Final Report:
Stop. Think. Respect. Campaign Evaluation

beyondblue
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Prepared By
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Detailed Summary

Project Title:

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Description of Project:
This is a report covering the evaluation of the Stop. Think. Respect. campaign (‘the Campaign’) and an associated campaign concept examination.

The overall strategic aim of the research was to:

Evaluate the impact and effectiveness of the Stop. Think. Respect. campaign among its two key target audiences:

1) The broader Australian public (especially teenage males) in both metro and regional areas; and
2) gay, lesbian, bisexual, trans and intersex (GLBTI) individuals.

In order to achieve the overall strategic aim, the research considered the following informational objectives:

Examination of the overall reach achieved through the selected Campaign dissemination strategies

Identification of any changes in audience attitudes towards GLBTI discrimination resulting from exposure to the Campaign

Determination of the understanding of Campaign messages (especially calls to action and impact of discrimination on mental health) by those who saw at least one Campaign execution

Examination of Campaign impact on attitudes towards discrimination among the broader Australian community (and teenage boys in particular)

Determination of Campaign impact on GLBTI awareness of the link between discrimination, depression and anxiety

Understanding of the experience of the Real Life Stories participants who were presented within the Campaign

Answering these objectives saw relevant data collected through the following methods:

Quantitative Campaign Evaluation Among the Australian General Population (Total Sample n=3043)
- National online quantitative survey with the broader Australian population
- Includes targeted data collection among teenage males and the GLBTI population (i.e. the 'boost' samples)
- Samples: General Population n=2371; GLBTI 'boost' n=568; Young Male 'boost' n=787

Social Media Evaluation Research
- Targeted evaluation of the social media components of the Campaign
- Both internally and externally collected metrics were included

In-depth Interviews with Key Campaign Stakeholders (Total Interviews n=18)
- n=6 target / n=4 achieved phone interviews with the individuals featured in the Real Life Stories Campaign component
- n=14 phone interviews with GLBTI community stakeholders and representatives
Key Findings:

1. Overall Campaign exposure was high:
   - Over 3.2 million people were reached through the campaign’s Facebook marketing and over 500,000 people viewed the Left-Handed clip on YouTube.
   - One in three people aged 14 to 40 years remembered seeing at least one element of the Left Hand or Real Life Stories materials (Campaign).
   - Around one in three teenage males remembered seeing at least one element of the Campaign.
   - Forty one per cent of those identifying as gay, lesbian or bisexual remembered seeing at least one element of the Campaign.
   - Six per cent of people recognised the Left Hand posters and 4% of people recognised the Real Life Stories posters.
   - Online and social media metrics indicate that the Campaign had an impact online and was received mostly positively.

2. Remembering the Campaign was associated with non-discriminatory attitudes and an understanding of the breadth of discrimination:
   - Those who remember seeing the Campaign were more likely to hold non-discriminatory attitudes towards LGBTI individuals in a number of areas, such as the acceptability of being attracted to more than one gender and that gender can change across a person’s lifetime.
   - People who remembered seeing at least one element of the Campaign were likely to see physical sex discrimination, sexual orientation discrimination and gender discrimination as more widespread in Australian society than those who weren’t.

3. Main messages received were anti-discrimination messages:
   - A general anti-discrimination message was received by two thirds of people who recognised Left Hand and around a quarter of people who recognised the clip, took away a more specific anti-LGBTI discrimination message.
   - Discrimination of people on the grounds of gender, sexual orientation and physical sex diversity were seen as issues in Australian society, but they weren’t seen as widespread as discrimination of refugees.
   - Over eight out of 10 Australians recognise that discrimination is an issue that can be harmful to mental health.
   - It was also recognised that discrimination can lead to feelings of anxiety, depression and people withdrawing from social events by eight out of 10 among the general population.

4. Audience and stakeholder views on materials:
   - When shown the Left Hand clip, the majority of people thought it was an effective ad for raising awareness of discrimination against GLBTI people.
   - Overall reaction to the Left Hand clip was very positive – the majority of all people agreed that the ad was easy to understand, was believable, grabbed their attention, wasn’t something that they were tired of seeing and left them interested in the topic.
   - The Real Life Stories clips were also positively received, with the real stories told being highly successful in communicating the impact that discrimination can have and how to overcome this.

5. Key stakeholder views of materials and delivery were mainly positive:
   - LGBTI sector stakeholders fully supported beyondblue’s role in increasing awareness of discrimination of LGBTI people and the impacts this can have on mental health. Overall, the Campaign was well received, however, stakeholders would now like to see beyondblue take a more direct approach in spreading these messages rather than using the left hand analogy. The Real Life Stories component was seen as the best execution of the message and there was great support for this being distributed via mainstream media channels.
Hunt Smarter.