

In 1993, the US Centers for Disease Control and Prevention (CDC) launched the Prevention Marketing Initiative to prevent the sexual transmission of HIV and other sexually transmitted diseases (STDs) among Americans 25 years old and younger. Sacramento is one of five sites across the country funded to plan, with a local planning committee, a prevention intervention for youth using social marketing, behavioral science, and local data.

The goal of the Sacramento program, called Teens Stopping AIDS, is to get sexually active 14-18 year-olds living in high-risk zip codes to use condoms correctly with all partners in all situations.

Teens Stopping AIDS program activities began during the summer of 1997, targeting youth in 15 zipcodes of the Sacramento metropolitan area. Activities included safer-sex workshops and an informational telephone line, supported by small print materials (such as posters and handbills). Radio ads began in September 1997 and ads on the sides of public buses began in mid-December 1997.

The community survey was designed by CDC and implemented by Battelle, a survey research firm. The objective of the community survey was to systematically assess youth's current sexual behaviors and attitudes, and to provide this new information to the service community. Comparison of various rounds of data could also provide measurement of community-level changes over time. The surveys were conducted as random phone surveys, where households within target zip codes were randomly called and then screened for eligible teens living in the household. Eventually, enough teenage respondents were identified to complete the samples.

The first round of the survey was conducted with 303 Sacramento-area youth during the winter of 1996-97 (December 17, 1996, through March 6, 1997). 134 of those youth (or 44%) reported being sexually active.

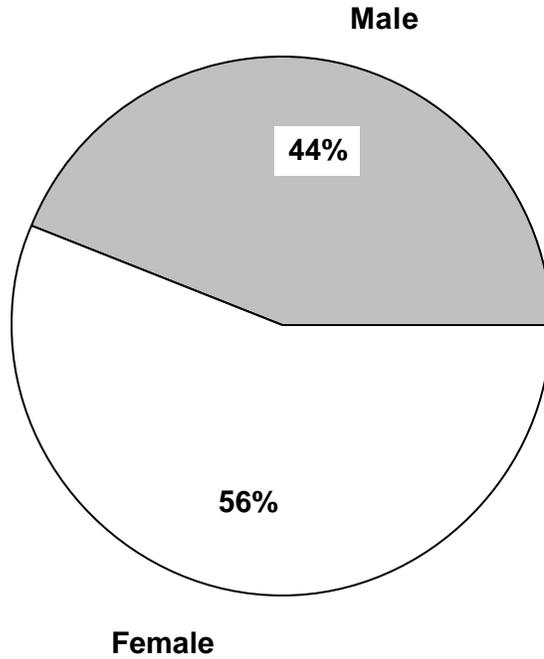
The second round of the survey was conducted with 248 Sacramento-area youth during the summer and fall of 1997 (July 16 through November 2, 1997). 98 of these youth (or 40%) reported being sexually active.

This report highlights some of the results from the two survey rounds. As you read through the initial findings, please review the labels carefully. Some pages report on results from both rounds; others from just one of the two rounds. Similarly, some pages show results for sexually active respondents.

Few changes were noted between the two rounds of interviews, which is not surprising because program activities were just getting underway during the second round of data collection.

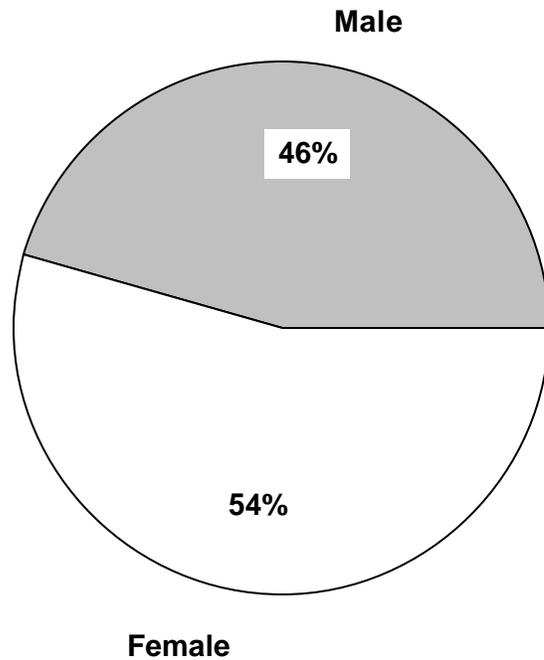
For more information about this survey, contact Eileen Hanlon, AED, 202-884-8909. For more information about Teens Stopping AIDS, contact Kristen Weeks-Norton, 916-498-9582.

Gender of Respondents



n=303

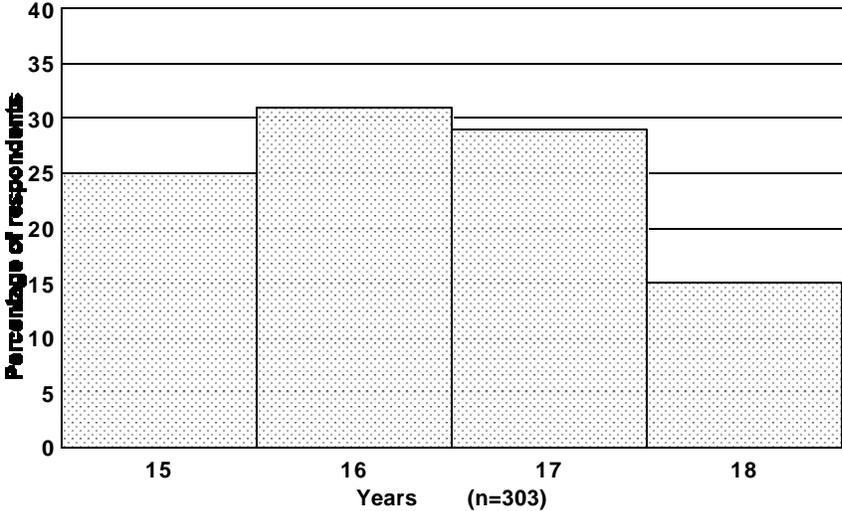
Gender of Respondents



n=248

Sacramento Community Survey, Round 1

Age of Respondents

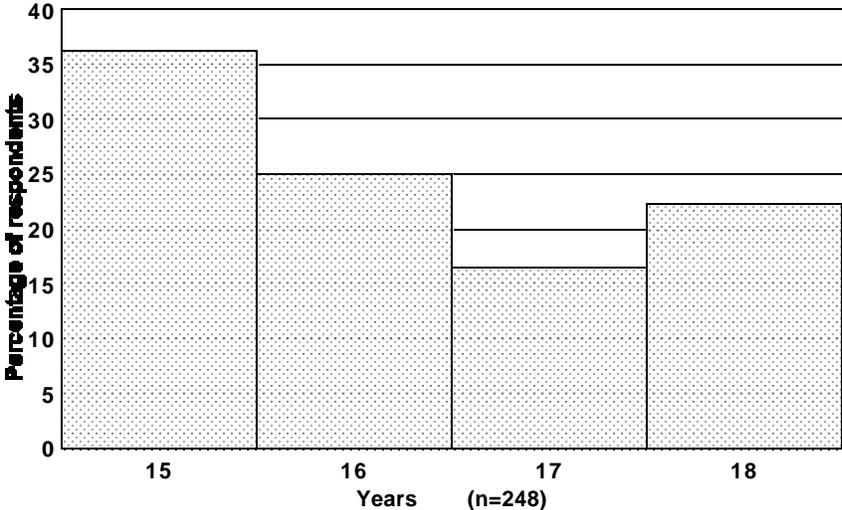


The average age of respondents for both rounds was 16 years.

The average of the sexually active respondents for both rounds was 16.6 years.

