Lessons Learned in the Field:
The Evaluation of FHCSD’s Clear the Air Campaigns
2005-2011

Provided to:
Family Health Centers of San Diego
and
The County of San Diego
HIV, STD, and Hepatitis Branch

By:
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Acknowledgements

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Executive Summary

This report provides a summary of the Clear the Air HIV prevention campaign as it was implemented between 2005 and 2011. The Clear the Air campaign was a social-marketing campaign that took place in the San Diego, California. The overall goal of the Clear the Air campaign was to lower HIV/STD rates among gays in San Diego County by increasing the visibility of HIV communication via campaign materials, leading to a normalization of HIV communication among the gay community. It was hoped that normalizing communication about HIV, would empower gay men, leading them to greater peace of mind, the ability to make healthier choices, and clearer decision making.

The Clear the Air campaign staff used the CDCynergy Social Marketing model to guide development and implementation. Summaries of the development of the campaign, as well as more detailed information about the implementation, successes, and challenges for each implementation of the campaign are described in the following sections of this report.

The goal of this report was two-fold: to summarize the Clear the Air campaign from 2005 to 2011 and to provide practitioners with tips they can apply to the development of future campaigns. Successes and challenges are provided for each campaign separately, and the lessons learned across all years of the campaign are provided at the end of this report.
CDCynergy Social Marketing Edition

The Clear the Air Campaigns followed the CDCynergy Social Marketing model. The CDCynergy model is an interactive program for developing comprehensive social marketing plans. The model involves a six-step process which uses community-level interventions to change norms, attitudes, and behaviors in an effort to reduce risk behaviors.

**CDCynergy Model’s Six Steps**

1. **Defining project problem**
2. **Conducting market research**
3. **Creating a marketing strategy**
4. **Planning Interventions**
5. **Creating a plan to monitor/evaluate intervention**
6. **Conducting an evaluation**

**LOOK IT UP!**
More information about the CDCynergy Social Marketing model can be found at [http://www.orau.gov/cdcynergy/](http://www.orau.gov/cdcynergy/)
Setting the Stage: HIV in San Diego

Assessing Need and Understanding the Target Audience

Despite advances in HIV testing, prevention, and treatment over the past several decades, HIV/AIDS continues to be a significant health problem in the United States. In 2004 when the Clear the Air campaign was initially planned, an estimated 850,000 to 950,000 persons were living with HIV in the United States (Centers of Disease and Control and Prevention [CDC], 2004). Even more concerning is that the CDC estimates that approximately 200,000 of those cases were unaware they were infected (CDC, 2004). Furthermore, in 2004, the CDC estimated that there were approximately 40,000 new cases of HIV/AIDS in the United States every year (CDC, 2005). According the California Department of Health Service Office of AIDS (2004), in 2004 California had the second highest rate of AIDS cases in the Unites States, and of all counties in California, San Diego County had the third-highest number of AIDS cases.

In 2004, at the start of campaign development, men accounted for the vast majority of all HIV/AIDS cases in the county: 89% of persons with HIV and 93% of persons with AIDS (County of San Diego Health and Human Services Agency, 2004). In addition, in 2004, men who have sex with men (MSM) represented approximately 80% of all of the male AIDS cases in San Diego, and an additional 10% of the male AIDS cases were MSM who were also injection drug users (County of San Diego Health and Human Services Agency, 2004).

As these statistics demonstrate, in 2004, MSM in San Diego County were at disproportionately high-risk for contracting HIV. In an effort to help decrease HIV rates in San Diego, the County funded several providers to conduct HIV prevention activities within the County. One of these providers, Family Health Centers of San Diego (FHCSD), was contracted to implement a social marketing campaign called the Clear the Air.

Staff members at FHCSD reviewed previously conducted social marketing campaigns in order to help pinpoint common successes and challenges from similar efforts. Some of the other HIV prevention efforts examined included:

- **AIDSMark**, a global social marketing campaign to prevent the transmission of HIV/AIDS and other STDs.
- **Gay Men's Task Force in Scotland**, a behavioral intervention aimed at educating gay men on sexual health and behavioral issues.
- **Gay City Health Projects in San Francisco**, a social marketing campaign aimed at promoting syphilis testing and awareness.

A review of these previous campaigns and interventions revealed that the most successful campaigns were characterized by the following attributes:

- The evidence behind why someone should change their behavior should be easily interpreted.
- A focus on long-term changes rather than short-term or immediate changes.
- A variety of initiatives were used to target the desired behavior changes.

1 In 2006 California law SB 699 was changed to require reporting HIV infection by name rather than code. In 2004, data was reported as “persons with AIDS”.
Focusing on Gays in San Diego County

While the reviewed programs provided valuable feedback, they were unable to provide information about high-risk behavior among gay men that might be unique to San Diego County. In an effort to gather insight into the frequency of and underlying reasons for engaging in risky sexual behavior unique to gay men in San Diego County, key informant interviews, focus groups, and street intercept surveys were conducted with gays.

Key Informant Interviews
In October of 2004, interviews were conducted with 7 key informants, all of whom had at least one year of experience working with gay men in the field of HIV prevention in San Diego County. Informants were asked to provide their opinions and experiences on the following topics:

• High-risk behavior among gay men
• Common barriers, misperceptions, and information gaps among gay men
• Making positive changes among gay men
• Message development and dissemination

Key Informant Interview Findings
These interviews yielded two key findings:

• Gay men fail to discuss their HIV status with sexual partners due to of fear of rejection, self-hatred, alcohol or other drug-use, misinformation, or because money might be involved in the encounter.
• Campaign messages have the best chance of being successful if they are culturally responsive, are tailored towards gay men, and are aimed at changing societal norms versus more individual-centered messages.

Focus Groups
In addition to the Key Informant Interviews, three focus groups were conducted with gay men living in San Diego. One focus group was conducted with HIV positive gay men, another with HIV negative gay men, and a third with gay men of unknown HIV status.

The purpose of the focus groups was to obtain information about the target population’s experiences with and knowledge about high-risk sexual behaviors. Focus group participants were asked about their opinions and experiences of:

• Sexual contact, conduct, and safe sex practices
• Drug use
• HIV testing
• Disclosing HIV status
• Message development and dissemination

Focus Group Findings: Gay men participating in the focus groups admitted to not always practicing safe sex. They believed the following factors were related to being more likely to engage in safe sex:

• Higher self-esteem
• Being older
• Being HIV positive

DO IT!
Don’t rely only on other people’s findings! Get direct input from your target audience or key informants.
Campaign Development

- Having a better understanding of STDs
- Not assuming unsafe sex is inevitable if you are caught in the moment
- Avoiding alcohol or drugs
- Assuming that your partner is not monogamous

Most focus group members indicated that they get tested regularly, but reasons suggested for not getting tested were denial or being afraid. These were also suggested as primary reasons gay men often fail to discuss their HIV status with potential sexual partners.

Street Intercept Surveys
FHCSD staff also conducted 134 street intercept surveys with gay men in the Hillcrest area of San Diego (a predominantly LGBT neighborhood) where the campaign activities were to be implemented. The survey instrument included questions regarding the following topics:

- Relationship status and sexual history
- Opinions and behaviors related to safer sex behaviors
- HIV testing behaviors
- Knowledge of risk related to HIV
- Predictors of risky behavior

Street Intercept Survey Findings: Among survey participants, 45% indicated they did not regularly ask their partners’ HIV status, and 55% indicated they did not regularly ask their partners’ STD status. Approximately two-thirds of respondents (68%) indicated that they don’t always use a condom and three-fourths (75%) didn’t believe that their friends always do either.

Reasons cited by respondents for not using a condom included having a regular partner, being caught up in the moment, already having sex with the person, and using alcohol or drugs. Most of the survey respondents (at least 75%) agreed that unprotected anal sex is a high-risk sexual behavior.
From Ideas to Implementation: Developing the Campaign

Defining Desired Target Behaviors
Based on the research conducted with the target audience, FHCSD determined that in order to reduce HIV and STDs among gay men in San Diego County, the overall themes of the Clear the Air campaign would need to be reducing unprotected anal sex and encouraging open discussions about HIV status among the target audience.

FHCSD staff also believed that in order to change these behaviors, the campaign needed to take into account the following behaviors that gays indicated decrease their chances of engaging in safe-sex and or of engaging in open discussions about their HIV status:

- Low self-esteem and/or fear of rejection
- Alcohol or drug-use
- Being HIV positive
- Thinking most people don’t engage in safe sex
- Thinking unsafe sex is okay or inevitable when you are “caught in the moment”

In December 2004, a Strategic Planning Team (SPT) was established and tasked with the role of developing specific goals, themes, target behaviors, and materials for the Clear the Air campaign. The team included:

- Staff from FHCSD
- Staff from the San Diego, HIV, STD, and Hepatitis Branch of Public Health Services
- Target audience members
- Community representatives
- Staff from nonprofits serving the LGBT community
- Staff from San Diego Associations of Governments, the external evaluators of the campaign

The SPT decided to target all gays in San Diego County regardless of relationship and HIV status. The committee believed that by increasing the visibility of communication about HIV and STD status in the gay community, status-related discussions would become normalized and individuals would be empowered to have their own discussions, allowing them to achieve peace of mind and engage in healthier choices and clearer decision making. The SPT believed that gays who engaged in healthier choices and clear decision making would be less likely to engage in high-risk sexual behaviors, and this reduction in high-risk behaviors would result in a reduction in HIV and STDs among gays in San Diego County.
The Logic Model

Before a campaign is implemented, it is very useful to draft a logic model for your program. Logic models provide a brief summary of a program’s **overall goal, program activities**, and the **expected short-term and long-term outcome**. Logic models help bring together the WHAT and HOW of a program, and are a great way to help everyone involved develop a real understanding of the connection between why the program is being done, what specific activities will be implemented, and how those activities relate to intended program effects. The complete logic model for the Clear the Air Campaign, summarized below, can be found in Appendix C.

