

**TEENAGE PREGNANCY CAMPAIGN
CREATIVE DEVELOPMENT
RESEARCH**

**COI COMMUNICATIONS/
DEPARTMENT OF HEALTH**

RESEARCH FINDINGS

Prepared for:

*Naomi Scofield
COI Communications
On behalf of The Department of Health
Hercules House
Hercules Road
London, SE1 7DU*

Prepared by:

*Research Works Limited
42 Hendon Lane
Finchley
London
N3 1TT*

Tel: 020 8343 3328

Fax: 020 8343 2012

all@researchworks.co.uk

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1. RESEARCH BACKGROUND AND OBJECTIVES

1.1 Background

The Teenage Pregnancy advertising campaign was launched in October 2000 and has continued to evolve, regularly producing new executions to refresh the portfolio of adverts. The campaign was researched extensively before its launch and creative development research has been conducted on an on-going basis.

A new series of adverts were planned and COI Communications (on behalf of the Teen Pregnancy Campaign team) commissioned qualitative research prior to their launch. The adverts tested included six radio executions and a range of different ambient approaches (Z cards, wall stickers, stickers, bus passes).

1.2 Research Objectives

The overall objective of the research was to **pre-test new creative materials** designed for the campaign. The specific objectives were to **evaluate and explore** the creative materials in terms of:

- **Impact, appeal and interest** generated
- **Language and tone of voice**
- Views on **style and design** format
- **Communication** including:
 - target audience (who is the advertising aimed at?)
 - relevance (is it relevant to teenagers?)
 - comprehension (what are the messages?)
 - effectiveness (are the approaches credible? do they involve/persuade?)
 - content (is this new information? is there enough information?)

- **Changes/improvements**
- **Sources of information** – where and how would teenagers like to get this information?
- **Awareness of campaign** (and perceived ‘fit’ of new executions)

→ **Overall, the research was designed to provide direction for the creative development of the most recently developed teen pregnancy campaign materials.**

The stimulus tested during this research was as follows:

Radio Executions

Condom Breakthrough
 99
 Mum’s going on holiday
 Summer Lovin’
 Trevor Nelson
 Roadshow

Ambient Executions

Z cards
 Bathroom Sticker (Male)
 Bathroom Sticker (Female - 2 versions)
 Bus pass holders
 Stickers

2. RESEARCH METHOD

The research approach was qualitative and consisted of a series of triad, pair and individual one-to-one depth interviews. The sample was composed of two main groups: teenagers aged 11-18 years old and parents of teenagers aged 11-18 years old, as described below.

Teenage Sample

8 triads with teenagers aged 11 –18 years old, duration 1 hour, 3 respondents per triad:

- Triad 1, female, 11-13 years old, C2DE
- Triad 2, male, 11-13 years old, C2DE
- Triad 3, female, 14-16 years old, C2DE
- Triad 4, male, 14-16 years old, C2DE
- Triad 5, female, 17-18 years old, C2DE
- Triad 6, male, 17-18 years old, C2DE
- Triad 7, female, South Asian 11-18 years old, C2DE
- Triad 9, male, South Asian 11-18 years old, C2DE

In addition, 4 depths were conducted with teenagers in care (3 male, 1 female) aged 11-18, duration one hour.

African Caribbean representation was achieved in triads 1 and 4 and the depths with teenagers in care.

Parents Sample

6 pair depths with parents of teens aged 11 –18 years, C2DE, 2 respondents per session, duration 1 hour, all responsible for discussing health/sexual matters with their children

- Pair 1, mothers, C2DE
- Pair 2, mothers, African Caribbean, C2DE
- Pair 3, mothers, South Asian, non-Muslim, C2DE
- Pair 4, mothers, South Asian, Muslim, C2DE
- Pair 5, fathers, C2DE
- Pair 6, fathers, African Caribbean, C2DE

Research was conducted between 7th and 12th July 2004 in: Birmingham, Edgware (North London), Edmonton (North London), Lewisham (South London), Tower Hamlets (East London), Oldham and Southall.

NB: References to South Asian respondents in this report refer to non-Muslim respondents. The very distinct, culturally specific views of Muslim respondents are recorded in an appendix to this report.

3. MANAGEMENT SUMMARY

This phase of teenage pregnancy pre-testing research positively evaluated a variety of new radio and ambient resources.

‘Summer Lovin’ emerged as a clear favourite for teenagers and parents across the sample, regardless of age or ethnicity. This execution was immediately impactful and memorable (due to the use of a well known song) and relevant to teenagers (due to the ironic twist given to the boy meets girl lyrics). The only query raised regarded the clarity of the phrase ‘up the stick’. This advert has the potential to create awareness of the summer campaign.

‘Roadshow’ was a relevant, credible execution in terms of style, which effectively communicated a strong message about risk which was endorsed by parents. At present many respondents had difficulty deciphering the MCs speech and felt that a slightly slower pace and clearer diction was required. Respondents also felt that the impact of the execution would be heightened if the introduction were shortened.

‘Mum going on Holiday’ was readily understood by teenagers from 14 years old upwards but was of most relevance to 14-16 year olds (both boys and girls) who appreciated the idea of ‘having sex on the mind’. The execution focuses clearly on the website information. Executional clarity in terms of the roles and scenario is required to aid parents’ and younger teenagers’ understanding of this execution i.e. explicitly defined scenario (parents going away and leaving son); appropriately pitched voices for characters.

‘Trevor Nelson’ was an execution strong on style and tone with music that was particularly popular amongst African Caribbean teenagers. Structural clarity is required: at present there was only patchy awareness that the DJ is listing track titles on a compilation album. The track titles e.g. *‘The park’s empty, let’s do it’* and *‘What’s this minging blister on my tackle’* were well received by teenagers.

On the whole parents were less comfortable with the language, but only actively objected to the line ‘*Will he think I’m a slag if I carry a condom...*’. Neither parents nor teenagers felt that this line was appropriate. The chosen voice needs to reflect the credible urban/pirate sound without sounding too sleazy.

More generally, teenagers were concerned that the informational parts of the radio executions should be strongly communication. They suggested various options e.g. younger voices, more of an informal invitation (e.g. ‘why don’t you check out...’) and end lines that link to executions (as in ‘Mums going on holiday’).

Parents were most comfortable with the executions which they perceived communicated ‘consequences’ messages (i.e. ‘Summer Lovin’ and ‘Roadshow’). They were less enthusiastic about executions which promoted the website address without a standalone consequence message. However, it was these executions (‘Trevor Nelson’ and ‘Mum’s going on holiday’) that were clearly popular amongst the teenage target audience and in particular the vulnerable and sexually experimental 14-16 year old age group.

‘99’ was an execution with extremely limited and inconsistent appeal. Awareness of the term 69 was limited to respondents 14-18 years old and it was only a limited number of 16-18 year olds who found the joke amusing. ‘**Condom Breakthrough**’ simply pushes the boundaries of acceptability too far (for many teenagers as well as their parents).

The Z cards, stickers and bus passes were all popular new ideas. Each of the designs were considered credible and appealing. These resources are likely to increase the circulation of the web address since teenagers felt these resources were appealing to pick up and keep.

Logically respondents tended to assume that this was a government campaign. However, in terms of style and tone there was a perception that the campaign could equally be from a charity or a radio station – any organisation with teenagers’ welfare at heart.

4. MAIN FINDINGS

4.1 Summer Holidays

For younger respondents (those aged under 16 years old) the summer holidays were a time for enjoyment. Most were looking forward to ‘hanging out’ with friends and going on family holidays – both in Britain and abroad.

