

KANTAR PUBLIC=

'It Starts With Me' 2017 campaign evaluation Executive Summary Report

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**HIV
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1 Executive Summary

1.1 Context and Method of Evaluation

The 'It Starts with Me' (ISWM) campaign, launched in 2013, is part of the Public Health England (PHE) funded HIV prevention programme: HIV Prevention England (HPE) which is run by the Terrence Higgins Trust in collaboration with the wider HIV prevention sector.

Since 2013 ISWM has provided targeted HIV prevention campaigns to Men who have Sex with Men (MSM) and Black African (BA) communities. The primary objective is to increase the level of HIV testing and promote condom use in both communities. A key component of ISWM is the promotion of HIV testing through National HIV Testing Week (NHTW).

After the campaign refresh in 2016 of NHTW, in 2017 the NHTW campaign was again updated, using the new slogan for the NHTW campaign, "Give HIV the finger", using a more contemporary and innovative creative, and aiming to communicate a clearer call to action. The revised campaign launched in November 2017.

Evaluation of the campaign was conducted in December 2017 following the spike in campaign activity associated with National HIV Testing Week in late November. Two online surveys, one for each of MSM and BA communities, took place from December 4th 2017 until January 5th 2018 with a total of 1,483 interviews with MSM respondents and 444 interviews with BA respondents. Within these, results for the target audiences of MSM aged under 35, MSM who are more at risk of HIV, and BA aged 25-45 are emphasised. Full methodological details including sampling approach and demographic sample profile can be found in Appendix 8.1.

1.2 Key Results for MSM Target Audience

1.2.1 Campaign awareness and recognition

MSM are slightly less aware of activity and information about HIV testing in 2017. Recall of recent adverts, publicity or other information from any source about HIV testing among the MSM target audience of under 35s has dropped slightly to 83% from 88% in 2016. Facebook is increasingly the key source of awareness (67% up from 60%) but fewer recalled seeing or hearing something on a website this year (38% down from 47%). Message recall has shifted away from the importance of getting tested and towards awareness of the ease of testing, reflecting changes in the campaign creative.

After being played or shown examples of elements of the NHTW campaign and asked if they remembered these ads or ones like them, almost nine in ten of the MSM target audience recognised the campaign, higher than in 2016 (87% up from 82%). This increase in NHTW campaign recognition results from higher recall of the materials used in social media (77% up from 59%), online (73% up from 59%) and of the press and OOH ads (63% up from 57%). Recognition in social media is driven primarily by Facebook (68%) but there is also higher recall in 2017 of materials on Instagram (25%) and Twitter (18%).

Awareness of National HIV Testing Week has fallen slightly to 54% of the MSM target audience, down from 61% in 2016. Recognition of the related HIV Testing Week advertising has also dropped, to 49% from 56%. Recognition of the new 'We Started Something' campaign that ran earlier in the year as part of the broader ISWM activity is, unsurprisingly, lower at 35%. This lower recognition is most likely attributable the gap between the campaign coming off air in

September 2017, and the evaluation survey being conducted in December 2017.

Among the more at risk MSM target audience (defined as having had more than one sexual partner in the past 12 months and using a condom at most sometimes)¹ spontaneous awareness of recent publicity is at a similar level (84%), although this has not decreased significantly from 2016. Levels of recognition are also similar to those seen for the main MSM target audience, at 88% for the overall NHTW campaign and 51% recalled seeing ads specific to Testing Week².

1.2.2 'It Starts With Me' campaign out-takes

The refreshed NHTW campaign is increasingly likely to catch the attention of the MSM target audience (68%, up from 57% in 2016) while remaining just as relevant, with three in four agreeing the ads were aimed at them (76%) and over half agreeing that they could identify with the people in the ads (53%). Only 22% agree that people are talking about the ads, although given the high level of publicity around this topic it is not particularly surprising that a further piece of information does not generate significant discussion. Fatigue remains low with just 7% agreeing they are fed up with seeing these kinds of ads.

The new creative for NHTW has produced a shift towards a more singular message out-take around testing in 2017 although this now covers both 'get tested' and 'ease of testing' elements. While the top message (given spontaneously after seeing the ads on screen during the interview) remains the call to get tested (38%) this is mentioned less often than in 2016 (48%), with the ease of testing mentioned almost as often this year (32% up from 2%) and a decrease in mentions of other messages around HIV status and spread. As in 2016 around one in ten did not know what the message was (12%). The new creative has also produced increased agreement that the ads tell them something they did not know (31% up from 19%).