**In order to help...**
Gay men in San Diego County regardless of relationship and HIV status

**To...**
Decrease spread of HIV and STDs among the gay male community

**We will focus on...**
- Visibility of communication about HIV and STD status in the gay male community
- Normalization of communication about HIV/STD status
- Empowerment of gay men to have their own HIV/STD discussions
- Peace of mind, healthier choices, clear decision making

**We will offer these benefits...**
Opening public dialogue about HIV and STD status through the use of multiple mass media advertisements

**And lower these barriers...**
Challenges to acknowledging and dealing with one’s own behavior and accepting responsibility

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**The Implementation Plan**

Once the Strategic Planning Team (SPT) had determined what they would like to accomplish, the next step was determining **how** to accomplish these goals.

The SPT determined that the best way to meet their program objectives would be through the use of a variety of media, including billboards in key locations, print ads in publications geared towards the target population, a website, and online banners, thus leading to high exposure and saturation among the target population. The committee decided to focus program efforts in the Hillcrest neighborhood of central San Diego neighborhoods, where there were high concentrations of retail businesses, bars, and restaurants catering to gay men.
Clear the Air Campaign: 2005

Campaign Goals
This was the first year of the campaign. The primary objective of the 2005 Clear the Air campaign was to reduce new HIV and STD infections among gays in San Diego County through a community dialog supporting norms favorable for safer sex behaviors that reduce the risk of gays acquiring or transmitting HIV and/or other STDs. The following short-, intermediate-, and long-term objectives believed to help reach the overall campaign goals were as follows:

Short-Term Goals
• Gay men will become interested in the campaign

Intermediate Goal
• Gay men will take personal inventories and/or examinations of their current safe sex practices

Long-Term Goal
• Gay men will employ new positive behaviors and recognize the campaign as a determining factor in their behavior change

Campaign Context and Timeline
Due to its high concentration of retail businesses, restaurants, and bars catering to the gay community, the Hillcrest area of San Diego was chosen as the primary geographic location for the campaign activities. The 2005 Clean the Air campaign timeline began in August 2004, when the need for a behavioral intervention among gay men in San Diego County was established, and ended in December 2005 when all campaign activities ended and the evaluation of the campaign were completed. See Appendix A.

Campaign Materials
FHCSD developed a campaign website and eight potential advertisements for the 2005 campaign. The ads, which pictured men in realistic, non-sexual situations, and included the slogans “Talk To Your Partner About HIV and STDs”, or “Exercise Your Power,” were designed to encourage the target population (gay men) to discuss their HIV status, and to make positive choices regarding their sexual partners and behaviors.

Testing Campaign Materials
In order to ensure that the campaign ads and messages would be positively received by the target population, and that their intended message was being successfully conveyed, FHCSD hired an evaluator to conduct both one-on-one in-depth interviews and street intercept interviews with the target population.

Interviewees provided generally positive feedback about the website and ads. They indicated that the website was visually appealing and easy to navigate,
and that the ads were clear, and they enjoyed the slogans and messages in the ads.

However, interviewees felt that the website could use some more in-depth information and links to additional resources. Also, some of the ads were clearly favored over others. Based on this feedback, additional information was added to the website, and the specific text of some ads was updated.

In addition to the one-on-one interviews and street intercept surveys, campaign materials were reviewed by the San Diego County Materials Review Panel (MRP). The MRP, which consists of community members and a public health representative, was entrusted to ensure that all campaign ads were culturally appropriate and did not violate any profanity laws, and that campaign ads were not ‘promoting’ homosexuality.

Images of all ads used in the 2005 Clear the Air campaign can be found in Appendix B.
Clear the Air Campaign: 2005

Creating the Evaluation Plan
Prior to the launch of the campaign, FHCSD and the external evaluator collaborated on the development of an evaluation plan for the campaign. Specific evaluation questions were developed to assess whether or not the campaign goals were met. Developing the evaluation plan prior to the campaign implementation helped ensure that campaign activities were monitored and that necessary feedback from the target population could be collected.

Evaluation Questions
The evaluation included both process-related questions (questions about what activities were actually implemented) and outcomes-related questions (questions attempting to measure effects of campaign).

Process-Related Evaluation Questions included:
- Where and how did respondents see the campaign?
- How frequently were respondents exposed to the campaign?
- Was campaign message effectively communicated?
- Did respondents like the campaign?
- Did respondents consider the campaign to be personally meaningful?
- Did respondents consider the website to be informative?

Outcome-Related Evaluation Questions included:
- Did respondents who were exposed to the campaign plan to participate in safer sex practices?
- Did respondents who were exposed to the campaign plan to discuss HIV status with potential sexual partners?
- Did respondents who were exposed to the campaign plan to access HIV and STD testing services?

Campaign Implementation
The 2005 Clear the Air Campaign was implemented from June to December 2005, and included the following activities.

Press Release: A press released was developed and distributed to local gay media agencies and to County HIV service providers two weeks prior to the official campaign launch. The press release summarized the purpose and development of the campaign and was intended to provide information to the community and spark interest in the campaign and its launch.

Pre-launch Materials: Two bus shelter ads were put up a few days before the official campaign launch to spark interest in the campaign.

Launch Event: In June 2005, FHCSD held a launch event during which FHCSD staff and a graphic designer gave a presentation outlining planned campaign activities and highlighting some of the campaign ads. Key stakeholders, funders, and media representatives were invited to the launch event via email.

Billboards and Bus Shelter Ads: Billboards and bus shelter ads were placed at 12 high-traffic locations from June to November 2005.

Print Ads: Collectively, eight ads were featured in three local gay-oriented publications a total of 34 times between June and November 2005.
Clear the Air Campaign: 2005

**Online Ads:** Online campaign ads were placed on three social media sites catering to the LGBT community. Visitors to these websites clicked on the Clear the Campaign online ads a total of 2,886 times. The ads also appeared on the website for *The Gay and Lesbian Times*, a local LGBT-focused publication, during the same time frame but there was no data available on the number of clicks received on that website.

**Campaign Website, Telephone Number and Email Address:** A campaign website, telephone number, and email address were created to provide more information about the campaign to anyone interested. From June to November, 2005 the campaign website experienced just under 14,000 visits. In addition, nine phone calls and six emails were received.

**Media Coverage:** Five articles about the campaign appeared in local newspapers. Some were written by FHCSD and submitted to the newspapers, others were written independently by the newspapers.

**Evaluating the Campaign**
Approximately 90 days after the official launch of the 2005 Clear the Air Campaign, the evaluator began collecting data to determine the program’s success in achieving its objectives. Key informant interviews, online surveys, and street intercept surveys, and online analytics (number of website hits, etc.) were used to evaluate the campaign.

**Street Intercept Surveys:** Street intercept surveys were conducted in Hillcrest with gay men who indicated that they had seen the campaign ads. Survey participants were asked if they had seen the campaign ads, and if so, which ones they had seen, where they saw the ads, their opinions of the ad, and their opinion of the campaign website, if they had visited it.

**Key Informant Interviews:** One-on-one interviews with stakeholders and key members of the target population were conducted in November. Interviewees were asked about their awareness of and reaction to the campaign ads, behavior changes they perceived to be due to the campaign, their opinions of campaign website and phone services, and about their overall impression of the campaign.

**Online Survey:** A link to a brief, confidential, online survey about the website and the campaign ads was posted on the campaign website during the entire campaign implementation (June to December 2005) in order to gather feedback about the target population’s opinions of the website and the print ads.

**Tracking Campaign Activities:** FHCSD tracked a variety of information about campaign activities, including:

- Expected views/impressions
- Expected frequency of appearance of print ads
- Number, locations, and duration of posting of billboard and bus shelter ads
- Copies of all media attention garnered, including television and radio coverage, and newspaper articles and letters to the editor
- Records of messages about the campaign left on the campaign voicemail or sent to the campaign e-mail address
- Number of visitors to the campaign website
- Duration of the visitors’ stays on the website
- Pages visited while accessing the website operated by the campaign
Evaluation Results: Campaign Successes and Challenges
SANDAG analyzed all of the evaluation data, and provided FHCSD and the County of San Diego with a report summarizing the evaluation findings. The key campaign successes and challenges for the 2005 campaign implementation are outlined below.

