

# HIV : Studies Reporting Behavior Change Outcomes

Title	Authors	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score <sup>1</sup>	SMBC <sup>2</sup>
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?	Thilakavathi S, Boopathi K, Girish Kumar CP, Santhakumar A, Senthilkumar R, Eswaramurthy C, Ilaya Bharathy V, Ramakrishnan L, Thongamba G, Adhikary R, Paranjape R	BMC Public Health, 2011, 11(Suppl 6): S3 <a href="http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3287556/">http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3287556/</a>	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	<b>Behaviorial Factors</b>  Quality of care  <b>Behaviors</b>  Condom use  <b>Health</b>  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	Pandey A, Mishra RM, Sahu D, Benara SK, Sengupta U, Paranjape RS, Gautam A, Lenka SR, Adhikary R	BMC Public Health, 2011, 11(Suppl 6): S15-S15 <a href="http://www.biomedcentral.com/1471-2458/11/S6/S15">http://www.biomedcentral.com/1471-2458/11/S6/S15</a>	India	Long distance truck drivers	Peer educators, education, clinics	<b>Behaviors</b>  Condom use  <b>Health</b>  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	Rachakulla HK, Kodavalla V, Rajkumar H, Prasad SPV, Kallam S, Goswami P, Dale J, Adhikary R, Paranjape R, Brahmam GNV	BMC Public Health, 2011, 11(Suppl 6): S1 <a href="http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3287547/">http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3287547/</a>	Andhra Pradesh, India	FSW	Condom social marketing	<b>Behaviors</b>  Condom use  <b>Health</b>  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	Longfield K, Panyanouvong X, Chen J, Kays MB	BMC Public Health, 2011, 11(872): 1-12 <a href="http://www.biomedcentral.com/1471-2458/11/872">http://www.biomedcentral.com/1471-2458/11/872</a>	Laos	Male to female transgender & partners	Peer led IPC; condom/lube social marketing	<b>Behaviorial Factors</b>  Improved perceptions of product availability for condoms and water-based lubricant and knowledge about the importance of consistent condom use  <b>Behaviors</b>  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 <sup>1</sup>	SMBC <sup>2</sup>
Targeted interventions of the Avahan program and their association with intermediate outcomes among female sex workers in Maharashtra, India	Mainkar M, Pardeshi D, Dale J, Deshpane S, Khazi S, Gautam A, Goswami P, Adhikary R, Ramanathan S, George B, Paranjape R	BMC Public Health, 2011, 11(Suppl 6): S2-S2 <a href="http://www.biomedcentral.com/1471-2458/11/S6/S2">http://www.biomedcentral.com/1471-2458/11/S6/S2</a>	Maharastra, India	FSW	Peer-based outreach education, clinical services for managing STIs, promotion and distribution of condoms, community mobilization and building an enabling environment	<b>Behaviors</b> Condom use  <b>Health</b> HIV and STI incidence	Observational	Purposive	4	4: Behavior, Customer orientation, Segmentation, Methods mix
HIV prevention for migrants in transit: Developing and testing TRAIN	Bahromov M, Weine S	AIDS Education and Prevention, 2011, 23(3): 267-280 <a href="http://www.ncbi.nlm.nih.gov/pubmed/21696244">http://www.ncbi.nlm.nih.gov/pubmed/21696244</a>	Russia	Tajik male labor migrants	HIV education & awareness	<b>Behaviorial Factors</b> Changes in knowledge and worry about HIV/AIDS  <b>Behaviors</b> 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	Nambiar D, Ramakrishnan V, Kumar P, Varma R, Balaji N, Rajendran J, Jhona L, Chandrasekar C, Gere D	AIDS Education and Prevention, 2011, 23(4): 351-366 <a href="http://www.ncbi.nlm.nih.gov/pubmed/21861609">http://www.ncbi.nlm.nih.gov/pubmed/21861609</a>	Tamil Nadu, India	ARV patients	Radio-and-theater-based educational program	<b>Behaviorial Factors</b> Higher HIV-related knowledge and lower levels of stigma  <b>Behaviors</b> 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	Gutierrez JP, McPherson S, Fakoya Ade, Matheou A, Bertozzi S	BMC Public Health, 2010, 10(497): 1-12 <a href="http://www.biomedcentral.com/1471-2458/10/497">http://www.biomedcentral.com/1471-2458/10/497</a>	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	<b>Behaviors</b> Condom use  <b>Health</b> 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 <sup>1</sup>	SMBC <sup>2</sup>
