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

HPTN 064

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Introduction

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.
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

<table>
<thead>
<tr>
<th>1. Small Groups</th>
<th>5. Include Men</th>
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<tbody>
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<td>2. Community Based</td>
<td>6. Incentivize Participation</td>
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<td>3. Discussion Oriented</td>
<td>7. Offer Free Condoms and Exams</td>
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<td>4. Include PLWHA</td>
<td>8. Offer Groups for Children &amp; Teens</td>
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• **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.”
• **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
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

The HIV Prevention Trials Network is funded by the National Institute of Allergy and Infectious Diseases (UM1AI068619, UM1AI068613, UM1AI1068617), with co-funding from the National Institute of Mental Health, and the National Institute on Drug Abuse, all components of the U.S. National Institutes of Health.


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References


