Health Communication Makes an Impact on Other HIV Prevention Strategies

Reducing Partners and Cross-Generational Sex

Youth exposed to a multimedia campaign in Zimbabwe were 26 times more likely to stick with one partner than those in a comparison group.¹

1-10x EXPOSURE = 58% LESS LIKELY

Tanzanian women exposed to the Fataki campaign between 1 and 10 times were 58% less likely to be engaged in a relationship with an older man. Those exposed more than 10 times were 76% less likely to be in a relationship with an older man.²

<10x EXPOSURE = 76% LESS LIKELY

A Tanzanian radio soap opera, Twende na Wakati, led to a reduction in the number of sexual partners: of those listeners who adopted an HIV prevention method, 77% chose to reduce their number of sexual partners.³

The aim of SASA!, a community-led campaign in Uganda, was to reduce intimate partner violence and HIV risk behaviors. Women were 1.28 times more likely to accept that they can refuse sex and men, 1.31 times more likely.⁴

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