For the youngest age group (11-13 years old), ‘hanging out’ consisted of ‘playing out’ with friends, playing games and watching TV, mainly close to home:

“I’m going to hang out with Mark and Jason and do nothing else except play football and computer games.” (Male, 11-13 years old, C2DE)

A majority of male respondents (of all ages) were keen on computer games, with most having at least two consoles to choose from. For these respondents, playing computer games was a major activity at all times. However, many felt that the summer would see a further increase in this activity:

“I’m going to do nothing. Probably on the computer everyday and out with my mates.” (Male, 11-13 years old, C2DE)

In addition, a number of male respondents highlighted sleeping and watching television as part of their intended activities for much of the summer. Some boys also had individual interests which took them further from home. These included skateboarding, football and BMXing:

“I’ll probably hang out in town. We go down all the time, taking our skateboards and watching girls!” (Male, 17-18 years old, C2DE)

For girls of all ages, shopping was the major activity. For younger girls this meant shopping with mum's money, whilst older girls were more independent:

"We just go down town, look round the shops." (Female, 14-16 years old, C2DE)

"I'm going to Rome with my sister and brother. We'll look after one another." (Female, 17-18 years old, South Asian, C2DE)

For some older male and female respondents (17-18 years old) however, work had become a part of their lives and a number were intending to work through the summer to pay for their summer activities and social lives:

"...I work in a café, washing dishes...!" (Male, 17-18 years old, C2DE)

All respondents were looking forward to the summer, although for younger respondents it offered greater opportunities for relaxation than for older respondents.

4.2 Media consumption

4.2.1 Magazines

Female respondents were more likely to be regular magazine readers. For under sixteens titles such as, *Sugar*, *Bliss*, *J17* and *Cosmo Girl* were popular, along with *Smash Hits* and *Top of the Pops* for the youngest 11-13 year old age group.

Older female respondents (17-18 years old) tended to be lapsed magazine readers:

"If my little sisters have them I think what a waste of money. But I do flick through them sometimes." (Female, 17-18 years old, South Asian, C2DE)

“I tend to read books now.” (Female, 17-18 years old, C2DE)

Boys were generally less regular readers of magazines than their female peers. However those that did read magazines – although on an ad hoc basis - tended to read specific interest magazines. Those quoted included *Skate, Kingpin, Striker, Top Gear, PC, OPS2M* and *BMX*, with *FHM* being more consistently popular across the age range:

“...FHM for the women!!...” (Male, 17-18 years old, C2DE)

“I read skate magazines mainly and the official Play Station magazine. I don’t buy them all the time but pretty regularly.” (Male, 15 years old, in care)

4.2.2 Radio

All respondents were current radio listeners to a greater or lesser extent, both on their own in their rooms and with their parents (mainly in the car). Some older male respondents preferred listening to CDs.

Teenagers had their own choice of station when listening alone, predominantly commercial radio stations such as *Galaxy* and *BMRB* in Birmingham, *Kiss 100* and *Choice* in London, *Key 103* and *Galaxy* in Oldham, as well as Radio 1. In addition, African Caribbean boys in London were also regularly listening to pirate garage stations. South Asian boys in London were listening to Club Asia:

“I don’t listen to mainstream stations very much because the DJs talk too much. I listen to pirate, garage radio stations like déjà vu. I do listen to XFM and on the odd occasion I listen to Kiss if they’re very lucky.” (Male, 15, African Caribbean, in care)

When listening with parents, mostly on journeys in the car, parental choices tended to dominate. This mainly meant being forced to listen to commercial stations such as

Capital Gold, Talk Sport, Heart, Magic and, “...my dad’s CDs...”. *Sunrise* radio was popular in Asian households as well as *Sting FM* (a reggae station in Birmingham):

“If I’m listening to Sunrise they might come along and hit the button for their favourite station. Sometimes I let them, but other times I say, ‘look, this is my car and we’ll listen to what I want.” (Mother, 11-18 year old children, South Asian, C2DE)

There was good recall of the style of the ‘ruthinking’ adverts’, particularly among boys and girls in the 14-16 years old age group. However, despite recognition of the style there was no recall of specific adverts:

“I’ve heard that ‘sex, are you thinking about it enough’ before. I’m 15 years old I can’t think about it any more!” (Male, 14-16 years old, C2DE)

4.3 Sources of information and advice

4.3.1 School

Teenage respondents generally felt that school had covered the biological and mechanical aspects of sex. The subject areas and level of detail covered differed dependent on the school attended, but subjects covered included: periods, pregnancy, STIs (referred to as STD’s by some), AIDS and contraception but not sex and relationships:

“My school is poor, it’s all boys which I hate and they really don’t teach you much about the real side of sex. Yeah we learned how a condom goes on a cucumber but not about why you need to look after yourself.” (Male, aged 15 years, in care)

“We did most of it in science and I was the one picked on to put the condom on the banana.” (Male, 17-18 years old, C2DE)

“It was all to do with a woman’s body but not proper sex.” (Female, 11-13 years old, African Caribbean, C2DE)

4.3.2 Peers and media

For female respondents under sixteen years old, older friends were seen as the prime trusted source for advice on sex and relationships. These friends, coupled with information gathered from magazines, provided respondents with what they assumed was relevant and useful information about relationships, including physical aspects:

“As long as it was a close friend I’d trust them. They’ve been there and done it.” (Female, 14-16 years old, C2DE)

Although a majority of girls felt that they would trust certain close friends to be honest about sex and relationships, there were worries and concerns about appearing ignorant or asking naïve questions:

“I remember the time we were driving along and I asked my mum what a blow job was. We laugh about it now.” (Female, 17-18 years old, C2DE)

Male respondents, by contrast, placed a great deal less emphasis on relationships. The primary factors were sex and girls. Across the entire 11-18 year old age range, finding out about sex (‘from a lads’ point of view’) was through peers (although not via earnest discussion), television and magazines (including porn magazines and websites):

“He’s found his dad’s magazines (Ha, Ha). He has loads of them.” (Male, 17-18 years old, C2DE)

“He’s got some under his bed.” “Shut up.”, “You have though!” (Males, 11-13 years old, C2DE)

“We’ve all seen American Pie.” (Male, 17-18 years old, South Asian, C2DE)

4.3.3 Parents

Female respondents admitted they had talked to their mums about sex in the past, but only the youngest age group (11-13 years old) felt that they would talk to their mums about sex now (largely because the discussion would be theoretical). Older respondents felt that they had changed since discussing sex with their parents. Now sex was a reality it became a private issue.

Male and South Asian respondents reported that they had never discussed sex with their parents. Male respondents felt that embarrassment (either their own or their parents’) was the main inhibiting factor:

“No way! My mum would be too embarrassed.” (Male, 11-13 years old, C2DE)

“My dad tried once but I didn’t want to listen. Who wants to hear their old fella’ going on about sex.” (Male, 17-18 years old, C2DE)

South Asian respondents explained that it was simply unheard of to discuss sex openly in a South Asian household:

“If you discussed it with them they’d think you were doing it.” (Female, 17-18 years old, South Asian, C2DE)

“It’s taboo!” (Female, 17-18 years old, South Asian, C2DE)

4.3.4 Health professionals

Teenagers in care, although all aged 15 years old, all discussed sex as adults. These respondents regularly attended health centres for advice, information and contraception.

Their regular contact with carers and caring professionals meant that they felt comfortable discussing sexual health issues with health professionals and older friends as well as staff at the children's home:

"The information is there if you want it, you just need to know where to go that's all. There are health clinics and sections in the hospital where you can go for advice on sex and contraception. It's not like you can't get advice – I go to the health clinic for free condoms and to get checked over – I'm clean by the way!" (Male, aged 15 years, in care)

4.3.5 The Internet

The Internet was a widely used resource for many respondents, both in school and at home. Most respondents had access to at least one PC. General website use tended to be confined to particular interests, for example, sports and games for boys, television and games for girls:

"I go on the Internet for cheats for games." (Male, 11-13 years old, C2DE)

Teenagers in care reported that their access was more restricted:

"We don't use the Internet much because someone has to sit with you and check what you're doing and that's annoying. I do use it at school but you can't look at stuff you want to. I'd be on skate sites." (Male, aged 15 years, in care)

South Asian female respondents admitted that they had used the Internet to source sexual health information by using a search engine. However, given that this was a sensitive issue for these respondents, this searching was done away from home, generally at school, libraries or internet cafes. They recalled visiting the 'ruthinking' site:

"A few of us found this health site including sexual health and we just checked it out for

information. It was good – it had video clips and all kinds of things.” (Female, 17-18 years old, South Asian, C2DE)

One female respondent in care, reflecting a more open and adult approach to sexual health, reported that they had actually been told to visit a specific health information site:

“I was in a secure unit before being here and they made us go and look up stuff on this website because you need to know how to protect yourself in care, you can pick up nasty things.” (Female, aged 14 years, in care)

When discussing their preference for websites or phone numbers, most felt that they were more likely to go to a website than ring a phone number. This option was seen as more confidential and for the generally curious. The idea of calling a number suggested to some that they needed to have a specific question to ask.

