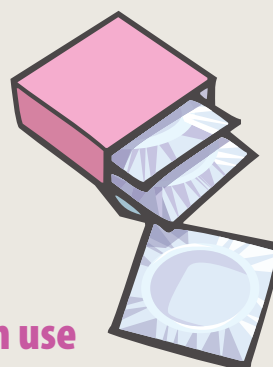


Health Communication Makes an Impact on

Condom Use

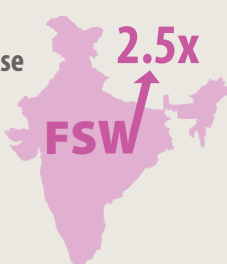
Exposure to health communication and social marketing campaigns lead to increased condom use



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 used a condom at last sex.¹



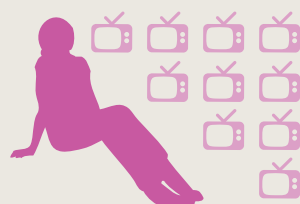
A community mobilization initiative promoting condom use and empowerment among female sex workers (FSW) in India led to consistent condom use rates **2.5 times higher** than that of other FSW.²



The more exposure a person had to the Soul City TV and radio program in South Africa, the more likely they were to ask their partner to use a condom.³



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.⁴



Women who saw more than 10 episodes of a TV soap opera, *SIDA dans la Cité*, in Cote 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.⁵

Youth exposed to the multimedia HEART campaign in Zambia were **2.38 times more likely** to have ever used a condom.⁶



¹ Bessinger, R., Katende, C., & Gupta, N. (2004). Multi-media campaign exposure effects on knowledge and use of condoms for STI and HIV/AIDS prevention in Uganda. *Evaluation and Program Planning*, 27(4), 397-407.

² Blankenship, K. M., West, B. S., Kershaw, T. S., & Biradavolu, M. R. (2008). Power, community mobilization, and condom use practices among female sex workers in Andhra Pradesh, India. *AIDS*, 22, S109-S116.

³ Goldstein, S., Usdin, S., Scheepers, E., & Japhet, G. (2005). Communicating HIV and AIDS, what works? A report on the impact evaluation of Soul City's fourth series. *Journal of Health Communication*, 10(5), 465-483.

⁴ Pawa, D., Firestone, R., Ratchasi, S., Dowling, O., Jittakoat, Y., Duke, A., & Mundy, G. (2013). Reducing HIV Risk among Transgender Women in Thailand: A Quasi-Experimental Evaluation of the Sisters Program. *PLoS One*, 8(10), e77113.

⁵ Shapiro, D., Meekers, D., & Tambashe, B. (2003). Exposure to the 'SIDA dans la Cité' AIDS prevention television series in Côte d'Ivoire, sexual risk behaviour and condom use. *AIDS Care*, 15(3), 303-314.

⁶ Underwood, C., Hachonda, H., Serlemitos, E., & Bharath-Kumar, U. (2006). Reducing the risk of HIV transmission among adolescents in Zambia: psychosocial and behavioral correlates of viewing a risk-reduction media campaign. *Journal of Adolescent Health*, 38(1), 55-e1.