

**Coverage of CHAPS (and LGMHPP) mass
media adverts, small media booklets and websites**

EXECUTIVE SUMMARY

COVERAGE OF NATIONAL INTERVENTIONS

1. The two CHAPS (THT) campaigns were recognised by 46.0% (*STIs*) and 26.5% (*Poppers*) of men resident in England & Wales. *Poppers* was within the previous range of recognition for CHAPS campaigns but *STIs* had higher recognition than any previous CHAPS campaign.
2. The second run of *STIs* had a very high display spend as an experiment to establish the feasibility and cost of increasing CHAPS national coverage. We have observed that it is feasible to increase coverage of campaigns across the MSM population, but the marginal cost of each percentage point added is relatively high.
3. Recognition of the three CHAPS/ THT small media was in the range 13-28%, with particularly high recognition for *Ready for Action* (28.0%).
4. The CHAPS (GMFA) national adverts promoting group-work *Courses* were seen by 14.8% of men across England and Wales and were equally likely to be seen across all regions of England.

COVERAGE OF LONDON INTERVENTIONS

5. Recognition of GMFA's *HIV and Smoking*, *Under the Influence* and *HIV Detector* adverts, was similar to GMSS 2007 levels among London residents (36.9% for *HIV Detector*; 35.2% for *Under the Influence*; and 25.0% for *HIV and Smoking*).

COVERAGE OF ONLINE INTERVENTIONS

6. Recognition of CHAPS websites was low but did not differ across the UK or within England.

RECOGNITION BIASES IN INTERVENTIONS

7. With the exception of the CHAPS (GMFA) *Courses* adverts, all National interventions over-served men in London compared to the rest of England and all London interventions were also encountered by men outside London.
8. Most interventions were more likely to be seen by exclusively homosexually active rather than behaviourally bisexual men, those with more rather than fewer male sexual partners and by men who had tested HIV positive rather than those who had not. The only exception were the CHAPS GMFA *Courses* adverts.
9. Two interventions (*eXposed! 11* and THTs *U+*) were significantly more likely to have been seen by black men compared to white men and Asian men. All others showed no biases in recognition by ethnicity.
10. Less encouraging were biases across age. No intervention was more commonly recognised by men who were under 20 compared to older men. However *Ready for Action* was most commonly seen by men in their 20s. The *Courses* and *HIV & Smoking* interventions did not show variation by age.

1.0 INTRODUCTION

This report presents data from the 2008 *Gay Men's Sex Survey* (GMSS). Data from GMSS 2006, 2007 and 2008 will form the basis of a section in the *Final Evaluation of CHAPS* report due in March 2010. The survey measures the coverage of the target population by written interventions and describes biases in awareness of interventions by key demographic characteristics. The survey intends to provide (1) an indication of the 'coverage' of the target group achieved by the interventions (ie. what proportion of men in the target group recognise the interventions) and (2) an indication of the 'up-take' of the interventions when they are encountered (ie. do men pay attention to and read them).

The survey gives no indication of the effectiveness of the interventions at meeting their intended aims (this quality of interventions should be secured during development and before display or distribution occurs). As such, the survey provides specific but essential information about one aspect of intervention performance. It is not a comprehensive evaluation of the interventions' performance but a contribution to knowledge of performance.

Prompted recognition measures were included in the online version of GMSS 2008. Included were:

- **Six mass media adverts** - four national interventions: two CHAPS THT, one CHAPS GMFA and one GMFA not CHAPS. Also two London-wide interventions by GMFA.
- **Three small media interventions** - all THT CHAPS.
- **Four specific websites** - three THT CHAPS and one GMFA website.

| The interventions | National (all CHAPS) | Regional (London) |
|--|---|--|
| <i>Gay-press mass media adverts</i> | <ul style="list-style-type: none"> • Sexually Transmitted Infections (THT CHAPS) • Poppers (THT CHAPS) • Getting a Boyfriend; Better Sex; Confidence building courses (GMFA CHAPS) | <ul style="list-style-type: none"> • Under the influence (GMFA) • How do you know his HIV status? (GMFA) • Smoking and HIV (GMFA) |
| <i>Multi-site distributed booklets</i> | <ul style="list-style-type: none"> • Ready for Action (THT CHAPS) • eXposed! 11: Richard and Gerry / It's panto time (THT CHAPS) • U+ (THT CHAPS) | (none) |
| Websites | <ul style="list-style-type: none"> • http://infections.chapsonline.org.uk/Home/ (THT CHAPS) • http://www.biology.chapsonline.org.uk/ (THT CHAPS) • http://www.chapsonline.org.uk/ (THT CHAPS) | <ul style="list-style-type: none"> • www.gmfa.org.uk/sex (GMFA) |

The THT CHAPS adverts (*Sexually transmitted Infections* and *Poppers*) were part of larger interventions which also included other materials such as posters, booklets, condom packs, packaged sweets *etc.* These materials were intended to be used by outreach workers during the period of mass media display. Our earlier randomised controlled trial (Weatherburn *et al.* 2003) demonstrated that such activities increase the recognition of campaigns. The GMFA national adverts ran in national and regional media advertising the courses run on behalf of CHAPS by GMFA and partners. The adverts for the courses had appeared in the year of the survey (2008) and in the previous two years and included a wide range of posters, cards and online media.