Some female respondents, particularly Asian respondents, were concerned that they would want to visit the website in secret:

“Put it this way, our computer’s in the living room and I wouldn’t be going to this site whilst the family was watching telly.” (Female, 17-18 years old, C2DE)

“If you were caught looking up something on the Internet about contraception your parents would just assume you must be up to something.” (Female, 17-18 years old, South Asian, C2DE)

By comparison, most male respondents felt that they would be unlikely to contact either the phone line or the website, but generally the website was assumed to be the mostly likely option:

“It would be easier to look things up. You don’t want it to appear on your phone bill!” (Male, 11-13 years old, C2DE)

4.4 Radio Executions

4.4.1 'Summer Loving'

Teenagers' Views

This execution was extremely well received by teenagers across the entire age range, 11-18 years old. There were several factors which influenced its success. Firstly, nearly all respondents recognised the use of a familiar (and popular) tune which was associated with the summer:

"You feel like you can sing along straight away." (Male, 17-18 years, C2DE)

"It got you listening straight away because you know it." (Female, 14-16 years old, C2DE)

Secondly, the narrative approach within the song proved to be a very effective tool. This approach was reminiscent of the original story used in the 'Summer Lovin' track. Teenagers liked the way that the story had been adapted to reflect teenage behaviour that many could recognise:

"It is true, that happens all the time and people get themselves in trouble." (Male, 14-16, C2DE, African Caribbean)

"It's true isn't it? You can get pregnant and he's not going to stick around, unless he's completely in love with you, which is never going to happen." (Female, 17-18 years old, C2DE)

In particular, older respondents, (14 years old and older, both male and female) clearly identified with the scenarios presented - parents away, getting drunk:

“I’ve never been in that position [involved in pregnancy] but you hear about people all the time who have.” (Male, 17-18 years old, C2DE)

“It is like a party where all kinds happens!” (Male, 17-18 years, C2DE)

“Sounds like me last week!” (Female, 17-18 years old, C2DE)

Younger respondents (11-13 years old), although unable to relate to the scenario through personal experience, simply liked to follow the story to its conclusion. They were happy to listen to the execution several times in order to understand the sequence of events.

The resolution of the story in the second part of the advert was clearly impactful. The ‘boys leaves girl theme’ clearly struck a chord with girls in particular:

“It’s like I said before, if you get stoned or drunk you’ll end up having sex and some men can be like that you know. It’s saying ‘boys will use you’ and ‘use a condom’ because this is straight, I know what it’s like for teenage mums.” (Female, aged 14 years, in care)

“It makes you think because most girls would think that their boyfriend would be there for them. But they won’t.” (Female, 14-16 years old, C2DE)

Understandably, this ending had less impact with boys. However, boys were not offended by the lack of responsibility shown by the male character:

“She is pregnant. I would leg it as well!” (Male, 17-18 years old, C2DE)

Respondents were quickly able to understand the message within the story. This execution provided a clear ‘moral’, ‘*unprotected sex has serious consequences*’:

“It’s saying that if you don’t use contraception you run the risk of pregnancy. It’s aimed at both girls and boys because they both got drunk and she got in trouble.” (Male, 15 years old, in care)

This execution was seen to provide a relevant and credible message for any teenager. There was only one group of respondents were less engaged by this execution: South Asian girls. These respondents did not appreciate the ironic use of the ‘Summer Lovin’ theme for a number of reasons. The music was not considered particularly appealing; they also felt that the music dominated the execution at the expense of the message. Finally, these particular respondents felt that the whole execution was too long.

“I hate that music. I’d turn it off or change channels.” (Female, 17-18 years old, South Asian, C2DE)

Despite general praise and enthusiasm for this execution, a number of respondents commented on the use of the phrase ‘up the stick’. Some failed to understand it – younger and South Asian respondents in particular. Older respondents were able to deduce that it meant ‘getting pregnant’ from its similarity to the phrase ‘up the duff’:

“I get the idea as to what it means. She gets pregnant.” (Male, 17-18 years old, C2DE)

Overall, a majority of respondents felt this was a humorous, ‘feel good’ and memorable execution with a sobering message.

Parents’ Views

Parents generally echoed teenagers’ views. They commended the use of a very well known song to attract attention to an advert which was felt to educate their children about sex and its consequences:

“That would catch anyone’s attention – I love the film and so do my daughters, it’s timeless.” (Mother, 11-18 year old children, C2DE)

“It’s not just the sex without a condom, it’s the whole thing about drinking too much, losing your inhibitions and doing something you’ll regret. It’s a realistic and commonplace happening.” (Father, 11-18 year old children, African Caribbean, C2DE)

Parents appreciated the direct, ‘straight-talking’ tone of the execution, which most found appealing. The language was considered simple, direct and clear.

Parents also felt that the scenario was relevant. Many claimed that they had described this type of situation to their children before, especially to their daughters. In fact, given that parents had used this scenario themselves, a number felt that this execution might increase and support the credibility of talking about the risks of drinking, becoming uninhibited and acting irresponsibly:

“It’s catchy so you listen to the song intently and it offers good words of warning; drinking lowers your inhibitions and wear a condom. Unwanted pregnancies aren’t nice and I’m always telling my daughters to be safe and not get in that situation.” (Father, 11-18 year old children, African Caribbean, C2DE)

Interestingly, South Asian (non-Muslim) mothers were also supportive of the use of this execution. Similarly to the wider sample, they recognised and appreciated the fun approach to communicating a serious message about the consequences of unregulated sexual behaviour:

“The music makes you listen to the words. It’s educational.” (Mother, 11-18 year old children, South Asian, C2DE)

Conclusions

Overall, this execution received widespread support from the majority of the sample. A number of respondents commented that the phrase ‘up the stick’ was not immediately

comprehensible (particularly for younger and South Asian respondents) but this was not felt to detract from an interesting, humorous and believable approach.

4.4.2 'Trevor Nelson'

Teenagers' Views

For a majority of respondents the use of urban music in this execution was extremely popular. In particular, this approach was appreciated by African Caribbean teenagers who very much favoured the club and pirate radio style and street language used within the execution:

"It's ravey and like he's saying a CD is coming out so I'd tune into it. The park's empty let's do it – that is so true, it happens! What he says is the way people talk and suggests people being active or on it." (Male, aged 14-16 years, C2DE, African Caribbean)

This contemporary feel was found both catchy and involving by a majority of teenage respondents. Only a small group of older male respondents (17-18 years old), who preferred rock music, and found this style off-putting:

"I hate that type of thing. I listen to The Distillers, Evanescence. Stuff like that." (Male, 17-18 years old, C2DE)

For the majority of respondents over 14 years of age – including those who preferred rock music - the general style of this execution (i.e. the DJ style delivery) was instantly recognisable. Only younger respondents (11-13 years old) with less experience of clubs and clubbing were less familiar with this style of delivery.

