



Convenience Advertising

FINAL EVALUATION

CLARK COUNTY HEALTH DISTRICT
HIV PREVENTION NARROWCAST
PROGRAM

MARKET RESEARCH ANALYSIS

WA/2677

APRIL, 1998

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A. INTRODUCTION

The AIDS epidemic has been monitored by the Centers for Disease Control and Prevention (CDC) since the first reports of AIDS in 1981. The CDC estimates that as of mid 1996 approximately 223,000 adults/adolescents were persons living with AIDS (PWA). This represents a 10% increase from 1995. This time frame has significance as it represents the threshold of increased availability of antiretroviral therapies as well as prophylactics for opportunistic infections to persons living with HIV/AIDS. Improved survival among PWAs is now common place and this has brought with it a sense of false security regarding acquiring HIV among large numbers of individuals at risk for HIV infection.

Clark County is the most populated area in Nevada and as such many of the almost 4000 reported incidence of HIV infection that have occurred since statistics became available in 1992 have occurred there. Nevada's rate of reported AIDS cases has been consistently higher than any of the western states except California. AIDS is the only major disease in the United States for which mortality is increasing according to a 1997 report released by the Nevada Department of Education.

The promoting of cultural norms of safety and education aimed at identification of risk behaviors has helped reduce HIV risk taking behavior and HIV infection rates in older gay men. Widely recognized as a major cause of lower rates is the proliferation of information delivered to individuals by community based interventions and social marketing. Prevention campaigns remain the most important strategy for reducing HIV infection and motivating individuals to adopt safe behavior.

B. HIV PREVENTION CAMPAIGN

The Clark County Health District, AFAN, and the Clark County Outreach Team in collaboration with Educational Message Services developed an HIV prevention campaign/program targeting at-risk populations in the Clark County areas utilizing Narrowcast™ methodology. Narrowcast™ methodology is the placing, maintaining and

reporting on public health messages that are installed in "public private spaces." These strategic settings where individuals from a priority population are alone, without other distractions and safe, offer EMS and its collaborators a unique opportunity to deliver relevant and useful education that is highly targeted. Messages are placed and maintained in private spaces, such as restrooms, waiting rooms, changing areas, elevators, and service areas such as laundry rooms or telephone areas, where individuals from a specific priority population are momentarily alone. The findings evidenced here are consistent with the results of other Narrowcast™ programs where a high rate of exposure is reported and the impact is significant. In the 1997 HIV prevention Narrowcast™ program in Sacramento (Wilson & Associates, 1997) *90% or nine out of ten individuals saw at least one of the HIV prevention messages/posters and; 72% believed that the messages/posters helped them learn how to find local HIV testing sites and service providers.* Similarly, an evaluation conducted on a Narrowcast™ HIV Prevention/Education program in New York showed equally impressive impact and exposure. *Approximately nine out of ten individuals in the sample (92%) could recall and describe or recognize, with visual prompting, one or more posters from the campaign.* (Myhre, 1996). Finally, an evaluation from a Boston area HIV Narrowcast™ prevention program found that 71% of the respondents agreed that *the campaign had influenced them to practice safer sex behaviors more often. 80% stated that the campaign had positively influenced their attitudes towards using protection and sexual activity.* (Myhre, 1996).

The Clark County HIV prevention/education Narrowcast™ program/campaign consisted of 14 posters/messages displayed 290 times in 53 different venues in the Las Vegas area. These messages were continuously on display and maintained over the entire year of the program (January 1997-December 1997). The messages were displayed in public private areas in strict accordance with Narrowcast methodology. The program was designed to stimulate introspection and thought among priority populations and broadly speaking, the principal intent of the program was to provide aid to individuals in their efforts to maintain an HIV negative status. This program encouraged individuals to initiate safe sex behavior which, in turn, could reduce rates of HIV infection. Messages were displayed at venues where alcohol consumption or sexual activity occur. These sites, seen as "locus of risk" locations, are places where media has as little spatial and temporal removal from risk taking behavior as possible in the public domain.

All stages of the formative research and development are detailed in the program's 1997 Installation Report. Additionally process objectives are described and evidenced as met in the Installation Report and subsequent 2 quarterly Maintenance Reports.

C. SUMMATIVE EVALUATION METHODOLOGY

The main purpose of the summative evaluation of the program/campaign was to measure the efficacy of the delivery system and the impact of the program. These evaluation findings document the effects of the program and provide descriptive data along several research vectors. To assess the performance of the program, the evaluation focused on both exposure and impact. An intercept interview method was used to measure:

- Campaign exposure, recall, and recognition rates.
- Comprehension level and affective responses.
- Self reported changes in awareness, knowledge, attitude and behavior.
- Strengths and weaknesses of the program.

A total of 100 surveys were administered by six different interviewers at 10 locations during a two week period in December 1997. The intercept surveys were conducted by Clark County HIV/AIDS outreach personnel with prior interviewing experience. Interviewers were trained to follow established protocol for accurate data collection and subsequent reporting.

The survey protocol and procedures were constructed initially with the help of the San Francisco AIDS Foundation followed by further modifications by the AIDS Action Committee in Massachusetts. Ultimately, the survey and survey tools were refined by New York City's Gay Men's Health Crisis Centers IRB board with the final review and modifications from Clark County Health District

All interviews were conducted inside at selected locations proximate to entry doors where possible and sought to survey persons entering the venue. Purposive sampling was utilized so as to obtain diversity in the sample with respect to sexual preference, age and ethnicity. Interviews were conducted with individuals and, in many cases, couples or partners. The survey was five pages in length with 23 questions and took, on the average, 10 minutes to complete. (see Appendix II, Evaluation Questionnaire).

Respondents were assured that their answers to survey questions would remain anonymous. No information was collected which could link responses to a specific individual. Interviews were conducted under tacit consent and were strictly voluntary. Participants were offered a \$3.00 cash incentive to respond to the survey. All participants were told they could terminate the survey at any time and had the option to decline to answer any survey question.

DATA ANALYSIS

Data analysis was conducted using SPSS, as statistical software package commonly used in social science research and evaluation. The analysis provided univariate statistics including frequencies and percentages. Exposure, recall, comprehension and impact of messages were described with these statistics and provide information about the effectiveness of the campaign. The results are presented in both tables and bar graphs which can be found in Section H, Analysis of the Results. All statistics were rounded to the nearest tenth (i.e., one decimal point). Findings are presented as the percentages of the total sample to facilitate interpretation.

E. EXECUTIVE SUMMARY

THE POSTERS/MESSAGES

- 97% saw at least one of the HIV prevention posters.
- 84% saw the messages at least once a week or more.
- 51% said the messages had "a great deal of impact" on them. 47% said that the messages had "some" impact on them.

MESSAGE IMPACT

- 84% said they did gain knowledge regarding HIV prevention from the posters.
- 67% believed in some way that the posters have, in some way changed their attitudes regarding their risk of becoming infected with HIV.
- 78% said that since coming into contact with the posters, they did become aware that alcohol and/or drug use would increase their risk of HIV infection.
- 70% would contact an agency for more information or HIV testing.
- 96% said that the posters did encourage them to maintain or change to safe behavior regarding sexual activity.
- 51% of individuals responded that they have talked to others about the posters.
- Individuals responded that the posters encouraged 47% to have an HIV test.

