



Legacy Community Health Services Crystal Meth Media Evaluation Assessment Survey Results-November 2005

Recruiting Respondents:

The target populations for this assessment is gay/bisexual and other MSM of all races/ethnicities and ages that may be at risk to use crystal methamphetamine, current active users of crystal methamphetamine, as well as female popular opinion leaders of the Montrose community.

During the month of November 2005, 27 one-on-one interviews were conducted with gay/bisexual and other MSM (with a few females) of various ethnic and racial backgrounds from the Montrose community. Interview respondent ages ranged from 18 – 50 and represented all ethnic and racial backgrounds. Several interview respondents chose to self-identify as current users or former users, while others reported never having used crystal methamphetamine. Many of the respondents chose to self identify as HIV-positive, some which believe they contracted HIV while under the influence of crystal methamphetamine. These interview respondents were recruited at local bars, clubs and bathhouses. Additional interviews were conducted with stakeholders from the HIV prevention community.

Respondents were handed a photo album that included three different crystal meth awareness campaigns. Twelve different images were included in the survey, which included one campaign that was used prior by Montrose Clinic, and two other campaigns. Campaign B was authored by LifeorMeth.com and Campaign C was authored by HIV Forum in New York City. Each page contained an 8X10 glossy image and was assigned a unique code for easy reference. Respondents were asked the survey questions by the interviewer and the respondents responses were recorded on the interview form. The number of questions asked varied depending on how the respondent answered various questions. Questions two, seven, eight and nine were only asked if the respondent recognized Campaign A – Meth = Death, which was previously used by Montrose Clinic. All respondents were asked questions one, three, four, five and six.

Respondents were offered a \$10 stipend to Kroger supermarket for their time and input to the assessment. The time of each interview varied between 10 minutes and up to 30 minutes, depending on how the respondent responded.

Question #1 (N=27):

Please take a look at the series of three crystal meth awareness campaigns. Have you seen any of these images before? If so, which one(s)?

Awareness Campaign A: Meth = Death by United Foundation for AIDS

21 78% A-1 Fallout (front side of card)
21 78% A-2 Montrose resources (back side of card)

Awareness Campaign B: Themes by LifeorMeth.com

1 4% B-1 Party theme
5 19% B-2 HIV theme
2 7% B-3 Empowerment theme
4 15% B-4 Toxic theme
3 11% B-5 Knowledge theme
3 11% B-6 Addiction & Death theme

Awareness Campaign C: Crystal Free & Sexy by HIVforumNYC.org

8 30% C-1 Anthony (European-American) Sexiness
8 30% C-2 Pepe (Hispanic-American) Full Life
8 30% C-3 Steven (African-American) Happiness
8 30% C-4 Brad (Asian-American) Party boy

Question #2 (N=21 – the respondents who recognized the Meth=Death campaign previously disseminated on a limited basis in late 2004):

Where have you seen these images? (Respondents were allowed to respond on his/her own; prompts were used if respondents needed assistance.)

17 81% Postcard

If so, where did you pick it up?

11 Mary's
6 Club Houston
5 The 611 Club
5 EJ's
2 Montrose Clinic
1 Midtowne Spa
1 Ripcord
1 CMA meeting

14	67%	Poster	If so, where did you see it?
			8 Mary's
			4 Club Houston
			3 Montrose Clinic
			2 EJ's
			1 CMA meeting
3	14%	Internet	If so, what site did you see it?
			3 LifeorMeth.com
			2 HIVforumNYC.org
			1 Manhunt.net
3	14%	Newspaper	If so, which newspaper?
			2 Houston Voice
			2 Q Texas/TXT
5	24%	Magazine	If so, which magazine?
			2 Outsmart
			1 POZ

Question #3 (N=27):

Respondents were not shown the Meth = Death awareness campaign when asked question three. The Meth = Death campaign was only referred to in questions one, two, seven, eight and nine.

Which of these images would motivate you to find out more about crystal meth?
(Respondent could choose up to three images from any of the campaigns.)