Smoking and HIV included adverts in the gay and HIV press and were targeted at men with diagnosed HIV. The two other GMFA mass media adverts were self-contained press adverts (with some online promotion) targeting gay and bisexual men in London. In addition the "How do you know his HIV status" adverts included a viral film hosted on www.YouTube.com. All adverts were also available on the GMFA website.

2.0 OVERALL CAMPAIGN RECOGNITION

The two THT CHAPS national campaigns consisted of a mixture of adverts, knik knaks and websites. Men were shown three images from the STI campaigns and the single image from the *Poppers* campaign and were asked whether they remembered seeing *any* of the STI images or the single *Poppers* image. Those saying yes were asked separate questions about whether they had seen the advert/s and if they had visited the specific website.

The following table shows the overall recognition for each of the CHAPS campaigns in each area of the UK. For comparison we include the GMFA adverts which were intended to be seen by all MSM in London. In each case men were asked to indicate as many as apply from the following:

- No, I have not seen any of these adverts.
- I recognise them but have never looked closely at or read them.
- I've seen copies of the adverts and have read most or all of them.

| % of men recognising campaigns/adverts | National interventions | | | | London interventions | |
|--|----------------------------|---------------|----------------|----------------------|----------------------------|---------------------|
| | STIs (THT) | Poppers (THT) | Courses (GMFA) | HIV & Smoking (GMFA) | Under the Influence (GMFA) | HIV Detector (GMFA) |
| UK-wide (n=4364) | 44.6 | 26.3 | 14.3 | 16.4 | 23.6 | 23.5 |
| England (n=3743) | 46.5 | 26.6 | 14.5 | 17.2 | 24.7 | 24.7 |
| East of England (n=234) | 38.0 | 22.3 | 10.3 | 15.9 | 21.5 | 21.5 |
| East Midlands (n=191) | 31.4 | 20.0 | 11.2 | 11.1 | 16.4 | 21.1 |
| London (n=1404) | 62.0 | 31.7 | 13.6 | 25.0 | 35.2 | 36.9 |
| North East (n=104) | <u>25.0</u> | <u>15.5</u> | 19.2 | 17.5 | 16.3 | <u>14.4</u> |
| North West (n=388) | 40.5 | 28.4 | 16.8 | 11.1 | 18.6 | 17.6 |
| South Central (n=222) | 35.6 | 20.8 | 16.2 | 12.2 | 19.8 | 15.9 |
| South East Coast (n=308) | 48.9 | 28.7 | 15.7 | 14.7 | 19.0 | 16.3 |
| South West (n=330) | 36.7 | 23.5 | 15.2 | 10.7 | 17.7 | 15.2 |
| West Midlands (n=287) | 36.7 | 29.4 | 14.7 | 10.6 | 15.1 | 18.0 |
| Yorkshire & Humber (n=216) | 30.6 | 13.9 | 16.2 | 10.3 | 17.6 | <u>14.8</u> |
| Wales (n=260) | 38.6 | 25.0 | 19.8 | 11.6 | <u>16.6</u> | 15.5 |
| Scotland (n=264) | 30.3 | 24.3 | <u>6.5</u> | <u>9.1</u> | 17.0 | <u>15.3</u> |
| Northern Ireland (n=97) | <u>25.8</u> | 24.0 | 13.8 | 19.4 | 18.6 | 19.8 |
| England & Wales (n=4003) | 46.0 | 26.5 | 14.8 | 16.8 | 24.2 | 24.1 |
| Planned geographic reach | England & Wales | | | | London | |

Across the UK, the CHAPS campaigns show a range of recognitions from 14.3% to 44.6%. In coverage surveys between 2001 and 2007 CHAPS interventions were recognised by between 16% and 39% of web-recruited men across the UK. In this survey the STI's campaign had a recognition of almost half of all MSM (44.6% across the UK, or 46.0% of men across England and Wales). This represents a higher recognition score than any previous CHAPS campaign.

However, men living in the UK were not the target group for any of these interventions. CHAPS campaigns were targeted at men living in England and Wales. Across England, CHAPS campaigns show a wide range of recognitions. With the exception of the GMFA *Courses* advert, campaigns and adverts were most commonly recognised by men resident in London. Men resident in Strategic Health Authorities where there was no CHAPS partner agencies tended to have the lowest rates of recognition, especially the North East.

CHAPS National targeted interventions were disproportionately recognised by men living in London with the exception of recognition of the CHAPS GMFA *Courses* adverts which did not vary significantly among those living in different Strategic Health Authorities across England.

All London targeted GMFA interventions had a collateral benefit for men living outside London. That is, although they are disproportionately recognised by men in London they are also recognised by men outside London. We have been largely unable to demonstrate a functional difference in the geographic coverage between National and London interventions with the exception of the GMFA *Courses* adverts.

