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## Acceptance Of Std Prevention Messages And Venues In Westchester County, Ny

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The New York State Department of Health's Bureau of STD Control conducted a random digit dial telephone survey in Westchester County during 2004. In addition to traditional STD prevention questions, respondents were asked to rate the need for, and appropriateness of, a series of specific educational messages and to select public venues where it would be appropriate for them to appear. Various social marketing constructs, such as barriers/facilitators to care seeking, were also elicited. A total of 1,454 Westchester county residents completed the survey and two high morbidity areas; Yonkers and Mount Vernon, were over-sampled. Survey data analysis was conducted using SAS version 9.1.3. Outcomes of interest were first examined by overall frequency of response and then by morbidity area, gender, age group, race/ethnicity, marital status, and education.

Acceptability of messages ranged from 78% (risks associated with infidelity) to 96% (where to go for STD screening) and venue acceptability ranged from 53% (billboards) to 96% (high schools). Of 13 statements regarding communication, the statement: "there needs to be more open discussion in our community about the risks and problem of STDs" was highly supported while the statement: "most people know enough about how to protect themselves against STDs" was not. Subgroup analyses revealed small but statistically significant differences by gender and less frequent variation among race/ethnicity, morbidity locales, and age. Conducting more surveys such as this may increase effectiveness of STD prevention campaigns because their elements will be tailored to the unique needs of the target population.