

A Critical Qualitative Analysis of Women's Recommendations for HIV Prevention Programming

HPTN 064

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Every hour a woman tests positive for HIV in the United States.

Strategies informed by the voices and experiences of women are needed to address the multidimensionality of women's risk.

ISIS
a women's study

Where did the study take place?

Ten communities in six distinct geographic areas participated in the study. HPTN 064 was conducted at the following clinical research sites:

EMORY UNIVERSITY, Atlanta, Georgia (Ponce de Leon Center CRS and Hope Clinic CRS)

GEORGE WASHINGTON UNIVERSITY, School of Public Health and Health Services, Washington D.C.

NEW JERSEY MEDICAL SCHOOL, Adult Clinical Trials Center, Newark, New Jersey

COLUMBIA UNIVERSITY, New York, New York (Bronx-Lebanon Hospital Center CRS and Harlem Prevention Center CRS)

JOHNS HOPKINS, Adult AIDS CRS, Baltimore, Maryland

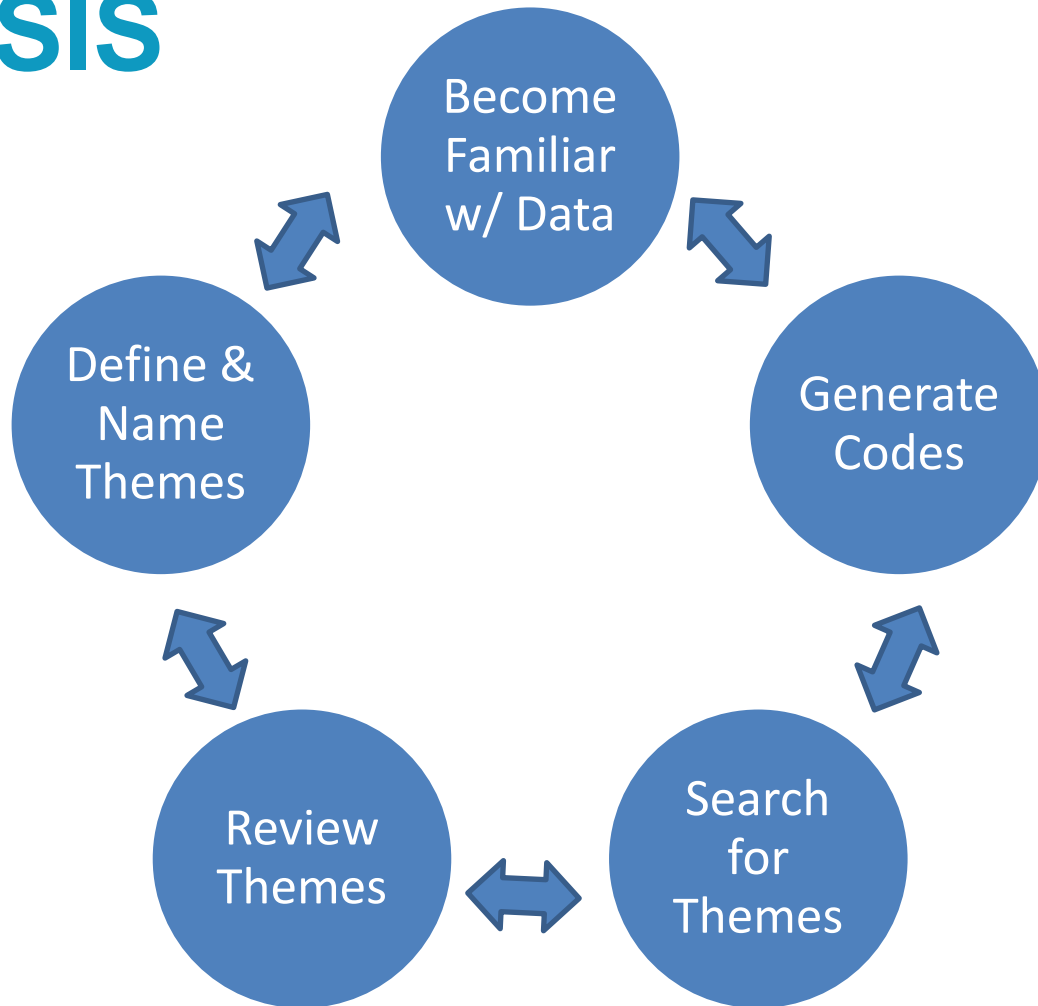
UNIVERSITY OF NORTH CAROLINA-CHAPEL HILL, North Carolina (UNC AIDS CRS and Wake County Health and Human Services CRS)

**HIV PREVENTION TRIALS NETWORK (HPTN)
064 ISIS STUDY**

Conducted 31 focus groups with women (N = 168) in community-based settings in four urban cities in the southeastern United States.

Primary Question: Now think about designing a health program to promote ... sexual health and [prevent] HIV and STDs, what would you like to make sure the program included?