"It's like a club DJ or radio DJ trying to be smooth." (Male, aged 14-16 years, C2DE, African Caribbean)

Although respondents clearly understood that this was a DJ was talking about teenage sex, there was patchy understanding that he was presenting track titles. This lack of clarity was the result of executional factors – mainly the speed of the DJs verbal delivery. Younger respondents in particular found it difficult to ‘keep up’ with the DJ. There was a general consensus that this execution would benefit from increased clarity:

“You have to listen really closely. I would have to listen a few times.” (Male, 11-13 years old, C2DE)

Some respondents felt that the advert would have more impact if a famous voice were used although others did not feel that a famous voice was essential. Furthermore, not everyone had heard of or liked Trevor Nelson:

“He’s alright but he’s mainstream and everywhere.” (Male, aged 15 years, in care)

Although there was variable understanding that these were track titles from a compilation album, respondents felt that the track titles used did have relevance, particularly to the 14-16 year old age range. Phrases such as ‘having sex in the park’ was a scenario that this particular age group recognised:

“I’ve heard of people doing that.” (Female, 14-16 years old,)

Teenage boys very much enjoyed the line, ‘*what’s this minging blister on my tackle*’? The humour helped maintain interest and attention in the advert and also created a clear image of an STI in respondents’ minds:

*“I p*****d myself at that. It is so funny.” (Male, 17-18 years old, C2DE)*

“That is grim but you would say that if you had that problem.” (Male, aged 14-16 years, C2DE, African Caribbean)

In general, the track titles were felt to be of less relevance to both the younger, less sexually experienced respondents and older more sexually experienced respondents:

“My first time was in a bed.” “You were lucky; for most people it’s up against a wall somewhere!” (Females, 17-18 years old, C2DE)

South Asian respondents also tended to distance themselves from the activities described in the track titles. They felt that these scenarios were too explicit and did not reflect their own behaviour. In addition they also felt that the DJ’s voice sounded sleazy:

“It sounded slimy and sleazy.” (Male, 17-18 years old, South Asian, C2DE)

After examining the track titles more closely, there was criticism of the line: *“Will he think I’m a slag if I carry a condom?”* Respondents – and particularly female respondents - simply did not feel that this was a credible concern:

“That wouldn’t worry me.” (Female, 14-16 years old, C2DE)

“I don’t think that’s a question that anyone would think.” (Female, 17-18 years old)

“I wouldn’t think anyone was a slag who having condoms on them – I’d respect a girl who did that.” (Male, aged 14-16 years, C2DE, African Caribbean)

Reactions to the use of ‘slag’ varied. Whilst some female teenage respondents felt it was simply ‘a bit harsh’, a minority felt that it was an extremely degrading and negative term. Alternatives were ‘dirty’, ‘slapper’ or ‘slut’.

Parents’ Views

Parents felt that this execution was most suited to older teenagers. They felt that the obvious sexual terminology and late night, club feel would be more easily understood and accepted by older teenagers:

“It would talk to older kids because it’s more street talk and younger ones wouldn’t get it.” (Mother, 11-18 year old children, C2DE)

In terms of language, African Caribbean parents in particular felt that the ‘street’ language, style and reference to teenagers’ raging hormones were apt and amusing. However, other parents felt less comfortable with the language. For example, the key ‘minging blister’ line was not liked by many parents.

Furthermore, many parents, similarly to teenagers themselves, actively disliked the line ‘Will he think I’m a slag if I carry a condom?’ Parents felt that this line could negatively influence the carrying of condoms by teenage girls:

“I thought we were encouraging kids to be careful? It’s totally wrong to suggest you’ll be looked down on for having a condom – teenagers need to be encouraged to use protection.” (Father, 11-18 year old children, C2DE)

South Asian (non Muslim) mothers concurred with many parents and indeed were the most sensitive to what they perceived as explicit terms used in this execution. These respondents objected to the language used throughout the execution, but were most vociferous about the word ‘slag’ in particular:

“I don’t like the way they use the ‘slag’ word. There must be other ways of getting the message across without using terms like that.” (Mother, 11-18 year old children, South Asian, C2DE)

When discussing the scenarios within the execution, parents felt that the idea of a boy being concerned about being dumped by a girl for not having sex was unlikely. For these respondents a more credible version would reverse these roles.

Similarly to teenagers, parents were not aware that the DJ was listing song titles. Parents felt that this needed clarity. It was suggested that this could be done by listing the tracks as chart entries:

“It all merges into one really and they need to separate out all the different bits because they’re good. Maybe they should do it like a chart and introduce each one.” (Mother, 11-18 year old children, C2DE)

Conclusions

Overall, the style of this execution and the descriptions of teenage sex (apart from the line ‘*Will he think I’m a slag if I carry a condom?*’) were seen as credible and relevant for the majority of teenagers aged 14-16 years old. The music was perceived as particularly credible amongst African Caribbean respondents.

At present the execution lacks clarity in terms of structure. Recognition that the DJ was presenting track titles on a compilation album was variable. In addition, the DJ voice needs to reflect the credible urban/pirate sound whilst not sounding too sleazy (a tonal issue to which South Asian respondents in particular were sensitive).

Parents were generally sensitive to the language used in this execution, but particularly to the line ‘*Will he think I’m a slag if I carry a condom?*’ Overall, this is an advert that would become more acceptable to more parents if this particular line is removed and the execution is targeted at older teenagers.

4.4.3 ‘Mum Going on Holiday’

Teenagers’ Views

It was the 14-16 year old age group (both boys and girls) who found this execution most relevant. They clearly understood the concept of having ‘sex on the mind’ and therefore

felt that this execution was aimed at their age group.

Boys aged 14-16 years old found this advert particularly amusing. Although clearly caricaturing teenage thoughts, they felt that inserting sexual words into a mundane conversation mirrored their own thought patterns. Equally, respondents felt that this device was original and new:

*“If my mum went away that’s totally what I’d be thinking – get girls round!”
(Male, 14-16 years old, BC1)*

Interestingly, South Asian girls (17-18 years old) also found this execution engaging and amusing (although still not appropriate for family listening). They particularly liked the idea of being able to replace a lost virginity!

Younger respondents aged 11-13 years old were generally too young to find the approach relevant. Currently they did not have ‘sex on the mind’ nor could they see sex becoming a dominant concern in the near future. Equally, being left home alone was not realistic:

“I like to play football and ride my bike.” (Male, 11-13 years old, C2DE)

“My mum wouldn’t leave me if she went on holiday!” (Male, 11-13 years old, C2DE)

Boys in this 11-13 years age group thought that the execution was encouraging listeners to have sex:

“It saying wait ‘til your parents go away then do it.” (Male, 11-13 years old, C2DE)

Similarly, younger girls completely failed to engage with the message. These respondents thought the execution was a warning to parents about leaving teenagers at home and also a message for teenagers about paying attention:

“He’s not listening, so when something goes wrong he won’t know what to do.”

(Female, 11-13 years old, African Caribbean, C2DE)

The idea of having ‘sex on the mind’ was also not personally relevant for the 17-18 year old respondents interviewed, but they could remember the younger teenage feelings:

“Sex is a big thing when you’re fourteen or fifteen, especially for hormonal boys, it’s all they can think about.” (Female, 17-18 years old, BC1)

This execution provided a clear signpost to the web address. The voice over links both parts of the advert – the amusing scenario between Darren and his mum and the information about the web address and telephone number, saying, ‘*if you’ve got sex on the mind this summer, why not visit ...*’. Respondents liked this way of combining the factual information within the execution.

Parents’ Views

Parents were less confident about the merits of this execution than teenagers. Unlike the majority of teenagers, parents had considerable difficulty simply understanding what was happening in this execution. Even after repeated listening, some remained unsure what the execution was about and what it was saying to teenagers:

“It’s just saying you should talk to your kids about sex, especially if you’re leaving them alone in the house.” (Mother, 11-18 year old children, C2DE, African Caribbean)

Parents felt that some aspects of the execution were confusing. They felt that the beginning of the execution failed to clearly state that the parents are going on holiday and that the son is being left alone. Parents felt that the scene needs to be set in order to clearly understand the context of the conversation:

“Well if she’s off on her hols she should say ‘right Darren we’re going on holiday now’ because at the moment she could be going on a day trip and you kind of wonder why she’d leave condoms under the coffee jar!” (Mother, 11-18 year old children, C2DE)

There was also some confusion concerning the roles being played by the different voices within the sequence. This confusion was a result of executional factors - at present the young boy’s voice is very deep (and sounds adult) which was confusing for some.

South Asian parents questioned the relevance of the situation. Although South Asian mothers clearly understood the scenario they pointed out that this situation would occur in an Asian household:

“We wouldn’t go away and leave our kids alone.” (Mother, 11-18 year old children, South Asian, C2DE)

This was not an execution which parents understood, partly due to some confusion stemming from executional factors, partly due to a lack of empathy with the idea of their teenage sons and daughters having ‘sex on the mind’. Moreover, parents felt that this execution lacked a clear ‘safe sex’ message (as in ‘Summer Lovin’) which they felt was required in a sexual health advert. For parents, the idea of sympathising with teenagers’ feelings about sex and offering a signpost information and advice was not sufficient.

Conclusions

Overall, this execution was readily understood by teenagers from 14 years old upwards, but of most relevance to 14-16 year olds (both boys and girls). This target age group were very much engaged by an execution which demonstrated empathy with teenage sexual aspirations.

