

Sexual and Reproductive Health Campaign

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Introduction

Hackney Council are seeking resident input on a Sexual and Reproductive Health campaign aimed at encouraging men in our community to test more regularly.

As part of this project, we are considering using beer mats and posters in pubs and bars as tools to share important information and start conversations.

The feedback is essential in ensuring that these materials are effective, engaging, and respectful. We want to create informative content that will benefit everyone.

Consultation & Engagement Approach

The insight survey was hosted on Citizen Space, and signposted across Hackney Matters and digital media channels.

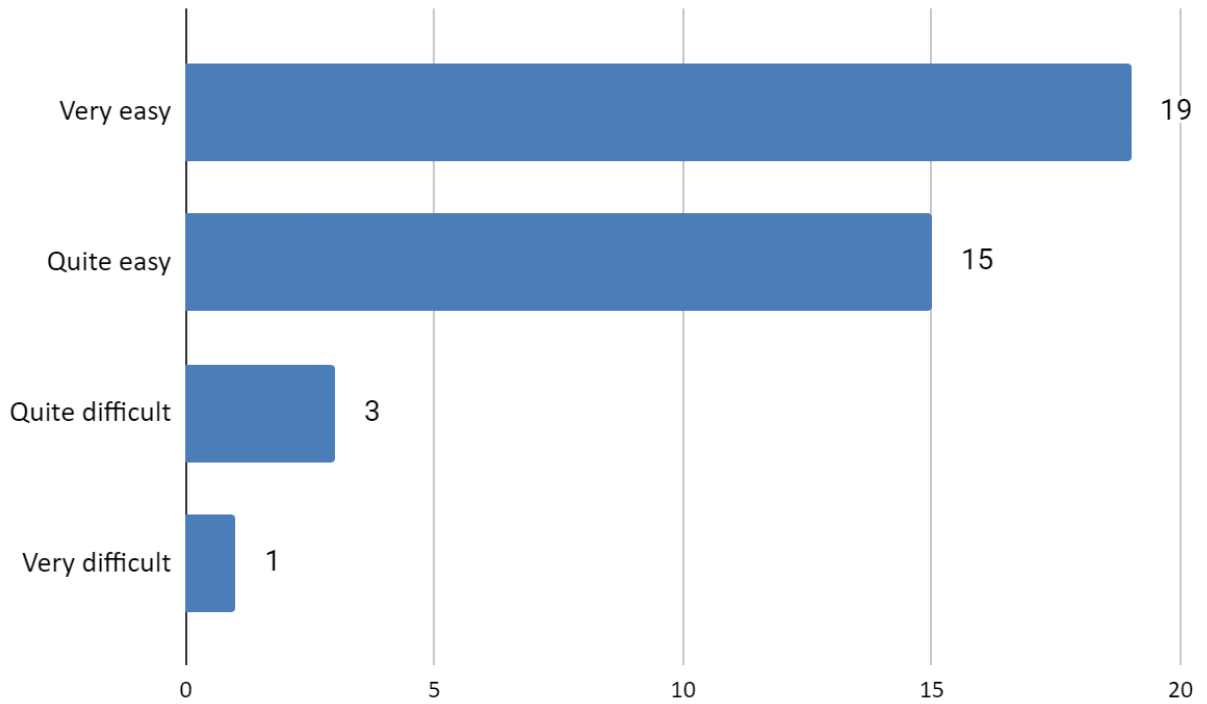
Response rate

A total of 38 respondents took part in the consultation.

