

The Evaluation of F:S

A Summary Report of the Evaluation for the
London Gay Men's HIV Prevention Partnership

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Please Note: This is a summary report, the full report contains information that may be seen as commercially sensitive. However, it may be made available to other commissioners of HIV and related services on request. Should you wish to secure the full report please contact either:

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1 SUMMARY

In the Autumn of 2003 Michael Bell Associates was commissioned to undertake an evaluation of **F:S**, the magazine/newsletter produced by GMFA as part of the London Gay Men's HIV Prevention Partnership (LGMHPP). This evaluation was one of a number of parallel studies into four of the key interventions undertaken by LGMHPP.

This evaluation included: desk research; interviews and group discussions with the service provider and other stakeholders; over 900 survey interviews with gay men in a variety of settings (with 268 substantive responses); a subscribers survey and analysis of more than 400 responses; and culminated in testing emerging findings at a community consultative event for both gay men who had been interviewed and providers and stake-holders (further details of the methodology are contained in the appendix to this Summary Report).

This evaluation took place within the context of a rising population of gay and bisexual men living with HIV in London. In 2002 more than 8,000 men, around half of all those diagnosed as living with HIV and resident in London, were gay or bisexual¹. Alongside HIV infections, there has been a dramatic rise in the number of gay and bisexual men being diagnosed with a range of Sexually Transmitted Infections (STI's), perhaps most notably gonorrhoea, which increased by 86% between 1996 and 2001. This is accompanied by an increasing level of high risk sexual activity with the proportion of gay men in London reporting participating in Unprotected Anal Intercourse (UAI) in the past year increasing from 32% to 44% in 2000.

F:S has evolved into its current form over a number of years. The magazine was originally in the form of an 'in-house' newsletter for GMFA volunteers, health professionals and people who had come into contact with GMFA by, for example, attending their workshops. At this time the magazine was known as "F*** Sheet". At the end of 2002 the magazine underwent a series of cosmetic and stylistic changes – moving to a full colour format and a more informal, accessible style of writing and was renamed as F:S.

Since August 2003, F:S has been distributed in the commercial gay scene in London as well as free of charge to subscribers in London. At the end of the third quarter of the 2003/4 financial year F:S was being distributed to 2,484 subscribers, 695 copies were being sent to 42 agencies for onward distribution (e.g. through GU clinics and as a tool for health educators) and 13,500 copies were allocated for free distribution in venues.

¹ Survey of Prevalent HIV Infections Diagnosed (SOPHID): 2002. Total London residents diagnosed with HIV is 17,202.

1.1 AIMS AND INTENDED OUTCOMES

There was general agreement amongst stakeholders that the magazine aimed to inform gay men on sexual health issues in a manner that was informative as well as interesting and accessible. The magazine was seen as achieving a key role in providing health related information beyond HIV needs.

The two main developments which have taken place with F:S have each contributed to meeting this aim. The stylistic changes which took place at the end of 2002 were intended to broaden the readership base of the magazine as was the change in the format and "look" of the magazine.

There was universal approval for the shift towards distribution in bars and on the scene more generally. Placing the magazine in bars on the scene for one individual makes it more of a "community intervention".

The magazine does regularly contain advertisements for other LGMHPP interventions. However, there was lack of clarity amongst stakeholders to what extent the magazine promotes the Partnership as a whole.

1.2 WHO READS F:S?

F:S is targeted at all gay men, with distribution at venues reaching young gay men, LLFE and men with higher numbers of sexual partners. Posted issues will specifically reach HIV positive men.

Just over 70% of readers in venues were between 20 and 39 years of age. Respondents who were subscribers to F:S were significantly older, with just over 75% being between 30 and 59 years of age. Distribution in venues is therefore reaching a younger population than distribution to subscribers. Readers in venues are much closer to the targeted age group for interventions than subscribers.

