

***Our Sexual Revolution***  
**PrEP Awareness Evaluation Report**  
June 15-November 30, 2016

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San Francisco



Report prepared by:

**BETTER WORLD ADVERTISING**



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## Executive Summary

Better World Advertising (BWA) partnered with San Francisco Department of Public Health to develop the *Our Sexual Revolution* social marketing campaign aimed at raising awareness of PrEP (Pre-Exposure Prophylaxis) and establishing PrEP as a viable, trusted HIV prevention method.

The campaign launched during San Francisco Pride celebrations in June, 2016. The main target audience for the campaign was HIV-negative Black and Latino men who have sex with men (MSM) aged 18-35 and trans women who live in San Francisco. To reach this audience, BWA included both paid and community outreach strategies to maximize the reach of the campaign. The *Our Sexual Revolution* creative was strategically placed across media outlets heavily consumed by Black and Latino MSM, including digital, outdoor, and print. BWA also leveraged its relationship with organizers of San Francisco Pride and other outreach events to secure sponsorship opportunities. The creative includes a call to action, which directs audiences to the campaign website. The website developed in English ([OurSexualRevolution.org](http://OurSexualRevolution.org)) and Spanish ([NuestraRevolutionSexual.org](http://NuestraRevolutionSexual.org)) provides more information and resources for those interested in learning more about PrEP.

The evaluation measured the reach, effectiveness, message comprehension, and outcomes of the *Our Sexual Revolution* campaign. BWA administered in-person intercept surveys at the conclusion of the campaign (the week of November 14, 2016) in San Francisco. The survey collected data on participant demographics, outcomes, and persuasion of the campaign. BWA staff tracked analytics from the *Our Sexual Revolution* website to understand the online outcomes of the campaign.

The results of the evaluation cannot be generalized to all Black and Latino MSM and trans women due to the sample size and data collection methods. The report does, however, provide important insights into how *Our Sexual Revolution* was received and potential future steps for PrEP and HIV prevention campaigns.



# Media Summary

## Background

Better World Advertising (BWA) partnered with San Francisco Department of Public Health (SFDPH) to develop the *Our Sexual Revolution* social marketing campaign aimed at raising awareness of a new HIV prevention method, pre-exposure prophylaxis (PrEP), among Latino and Black men who have sex with men (MSM) as well as trans women in San Francisco. The campaign was created in English and Spanish.

## Strategy

The *Our Sexual Revolution* creative is a series of images with a variety of layouts featuring twelve models mirroring our target audience. The creative was strategically placed through media outlets heavily consumed by Latino/Black MSM and trans women – digital, transit, outdoor and print – all targeted to San Francisco. BWA also managed and executed a presence at three large events intended to maximize outreach opportunities: SF Pride, Folsom Street Fair, and Castro Street Fair. SF Pride included a custom float in the Pride parade and a presence at the festival where campaign collateral was distributed. For Folsom Street and Castro Street Fairs, booth space was also reserved for outreach and distribution of collateral. All creative featured the URL for the campaign website which provides information and resources on PrEP: *OurSexualRevolution.org* and *NuestraRevolucionSexual.org*.

## Summary

- Transit
  - o MUNI Stations: Civic Center & Castro
  - o MUNI Train & Buses
  - o Bus Shelters
- Outdoor
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- Print Ads
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- Collateral
  - o Disco ball necklaces
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  - o T-shirts
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  - o 11x17 posters
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  - o Hand towels
- Events
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  - o Folsom Street Fair: September 25
  - o Castro Street Fair: October 2
- Website
  - o *OurSexualRevolution.org*
  - o *NuestraRevolucionSexual.org*
- Earned Media





## Transit

*MUNI Stations*

*MUNI Train & Buses*

*Bus Shelters*

## Transit

Traditional transit advertising allows for large-scale reach to the target audience. In order to target ads most effectively, ads were placed on transit routes and stations in high-traffic areas most frequented by the target population.

### Stations: Civic Center

The Civic Center area represents both the location for the large Pride festival and the station closest to end of the parade route and as a major hub for visitors and residents who used MUNI as their method of transportation during Pride. This placed the campaign in the center of dense traffic and provided high visibility. The campaign was continued into August as a value added bonus.

### Floor Graphics

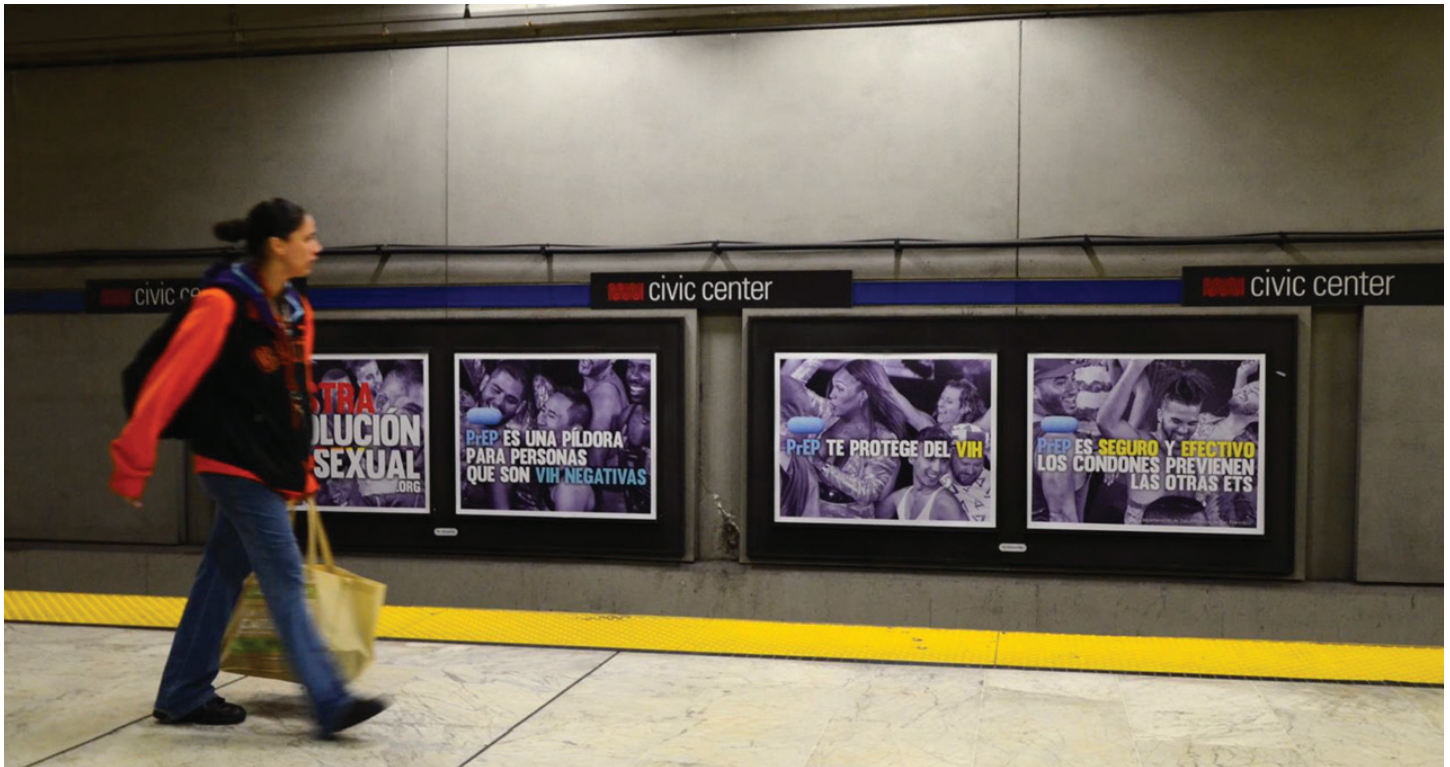
Two floor graphics were placed for four weeks at the entrance to the MUNI platform on each end and included bonus time, extending the campaign for an additional two weeks.





## 2-Sheets

A total of 32 units were placed for four weeks and included bonus time extending the campaign for an additional two weeks.



## Station Kings

Two station kings were placed above the entrance to the MUNI platform on each end for four weeks and included bonus time extending the campaign for an additional 81 days.



*Civic Center Domination-Flight 1*

JUNE 21-JULY 31, 2016	# OF UNITS (PLANNED)	BONUS DAYS	IMPRESSIONS DELIVERED	BONUS IMPRESSIONS	TOTAL IMPRESSIONS
2 Sheets	32	14	3,502,000	1,751,000	5,253,000
Floor Graphics	2	14	1,370,400	685,188	2,055,588
Station Kings	2	81	278,000	804,168	1,082,168
				<b>TOTAL</b>	<b>8,390,756</b>

*Civic Center Domination-Extension*

AUGUST 1 - SEPTEMBER 21, 2016	# OF UNITS (PLANNED)	BONUS DAYS	IMPRESSIONS DELIVERED	BONUS IMPRESSIONS	TOTAL IMPRESSIONS
2 Sheets	32	21	3,502,000	2,626,500	6,218,500
Floor Graphics (Until 10/31)	2	60	1,370,400	2,936,520	4,306,920
				<b>TOTAL</b>	<b>10,435,420</b>

## Stations: Castro

The Castro station was saturated with campaign ads during the month of September and into the first weekend of October. This period included Folsom Street Fair and concluded with the weekend of Castro Street Fair on October 2.

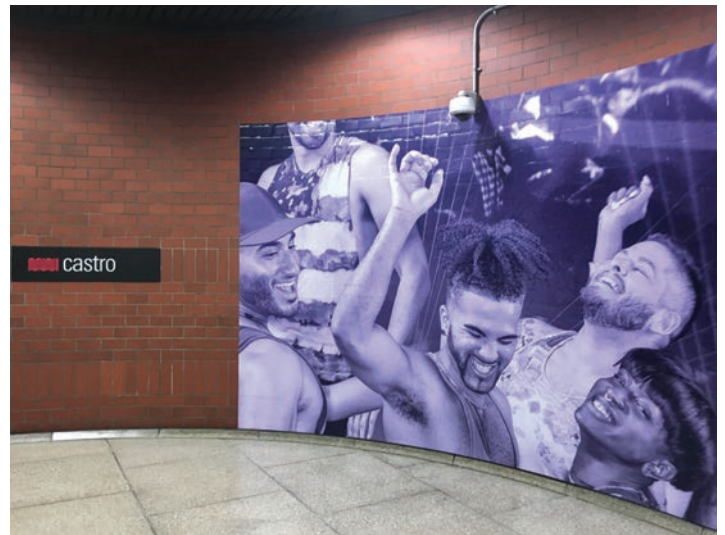
### 2-Sheets

A total of 29 units were placed along the rail platform for four weeks. The buy was extended for 3 bonus days.



### Wallscapes

A total of three units were placed near the platform entrance and exits on either side for four weeks. The buy included 43 days of bonus time.





### *Rail King*

One rail king was placed near the entrance/exit of the station for four weeks. The buy included 32 days of bonus time.

### *Wall panels*

Two murals were placed on each end of the Castro station platform. The buy included 43 days of bonus time.

### *Banners*

Four banners were placed on each end of the Castro station platform. The buy included 43 days of bonus time.



SEPTEMBER 1 - OCTOBER 2, 2016	# OF UNITS (PLANNED)	BONUS DAYS	IMPRESSIONS DELIVERED	BONUS IMPRESSIONS	TOTAL IMPRESSIONS
2-Sheets	29	3	1,911,000	204,750	2,115,750
Wallsapes	3	43	6,567,000	10,085,036	16,652,036
Rail King	1	32	64,000	73,143	137,143
Wall Panels	2	43	1,434,400	2,204,364	3,639,764
Banners	4	43	3,284,000	5,043,286	8,327,286
				<b>TOTAL</b>	<b>30,871,979</b>



## MUNI Transit: Buses and Train

The media buy included buses and rail car ads that ran through neighborhoods frequented by the target audience. It also included a full train wrap whose route was prioritized to follow the T MUNI line, which runs through the Dogpatch/Mission Bay neighborhood. The buy also coincided with the week of SF Pride, placing the campaign in the center of dense traffic and providing high visibility.



JUNE 13 - JULY 17, 2016	# OF UNITS (PLANNED)	BONUS DAYS	IMPRESSIONS DELIVERED	BONUS IMPRESSIONS	TOTAL IMPRESSIONS
Ultra Super Kings	8		1,936,000	3,526,286	5,462,286
Queens	50	25	6,600,000	3,771,429	10,371,429
Train*	1		5,017,600	15,043,800	20,061,400
				<b>TOTAL</b>	<b>35,895,115</b>

\*Light Rail Vehicles (LRV) impression measurements are based on a monthly ridership and not calculated on a weekly basis.



Bus Shelters

A total of 30 bus shelters were strategically placed in Castro, Tenderloin and the 3rd Street corridor in the Mission Bay/Dogpatch neighborhood.

