

COI Research Management Summary on Behalf of the Department of Health

Title: Got It Covered Summer Pilot 2 tracking research conducted by Progressive

COI Reference number: 300103

Audience:

The primary audience for the Got it Covered 2010 pilot was 16-24 year olds engaging in risky sexual behaviour, which was reflected in the research sample. The audience comprised a mix of males and females across all socio-demographic groups. The sample focused on the 18-24 year age groups (80%) whilst also including 16-17 year olds (20%).

Background

Got it Covered is an umbrella identity covering a number of targeted activities that were used to create positive affirmation of the benefits of carrying a condom. Both 'push' (free distribution of condoms) and 'pull' (encouraging/rewarding condom carrying) activities were undertaken to increase accessibility to condoms during a night out and to incentivise young people to carry condoms. These activities were used in an initial pilot test in Liverpool in summer 2009 with research conducted to evaluate its success. Learnings from the pilot were used to develop the promotional activities before testing again in Liverpool and also Bristol in February/March 2010. This paper covers the research evaluating the 2010 pilot activity.

Research Objective

The overall aim of the 2010 research was to measure the effectiveness of the Got it Covered campaign in Liverpool and Bristol.

Methodology

The research was conducted in three stages: before the campaign launched (pre); during the campaign (mid); and eight weeks after the campaign finished (post). Interviewing was conducted in the two test locations (Liverpool and Bristol) along with a control location (Durham) where no Got it Covered activity was undertaken. Pre and mid stages were conducted in all three locations, whilst the post stage was only undertaken in Liverpool and Bristol.

A quantitative methodology was used at all stages with a mix of interviewer led and self-completion interviewing. Interviewers recruited respondents in street and screened them to check eligibility then took respondents to a local venue where they self completed the questionnaire using a computer. In Bristol, due to low response rates at pre and mid stages, all questionnaires were completed in street at the post stage.

The following table shows the final sample sizes achieved by location and stage.

	Liverpool	Bristol	Durham
Pre stage	236	130	192
Mid stage	209	83	199
Post stage	194	202	n/a

Data was weighted on age (80% 18-24 year olds; 20% 16-17 year olds) and gender (50% males; 50% females).

Fieldwork Dates

Fieldwork dates were as follows:

- Pre stage: 26th–27th February & 4th–5th March 2010
- Mid stage: 12th, 13th, 17th & 18th March 2010
- Post stage: 14th, 15th, 19th & 20th May 2010

Results

Context

The young people interviewed were generally not in relationships, living in and around the city and visiting pubs, bars and clubs relatively frequently. In Bristol respondents visited fewer of the bars and clubs where the promotions were displayed, meaning there was less potential for exposure to the campaign.

Sexual attitudes and behaviour were very consistent across all three locations at each stage of research. Although respondents were recruited on the basis that they exhibited at least one element of risky sexual behaviour, the research provided further evidence that this core audience are having unprotected sex, confirming the need to target them to improve behaviour. For example, 1 in 5 claimed to have had unprotected sex with a new partner and only one third said they always use condoms.

Although there was evidence that the sample do not always use condoms, attitudes towards them were fairly positive across all locations. Most respondents, for example, said carrying condoms was a smart thing to do. However, barriers were still evident: females were more likely to mention embarrassment or stigma associated with carrying condoms, while a dislike of using condoms was more prevalent amongst men in the sample.

Condom carrying

In Liverpool, claimed condom carrying significantly increased between pre and mid stage research (33% to 39%) before falling back at the post stage (27%). Verified condom carrying¹ also peaked in Liverpool at the mid stage with a significant pre to mid shift from 15% to 24%. At the post stage however, this fell back again to pre wave levels (13% post v 15% pre - no statistically significant difference).

¹ Actual condom carrying was verified by the interviewer who asked respondents at the end of the interview to show them the condom(s) they were carrying

The peaks in claimed and actual carrying in Liverpool at mid stage suggest that whilst live, the Got it Covered campaign had an impact on condom carrying in that location.

Less of an impact was seen in Bristol, however, where claimed and verified condom carrying remained constant across all stages.

Awareness, Perceptions and Impact of Got it Covered Activity

High awareness existed of condom advertising and promotions in general, meaning there was considerable “noise” for the Got it Covered campaign to cut through. However, a small number of respondents in Bristol (2 mid; 2 post) and Liverpool (9 mid; 9 post) did spontaneously mention and describe some aspect of the Got it Covered campaign.

- *“Advert on the radio about Queue Jump in the city centre” Liverpool*
- *“In a taxi, the driver gave out free condoms, and also at uni, and in magazines” Liverpool*
- *“Where I work, the free condoms with mints, lollipops, and aftershave” Bristol*

In terms of prompted recall, the Got it Covered umbrella brand and the Get Fresh² promotion were best remembered in both test cities with Queue Jump³ and Sweet Lovin’⁴ also performing well in Liverpool. Hello Saucy⁵ and No Mistakes⁶ consistently had low recall levels in both cities at both stages, probably due to their more limited distribution⁷.

In Liverpool there was no sign of awareness decay between mid and post stages, whilst decay was evident in awareness of several of the promotions in Bristol.

The key messages taken out from the Got it Covered campaign in both test areas were about safe sex in general and using condoms.

In terms of liking and claimed impact on condom carrying, Queue Jump, Sweet Lovin’ and Get Fresh performed consistently well in Liverpool and Bristol.

Overall, when exposed to images of the promotions with no explanation of the concept, the campaign was described as common sense, youthful and practical in both test locations whilst those in Liverpool also thought it was eye-catching and clever, and those in Bristol said it was simple. Few suggested changing or removing promotions in either test area and just over a quarter thought more promotions and more venues should be used.

² Get Fresh promotion – mints in a ‘Get Fresh’ tin, containing a condom, available in bars and clubs

³ Queue Jump promotion - enabled people to jump the queue at nightclubs participating in the campaign, if they could show they were carrying a condom

⁴ Sweet Lovin’ promotion – condoms disguised as lolly pops available in club washrooms

⁵ Hello Saucy promotion – a hot dog style wagon from which condoms were distributed at the end of the night out

⁶ No Mistakes – condoms disguised as rubber erasers available via FE colleges

⁷ Limited distribution due to Hello Saucy wagon being static and No Mistakes was only distributed via FE colleges

Conclusions

In Liverpool it is clear that whilst live the promotions had a positive impact on condom carrying. However, once the activity was over, condom carrying reverted back to original levels suggesting that a continued presence is required to effect long term change.

In Bristol, awareness levels were generally lower than in Liverpool. It became evident during the fieldwork here that there was a lower footfall in research locations due to a much wider geographical dispersal of bars than in Liverpool, coupled with seasonal bad weather. Furthermore, it was not easy in Bristol to find suitable participants for the research, as many of those who were on a night out and were willing to take part tended to be outside the sample criteria (e.g. they were older and / or in a long term relationship).

The issues experienced in Bristol suggest that promotional activity works best in areas where there is a concentration of bars and clubs, which are frequented by the core audience, allowing repeat exposure to the campaign, as was the case in Liverpool.

The campaign overall was well liked and delivered impact particularly through the Sweet Lovin', Get Fresh and Queue Jump promotions. Get Fresh also delivered well on recall in both locations. These results suggest that two key strands of the strategy work best: incentives and disguise, particularly where the promotion has broad appeal across gender and age.