OBJECTIVE
To describe sociocultural factors influencing HIV/AIDS prevention among youth in Quetzaltenango, Guatemala.

METHODS
• Baseline data of an intervention study (1,718 students)
• 34 randomly selected schools (24 urban and 10 rural)
• Self-administered questionnaire about AIDS transmission knowledge, gender beliefs, and sociocultural factors that influence in AIDS prevention.

PARTICIPANTS IN THE EDUCATIONAL PROGRAM

CONCLUSIONS
• Youth in Quetzaltenango have many misconceptions about HIV prevention.
• Interventions should emphasize sociocultural factors that influence decisions about sexual activity and attempt to use these to promote safe behavior.
• Consciousness-raising methodologies and proper follow-up can assist rural youth in identifying factors that influence decisions about not initiating sexual activity at an early age.

SUBJECT DESCRIPTION
SEX (N = 1,718)

GRADE (N = 1,718)

MEAN AGE (N = 1,718)

% Students that named 3 forms of transmission, 3 forms of prevention, and who is at risk for HIV

GENDER BELIEFS (N = 1,718)

% Students that identified these words as being more important for a boy than a girl

BASELINE RESULTS: FACTORS THAT INFLUENCE IN NOT HAVING SEXUAL RELATIONSHIP

POSTINTERVENTION RESULTS: FACTORS THAT INFLUENCE IN NOT HAVING SEXUAL RELATIONSHIP

RESULTS: HIV KNOWLEDGE (N = 1,718)

Students that identified these words as being more important for a boy than a girl

Students that named 3 forms of transmission, 3 forms of prevention, and who is at risk for HIV

Students in rural schools

Students in urban schools

CONCLUSIONS
• Youth in Quetzaltenango have many misconceptions about HIV prevention.
• Interventions should emphasize sociocultural factors that influence decisions about sexual activity and attempt to use these to promote safe behavior.
• Consciousness-raising methodologies and proper follow-up can assist rural youth in identifying factors that influence decisions about not initiating sexual activity at an early age.