

The Project Ignite Evaluation

Tribes in Trinidad & Tobago and Shuga in Kenya and Zambia

Evaluated by:

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Purpose of the Evaluation

Guided by the Theory of Planned Behavior, this study monitored and evaluated the Project Ignite Campaign in several countries.

Were youth, ages 15 to 24, even aware of the campaign?

How did those who were aware compare to those who were not aware?

Among those who were aware, what did they remember and think about the campaign?

What was the impact of the campaign?



Methodology of the Evaluation

The instruments and protocols were approved by in-country committees on human subject research as well as the Johns Hopkins Institutional Review Board.

Two Approaches

Panel Studies

Viewer Groups Studies



Table 1. Demographic and media use information about the panel and viewer group samples.

	Trinidad & Tobago		Kenya		Zambia	
	Panel	Viewer Group	Panel	Viewer Group	Panel	Viewer Group
N	944	130	948	102	1002	100
Sex						
Male	45.8	31.8	56.5	45.1	59.3	51.0
Female	54.2	68.5	42.5	54.9	40.7	49.0
Completed Education						
Primary	12.1	4.6	24.3	25.5	19.4	23.0
Secondary	67.7	56.9	34.5	38.2	53.9	49.0
Technical/Vocational	8.9	6.2	26.4	14.7	6.6	4.0
College/University	9.6	30.8	10.8	21.6	17.5	1.0
Other/No Response	1.7	1.5	4.1	0.0	2.7	23.0
Income (Self-described)						
Low income	19.6	31.5	28.1	46.1	45.5	45.0
Lower middle income	42.4	26.9	35.3	28.4	27.1	27.0
Upper middle income	26.0	21.5	19.2	19.6	19.9	8.0
High income	3.3	3.1	11.7	4.9	7.1	5.0
Other/No response	8.8	16.9	5.7	1.0	0.4	14.0
Ownership of different items and technology						
Electricity	99.1	97.7	90.8	70.6	86.7	75.0
Indoor Latrine	93.0	94.6	54.4	36.3	63.3	21.0
Car	73.4*	52.3	22.3	14.7	34.7	10.0
Radio	96.5	93.8	92.1	87.3	87.6	73.0
TV	95.8	93.8	85.4	66.6	89.6	88.0
Computer	81.8	84.6	36.1	25.5	31.6	15.0
Internet	65.8	66.2	42.1	28.4	30.3	15.0
Mobile Phone	96.7	96.9	78.4	80.4	82.7	50.0
SMS	88.5	85.4	80.1	77.5	72.8	45.0
Social Networking	74.3	80.8	71.4	41.2	25.4	13.0

*These percentages are high, probably because younger people may have been referring to their parents/guardian's cars.



Results of the Evaluation

Exposure to the Programs

Trinidad & Tobago: 15% awareness, 8% reported exposure to *Tribes*.

Zambia: 7% awareness, 4% reported exposure to *Shuga*.

(In both Trinidad & Tobago and Zambia, higher percentages of females than males were aware of and had seen the programs.)

Among youth from Nairobi, 64% were aware of the program and 60% said they had seen *Shuga*.

Similar percentages of males and females, education, SES, age



Results of the Evaluation

Understanding

Communication about the Programs

Perceived Effect



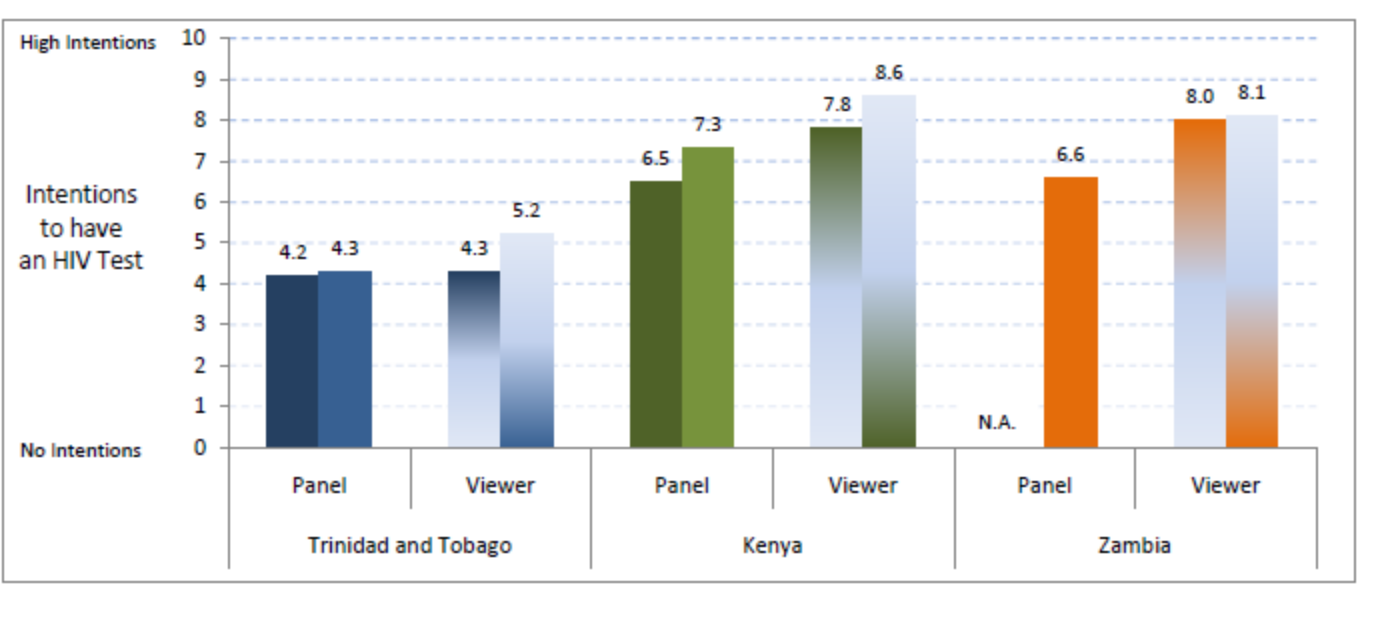
Table 2. Recall and perceptions of the Project Ignite programs.

