

**Table 5. Percentage of respondents who reported taking action as a result of the youth campaign, by number of components seen or heard, and odds ratio from multiple regression analysis indicating the effect of intensity of exposure, according to action**

Action	No. of components			Odds ratio
	1–2 (N=440)	3–4 (N=476)	5–8 (N=214)	
<b>Had discussion</b>				
With friends	48.2	75.8	84.1	1.7***
With siblings	28.4	52.6	60.8	1.5***
With parents	25.9	47.2	51.9	1.4***
With teachers	21.1	34.4	42.3	1.4***
With partner	17.3	29.1	36.5	1.4***
<b>Adopted safer sexual behavior</b>				
Said no to sex	37.5	55.9	59.1	1.3***
Continued abstinence	22.3	31.1	36.9	1.2***
Avoided “sugar daddy”	9.1	9.9	7.0	1.1
<b>Sought services</b>				
At health center	17.5	30.3	33.6	1.3***
At youth center	5.0	12.3	17.8	1.6***

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