2.1 COVERAGE COST

The following table shows the display spends and the cost per percentage point of coverage achieved for various geographic areas. Total investment in the STI campaign is shown since the campaign had "run" twice prior to this coverage survey. The GMFA CHAPS *Courses* advert had been run using slightly different posters in the whole year prior to the survey.

| Cost per percentage point of national advert coverage | National interventions | | | | London interventions | |
|---|------------------------|---------------|----------------|----------------------|----------------------------|---------------------|
| | STIs (THT) | Poppers (THT) | Courses (GMFA) | HIV & Smoking (GMFA) | Under the Influence (GMFA) | HIV Detector (GMFA) |
| Display spend (press + online) | £119,197 | £21,489 | £20,030 | £9,950 | £16,503 | £16,878 |
| % UK-wide overall recognition | 44.6 | 26.3 | 14.3 | 16.4 | 23.6 | 23.5 |
| £ per % across UK | 2673 | 817 | 1401 | 607 | 699 | 718 |
| % England & Wales overall recognition | 46.0 | 26.5 | 14.8 | 16.8 | 24.2 | 24.1 |
| £ per % across Eng. & Wales | 2591 | 811 | 1353 | 592 | 682 | 700 |
| % England overall recognition | 46.5 | 26.6 | 14.5 | 17.2 | 24.7 | 24.7 |
| £ per % across England | 2563 | 808 | 1381 | 578 | 668 | 683 |
| % London overall recognition | 62.0 | 31.7 | 13.6 | 25.0 | 35.2 | 36.9 |
| £ per % across London | 1923 | 678 | 1473 | 398.0 | 469.0 | 457.0 |

At a UK-level, the most efficiently displayed intervention was *HIV & Smoking* which cost £607 per percent point covered and the most inefficient was *STIs* which cost more than four times more per percent point covered (but was run twice). The second run of *STIs* had a very high display spend as an experiment to establish the feasibility and cost of increasing coverage. We have observed that it is feasible to increase coverage of campaigns across the MSM population, but the marginal cost of each percentage point added is high.

For each of the six interventions targeting men that have sex with men (MSM), the following table shows the estimated number of MSM living in the target area, the number who recognise the intervention and the estimated cost per man who recognised the intervention. The cost per man is solely the display cost, not the cost of developing the advert.

| Intervention | National interventions | | | | London interventions | |
|--|------------------------------|------------------------------|---------------------------|------------------------------|-------------------------------|---------------------------|
| | STIs (THT) | Poppers (THT) | Courses (GMFA) | HIV & Smoking (GMFA) | Under the Influence (GMFA) | HIV Detector (GMFA) |
| Targets MSM living in... | England and Wales | | | | Greater London | |
| Number of adult males (ONS mid-2008 estimate) | 21,545,800 | | | | 3,020,900 | |
| % MSM (95% CI) (from NatSSAL 2) | 2.6 (2.2–3.1) | | | | 5.5 (4.2–7.2) | |
| Number of MSM in target group | 560,191 (474,007–667,920) | | | | 166,150 (126,878–217,505) | |
| % of target group recognising intervention | 46.0 | 26.5 | 14.8 | 16.8 | 35.2 | 36.9 |
| Number of men who encountered the intervention | 257,688 (218,043–307,243) | 148,451 (125,612–176,999) | 82,908 (70,153–98,852) | 94,113 (79,633 – 112,211) | 58,485 (44,661–76,562) | 61,309 (46,818–80,259) |
| Display spend (£, press and online advertising) | 119,197 | 21,489 | 16,035 | 9,950 | 16503 | 16878 |
| Display cost / client encountered (£) | 0.46 (0.55–0.39) | 0.14 (0.17–0.12) | 0.19 (0.23–0.16) | 0.11 (0.12 – 0.09) | 0.28 (0.37 – 0.22) | 0.28 (0.36 – 0.21) |

The cost per man who engaged with the interventions fell within a narrow range - for the CHAPS interventions between £0.12 and £0.55. *Poppers* was particularly cost efficient since its recognition was gained from running the intervention only once.

The nominal geographic target groups of campaigns (and adverts) do not appear to determine where the adverts are placed, or if they do, then the placements are often ineffective at ensuring the 'geographic target groups' disproportionately encounter the interventions. The exception to this is the 2008 promotion of CHAPS groupwork interventions conducted by GMFA, the coverage of which did not differ by SHA area within England.

- **There is limited evidence (GMFA Courses advertising) of the feasibility of distinguishing London from national targeted mass media adverts.**

3. MASS MEDIA ADVERTS

A general description of mass media adverts and their placement was given to respondents who were asked when they last saw any adverts about HIV or safer sex. Almost all men (97%) reported ever seeing a mass media advert, the majority having done so within the previous year (90%) and previous month (69%).

| When was the last time you saw an advert ABOUT HIV OR SAFER SEX? | % UK (n = 4345, missing 19) | % England & Wales (n= 3984, missing 19) |
|--|--------------------------------|--|
| In the last month | 69.2 | 69.1 |
| In the last year | 20.5 | 20.5 |
| Over a year ago | 7.7 | 7.8 |
| Never | 2.6 | 2.7 |