		Trinidad & Tobago	Kenya	Zambia
N	Panel Study, N (% who said they saw the show)	78 (8.3%)	569 (60%)	44 (4.4%)
	Viewer Group Study	130	102	77
Recall	Panel Study	2.2 (2.6)	2.7 (2.0)	2.2 (2.9)
	Viewer Group Study	8.1 (1.7)	7.4 (2.0)	3.8 (1.6)
Overall Appeal	Panel Study	6.7 (2.2)	8.2 (2.7)	8.0 (2.8)
	Viewer Group Study	8.2 (2.0)	8.8 (1.7)	9.4 (1.7)
Realism of Story	Panel Study	7.3 (2.1)	8.4 (2.5)	8.2 (2.7)
	Viewer Group Study	8.6 (1.7)	8.8 (1.9)	8.9 (2.5)
Realism of Depicted Relationships	Panel Study	7.0 (2.1)	7.9 (2.8)	7.4 (3.0)
	Viewer Group Study	8.1 (2.2)	8.2 (2.6)	6.8 (3.8)



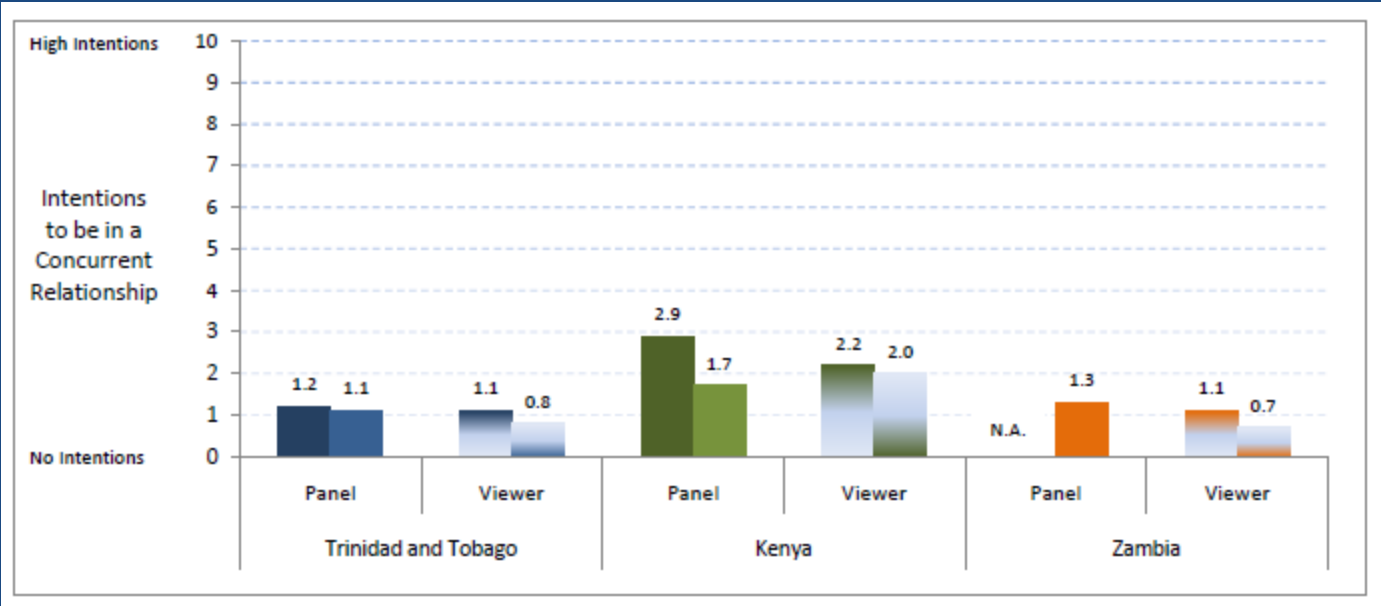
Results

Intentions to Have an HIV test (Before and After Exposure)