Full list of bus shelter locations in Appendix 3



SEPTEMBER 1-NOVEMBER 30, 2016	IMPRESSIONS
30 Locations	12,740,031





## Outdoor

*Wildpostings*

*Bars*

*Convenience Stores*

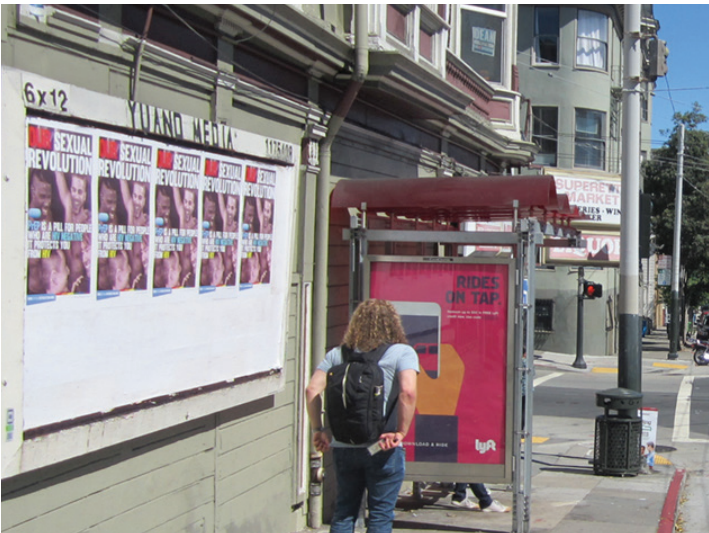
# Outdoor

Traditional outdoor advertising allows for large-scale reach to the target audience. In order to target ads most effectively, they were placed in highly trafficked locations within LGBT-specific areas.

## Wild postings

This “guerilla”-type marketing included placing wheat-pasted posters at 21 sites throughout the city and two large-scale dedicated spaces located on Market Street and in the Castro. The 21 sites rotated weekly and the posters extended for an additional five days after the initial buy as bonus time.

Full list of Wild postings locations in Appendix 4



JUNE 22-JULY 11, 2016	IMPRESSIONS
21 Locations	10,864,000



Bars

Posters were placed in 26 targeted bars and restaurants throughout the city, most of which were in the Castro District for eight weeks starting in September. The placements were extended an additional two weeks as value added bonus.

Full list of bar ads locations in Appendix 5



SEPTEMBER 1-NOVEMBER 11, 2016	IMPRESSIONS
26 Locations	1,134,000

Convenience Stores

A total of 52 stores throughout the city featured the campaign ads. These largely included stores in the 3rd Street corridor in Dogpatch, stores in SoMa, and stores in the Mission featuring the Spanish version of the creative.

Full list of convenience store locations in Appendix 6



SEPTEMBER 1-NOVEMBER 30, 2016	IMPRESSIONS
21 Locations	13,104,000





## Digital

*Grindr*

*Hornet*

*Jack'd*

*Facebook/Instagram*

*BarebackRT.com*

*Adam4Adam*

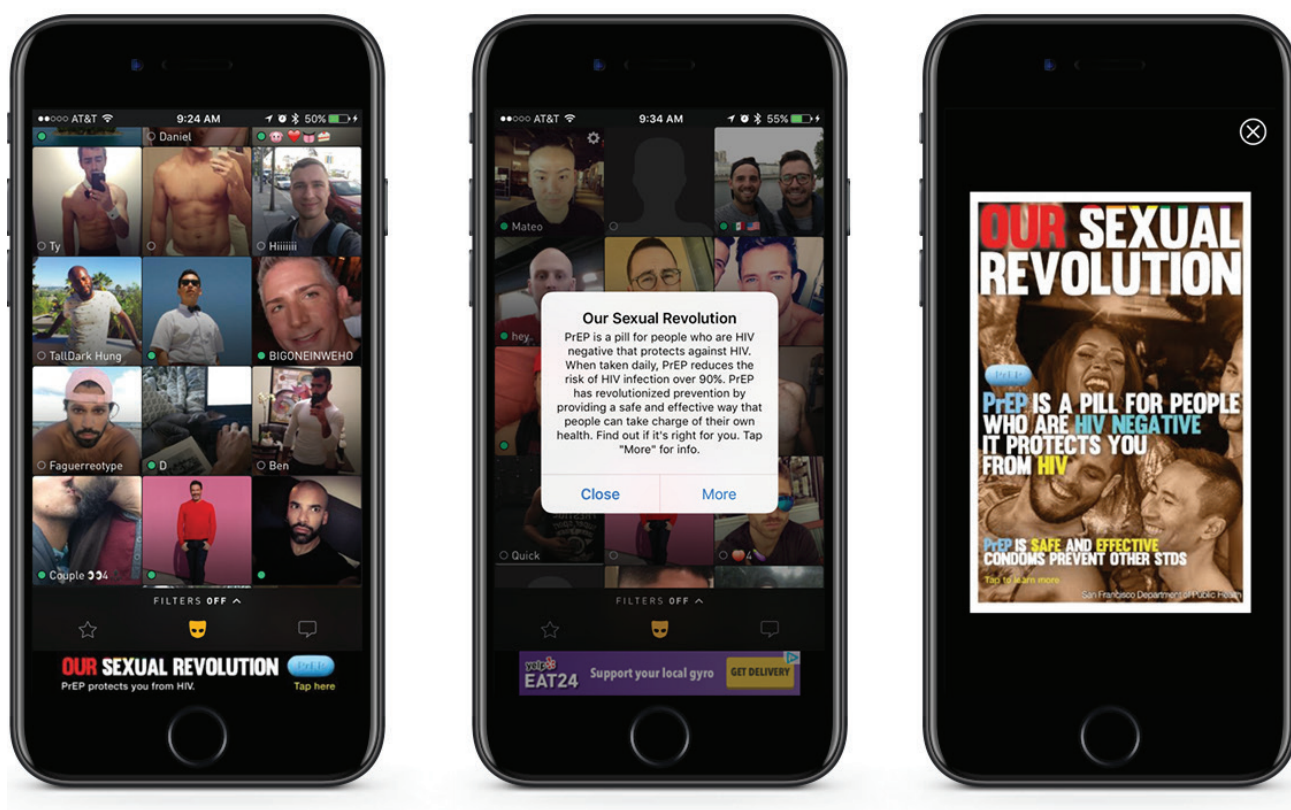
*Gay Ad Network*

## Digital

In order to reach the growing number of Black/Latino MSM, media included a mix of digital buys to reach the target audience through their smartphones when accessing the internet and social media sites. The ads were placed through mobile apps and mobile friendly sites geographically targeted to San Francisco.

### Grindr

Grindr is a popular app for gay and bi men to connect for dates, friendships, networking, and sexual encounters. Many sexually active men use the location-based social networking app daily. The media launched on June 15 and extended through November 16, 2016. It included mobile app banners, interstitial ads and 15 “broadcast” messages targeted to Grindr users. All ads linked directly to the campaign website.

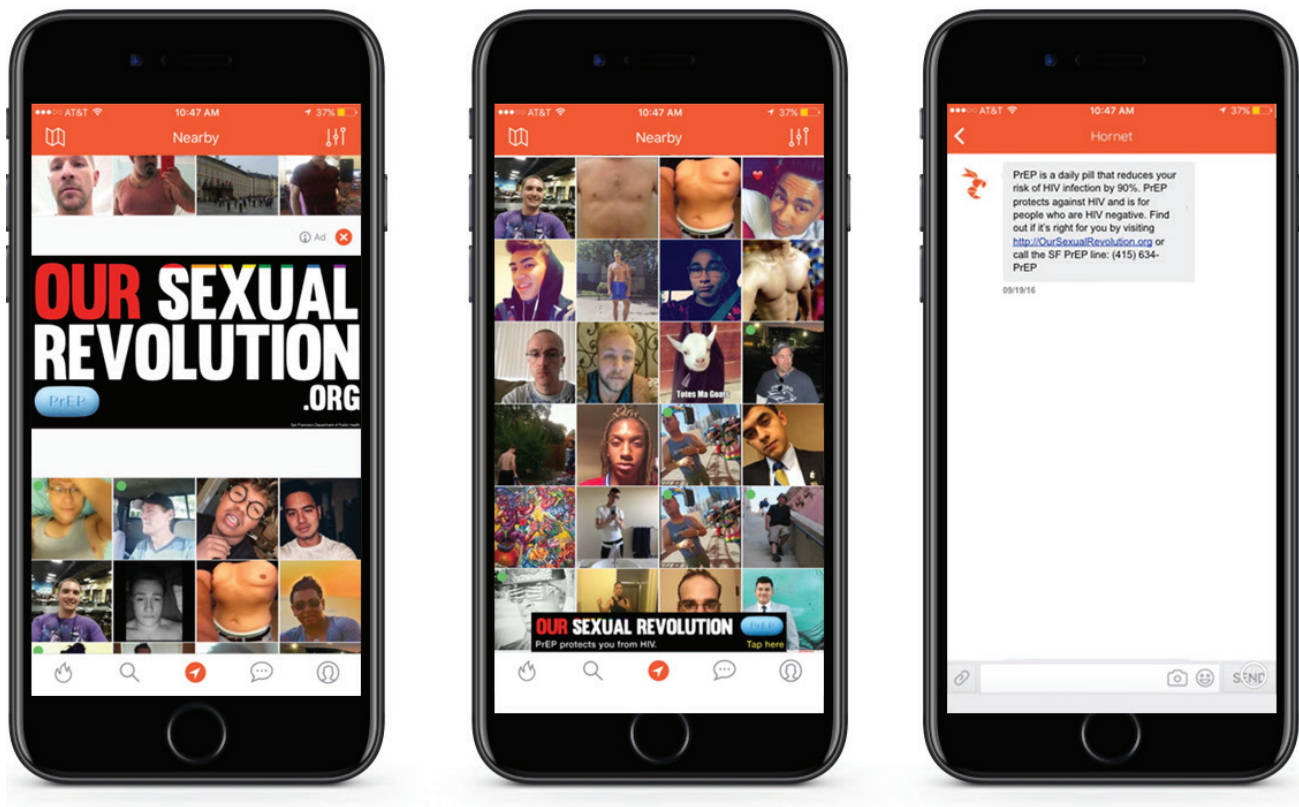


JUNE 22-NOVEMBER 16, 2016	IMPRESSIONS	CLICKS
Banner Ads (Banner, Interstitial)	12,471,694	109,926
Broadcast messages (15 total)	75,000	3,637



## Hornet

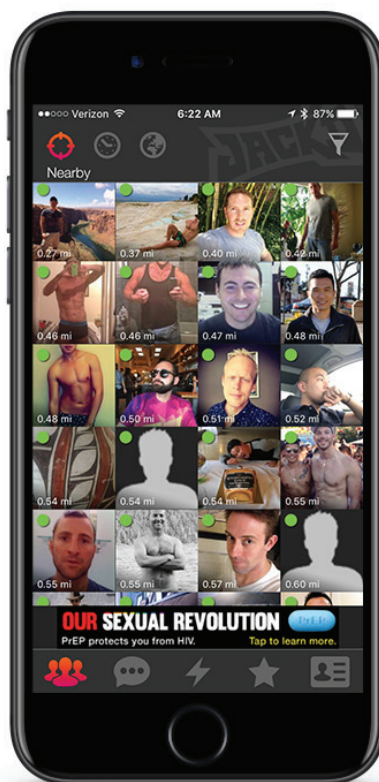
Hornet is a popular mobile social network for gay and bi men to connect, and is most popular with MSM of color. Campaign ads included mobile app banners, interstitial ads and four sponsored messages targeted to Hornet users in San Francisco. All ads linked directly to the campaign website. Broadcast messages included the PrEP access phone number for the City Clinic.



SEPTEMBER 1-NOVEMBER 30, 2016	IMPRESSIONS	CLICKS
Banner Ads (Banner, Interstitial)	459,359	3,287
Sponsored messages (4 total)	196,622	734

### Jack'd

Jack'd is another popular mobile social networking app used by gay and bi men of color. Banner ads were targeted to Jack'd users in San Francisco. All ads linked directly to the campaign website.



SEPTEMBER 1-30, 2016	IMPRESSIONS	CLICKS
Banner Ads (Banner, Interstitial)	494,461	3,932

## Facebook/Instagram

The buy included desktop and mobile newsfeed ads as well as Instagram ads targeted to Black and Latino Facebook users in San Francisco. The ads used a different creative each month to reach target audiences. All ads linked to the campaign website.



JUNE 23-NOVEMBER 30, 2016	
Reach (the number of unique people who saw the ads at least once)	64,010
Frequency (the average number of times each person saw one of the ads)	11
Impressions (the number of times the ads were viewed)	704,630
Clicks (the number of clicks on the ads)	34,178
Actions (likes, comments, shares, etc.)	148
People Taking Action (the number of unique people who took an action)	12,504

### *BarebackRT.com Sponsored Profile*

BarebackRT.com is a site used primarily by men who seek condom-less sexual encounters with other men. Permission was given by site administrators to promote the campaign to members by creating a profile with the campaign message and images. SFDPH staff monitored this profile.



Adam4Adam


Gay Ad Network also included a broadcast image message to users of the popular MSM dating/sexual encounters website, Adam4Adam. The message targeted 50,000 users in San Francisco and included an image of the campaign. All ads directed users to the campaign website.

