Appendix E
Stakeholder “Buy-in” and Participant Recruitment

Buy-in and Recruitment

This appendix contains two types of materials that can be used when securing buy-in from stakeholders or recruiting participants for the Nia intervention. The fact sheets present the basics of Nia in a condensed format. The generic marketing tool can be customized for your target population, based on your community assessment and with the assistance of your Community Advisory Board (CAB).

See pages 38-46 of the Program Manager's Guide for information on securing buy-in. See page 51 of the Program Manager's Guide and pages 19-20 of the Facilitator's Guide for information on recruiting participants. Also, see **Appendix F** for information on customization of marketing materials.

Nia: A Program of Purpose for African American Men

The Research

The Science Behind the Package

Nia is a six hour, two to four session, video-based, small group-level intervention. The goals of this intervention are to educate African American men about HIV/AIDS and its effect on their community, bring groups of men together, increase motivation to reduce risks, and help men learn new skills to protect themselves and others by promoting condom use and increasing intentions to use condoms. **Nia** is based on the Information-Motivational-Behavioral Skills (IMB). The IMB model assumes that people need information, motivation, and behavioral skills to adopt preventive behaviors.

Target Population

African American men (ages 18 and over) who have sex with women

Intervention

Facilitators convene a group of 4-10 participants at venues such as STD clinics, correctional facilities (local and state jails), drug rehabilitation centers, or community-based organization (CBO) or faith-based organization (FBO) offices. Participants examine their HIV/AIDS-related behavior risk(s), develop skills to reduce their risk(s), and receive feedback from others during the sessions. Facilitators review and reinforce HIV/AIDS knowledge and behavioral skills through educational and condom use videos, group activities, personal feedback reports, group discussions, condom demonstration and practice, and skills practice and role plays based on short movie clips. The six hour intervention can be conducted in two, three, or four sessions.

Research Results

The **Nia** intervention produced the following results among African American men at an STD clinic:

- Increased condom use/decreased unprotected vaginal/anal intercourse
- Increased talking with partner about HIV risk and condom use
- Decreased drug/alcohol use before or with sex
- Improved management of risky sexual situations, e.g.,
  - Planned ahead to practice safer sex
  - Refused unsafe/unprotected sex
  - Increased condom carrying

For Details on the Research Design

Kalichman, S., Cherry, C., Browne-Sperling, F. (1999). Effectiveness of a video-based motivational skills-building risk-reduction intervention for inner-city African American men. *Journal of Consulting and Clinical Psychology*, 67(6), 959-966.

Nia: A Program of Purpose for African American Men

The Intervention

A Package Developed from Science

Replicating Effective Programs (REP) is a CDC-initiated project that identifies HIV/AIDS prevention interventions with demonstrated evidence of effectiveness. REP supports the original researchers in developing a user-friendly package of materials designed for prevention providers. **Nia** is one of the REP interventions and is the product of extensive collaboration among the researchers and UT Southwestern faculty and staff. The package was field tested in three prevention agencies in Florida by non-research staff.

Core Elements

Core Elements are intervention components that must be maintained without alteration to ensure program effectiveness. The Core Elements of **Nia** are:

- Conducting small group sessions with men who have sex with women that are led by culturally competent male and female co-facilitators who:
  - use videos and movie clips appropriate for and appealing to men to present HIV information, motivate risk-reduction, and build skills for handling common risk situations
  - challenge negative attitudes towards women through group rules that disallow adversarial language against women
- Correcting misperceptions and misinformation regarding HIV by using gender and culturally appropriate videos and interactive exercises, especially:
  - providing Personal Feedback Report on HIV knowledge
  - showing and leading discussion of HIV educational videos
  - conducting Myths and Facts activity
  - conducting HIV Risk Continuum activity
- Inducing and enhancing motivation to reduce risks for HIV by having men identify themselves and their behavior with the HIV epidemic through:
  - providing Personal Feedback Report on sex behaviors and condom attitudes
  - showing and leading discussion of videos featuring men who have been affected by HIV with whom participants can identify
  - conducting HIV Risk Continuum activity
  - eliciting and exploring personal risky sexual situations
- Building skills for identifying and managing sexual risk situations:
  - eliciting and exploring personal risky sexual situations
  - building trigger-identifying and safer sex decision-making skills
  - facilitating trigger-identification and safer sex decision-making skills using movie clips
- Enhancing motivation and building behavioral skills for condom use or safer sex by:
  - exploring attitudes towards and pros/cons for condom use
  - identifying safer sex alternatives
  - building behavioral skills for correctly using condoms and communicating sexual decisions regarding condom use
  - guiding practice of condom use and safer sex decisions using movie clips

