Health Communication Makes an Impact on Condom Use

Exposure to health communication and social marketing campaigns lead to increased condom use

Ugandan women exposed to multiple HIV prevention message types (print, radio, TV) were nearly 7 times more likely to use a condom at last sex than those with no exposure. Men were twice as likely to have have used a condom at last sex.

A community mobilization initiative promoting condom use and empowerment among female sex workers (FSW) in India led to consistent condom use rates 2.5 times higher than that of other FSW.

Transgender Thai women participating in a social marketing intervention designed to prevent HIV were 3.75 times more likely to use a condom at last sex.

Women who saw more than 10 episodes of a TV soap opera, SIDA dans la Cité, in Côte d'Ivoire, were 1.4 times more likely to use condoms than women who had not watched. Men who had watched more than 10 episodes were 2.66 times more likely to use condoms.

Youth exposed to the multimedia HEART campaign in Zambia were 2.38 times more likely to have ever used a condom.

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