

HIV: Studies Reporting Health Outcomes

Title	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 distribution of 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
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
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
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

Notes

1.

Strength of Evidence Score

2.

Social Marketing Benchmark Criteria

Title	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score ¹	SMBC ²
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
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	People who inject drugs	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

Notes

1.

Strength of Evidence Score

2.

Social Marketing Benchmark Criteria

Title	Journal & Link	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score ¹	SMBC ²
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

Notes

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