Abstract 186

TITLE: The Prevention Marketing Initiative Demonstration Project: Making a Community Wide Difference in Teen HIV Risk

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OBJECTIVE: The Prevention Marketing Initiative (PMI) Demonstration Project is a coalition-based effort to reduce the risk of HIV infection among adolescents in 5 U. S. communities. This presentation describes the PM1 program and its community-wide impact as detected in a random sample telephone survey conducted in Sacramento, CA.

METHODS: In PMI, volunteers (including adolescents) planned and implemented coordinated sets of interventions that integrated social marketing and behavioral science approaches. Social marketing was defined as a strategic planning process that (1) conducts formative research to identify the benefits of a behavior from the consumer 's point of view, (2) mounts interventions promoting those benefits, and (3) refines the interventions on the basis of consumer input. To evaluate the interventions, anonymous phone interviews were conducted with a random sample of teens age 15-18 in 15 Sacramento zip codes with high rates of STDs and teen pregnancy. Phone interviews were conducted in 5 survey rounds between the spring of 1997 and the fall of 1998; sample size per round ranged from 248-303.

RESULTS: There was a significant, linear, increasing trend in exposure to PM1 over the 5 survey time points: over 60% of the teen audience eventually reported having heard of PMI. Furthermore, the more channels through which a teen was exposed to PM1 messages, the more likely he or she was to use a condom at last intercourse (p<. 0l), carry a condom (pc. 0l), intend to use condoms (p<. 0l), and perceive norms supporting condom use (pc. 01). Finally, greater doses of exposure to the PM1 messages were also associated with increases in perceived self-efficacy in avoiding sexual risks (p<. 05).

CONCLUSION: The Prevention Marketing approach resulted in a measurable increase in exposure to prevention messages over time. Furthermore, the PM1 campaign was associated with significant increases in condom use and condom carrying, and on theoretical determinants of these behaviors (intentions, norms, and efficacy) among the teens in our sample.

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