

**TARGET AUDIENCE. In order to help this specific target audience:**

Sexually active youth ages 14 to 18 regardless of gender or ethnicity in 15 Sacramento area zip codes where high-risk behaviors were prevalent among youth

**BEHAVIOR CHANGE. Do this specific behavior:**

Use condoms correctly and consistently with all partners in all situations

**EXCHANGE/BENEFITS. We will offer these benefits that the audience wants:**

Future/dreams, supportive social norms (being “cool”), and being in control and self-confident

**STRATEGY. And lower these barriers, address these 'Ps':**

<b>Barrier</b>	<b>Product</b>	<b>Price</b>	<b>Place</b>	<b>Promotion</b>
Barriers were grouped into these key elements:		<i>Note: all of these interventions addressed price issues.</i>		
Lack of skills for condom use, and for communication and negotiation	Skills workshops			
Lack of feeling of self-efficacy regarding condom use, and communication and negotiation	Skills workshops			
Lack of peer and community norms supporting condom use in all situations	Skills workshops			Informational phone line  Mass media and print media

Lack of perceived risk for pregnancy, HIV and sexually transmitted infections	Skills workshops			Informational phone line
Lack of positive attitudes about: a) the comfort and convenience of condoms; b) using condoms with steady partners				Informational phone line Mass media and print media
Lack of access to condoms			Condom distribution	Informational phone line

<b>Through these intervention activities and tactics:</b>				
<i>Activities and Tactics</i>	<i>Behavior Change Goals</i>	<i>Program Delivery &amp; Reach Objectives</i>	<i>Outcome Objectives</i>	<i>Resources Needed</i>
Skills workshops	Use condoms correctly and consistently with all partners in all situations	<p><b><u>Skills workshops</u></b></p> <ul style="list-style-type: none"> <li>● Hold four 8-hour workshops a month for 12 months</li> <li>● By project end, 500 youth will have attended a Teen Stopping AIDS</li> </ul>	<p><b><u>Skills</u></b> Youth will:</p> <ul style="list-style-type: none"> <li>● Condom-use skills for all situations</li> <li>● Communication and negotiation skills for all partners and different</li> </ul>	The Sacramento-area project was funded at \$250,000- \$300,000 a year for implementation.

<p>Informational phone line</p> <p>Mass media and print media</p>		<p>workshops</p> <ul style="list-style-type: none"> <li>● By end of year 1, train 6 facilitators to lead youth workshops</li> </ul> <p><b><u>Informational phone line</u></b></p> <ul style="list-style-type: none"> <li>● 50 youth a month will call the information line</li> </ul> <p><b><u>Mass media and print media</u></b></p> <ul style="list-style-type: none"> <li>● Produce and air two radio spots on 3 urban stations for 12 months</li> <li>● Print and distribute 50 posters a month to local businesses and youth organizations in the 15 zip codes</li> <li>● Print and place 35 bus ads on local Sacramento buses for 4 months</li> <li>● Print and distribute 200 palm cards a month to youth at community events and through local hangouts in the 15 zip codes</li> <li>● 20% of local youth</li> </ul>	<p>situations</p> <p><b><u>Self-efficacy</u></b> Youth will feel confident:</p> <ul style="list-style-type: none"> <li>● That they can use condoms with all partners in all situations</li> <li>● About discussing and negotiating condom use with all partners in all situations</li> </ul> <p><b><u>Peer and community norms</u></b> Norms will reflect support for:</p> <ul style="list-style-type: none"> <li>● The use of condoms with all partners in all situations</li> <li>● The discussion of sex and condom use between partners</li> </ul> <p><b><u>Perceived risk</u></b> Youth will express belief:</p>	
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<p>Condom distribution</p>		<p>ages 14-18 will recall seeing or hearing a Teens Stopping AIDS ad</p> <p><b><u>Condom distribution</u></b></p> <ul style="list-style-type: none"> <li>● Produce and distribute 100 condom packs a month through local organizations and community events within the 15 zip codes</li> <li>● Each youth participating in a youth workshop will distribute 3 condom packs to friends or peers</li> <li>● Increase by 20% the number of outlets in the 15 zip codes offering free or low-cost condoms</li> </ul>	<ul style="list-style-type: none"> <li>● They are at risk for HIV and STIs</li> <li>● They are at risk of pregnancy</li> </ul> <p><b><u>Attitudes</u></b> Youth express positive attitudes about:</p> <ul style="list-style-type: none"> <li>● The comfort and convenience of condoms</li> <li>● Condom use with steady partners</li> </ul> <p><b><u>Access to condoms</u></b> Youth will know:</p> <ul style="list-style-type: none"> <li>● Condoms are affordable</li> <li>● Condoms are available</li> <li>● Condoms are available at the right time</li> </ul>	
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