[Inbox](#)   [Saved](#)   [Notification Settings](#)   ?



**Adam4Adam**  
< prev   next >

[Refresh](#)   [Save](#)   [Delete](#)

Adam4Adam   

(18 hrs ago)



JULY 9, 2016	IMPRESSIONS	CLICKS
Broadcast message	50,000	118



## Gay Ad Network

Web banners were placed through Gay Ad Network's (GAN) extensive ad delivery service to LGBT-specific sites. These banners were geo-location based and would appear when a user accessed a list of LGBT-sites while in San Francisco.



JUNE 22-DECEMBER 12, 2016	IMPRESSIONS	CLICKS
Banner ads (banner, interstitial)	896,222	1,256



4



15



23



# The BAY AREA REPORTER

www.ebar.com

Serving the gay, lesbian, bisexual, and transgender communities since 1971

Vol. 46 • No. 37 • September 15-21, 2016

## Clinton health scare upends campaign

analysis by Lisa Keen

Democratic presidential nominee Hillary Clinton had to back off some



## Oakland Pride features the whimsical and political

Print

Bay Area Reporter

## Bay Area Reporter

Print ads were published in the Bay Area Reporter to compliment the digital and transit ads to continuously reinforce the campaign message. BWA specifically targeted the largest LGBT-newspaper in San Francisco with full-page ads. The ads were published for three months and continued into September. The publication schedule was specifically selected to correspond with major LGBT-events in the city and was as follows:

### Publication Schedule

Pride: June 23

Dore Alley Street Fair: July 28

Folsom Street Fair: September 1, 15, 22

82 • Bay Area Reporter • June 23-30, 2016

Serving the LGBT communities since 1971

# SHINING STARS

PHOTOS BY STEVEN UNDERHILL

**1-2.** Frameline's opening night screening at the Castro Theatre June 16 included cast members from the documentary *Kiki*.

**3.** Golden State Warriors basketball fans enjoyed final viewing parties at The Lookout [3] and at Hi Tops [4-7].

**4-7.** Other fans of dancing athleticism enjoyed tipping the talented gogo guys at Toad Hall [8] and at Boy Bar at The Cafe [9-11].

More event photo albums are on BAlth's Facebook page: [www.facebook.com/bayareareporter](http://www.facebook.com/bayareareporter). See more of Steven Underhill's photos at [www.stevenunderhill.com](http://www.stevenunderhill.com).

**8.** **9.** **10.** **11.**

For headshots, portraits or to arrange your wedding photos call (415) 370-7152 or visit [www.StevenUnderhill.com](http://www.StevenUnderhill.com) or email [stevenunderhillphotos@gmail.com](mailto:stevenunderhillphotos@gmail.com)

# OUR SEXUAL REVOLUTION

**PrEP IS A PILL FOR PEOPLE WHO ARE HIV NEGATIVE IT PROTECTS YOU FROM HIV**

**PrEP IS SAFE AND EFFECTIVE CONDOMS PREVENT OTHER STDs**

[OURSEXUALREVOLUTION.ORG](http://OURSEXUALREVOLUTION.ORG)

San Francisco Department of Public Health

The buy also included web banners as space available bonus on the publication's website ebar.com

JUNE 23, JULY 28, SEPTEMBER 1, 5, 22, 2016	IMPRESSIONS
Full-page ads	600,000





## Collateral

*Disco Ball Necklaces*

*Hand fans*

*T-shirts*

*Bar coasters*

*11x17 posters*

*Bi-Fold Cards*

*Hand Towels*

## Collateral

Collateral was produced for outreach and included a variety of promotional materials that were distributed during major events. These items were intended to be desirable and memorable.

### *Disco Ball Necklaces*

Of the 1,200 necklaces produced, over half were distributed by volunteers to people on the SF Pride parade route that spanned Market Street. Additional necklaces were distributed to attendees of the festival by booth volunteers.

### *Hand Fans*

A total of 3,000 hand fans were produced, of which 2,000 were distributed during the Pride parade by volunteers to festival participants. The remaining fans were distributed during Folsom Street Fair in September.



### *T-shirts*

Participants and volunteers on the parade route, as well as those who managed the booth at the events, wore campaign shirts and tank tops. A total of 75 t-shirts and tank tops were produced.





### ***Bar Coasters***

50,000 coasters were produced and distributed to the following LGBT bars:

- El Rio
- Edge
- Badlands
- Midnight Sun
- Moby Dick
- Harvey's
- Toad Hall
- Mix
- QBar
- 440 Castro
- LookOut
- Lone Star Saloon
- Hole in the Wall
- Powerhouse Bar
- Aunt Charlie's Lounge
- Last Call Bar
- SF-Eagle
- Beaux
- Oasis
- Pilsner Inn



### *Posters*

Two hundred posters were produced with quantities split between the English and Spanish creative. These were delivered to SFDPH to be distributed to community partners.

### *Bi-Fold Cards*

Ten thousand bi-fold cards were included in condom packets assembled by SFDPH volunteers. These were delivered to SFDPH to be distributed at events. An additional order of 5,000 cards in English and 1,000 cards in Spanish were produced which included the PrEP access phone number for the City Clinic and were distributed during the Folsom Street and Castro Street Fairs.

### *Hand Towels*

Two thousand towels were produced and distributed during Folsom Street and Castro Street Fairs.







## Events

*San Francisco Pride*

*Folsom Street Fair*

*Castro Street Fair*



## Events

The campaign was specifically designed to coincide with a variety of large LGBT events in the city. LGBT Pride celebrations in the city presented the greatest opportunity to gain campaign exposure for both residents and visitors during the last weekend in June. The campaign was also featured during Folsom and Castro Street Fairs in September and October respectively.

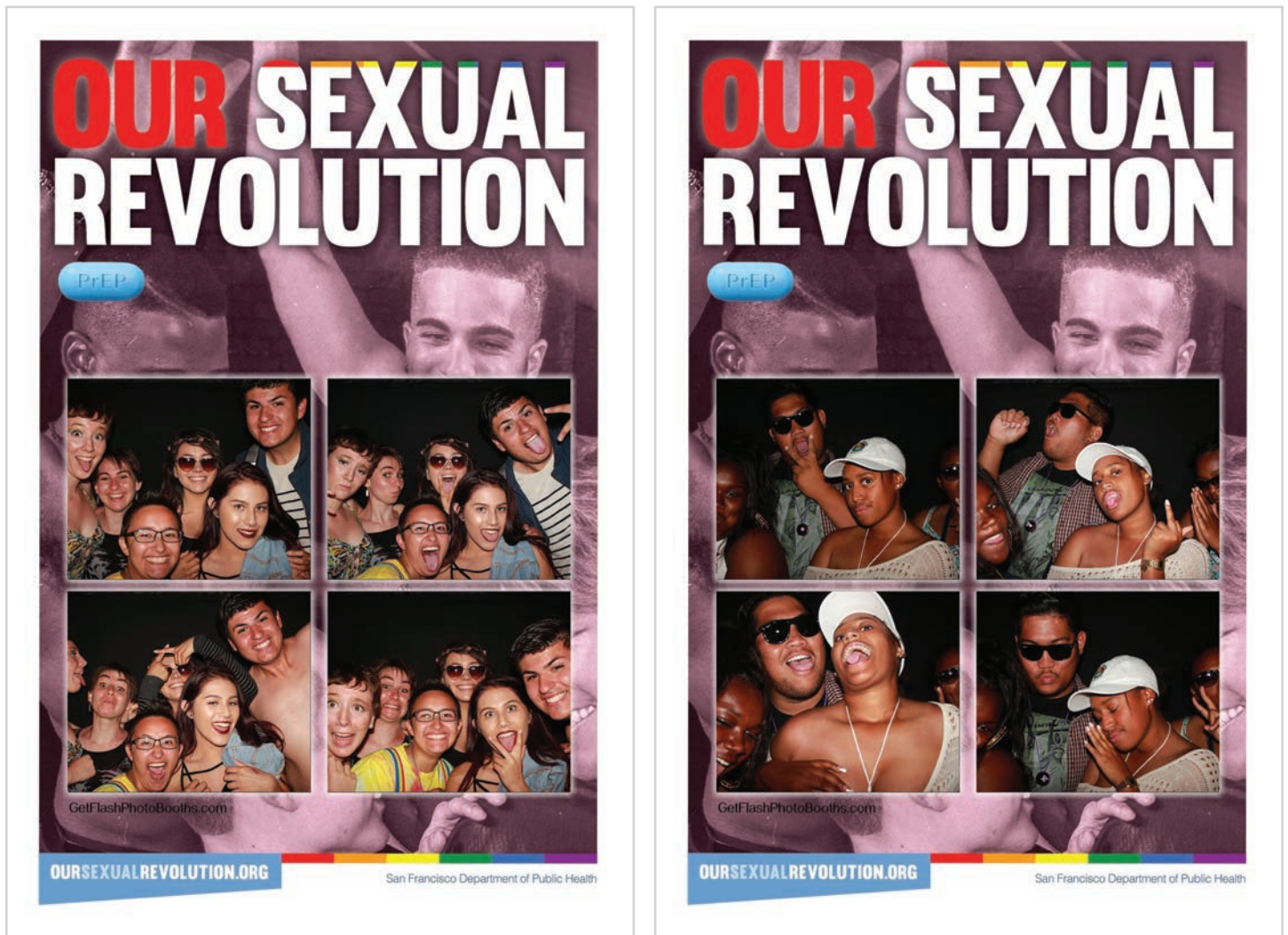
### *SF Pride*

The campaign launched during SF Pride celebrations to maximize opportunities to engage and connect with the target audience. BWA designed and produced a large float as part of the SFDPH parade contingent as well as collateral to be distributed at the Pride events. The parade float and contingent featured many models from the campaign as well as volunteer staff from SFDPH and BWA. Before the event, bar coasters were distributed to LGBT bars throughout the South of Market (SoMa) and Castro district. BWA specifically chose collateral materials that were desirable, practical and relevant to the campaign to distribute for the events.



### Photobooth

A photo booth was available for festival participants to take photos and receive campaign-branded printouts during the event.



### *Folsom Street Fair: September 25*

Considered the largest BDSM/Leather festival in the world, booth space was reserved for the campaign at Folsom Street Fair for outreach and distribution of collateral, which included hand towels, hand fans, and condom packets.





## Castro Street Fair: October 2

The Castro Street Fair featured a booth for outreach and distribution of materials as well as a photo booth for attendees to take campaign-branded pictures.







## Website

*OurSexualRevolution.org*

*NuestraRevolutionSexual.org*

## OurSexualRevolution.org

All campaign materials included the URL for the campaign's website *OurSexualRevolution.org* and the Spanish version of the site, *NuestraRevolutionSexual.org*. Visitors to the site were provided with information and resources regarding PrEP. The website features the campaign creative along with a PrEP access phone number for the City Clinic.

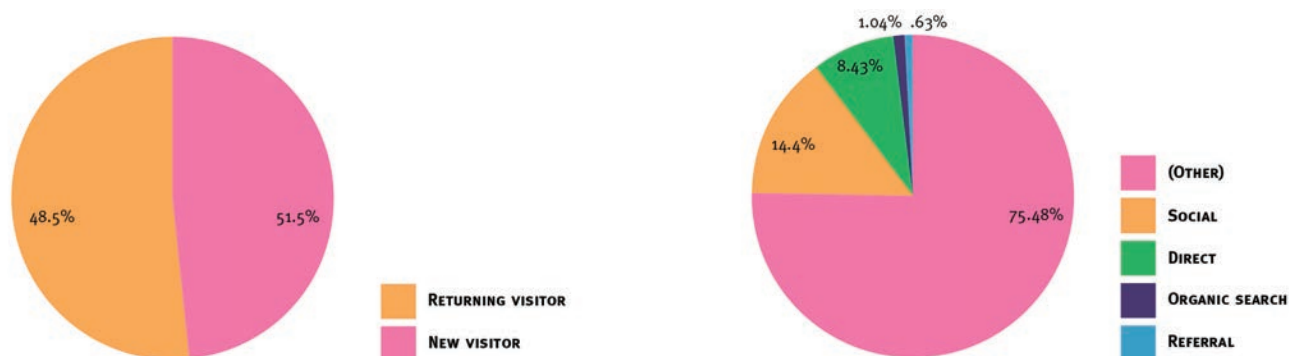
### Website Traffic, June 22-November 30, 2016

- Visits: 209,224
- Percentage of new visitors 51.5%

#### Top Traffic Sources:

1. Paid Media (Grindr, Gay Ad Network, Jack'd, Hornet, Bay Area Reporter Online): 75.48%
2. Social (Facebook, Instagram, Twitter): 14.41%
3. Direct (users who typed in the URL directly in their browsers): 8.43%
4. Organic search: 1.04%
5. Referral: .63%

