

7th International Conference on
HIV/AIDS, STDs and STIs

March 18-19, 2019 | New York, USA

ACCEPTED

J AIDS CLIN RES 2019, VOLUME:10 | DOI: 10.4172/2155-6113-C1-030

The entertaining way to behavioral change: Fighting HIV with MTV

Victor Orozco

Bocconi University, USA
 World Bank Research Group,
 USA

Systematic reviews suggest that while HIV behavior change interventions in developing countries are effective in increasing HIV knowledge and awareness, they are rarely effective in reducing risky sexual behaviors. This study is a cluster randomized control trial (CRCT) conducted with 18-25-year-old youth in South-west Nigeria. The study is based on a panel of

surveys (n=4,986) and objective measures for HIV testing and Chlamydia biomarkers. The studied intervention is the third season of the MTV Shuga television drama, aimed at providing information and changing attitudes and behaviors related to HIV/AIDS. The study also experimentally studies a series of mechanisms. Using a simple model we show that “edutainment” can work through an “individual” or a “social” channel. Study participants were exposed to MTV Shuga or to a placebo TV series. Among those exposed to MTV Shuga, we created additional variation in the “social messages” they received and in the people with whom they watched the show. We find significant

improvements in knowledge and attitudes towards HIV and risky sexual behavior. Treated subjects are twice as likely to get tested for HIV eight months after the intervention. We also find reductions in STDs among women. These effects are stronger for viewers who report being more involved in the narrative, consistent with the psychological underpinnings of edutainment. Our experimental manipulations of the social norm component did not produce significantly different results from the main treatment. The “individual” effect of edutainment thus seems to have prevailed in the context of our study.

vorozco@worldbank.org