IS THE PROGRAM EFFECTIVE AND SHOULD THE PROGRAM BE EXPANDED WITH NEW POSTERS?

- 97% feel that putting the posters in public private places is effective and should continue.
- Suggestions for additional places to hang the posters included; all restrooms (47%), high schools (21%), straight bars (12%) and bus stops or shelters (12%)
- The majority of the respondents demonstrated a keen interest in the campaign. 69% offered specific comments on new message development.

F. THE PARTICIPANTS

- 82% were Gay and 18% were Bisexual.
- 68% were Caucasian; 21% were Hispanic; 6% were African American; 4% were Asian and 1% did not wish to state their race.
- The average age of the participant was 34 years old.
- 74% had at least some college education.
- 31% stated they "always" use drugs or alcohol on a typical night out. 53% stated that they "usually" or "sometimes" use drugs or alcohol on a typical night out.
- 38% stated that they have penetrative sex under the influence of drugs or alcohol at least once a month.
- 56% of the respondents stated that they use a condom most of the time or always when having penetrative sex under the influence of drugs or alcohol. 23% responded that they use a condom most of the time when having penetrative sex under the influence of drugs or alcohol.
- 93% have had an HIV test done.

G. AWARENESS AND RECALL OF THE POSTERS.

- HAVE YOU SEEN ANY HIV AWARENESS POSTERS IN BLACK PLASTIC FRAMES, IN THE BATHROOMS, DRESSING ROOMS OR OTHER WAITING AREAS IN BARS, RESTAURANTS, CLOTHING STORES OR ANY OTHER PLACES YOU HAVE BEEN?

Almost all (97%) of the respondents have seen the HIV awareness posters in the black plastic frames.

- UNAIDED AWARENESS OF THE POSTERS.

Unaided, the message that was most recalled was "Cum Shot" which was identified by 54% of the participants. "Bottoms Up" (35%) and "Oral Lips" (33%) were each recalled by about one-third of the participants. "Crystal" (24%) and Lollipop (24%) were each recalled by about one-quarter of the participants.

"Oral Lips", "Cum Shot" and "Bottoms Up" were the most easily understood messages. Therefore "Cum Shot" was the most recalled message and also one of the most easily understood messages as well.

- TOTAL AWARENESS OF THE POSTERS.

The total awareness of the posters is the aided plus the unaided awareness added together.

The three messages that were most recalled were "Cum Shot" (88%), "Oral Lips" (69%) and "Bottoms Up!" (66%). The messages with the lowest recall were "Youth LV (12%), "Eyes" (12%), "Needle LV (7%) and "Family" (6%).

- IN GENERAL, HOW OFTEN HAVE YOU SEEN THESE MESSAGES?

Eighty-four percent of the respondents stated that they have seen the posters at least once a week. Only three percent have seen the posters once a month or less.

- THESE MESSAGES/POSTERS ARE PUT IN CLUBS, STORES AND OTHER VENUES IN AREAS WHERE PEOPLE ARE ALONE AND HAVE THE TIME AND PRIVACY TO READ THEM. NOW THAT YOU HAVE SEEN THE POSTERS, PLEASE TELL US HOW MUCH IMPACT THEY HAD ON YOU.

One half (51%) of the respondents stated that the posters have had a great deal of impact upon them after seeing and reading them during the interview. Slightly less than one half (47%) stated that the posters had only some impact on them after seeing and reading them.

- WHILE YOU WERE LOOKING AT THESE MESSAGES/POSTERS, DID THEY CHANGE YOUR ATTITUDE REGARDING YOUR RISK FOR BECOMING INFECTED WITH HIV?

Two-thirds (67%) of the respondents indicated that their attitude did change regarding their risk of becoming infected with HIV after looking at the posters shown during the interview.

- BY COMING INTO CONTACT WITH THESE MESSAGES/POSTERS, DID YOU BECOME AWARE THAT ALCOHOL OR DRUG USE CAN INCREASE YOUR RISK FOR BECOMING INFECTED WITH HIV?

Three-fourths (78%) of the respondents indicated that they became more aware that drug or alcohol use would increase their risk of becoming infected with HIV after seeing the posters shown during the interview.

- WHILE YOU WERE LOOKING AT THESE MESSAGES/POSTERS, DID YOU LEARN ANYTHING WITH REGARDS TO HIV PREVENTION?

Eighty-four percent of the respondents indicated that they did learn something in regards to HIV prevention including identification of risky behavior, HIV testing sites, service providers and contact phone numbers.

- WOULD YOU CALL AN AGENCY FOR MORE INFORMATION REGARDING HIV PREVENTION AND TESTING?

Slightly more than two-thirds (70%) of the respondents indicated that they would contact an agency for more information regarding HIV prevention and testing after seeing the posters shown during the interview.

- DO YOU BELIEVE MESSAGES/POSTERS PLACED IN AREAS WHERE YOU WILL READ THEM HAVE AN EFFECT ON YOUR BEHAVIOR REGARDING SEXUAL ACTIVITY EITHER TO REMIND YOU TO MAINTAIN OR MOTIVATE YOU TOWARDS SAFER SEXUAL ACTIVITIES?

Virtually all of the respondents (96%) of the respondents 'Indicated that the posters that they saw during the interview would effect their behavior regarding safer sexual activities.

- HAVE YOU TALKED TO ANYONE REGARDING THESE MESSAGES?

One-half of the respondents (51%) of the respondents stated that they have talked to others regarding the posters.

- BY COMING INTO CONTACT WITH THESE MESSAGES/POSTERS, WERE YOU ENCOURAGED TO HAVE AN HIV TEST?

Almost one-half of the respondents (47%) of the respondents stated that they were encouraged to have an HIV test after seeing the posters.

- WHERE WOULD YOU CHOOSE TO HAVE A CONFIDENTIAL HIV TEST DONE?

Fifty-six percent would go to the Clark County Health Center for a confidential HIV test. Twenty-one percent would go to bars or other local events, and twenty percent would go to a private doctor to have a confidential HIV test done.

- DO YOU THINK PUTTING POSTERS IN PUBLIC PRIVATE SPACES LIKE RESTROOMS AND DRESSING ROOMS, WHERE YOU HAVE SEEN THEM IS EFFECTIVE AND SHOULD CONTINUE?

Ninety-seven percent of the respondents of the respondents stated that they do think that putting posters in public private places is effective and should continue.

- WHAT COMMENTS OR SUGGESTIONS CAN YOU GIVE WITH REGARDS TO PLACES WHERE YOU WOULD LIKE TO SEE THESE POSTERS?

Suggestions of other places to have the posters included restrooms (49%), high schools (21%), straight bars (12%) and bus stops or shelters (12%) and college campuses (11%).