#### Overview:





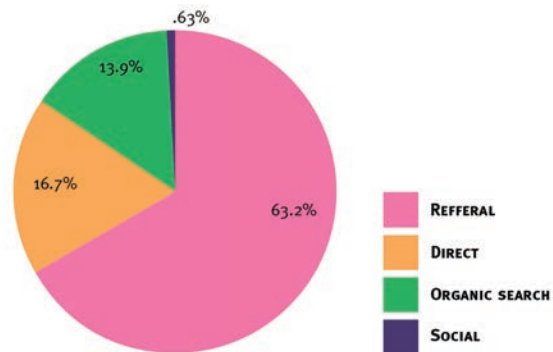
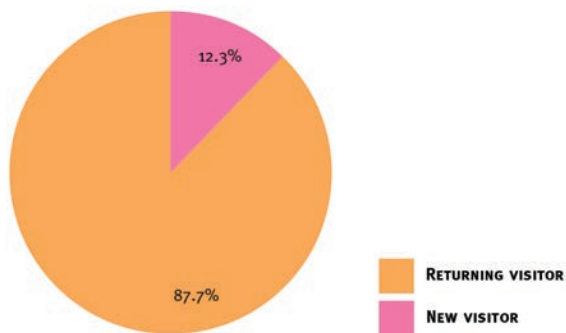
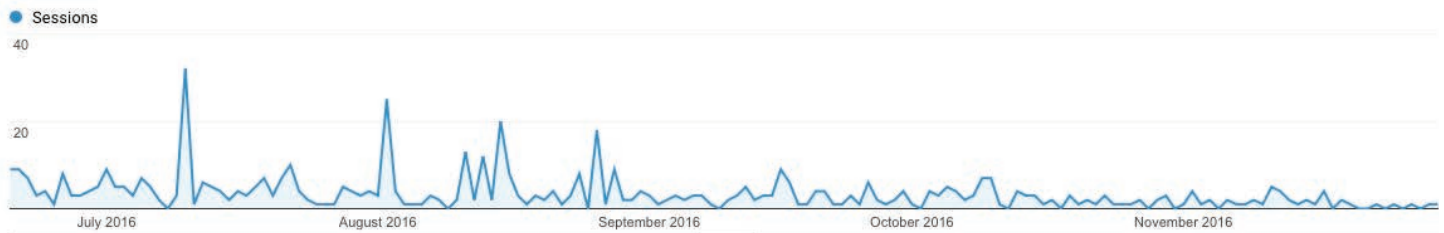
## NuestraRevolutionSexual.org

### Website Traffic, June 22-November 30, 2016

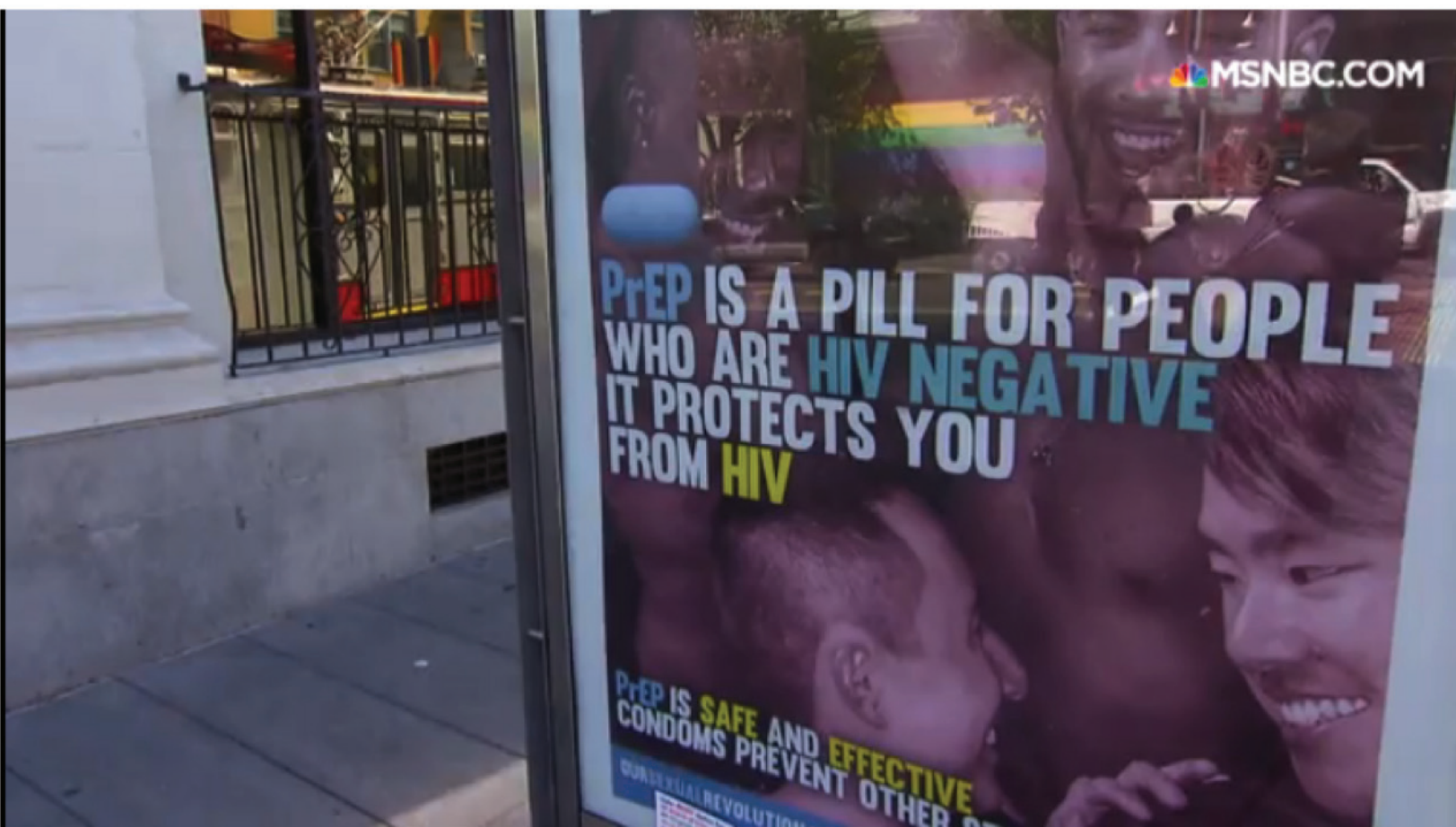
- Visits: 11,677
- Percentage of new visitors: 87.7%

#### Top Traffic Sources:

1. Referral: 63.2%
2. Direct (users who typed in the URL directly in their browsers): 16.7%
3. Organic search: 13.9%
4. Social: .63%







MSNBC LIVE 9/21/16

Once-daily pill promises to prevent HIV transmissions

## Earned Media

*Traditional  
Social Media*

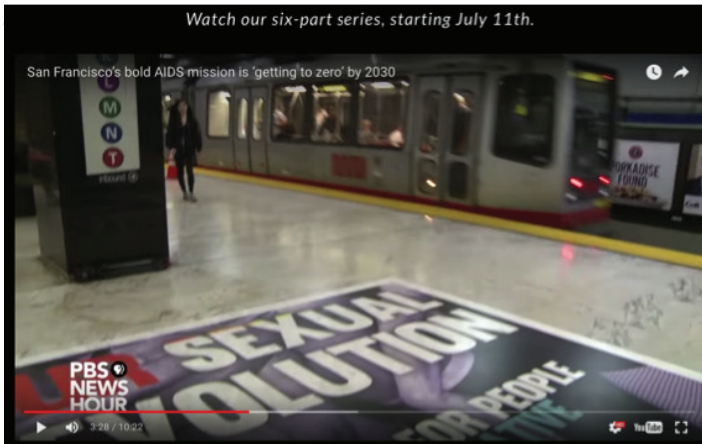
## Earned Media

The campaign garnered significant local and national media attention, as well as feedback and discussion through social media platforms. The following is a highlight of the media earned through the course of the campaign.

### Traditional

The campaign was featured in news outlets including a PBS Newshour segment on San Francisco's "Getting To Zero" initiative, MSNBC, and an ABC7 Bay Area report.

PBS Newshour, "San Francisco's bold AIDS mission is 'getting to zero' by 2020", July 11, 2016.



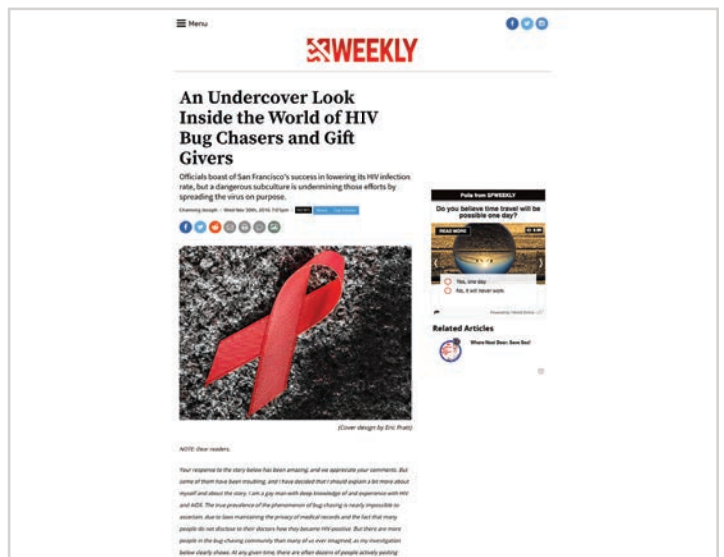
Source: <https://youtu.be/J5m0VEcJux0>

MSNBC Live, "Once-daily pill promises to prevent HIV transmissions"; September 21, 2016



Source: <http://www.msnbc.com/null/watch/null-770234947850>

SFWeekly, "An Undercover Look Inside the World of HIV Bug Chasers and Gift Givers"; November 30, 2016



Source: <http://www.sfweekly.com/topstories/undercover-look-inside-world-hiv-bug-chasers-gift-givers/>



ABC7 Bay Area, "San Francisco's sex revolution comes with a catch"; November 25, 2016

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SECTIONS TRAFFIC WATCH San Francisco East Bay South Bay Peninsula North Bay

WEATHER ALERT Winter Weather Advisory

HEALTH & FITNESS

# SAN FRANCISCO'S HIV SEX REVOLUTION COMES WITH A CATCH

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One out of four gay men in San Francisco take a blue pill every day to help prevent HIV and it's working even better than many doctors hoped.

by Reggie AQUI

Friday, November 25, 2016

HEALTH & FITNESS

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Updated 26 mins ago

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Updated 1 hr 52 mins ago

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TOP STORIES

First civil lawsuit filed in Ghost Ship warehouse fire  
Updated 42 mins ago

Officials expecting big

MORE VIDEO ▶

Source: <http://abc7news.com/1625984>

## Social Media

The campaign featured a variety of local, well-known and connected community members as models for the creative. This proved to be an effective strategy because not only did the models promote the campaign and their involvement in it, but their friends shared their images as well further increasing the ads' reach and effectiveness.



The campaign was particularly popular with PrEP advocates:



Cleve Jones, a long-time HIV/AIDS activist also shared his thoughts on the campaign to his followers:

**Cleve Jones**  
July 30 at 5:14pm · San Francisco

You may have already see these but I'm impressed by San Francisco's PrEP campaign.



Like · Comment

You, Joe Folino, Damon L. Jacobs and 79 others

You, Joe Folino, Damon L. Jacobs and 79 others

**Robbie John Dean** My own PrEP trial in the UK is coming to an end and it will not be available via the medical services. Full stop. It really is time for us to rethink HIV prevention this side of the pond.  
Like · Reply · 4 · July 30 at 6:48pm

**Bruce Beaudette** Even on MUNI Metro trains!



Like · Reply · 4 · July 30 at 6:55pm

**Robbie John Dean** Where is this? That's amazing.  
Like · Reply · 1 · July 30 at 7:04pm

**Cleve Jones** San Francisco. The new campaign is very visible, sex-positive and utterly devoid of blame and shame.  
Like · Reply · 5 · July 30 at 7:06pm

Write a reply...

**Robbie John Dean** Duh! Ok;-)  
Like · Reply · July 30 at 7:06pm

**Kevin Moroso** I love this. Amazing!  
Like · Reply · 1 · July 30 at 8:35pm

**Kevin Moroso** Joshua Edward  
Like · Reply · 1 · July 30 at 8:35pm

**Joshua Edward** These are great!!! Greg brought some stuff back from SF Pride- I hope our swag can compete tomorrow 😊  
Like · Reply · 1 · July 30 at 8:41pm

Write a reply...



