

# Effects of a Televised Two-City Safer Sex Mass Media Campaign Targeting High Sensation-Seeking and Impulsive Decision- Making Young Adults

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# Research Team

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# Acknowledgements

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# Research Question

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- Can a stand-alone televised mass media campaign be effective in changing safer sexual behavior?

# Limitations of Previous Campaigns

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- Lack of formative research on audience, channels, messages
- Lack of audience segmentation and message targeting
- Failure to develop theory-based campaigns
- *Lack of rigorous evaluation*

# Current Study

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- The purpose of the current study was to develop, implement, and rigorously evaluate a 2-city safer sex mass media campaign.
- Target population: At-risk Heterosexually Active Young Adults (aged 18-26)
- Medium: Televised 30-second Public Service Announcements (PSA's) (TV only)
- Message: Increase Condom Use
- Research Design: Controlled Interrupted Time Series Design with Comparison Community (Lexington, Kentucky, and Knoxville, Tennessee)

# Design of Two-City Campaign



LEXINGTON, KY												Campaign	LEXINGTON, KY												
KNOXVILLE, TN													KNOXVILLE, TN												
MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN					
2002								2003												04					

# Campaign Design / Evaluation

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- 100 individuals surveyed per month in each city for 21 months using (RDD)
- Independent samples were gathered
- Criteria: Young adults aged 18-26, heterosexually active in past 3 months
- Cohort was aged 18-24 at start, 20-26 at end of study
- Surveyed using laptop-based self-report survey – this allowed participants to actually view the campaign PSAs



# Campaign Plan

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- Message Targeting: Sensation-seeking Targeting (SENTAR) Approach
- Formative Research: 3 waves of in-depth focus groups (40 focus groups total)
- Use of Theory: Staged Approach
- Campaign Evaluation: Interrupted Time Series Design with Comparison Group

# Message Targeting (SENTAR)

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- Messages that appeal to HSS (and IDM) were developed and selected through formative research (KFF spots and original spots).
- Messages were placed in programming preferred by these young adults.
- When the campaign was evaluated, subgroups were specifically examined (particularly HSS/IDM)

# Airing of Campaigns

- Worked with TV stations early on to earn trust and build rapport
- We asked for and achieved a 1-1 match on airtime
- Initial data collected allowed us to identify TV programs viewed by the target audience
- PSAs were inserted (by a professional media buyer) in programs based on demographics and HSS preferences
- Messages aired in a sequential manner: focus on threat, personal risk, benefits/consequences, skills
- High saturation campaigns: 200+ gross rating points (GRPs) each week of the 13 week campaign