Package Contents

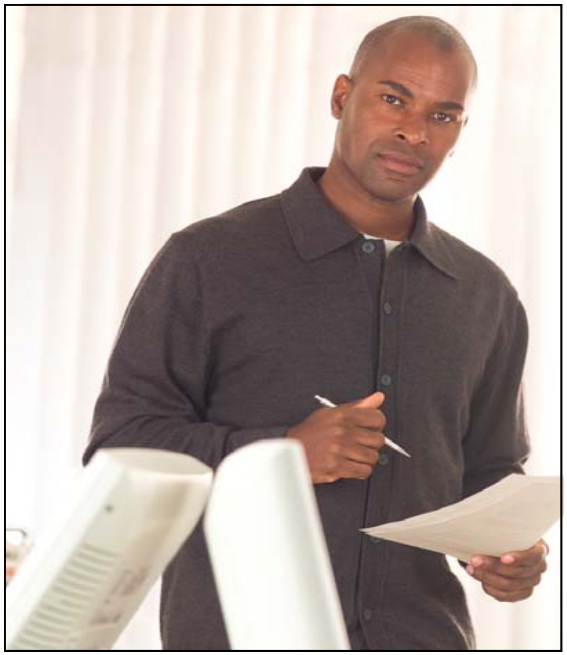
- Program Manager's Guide
- Facilitator's Guide
- Evaluation Field Manual Forms
- Technical Assistance Guide

Intervention Orientation
Program staff, who will be serving as facilitators, attend three days of training during which they learn how to conduct the intervention, practice intervention delivery skills, and identify agency-specific implementation strategies. Administrative staff, including program managers and support staff, may also attend the training as observers.

Technical Assistance
To be determined

Timeline for Availability
The REP package has been developed and pilot-tested. Final versions of the REP materials will be available soon after Fall 2008.

For More Information on the Nia Project Package
Anne C. Freeman at University of Texas Southwestern Medical Center, 400 S. Zang Boulevard, Suite 520, Dallas, TX 75208. Phone: 214-645-7305. E-mail: anne.freeman@utsouthwestern.edu



If you are an African American man and you:

- ✪ are 18 yrs old or older;
- ✪ have a desire to learn more about protecting yourself and those you care about from HIV and sexually transmitted diseases; and
- ✪ believe you can make a difference in your community...

then **Nia** is for you!

"There is nothing more dangerous than to build a society with a large segment of people in that society who feel that they have no stake in it; who feel that they have nothing to lose. People who have a stake in their society protect that society, but, when they don't have it, they unconsciously want to destroy it."

Rev. Dr. Martin Luther King , Jr.

For more information on **Nia**,

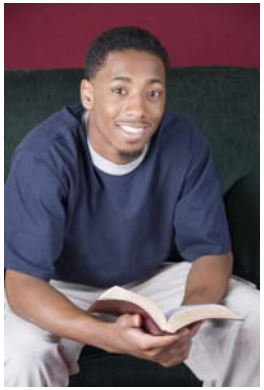
please contact:

Nia is the principle for the fifth day of Kwanzaa, a day to celebrate "making it our collective vocation to build and develop our community in order to restore our people to their traditional greatness."

Nia

A program of purpose

A group-level intervention for African American men who have sex with women

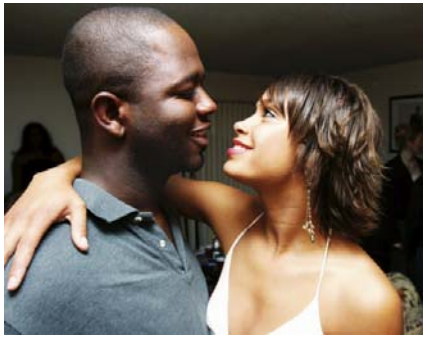


What is **Nia**?

Nia is a small group, video-based intervention for African American men and is based on the idea that men **with a purpose** can take control of their personal risk-taking behaviors and help solve the problem of HIV infection in their community.

Nia sessions are interactive meetings that are equally educational and entertaining. The sessions are led by both a male and a female facilitator. During the sessions, participants can expect to participate in open and frank discussions on issues involving:

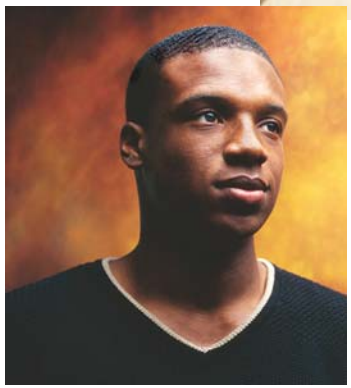
- Racial and sexual identity;
- Receiving and giving respect;
- High-risk sexual behavior;
- Making safer sex decisions; and
- Maintaining sexual pleasure while reducing risk



Nia seeks to:

- Provide information about HIV/AIDS and how it is affecting the African American community;
- Bring together groups of men to enhance their motivation to reduce risks; and
- Help men explore new ways that they can protect themselves, their partners, and their community from HIV

Nia is conducted in two sessions for three hours each. Light snacks are provided during session breaks. Please contact the agency to find out specific meeting dates and times.



Nia

A program of purpose