## Twitter

The campaign also inspired conversations and promotion through twitter:

The screenshot shows a Twitter interface with a search bar at the top right containing the text "oursexualrevolution.org". The left sidebar features a "New to Twitter?" sign-up prompt and a "Worldwide Trends" section. The main feed displays a series of tweets:

- Christmas Kennedy** (@onebrightlight) · Oct 11: In reply to Alt-Power Top. @angryblackhoemo I'm not sure how this is listed as a free pass: [oursexualrevolution.org](http://oursexualrevolution.org)
- paulmorrisTIM** (@paulmorrisTIM) · Oct 6: Weinstein/AHF spent MILLIONS fighting [oursexualrevolution.org](http://oursexualrevolution.org) Now they're spending MILLIONS fighting [stop60.com](http://stop60.com) Stop them now!
- Dona Milne** (@DonaMilne) · Jul 23: #publichealth San Francisco style @HIVScotland @WaverleyCare Homepage - Our Sexual Revolution [oursexualrevolution.org](http://oursexualrevolution.org)
- Bernie 2020** (@TreesDanceAlone) · Jul 13: This is really amazing. HIV preventative pill. [oursexualrevolution.org](http://oursexualrevolution.org) #hivmeds #LGBTQIA... [instagram.com/p/BH0XFepgBmn/](https://www.instagram.com/p/BH0XFepgBmn/)
- Miz\_Palou** (@Miz\_Palou) · Jun 28: #FloatingOnDownMarket #SFParade #Pride2016 #OurSexualRevolution\_Org... [instagram.com/p/BHOhWowAkDYI](https://www.instagram.com/p/BHOhWowAkDYI) ...
- SFDPH** (@SF\_DPH) · Jun 23: Mayor Lee and Director Garcia announce bold new steps to get to ZERO new HIV infx: [ow.ly/mRG9301zNjB](http://ow.ly/mRG9301zNjB)

At the bottom of the feed is a large graphic with the text "OUR SEXUAL REVOLUTION" in bold, white, sans-serif capital letters, with "OUR" in red. The background of the graphic is a rainbow gradient.

© 2016 Twitter About Help Terms Privacy Cookies Ads info

**Our Sexual Revolution**  
**PrEP Awareness Evaluation Report**  
June 15-November 30, 2016  
San Francisco

## Evaluation

*Objectives*

# Evaluation

## Objectives:

The purpose of the evaluation is to assess and measure the outcomes of the campaign and answer the following questions:

- What are the characteristics of those who saw the campaign?
- Did we reach our target audience?
- Did those who saw the campaign take action or intend to take action about PrEP (find more info, start taking PrEP, etc)?
- What did the audience think about the campaign?
- What are the barriers to taking action about PrEP?

## Methodology

The outcomes of *Our Sexual Revolution* were evaluated through an intercept survey that was administered in-person in San Francisco through a web-based platform called SurveyMonkey.

In-person intercept surveys were administered and completed in several locations in the Castro and Tenderloin neighborhoods. BWA staff used verbal screeners to determine eligibility for participation in survey prior to questioning respondents.

## Sampling

The target sample size of 100 in-person intercept surveys was achieved in San Francisco during the week of November 6, 2016. The recruiting goal was to target MSM of color, focusing on black and Latino populations and trans women.

In order to achieve a sample of 100, 185 individuals were invited to participate. BWA collected data on the reasons why the additional 85 individuals invited to complete the survey did not meet the inclusion criteria. The most common reasons for ineligibility were because the prospective respondent (1) had never seen the *Our Sexual Revolution* campaign ad (48%), (2) was taking PrEP for six months or longer (18%), (3) was HIV positive (11%), (4) did not live or work in San Francisco (16%) or (5) identified as MSM and was above 35 years of age. In addition to the 85 people who did not meet the inclusion criteria, 10 people who may have been eligible declined to fill out the survey because they were not interested in participating or could not commit to the time required to complete the evaluation.



## Recruitment

### *In-Person Intercept Surveys*

The Castro and Tenderloin neighborhoods were the primary locations chosen for recruitment and evaluation as these areas include a high concentration of social spaces where the target audience was likely to frequent and where media was run.

A trained BWA representative administered each survey individually. Respondents had to conform to several inclusion criteria to be eligible for survey participation. In order to complete a survey, participants had to meet the following criteria:

1. MSM of color or trans woman
2. Between 18-35 years of age (for MSM)
3. HIV-negative
4. Have seen the *Our Sexual Revolution* campaign
5. Are not on PrEP or have started taking PrEP within past 6 months
6. Living in San Francisco Bay Area

Prior to survey administration, BWA staff obtained informed consent from each respondent. Evaluation staff explained that participation is entirely voluntary, responses will remain confidential, and names and addresses will not be connected to any survey data. Survey participants were given time to ask any clarifying questions and address concerns before offering written consent. Participants were asked to respond to questions about demographic information, exposure to the campaign, and comprehension of the message. Open-ended questions gave respondents the opportunity to share their opinions and suggestions about the campaign. Respondents were also asked if the campaign influenced any behavior change.

Eligible participants who completed the survey were provided a choice of either an iTunes or Google Play gift card in the amount of ten dollars.

## Analysis

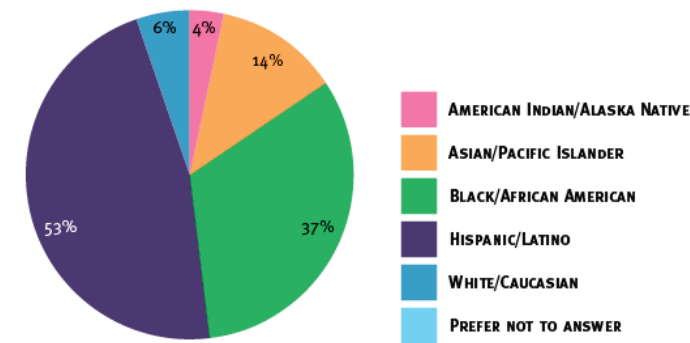
All data from the survey was entered into SurveyMonkey. SurveyMonkey was also used to analyze data once responses were collected as the software offers tools to track and identify significant trends in the data. A BWA research staff member performed an in-depth analysis of the data using Microsoft Excel. The results of the survey data analysis are reported within this evaluation.

Data percentages presented may slightly exceed 100% due to rounding calculations and due to the fact that in some cases, participants were able to select from one or more answer choices. Data percentages under 100% indicate that respondents declined to respond to certain questions.

Respondent Characteristics

Below is a breakdown of the respondent characteristics

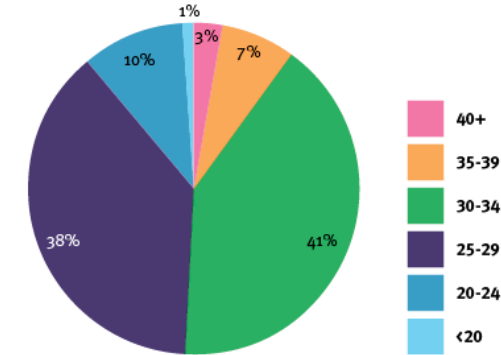
Ethnicity:



n=99

\*The total percentage exceeds 100 due to multiple selected answers.

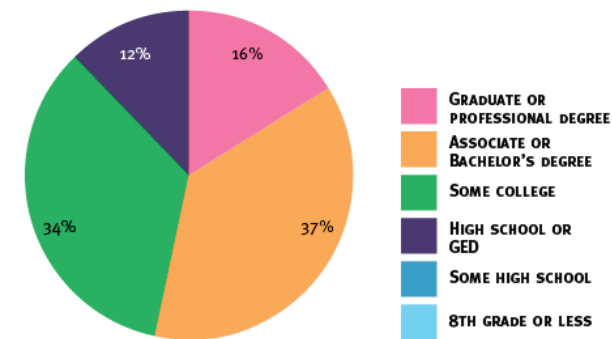
Age:



n=98

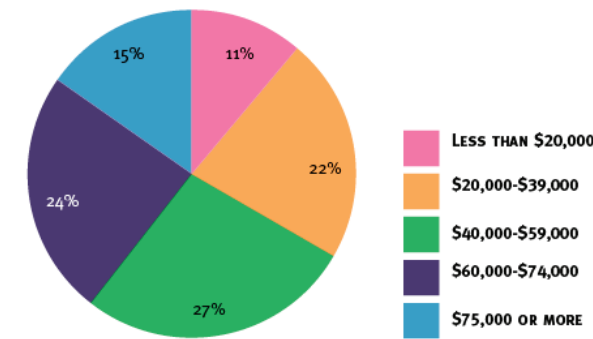
The average and median age was 30.

Highest Education Level Completed:



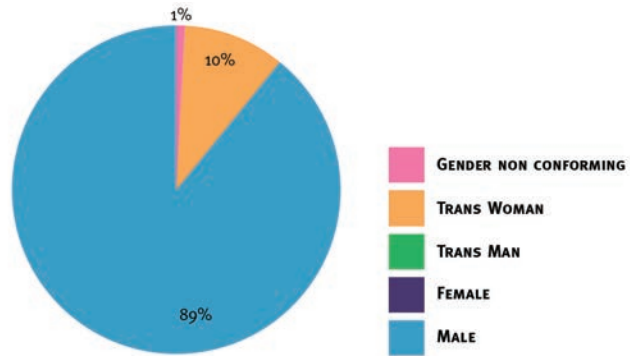
n=99

Annual Household Income:



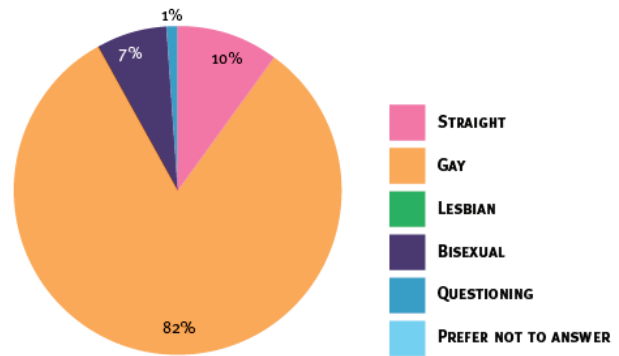
n=98

### Gender:



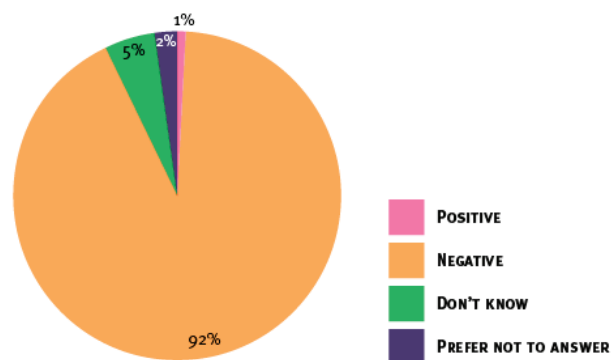
n=101

### Sexual Orientation:



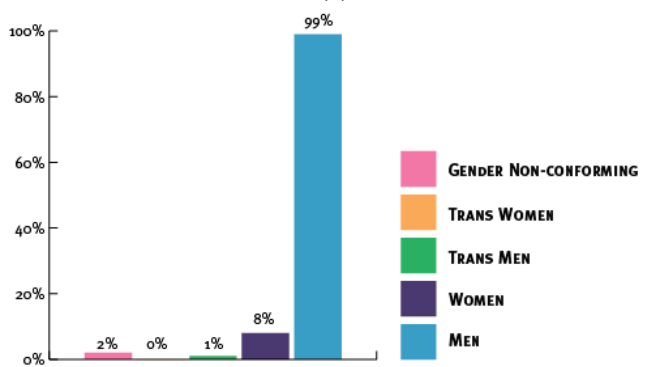
n=98

### HIV Status:



n=100

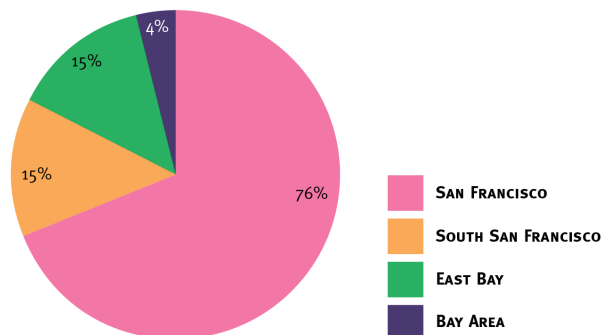
### Gender of Sexual Partner(s) in the last 12 months:



n=99

\*Total % is more than 100 due to multiple selected answers.

### Residency of respondents:



n=100

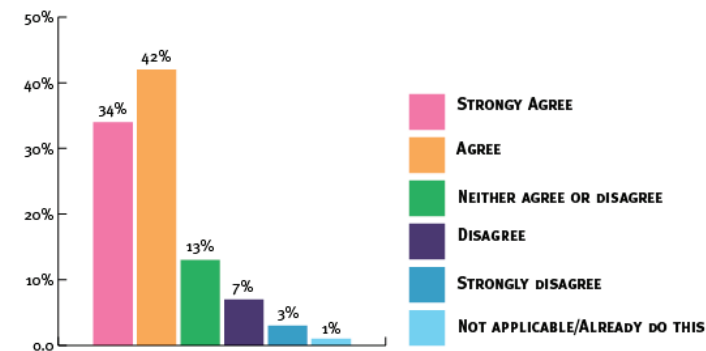


## PrEP-related Behavior

We measured participants' perceived influence of the campaign on their intended behaviors regarding PrEP. Participants indicated how strongly they agreed or disagreed with five statements about intended PrEP-related behaviors, according to a Likert-scale.

