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Effects of Film-based Intervention on Sexual and Reproductive Health-seeking Self-efficacy of
Cambodian Youth: A Randomized Controlled Trial

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【Background】 Sexual and reproductive health (SRH) is an important public health concern for youths. They have scarce opportunities for comprehensive sexuality education (CSE) in non-school settings, particularly for those who drop out of school. Film is growingly accessible for youths using their mobile devices and social media. This study was conducted to investigate the immediate effect of providing SRH information via film on youth's self-efficacy in seeking SRH information in Cambodia. It was also conducted to evaluate intervention acceptability via the level of helpfulness and likeliness to recommend the intervention.

【Methods】 As a randomized controlled trial, this study provided SRH information including SRH rights, modern contraceptive methods, and access to youth-friendly services via a short film intervention. Participants were Cambodian youths aged between 18 and 24 living in Cambodia. They were recruited via social media platforms such as Facebook. The youths were randomly allocated to either watch SRH information via film in the intervention arm or read it as text in the control arm. A 7-item 5-point Likert scale measured self-efficacy in seeking SRH information. The assessment was made immediately after the intervention. The mixed effect generalized linear model was used to estimate the immediate effect of the intervention on self-efficacy. The generalized linear model was used to estimate the effect on acceptability.

【Results】 The intervention was conducted from October 21, 2022, to December 1, 2022. A total of 241 youths were recruited into the study. After the allocation, 54 youths were excluded for not meeting the inclusion criteria, and two youths declined to participate. The study included 185 youths (intervention = 87, control = 98). The mean self-efficacy scores increased from 4.31 to 4.40 in the intervention arm and from 4.26 to 4.34 in the control arm ($B = 0.01$, 95% CI -0.10 to 0.13). Among youths with sexual experiences, the mean self-efficacy score increased by 0.16 points (from 4.44 to 4.60) in the intervention arm and by 0.05 points (from 4.32 to 4.37) in the control arm. The acceptability of the contents differed between the intervention and control arms, regarding the percentage of perceiving the content was helpful (89.7% vs. 81.6%; AOR = 1.51, 95% CI 0.60 to 3.79) and recommending the contents (87.3% vs. 66.3%; AOR = 2.95, 95% CI 1.32 to 6.59). Among those with sexual experiences, the differences were wider between the arms regarding the percentage of perceiving the content was helpful (86.4% vs. 60.5%) and recommending the contents

(86.4% vs. 44.7%).

【Conclusions】 This study did not find significant effect on improving youths' level of SRH information-seeking self-efficacy by using a film-based intervention content, compared to using a text-based content. Youths from both arms reported a high level of acceptability for both contents. The level of recommendation for the film-based intervention was significantly higher than the text-based content. Youths with sexual experience were more likely to find the film intervention helpful and recommend the contents.