result of exposure to individual campaign components, by component, campaign and comparison sites combined (N=1,263) Action **Posters** Launch Leaflets **Dramas** News-Radio Peer Hot

letter

1.0

2.0**

educator

1.0

1.5

program

0.6*

1.9**

line

2.5***

1.2

Table 4. Odds ratios from multivariate analyses indicating the likelihood of taking action as a

						1 - 3 -		
Had discussion								
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 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*	
•									
Adonted safer sexu	al hehavior								

Adopted safer sexual	behavior							
With parents With teachers With partner	1.4 1.6* 1.2	1.5* 2.0***	1.6** 1.6**	1.4" 1.2 1.5**	1.1 1.5* 1.4	1.2 1.4 1.1	1.0 1.0 1.1	1.5 1.6 1.9*
VAC 1	4.4	2 4***	4 7***	1 4*	4 4	4.0	4.0	4 -

Adopted safer sexu	ıal hehavior							
With partner	1.2	2.0***	1.6**	1.5**	1.4	1.1	1.1	1.9*
With teachers	1.6*	1.5*	1.6**	1.2	1.5*	1.4	1.0	1.6
With parents	1.4	2.4***	1.7***	1.4*	1.1	1.2	1.0	1.5
With siblings	1.4	2.3***	1.5**	1.6***	1.3	1.6**	1.0	1.6

Adopted safer sexual	behavior							
With teachers With partner	1.6* 1.2	1.5* 2.0***	1.6** 1.6**	1.2 1.5**	1.5* 1.4	1.4 1.1	1.0 1.1	1.6 1.9*
With parents	1.4	2.4***	1.7***	1.4*	1.1	1.2	1.0	1.5
VVIIII SIDIIIIQS	1.4	2.3	1.5	0.1	1.0	0.1	1.0	0.1

with menas	0.1	2.1	1.9	1.7	1.5	1.2	0.0	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*	
•									

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*
Adopted safer sexual Said no to sex	behavior 1.2	1.8***	1.6***	1.3	1.0	1.3	0.7	1.5

1.8** 1.4* 1.2 0.9 1.5 1.1 0.9 1.0

Continued abstinence Avoided "sugar daddy" 2.7 35 9*** 0.3*** 0 4** 2 5** 14 0.4

1.6**

1.9*

events

2.1***

2.5***

tus and urban-rural residence. One respondent was dropped from analysis because of missing data.

1.6

2.1

At health center

At youth center

17

Sought services

*p<.05. **p<.01. ***p<.001. Notes: Regression analysis controlled for respondents' age, sex, education, sexual experience, marital sta-

1.8***

1.2