Parents felt that the execution needed greater clarity in terms of defining appropriate vocals for the older female and younger male characters. They also sought a more explicitly defined scenario where it was clear that the parents were leaving their son alone

for an extended period of time.

More generally (and perhaps inevitably) parents tended to prefer executions with a unequivocal safe sex agenda, rather than executions such as ‘Mum going on holiday’ which successfully appealed to a particularly vulnerable audience and promote awareness of the website and telephone number.

4.4.4 ‘Roadshow’

A majority of teenagers enjoyed the style of this execution. They enjoyed the interaction between the ‘cheesy’ MC and his audience which was found both amusing and effective. The style of the DJ’s delivery was also recognised by most respondents:

“...that’s like the ones you hear on the radio in the summer...!” (Male, 17-18 years old, C2DE)

“It was funny the way the guy talked and went into a long paragraph about girls becoming infertile and stuff. I would listen because the topic is interesting and so is the way he’s talking.” (Male, aged 15 years, in care)

Most teenagers saw the event being parodied as a generic outdoor event rather than a beach party / roadshow per se. South Asian teenagers stressed that an event like a beach roadshow was not culturally plausible or relevant to them since they would not be able to attend. They suggested alternative scenarios such as ordinary concerts at arenas or night clubs or Asian specific out door events e.g. melas or Bollywood extravaganzas:

“We don’t go along to those kinds of things. ” (Female, 17-18 years old, South Asian, C2DE)

The awkward silences were noted as a powerful way of making a clear point about unprotected sex i.e. that there is a risk of contracting STIs. Although the overall message

was clear, many respondents had difficulty deciphering some of the specifics of the MCs speech. Respondents suggested that a slightly slower pace and clearer diction were necessary to ensure both clarity of communication and impact.

In general, respondents felt that the execution was too long. The mechanism – the rapport between the DJ and audience was established immediately. The ironic twist – the DJ’s speech and audience silences - communicated the message clearly. Since both the mechanic and the message were effectively established, respondents felt that the introduction to the execution could be shortened:

“It just rambles on. It needs to be shorter.” (Female, 17-18 years old, South Asian, C2DE)

The word ‘bazooka’ was generally understood by most, given the context of the advert. However, younger respondents (11-13 years old and South Asian boys 17-18 years old) did not understand the term. This clearly lessened the impact of a key humorous line.

Interestingly, teenagers felt that this execution was of equal relevance to both boys and girls. However, respondents felt that perhaps the mid / late teens (14-16 years old) were the most appropriate target audience:

“...that is age is more likely to go to something like this aren’t they...” (Male, 17-18 years old, C2DE)

“It’s for girls and boys because it talks about things happening to both and maybe it’s aimed at us because we’re young and those things do happen a lot, even to people I know about.” (Male, 14-16 years old, C2DE, African Caribbean)

Parents' Views

Parents appreciated the blunt and direct message - have unprotected sex and you will contract an STI with nasty side effects:

“It is straight to the point and pretty blunt, but you need to be to get teenagers to listen and understand the dangers of having sex without a condom.” (Father, children aged 11-18, C2DE)

Similarly to the ‘Summer Lovin’ execution, parents felt that this fun style of execution could help inspire a conversation with their teenagers:

“It’s [the style and subject matter] a lead in isn’t it?” (Mother, children aged 11-18 years old, C2DE))

Parents also felt that this execution was aimed at older teenagers, likely to be sexually active and also more likely to be attending this type of event. Parents felt that this execution would therefore have little impact or relevance to younger teenagers (11-13 years old):

“It wouldn’t be for my daughter because she’s young but his (other respondent’s) daughter is 16 and would understand what this is driving at.” (Father, children aged 11-18, C2DE)

Non-Muslim South Asian mothers understood the social context of this execution and recognised that this type of outdoor event was of interest to many teenagers. However, they themselves did not feel that the style was effective. Equally they also felt that the execution was too long, repetitive and boring.

Conclusions

Overall, the majority saw this execution as relevant and credible in terms of style whilst communicating a strong, clear message that was endorsed by parents.

At present the effectiveness of the execution was limited by particular executional factors. Suggested improvements included increasing the clarity of the DJ's speech i.e. reduced pace, clearer diction. Another suggested improvement was shortening the length of the execution as a whole.

4.4.5 '99'

Teenagers' Views

Initially the brevity of this execution surprised most. A majority of teenagers felt that this lessened the impact of the execution:

"Is that it? It's almost like it has finished before it has started." (Male, 17-18 years old, C2DE)

Generally, this execution was interpreted as being more relevant for the more knowledgeable or experienced respondents. This included 14-18 year boys and older girls (17-18 years olds including South Asian respondents):

"It's not for people younger than us. At that age sex is sex, one position, that's it." (Female, 17-18 years old, C2DE)

Boys in particular were more likely than girls to find the execution funny and also appreciated the blunt way the execution portrayed 'having sex on the mind':

"Ha! That's like me. Can't stop thinking about it!" (Male, 17-18 years old, C2DE)

Therefore, the overall appeal of this execution was limited to some older teenagers, notably some older teenage boys who found it humorous. However it failed to generate any wide appeal across the 11-18 year old age group.

11-13 year old respondents (both girls and boys) clearly did not know what the advert was alluding to. It was apparent that although some younger boys had heard the term '69', they clearly did not know what it meant. By contrast, 11-13 year old girls were much more open to admitting their lack of knowledge.

Even respondents who knew what a '69' was did not find the execution particularly funny. Although more knowledgeable, they still found talking openly about sexual positions difficult. These respondents – particularly girls and South Asian boys - were embarrassed at the thought of hearing this execution with their parents present:

"I'd be trying to turn it over." (Female, 14-16 year old, C2DE)

"If you were travelling along in the car and you heard that it would be embarrassing."
(Male, 17-18 years old, South Asian, C2DE)

Despite any criticisms, 14-18 year old girls felt that it was appropriate to have an execution showing that girls can have sex on the mind too (complementing the 'Mum's going on holiday' execution featuring a boy with sex on his mind).

Male respondents who enjoyed this execution noted that the endline mentioned that the website would include information about 'all aspects of sex and contraception'. This minority of male respondents felt that the use of '69' and the endline suggested that the website/helpline would offer them more useful advice, for example, about terms and sexual positions, not just the biology of sex.

Parents' Views

Parents were equally surprised by how short this execution was (particularly in comparison with the other five radio executions):

“It just starts and then it’s over and you kind of wonder what the point is, I mean it doesn’t actually tells kids anything.” (Mother, 11-18 year old children, C2DE)

Again many parents felt that this brevity decreased the impact of this execution. In addition, a number of parents (and some teenagers) were looking for (and failed to find) the ‘safe sex’ message within this advert. On the whole, parents tended to prefer executions with a clear safe sex message (as in ‘Summer Lovin’ and ‘Roadshow’).

Non-Asian parents took a pragmatic view of this execution and highlighted – correctly - that appeal and understanding would be determined by awareness of ‘69s’. They doubted that many of those under 15 years old would have any knowledge or understanding of the term. However, they appreciated that more knowledgeable and experienced older teenagers (with sex on the mind) would be more likely to understand this execution.

By contrast, South Asian (non-Muslim) mothers expressed concern over the overt sexual reference to ‘69’. They felt this execution was too explicit to be played on the radio:

“I don’t know why they would want to use that.” (Mother, 11-18 year old children, South Asian, C2DE)

Conclusions

Overall, this execution proved divisive. Awareness of the term 69 was limited to respondents aged 14-18 years old and parents. Although it clearly had appeal for a minority of older (particularly 17-18 year old) respondents, this appeal was inconsistent, even amongst this narrow age range. Overall, this execution failed to generate enough interest across the 11-18 year old age range to provide a focus for the website.