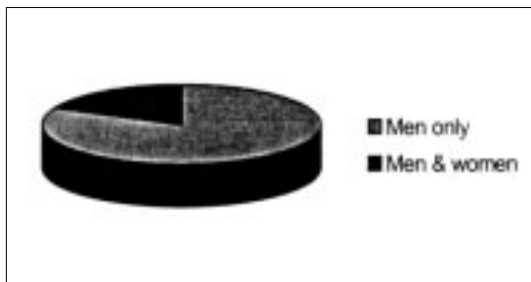
- WHAT COMMENTS OR SUGGESTIONS CAN YOU GIVE WITH REGARDS TO CREATING NEW POSTERS MESSAGES OR POSTERS?

Additional suggestions included focus more towards youths (8%), create messages for straight (8%), use more muscular men (5%), have more graphic images (4%) and have more Spanish language posters (4%).

H. ANALYSIS OF THE RESULTS

1. When you have sex, do you have sex with men only, men and women or women only?

Eighty-two percent of the respondents stated that they have sex with men only, eighteen percent have sex with men and women and none of the respondents have sex with women only.



When you have sex, do you have sex with men only, men and women or women only?

	(Base)	100%
Men only		82%
Men women		18%
Women only		0%

2. What is your zip code?

The majority of the respondents live in the following zip codes: 89119 (18%), 89104 (14%) and 89109 (12%).

What is your zip code?

	(Base)	100%
89119		18%
89104		14%
89109		12%
89103		8%
89101		8%
89102		6%
89104		5%
89106		5%
89115		4%
89129		3%
89121		3%
89123		2%
89130		2%
89108		1%
89124		1%
89112		1%
89117		1%
89113		1%
89131		1%
89128		1%
89118		1%
89127		1%
89120		1%

3. What is your age?

Almost half (48%) of the respondents were between 31 and 40 years old and almost one-third (31%) of the respondents were between 21 and 30 years old. The average of the respondents was 34 years old.

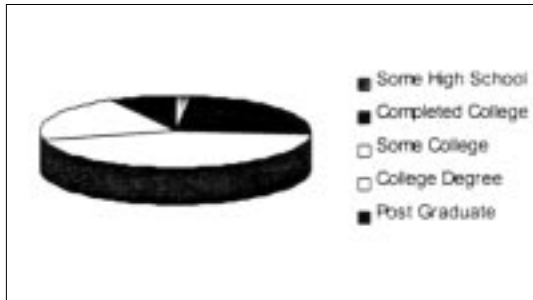


What is your age?

	(Base)	100%
Under 21		1%
21-30		31%
31-40		48%
41-50		13%
Over 51		8%
Average		34 yrs. old

4. What is your educational background?

Twenty-four percent of the respondents have completed high school. Forty-five percent of the respondents have some college education and twenty-nine percent of the respondents have some sort of college degree.

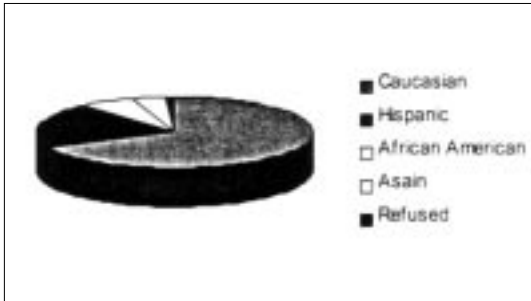


What is your educational background?

	(Base)	100 %
Some High School		2%
Completed High School		24%
Some College		45%
College Degree		21%
Post Graduate		8%

5. How would you define your race or ethnicity?

Two-thirds (68%) of the respondents were Caucasian, twenty-one percent were Hispanic, six percent were African American and four percent were Asian.

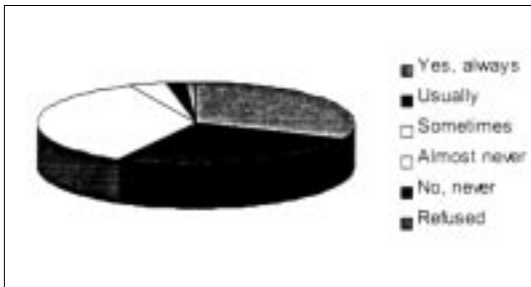


How would you define your race or ethnicity?

	(Base)	100%
Caucasian		68%
Hispanic		21%
African American		6%
Asian		4%
Refused		1%

6. On a typical night out do you use drugs or alcohol?

Considering the fact that the survey was conducted at venues that do serve alcohol, ninety-three percent of the respondents stated that they use drugs or alcohol on a typical night out at least sometimes. Thirty-one percent of the respondents stated that they always use drugs or alcohol on a typical night out.

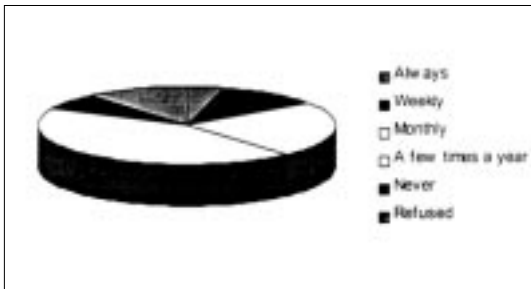


On a typical night out do you use drugs or alcohol?

	(Base)	100%
Yes, always		31%
Usually		27%
Sometimes		35%
Almost never		4%
No, never		2%
Refused		1%

7. How often do you have penetrative sex under the influence of drugs or alcohol?

Thirty-eight of the respondents indicated that they do have penetrative sex under the influence of drugs or alcohol at least monthly. Forty-four percent have penetrative sex under the influence of drugs or alcohol a few times a year and only seven percent stated that they never have penetrative sex under the influence of drugs or alcohol.

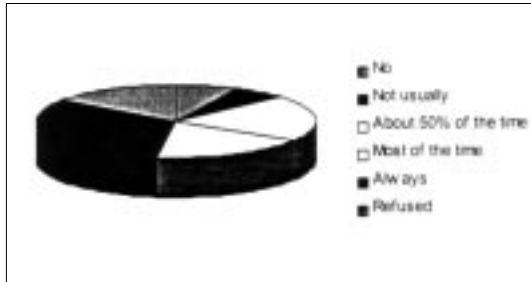


How often do you have penetrative sex under the influence of drugs or alcohol?

	(Base)	100%
Always		4%
Weekly		11%
Monthly		23%
Few times a year		44%
Never		7%
Refused		11%

8. When you are under the influence of drugs or alcohol do you use condoms when having penetrative sex?

Fifty-six percent of the respondents do use a condom most of the time or always when having penetrative sex under the influence of drugs or alcohol. Twenty-three percent use condoms about 50% of the time and 15% do not usually use condoms when having penetrative sex under the influence of drugs or alcohol.

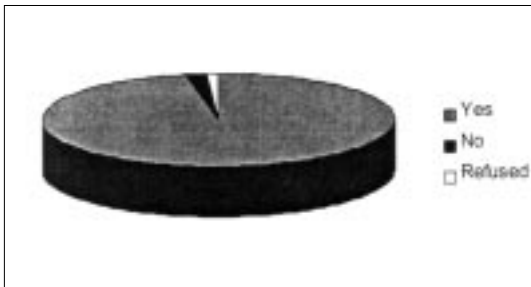


When you are under the influence of drugs or alcohol do you use condoms when having penetrative sex?

