



# **Evaluation of a positive deviance youth media intervention in Cote d'Ivoire**

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# CREDITS

- SFPS/FHA project surveys, 2001 and 2003 conducted with funding from the USAID.
- Tulane University and the JHU/CCP provided technical assistance for survey design and implementation.
- ENSEA, Abidjan was contracted to implement the survey

# BACKGROUND INFORMATION ON COTE D'IVOIRE

- **Population:** 17 million
- **Annual growth rate:** 2.5%
- **Life expectancy:** 47 years
- **HIV Infection Rate:** 10.7%
- **People living with HIV:** 1 million
- **% of 15 - 24 infected:**
  - Male: 2.5% - 3.5%
  - Female: 6.7% - 10%

# THE SFPS YOUTH POSITIVE DEVIANCE (PL.U.S) CAMPAIGN

- **Positive deviance inquiry (PDI) to identify the motivations for, and the threats to, positive deviant sexual behaviors;**
- **Baseline survey to quantify PDI findings;**
- **Campaign design and implementation;**
- **Evaluation of effects.**

# RECOMMENDATIONS FROM RESEARCH FINDINGS

- Target adolescents early (before onset of puberty) with abstinence messages and life skills development;
- Encourage adolescents to:
  - stay in school for as long as possible;
  - set high professional goals for themselves and work towards achieving the goals;
- Give high visibility to positive deviants to correct the perception that most adolescents are having sex;

# RECOMMENDATIONS FROM RESEARCH FINDINGS

- Promote risk perception;
- Strengthen the perceived self-efficacy to:
  - use condoms.
  - abstain from sex irrespective of the length of a romantic relationship;
- Promote social support for sexual abstinence.

# AUDIENCES

- **Primary audience:**
  - girls 13 –20 in urban and semi urban settings;
- **Secondary audiences:**
  - male youth
  - parents

# LOVE WITHOUT RISK IS A PL.U.S.

PL.U.S. stands for:

**PL:** Plan your life. Make a plan and don't let others decide for you.

**U:** use the services provided. Use a means of your choice to avoid HIV infection!

**S:** sensitize your peers and your community members





# MATERIALS AND MESSAGES

- **Posters**
  - “For me, “love without risk” is waiting. I want to succeed first!”
  - “I found a P.L.U.S. girl and I am proud!”
- **Key holders with the following message:**  
“It is my body, my right and my future!”
- **2 TV jingles: 1 on delay of sexual debut and the other promoting HIV testing;**

# MATERIALS AND MESSAGES

- Leaflets on Risk Assessment and youth service contacts (AIDS Hotlines, SYMPA services);
- Advocacy brochure with information about campaign objectives, activities and findings from positive deviant research, for campaign partners and sponsors;
- Community radio variety show series—each show covers a different theme – chosen by youth

# MATERIALS AND MESSAGES

- Popular song based on the advantages of delay, available on audio cassette
- Photonovella builds on the story from the TV spots and adds story about the need to seek care when infected by STI and use condoms consistently;
- T shirts, Purses, Stickers, with logo and slogan, 'Love without risk is a PLUS'

# ACTIVITIES

- Radio variety program broadcast at peak youth listening times, according to research findings;
- Testimonies from Positive Deviants on radio show and on road show to prove that the “common” risky behaviors among youth are avoidable;
- Road show gathering youth with dance contest around the campaign’s popular “Zouk love” song;

# ACTIVITIES

- **Variety of locally identified activities ensuring the participation of the primary audience (contests, rallies, clubs, sports events, etc.);**
- **Training of youth NGOs staff to enable them mobilize youth and carry out campaign activities**

