

CONDOM PROMOTION

Good Evidence – Risk Reduction

INTERVENTION DESCRIPTION

Target Population

- Young unmarried college women

Goals of Intervention

- Increase intentions to use condoms
- Increase condom use

Brief Description

The multi-component *Condom Promotion* intervention is a small group level, skill-building intervention to reduce risky sex behaviors and STDs among young women. The single intervention session, delivered to groups of 8-12 women, emphasizes perceptions about sexuality, beliefs about STDs, and self-efficacy for condom use. To increase acceptance of sexuality and encourage planning for sexual activity women are shown a video depicting women's' sexuality in popular media. An informational presentation on symptoms, prevalence, and transmission of STDs is provided to increase perceived susceptibility to STDs, and a video is shown to alleviate apprehension associated with purchasing condoms. Women are taught how to properly use condoms, how to be assertive in discussing condom use with their partner, and how to deal with partner resistance to condoms. Through videos, presentations, role play, discussions and practice, women learn how to increase their sense of control over their sexual encounters, increase their STD awareness and perceived susceptibility, and increase self-efficacy for condom use.

Theoretical Basis

- Psychosocial Model of Condom Use
- Health Belief Model

Intervention Duration

- One session lasting 45 minutes

Intervention Setting

- College campus

Deliverer

- Female graduate student

Delivery Methods

- Demonstration
- Group discussion
- Lecture
- Practice
- Risk reduction supplies (condoms)
- Role play
- Video

INTERVENTION PACKAGE INFORMATION

An intervention package is not available at this time. Please contact **Angela D. Bryan**, Department of Psychology and Neuroscience, 345 UCB, University of Colorado, Boulder, CO 80309-0345.

Email: angela.bryan@colorado.edu for details on intervention materials.

EVALUATION STUDY AND RESULTS

The original evaluation was conducted in a large southwestern university.

Key Intervention Effects

- Increased condom use

Study Sample

The baseline study sample of 198 undergraduates is characterized by the following:

- 79% white, 8% Hispanic/Latino, 5% Asian American, 4% Native American, 3% black or African American, 1% other
- 100% female
- Mean age of 19 years
- 100% enrolled in college

Recruitment Settings

Large southwestern university

Eligibility Criteria

Women were eligible if they were unmarried undergraduate students from a large southwestern university who were fulfilling part of the course requirement for an introductory psychology class.

Assignment Method

Women (N = 198) were randomly assigned to 1 of 2 groups: Condom Promotion intervention (n = 100) or Stress Management comparison (n = 98).

Comparison Group

The Stress Management comparison was comparable in format to the intervention, including an interactive format between presenter and audience and group participation in stress-reducing behavioral exercises. The session, lasting 45 minutes, was delivered by a female graduate student.

Relevant Outcomes Measured and Follow-up Time

- Condom use at last intercourse was measured at 6-week follow-up with a recall period of the past 6 weeks and at 6-month follow-up with a recall period of 4½ months.

Participant Retention

- Condom Promotion Intervention
 - 79% retained at 6 weeks
 - 73% retained at 6 months
- Stress Management Comparison
 - 77% retained at 6 weeks
 - 73% retained at 6 months

Significant Findings

- Intervention participants were significantly more likely to report having used a condom at most recent sexual intercourse than comparison participants at the 6-month follow-up ($p = .05$, one-tailed test).

Considerations

- This intervention fails to meet the best-evidence criteria due to small analytical sample sizes and using a one-tailed test.

REFERENCES AND CONTACT INFORMATION

Bryan, A. D., Aiken, L. S., & West, S. G. (1996). [Increasing condom use: Evaluation of a theory-based intervention to prevent sexually transmitted diseases in young women](#). *Health Psychology, 15*, 371-382.

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