	(Base)	100%
No		8%
Not usually		7%
About 50% of the time		23%
Most of the time		20%
Always		36%
Refused		17%

9. Have you seen any HIV awareness posters in black plastic frames, in the bathrooms, dressing rooms or other waiting areas in bars, restaurants, clothing stores or any other places you have been?

Almost all (97%) of the respondents have seen the HIV awareness posters in the black plastic frames.



Have you seen any HIV awareness posters in black plastic frames, in the bathrooms, dressing rooms or other waiting areas in bars, restaurants, clothing stores or any other places you have been?

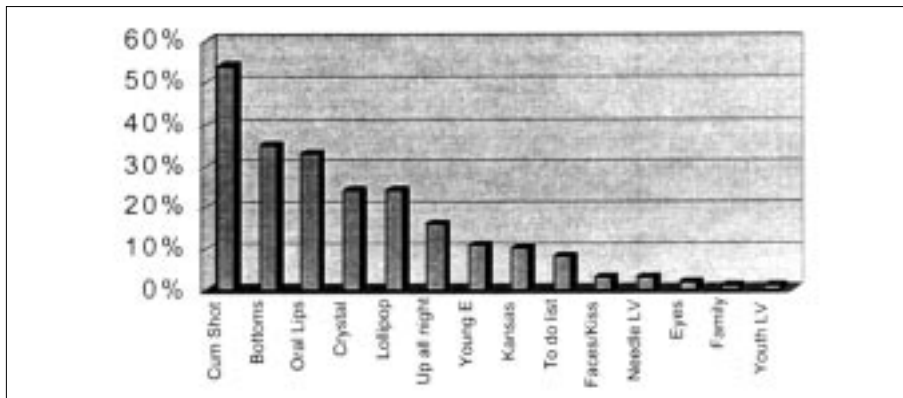
	(Base)	100%
Yes		97%
No		2%
Refused		1%

10. Unaided awareness of the posters.

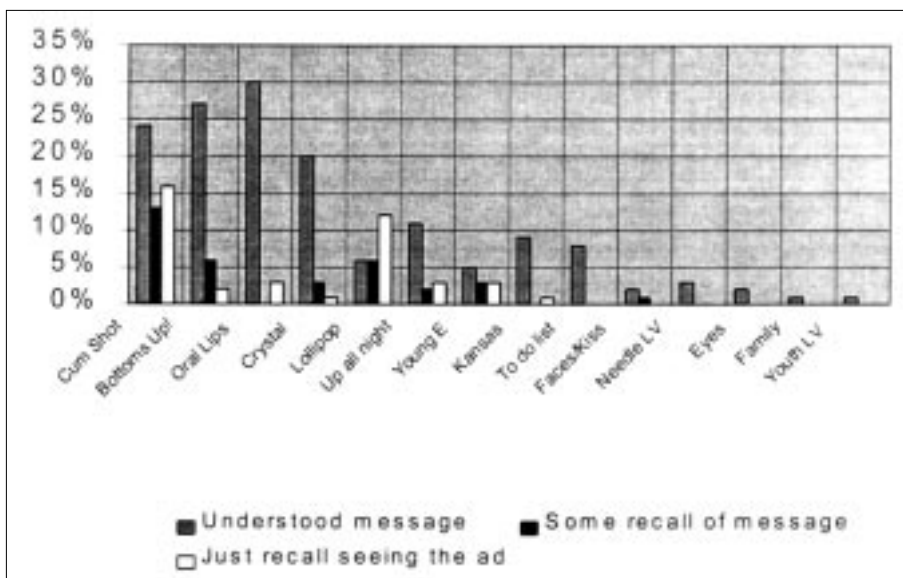
Unaided, the ad that was most recalled was "Cum Shot" which was identified by 54% of the participants. "Bottoms Up" (35%) and "Oral Lips" (33%) were each recalled by about one-third of the participants. "Crystal" (24%) and Lollipop (24%) were each recalled by about one-quarter of the participants.

"Oral Lips", "Cum Shot" and "Bottoms Up" were the most easily understood ads. Therefore "Cum Shot" was the most recalled ad and also one of the most easily understood ads as well.

Unaided awareness of the posters



Clarity of the message of the posters



10. Unaided awareness of the posters.

Ad	(Base)	97
Cum Shot CC01		54%
Bottoms Up! CC07		35%
Oral Lips CC02		33%
Crystal CC06		24%
Lollipop CC08		24%
Up all night CC03		16%
Young E CC05		11%
Kansas CC15		10%
To do list (Eng. & Spanish)		8%
Faces/Kiss CC04		3%
Needle LV CC16		3%
Eyes (English & Spanish) CC11/12		2%
Family CC09		1%
Youth LV CC 10		1%

Unaided recall of each ad's message.

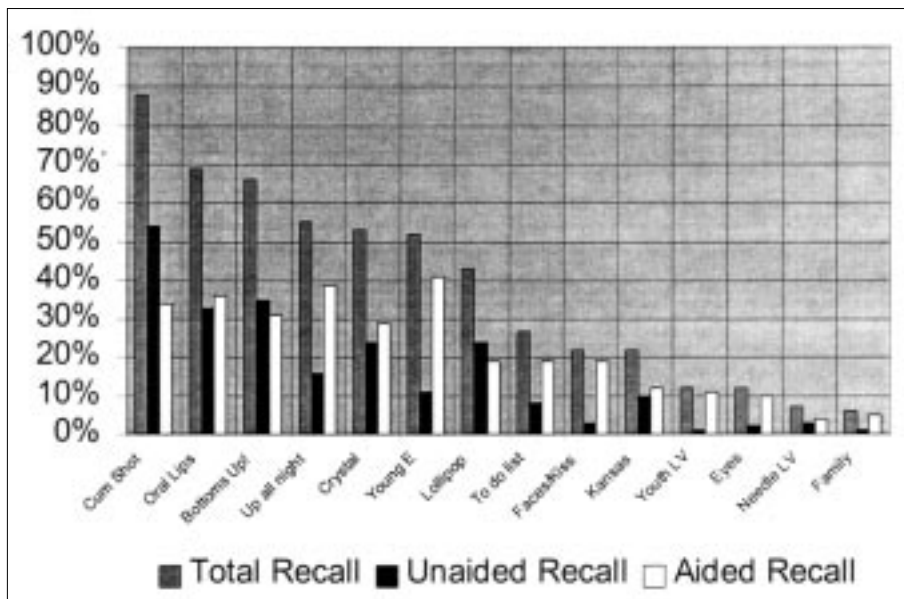
Ad	Total unaided recall of ad %	Understood message %	Some recall of message %	Remembered ad but not message %
Cum Shot CCO1	54%	24%	13%	16%
Bottoms Up! CC07	35%	27%	6%	2%
Oral Lips CC02	33%	30%	0%	3%
Crystal CC06	24%	20%	3%	1 %
Lollipop CC08	24%	6%	6%	12%
Up all night CC03	16%	11%	2%	3%
Young E CC05	11%	5%	3%	3%
Kansas CC1 5	10%	9%	0%	1%
To do list (English & Spanish) CC13/14	8%	8%	0%	0%
Faces/Kiss CC04	3%	2%	1%	0%
Needle LV CC16	3%	3%	0%	0%
Eyes (English & Spanish) CC11/12	2%	2%	0%	0%
Family CC09	1%	1%	0%	0%
Youth LV CC1 0	1%	1%	0%	0%

11. Total awareness of the posters.

The total awareness of the posters is the aided plus the unaided awareness added together.

