

CAN'T PASS IT ON

EVALUATION OF A PAN-CANADIAN U=U AWARENESS CAMPAIGN

Background

- There is now scientific consensus that a person on effective treatment does not transmit HIV to sexual partners.
- However, the knowledge that “undetectable equals untransmittable” (U=U) is still not widely known among the communities most affected by HIV in Canada.
- CATIE launched a Canadian adaptation of the British “Can’t Pass It On” campaign in 2019 to address this knowledge gap, and assessed its impact with pre- and post-campaign surveys.

Methods

- Over the summer of 2019, CATIE conducted a pan-Canadian online survey targeting people living with HIV, their service providers, and HIV-negative people among key affected populations.
- Respondents were asked if they had heard that a person on effective HIV treatment can’t pass it on to a sexual partner, whether they agreed with this claim, and how confident they were in its accuracy.
- The Canadian “Can’t Pass It On” campaign was delivered from September to December 2019.
- A post-campaign survey in January 2020 targeted similar audiences to the pre-campaign survey, and assessed campaign recognition and its impact on awareness, agreement and confidence.

RESULTS

179 respondents in Canada completed the pre-campaign survey in August 2019.

209 respondents in Canada completed the post-campaign survey in January 2020.

CAMPAIGN RECOGNITION

The post-campaign survey asked respondents to identify whether they had “seen a campaign or information about people living with HIV” over the past six months. Out of the 61% of respondents who had, 35% described CATIE’s Can’t Pass It On campaign, unprompted.

When presented with samples of CATIE’s Can’t Pass It On campaign materials, 58% of participants had seen one of the videos and 53% of participants had seen one of the posters or postcards.

	Recognized videos	Recognized print materials
All respondents	58%	53%
Service providers	71%	84%
HIV-positive	65%	68%
Not HIV-positive	54%	47%
Gay and bi men	62%	55%
African/Caribbean	40%	60%
Indigenous	50%	70%
Women	60%	60%

RESULTS

AWARENESS, AGREEMENT AND CONFIDENCE

Respondents were asked in both the pre-campaign and post-campaign surveys if they were aware that a person on effective HIV treatment can't pass it on to a sexual partner. Respondents were also asked to indicate if they agreed with this claim, and to rank their level of confidence in this claim. Respondents who ranked their level of confidence as 1 on a five-point scale were classified as having "confidence".

Comparing the pre- and post-campaign surveys, there was no statistically significant difference in the odds of being aware of (OR 1.49, p=.114) or being confident in (OR 1.46, p=.064) the Can't Pass It On message.

However, respondents in the post-campaign survey had more than double the odds of agreeing with the Can't Pass It On message compared to respondents in the pre-campaign survey (OR 2.02, p=.001). This finding was statistically significant (p<.05) and likely not due to chance alone.

	Awareness		Agreement		Confidence	
	Pre	Post	Pre	Post	Pre	Post
All respondents	76%	83%	56%	72%	46%	55%
Service providers	92%	98%	83%	93%	69%	66%
HIV-positive	91%	100%	78%	98%	80%	90%
Not HIV-positive	73%	78%	51%	64%	38%	44%
Gay and bi men	89%	93%	63%	83%	56%	65%
Women	72%	71%	51%	59%	31%	39%

RESULTS

CAMPAIGN EXPOSURE AND BELIEF

Respondents to the post-campaign survey who had been exposed to the campaign, as indicated by having recognized either the videos or the print materials, were more likely to be aware of, to agree with, and to be confident in the Can't Pass It On message than those who had not been exposed to the campaign.

	Awareness		Agreement		Confidence	
	Not exposed	Exposed	Not exposed	Exposed	Not exposed	Exposed
All respondents	76%	96%	61%	92%	40%	79%

Compared to respondents who had not seen the campaign materials, respondents who had seen the campaign had greater odds of being aware of (OR 4.45, p=.018), agreeing with (OR 6.14, p<.001), and being confident in (OR 4.87, p<.001) the Can't Pass It On message.

The increased odds were statistically significant (p<.05) and likely not due to chance alone.

CONCLUSIONS

- The majority of post-campaign survey respondents recognized the videos (58%) or print materials (53%); campaign recognition was highest among service providers, people living with HIV, and gay and bisexual men.
- African, Caribbean and Black people and Indigenous people were more likely to have seen the print materials, while gay and bisexual men were more likely to have seen the videos.
- Compared to the pre-campaign survey in August 2019, respondents to the post-campaign survey in January 2020 had more than double the odds of agreeing with the Can't Pass It On message; this finding was statistically significant ($p=.001$).
- Compared to respondents who had not seen the campaign, respondents who had been exposed had four times the odds of being aware of the Can't Pass It On message, six times the odds of agreeing with the message, and four times the odds of being confident in the message; these findings were statistically significant ($p<.05$).



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