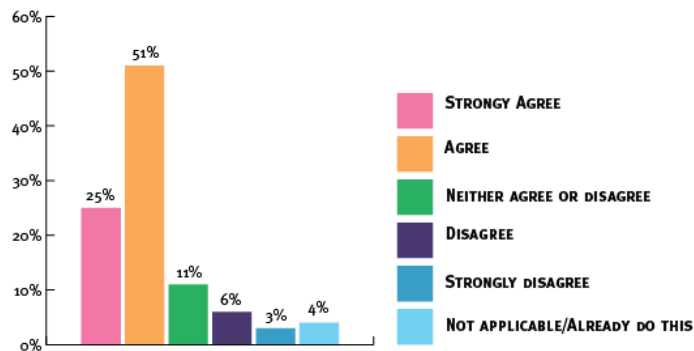
*"As a result of the campaign, I am more likely to..."*

### Talk to my Doctor about PrEP:



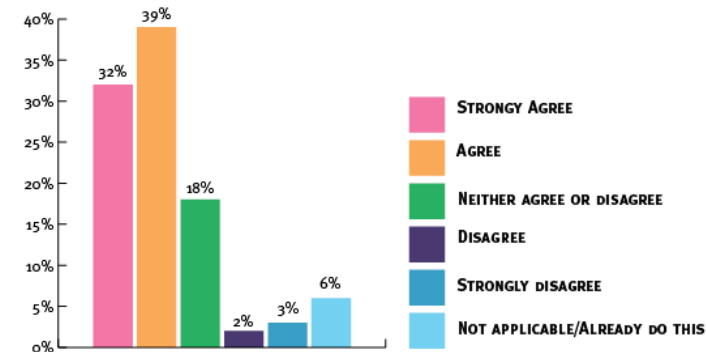
n=100

### Seek more information about PrEP:



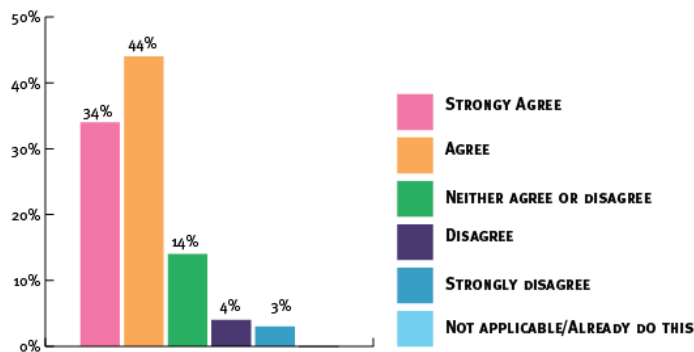
n=100

### Talk to my partner about PrEP:



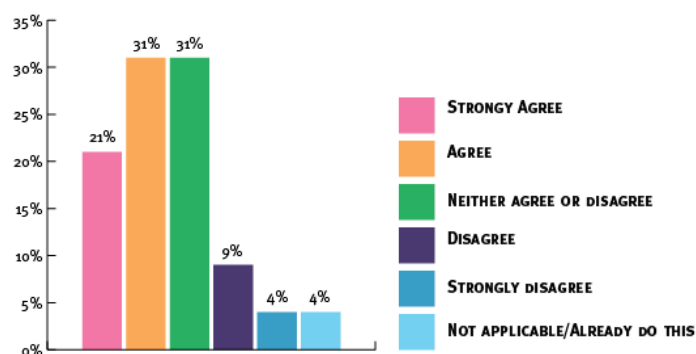
n=99

### Tell my friends and family about PrEP:



n=98

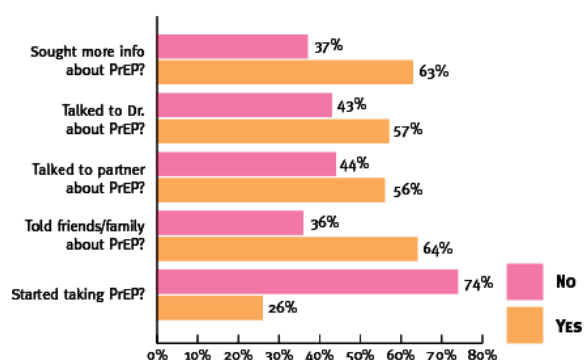
## Start taking PrEP:



n=100

We also measured the influence of the campaign on participants' actual PrEP-related behaviors in the past six months (the duration of the campaign).

## In the past 6 months have you...:



n=99

## Barriers to PrEP-related behaviors

We asked participants who indicated “no” to the previous five measures (“In the past six months have you...”) about actual behaviors in the past six months to explain why they may not have taken any actions around PrEP. Eleven respondents provided explanations that included being in a monogamous relationship, being non-sexually active, and uncertainty due to lack of information about PrEP.

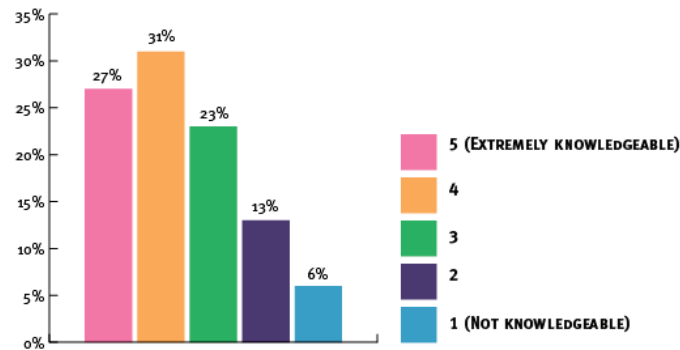
*PrEP-related behaviors discussion*

The evaluation data reveals positive results regarding increased action around PrEP-related behaviors as a result of the campaign. The majority of participants surveyed reported they strongly agree or agree that they are more likely to talk to their doctors (76%), seek more information about PrEP (76%), talk to their partner (71%) about prep and tell their friends and family (78%) about PrEP as a result of the campaign. Over half (52%) of participants indicated they strongly agree or agree that they are more likely to start taking PrEP.

When it came to actual behaviors, the majority of participants said they had sought more information about PrEP (63%), told their friends and family (64%) about PrEP in the past six months, talked to their partner (56%) about PrEP, and reported talking to their doctor (57%) in the past six months about PrEP. Twenty-six percent of respondents reported initiating PrEP use, several of whom reported initiating PrEP as a result of the campaign.

The results show that those in our target audience are willing and motivated to talk about PrEP use with others and to initiate PrEP use in the future. They also show that future campaign work can provide more information to further inform audience members and encourage them to learn more about PrEP.

**PrEP Knowledge:**



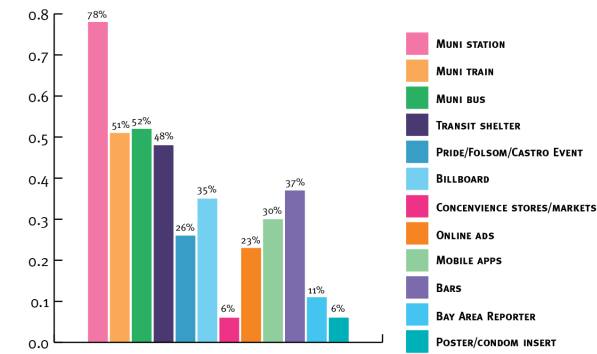
n=100



Campaign Exposure

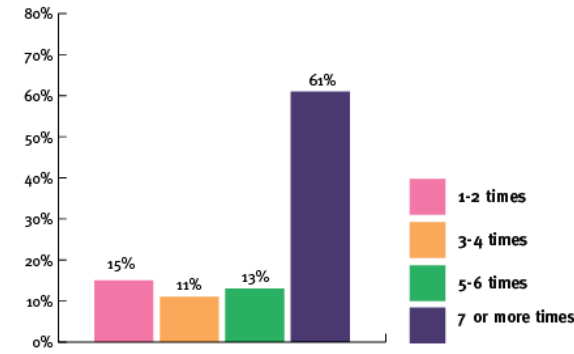
We asked participants questions about their exposure to the *Our Sexual Revolution* campaign ads.

Where have you seen advertising for the *Our Sexual Revolution* campaign:



n=98

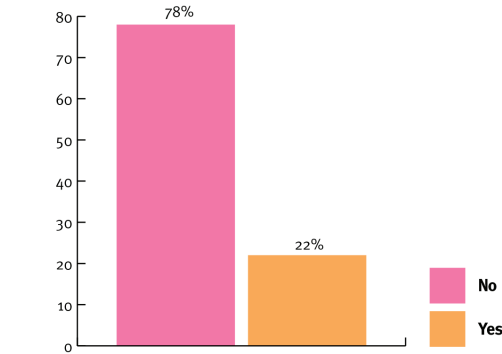
How many times have you seen the: *Our Sexual Revolution* ads:



n=100

Responses show that the ads had wide exposure to our campaign audience. Among those who took the survey, the majority (61%) reported seeing the *Our Sexual Revolution* ads seven or more times. The findings show that the campaign had the intended reach.

Have you seen or visited the *Our Sexual Revolution* website?



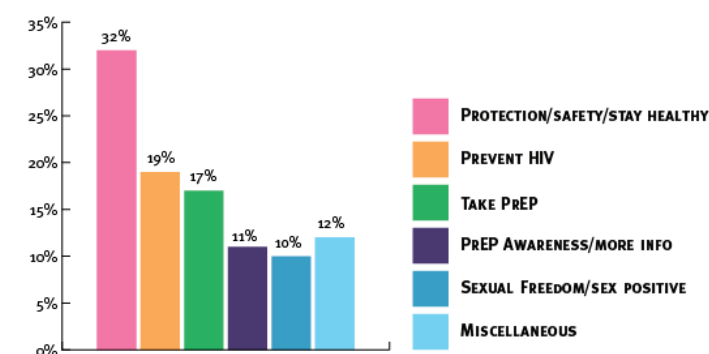
n=100

## Campaign Message Interpretation

We asked participants to explain in their own words how they perceived the campaign message. Unaided message recall is an important measure to gauge whether the target audience correctly interpreted and internalized the campaign message.

Responses were coded and sorted into different response types. A breakdown of the most common types of responses is shown below.

### What is the main message of the campaign:

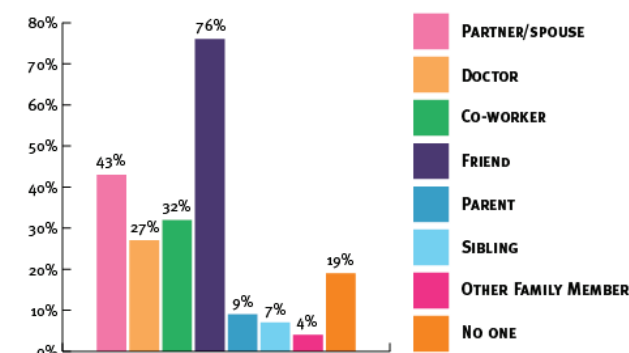


n=100

## Audience Discussion of Campaign

Audience discussion of campaign with others and the issues it raises are important because such dialogue helps to internalize and reinforce the messages portrayed in the ads. Discussion about the campaign is also critical to further disseminate the messages throughout the community via word-of-mouth, arguably one of the most effective methods of persuasion. We evaluated the dissemination and discussion of campaign messages by asking the respondents with whom they spoke about the campaign.

### With whom have you discussed the *Our Sexual Revolution* campaign:



n=100

\*The total percentage of responses exceeds 100 as many participants gave multiple responses

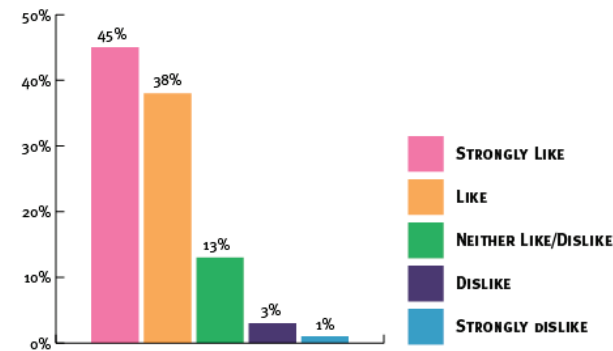
The majority of participants reported discussing the campaign with a friend (76%). Nearly half of respondents reported discussing the campaign with their partner or spouse (43%). Nineteen percent of participants did not discuss the campaign with anyone.

These results are in support of the current PrEP messaging as it shows people are talking to others about their impressions of the campaign and initiating conversations about PrEP.

### Favorability of Campaign

We measured the perception of the campaign by the target audience through questions asking how strongly they liked or disliked the campaign ads. Overall, the majority of the participants (83%) responded favorably to the campaign.