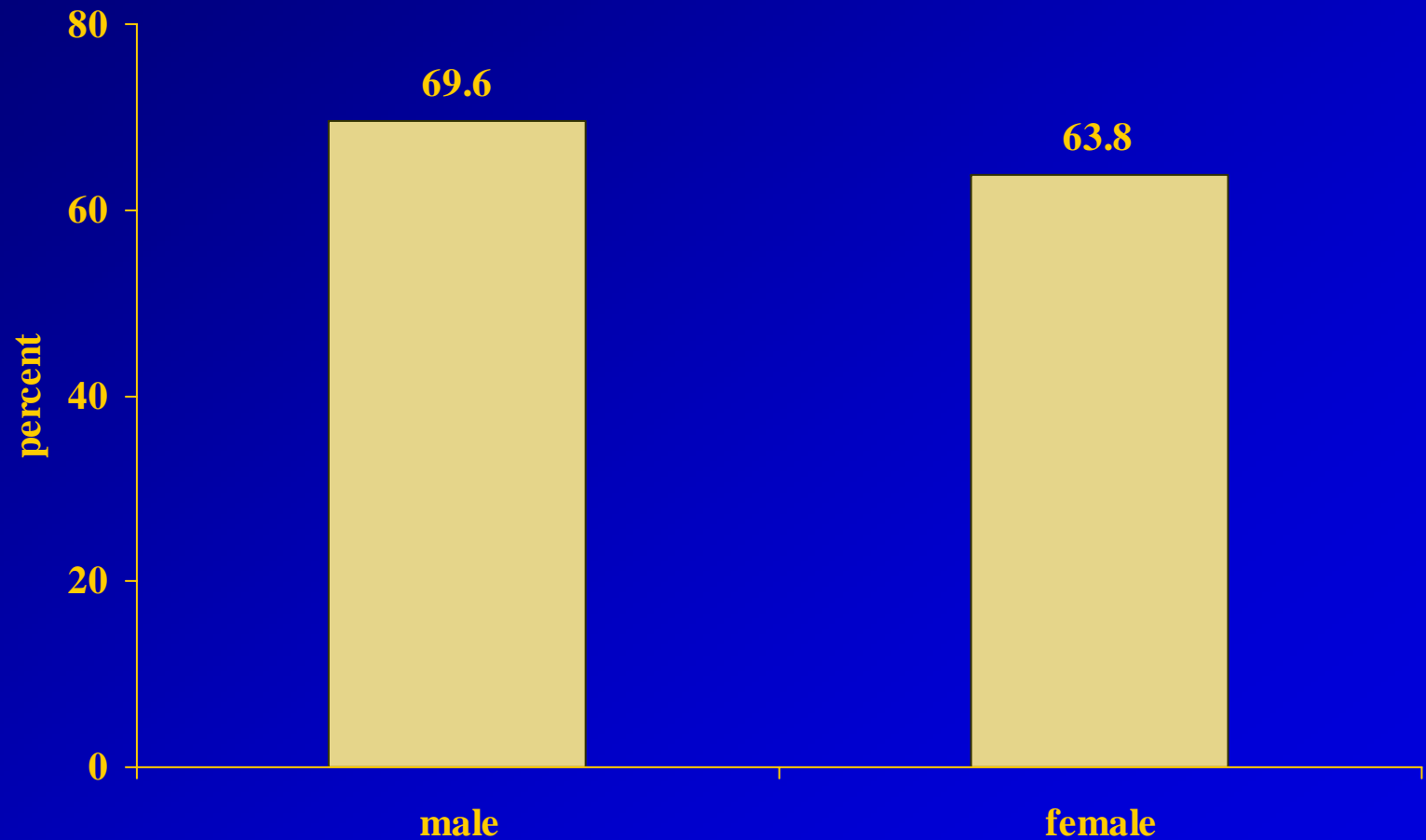
# DATA

- **Baseline in 2001:**
  - Household sample survey in Abidjan, Bouake and Korhogo;
  - Sample size: 1262 male and 1419 female youth
- **Follow-up in 2003:**
  - Household sample survey in Abidjan, and Abengourou;
  - Sample size: 1028 male and 1204 female youth

# Analytic Approaches

- **Life table functions;**
- **Percentages and Logistic Regression;**
  - Focus on Abidjan, special emphasis on girls;
  - Compare baseline and follow-up indicators;
  - Dose-response analysis of follow-up data.
  - Focus on never-married youth when appropriate;
  - Separate analyses for male and female.

# Percent exposed to at least one campaign material/activity, by gender



n: 668 (male); 803 (female)