# *Results*

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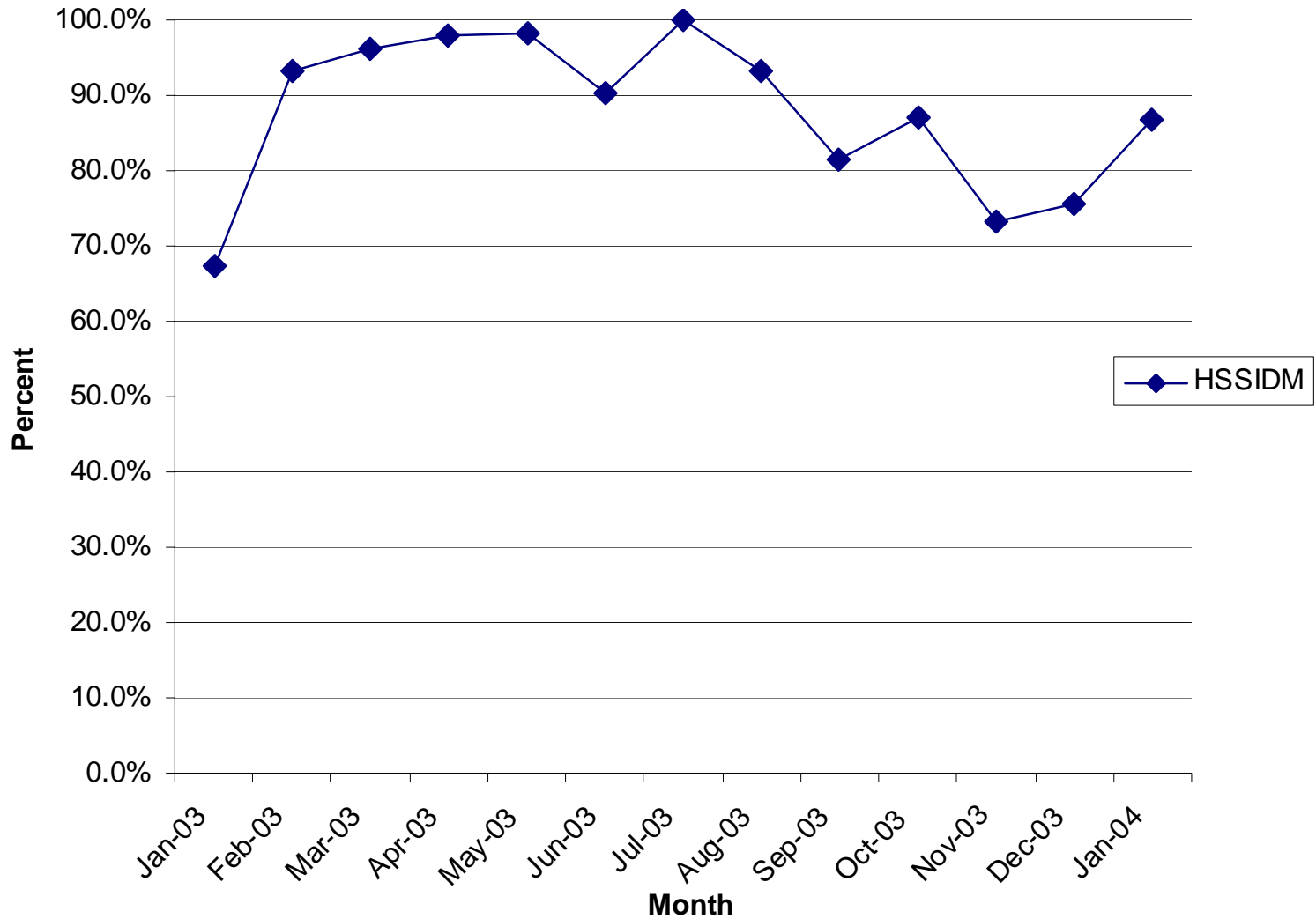


# Results

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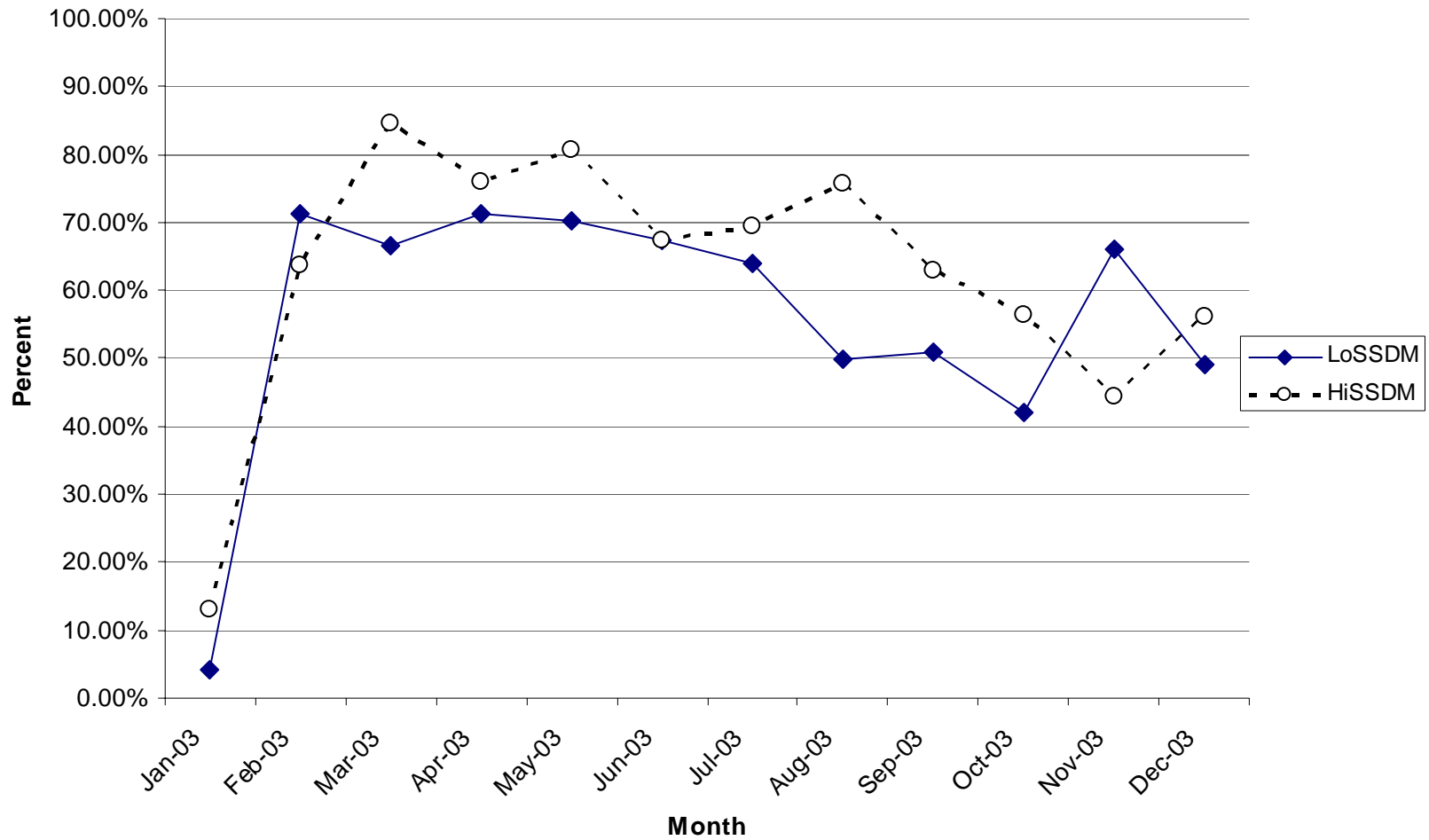
- For all results: Focus of analysis is on those above the median on a composite HSS/IDM variable
- Results reported
  - Exposure to campaign
  - Change in sexual risk behavior
  - Change in safer sex mediating variables