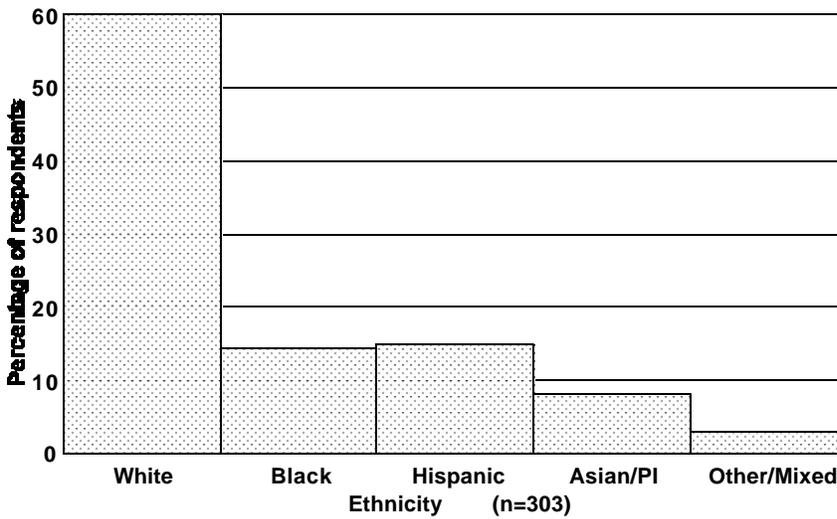
Sacramento Community Survey, Round 2

Age of Respondents



Sacramento Community Survey, Round 1

Ethnicity of Respondents

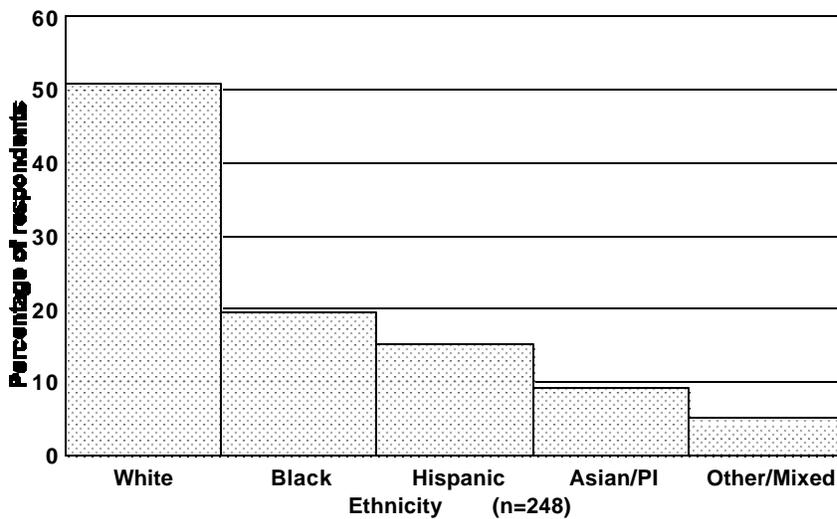


Compared with 1990 Census data for the 15 target zip-codes, whites are over-represented and Asians and youth of mixed ethnicity are under-represented in the two rounds.

The ethnic distribution for the sexually active respondents was more reflective of the zipcodes, except for the low number of Asians (not shown).

Sacramento Community Survey, Round 2

Ethnicity of Respondents

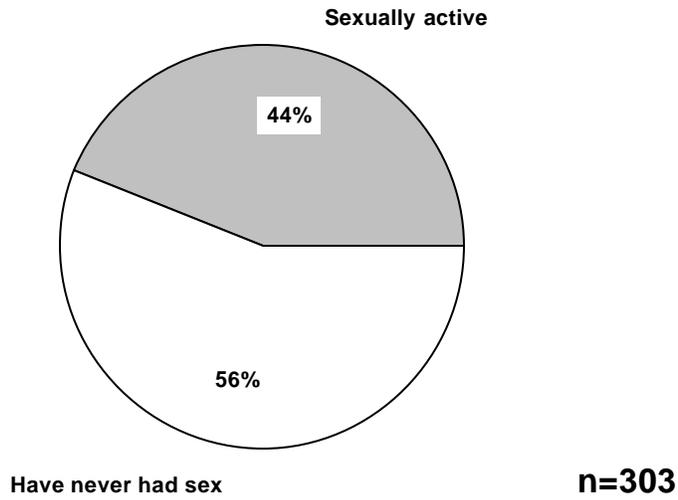


Sacramento Community Survey, Round 1

Respondents Who Have Had Sex

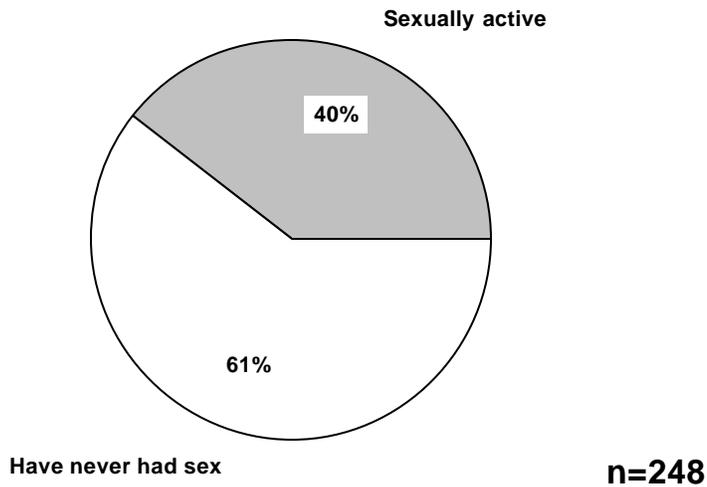
About two-fifths of the survey respondents are sexually active.

[Note: These graphs are repeated again on page 19 to introduce the sexual behavior results.]



