTION AND PROTECTION... The respondents were asked to rate these posters on the following criteria

1. Ease of understanding the poster.
  2. Offensiveness of the poster.
  3. Usefulness of the information in poster.
  4. Importance of information in the poster for the respondent.
  5. Ease of remembering the poster.
- The following results were obtained.

**Table 62. Rating the ease of understanding posters 4, 5, 6**

Rating	Post 4	Post 5	Post 6 number = 101
1	1%	5%	2%
2	5%	10%	5%
3	14%	0%	15%
4	31% *	31% *	24% *
5	48%	34% *	53%
No answer	7%	6%	8%

Table one indicates that 79% of the respondents gave a rating of between 4 and 5 (high to very high) for the ease of understanding poster four. Sixty five percent of the respondents gave a rating of between 4 and 5 for the ease of understanding poster Five and 77% of the respondents gave a similar rating for the ease of understanding poster six.

**Table 63. Rating the offensiveness of posters 4, 5, 6**

Rating	Post 4	Post 5	Post 6 number = 101
1	50% *	43%	50% *
2	14% *	16% *	16% *
3	21% *	18% *	13%
4	3%	15%	11%
5	6%	2%	3%
No answer	6%	7%	8%

Table 63 indicates that 85% of the respondents gave a rating of between 1 and 3 (very low to average) for the offensiveness of poster 4. Seventy seven percent of the respondents gave a rating of between 1 and 3 for the offensiveness of poster five and 79% of the respondents gave a similar rating for the offensiveness of poster six.



**Table 64. Rating the usefulness of the information in posters 4, 5, 6**

Rating	Post 4	Post 5	Post 6 number = 101
1	2%	3%	3%
2	2%	7%	2%
3	16%	14%	19%
4	24% *	28% *	22% *
5	50% *	42% *	45% *
No answer	6%	7%	9%

Seventy four percent of the respondents gave a rating of between 4 and 5 (high to very high) for the usefulness of the information in poster four. Seventy percent of the respondents gave a rating of between 4 and 5 for the usefulness of the information in poster five and 67% of the respondents gave a similar rating for the usefulness of the information in poster six.

**Table 65. Rating the importance of the information in posters 4, 5, 6 to the respondents**

Rating	Post 4	Post 5	Post 6 number = 101
1	13%	11%	7%
2	6%	11%	7%
3	15% *	19% *	22% *
4	20% *	14% *	20% *
5	40% *	28% *	36% *
No answer	5%	7%	8%

Seventy five percent of the respondents gave a rating of between 3 and 5 for the importance of the information in poster four. Sixty one percent of the respondents gave a rating of between 3 and 5 for the importance of the information in poster five and 78% of the respondents gave a similar rating for the importance of the information six.

**Table 66. Rating the ease of remembering posters 4, 5, 6**

Rating	Post 4	Post 5	Post 6 number = 101
1	1%	6%	3%
2	7%	16%	6%
3	31% *	22% *	18% *
4	20% *	20% *	26% *
5	36% *	31% *	39% *
No answer	5%	6%	8%

Table 66 indicates that 87% of the respondents gave a rating of between 3 and 5 (average to very high) for the ease of remembering poster four. Seventy three percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster five and 83% of the respondents gave a similar rating for the ease of remembering poster six.

**Results from college where four posters are displayed**

The following are results from a college which had four of the six posters on display. These four posters include, poster one, HAVE IT YOUR WAY... three, HIV AND YOU..., five SEXUALLY TRANSMITTED DISEASES and six CONTRACEPTION AND PROTECTION. Tables 67 to 70 present the respondents recall rate for poster one.

**Table 67. Recall of poster one**

Recall poster	percent number = 69
Yes	69
No	31

**Table 68. When poster was seen**

Time period	percent number = 69
In the last week	59
In the last month	4
More than a month	6
Not applicable	31

*Not applicable refers to those who have not seen the poster*

**Table 69. Where poster was seen**

Placement of poster	percent number = 69
Toilet	59
College	7
Club/pub	3
Not applicable	31

*Not applicable refers to those who have not seen the poster*

**Table 70. Recall of poster colour**

Colour	percent number = 69
Colour	65
Can't recall	4
Not applicable	31

*Not applicable refers to those who have not seen the poster*

Tables 67 to 70 indicate that 69% of the respondents in this college saw poster one previously. Fifty nine percent of the respondents saw the poster in the week prior to the evaluation. Fifty nine percent of the respondents saw the poster in a toilet and seven percent of the respondents saw the poster in the college. Most of the respondents ticked both college and toilet in response to this question. Sixty five percent of the respondents recalled that the poster was in colour and four percent could not recall the colour of the poster.

Tables 71 to 75 present the students assessment and rating of poster one.

**Tables 71. Rating the ease of understanding poster one**

Rating	percent number = 69
1	3
2	4
3	16*
4	22*
5	51*
No answer	3

**Table 72. Rating the offensiveness of poster one**

Rating	percent number = 69
1	70*
2	13*
3	7
4	6
5	0
No answer	3

**Table 73. Rating the usefulness of poster one's information**

---

Rating	percent number = 69
1	7
2	4
3	20*
4	35*
5	29*
No answer	3

---

**Table 74. Rating the importance of poster one's information to respondents**

---

Rating	percent number = 69
1	12
2	6
3	13*
4	29*
5	37*
No answer	5

---

**Table 75. Rating the ease of remembering poster one**

---

Rating	percent number = 69
1	6
2	7
3	16*
4	26*
5	41
No answer	3

---

The results from tables 71 to 75 indicate that eight nine percent of the respondents gave a rating of between 3 and 5 (average to very high) for the ease of understanding poster one. Eighty three percent of the respondents gave a rating of between 1 and 2 (very low to low) for the offensiveness of poster one. Eighty four percent of the respondents gave a rating of between 3 and 5 for the usefulness of the information in poster one. Seventy nine percent of the respondents gave a rating of between 3 and 5 for the importance of the information in poster one. Eighty three percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster one. Tables 76 to 79 present the recall rate for poster three by the respondents in this college.

**Table 76. Recall of poster three**

Recall poster	percent number = 69
Yes	78
No	22

**Table 77. When poster was seen**

Time period	percent number = 69
In the last week	56
In the last month	15
More than a month	7
Not applicable	22

*Not applicable refers to those who have not seen the poster*

**Table 78. Where poster was seen**

Placement of poster	percent number = 69
Toilet	69
College	4
Club/pub	3
Magazine/paper	1
Not applicable	22

*Not applicable refers to those who have not seen the poster*

**Table 79. Recall of poster colour**

Colour	percent number = 69
Colour	72
Black & white	3
Can't recall	2
Not applicable	22

*Not applicable refers to those who have not seen the poster*

The results from tables 76 to 79 indicate that 78% of the respondents in this college recall having previously seen poster three. Fifty six percent of the respondents stated that they had seen the poster in the week prior to the evaluation and 15% of the respondents stated that they had seen the poster in the month prior to the evaluation. Sixty nine percent of the respondents stated that they had seen the poster in a toilet. Seventy two percent of the respondents recalled that poster three was in colour and three percent recall that poster three was in black and white.

Tables 80 to 84 present the respondents rating of poster three.

**Table 80. Rating the ease of understanding poster three**

---

Rating	percent number = 69
1	6
2	4
3	12
4	19*
5	57*
No answer	1

---

**Table 81. Rating the offensiveness of poster three**

---

Rating	percent number = 69
1	75*
2	6*
3	9
4	7
5	1
No answer	1

---

**Table 82. Rating the usefulness of poster three's information**

---

Rating	percent number = 69
1	3
2	3
3	18*
4	26*
5	48*
No answer	1

---

**Table 83. Rating the importance of poster three's information to respondents**

---

Rating	percent number = 69
1	7
2	0
3	15*
4	29*
5	47*
No answer	1

---

**Table 84. Rating the ease of remembering poster three**

Rating	percent number = 69
1	7
2	7
3	25*
4	16*
5	42*
No answer	1

Seventy six percent of the respondents gave a rating of between 4 and 5 (high to very high) for the ease of understanding poster three. Eighty one percent of the respondents gave a rating of between 1 and 2 (very low to low) for the offensiveness of poster three. Ninety two percent of the respondents gave a rating of between 3 and 5 (average to very high) for the usefulness of the information in poster three. Ninety one percent of the respondents gave a rating of between 3 and 5 for the importance of the information in poster three. Eighty three percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster three. Tables 85 to 88 present the recall rate for poster five by the respondents in this college.

**Table 85. Recall of poster five**

Recall poster	percent number = 69
Yes	57
No	43

**Table 86. When poster was seen**

Time period	percent number = 69
In the last week	37
In the last month	9
More than a month	12
Not applicable	43

*Not applicable refers to those who have not seen the poster*

**Table 87. Where poster was seen**

---

Placement of poster	percent number = 69
Toilet	51
College	3
Magazine/paper	1
Pub/club	2
Not applicable	43

---

*Not applicable refers to those who have not seen the poster*

**Table 88. Recall of poster colour**

---

Colour	percent number = 69
Colour	56
Black & White	1
Can't recall	0
Not applicable	43

---

*Not applicable refers to those who have not seen the poster*

Tables 85 to 88 indicate that 57% of the respondents recall having seen poster five and forty three percent did not recall the poster. Thirty seven percent of the respondents saw the poster in the week prior to the evaluation and 12% saw the poster more than a month prior to the evaluation. Fifty one percent of the respondents stated that they saw the poster in a toilet. Fifty six percent of the respondents recalled that poster five was in colour.

Tables 89 to 93 present the respondents assessment and rating of poster five.

**Table 89. Rating the ease of understanding poster five**

---

Rating	percent number = 69
1	3
2	12
3	13
4	21*
5	47*
No answer	4

---



**Table 90. Rating the offensiveness of poster five**

---

Rating	percent number = 69
1	59*
2	9*
3	17
4	10
5	0
No answer	4

---

**Table 91. Rating the usefulness of poster five's information**

---

Rating	percent number = 69
1	3
2	7
3	17*
4	35*
3	32*
No answer	4

---

**Table 92. Rating the importance of poster five's information to respondents**

---

Rating	percent number = 69
1	4
2	4
3	22*
4	26*
5	38*
No answer	4

---

**Table 93. Rating the ease of remembering poster five**

---

Rating	percent number = 69
1	4
2	10
3	26*
4	22*
5	32*
No answer	4

---

The results presented in tables 89 to 93 indicate that 68% of the respondents gave a rating of between 4 and 5 (high to very high) for the ease of understanding poster five. Sixty eight percent of the respondents gave a rating of between 1 and 2 (very low to low) for the offensiveness of poster five. Eighty four percent of the respondents gave a rating of between 3 and 5 (average to very high) for the usefulness of the information in poster five. Eighty six percent of the respondents gave a rating of between 3 and 5 for (average to very high) for the usefulness of the in poster 5. Eighty six percent of the respondents gave a rating of between 3 and 5 for the importance of the information in poster 5. Eighty percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster five.