# Exposure: Saw at least 1 PSA

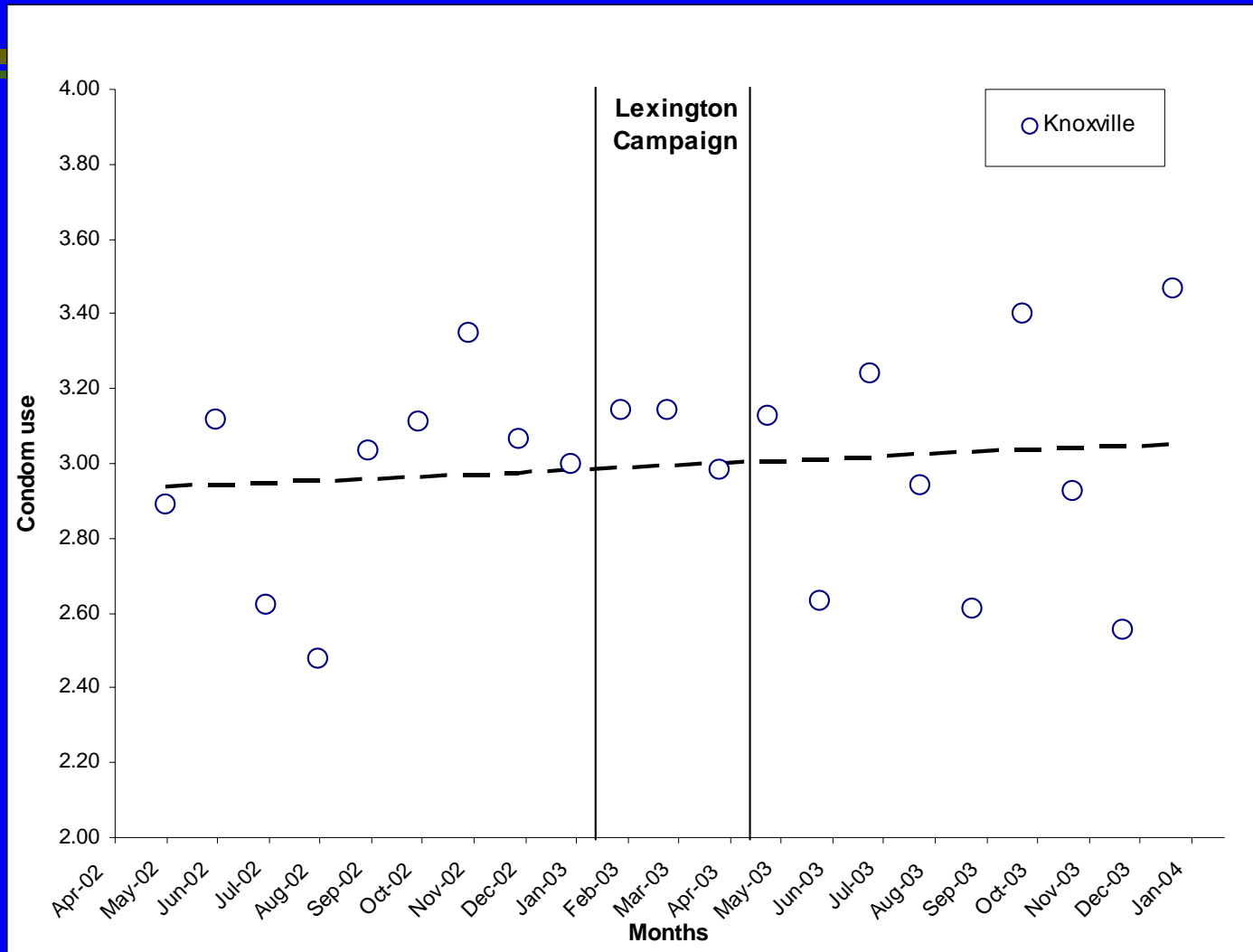


# Exposure: Saw 3 different PSAs

Percentage of