



MAJOR FINDINGS

Rock Point 256 Radio Serial Drama:

- Between 2008 and 2010, the Rock Point 256 focused on domestic violence, alcohol abuse, transactional sex, sexual networks and concurrent partnership, couple HIV counselling and testing, and HIV stigma.
- Overall, 63% of 15-24 years olds had heard about Rock Point 256
- 56% had listened to it. Listeners were more likely to be male from urban areas.
- 58% of rural males and 49% of rural females had listened.
- Overall 75% of the young people who listened to Rock Point 256 reported that it had influenced them to take an action.

Table 3.1: Characteristics survey respondents ages 15-24

	Number	% (%)
Ages 15-24	1,483	51%
Gender		
Male	708	48%
Female	775	52%
Age group		
15-19 years	929	63%
20-24 years	554	37%
Residence		
Rural	1099	73%
Urban (not Kampala)	152	14%
Kampala	232	13%
Socio-economic status		
Lowest	318	23%
Second	469	33%
Third	248	16%
Highest	448	29%
In school		
Yes	909	63%
No	502	37%

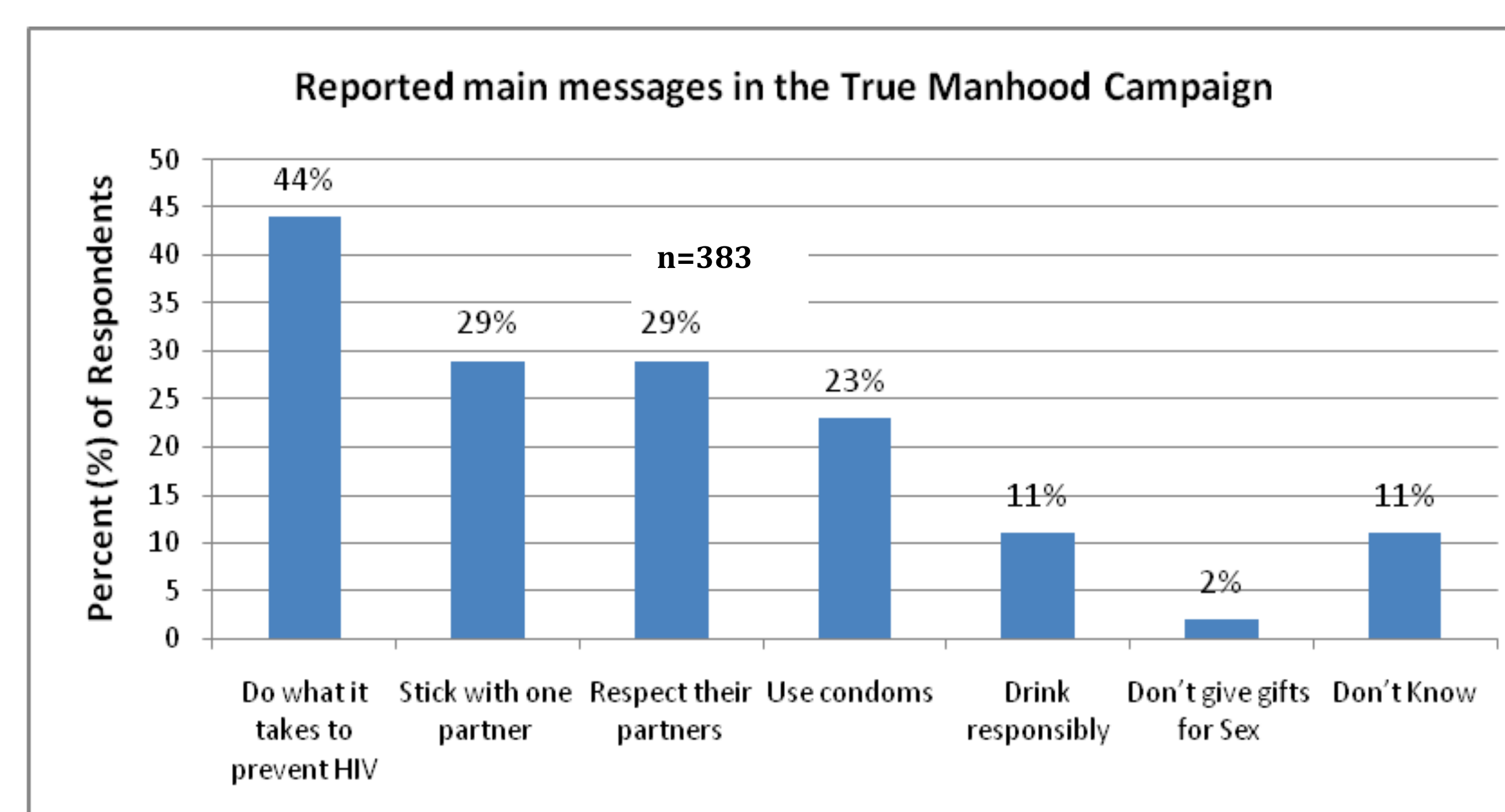
True Manhood Campaign:

- In June 2009, YEAH launched the True Manhood campaign which is designed to encourage young men change the negative and risky masculine attributes that expose them and their partners to HIV.
- Approximately 30% of 15-24 year old males in the survey heard or saw the True Manhood message.
- Some 47% of young people in urban areas as opposed to 25% in rural areas remembered messages from the campaign.
- Slightly less than half (47%) of those exposed to the campaign said it had influenced them to take action. Among those influenced, 63% decided to stick to one partner, 13% started using condoms and 6% called the 0800 200 600 Hot line.

Alcohol use:

- The prevention of alcohol abuse campaign designed as the second phase of the True Manhood campaign was launched in August 2010 to encourage young men and women to do what it takes to protect themselves and their partners from HIV by drinking responsibly or not at all. The 2012 YEAH survey will evaluate the campaign.

- Overall, 20% of respondent's reportedly drank alcohol in the 12 months prior to the survey (29% men, 13 women). 20-24 year olds were twice as likely as 15-19 year olds to drink alcohol in the previous 12 months.
- Men in Northern Uganda (39%) were more likely than men from other regions to drink alcohol in the past 12 months.
- Women living in Kampala (11%) and rural areas (9%) were more likely to drink alcohol in the past 12 months than women residing in urban areas other than Kampala (5%); men living in urban areas outside Kampala (23%) were more likely than their counterparts in Kampala (13%) and rural areas (16%) to consume alcohol in the past 12 months.
- Some 50% of the respondents who ever drank alcohol had their first drink when they were younger than 18 years.



Summary of Findings

- The Y.E.A.H. initiative reaches a significant proportion of 15 – 24 year olds.
- Overall, 71% (82% urban; 66% rural) of young people surveyed said they had been exposed to at least one Y.E.A.H. activity or material in the past year.
- The most wide reaching Y.E.A.H. medium is Rock Point 256, which reaches 31% of the young people in these districts at least once a week and 56% ever listened.
- Those young people who are exposed to Y.E.A.H messages are much more likely to have attitudes, knowledge, intentions and practices that will protect their sexual and reproductive health.