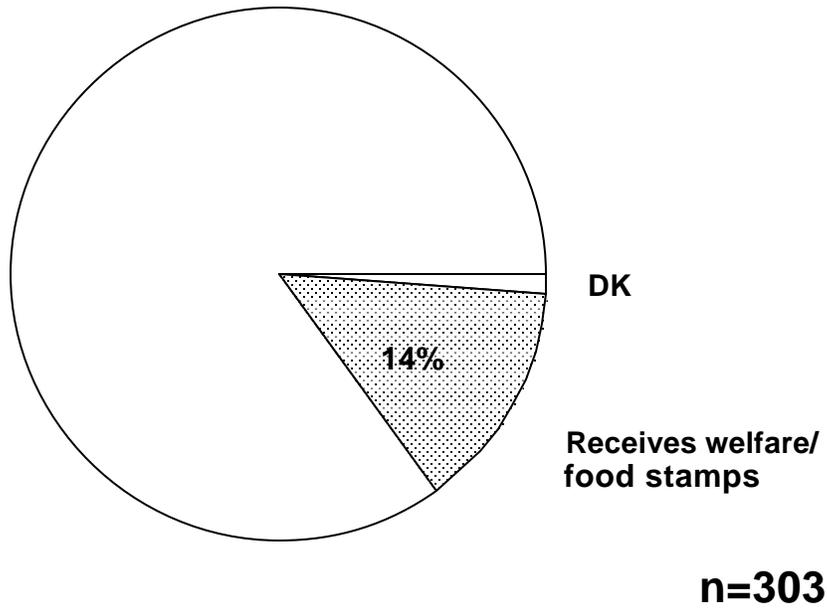
Sacramento Community Survey, Round 2

Respondents Who Have Had Sex



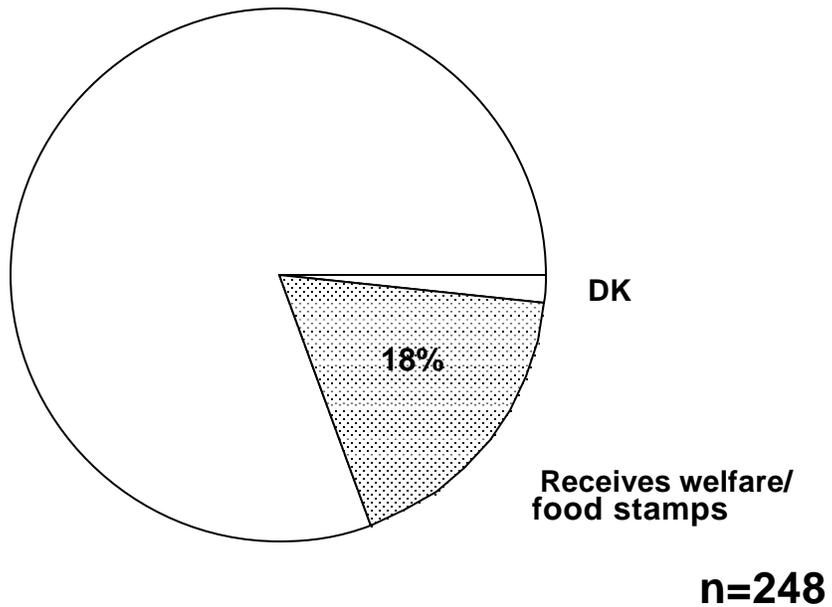
Sacramento Community Survey, Round 1

Respondent's Family Financial Situation



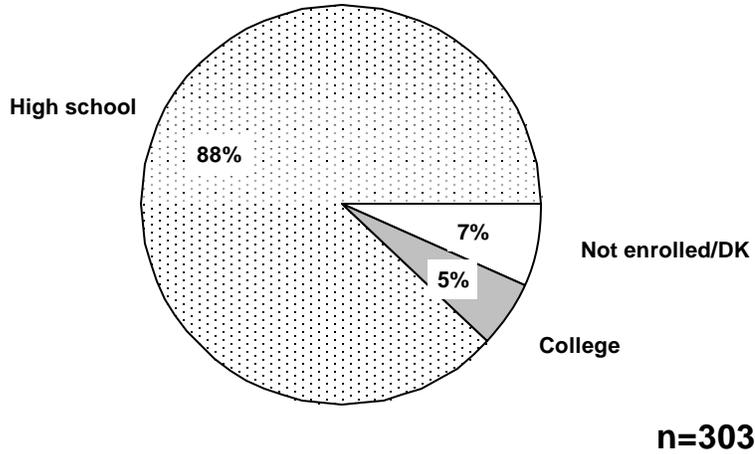
Sacramento Community Survey, Round 2

Respondent's Family Financial Situation



Sacramento Community Survey, Round 1

Respondents in School



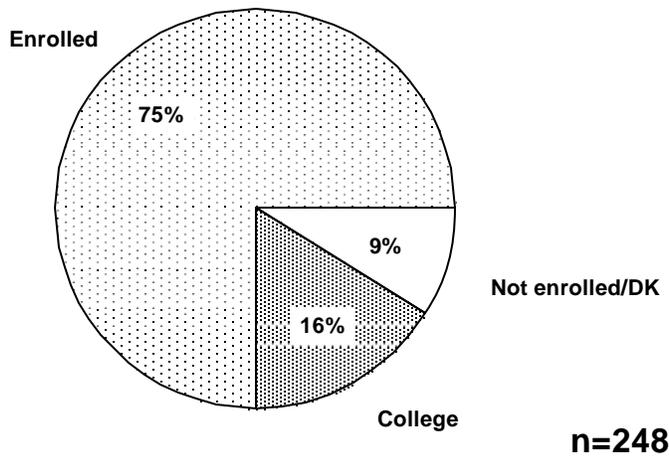
The slightly higher number of youth out of school in round 2 may have been due to the fact that interviews took place during the summer.

In addition, round 2 enrollees were more likely to be in college. This reflects the larger number of 18-year olds in the sample (see charts on page 3).

The next page shows enrolslment for sexually active respondents.

Sacramento Community Survey, Round 2

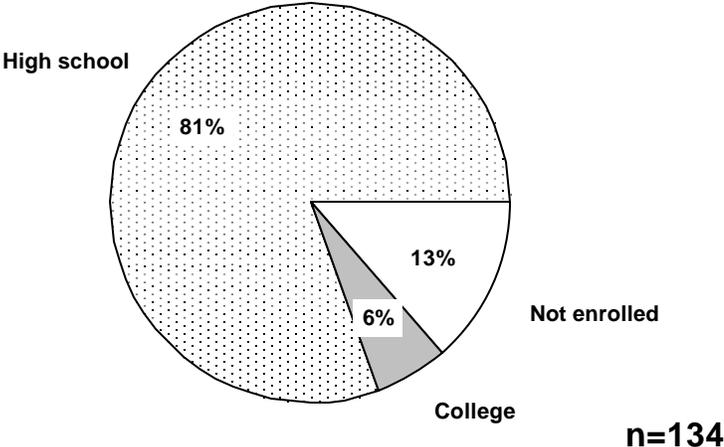
Respondents in School



Sacramento Community Survey, Round 1

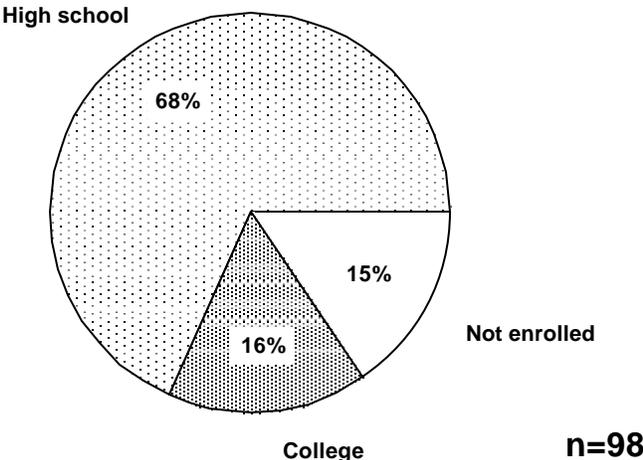
Sexually Active Respondents in School

A slightly larger proportion of sexually active respondents (compared with all respondents) are not enrolled in school.



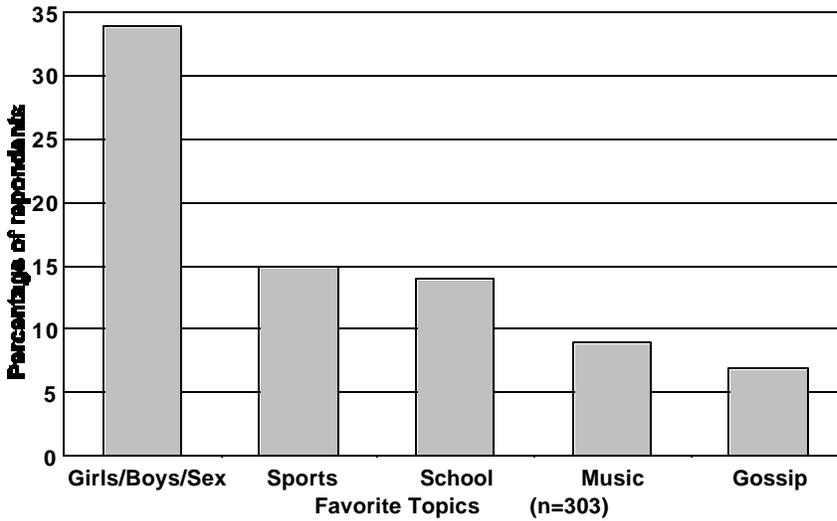
Sacramento Community Survey, Round 2

Sexually Active Respondents in School



Sacramento Community Survey, Round 1

Respondents' Conversation with Friends



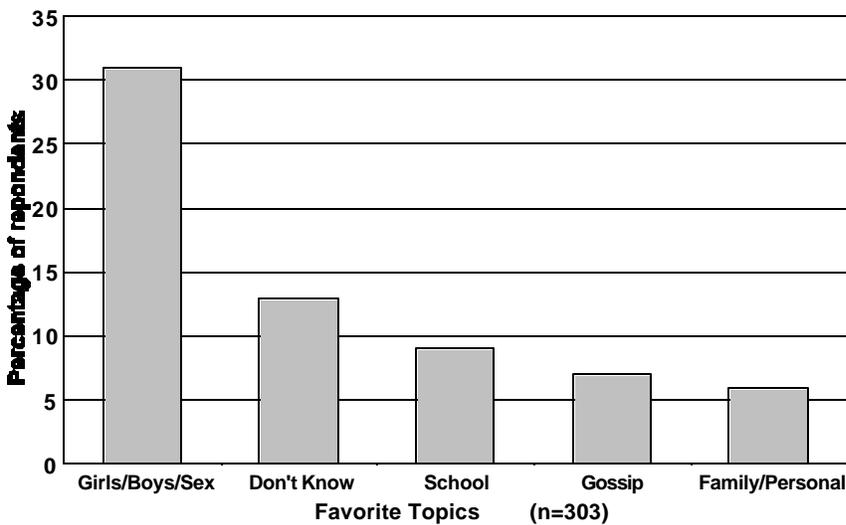
Youth say that the opposite sex and sex are the main topic of conversation with their friends and dates.

About 50% of sexually active youth say that the opposite sex and sex are the main topic of conversations (not shown).

These questions were not asked in the second round of the survey.

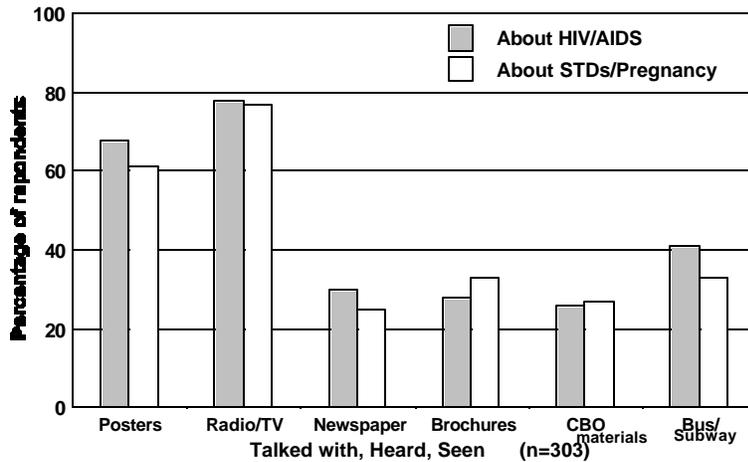
Sacramento Community Survey, Round 1

Respondents' Conversation with Dates



Sacramento Community Survey, Round 1

Sources of Information in Last 30 Days



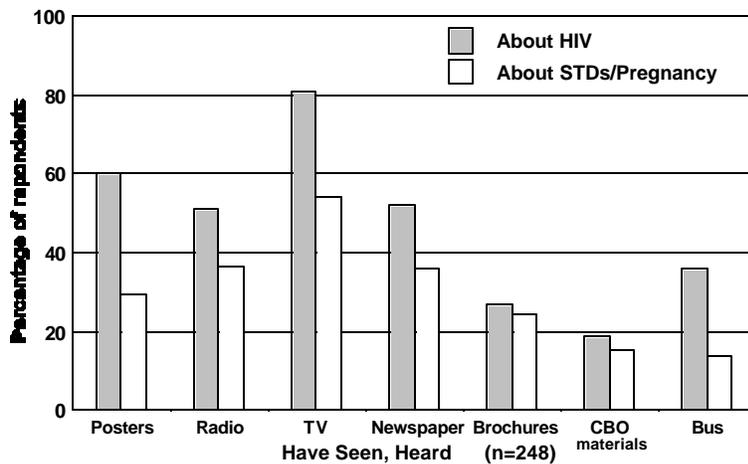
Youth get most of their information about HIV and STDs from the mass and print media. But these results do not necessarily indicate information about *prevention*.

