

*Advancing HIV Prevention through Universal,
Selective, and Indicated Approaches:
An Overview of Three Computer-Based
HIV Behavioral Interventions*

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 - ▶ *Positively tHrIVing*: R43MD006152

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Efficacy of HIV behavioral CBIs

- ▶ Mediators (Noar, Pierce, & Black, 2010)
 - ▶ HIV/AIDS knowledge ($d=0.28$)
 - ▶ Condom self-efficacy ($d=0.19$)
- ▶ Condom use ($d=.26$; Noar, Black, & Pierce, 2009)
 - ▶ OR via CBIs = 1.54 v. 1.13 - 1.64 via human delivered
- ▶ CBIs that are tailored and theoretically-based are more effective

Levels of Risk, Levels of Intervention

- ▶ Universal
 - ▶ Targets general population
 - ▶ *WorkWell*: HIV prevention for working adults
- ▶ Selective
 - ▶ Targets at-risk sub-group
 - ▶ *Safe Sistah*: HIV prevention for high-risk African American WSM
- ▶ Indicated
 - ▶ Targets those with “early signs” of a disorder
 - ▶ *Positively tHrIVING*: Transmission prevention for HIV+ African American men (MSM, MSW, MSW/M)

WorkWell: Universal Prevention

- ▶ Workplace is an optimal setting for health promotion
- ▶ HIV disproportionately impacts working adults
 - ▶ Unlike other diseases that affect primarily young children or the elderly
- ▶ Sound business reasons
 - ▶ Bragdon v. Abbott
 - ▶ Rising health insurance premiums
 - ▶ Reduced on-the-job productivity



WorkWell: 3 Modules

- ▶ Preventing HIV
 - ▶ Increase transmission knowledge
 - ▶ Provide risk reduction education
- ▶ Family Education
 - ▶ Increase parental understanding of age-appropriate information and risks
 - ▶ Foster motivation and skill to communicate
- ▶ Supervisor Training
 - ▶ Describe 3 components of workplace approach
 - ▶ Overcome barriers to addressing HIV



WorkWell: Challenges

- ▶ Tailoring for a universal approach?
 - ▶ Current relationship status
 - ▶ Current or previous risky partners
 - ▶ Condom use
 - ▶ Drug use
 - ▶ HIV test status
 - ▶ You want to “talk” about what?
 - ▶ You want to pay government employees?
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Safe Sistah: Selective Prevention

- ▶ African American women disproportionately burdened by HIV
 - ▶ 13% of U.S. women are black, 64% of new HIV infections among AA women
 - ▶ 87% of AA women infected as a result of heterosexual contact
 - ▶ Most often, the primary male partner is the source
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Safe Sistah: Prevention Focus

- ▶ Condom negotiation
 - ▶ Behavior ≠ Goal
 - ▶ Alternative risk reduction strategies (e.g., partner selection and sex refusal)
 - ▶ Power asymmetry
 - ▶ Enhancement of ethnic and gender-pride
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Safe Sistah: 6 Modules

- ▶ The 411 on HIV
 - ▶ Condom isn't a 4 letter word
 - ▶ Talking to Your Man
 - ▶ Healthy Relationships
 - ▶ No Means No
 - ▶ Things to Avoid
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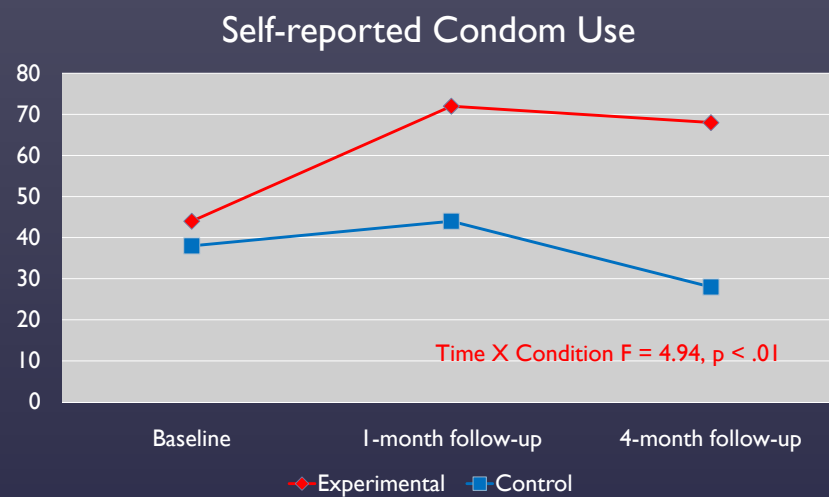


Safe Sistah: RCT

- ▶ Participants
 - ▶ 53 high-risk African American women seeking CTR
- ▶ Study design
 - ▶ 29 randomly assigned to use Safe Sistah
 - ▶ 24 randomly assigned to treatment as usual
- ▶ Measures
 - ▶ 1-month and 4-month follow-ups
 - ▶ Primary DV: Self-reported condom use



Safe Sistah: Results



Positively tHrIVing Indicated Prevention

- ▶ Men spread HIV via high-risk sex
 - ▶ 83% of cases in women
 - ▶ 72% of cases in men
 - ▶ African Americans disproportionately affected
 - ▶ 14% of population but 44% of all new infections
 - ▶ 70% of new cases among African Americans are among black men
 - ▶ 1/3 of HIV+ individuals continue risk behavior following their diagnosis
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Positively tHrIVing Prevention Focus

- ▶ Reduce sexual transmission of HIV by positive African American men
 - ▶ Based on Healthy Living Project
 - ▶ Safer Behaviors
 - ▶ Health Behaviors
 - ▶ Tailored
 - ▶ African American Men
 - ▶ Focus on patient's health and reduction of newly acquired STDs
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Positively tHrIVing: 7 Modules

- ▶ Fun Sex, Safer Sex
 - ▶ Be Heard
 - ▶ Talking about Your Status
 - ▶ Getting Your Body Right
 - ▶ Getting Your Mind Right
 - ▶ Working with Your Doc
 - ▶ Building a Community
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Positively tHrIVing: Focus Group

- ▶ Prototype that included Fun Sex, Safer Sex
 - ▶ Participants
 - ▶ 16 HIV+ African American men
 - ▶ 10 MSM, 2 MSW, 2 MSM/W, 2 no sex in last year
 - ▶ Ratings
 - ▶ Average across content items (4.69)
 - ▶ Average across functionality items (4.72)
 - ▶ Like to use program in the future (4.77)
 - ▶ Believed would help other HIV+ men (4.69)
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HIV CBIs: Promise and Challenges

- ▶ **Underserved populations**
 - ▶ Diverse array of needs
 - ▶ Literacy issues
 - ▶ Wariness of research
- ▶ **“Digital divide”**
 - ▶ CBIs bridge the science to practice gap by easily integrating into a continuum of care