NHTW campaign out-takes are similar for the more at risk MSM target audience, but this group are slightly more likely to find the ads relevant (81% agreeing the ads are aimed at them) and to identify with the people in the ads (59%). Furthermore, this audience is more likely to agree people are talking about the ads (27%) than in 2016 (19%). Message out-take is also similar, although this more at risk audience is relatively more likely to cite the 'get tested' message (41%) and slightly less likely to mention ease of testing (26%) than the main target audience.

1.2.3 'National HIV Testing Week' campaign response and action

The refreshed NHTW campaign has also encouraged greater reappraisal among the MSM target audience of under 35s, who are much more likely in 2017 to agree that the ads made them think testing is quick and easy (82% up from 63%) and increasingly likely to agree that the ads made them think they should get tested now (67% up from 63%). A steady 85% agreed the ads made them think HIV testing is normal.

While reappraisal is an important step, the NHTW campaign aims to motivate audiences to take action. When asked which of a number of actions respondents now felt motivated to undertake there was increased motivation in 2017 to get tested (60% up from 55% in 2016). Around a third felt motivated to talk about HIV (37%) or to talk about getting tested (35%) while 29% felt

¹ In future evaluations this definition will be changed to exclude those who are taking PrEP to protect themselves. In previous evaluations specific questions about usage of PrEP have not been asked, but this is anticipated to increase in the future. This year questions on usage of PrEP were asked, but usage was low, with only 8% of MSM (and 6% of the more at risk MSM) and 4% of the BA sample had ever used PrEP, but in future we expect this to increase.

motivated to find out more about PrEP. As in 2016, one in five did not feel motivated to do anything (19%).

The increased motivation to get tested has not been translated into greater reported action, with around one in four NHTW campaign recognisers reporting getting tested as a result (27%), unchanged from 2016. Around one in four campaign recognisers reported ordering a home testing kit (23%) and 16% said they had used a condom as a result of the campaign.

The more at risk MSM target audience are largely similar to the main target audience of under 35s in terms of reappraisal and motivation to action, but (as in 2016) campaign recognisers in this audience are less likely to report having used a condom as a result of the campaign (9%).

1.2.4 Knowledge, attitudes and behaviours

The survey covered a number of questions to understand target audience knowledge, attitudes and behaviors in relation to sexual behavior, HIV and HIV testing. These are tracked year on year to assess any likely campaign impact, although the lack of a measure immediately before each campaign means it is not possible to say whether these have been directly impacted by the latest ISWM and National HIV Testing Week campaigns.

a) Condoms

There has been a slight decrease in reported frequency of condom use among the MSM target audience (37% always or very often, down from 45%) but this may be linked to increasing numbers reporting being in a steady relationship in the 2017 survey.

Almost nine in ten report already knowing that using the right size condom on a penis can reduce the likelihood of it breaking or slipping off (86%). Similar proportions also disagreed that an HIV test is not needed if condoms are used (86%). These have not changed from 2016 and attitudes are similar among the more at risk MSM audience.

b) HIV testing

There has been little change in the levels of knowledge or patterns of behaviour around HIV testing. As in 2016, awareness that there is a medical test to show whether someone has HIV is near-universal among the MSM target audience at 95%, with less awareness that testing is free (75%). Positive social norms around regular HIV testing are weak. Similar to 2016, just 38% of the MSM target audience agree that lots of people they know regularly get tested for HIV, although this has increased in 2017 among the more at risk MSM (46% up from 35% in 2016), suggesting increased normalisation of testing for this audience.

Two in three of the MSM target audience report having tested in the past year (65%), higher at 76% of the more at risk MSM audience, with no change from 2016. The main barrier to testing remains a perceived lack of personal risk, with a lack of awareness of where to get tested also playing a role for those who have never tested.

In response to a new question, around half of those who have ever tested report testing at specific times in the year (48%) with 43% reporting testing after unprotected sex in a new relationship and 29% after all unprotected sex. While the timing of testing is similar for the more at risk MSM, this audience reports testing more frequently, with 48% testing more than once a year compared with 37% in the main MSM target audience.

