

Table 3. Percentage of respondents who reported taking action as a result of exposure to the youth campaign, by study site, and odds ratios from multiple regression analysis indicating the likelihood of taking action

Action	Campaign (N=970)	Comparison (N=294)	Odds ratio
ALL RESPONDENTS			
Had discussion	79.8	20.2	5.6***
With friends	72.0	32.7	5.7***
With siblings	48.9	20.1	3.8***
With parents	44.0	15.3	4.3***
With teachers	34.2	14.0	3.5***
With partner	27.8	12.6	3.8***
Adopted safer sexual behavior	63.9	37.8	2.9***
Said no to sex	52.7	31.6	2.5***
Continued abstinence	31.5	22.3	1.2***
Avoided "sugar daddy"	11.0	9.1	1.1***
Sought services	33.5	9.5	7.6***
At health center	28.2	9.5	4.7***
At youth center	10.8	1.7	14.0***
RESPONDENTS WITH SEXUAL EXPERIENCE			
	(N=334)	(N=99)	
Took any action	41.3	10.1	8.8***
Stopped having sex	12.6	5.1	2.1
Stuck to one partner	20.4	2.0	26.1***
Started to use condoms	10.5	2.0	5.7*
Asked partner to use condom	1.5	1.0	1.5

*p<.05. ***p<.001. Note: Regression analysis controlled for respondents' age, sex, education, sexual experience, marital status and urban-rural residence.