Just under 60% of F:S readers surveyed in venues had a degree or higher qualification. Just over 60% of those who completed the subscribers survey had a degree or higher qualification.

The majority of readers surveyed in venues and as subscribers were White. Black men are (compared to the population of London as a whole) are under-represented in the two surveys and White men are over-represented.

There is no significant difference in the number of sexual partners between readers surveyed in venues and subscribers.

A higher proportion of readers in venues stated that they had used class-A drugs as compared to subscribers. LGMHPP interventions aim to disproportionately benefit men who use class-A drugs. It appears from our survey that this group is over-served by the subscribers service, and, to a much larger extent, by the free distribution service.

A significant difference was found in HIV status between readers surveyed in venues and subscribers. Subscribers were more likely to have tested HIV positive, and less likely to have never taken an HIV test than readers in venues. LGMHPP interventions aim to benefit men who have tested positive for HIV (the desirable level is >10%) – from our survey, both the subscribers service and the free distribution service appear to achieve this.

Those who responded to the subscribers survey were significantly more likely to have worked or volunteered in the HIV/Sexual Health sector than readers surveyed in venues.

Respondents felt that they had a high level of knowledge on a range of health issues. Subscribers were more likely to feel knowledgeable about health/sexual health issues.

Respondents generally expressed high levels of 'concern' for the issues asked about notably: Correct use of condoms/condom failure; depression/mental health; issues concerning alcohol and issues concerning 'class A' drugs.

Readers were asked how confident they felt in discussing their sexual choices with their sexual partners, GU/Clap Clinic and GPs. Readers in venues were most confident in discussing sexual choices with their sexual partners. Just under 45% of subscribers were 'always confident'. Subscribers were in fact most likely to be 'always confident' in discussing sexual choices with their GU/Clap clinic. Both subscribers and readers in venues were least confident in discussing sexual health with their GP.

There was clarity amongst the stakeholders of the target groups for the intervention. Some expressed the view that at its inception (as a LGMHPP intervention), this intervention was one where gay men were less targeted than in other interventions within the Partnership. Some views were expressed that the time may have come to examine appropriate target groups for the intervention. Some stakeholders, whilst wholly approving of the shift towards distribution of F:S in the bars, were still concerned that there are a range of people who may not be accessing the magazine.

Some stakeholders did draw attention to the need for a reconsideration of target groups more generally, for example those who are from 'working class backgrounds'; faith groups; those who are disabled and those who have newly arrived in Britain.

1.3 ACCEPTABILITY AND ACCESSIBILITY

A large number of F:S readers surveyed in venues took the magazine home with them over 40% stated that they read the magazine at home. Respondents were also asked directly if they took the magazine home with them – almost 65% said that they did.

Almost half of readers surveyed in venues had read between 2 and 5 issues of F:S. Given that the free distribution in venues is relatively recent, this is a positive finding. The vast majority of respondents had been subscribing to F:S for over a year.

The majority of those who read the magazine read it extensively. Subscribers surveyed read significantly more of the magazine than readers surveyed in venues (around 75% of readers in venues and 90% of subscribers surveyed read at least half the magazine).

Almost 75% of subscribers and just over 72% of readers in venues believed that the magazine was written for them. Around a quarter of readers in venues read F:S 'because it was there', or because it was free etc., with an additional 10% of respondents reading the magazine because of its appearance (i.e. the cover, pictures, etc). The vast majority of readers surveyed would like to read the magazine again.

Responses given by both readers in venues and subscribers reveal an overwhelming consensus that F:S is easy to understand, with the majority of readers finding the magazine 'informative' and 'interesting'.

Amongst subscribers, those with greater number of sexual partners were more likely to rate the magazine as relevant to themselves.

There was a universal feeling expressed by a range of stakeholders explicitly, that the intervention has a clear identity. The style and content of the magazine is seen as accessible as well as informative. There was a recognition that getting the balance right was always going to be a difficult task.