Tables 94 to 97 present the recall rate for poster six by the respondents in this college.

**Table 94. Recall of poster six**

Recall poster	percent number = 69
Yes	43
No	57

**Table 95. When poster was seen**

Time period	percent number = 69
In the last week	26
In the last month	9
More than a month	7
Not applicable	57

*Not applicable refers to those who have not seen the poster*

**Table 96. Where poster was seen**

Placement of poster	percent number 69
Toilet	39
College	3
Not applicable	57

*Not applicable refers to those who have not seen the poster*

**Table 97. Recall of poster colour**

---

Colour	percent number = 69
Colour	37
Black & white	1
Can't recall	2
Not applicable	3

---

*Not applicable refers to those who have not seen the poster*

The results presented in tables 94 to 97 indicate that 43% of the respondents recall having seen poster six and 57% of the respondents stated that they had not seen poster six. Twenty six percent of the respondents stated that they saw the poster in the week prior to the evaluation and nine percent stated that they saw the poster in the month prior to the evaluation. Thirty nine percent of the respondents stated that they had seen the poster in a toilet. Thirty seven percent of the respondents recall the poster was in colour.

Tables 98 to 102 present the respondents ratings and assessment of poster six.

**Table 98. Rating the ease of understanding poster six**

---

Rating	percent number = 69
1	3
2	17
3	25*
4	44*
No answer	9

---

**Table 99. Rating the offensiveness of poster six**

---

Rating	percent number = 69
1	65*
2	7*
3	13
4	4
5	1
No answer	9

---

**Table 100. Rating the usefulness of poster six's information**

---

Rating	percent number = 69
1	3
1	7
3	12
4	28*
5	41*
No answer	9

---

**Table 101. Rating the importance of poster six's information to respondents**

---

Rating	percent number = 69
1	4
2	3
3	20*
4	28*
5	35*
No answer	9

---

**Table 102. Rating the ease of remembering poster six**

---

Rating	percent number = 69
1	3
2	4
3	29*
4	22*
5	32*
No answer	9

---

The results presented in tables 98 to 102 indicate that 69% of the respondents gave a rating of between 4 and 5 (high to very high) for the ease of understanding poster six. Seventy two percent of the respondents gave a rating of between 1 and 2 (very low to low) for the offensiveness of poster six. Sixty nine percent of the respondents gave a rating of between 4 and 5 for the usefulness of the information in poster six. Eighty three percent of the respondents gave a rating of between 3 and 5 (average to very high) for the importance of the information in poster six. Likewise 83% of the respondents gave a similar rating (3 and 5) for the ease of remembering poster six.

### **Respondents' ratings of posters currently not displayed in college**

The following tables present the respondents assessment of the posters which are currently not on display in their college. These posters include poster two IF YOU CHOOSE SAFER SEX, and poster four, WHAT IS SAFER SEX.... Tables 103 to 106 present the respondents assessment and rating of these two posters.

**Table 103. Rating the ease of understanding posters 2, 4**

Rating	Post 2	Post 4	number = 69
1	3%	3%	
2	6%	6%	
3	12% *	16% *	
4	17% *	20% *	
5	50% *	44% *	
No answer	12%	10%	

According to table 103, 79% of the respondents gave a rating of between 3 and 5 (average to very high) for the ease of understanding poster two and 80% of the respondents gave a similar rating for the ease of understanding poster four.

**Table 104. Rating the offensiveness of posters 2, 4**

Rating	Post 2	Post 4	number = 69
1	66% *	57% *	
2	10% *	12% *	
3	6%	13 %	
4	6%	4%	
5	0%	3%	
No answer	12%	10%	

Table 104 indicates that 76% of the respondents gave a rating of between 1 and 2 (very low to low) for the offensiveness of poster two and 67% of the respondents gave a similar rating for poster four.

**Table 104. Rating the usefulness of posters' 2, 4 information**

Rating	Post 2	Post 4	number = 69
1	1%	1%	
2	9%	4%	
3	17% *	19% *	
4	31 % *	32% *	
5	30% *	32% *	
No answer	12%	10%,	

Table 104 indicates that 78% of the respondents gave a rating of between 3 and 5 for the usefulness of the information in poster two and 83% gave a similar rating for the usefulness of the information in poster four.

**Table 105. Rating the importance of information in posters 2, 4 to the respondents**

Rating	Post 2	Post 4	number = 69
1	6%	4%	
2	4%	1%	
3	9%	19%	
4	31% *	26% *	
5	38% *	38% *	
No answer	12%	10%	

Table 105 indicates that 69 % of the respondents gave a rating of between 4 and 5 for the importance of the information in poster two and 64% gave a similar rating for the importance of the information in poster four.

**Table 106. Rating the ease of remembering posters 2, 4**

Rating	Post 2	Post 4	number = 69
1	4%	1%	
2	6%	7%	
3	17% *	28% *	
4	13% *	17% *	
5	47% *	35% *	
No answer	12%	10%	

Table 106 indicates that 77% of the respondents gave a rating of between 3 and 5 for the ease of remembering poster two and 80 % gave a similar rating for the ease of remembering poster four.

**Results from a college which has five posters on display**

The following results were obtained from a college which had five of the six posters on display. These five posters include one, HAVE IT YOUR WAY..., two, IF YOU CHOOSE SAFER SEX..., three, HIV AND YOU..., four, WHAT IS SAFER SEX... and six, CONTRACEPTION AND PROTECTION... . Tables 107 to 110 present the recall rate for poster one by the respondents in this college

**Table 107. Recall of poster one**

Recall poster	percent number = 204
Yes	27
No	73

**Table 108. When poster was seen**

Time period	percent number = 204
In the last week	14
In the last month	9
More than a month	4
Not applicable	73

*Not applicable refers to those who have not seen the poster*

**Table 109. Where poster was seen**

Placement of poster	percent number = 204
Toilet	21
College	3
Don't know	2
Pub/club	2
Not applicable	73

*Not applicable refers to those who have not seen the poster*

**Table 110. Recall of poster colour**

---

Colour	percent number = 204
Colour	22
Black & white	5
Can't recall	4
Not applicable	73

---

*Not applicable refers to those who have not seen the poster*

Tables 107 to 110 indicate that 27% of the respondents from this college recall having seen poster one previously, 73% of the respondents stated that they had not seen the poster previously. Fourteen percent of the respondents stated that they had seen the poster in the week prior to the evaluation and nine percent of the respondents stated that they has seen the poster in the month prior to the evaluation. Twenty one percent of the respondents saw poster one in a toilet. Twenty two percent of the respondents recall that the poster was in colour.

Tables 111 to 115 present the respondents assessment of poster one.

**Table 111. Rating the ease of understanding poster one**

---

Rating	percent number = 204
1	2
2	8
3	23*
4	26*
5	40*

---

**Table 112. Rating the offensiveness of poster one**

---

Rating	percent number = 204
1	76*
2	12*
3	10
4	1
5	15

---



**Table 113. Rating the usefulness of poster one's information**

---

Rating	percent number = 204
1	8
2	13
3	36*
4	25*
5	17*

---

**Table 114. Rating the importance of poster one's information to respondents**

---

Rating	percent number = 204
1	19
2	10
3	31*
4	16*
5	24*

---

**Table 115. Rating the ease of remembering poster one**

---

Rating	percent number = 204
1	6
2	5
3	22*
4	29*
5	37*

---

The results presented in tables 111 to 115 indicate that 89% of the respondents gave poster one a rating of between 3 and 5 (average to very high) for the ease of understanding. Eighty eight percent of the respondents gave a rating of between 1 and 2 (very low and low) 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 one percent of the respondents gave a rating of between 3 and 5 for the importance of the information in poster one and 88% of the respondents gave a similar rating for the ease of remembering poster one.

Tables 116 to 119 present the recall rate for poster two by the respondents in this college.

**Table 116. Recall of poster two**

Recall poster	percent number = 204
Yes	30
No	70

**Table 117. When poster was seen**

Time period	percent number = 204
In the last week	15
In the last month	13
More than a month	3
Not applicable	70

*Not applicable refers to those who have not seen the poster*

**Table 118. Where poster was seen**

Placement of poster	percent number = 204
Toilet	22
College	6
Magazine/paper	1
Pub/club	2
Not applicable	70

*Not applicable refers to those who have not seen the poster*

**Table 119. Recall of poster colour**

Colour	percent number = 204
Colour	21
Black & white	1
Can't recall	8
Not applicable	70

*Not applicable refers to those who have not seen the poster*

Tables 116 to 119 indicate that 30% of the respondents recall having seen poster two and 70% of the respondents that they had not seen poster two previously. Fifteen percent of the respondents stated that they saw the poster in the week prior to the evaluation and 13% stated that they saw the poster in the month prior to the evaluation. Twenty two percent of the respondents saw poster two in a toilet and six percent stated that they saw the poster in college. Twenty one percent of the respondents recall that poster two was in colour and eight percent could not recall the colour of poster two.

Tables 120 to 124 present the respondents assessment of poster two.

**Table 120. Rating the ease of understanding poster two percent**

Rating	percent number = 204
1	1
2	1
3	3
4	18*
5	77*

---

**Table 121. Rating the offensiveness or poster two**

Rating	percent number = 204
1	79*
2	10*
3	8
4	2
5	4

---

**Table 122. Rating the usefulness of poster two's information**

Rating	percent number = 204
1	6
2	7
3	26*
4	30*
5	31*

---

**Table 123. Rating the importance of poster two's information to respondents**

Rating	percent number = 204
1	13
2	12
3	32*
4	16*
5	27*

---

**Table 124. Rating the ease of remembering poster two**

Rating	percent number = 204
1	1
2	3
3	20*
4	30*
5	46*

Tables 120 to 124 indicate that 95% of the respondents gave a rating of between 4 and 5 (high to very high) for the ease of understanding poster two. Eighty nine percent of the respondents gave a rating of between 1 and 2 (very low to low) for the offensiveness of poster two. Eighty seven percent of the respondents gave a rating of between 3 and 5 for the usefulness of the information in poster two. Seventy five percent of the respondents gave a rating of between 3 and 5 for the importance of the information in poster two and 96% gave a similar rating for the ease of remembering poster two.