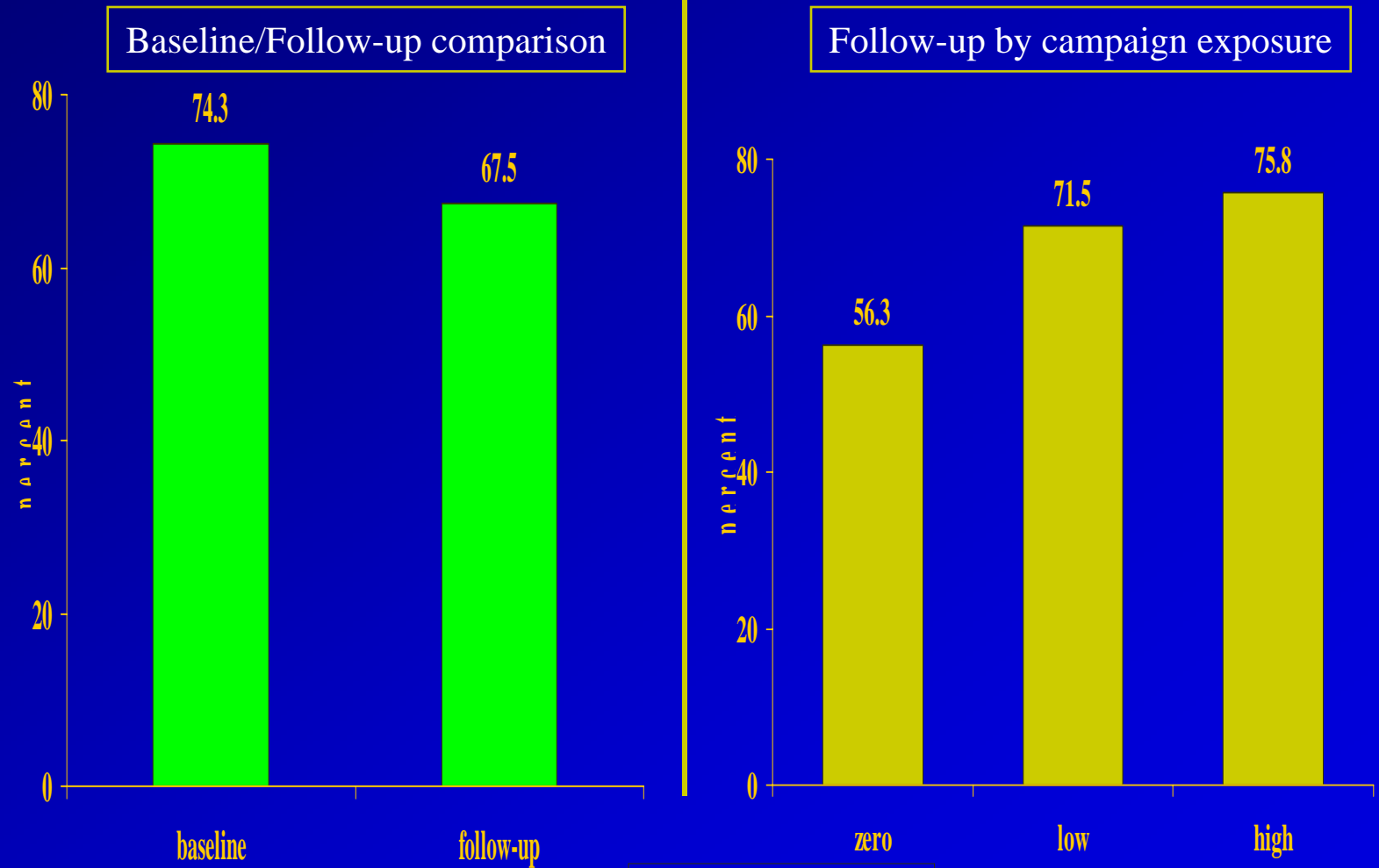
# SEXUAL ATTITUDES AND BEHAVIORS



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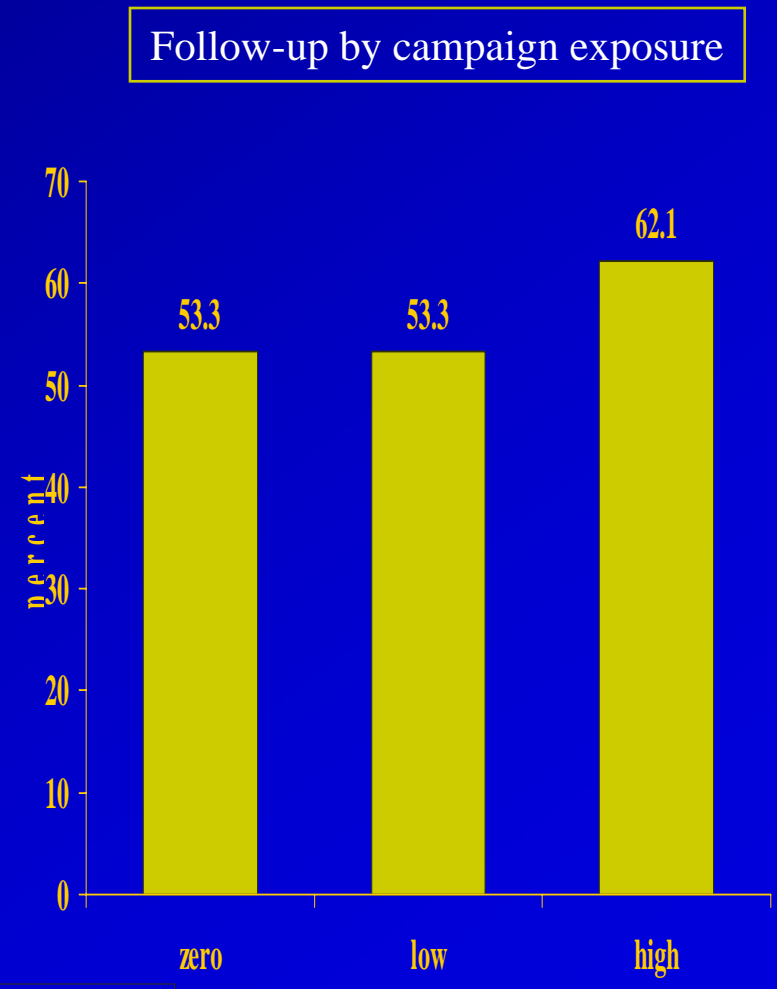
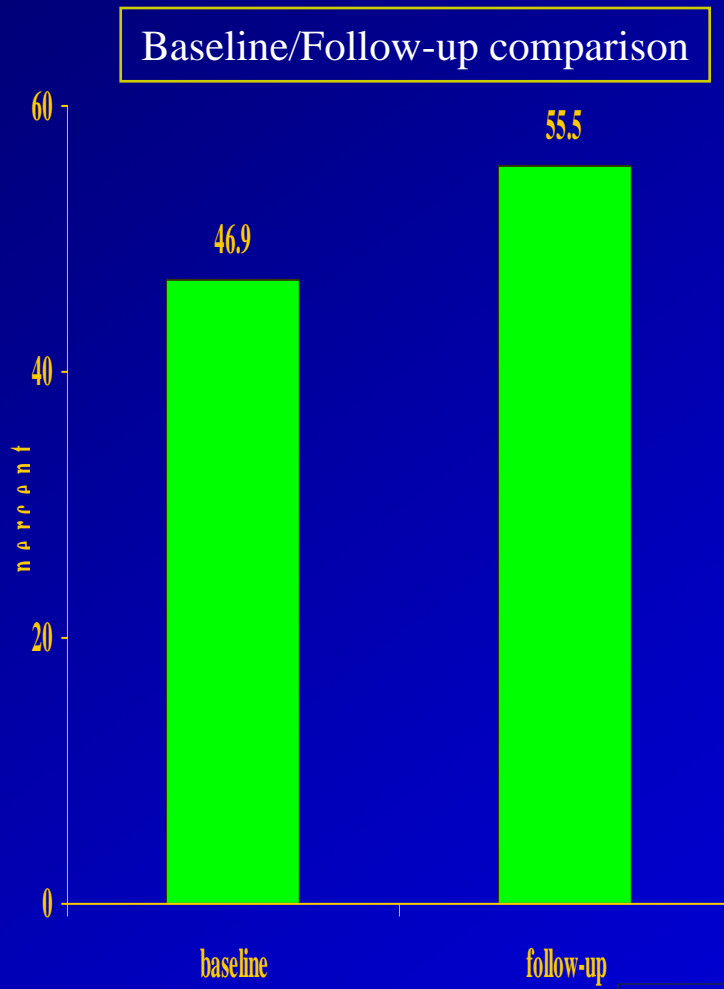
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# Percent that perceived the self-efficacy to refuse sex with someone that gives gifts - single female respondents



