

# COMMUNITY PROMISE

## Peers Reaching Out and Modeling Intervention Strategies A Community-Level HIV/STD Prevention Intervention 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 the community. 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 community, including HIV/STD risk behaviors and influencing factors, to help agencies identify target populations and appropriately tailor the intervention. Members of the target population who have made positive HIV/STD behavior change 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 practice HIV/STD prevention behaviors and the resulting positive effects on their lives. Peers advocates from the target populations 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 community, including HIV/STD risk behaviors and influencing factors
- Creating role model stories based on personal accounts from individuals in the target population who have made positive behavior change
- Recruiting and training peer advocates from the target population to distribute role model stories and prevention materials
- Continuous formative evaluation to capture behavior change within the target population.

### Target 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
- Two videos: *Intervention Overview* and *How to Conduct a Role Model Story Interview*
- Technical Assistance Guide
- Canvas carrying bag

### 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 obtain additional information about the technical assistance system and/or to get more information on how to obtain training, **please visit our website** [www.effectiveinterventions.org](http://www.effectiveinterventions.org).

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CDC AIDS Community Demonstration Projects Research Group (1999). Community-level HIV Intervention in Five Cities: Final Outcome Data from the AIDS Community Demonstration Projects. *American Journal of Public Health*, 89 (3), 336 B 345.

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