3.1 OVERALL ADVERT COVERAGE IN DIFFERENT GEOGRAPHIC AREAS

Five of the six adverts consisted of a number of executions (variations on a theme), and the remaining one (Poppers) consisted of a single advert. The following table shows the overall recognition levels for each of the adverts in each area of the UK. Please note these measures are advert recognition only.

| % of men recognising adverts | National interventions | | | | London interventions | |
|-------------------------------------|----------------------------|-------------|-------------|---------------|----------------------|--------------|
| | STIs | Poppers | Courses | HIV & Smoking | Under the Influence | HIV Detector |
| UK-wide (n=4364) | 42.3 | 24.7 | 14.3 | 16.4 | 23.6 | 23.5 |
| England (n=3743) | 44.1 | 25.1 | 14.5 | 17.2 | 24.7 | 24.7 |
| East of England (n=234) | 34.2 | 21.1 | 10.3 | 15.9 | 21.5 | 21.5 |
| East Midlands (n=191) | 28.6 | 16.9 | 11.2 | 11.1 | 16.4 | 21.1 |
| London (n=1404) | 60.0 | 30.1 | 13.6 | 25.0 | 35.2 | 36.9 |
| North East (n=104) | 23.1 | 13.6 | 19.2 | 17.5 | 16.3 | <u>14.4</u> |
| North West (n=388) | 37.7 | 27.4 | 16.8 | 11.1 | 18.6 | 17.6 |
| South Central (n=222) | 32.7 | 20.4 | 16.2 | 12.2 | 19.8 | 15.9 |
| South East Coast (n=308) | 47.0 | 27.8 | 15.7 | 14.7 | 19.0 | 16.3 |
| South West (n=330) | 34.2 | 20.4 | 15.2 | 10.7 | 17.7 | 15.2 |
| West Midlands (n=287) | 32.5 | 27.1 | 14.7 | <u>10.6</u> | <u>15.1</u> | 18.0 |
| Yorkshire & Humber (n=216) | 29.2 | 13.9 | 16.2 | <u>10.3</u> | 17.6 | <u>14.8</u> |
| Wales (n=260) | 37.1 | 22.5 | 19.8 | 11.6 | <u>16.6</u> | 15.5 |
| Scotland (n=264) | 28.4 | 22.1 | <u>6.5</u> | <u>9.1</u> | 17.0 | <u>15.3</u> |
| Northern Ireland (n=97) | <u>25.8</u> | 24.0 | 13.8 | 19.4 | 18.6 | 19.8 |
| England & Wales (n=4003) | 43.6 | 24.9 | 14.8 | 16.8 | 24.2 | 24.1 |
| Planned geographic reach | England & Wales | | | | London | |

At the UK-level the adverts show a very wide range of recognitions, from 14.3% to 42.3%, at an England & Wales level between 14.8% and 43.6%.

However, the display spend for the interventions also varied widely. In coverage surveys between 2001 and 2007 CHAPS interventions were recognised by between 16% and 39% of web-recruited respondents in England and Wales. In this survey the CHAPS (GMFA) *Courses* intervention is slightly below this range and the *STIs* slightly above. Both the GMFA London adverts had England and Wales coverage within the range of CHAPS (THT) adverts (24.1% and 24.2%).

3.2 ENGAGEMENT: WHAT PROPORTION OF MEN RECOGNISING ADVERTS READ THEM?

The following table shows the proportion of all UK-resident men who indicated having recognised each advert; then how those recognising were split between readers and non-readers; and the proportion of recognisers who were also readers (in italics).

| % of all UK residents (N=4364) | | National interventions | | | | London interventions | |
|--|---|------------------------|-------------|-------------|---------------|----------------------|--------------|
| | | STIs | Poppers | Courses | HIV & Smoking | Under the Influence | HIV Detector |
| Recognise adverts | | 42.3 | 24.7 | 14.3 | 16.4 | 23.6 | 23.5 |
| Of all UK-resident men | Recognise but have not looked at closely or read them | 14.1 | 11.4 | 8.5 | 8.8 | 12.8 | 10.1 |
| | Have read most or all of it | 28.2 | 13.3 | 5.8 | 7.6 | 10.7 | 13.3 |
| <i>% of those who recognised adverts who had read them</i> | | <i>66.7</i> | <i>54.0</i> | <i>40.5</i> | <i>46.2</i> | <i>45.6</i> | <i>56.9</i> |

In previous surveys between 40% and 65% of web-recruited men who recognised an advert said they had read the text. The CHAPS (THT) national campaign *STIs* was above this range, the remainder fell within this range but at its middle and lower end.