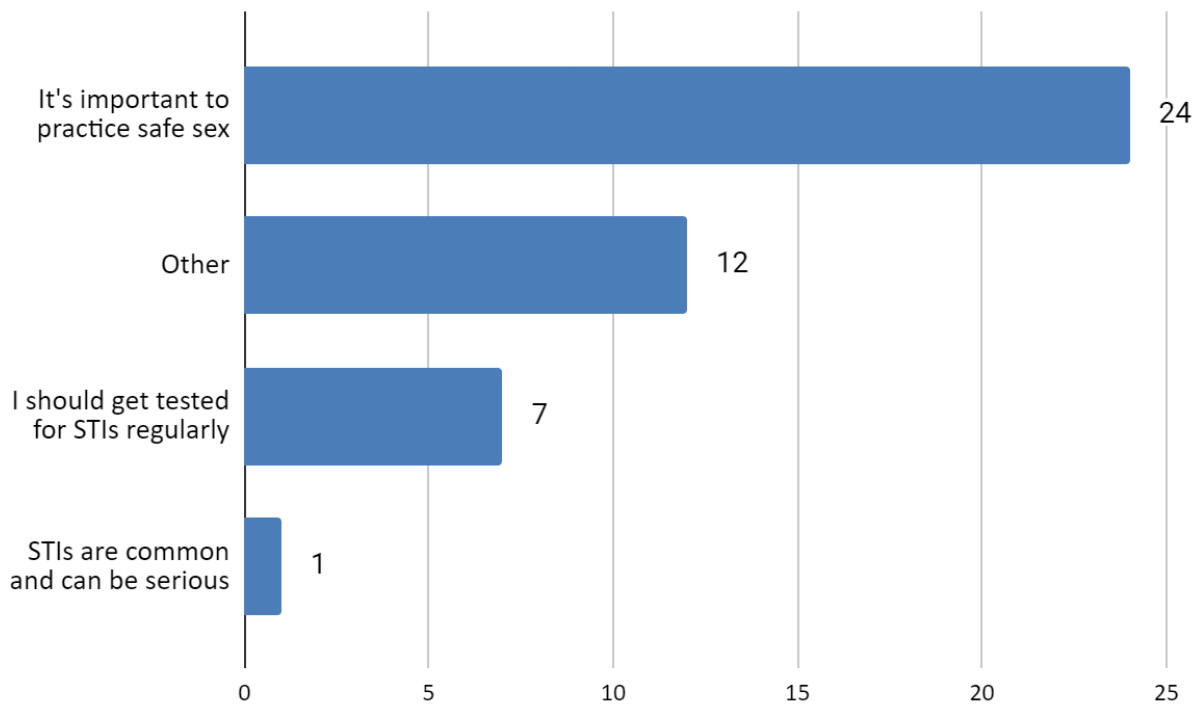
Overview of results

Posters

How easy or difficult was it to understand the message of these posters? (Base 38)



What is the main message you take away from these posters? (Base 44 responses)



If Other, please specify: (8 comments)

Condoms and STI Prevention:

- "Use condoms when having sex"
- "Condoms are the main way to stop STIs (where is Prep and Doxy?)"
- "Wear condoms all the time is the major messaging here"
- "To encourage us to test ourselves after we had sex but mostly safe sex is key of having a good relationship"

Confusion and Lack of Clarity:

- "Too much text. Don't know."
- "Not sure as some posters focus on condom use some on sti tests"

