the device in the future and 3% had ever used it; these proportions did not differ by gender.

**RESULTS**

The models estimated and shown in Figures 2 and 3 predict respondents’ likelihood of discussing the female condom with their partner and their intention to use the female condom. The explained variance in the discussion of the female condom with one’s partner is around 10% for both men and women. The model explains almost twice as much of the variance in intention to use the female condom for the male sample ($R^2=0.220$) as for the female sample ($R^2=0.117$).

**Women's Intentions**

- **Impact of the program.** Figure 2 is the final model showing the pathways through which programmatic and social and demographic variables influence a woman’s intention to use the female condom. All paths shown in the model are statistically significant at $p<.05$.

  After controlling for all variables in the model, we found that receipt of female condom–related messages via the mass media did not directly affect a woman’s intention to use the female condom; this is indicated by the lack of an arrow from the “mass media” variable to the “intention to use the female condom” variable in Figure 2. Mass media exposure did have a statistically significant impact on intentions, however, with a total effect* of 0.009 ($p<.01$) and a standardized total effect of 0.014, but operated through increasing discussion of the female condom with one’s partner. In turn, discussion of the female condom was a powerful predictor of a woman’s intention to use the female condom. These findings are consistent with previous research showing that mass media have a gradual or indirect impact on behavior.23 Peer education had a relatively strong direct influence on a woman’s intention to use the female condom, but did not affect whether she discussed the female condom with her partner. In contrast, exposure to a provider’s explanation had a small direct effect on the intention to use the female condom and a substantial indirect effect of 0.070, or 58% of the total effect ($p<.001$), and a standardized indirect effect of 0.067, by encouraging the woman’s discussion of the female condom with her partner. The impact of peer education and provider’s explanation on intentions to use the female condom confirm the importance of interventions that use interpersonal communication to promote female condom use.

- **Impact of social and demographic variables.** We expected age to have a negative effect on intention to use the female condom, because older women tend to be more interested in avoiding pregnancy than in preventing STIs and because other reliable methods are available for family planning. However, our analysis showed no statistically significant effect of age on a woman’s intention to use the female condom.

  It may be that other demographic variables, such as marital status and education, explain the relationship between age and the intention to use the female condom. Consistent with this argument, single women were more likely than married women to intend to use the female condom. A woman’s level of education did not have a direct effect on her intention to use the female condom, but it had a weak indirect effect on it, by increasing the likelihood that a woman would discuss the female condom with a partner (total effect=0.002, $p<.001$, standardized total effect=0.029). Overall, these findings are consistent with previous analyses of intentions to use the female condom.24

**Men’s Intentions**

- **Impact of the program.** Figure 3 shows the pathways through which social and demographic and programmatic variables influence a man’s intention to use the female condom. As in the previous model, all paths shown are statistically significant at $p<.05$.

  First, the effect of discussing the female condom with one’s partner on intention to use the female condom was significantly greater among men than among women (0.444 vs. 0.288). Thus, the indirect effects of programmatic and social and demographic variables on intention to use the

*The total effect is the sum of the direct and indirect effects of an independent variable on a dependent one. In the case of the effect of mass media exposure on intentions to use the female condom, there is only an indirect effect via discussion of the female condom with one’s partner; therefore, the total effect=0+($0.033 \times 0.288$)=0.009. Provider’s explanation, to the contrary, has both a direct (0.050) and an indirect effect (0.244 x 0.288=0.070) on a woman’s intentions to use the female condom. The total effect in this case is $0.050+0.070=0.120$. Standardization occurs in a manner analogous to regression coefficients.