

Rochester Coalition to Stop HIV in Youth

HIV Youth Awareness Campaign - Impact Survey

Campaign began August 2010, Evaluation Data Collected August - September 2011

Data analyzed by the Center for Health & Behavioral Training - CHBT - Rochester, NY

Respondents:

508

Sites collecting data:

| | | |
|--|------------|----------------|
| Monroe County STD/HIV Program | 340 | 66.93% |
| City of Rochester - City Youth Services groups | 52 | 10.24% |
| Metro Council on Teen Potential (MCTP) | 42 | 8.27% |
| Ibero - City of Rochester | 32 | 6.30% |
| PASEOS - Ibero and MCTP | 25 | 4.92% |
| BPBR | 17 | 3.35% |
| Total | 508 | 100.00% |

1. Are you aware that in Rochester almost half of the people now getting HIV are young people under age 25?

| | | |
|--------------|------------|----------------|
| Yes | 442 | 87.01% |
| No | 64 | 12.60% |
| Missing | 2 | 0.39% |
| Total | 508 | 100.00% |

2. If so, how did you hear of this information?

| | | |
|----------------------|-------------|----------------|
| Billboards on street | 237 | 17.00% |
| Friends | 202 | 14.49% |
| Parent | 161 | 11.55% |
| Posters on bus | 145 | 10.40% |
| School from teacher | 142 | 10.19% |
| Outreach worker | 118 | 8.46% |
| Other family member | 101 | 7.25% |
| DVD/video | 81 | 5.81% |
| Facebook page | 80 | 5.74% |
| Other | 69 | 4.95% |
| Church Youth Group | 31 | 2.22% |
| Church sermon | 27 | 1.94% |
| Total | 1394 | 100.00% |

3. Have you seen any of the 'Bust the Bubble' posters/billboards like the ones pictured below?

| | | |
|--------------|------------|----------------|
| Yes | 380 | 74.80% |
| No | 90 | 17.72% |
| Unsure | 35 | 6.89% |
| Missing | 3 | 0.59% |
| Total | 508 | 100.00% |

4. If YES, where did you see them?

| | | |
|-------------------------|------|---------|
| Billboards - East side | 231 | 20.85% |
| Bus | 188 | 16.97% |
| Billboards - West side | 186 | 16.79% |
| Billboards - North side | 132 | 11.91% |
| Billboards - South side | 110 | 9.93% |
| School | 77 | 6.95% |
| Recreation Center | 67 | 6.05% |
| Agency | 41 | 3.70% |
| Other | 40 | 3.61% |
| Barbershop | 36 | 3.25% |
| Total | 1108 | 100.00% |

5. On a scale of 1 to 10; with 1 being low risk and 10 being very high risk, right now in your current partner situation, what do you think your chances are of getting HIV?

| | | |
|---------|-----|---------|
| 1 | 282 | 55.51% |
| 2 | 39 | 7.68% |
| 3 | 56 | 11.02% |
| 4 | 23 | 4.53% |
| 5 | 55 | 10.83% |
| 6 | 6 | 1.18% |
| 7 | 4 | 0.79% |
| 8 | 9 | 1.77% |
| 9 | 4 | 0.79% |
| 10 | 9 | 1.77% |
| Missing | 21 | 4.13% |
| Total | 508 | 100.00% |

6. On a scale of 1 to 10; with 1 being low risk and 10 being very high risk, right now in your current situation, what do you think your main partner's chances are of getting HIV?

| | | |
|---------------------------------------|-----|---------|
| 1 | 194 | 29.44% |
| 2 | 31 | 4.70% |
| 3 | 35 | 5.31% |
| 4 | 11 | 1.67% |
| 5 | 39 | 5.92% |
| 6 | 6 | 0.91% |
| 7 | 7 | 1.06% |
| 8 | 7 | 1.06% |
| 9 | 3 | 0.46% |
| 10 | 12 | 1.82% |
| Missing | 163 | 24.73% |
| I don't have a main partner right now | 151 | 22.91% |
| Total | 659 | 100.00% |

7. As a result of the posters and the youth awareness campaign have you done anything different to lower your chances of getting HIV or another type of sexually transmitted disease?

| | | |
|------------|-----|---------|
| Yes | 303 | 59.65% |
| No | 97 | 19.09% |
| Don't know | 88 | 17.32% |
| Missing | 20 | 3.94% |
| Total | 508 | 100.00% |

8 If YES, what have you changed? (Check all that apply)

| | | |
|--|-----|---------|
| I have recently gotten tested for HIV and/or other STDs | 166 | 19.86% |
| I have thought about getting tested for HIV and/or other STDs | 150 | 17.94% |
| I use condoms more often than I used to | 141 | 16.87% |
| I now use condoms all the time | 110 | 13.16% |
| I don't have sex with as many different partners as I used to | 108 | 12.92% |
| I have talked to my partner about getting tested for HIV and/or other STDs | 99 | 11.84% |
| Other | 62 | 7.42% |
| Total | 836 | 100.00% |