The three ads that were most recalled were "Cum Shot" (88%), "Oral Lips" (69%) and "Bottoms Up!" (66%). The ads with the lowest recall were "Youth LW (12%), "Eyes" (12%), "Needle LV" (7%) and "Family" (6%).

Total awareness of the posters

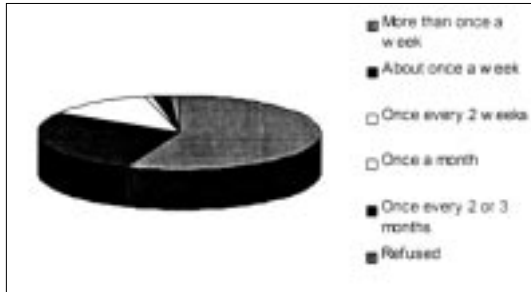


Total awareness of the posters.

	Total Recall	Unaided Recall	Aided Recall
Cum Shot	88%	54%	34%
Oral Lips	69%	33%	36%
Bottoms Up!	66%	35%	31%
Up all night	55%	16%	39%
Crystal	53%	24%	29%
Young E	52%	11%	41%
Lollipop	43%	24%	19%
To do list	27%	8%	19%
Faces/Kiss	22%	3%	19%
Kansas	22%	10%	12%
Youth LV	12%	1%	11%
Eyes	12%	2%	10%
Needle L	7%	3%	4%
Family	6%	1%	5%

12. In general, how often have you seen these messages/posters?

Eighty-four percent of the respondents stated that they have seen the posters at least once a week. Only three percent have seen the posters once a month or less.

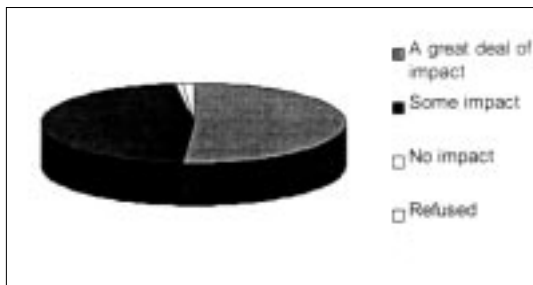


In general, how often have you seen these messages/posters?

	(Base)	100%
More than once a week		56%
About once a week		28%
Once every 2 weeks		12%
Once a month		1%
Once every 2 or 3 months		2%
Refused		1%

13. These messages/posters were put in clubs, stores and other venues in areas where people are alone and have the time and privacy to read them. Now that you have seen the posters, please tell us how much impact they had on you.

One half (51%) of the respondents stated that the posters have had a great deal of impact upon them after seeing and reading them during the interview. Slightly less than one half (47%) stated that the posters had only some impact on them after seeing and reading them.

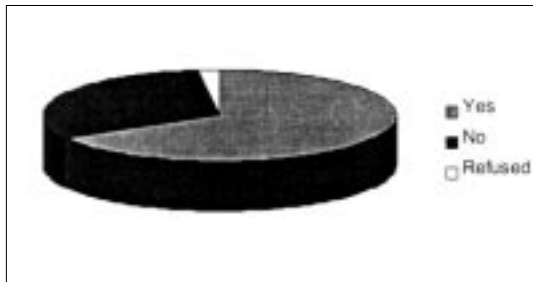


After looking at the posters how much impact have they had on you?

	(Base)	100%
A great deal of impact		51%
Some impact		47%
No impact		1%
Refused		1%

14. While you were looking at these messages/posters, did they change your attitude regarding your risk for becoming infected with HIV?

Two-thirds (67%) of the respondents indicated that their attitude did change regarding their risk of becoming infected with HIV after looking at the posters shown during the interview.

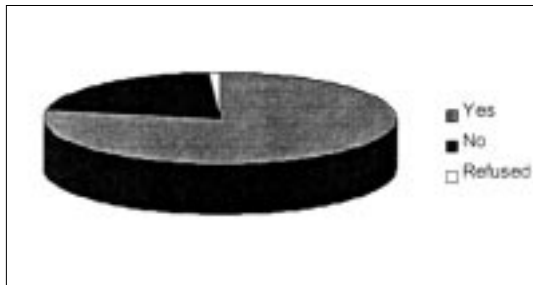


While you were looking at these messages/posters, did they change your attitude regarding your risk for becoming infected with HIV?

	(Base)	100%
Yes		67%
No		31%
Refused		2%

15. By coming into contact with these messages/posters, did you become aware that alcohol or drug use can increase your risk for becoming infected with HIV?

Three-fourths (78%) of the respondents indicated that they became aware that drug or alcohol use would increase their risk of becoming infected with HIV after seeing the posters shown during the interview.

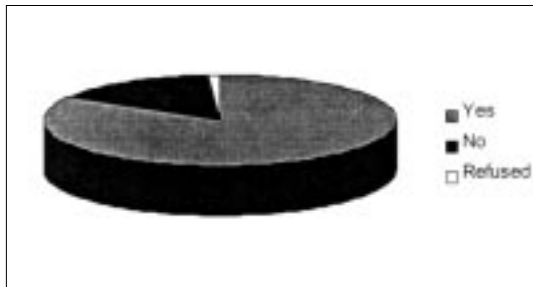


By coming into contact with these messages/posters, did you become aware that alcohol or drug use can increase your risk for becoming infected with HIV?

	(Base)	100%
Yes		78%
No		21%
Refused		1%

16a. While you were looking at these messages/posters, did you learn anything with regards to HIV prevention?

Eighty-four percent of the respondents indicated that they did learn something in regards to HIV prevention including identification of risky behavior, HIV testing sites, service providers and contact phone numbers.

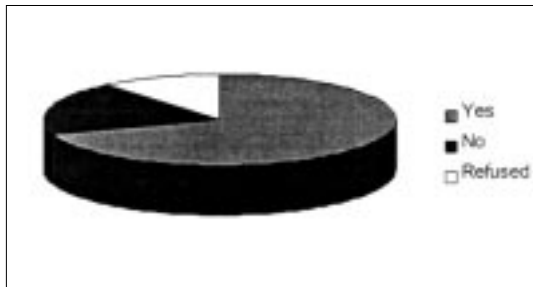


While you were looking at these messages/posters, did you learn anything with regards to HIV prevention?

	(Base)	100%
Yes		84%
No		15%
Refused		1%

16b. Would you call an agency for more information regarding HIV prevention and testing?

Slightly more than two-thirds (70%) of the respondents indicated that they would contact an agency for more information regarding HIV prevention and testing after seeing the posters shown during the interview.