Process-Related Evaluation Questions
Successes
- **Where and how respondents saw campaign**: Street intercept and online survey participants indicated that the **bus shelter ads were the most recalled ads**.
- **Exposure to ads**: 89% of all street intercept survey participants indicated that they saw the campaign ads more than once.
- **Effectiveness of campaign message communication**: Most key informant interviewees could accurately describe the intended message of the ads.
- **Overall perception of campaign**: All of the key informants and seven of the eight stakeholders indicated that they liked the campaign.
- **Considering campaign to be personally meaningful**: Key informants said the ads caught their attention, were relatable, and were thought-provoking.
- **Perception of website**: 98% of the website survey participants thought the website was easy to navigate and 100% believed the website was helpful.

What did the SPT Think?
The value of a good evaluation cannot be overlooked, but it doesn’t always tell the whole story. The process-related evaluations questions help us know **WHAT got accomplished**, but they don’t always tell us **HOW they were accomplished**. What challenges did the SPT encounter? Were there any successes the program experienced that were related to specific process-related objectives? Look for the “What did SPT Think?” boxes for glimpses into the “backstage” or “on the ground” campaign.

On the Ground Successes:
- The most popular ads were the ones where the image told the story without relying on words.
- The campaign was implemented at the same time as several San Diego LGBT Pride and Latino Pride events, which increased traffic in the targeted area.

On the Ground Challenges:
- Billboards and bus shelter ads were a little too text-heavy.
- The length of time it took to create and review campaign materials was longer than anticipated.
- Although LGBT Pride and Latino Pride events increased traffic in the targeted area, the SPT feared that this may have also taken attention away from the campaign ads.

WATCH OUT!
Be aware of other campaigns or events happening in the target community that may detract attention from your campaign or obscure your evaluation data.
Clear the Air Campaign: 2005

Challenges

- **Effectiveness of campaign message communication:** Both key informant interviewees and survey participants indicated that they were not aware that all of the ads used were part of a single campaign, suggesting the design of the campaign ads was not optimally cohesive.
- **Effectiveness of campaign message communication:** Interviewees and survey participants said that the font size on the billboards and transit shelters was not large enough to read the campaign’s website address and telephone number.

Outcome-Related Evaluation Questions

**Successes**

- **Participation in safer sex:** The vast majority of street intercept survey participants (84%) indicated that the ads encouraged them to continue to engage in safe-sex practices or helped them make a plan to engage in safer-sex practices.
- **Discussion of HIV status:** Among the street survey participants that were sexually active with a person or people of unknown HIV/STD status, just under half discussed their HIV/STD with sexual partners and friends after seeing the ads. Among those who had not discussed their HIV/STD status, at least one-third had plans to discuss their HIV/STD status with sexual partners or friends. In addition, after seeing the ads, one-third of all of the key informant interviewees felt encouraged to disclose their HIV/STD status to friends or partners.
- **Access to HIV/STD testing services:** Among the street intercept surveys participants who were not already regularly tested, 38% were tested for HIV/STDs after seeing the ads and an additional 6% made a plan to get tested.

**Challenges**

- **Discussion of HIV status:** Reported behavior changes were not consistent across all ads. Survey participants who indicated they had seen certain ads (Ads # 1, 2, 4, 5, and 6 in Appendix B) were more likely than those who saw other ads to have discussed their HIV/STD status with their sexual partners after seeing the ads.
Clear the Air Campaign: 2006

After reviewing the 2005 campaign, the SPT decided that before implementing the 2006 campaign, they wanted to explore diversifying the target population of the campaign and look further into reasons why gay men in San Diego do not disclose their HIV/STD status with sexual partners. Of particular interest to the SPT was adding African American gay men to the target population and the effect of alcohol on engaging in high-risk sex.

Although the Clear the Air campaign was targeted towards all gay men in the Hillcrest area of San Diego, when developing specific campaign goals and materials for the 2005 campaign, the SPT focused on the groups most likely to see the ads, based on the demographic make-up of the area: White or assimilated Hispanic gay men. However, because African American gay men had disproportionally high HIV rates nationally and locally, the County of San Diego felt that this group should be explicitly included in the target population for any future Clear the Air campaigns.

Although the effect of alcohol on engaging in high-risk sex was not included in the 2005 campaign, associations between alcohol and risky sex were found in the original needs assessment conducted prior to the 2005 campaign. In addition, during the development of the 2006 campaign, other campaigns were finding that alcohol was related to high-risk sexual behaviors among gay men. For these reasons, the County of San Diego and the SPT felt that addressing the effect of alcohol on engaging in high-risk sex would be important in the 2006 Clear the Air campaign.

Testing the Theory
Prior to the campaign, an evaluator conducted street intercept surveys and focus groups in Hillcrest area of San Diego in order to:

- Determine if HIV risk factors targeted by the Clear the Air campaign were applicable to African American gay men in San Diego.
- Explore reasons why White, Hispanic, and African American gay men in San Diego may not disclose their HIV/STD status with potential sexual partners.
- Explore the role of alcohol in the decision whether or not to disclose HIV status to potential sexual partners.

The intercept surveys and focus groups revealed that African American gay men were faced with risk factors and disclosure issues similar to those of White and Hispanic gay men, and that a large portion of respondents engaged in high-risk sexual activities after consuming alcohol. Based on these findings, the SPT decided to include African American gay men as part of the reference group when creating specific campaign goals and materials, and to include information about the connection between alcohol and risky sexual behaviors in the campaign materials.

Campaign Goals
The short-term, intermediate, and long-term objectives for the 2006 Clear the Air Campaign were as follows:

Short-Term Goals
- Targeted individuals will become interested in the campaign
- Gay men in San Diego will be more likely to discuss their HIV status with prospective sex partners
- The targeted community will experience a spark in dialog about excessive drinking and risky sex
Clear the Air Campaign: 2006

Intermediate Goal
• Individuals will become empowered to engage in safer sex practices

Long-Term Goals
• Disclosure of HIV status prior to sexual activity will become more normalized in the community, thus making more informed sexual decisions
• Individuals will make safer decisions about having sex when drinking

Campaign Context and Timeline
Like the 2005 campaign, the 2006 Clear the Air campaign focused program activities in the Hillcrest area of San Diego. The entire 2006 Clean the Air campaign took place between July 2005 and December 2006. See Appendix A.

Campaign Materials
As in 2005, the 2006 Clear the Air campaign included billboard and bus shelter ads, print ads, online ads, and a website, email address, and telephone number people could use to obtain additional information about the campaign. Some additional funding allowed the 2006 campaign to also include a television commercial.

Changes to Materials Based on Feedback
Feedback from the evaluation of the 2005 campaign revealed that the 2006 materials should include more “realistic” looking models (as opposed to ‘stock’ pictures like those used in the 2005 campaign). In order to make the models in the campaign materials look more “realistic” the SPT decided to use images of outreach workers in the materials, since they would be members of the target population community. In addition, the SPT believed that using images of these outreach workers would allow these people to become “walking advertisements” for the campaign.

Based on the feedback on the 2005 campaign materials, the SPT believed that the most successful campaign materials were the ones that included empowering messages in the background. This feature was duplicated in the 2006 campaign materials. However, campaign images were made more colorful than in 2005 to help make them more noticeable.

Feedback collected from the target population in the 2005 campaign indicated that gay men usually had an influential female friend with whom they discussed their sexual relationships. Based on this feedback, a female outreach worker was included in the 2006 campaign ads in order to tap into the influence that close female friends may have on gay men.
Clear the Air Campaign: 2006

In addition, feedback collected from the target population in the original needs assessment and during the 2005 campaign indicated that gay men were more willing to disclose their status than to ask their partner his status. Therefore, the slogan for the 2006 campaign ads was updated to “ask his HIV/STD status” from 2005’s “talk to your partner about HIV and STDs” in an attempt to help gay men be more willing to ask their partner about their status.

Lastly, since the effect of alcohol on risky sexual behaviors was not included in the 2005 campaign, the 2006 campaign involved the creation of additional materials to address this issue. Ads addressing the effect of alcohol and risky sexual behaviors involved fictional stories of how drinking led to someone engaging in risky sex. These ads included the slogan “we all have a cocktail” and “excessive drinking = risky sex.” To help avoid any backlash from local businesses, the SPT was careful not to include references to specific bars or lounges in any of the materials addressing the effects of alcohol.

Testing the 2006 Campaign Materials

As in the 2005 campaign, FHCSD hired an external evaluator to pilot test the 2006 campaign materials. The evaluator conducted focus groups with members of the target population (gay men in San Diego County) who also participated in services for substance abuse or targeted to targeted African American gay men. Focus group participants were showed six of the potential ads and asked to provide feedback about the format and message of the ads, as well as any suggestions or recommendations they had.

Overall, focus group participants felt that messages of the ads were clear. They also indicated that they were very eye-catching, and that they enjoyed the humor that was incorporated into some of the ads. However, focus group participants felt that some of the ads were not as eye-catching as others, and there were mixed feelings about whether using male models that looked like normal men versus professional models made the ads more relatable or if they made the ads less noticeable. Due to the mixed feedback form the focus group participants, the SPT decided to continue on with the use of “real-life” models in the campaign materials to further test this approach.