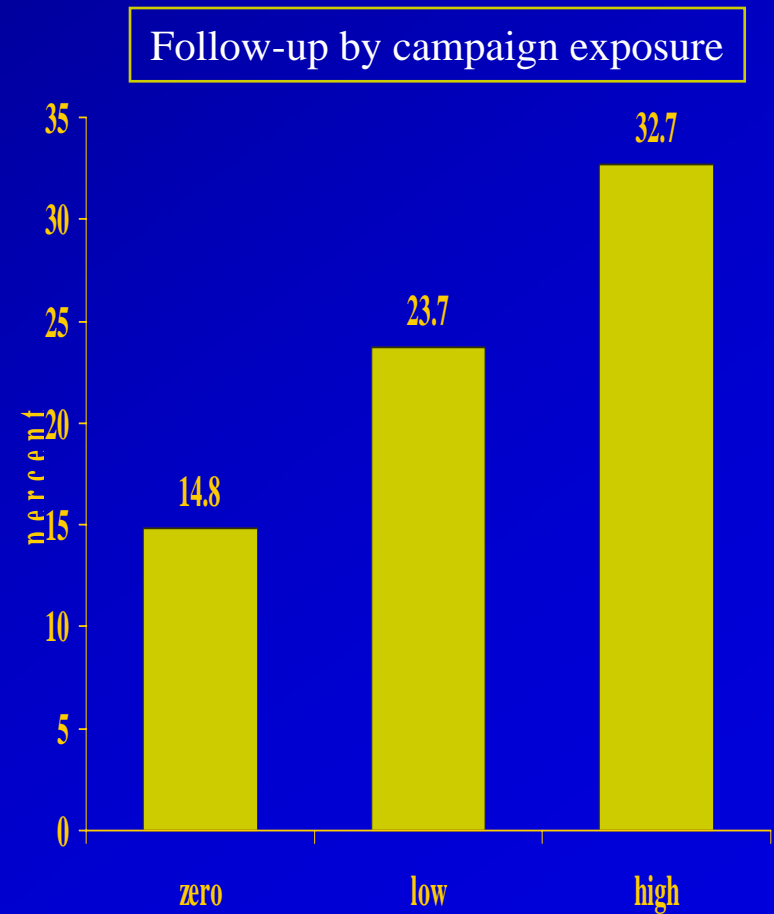
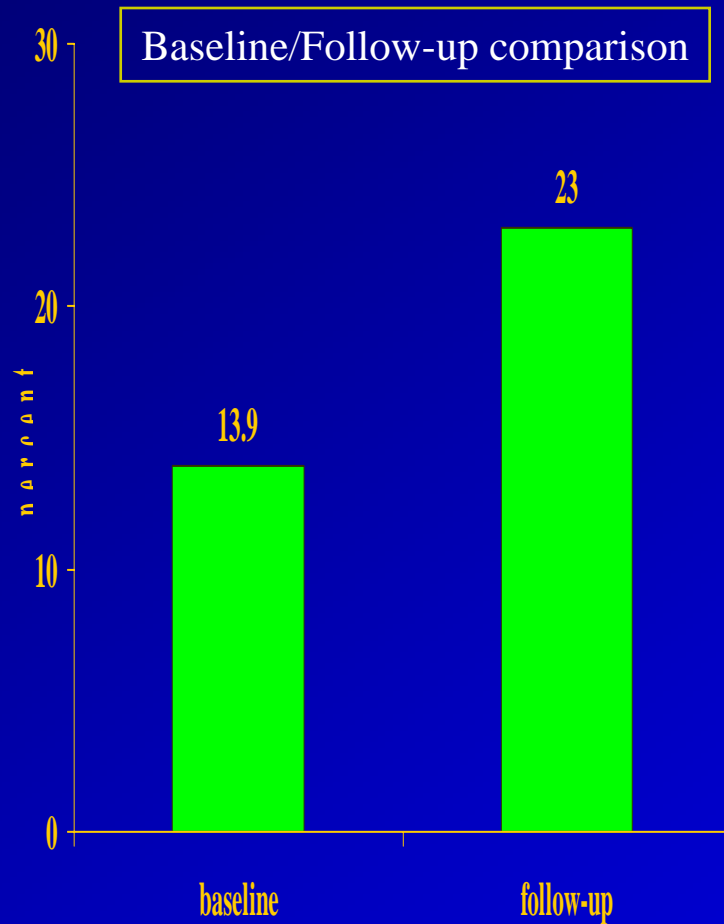
n = 639 (bs); 677 (fup)

# Percent that perceived peer support for sexual abstinence - single female respondents



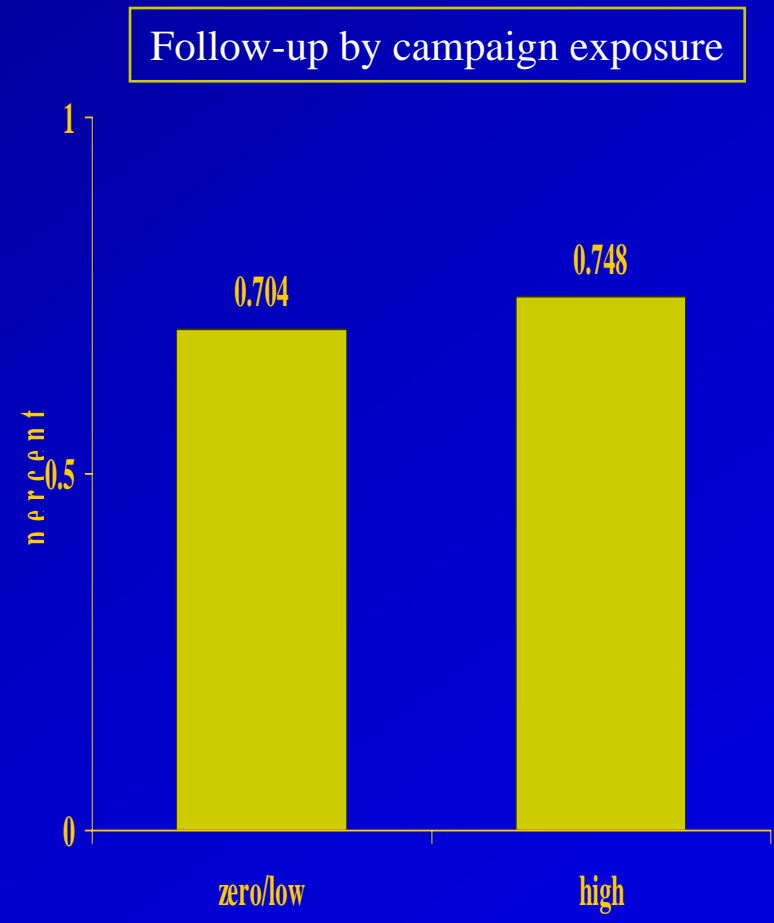
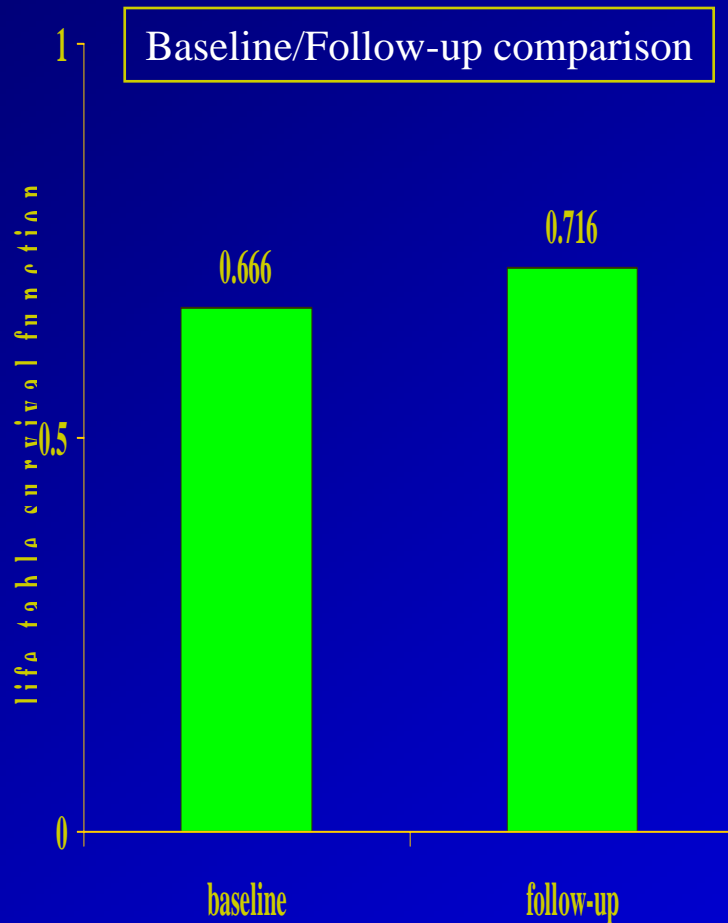
n = 639 (bs); 677 (fup)