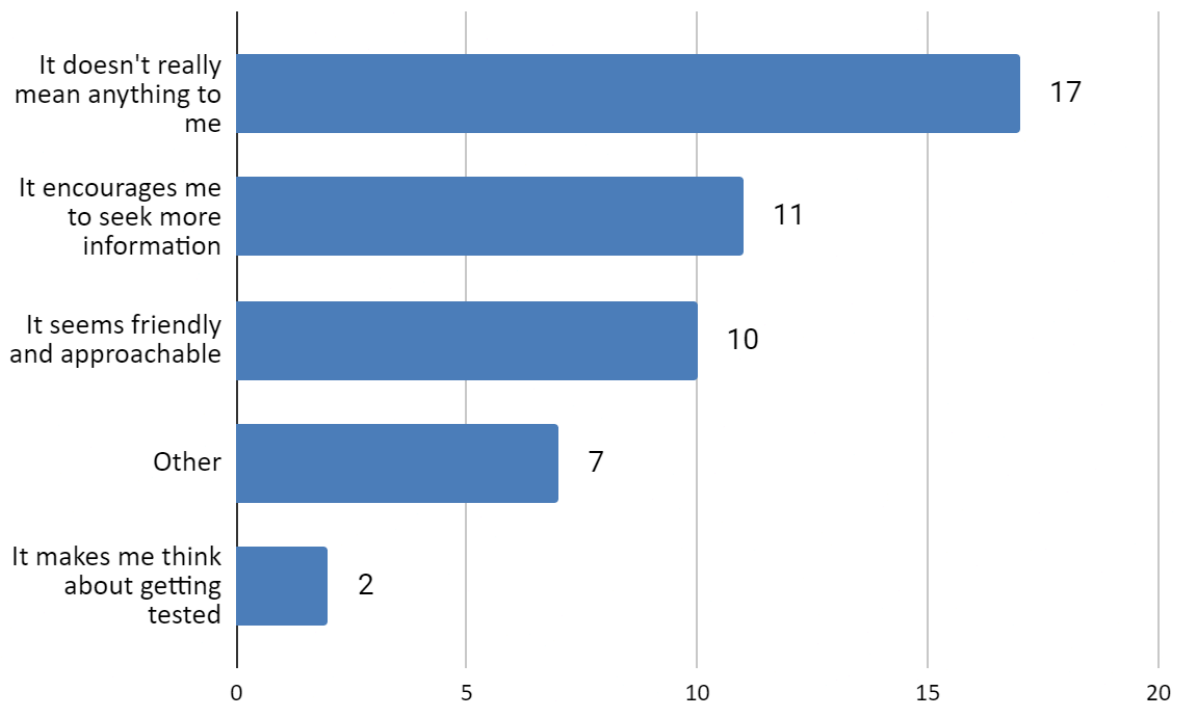
Accessibility of Testing and Condoms:

- "Its easy to access STI testing and condoms that I thought"

Focus on Specific Terms/Phrases:

- "Men are people with penises?"

What do you think of the phrase "Let's Talk"? (Tick all that apply) (Base 47 responses)



If Other, please specify: (8 comments)

Confusion and Lack of Clarity:

- "I don't get it." Many respondents simply don't understand the meaning or purpose of "Let's Talk."
- "Talk to who?" There's a lack of clarity about who the audience is supposed to talk to.
- "It's loaded with connotations of uneasiness..." Some associate the phrase with difficult or uncomfortable conversations.

Association with Other Campaigns:

- "It reminds me of the BT 90s TV ads." The phrase may lack originality or feel outdated.
- "Feels more connected to men's mental health campaigns." It may not be strongly associated with sexual health.

Tone and Appropriateness:

- "It's a little bit scary for men." The phrase might feel intimidating or off-putting to some.
- "...the arrangement of the poster creates an impression that...a prophylactic is asking me to have a conversation with him." This comment highlights a potentially humorous, but unintended, interpretation.

Redundancy:

- "It feels like it's trying to be catchy when it doesn't need to." Other elements of the posters may already be doing the job of attracting attention.

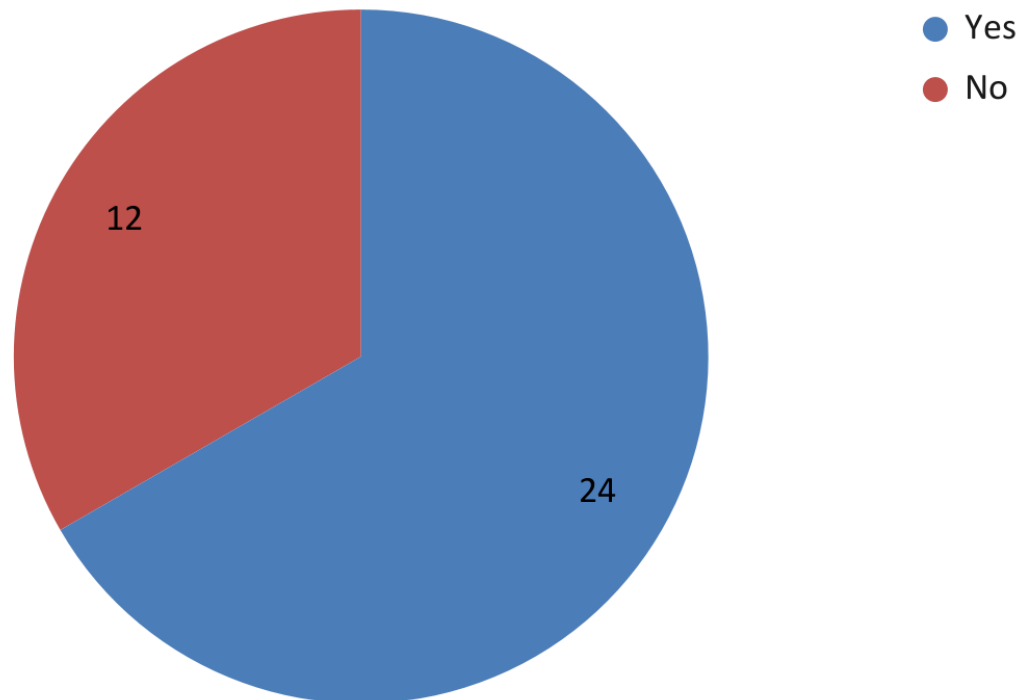
Visibility:

- "I think a lot of people automatically...find the short pieces of relevant information...and are unaware of the rest. I was similarly unaware of the Let's Talk heart..." This suggests the phrase may not be prominent enough on the posters.

Key Takeaways:

- The phrase "Let's Talk" is not effectively communicating its intended message.
- It may be confusing, off-putting, or simply not memorable for the target audience.
- Consider replacing it with a clearer call to action or a more specific phrase related to sexual health.

Is there anything about the design you would change (e.g., the colours, font, images)?



If Yes, please explain: (27 comments)

Design and Aesthetics:

- **Color:**
 - Use contrasting colors to highlight key information (e.g., "STI" or images).
 - Consider brighter, more vibrant colors.
 - Avoid pale blue on blue, which can make the poster look like a generic advertisement.
- **Imagery:**
 - The beer glasses are not clearly linked to sexual health and may be misleading.
 - Some images (e.g., dripping glasses) may evoke negative associations.
 - Consider including soft drinks in addition to alcohol.
 - Avoid using generic stock images (like those from Flaticon).
- **Text:**
 - Reduce the amount of text.
 - Use a larger font for the key message.

- The title typeface is too childish; choose something more mature but still friendly.

Content and Messaging:

- **Clarity:**
 - The message about sexual health should be clear and unambiguous.
 - The slogan "Let's talk" is unclear.
 - The connection between ordering a drink and getting an STI kit is not obvious.
- **Focus:**
 - The campaign seems to emphasize condoms over getting tested; consider rebalancing.
 - The posters are too busy, making it hard for the message to stand out.
- **Inclusivity:**
 - The campaign is very masculine and excludes women.
 - Consider how the images and messaging might appeal to a broader audience.