Ads for the 2006 campaign were assigned by format and theme into one of four groups:

- **Group 1**: Disclosing HIV/STD; displayed on bus shelters and online
- **Group 2**: Excessive drinking; displayed in print
- **Group 3**: Disclosing HIV/STD; displayed on billboards and online
- **Group 4**: Disclosing HIV/STD; displayed in print

Images of all of the 2006 ads as well as screen shots of the television commercial used in the 2006 campaign can be found in Appendix A.

Creating the Evaluation Plan

FHCSD and the external evaluator again collaborated on the development of an evaluation plan prior to implementing the 2006 campaign.
Clear the Air Campaign: 2006

Evaluation Questions
Evaluation questions for the 2006 Clear the Air campaign were similar to those used in the 2005 campaign, but were updated slightly to reflect changes made to the 2006 campaign.

Process-Related Evaluation Questions included:
- Where and how did respondents see the campaign?
- How frequently were respondents exposed to the campaign?
- Was the campaign message effectively communicated?
- Did respondents like the campaign?

Outcome-Related Evaluation Questions included:
- Did respondents who were exposed to the campaign make an effort to drink less alcohol before having anal sex?
- Did respondents who were exposed to the campaign discuss HIV status with potential sexual partners?

Campaign Implementation
The 2006 implementation was different from the 2005 campaign in several ways. Due to the low turn-out of the 2005 launch event, the SPT decided that the 2006 campaign would adopt a “softer” launch with a press release rather than holding a launch event and releasing pre-launch materials. In addition, the 2006 campaign added a television commercial. All of the 2006 campaign activities took place between July and December 2006.

Press Release: In the spring of 2006, the SPT wrote a press release for local media summarizing the purpose of the campaign and briefly describing its development. Due to the added focus on alcohol consumption in some of the 2006 ads, the press release also clearly stated that the ads were intended only to raise awareness and not to offend anyone. The SPT hoped that including this information would minimize any possible campaign backlash from bar owners in the Hillcrest area.

The article was submitted to local gay publications, emailed to San Diego HIV service providers and posted on the campaign website.

Billboards and Bus Shelter Ads: Billboard and bus shelter ads were placed at 12 high-traffic locations.

Print Ads: Eight full-page color print ads appeared in two local LGBT publications magazines a total of 23 times. Ads were run in alternating issues of these publications to ensure that different ads were featured in each publication at any given time.

Online Ads: Campaign ads were placed on two San Diego LGBT community social media sites. Visitors to these websites clicked on the online ads a total of 3,398 times. The ads also appeared on the website for The Gay and Lesbian Times during the same time frame, but there was no data available on the number of clicks on that website.

Cable Television Commercial: During the campaign, the Clear the Air television commercial was broadcast in Hillcrest and surrounding areas. The commercial was shown on the channels identified as having a large gay audience, including Comedy Central, MTV, Home and Garden Television, VH1, LifeTime, Science Fiction, Discovery Channel, Bravo, The Learning Channel, Cartoon Network, The Travel Channel, and Discovery Health.

Campaign Website, Telephone Number and Email Address: A campaign website, telephone number, and email address were created to provide more information about the campaign. The 2006 website was updated to reflect the new campaign goals and ads, and included information on alcohol as a risk factor.
Clear the Air Campaign: 2006

for HIV/STDs. Between July and November 2006, the website experienced just over 5,000 visits. In addition, 23 phone calls and three emails were received.

Media Coverage: Over the course of the campaign, three articles about the campaign appeared in local newspapers and magazines. These articles were written independently by the media.

Evaluating the Campaign

Approximately 90 days after the official launch of the 2006 campaign, the external evaluator began collecting data to evaluate the campaign’s success in achieving its objectives. Street intercept surveys and focus groups were conducted to gather feedback about the campaign.

Street Intercept Surveys: Street intercept surveys were conducted with 127 gay men who saw the campaign ads in Hillcrest. Survey participants were asked about their familiarity with the different campaign ads, how they saw the ads, and whether they had made behavioral changes as a result of the campaign messages.

Focus Groups: Focus group participants were asked about their familiarity with the campaign ads and whether they perceived any behavior changes resulting from the campaign.

Tracking Campaign Activities: FHCSD collected the following campaign activity data:

- Frequency of appearance of print and television advertisements
- Number, duration, and locations of billboard ads
- Copies of all media attention garnered, including television and radio coverage, newspaper articles and letters to the editor
- Records of messages about the campaign left on the campaign voicemail or sent to the campaign e-mail address
- Number of visitors to the website
- Duration of visitors stays on the website
- Pages visited while accessing the campaign website
Clear the Air Campaign: 2006

Evaluation Results: Campaign Successes and Challenges

Process-Related Evaluation Questions

Successes

- Where and how respondents saw campaign: Street intercept participants indicated that the bus shelters and billboards were the most recalled ads.
- Exposure to ads: The vast majority of survey respondents who recalled seeing the ads (95%) reported seeing them more than once. Over one-third of the street intercept survey participants reported seeing the campaign television ad, and 78% of those who had seen the television commercial had seen it more than once.
- Effectiveness of campaign message communication: Most of the focus group participants thought the alcohol-related ads were entertaining and realistic, and did not believe them to be offensive to the gay community.

Challenges

- Overall perception of campaign: Overall satisfaction with the 2006 campaign was not examined in the focus groups or street intercept surveys.
- Exposure to ads: Not all ads were recalled equally.

What did the SPT Think?

On the Ground Successes:

- Using outreach workers as models helped provide a direct link from awareness to use of services—outreach workers were recognized in the community and approached by community members.

On the Ground Challenges:

- Campaign materials that used word-bubbles experienced higher rates of graffiti. Every week ads needed to be checked and graffiti needed to be removed.
- Outreach workers needed to be trained and debriefed on campaign development decisions.
- Someone within the SPT needed to vouch for the outreach workers to ensure that the models had not engaged in behaviors that may tarnish the campaign’s credibility.

WATCH OUT!

Make sure anyone associated with the campaign in a public way is debriefed and prepared to field questions and comments from the public.
Outcome-Related Evaluation Questions

Successes
- **Effort to drink less alcohol prior to sex**: Among survey participants that made alcohol-related behavioral changes after seeing the ads, the most common change was monitoring alcohol before sex.
- **Discussion of HIV status**: Over 60% of survey participants who were sexually active with partner(s) of unknown HIV/STD status discussed their HIV/STD with sexual partners and friends after seeing the ads.

Challenges
- **Discussion of HIV status**: Among survey participants that were sexually active with partner(s) of unknown HIV/STD status and had not discussed their HIV/STD status, less than 30% indicated that they planned to discuss their HIV/STD status with their friends.
- **Effort to drink less alcohol prior to sex**: 56% of survey participants who saw the alcohol-related ads said that they did not make any alcohol-related behavior changes after seeing the ads.
Clear the Air Campaign: 2007

The major changes slated for the 2007 campaign included:

- Elimination of the focus on alcohol as a risk factor for risky sexual behavior and HIV/STD exposure
- Geographic expansion of the campaign target area to include areas surrounding Hillcrest

Due to limited funding available for the 2007 campaign and previous year’s evaluation, the alcohol component was not included in the year’s implementation.

The geographic target area for the campaign was expanded in the 2007 campaign to include University Heights and North Park in addition to Hillcrest. University Heights and North Park are areas adjacent to Hillcrest which also have a high concentration of businesses, night life, and service programs catering to the gay community. These areas were added to the 2007 campaign because the SPT believed that while Hillcrest is the most popular place for gay men in San Diego County for gay nightlife and entertainment, gay men in San Diego County are equally likely to live in University Heights, North Park, and Hillcrest. In addition, San Diego’s Gay Pride Parade follows a route through University Heights, North Park, and Hillcrest and the SPT thought that adding campaign materials to this route would help increase campaign exposure.

In addition to these two changes, due to some contractual requirements, all of the campaign and evaluation activities needed to be completed by the end of the fiscal year. In previous campaigns, the evaluation component could be completed during the first quarter of the next fiscal year because the contract included the subsequent year. In order to meet this deadline, campaign development and implementation had to take place earlier in the calendar year. In addition, the 2007 campaign did not include a television commercial.

**Campaign Goals**

The short-term, intermediate, and long-term objectives believed to help reach the overall goals of the 2007 Clear the Air Campaign are outlined below.

**Short-Term Goals**

- Targeted individuals will recognize the current campaign as an extension of the previous Clear the Air campaigns
- Targeted individuals will have a sense of pride when they see the campaign
- Targeted individuals will get tested for HIV/STDs

**Intermediate Goal**

- Individuals will feel better about themselves and the community they live in

**Long-Term Goals**

- Individuals will continue to get tested and disclose their HIV/STD status to their sexual partners

**Campaign Timeline**

The 2007 campaign took place between July 2006 and July 2007. See **Appendix A**.
Clear the Air Campaign: 2007

Campaign Materials
As in the previous two campaigns, the 2007 campaign included a website as well as print ads posted at bus shelters, billboard ads, magazine ads, and online ads. However due to a decrease in funds, a television ad was not included in the 2007 implementation.