4.4.6 ‘Condom Breakthrough’

Teenagers’ Views

This execution undoubtedly created a big impact for a majority of respondents. This was mainly due to the ‘explicit’ sound effects. However, the sound effects also created considerable debate as to the appropriateness of this approach for radio broadcast:

*“What was that? It sounded like someone s*****ing.” (Male, 17-18 years old, C2DE)*

Female South Asian teenagers and 11-13 year old girls agreed that the ‘orgasmic’ sound effects were, for them, unacceptable:

“That’s really dirty.” (Female, 11-13 years old, African Caribbean, C2DE)

“I just thought, oh my God, make it stop.” (Female, 17-18 years old, South Asian)

“It’s gross actually.” (Female, 17-18 years old, South Asian)

The sound effects made these respondents reluctant to listen to the execution which, in turn, led to a belief that that they would not want to visit the website:

“They might think it’s a porno website.” (Female, 11-13 years old, African Caribbean, C2DE)

Other teenage respondents (both boys and girls) were less overtly offended, but felt that they (and their parents) would be embarrassed if they heard this advert whilst listening to the radio together:

“I know I would go red if that came on in the car when my mum was driving.” (Male, 17-18 years old, C2DE)

This approach reminded some of a current television advert for a brand of condoms:

“The woman’s bent over and she’s making noises...It’s for condoms, saying you can get warm, sensual feelings.” (Female, 17-18 years old)

Overall, respondents tended to become focussed on the sound effects which dominated the execution and overwhelmed the safe sex messages.

On the whole, teenage respondents interpreted the message of this execution as a general ‘use a condom’ message. This focus on condoms throughout the execution (rather than the Pill) meant that, although the risk of contracting STIs whilst on the Pill was considered a valuable message, the ‘doubling up’ message was not readily recognised or understood:

“It says that only condoms will protect you from pregnancy and diseases so use those.” (Female, aged 14 years, in care)

The target audience was assumed to be those who were sexually active, that is the oldest respondents in the 17-18 years old age group:

“...it is for older people not us. That is for people doing it [having sex].” (Male, 11-13 years old, C2DE)

Parents’ Views

The response from parents was very similar to the response from teenagers. Both mums and dads felt uncomfortable listening to this execution, and, as a result, few paid attention to the voice over or understood the ‘doubling up’ message:

“It just makes you squirm, it’s uncomfortable initially and although the message is worthwhile it needs a different concept. I would turn it off if my younger kids were in the car.” (Father, 11-18 year old children, C2DE, African Caribbean)

In addition, South Asian (non Muslim) mothers were deeply offended by the introductory sound sequence:

“I don’t think I’d want my kids to hear that.” (Mother, 11-18 year old children, South Asian, C2DE)

Conclusions

Overall, although this execution clearly attracted attention from respondents, parents, as well as many teenagers considered it, to be pushing the boundaries of acceptability too far.

4.5 Z-cards

Teenagers’ Views

Overall the Z cards were a very popular concept for a majority of respondents. They were considered funny, interesting and – importantly – something they would like to keep:

“I like them. They are cool!” (Male, 11-13 years old, C2DE)

The design and format immediately captured respondents’ interest since most had seen nothing like the Z cards before. They were considered small, compact and colourful, whilst also appearing to be full of information:

“You probably would sit down with your friends and look at it for a laugh.” (Female, 14-16 years old)

“It is cool. I would pick that up if I saw it.” (Male, 11-13 years old, C2DE)

The illustrations were felt to be hilarious, particularly by those under 16 years of age. Girls particularly liked the penis question mark on the front cover and the woman shining a torch down the man's pants. Boys liked the design as a whole, appreciating the irreverent sense of humour. South Asian respondents felt that the cover cartoon was acceptable, given that it was drawn in a cartoon style:

Most respondents felt that they would be likely to keep this resource due to its handy size and shape, appealing design and useful content. Some of the younger male respondents immediately tried their pockets for size! All wanted to keep the Z card private. Boys thought they would keep it in their wallets; girls thought they would keep it private, in their bedroom or school bag:

"I would pick this up and keep it at home in my bedroom." (Male, 11-13 years, C2DE)

"They should give these out at school. Everyone would want one." (Male, 11-13 years old, C2DE)

Only the youngest female respondents felt they would be a little too shy to pick up the Z card themselves. These respondents felt that they would have to be given the cards.

A majority of teenage respondents were interested in reading the information for fun. Whilst most male and younger respondents liked the facts, older female respondents (over 14 years old) clearly focused on some of the more useful and practical advice. For example they highlighted the sections indicating where to go for advice and support.

A number pointed out information that they had not heard before. For example, the 72 hour time limit for emergency contraception was new to many in the female 14-16 age group. Male South Asian respondents also admitted that the Z card included some information they did not know. For example some were not aware that some STIs lacked visible symptoms. The only information that was questioned was the statistic that

claimed that only 3 in 10 people have sex before they are 16. Respondents found this difficult to believe:

“I’m not sure I believe that. Is it true? But then again he [another respondent] is still a virgin!” (Male, 17-18 years, C2DE)

A number of respondents also noticed the inclusion of the website address and helpline number.

Parents’ Views

Parents thought that the Z cards were an excellent idea. They agreed with teenagers that they were small enough to be kept with an appealing, quirky design, but with clear, to-the-point information inside:

“They’re good, I can see teenagers picking them up and they don’t look medical or boring.” (Mother, children 11-18 years old, C2DE)

South Asian (non-Muslim) mothers also gave the Z card cautious support in terms of both the format and information. There was, however, strong objections and concern regarding the penis question mark illustration on the front cover:

“Personally, I think that’s too much. Why couldn’t they just use words or something?” (Mother, 11-18 year old children, South Asian)

Conclusions

Generally the Z card proved to be a very popular resource. The Z card format provides an appealing vehicle for encouraging teenagers to keep the website address/telephone number.

4.6 Washroom stickers

Female version

The youngest girls (11-13 years old) obviously felt some embarrassment regarding this design. They felt that the design was too explicit, i.e. too naked, to be used in public places:

“I wouldn’t want to see that.” (Female, 11-13 years old, African Caribbean, C2DE)

South Asian girls were not concerned about the nudity of the illustrated figure, feeling (similarly to the Z card cover) that the design was appropriate given the cartoon style and bright colours. Similarly, South Asian mothers concurred with the teenagers and agreed that the stickers would not offend them. However they insisted that the posters should be placed in discrete (i.e. female only) locations.

Older girls (over 14 years old) were generally more relaxed about the illustration and felt that the colours were very impactful. These respondents felt that the design would clearly stand out against bland municipal changing room background.

Of the two executions presented, a majority of respondents preferred the more modest version (where the illustrated figure covers her breasts with her whole hands). This choice stemmed from a preference to the bolder colours used and the more natural stance taken by the figure:

“She looks better with her hands there rather than just fingers because it doesn’t look like she’s trying to cover herself up in the other one.” (Female, aged 14 years, in care)

“It’s more modest that way.” (Female, 17-18 years old, South Asian, C2DE)

Suggested improvements centred on the information presented at the bottom of the sticker. Currently the font was felt to be difficult to read, particularly from a distance, due to the font style and colour. Respondents felt that the inclusion of both a bigger font and a more clear, bolder text style would aid clarity:

*“I’d look at it and laugh but the website is so small I’d never see it or look at it.”
(Female, aged 14 years, in care)*

Male version

Teenage boys immediately highlighted that they were aware of the use of advertising posters above urinals in many toilets:

“I always read them. Especially if they have women on them.” (Male, 17-18 years old, C2DE)

“Yeah definitely. I would go and see what it said.” (Male, 11-13 years old, C2DE)

Teenage boys felt that the design and colours were bold and would attract their attention. There was, however, some disagreement over the colours used. Some older respondents (17-18 years old) wondered why the image was in green:

“That’s a bit bizarre. Why is it green? He looks ill.” (Male, 17-18 years old, C2DE)

However, others, including South Asian respondents 17-18 years old, felt that this colour added to the appeal and attractiveness:

“It [the green] is different. It is what makes it stand out.” (Male, 11-13 years old, C2DE)

African Caribbean respondents felt that that the advert effectively played on teenage fears of being found naked:

“It’s bold and it does stand out and it’s saying he’s lost, he’s naked because he hasn’t got the answers. You don’t want to be naked in public and you don’t want to be ignorant either.” (Male, aged 14-16 years, C2De, African Caribbean)

Boys agreed with female respondents regarding the development of the font style. They too felt that the text at the foot of the advert was too small and indistinct. In addition the colour used to highlight the web address was considered too indistinct. Boys again suggested a larger, bolder font style.