Given that it provides a credible message and is presented appropriately it is apparent that the magazine provides an important 'maintenance' role in terms of safer sex practices.

The magazine is seen as acceptable and useful by stakeholders who use the magazine in their work, both as a tool and as a means to keep informed with developments. Stakeholders were widely supportive of the distribution in venues in terms of increasing the accessibility of the magazine. Stakeholders were also of the view that the subscriber's service was a

valuable one due to its setting (getting information directly to gay men's homes) and by reaching those who work with gay men.

1.4 EFFECTIVENESS

Respondents were asked to rate how well F:S covers a range of issues. The issues asked about reflected the aims of the intervention as set out in the ASTORs. Readers in venues as well as subscribers felt that F:S covers these issues well, especially with regards to safer sex. Subscribers were more likely to state that F:S covered the following areas 'very well': safer sex; sex; STI's; HIV testing; and services for gay men.

No significant difference was found between the ethnicity of respondents and how respondents rated coverage of information specifically aimed at black gay men.

Just under half of subscribers who were HIV positive rated coverage of information aimed at men living with HIV as 'very well'. However, a higher percentage (58.3%) of subscribers who had tested negative rated coverage of information aimed at men living with HIV as 'very well'.

Just over half of readers in venues had learnt something new from the magazine and over three-quarters (77.3%) of subscribers surveyed had learnt something new from the magazine. A significant relationship was found between those who had learnt something new from the magazine and those who felt that it was written for them – those who felt the magazine was written for them were more likely to have learnt something new from it. Around 40% of those who had learnt something new from the magazine stated that this new knowledge related to sexual health.

1.5 THE DEVELOPMENT OF F:S IN FUTURE

There were few suggestions by stakeholders as to improvements needed to the magazine and few suggestions as to what might additionally be included. However, there were some limited observations on this including the possibility of including details of clinics services and other agencies.

One of the strengths of F:S is its ability to present issues which may have already been covered in previous issues in a fresh manner. It has been recognised that whilst efforts to ensure that the magazine maintains this 'fresh' approach have been successful, this will continue to be a challenge.

Some suggestions were made regarding the size of the magazine as well as possibly the frequency of the magazine. There was also a feeling that with regards to the bar distribution that optimum numbers have not yet been reached – given that when they are distributed they are taken up rapidly.

There was a widely held view amongst stakeholders that both the subscribers' service and the distribution in venues were valuable. There were no suggestions that either of the two services should be discontinued. However, there is a need for the provider and the commissioners to discuss the continuation of both services given the current resource envelope.

2 CONCLUSIONS AND RECOMMENDATIONS

From this evaluation it is apparent that both subscribers and readers accessing F:S in venues are highly positive about the magazine. Readers and stakeholders alike view the magazine and the way it covers issues (as set out in the ASTORs) as 'fun' as well as 'interesting' and 'informative'. The magazine appears to have a good balance between being readable/accessible and informative. As such it is also regarded as a useful tool for sexual health promotion by those who use the magazine in their work as a brokered resource.

There was also agreement amongst stakeholders that the magazine plays a useful complementary role in the Partnership by being able to engage with gay men on a variety of issues at once. Especially with distribution in venues, it is something that gay men can pick up even though they are not looking for sexual health information (as opposed to leaflets etc).

The introduction of the new distribution method has been successful. Whilst F:S is effectively reaching gay men on the commercial scene, the makeup of the scene in terms of demographics and lifestyle is determining which gay men are being reached. What appears to make F:S successful is, to a large extent, based upon its distinctive style combined with well-judged content. It was suggested by some stakeholders that this strength may also be a potential weakness – that by reaching one audience there may be a risk of not fully addressing the needs of others. However, many of those who raised this issue also acknowledged that style and content should not be radically altered as there is a risk of alienating those who are currently engaging with the magazine.