Most of the MSM target audience are confident that they know how to get an HIV test (86%) and 80% agree they know where to get tested, with the more at risk MSM target audience slightly more likely to agree they know where to go (84%).

c) HIV treatment

Understanding around the efficacy of HIV treatment is again in 2017 relatively strong, with 87% of the MSM target audience reporting that they already knew someone with HIV could live a fairly normal life with early treatment, and 79% saying they knew that HIV medicines work best if taken early. Awareness is lower that if someone who has HIV uses effective HIV medicine they are not able to pass on HIV to others (58%) but this had increased from 39% in 2016, after being a core focus of the latest campaign. Findings are similar among the more at risk MSM audience, with an even bigger increase in awareness that effective HIV medicines meaning you cannot pass on HIV (62% up from 33%). Asked for the first time in 2017, awareness of Pre-exposure prophylaxis (PrEP) is fairly high at three in four (74%) of the MSM target audience.

1.3 Key Results for BA Target Audience

1.3.1 Campaign awareness and recognition

The target BA 25-45 target audience are less aware in 2017 of activity and information around HIV testing: 71% recall recent adverts, publicity or other information about HIV testing, down from 86% in 2016. While the biggest source remains Facebook (32%) this is directionally lower than 2016, but this may reflect the shift in sampling approach this year.³ The message recall remains largely to 'get tested' but with a smaller range of other responses cited than in 2016.

Three in four of the BA target audience recognise the NHTW campaign. Recognition was highest for ads in social media (56%), but has fallen a little from 2016 for OOH and press ads (51% down from 69%), online ads (47% down from 61%) and videos (21% down from 34%). Social media recognition is driven by Facebook (46%).

Awareness of specific ads for National HIV Testing Week has fallen to 46% from 56% among the BA target audience, although awareness of the campaign remains stable at four in ten (42%). Three in ten are aware of the 'We Started Something' campaign that aired earlier in the year (31%).

1.3.2 'National HIV Testing Week' campaign out-takes

The NHTW campaign is perceived as less relevant by the BA target audience than by MSM reflecting that annual testing is not yet a habit for this population. Half think the ads are aimed at them (53%), but fewer identify with the refreshed campaign in 2017 (42% down from 57%). In terms of salience, there is little difference between MSM and BA target audiences with 64% of the BA target audience agreeing that these ads really caught their attention, but with slightly higher levels of fatigue (14% are fed up of seeing these kinds of ads).

Message take out remains more dominated by the simple 'get tested' message for the BA target audience (42% down from 60% in 2016), although the 'easy' testing message was also taken out by 23% (up from 1% in 2016). The latest campaign was much more likely to tell the BA target audience something they did not know (43%) than in 2016 (30%), and this was higher than for the MSM target audience for whom testing is a more established activity.

³ The survey is recruited through online advertising on Facebook, Twitter, Instagram and other online sources. This year the sample profile was slightly different than in 2017, with a shift away from Facebook and towards Instagram.

1.3.3 'National HIV Testing Week' campaign response and action

The refreshed campaign is more likely in 2017 to make the BA target audience believe that HIV testing is quick and easy (79% up from 61%). The ads continue to make seven in ten think HIV testing is normal (71%), which is encouraging given the lower levels of testing and perceived normalisation of testing among this audience. Under half were prompted to think they should get tested now (45%), which is lower than for MSM and has not shown any increase this year.

Almost four in ten of the BA target audience report feeling motivated by the ads to get a HIV test (38%) with around a quarter motivated to talk about getting tested (28%), talk about HIV (26%) and use condoms for intercourse (22%). A third do not feel motivated to take any action (32%).

Around two in ten ad recognisers in the BA target audience report getting a test after seeing the ads (18%), while around one in ten report each of ordering a home sampling kit (11%) and using a condom for intercourse (12%) as a result of the campaign. In 2017 fewer report talking to others about HIV (10% down from 22%) or sharing something on social media (8% down from 19%) than in 2016, suggesting a reduced level of salience for the latest campaign, but other reported actions remain similar to those reported in 2016 for the BA target audience. Motivation and reported action are lower than among MSM, perhaps reflecting lower perceived risk levels.

1.3.4 Knowledge, attitudes and behaviours

As for MSM, audience knowledge, attitudes and behaviors are tracked year on year in relation to sexual behavior, HIV and HIV testing. There has been very little change in attitudes and behaviours among the BA target audience. There have, however, been changes among the broader BA audience, including increased agreement that they know lots of people who get tested regularly (20% up from 12% in 2015) but also decreased awareness of free HIV testing (65% down from 78% in 2016), decreased confidence that they know how to get tested (80% down from 87% in 2016), and decreased knowledge about the efficacy of early HIV treatment (72% agree treatment works better if taken early down from 80% in 2015). These changes have not been seen for the BA target audience (aged 25-45) who remain more confident and knowledgeable than the whole BA population

a) Condoms

One in four in the BA target audience reports using condoms always or very often (26%), but half report using them rarely or never, with no significant change over time. Eight in ten (79%) say they were already aware that using the right size condom can reduce the likelihood of it breaking or slipping off in line with 2016. There was, however, increased disagreement that you don't need HIV tests if you use a condom (89% up from 79%).