Tables 125 to 128 present the recall rate for poster three by the respondents in this college.

**Table 125. Recall of poster three**

Recall poster	percent number = 204
Yes	66
No	34

**Table 126. When poster was seen**

Time period	percent number = 204
In the last week	38
In the last month	18
More than a month	9
Not applicable	34

*Not applicable refers to those who have not seen the poster*

**Table 127. Where poster was seen**

Placement of poster	percent number = 204
Toilet	56
College	7
Magazine/paper	1
Pub/club	1
Not applicable	34

*Not applicable refers to those who have not seen the poster*

**Table 128. Recall of poster colour**

Colour	percent number = 204
Colour	54
Black & white	4
Can't recall	8
Not applicable	34

*Not applicable refers to those who have not seen the poster*

Tables 125 to 128 indicate that 66% of the respondents in this college recall having seen poster three. Thirty eight percent of the respondents stated that they saw the poster in the week prior to the evaluation and 18% stated that they saw the poster in the month prior to the evaluation. Fifty six percent of the respondents stated that they saw the poster in the toilet. Fifty four percent of the respondents recalled that the poster was in colour and eight percent could not recall the colour of poster three.

Tables 129 to 133 present the respondents assessment of the poster three.

**Table 129. Rating the ease of understanding poster three**

Rating	percent number = 204
1	1
2	6
3	9
4	21*
5	63*

**Table 130. Rating the offensiveness of poster three**

---

Rating	percent number = 204
1	81*
2	10*
3	8
4	4
5	0

---

**Table 131. Rating the usefulness of poster three's information**

---

Rating	percent number = 204
1	1
2	3
3	7
4	22*
5	66*

---

**Table 132. Rating the importance of poster three's information to respondents**

---

Rating	percent number = 204
1	8
2	8
3	24*
4	17*
5	41*

---

**Table 133. Rating the ease of remembering poster three percent**

---

Rating	percent number = 204
1	5
2	13
3	22*
4	21*
5	38*

---

Tables 129 to 133 indicate that 94% of the respondents gave a rating of between 4 and 5 (high to very high) for the ease of understanding poster three. Ninety one percent of respondents gave a rating of between 1 and 2 (very low to low) for the offensiveness of poster three. Eighty eight percent of the respondents gave a rating of between 4 and 5 for the usefulness of the information in poster three. Eighty two percent of the respondents gave a rating of between 3 and 5 for the importance of the information in poster three and 81% of the respondents gave a similar rating for the ease of remembering poster three.

Tables 134 to 137 present the recall rate for poster four.

**Table 134. Recall of poster four**

Recall poster	percent number = 204
Yes	44
No	56

**Table 135. When poster was seen**

Time period	percent number = 204
In the last week	19
In the last month	17
More than a month	9
Not applicable	56

*Not applicable refers to those who have not seen the poster*

**Table 136. Where poster was seen**

Placement of poster	percent number = 204
Toilet	33
College	8
Magazine/paper	1
Pub/club	1
Not applicable	56

*Not applicable refers to those who have not seen the poster*

**Table 137. Recall of poster colour**

Colour	percent number = 204
Colour	30
Black & white	2
Can't recall	11
Not applicable	56

Tables 134 to 137 indicate that 44% of the respondents recall having seen poster four and 56% of the respondents had not see poster four previously. Nineteen percent of the respondents had seen the poster in the week prior to the evaluation and 17% had seen the poster in the month prior to the evaluation. Thirty three percent of the respondents had seen the poster in a toilet and eight percent had seen the poster in the college. Thirty percent of the respondents recalled that poster four was in colour and 11 % could not recall the colour of the poster.

Tables 138 to 142 present the respondents evaluation of poster four.

**Table 138. Rating the ease of understanding poster four**

Rating	percent number = 204
1	2
2	1
3	10
4	27*
5	60*

**Table 139. Rating the offensiveness of poster four**

Rating	percent number = 204
1	75*
2	12*
3	8
4	4
5	1



**Table 140. Rating the usefulness of poster four's information**

---

Rating	percent number = 204
1	3
2	4
3	22*
4	31*
5	39*

---

**Table 141. Rating the importance of poster four's information to respondents**

---

Rating	percent number = 204
1	11
2	10
3	24*
4	23*
5	31*

---

**Table 142. Rating the ease of remembering poster four**

---

Rating	percent number = 204
1	5
2	6
3	26
4	34*
5	29*

---

According to tables 138 to 142 87% of the respondents gave a rating of between 4 and 5 (high to very high) for the ease of understanding poster four. Eighty seven percent of the respondents gave a rating of between 1 and 2 (very low and low) for the offensiveness of poster four. Ninety two percent of the respondents gave a rating of between 3 and 5 (average to very high) for the usefulness of the information in poster four. Seventy eight percent of the respondents gave a rating of between 3 and 5 for the importance of the information in poster four and 89% of the respondents gave a similar rating for the ease of remembering poster four.

Tables 143 to 146 present the recall rate for poster six.

**Table 143. Recall of poster six**

Recall poster	percent number = 204
Yes	25
No	75

**Table 144. When poster was seen**

Time period	percent number = 204
In the last week	7
In the last month	12
More than a month	6
Not applicable	75

*Not applicable refers to those who have not seen the poster*

**Table 145. Where poster was seen**

Placement of poster	percent number = 204
Toilet	19
College	2
Magazine/paper	2
Not applicable	75

*Not applicable refers to those who have not seen the poster*

**Table 146. Recall of poster colour**

Colour	percent number = 204
Colour	18
Black & white	4
Can't recall	6
Not applicable	75

*Not applicable refers to those who have not seen the poster*

Tables 143 to 146 indicate that 25% of the respondents recall having seen poster six previously and 75% of the respondents stated that they had not seen poster six previously. Twelve percent of the respondents stated that they saw the poster in the month prior to the evaluation and six percent of the respondents stated that they saw the poster in the week prior to the evaluation. Nineteen percent of the respondents stated that they saw the poster in a toilet. Eighteen percent of the respondents recalled that the poster was in colour.

Tables 147 to 151 present the respondents assessment of the poster six.

**Table 147. Rating the ease of understanding poster six**

---

Rating	percent number = 204
1	2
2	2
3	12*
4	26*
5	58*

---

**Table 148. Rating the offensiveness of poster six**

---

Rating	percent number = 204
1	78*
2	10*
3	8
4	3
5	1

---

**Table 149. Rating the usefulness of poster six's information**

---

Rating	percent number = 204
1	2
2	4
3	17
4	31*
5	42*

---

**Table 150. Rating the importance of poster six's information respondents**

---

Rating	percent number = 204
1	11
2	10
3	24*
4	23*
5	31*

---

**Table 151. Rating the ease of remembering poster six**

---

Rating	percent number = 204
1	5
2	6
3	26*
4	34*
5	29*

---

Tables 146 to 151 indicate that 96% of the respondents gave a rating of between 3 and 5 (average to very high) for the ease of understanding poster six. Eighty eight percent of the respondents gave a rating of between 1 and 2 (very low to low) for the offensiveness of poster six. Seventy three percent of the respondents gave a rating of between 4 and 5 (high to very high) for the usefulness of the information in poster six. Seventy eight percent of the respondents gave a rating of between 3 and 5 for the importance of the information in poster six and 89% of the respondents gave a similar rating for the ease of remembering poster six.

**Respondents' ratings of poster currently not displayed in college**

The respondents were asked to rate the posters which were not on display in their college and in this instance poster five was not on display in the college.

Table 152 to 156 presents the respondents rating and assessment of poster five.

**Table 152. Rating the ease or understanding poster five**

---

Rating	percent number = 204
1	1
2	6
3	7
4	23*
5	51*

---

**Table 153. Rating the offensiveness of poster five**

---

Rating	percent number = 204
1	69*
2	10*
3	13
4	5
5	1

---

**Table 154. Rating the usefulness of poster five**

---

Rating	percent number = 204
1	2
2	4
3	21
4	31*
5	40*

---

**Table 155. Rating the importance of information poster five for the respondents**

---

Rating	percent number = 204
1	14
2	10
3	26*
4	20*
5	29*

---

**Table 156. Rating the ease of remembering poster five**

---

Rating	percent number = 204
1	5
2	13
3	25*
4	30*
5	26*

---

The results from tables 152 to 156 indicate that 74% of the respondents gave a rating of between 4 and 5 (high and very high) for the ease of understanding poster five. Seventy nine percent of the respondents gave a rating of between 1 and 2 (very low and low) for the offensiveness of poster five. Seventy one percent of the respondents gave a rating of between 4 and 5 for the usefulness of the information in poster five. Seventy five percent of the respondents gave a rating of between 3 and 5 (average to very high) for the importance of the information in poster five and 81% of the respondents gave a similar rating for the ease of remembering poster five.

**Results from two colleges with all six posters on display**

Two of the colleges and universities which participated had all six poster on display. The following tables from 157 to 160 present both of the colleges recall rates for poster one.

**Table 157. Recall of poster one in college A and college B**

Recall poster	College A number = 127	College B number = 70
Yes	43%	67%
No	57%	33%

**Table 158. When poster one was seen in college A and college B**

Time period	College A Number = 127	College B number = 70
In the last week	24%	48%
In the last month	14%	14%
More than a month	5%	4%
Not applicable	57%	33%

*Not applicable refers to those who have not seen the poster*

**Table 159. Where poster one was seen in college A and college B**

Placement of poster	College A number = 127	College B number = 70
Toilet	33%	33%
College	14%	24%
Pub/club	3%	4%
Magazine/paper	0	3%
Not applicable	57%	33%

*Not applicable refers to those who have not seen the poster*

**Table 160. The colour of poster one as seen in college A and college B**

Colour	College A Number = 127	College B number = 70
Colour	31%	54%
Black & white	0	6%
Can't recall	12%	7%
Not applicable	57%	33%

*Not applicable refers to those who have not seen the poster*

Tables 157 to 160 indicate that 43 % of the respondents in college A saw poster one and 57% of the respondents in college A had not seen poster one. Twenty four percent of respondents in college A had seen the poster in the week prior to the evaluation and 14% of the respondents in college A had seen the poster the month prior to the evaluation. Thirty three percent of the respondents in college A saw the poster in a toilet and 31% of the respondents in college A recall that poster one was in colour.