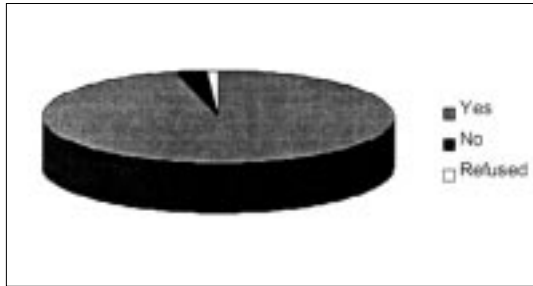


Would you call an agency for more information regarding HIV prevention and testing?

	(Base)	100%
Yes		70%
No		19%
Refused		11%

17. Do you believe messages/posters placed in areas where you will read them have an affect on your behavior regarding sexual activity either to remind you to maintain or motivate you towards safer sexual activities?

Virtually all of the respondents (96%) of the respondents indicated that the posters that they saw during the interview would affect their behavior regarding safer sexual activities.

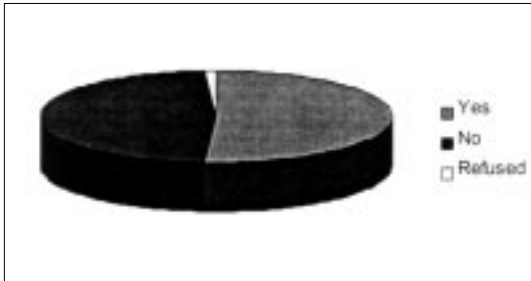


Do you believe messages/posters placed in areas where you will read them have an affect on your behavior regarding sexual activity either to remind you to maintain or motivate you towards safer sexual activities?

	(Base)	100%
Yes		96%
No		3%
Refused		1%

18. Have you talked to anyone regarding these messages/posters?

One-half of the respondents (51%) of the respondents stated that they have talked to others regarding the posters.



Have you talked to anyone regarding these messages/posters?

	(Base)	100%
Yes		51%
No		48%
Refused		1%

19. By coming into contact with these messages/posters, were you encouraged to have an HIV test?

Almost one-half of the respondents (47%) of the respondents stated that they were encouraged to have an HIV test after seeing the posters.

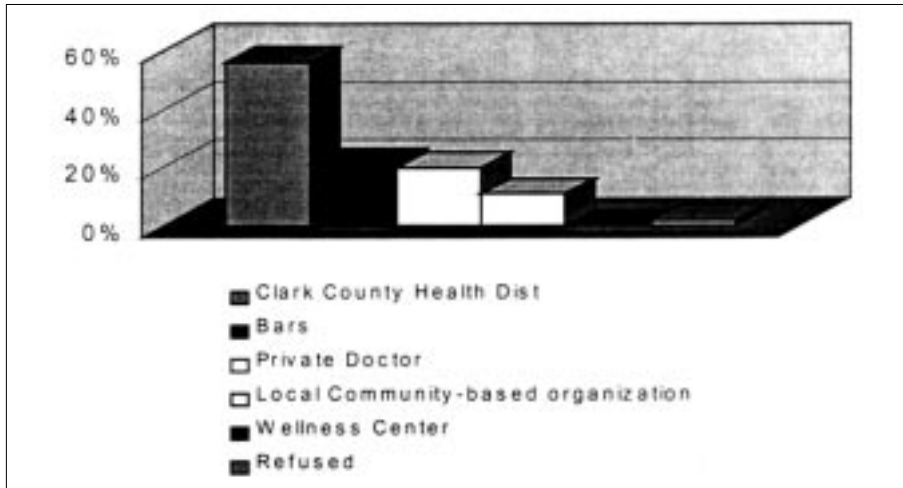


By coming into contact with these messages/posters, were you encouraged to have an HIV test?

	(Base)	100%
Yes		47%
No		52%
Refused		1%

20. Where would you choose to have a confidential HIV test done?

Fifty-six percent would go to the Clark County Health Center for a confidential HIV test. Twenty-one percent would go to bars or other local events, and twenty percent would go to a private doctor to have a confidential HIV test done.



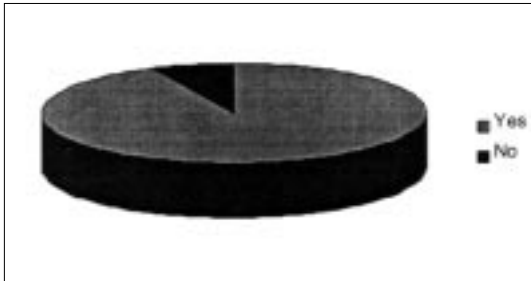
Where would you choose to have a confidential HIV test done?

	(Base)	100%*
Clark County Health District		56%
Bars or other local venues or-events		21%
Private Doctor		20%
Local community-based organization		11%
Wellness Center		1%
Dent Health Center		0%
Refused		2%

* Multiple responses - adds to more than 100%

21. Have you ever had an HIV test done?

Practically all of the respondents (93%) of the respondents stated that they have had an HIV test done.

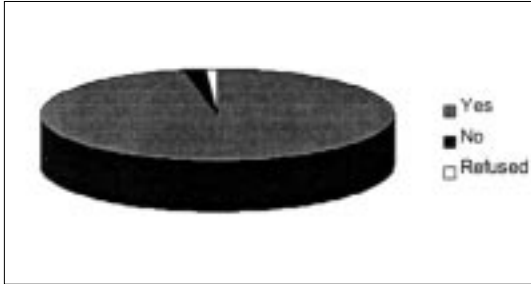


Have you ever had an HIV test done?

	(Base)	100
Yes		93%
No		7%

22. Do you think putting posters in public private spaces like restrooms and dressing rooms, where you have seen them is effective and should continue?

Ninety-seven percent of the respondents of the respondents stated that they do think that putting posters in public private places is effective and should continue.



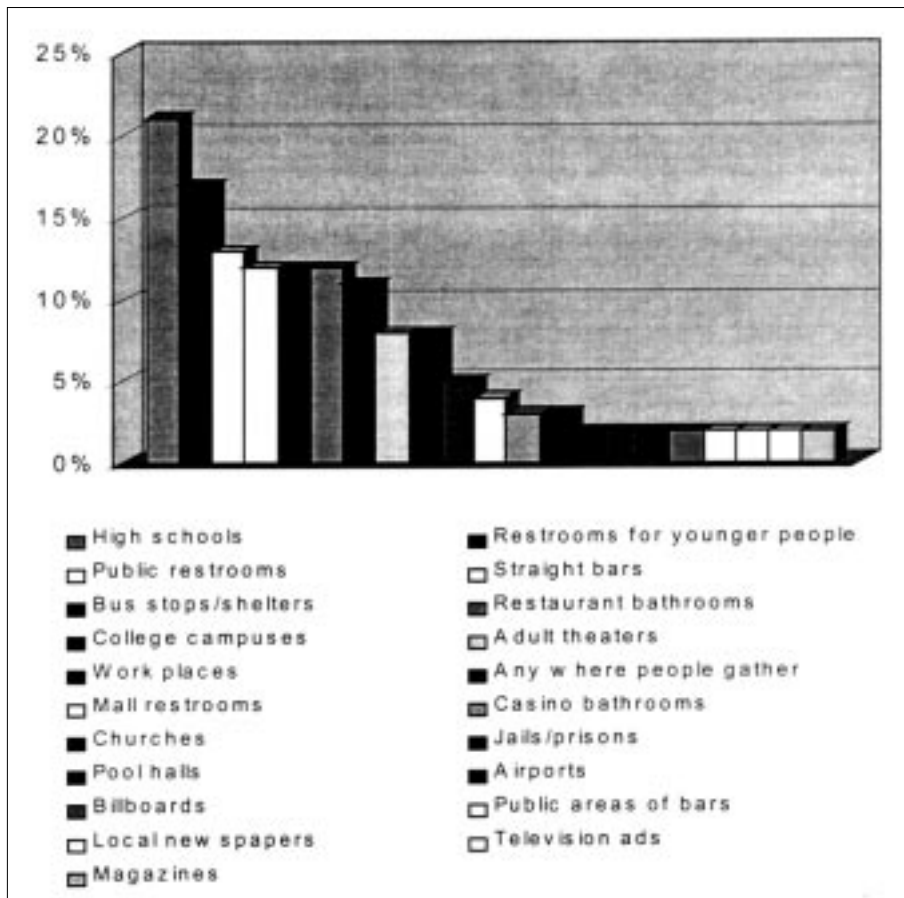
Do you think putting posters in public private spaces like restrooms and dressing rooms, where you have seen them is effective and should continue?

