

Swallow This Evaluation Brief

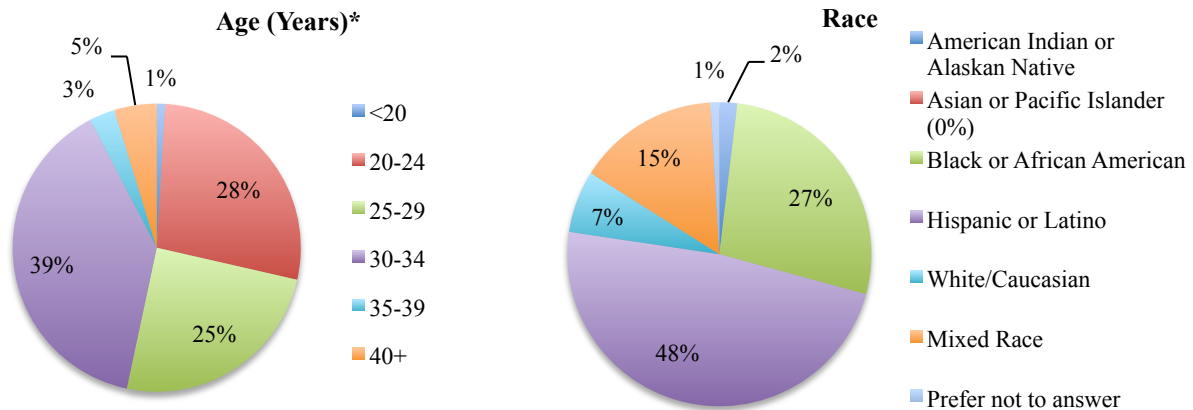
Prepared for Harlem United

Background

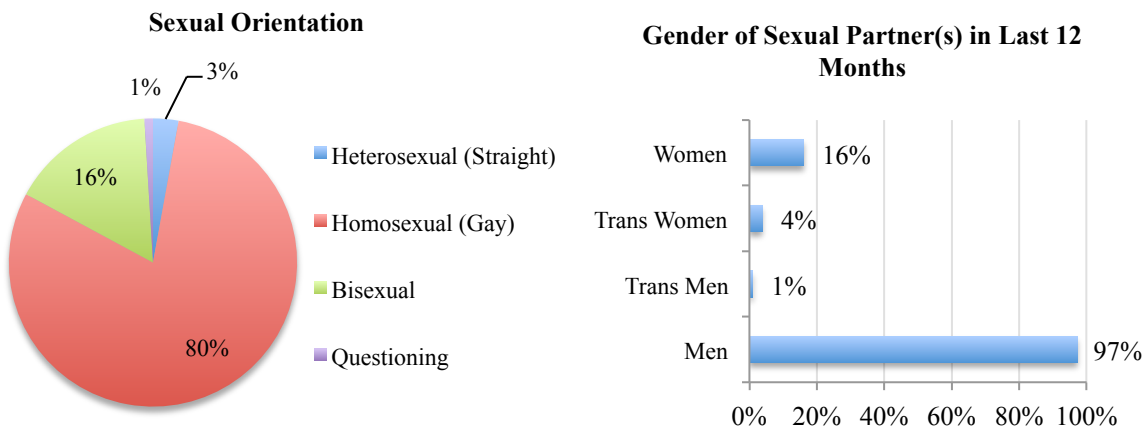
From June-November 2015, Harlem United partnered with Better World Advertising (BWA) to develop the *Swallow This* social marketing campaign to raise awareness of pre-exposure prophylaxis (PrEP) and establish PrEP as a viable, trusted HIV prevention method. The main target audience for the campaign was HIV-negative gay and bisexual, Black and Latino, men who have sex with men (MSM), age 18-34, who live in Upper Manhattan.

BWA conducted an evaluation to assess and measure the reach, effectiveness, message comprehension, persuasion and outcomes of the *Swallow This* campaign. BWA collected evaluation data through 107 surveys with eligible participants. This brief highlights key findings of the evaluation.