Sixty seven percent of the respondents in college B stated that they had seen poster one. Forty eight percent of the respondents in college B stated that they had seen the poster in the week prior to the evaluation. Thirty three percent of the respondents had seen the poster in the toilet and 24% of the respondents had seen the poster in the college. Fifty four percent of the respondents in college B recalled that poster one was in colour.

Tables 161 to 165 present the respondents ratings and assessment of poster one

**Table 161. Rating the ease of understanding poster one in college A and college B**

Rating	College A Number = 127	College B number = 70
1	2%	3%
2	2%	1%
3	23%	17%
4	25% *	27% *
5	48% *	48% *
No answer	0	3%

**Table 162. Rating the offensiveness of poster one in college A and college B**

Rating	College A Number = 127	College B number = 70
1	83% *	87% *
2	7%	1 %
3	7%	4%
4	1 %	4%
5	1%	0%
No answer	0	3%

**Table 163. Rating the usefulness of poster one in college A and college B**

Rating	College A Number = 127	College B number = 70
1	15%	7%
2	14%	7%
3	26% *	17% *
4	26% *	31% *
5	25% *	34% *
No answer	0	3%

**Table 164. Rating the importance of information in poster one for respondents in college A and college B**

Rating	College A Number = 127	College B number = 70
1	6%	7%
2	10%	6%
3	26% *	24% *
4	15% *	23% *
5	42% *	38% *
No answer	0	1070

**Table 165. Rating the ease of remembering poster one in college A and college B**

Rating	College A Number = 127	College B number = 70
1	4%	1%
2	7%	6%
3	19% *	26% *
4	24% *	28% *
5	45% *	37% *
No answer	0	1



The results from the tables 161 to 165 that 73% of the respondents in college A and 75% of the respondents in college B gave a similar rating of between 4 and 5 (high to very high) for the ease of understanding poster one. Eighty three percent of respondents in college A and 87% of respondents in college B gave a similar rating of 1 (very low) for the offensiveness of poster one. Seventy seven percent of the respondents in college A and 82% of respondents in college B gave a similar rating of 3 and 5 (average to very high) for the usefulness of the information in poster one. Eighty three percent of the respondents in college A and 85% of the respondents in college B gave a similar rating of between 3 and 5 for the importance of the information in poster one. Eighty eight percent of the respondents in college A and 91% of the respondents in college B gave a similar rating of between 3 and 5 for the ease of remembering poster one.

Tables 166 to 169 present the recall rate in both colleges for poster two.

**Table 166. Recall of poster two in college A and college B**

Recall poster	College A Number = 127	College B number = 70
Yes	74%	57%
No	26%	43%

**Table 167. When poster two was seen in college A and college B**

Time period	College A Number = 127	College B number = 70
In the last week	49%	36%
In the last month	17%	11%
More then a month	7%	10070
Not applicable	26%	43%

*Not applicable refers to those who have not seen the poster*

**Table 168. Where poster two was seen in college A and college B**

Placement of poster	College A Number = 127	College B number = 70
Toilet	60%	31%
College	11%	18%
Pub/club	1%	3%
Magazine/paper	1%	3%
Hospital	0	1%
Not applicable	26%	43%

*Not applicable refers to those who have not seen the poster*

**Table 169. The colour of poster two as seen in college A and college B**

Colour	College A Number = 127	College B number = 70
Colour	66%	46%
Black & white	0	3%
Can't recall	8 C/10	6%
Not applicable	26%	43%

*Not applicable refers to those who have not seen the poster*

Tables 166, to 169 indicate that 74 % of the respondents in college A recall having seen poster two previously. Forty nine percent of the respondents in college A saw the poster in the week prior to the evaluation. Sixty percent of the respondents in college A saw the poster in a toilet. Sixty six percent of the respondents in college A recall that poster two was in colour.

Fifty seven percent of respondents in college B recall having seen poster two previously. Thirty six percent of the respondent in college 9 saw the poster in the week prior to the evaluation and 11% of the respondents saw the poster in the month prior to the evaluation. Thirty one percent of the respondents in college B saw the poster in a toilet and 18% of the respondents saw the poster in college. Forty six percent of the respondents in college B recall that poster two was in colour.

Tables 170 to 174 present the respondents assessment and rating of poster two.

**Table 170. Rating the ease of understanding poster two in college A and college B**

Rating	College A Number = 127	College B number = 70
1	1%	0%
2	0%	3%
3	3%	8%
4	10% *	23% *
5	85% *	61% *
No answer	0	4%

**Table 171. Rating the offensiveness of poster two in college A and college B**

Rating	College A Number = 127	College B number = 70
1	84% *	82% *
2	10%	3%
3	4%	7%
4	1%	3%
5	0%	0%
No answer	0	4%

**Table 172. Rating the usefulness of poster two in college A and college B**

Rating	College A Number = 127	College B number = 70
1	5%	1%
2	8%	3%
3	11%	15%
4	31% *	33% *
5	44% *	43% *
No answer	0	4%

**Table 173. Rating the importance of information in poster two for respondents in college A and college B**

Rating	College A Number = 127	College B number = 70
1	6%	6%
2	7%	6%
3	16% *	21% *
4	20% *	31% *
5	50% *	33% *
No answer	0	4%

**Table 174. Rating the ease of remembering poster two in college A and college B**

Rating	College A Number = 127	College B number = 70
1	3%	3%
2	1%	6%
3	13%	16%
4	22% *	26% *
5	60% *	46% *
No answer	0	4%

The results presented in tables 170 to 174 indicate that 95% of the respondents in college A and 84% of the respondents in college B gave a similar rating of between 4 and 5 for the ease of understanding poster two. Eighty four percent of respondents in college A and 82% of the respondents in college B gave a similar rating of 1 (very low) for the offensiveness of poster two. Seventy five percent of the respondents in college A and 76% of respondents in college B gave a rating of between 4 and 5 for the usefulness of the information in poster two. Eighty six percent of the respondents in college A and 85% of the respondents in college B gave a similar rating of between 3 and 5 for the importance of the information in Poster two. Eighty two percent of the respondents in college A and 72% of the respondents college B gave a similar rating of between 4 and 5 for the ease of remembering poster two.

Tables 175 to 178 present the recall rate for poster three in both colleges

**Table 175. Recall of poster three in college A and college B**

Recall poster	College A Number = 127	College B number = 70
Yes	46%	23%
No	54%	77%

**Table 176. When poster three was seen in college A and college B**

Time period	College A Number = 127	College B number = 70
In the last week	20%	14%
In the last month	15%	66%
More than a month	11%	33%
Not applicable	54%	77%

*Not applicable refers to those who have not seen the poster*

**Table 177. Where poster three was seen in college A and college B**

Placement of poster	College A Number = 127	College B number = 70
Toilet	28%	11%
College	9%	4%
Pub/club	4%	7%
Magazine/paper	3%	0
Health Centre	1%	0
Not applicable	54%	77%

*Not applicable refers to those who have not seen the poster*

**Table 178. The colour of poster three as seen in college A and college B**

Colour	College A Number = 127	College B number = 70
Colour	32%	19%
Black & white	1%	3%
Can't recall	12%	0
Not applicable	54%	1%

*Not applicable refers to those who have not seen the poster*

According to tables 175 to 178, 46% of the respondents in college A recall having seen poster three. Twenty percent of the respondents stated that they saw the poster the week prior to the evaluation and 15% of the respondents stated that they saw the poster in the month prior to the evaluation. Twenty eight percent of the respondents in college A stated that they had seen the poster in a toilet and nine percent of the respondent stated that they had seen the poster in the college. Thirty two percent of the respondents in college A recall that poster three was in colour.

Twenty three percent of the respondents in college recalled having seen poster three previously and 77% of the respondents stated that they had not seen the poster previously. Fourteen percent of the respondents in college B stated that they had seen the poster in the week prior to the evaluation and 11 % of the respondents in college B stated that they had seen the poster in a toilet. Nineteen percent of the respondents in college B recalled that poster three was in colour.

Tables 179 to 183 present the respondents assessment and rating of poster three.

**Table 179. Rating the ease of understanding poster three in college A and college B**

Rating	College A Number = 127	College B number = 70
1	1%	4%
2	2%	6%
3	12%	11%
4	20% *	14% *
5	65% *	51% *
No answer	0	13

**Table 180. Rating the offensiveness of poster three in college A and college B**

Rating	College A Number = 127	College B number = 70
1	86% *	73% *
2	8%	4%
3	4%	6%
4	1%	3%
3	1%	1%
No answer	0	13%

**Table 181. Rating the usefulness of poster three in college A and college and B**

Rating	College A Number = 127	College B number = 70
1	2%	1%
2	1%	4%
3	9%	13%
4	16% *	21% *
5	70% *	47% *
No answer	0	13%

**Table 182. Rating the importance of information in poster three for respondents in college A and college B**

Rating	College A Number = 127	College B number = 70
1	7%	4%
2	2%	4%
3	15 %	18% *
4	21% *	21% *
5	54%	37% *
No answer	0	13%

**Table 183. Rating the ease of remembering poster three in college A and college B**

Rating	College A Number = 127	College B number = 70
1	6%	7%
2	13%	11%
3	23% *	14%
4	16% *	23% *
5	40% *	31% *
No answer	0	13% *

The results presented in tables 179 to 183 indicate that 85% of the respondents in college A and 65% of the respondents in college B gave a similar rating of between 4 and 5 (high to very high) for the ease of understanding poster three. Eighty six percent of the respondents in college A and 73% of the respondents in college B gave a similar rating of 1 (very low) for the offensiveness of poster three. Eighty six percent of respondents in college A and 68% of the respondents in college B gave a rating of between 4 and 5 for the usefulness of the information in poster three. Ninety percent of the respondents in college A and 76% of the respondents in college B gave a rating of between 3 and 5 for the importance of the information in poster three. Seventy nine percent of the respondents in college A and 67% of the respondents in college B gave a similar rating of between 3 and 5 for the ease of remembering poster three.

Tables 184 and 187 present the recall rate for poster four in both college.