Like the 2006 campaign, the materials used in the 2007 campaign included images of outreach workers who were actual members of the target population. Despite some issues experienced due to including images of outreach workers in the 2006 campaign, the SPT believed the benefits associated with using outreach workers far outweighed the negatives.

Feedback from the 2006 campaign indicated that the target audience liked the look and feel of the campaign ads so the SPT decided keep this feature for the 2007 campaign. However, the SPT also believed that it was important to show gay men in more intimate and affectionate settings, without making the images sexually suggestive. The SPT hoped that the use of more affectionate, intimate images would convey the message that HIV status can be asked at any time, not just in the heat of the moment.

Based on the original needs assessment, the 2005 campaign used slogans that emphasized gay men talking to their partner(s) about HIV and STDs. Based on feedback from the 2005 campaign, in 2006 the SPT decided to place a greater focus on asking about status, since gay men indicated that this was more difficult than disclosing their own status. Feedback from the 2006 campaign, revealed that gay men had started being more active about asking their partner(s) status, but that they were unsure if their own or their partner(s) current status was accurate. Based on this feedback, the SPT decided to add in an additional testing message to the campaign.

Based on the experiences with graffiti on word bubbles in the ads in the 2006 campaign materials, no word bubbles were used in the 2007 materials. In addition, the 2007 campaign relied more on the images to tell a story.

Testing Campaign Material
Prior to the 2006 campaign launch, evaluators conducted focus groups with members of the target audience (White, Hispanic, and African American gay men in San Diego) to assess their perceptions of the campaign materials. Focus group participants reported that the messages of the ads were very clear, and felt the ads were eye-catching.

However, participants did not believe that all of the potential campaign materials were equally appropriate and/or eye catching. Focus group members were asked to indicate which ads they liked the
Clear the Air Campaign: 2007

most. Based on this feedback, the SPT determined which images would be used for the campaign materials.

As in the previous two campaign years, the materials for the 2007 campaign were also reviewed by the MRP to ensure all campaign materials followed local, state, and federal laws. Images of all of the ads used in the 2007 Clear the Air campaign can be found in Appendix B.

Creating the Evaluation Plan
As in the earlier two campaign years, FHCSD and the evaluator collaborated on the development of an evaluation plan before the implementation of the 2007 campaign.

Evaluation Questions
Evaluation questions for the 2007 campaign were updated slightly to reflect changes made to the campaign.

Process-Related Evaluation Questions included:
• Where and how did respondents see the campaign?
• How frequently were respondents exposed to the campaign?
• Was campaign message effectively communicated?
• Did respondents consider the campaign personally meaningful?

Outcome-Related Evaluation Questions included:
• Did respondents who were exposed to the campaign make an effort to get tested for HIV and STDs as a result of the campaign?
• Did respondents who were exposed to the campaign discuss HIV status with potential sexual partners?

Campaign Implementation
Similar to the previous two campaigns, the 2007 Clear the Air campaign included, billboards, bus shelter ads, print ads, online ads, and a website, email, and telephone number people could use to obtain additional information about the campaign. However, unlike the previous two campaigns, the 2007 campaign was implemented earlier in the year, and the geographic target area of the campaign included the North Park and University Heights areas as well as the Hillcrest area of San Diego. Due to time constraints, the 2007 campaign did not include a press release.

Billboards and Bus Shelter Ads: Billboard and bus shelter ads were displayed at 13 high-traffic locations in the Hillcrest, University Heights, and North Park neighborhoods of San Diego.

Print Ads: Seven full-page color print ads appeared in two local gay-oriented publications a total of 14 times between January and April 2007. Ads were run in alternating issues of these publications to ensure that different ads were featured at any given time of the campaign.

Online Ads: Online campaign ads were placed on two local LGBT publication websites (The Gay and Lesbian Times and Buzz Magazine). Visitors to these websites clicked on the Clear the Campaign online ads a total of 856 times.

Campaign Website, Telephone, and Email: A campaign website, telephone number, and email address were created to provide more information about the campaign to anyone interested. The campaign website experienced just over 2,000 visits. In addition, four phone calls regarding HIV/STD testing were received. No emails were received.
Evaluating the Campaign
Approximately 90 days after the launch of the 2007 campaign, the evaluators began conducting street intercept surveys, focus groups, and an online survey in order to evaluate the campaign’s success in achieving its objectives. Online analytics were also collected and used in the evaluation.

Street Intercept Surveys: Intercept surveys were conducted in the Hillcrest and University Heights area of San Diego. Only gay men who had seen any of the ads for the 2007 Clear the Air campaign were surveyed. Survey participants were asked questions about their familiarity with the different campaign ads, where they saw the ads, whether or not the campaign messages had any impact on their HIV/STD testing and disclosure, and their perception of the relevance and importance of the campaign to the community.

Focus Groups: Two focus groups were conducted with community members. Focus group participants were asked about their familiarity with the campaign ads and about individual- and community-level impacts resulting from the campaign.

Online Survey: An online survey, available via a link on the campaign website, was developed to gather feedback about the impact campaign ads had on the target population’s attitudes and behavior.

Tracking Campaign Activities: FHCSD tracked the following information about campaign activities:

- Frequency of appearance of print and television advertisements
- The number, duration, and locations of billboard ads
- Copies of all media attention garnered, including television and radio coverage, newspaper articles, and letters to the editor
- Records of messages about the campaign left on the campaign voicemail or sent to the Campaign e-mail address
- Number of visitors to the website
- The duration of their stay on the website
- The pages visited while accessing the website

Evaluation Results: Campaign Successes and Challenges
The key campaign successes and challenges for the 2007 campaign implementation are outlined below.

Process-Related Evaluation Questions

Successes
- **Where and how respondents saw campaign:** Street intercept and online survey participants indicated that the bus shelters and billboards were the most recalled ads.
- **Exposure to ads:** 87% of street intercept and online survey participants who saw the ads reported seeing them more than once. In addition, half of the focus...
group participants reported seeing the campaign ads at least once.

- **Effectiveness of campaign message communication:** 89% of survey participants could accurately describe the message of the ads.
- **Considering campaign to be personally meaningful:** Nearly all survey participants (97%) felt the campaign was relevant and important to the local gay community, and more than two-thirds (68%) thought the campaign was personally relevant to them.

**Challenges**

- **Where and how respondents saw campaign:** Less than 10% of survey participants and none of the focus group participants had accessed the campaign website. Common reasons for not accessing the website included not noticing website on ads, or not feeling it was necessary.
- **Exposure to ads:** Not all ads were recalled equally: while 88% of street intercept and online survey participants reported seeing ads from Group 1 (see Appendix B), less than 30% of the street intercept and online survey participants recalled seeing ads from Group 2 or Group 3. Focus group participants also seemed most likely to recall ads from Group 1.

**Outcome-Related Evaluation Questions**

**Successes**

- **Access to HIV/STD testing services:** Among survey participants who were not being regularly tested for HIV, 40% got tested after seeing the ads, and among those who weren’t tested, an additional 37% made a plan to get tested after seeing the ads.
- **Discussion of HIV status:** Among survey participants that were sexually active with partner(s) of unknown HIV/STD status, 68% discussed their HIV/STD with sexual partners and 45% discussed their HIV/STD status with friends after seeing the ads. In addition, among survey participants that were sexually active with partner(s) of unknown HIV/STD status but had not discussed their status, planned their status partners future.

![Discussing HIV/STD Status After Viewing Ads](chart.png)

[![Chart](chart.png)](chart.png)

**With Sexual Partners**

- Discussed their HIV/STD Status: 68%
- Plan to Discuss their HIV/STD Status: 54%

**With Friends**

- Discussed their HIV/STD Status: 45%
- Plan to Discuss their HIV/STD Status: 25%
Challenges

- **Discussion of HIV status**: Among survey participants that were sexually active with partner(s) of unknown HIV/STD status but had not discussed their HIV/STD status, only 25% indicated that they planned to discuss their HIV/STD status with their friends.
Clear the Air Campaign: 2011

Between 2007 and 2011, FHCSD was contracted to develop the campaign in the North County and South County areas of San Diego. Based upon community feedback, it was determined that there were no strong gay communities established in these areas. The original campaign goals were adjusted to the more pressing need to develop the gay communities in these areas.

In 2011, The County of San Diego contracted with FHCSD to launch the Clear the Air campaign in its original location. The County was interested in whether or not people still remembered the earlier campaigns and whether 2011 campaign results would differ from those found in previous years. The County also believed that the Clear the Air campaign was a good way to promote the use of Partner Services in San Diego County. Partner Services provides HIV-positive individuals help notifying their sexual or needle-sharing partners of their potential exposure to HIV.

There were few changes to the campaign in 2011. One substantial change was that the CDCynergy model, which was used to develop all of the previous campaigns, was not actively referenced while developing the current campaign because materials and implementation were based on the prior years of the Clear the Air campaign.