# Percent that discussed sexual abstinence with either parent during last 12 months - single female respondents



n = 639 (bs); 677 (fup)

# Life table survival function at age 17 - female respondents



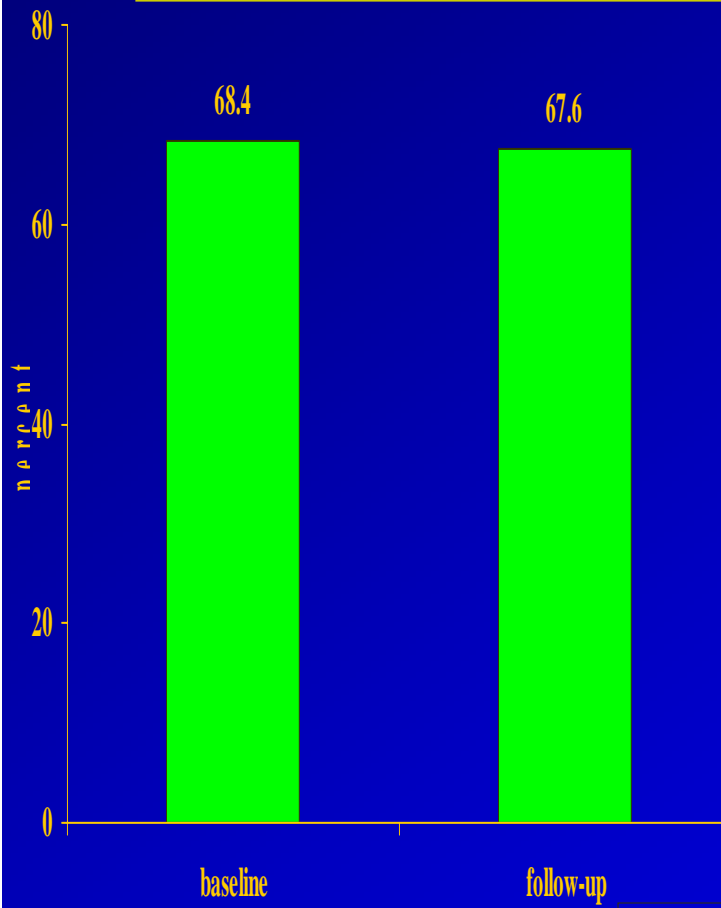
Log-rank test for equality of survival functions  
(baseline/follow-up): 29.1 / 0.001

n = 775 (bs); 803 (fup)