9. Have you shared any of the information you learned about HIV in young people with others?

| | | |
|---------|-----|---------|
| Yes | 339 | 66.73% |
| No | 148 | 29.13% |
| Missing | 21 | 4.13% |
| Total | 508 | 100.00% |

10. With whom?

| | | |
|---------------|-----|---------|
| Friend | 291 | 35.93% |
| Family member | 221 | 27.28% |
| Partner | 141 | 17.41% |
| Parent | 94 | 11.60% |
| Other | 63 | 7.78% |
| Total | 810 | 100.00% |

Please answer the following questions about YOURSELF

What is your age?

| | | |
|-------------|-----|---------|
| 13 | 2 | 0.39% |
| 14 | 54 | 10.63% |
| 15 | 71 | 13.98% |
| 16 | 24 | 4.72% |
| 17 | 18 | 3.54% |
| 18 | 34 | 6.69% |
| 19 | 56 | 11.02% |
| 20 | 43 | 8.46% |
| 21 | 47 | 9.25% |
| 22 | 51 | 10.04% |
| 23 | 40 | 7.87% |
| 24 | 26 | 5.12% |
| 25 and over | 7 | 1.38% |
| Missing | 35 | 6.89% |
| Total | 508 | 100.00% |

What is your sex/gender?

| | | |
|-------------|-----|---------|
| Female | 270 | 53.15% |
| Male | 217 | 42.72% |
| Missing | 21 | 4.13% |
| Transgender | 0 | 0.00% |
| Total | 508 | 100.00% |

What is your Race/Ethnicity?

| | | |
|---------------|-----|---------|
| Black | 345 | 63.77% |
| Other | 85 | 15.71% |
| White | 80 | 14.79% |
| Native Amer | 23 | 4.25% |
| Asian/Pacific | 8 | 1.48% |
| Total | 541 | 100.00% |

What is your zip code?

| | | |
|---------|-----|---------|
| 14020 | 1 | 0.20% |
| 14420 | 2 | 0.39% |
| 14428 | 1 | 0.20% |
| 14445 | 1 | 0.20% |
| 14450 | 1 | 0.20% |
| 14468 | 1 | 0.20% |
| 14519 | 1 | 0.20% |
| 14522 | 1 | 0.20% |
| 14534 | 1 | 0.20% |
| 14559 | 1 | 0.20% |
| 14580 | 1 | 0.20% |
| 14586 | 4 | 0.79% |
| 14589 | 1 | 0.20% |
| 14605 | 32 | 6.30% |
| 14606 | 20 | 3.94% |
| 14607 | 18 | 3.54% |
| 14608 | 37 | 7.28% |
| 14609 | 54 | 10.63% |
| 14610 | 2 | 0.39% |
| 14611 | 59 | 11.61% |
| 14612 | 7 | 1.38% |
| 14613 | 29 | 5.71% |
| 14614 | 1 | 0.20% |
| 14615 | 15 | 2.95% |
| 14616 | 7 | 1.38% |
| 14617 | 2 | 0.39% |
| 14618 | 4 | 0.79% |
| 14619 | 44 | 8.66% |
| 14620 | 10 | 1.97% |
| 14621 | 68 | 13.39% |
| 14622 | 1 | 0.20% |
| 14623 | 12 | 2.36% |
| 14624 | 7 | 1.38% |
| 14626 | 3 | 0.59% |
| 14627 | 1 | 0.20% |
| Missing | 58 | 11.42% |
| Total | 508 | 100.00% |

Are you Latino/a?

| | | |
|---------|-----|---------|
| Yes | 84 | 16.54% |
| No | 363 | 71.46% |
| Missing | 61 | 12.01% |
| Total | 508 | 100.00% |

Do you have sex with males, females, or both?

| | | |
|-------------|-----|---------|
| Men only | 218 | 42.91% |
| Women only | 211 | 41.54% |
| Men & women | 35 | 6.89% |
| Missing | 44 | 8.66% |
| Total | 508 | 100.00% |

HIV Status

| | | |
|--------------|-----|---------|
| HIV Negative | 321 | 63.19% |
| Unknown | 116 | 22.83% |
| Missing | 66 | 12.99% |
| HIV Positive | 5 | 0.98% |
| Total | 508 | 100.00% |

What is your Education Level?

| | | |
|----------------------|-----|---------|
| 0 - 11th Grade | 229 | 43.62% |
| High School Grad/GED | 120 | 22.86% |
| Some college | 123 | 23.43% |
| College Grad | 28 | 5.33% |
| Technical school | 5 | 0.95% |
| Other | 20 | 3.81% |
| Total | 525 | 100.00% |