	(Base)	100
Yes		97%
No		2%
Refused		1%

23. What comments or suggestions can you give with regards to places where you would like to see these posters?

Suggestions of other places to have the posters included restrooms (49%), high schools (21%), straight bars (12%), and bus stops or shelters (12%) and college campuses (11%).

What comments or suggestions can you give with regards to places where you would like to see these posters?



What comments or suggestions can you give with regards to places where you would like to see these posters?

	(Base)	100%*
High schools		21%
Restrooms for younger people		17%
Public restrooms		13%
Straight bars		12%
Bus stops/shelters		12%
Restaurant bathrooms		12%
College campuses		11%
Adult theaters		8%
Work places		8%
Any where people gather		5%
Mall restrooms		4%
Casino bathrooms		3%
Churches		3%
Jails/prisons		2%
Pool halls		2%
Airports		2%
Billboards		2%
Public areas of bars		2%
Local newspapers		2%
Television ads		2%
Magazines		2%
Others (1 mention each)		31%

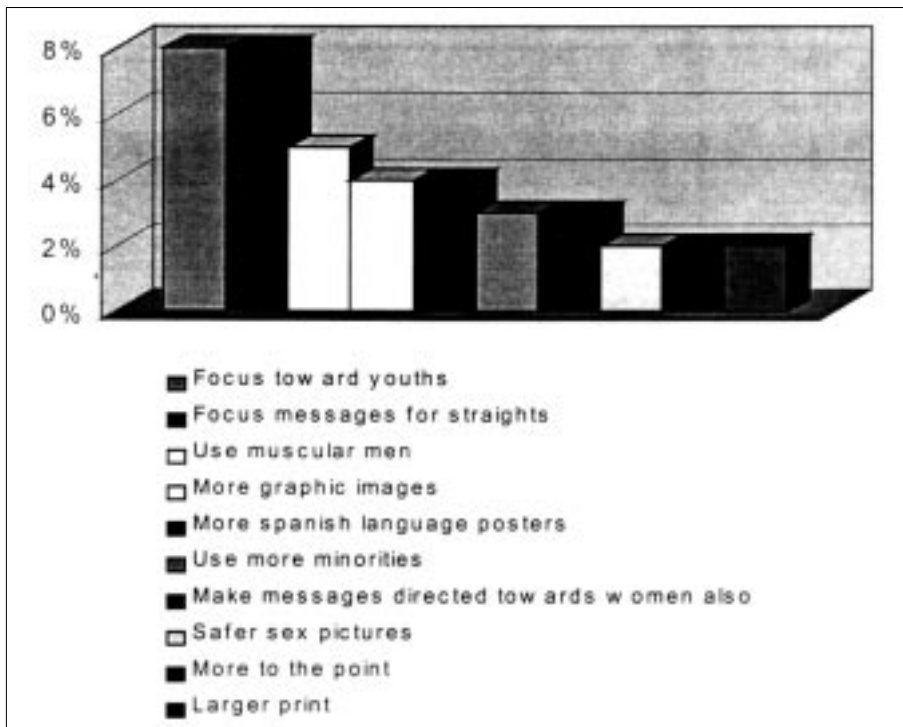
* Multiple responses - adds to more than 100%

Others (one mention each); parks, DMV, college bars, gas stations, napkins, clothing stores, bookstores, spas, convenience stores, arcades, taxis, Laundromats, police stations, Union Hall bulletin board, gyms, doctor's offices, outside of bathrooms, out in the open, radio ads, gay magazines, hair salons, bath houses, fraternity houses, homeless shelters, near condom machines, next to baby changing tables, above urinals, Planned Parenthood, group programs, near where drugs are used.

24. What comments or suggestions can you give with regards to creating new posters messages or posters?

Additional suggestions included focus more towards youths (8%), create messages for straight (8%), use more muscular men (5%), have more graphic images (4%) and have more Spanish language posters (4%).

What comments or suggestions can you give with regards to creating new posters messages or posters?



What comments or suggestions can you give with regards to places where you would like to see these posters?

	(Base)	100%
Focus toward youths		8%
Focus messages for straights		8%
Use muscular men		5%
More graphic images		4%
More Spanish language posters		4%
Use more minorities		3%
Make messages directed towards women also		3%
Safer sex pictures		2%
More to the point		2%
Larger print		2%
Others (1 mention each)		28%
Refused		31%

Others (one mention each); hairier men, men of color, sports stars, more women, direct them for straights, less wordy, make message appropriate for the venue shown, include dates and times for free testing, show interracial couples, more info regarding needles, more info regarding tattoos, show fetishes, deal with coming out issues, larger posters, include phone numbers for more info, show normal looking people, target other groups not just gays, show men of varying ages, keep it simple, free testing vouchers, don't use the term "queer", show sick AIDS victims, keep messages coming, use "pull it out" message, use more statistics, show someone in a casket and use message about condoms not lasting forever.

I LIMITATIONS OF THE EVALUATION

The limitations of the evaluation include those that are frequently encountered in evaluations of this kind:

Making Generalizations from the Results

The evaluation provides a small "snapshot" of the impact these messages/posters had on this community. Those surveyed were not randomly selected, nor were survey days and times randomly drawn. The sample is a convenience sample; but, care was taken not to survey all participants in a single location, single day or single time of day. Without data on number of refusals, it is not possible to judge how closely the sample surveyed reflects the target population and whether this sample was biased either positively or negatively toward the messages.