Respondent Characteristics



*The average and median age was 29

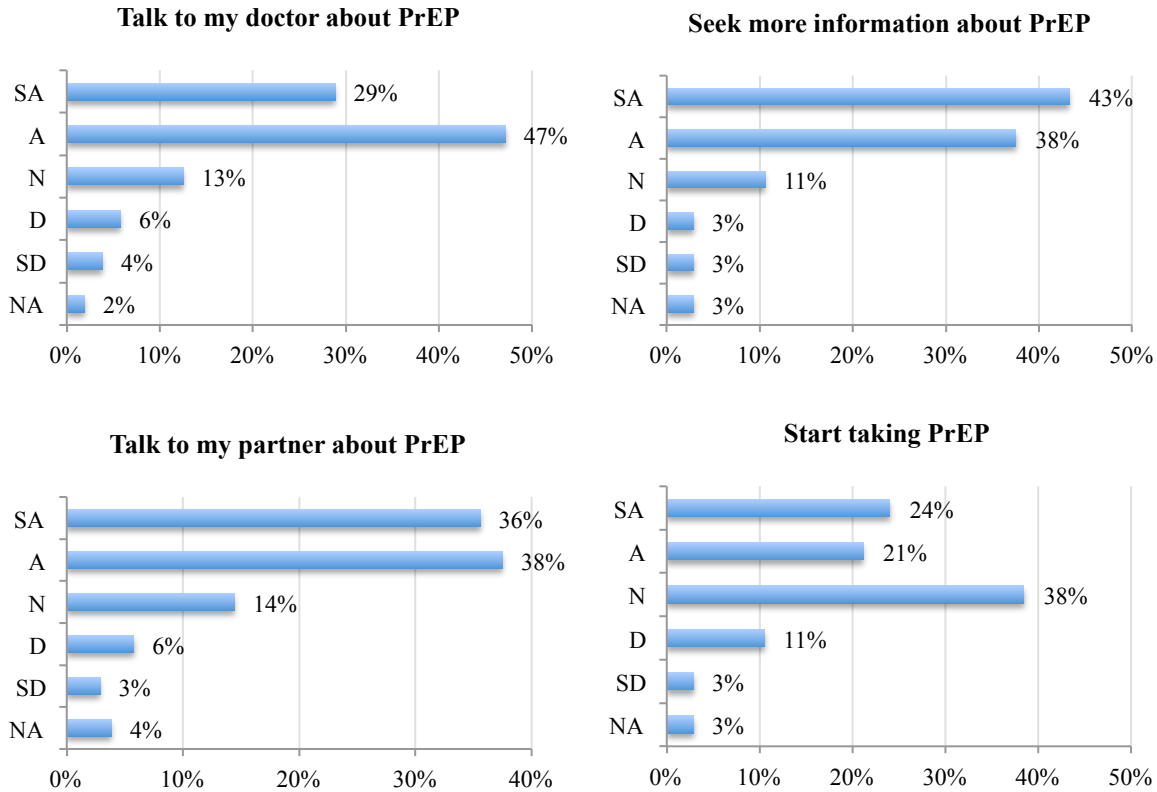


PrEP-Related Behaviors

We measured participants’ perceived influence of *Swallow This* on their intended behaviors regarding PrEP, as well as the influence of the campaign on participants’ actual PrEP-related behaviors throughout the three-month duration of the campaign.

“As a result of this campaign, I am more likely to...”

(SA= Strongly Agree, A=Agree, N=Neither Agree or Disagree, D=Disagree, SD=Strongly Disagree, NA=Not applicable/already do this)



Regarding actual behaviors, the majority of participants said they had sought more information about PrEP (67%) and told their friends and family (59%) about PrEP in the past three months. About half (49%) talked to their partner about PrEP and close to one-third (30%) reported talking to their doctor in the past three months about PrEP. 12% of respondents reported initiating PrEP use. These results show that those in our target audience is open and motivated to talk about PrEP, as well as initiate PrEP use in the future. The results also show that future campaigns can provide more information about PrEP to further educate the audience and encourage them to learn more about PrEP.

Other Survey Findings

The majority of survey respondents reported they strongly agree or agree that *Swallow This* was convincing (80%), the message was memorable (90%), and the message was clear (86%). In terms of campaign exposure, 78% of participants said they saw the campaign, three or more times, and 38% said they saw it seven or more times.