These percentages were similar for sexually active respondents, although sexually active youth reported seeing a bit more material on STDs and pregnancy.

Reported exposure to HIV, STD, and pregnancy information via posters, mass media, and transit media are relatively high even before the initiation of Teens Stopping AIDS activities.

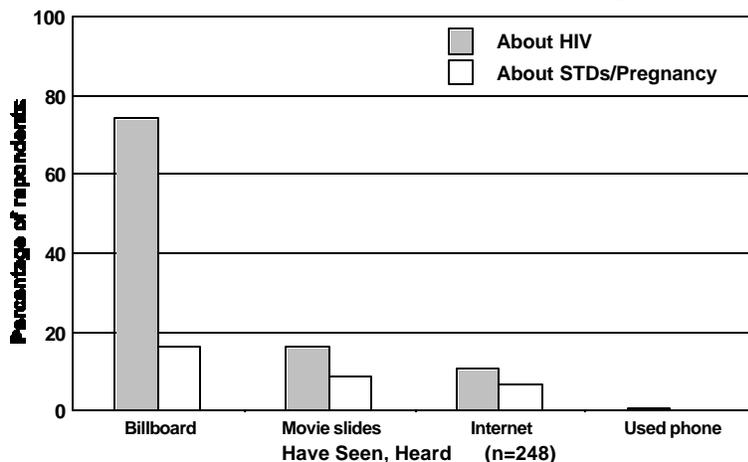
Sacramento PMI Community Survey, Round 2

Sources of Information in Last 30 Days (1)



Sacramento PMI Community Survey, Round 2

Sources of Information in Last 30 Days (2)



Respondents' Awareness of Prevention Programs

About a third of youth can name at least one prevention program in the community. These percentages were similar for sexually active youth.

	Percentage of all respondents	
	Round 1	Round 2
Know of an AIDS prevention or safer-sex program in the community	36%	29%
Program in school	10%	13%
Teens Stopping AIDS		11%
Planned Parenthood program	2%	17%
Urban League program		8%
Sacramento County DHHS	25%	5%
Local health department	9%	11%
Have ever attended an HIV workshop (not in school)		7%

Respondents' Awareness of Teens Stopping AIDS (Round 2)

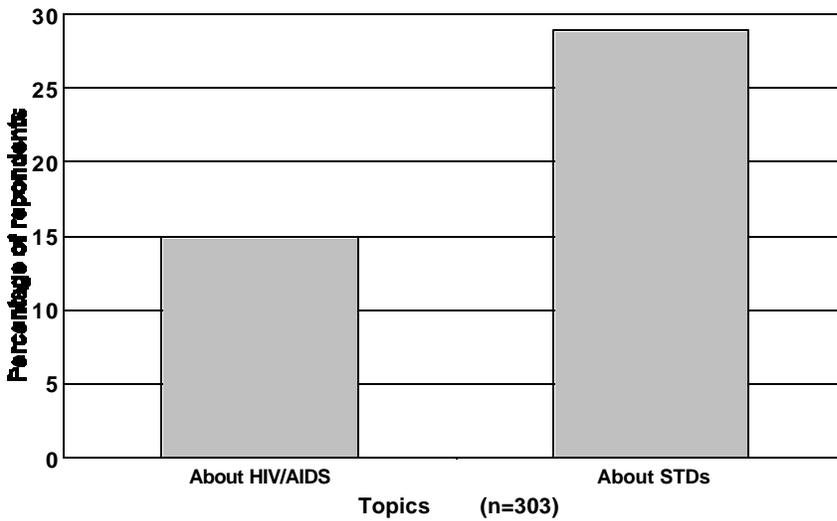
The levels of awareness of Teens Stopping AIDS are higher than expected, probably reflecting the high exposure to the radio ads that began during round 2 of the survey.

The levels of awareness were similar for sexually active respondents.

	Percentage of all respondents
Heard of Teens Stopping AIDS	35%
from school	17%
from TV/radio	10%
from friends/peers	7%
Heard about Teens Stopping AIDS on radio	20%
Seen Teens Stopping AIDS in newspaper	17%
Seen Teens Stopping AIDS brochure	16%
Seen Teens Stopping AIDS logo or sticker	15%
Friends have mentioned Teens Stopping AIDS	15%
Seen Teens Stopping AIDS poster	14%
Seen Teens Stopping AIDS Tshirt or hat	10%
Seen Teens Stopping AIDS billboard	9%
Seen Teens Stopping AIDS condom package	7%
Seen Teens Stopping AIDS key chain	6%
Know someone who has attended a Teens Stopping AIDS workshop	7%

Sacramento PMI Community Survey, Round 1

Have Talked with Parents in Last 30 Days

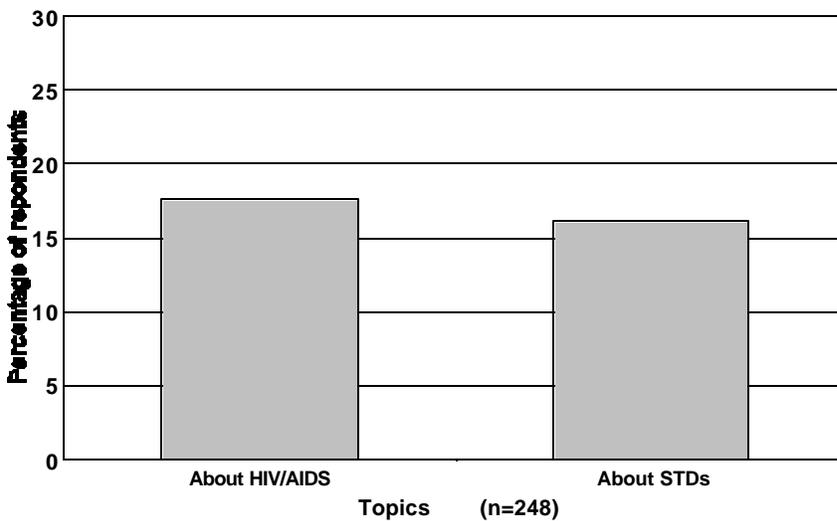


Not many youth have recently talked with their parents about HIV.

Only about a fifth of sexually active youth reported talking with their parents recently (not shown here).

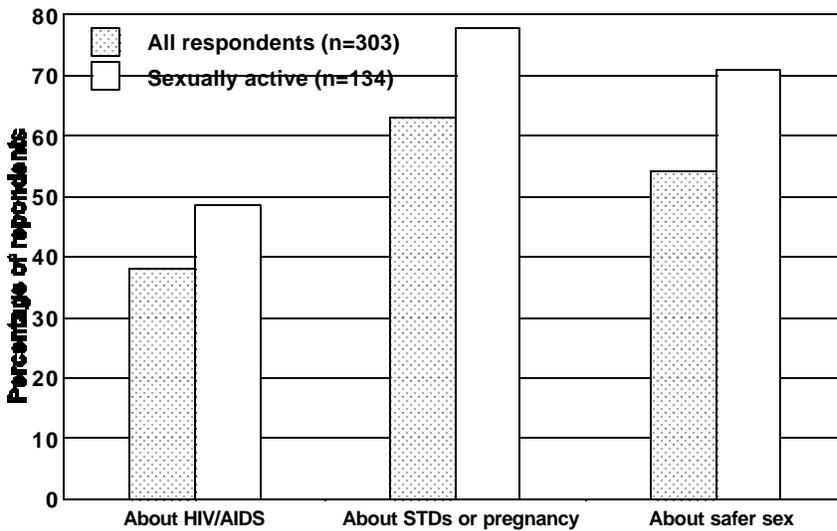
Sacramento PMI Community Survey, Round 2