respondents in Lexington who saw at least 3 PSAs



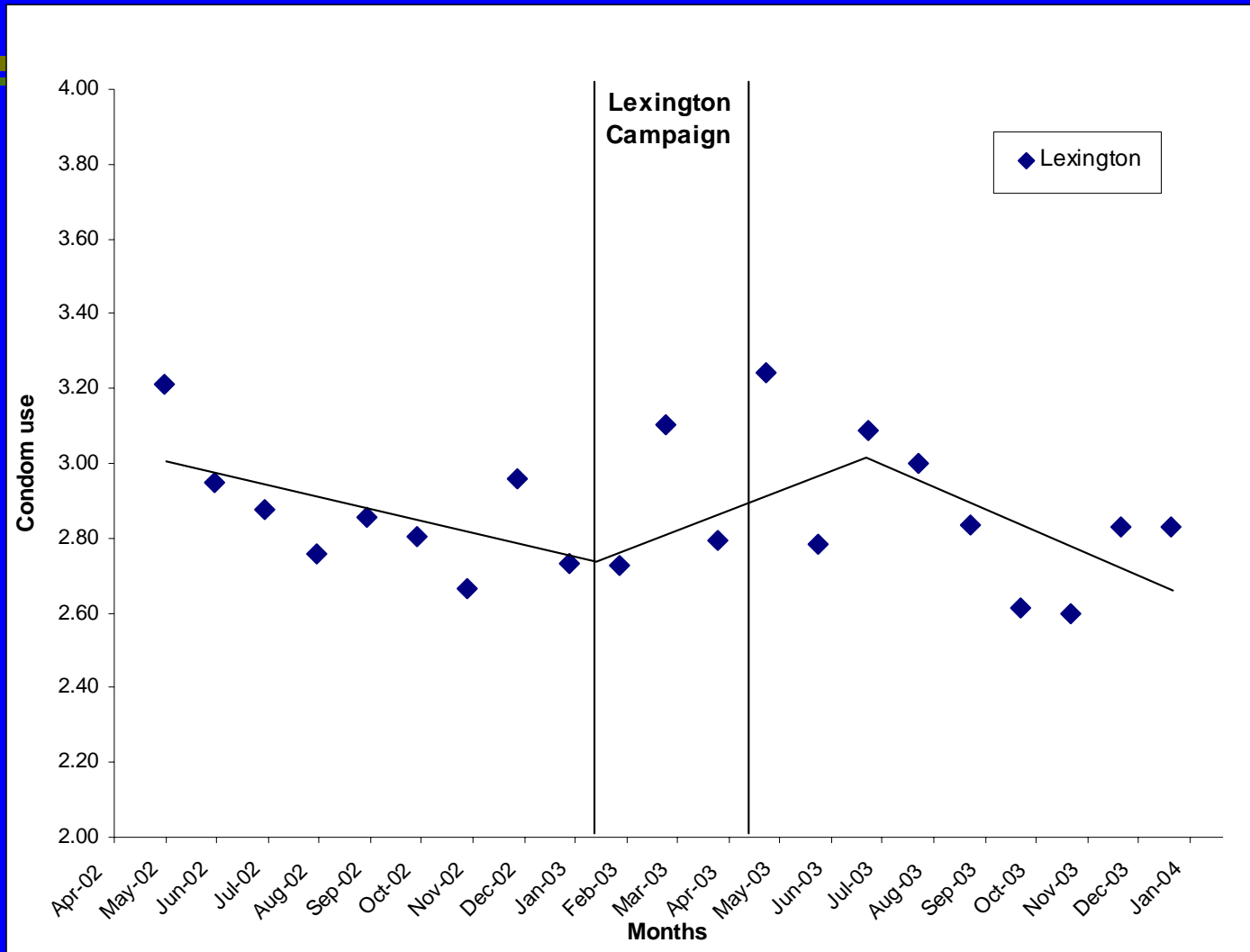
# Past 3 month condom use (Knoxville)



