

# Popular Opinion Leaders

## HIV Risk Behavior Reduction following Intervention with Key Opinion Leaders of Population: An Experimental Analysis

### ABSTRACT

*Background and Purpose.* Peer norms influence the adoption of behavior changes to reduce risk for HIV (human immunodeficiency virus) infection. By experimentally intervening at a community level to modify risk behavior norms, it may be possible to promote generalized reductions in HIV risk practices within a population.

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### **Introduction**

Experience in many health promotion areas supports the importance of social influence as a determinant of population risk behavior patterns.<sup>1-3</sup> Gay men who successfully implement risk reduction report greater peer support for behav-

perimentally evaluate community-level intervention of this kind, the project targeted homosexual men in small cities.

### **Methods**

*Setting and Baseline Survey*

# POL intervention

- Identification of POLs
- 4-session training session
  - Content
  - Ways of communicating nonjudgmentally
- Trigger
- Outcomes: pre- and post-surveys



# POL intervention -- results

- Compared to control community, after intervention:
  - 16% increase in condom use during anal intercourse
  - 18% decrease in proportion of men with more than one casual partner
  - 8% in peer norms towards condom use

# Influence Network Leaders -- Evidence

- Implemented in Kigali and Lusaka in 2003
- 4-day training
- Categories: health care, religious, NGO/CBO, private sector
- Distribution of invitations
- Data; location, relationship, who received, public endorsement
- Outcome: “successful” invitations

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### Promotion of couples' voluntary counselling and testing for HIV through influential networks in two African capital cities

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### Abstract

# Influence Network Agents: Results

- Total of 9,900 invitations distributed
- 1,411 (14%) invitations distributed
  - Rwanda: 26.9%
  - Zambia: 9.6%
- Associated with “successful” invitation:
  - Invitation in couples’ home: 1.6 (Z)
  - Invitation in INA home (vs community): 3.4 (R), 3.3 (Z)
  - Workplace (versus community): 1.8 (R), 1.7 (Z)
  - Couple invited together (vs woman): 1.6 (R), 1.7 (Z)
  - Preceded by public endorsement: 1.7 (R), 1.7 (Z)
  - Age of man: 1.01/year of age (R), 1.02/year (Z)

# Impact of INA program on proportion invited to CVCT -- Kigali

Variable	Total n=600		Intervention n=400		Control n=200		p-value
		%		%		%	
Have you ever been invited for HIV testing as a couple?	248	41.3	200	50	48	24	<0.0001
Who or which project invited you for testing?							0.723
PSF	131	<b>53</b>	108	54	23	48	
Hospital/Health Centers	56	24	46	23	10	21	
ARBEP	16	8	11	6	5	10	
TRAC	11	7	13	7	4	8	
Other	28	8	22	11	6	13	