

# National HIV Anti-Discrimination Media Campaign Evaluation

*Fieldwork Execution: August 2004*



# Agenda

- ⇒ **Campaign Objectives**
- ⇒ **Research Objectives**
- ⇒ **Methodology**
- ⇒ **Communication Response Model**
- ⇒ **Cognitive Response**
  - ⇒ **Unaided Awareness**
  - ⇒ **Aided Recognition. Advertising Diagnosis**
  - ⇒ **Campaign Viewers' Profile**
- ⇒ **Affective Response**
  - ⇒ **Attitudes towards AIDS**
  - ⇒ **Attitudes towards Persons with AIDS**
- ⇒ **Media Consumption**
- ⇒ **Conclusions**

## Campaign Objectives

- Lack of knowledge regarding the modes of transmission of HIV/AIDS - primary among the barriers to tolerance and support of people infected and affected
- Objectives of the campaign - raise awareness on and combat stigma that people infected and affected by HIV/AIDS are facing today in Romania.

# Research Objectives

- **Evaluate whether the media materials have met the communication objectives;**
- **Explore:**
  - Awareness and degree of recall of the TV ads and printed materials used in the campaign.
  - Awareness and degree of recall of various media used in the campaign (TV, Radio, Press and Outdoor)
  - Recall of content, comprehension and retention of the campaign messages;
  - Reactions to the campaign and appropriateness of execution content and messages;



# Research Objectives

- Difference in recall, comprehension and reactions by gender and socio-demographics
- Differences between viewers/ non-viewers of the campaign in terms of reported behavior/attitudes



# Methodology

- **The sample was nationally representative for the Romanian population aged 30-50, urban and rural**
- **Sample: 803 respondents**
- **The sampling methodology - multistage stratified procedure**
- **Face-to-face interviews carried out between 18 and 26 August 2004**

# The Communication Response Model

- The Model - based on the premise that an individual response to a communication campaign goes through a series of stages:
  - Cognitive
  - Affective
  - Behavioral
  
- Correspondence between the stages of the model and the research objectives/ areas

Stage	Main Objectives
<b>Cognitive</b>	Exposure to the Campaign Interest Raised
<b>Affective</b>	Attitudes towards AIDS and persons with AIDS
<b>Behavioral</b>	-



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## High level of unaided advertising awareness

- **60% of the target audience remember having seen/ heard a campaign about AIDS**
  
- **Higher levels of awareness:**
  - **North-Western region (83%)**
  - **Bucharest (74%)**
  
- **Higher campaign awareness in urban vs rural area (68% compared to 50%)**

*Q1. Choose from the following list of items the ones for which you have seen/ heard commercials during the past 12 months  
Multiple answer, prompted  
Base: 803 respondents*

## Content Recall

- **Content Recall:**
  - **40% of the audience aware of the campaign do not recall any element of it**
  - **Only 36% of them mentioned correct elements:**
    - Characters: Nurse (6%), mother (5%), girl (4%), child/ children (4%)
    - Messages: anti-discrimination message (7%), 'AIDS cannot be transmitted by touch' (5%)
    - Story: 'taking care of infected children' (6%)
  - **39% mentioned incorrect elements:**
    - 'AIDS' transmitting modalities' (9%), to protect against AIDS (8%), condom ad (6%), the girl character is infected with AIDS (4%)

*Q5. You mentioned you have seen/ heard some advertising on how HIV/AIDS is transmitted and discrimination against persons with HIV/ AIDS. Could you please describe the plot of this commercial?*

*Multiple answer, unprompted*

*Base: 480 who have seen/ heard the campaign in the past 12 months*

## Message Recall

- **35% of the respondents aware of the campaign correctly recalled the message of the campaign**
- **34% mentioned misleading/ incorrect messages**
  - The most important confusion - with the generic message: *'to protect against HIV/ AIDS'* (23%)
- **31% do not remember any message**

*Q6. What was the message of this commercial?*

*Multiple answer, unprompted*

*Base: 480 respondents who have seen/ heard the campaign*

## Slogan Awareness. Slogan Correct Allocation

- The slogan - 'Open your eyes, open your heart' - raised a an awareness rate of 45%
- Only 16% of the respondents who have seen/ heard/ read the slogan correctly associated it with HIV/ AIDS
- A high percentage of them - 58% - was not able to indicate the topic advertised by the slogan
- Wrong attributions of the slogan: 'abandoned/ disabled children' (10%), 'humanitarian aid' (7%)