Have Talked with Parents in Last 30 Days



Sacramento Community Survey, Round 1

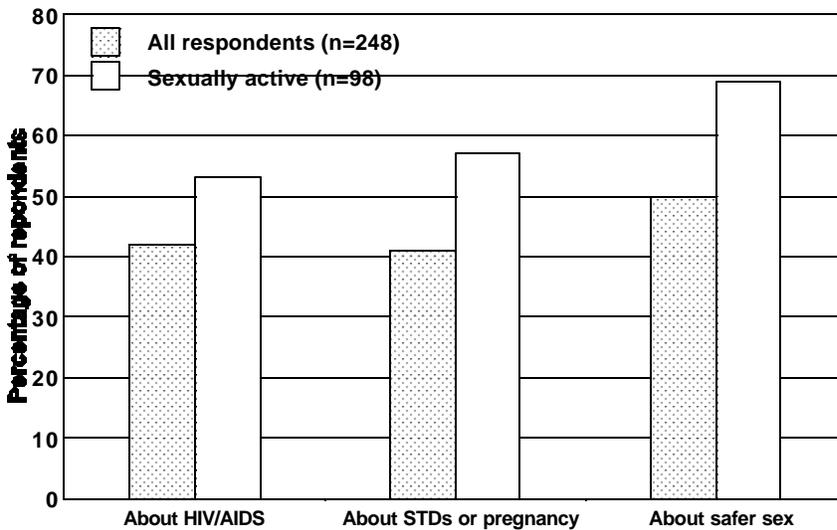
Talked with Friend/Peer in Last 30 Days



Many teens, especially sexually active teens, have talked recently with their friends about STDs and safer sex.

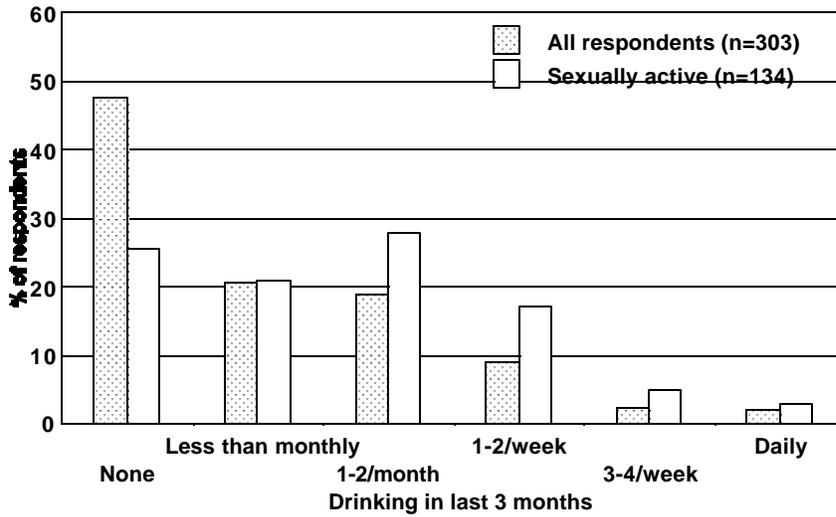
Sacramento Community Survey, Round 2

Talked with Friend/Peer in Last 30 Days



Sacramento PMI Community Survey, Round 1

Respondents' Alcohol Use



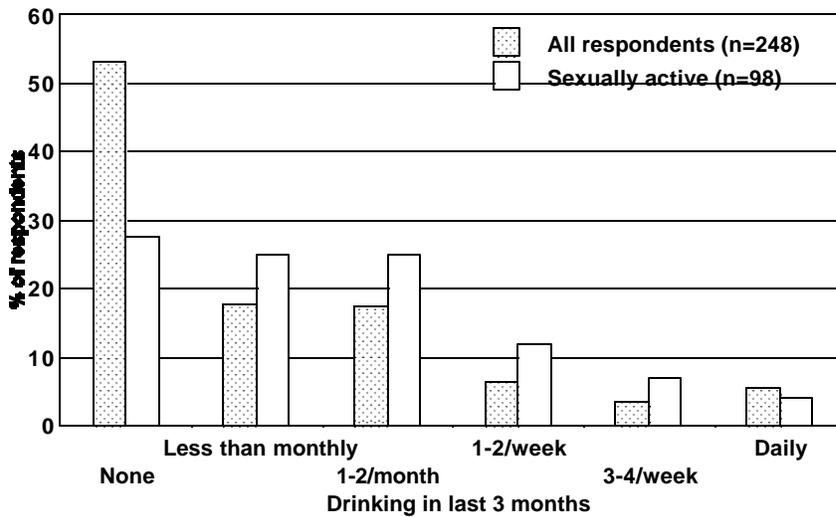
Nearly half of the youth in round 2 say they drank alcohol in the 3 months prior to the interview.

Of the youth who drank, 25% (or 10% of all the respondents) said they had 5 or more drinks at a time.

The percentages for all respondents are similar to those for alcohol use during the past month in the California Youth Risk Behavior Survey (1995 YRBS).

Sacramento PMI Community Survey, Round 2

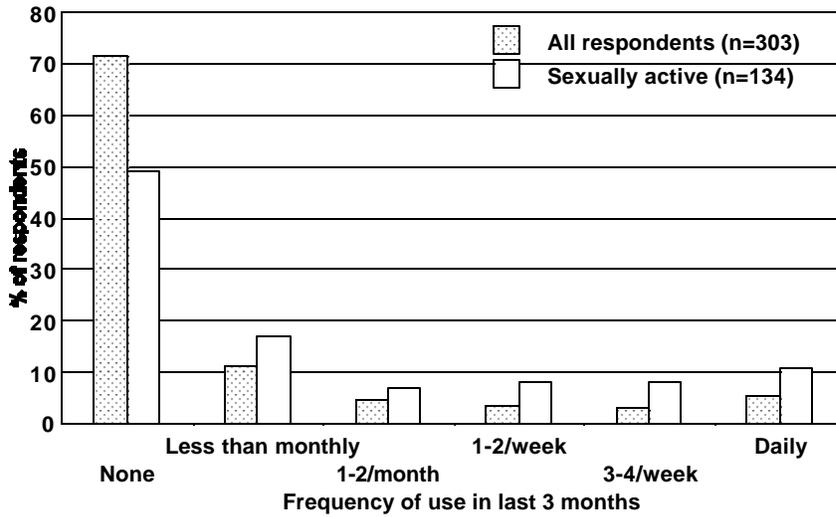
Respondents' Alcohol Use



A greater proportion of sexually active youth reported drinking in the past month (see white bars). A third of sexually active youth who drank said they had 5 or more drinks at one time (round 2).

Sacramento PMI Community Survey, Round 1

Respondents' Drug Use



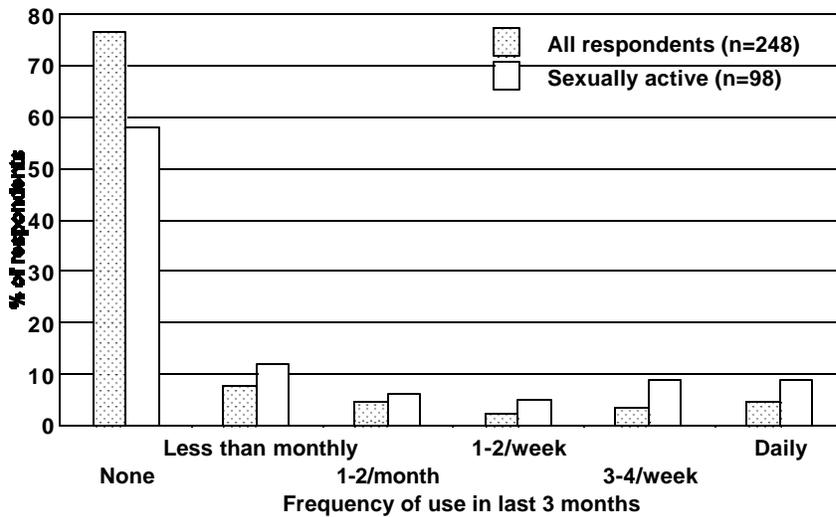
Of all the youth in round 2, 23% said they had used drugs during the previous month. (The types of drugs used were not specified.)

The percentages for all respondents are similar to those for marijuana use during the past month in the California Youth Risk Behavior Survey (1995 YRBS).

A greater proportion of sexually active youth reported using drugs (see white bars). About 10% of the sexually active youth say they use drugs every day.