**Table 184. Recall of poster four in college A and college B**

Recall of poster	College A	College B
	Number = 127	number = 70
Yes	30%	55%
No	70%	45%

**Table 185. When poster four was seen in college A and college B**

Time period	College A	College B
	Number = 127	number = 70
In the last week	20%	28%
In the last month	9%	20%
More than a month	1%	6%
Not applicable	70%	45%

*Not applicable refers to those who have not seen the poster*

**Table 186. Where poster four was seen in college A and college B**

Placement of poster	College A	College B
	Number = 127	number = 70
Toilet	13%	40%
College	6%	11%
Pub/club	8%	2%
Magazine/paper	2%	1%
Not applicable	70%	45%

*Not applicable refers to those who have not seen the poster*

**Table 187. The colour of poster four as seen in college A and college B**

Colour	College A	College B
	Number = 127	number = 70
Colour	21%	39%
Black & white	4%	1%
Can't recall	4%	14%
Not applicable	57%	45%

*Not applicable refers to those who have not seen the poster*



The tables 184 to 187 indicate that 30% of the respondents in college A recall having seen poster four previously and 70% of the respondents in college A stated that they had not seen poster four previously. Twenty percent of the respondents in college A saw the poster in the last week and thirteen percent of the respondents stated that they saw poster four in a toilet. Twenty one percent of the respondents recalled that poster four was in colour.

Percent of the respondents college B recalled having seen poster four previously. Twenty eight percent of the respondents in college B saw the poster in the Week prior to the evaluation and 20% saw the poster in the month prior to the evaluation. Forty percent of the respondents in college B saw the poster in a toilet. nine percent of the respondents recalled that the poster was in colour.

Tables 188 to 192 present the respondents assessment and rating of poster four.

**Table 188. Rating the ease of understanding poster four in college A and college B**

Rating	College A Number = 127	College B number = 70
1	1%	1%
2	4%	0%
3	8%	8%
4	20% *	18% *
5	53% *	72% *
No answer	13%	0

**Table 189. Rating the offensiveness of poster four in college A and college B**

Rating	College A Number = 127	College B number = 70
1	75% *	80% *
2	3%	10%
3	7%	7%
4	0	1%
5	1%	2%
No answer	13%	0

**Table 190. Rating the usefulness of poster tour in college A and college B**

Rating	College A Number = 127	College B number = 70
1	1%	1%
2	4%	4%
3	16% *	18% *
4	30% *	20% *
5	36% *	57% *
No answer	13	0

**Table 191. Rating the importance of information in poster four for respondents in college A and college B**

Rating	College A Number = 127	College B number = 70
1	3%	5%
2	6%	4%
3	20% *	20% *
4	24% *	20% *
5	34% *	49% *
No answer	13%	0

**Table 192. Rating the ease of remembering poster four in college A and college B**

Rating	College A Number = 127	College B number = 70
1	1%	2%
2	5%	7%
3	19 %	20% *
4	27% *	27% *
5	34% *	43% *
No answer	13%	0

According to tables 188 to 192, 73% of the respondents in college A and 90% of the respondents in college B gave a similar rating of between 4 and 5 for the ease of understanding poster four. Seventy five percent of the respondents in college A and 80% of the respondents in college B gave a rating of 1 for the offensiveness of poster four. Eighty two percent of the respondents in college A and 95% of the respondents in college B gave a similar rating of between 3 and 5 for the usefulness of the information in poster four. Seventy eight percent of the respondents and 89% of the respondents in college B gave a rating of between 3 and 5 for the importance of the information in poster four. Eighty percent of the respondent in college A and 90% of the respondents in college B gave a rating of between 3 and 4 for the ease of remembering poster four.

Tables 193 to 196 presents the recall rate for poster five by the respondents in both colleges.

**Table 193. Recall of poster five in college A and college B**

Recall poster	College A Number = 127	College B number = 70
Yes	30%	23%
No	70%	77%

**Table 194. When poster five was seen in college A and college B**

Rating	College A Number = 127	College B number = 70
In the last week	18%	13%
In the last month	12%	7%
More than a month	0	3%
Not applicable	70%	77%

*Not applicable refers to those who have not seen the poster*

**Table 195. Where poster five was seen in college A and college B**

Placement of poster	College A Number = 127	College B number = 70
Toilet	17%	20%
College	6%	1%
Pub/club	3%	1%
Magazine/paper	4%	1%
Not applicable	70%	77%

*Not applicable refers to those who have not seen the poster*

**Table 196. The colour of poster five as seen in college A and college B**

Colour	College A Number = 127	College B number = 70
Colour	20%	21
Black & white	4%	0
Can't recall	6%	3%
Not applicable	70%	77%

*Not applicable refers to those who have not seen the poster*

Tables 193 to 196 indicate that 30% of the respondents in college A recalled having seen poster five and 70% of the respondents stated that they had not seen poster five. Eighteen percent of the respondents in college A stated that they had seen the poster in the week prior to the evaluation and 12% of the respondents stated that they had seen the poster in the month prior to the evaluation. Seventeen percent of the respondents in college A saw poster five in a toilet and 6% saw the poster in the college. Twenty percent of the respondents in college A recalled that poster five was in colour. Twenty three percent of the respondents in college B stated that they had seen poster five previously and 77% of respondents in college B stated that they had not seen poster five previously. Thirteen percent of the respondents stated that they had seen poster five in the week prior to the evaluation. Twenty percent of the respondents stated that they had seen the poster in a toilet and twenty one percent of the respondents in college B recalled that poster five was in colour.

Tables 197 to 201 present the respondents assessment of poster five.

**Table 197. Rating the ease of understanding poster five in college A and college B**

Rating	College A Number = 127	College B number = 70
1	6%	1%
2	6%	4%
3	10%	16%
4	13% *	23 %
5	3% *	55% *
No answer	13%	0

**Table 198. Rating the offensiveness of poster five in college A and college B**

Rating	College A Number = 127	College B number = 70
1	1%	79% *
2	73% *	10% *
3	10%	7%
4	1%	1%
5	1%	1%
No answer	13%	2%

**Table 199. Rating the usefulness of poster five's information in college A and college B**

Rating	College A Number = 127	College B number = 70
1	6%	1%
2	4%	1%
3	17% *	22% *
4	23% *	23% *
5	43% *	53% *
No answer	13%	1%

**Table 200. Rating the importance of information in poster five for respondents in college A and college B**

Rating	College A Number = 127	College B number = 70
1	3%	5%
2	7%	5%
3	17% *	22% *
4	23% *	20% *
5	37% *	45% *
No answer	13%	1%

**Table 201. Rating the ease of remembering poster five in college A and college B**

Rating	College A Number = 127	College B number = 70
1	4%	6%
2	9%	7%
3	23% *	24% *
4	15% *	22% *
5	35% *	39% *
No answer	13%	1%

According to tables 197 to 201, 66% of the respondents in college A and 78% of the respondents in college B gave a rating of between 4 and 5 for the ease of understanding five. Seventy four percent of the respondents in college A and 89% of the respondents in college B gave a similar rating of between 1 and 2 (very low to low) for the offensiveness of poster five. Eighty three percent of the respondents in college A and 98% of the respondents in college B gave a rating of between 3 and 5 for the usefulness of the information in poster five. Seventy seven percent of the respondents in college A and 87% of the respondents in college B gave a rating of between 3 and 5 for the importance of the information in poster five. Seventy three percent of the respondents in college A and 85% of the respondents in college B gave a rating of between 3 and 5 for the ease of remembering poster five.

Tables 202 to 205 present the recall rates for poster six by respondents in both colleges

**Table 202. Recall of poster six in college A and college B**

Recall of poster	College A Number = 127	College B number = 70
Yes	29%	26%
No	71%	74%

**Table 203. When poster six was seen in college A and college B**

Time period	College A	College B
	Number = 127	number = 70
In the last week	17%	12%
In the last month	6%	8%
More than a month	6%	6%
Not applicable	71%	74%

*Not applicable refers to those who have not seen the poster*

**Table 207. Rating the offensiveness of poster six in college A and college B**

Rating	College A	College B
	Number = 127	number = 70
1	1% *	84% *
2	70% *	77%
3	6%	4%
4	6 %	3%
5	3%	1%
No answer	14%	1%

**Table 208. Rating the usefulness of poster six in college A and college B**

Rating	College A	College B
	Number = 127	number = 70
1	1%	2%
2	3%	2%
3	13%	14%
4	24% *	22% *
5	44% *	58% *
No answer	14%	1%

**Table 209. Rating the importance of information in poster six for respondents in college A and college B**

Rating	College A Number = 127	College B number = 70
1	3%	6%
2	1%	5%
3	19%	16%
4	26% *	16% *
5	37% *	54% *
No answer	14%	1%

**Table 210. Rating the ease of remembering poster six in college A and college B**

Rating	College A Number = 127	College B number = 70
1	1%	1%
2	10%	5%
3	21% *	20% *
4	17% *	29% *
5	36% *	42% *
No answer	14%	1%

Tables 206 to 210 indicate that 70% of the respondents in college A and 86% of the respondents in college B gave a rating of between 4 and 5 for the ease of understanding poster six. Seventy one percent of the respondents in college A and 91 % of the respondents in college B gave a rating of between 1 and 2 for the offensiveness of poster six. Sixty eight percent of the respondents in college A and 80% of the respondents in college B gave a rating of between 4 and 5 for the usefulness of the information in poster six. Sixty three percent of the respondents in college A and 70% of the respondents in college B gave a rating of between 4 and 5 for the importance of the information in college six. Seventy four percent of the respondents in college A and 91% of the respondents college B gave a rating of between 3 and 5 for the ease of remembering poster six.



## Summary

### **Overall recall and rating of the posters**

The above tables present the recall and rating results which were obtained from respondents in seven individual colleges. In order to summarise the main elements of the results, the findings from colleges which displayed three or fewer messages have been grouped together by averaging the results from the three colleges. In addition the results from the colleges which had four or more posters on display were also grouped together by averaging the results from the four colleges. The main findings, only, from tables 3 to 210 printed above are presented in the following summaries.

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

#### **Poster one:**

Sixty nine percent of those respondents in colleges where three or fewer posters were on display 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 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:**

Seventy percent of the respondents recalled having seen poster two previously. Sixty one percent of the respondents recall that poster two was in colour and 55% of the respondents stated that they had seen the poster in a toilet. Ninety percent of the respondents gave a rating of between 3 and 5 for the ease of remembering poster two. 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:**

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:**

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:**

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 one. 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% 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:**

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 remembering poster six.

The overall pattern from these results indicate that there was a very high recall rate for 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 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.**

#### **Poster one:**

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 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:**

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 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:**

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 percent 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 or 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:**

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:**

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:**

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 average 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.

**Overall use of the buildings and toilets where the posters are display by the respondents.**

There was no statistically significant difference in the frequency with which the students from different colleges used the buildings and the toilets where the posters were displayed, therefore I have compiled an overall frequency rate for all seven colleges.