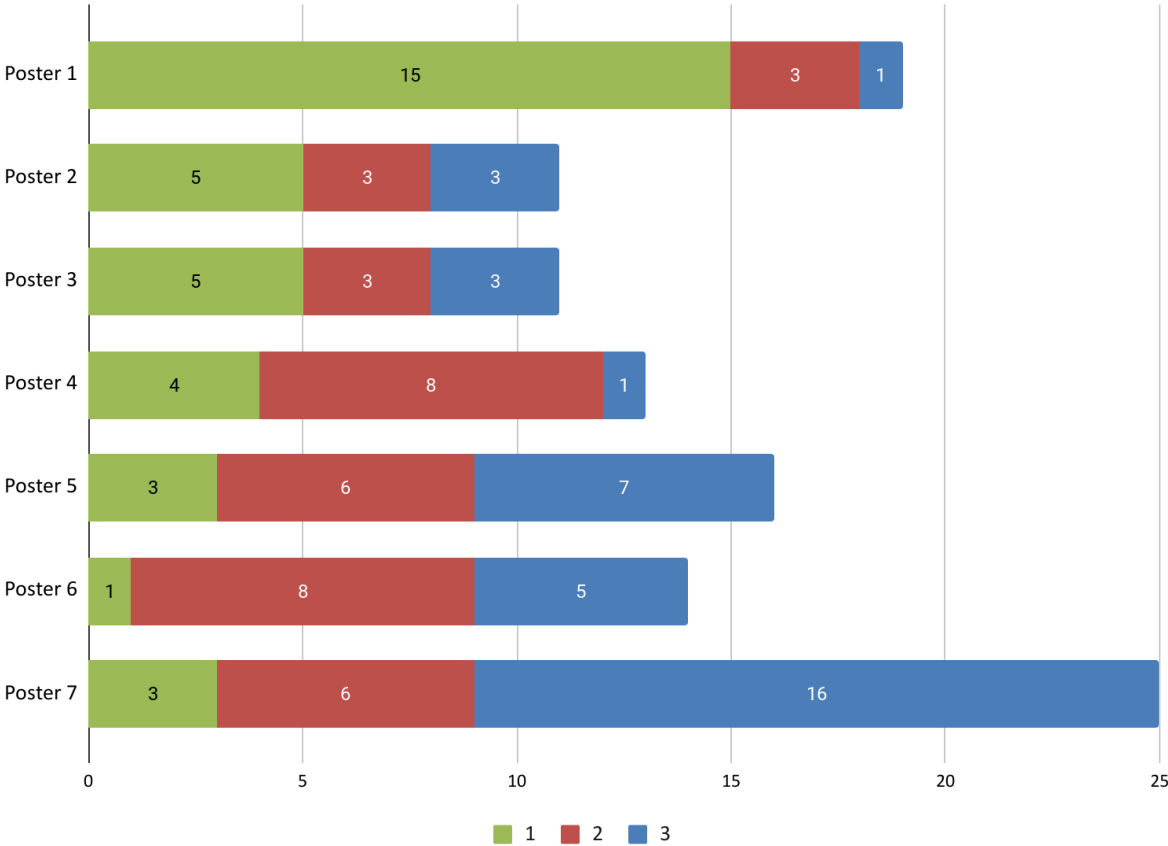
Specific Feedback:

- Remove the glasses from the condoms in the second picture.
- Remove the sunglasses from the fourth picture.
- Consider replacing "drink" with "beer" in the third and fourth pictures.
- The concerned faces in the second "play safe" poster are confusing.

Overall Tone:

- The posters feel too similar to other Hackney Council campaigns.
- The tone is childish and may not appeal to the target audience.
- Consider looking at condom manufacturers for inspiration on color and font choices.

If you could only choose 3 of these posters to use in the campaign, which would you choose?



Do you have any other comments? (12 comments)

Sensitivity and Potential Harm:

- **Poster 2 and male insecurity:** The commenter raises a valid concern that focusing on penis size could be harmful and counterproductive, potentially alienating the target audience. This highlights the need for sensitivity and careful consideration of messaging.

Dissemination and Reach:

- **Social media advertising:** This suggestion emphasises the importance of utilizing online platforms like TikTok, Instagram, Twitter, Facebook, and YouTube to reach a wider audience, especially younger demographics.

Inclusivity and Representation:

- **Targeting gay males:** While acknowledging that gay men in Hackney are generally well-informed about sexual health, the commenter emphasises the importance of inclusive messaging that targets all men, regardless of sexual orientation.

Copyright and Legal Considerations:

- **"Let's talk...periods" campaign:** This comment flags a potential copyright issue that needs to be investigated to avoid legal complications.

Clarity and Consistency of Messaging:

- **Testing and free condoms:** The commenter points out that not all posters clearly mention testing and free condoms, highlighting the need for consistent messaging across all materials.

Framing and Motivation:

- **Focus on male perspective:** The commenter suggests framing the campaign around the impact of STIs on men's health and fertility, which could be a powerful motivator for seeking testing and practicing safe sex.

Information and Education:

- **PrEP, PEP, and Doxycycline:** The commenter highlights the need to include information about different prevention and treatment options beyond condoms, such as PrEP, PEP, and Doxycycline.

Accuracy and Relevance:

- **"Ordering a drink" analogy:** The commenter rightly points out that the analogy is inaccurate and confusing, suggesting a more straightforward approach that reflects the actual process of getting tested.

