

# PROMISE for HIP

## Peers Reaching Out and Modeling Intervention Strategies

### A Community-Level HIV/STD intervention to engage people in the HIV Continuum of Care FACT SHEET

#### Program Overview

Community PROMISE is an effective, community-level HIV/STD prevention intervention that relies on role model stories and peer advocates from social networks (e.g., peers from clinic or community) to reduce HIV risk behaviors and increase engagement related to the HIV continuum of care. The intervention is based on behavioral theories including Stages of Change. Community PROMISE begins with a community identification process to collect and analyze information about the risk networks, sex and drug risk behaviors, indicators related to the HIV continuum of care, and identification of determinants of risk. This helps agencies identify and intervene with the intervention populations and appropriately tailor the intervention to specific network needs. Members of the intervention population who have made positive behavior change and/or engaging in HIV care including adherence to medication are interviewed and role model stories are written based upon the interviews. The stories are personal accounts about how and why they took steps to reduce risk and engage in HIV care and being adherent to medication and the resulting positive effects on their lives. Peers advocates from the intervention population are recruited and trained to distribute the role model stories and prevention materials within their social networks. New role model stories are written based on continuous formative research that reflects behavior change within the target population.

#### Core Elements

- Community identification process to collect information about the network, including HIV/STD risk behaviors and HIV continuum of care indicators
- Creating role model stories based on personal accounts from individuals in the intervention population who have made positive behavior change
- Recruiting and training peer advocates from the intervention population to distribute role model stories and prevention materials
- Continuous formative evaluation to capture behavior change within the intervention population

#### Intervention Populations

Community PROMISE can serve any population, since it is created anew each time it is implemented in collaboration with the community. The intervention has been tested with African American, White, and Latino communities, including intravenous drug users and their sex partners, non-gay identified men who have sex with men, high risk youth, female sex workers, and high risk heterosexuals, among others. It is also being developed for other populations and for individuals living with HIV.

#### Program Materials

- Implementation Manual
- Training curriculum adapted for HIP
- Online overview pre-course
- Role model story compendium for HIV continuum of care
- Video: Intervention overview
- Technical assistance guide

#### Research Results

In the original research, those exposed to the intervention moved toward consistent condom use with main and non-main partners, increased condom carrying and showed positive progression in the stages-of-behavior-change for condom and bleach use.

#### For More Information on Community PROMISE

To place your name on a list for a future training, please visit our website [www.effectiveinterventions.org](http://www.effectiveinterventions.org). If you do not have access to the web, you may also call (866) 532-9565 or email [interventions@danya.com](mailto:interventions@danya.com).