- R1. F:S currently makes efforts to include a wide range of articles, as set out in the ASTORs, and we feel that this should be further encouraged.**

- R2. The implications of the different methods of distribution in terms of targeting should be recognised and explored by the Partnership, especially with regards to reaching the desired target groups for LGMHPP interventions.**

- R3. Ways to reach target groups effectively by widening distribution of F:S should be encouraged, for example by distributing the magazine to more organizations that work with young gay men. We recommend that these discussions take place within a wider debate on how the Partnership could more effectively target groups currently being underserved by its interventions.**

- R4. The Partnership should consider the extent and manner in which F:S should be used as a vehicle to promote the Partnership as a whole as well as the individual interventions.**

One of the key features of F:S is its ability to present issues in a fresh manner. Whilst keeping the magazine 'fresh' and at the same time getting a consistent message across can be challenging, we recognise that GMFA has been effective in doing this. Whilst currently a substantial group of readers in venues may be first or second time readers of the magazine, in future there is likely to be a growing body of regular readers.

R5. We encourage the Partnership to discuss the importance of familiarity and recognition of F:S amongst readers and potential readers. The extent to which F:S seeks to capture new readers whilst sustaining a regular readership base needs to be explored in terms of any impact this could have on the content/style of the magazine.

In our survey in venues, approximately 1 in 4 people approached had seen F:S before. Judging by the speed in which the magazine is picked up in venues, we feel that there is scope for increasing the number of copies distributed.

R6. Options to consider for increasing the distribution should be discussed, and could include:

- **increasing the level of distribution of F:S (more copies and/or more venues)**
- **staggering distribution, for example by distributing the same issue more than once over the two month period between issues**
- **doubling the number of issues so that F:S becomes a monthly magazine**

We recognise that F:S is currently distributed to organisations outside London (for a nominal fee), where the magazine is also well received. This wider distribution should be encouraged although the Partnership should ensure that this is appropriately charged to avoid subsidising this distribution.

R7. Other funding sources could be investigated to support wider national distribution of the magazine, such as Department of Health Section 64 funding, or through CHAPS.

We acknowledge that GMFA is making efforts to improve the regularity of production and distribution of F:S and are confident that these will be resolved in future.

R8. We recommend that publication dates are continued to be agreed upon in advance on a regular basis in order to sustain these improvements.

In discussions with the Provider the desire was expressed to increase the length of the magazine by 16 pages in order to cover a wider range of topics to allow the magazine to continue covering issues relating to sexual health in a fresh way. This could potentially lead to more articles on non-sexual health issues which would help to make the magazine appeal to a wider audience.

R9. We recommend that the provider and the commissioners discuss options for increasing the length of the magazine by 16 pages.

The issue of including commercial advertising was discussed with stakeholders. Whilst some stakeholders were receptive to the idea as a means of generating extra income for the magazine, others felt that administration of this would be too costly.

R10. At this stage we do not feel that including commercial advertising would be practical.

There was agreement amongst stakeholders that F:S is aimed at 'gay men'. Whilst efforts are being made at an editorial level to target young gay men and LLFE's, the Partnership as a whole needs to address issues of reaching these sub-populations of gay men more effectively. Specifically with regards to age, the Partnership may need to review the age bands which are currently used in monitoring and evaluation.

R11. The ages of 30 to 32 are the most frequent ages at which men are diagnosed with HIV and as such the success with which interventions are reaching men around these age groups needs to be more effectively monitored.

We acknowledge that there is a debate about the continuation of the subscribers' service, not least in relation to the cost of sustaining two forms of distribution. Any decisions taken in this regard should acknowledge that the subscribers' service is highly valued and is serving an important role.

R12. Due to the fact that both methods of distribution appear to be meeting different needs, both services should continue. Should additional resources be unavailable, other means of maintaining both distribution methods may be preferable to stopping either service (e.g. by reducing the frequency of publication).