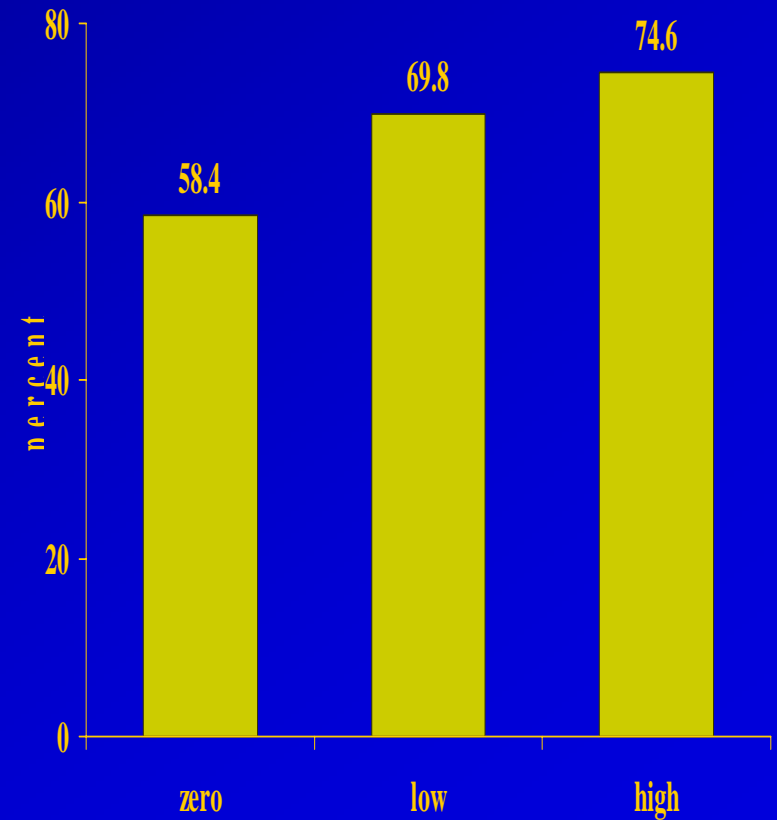
# Condom Use

# Percent that perceive self-efficacy for consistent condom use - single sexually experienced female respondents

Baseline/Follow-up comparison



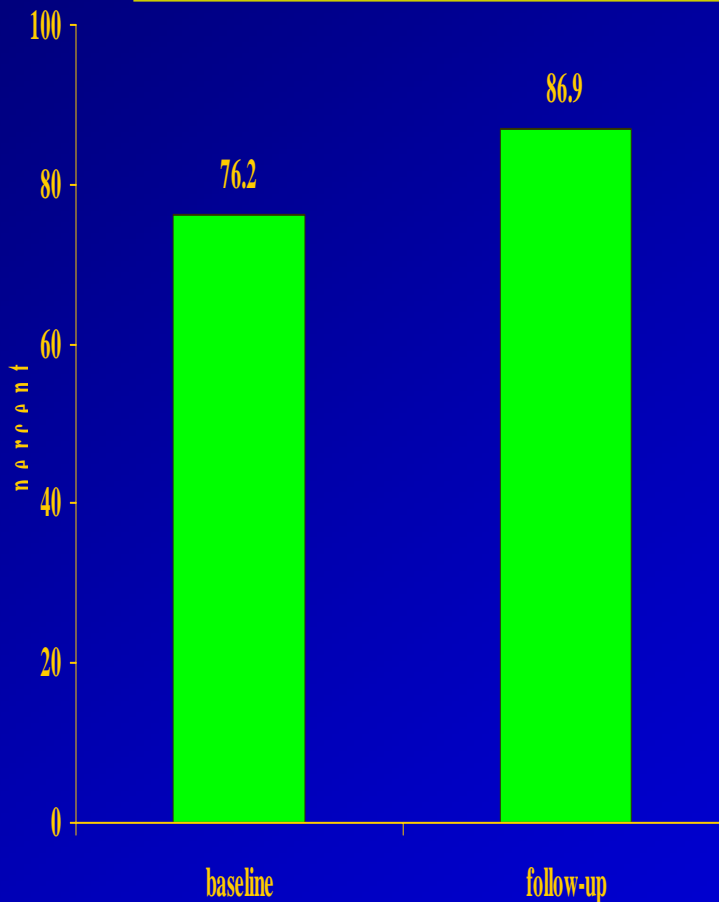
Follow-up by campaign exposure



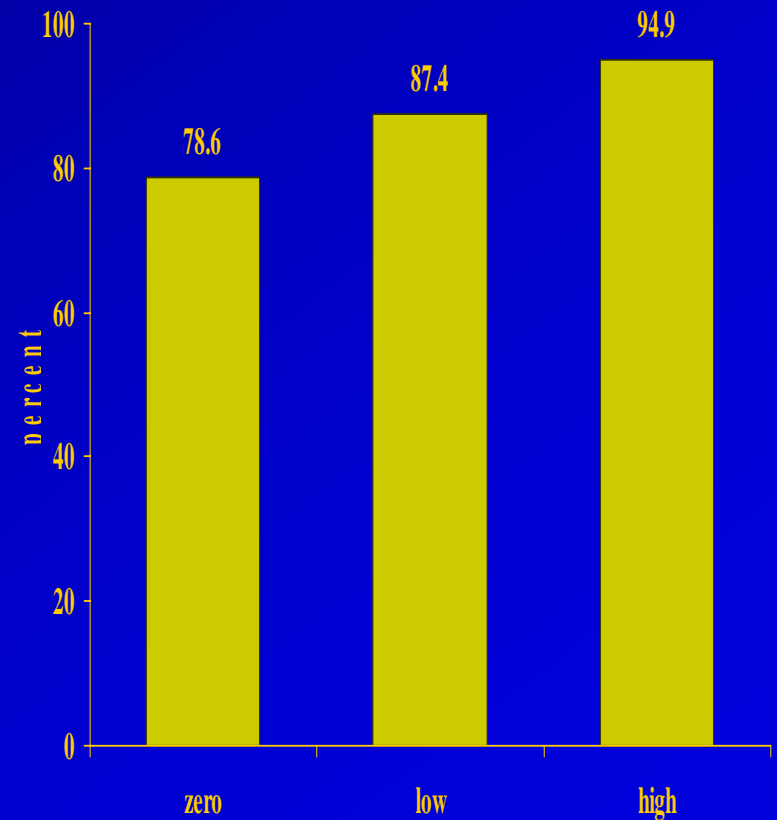
n = 412 (bs); 426 (fup)

# Percent that encouraged someone to use condoms during last 12 months - single male respondents

Baseline/Follow-up comparison



Follow-up by campaign exposure

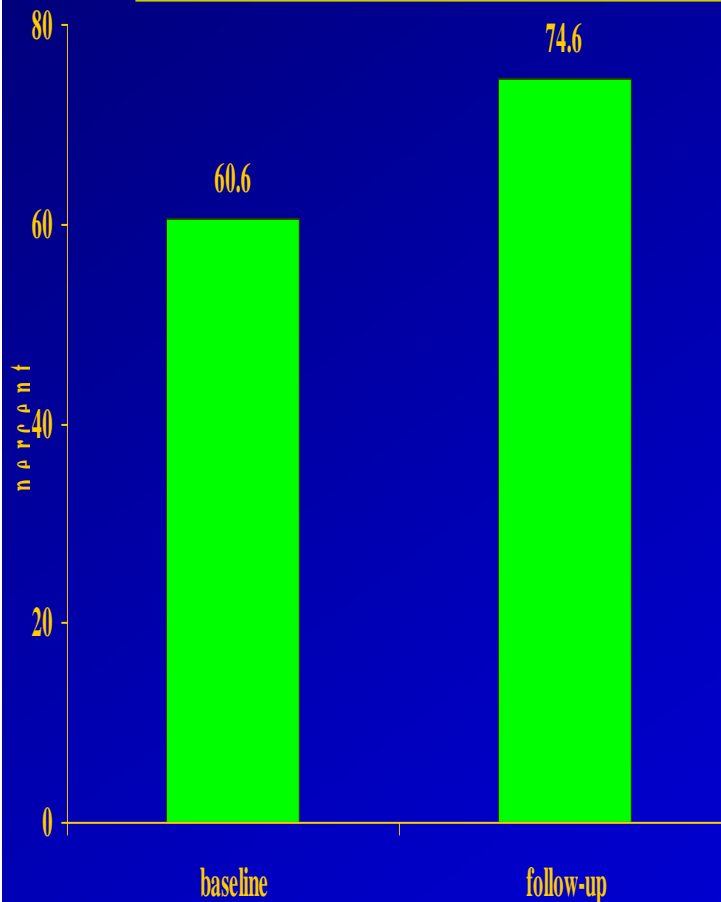


n = 396 (bs); 450 (fup)