**Campaign Goals**
The short-term, intermediate, and long-term objectives of the 2011 Clear the Air Campaign were as follows:

**Short-Term Goals**
- Gay men in San Diego County will become more likely to discuss HIV status with prospective sex partners
- Gay men in San Diego County will be more likely to get tested for HIV

**Intermediate Goal**
- Partner notification through Partner Services and testing in the community will increase
- Disclosure of HIV status prior to sexual activity will become normalized in the community
- Gay men in San Diego County will pursue regular HIV testing
- Gay men in San Diego County will utilize HIV counseling and testing services, Partner Services, and education and prevention risk and harm reduction services and strategies

**Long-Term Goals**
- HIV infection in the community will be reduced

**Campaign Timeline**
The entire 2011 campaign took place between July 2010 and June 2011. See Appendix A.
Clear the Air Campaign: 2011

Campaign Materials
After reviewing the ads from the previous Clear the Air campaigns, the SPT decided that the ads for the 2011 Clear the Air campaign would be very similar to the ads used in the 2006 campaign. The SPT felt that the 2006 campaign was successful in both its implementation and results.

Due to the focus of Partner Services in the campaign goals, the slogans were changed from “know and disclosed your HIV status,” to “know your HIV status” and “tell your partner.”

Other changes made to the 2006 campaign materials for their use in the 2011 campaign were relatively minor. The telephone number and email address were rarely used in previous campaigns, and therefore, were not included in the 2011 campaign. In addition, the County of believed that the campaign website would be more helpful to gay men throughout San Diego County if they were directed to additional websites targeted to services available in their own location. For this reason, the Clear the Air website was updated to function as more of an online hub used to direct visitors to websites for providers in their regions of San Diego County. In addition, instead of having one website for the entire campaign, two unique websites were created: one for individuals seeking general information in HIV/STDs (www.cleartheair.org) and one providing information specifically about Partner Services (www.discloseyourstatus.org).

The television commercial used in the 2006 campaign was also used in the 2011 campaign. The commercial was updated to include the campaign mission and contact information.

Testing Campaign Materials
Since the campaign materials were so similar to the 2006 campaign materials, the SPT did not feel that the campaign images need to go through another round of formal testing. However, as in all previous years, materials were reviewed by the MRP. Images of all of the ads as well as screen shots of the television commercial used in the 2011 Clear the Air campaign can be found in Appendix B.

Creating the Evaluation Plan
In 2011, FHCSD commissioned the Social Science Research Lab at San Diego State University (SSRL) to evaluate the 2011 implementation. At this point the campaign was almost fully developed, and FHCSD felt it was important to solicit the perspective of a new evaluator, and to bring a ‘new set of eyes’ to the evaluation. SSRL collaborated with FHCSD on the development of an evaluation plan prior to
implementing the 2011 Clear the Air campaign. However, the evaluation for the 2011 campaign differed in several fundamental ways from previous evaluations. The major differences were the addition of comparison groups and County-level data. Since FHCSD was interested in comparing the 2006 survey data with 2011 survey data, most of the survey questions used in the 2011 survey were identical to or replicated as closely as possible those used in the 2006 survey.

**Comparison Groups**
Without any group to compare results to it is impossible to confidently attribute results to intervention efforts. The 2011 evaluation added two ‘comparison groups’ component in order to gather further evidence on the impact of the Clear the Air campaign. The two ‘comparison groups’ used in the 2011 evaluation were:

- **Gay men in San Diego County who DID NOT see the campaign ads**: Unlike previous campaign evaluations, any gay men who agreed to participate in the street intercept surveys – **whether or not they had seen the ads** – were surveyed. Both groups—gay men who saw the ads and gay men who did not see the ads were asked if they participated in certain behaviors after seeing the campaign ads. Results for these two groups then compared to determine if gay men who saw the ads were more likely to engage in desired behaviors (HIV/STD testing and discussion of HIV status) than those who did not see the ads.

- **Participants of the 2006 Clear the Air Campaign**: Survey data from the 2006 evaluation was also used as a longitudinal ‘comparison group’ to determine if the Clear the Air campaign had any long-term effects. More specifically, the SPT was interested in whether desired behaviors (HIV/STD testing and discussion of HIV status) were more prevalent among gay men in San Diego County in 2011, compared with 2006. However, for the 2006 campaign, only gay men who had seen the ads were surveyed, and participants’ ages ranged from 25 to 35. In order to help make the comparison groups as similar as possible, when 2011 survey participants were compared to the 2006 participants, only gay men who had seen the ads and were between the ages of 25 to 35 were included.

**County-Level Data**
The 2011 evaluation also included HIV testing data for the County of San Diego[^2]. The evaluator was interested in assessing whether 2011 HIV testing data for the County would be different for data from earlier years. Although any changes seen could not be specifically attributed to campaign activities, these data were of interest to the evaluator to corroborate possible effects of the campaign.

**Evaluation Questions**
The specific evaluation questions associated with the 2011 Clear the Air campaign are provided below.

**Process-Related Evaluation Questions** included:
- Where and how did respondents see the campaign?
- How frequently were respondents exposed to the campaign?
- Were the campaign messages effectively communicated?

**Outcome-Related Evaluation Questions** included:

[^2]: The County only received HIV testing information for individuals who are tested for HIV at a publicity-funded health care facility. HIV testing information conducted at private medical facilities, or testing not reported to the County of San Diego was not included in these HIV testing estimates. However, at the time of this evaluation, these were the best estimates available for HIV testing rates across San Diego County.
Clear the Air Campaign: 2011

- Were the 2011 campaign respondents familiar with Partner Services and did they plan on using Partner Services in the future?
- Were the 2011 campaign respondents who saw the ads more likely than those who did not see the ads to make an effort to get tested for HIV/STDs?
- Were respondents from the 2011 campaign more, less, or equally likely to make an effort to get tested for HIV/STDs compared to respondents from the 2006 evaluation?
- Were the 2001 campaign respondents who saw the ads more likely than those who did not see the ads to discuss their HIV status with potential sexual partners?
- Were respondents from the 2011 campaign more, less, or equally likely to discuss their HIV status with potential sexual partners than respondents from the 2006 evaluation?
- Were HIV testing rates in all San Diego County higher or lower than expected during or immediately following the 2011 campaign implementation?

Campaign Implementation

The 2011 Clear the Air campaign included billboards, bus shelters, print ads and a campaign website. The 2011 campaign did not include a press release. The 2011 campaign also included outreach cards. Outreach cards were business card-sized images of the campaign ads that were distributed in condom packets to locations in Hillcrest. The SPT believed that these cards were another relatively inexpensive way to expose the target population to the campaign. In addition, condom packets, which typically contain lube and information on testing, are familiar to the target population. FHCSD felt that it was important to include the campaign images with the packets as a way to help reinforce the connection between the outreach workers featured in the ads and the campaign itself. Campaign activities for the 2011 Clear the Air campaign took place between December 2010 and May 2011.

Billboards and Bus Shelter Ads: Billboard and bus shelter ads were placed at 16 high-traffic locations in Hillcrest.

Print Ads: Five print ads appeared in four local gay-oriented publications a total of 30 times and each individual ad was featured at least once in each publication during the timeframe. Ads were run in alternating issues of these publications to ensure that different ads were featured at any given time of the campaign implementation.

Cable Television Commercial: The Clear the Air television commercial was broadcast in Hillcrest and surrounding areas on including but not limited to Bravo, E!, the Food Network, HGTV, the Cooking Channel and TBS.

Campaign Website: Two campaign websites were included in the 2011 campaign: www.cleartheairsd.org and www.discloseyourstatus.org. Addresses for both websites were included on all ads. The first website was provided as a source for HIV/STD information and resources and the second website was recommended for help to discuss HIV status with partner(s). From December 2010 to May 2011, these two websites experienced approximately 600 hits (110 hits for www.cleartheairsd.org, and 485 hits for www.discloseyourstatus.org).

Outreach Cards: FHCSD developed five different outreach cards for the 2011 campaign, and printed 500 of each card. The images on these cards were the same as those used for the billboards. Outreach
Clear the Air Campaign: 2011

cards were distributed by FHCSD staff at locations frequented by the target population in Central San Diego’s Hillcrest, North Park and University Heights neighborhoods, such as local bars and bathhouses.
Evaluating the Campaign

Approximately 90 days after the official launch of the 2011 campaign, the evaluator began collecting data to evaluate the campaign’s success in achieving its objectives. Street intercept and online surveys were conducted, and HIV testing data was provided by the County for the months before, during and immediately after the campaign.

Street Intercept Surveys: 293 street intercept surveys were conducted in the Hillcrest area of San Diego. All gay men who agreed to participate were surveyed, regardless of whether they had seen the ads associated with the campaign or not. The purpose of the intercept survey was to assess perceptions of the campaign, determine whether the target population had made any behavioral changes as a result of seeing the campaign ad(s), and assess awareness and use of Partner Services. The survey instrument also contained a set of basic demographic questions.