APPENDIX**3 ABOUT F:S**

F:S has been in existence in various forms since 1993, and is produced by GMFA (previously known as Gay Men Fighting Aids). LGMHPP has been funding the magazine since 2001. GMFA is a London-based, volunteer-led gay men's health organisation. Amongst its aims are:

- To prevent HIV transmission among gay men
- To minimise the harmful consequences of infection with HIV for gay men
- To minimise the harmful social consequences of HIV for gay men in general

Besides the production of F:S, GMFA conducts its work through a range of workshops, press adverts and a website. GMFA also works with Black gay men through Big Up, one of its volunteer groups.

F:S has evolved into its current form over a number of years. The magazine was originally in the form of an 'in-house' newsletter for GMFA volunteers, health professionals and people who had come into contact with GMFA by, for example, attending their workshops. At this time the magazine was known as F*** Sheet. At the end of 2002 the magazine underwent a series of cosmetic and stylistic changes – moving to a full colour format and a more informal, accessible style of writing and was renamed as F:S. This also involved a shift from being a newsletter that strove to be a place for debate towards the production of a magazine which had a clearer health promotion role. At this time the organization began to think more rigorously about who it was trying to reach. Progressively, and particularly with the appointment of a new editor, the magazine has sought to appeal to younger gay men; for example through the production of shorter articles and the use of more graphical material.

Since August 2003, F:S has been distributed in the commercial gay scene in London as well as free of charge to subscribers in London. This decision was taken, in consultation with LGMHPP Commissioners, to expand, as an 'experiment', the distribution of the magazine. Prior to the move to free distribution, GMFA aimed to produce 9 issues each year (6 regular issues, 2 special issues to subscribers and 1 'best of' issue to venues to increase subscriptions). GMFA calculated that under the same budget they could produce the magazine 6 times a year, increase the number of pages from 16 to 24 and distribute 13,000 copies to venues, as well as 2,000 copies to subscribers. This decision was taken for essentially two reasons: the feeling was strongly held that the magazine could play a wider role in the gay community by giving gay men access to sexual health information in an accessible format and that secondly that those on the subscription list were not those in most need. Increasing distribution would also ensure that the aim of promoting LGMHPP interventions would be better met, not the least because different men would pick up the magazine each time. The magazine would also be reached by men not necessarily

accessing other LGMHPP interventions. It was also envisaged that reducing the production to 6 issues would help GMFA to plan production and content in a more systematic manner. In short, distributing the magazine in venues would increase the effectiveness of the magazine without extra cost.

It is recognized that there are now tensions in the dual distribution method, as there is a perception that those on the 'scene' are a different audience to those who are on the subscription list. There are also significant cost implications for the Provider of the service particularly as the subscription list has grown beyond the remit of the contract.

The production of each issue of F:S is managed by the editor, who is a full time GMFA staff member. On average 15% of the articles in each issue are written by volunteers, with the remaining articles being commissioned to external writers as well as regular contributions from other organisations in the Partnership (i.e. counselling services). The editorial team (Editor and volunteers) seeks directly to ensure that each issue of the magazine addresses the ASTORs for the intervention. Design of each issue is outsourced to a designer who has been working with F:S since the stylistic changes took place. Printing of the magazine is also outsourced. Over the last year a change in printers took place due to problems in reliability. At the time of writing of this report it appears that an improved relationship has been established with a printer and that these problems have been largely resolved. Distribution of the magazine is undertaken by CLASH (Central London Action on Street Health) and Healthy Gay Living Services (HGLS) within the Terrence Higgins Trust (THT).

At the end of the third quarter of the 2003/4 financial year F:S was being distributed to 2,484 subscribers, 695 copies were being sent to 42 agencies for onward distribution and 13,500 copies were allocated for free distribution in venues.