Validity/Reliability of Measure of Impact

The major threat to validity is the possibility that the survey measured something other than exposure and impact. For example, some men, knowing that Clark County Health District sponsored this program, may have responded positively to support the county agency/office; other men may have responded positively to comply with what they thought the survey team wanted to hear. Also, men did not always complete the survey in privacy, so they may have been influenced by their peers or other men standing nearby who were or were not completing the survey. Participants' responses are sufficiently altered by moods or attitudes at the time of the survey; many of these surveys were conducted in the evening hours and may reflect a happy disposition due to alcohol/drug consumption or just the spirit of "let's party." No comparison was made of those who were surveyed in the daytime versus at night. There were 6 interviewers and differences in how they handled the interview and the degree to which they assisted those who needed aid to recall messages may have varied. On the other hand, each interviewer was given extensive training, potentially limiting the effects of the interview process on how participant's responded to survey questions.

J. CONCLUSIONS AND IMPLICATIONS

Results of the evaluation were very favorable. It should be noted that these results are consistent with those of other Narrowcast™ campaigns in New York, Boston, Miami and Sacramento, lending credibility to a positive appraisal of the Nevada program. Significant numbers of men reported seeing the messages and the majority saw them at least once each week. Nearly all individuals surveyed could recall the messages/posters and, most of the respondents comprehended what they remembered. Even those who had difficulty remembering specific messages could, at a high rate, remember the posters/messages when aided and demonstrated their ability to comprehend the messages/posters.

These results indicate that, for the most part (in this convenience sample of men) the messages were seen, got the respondents attention and were understood. Difficulty arises in judging the degree of impact these messages/posters had and whether they influenced participants behavior even though the majority of respondents reported that this program was impactful concerning their lives. The final survey question was answered by more than 9 out of 10 respondents and indicates that they thought the *program was of benefit to them and should be continued.*

APPENDIX I: MESSAGES/MEDIA

APPENDIX II: EVALUATION QUESTIONNAIRE

EMS – Clark County Health District 1997 Campaign – Evaluation Questionnaire

Interviewer: _____ Date: _____ Location: _____ Time: _____

Introduction: Do you have a few minutes and would you take our survey? I'm going to ask some questions about an HIV Prevention Project that took place in the local area. It will take about 5 minutes and, if you qualify, and complete the survey, you will receive \$3 for helping. The answers to this survey will be used to improve future HIV prevention projects, and all of your responses are completely confidential.

After we start, if you decide you do not want to complete the survey, just tell me, and we can stop. First, are you at least 18 years old? __ Yes [Continue] __ No [END INTERVIEW]. To determine if you qualify for the survey, we need to ask you a personal question about your sexual activities. Please tell me which answers best fit your response to these questions:

1. When you have sex do you have sex with?

A = Men Only B = Men and Women C = Women Only [END INTERVIEW]

2. Where do you live? (ZIP Code)

A = _____ B = _____ C = _____
D = _____ E = _____
If not in Las Vegas area, [END INTERVIEW]

3. What is your age?

A = Under 21 B = 21-30 C = 31-40 D = 41-50 E = 51 or over

4. What is your educational background? (answer only if you care to)

A = Some High School B = Completed HS C = Some College
D = College Degree E = Post Graduate

5. How would you define your race/ethnicity?

A = Caucasian B = African-Am C = Asian
D = Hispanic E = Native American

6. On a typical night out do you use drugs/alcohol?

A = Always B = Usually C = Sometimes
D = Almost never E = No, never

7. How often do you have penetrative sex under the influence of drugs/alcohol?

A = Always B = Weekly C = Monthly
D = A few times a year E = Never

8. When you have penetrative sex under the influence of drugs/alcohol, do you use condoms when having penetrative sex?

A = No B = Not usually C = About 50% of the time
D = Most of the time E = Always

9. Have you seen any HIV awareness posters in black plastic frames, in the bathrooms, dressing rooms or other waiting areas in bars, restaurants, clothing stores, or any other places you've been?

A = Yes [GOT TO QUESTION #10] B = No [GO TO QUESTION #11]

10. What did it look like, can you tell me what you remember about the message/poster, either the picture or any of the words? (SURVEYOR: Ask what is the main message of this poster? [ask for each poster they recall])

- CC 01
- Cum Shot
- CC 02
- Oral/Lips
- CC 03
- Up All Night
- CC 04
- Faces/Kiss
- CC 05
- Young E
- CC 06
- Crystal
- CC 07
- Bottoms Up!
- CC 08
- Lollipop
- CC 09
- Family
- CC 10
- Youth LV
- CC 11/12
- Eyes
- Eyes (S)
- CC 13/14
- To Do List
- To Do List (S)
- CC 15
- Kansas
- CC 16
- Needle LV

11.	SHOW MESSAGE SHEET TO THOSE WHO DID NOT RECALL ANY POSTERS
A)	Have you seen any of these messages/posters? ___ No [END INTERVIEW] ___ Yes (which ones?)
B)	What is the main message of this poster? [ask for each poster they recall/

Ad Code	Main Message
CC 01
Cum Shot
CC 02
Oral/Lips
CC 03
Up All Night
CC 04
Faces/Kiss
CC 05
Young E
CC 06
Crystal
CC 07
Bottoms Up!
CC 08
Lollipop
CC 09
Family
CC 10
Youth LV
CC 11/12
Eyes
Eyes (S)
CC 13/14
To Do List
To Do List (S)
CC 15
Kansas
CC 16
Needle LV

12. In general, how often have you seen these messages/posters? (read answers)
- A = More than once a week B = About once a week C = Once every 2 weeks
D = Once a month E = Once every 2 or 3 months
13. These messages/posters put in clubs, stores and other venues in areas where posters are alone and have the time and privacy to read them. Now that you've seen the posters, please tell us how much impact they had on you.
- A = A great deal of impact B = Some impact C = No impact
14. While you were looking at these messages/posters, did they change your attitude regarding your risk for becoming infected with HIV?
- A = Yes B = No
15. By coming into contact with these messages/posters, did you learn anything with regards to HIV prevention?
- A = Yes B = No
16. While you were looking at these messages/posters, did you learn anything with regards to HIV prevention? (PROMPT: Identification of risky behavior; HIV Testing sites; service providers and contact phone numbers)
- A = Yes B = No
- Would you call one of these agencies for more information?
- A = Yes B = No
17. Do you believe messages/posters placed in areas where you will read them have an affect on your behavior regarding sexual activity either to remind you to maintain or motivate you towards safer sexual activities?
- A = Yes B = No
18. Have you talked to anyone regarding these messages/posters?
- A = Yes B = No
19. By coming into contact with these messages/posters, were you encouraged to have an HIV test?
- A = Yes B = No
20. Which of the following places would you choose to have an anonymous and confidential HIV test done?
- A = Clark County Health District B = Bars or other local venues/events
C = Local Community-based Organization D = Dent Health Center
E = Private Doctor
21. Have you ever had an HIV test done?
- A = Yes B = No

22. Do you think putting messages/posters in public private spaces like restrooms and dressing rooms, where you've seen them, is effective and should continue?

A = Yes

B = No

23. What comments or suggestions can you give us with regards to places where you would like to see these messages/posters displayed?

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.....
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24. What comments or suggestions can you give us with regards to creating new messages/posters?

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CONCLUSION

Thank you very much. Your responses will be helpful to us in creating more effective HIV prevention projects. Here is \$3.00 as a small sign of our appreciation. Thanks again.