Self-Administered Surveys: The street intercept was also formatted as a paper and pencil version survey and was made available in venues frequented by gay men, including a gay men’s HIV/STD testing clinic and a residential facility for HIV positive individuals. A total of 73 gay men completed the self-administered survey.

Online Survey: The survey instrument was also made available via social media pages and email lists for LGBT-focused community resources and organizations around the Hillcrest area of San Diego. A total of 51 gay men in San Diego participated in the online survey.

HIV Testing and Partner Services Data: The County of San Diego provided a data file containing monthly totals for all reported HIV tests from January 2010 to April 2011, separated by zip code.

Tracking Campaign Activities: FHCSD staff tracked the following campaign data:

- Frequency of appearance of print and television advertisements
- The number, duration, and locations of billboard ads
- Copies of all media attention garnered, including television and radio coverage, newspaper articles, and letters to the editor
Clear the Air Campaign: 2011

Evaluation Results: Campaign Successes and Challenges
The key campaign successes and challenges for the 2011 campaign implementation are outlined below.

Process-Related Evaluation Questions

Successes

• **Where and how respondents saw campaign:** Survey participants indicated that the billboards and bus shelters ads were the most recalled ads.

• **Exposure to ads:** 65% of survey respondents reported having seen one or more of the Clear the Air campaign ads. In addition, the vast majority of survey participants who had seen the ads (96%) reported seeing them more than once.

• **Effectiveness of campaign message communication:** 41% percent of survey participants recalled the message “tell your partner your HIV status”, 31% recalled the message “know your HIV status.”

What did the SPT Think?

**2011 On the Ground Challenges**

• Outreach workers were recognized and approached by community members.

• Members of the target population remembered the campaign from earlier years.

**2011 On the Ground Challenges:**

• FHCSD felt that 2011 materials asked the target population to do too many things at once (look at ads, go to websites, get tested, talk about testing), which may have hindered the campaign’s effectiveness.

• The website maybe have been less effective because it functioned more as a landing point used to direct visitors to other websites.

*Other responses mentioned getting tested for STDs, being safe, and being comfortable with your status.*
Clear the Air Campaign: 2011

Challenges

- **Where and how respondents saw campaign:** Among the survey participants that saw the ads, over 60% of survey participants remembered seeing the ads on billboards or bus shelters. Only 12% remembered the television commercial, and only 5% remembered the outreach cards. In addition, 86% of respondents indicated that they did not visit either of the website listed on the ads.

- **Effectiveness of campaign message communication:** Less than 20% of survey respondents who saw the ads recalled a campaign message about it being “OK to ask about HIV status,” and 5% or less recalled messages about “asking his status” or “Partner Services information.”

Outcome-Related Evaluation Questions

Successes

- **Familiarity and use of Partner Services:** Among the survey participants that were aware of Partner Services, 47% planned on discussing Partner Services with their sexual and/or needle sharing partners.

- **Testing for HIV/STDs, 2006 vs. 2011:** While not statistically significant, gay men between 25 and 35 who were sexually active and who viewed the ads, 2011 campaign participants were more likely to reporting having been tested for HIV or, if they were not tested, to report having made a plan to be tested for HIV.

- **Discussion of HIV status, saw ads vs. not:** It was observed but not statistically significant that survey participants who saw the ads were more likely to than those that had not seen the ads to report having made a plan to discuss their HIV status with their partner (among those who had not already discussed their HIV status; 64% and 54%, respectively).

**HIV Testing Among MSM Sexually Active with Partner(s) of Unknown Status**

- 2006 Campaign Participants: 37% Got tested for HIV, 46% Planned to Get Tested for HIV
- 2011 Campaign Participants*: 47% Got tested for HIV, 66% Planned to Get Tested for HIV

*Only participants who saw ads, and between the ages of 25 to 35 included
Clear the Air Campaign: 2011

- **Discussion of HIV status, 2006 vs. 2011:** Among gay men aged 25–35 who viewed the ads, 2011 survey participants were significantly more likely than 2006 participants to report having discussed their HIV/STD status with their sexual partners after viewing the ads (80% vs. 63%, respectively).

- **San Diego County HIV rates:** HIV testing rates in San Diego County stayed relatively stable from January to October 2010, and then showed upward trend in from November 2010 to January 2011. While this upward trend cannot be tied definitely to the Clear the Air campaign, the testing rates for the months when the Clear the Air was being implemented were higher than the testing rates during the same period one year prior.

**Number of Publicly-Funded HIV Tests in San Diego County**

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**Challenges**

- **Familiarity and use of Partner Services:** Only 37% of the survey participants were aware of Partner Services.

- **Testing for HIV/STDs, saw ads vs. not:** No statistically significant difference was detected between sexually active respondents who had seen the ads and those who hadn’t on HIV testing behavior.

- **Discussion of HIV status, saw ads vs. not:** In terms of discussing HIV status with sexual partner(s), no statistically significant difference was detected between those who had seen the ads and those who hadn’t on HIV testing behavior.
Lessons Learned

Overall, the Clear the Air campaign was well received by its target audience and was considered by funders and campaign staff and community members to be very successful in its implementation and outcomes. The evaluations also showed promising results for the Clear the Air campaign.

While specific evaluation successes and challenges for each implementation year have been previously discussed, across all campaign years the following positive outcomes were achieved:

- The vast majority of evaluation participants that saw the ads reported seeing them more than once.
- Evaluation participants that saw the ads were able to successfully recall the intended campaign messages.
- At least half of those that saw the ads discussed their HIV/STD status with their sexual partners after seeing the ads.
- Using recognizable service provider staff members in images, although not without risk, was an extremely successful way to engage the community in conversations about difficult issues.
- Rereleasing campaigns with past successes can maximize benefits and show increasingly improved outcomes over time.

Some of the lessons learned from implementing this multi-year campaign are shared below to help guide other practitioners in the development of future efforts.

Know the Difference between a Campaign and Promotional Materials

One thing to keep in mind when starting to develop a campaign is the difference between conducting a campaign and distributing promotional materials. The goals of the Clear the Air campaign focused on changing social norms and the SPT understood that it would likely take several years before changes in social norms were likely to be seen. This, in fact, was the case—as shown in the difference between results found between 2006 and 2011 survey respondents. Promotional materials, on the other hand, focus on knowledge and awareness of an issue, and therefore may experience outcomes more quickly but may be less likely to be sustainable. Practitioners in the development process should examine their desired outcomes, available time, resources, and funds to make sure that the type of program they choose (campaign vs. promotional materials or a combination of both) is the most appropriate fit.

From previous experience, FHCSD knew that they needed to plan for the Clear the Air campaign to be implemented over multiple years. As evidenced by the recognition of previous campaign images by respondents in 2011, this strategy was successful.

Pilot Test

Pilot testing all materials, messages, and images prior to campaign implementation is crucial. FHCSD pilot tested campaign materials several times over the course of the Clear the Air campaign, and made changes to materials based on feedback garnered from members of the target audience.

Use a Model

Using a model, such as the CDCynergy model, allows practitioners to brainstorm resolutions to both anticipated and unanticipated problems prior to the program implementation. Following a model also
Lessons Learned

creates checks, balances and standards for the campaign to follow. The model should be used throughout all of the campaign implementations. FHCSD reported that the **effectiveness of the campaigns developed adhering to the CDCynergy model were far greater** than those achieved when the model was modified or not used. Since then, when FHCSD develops marketing materials or a campaign, they implement a version of the CDCynergy model in the development process.

**Conduct a Needs Assessment**

Service providers and practitioners often assume that they know what messages or materials will work best with a target population, and then may not achieve their desired results. A community-needs assessment establishes the readiness of the community for an intervention.

Over the course of the Clear the Air campaign, FHCSD conducted several needs assessments. These helped staff really understand core reasons for behaviors they were trying to address, and hone the focus of the campaign.

**Choose a Specific Call to Action**

In the 2011 campaign, FHCSD was required to include several websites, logos, and messages. The staff felt that the inclusion of too many messages and calls to action hampered the effectiveness of the campaign.

Best practices for bus shelter billboards recommend including no more than seven words. Throughout the Clear the Air campaign, FHCSD made an effort to adhere to this guideline.

**Establish Stakeholder Roles**

Conducting a campaign involves addressing the goals of a variety of stakeholders. If possible, prior to the start of the campaign, establish agreement on the amount of input and involvement different stakeholders will have on the campaign. Campaigns are usually on a timeline, and unanticipated roadblocks with approval of materials can derail an entire campaign. If possible, designate one individual as the decision maker for each stakeholder organization. Designating a single person as a decision maker for each stakeholder (i.e. funders, evaluators, service providers, target population, etc.) can help reduce time lost in debate, and distinguish between “wish list” and “imperative” issues.

Prior to developing the campaign plan, FHCSD made a list of stakeholders, and drafted a communication plan for all involved. This planning helped get all stakeholders on the same page, and resulted in helping to keep the project on calendar.

**Plan Ahead**

When creating a project timeline or calendar, don’t forget to include time to review and edit materials; these processes are an important part of the campaign, but can quickly add unanticipated weeks to a project calendar.

