

**Table 4. Odds ratios from multivariate analyses indicating the likelihood of taking action as a result of exposure to individual campaign components, by component, campaign and comparison sites combined (N=1,263)**

Action	Posters	Launch events	Leaflets	Dramas	News-letter	Radio program	Peer educator	Hot line
<b>Had discussion</b>								
With friends	1.6**	2.7***	1.9***	1.7***	1.5*	1.2	0.8	1.7
With siblings	1.4	2.3***	1.5**	1.6***	1.3	1.6**	1.0	1.6
With parents	1.4	2.4***	1.7***	1.4*	1.1	1.2	1.0	1.5
With teachers	1.6*	1.5*	1.6**	1.2	1.5*	1.4	1.0	1.6
With partner	1.2	2.0***	1.6**	1.5**	1.4	1.1	1.1	1.9*
<b>Adopted safer sexual behavior</b>								
Said no to sex	1.2	1.8***	1.6***	1.3	1.0	1.3	0.7	1.5
Continued abstinence	1.8**	1.4*	1.2	0.9	1.5	1.1	0.9	1.0
Avoided "sugar daddy"	2.7	35.9***	0.3***	0.4**	2.5**	1.4	0.4	1.7
<b>Sought services</b>								
At health center	1.6	2.1***	1.6**	1.8***	1.0	0.6*	1.0	2.5***
At youth center	2.1	2.5***	1.9*	1.2	2.0**	1.9**	1.5	1.2

\*p<.05. \*\*p<.01. \*\*\*p<.001. Notes: Regression analysis controlled for respondents' age, sex, education, sexual experience, marital status and urban-rural residence. One respondent was dropped from analysis because of missing data.