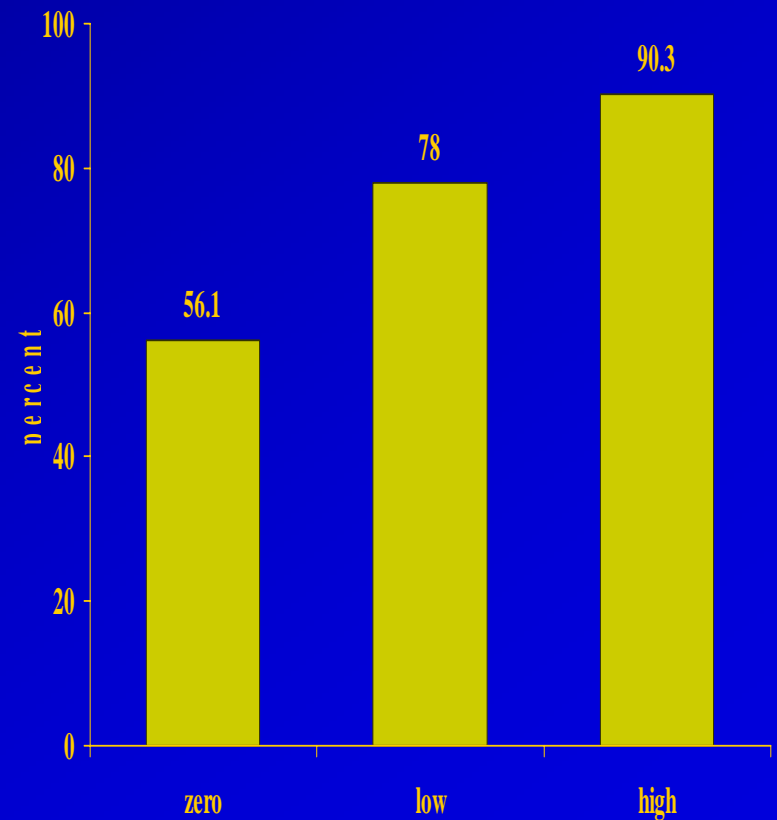


# Percent that encouraged someone to use condoms during last 12 months - single female respondents

Baseline/Follow-up comparison

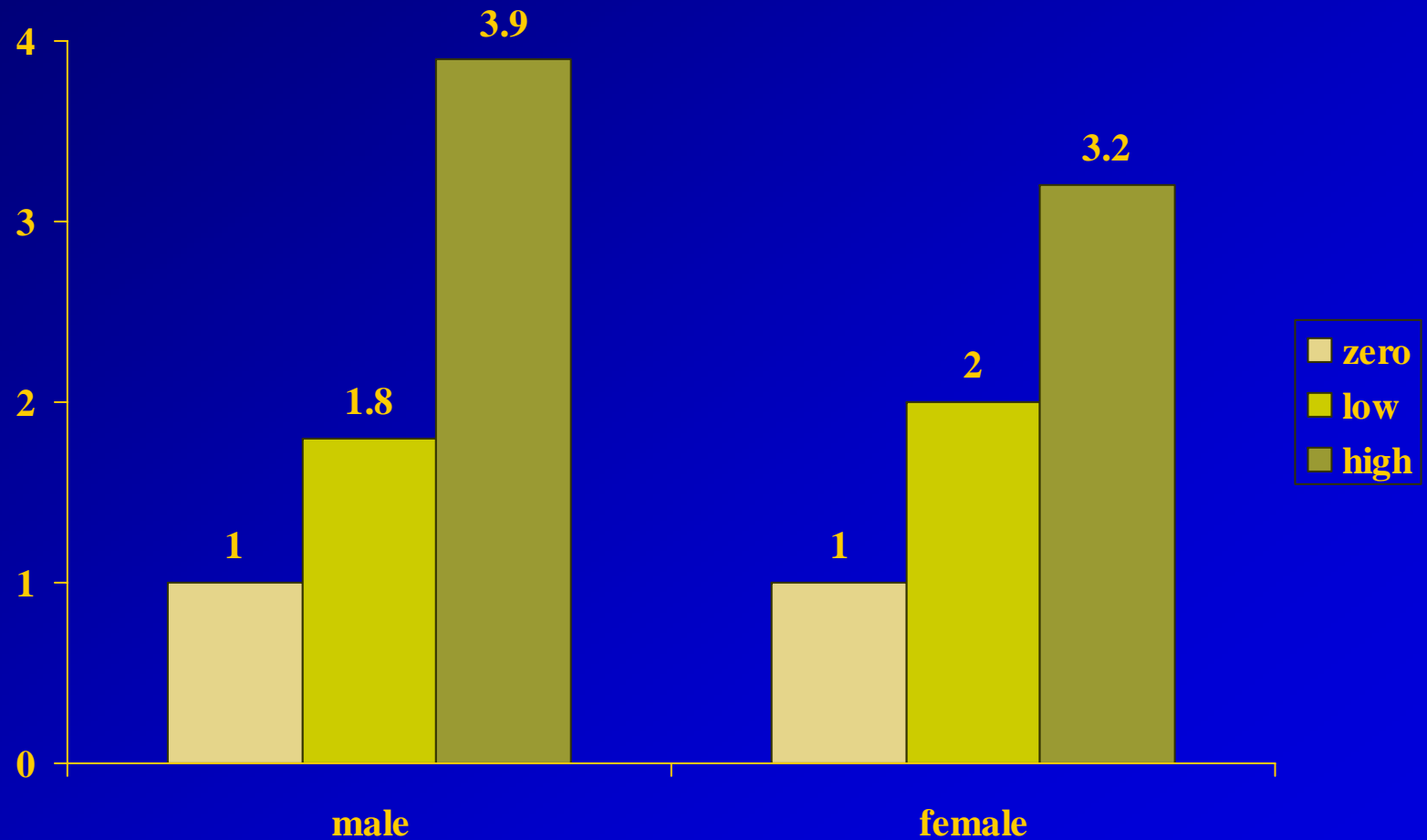


Follow-up by campaign exposure



n = 412 (bs); 426 (fup)