Planning ahead helped FHCSD include some buffer time for unanticipated issues, so that when issues arose, staff had time to address them and implementation was not thrown off track. One example of planning used in this campaign was briefing outreach workers and providing them with information to address questions and problems that might come up in the field. This risk management planning helped avert crises in the field which might have created delays in implementation.

**Budget Effectively**

Over the course of this campaign, FHCSD learned that some components (a phone number and email address associated with the campaign) were not cost effective ways to reach the target audience.
Lessons Learned

Over the course of the Clear the Air campaign, FHCSD monitored the impact of where of various mediums. They learned that some mediums (phone number, email address for campaign) were not cost effective, and were able to implement changes to their budgeting strategy to allot more money for bus shelters and billboards, which were much more successful mediums.

Get the Most Out of Materials
After the completion of the CTA campaign, outreach workers continued to pass out campaign materials in central San Diego at community events including the San Diego LGBT Pride Festival, San Diego City Fest, Mr. Leather San Diego contest, the Recovery Games, and other community events which had high concentrations of gay men, as well as at bars and bathhouses in this area.
References


Appendix A. Campaign Timelines

2005 Campaign Timeline

<table>
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<tr>
<th>2004</th>
<th>January</th>
<th>February</th>
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<td>Research need in S.D.</td>
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## 2006 Campaign Timeline

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**Notes:**
- Campaign implementation
- Conduct evaluation
Appendix B. Clear the Air Campaign Materials

2005 Campaign

---

Intimacy and honesty go hand in hand.

---

THE CONVERSATION

HIV/STD STATUS?

AVOID

DISCLOSE

ANXIETY

RELIEF

---

2006 Campaign

Group 1

A

YOU’VE BEEN THINKING ABOUT IT, JUST ASK

CLEAR THE AIR
ASK HIS HIV/STD STATUS

B

HE’S PROBABLY THINKING IT TOO, JUST ASK HIM

CLEAR THE AIR
ASK HIS HIV/STD STATUS

IT’S OKAY TO ASK
HIS STATUS

CLEAR THE AIR
ASK HIS HIV/STD STATUS

HAVE YOU ASKED
HIM YET?

CLEAR THE AIR
ASK HIS HIV/STD STATUS
Appendices


48
Appendices

Group 2

A

WE ALL HAVE A Cocktail

MINE IS A MOJITO

After my 6th glass
I felt like I could talk to anybody. I got so HAMMERED
that I ended up messing around with some guy
I didn’t even know, and didn’t use condoms.

Excessive Drinking = Risky Sex

For HIV/STD info visit: www.gaymenshealth.org or call (819) 515-2589
A campaign of San Diego County Department of Public Health, supported by the County of San Diego, City of San Diego, and the San Diego Bar Foundation.

B

WE ALL HAVE A Cocktail

LONG ISLAND ICE TEA

After 5 drinks nothing else mattered but hooking up.
Not their names, condoms, or their status. 6 months later I am waiting for my HIV result and I can’t think about anything else.

Excessive Drinking = Risky Sex

For HIV/STD info visit: www.gaymenshealth.org or call (819) 515-2589
A campaign of San Diego County Department of Public Health, supported by the County of San Diego, City of San Diego, and the San Diego Bar Foundation.

C

WE ALL HAVE A Cocktail

MINE WAS A COSMO

7 COSMOS IN ONE NIGHT
and an internet hook up changed that. Now the only cocktails I have are my HIV Meds

Excessive Drinking = Risky Sex

For HIV/STD info visit: www.gaymenshealth.org or call (819) 515-2589
A campaign of San Diego County Department of Public Health, supported by the County of San Diego, City of San Diego, and the San Diego Bar Foundation.

D

WE ALL HAVE A Cocktail

COCKTAIL? GIVE ME A BEER

I had 8 beers one night and was DRUNK!
The next morning I woke up next to this guy. I know we had sex without a condom. what I don’t know is his status.

Excessive Drinking = Risky Sex

For HIV/STD info visit: www.gaymenshealth.org or call (819) 515-2589
A campaign of San Diego County Department of Public Health, supported by the County of San Diego, City of San Diego, and the San Diego Bar Foundation.
Appendices

Group 3

A

CLEAR THE AIR
ASK HIS HIV/STD STATUS

HEY YOU! IT'S OKAY TO ASK HIM

FOR HIV/STD INFO VISIT
WWW.GAYMENSHEALTH.ORG
OR CALL (619) 515-2589

A campaign of Family Health Centers of San Diego, funded by the County of San Diego, Health and Human Services Agency

B

CLEAR THE AIR
ASK HIS HIV/STD STATUS

HEY, GO AHEAD AND ASK HIM

FOR HIV/STD INFO VISIT
WWW.GAYMENSHEALTH.ORG
OR CALL (619) 515-2589

A campaign of Family Health Centers of San Diego, funded by the County of San Diego, Health and Human Services Agency
Appendices

Group 4

A

CLEAR THE AIR
ASK HIS HIV/STD STATUS

Building a strong LGBT community is like building your body. It takes work. By asking the HIV/STD status of your sexual partners, you are doing your part in securing the health of our community.

Don’t WEIGHT to ask his HIV/STD status.

Barry’s Body Building

GAYMENS
HEALTH.ORG
APPROVED

B

CLEAR THE AIR
ASK HIS HIV/STD STATUS

Hi-P-Hop
Friday Nights

HOLLA!

So before you drop it
Like its hot, ask for his
STATUS!

GAYMENS
HEALTH.ORG
APPROVED

C

CLEAR THE AIR
ASK HIS HIV/STD STATUS

Elegance
Villas
Hilcrest

Request your sexual partner’s HIV/STD status can be as difficult as finding affordable housing in San Diego. Know that you can do it. By asking status you’re doing your part in building a strong
and healthier community.

GO AHEAD, ASK HIS
HIV/STD STATUS

YEAH, GO AHEAD

GAYMENS
HEALTH.ORG
APPROVED

D

CLEAR THE AIR
ASK HIS HIV/STD STATUS

Mexican - Chinese
Fusion Restaurant

Is asking his
status on the menu
for tonight?

When is the best time to ask his status?
It’s different for everyone. So if it’s over dinner, during coffee, or right before DESSERT, just make sure you ask his
HIV/STD status.

GAYMENS
HEALTH.ORG
APPROVED
Television Commercial

1. I really had fun tonight.
2. Hey, did you ask him?
3. Go ahead, ask him!
4. You've been thinking about it.
5. I have something I have to ask you.
6. I have something I have to ask you too.

CLEAR THE AIR
Ask His HIV/STD Status

www.preventhiv.org
816-115-5599

Appendices

2007 Campaign

CLEAR THE AIR
KNOW AND DISCLOSE YOUR HIV STATUS
For HIV/STD info visit www.gaymenshealth.org or call (619) 515-2589

CLEAR THE AIR
KNOW AND DISCLOSE YOUR HIV STATUS
For HIV/STD info visit www.gaymenshealth.org or call (619) 515-2589
FAMILY HEALTH CENTERS OF SAN DIEGO

Your HIV Test Result Will Be Ready:

Where: **Tuesday Night Clinic** At **7:30 AM**

www.gaymenshealth.org or call (619) 515-2589

CLEAR THE AIR

A Campaign Of Family Health Centers Of San Diego, Funded By The County Of San Diego Health And Human Services Agency
Appendices

CLEAR THE AIR
Know Your HIV Status
Tell Your Partner

HIV Info: www.cleartheairsd.org
For Help Telling Your Partner:
www discloseyourstatus.org

A campaign of Family Health Centers of San Diego, funded by the County of San Diego, Health and Human Services Agency.

Appendices

Television Commercial

I really had fun tonight.

Hey, did you ask him?

Go ahead, ask him!

You've been thinking about it.

I have something I have to ask you.

I have something I have to ask you too.

CLEAR THE AIR
Ask His HIV/STD Status

www.gaymerswithhiv.org
877-84-115-3990

STUDY IF YOU ARE NOT AWARE THAT YOU HAVE HED LTH OR STI, IF YOU HAVE LOWMED HED LTH OR STI, OR IF YOU HAVE A HED LTH OR STI.

Appendix C. Clear the Air Campaign Logic Model

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<th>Outputs</th>
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<th>Participation</th>
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<td>FHCSD staff time; HSHB staff time and input</td>
<td>Online component</td>
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<td>Funding from Contract</td>
<td>Print ads: Magazines</td>
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<tr>
<td></td>
<td>Outdoor media: Billboards and Bus Shelter ads</td>
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<tr>
<td></td>
<td>Community members are exposed to campaign information and messages</td>
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<table>
<thead>
<tr>
<th>Short</th>
<th>Medium</th>
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<tr>
<td>Disclosure of HIV status prior to sexual activity becomes normalized in community</td>
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<tr>
<td>Community members become empowered to have their own discussions</td>
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<tr>
<td>SD MSM achieve peace of mind and engage in healthier choices and clear decision making</td>
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<tr>
<td>SD MSM will be less likely to engage in high-risk sexual experiences</td>
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<tr>
<td>HIV/STD infection in San Diego MSM community is reduced</td>
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