***=> The slogan risks to convey too generic meanings - it should be made more specific, more clearly linked to the AIDS theme***

*Q4. What was being advertised in the ad with this slogan?*

*Multiple answer, unprompted, Base: 362 respondents who have heard/seen/read the respective commercial slogans*

## Unaided Advertising - Overview

INDICATORS	%	BASE
<b>Unaided Advertising Awareness</b>	60%	803 respondents (all respondents)
<b>Correctly Recalled Elements (Spontaneously)</b>	36%	480 respondents who declare to have seen the campaign
<b>Correct Message Recall (Spontaneously)</b>	35%	480 respondents who declare to have seen the campaign
<b>Slogan Awareness 'Open Your Eyes, Open Your Heart'</b>	45%	803 respondents (all respondents)
<b>Correct Slogan Attribution</b>	16%	362 respondents who have seen/ heard the commercial slogan



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## TVC Diagnosis - Main Performance Indicators



## TVC Diagnosis - Main Performance Indicators

- **The TV ad was recognized by 49% of the respondents**
- **Higher recognition in urban than in rural**
  - 52% from the urban audience recognized the ad vs. 45% of the rural audience
  
- **Clarity - 98% of the respondents considered the TVC clear/ very clear**
- **Persuasiveness - 94% of the respondents perceived the TVC as persuasive/ very persuasive**

*Q9. (A,B,C) In general, you found this commercial to be:*

*One answer only, prompted*

*Base: 390 respondents who remember have seeing the commercial on TV*

## TVC Diagnosis - Main Performance Indicators

- **Likeability** - 98% of the respondents liked/ liked very much the ad
  - Emotional elements had the highest appeal: the message (12%), presence of child/ children (9%), parents'/ mother's love for the child (8%), idea of not discriminating persons/ children with AIDS (4%)
  - 66% of the ones who remember having seen the ad declares they have no dislikes

***=>TVC's performance at the main indicators is high***

*Q9. (A,B,C) In general, you found this commercial to be:*

*One answer only, prompted*

*Base: 390 respondents who remember have seeing the commercial on TV*

## High level of message retention

- **67% of the respondents who recognized the TVC indicated correct messages of the ad**
  
- **Mostly mentioned messages:**
  - **'AIDS cannot be transmitted by touch' - 22%**
  
  - **'AIDS cannot be transmitted by kiss' - 15%**
  
  - **Anti-discrimination message - 15%**

*Q8. What was the message of this commercial?*

*Multiple answer, unprompted*

*Base: 390 respondents who remember have seeing the ad on TV*

## Print Ads - 'The Toilet' had the highest recognition

Q12. Do you remember seeing this poster?  
One answer only, unprompted  
Base: 803 respondents

Print Ad	% Base 803
'The Toilet'	41%
'The Kiss'	25%
'Hands'	23%
'Collagex4 pictures'	21%
'The Door Handle'	18%

## Most of the print ads managed to convey correct messages

### 'The Hands'



**70%**

*'AIDS cannot be transmitted by touch'*

*Q13. What was the message of this poster?*

*Multiple answer, unprompted*

*Base: 182 respondents who remember seeing the poster 1 – 'Hands'*

## Most of the print ads managed to convey correct messages

### 'The Kiss'



**68%**

*'AIDS cannot be transmitted by kiss'*

*Q13. What was the message of this poster?*

*Multiple answer, unprompted*

*Base: 204 respondents who remember seeing the poster 1 – 'Collage x 4Pictures'*

## Most of the print ads managed to convey correct messages

### 'The Door Handle'



55%

*'AIDS cannot be transmitted by touching an infected person's object'*

*Q13. What was the message of this poster?*

*Multiple answer, unprompted*

*Base: 145 respondents who remember seeing the poster 1 – 'Door Handle'*

## 'The Toilet' - lower levels of correct messaging

### 'The Toilet'



**47%**

*'AIDS cannot be transmitted by using the same toilet seat as an infected person'*

➤ **Still, 19% made a confusion - associated the ad with a toilet cleaning product**

*Q13. What was the message of this poster?*

*Multiple answer, unprompted*

*Base: 331 respondents who remember seeing the poster 1 – 'The Toilet'*

## Most of the print ads managed to convey correct messages

'Collage x 4 pictures

**21%**

*'AIDS cannot be transmitted by touching an infected person's object'*

**22%**

*'AIDS cannot be transmitted by kiss'*



**18%**

*'AIDS cannot be transmitted by touch'*

**18%**

*'AIDS cannot be transmitted by using the same toilet seat as an infected person'*

Q13. What was the message of this poster?