#### How much do you like or dislike the *Our Sexual Revolution* campaign ads:



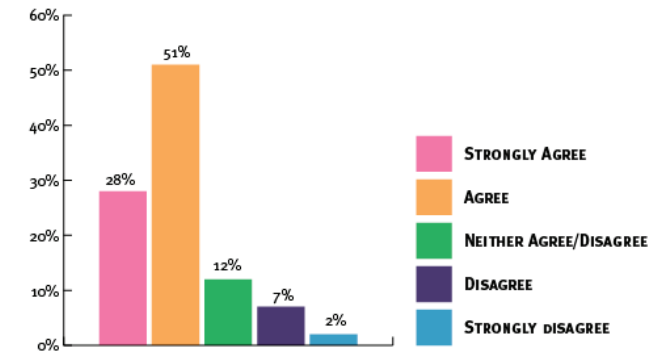
n=100



## Persuasion of Campaign

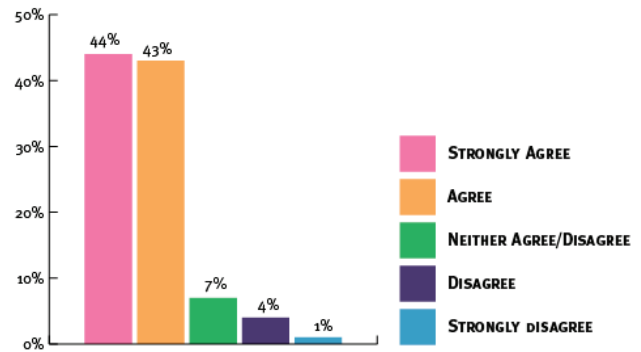
Persuasion measures the ability of the advertised message to convince members of the target audience to change their behavior. The purpose of the campaign is to motivate behavior change. We asked four questions to investigate and analyze factors affecting the persuasion of the campaign. The majority of participants indicated they strongly agree or agree with each of the four campaign measures.

### The campaign was convincing:



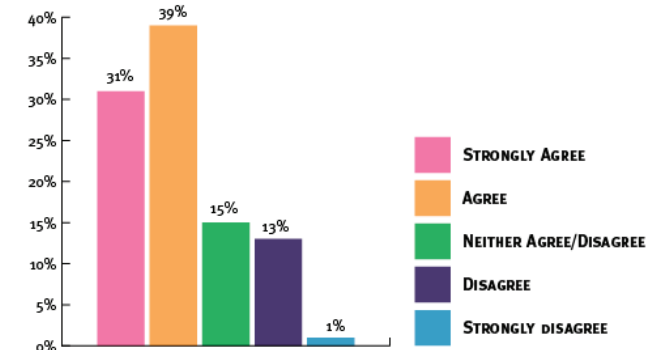
n=100

### The message was memorable:



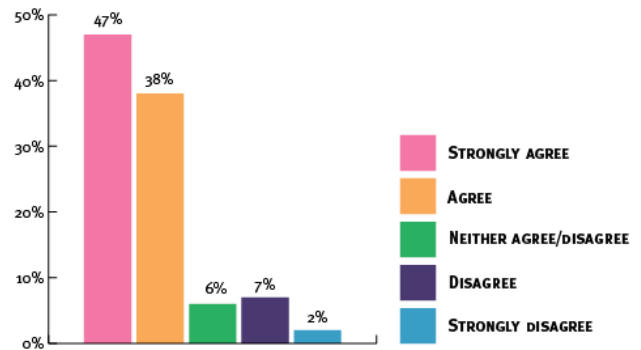
n=99

### The campaign had personal meaning:



n=99

### The message was clear:



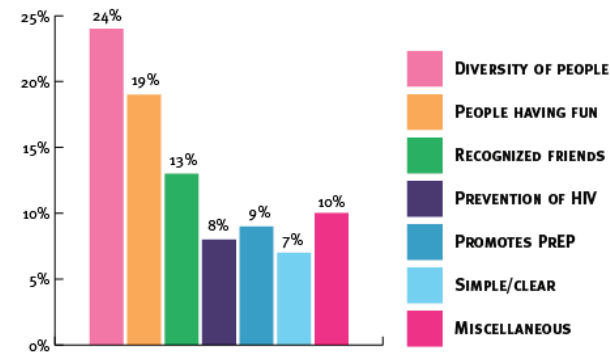
n=98

The results show that the campaign ads were well received by the participants. At least 79% of participants said they strongly agreed or agreed that the campaign was convincing, the message was memorable, and the message was clear. The majority of participants (70%) strongly agreed or agreed that the campaign had personal meaning for them.

Positive Remarks about the Campaign

We asked participants what they liked about the campaign ads. A breakdown of the most common types of responses is shown below.

What do you like about the campaign ads:



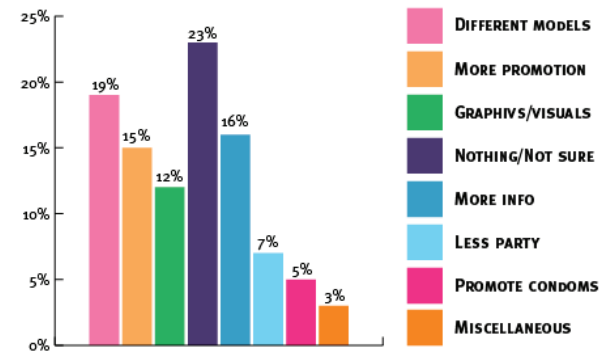
n=90

Most participants expressed that they liked the simplicity and clear message of the campaign. Many also liked the visuals and graphics of the ads as well as the awareness it brought to HIV prevention and PrEP.

Improvements to Ads

We asked participants what they would suggest to improve the ads. Most participants appreciated the campaign. Some expressed a desire to see more variety with the models used and requested more information for getting PrEP. Below is a breakdown of the types of responses among survey respondents.

How would you improve this ads:



n=74

Include different models (19%)

- “Include more popular people in the community.”
- “Include other gender identities.”
- “Focus on single partner, monogamous people.”

***More promotion (15%)***

“More Ads.”

“Spread it and share it even more.”

“More in your face.”

***More information (15%)***

“More info on how to get it”

“Nothing just maybe more information.”

“Even more information on PrEP.”



## Discussion of Evaluation

### Campaign Outcomes

The evaluation results revealed that the campaign was successful in meeting our campaign and evaluation objectives. What is more, the majority of respondents shared both enthusiasm and positive remarks about *Our Sexual Revolution* when approached for questioning. The campaign reached our target audience, provoked interest in seeking more information about PrEP and promoted discussion around PrEP awareness. It also had a clear and direct message that was supported by bold, empowering and memorable imagery. Below we discuss the outcomes in further detail by addressing the questions prompted from the campaign objectives.

#### ***Who saw the campaign? Did we reach our target audience?***

The campaign reached the target audience. The majority of participants who completed the survey were HIV negative Black or Latino MSM who reported completing at least some college and having household incomes between \$40,000-\$74,999. These findings offer insight into who is seeing the ads and how they are impacting the target audience.

The campaign had a high exposure among our target audience. The overwhelming majority of respondents (85%) reported seeing the campaign ads three or more times and 61% reported seeing the campaign seven or more times. Such exposure rates demonstrate that the media strategy was successful in reaching our target audience.

#### ***Did they take action or intend to take action about PrEP (find more info, start taking PrEP, etc...)?***

Most respondents reported intending to take action about PrEP as a result of the campaign. The evaluation results show that the majority agree or strongly agree that they are more likely to talk to their doctor about PrEP, seek information about PrEP, talk to their partner about PrEP and talk to their friends and family about PrEP. Over half (52%) strongly agree or agree that they were likely to start taking PrEP because of the campaign.

Regarding behavior change, the majority said they sought more information about PrEP and talked to their partner, friends, or family about PrEP during the time which the campaign was running. Over half talked to their doctor about taking prep and two out of ten started using PrEP. More respondents sought information and discussed PrEP with their partners, friends, or families, likely because it is easier to look up information or talk to someone close about PrEP or HIV-related issues. Talking to a doctor and starting PrEP use are steps that someone may take when they are more ready to commit to using PrEP as an HIV prevention method.

The campaign's objective to motivate the target audience to take action around PrEP and use it as an HIV prevention method provides significant momentum in continuing similar PrEP awareness campaigns. It is not enough for an audience member to just see and like an ad. They must take action or plan to take action in order to make a difference in preventing HIV. These outcomes reflect the power of a bold, positive and effective ad to inspire action.

Addressing this objective provides momentum in creating and continuing PrEP awareness campaigns like *Swallow This*. It is not enough for an audience member to just see and like an ad, but they must take action or plan to take action in order to make a difference in preventing HIV. These outcomes reflect the power of a simple, effective ad to inspire action.

#### ***What did they think of the campaign?***

Overall, the audience expressed positive remarks about the campaign with 82% saying that they strongly liked or liked the campaign. The majority felt that the campaign and its message were clear and memorable, had personal meaning for them and was convincing. Participants reported that they most liked the diversity of people featured in the ad. They also liked the positive and celebratory tone of the image, responding with frequently used descriptors like “fun,” “party” and “happy people.” Participants also liked the models featured in the ad as many recognized them as friends.

#### ***What are the barriers to taking action about PrEP?***

Some of the key reasons participants reported for not taking action around PrEP were being monogamous, sexually non-active or not having enough information about PrEP. Identifying the barriers informs how we can work on future PrEP awareness campaigns and better reach those who were not ready or interested in pursuing PrEP as a HIV prevention method.

### *Limitations*

As with most research, this evaluation had limitations. One limitation is that those who participated in the survey were not randomly selected. Rather, they were identified based on behaviors and characteristics they shared with target audience. Therefore, results cannot be generalized to the larger population of HIV negative individuals. People who had stronger feelings about the campaign may have been more likely to participate than those with neutral opinions. Moreover, the survey mainly captured responses from participants who were likely to frequent bars or clubs where the intercept surveys were administered. BWA staff worked to mitigate this bias by recruiting participants at high traffic pedestrian areas where the target audience was likely to frequent.

A further limitation is that survey data cannot be generalized to a broader trans women audience. A limited number of trans women were included in the sample, which is due in part to their lower population density. While acknowledging these limitations, the evaluations results are a useful indicator that point directly to the success of the campaign on several measures. The data discussed in this evaluation provides a window to understanding the outcomes of the campaign among some HIV negative MSM and transwomen and provides measures that suggest specific ways in which related campaigns can be improved, built-upon, and expanded.

## Conclusion and Future Steps

Many reading this report will likely have known about PrEP for several years. Such familiarity can influence how we perceive the issue. People who are not engaged in HIV prevention have limited awareness and knowledge regarding PrEP. In fact, those who will benefit most from PrEP tend to be the same individuals who experience barriers to both prevention information and access to quality healthcare. Disenfranchisement, substance use, illiteracy and other socio-economic factors conspire to keep these people in the dark.

*Our Sexual Revolution* was designed to reach MSM of color and trans women who are both at highest risk for HIV infection. This evaluation suggests that the campaign is reaching the target audience, in multiple stages, and with a high degree of repetition. Eighty-seven percent of survey respondents felt the campaign message was memorable and 85% reported seeing the ads on at least three separate occasions.

Most importantly, the message has been understood and has generated changes in both attitudes and behaviors. Fifty-seven percent of those surveyed reported being more likely to speak with their doctor about PrEP as a result of seeing the campaign. Further, 78% were more likely to discuss PrEP with family and friends. During the course of the campaign 26% actually began using PrEP. Creating this type of interest, dialogue, and action is precisely what the campaign intended to do.

The ultimate public health goal of increasing the use of PrEP leading to a decrease in the number of new infection will not happen overnight. Looking at other examples of prophylactic interventions suggest uptake will be an ongoing challenge. Lower than expected adoption of hepatitis A and B, herpes zoster and flu vaccines indicates that availability, by itself, of biomedical solutions to preventing disease is not sufficient to create effective utilization. Targeted social marketing campaigns, in addition to provider education and other measures, are required to raise awareness of the benefit of PrEP and counter unfortunate and misleading anti-PrEP efforts.

PrEP education is just beginning, however, with the *Our Sexual Revolution* campaign we can see that public education campaigns are effective in raising awareness, generating dialogue and information seeking, and in motivating individuals to engage with their providers regarding prescribing PrEP.