b) HIV testing

There has been little change in the levels of knowledge or patterns of behaviour around HIV testing for the BA target audience. As in 2016, almost all are aware that there is a medical test to show whether someone has HIV (92%), with less awareness that testing is free (70%). Positive social norms around regular HIV testing are weaker than for MSM: similar to 2016, just 16% of the BA target audience agree that lots of people they know regularly get tested for HIV,

Under half of the BA target audience report having tested in the past year (45%), lower than for MSM and with no change from 2016. The main barrier to testing remains a perceived lack of personal risk.

Frequency of testing is also lower than for MSM, with four in ten in the BA target audience reporting testing at least annually. This is most likely to be after unprotected sex in a new

relationship (32% of those who have ever tested) with 28% testing at specific times in the year. Most of the BA target audience are confident that they know how to get an HIV test (83%) and 79% agree they know where to get tested, in line with 2016.

c) HIV treatment

As for MSM, understanding around the efficacy of HIV treatment is again in 2017 relatively strong, with 86% of the BA target audience reporting that they already knew someone with HIV could live a fairly normal life with early treatment, and 78% saying they knew that HIV medicines work best if taken early. Awareness is a little lower than for MSM that if someone who has HIV uses effective HIV medicine they are not able to pass on HIV to others (49%) and this has not changed from 2016. Asked for the first time in 2017, awareness of Pre-exposure prophylaxis (PrEP) is lower than for MSM at a half (52%) of the BA target audience.

1.4 Key differences between 2016 and 2017 campaigns (all MSM and BA)

The report also provides an overview of differences between responses to the campaign in 2017 compared with the 2015 and 2016 campaigns, among the entire audiences of MSM and BA (not just the target audiences as described in the sections above). This gives a further indication of the impact of the changes in creative each year. As noted, in 2017 the creative was changed again, using the new slogan 'Give HIV the finger', and a more contemporary and innovative creative, aiming to communicate a more direct call to action regarding easy testing.

1.4.1 Campaign awareness and recognition

Spontaneous awareness of communications about HIV testing is lower in 2017, particularly for BA (64% down from 83% in 2016 of all BA, 84% down from 89% in 2015 and 2016 of all MSM). This may reflect less activity in the sector and in relation to HIV testing overall rather than the campaign activity. It may also in part reflect a change in the survey recruitment process, relying less on Facebook, which dominated spontaneous awareness in previous years. In particular for BA, awareness of publicity on Facebook fell to 26% from 43% in 2016.

Recognition of the campaign has recovered to 2015 levels for MSM (85%) but has dropped for BA to 70% from the peak of 81% in 2016. This decline for BA may be in part the result of the change in the survey recruitment away from Facebook (35% down from 52%) but there were also declines in recognition for all other media. Awareness of National HIV Testing Week fell for MSM (54% down from 60% in 2016), and there was also a directional, if not significant decline among BA to 44%.

1.4.2 'National HIV Testing Week' campaign out-takes

Campaign relevance has been maintained, higher again among MSM (71% agreeing the ads were aimed at them) than BA (56%). MSM are, however, less likely to identify with the people in the ads in 2017 (49% down from 57%), falling to a similar level to that seen for the BA audience (47%). There has been some recovery in stand out for both audiences, with the ads returning to 2015 levels: two in three in each audience agree the ads really caught their attention. For BA, however, this has come at the cost of slightly increased fatigue: 15% of BA were fed up of seeing these kinds of ads up from 9% in 2015 and 2016, compared with 7% of MSM in line with previous years.

For both audiences there has been a shift in message takeout towards a more singular message around testing, covering both a get tested message and a new ease of testing message; there was a move away from other messages about HIV status, although this is less the case for BA

than MSM. This has resulted in the campaign providing more 'new news' this year, particularly for BA (28% of MSM, 46% of BA).

1.4.3 'National HIV Testing Week' campaign response and action

This has also contributed to increased reappraisal, with both audiences much more likely to agree that the 2017 ads made them think testing was quick and easy: 81% of MSM up from 61% in 2016, 82% of BA up from 64%. Levels of impact on the perceived normalisation of testing were maintained in 2017 for both audiences (83% of MSM, 75% of BA).