Multiple answer, unprompted

Base: 171 respondents who remember seeing the poster 1 – 'Collage x 4 Pictures'



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## Campaign Viewers' Profile - Demographic

- **65% of the target audience are campaign viewers**
- **Viewers' profile compared to non-viewers:**
  - **More women, aged 30-40 with kids**
  - **More live in the North-Western region and Bucharest**
  - **Have a higher standard of living (ownership of durable goods, mobile/ fix phones)**
  - **More active attitude towards informing about health**
  - **More intensive media consumers:**
    - **Higher consumption frequency than non-viewers of: TV, newspapers, magazines**
    - **TV: more viewers of PRO TV, ANTENA 1, ACASA**

## Campaign Non Viewers' Profile - Demographic

- **The non-viewers compared with the viewers are:**
  - **More men aged 41-50**
  - **More live in the South region of the country**
  - **More unskilled workers and less educated employees**
  - **Have a lower standard of living (ownership of durable goods, mobile/ fix phones)**
  
  - **Media consumption:**
    - **Lower TV watching frequency**
    - **Less readers of newspapers or magazines**
    - **More viewers of TVR 1**



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## Most of the target audience acknowledges the incurable characteristic of AIDS

*Q15. What is AIDS in your opinion?  
Multiple answer, unprompted  
Base: 803 respondents*

	<b>% Base 803</b>
An incurable disease	<b>39%</b>
Severe disease	<b>22%</b>
A disease	<b>14%</b>
Transmissible disease	<b>11%</b>
Can be transmitted by sexual intercourse	<b>8%</b>
Affects the immunity system	<b>4%</b>
Can be transmitted by contact with infected blood/syringes	<b>3%</b>
I do not know	<b>1%</b>

## People are less knowledgeable about HIV

Q15. What is HIV in your opinion?  
Multiple answer, unprompted  
Base: 803 respondents

	<b>% Base 803</b>
A virus/ microbe causing AIDS	<b>27%</b>
A virus/ microbe	<b>19%</b>
The same with AIDS	<b>18%</b>
I don' t know	<b>13%</b>
A disease	<b>5%</b>
A deadly/ dangerous virus/ microbe	<b>3%</b>
Affects the immunity system	<b>3%</b>
Incurable disease	<b>3%</b>

➤By residential area, more respondents in rural (20%) do not know what HIV is as compared to urban (7%)

## TV is the most important source of information regarding HIV/ AIDS

Q16. Where did you hear about HIV/ AIDS for the first time?

Multiple answer, unprompted

Base: 803 respondents

	% Base 803
From TV	<b>70%</b>
From newspapers, magazines	<b>27%</b>
From the radio	<b>20%</b>
From doctors	<b>18%</b>
From friends, relatives, neighbors	<b>14%</b>
From school	<b>12%</b>
I don't remember	<b>12%</b>
From nurses	<b>8%</b>
You had cases in your family, among acquaintances	<b>3%</b>

## AIDS transmitting modalities

Q18. How can HIV/ AIDS be transmitted?

Multiple answer, prompted

Base: 795 respondents who declared that AIDS can be transmitted or who said that do not know

	Responses Vs Reality	% Base 795
By having sex with an infected person without using a condom	Yes	99%
Trough infected blood transfusion	Yes	98%
By using the same syringe as an infected person	Yes	97%
From infected mother to child, at birth	Yes	92%
By being in the same room with an infected person	No	88%
By touching an infected person	No	86%
By using the same objects as an infected person	No	72%
By using the same toilet seat as an infected person	No	72%
By kissing an infected person	No	57%
Through insect byte	No	40%

## Certain misperceptions exist in respect to the transmitting modalities of AIDS

- **Incorrect perceptions exist especially among non-viewers of the campaign**
- **Men are less knowledgeable about AIDS correct transmitting modalities**
- **In the North East region - more do not know or have incorrect perceptions of the AIDS transmitting modalities**

*Q18. How can HIV/ AIDS be transmitted?*

*Multiple answer, prompted*

*Base: 795 respondents who declared that AIDS can be transmitted or who said that do not know*

## More misperceptions about AIDS transmitting modalities in North East

Q18. How can HIV/ AIDS be transmitted?

