

Roundtable 5: Behavior Change Communication Interventions (BCC)

Selected Presentations, *Youth Deliver the Future*, Abuja, Nigeria, April 2008*

Presentations on this topic occurred in various sessions at the Abuja conference, indicated by session number and title below. Abstracts and PowerPoint slides (in most cases) are available at:

http://www.jhsph.edu/gatesinstitute/policy_practice/adolhealth/presentations.html

2D. USAID Interagency Youth Working Group and FHI Sponsored Panel: Youth Peer Education in Reproductive Health and HIV/AIDS: How to Build Effective Projects

Evidence Review of Peer Education Programs Eleanor Maticka-Tyndale, University of Windsor

Key Program Issues: Kenya Case Study Jacqueline Kowa, National Organization of Peer Educators, Y-PEER

Policy Impact on Peer Education: Tanzania Case Study Michelle Wineberger, Family Health International, Tanzania

4D. Population Council Panel: Focusing on Girls

Cascading Leadership Opens Opportunities for Mayan Girls in Guatemala Kelly Hallman, Population Council

5C. Evaluation of Behavior Change Interventions

Utilization of Skilled Maternity Care Services among Married Adolescents in Bangladesh: A Quest of Alien Features S.M. Mostafa Kamal, Islamic University

Convergence of Spousal Communication and Gender: Influencing Newlyweds to Delay the First Child Brijendra Narain Choudhary, Pathfinder International

Achieving Behavior Change: An Impact Evaluation of a Community Based Adolescent Reproductive Health Program in Ethiopia Yeshimebet Gebregiorgis, Save the Children

Impacts of Life Planning Skills Training on Changing Disadvantaged Young Adolescents' Gender Awareness in China Jianhua Yang, PATH

The Impact of "Straight Talk": Behaviour Change Through Mass Media in Uganda Cathy Watson, Straight Talk Foundation, Kampala

6B. Mass Media Influences on Sexual Behavior

Is Exposure to Sexual Content in the Mass Media Associated with College Students' Sexual Opinions and Behavior in Three Asia Cities Yan Cheng, Shanghai Institute of Planned Parenthood Research

Synergies of Straight Talk Foundations' Radio and Print: The Primacy of Local Languages in BCC EK Namayanja, Straight Talk Foundation

He Saw She Saw: Gender Differences in Exposure to Mass Media and Recall of HIV/AIDS Related Messaging among Youth in Delhi, India Devaki Nambiar, Johns Hopkins University

* *Youth Deliver the Future: Investing in Young People's Health and Development—Research that Improves Policies and Programs* was held April 27-29, 2008 in Abuja, Nigeria. The Bill and Melinda Gates Institute for Population and Reproductive Health at the Johns Hopkins Bloomberg School of Public Health sponsored the meeting with multiple Nigerian and international partners.

Emerging Evidence and Future Directions from an International Conference, June 23, 2008

Oriole Diary: Using Internet for Research and Outreach Youth in Contemporary Urban Vietnam Duong Bich Hanh, Population Council

Effects of Mass Media and Internet Utilization on Sexual Behaviour of Young People: A Study of Young Single Undergraduates in LASU Onipede Wusu, Lagos State University

7B. Male Reproductive Health

Peer Education Program Increases Condom Use Among Male Burmese Youth Jennifer Wilen, Global Health Fellows Program

Creating Equitable Norms and Challenging Masculinity: Qualitative assessment of the “Be a Man” Campaign in Uganda Isaac Musoke, Young Empowered and Healthy, Uganda