



Original Article

Evaluation of “100% Condom Usage” LED Signage Program in Gay Bathhouses

Fang-Ying Li¹, Yin-Han Lin², Sandy King², Ting Lin², Long-Teng Lee^{2,3}

1. Institute of Health Policy and Management, National Taiwan University, Taipei, Taiwan, R.O.C.
2. Taiwan AIDS Foundation, Taipei, Taiwan, R.O.C.
3. Department of Family Medicine, National Taiwan University Hospital, Taipei, Taiwan, R.O.C.

Abstract

Men who have sex with men (MSM) is the main risk factor of HIV infection by end of 2013 in Taiwan. Previous studies revealed that gay bathhouses were the places where MSM were more likely to have unsafe sex. So interventions in these commercial public sex venues are needed. Taiwan CDC has implemented “100% condom usage” LED signage program in five municipalities at gay bathhouses in 2012. The purpose of this study is to evaluate this program.

The participants of this study were the customers of gay bathhouses in the five municipalities. Data were collected by self-administered questionnaire. Participants were divided into intervention and control group according to whether they have seen the LED signage. Then we compare the differences about sexual behavior and condom usage between these two groups. Finally we collected 516 valid questionnaires.

The results of this study showed that “100% condom usage” LED signage intervention program has some influences. Among participants who have seen the signage, there were 85.0% revealed that the content of signage left them impression, and 53.3% said the advantage of the signage is to remind them to have safe sex. Furthermore, there were 82.9% of all participants in the study thought the LED signage impacted on their willingness to use condoms. In addition, compared to those who have not seen the LED signage, those who have seen the signage have shown significantly higher percentage of having sex with only one sexual partner at a time, and use condom during anal or oral sex.

However, there still have rooms that the LED signage program could be improved, including the content, location of setting, and the ways to promote safe sex together with the signage, etc. Our results will be useful for promoting related intervention in the future.

keywords : Men who have sex with men (MSM), gay bathhouses, “100% condom usage” LED signage program, condom