

Popular Opinion Leader (POL) Intervention - Behavior Change Logic Model

Problem Statement for Intervention using *POL*.

An HIV-related behavioral risk characterizes a social network of friends (or subculture) because no social norm or group value is placed on a particular, specific risk reduction strategy (for example: no group value placed on condom use).

POL Behavior Change Logic

Behavioral Determinants <i>Corresponds to risk or contextual factors</i>	Activities <i>To address behavioral determinants</i>	Outcomes <i>Expected changes as a result of activities targeting behavioral determinants</i>	
		Immediate Outcomes	Intermediate Outcomes
<p>Social <u>norm</u> related to risk.</p> <p>(Example: Social norm related to condom use).</p>	<p>Influential, admired friends (<i>POLs</i>), at 15% of each friendship group, clique, or “pocket” of the social network (or subculture) endorse or promote the risk-related social norm to the friends and acquaintances who most admire them.</p> <p>(Example: <i>POLs</i> endorse condom use to their friends.)</p>	<p>The social network, subculture or “community” of friends embraces the social norm related to the risk behavior</p>	<p>Condom use behavior for sexual intercourse characterizes the social network.</p>

What is the program to implement the *Popular Opinion Leader (POL)* intervention?

Inputs →	Activities →	Outputs
<p><i>Inputs are the resources needed to operate a program and conduct intervention activities.</i></p>	<p><i>Activities are the actions conducted to implement an intervention.</i></p>	<p><i>Outputs are the deliverables or products that result when activities are conducted. Outputs provide evidence of service delivery.</i></p>
<p><u>Resources</u> are funds, staff, facilities, time, capacities, abilities, skills, knowledge, education/training, materials, volunteers, information/ data, etc.</p> <ul style="list-style-type: none"> - Staff dedicated (to <i>POL</i>) minimum of 1-2 FTEs. -Resources to develop and maintain capacities of staff and the agency to conduct the intervention - Resources to plan and administer the intervention. - Resources to assess social networks (or subcultures) of risk (“community discovery”). -Resources to recruit and retain opinion leaders/ key members of the targeted social network - Resources to train, support, deploy, and monitor opinion leaders/ key members of the targeted social network -Resources to monitor, evaluate, and report on program processes -Resources to development and maintain supportive “community” or social network related relations 	<p>Plan, design and <u>carry out</u> program in all its aspects including:</p> <p>Build and maintain rapport with the social network</p> <p>Use “community” discovery techniques to:</p> <ul style="list-style-type: none"> - Identify a social network for targeting and estimate its size - Identify subgroups of friends or cliques composing within the targeted social network - Identify and enlist popular, trusted and credible opinion leaders to model risk reduction supportive opinions. - Identify risk and related norm for targeting - Devise devices to serve as conversation starters between POLs and their network peers - Tailor sessions to train POLs [see INSERT for logic of training sessions] <p>Recruitment, retention, training, deployment plans, systems, and activities</p> <ul style="list-style-type: none"> - Recruit POLs in cadres, retain recruited POLs - Train 15% of POLs in each subgroup of the targeted social network (See INSERT for Logic of Training Sessions) - Provide continuing support for POLs, including provision of the “conversation sparking device” <p>POLs endorse and model the targeted risk reduction norm to their admiring friends</p> <p>Conduct process monitoring of POL recruitment, retention, training and deployment (the giving of the endorsements by the POLs)</p>	<p>POL Program Plan, including SMART Program Process Objectives and Monitoring/Reporting of program processes like “community assessment”; recruitment, training, and retention of POLs; message/communication delivery by POLs</p> <p>At least 15% of the POLs within each friendship group of the targeted social network are trained and have endorsed the targeted risk reduction norm to their admiring friends</p>

*** Note:** An intervention program implementation plan identifies and describes the main activities that are required to implement an intervention and the inputs (resources) that must be secured, developed and put into use to carry out the activities. The plan also describes the outputs (programmatic deliverables or products) that result when the activities are conducted. Outputs are quantitative measures of programmatic processes.