Evidence-based HIV Prevention Campaign Increases Condom Use Among Youth in Burundi

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BACKGROUND

Burundi has a national HIV prevalence of 4%. Among youth aged 15-24, HIV prevalence is 2.9% in rural areas and 3.8% in urban areas. Between 2006-2009, PSI/Burundi implemented a sexual behaviour change program for youth aged 15-24. This program aimed to: (1) Increase correct and consistent use of condoms during high-risk sexual acts; (2) Increase the perception of risk of infection during all unprotected sexual acts, regardless of partner type; (3) Promote abstinence and partner reduction; and, (4) Increase availability and affordability of condoms. Activities included targeted integrated behaviour change communications (iBCC) (radio, television, billboards, mobile videos, and peer education). This study evaluated the effect of the program on condom use with non-marital partners.

METHODS

• Baseline survey in 2006 and follow-up survey in 2009.
• Two-stage sampling design, with systematic random sampling.
• Data were analyzed for youth who reported having sex with a non-marital, casual or commercial partner in the last 12 months.
• Medium exposure was defined as being exposed to at least 3 messages.

RESULTS

• In 2006, 2,155 youth were surveyed and in 2009, 3,486 youth were surveyed. The number of youth in the survey who reported being married was 765 and 645 in 2006 and 2009, respectively.
• Among married youth, non-marital, casual or commercial sex remains a challenging behaviour to address among youth in Burundi.
• Consistent condom use during the last 12 months with non-marital, casual or commercial partners increased from 11% in 2006 to 38% in 2009 (p<0.001). The increase among non-married youth (10.4% to 11.7%) was not significant.
• Consistent condom use during the last 12 months with non-marital partners increased significantly from 10% in 2006 to 18.7% in 2009 (p<0.001). The increase among non-married youth (10.4% to 11.7%) was not significant.
• Perceived availability of PSI’s socially marketed condom in youth friendly sites increased from 41% in 2006 to 61% in 2009 (p<0.001).
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• Personal risk perception when having sex without a condom increased from 83% to 92% (p<0.001).
• Exposure to iBCC activities was significantly associated with increased consistent condom use: 36% of youth not exposed to the campaign used condoms consistently compared to 46% of those with high exposure used condoms consistently (p<0.05).
• Married youth were more likely to use condoms consistently with non-marital partners (p=0.001).
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• Women were more likely to report consistent condom use than men (p<0.01).

Table 1: Findings among youth who reported non-marital, casual or commercial sex in the last 12 months.

<table>
<thead>
<tr>
<th>MEASURED INDICATORS</th>
<th>2006 BASELINE (n=168)</th>
<th>2009 BASELINE (n=167)</th>
<th>2009 BY LEVEL OF EXPOSURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Had non-marital sex in last 12 months*</td>
<td>9.7%a</td>
<td>12.1%a</td>
<td>13.8%bc</td>
</tr>
<tr>
<td>Condom use during the last 12 months with non-marital partners*</td>
<td>10.8%a</td>
<td>36.2%a</td>
<td>34.1%a</td>
</tr>
<tr>
<td>Perceived availability in youth friendly sites</td>
<td>64.5%a</td>
<td>62.8%a</td>
<td>55.7%a</td>
</tr>
<tr>
<td>Self report of correct condom use*</td>
<td>53.3%a</td>
<td>47.6%a</td>
<td>34.2%a</td>
</tr>
<tr>
<td>High personal risk perception when having sex without condom*</td>
<td>90.7%a</td>
<td>96.9%b</td>
<td>96.0%b</td>
</tr>
</tbody>
</table>

Note: Percentages that do not share a superscript letter were significantly different from one another.

CONCLUSIONS

• The intervention contributed to an increase in consistent condom use with non-marital partners during the last 12 months.
• Non-marital, casual or commercial sex remains a challenging behaviour to address among youth in Burundi.

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