The following table shows the same measures among London-resident men only.

| % of all London residents (n=1404) | | National interventions | | | | London interventions | |
|--|---|------------------------|-------------|-------------|---------------|----------------------|--------------|
| | | STIs | Poppers | Courses | HIV & Smoking | Under the Influence | HIV Detector |
| Recognise adverts | | 60.0 | 30.1 | 13.6 | 25.0 | 35.2 | 36.9 |
| Of all London-resident men | Recognise but have not looked at closely or read them | 18.1 | 13.5 | 8.6 | 11.8 | 17.5 | 14.6 |
| | Have read most or all of it | 41.9 | 16.6 | 5.0 | 13.2 | 17.7 | 22.3 |
| <i>% of those who recognised adverts who had read them</i> | | <i>69.8</i> | <i>55.2</i> | <i>36.5</i> | <i>52.9</i> | <i>50.3</i> | <i>60.4</i> |

Recognition of all adverts except GMFA *Courses* was significantly higher among London-residents than among men elsewhere in the UK. *STIs* had particularly high recognition among London residents. The proportion recognising interventions who read them varied across all

interventions, with *Courses* particularly low and *STIs* high, suggesting men in London are no more likely to read London-specific interventions than national interventions.

4.0 SMALL MEDIA (BOOKLETS, MAGAZINES)

A general description of small media and their purpose was given to all respondents and they were asked when they last saw a card, booklet or magazine about HIV, sexual health or safer sex. The majority (79%) reported ever taking away a booklet or magazine about HIV / sexual health or safer sex, around half doing so within the last year (50%) and one-in-five within the previous month (19%).

| When was the last time you took away a card, booklet or magazine ABOUT HIV / SEXUAL HEALTH OR SAFER SEX to read in your own time? | % UK (n = 4324, miss 40) | % England & Wales (n=3965, miss 38) |
|---|-----------------------------|--|
| In the last month | 19.4 | 19.5 |
| In the last year | 30.8 | 31.0 |
| Over a year ago | 29.2 | 29.4 |
| Never | 20.6 | 20.1 |

We asked about three items of small media - one version of eXposed! magazine and the *Ready for Action* booklet released with *Biology of transmission* as well as a magazine aimed at positive men, U+. For each of these items men were shown the front cover and asked to indicate as many as applied of the following options:

- No, I've never seen it
- I recognise it but have never looked at it or read it
- I've looked at it but not read it in detail
- I've read most or all of it
- I've kept a copy of it

A small proportion of respondents (around 2%) gave more than one answer. Responses have been organised into the first four answers plus whether or not men kept a copy. Men who indicated only having kept a copy were judged to have read it.

4.1 SMALL MEDIA COVERAGE IN DIFFERENT GEOGRAPHIC AREAS

CHAPS national intervention are targeted at men living in England and Wales only (not Scotland or Northern Ireland). Within England and Wales, they are intended to be seen equally by men living in different areas.

| % of all UK resident men | CHAPS (THT) small media | | |
|-------------------------------------|--------------------------------|--------------------|-------------|
| | Ready for Action | eXposed! 11 | U+ |
| UK-wide (n=4364) | 28.0 | 12.6 | 12.8 |
| England (n=3743) | 27.9 | 12.9 | 13.4 |
| East of England (n=234) | 20.5 | 8.2 | 10.8 |
| East Midlands (n=191) | 19.0 | 5.8 | <u>7.4</u> |
| London (n=1404) | 34.6 | 17.9 | 19.5 |
| North East (n=104) | <u>13.5</u> | <u>3.8</u> | 7.7 |
| North West (n=388) | 24.1 | 12.7 | 10.9 |
| South Central (n=222) | 21.7 | 6.8 | <u>4.1</u> |
| South East Coast (n=308) | 27.5 | 8.5 | 9.9 |
| South West (n=330) | 28.8 | 10.5 | 8.6 |
| West Midlands (n=287) | 28.9 | 15.4 | 13.7 |
| Yorkshire & Humber (n=216) | 20.9 | 10.2 | 10.7 |
| Wales (n=260) | 41.6 | 15.2 | 10.5 |
| Scotland (n=264) | 20.2 | 9.5 | <u>7.6</u> |
| Northern Ireland (n=97) | <u>15.8</u> | <u>5.3</u> | 9.6 |
| England & Wales (n=4003) | 28.8 | 13.0 | 13.2 |

Recognition of all the small media interventions varied by where men lived. London-resident men show the highest levels of recognition for all the national small media interventions.

4.2 ENGAGEMENT: WHAT PROPORTION OF MEN RECOGNISING SMALL MEDIA READ THEM?

The following table shows the proportion of all UK-resident men who recognised each item of small media; the proportions that were non-readers, casual readers and close readers; and the proportion who had kept a copy. We also report the proportion, of those who recognised it, who had read most or all of it and the proportion of those who recognised it who had kept a copy.

| % of all UK residents (n=4308, missing 56) | | CHAPS (THT) small media | | |
|---|--|--------------------------------|--------------------|-------------|
| | | Ready for Action | eXposed! 11 | U+ |
| Recognise it | | 28.0 | 12.6 | 12.8 |
| Of all UK-resident men | Recognise but have not looked at closely | 13.1 | 4.9 | 5.6 |
| | Looked at but not read in detail | 7.2 | 3.6 | 3.8 |
| | Read most or all of it | 8.1 | 4.3 | 3.8 |
| I've kept a copy | | 3.0 | 1.0 | 1.6 |
| <i>% of those who recognised who had read most or all of it/or the copies they had seen</i> | | <i>29.1</i> | <i>34.1</i> | <i>29.3</i> |
| <i>% of those who recognised who had kept</i> | | <i>10.8</i> | <i>8.1</i> | <i>12.1</i> |

The CHAPS national small media *Ready for Action* was most likely to be recognised but approximately 38% of all men resident in the UK could recall at least one of these three CHAPS small media. The proportion of all UK-resident men recognising *eXposed!* 11 had risen from 18% in GMSS 2006 to 27.7% in 2007 and then falls to 12.6% in 2008.