4.7 Stickers and Bus Passes

Respondents under 16 years old showed clear interest in both the bus passes and stickers as soon as the moderators showed the designs. The bus pass concept was considered new and innovative (even by respondents who did not use the bus). A majority could see themselves carrying the bus pass holder with them, either with their bus pass or something else inside it:

“...it doesn’t matter if you don’t have a bus pass. They are cool...” (Male, 11-13 years, C2DE)

“I’d definitely carry one of those about with the skating ramps on it or the music stuff.” (Male, aged 15 years, in care)

Of the design executions shown, teenage girls preferred the designs with hearts and stripes. The preferred designs for boys were the music, graffiti and urban themes, particularly dark green (check yourself), wall, blue/grey DJ and orange headphones:

*“Cool! I like that one and that one. Where would these be? Where could I get one?”
(Male, 11-13 years old, C2DE)*

The stickers were also popular amongst teenagers. Young boys have a culture of collecting stickers, so a new range was considered interesting. Respondents felt that these stickers might be used to decorate the bus pass holders or school folders. The preferred design options complemented the bus pass holders. These included: make up and coloured bodies on stripes/hearts for girls; sport, music and urban art for boys, for example cars, urban scenes and boarding.

Overall these were popular options for both male and female younger teens. They were seen as both cool and useful.

5. VIEWS OF MUSLIM RESPONDENTS

The following describes the feedback from a pair depth with two Muslim mothers currently living in Tower Hamlets. Both respondents were from Bangladesh: one had six children, the other had seven.

5.1 Context

Respondents reported that they did not talk to their children about sex:

“No one wants to talk about it at home.”

The one exception to this cultural rule involved information given to daughters by mothers regarding menstruation periods. Respondents made the assumption that other issues regarding sex were dealt with by teachers at school. It was clear, however, that respondents had a number of misgivings about this approach. In particular, they were concerned that young children should not be exposed to materials with sexual content for fear that it might stimulate an inappropriate interest in sex:

“We would be scared about this. We would think ‘what’s going to happen to us?’”

Like Hindu respondents, Muslim respondents considered that sex should only occur in the context of marriage. A concern with maintaining honour and social standing within the local communities was a significant factor when thinking about sexual matters:

“These things can bring great shame on us. It is not good”

Respondents felt strongly that education about sex should be tied to particular sexual contexts – the school to some extent but more to the health system and professionals

working within it – doctors and nurses – once their children had married and settled down:

“That’s the way we found out about things. That’s the best way”

They also noted that friends and relatives were valuable sources of information.

5.2 Response to the radio executions

Overall, respondents did not favour these radio executions. They perceived them as inappropriate intrusions into a cultural space which they considered should not be contaminated by messages about sex and sexual behaviour – particularly if those messages were directed at young people. They were especially concerned that such messages would actively promote or encourage sexual relations between young people:

“We will feel bad if we hear these things. The young people will try these things out if they hear about them.”

Because respondents were themselves migrants - the daughters and grand daughters of the Bangladeshi settlers who had travelled to the U.K. in the 1950’s and 1960’s – English was not their first language and certainly not the primary language used within the household or within the neighbourhood. Because of this, they had serious problems not only understanding the language used in the ads but also the cultural idioms employed e.g. the beach roadshow, ‘Summer Lovin’.

As a result, these respondents only understood small elements (i.e. occasional words like ‘sex’, ‘sexually transmitted infections’ etc...) rather than the overall context. Put simply, these ads were culturally and linguistically incomprehensible. The one exception was ‘Condom Breakthrough’ which because of the initial sound sequence had an inimitable and universal meaning. Both respondents considered this item to be pornographic and were extremely uncomfortable listening to it:

“That is very bad. It is very shameful”

Respondents claimed that they had never heard similar ads on the radio before.

Respondents were then asked whether these radio ads would be acceptable if they were directed at young people – typically white and black – who adhered to a more culturally and sexually open lifestyle than that practiced by most young people from South Asian backgrounds. One respondent stated that even though she was aware that different groups in the UK allowed different social and sexual practices, it would not be acceptable in their view to target such messages to young people irrespective of ethnic origin:

“It doesn’t matter if they’re Bengali, black or white”

The other respondent stated that different messages directed towards different groups based on lifestyle and behaviour was appropriate in certain circumstances.

Respondents did not believe that heavy ads on the radio would promote discussion or dialogue with their teenage children. The only thing it would prompt them to do would be to tune into a different radio station.

5.3 Ambient Executions

Washroom Stickers

Muslim respondents differed from their Hindu counterparts on their evaluation of the washroom of the stickers:

“I would feel bad about seeing these things”

“Most Bengali people – most Asian people think it’s very bad to show a naked woman or naked man. It’s shameful. It’s very bad.”

Respondents were particularly concerned that if their children were exposed to such material that it might become a topic of conversation amongst them. Respondents thought that this might somehow legitimate a type of cultural symbolism that ran counter to their own cultural assumptions and expectations.

Z – Cards

Respondents were clearly shocked by the penis – condom image on the Z – Card. In fact, they were reluctant to look any further at the material ,placing it on the desk in front of them. Respondents stated clearly that would not like their children to be given such items under any circumstances:

“It would not be good to have these. I would not like to see it myself. I would not like my children to see it”

Respondents were then asked to envisage a scenario where they found the same Z – Card belonging to one of their children who had been given it by a health professional. What would be their reaction?

“We would speak to the doctor or the people who’d given them out and ask them why they’ve done it?”

5.4 Conclusions

Respondents felt that these types of messages and materials were inappropriate for children. They felt that a campaign should target parents rather than their offspring:

“If our children get these sorts of things, then bad things are going to happen”

Overall, respondents were clearly fearful that any campaign would weaken parental (and community) values and social control and give new and unwelcome behaviour in their children:

“With this knowledge, the children might do all sorts of things”

Respondents did not have any view on which organisation or institution might be behind this kind of campaign. When informed that it was a governmental initiative respondents were clear in their response:

“If the government does it then it is very shameful”

“It should be stopped. It’s not good for anybody – not Bengali, not black, not white”

The views of these respondents would be typical of the overwhelming majority of Bangladeshi and Pakistani Muslim parents drawn from lower socio-economic groups in this age range.

6. APPENDIX

5.1 Teenagers Topic Guide

Background

- Introduce self, company, confidentiality and the task of the session (*to review press, radio and ambient adverts*)
- Name, age, hobbies/lifestyle
- Do you listen to the radio? What station(s) do you like? When do you listen?
- Do you listen with your family? (e.g. in the car) If so, which stations?
- Do you read magazines? If so, which titles?
- What are your plans for the summer holidays?
- What do you spend your time doing?

Context

- Where do you get information about health issues, aimed at your age group? (*e.g. mags, radio, TV, school, parents, doctors/health professionals, friends*)
- Where do you get information and advice about relationships, sex and contraception?
- Have you ever looked on any websites about health issues? If so, which?
- What have you had information about?
- *Probe: contraception, pregnancy, STI's, HIV*
- What do you think of the information? (*Probe: relevance and usefulness?*)
- Is information easy to get?
- Where would you like to find information on sex and contraception?
- *Probe in detail – specifically channels/sources of information of relevance*
- Are you interested in information about sex and contraception?
- Who would you discuss sex relationships and contraception with?
- How easy is it to talk about?
- Who do you trust?
- What kind of information and facts are 'doing the rounds' (*Probe 'urban myths'*)?

- What information on sex and contraception is lacking for your age group?

The order of radio ads will also be rotated across interviews.

Explain that these are not the finished adverts and that the voices will all be younger.

All executions to be played twice

Radio Executions: Impact and communication

- Would you listen? Is it too long/too short?
 - What encourages you to listen? What discourages you from listening?
 - What is the message of the advert?
 - *Probe: what is it telling you about? (NB: do they mention the web site?)*
 - What is it saying about sex?
1. *Probe for 'Condom Breakthrough': what is it saying about the Pill and condoms? (do they understand its about using both?)*
 - Who is this talking to? (Probe: whose is the contraceptive responsibility?)*
 2. Probe for 'Summer Loving': what is it saying about unprotected sex?
 3. Probe for '99': do they know what a 69 is?
- Are any parts confusing/unclear/inappropriate?
 - If so, which and why? (*Probe particularly for 'Mum going on holiday'*)
 - *Probe: language and explicitness, level of detail*
- Have you heard anything like this before? If so, where?
 - What was the advert saying?
 - Why have you remembered that advert?
 - Does this advert 'fit' with the previous advert you heard? Why/not?

