

## SANKOFA FACT SHEET

March, 2001

No. 15

**Research Synthesis****A COMMUNITY-LEVEL HIV PREVENTION FOR INNER-CITY WOMEN: RESULTS OF THE WOMEN AND INFANTS DEMONSTRATION TRIAL**

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**Intervention Goal(s):** To determine the effects of a community-level intervention to increase condom use with main and non-main partners.**Intervention Setting:** Street settings, community agencies, organizations, businesses, residential complexes, and other community settings.**Population:** Interviews were conducted with 3,725 sexually active women of reproductive age in four matched pairs of inner-city communities. In this group of women, 73% were African-American, 20% were white, and 7% were of other racial/ethnic groups; mean age was 25 years.**Description of Intervention: Real AIDS Prevention Project (RAPP)**

This community-level intervention was based on the Transtheoretical Model of Behavior Change, which recognized that change occurs in stages. The intervention aimed to modify attitudes and beliefs about prevention methods among the community women by providing models of successful risk-reduction strategies adopted by members of the target population. The intervention included three components: a media campaign, outreach, and community mobilization. The media campaign included frequent distribution of flyers, brochures, posters, and newsletters that told "role model" stories based on the lives of women in the local community, contained HIV prevention material and referral sources, and furnished other information related to women's physical, social, and economic well-being. The role model stories presented readable and realistic accounts of women in different degrees of readiness to use condoms (i.e., stage-based stories) with either main or non-main partners, how they had overcome barriers or had learned from experience about the need to use condoms, and how they had progressed to more consistent condom use. Media pieces were distributed hand-to-hand or were left at drop sites in businesses, agencies, and meeting places throughout the target communities.



Stage-based outreach was implemented by women from the communities who were either paid a stipend or employed by the project. Outreach was usually one-on-one but was sometimes delivered to groups. The purpose of these interpersonal contacts was to present HIV information and referrals, encourage and reinforce behavior change, and distribute condoms and role model stories.

Community mobilization entailed the recruitment of small businesses, neighborhood organizations, and agencies to donate services or products and to function as sites for distributing role-model stories and displaying posters and other visual materials.

**Behavioral/Health Findings:** Women in the intervention communities reported a greater increase in consistent condom use with non-main partners than women in the comparison communities.

**Source:** *Compendium of HIV Prevention Interventions with Evidence of Effectiveness*, 1999. Centers for Disease Control and Prevention HIV/AIDS Prevention Research Synthesis Project. Atlanta, Ga.

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