The percentage range of men who recognised booklets who had read most or all of them was similar to the previous years for *eXposed!*. Few men recognising these materials had kept copies of them, men were most likely to report keeping the *Ready for Action* booklet.

5. WEBSITES

Respondents were asked when they had last read anything about HIV or safer sex on the internet. The vast majority of all men (94.4%) reported ever reading anything about HIV or safer sex on the internet, most having done so within the previous year (80.3%) and the previous month (48.8%). This may partly be a reflection on the recruitment to the survey, since all who completed the coverage element of GMSS were recruited online and may have been more likely than other men to access the internet.

| When was the last time you read anything about HIV or safer sex on the internet? | % UK (n = 4336, miss 28) | % England & Wales (n=3976, miss 27) |
|--|-----------------------------|--|
| In the last month | 48.8 | 48.6 |
| In the last year | 31.5 | 31.4 |
| Over a year ago | 14.1 | 14.4 |
| Never | 5.6 | 5.7 |

5.1 WEBSITE COVERAGE IN DIFFERENT GEOGRAPHIC AREAS

For the CHAPS campaigns men who indicated having recognised any of the campaign were asked *Have you visited the {NAME} campaign WEBSITE at {web address}?* and offered the following responses:

- No, I have not visited the website
- Yes, I've looked at the website but not read it in detail
- I've read most or all of the website

For the CHAPSONline homepage and the GMFA website on sex, men were shown two screen grabs of the homepage and asked the question above. CHAPS national interventions are targeted at men living in England and Wales only. Within England and Wales, they are intended to be seen equally by men living in different geographic areas. The GMFA website is intended to be seen by all MSM in London.

Recall of CHAPS campaign websites was similar to the 2007 survey (4-7%). A higher proportion of UK-resident men had seen the general chapsonline website, though still relatively low compared to recognition of the GMFA website (at 28% across the UK).

Recognition of all CHAPS websites did not significantly vary by where men lived in terms of country or in relation to SHA within England. The exception to this was the GMFA national website where men in England and Wales were more likely to have seen it compared to those in Scotland or Northern Ireland and within England, London-resident men had the highest levels of recognition.

| % of all men | CHAPOnline (THT) | | | GMFA |
|-------------------------------------|------------------|------|---------|-------------|
| | Homepage | STIs | Poppers | gmfa/sex |
| UK-wide (n=4364) | 14.0 | 7.4 | 3.5 | 27.5 |
| England (n=3743) | 13.9 | 7.6 | 3.5 | 29.1 |
| East of England (n=234) | 13.7 | 7.3 | 4.3 | 21.5 |
| East Midlands (n=191) | 6.9 | 3.7 | 3.2 | 15.5 |
| London (n=1404) | 14.6 | 8.8 | 3.7 | 43.7 |
| North East (n=104) | 18.3 | 4.8 | 1.0 | 26.0 |
| North West (n=388) | 13.7 | 8.0 | 3.1 | 22.9 |
| South Central (n=222) | 14.4 | 8.1 | 2.7 | 22.4 |
| South East Coast (n=308) | 15.0 | 7.6 | 3.9 | 24.9 |
| South West (n=330) | 12.1 | 5.8 | 3.1 | 16.8 |
| West Midlands (n=287) | 14.4 | 6.7 | 3.9 | <u>14.5</u> |
| Yorkshire & Humber (n=216) | 14.0 | 6.5 | 2.8 | 21.1 |
| Wales (n=260) | 16.1 | 8.9 | 3.9 | 20.7 |
| Scotland (n=264) | 13.6 | 5.3 | 3.8 | 16.0 |
| Northern Ireland (n=97) | 13.7 | 3.1 | 1.1 | <u>13.7</u> |
| England & Wales (n=4003) | 14.0 | 7.6 | 3.5 | 28.6 |

5.2 ENGAGEMENT: WHAT PROPORTION OF MEN RECOGNISING WEBSITES READ THEM?

The following table shows the proportion of all UK-resident men who indicated having visited each of the four websites and how those visiting were split between those that had read the content in detail and those that had not. We also show (in italics) the percentage of those who had visited who had read most or all of the site.

| % of all UK residents (n=5198, missing 147) | | CHAPOnline (THT) | | | GMFA |
|--|----------------------------------|------------------|-------------|-------------|-------------|
| | | Homepage | STIs | Poppers | gmfa/sex |
| Visited website | | 14.0 | 7.4 | 3.5 | 27.5 |
| Of all UK-resident men | Looked at but not read in detail | 10.6 | 4.9 | 1.8 | 19.6 |
| | Have read most or all of it | 3.4 | 2.5 | 1.6 | 7.9 |
| <i>% of those who visited website who had read most or all of it</i> | | <i>24.5</i> | <i>34.1</i> | <i>47.3</i> | <i>28.8</i> |

For the two websites where a specific mass media advert also appeared (*STIs* and *Poppers*) the proportion of all men visiting was substantially lower than the proportion recognising the adverts - between 3.5% and 7.4% had visited these sites and 14% had visited the general chapsonline homepage. The *STIs* website had the highest recognition between the two though, it was also the longest established of them. Between 24.5% and 47.3% of those visiting any CHAPS website reported having read most or all of it.