No statistically significant changes ( $p > .05$ )

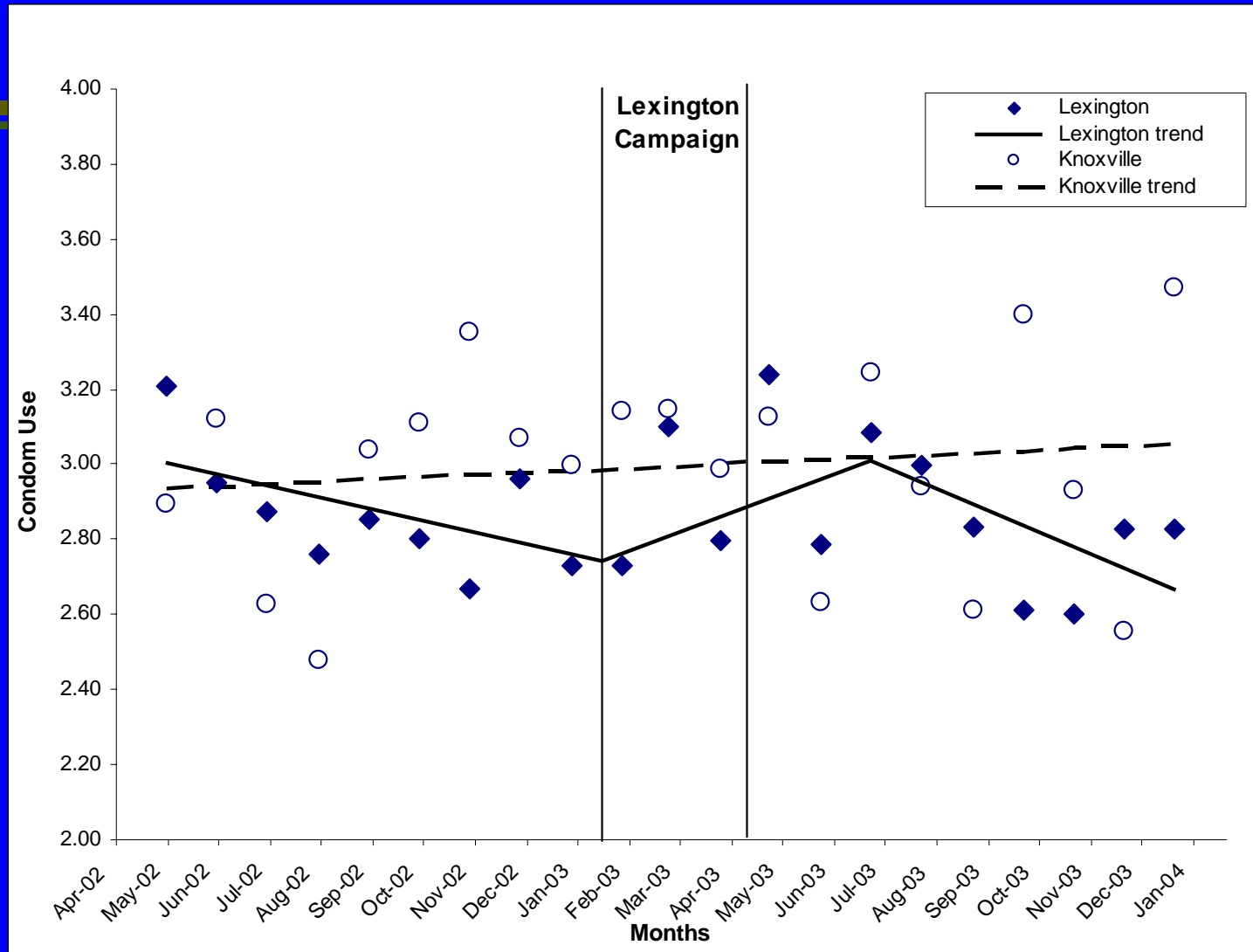


# Past 3 month condom use (Lexington)



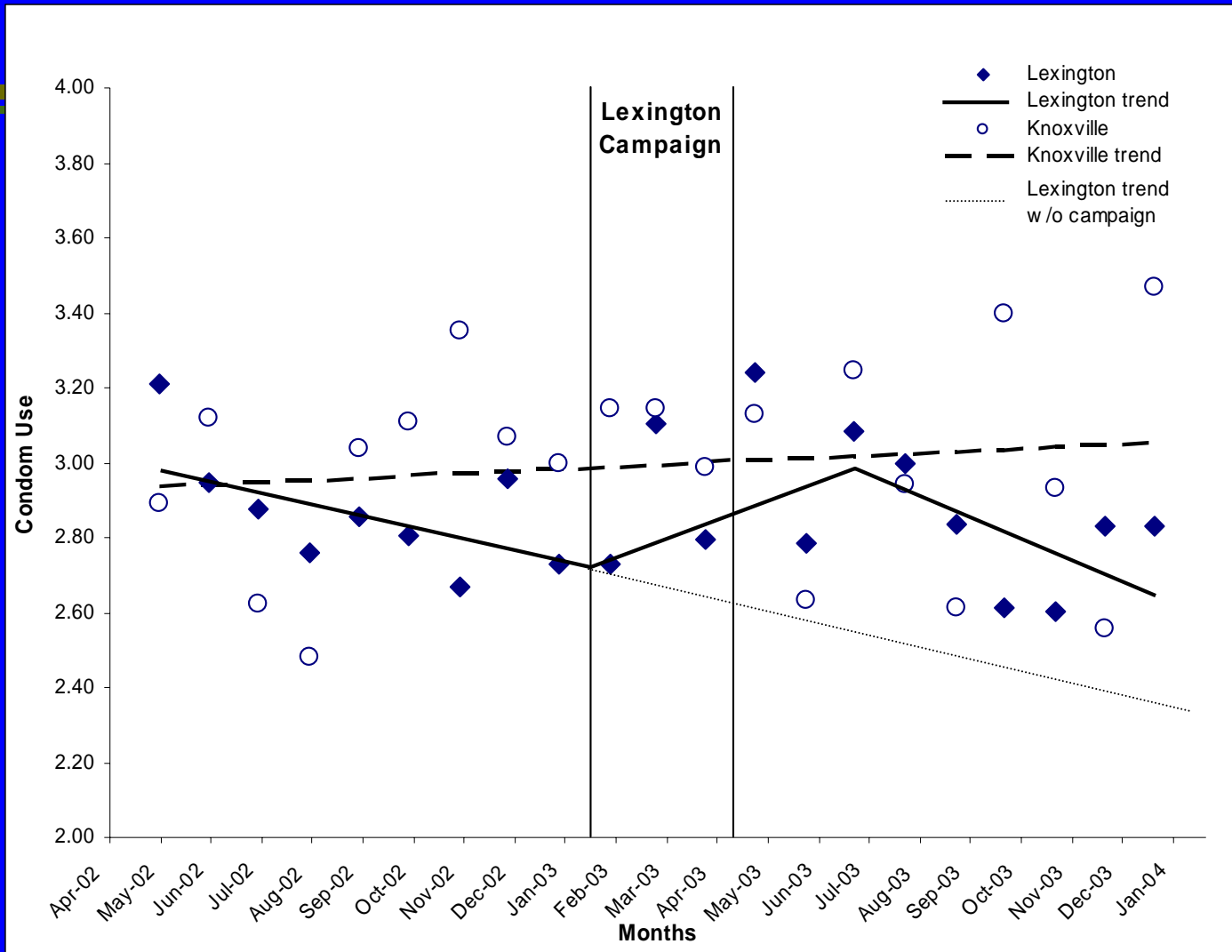
Linear trends are statistically significant ( $p < .05$ )