SEMANTIC & LATENT THEMATIC ANALYSIS



Enhancing Rigor:

- Interpretive paradigmatic approach
- Emergent analytic methods
- 3 levels of analysis
- Qualitative data analysis software

RESULTS: SEMANTIC ANALYSIS

- 1) Program Format and Structure**
- 2) Program Messages and Skills**
- 3) Marketing and Branding**

Program Format and Structure

1. Small Groups

5. Include Men

2. Community Based

6. Incentivize Participation

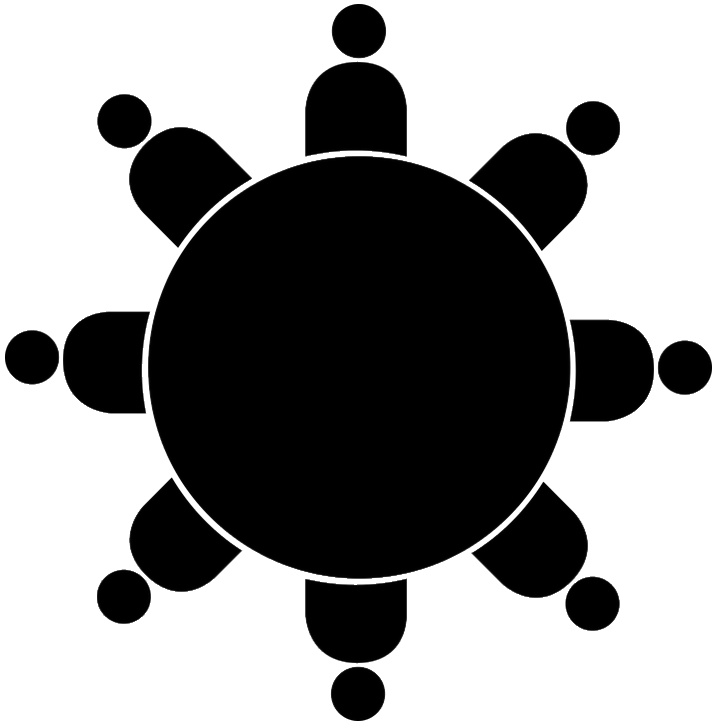
3. Discussion Oriented

7. Offer Free Condoms and Exams

4. Include PLWHA

8. Offer Groups for Children &
Teens

Program Messages and Skills



- **Empowerment**

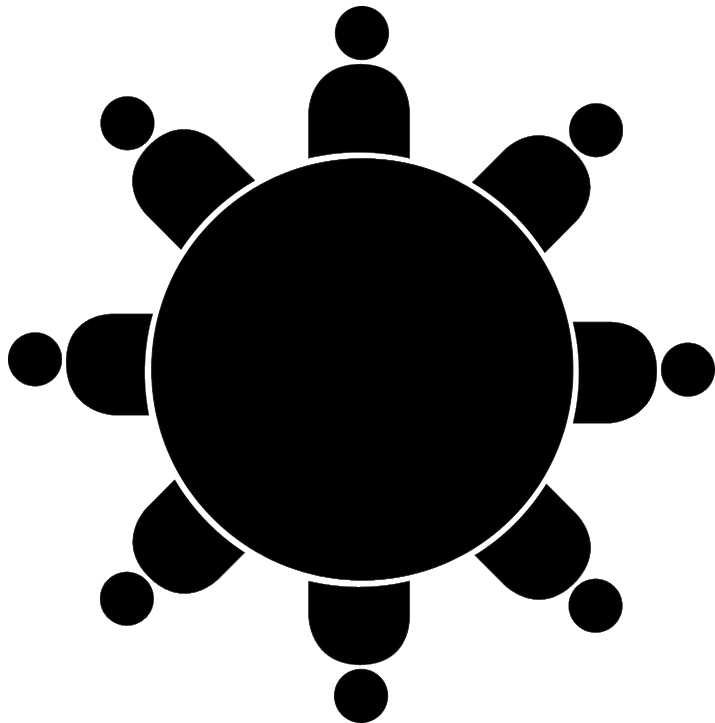
“I think people’s self esteem maybe needs to be boosted up a little bit.”

“Self-empowerment, self-esteem groups. Anything that’s gonna help them with their self-esteem to know that they are important.”

- **Consequences of HIV**

“I would have a video class where they can actually see this is what will happen. People that are infected with HIV... it’s required that maybe these kids go to a hospital, actually see.”

Program Messages and Skills



- **Demonstrations**

They should show women how to put condoms on themselves.. demonstrations”

“Show them what the vagina can look like once it gets sick.”

- **Communication**

“Because a lot of times, ... women [would] rather not have that uncomfortable conversation and risk getting her man upset”

Marketing & Branding



Logo

- Unity, women, action, and safety
- *“You have to make somebody’s mouth water for it”*

Motto

- Catchy and demonstrative of safety, community, actions, and consequences
- *“Tacos & Condoms”*

Marketing Strategy

- Utilize influencers
 - Radio personalities
 - Women’s empowerment celebrities
 - Celebrities with HIV

“

***They [are]
always
saying 'strap
it up' and it's
still not
working***

”

RESULTS: LATENT ANALYSIS

Deeper analysis of the program messages and skills theme revealed the underlying assumption that HIV risk manifests and should be targeted at individual and interpersonal levels.



RESULTS: DEVIANT CASE ANALYSIS

- 1) Job training or resource referrals
- 2) Mandate participation
- 3) Include discussions and demonstrations focused on self and partner pleasure, including pleasurable alternatives to intercourse



CONCLUSION

This study provides information that can support contemporary prevention strategies for women. Findings reveal opportunities for researchers and practitioners to expand and improve current HIV risk reduction interventions.



ACKNOWLEDGEMENTS

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