

## Community PROMISE Behavior Change Logic Model

### Problem Statement

*Members from any ethnic/racial network or any group at risk for HIV/STD transmission, including injection drug users (IDUs) and their sex partners, non-gay identified men who have sex with men (MSM), high risk youth, female sex workers, young people and high risk heterosexuals) may be at risk for HIV/STD transmission if they do not use or appropriately use condoms and during the process of drug injection, do not properly clean syringes and other injection paraphernalia. The intention of the program is to change community social norms related to risk by using peer advocates to deliver small media in the form of Role Model Stories (HIV reduction messages) through social networks and assess positive progression for reducing risk. This is done by an effective community mobilization, reinforcing positive change, by using persuasive communication and social reinforcements.*

### Community PROMISE Behavior Change Logic Model

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	Intermediate
<ul style="list-style-type: none"> <li>• Low perception of personal risk (i.e., My partner looks healthy, I won't get AIDS from him)</li> <li>• Low response efficacy- Lack of belief that new risk reduction behavior will be effective (i.e., I don't use condoms because they break)</li> <li>• Low self-efficacy (i.e., I don't know how to ask my partner to use condoms)</li> <li>• Subjective Norms – (i.e., People who are important to me don't like condoms)</li> <li>• Perceived social norms – (i.e., people who I know don't use condoms)</li> <li>• Pro's and Con's. (i.e., condoms are bad, unsafe, foolish)</li> <li>• Social influence- (i.e., my injecting buddies don't want me to use clean needles)</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct Community Identification Process (CID) to identify behavioral determinants and intervention sites, stage the community, and recruit peer advocates to model, disseminate and endorse new 'norms' in the social network.</li> <li>• Continue mobilization of social networks and build trust and partnership with community (Community Mobilization)</li> <li>• Write, produce and distribute Role Model Stories using peer advocates</li> <li>• Continue assessment of community (i.e., staging of target population) and production of new role model stories.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased perception of personal risk</li> <li>• Increased belief that new behavior will be protective- response efficacy</li> <li>• Increased self-efficacy for target behavior</li> <li>• Increased perception of subjective norms supporting new behavior</li> <li>• Increased perception of social norms supporting new behavior</li> <li>• Increased beliefs in positive consequences of new behavior</li> <li>• Decreased beliefs in negative consequences of new behavior</li> </ul>	<ul style="list-style-type: none"> <li>• Increased consistent condom use for vaginal or anal intercourse</li> <li>• Increased use of new needles for injection drug users</li> <li>• Increased use of clean needles by injection drug users</li> </ul>

\*Formerly called influencing risk factors