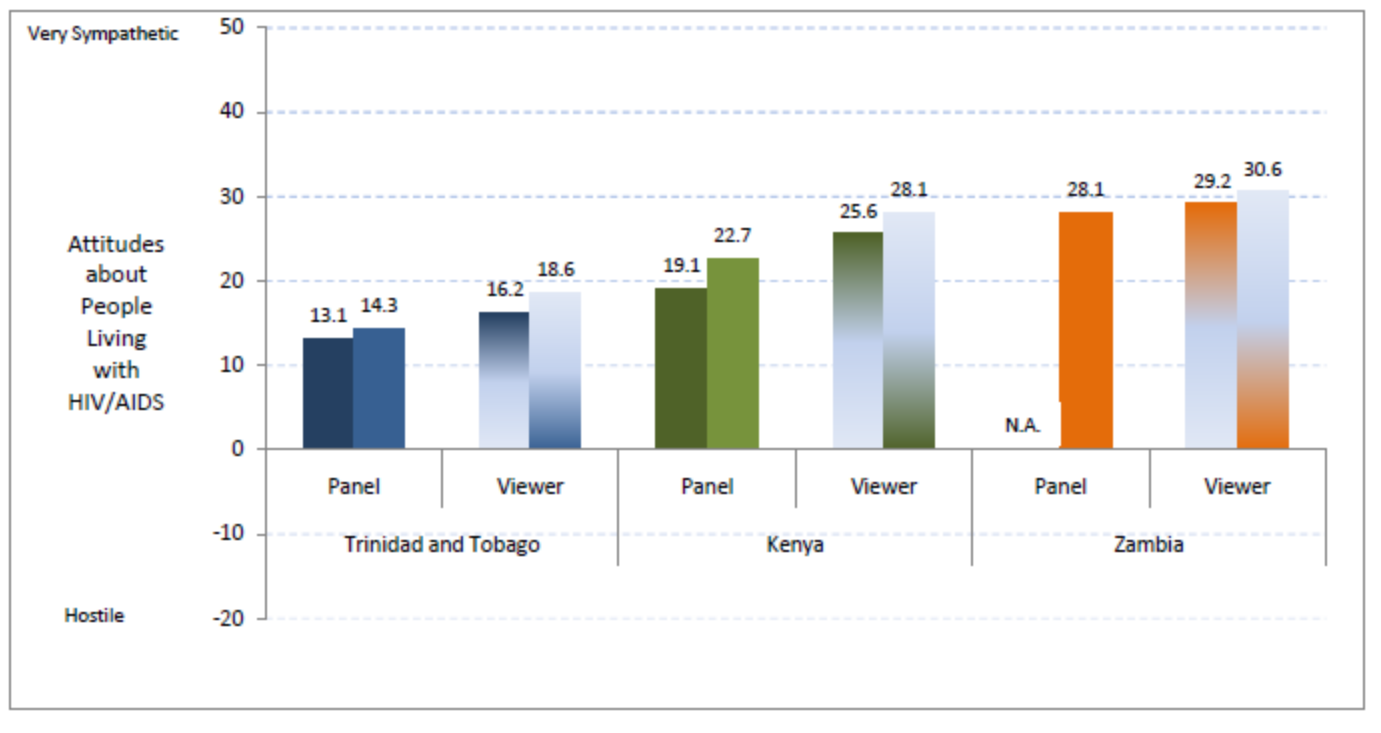
Results

Intentions to Be in a Concurrent Relationship (Before and After Exposure)



Results

Attitudes about People Living with HIV/AIDS (Before and After Exposure)



Discussion of the Evaluation

Youth who were exposed to the campaign remembered, liked, perceived it to be realistic, and understood the messages.

Many talked about the shows with close friends, classmates and co-workers.

Overwhelmingly, youth thought that the shows affected their thinking about HIV testing, concurrency, and stigma.



Discussion of the Evaluation

Statistical models (that controlled for participant's baseline intentions, attitudes and demographics), show that perceptions of had an impact on intentions and their attitudes.

Given necessary components for behavior change, it is likely that campaign exposure will play a significant role in young people having healthier sexual attitudes and behaviors.



Discussion of the Evaluation

A REMARKABLE finding : Nairobi youth and *Shuga*.

Smaller percentages of youth in Trinidad & Tobago and Zambia reported that they had seen the produced programs.

However, among those who had seen the show, most gave very high ratings of appeal and realism. It is interesting to note that youth in Zambia who saw the program produced in Kenya still found it very appealing and realistic.



Discussion of the Evaluation

Strengths:

Local researchers

Measures of high reliability and validity

Similar patterns across countries and approaches.

Limitations:

No measure of behavior change.

Self-report.

