

Health Communication Makes an Impact on

Other HIV Prevention Strategies

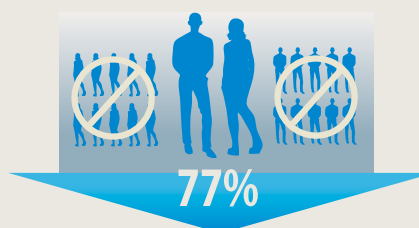
Reducing Partners and Cross-Generational Sex

Youth exposed to a multimedia campaign in Zimbabwe were **26 times** more likely to stick with one partner than those in a comparison group.¹



Tanzanian women exposed to the Fataki campaign between 1 and 10 times were **58% less likely** to be engaged in a relationship with an older man. Those exposed more than 10 times were **76% less likely** to be in a relationship with an older man.²

A Tanzanian radio soap opera, Twende na Wakati, led to a reduction in the number of sexual partners: of those listeners who adopted an HIV prevention method, **77% chose to reduce their number of sexual partners.**³



The aim of SASA!, a community-led campaign in Uganda, was to reduce intimate partner violence and HIV risk behaviors. Women were **1.28 times more likely** to accept that they can refuse sex and men, **1.31 times more likely.**⁴

¹ Kim, Y. M., Kols, A., Nyakauru, R., Marangwanda, C., & Chibatamoto, P. (2001). Promoting sexual responsibility among young people in Zimbabwe. *International Family Planning Perspectives*, 11-19.

² Kaufman, M. R., Mooney, A., Kamala, B., Modarres, N., Karam, R., & Ng'wanansabi, D. (2013). Effects of the Fataki campaign: addressing cross-generational sex in Tanzania by mobilizing communities to intervene. *AIDS and Behavior*, 17(6), 2053-2062.

³ Vaughan, W., Rogers, E., Arvind Singhal, Ramadhan M. Swalehe, P. (2000). Entertainment-education and HIV/AIDS prevention: A field experiment in Tanzania. *Journal of Health Communication*, 5(sup1), 81-100.

⁴ Abramsky, T., Devries, K., Kiss, L., Nakuti, J., Kyegombe, N., Starmann, E., ... & Watts, C. (2014). Findings from the SASA! Study: A Cluster Randomized Controlled Trial to Assess the Impact of a Community Mobilization Intervention to Prevent Violence Against Women and Reduce HIV Risk in Kampala, Uganda. *BMC Medicine*, 12(1), 122.