# Appendix

**Appendix 1:** Campaign posters

- a. English campaign posters
- b. English campaign posters
- c. Spanish campaign poster

**Appendix 2:** Paid media impressions summary

**Appendix 3:** Shelter locations

**Appendix 4:** Wild postings locations

- a. Week of 06/20/2016
- b. Week of 06/27/2016
- c. Week of 07/04/2016
- d. Week of 07/11/2016

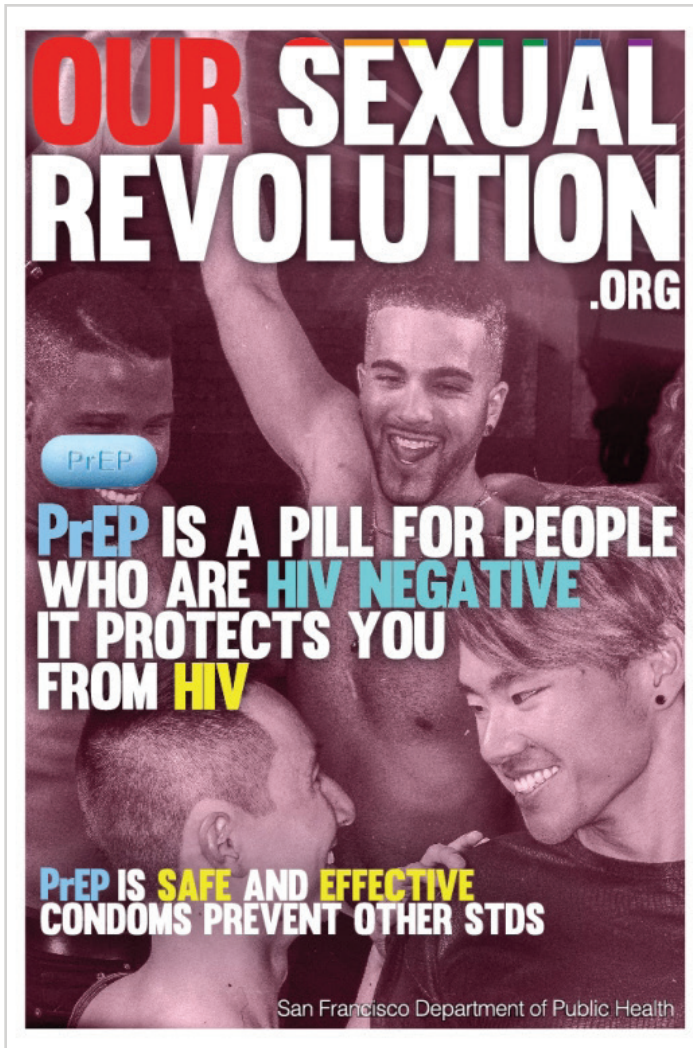
**Appendix 5:** Bar ads and locations

- a. Bar ad location list
- b. Bar ads

**Appendix 6:** Convenience store locations

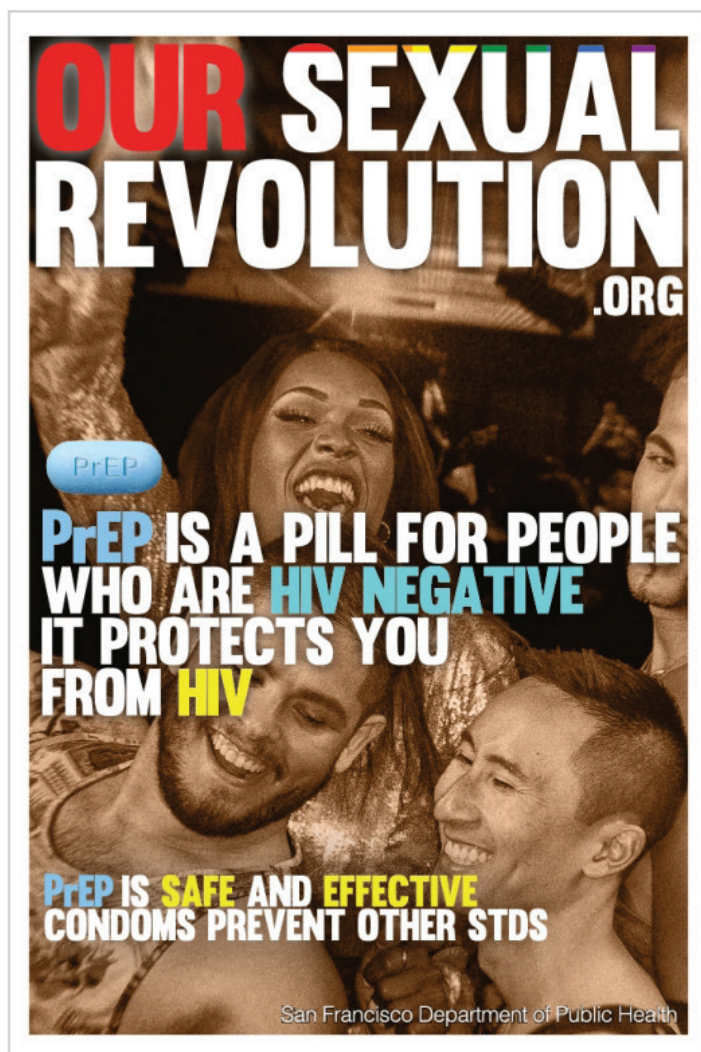
- a. Convenience store list
- b. Convenience store list continued

## Appendix 1:





## Appendix 1:



## Appendix 1:





## Appendix 2:

### *Paid media impressions summary*

MEDIA	TOTAL IMPRESSIONS
<b>TRANSIT</b>	
MUNI Stations: Civic Center & Castro	23,826,176
MUNI Train & Buses	38,175,229
Bus Shelters	12,740,031
<b>OUTDOOR</b>	
Wild postings	10,864,000
Bar advertising	1,134,000
Convenience store posters	13,104,000
<b>DIGITAL</b>	
Grindr	12,546,694
Hornet	655,981
Jack'd	494,461
Facebook & Instagram	704,630
Adam4Adam	50,000
Gay Ad Network	896,222
<b>PRINT</b>	
Bay Area Reporter	600,000
<b>COLLATERAL</b>	
Disco ball necklaces	1,200
Hand fans	3,000
Bar coasters	50,000
11X17 posters	200
Bi-fold cards	15,000
Hand towels	2,000
TOTAL	<b>115,862,824</b>

## Appendix 3:

### *Bus shelter locations*

LOCATIONS	
3rd St & Hudson Ave	3rd St & LeConte Ave (2 Locations)
Larkin St & Golden Gate Ave	3rd St & Gilman Ave/Paul Ave (2)
Castro St & 18th St	3rd St & Carrol Ave (2)
Turk St & Larkin St	3rd St CL & Van Dyke Ave/Williams Ave (2)
Eddy St & Van Ness Ave	3rd St CL & Shafter Ave
Market St & Sanchez St	3rd St & Le Salle Ave
Market St & Dolores St	3rd St & Evans Ave (4)
Market St & Noe St	Bay Shore Blvd & Arleta Ave
Hyde St & McAllister St	Bay Shore Blvd & Sunnydale Ave (2)

## Appendix 4:

### *Wild posting locations Week of 06/20/2016\**

ADDRESS	INTERSECTION	ZIP CODE
1745-55 Market St	Valencia St	94103
1800-1802 2nd St	Hearst Ave	94110*
2073 University Ave	Shattuck Ave	94704*
2200 Lane St	3rd St	94124
2701 Shattuck Ave	Derby St	94705*
2950 23rd St	Alabama St	94110
300 Sanchez St	16th St	94114
3020 Broadway (2 Locations)	30th St	94611*
3120 San Pablo Ave	Myrtle St & Market	94608*
3122 Sacramento St	Baker St	94115
326 Eddy St	Jones St	94102
3281 M.L.K. Jr Way	33rd St	94609*
3300 Broadway	Brook St	94611*
3729 Mission St	Park St	94110
388 12th St	Franklin St	94607*
716 Columbus Ave	Filbert St	94133
900 Columbus Ave	Lombart St	94133
901 Haight St (2)	Divisadero St	94117
930 Columbus Ave	Lombart St	94133

\*Due to limited availability during this week, some of the posters were located outside of San Francisco. The locations were subsequently exclusively in San Francisco and the buy was extended for the additional bonus time as compensation

## Appendix 4:

### *Wild posting locations Week of 06/27/2016*

ADDRESS	INTERSECTION	ZIP CODE
172 Golden Gate Ave	Leavenworth St	94102
1745-55 Market St	Valencia St	94103
1900 Hayes St	Ashburt St	94117
2200 Lane St	3rd St	94124
250 Divisadero St	Haight St	94117
2594 Lombard St	Broderick St	94123
2801 Folsom St	24th St	94110
2948 24th St	Alabama St	94110
300 Sanchez St	16th St	94114
326 Eddy St	Jones St	94102
3300 Mission St	29th St	94110
397 8th St	Harrison St	94103
65 6th St	Jessie St	94103
699 3rd St (2 Locations)	Townsend St	94107
716 Columbus Ave	Filbert St	94133
900 Columbus Ave	Lombard St	94133
901 Haight St (2)	Divisadero St	94117
930 Columbus Ave	Lombard St	94133



## Appendix 4:

### *Wild posting locations Week of 07/04/2016*

ADDRESS	INTERSECTION	ZIP CODE
1270 Mission St (2 Locations)	9th St	94103
1745-55 Market St	Valencia St	94103
1897 Lombart St	Buchanan St	94123
2200 Lane St	3rd St	94124
250 Divisadero St	Haight St	94117
2594 Lombard St	Broderick St	94123
2801 22nd St	Florida St	94110
2801 Folsom St	24th St	94110
2847 24th St	Bryant St	94110
2948 24th St	Alabama St	94110
2950 23rd St	Alabama St	94110
300 Sanchez St	16th St	94114
326 Eddy St	Jones St	94102
397 8th St	Harrison St	94103
447-449 Balboa St	6th St	94121
4701 Mission St	Persia St	94112
65 6th St	Jessie St	94103
699 3rd St (2)	Townsend St	94107
716 Columbus Ave	Filbert St	94133
900 Columbus Ave	Lombard St	94133
901 Haight St	Divisadero St	94117

## Appendix 4:

### *Wild posting locations Week of 07/11/2016*

ADDRESS	INTERSECTION	ZIP CODE
1270 Mission St (2 Locations)	9th St	94103
2200 Lane St	3rd St	94124
250 Divisadero St	Haight St	94117
2594 Lombard St	Broderick St	94123
2950 23rd St	Alabama St	94110
300 Sanchez St	16th St	94114
326 Eddy St	Jones St	94102
3300 Mission St	29th St	94110
397 8th St	Harrison St	94103
447-449 Balboa St	6th St	94121
4701 Mission St	Persia St	94112
595 Ellis St	Hyde St	94109
65 6th St	Jessie St	94103
699 3rd St (2)	Townsend St	94107
716 Columbus Ave	Filbert St	94133
900 Columbus Ave	Lombard St	94133
901 Haight St (2)	Divisadero St	94117

## Appendix 5:

### *Bar ad locations*

NAME	ADDRESS
Los Reyes	1201 Geneva Ave
Super Star Restaurant	4919 Mission St
Salad Place	400 London St
Mexico Tipico	4581 Mission St
Glen Park Station	2816 Diamond St
Osaka	460 Castro St
Twin Peaks	401 Castro St
Orphan Andy's Restaurant	3991 17th St
Moby Dick	4049 18th St, Castro
Fire Wood Cafe	4248 18th St
Last Call Bar	3988 18th St
Care Flore	2298 Market St
LookOut	3600 16th St
Restaurant Eiji	317 Sanchez St
Miyabi	253 Church St
Crepevine	216 Church St
Pilsner Inn	225 Church St
Mint	1942 Market St
Hole in the Wall	1369 Folsom St
Stud	399 9th St, Soma
Showdown	10 6th St
Aunt Charlie's Lounge	133 Turk St
Gang Way	841 Larkin St
Outsider	894 Geary
Takara	4243 18th St

## Appendix 6:

### *Convenience store locations*

NAME	ADDRESS
Tsunami Market	479 Turk St
Star Market	689 Geary St
Tenderloin Market	200 Leavenworth St
Battanburg Market	339 Eddy St
Dollars & Cents Discount	345 Eddy St
Golden Gate Market	225 Leavenworth St
TL Tobacco & Market	301 Turk St
Maryland Market	300 Turk St
Fida Market	1939 Mission St
Gladstone Market	678 Eddy St
New Princess Market	500 Eddy St
Amigos Market	500 Ellis St
T&L Market	405 Eddy St
Kery Market	648 Andover St
U-Save Market	3399 Crescent Ave
Casa Guadalapi #3	299 Mission St
Precita Food Market	35 Precita Ave
MC Discount Center	1200 Valencia St
Save-Way	3353 26th St
Vic's Grocery	3300 26th St
Maurice's Market	3046 24th St
Betman La Gallinita Market	2989 24th St
GGP Market	2948 24th St
Reubin's Market	2927 26th St
ABC Market	2801 Bryant St
New Bosworth Market	145 Bosworth St
H&K Market	1300 Fitzgerald Ave
Mike's Market	2200 Silver Ave
Sabbis Groceries	1599 Revere Ave
El Aquila de Oro	5201 3rd St
Frankie's Variety	5299 3rd St



## Appendix 6:

### *Convenience store locations*

NAME	ADDRESS
Sav-Mor Market	4500 3rd St
Torino Market	4830 3rd St
Star Market	4400 3rd St
Bayview	4700 3rd St
Grocery & Dollar Store	4919 3rd St
Super Saver Inc	4517 3rd St
Lee's Food Mart	1397 Revere Ave
Little Village Market	1950 Sunnydale Ave
Hillcrest Market	790 Silver Ave
G&K Grocery	21 Leland Ave
Leland Maket	65 Leland Ave
Shun Lee Market	2400 Bay Shore Blvd
Tierra Santa Market	2890 San Bruno Ave
Foothill Market	3004 San Bruno Ave
Jan Bruno Supermarket	2480 San Bruno Ave
J&C Market	2544 San Bruno Ave
Charlie's Kwik Stop	153 Bacon St
La Loma Produce #7	2965 San Bruno Ave





*Report prepared by:*

**BETTER WORLD ADVERTISING**