

₹ 200

ISSN - 2249-555X

Volume : 1

Issue : 11

Aug 2012



Journal for All Subjects

www.ijar.in

Listed in International ISSN Directory, Paris.



ISSN - 2249-555X

Indian Journal of Applied Research

Journal for All Subjects

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Social Marketing Effect on Knowledge and change in Attitude for prevention of STI/HIV/AIDS among Trucker's in Odisha

*Mr. Prasanta Kumar Parida

* Assistant. Professor, School of Rural Management, KILT University, Patia, Bhubaneswar

ABSTRACT

This study examined the influences of behavior change communication (SOCIAL MARKETING) campaigns on knowledge and use of condoms for prevention of HIV/AIDS and other sexually transmitted infections in target areas of Odisha. Data were drawn from the evaluation surveys on social marketing implementation, which collected information from representative samples of trucker's and men of reproductive age in the districts served by the project. Logistic regressions were used to assess the associations between SOCIAL MARKETING exposure and condom knowledge and use, controlling for individuals' background characteristics. Results indicated that Social marketing exposure was strongly associated with higher condom knowledge: trucker's and men who reported being exposed to messages in the mass media were at least twice as likely as those with no exposure to know of condoms as a mean to avoid HIV/AIDS. A dose-response effect was observed, suggesting that campaigns using multiple media channels may be most effective in improving sexual health knowledge. While there was some evidence of bias of self-report, exploratory analysis of the indirect effects of communications campaigns suggested that impacts may be compounded as overall awareness is increased at the community level eventually leading to behavior change among individuals.

Keywords : Social marketing, HIV/AIDS, sexual behavior and truck drivers.

Introduction

The effectiveness of condoms in reducing the risk of sexual transmission of the human immunodeficiency virus (HIV) and certain other sexually transmitted infections (STIs) has been well established. Targeting condom use to populations where HIV is spreading rapidly has been shown to be an effective means in curbing the spread of the epidemic. In India, where a national strategy to encourage condom use in commercial sex facilities was implemented, the proportion of commercial sex acts where condoms were used increased from 25% in 1999 to 94% in 2009. During the same period, the incidence of STIs decreased dramatically, as did HIV prevalence among truckers (Nelson et al., 2009). It has been more difficult to tie the promotion of condoms among the general population to decreases in HIV incidence and prevalence. The use of mass

media can be instrumental in promoting condom use as a way to prevent STIs, including HIV. Social Marketing activities are designed to educate the population in ways to prevent HIV infection, to make condoms more socially acceptable, and to promote the use of condoms for disease prevention. It has further been suggested that exposure to messages broadcast through a variety of channels is the most effective way to change knowledge, attitudes, and behavior.

As was observed for trucker's self-reported exposure to social marketing messages in the media was positively associated with both knowledge and ever use of condoms for STI/HIV prevention. Men who were exposed to messages through one medium were over twice as likely, and those exposed through multiple channels over three.

Table 1: Logistic regression models measuring effects of BCC exposure on socio-demographic characteristics

Characteristic	Knows that Prevention can happen	Used a condom at regular sex	Knowledge on HIV can happen through infected blood	Knows that condoms prevent -	Used a condom at last sex	Ever used a condom for HIV/STD prevention -
(1)	(2)	(3)	(4)	(5)	(6)	(7)
BCC exposure						
No BCC exposure (r)	1	1	1	1	1	1
Exposed to one message type	1.93***	2.83*	2.25***	2.63***	1.09	1.99***
Exposed to multiple message types	3.33***	6.90**	2.71***	3.71***	2.05	2.37***
Survey period						
2010 (r)	1	—	1	1	—	1
2011	1.34**	—	1.14	1.25	—	0.88
Age group						
15–19 (r)	1	1	1	1	1	1
20–29	0.84	1.48	1.17	1.73***	1.46	3.36***
30–39	0.65**	1.41	0.61*	1.03	1.68	2.27***
40C	0.39***	0.93	0.32***	0.7	0.61	0.72
Marital status						
Never in union (r)	1	1	1	1	1	1
Currently in union	0.89	0.08***	0.74	0.83	0.06***	0.78
Formerly in union	1.09	0.81	2.04**	0.73	0.26**	1.44

Parity						
No children (r)	1	1	1	1	1	1
1–3 children	1.23	0.44*	1.25	0.56*	1.03	0.88
4 or more children	1.04	0.41t	0.63*	0.50**	0.69	0.96
Ethnicity						
Odiya	1.33*	1.22	1.40*	0.93	1.61t	1.50**
Hindi	0.58***	0.55	0.66*	0.55***	0.8	0.71
Other (r)	1	1	1	1	1	1
Residence						
Rural (r)	1	1	1	1	1	1
Urban	1.86***	1.18	2.07***	1.05	2.19**	1.72***
Education						
No education (r)	1	1	1	1	1	1
Some primary schooling	2.16***	1.98	1.83**	1.78**	1.5	1.29
Secondary or over	3.39***	6.00**	3.02***	3.17***	2.29t	1.91***

(Source: All respondent in field study, N – 600) tp<0.10; *p<0.05; **p, 0.01; ***p<0.001; (r): reference category.

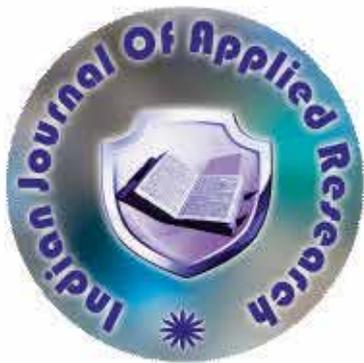
The likelihood of ever having used a condom for disease prevention increased with the number of media channels, though the dose–response effect between intensity of exposure and ever use was less dramatic than that seen with knowledge. Condom use at last sex, however, was not significantly associated with mass media exposure after adjusting for other factors. Men exposed to social marketing messages were no more likely to have used a condom at last sex as men not exposed. On the other hand, recent condom use was greatly influenced by marital status, with married men much less likely than their bachelor counterparts to have used a condom at last sex. Conversely, there was little appreciable influence of marital status on condom knowledge. Rather, age, parity, ethnicity, and education were found to affect men's levels of knowledge. Knowledge was highest among men aged 20–29 and with higher educational attainment. Similar influences were found on men's ever use of condoms as had been seen for trucker's: greatest ever use among those in their twenties, urban residents, and the better educated.

Discussion and conclusions

The aim of this study was to assess the relationship between exposure to mass media messages about STI/ HIV/AIDS and knowledge and use of condoms for disease prevention. Our main analytical tool was multiple logistic regression models drawing on data from representative household surveys conducted in the areas targeted by the social marketing project of Odisha. Results showed that self-reported exposure to social marketing messages in the media was strongly associated with trucker's and men's known- edge and ever use of condoms for disease prevention. As the number of mass media channels through which respondents were exposed to STI messages increased, so did the likelihood of condom knowledge and use.

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