Seventy six percent of all 777 respondents used the building where the posters were displayed most days of the week. Eighteen percent of the respondents stated that they used the building one or two days in the week.

Fifty five percent of all 777 respondents used the toilets where the posters were displayed regularly/usually. Forty one percent of the respondents used the toilet where the posters were displayed rarely.

**The respondents overall choice of the poster which was easiest to understand, the poster which was most useful for information and the poster which is easiest to remember.**

The respondents were asked to select the one poster from all six posters in the educational programme which was easiest to understand. Table 211 presents the results.

**Table 211. Poster which is easiest to understand**

Poster	percent	number = 777
Poster one	18	
Poster two	38	
Poster three	26	
Poster four	10	
Poster five	2	
Poster six	4	
No answer	2	

Poster two was selected by the largest proportion (38%) of respondents as the poster which was easiest to understand. Poster three was selected by the second largest proportion (26%) of respondents as the poster which was the easiest to understand.

The respondents were asked to select the poster from all six in the programme which offered them the most useful information. There was no difference in the selection or choice made by male or female respondents.

**Table 212. Poster which offers most useful information to respondent**

Poster	percent	number = 777
Poster one	5	
Poster two	6	
Poster three	46	
Poster four	12	
Poster five	11	
Poster six	18	
No answer	2	

As table 212 indicates that poster three was selected by the largest proportion (46%) of respondents as the poster which offered them the most useful information. Poster six was selected by the second largest proportion (18) of respondents. There was no difference in the choices made by male or female respondents with the exception that there were twice as many female respondents (n=95) than male respondents (n=45) who selected poster six. The respondents were asked to select the poster which they considered to be easiest to remember.

**Table 213. Poster which is easiest to remember**

Poster	percent	number = 777
Poster one	36	
Poster two	41	
Poster three	11	
Poster four	6	
Poster five	2	
Poster six	3	
No answer	2	

Poster two was selected by the largest proportion of respondents as being the easiest of the six posters to remember. Poster one was selected by the second largest proportion of respondents as being the easiest to remember. There was no difference in the choices made by male and female respondents.

**Table 214. Respondents rating of the effectiveness of the medium for getting across information**

Rating	percent	number = 777
1	3	
2	4	
3	26	
4	34*	
5	32*	
No answer	1	

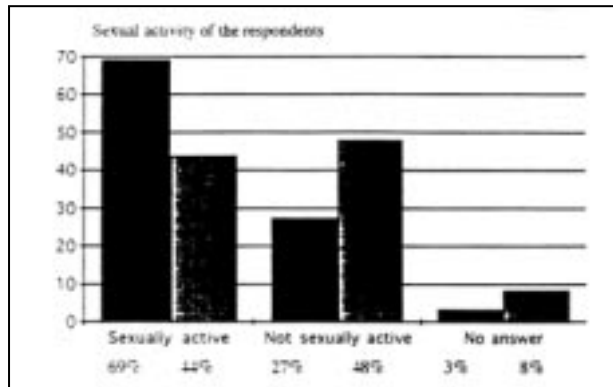
Table 214 presents the respondents rating of the medium as a means of getting across and the table indicates that 66% of the respondents gave the medium a rating of between 4 and 5 (high to very high), with 23% of the respondents giving the medium a rating of 3 (average).

### Part three

#### Results from the respondents evaluation of condoms

These results present the respondents ratings of condoms, based on their experiences of using condoms and also on their thoughts and opinions about condoms.

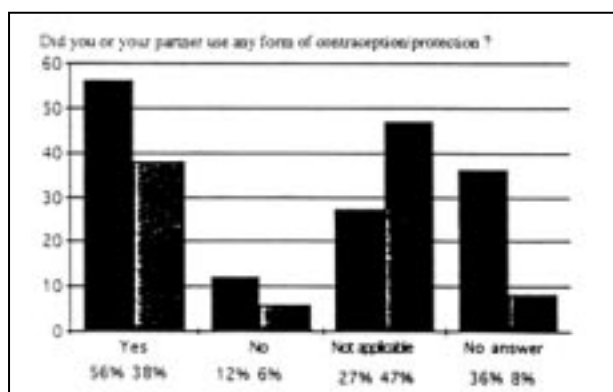
**Figure 6. The sexual activity of the respondents**



*Black columns are male responses. n=353 Grey columns are female responses n=422*

Figure six indicates that there were more male respondents (69%) than female respondents (44%) who were sexually active. In contrast there were more female (48%) than male respondents (27%) who were not sexually active.

**Figure 7. Whether respondents used any form of contraception during their last sexual intercourse?**



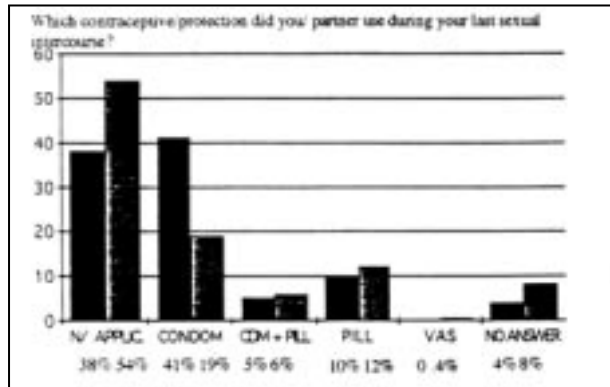
*Black columns are male responses. n=353 Grey columns are female responses n=422*

Figure 7 indicates that there were more male respondents (56%) than female respondents (38%) who used some form of contraception during their last sexual intercourse. The not applicable percentages refer to those respondents who were not sexually active.



Overall, when both male and female responses are combined, 47% of both male and female respondents used some form of contraceptive during their last sexual intercourse. In contrast there were twice as many male respondents (12%) than female respondents (6%) who stated that they had not used any form of contraceptives during their last sexual intercourse.

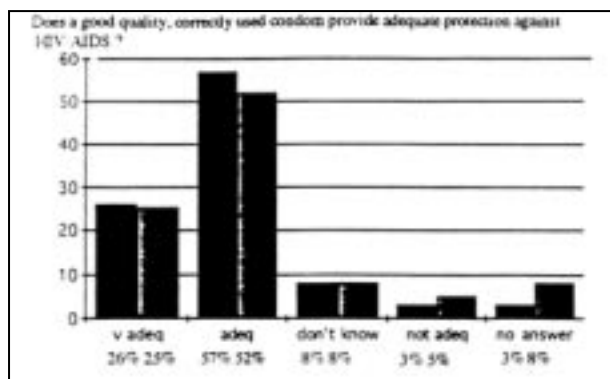
**Figure 8. The method of contraceptive which was used during the respondents last sexual intercourse**



*Black columns are male responses. n=353 Grey columns are female response n=422*

Figure 8 indicate that the most popular method of contraceptive used was the condom. The not applicable proportions refer to those who were not sexually active and those who did not use any form of contraceptive. Forty one percent of the male respondents stated that they had used a condom during their last sexual intercourse and 19% of the female respondents stated that they used condoms during their last sexual intercourse. The second most popular contraceptive used by the respondents was the pill which was used by the partners of 10% of male respondents and by 12% of female respondents.

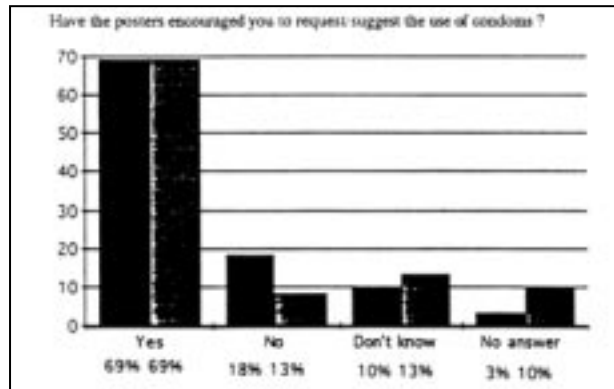
**Figure 9. Rating whether a good quality correctly used condom can protect against HIV/AIDS**



*Black columns are male responses. n=353 Grey columns are female responses n=422*

Figure 9 illustrates the respondents assessment of whether good quality correctly used condoms can provide adequate protection against HIV and AIDS. The findings indicate that most of the respondents (57% of male respondents and 52% of female respondents) considered that condoms can provide adequate protection against HIV and AIDS. Similarly, 26% of male respondents and 25% of female respondents considered that condoms can provide very adequate protection against HIV and AIDS.

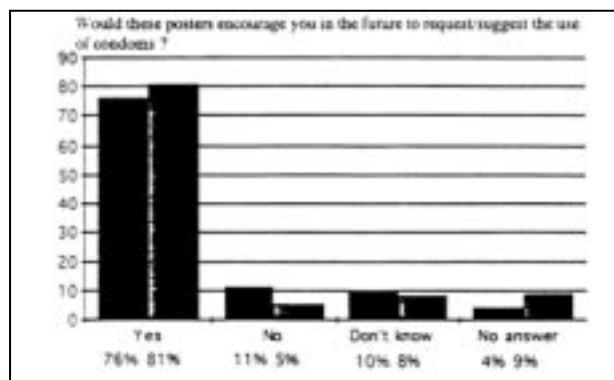
**Figure 10. Rating whether the posters have encouraged respondents to request/suggest the use of condoms**



*Black columns are male responses. n=353 Grey columns are female responses n=422*

The findings in figure 10 illustrate if the posters have encouraged the respondents to request/suggest the use of condoms when having sexual intercourse. The majority of male respondents and 69% of female respondents) indicated that the posters did encourage them to request/suggest the use of condoms.

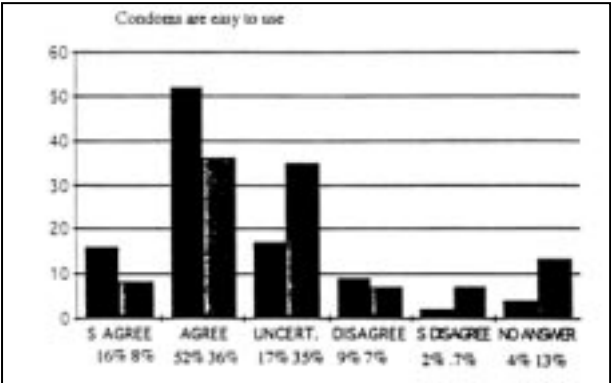
**Figure 11. Rating whether these posters have encouraged respondents to request/suggest the use of condoms in the future**



*Black columns are male responses. n=353 Grey columns are female responses n=422*

Figure 11 illustrates whether the posters would encourage the respondents in future to request/suggest the use of condoms when having sexual intercourse. The findings that 76% of the male respondents and 81% of the female respondents stated that the posters would encourage them in future to request/suggest the use of condom.