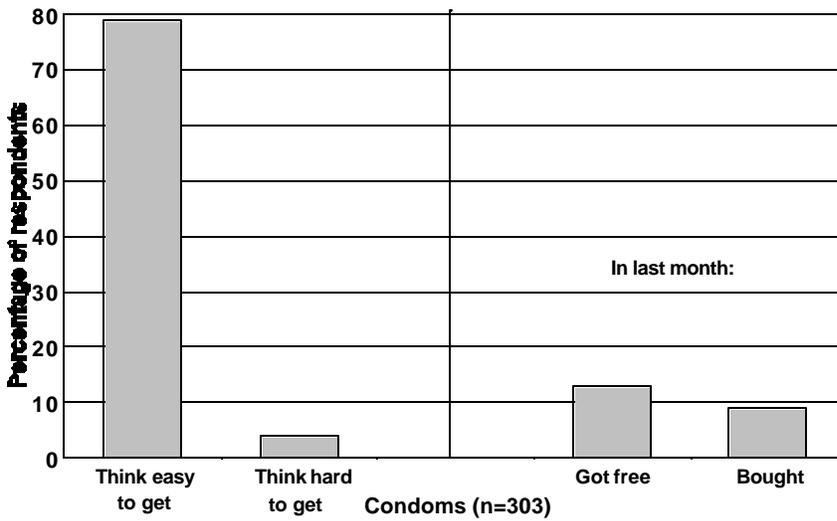
Sacramento PMI Community Survey, Round 2

Respondents' Drug Use



Sacramento Community Survey, Round 1

Respondents' Access to Condoms



Although most youth think that condoms are easy to get, few have tried to get any in the month prior to the interview.

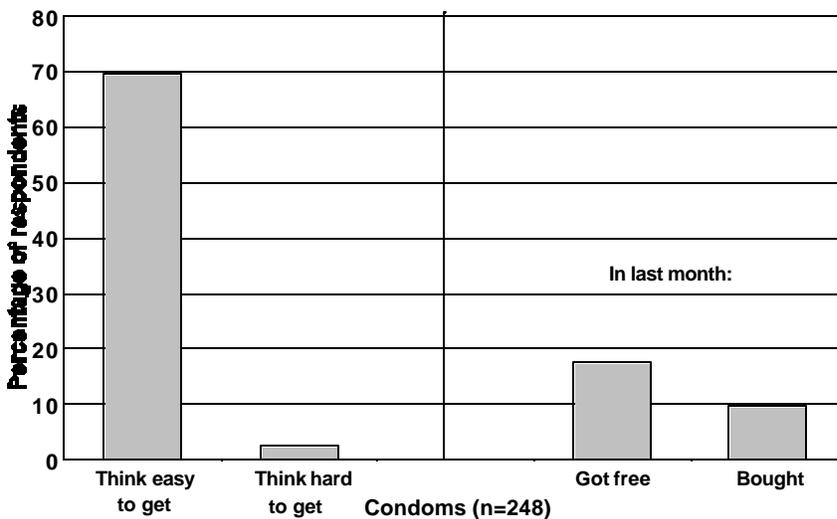
Only about a fifth of sexually active youth had bought condoms in the month prior to the surveys (not shown).

More sexually active youth also reported receiving free condoms: about a fourth in round 1 and a third in round 2 (not shown).

Youth said they got free condoms from friends, clinics, stores, CBOs, relatives, and outreach workers. Youth bought condoms from drug and convenience stores.

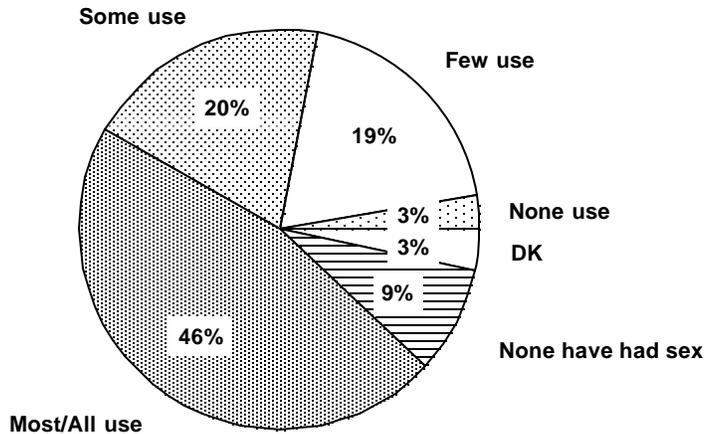
Sacramento Community Survey, Round 2

Respondents' Access to Condoms



Sacramento PMI Community Survey, Round 1

Number of Friends Who Use Condoms



n=303

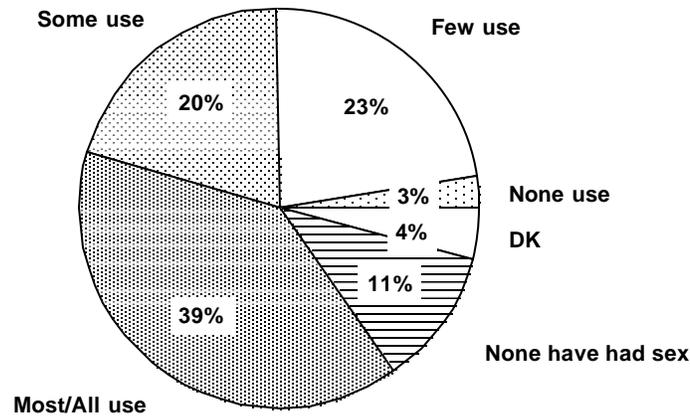
More than half of youth surveyed think that their friends use condoms every time they have sex.

These proportions are similar for sexually active respondents.

Only 3 sexually active respondents (both rounds together) said that none of his/her friends had had sex.

Sacramento PMI Community Survey, Round 2

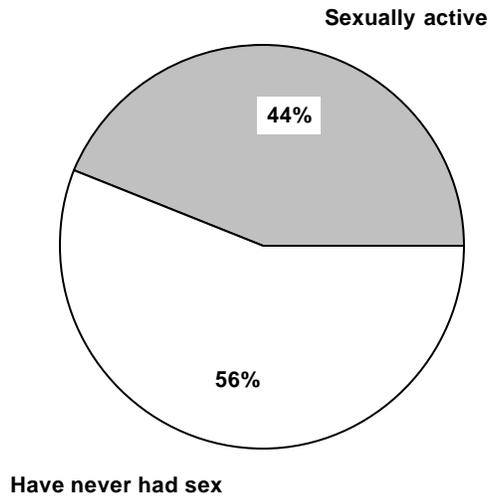
Number of Friends Who Use Condoms



n=248

Sacramento Community Survey, Round 1

Respondents Who Have Had Sex



n=303

About two-fifths of the survey respondents are sexually active.

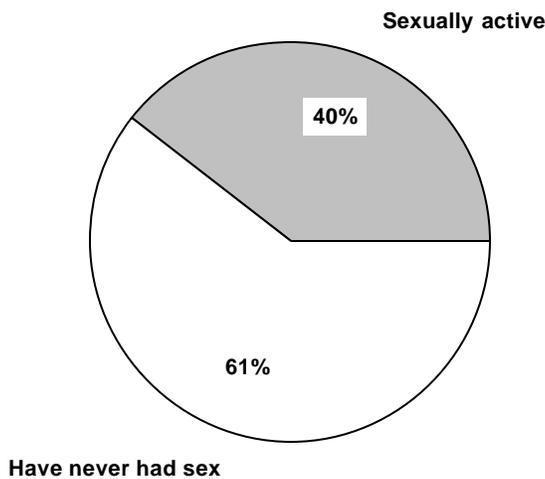
In both rounds, 5% of the sexually active youth reported ever having had an STD.

About one sixth (17%) of sexually active youth said they had been or had gotten someone pregnant.

These percentages are comparable to the 1995 YRBS findings (45% sexually active, 14% had ever been or gotten someone pregnant).

Sacramento Community Survey, Round 2

Respondents Who Have Had Sex



n=248

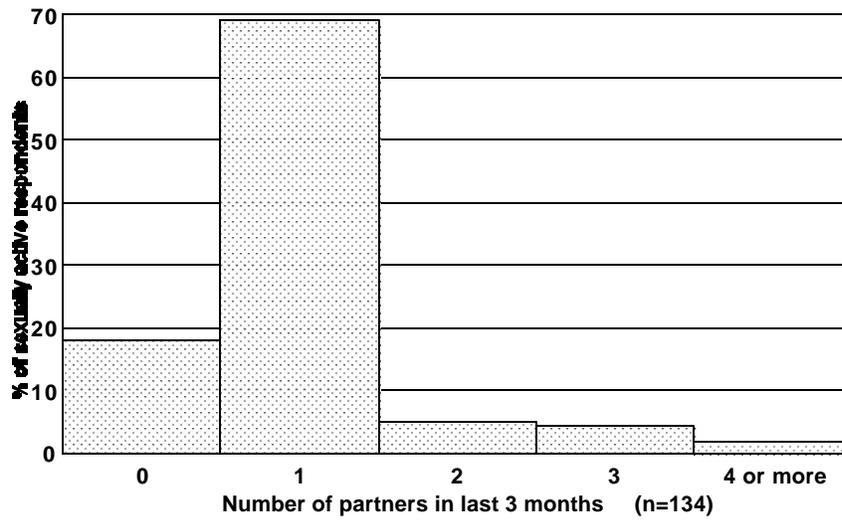
Few sexually active plan *not* to have sex again in the near future.