Balance and Emphasis:

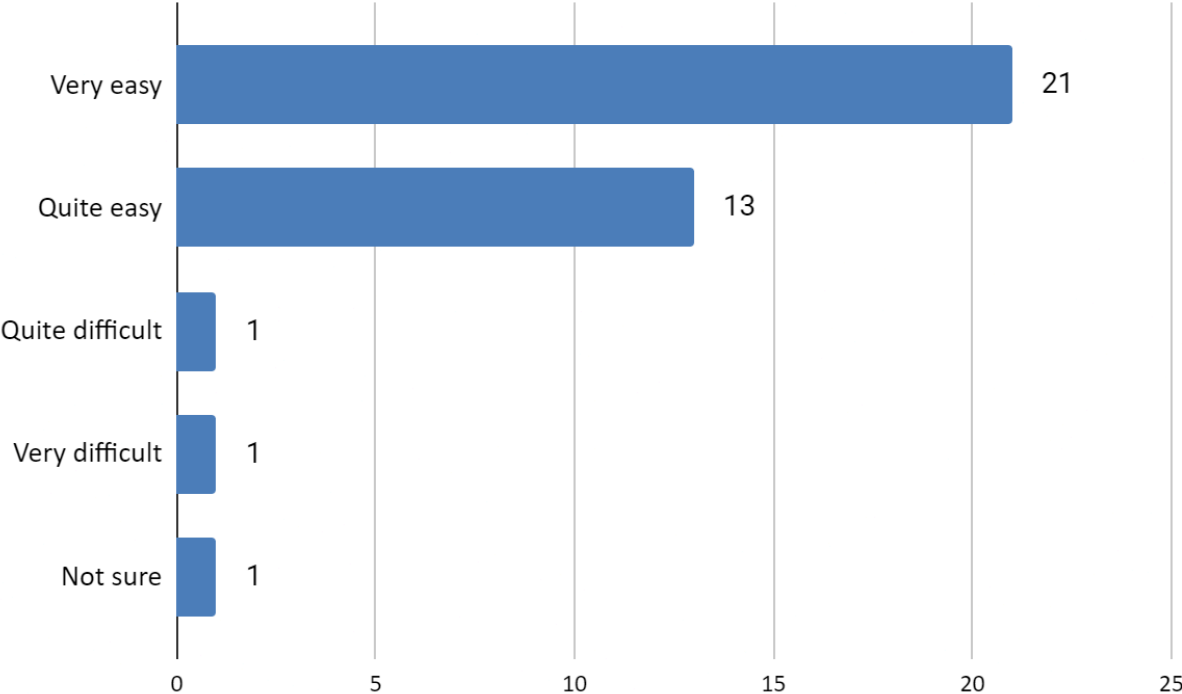
- **Condoms vs. testing:** Several commenters emphasize the importance of balancing the emphasis on condoms with promoting regular testing as an equally important aspect of sexual health.

Positive Feedback:

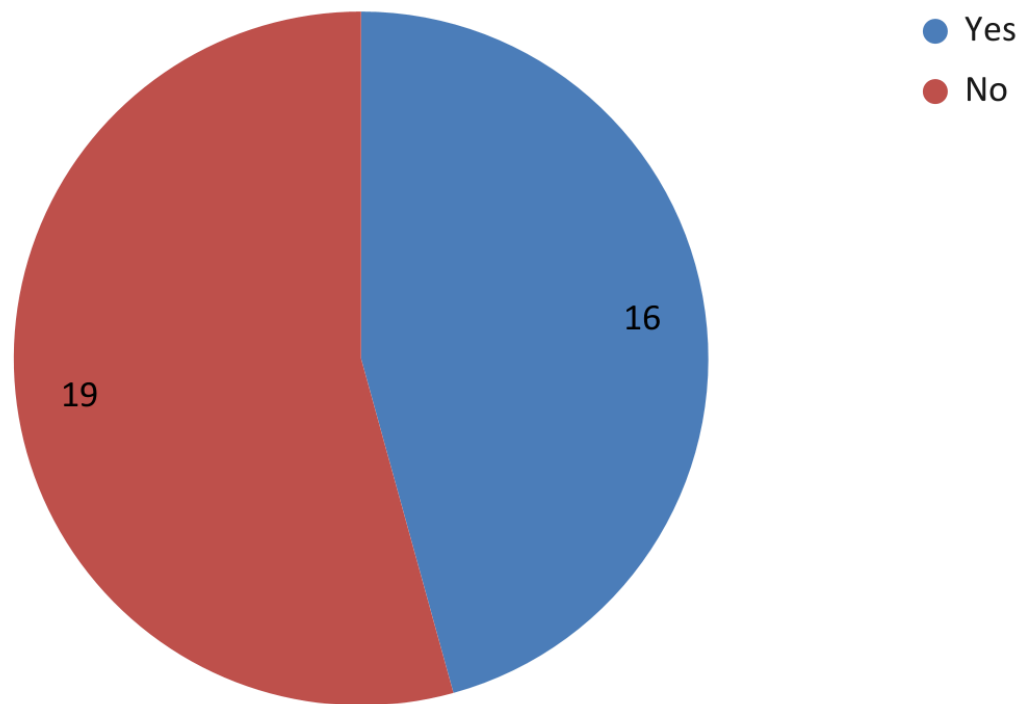
- **Overall design and advertising in bars:** Despite the constructive criticism, there is also positive feedback on the overall design and the strategy of advertising in bars.

