### HIV/AIDS: Selected Studies

#### KEY FINDINGS

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<th>IMPACT</th>
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| Increased knowledge of HIV/AIDS, improved attitudes towards HIV/AIDS (youth) | **Review: Curriculum-Based Sex and HIV Education Programs**  
Curriculum-based HIV education programs have been popular throughout the world as a means of communicating about sexual behavior and mediating factors of HIV. This paper, which describes the impact of curriculum-based programs targeting adolescents worldwide, found that school-based sexual health programs produced improvements in a variety of HIV/AIDS-related indicators, including knowledge, perceived risk, attitudes, and self-efficacy. | IPC | Kirby et al 2006 |
| Normative change: stigma and discrimination | **Soul City Mass Media Campaign**  
The Soul City Institute for Health and Development released Series 7 in 2005, which targeted the general population of Kenya with messages about HIV/AIDS treatment, health equity and gender issues. The intervention comprised a multi-channel mass media campaign that included television, radio and print material distribution. In 2006, an estimated 87% of the adult population had been exposed to one of more of Soul City programming components. Evaluation of the program found a 16% increase in those who reported support for PLWHA, including support for those on ART. The evaluation also found a 21% increase in condom use with a regular partner among those exposed to the intervention between baseline and endline. | Multi | Health and Development Africa Pty (Ltd) and Soul City 2007 |
| Normative change: gender | **Stepping Stones, South Africa**  
This cluster randomized control trial assessed the impact of Stepping Stones, a 50-hour IPC program using participatory exercises to increase knowledge and risk perception around HIV/AIDS and develop communication skills as a means to reduce HIV incidence. The evaluation found that participation in the program did not reduce incidence of HIV but had an impact on several risk factors for HIV—notably, HSV-2 and perpetration of intimate partner violence.  
**African Transformations, Uganda**  
The Communication for Development Foundation Uganda with technical guidance from Johns Hopkins University Center for Communication Programs (JHUCP) implemented a community development program in 2005-2006 to measure if participation in community dialogues around a series of video profiles about gender issues would influence participants’ self-efficacy, gender norms, and agencies. These community dialogue workshops comprised nine two-hour sessions over the course of several weeks in four rural areas of the Central Region. The evaluation of the AT intervention at three and six months post-intervention showed that participants were significantly more likely to report gender-equitable attitudes (as measured by the Gender Equity Scale) than their unexposed peers: 65.2% vs. 60.1% for men and 60% vs. 56.3% for women. | IPC | Jewkes et al 2008  
Multi | Underwood et al 2011 |
| Partner reduction | **Break the Chain, Namibia**  
The national, multi-channel Break the Chain campaign was implemented from 2009-2011 to reduce multiple and concurrent partnerships among Namibian adults. The campaign utilized advocacy, mass media, IPC, and community outreach and events, unified through a single campaign brand. The evaluation found that the exposure to the campaign resulted in greater discussion of HIV/AIDS (65% vs 53%), increased perception of shifting social norms, and reduction in sexual risk behaviors, including reduction of concurrent partnerships. | Multi | Parker et al 2011 |
Increased utilization of HTC services

- **Project Accept, Sub-Saharan Africa and Thailand**
  From 2006-2009, Project Accept provided community-based voluntary counseling and testing (CBVCT), community mobilization (CM), and post-test support services (PTSS) in forty-eight communities in Tanzania, Zimbabwe, South Africa, and Thailand. This multi-level approach aimed to change community norms, increase awareness, and decrease HIV-related stigma, with the aim of increasing utilization of HTC services. These communities were randomized to receive the intervention or standard clinic-based VHTC. During the first year, a four-fold increase in testing was observed in the intervention versus the comparison communities.

HIV/AIDS: References of Selected Studies

- Jewkes et al. 2008. Impact of Stepping Stones on incidence of HIV and HSV-2 and sexual behaviour in rural South Africa: cluster randomised controlled trial. *BMJ* 337:a506. [http://www.bmj.com/content/337/bmj.a506](http://www.bmj.com/content/337/bmj.a506)