Respondents' Intent to Have Sex (Round 2)	Percentage of all respondents	Percentage of <i>sexually active</i> respondents
Definitely/probably won't have sex in next year	47%	8%
Definitely will have sex in next year	23%	56%
Probably will have sex in next year or 50-50 chance	30%	36%

Sacramento Community Survey, Round 1

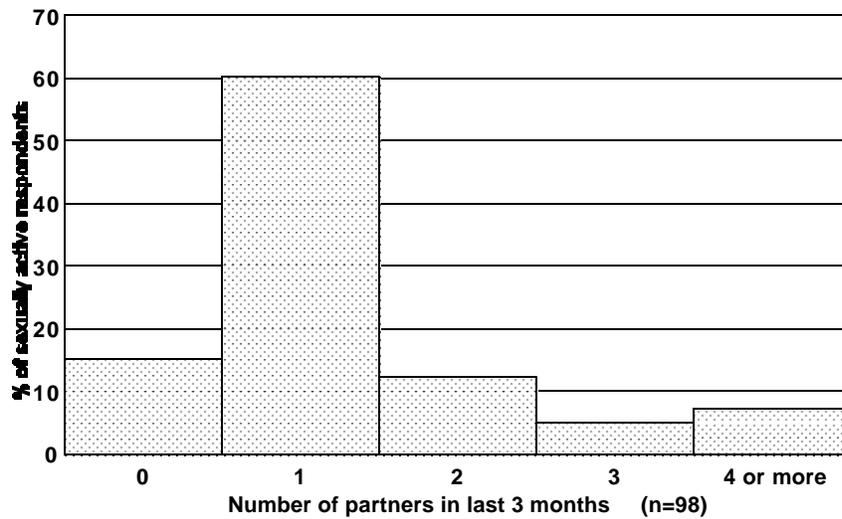
Respondents' Number of Recent Partners

Most sexually active teens report just one partner in the 3 months prior to the survey.



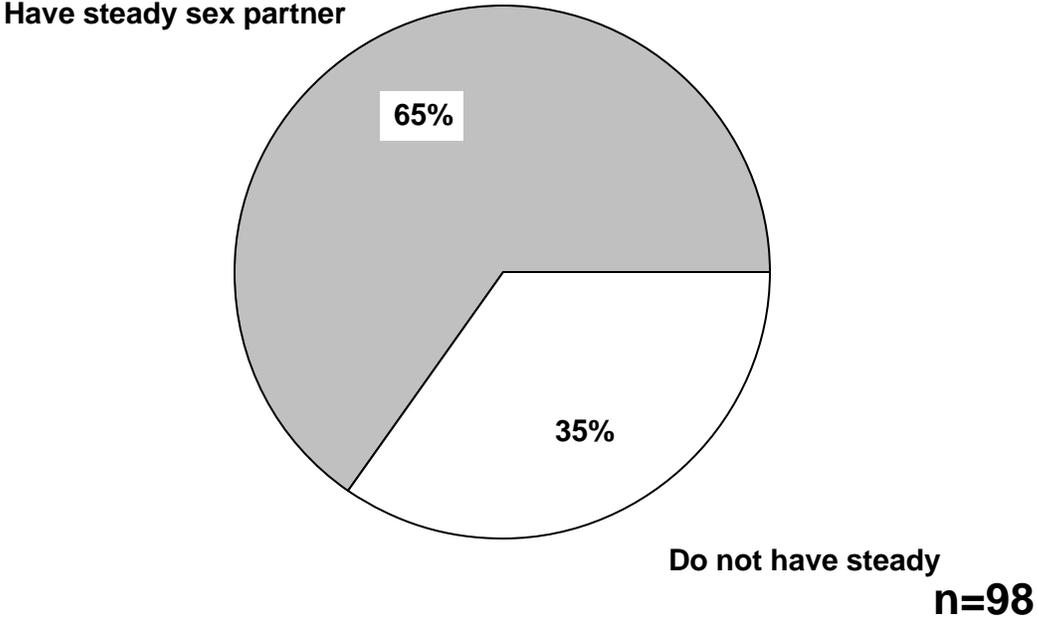
Sacramento Community Survey, Round 2

Respondents' Number of Recent Partners



Sacramento PMI Community Survey, Round 2

Sexually Active Who Have Steady Partner



About two-thirds of sexually active respondents say they have a steady or main partner. This is down from 69% in the first round.

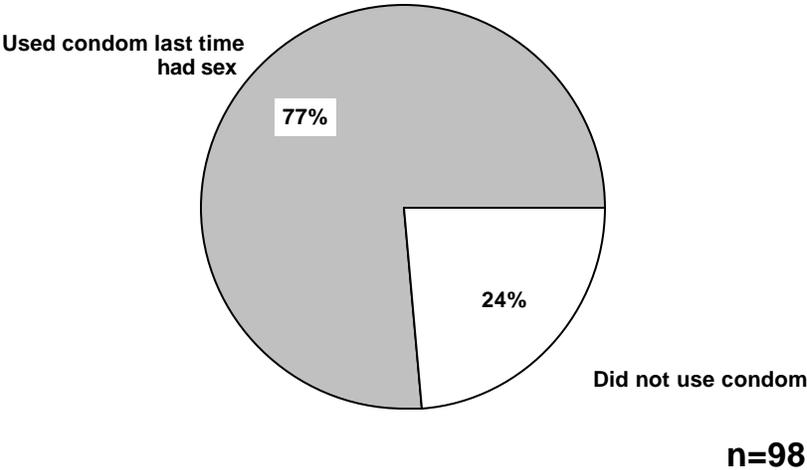
Of those that have a steady partner, almost half say they have been with that partner for a year or more.

About one fifth of sexually active youth with a steady partner have no intention of using a condom in the future.

Respondent’s Intent to Use Condoms with Main Partner (Round 2)	Percentage of sexually active respondents
My main partner and I definitely plan to use condoms	59%
My main partner and I will probably use condoms	22%
My main partner and I will probably/definitely not use condoms	19%

Sacramento PMI Community Survey, Round 2

Sexually Active Who Use Condoms



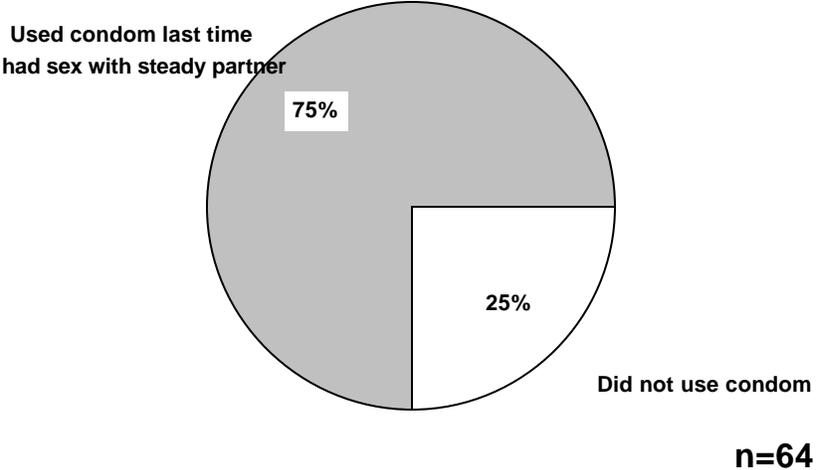
About three-fourths of sexually active respondents say they used a condom last time they had sex.

A fourth of respondents said they used another form of birth control last time they had sex, compared with 38% of the respondents in round 1.

These rates are much higher than expected. The 95 YRBS reported that 52% of sexually active CA students had used a condom at last intercourse, and 25% used another form of birth control.

Sacramento PMI Community Survey, Round 2

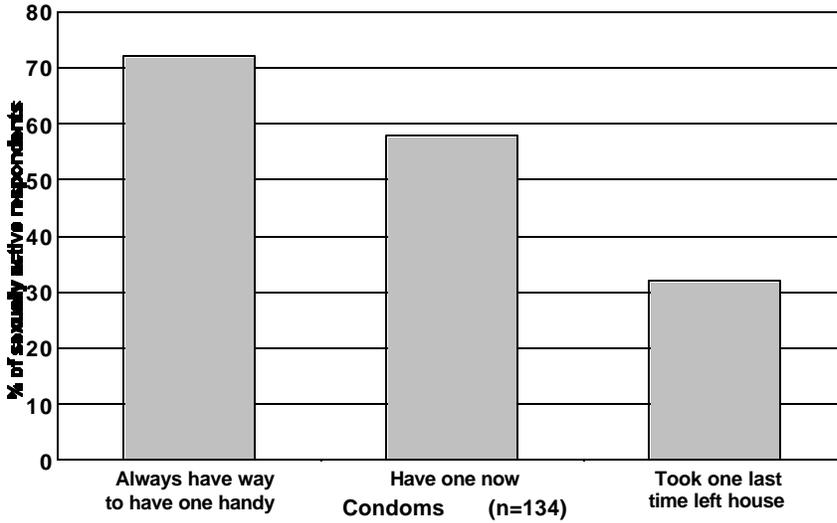
Sexually Active Who Use Condom with Steady



Three-fourths of those with steady partners say they used a condom the last time they had sex. This is up from round 1, when 65% of those with a steady said they had used a condom. These percentages are also much higher than expected.