# Results: Past 3 month Condom Use



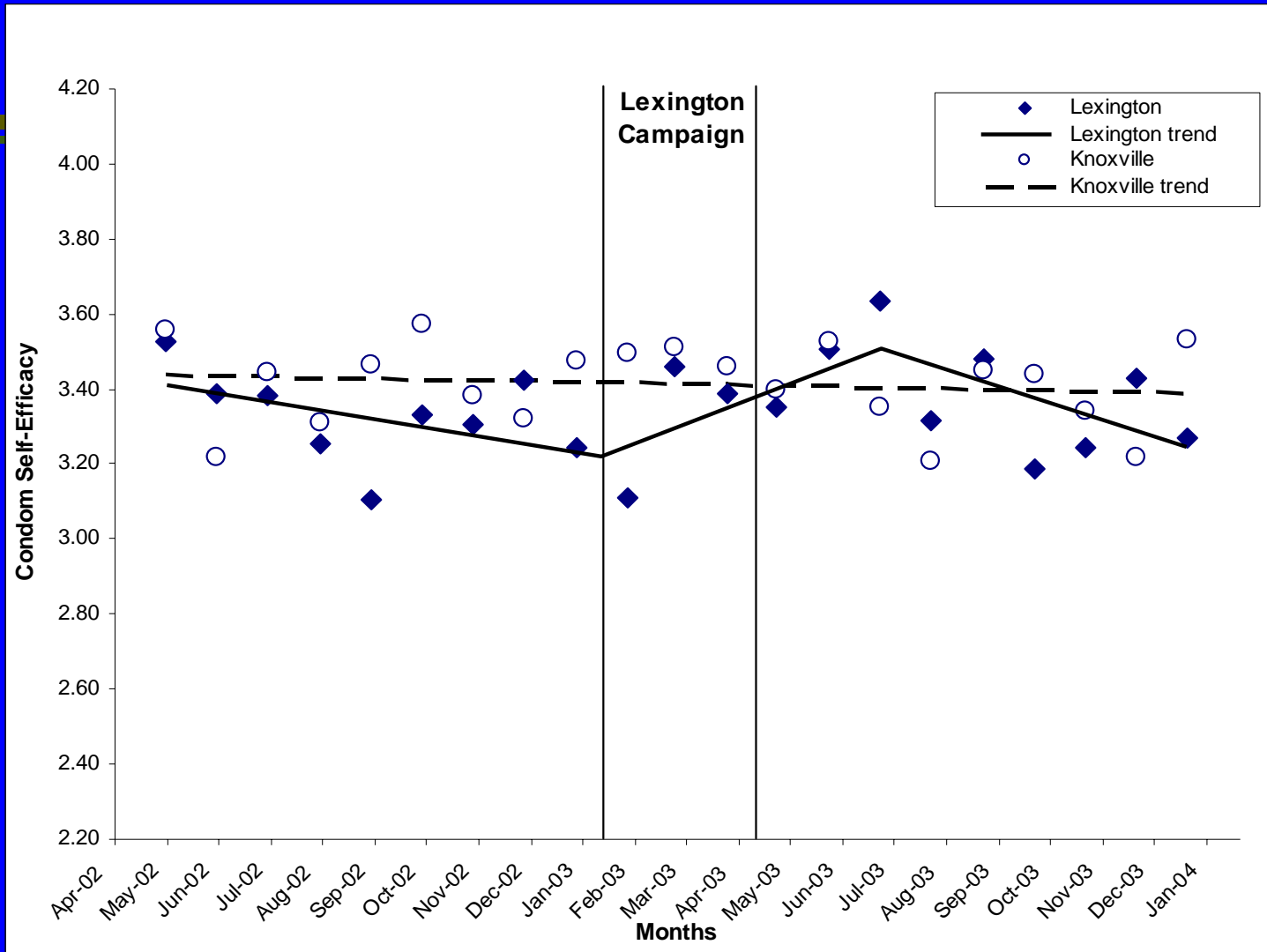
HSSIDM Linear Trends in both cities (Lexington,  $p < .05$ )