Multiple answer, prompted

Base: 795 respondents who declared that AIDS can be transmitted or who said that do not know whether AIDS can be transmitted or not

		Overall	North East (%)
By being in the same room with an infected person	Does not know	6%	14% ++
By touching an infected person	Does not know	6%	14% ++
By using the same object as an infected person	Yes	18%	26% ++
By kissing an infected person	Yes	34%	47% ++
Trough infected blood transfusion	Does not know	2%	7% ++
By using the same syringe with an infected person	Does not know	2%	7% ++

## Protection Modalities

Q22. What do you do in order to protect yourself from getting HIV/ AIDS?

Multiple answer, unprompted

Base: 803 respondents

	Total Base 803
I check if nurse is using sterile/ one-use-only needle	43%
I use a condom each time when I have sex	36%
I check that dentists' tools are sterile	24%
Don't know/No answer	24%
I check that manicure tools are sterile	18%
I am not protecting myself of getting AIDS	10%
I have a stable sexual relationship/no sexual relation with unknown persons	7%

➤ A higher percentage in the North Eastern region (24%) does not protect themselves against AIDS



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## Attitudes towards persons with AIDS

- **73% agrees that a colleague infected with AIDS should be allowed to come at work**
  - More in urban than in rural area (79% vs.67%)
- **77% declares they would visit at home a colleague who has AIDS**
- **77% declares they would look after a family member who has AIDS**
- **43% would keep secret from close friends and relatives if one of their family members has AIDS**

*Q27. Please answer with yes or no to the following questions:  
One answer only, unprompted  
Base: 803 respondents*

## Attitudes towards children with AIDS

- **69%** declares that if one of their child's colleagues at school is infected with HIV or has AIDS s/he should be allowed to come to school
- **61%** would allow their child to play with a child with AIDS
- **65%** would allow their child to visit at home his/ her colleague who has AIDS

*Q29. Please answer with yes or no to the following questions:  
One answer only, unprompted  
Base: 622 respondents who have children*

## Non-viewers are less tolerant than viewers

- **More non-viewers than viewers:**
  - **Declared that a colleague infected with AIDS should not be allowed to come at work (27% of the non-viewers vs. 13% of the viewers)**
  - **Would not visit a colleague who has AIDS at home (23% of the non-viewers vs. 8% of the viewers)**
  - **Would not look after a family member who has AIDS (18% of the non-viewers vs. 7% of the viewers)**

*Q27. Please answer with yes or no to the following questions:  
One answer only, unprompted  
Base: 803 respondents*

## Non-viewers are less tolerant than viewers

- **More non-viewers than viewers declare that:**
  - **If one of their children's colleagues is infected with HIV or has AIDS, s/he should not be allowed to come to school (35% of the viewers vs. 14% of the non-viewers)**
  - **They would not allow their child to visit at home his/ her colleague who has AIDS (36% of the viewers vs. 18% of the non-viewers)**

*Q29. Please answer with yes or no to the following questions:  
One answer only, unprompted  
Base: 622 respondents who have children*



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## Media Consumption - TV Viewing frequency and most often watched stations

- **Most (80%) of the target watches TV daily**
  
- **Most watched TV stations:**
  - **PRO TV - 74%**
  - **ANTENA 1 - 64%**
  - **TVR 1 - 39%**

*Q32. How often do you watch TV?*

*One answer only, prompted*

*Base: 786 respondents who watch TV at least once a month*

*Q33. Name three TV stations you watch most often?*

*Multiple answer, unprompted*

*Base: 796 respondents who watch TV at least once a month*

## Media Consumption - Regional differences in TV viewing

- **Inhabitants of North Eastern region and rural area watch TV more rarely than the others**
  
- **PRO TV**
  - **more watched by urban than rural inhabitants (79% vs.68%); also Antena 1 (68% in urban vs. 60% in rural)**
  - **more watched in the Central region than in the rest of the country (90%)**
  
- **TVR 1**
  - **more watched by rural than urban inhabitants (55% vs. 25%)**
  - **more watched in the North-Eastern region (50%)**

