

EFFECTIVENESS OF BEHAVIORAL CHANGE COMMUNICATION ON LEVEL OF HIGH RISK SEXUAL BEHAVIOR AMONG ADOLESCENT BOYS AT SELECTED SCHOOLS KERALA

ANISH. V. A¹, S. KANCHANA², CIBYJOSE³ & JAYANTHI. P⁴

¹Omayal Achi College of Nursing, Ambattur Main Road, Puzhal, Chennai, Tamil Nadu, India

²Principal & Research Director, Omayal Achi College of Nursing, Puzhal, Chennai, Tamil Nadu, India

³Head of the Department, Mental Health Nursing, Omayal Achi College of Nursing Puzhal,
Chennai, Tamil Nadu, India

⁴Reader, Mental Health Nursing, Omayal Achi College of Nursing, Puzhal, Chennai, Tamil Nadu, India

ABSTRACT

Background

High Risk Sexual Behavior (HRSB) includes any behavior that would cause participants emotional or physical harm e.g. unprotected sex, sex before the legal age of consent and multiple sex partners.

Aims and Objectives

The aim of this study is to assess the effectiveness of behavioral change communication on level of HRSB among adolescent boys.

Methods

A quasi experimental non equivalent control group design was undertaken to study the HRSB and risk factors among adolescent boys selected by purposive sampling technique. Modified Jasper Mountain's inappropriate sexual behavior scale and risk factor assessment scale was used. BCC on HRSB was administered.

Results

The study revealed that low level of HRSB and medium level of risk factors existing in adolescent boys. BCC had no significant effect on HRSB between groups at $P < 0.05$, but it had a high significance on HRSB in experimental group at $P < 0.001$.

Conclusion

Administration of BCC for a longer duration was an effective intervention to modify HRSB with other psychotherapeutic modalities like counselling, psychotherapy, psychodrama there would consistent sustainable behavior modification among adolescent boys.

KEYWORDS: Behavioral Change Communication, High Risk Sexual Behavior, Risk Factors