Beer mats

How easy or difficult was it to understand the message of these beer mats?
(Base 37)



Is there anything about the design you would change (e.g., the colours, font, images)? (Base 35)



If Yes, please explain: (19 comments)

Design and Aesthetics:

- **Color:**
 - Use more varied and vibrant colors.
 - Consider using primary colors for greater impact.
 - Avoid excessive use of blue.
- **Font:**
 - The typeface needs to be more mature (as mentioned previously).
- **Imagery:**
 - The graphic on beer mat #1 doesn't work effectively.
 - QR codes should be included on all beer mats.

Content and Messaging:

- **Clarity:**
 - "Test" should be replaced with "STI Test" for specificity.
 - Beer mat #1 needs rewording to avoid implying the test arrives in 60 seconds.
 - The messaging is too busy and needs to be more concise.

- Clearly state the desired action (e.g., get tested, order a free kit, use condoms).
- **Sensitivity:**
 - Beer mat #2 is problematic due to its stigmatizing portrayal of herpes.
- **Inclusivity:**
 - The designs are very masculine and should include women.

Specific Feedback:

- Beer mat #4 may be interpreted as a pro-abstinence message.
- The football theme may not appeal to all men.

Overall:

- The beer mats are too cluttered and need to get to the point more quickly.
- Emphasize the ease and discretion of getting a home test.

Do you have any other comments? (5 comments)

- It is not clear quickly that beer mat 4 is referring to sexual health. Beer mat 6 is not the worst but doesn't discuss or hint why condoms could be a good idea - the messaging is not clear immediately.
- 4 is too vague
- Add Herpes to No5.
- I think the beer mats are a great initiative - but why 'let's talk' surely it should be 'get tested'?
- These are better than some of the posters — you can fit more information on them

About you

Gender

- **35** - Male
- **2** - Female
- **1** - Prefer not to say

Are you transgender or do you have a history of being transgender?

- **0** - Yes
- **37** - No
- **0** - Prefer not to say

Age: what is your age group?

- **1** - Under 16
- **6** - 18-24
- **16** - 25-34
- **9** - 35-44
- **4** - 45-54
- **1** - 55-64

Disability

- **2** - Yes
- **35** - No

Caring responsibilities

- **2** - Yes
- **35** - No

Ethnicity

- **21** - White or White British
- **5** - Asian or Asian British
- **5** - Black or Black British
- **4** - Other ethnic group
- **1** - Mixed background

Religion or belief

- **19** - Atheist/no religious belief
- **8** - Christian
- **2** - Secular beliefs
- **1** - Muslim
- **1** - Jewish
- **1** - Sikh

Sexual orientation

- **17** - Gay man
- **12** - Heterosexual
- **4** - Bisexual
- **2** - Pansexual
- **2** - Prefer not to say
- **1** - Lesbian or Gay woman

Housing Tenure

- **18** - Rented (private)
- **8** - Being bought on a mortgage
- **4** - Don't know
- **3** - Shared ownership
- **2** - Rented (LA/Council)
- **1** - Owned outright
- **1** - Rented (HA/Trust)