*Q33. Name three TV stations you watch most often?*

*Multiple answer, unprompted*

*Base: 796 respondents who watch TV at least once a month*

## Media Consumption - Newspapers Readership Frequency

- **23% of the audience reads newspapers daily**
- **22% read newspapers 2-3 times a week**
- **13% read newspapers less than once a month**
- **16% never read newspapers**

*Q34. How often do you read newspapers?  
Multiple answer, unprompted  
Base: 803 respondents*

## Media Consumption - Most often read newspapers

*Q35. Name three newspapers you read most often?*

*Multiple answer, unprompted*

*Base: 576 respondents who read newspapers at least once a month*

	<b>Total Base 576</b>
Other local newspaper*	<b>41%</b>
Libertatea	<b>33%</b>
Adevarul	<b>23%</b>
Jurnalul National	<b>20%</b>
Evenimentul zilei	<b>16%</b>

*\* Includes local publications mentioned by less than 1% of the respondents*

## Media Consumption - Regional Differences in newspapers readership

- **Urban residents read newspapers more frequently than rural ones**
- **By region, more respondents who read less newspapers live in the North East and South West**

*Q34. How often do you read newspapers?  
Multiple answer, unprompted  
Base: 803 respondents*



## Media Consumption - Magazines readership frequency

- **48% reads magazines at least once a month**
- **42% of the audience never reads magazines**

*Q36. How often do you read magazines?  
One answer only, prompted  
Base: 803 respondents*

## Media Consumption - Most often read magazines

Q37. Name three magazines you read most often?

Multiple answer, unprompted

Base: 563 respondents who read magazines

	<b>% Base 563</b>
Formula As	<b>20%</b>
Femeia	<b>13%</b>
Ioana	<b>13%</b>
Unica	<b>10%</b>

## Media Consumption - Regional differences in magazines readership frequency

- **More respondents who never read magazines live in:**
  - **South region (52%)**
  - **South-West (54%)**

*Q36. How often do you read magazines?  
One answer only, prompted  
Base: 803 respondents*

## Media Consumption - Radio listening frequency

- **48% of the target listens daily to the radio**
- **13% never listens to the radio**
- **The other 39% listens to the radio with different frequencies**

*Q38. How often do you listen to the radio?  
One answer only, prompted  
Base: 803 respondents*