Sacramento Community Survey, Round 1

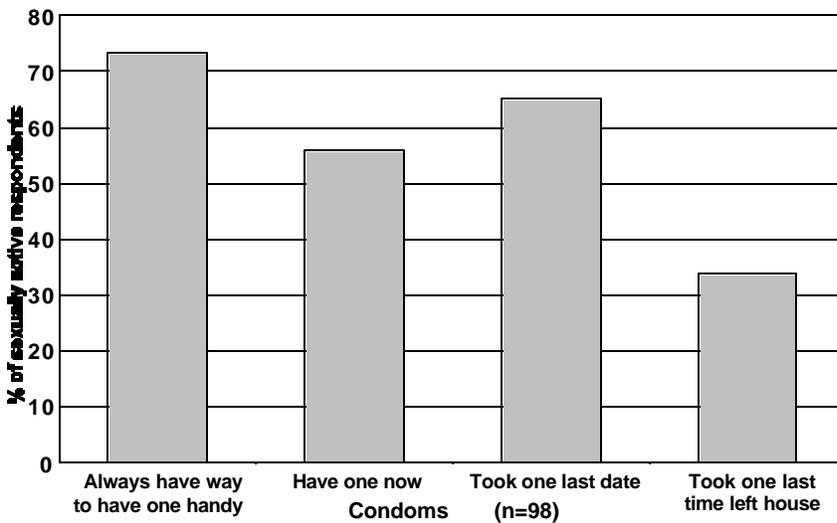
Sexually Active Have Condoms Handy



More than two-thirds of sexually active respondents say they have condoms handy, and many say that they carry them on a date.

Sacramento Community Survey, Round 2

Sexually Active Have Condoms Handy



Social Norms

Almost three-fourths of all respondents value parental opinions (not shown). A smaller percentage (about two-thirds) of sexually active report this level of importance.

Most sexually active teens say that their friends and partners think condom use is very or fairly important. However, there is still a sizeable minority that does not believe that their partner cares about condom use.

	Percentage of <i>sexually active</i> respondents	
	Round 1	Round 2
Parents think condom use is <i>very</i> important	94%	91%
Adults' opinion of me is very important	60%	67%
Friends think condom use is <i>very</i> important	50%	58%
Friends think condom use is <i>fairly</i> important	20%	25%
My friends' opinion of me is very important	39%	40%
My friends' opinion of me is fairly important	30%	28%
My partner thinks condom use is very important	49%	62%
My partner thinks condom use is fairly important	21%	20%
My partner thinks condom use is not very important, or not important at all	28%	17%
My partner's opinion of me is very important	67%	66%

Respondents' Self-Efficacy in Negotiation and Condom use

Feeling confident about doing a behavior is often related to actually doing the behavior.

Most sexually active respondents say they can negotiate sexual situations and refuse sex. These rates are similar for all respondents (not shown). Given these high rates, it would be difficult to show improvement in self-efficacy, even after a prevention program.

Fewer sexually active youth feel confident that they can put off having sex to use a condom.

	Percentage of sexually active respondents	
	Round 1	Round 2
Respondents who feel confident*		
I could refuse going to back bedroom at a party	92%	94%
I could say no to pressure and explain why	95%	92%
I could say no to pressure, repeatedly	93%	92%
I could get out of an unwanted (pressure) situation	95%	93%
I would consider ending a (pressured) relationship	89%	92%
Respondents who agree†		
I would be able to ask a new partner to use a condom the first time we had sex	93%	93%
I would be able to ask a long-time partner to use a condom	89%	91%
I would be able to turn down sex if partner says no condom	90%	90%
I would be able to convince my partner to use a condom	89%	86%
Respondents who are sure‡		
I would use a condom even if I was not in the mood	81%	88%
I would put off having sex until I got a condom	77%	82%

*: responses include “very confident” and “somewhat confident”

†: responses include “strongly agree” and “agree”

‡: responses include “very sure” and “somewhat sure”

Sexually Active Respondents' Attitudes and Beliefs

Most teens have positive attitudes about safer sex and condoms. The rates for all respondents (not shown) are similar to those here for sexually active youth. Again, it would be difficult to raise these already high percentages through a prevention program.

More than a fourth of sexually active youth know someone with HIV, and most youth are aware that they are at risk of STDs.

	Percentage of sexually active respondents who agree	
	Round 1	Round 2
I know someone with AIDS or HIV	26%	36%
I know someone who has died of AIDS	26%	32%
I am concerned about catching AIDS or other STD	87%	90%
If I'm not careful I could catch an STD	95%	98%
I worry that I could catch an STD	87%	88%

A fifth of *all* youth disagreed that condoms protect against STDs (not shown). This was lower for sexually active youth. But about a fourth of sexually active youth think that condoms reduce pleasure.

	Percentage of sexually active respondents who agree	
	Round 1	Round 2
Condoms protect against STDs	90%	86%
Condoms create a sense of safety	96%	92%
Condoms are messy	27%	28%
Using a condom takes the wonder out of sex	20%	27%
Condoms take away the pleasure of sex	21%	29%

While most sexually active respondents link respect with condoms, some are not sure that condoms are necessary with a long-term partner or are a sign of caring.

	Percentage of sexually active respondents who agree	
	Round 1	Round 2
Don't need condom if you know your partner	12%	11%
Don't need condom if partner doesn't have an STD	13%	11%
Condoms aren't necessary if with long-time partner	17%	14%
I wouldn't mind if my partner suggested a condom	96%	94%
Using condoms shows my partner I care	83%	86%
I wouldn't use a condom if my partner refused	13%	12%
I would respect a partner who suggests a condom	96%	99%
I would feel relieved if my partner suggested a condom	89%	93%
If my partner suggested a condom, I would only think him/her cautious	83%	85%
Others should respect my desire to use a condom	100%	97%

And a sixth of *all* respondents (not shown) still think that condom carriers “sleep around.” This percentage is a bit smaller for sexually active youth.

	Percentage of sexually active respondents who agree	
	Round 1	Round 2
Condom carriers would have sex with anyone	15%	14%
People who use condoms sleep around a lot	6%	11%
Condom carriers are just looking for sex	8%	7%

Sexually Active Respondents' Communication (Round 2)

These questions gave the youth a situation and a response, then asked the youth if the response was something they might say or think.

These results do not indicate a clear trend. For most situations, the respondents split almost evenly between the three choices. Youth said that they might use a few of the responses, which are highlighted below, and for several others, most youth said they did not relate to the response at all.

However, it is not clear whether youth did not relate to the specific language used in the interview or whether they did not relate to the situation itself.

The results for all respondents are similar (not shown here).

Situation and response	Percentage of all respondents		
	Like me*	Somewhat like me	Not like me
Upon partner condom refusal, you suggest trying something besides intercourse	28%	30%	42%
Upon partner condom refusal, you say: Nonsense! That's it for us; let's go home	32%	27%	42%
Upon partner condom refusal, you say: You're more important; we don't need to use it	12%	16%	71%
When partner silent, you think: I am going to force him/her to talk to me	28%	28%	44%
When partner silent, you think: I will make a joke; distract him/her	36%	33%	32%
When partner silent, you think: I will tell him/her that his/her silence leaves me confused	66%	22%	11%
Upon partner condom refusal, you think: We can talk about it	38%	39%	23%
Upon partner condom refusal, you think: I am afraid s/he won't see me again	3%	22%	75%
Upon partner condom refusal, you think: That's it for us if s/he not do as I say	34%	25%	42%
Upon partner condom excuse, you say: I would worry too much	68%	25%	7%

Situation and response	Percentage of all respondents		
	Like me*	Somewhat like me	Not like me
Upon partner condom trust excuse, you say: Not a question of trust; you don't understand what I'm saying	62%	32%	6%
Upon partner condom trust excuse, you say: Drop it; I don't want to argue	20%	15%	64%
Expecting pressure, you to rehearse for situation	23%	29%	48%
Expecting pressure, you think: I'm going to get really angry	28%	27%	45%
Expecting pressure, you think: maybe it will just go away	14%	30%	56%

*: responses include "just like me" and "mostly like me"