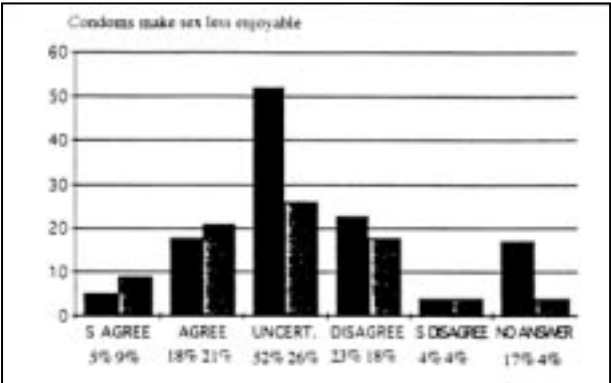
**Figure 12. Respondents Rating whether condoms are easy to use**



*Black columns are male responses. n=353 Grey columns are female responses n=422*

Figure 12 illustrates the respondents rating of whether condoms are too expensive to use. According to the figure, the pattern of responses is similar, however the proportions of their responses are different. Overall most of the respondents agreed with the statement that condoms were easy to use. However more male respondents (52%) than female respondents (36%) agreed with the statement that condoms are easy to use. In contrast there were twice as many female respondents (35%) than male respondents (17%) who were uncertain about whether condoms were easy to use. However this is not unexpected as there were more female respondents than male respondents who were not sexually active.

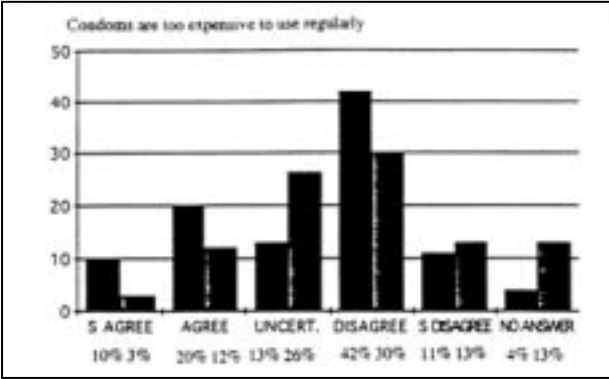
**Figure 13. Respondents rating whether condoms make sex less enjoyable.**



*Black columns are male responses. n=353 Grey columns are female responses n=422*

Figure 13 indicates that overall most of the respondents were uncertain about whether or not condoms made sex less enjoyable. There were twice as many female respondents (52%) than male respondents (18%) who were uncertain whether condoms made sex less enjoyable. There were slightly more male respondents (21%) than female respondents (18%) who agreed with the statement that condoms made sex less enjoyable and similarly there were slightly more males (9%) than female respondents (5%) who strongly agreed with the statement that condoms made sex less enjoyable.

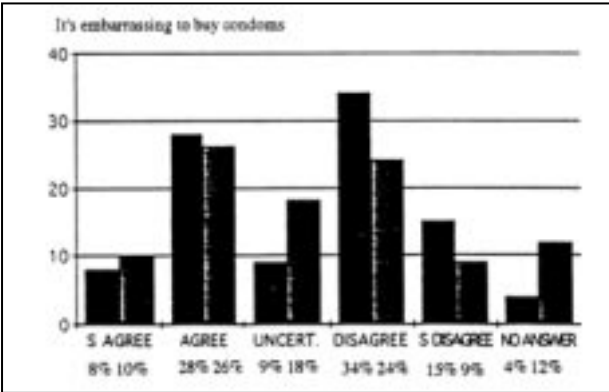
**Figure 14. Respondents rating whether condoms are too expensive to use regularly.**



*Black columns are male responses. n=353 Grey columns are female responses n=422*

Figure 14 illustrates the respondents rating whether condoms are too expensive to use regularly. The figure illustrates that the largest proportion of male and female respondents disagreed with the statement that condoms were too expensive to use. There were more female respondents (26%) than male respondents (13%) who were uncertain if condoms were too expensive to use regularly. There were more male respondents (20%) than female respondents (12%) who agreed with the statement that condoms were too expensive to use regularly. Also there were more male (10%) than female (3%) respondents who strongly agreed with this statement.

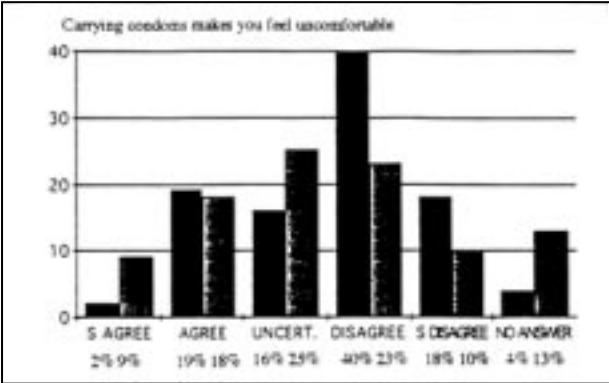
**Figure 15. Respondents rating whether it is embarrassing to buy condoms**



*Black columns are male responses. n=353 Grey columns are female responses n=422*

Figure 15 illustrates the respondents rating whether it is embarrassing to buy condoms. The overall result is that most of the respondents were uncertain whether it was embarrassing to buy condoms. There were approximately equal proportions of male (28%) and female (26%) respondents who agreed with statement that it was embarrassing to buy condoms. There were slightly more female respondents (10%) than male respondents (8) who strongly agreed that it was embarrassing to buy condoms. In contrast there were more male respondents (15%) than female (9%) respondents who disagreed with the statement.

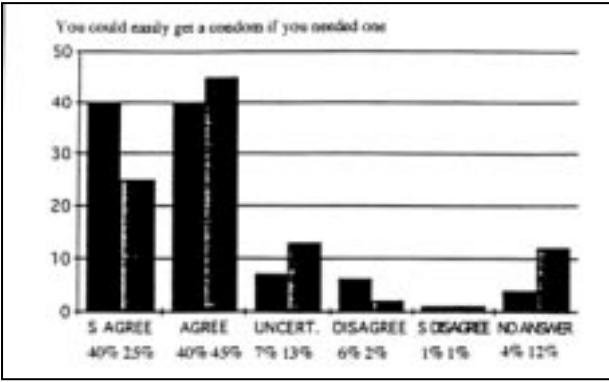
**Figure 16. Respondents rating whether carrying condoms makes them feel uncomfortable**



*Black columns are male responses. n=353 Grey columns are female responses n=422*

Figure 16 illustrates whether the respondents agreed or disagreed with the statement that carrying condoms makes them feel uncomfortable. The overall results indicate that most of the respondents disagreed with the statement. However, there were more female respondents (9%) than male respondents (2%) who strongly agreed with the statement that carrying condoms made them feel uncomfortable. In contrast there was nearly twice as many male respondents (40%) than female respondents (23%) who disagreed with the statement that carrying condoms made them feel uncomfortable.

**Figure 17. Rating whether respondents could get a condom if they needed one**

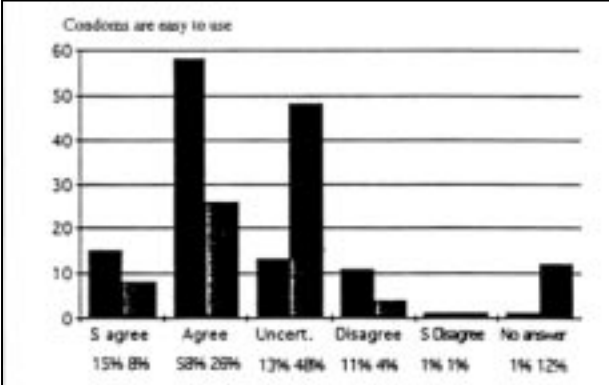


*Black columns are male responses. n=353 Grey columns are female responses n=422*

Figure 17 illustrates the respondents rating whether they could easily get a condom if they needed one. The overall results indicate that approximately equal proportions of male (40%) and female (45%) respondents agreed with the statement that they could easily get a condom if they needed one. Almost twice as many male respondents (40%) as female respondents (25%) strongly agreed with the statement.

The following figures refer to the opinions and experiences about condoms of those respondents who were sexually active and those who were not sexually active.

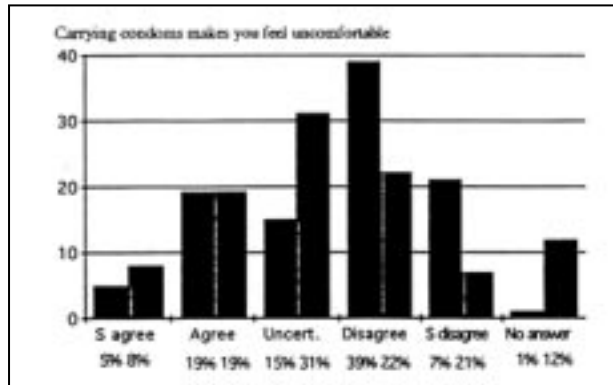
**Figure 18. Respondents rating whether condoms are easy to use**



*Black columns are responses from those who are sexually active n=434*  
*Grey columns are responses from those who are not sexually active n=298*

Figure 18 refers to the rating given by those respondents who were sexually active and those who were not sexually active whether condoms are easy to use. There were more respondents who were sexually active (58%) than those who were not sexually active (26%) who considered that condoms are easy to use. In contrast, 48% of those who were not sexually active were uncertain if condoms were easy to use, whereas only 13% of those who were sexually active were uncertain whether condoms were easy to use.

**Figure 19. Respondents rating whether condoms make sex less enjoyable**

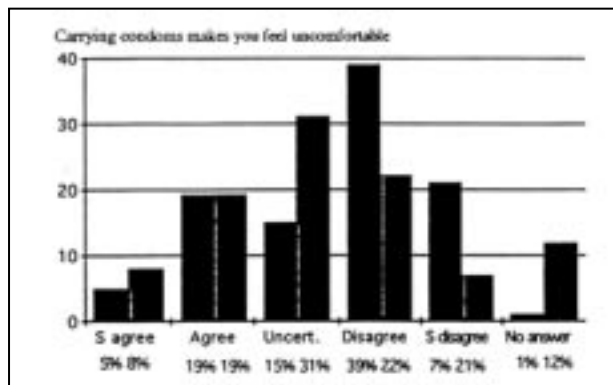


*Black columns are responses from those who are sexually active n=434*

*Grey columns are responses from those who are not sexually active n=298*

Figure 19 illustrates that there were more respondents who were not sexually active (59%) than those who were sexually active (24%) who were uncertain if condoms made sex less enjoyable. In contrast there were more respondents who were sexually active (30%) than respondents who were not sexually active (7%) who agreed that condoms made sex less enjoyable.