## Media Consumption - Radio

*Q39. Name three radio stations you listen to most often?*

*Multiple answer, unprompted*

*Base: 622 respondents who listen to the radio at least once a month*

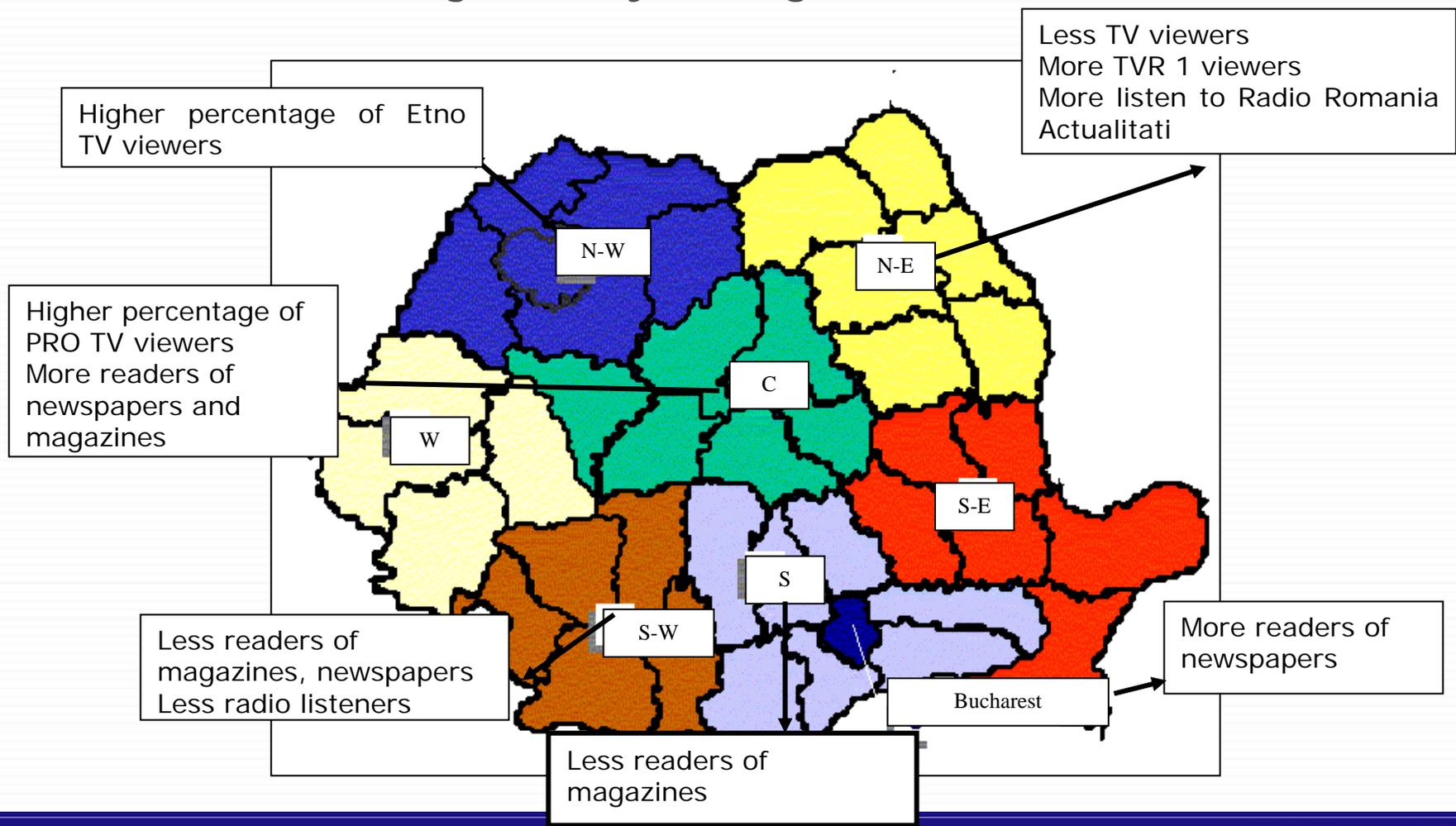
	<b>% Base 622</b>
Europa FM	<b>35%</b>
Kiss FM	<b>34%</b>
Pro FM	<b>31%</b>
Radio Romania Actualitati	<b>28%</b>
Radio 21	<b>13%</b>

## Media Consumption - Regional differences in radio listening

- Central residents listen more frequently to the radio
- Low listening frequencies in South West and South East
- Europa FM and Kiss FM are more listened in the urban than in rural (39% vs. 29% respectively per each station)
- More rural inhabitants (36%) listen to Radio Romania Actualitati than urban inhabitants (21%)

*Q38. How often do you listen to the radio?  
One answer only, prompted  
Base: 803 respondents*