Changes in sexual behaviour leading to the decline in the prevalence of HIV in Uganda: Confirmation from multiple sources of evidence	Kirby D	Sexually Transmitted Infections, 2008, 84(supplement 2): ii35-ii41 <a href="http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2602746/pdf/U9G-84-S2-0035.pdf">http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2602746/pdf/U9G-84-S2-0035.pdf</a>	Uganda	Sexually active adults	Condom social marketing	<b>Behaviors</b> Abstaining from sex; extramarital sex; sex with multiple partners; condom use  <b>Health</b> HIV prevalence	Observational	Probability	3	1: Behavior
Evaluation of a needle social marketing strategy to control HIV among injecting drug users in China	Wu Z, Luo W, Sullivan SG, Rou K, Lin P, Liu W, Ming Z	AIDS, 2007, Suppl 8:S115-22 <a href="http://www.ncbi.nlm.nih.gov/pubmed/18172379">http://www.ncbi.nlm.nih.gov/pubmed/18172379</a>	China	IDU	Needle social marketing	<b>Behaviorial Factors</b> Exposure to intervention and coverage levels  <b>Behaviors</b> Needle sharing and condom use with sexual partners  <b>Health</b> 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	Geary CW, Burke HM, Castelnau L, Neupane S, Sall YB, Wong E, Tucker HT	AIDS Education and Prevention, 2007, 19(1): 51-67 <a href="http://www.ncbi.nlm.nih.gov/pubmed/17411389">http://www.ncbi.nlm.nih.gov/pubmed/17411389</a>	Kathmandu, Nepal; São Paulo, Brazil; Dakar, Senegal	16-25 year olds	Media campaign	<b>Behaviorial Factors</b> Beliefs and attitudes  <b>Behaviors</b> 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	Keating J , Meekers D, Adewuyi A	BMC Public Health, 2006, 6(123): 1-12 <a href="http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1508144/">http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1508144/</a>	Nigeria	Adults	Media campaign	<b>Behaviorial Factors</b> Awareness that consistent condom use reduces HIV risk  <b>Behaviors</b> 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 <sup>1</sup>	SMBC <sup>2</sup>
Promoting behavior change in Botswana: An assessment of the Peer Education HIV/AIDS Prevention Program at the workplace	Hope RK	Journal of Health Communication, 2003, 8(3): 267-81 <a href="http://www.ncbi.nlm.nih.gov/pubmed/12857655">http://www.ncbi.nlm.nih.gov/pubmed/12857655</a>	Botswana	Males in the workplace	Peer education	<b>Behaviorial Factors</b> Knowledge and attitudes  <b>Behaviors</b> 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	Jacobs B, Kambugu FSK, Whitworth JAG, Ochwo M, Pool R, Lwanga A, Tifft S, Lule J, Cutler JR	International Journal of STD & AIDS, 2003, 14: 216-221 <a href="http://std.sagepub.com/content/14/3/216.full.pdf">http://std.sagepub.com/content/14/3/216.full.pdf</a>	Uganda	Men with urethral discharge	Social marketing of pre-packaged treatment for men with urethral discharge (Clear Seven)	<b>Behaviorial Factors</b> Attitudes  <b>Behaviors</b> Treatment compliance and condom use  <b>Health</b> 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	Agha S	International Family Planning Perspectives, 2002, 28(2): 67-70 & 113-118 <a href="http://www.guttmacher.org/pubs/journals/2806702.pdf">http://www.guttmacher.org/pubs/journals/2806702.pdf</a>	Sub-Saharan Africa	Adolescents	Condom social marketing	<b>Behaviorial Factors</b> Risk perception and self-efficacy  <b>Behaviors</b> 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	Agha S, Karlyn A, Meekers D	Health Policy and Planning, 2001, 16(2): 144-151 <a href="http://heapol.oxfordjournals.org/content/16/2/144.long">http://heapol.oxfordjournals.org/content/16/2/144.long</a>	Mozambique	Men/woman 15-49	Condom social marketing	<b>Behaviorial Factors</b> Knowledge and access  <b>Behaviors</b> 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	Meekers D	AIDS, 2001, 15(2): 285-7 <a href="http://www.ncbi.nlm.nih.gov/pubmed/11216945">http://www.ncbi.nlm.nih.gov/pubmed/11216945</a>	Zimbabwe	Male factory workers	Condom social marketing	<b>Behaviors</b> Condom use	Observational	Purposive	2	2: Behavior, 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 <sup>1</sup>	SMBC <sup>2</sup>
Sexual activity and condom use in Lusaka, Zambia	Agha S	International Family Planning Perspectives, 1998, 24(1): 32-37 <a href="http://www.guttmacher.org/pubs/journals/2403298.pdf">http://www.guttmacher.org/pubs/journals/2403298.pdf</a>	Lusaka, Zambia	Men/women 15-49	Condom social marketing	<b>Behaviors</b> 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