# Odds ratio\* of encouraging someone to use condoms during the last 12 months, by campaign exposure and gender.

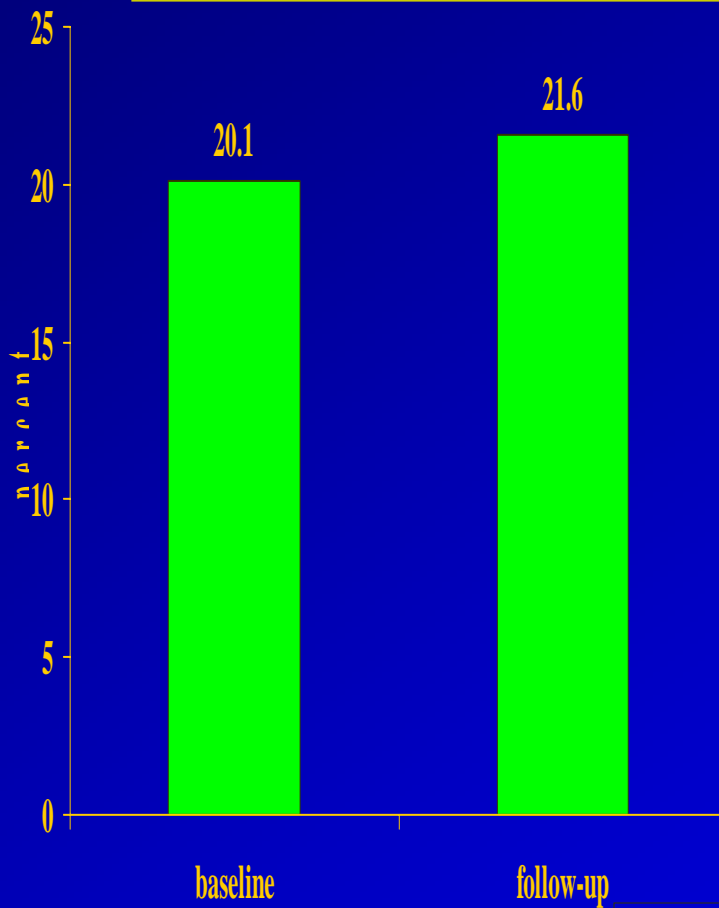


\* Adjusting for the confounding effects of age, religion, religiosity, education and media exposure

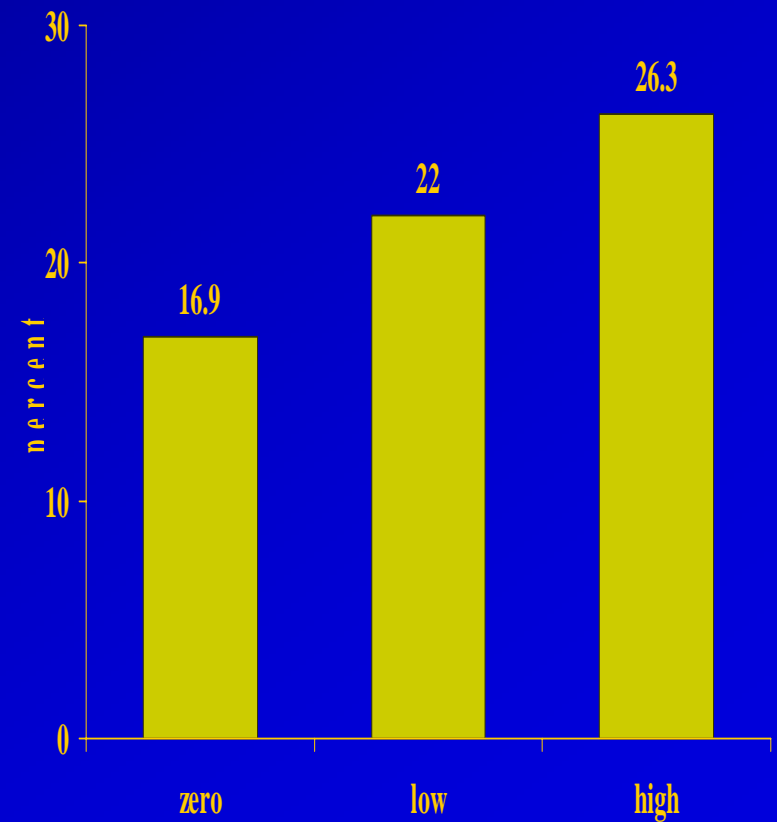
n = 650 (male); 677 (female)

# Percent that reported condoms consistent condom use during last 12 months - single sexually experienced female respondents

Baseline/Follow-up comparison



Follow-up by campaign exposure



n = 412 (bs); 426 (fup)

## IN SUM ...

- **The data suggest that this research-based, multimedia intervention has had some success;**
- **High exposure due to the variety of materials and activities;**
- **Some indicators have changed in the expected direction while others have not;**
- **The intervention appears to have been more effective among its primary target audience: girls;**

## IN SUM ...

- **Among girls, the campaign is associated with:**
  - more widespread perceived self-efficacy to refuse sex,
  - higher level of perceived peer support for sexual abstinence,
  - more widespread discussion about sexual abstinence with parents,
  - more prevalent perceived self-efficacy for consistent condom use;
  - higher level of consistent condom use
- **Among both sexes, greatest effects of the campaign appear to have been in the area of advocacy in favor of condom use.**

**THANK YOU**



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