

HIV: Studies Reporting Behavioral Factors Outcomes

Title	Authors	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score ¹	SMBC ²
Assessment of the scale, coverage and outcomes of the Avahan HIV prevention program for female sex workers in Tamil Nadu, India: Is there evidence of an effect?	BMC Public Health, 2011, 11(Suppl 6): S3 http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3287556/	Tamil Nadu, India	FSW	Condom social marketing; peer-based outreach education, promotion and distributionof condoms, establishing program-linked clinics to manage sexually transmitted infections (STIs) and community mobilization	Behaviorial Factors Quality of care Behaviors Condom use Health Decrease in HIV and STI prevalence	Observational	Probability	4	5: Behavior, Customer orientation, Insight, Segmentation, Methods mix	
Heading towards the Safer Highways: An assessment of the Avahan prevention programme among long distance truck drivers in India	BMC Public Health, 2011, 11(Suppl 6): S15-S15 http://www.biomedcentral.com/1471-2458/11/S6/S15	India	Long distance truck drivers	Peer educators, education, clinics	Behaviors Condom use Health HIV and STI testing	Observational	Probability	4	4: Behavior, Customer orientation, Segmentation, Methods mix	
Condom use and prevalence of syphilis and HIV among female sex workers in Andhra Pradesh, India following a large-scale HIV prevention intervention	BMC Public Health, 2011, 11(Suppl 6): S1 http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3287547/	Andhra Pradesh, India	FSW	Condom social marketing	Behaviors Condom use Health Decrease in HIV and STI prevalence	Observational	Probability	4	4: Behavior, Customer orientation, Segmentation, Methods mix	
Increasing safer sexual behavior among Lao kathoy through an integrated social marketing approach	BMC Public Health, 2011, 11(872): 1-12 http://www.biomedcentral.com/1471-2458/11/872	Laos	Male to female transgender & partners	Peer led IPC; condom/lube social marketing	Behaviorial Factors Improved perceptions of product availability for condoms and water-based lubricant and knowledge about the importance of consistent condom use Behaviors Higher levels of condom use at last anal sex with casual partners and greater use of water-based lubricant	Observational	Probability	4	7: Behavior, Customer orientation, Theory, Insight, Competition, Segmentation, Method mix	

Notes

1. Strength of Evidence Score

2. Social Marketing Benchmark Criteria

Title	Authors	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score ¹	SMBC ²
Targeted interventions of the Avahan program and their association with intermediate outcomes among female sex workers in Maharashtra, India	BMC Public Health, 2011, 11(Suppl 6): S2-S2 http://www.biomedcentral.com/1471-2458/11/S6/S2	Maharastra, India	FSW	Peer-based outreach education, clinical services for managing STIs, promotion and distribution of condoms, community mobilization and building an enabling environment	Behaviors Condom use Health HIV and STI incidence	Observational	Purposive	4	4: Behavior, Customer orientation, Segmentation, Methods mix	
HIV prevention for migrants in transit: Developing and testing TRAIN	AIDS Education and Prevention, 2011, 23(3): 267-280 http://www.ncbi.nlm.nih.gov/pubmed/21696244	Russia	Tajik male labor migrants	HIV education & awareness	Behaviorial Factors Changes in knowledge and worry about HIV/AIDS Behaviors Condom use and increased discussion with partner about HIV/AIDS	Experimental	Purposive	5	5: Behavior, Customer orientation, Theory, Insight, Segmentation	
Knowledge, stigma, and behavioral outcomes among antiretroviral therapy patients exposed to Nalamdana's radio and theater program in Tamil Nadu, India	AIDS Education and Prevention, 2011, 23(4): 351-366 http://www.ncbi.nlm.nih.gov/pubmed/21861609	Tamil Nadu, India	ARV patients	Radio-and-theater-based educational program	Behaviorial Factors Higher HIV-related knowledge and lower levels of stigma Behaviors Over four times the adjusted odds of asking doctors questions about HIV, greater odds of consistent condom use, improved doctor-patient communication, and peer advice giving and HIV-related advocacy	Quasi-experimental	Probability	5	5: Behavior, Theory, Customer orientation, Insight, Segmentation	
Community-based prevention leads to an increase in condom use and a reduction in sexually transmitted infections (STIs) among men who have sex with men (MSM) and female sex workers (FSW): The Frontiers Prevention Project (FPP) evaluation results	BMC Public Health, 2010, 10(497): 1-12 http://www.biomedcentral.com/1471-2458/10/497	Andhra Pradesh, India	MSM and FSW	Empower KP by improving advocacy within these groups, changing policies that affect these groups, and increasing community awareness. These efforts, combined with the provision of a comprehensive package of prevention interventions implemented on the appropriate scale, aimed to reduce risk-taking behaviours and STI incidence, thereby resulting in a lower HIV incidence	Behaviors Condom use Health Syphilis and HSV bio-marker tests	Quasi-experimental	Probability	5	5: Behavior, Customer orientation, Theory, Segmentation, Methods mix	