3.1 THE AIMS OF F:S

The aims of the intervention are described in the ASTORs² which have been agreed upon by the Commissioners and the Provider. The ASTORs were revised in 2003 in order to reflect the change in method of distribution, and are currently set out as follows:

Aims (from Making it Count)

- Men have control over the sex they have
- Men are equipped & competent to negotiate sex
- Men are knowledgeable about HIV, its exposure, transmission & prevention
- Men are aware of the possible HIV related consequences of their sexual actions for themselves & their sexual partners

- Men are knowledgeable about HIV testing and the meaning of HIV test results
- Men have maximum control over condom failure

Objectives

- 17,000 copies of F:S newsletter distributed London wide
- Copy test: "sexy, informative, empowering, entertaining"
- Editorial: mix of material with varying amounts of health promotion information. Some items included purely on the basis of reader interest
- Each issue will contain at least one item on each of these HIV prevention areas:
 - Naïve risk taking
 - Known risk taking
 - Mechanical / biological factors
 - HIV testing
 - STI knowledge
- Each issue will contain at least one item aimed at a demographic target with higher HIV prevention need
- Each issue will contain items that promote other LGMHPP interventions or the issues behind them
- In order to appeal to & engage the target audience each issue will contain at least one:
 - sex positive item
 - non HIV health item
 - item aimed at +ve men
 - item aimed at BGM
 - thought provoking item
- Over the year images will be diverse in terms of:
 - age
 - ethnicity
 - body type
- Imagery will be appropriate to the overall target audience and the audience of each item
- Scene copies will be distributed by CLASH & HGL (THT)

Target group:

- All gay men,
- posted issues will reach HIV positive men
- scene distributed issues will reach young gay men, LLFE & men with higher numbers of sexual partners

² This is a tool developed by Sigma Research and refers to Aims, Settings, Target Group, Objectives and Resources.

Setting:

- Distribution by post in London to 2,100 homes and 15,000 copies to venues, GUM clinics and services

4 EVALUATION AIMS AND METHODOLOGY

The aims of this evaluation are:

1. To assist the intervention to clarify their aims, identify the range of intended outcomes for gay men and clarify how these are linked to achieving the aims of the core programme
2. To examine the acceptability and accessibility of the F:S newsletter for gay men and for health/social service Providers
3. To assess the availability of the F:S newsletter in different settings and identify options for improving distribution to reach gay men most in need, particularly those prioritised within the core programme
4. To examine the extent to which the F:S newsletter serves as a promotional tool for the core programme and its interventions
5. To demonstrate effectiveness in achieving intervention aims
6. To identify areas for improvement and alternative/innovative ways to further develop the F:S newsletter and its role within the core programme

The evaluation questions were addressed through the following methods, agreed upon through discussions between Michael Bell Associates, GMFA and the Commissioners.

- Survey in venues with those who had read the magazine before, those who had seen but not read the magazine before and those who had never seen or read F:S.
- A questionnaire sent to all subscribers of the magazine
- One-to-one interviews and discussions with staff and stakeholders
- Organisation of a Community Consultation event, attended by respondents, staff and stakeholders

At the time of tendering for this work, the decision to distribute in venues was still in progress. As such, the evaluation was initially commissioned to include only the subscribers service. It soon emerged that an evaluation of only the subscribers service would not be useful to the Commissioners and the Provider. As a result, the scope of the evaluation and the methodology were revised in order to incorporate an evaluation of the free distribution service. The methodology employed was agreed upon through discussions between Michael Bell Associates, the Commissioners and GMFA.

Each intervention of the LGMHPP has an ASTOR document.

4.1 SURVEY IN VENUES

In order to evaluate the free distribution service of F:S, initial ideas centred around the use of an insert survey to be included in each copy of the magazine distributed in venues. After discussions between ourselves, the Commissioners and GMFA, an alternative strategy was agreed upon. This would involve researchers to distribute, facilitate and collect questionnaires at venues where F:S is distributed to:

- those who had seen and read F:S before
- those that had seen but not read F:S before

Additionally, a short questionnaire (monitoring card) would be given to a selection of those who had not seen or read the magazine before. The advantage of this methodology would be:

- to be able to gather information from those who had seen but not read F:S before
- to increase the response rate
- Avoidance of 'self-selection', i.e. being able to survey those who do not read F:S or those who have only seen it but not read it
- Possibility of obtaining feedback from those who read it 'casually', i.e. those who might browse through the magazine but would not take it home and would not have filled out the survey on their own accord.

