

Greater Than AIDS Reach and Response among Black Americans in 13 Priority Markets

To help assess the reach of and response to Greater Than AIDS messages among priority audiences, the Kaiser Family Foundation contracted with the research firm GfK in the summer of 2012 to conduct a survey of a representative sample of 747 Black Americans, ages 18 and older, in 13 high HIV/AIDS incidence markets in the United States. Respondents completed the survey online from June 19 – July 9, 2012. The survey was conducted using the web-enabled KnowledgePanel, a probability-based panel designed to be representative of the U.S. population.

Results have been weighted to reflect the demographics of the 13 high HIV/AIDS incidence markets. The margin of sampling error for the full sample is plus or minus 6 percentage points and plus or minus 9 percentage points among those familiar with Greater Than AIDS messages. For results based on subgroups, the margin of sampling error may be higher. Totals may not add to 100 percent due to rounding.

The 13 markets are made up of 11 of the 12 areas identified by the CDC ECHPP (Enhanced Comprehensive HIV Prevention Planning and Implementation for Metropolitan Statistical Areas Most Affected by HIV/AIDS) with the highest estimated AIDS prevalence and designated as priority areas, which include Atlanta, Baltimore, Chicago, Dallas, Houston, Los Angeles, Miami, New York City / Newark, Philadelphia, San Francisco / Oakland, and Washington, DC. Greater Than AIDS also focuses on two additional markets – Detroit and New Orleans – that are high need and low resourced.

Reflecting the disproportionate impact of HIV/AIDS among the population, Black Americans are a focus for Greater Than AIDS, which also develops messaging for gay and bisexual men of all races as well as Spanish-language content. While national in scope, Greater Than AIDS prioritizes areas of highest incidence. Messaging has appeared in all 13 markets included in the survey across a range of media platforms (outdoor, radio, TV and print) with varying levels of reach.

SUMMARY OF RESULTS

Among Black Americans, age 18 and older, in the 13 priority markets surveyed, reported awareness of Greater Than AIDS was strong with two in five (39%) recognizing Greater Than AIDS brands/logos and/or specific public service ads (PSAs). Among younger respondents, those aged 18-29, one in two (50%) reported having heard of or seen campaign elements.

Among those who said they are familiar with Greater Than AIDS messages, a majority (57%) said it prompted them to think more about HIV/AIDS. A third (33%) reported having talked to someone, such as a health care provider, partner or friend, about HIV/AIDS because of the campaign and one in five (20%) said they looked for more information about HIV/AIDS as a result of the messages. Two thirds (65%) of those familiar with Greater Than AIDS messages, and 25 percent overall, said they had taken at least one of these actions.

Nearly half (47%) of those who said they are familiar with Greater Than AIDS reported that they were more likely to get tested for HIV as a result of the campaigns or ads. Just over half (56%) said they were more likely to use condoms because of what they heard or saw. Two thirds (66%) of those familiar with Greater Than AIDS messages, and 26 percent overall, said that they were more likely to get tested or use condoms in response to campaign messages.

DEMOGRAPHICS

	Number Interviewed	Unweighted Percent	Weighted Percent
Respondents by Area / Market			
Atlanta	89	12%	10%
Baltimore	44	6%	5%
Chicago	80	11%	10%
Dallas / Ft. Worth	53	7%	6%
Houston	47	6%	6%
Detroit	56	7%	6%
Los Angeles	81	11%	7%
Miami / Ft. Lauderdale	21	3%	6%
New Orleans	12	2%	2%
New York City / Newark	108	14%	21%
Philadelphia	67	9%	9%
San Francisco / Oakland / San Jose	25	3%	3%
Washington, DC	64	9%	8%
Total	747	100%	100%
Age			
18-29	112	15%	24%
30-49	231	31%	38%
50-64	276	37%	26%
65+	128	17%	12%
Gender			
Male	300	40%	44%
Female	447	60%	56%
Education			
Less than high school	58	8%	14%
High school	172	23%	31%
Some college	265	35%	33%
Bachelor's degree or higher	252	34%	21%

Greater Than AIDS is an unprecedented collaboration among a coalition of public and private sector partners united in response to HIV/AIDS in the United States, in particular the epidemic among Black Americans and other disproportionately affected groups. Through a national media campaign and targeted community outreach, Greater Than AIDS aims to increase knowledge and understanding about HIV/AIDS and confront the stigma surrounding the disease.

The Kaiser Family Foundation – a leader in health policy and communications – provides strategic direction and day-to-day management, as well as oversee the production of the media campaign. The Black AIDS Institute – a think tank exclusively focused on AIDS in Black America – provides leadership and expert guidance and directs community engagement. Additional financial and substantive support is provided by the Elton John AIDS Foundation, Ford Foundation and MAC AIDS Fund, among others.

www.greaterthan.org | www.facebook.com/greaterthanids