

Thesis Title	The Effectiveness of an IEC Pilot Project on K.A.P. of AIDS Prevention Among the Adult Population of Hanoi, Vietnam
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ABSTRACT

A twelve month follow-up survey was conducted on 720 subjects aged 15-49 who have been living in the experimental site (5 communes) and in the control site (20 communes) in Hai Ba Trung district, Hanoi capital, Vietnam. Survey data was compared to the data of baseline survey (N=720). The objective of this study was to assess the increase in knowledge, attitudes and certain practices among general adult populations with regard to HIV/AIDS prevention after one year of the IEC pilot project.

Activities of the project included AIDS volunteers and media (commune radio, newspapers, pamphlets, posters, bulletins) interventions.

The results of this study showed that the change of knowledge on HIV transmission and attitude towards HIV/AIDS infected people of respondents were increased in both experimental and control groups. The

proportion of people citing at least two acceptable ways of HIV protection increased significantly in both groups.

Adult populations in the control group showed no change in using condoms, while the adult population in the experimental group showed significant increases in rates of condom use. The population in the experimental group exhibited significant increases in participating in AIDS prevention but three other activities also changed in both groups.

Sources of information such as AIDS volunteers, and some mass media played a greater role in disseminating information in experimental versus control communities.

The findings from this study, may lead to the conclusion that the K.A.P. of the adult population in the experimental group increased statistically but there was little or no demonstrable evidence that the increases resulted from the pilot project.