

**Appendix 1.** Development and evaluation framework for the QAF Project.

Development Stages Description	Evaluation Stage	Data Collection Method
<p><b>1. Planning and preparation</b></p> <ul style="list-style-type: none"> <li>• Forming and discussion among project team and advisory committee</li> <li>• Obtaining ethics approval</li> <li>• Devising project design, implementation, and evaluation plans</li> <li>• Incorporating learnings from youth arm</li> </ul>	<p><b>Formative Phase</b></p> <p><b>Evaluation Questions:</b></p> <ul style="list-style-type: none"> <li>➤ Are we developing this in the right way?</li> <li>➤ Are we delivering this in the right way?</li> </ul>	<ul style="list-style-type: none"> <li>➤ Feedback from youth arm</li> <li>➤ Creative/Development workshops</li> <li>➤ Interactive computer laboratory testing (series one only)</li> <li>➤ Project team meetings</li> </ul>
<p><b>2. Character and narrative development workshops</b></p> <ul style="list-style-type: none"> <li>• Conducting workshops &amp; focus groups with target audience, project staff, and key stakeholders</li> <li>• Developing scripts, including characters, narrative, and health messages</li> </ul>		
<p><b>3. Creative and online production</b></p> <ul style="list-style-type: none"> <li>• Rehearsing with actors</li> <li>• Filming and editing of the webisodes</li> <li>• Building online sites</li> </ul>		
<p><b>4. Series launch and promotion</b></p> <p>Promotions included:</p> <ul style="list-style-type: none"> <li>• Press ads in gay magazines (Figure 2)</li> <li>• Editorial coverage in gay</li> </ul>	<p><b>Process Phase</b></p> <p><b>Evaluation Questions:</b></p> <ul style="list-style-type: none"> <li>➤ Whom did we reach?</li> <li>➤ To what extent did we reach our target</li> </ul>	<ul style="list-style-type: none"> <li>➤ Website insight statistics (Facebook, YouTube)</li> </ul>

<p>media</p> <ul style="list-style-type: none"> <li>• Targeted online advertising (Facebook advertisements)</li> <li>• Facebook updates to QAF fans</li> <li>• Promotion at gay public events</li> </ul>	<p>audience?</p> <ul style="list-style-type: none"> <li>➤ What promotional methods were most effective for reaching out target audience?</li> </ul>	<ul style="list-style-type: none"> <li>➤ Diary Scrapbook Activity (Series 1 only)</li> <li>➤ Focus groups</li> </ul>
<p>5. <b>Intervention implementation 'live period'</b></p> <ul style="list-style-type: none"> <li>• 10-12 short webisodes per series uploaded onto the Facebook and YouTube sites (Figure 1)</li> <li>• Project staff used prompt questions to encourage project fans to interact with the project pages.</li> <li>• Projects staff utilized functionality of SNS (comments, polls, and links) to further encourage fans interaction.</li> </ul>	<p><b>Process Phase</b></p> <p><b>Evaluation Questions:</b></p> <ul style="list-style-type: none"> <li>➤ To what extent did we engage our target audience?</li> <li>➤ What impact (if any) did we have on improving the gay men's knowledge and awareness of sexual health?</li> </ul>	<ul style="list-style-type: none"> <li>➤ Website Insight statistics (Facebook, YouTube)</li> <li>➤ Diary Scrapbook Activity (Series one only)</li> <li>➤ Focus groups</li> </ul>