**Figure 20. Respondents rating whether carrying condoms made them feel uncomfortable**

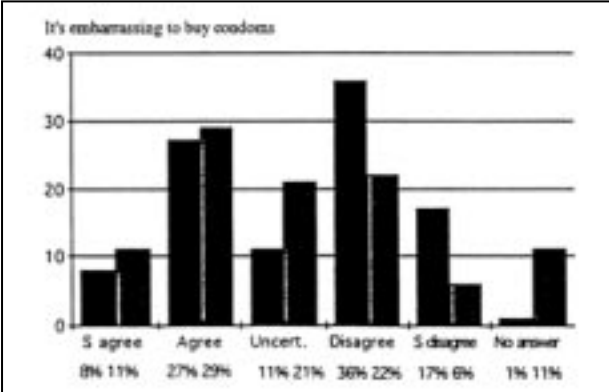


*Black columns are responses from those who are sexually active n=434*

*Grey columns are responses from those who are not sexually active n=298*

Figure 20 illustrates the respondents views of whether carrying condoms makes you feel uncomfortable. There were more respondents who were not sexually active (31%) than those who were sexually active (15%) who were uncertain if carrying condoms made them feel uncomfortable. Thirty nine percent of the respondents who were sexually active considered that carrying condoms did not make them feel uncomfortable, in contrast to 22% of those respondents who were not sexually active.

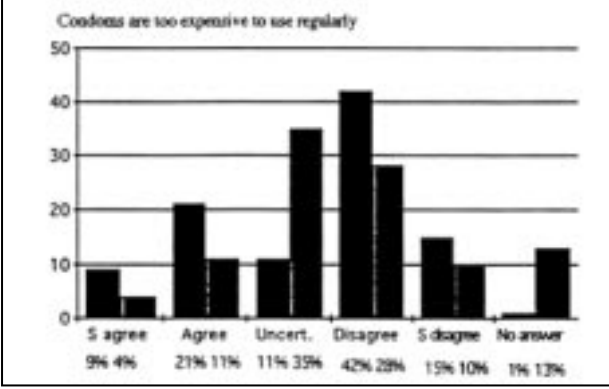
**Figure 21. Respondents rating whether it is embarrassing to buy condoms**



*Black columns are responses from those who are sexually active n=434*  
*Grey columns are responses from those who are not sexually active n=298*

Figure 21 illustrates that 21% of those respondents who were not sexually active were uncertain whether it was embarrassing to carry condoms, in contrast to 11% of those who were sexually active. There were more respondents who were sexually active who disagreed (36%) or strongly disagreed (17%) with the statement that it was embarrassing to carry condoms, in contrast to the proportions of those respondents answered similarly and who were not sexually active (6% and 11% respectively).

**Figure 22. Respondents rating whether condoms are too expensive to use regularly**

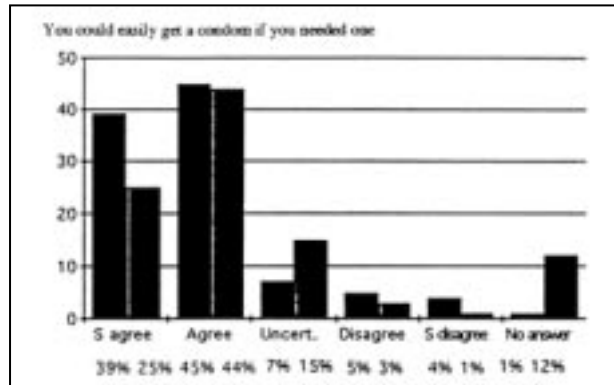


*Black columns are responses from those who are sexually active n=434*  
*Grey columns are responses from those who are not sexually active n=298*

According to figure 22, there were more respondents who were not sexually active (35%) than those of those who were sexually active (11%) who were uncertain if condoms were too expensive to use regularly. Whereas 21% of those who were sexually active, in contrast to 11% of those who were not sexually active agreed that condoms were too expensive to use regularly. In addition there were more respondents who were sexually active (42%) than those who were not sexually active (28%) who disagreed with the statement.



**Figure 23. Respondents rating whether respondents could get a condom if they needed one.**



*Black columns are responses from those who are sexually active n=434*

*Grey columns are responses from those who are not sexually active n=298*

Figure 23 illustrates that there was very little difference between the responses of those who were or were not sexually active when asked if they could get a condom if they needed one. Most of those respondents who were sexually active and most of those who were not sexually active agreed and strongly agreed with the statement with they could get a condom if they needed one.

**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 responses about condoms, with the probability level < .05.

According to the figures 6 to 23 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 contraceptive/protection.

Only 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

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.

Most of both the male and female respondents agreed with the statement that they could easily get a condom if they needed one.

When the respondents answers were analysed by the respondents level of sexual activity, the following results were obtained. There was a higher proportion of sexually active respondents than non sexually active respondents who agreed that condoms were easy to use. Whereas there was a higher proportion of the respondents who were not sexually active than those who were sexually active 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 made them feel uncomfortable. However there was a larger proportion of sexually active respondents than non sexually active respondents 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 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 condoms previously.

### **Overall Summary**

The results from this evaluation indicate that in the colleges where three or fewer posters were on display there was a high recall rate (68%-70% recall) and in those colleges where four or more posters were on display there was an 'average-moderate' recall rate (31%-53% recall). The main reason for the different recall rates is the size and the layout of the colleges, and also the allocated areas given by college authorities for the posters to be displayed. In two of colleges where four or more posters are on display, the posters are confined to one or two buildings. There are other toilets in these colleges campuses which the students can use also. Therefore the recall rate is likely to be reduced.

However over half of all of the respondents who recalled that they had previously seen posters remembered where they had seen the posters and that the posters were in colour.

The results indicate that on average 3/4 of the respondents gave ratings of between 3 and 5 for the ease of understanding the posters, the usefulness of the posters, the importance of the information in the posters and the ease of remembering the six poster. In addition approximately 2/3 to 3/4 of the respondents gave the lowest ratings for the offensiveness of the posters.

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 the buildings.

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 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.

Eighty nine percent of the respondents gave a rating of between 3 and 5 for the effectiveness of the medium to disseminate information.

There were more male respondents (69%) than female respondents (44%) who were sexually active.

Forty seven percent of the respondents used some form of contraceptive during their last sexual intercourse. However when this finding is examined by gender, there were more male respondents than female respondents who had used a contraceptive/protection.

The most popular form of contraceptive to be used was the condom, which was used by 41% of the male population in contrast to 19% of the female respondents during these respondents last sexual intercourse.

Over 3/4 of the respondents agreed/strongly agreed with the statement that a good quality/correctly used condom can provide adequate protection against HIV and AIDS

Sixty nine percent of the male and female respondents stated that the posters had encouraged them to request/suggest the use of a condom when having sex and 81% of the female respondents and 76% of the male respondents considered that the posters would encourage them to request/suggest the use of condoms when having sex in future.

Most of the respondents agreed that condoms were easy to use. However there were more male respondents than female respondents who agreed with the statement that condoms were easy to use.

Most of the respondents were uncertain if condoms made sex less enjoyable.

Most of the respondents disagreed that condoms were too expensive to use regularly.

Approximately 1/3 of the respondents agreed that it was embarrassing to buy condoms and 1/3 disagreed that it was embarrassing to buy condoms.

Most of the respondents disagreed that carrying condoms made them feel uncomfortable. There were however more male respondents (40%) than female respondents (23%) who disagreed with the statement.

Over 3/4 of the respondents agreed that they could get a condom if they needed one.

The variable of sexual activity was important in explaining the ratings given by the respondents to the statements about condoms. In general those respondents who were not sexually active used the rating of “uncertain”, while those that were sexually active gave the stronger ratings of agree or disagree.

**APPENDIX**  
**POSTERS IN EDUCATIONAL PROGRAMME**

# HAVE IT YOUR WAY !

**THINK AND TALK BEFORE HAVING 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 sex.

**For more information or advice, contact:**

**Poster one**

 [www.hivni.org.uk](http://www.hivni.org.uk)  
 0800 505050  
 028 9033 1111  
 028 9033 1111  
 028 9033 1111

# 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 sex.

**For more information or advice, contact:**

**Poster two**

 [www.hivni.org.uk](http://www.hivni.org.uk)  
 0800 505050  
 028 9033 1111  
 028 9033 1111  
 028 9033 1111

# HIV AND YOU

HIV is the virus that attacks the body's defence system, makes it 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**

 [www.hivni.org.uk](http://www.hivni.org.uk)  
 0800 505050  
 028 9033 1111  
 028 9033 1111  
 028 9033 1111

# 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**

**SHAN**

• Helpline: 0800 505050  
 • Email: [shandirect@shandirect.org](mailto:shandirect@shandirect.org)  
 • Website: [www.shandirect.org](http://www.shandirect.org)  
 • Facebook: [www.facebook.com/shandirect](https://www.facebook.com/shandirect)  
 • Twitter: [www.twitter.com/shandirect](https://twitter.com/shandirect)

# 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 if you feel worried, you should contact the GUM (Genital Ulcers and Gonorrhoea) 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**

**SHAN**

• Helpline: 0800 505050  
 • Email: [shandirect@shandirect.org](mailto:shandirect@shandirect.org)  
 • Website: [www.shandirect.org](http://www.shandirect.org)  
 • Facebook: [www.facebook.com/shandirect](https://www.facebook.com/shandirect)  
 • Twitter: [www.twitter.com/shandirect](https://twitter.com/shandirect)

# 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 STD-Kills Mark on the package.

**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, vaginal spermicide, or sterilisation are all means of preventing pregnancy, but offer no protection against infection.

All methods of contraception are only effective when used correctly 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**

**SHAN**

• Helpline: 0800 505050  
 • Email: [shandirect@shandirect.org](mailto:shandirect@shandirect.org)  
 • Website: [www.shandirect.org](http://www.shandirect.org)  
 • Facebook: [www.facebook.com/shandirect](https://www.facebook.com/shandirect)  
 • Twitter: [www.twitter.com/shandirect](https://twitter.com/shandirect)