The objective was to find 200 people who had seen and read F:S. It was assumed that one in four people approached in venues would have seen and read F:S, so that a total of 800 people would have to be approached. Each individual would be shown a copy of F:S and asked "Have you ever seen this magazine before?" A selection of those who answered 'no' were given a short questionnaire (monitoring card). If the respondent answered 'yes', they would be asked "Have you ever read this magazine before?" Those who answered 'yes' were given a questionnaire aimed at those who had read F:S. Those who answered 'no' were given a questionnaire aimed at those who had only seen F:S but not read it before. In order to encourage people to complete the questionnaire, an incentive was provided in the form of a prize draw.

The three questionnaires covered:

- Those who had seen and read the magazine before were asked what they thought of the magazine as well as questions relating to their awareness/concern of various (sexual) health issues and demographics.
- Those who had seen but not read the magazine were asked about their perception of the magazine and why they had not read it before. Questions relating to awareness/concern of various (sexual) health issues and demographics were also included.

- The monitoring card given to those who had never seen or read F:S included a series of demographics questions. Questions on this card were identical to those used by Sigma Research in the monitoring of LGMHPP interventions.

The selection of the sample of venues for this work was determined by a number of criteria:

- The overarching criterion was to select venues according to the distribution of the magazine between West End, Inner and Outer London venues.
- The selection of venues was also determined by the way in which F:S is distributed. According to GMFA staff, the magazine is normally distributed shortly before the weekend and usually runs out during the course of the weekend, with no copies remaining by the beginning of the following week. Therefore the fieldwork, and to an extent the selection of venues, was planned so that the researchers would be able to approach the required number of potential readers.
- Thirdly, the selection of venues had to account for an element of research fatigue. This research was undertaken not too long after the other evaluation work being conducted for LGMHPP by Michael Bell Associates as well as the Institute of Education.

Survey work for this research was carried out over the weekend of 13th February, coinciding with the distribution of the most recent edition of F:S (issue #80, winter 2004). Additional work was done over the following weekend (20th February). Additional work was required since, although the researchers had approached 800 people and the assumption that one in four people approached had read F:S did hold true, a number of those who had read the magazine were not willing to complete the survey. Reasons for this ranged from level of darkness of the venue to people simply not wanting to take the time to complete the questionnaire as they were out with friends.

In all, 917 people were approached. Of these, 357 had seen F:S before, whilst 560 had not. Of those who had seen F:S before, 251 people had read the magazine, meaning that almost 70% of those who recalled having seen the magazine before had also read it. These results are summarised as follows:

Have you ever seen this magazine before?		
	Number	Percent
Yes	357	38.9%
No	560	61.1%
Total	917	100.0%

(If yes to above) Have you ever read this magazine before?		
	Number	Percent

Yes	251	69.7%
No	109	30.3%
Total	360	100.0%

The number of questionnaires returned was as follows:

- o 204 monitoring cards from those who had not seen or read F:S before
- o 213 questionnaires from those who had seen and read F:S before
- o 55 questionnaires from those who had seen F:S but not read it before

173 respondents completed their name and address in order to be included in the prize draw, indicating that this was successful in terms of being an incentive to complete the questionnaire. 69 of these did not want to be contacted for the consultation event, whilst 104 did not opt out of being contacted.

4.2 SUBSCRIBERS SURVEY

The subscriber's survey was posted to all subscribers of F:S soon after issue #80 (winter 2004) was posted. A total of 2,484 surveys were sent and 403 surveys were returned and analysed (response rate 16.2%).

