P3.390 Factors Predicting Attitude of First Year University Students Towards STI and HIV in Ogun State, Nigeria

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Our next goal was to influence behaviour directly. We provided use with a new partner until both have been tested for an STI. Dutch youth have extensive knowledge on and a very positive attitude towards sexual violence in girls and young women. Other sexual practices were significantly associated with sexual violence. Fathers and neighbours were the most prevalent perpetrators of sexual violence in girls and young women.

Conclusions The study indicated a significant trend in sexual violence over time. Sexual violence within age bracket one to ten is on the increase while ages greater than twenty eight are on the decline. The study also suggests that sexual violence is one of the factors that increase the acquisition of HIV/STIs in girls and young women. Regular surveys would help in developing new strategies for control and prevention of sexual violence in girls and young women in Lagos Nigeria.

P3.389 SUCCESSFULLY INVOLVING TEENAGERS FOR EFFECTIVE SEXUAL HEALTH CAMPAIGNS THROUGH SOCIAL MEDIA
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Dutch youth have extensive knowledge on and a very positive attitude towards safe sex. Over 75% has the intention to maintain condom use with a new partner until both have been tested for an STI. Our next goal was to influence behaviour directly. We provided emotional arguments; a good lover discusses wishes and boundaries with his or her partner. Condom use should be a part of that conversation.

The best moment to bring up condom use is right before you take of your pants. We communicated a cue; at this moment you should act this way to adhere to the social norm. We needed to be as lively as possible so teenagers could project themselves into these scenarios. We used a social media strategy to co-create them.

We co-operated with several niche youth-run online communities. We offered no rewards or prizes to participants other than be taken seriously and have their input being used in a television campaign. We were open, honest, active and accessible. We reached over 3 million readers, our webvideos were watched over 2 million times. We received over 21,000 handwitten responses and over 60,000 votes on our polls. Interactivity with and between teenagers rose weekly during the campaign.

This co-creation led to three tv commercials showing six scenarios and three radio commercials. 91% of our target audience was reached.

The resulting campaign was well received (7.3 appreciation, benchmark: 6.8) and very effective: correct message transfer was 98%. We also found a significant behavioural result: The number of sexual partnerships to be a possible predictor of attitude towards STI/HIV. However, knowledge of STI/HIV ($\beta = 0.459; t = 5.032; p < 0.05$) and sexual behaviour ($\beta = 0.541; t = 4.278; p < 0.05$) were strong predictors of attitude towards STI/HIV.

P3.391 CONCURRENT PARTNERS. A PREDICTOR OF CHLAMYDIA

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Background Chlamydia trachomatis (C. trachomatis) is the most common sexually transmitted bacterial infection among young individuals, and Chlamydia transmission is closely related to sexual behaviour. Previous studies have found overlap between sexual partnerships to be a possible predictor of C. trachomatis, but the importance of this finding has only been briefly described when other significant predictors are also taken into account.

Aim The aim of the study was to examine the importance of overlap between sexual partnerships as a predictor of C. trachomatis infection in young Danes aged 15–29 years.

Method Detailed sexual behaviour data were collected via a web-based questionnaire. A total of 1,445 young Danes with a laboratory-verified C. trachomatis infection registered in the Central Denmark Region and 1,000 randomly selected Danes (control group) aged 15–29 years were invited to participate. Using multivariate analysis, we calculated the odds ratio (OR) for having overlap between sexual partnerships in the group of C. trachomatis infected individuals as compared with the controls.

Results The participation rates were 15.8% (217/1,445) among the C. trachomatis infected and 58.6% (586/1,000) in the general population. In the multivariate analysis, we found that young Danes diagnosed with a C. trachomatis infection were more likely to have had concurrent partnerships than individuals in the control group.

- At least 1 overlap between sexual partners; Adj. OR = 10.1 (95% CI: 4.8–21.1)
- At least 2 overlaps between sexual partners; Adj. OR = 0.6 (95% CI: 2.3–51.1)
- At least 3 overlaps between sexual partners; Adj. OR = 9.9 (95% CI: 2.0–48.4)

Conclusion Concurrent sexual partnerships are an important predictor for C. trachomatis infection in young adults aged 15–29 years when other significant predictors are taken into account.