4864 records identified through data searching
Medline: 1315, Embase: 1776, Psych Info: 750, ISI
Web of Science: 1023, Cochrane: 3, OpenGrey: 0
and COPAC: 0

9 additional records through other sources

2760 records after duplicates removed

2760 records screened

2726 records excluded

It was not possible to locate one paper

33 full text articles assessed for eligibility

17 full-text excluded*

Reasons for exclusion included:
intervention development or pre-testing;
study of men’s responses to HIV prevention messages in general; only small media; inability to distinguish media component from other intervention components or the effect of campaign on MSM from other target groups; laboratory study

16 records from 12 studies included in narrative synthesis