4.3 COMMUNITY CONSULTATION EVENT

The preliminary findings of the survey in venues were presented at a Community Consultation event held on March 25th, which was attended by survey respondents, stakeholders and staff involved in the production of F:S.

4.4 STAFF AND STAKEHOLDERS

Discussions were held on a one-to-one basis with staff involved in the production of the magazine at GMFA and with other stakeholders. Stakeholders included a range of Commissioners, health professionals at various London PCTs, as well as other professionals involved in sexual health and organisations serving the gay community.

To facilitate this evaluation we have made some use of the theoretical model of '*Stages of Change*' developed by Prochaska and DiClemente. This model provides us with a series of stages through 'ignorance' to 'action' and 'maintenance' that can be applied to health promotion initiatives. It is important to stress that this sees behavioural change as a process rather than an event. A key element of assessing impact will be the extent to which individuals have been moved through these stages of change.

The figure³ below provides figurative presentation of this model:

FIGURE 1: PROCHASKA AND DICLEMENTE'S WHEEL OF CHANGE

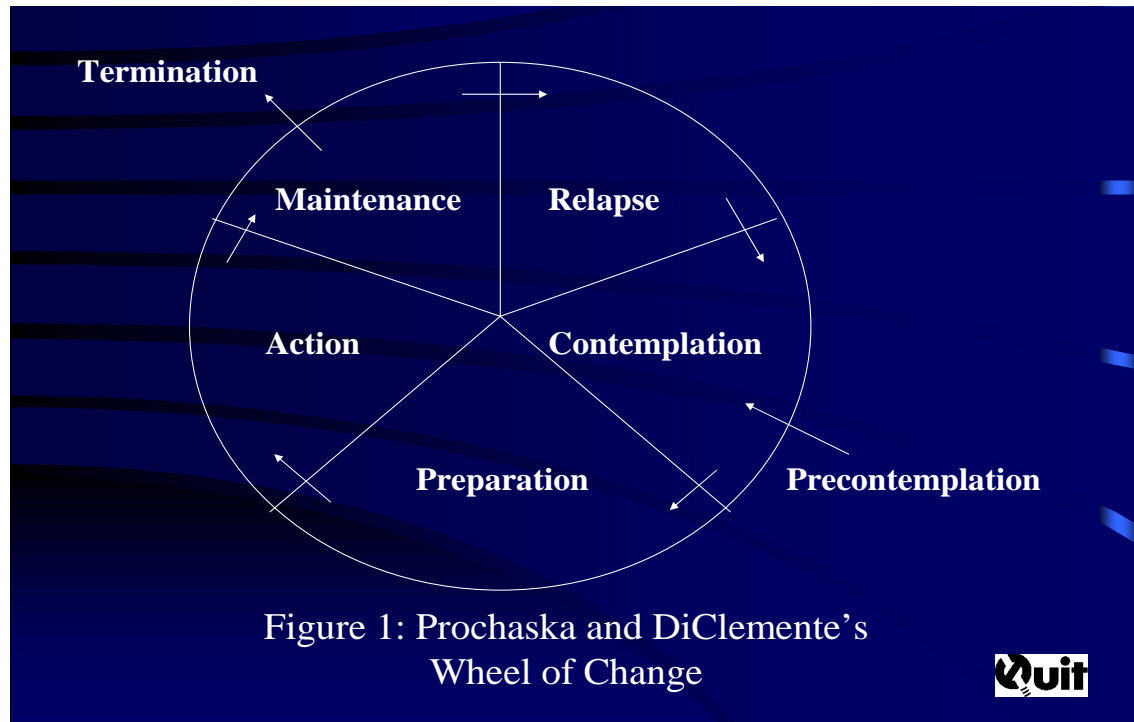


Figure 1: Prochaska and DiClemente's
Wheel of Change

³ This chart is extracted from materials prepared by the Australian Government's "Quit" team for smoking cessation.