

Hitting the Target? Behavior Change Communications and Targeted Condom Distribution Strategy with High Risk Men in Cambodia, 2008 to 2009

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Background: This paper reports on recent behavioral data from a baseline and follow up survey (2008 and 2009) with men who are in a sexual relationships with sweethearts, together with data from audits of distribution outlets for PSI condoms, conducted over the same period.

Methodology: Multi-stage cluster sampling. Data collected using a structured questionnaire from sexually active men with sweethearts (2008, N = 1021; 2009 N = 1110). An audit of a random sample of key target outlets in PSI's condom distribution strategy was conducted over the same period.

Results: Findings indicate a statistically significant increase (from 57.7% to 69.4%, $P < 0.001$) between 2008 and 2009 in self-reported consistent condom use with sweetheart, and statistically significant in consistent and correct condom use with a sweetheart (from 53.3% to 67.4%, $P < 0.001$) between 2008 and 2009. There was no significant change in beliefs about risk assessment of sweetheart partners, a key target of the Behavior Change Campaign (BCC).

Outlet audit shows an increase in condom availability in and around high risk venues in provincial towns, and reaching program distribution targets in Phnom Penh.

Conclusions: Early indications are that PSI's BCC and condom distribution strategy does appear to be having an impact on condom use and condom availability at high risk sites in Cambodia

Key words: HIV risk behavior, condom use, risk populations

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