# Past 3 month Condom Use w/ Trend



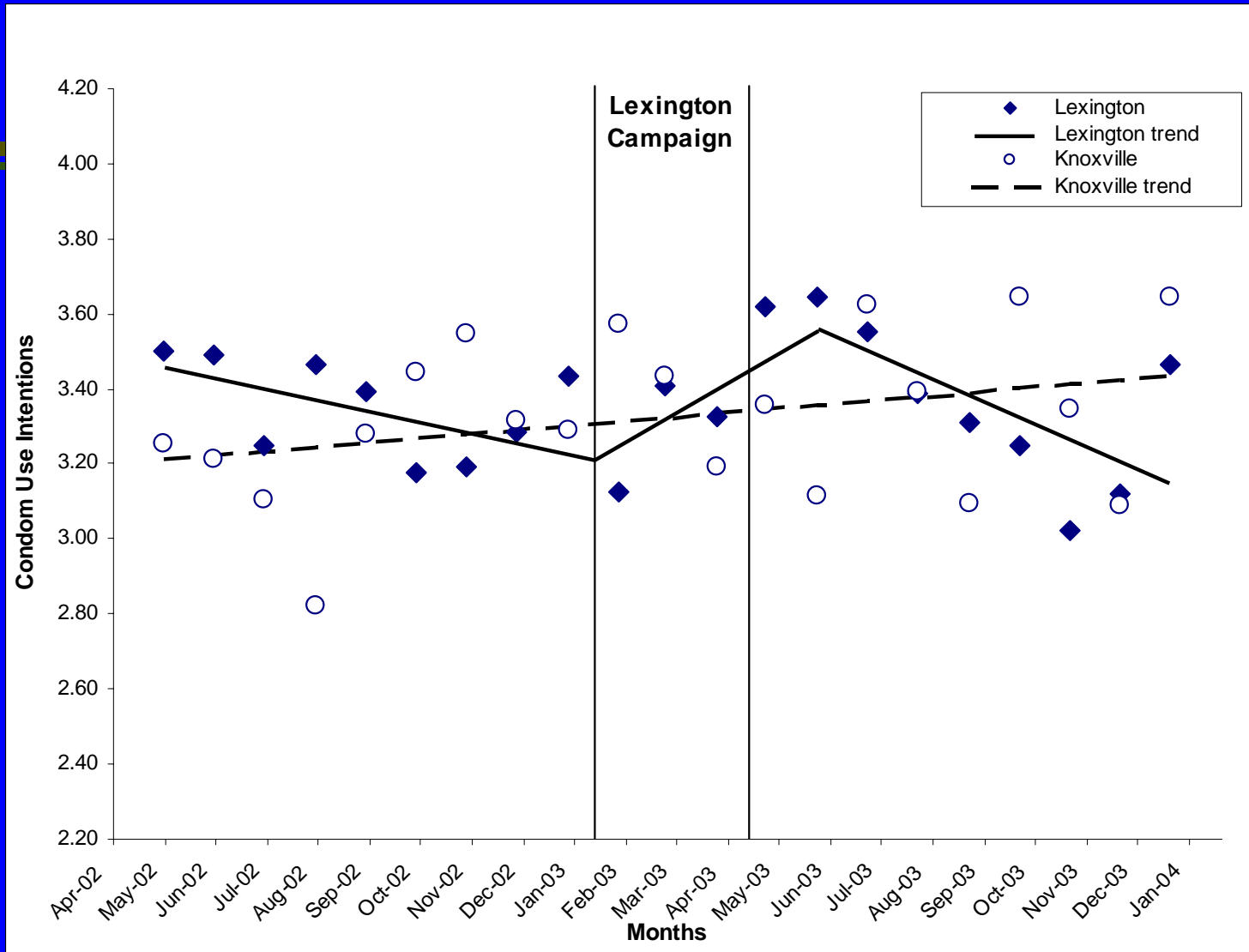
HSSIDM Linear Trends in both cities (Lexington,  $p < .05$ )

# Results: Condom Self-Efficacy



HSSIDM Linear Trends in both cities (Lexington,  $p < .05$ )

# Results: Condom Use Intentions



HSSIDM Linear Trends in both cities (Lexington,  $p < .05$ )

# Magnitude of Effects

- What do our results show?
  - Past studies  $r = .04$ . Current study  $r = .13$ .
  - An HSS/IDM young adult engaged in a total of 10.49 fewer acts of unprotected intercourse as a result of the campaign
  - The campaign reached an estimated 20,469 HSS/IDM young adults
  - Thus, we estimate that 181,224 acts of unprotected intercourse were averted due to the campaign

# Discussion

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- Overall, results provide support for the efficacy of a televised *media-only* campaign in changing the sexual risk behavior of HSS/IDM young adults
- High exposure was achieved among the target audience
- Condom use and related variables changed in the predicted direction in response to the campaign
- However, there was a wear-off effect, suggesting the need for a continued presence of campaigns (or short, well-timed campaigns)

# Discussion / Implications

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- Overall, this study suggests that health mass media campaigns *can* be effective in changing behavior *if* they attend to important campaign design principles
- Rigorous evaluation allows for greater precision in understanding campaign effects
- We are currently funded to use a similar design targeting young adolescents in a “delay of sex” campaign