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A cross-sectional study was conducted in Beijing in 2014 and recruited 251 18- to 60-year-old Chinese MSMR-P via multiple outreaching in gay venues, online advertisement, referrals. Anonymous individual interviews with a structured questionnaire by fieldworkers were conducted in an NGO with selected incentive. No incentive was given to the participants. Logistic analyses, which were adjusted for significant background variables, were conducted to test the association between cognitive factors and CMSP. The prevalence of CMSP was 48% in the sample. The factors had no significant effect, while all cognitive factors significantly associated with CMSP: positive attitude was a risk factor while negative attitude, injunctive/descriptive norms against it, and perceived behavioral control of refraining oneself from it are protective factors. The findings support the application of TPB to understanding and predicting CMSP and facilitates the development of comprehensive interventions, which are currently absent in existing HIV programs.

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RECEIVED INFORMATION TRUSTWORTHINESS AND PARENTS' RISK PERCEPTIONS REGARDING CHILDHOOD INFLUENZA VACCINATION IN HONG KONG

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Introduction: With the increasing access to a spectrum of information and the use of information technology, more and more people are relying on the Internet and other digital platforms to make health decisions. This study aimed to investigate how perceived information trustworthiness is associated with risk perceptions regarding childhood seasonal influenza vaccination.

Method: A total of 1,389 parents of young children (aged 6 months-6 years) completed a randomly dialed telephone interview based on a standardized questionnaire. Exploratory factor analysis (EFA) extracted factors underlying perceived information trustworthiness. Logistic regression models were used to examine the associations between risk perceptions and childhood seasonal influenza vaccination.

Results: Two factors related to information trustworthiness were extracted: one was from formal sources (government-agency sources) and the other was informal sources (friends). Parents with a higher level of trust in formal information sources were more likely to trust their children’s influenza vaccination. After adjustment for parental demographics, trust in formal information sources was positively associated with perceived child susceptibility to influenza (OR = 1.33, 95% CI: 1.01-1.74), perceived benefit (OR = 1.61, 95% CI: 1.24-2.08) and safety (OR = 1.65, 95% CI: 1.25-2.17) of influenza vaccination for children, while more trust in peers was associated with feeling more anxious about the child being infected with influenza (OR = 1.40, 95% CI: 1.11-1.76).

Conclusion: Information from formal sources appears associated with higher risk evaluation while that from peers is more associated with effective risk response.

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WHY MEN WOULD HAVE SAME-SEX BEHAVIOR?
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Introduction: Until December 2015, the highest proportion of HIV-AIDS cases in Bali was among men with heterosexual transmission and heterosexual transmission in the second rank (Health Department Bali Province, 2015). The data was contradictory because Diamond (in Lehmlbter, 2014) all that men sexually attracted by women. On the other hand, women are more flexible in sexual fluidity. The cumulative number of HIV-AIDS cases among men with homosexual transmission was around 200 fold cases among women and 40 fold cases among women by bisexual transmission. The significant difference appeared because same-sex behavior in men is more risk than in women. Based on the situation of HIV-AIDS epidemiology in Bali, the aim of the research was to find the psychological factors that influence men engage same-sex behavior.

Methods: The research used qualitative approach. Data collection used five scales which are the perception of masculinity, the perception of femininity, the tolerance of personal space, sexual attraction, and the tendency on same sex behavior. The subjects were 200 adult males in Bali. Data were analyzed by structural equation modelling.

Results: The result showed that all of the exogenous variables gave significant impacts on same-sex behavior as an endogenous variable. According to the analysis, perception of femininity, the tolerance of personal space, and sexual attraction gave positive impacts on the same sex behavior. On the other hand, the impact of perception of masculinity was negative. The strongest predictor was the perception of masculinity.

Conclusion: According to the result, exogenous variables in this research can predict the intention of same sex behavior among men. The result was support the research hypothesis. However, the external validity of same sex behavior scale, such as the frequency of intercourse and perceived sexual orientation among the participants need to be followed.

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HOW OFTEN IS IT ACCEPTABLE FOR PRESCHOOLERS TO CONSUME SUGAR-RICH FOODS AND DRINKS? ASSOCIATIONS BETWEEN PARENTS' VIEWS AND EDUCATIONAL LEVEL
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Introduction: Finnish 3-6-year-old children's sugar intake is above the recommended limit of 10%. The aim of the study is to investigate parents' views on acceptable intake frequency of sugar-rich foods and drinks in children and their association with parental educational level.

Methods: A cross-sectional survey was conducted in Finland in autumn 2015. The parent of 469 3-6-year-old children reported education level and views on acceptable intake frequency of sugar-rich foods and drinks.
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