Radio Executions: Tone and Relevance

- How is it talking? (i.e. what tone of voice) *Probe: tone, phrases, language*
- Who is the ad aimed at?
- Is the way these executions talk about sex credible?

Discuss tone, credibility of themes and relevance to personal situation for each of the executions, probing particularly:

- *Summer Loving – which themes are picked up on?*

- *Trevor Nelson*
- *Do they recognise style of ad?*
- *Which titles are most credible?*
- *Do you recognise the voice?*
- *Does it need to be a recognisable voice?*
- *If it was some one famous – like Trevor Nelson – would this make a difference?*
- *What do you think about using the word ‘slag’?*
- *What other words do you use that mean ‘slag’?*

- *Roadshow*
- *What sort of event does it remind them of?*
- *Is the word bazooka understood?*

Radio Executions: Effectiveness

- Do you notice the telephone number? Would you consider phoning it?
- *Probe after first radio execution: what is the telephone number?*

- Did you notice the web-site address?
- *Probe after first radio execution: what is the website address?*

- *Probe: have you heard of 'ruththinking' or 'Sexwise' before?*
- *Would you consider going to the website?*
- *Probe: how do you talk about accessing websites? Logging on? Going to?*
- *Should the adverts say 'visit' or 'logon'?*

Overall discuss credibility of the radio style/approach.

What radio ads do they recall?

Probe: for good/bad examples for their age group.

The ambient executions to be discussed in detail are washroom stickers and 'Z' cards

- *Washroom stickers might be found in leisure facilities e.g. swimming pools*
- *Show girls executions (2) to girls only and boys execution (1) to boys only*
- *Z cards would be distributed by local health promotion organisations*

Ambient Executions: Impact and appeal

- *How eye-catching is the design?*
- *Probe for Z card: would you pick this up? Why/not?*
- *Discuss likes and dislikes in terms of central image*
- *Probe: is Z card image appealing to girls? Why/not?*
- *Probe: which washroom sticker version for girls is preferred? Why?*
- *Who is the design aimed at?*
- *What if any changes/improvements would you suggest?*
- *Probe: Colours, layout / link between elements, style of text*
- *Probe particularly on appropriateness of text size*

Washroom sticker: Communication

- *What is understood from the headline?*

- What is understood from the endline?
- *Probe: What is it telling you about? (NB: do they mention the web site?)*

Washroom sticker: Effectiveness

- What do you think of this approach?
- Strengths/weaknesses
- Would you notice it?

Z cards: Communication

- Moderator: note how the resource is being read (i.e. which way around)
- Are there any new or interesting bits? If so, which and why?
- Are these relevant/credible things to be telling you? Why/not?
- Is there anything else that would be more interesting to include?
- *Probe: what is it telling you about? (NB: do they mention visiting the web site?)*

Z cards: Effectiveness

- *Would you pick this up? Why not?*
- *Would you read it? Why/not?*
- *Would you keep it? Why/not?*
- *Would you consider visiting the website? Why/not?*
- *Probe: have they noticed the branding?*

Explain that there are some other idea for things that would be distributed in magazines.
Show 11-16 year old respondents selections of:

- *bus pass holders*
- *pages of stickers*

- *Which designs do you like? Why?*
- *Which themes/designs would you prefer instead? Why?*
- *Would you want to have one of these? Why/not?*

Conclusions

- Of all the things we have seen, which are the most impactful?
- Which are the most likely to get you thinking about visiting the website?
- Who do you think is behind this campaign? Why do you say that?
- Why would they be producing this kind of advertising?
- Would you feel differently about the campaign if it was from some one else?
(*Probe: charity, magazine, radio station*)

5.2 Parents Topic Guide

Background

- Introduce self, company, campaign aims, confidentiality and the task of the session
(*to review press, ambient and radio adverts*)
- Age of children, employment situation
- Do you/your teenagers listen to the radio?
- What station(s) do they listen to? When do they listen?
- Do you listen with your teens? (e.g. in the car) If so, which stations?
- Do your teenagers read magazines? If so, which titles?
- Do your kids have plans for the summer holidays? If so, what?
- What do they spend their time doing?

Context

- Do you talk to your teenagers/children about sex/sex health? Why/not?
- How important is it to talk about sex?
- How do you feel about discussing sex with your teenagers?

- What have you spoken about? (*Probe: contraception, responsibility, abstinence*)
- How well informed do you think your teenagers are about sex?
- What do you think are the gaps in information?
- How do you approach the subject (if at all)?
- What are the difficulties about discussing sex?
- What sources of information on sex and contraception would be useful for you?
(*Probe: media, surgeries, libraries, community centres*)

The order of radio ads will also be rotated across groups.

Explain that these are not the finished adverts and that the voices will all be younger.

All executions to be played twice

Radio Executions: Impact and Communication

- Would you listen? Is it too long/too short?
- What encourages you to listen? What discourages you from listening?
- What is the message of the advert?
- *Probe: what is it telling teens about? (NB: do they mention the web site?)*
- What is it saying about sex?

*Probe for 'Condom Breakthrough': what is it saying about the Pill and condoms?
(do they understand its about using both?)*

Probe for 'Trevor Nelson': how do you react to the use of the word 'slag'?

Is this appropriate? What would be a preferable word to use?

- Are any parts confusing/unclear/inappropriate?
- If so, which and why? (*Probe particularly for 'Mum going on holiday'*)
- *Probe: language and explicitness, level of detail*
- Have you heard anything like this before? If so, where?
- What was the advert saying?

- Why have you remembered that advert?
- Does this advert 'fit' with the previous advert you heard? Why/not?

Radio Executions: Tone and Relevance

- How is it talking? (i.e. what tone of voice) *Probe: tone, phrases, language*
- Who is the ad aimed at?
- Is the way the execution talks about sex credible to teenagers?

Discuss tone, credibility of themes and relevance to teenagers for each of the executions

Radio Executions: Effectiveness

- Do you support the approach? Why/not? *(NB: If concerns discuss in detail)*
- How beneficial is the advert? *(Probe: whether practical, empowering, useful)*
- Will it encourage you to talk/discuss sex with your teenager?

Overall –

Discuss credibility of the radio style/approach.

What radio ads do they recall?

Probe: for good/bad examples for your kids' age group.

The ambient executions to be discussed in detail are washroom stickers and 'Z' cards

- *Washroom stickers might be found in leisure facilities e.g. swimming pools*
- *Show parents both girls executions (2) and boys execution (1)*
- *Z cards would be distributed by local health promotion organisations*

Ambient executions: Impact and Appeal

- Who is the design aimed at?
- Are you comfortable with these approaches?
- *Probe: washroom stickers in public places*
- *Probe: Z cards distributed to teens*

Washroom sticker: Communication

- What is understood from the headline?
- What is understood from the endline?
- *Probe: What is it telling teens about? (NB: do they mention the web site?)*

Z cards: Communication

- Moderator: note how the resource is being read (i.e. which way around)
- Are these relevant/credible/appropriate things to be telling your teens? Why/not?
- Is there anything else that would be more interesting, relevant or appropriate to include?
- *Probe: what is it telling kids about? (NB: do they mention the web site?)*

Ambient executions: Effectiveness

- Do you support the approach? Why/not? *(NB: If concerns discuss in detail)*
- How useful/beneficial is the advert? *(Probe: practical, empowering, useful?)*
- Will it encourage you to talk/discuss sex with your teenager?
- What if any changes/improvements would you suggest?

Sum Up

- What are your overall impressions of the campaign as conveyed by these materials?
- Would you suggest any other information or messages for your teenagers?
- Do you support the aims and approach of the campaign as portrayed in these series of adverts?

- Who do you think is behind this campaign?
- *Why do you say that?*
- Why would they be producing this kind of advertising?
- Would you feel differently about the campaign if it was from some one else? (*Probe: charity, magazine, radio station*)