The GMFA website is not tied to any specific mass media advert but is promoted on all their written interventions. While it is not surprising that it has higher recognition than themed websites, the differential is very large, with 27.5% of all UK-resident men saying they had visited

it. Among, those that had visited it, a quarter (28.8%) said they had read most or all of the content. At the time of the survey there were 43 pages on the Sex and Sexual Health area of the GMFA website and 51 additional pages which were likely to be perceived as part of the same website. Given the scale of content the figures for reading *most or all of it* are high.

6. DEMOGRAPHIC DIFFERENCES IN PROMPTED RECOGNITION

This section considers differences in recognition across five demographic characteristics: sex with women (and men) in the last year; age group; ethnic group; HIV testing history; and numbers of male sex partners in the last year. For each characteristic the table shows the proportion of men in each group who recognised the interventions. Shading of the data indicates that recognition of that intervention significantly varied by that demographic characteristic using cross-tabulations. The figures in **bold** show the group most likely to recognise the intervention, figures that are underlined show the group least likely to recognise the intervention.

6.1 SEX WITH WOMEN

Among all gay and bisexual men, CHAPS interventions prioritise those who only have sex with men because they are likely to be involved in HIV transmission. The following table shows simple recognition of national interventions by whether or not homosexually active men also had female sexual partners in the last year.

| % of all UK residents recognising | CHAPS adverts | | | CHAPS booklets | | | GMFA adverts | | |
|--------------------------------------|---------------|-------------|---------|------------------|-------------|------|---------------------|--------------|---------------|
| | STIs | Poppers | Courses | Ready for Action | eXposed! 11 | U+ | Under the Influence | HIV Detector | HIV & Smoking |
| No sex with women (n=4014) | 43.7 | 26.0 | 14.4 | 28.6 | 13.0 | 13.1 | 24.4 | 24.3 | 16.8 |
| Sex with women (n=350) | <u>25.5</u> | <u>10.1</u> | 13.0 | <u>20.5</u> | <u>8.1</u> | 9.9 | <u>14.8</u> | <u>14.1</u> | <u>11.8</u> |

In previous coverage data men who did not have sex with women were more likely to recognise all of the national CHAPS interventions than those who did. However, in this period there was no difference amongst those recognising the CHAPS GMFA *Courses* adverts. The GMFA London adverts were all more likely to be seen by men who had no sex with women. There were no significant differences in recognition for U+, but both Ready for Action and eXposed! 11 were more likely to be seen by men who had no sex with women.

6.2 AGE GROUP

A general recommendation for HIV prevention interventions is that they benefit younger rather than older men. The following table shows simple recognition of the national interventions across five age groups.

| % of all UK residents recognising | CHAPS Adverts | | | CHAPS booklets | | | GMFA adverts | | |
|-----------------------------------|---------------|-------------|---------|------------------|-------------|-------------|---------------------|--------------|---------------|
| | STIs | Poppers | Courses | Ready for Action | eXposed! 11 | U+ | Under the Influence | HIV Detector | HIV & Smoking |
| under 20 (n=282) | 29.4 | 19.8 | 14.1 | 20.9 | 11.0 | 9.1 | 15.4 | 12.6 | 17.3 |
| 20s (n=1337) | 43.8 | 23.2 | 15.6 | 31.6 | 10.8 | 9.7 | 24.5 | 20.2 | 16.0 |
| 30s (n=1219) | 46.5 | 28.7 | 13.9 | 29.9 | 15.3 | 15.6 | 25.2 | 27.6 | 16.5 |
| 40s (n=971) | 43.5 | 25.2 | 13.1 | 27.9 | 14.8 | 15.8 | 24.8 | 27.7 | 17.7 |
| 50+ (n=553) | 33.9 | 21.0 | 14.0 | 18.6 | 8.0 | 10.8 | 19.8 | 20.2 | 14.4 |

In previous coverage surveys, men over 30 were generally most likely to recognise all the CHAPS national interventions. Here there was more diversity in recognition between interventions and there was little difference in recognition between men in their 20s, 30s and 40s. Men in their 50s were least likely to recognise the *Ready for Action* and *eXposed!*. There were no age differences in recognition of the National *Courses* advertisements or for the GMFA *HIV & Smoking* advert. For the CHAPS national interventions men under twenty were least or next least likely to recognise the interventions.