Notes

1. Strength of Evidence Score 2. Social Marketing Benchmark Criteria

Title	Authors	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score ¹	SMBC ²
Changes in sexual behaviour leading to the decline in the prevalence of HIV in Uganda: Confirmation from multiple sources of evidence	Sexually Transmitted Infections, 2008, 84(supplement 2): ii35-ii41 http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2602746/pdf/U9G-84-S2-0035.pdf	Uganda	Sexually active adults	Condom social marketing	Behaviors Abstaining from sex; extramarital sex; sex with multiple partners; condom use Health HIV prevalence	Observational	Probability	3	1: Behavior	
Evaluation of a needle social marketing strategy to control HIV among injecting drug users in China	AIDS, 2007, Suppl 8:S115-22 http://www.ncbi.nlm.nih.gov/pubmed/18172379	China	IDU	Needle social marketing	Behaviorial Factors Exposure to intervention and coverage levels Behaviors Needle sharing and condom use with sexual partners Health HIV incidence/prevalence and HCV incidence	Experimental	Probability	5	5: Behavior, Customer orientation, Insight, Segmentation, Methods mix	
MTV's "Staying Alive" global campaign promoted interpersonal communication about HIV and positive beliefs about HIV prevention	AIDS Education and Prevention, 2007, 19(1): 51-67 http://www.ncbi.nlm.nih.gov/pubmed/17411389	Kathmandu, Nepal; São Paulo, Brazil; Dakar, Senegal	16-25 year olds	Media campaign	Behaviorial Factors Beliefs and attitudes Behaviors Communication about HIV	Quasi-experimental	Probability	4	3: Behavior, Customer orientation, Theory	
Assessing effects of a media campaign on HIV/AIDS awareness and prevention in Nigeria: Results from the VISION Project	BMC Public Health, 2006, 6(123): 1-12 http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1508144/	Nigeria	Adults	Media campaign	Behaviorial Factors Awareness that consistent condom use reduces HIV risk Behaviors Changes in discussion of HIV/AIDS with a partner and condom use at last intercourse	Quasi-experimental	Probability	5	2: Behavior, Customer orientation	

Notes

1. Strength of Evidence Score

2. Social Marketing Benchmark Criteria

Title	Authors	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score ¹	SMBC ²
Promoting behavior change in Botswana: An assessment of the Peer Education HIV/AIDS Prevention Program at the workplace	Journal of Health Communication, 2003, 8(3): 267-81 http://www.ncbi.nlm.nih.gov/pubmed/12857655	Botswana	Males in the workplace	Peer education	Behaviorial Factors Knowledge and attitudes Behaviors Condom use and number of sexual partners	Observational	Probability	2	5: Behavior, Theory, Customer orientation, Insight, Segmentation	
Social marketing of pre-packaged treatment for men with urethral discharge (Clear Seven) in Uganda	International Journal of STD & AIDS, 2003, 14: 216-221 http://std.sagepub.com/content/14/3/216.full.pdf	Uganda	Men with urethral discharge	Social marketing of pre-packaged treatment for men with urethral discharge (Clear Seven)	Behaviorial Factors Attitudes Behaviors Treatment compliance and condom use Health Cure rate	Quasi-experimental	Purposive	3	6: Behavior, Customer orientation, Insight, Exchange, Segmentation, Methods mix	
A quasi-experimental study to assess the impact of four adolescent sexual health interventions in Sub-Saharan Africa	International Family Planning Perspectives, 2002, 28(2): 67-70 & 113-118 http://www.guttmacher.org/pubs/journals/2806702.pdf	Sub-Saharan Africa	Adolescents	Condom social marketing	Behaviorial Factors Risk perception and self-efficacy Behaviors Condom use, multiple partnership, contraceptive use	Quasi-experimental	Probability	5	6: Behavior, Customer orientation, Theory, Insight, Segmentation, Methods mix	
The promotion of condom use in non-regular sexual partnerships in urban Mozambique	Health Policy and Planning, 2001, 16(2): 144-151 http://heapol.oxfordjournals.org/content/16/2/144.long	Mozambique	Men/woman 15-49	Condom social marketing	Behaviorial Factors Knowledge and access Behaviors Condom use with non regular partners	Observational	Probability	4	6: Behavior, Customer orientation, Insight, Exchange, Segmentation, Methods mix	
The role of social marketing in sexually transmitted diseases/HIV protection in 4600 sexual contacts in urban Zimbabwe	AIDS, 2001, 15(2): 285-7 http://www.ncbi.nlm.nih.gov/pubmed/11216945	Zimbabwe	Male factory workers	Condom social marketing	Behaviors Condom use	Observational	Purposive	2	2: Behavior, Methods mix	

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1. Strength of Evidence Score 2. Social Marketing Benchmark Criteria

Title	Authors	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score ¹	SMBC ²
Sexual activity and condom use in Lusaka, Zambia	International Family Planning Perspectives, 1998, 24(1): 32-37 http://www.guttmacher.org/pubs/journals/2403298.pdf	Lusaka, Zambia	Men/women 15-49	Condom social marketing	Behaviors Condom use at last sex	Observational	Probability	4	5: Behavior, Customer orientation, Insight, Segmentation, Methods mix	

Notes

1. Strength of Evidence Score 2. Social Marketing Benchmark Criteria