## Regional Key Findings

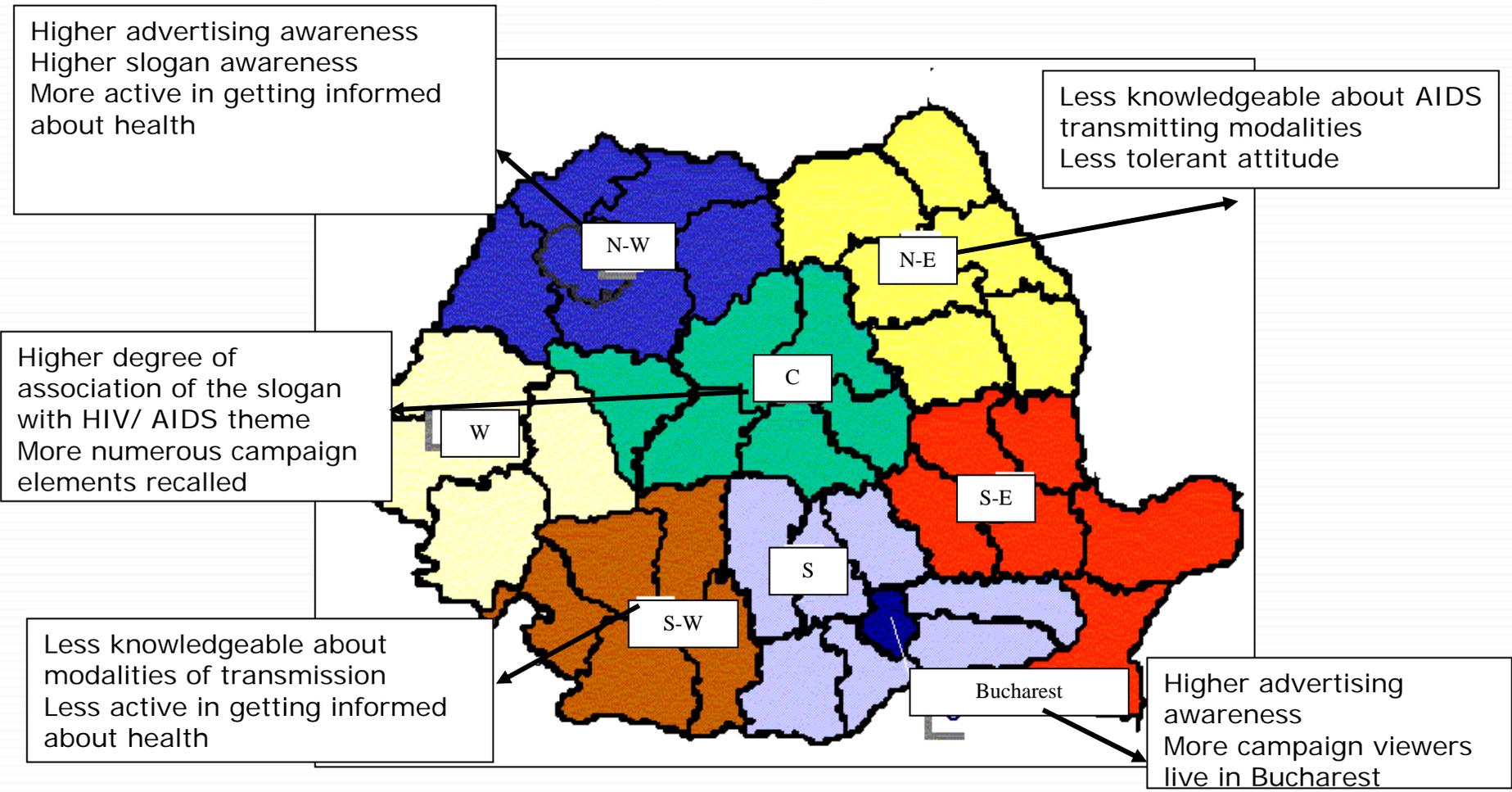




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## Regional Key Findings



## Conclusions and Recommendations

### ➤ Campaign's Performance

SUCCESSFUL AREAS	AREAS FOR IMPROVEMENT
<p>High level of unaided awareness</p> <p>TVC:</p> <ul style="list-style-type: none"> <li>• High performance on the main indicators (likeability, clarity, persuasiveness). The emotional elements of the execution had the highest appeal.</li> <li>• High correct message identification</li> </ul> <p>Print ads – managed to convey correct messages to most of the persons who recognized them</p>	<p>Unclear link between the slogan – ‘Open your eyes, open your heart’ – and anti-discrimination campaign</p> <p>‘The Toilet’, and the TVC - some misleading elements</p> <p>Campaign less visible among:</p> <ul style="list-style-type: none"> <li>• Men, older persons (41-50), with a lower standard of living, low education, not interested in informing about health</li> </ul>

## Conclusions and Recommendations

### FURTHER ACTIONABLE POINTS

Maintain the emotional note in the TVC – it has generated a high level of likeability

Pre-test the further executions of the campaign in terms of:

- Ability to be memorable
- Ability to generate the link to the campaign
- Ability to communicate the intended messages to the audience
- Ability to generate the intended attitudes
- Avoid confusions of the advertising executions

Refine the slogan – by rendering it more specific, in order to link it more straightforwardly to the campaign's theme

Focus more on the North East by relying on:

- TVR1 and Radio Romania Actualitati
- Other targeting measures - one-on-one education addressing intolerant attitude, non-transmitting as well as transmitting modalities of AIDS

## Conclusions and Recommendations

### FURTHER ACTIONABLE POINTS

- Other regions which should be given special attention:
    - South West (less knowledgeable about AIDS transmitting modalities and more intolerant)
    - Rural area (less knowledgeable about AIDS transmitting modalities)
- ⇒ Rely also on one-on-one education
- ⇒ TVR1 and Radio Romania Actualitati in rural



Thank you for your attention