6.3 ETHNIC GROUP

CHAPS interventions should disproportionately benefit black men rather than other ethnic groups, as black men appear to be more likely to sero-convert to HIV. The following table shows simple recognition of each of the interventions by three ethnic sub-samples.

| % of all UK residents recognising | CHAPS adverts | | | CHAPS booklets | | | GMFA adverts | | |
|-----------------------------------|---------------|---------|---------|------------------|-------------|-------------|---------------------|--------------|---------------|
| | STIs | Poppers | Courses | Ready for Action | eXposed! 11 | U+ | Under the Influence | HIV Detector | HIV & Smoking |
| White (n=4039) | 42.1 | 24.8 | 13.8 | 28.2 | 12.2 | 12.4 | 23.1 | 23.1 | 16.0 |
| Black (n=47) | 55.3 | 30.4 | 23.4 | 31.9 | 25.5 | 29.8 | 29.8 | 36.2 | 27.7 |
| Asian (n=101) | 39.6 | 22.2 | 17.7 | 23.2 | 19.6 | 16.5 | 26.0 | 19.6 | 14.6 |

In previous coverage data some CHAPS interventions were more commonly recognised by black men with white men least likely to recognise them. Black men were most likely to recognise only *eXposed! 11* and *U+* compared to white and Asian men. There were no ethnic group differences in recognition of any of the adverts from THT or GMFA.

6.4 HIV TESTING HISTORY

There is a general recommendation that HIV prevention programmes should over-serve men with diagnosed HIV infection. However, not all interventions are targeted equally at all three testing history groups. The following table shows recognition of each of the interventions across three HIV testing history groups.

| % of all UK residents recognising | CHAPS adverts | | | CHAPS booklets | | | GMFA adverts | | |
|------------------------------------|---------------|-------------|---------|------------------|-------------|-------------|---------------------|--------------|---------------|
| | STIs | Poppers | Courses | Ready for Action | eXposed! 11 | U+ | Under the Influence | HIV Detector | HIV & Smoking |
| Tested positive (n=477) | 55.1 | 34.4 | 14.8 | 38.1 | 19.3 | 35.7 | 29.3 | 34.1 | 28.2 |
| Last test negative (n=2491) | 47.4 | 27.8 | 15.1 | 31.7 | 13.6 | 11.7 | 26.0 | 25.4 | 16.9 |
| Never tested (n=1384) | <u>28.7</u> | <u>15.9</u> | 12.7 | <u>17.6</u> | <u>8.5</u> | <u>6.9</u> | <u>17.3</u> | <u>16.5</u> | <u>11.3</u> |

With the exception of the CHAPS (GMFA) *Courses* adverts men with diagnosed HIV were most likely to recognise all the interventions, followed by men who had tested negative, who were more likely than men who had never tested to recognise interventions. As *HIV and Smoking* was for men with diagnosed HIV it is no surprise that men with diagnosed HIV were more likely to have recognised it (28.2%) than men tested negative (16.9%) and men who had never tested for HIV (11.3%). However, all adverts except the GMFA *Courses* advert had similar biases towards men with diagnosed HIV (see section 6.4).

6.5 NUMBER OF MALE SEXUAL PARTNERS

A general recommendation for HIV prevention programmes is they disproportionately benefit men with more rather than fewer male sexual partners, men with more partners being more likely to be involved in HIV transmission. In previous coverage data there has been a consistent relationship between intervention recognition and numbers of male partners in the last year. The following table shows recognition of each of the interventions in five male sexual partner numbers groups. Male partner numbers were for the last 12 months.

| % of all UK residents recognising | CHAPS adverts | | | CHAPS booklets | | | GMFA adverts | | |
|-----------------------------------|---------------|-------------|---------|------------------|-------------|-------------|---------------------|--------------|---------------|
| | STIs | Poppers | Courses | Ready for Action | eXposed! 11 | U+ | Under the Influence | HIV Detector | HIV & Smoking |
| 30 + (n=433) | 54.9 | 37.2 | 15.4 | 39.7 | 18.8 | 18.0 | 29.8 | 36.3 | 19.0 |
| 13 - 29 (n=538) | 49.5 | 29.6 | 13.9 | 32.5 | 13.5 | 16.9 | 28.8 | 26.7 | 20.0 |
| 5 - 12 (n=1031) | 46.2 | 28.4 | 15.2 | 28.9 | 11.8 | 13.4 | 25.0 | 24.2 | 14.6 |
| 2, 3 or 4 (n=1253) | 38.6 | 22.2 | 13.7 | 25.6 | 12.1 | 11.1 | 21.4 | 21.4 | 16.8 |
| 1 (n=805) | 37.8 | 19.1 | 14.2 | 25.6 | 13.0 | 10.2 | 20.9 | 20.0 | 15.1 |
| None (n=296) | <u>25.4</u> | <u>10.3</u> | 13.0 | <u>15.9</u> | <u>6.2</u> | <u>9.3</u> | <u>16.8</u> | <u>14.3</u> | <u>13.4</u> |

Generally the likelihood of recognising interventions increased as male partner numbers increased. The exception is the CHAPS (GMFA) *Courses* adverts which were equally likely to be seen by men with different number of male partners, including those that had none.

David.Reid@sigmaresearch.org.uk