Awareness Campaign B:	Themes	by LifeorMeth.com
4	15% B-1	Party theme
16	59% B-2	HIV theme
12	44% B-3	Empowerment theme
13	48% B-4	Toxic theme
11	41% B-5	Knowledge theme
6	22% B-6	Addiction & Death theme

Awareness Campaign C: Crystal Free & Sexy by HIVforumNYC.org

	6	22%	C-1	Anthony (European-American)	Sexiness
	6	22%	C-2	Pepe (Hispanic-American)	Full Life
	4	15%	C-3	Steven (African-American)	Happiness
1	4%		C-4	Brad (Asian-American)	Party boy

Question #4 (N=27):

What is it about these images that would motivate you to find out more about crystal meth? (Respondents were allowed to respond on his or her own; if the respondent needed assistance, prompts were used.)

Categories that respondents responses covered/Prompts used:

- 25 93%** colors used in the images are appealing
- 25 93%** photos in the images complement the message
- 26 96%** text in the images is easy to read
- 26 96%** language and terminology used is easy to understand
- 26 96%** information provided in the images is relevant to the community
- 23 85%** the images provide a message of hope, inspiration or empowerment
- 9 33%** the images provide a message of guilt, shame or negativity

Respondents comments:

- 9 33%** feelings – personal/emotional
- 6 22%** hot men/real people
- 5 19%** HIV connection/safer-sex message
- 5 19%** factual/truthful signs and symptoms of use
- 4 15%** ingredients ingested are toxic/poisonous

1 **4%** not racially or ethnically driven images

Question #5:

If you have never used crystal methamphetamine, which images, if any, would motivate you to not to begin using the drug?

Awareness Campaign B: Themes by LifeorMeth.com

- 2** B-1 Party theme
- 1** B-2 HIV theme
- 0** B-3 Empowerment theme
- 10** B-4 Toxic theme
- 7** B-5 Knowledge theme
- 9** B-6 Addiction & Death theme

Awareness Campaign C: Crystal Free & Sexy by HIVforumNYC.org

- 1** C-1 Anthony (European-American) Sexiness
- 0** C-2 Pepe (Hispanic-American) Full Life
- 0** C-3 Steven (African-American) Happiness
- 0** C-4 Brad (Asian-American) Party boy

Question #6:

If you have used crystal methamphetamine in the past, which images, if any, would empower you to curb your use, or not to use again?

Awareness Campaign B: Themes by LifeorMeth.com

- 2** B-1 Party theme
- 12** B-2 HIV theme
- 5** B-3 Empowerment theme
- 3** B-4 Toxic theme
- 4** B-5 Knowledge theme
- 5** B-6 Addiction & Death theme

Awareness Campaign C: Crystal Free & Sexy by HIVforumNYC.org

2	C-1	Anthony (European-American)	Sexiness
1	C-2	Pepe (Hispanic-American)	Full Life
1	C-3	Steven (African-American)	Happiness
1	C-4	Brad (Asian-American)	Party boy

The last three questions were only asked of those respondents who recognize images A-1 Fallout and A-2 Montrose resources of the Meth = Death awareness campaign.

Question #7 (N=21):

After seeing these images, have you become more aware of the signs of crystal meth use and symptoms of crystal meth addiction?

16	76%	Yes
5	24%	No

Question #8 (N=21):

After seeing this campaign, have you sought out more information on crystal meth?

14	67%	Yes
7	33%	No

If so, where? (N=14)

9	64%	Internet <ul style="list-style-type: none">• LiforMeth.com• Tweaker.org• PartySafe.org
5	35%	Montrose Clinic
2	14%	Montrose Counseling Center
6	43%	CMA (Crystal Meth Anonymous)
9	64%	POL (Popular Opinion Leader)
3	21%	Personal Physician <ul style="list-style-type: none">• Dr. Crofoot• Dr. Schrader

- | | | |
|----------|------------|---|
| 5 | 35% | <ul style="list-style-type: none"> • Dr. Gathe Other <ul style="list-style-type: none"> • Friend • Co-worker |
|----------|------------|---|

Question #9 (N=21):

After seeing this campaign, did you get tested for HIV/Syphilis or other STD's?

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| 12 | 57% | Yes |
| 6 | 29% | No |
| 3 | 14% | No response |

If so, where? **(N=12)**

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| 4 | 33% | Montrose Clinic |
| 5 | 42% | Montrose Clinic's Community Outreach Prevention Services |
| 0 | 0% | Montrose Counseling Center |
| 0 | 0% | Houston Department of Health & Human Services |
| 0 | 0% | Harris County Hospital District? |
| 0 | 0% | Veteran's Administration |
| 3 | 25% | Personal Physician? |