In addition, in 2017 more MSM agree that the ads made them think they should get tested now (64% up from 60% in 2016) and increasingly report being motivated by the campaign to get tested (55% up from 47% in 2015 and 51% in 2016), although this has not been translated into a higher level of action for those who recognise the campaign. There is little change in motivation or action for BA, who remain less motivated by the campaign than MSM to get tested (38%) and with BA campaign recognisers more likely to report taking no action (40%) than MSM recognisers (31%).

1.5 Insights and Recommendations

1.5.1 Performance of 2017 Campaign

- The 2015 campaign had strong stand out and less relatability; 2016 was more relatable but was less noticeable. The 2017 creative has largely maintained the relatability of 2016 whilst improving stand out and new news. It appears to have been particularly well targeted, performing better with the target age groups of MSM <35 and BA aged 25-45 than the broader BA and MSM audiences.
- The 'Give HIV the finger' creative identity is highly effective at communicating the campaign's core message. It has, as noted, increased standout as measured through increased recognition (for MSM but not BA) and in catching the attention of the audience (again more for MSM than BA). It has also encouraged reappraisal by MSM in terms of believing testing to be quick and easy and in increasing the perceived urgency of testing.
- The downside of the strong creative is that message take out is very singular, related to the ease of testing. This has the potential for faster campaign wear out and also means that other secondary messaging relating to personal responsibility has fallen away. It has also been harder for the specific National HIV Testing week creative to be distinct from the rest of the testing campaign under 'Give HIV The Finger'. Further, the disadvantage of greater relevance to the MSM target group is that older MSM identify less with the ad; this is also true of MSM outside London.

1.5.2 Knowledge and Behaviour

- There has been little change in the levels of knowledge or patterns of behaviour around HIV testing, but the campaign appears to have been effective at increasing knowledge particularly among MSM about the efficacy of PrEP.
- Young MSM again appear less knowledgeable about testing and less confident in their own ability to get tested, particularly 16-19 year olds. The same age group are also less knowledgeable about the efficacy of early diagnosis and treatment. There is also

evidence that MSM outside London have less knowledge, and confidence in testing than those in London. These differences are not seen for the BA audience.

- Around 1 in 7 MSM (16%) and a quarter (26%) of BA have never tested for HIV. Among MSM these are more likely to be younger men, living outside London, more likely to still be also having sex with women and less likely to have had more than 5 male partners in the last year. Among BA most are men with only one partner in the last year.
- Testing annually is not as common amongst the BA audience as it is the MSM audience, and is more likely to be a response to a new sexual partner, rather than being part of a regular routine. BA also remain much less likely than the MSM audience to see testing as normal, as it is not something lots of people they know do regularly. This is not surprising given that the official guidance is vaguer for BA audiences than for MSM where the message is more clear to test regardless of behaviour.

1.5.3 Recommendations for the 2018 Campaign

- Given the strong performance of the 2017 campaign, it is important to continue to use the current creative and to build on the recognition already developed. It should be noted, however, that the creative may be slightly alienating to those outside of the target age groups and the older audience may need a more targeted approach.
- Given that the 2017 campaign communicated a very singular message about the ease of testing, carrying the risk of faster wear-out, it is worth considering extending the campaign to incorporate another message. Ideally, another device similar to 'Give HIV the finger' should be developed to be used in a similar way for other communication objectives, such as responsibility or further building knowledge around PrEP.
- Consideration should be given on how to provide greater emphasis to National Testing Week in the current creative, as in previous campaigns the testing week specific adverts were more clearly distinguished from the other winter campaign adverts, whereas in this campaign this is not the case, which may have led to the lower recall of testing week adverts in this campaign.
- Campaign messaging among BA should place greater emphasis on the importance of an annual test as a normal behaviour among BA. Whilst the behaviour of many BA may mean they are not at risk, 72 of the 444 BA interviewed (16%) had had sex with more than one person in the last year and said they never/rarely/only sometimes use a condom and are therefore at risk.
- There continues to be a need to increase the level of knowledge and of confidence of younger MSM, they are less likely to know that HIV tests are free, to know how to get a HIV test, and also have lower knowledge around HIV treatment and early diagnosis leading to more effective treatment.
- For younger men outside London in particular there is a need to persuade them to recognise the need to test for HIV and to build social norms for testing for those outside of London. Instagram could be used as a way of directing more information based messages to the younger audience.