

Name of Intervention	Community PROMISE
Based on Behavioral and Social Science Theory(ies)	Social Learning Theory Theory of Reasoned Action Health Belief Model Stages of Change
Summary of Intervention	Community PROMISE is an effective community-level intervention that aims to modify attitudes, beliefs, and community norms about risk behaviors among the community members by providing models of successful risk reduction strategies adopted by members of the target population. "PROMISE" is an acronym for "Peers Reaching Out and Modeling Intervention Strategies." PROMISE begins with a community assessment to identify what HIV risk behaviors and influencing factors are taking place within the community. Individuals from the targeted at-risk communities are recruited to be peer advocates. These peer advocates are trained on how to draw attention to and reinforce identification with and acceptance of the intervention messages. The intervention features role model stories developed from the real-life experiences of local community members. These stories provide personal accounts from individuals in the target population about how and why they took steps to practice HIV risk-reduction behaviors. Stories are developed and selected so that the majority are one stage above the predominant stages of change and emphasize factors influencing risk reduction behaviors appropriate for that stage. The role model stories are featured in flyers distributed with risk reduction supplies by the peer advocates within their social networks.
Clearly Defined Audience	PROMISE can serve any community or population. It has been tested with African-American, Anglo, and Latino communities, including IDUs and their sex partners, non-gay identified men who have sex with men, high risk youth, female sex workers, and high risk heterosexuals. It is also being developed for other populations and for individuals living with HIV.
Goals and Objectives of the Intervention	<ul style="list-style-type: none"> • To increase condom use with main and non-main partners • To increase disinfection of injecting equipment
Risk Behaviors the Intervention Focuses on	<ul style="list-style-type: none"> • Unprotected sex • Sharing un-sterile injection equipment

Factors Influencing Behaviors (FIBs)/ Behavioral Determinants	<ul style="list-style-type: none"> • Knowledge (lack) • Perceived risk • Perceived barriers • Outcome expectancy • Self-efficacy (low) • Skills – condom use and cleaning of drug paraphernalia • Relationship dynamics (relationship development and interpersonal power dynamics) • Group/Peer/Social norms (including social support)
Core Elements	<ul style="list-style-type: none"> • 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 advocated from the target population to distribute role model stories and prevention materials • Continuous formative evaluation to capture behavior change within the target population
Setting	Community-based organization or clinic
Duration	Repeated community contacts
Provides Opportunities to Practice Relevant Skills	Participants were provided opportunity to practice relevant risk reduction skills
Outcome	PROMISE affected movement toward consistent condom use with main and non-main partners and increased condom carrying among those in the intervention compared to comparison communities. In addition, individuals in the intervention had higher stage-of-change scores for condom and bleach use than those in the comparison group
Type of Intervention	CLI

Journal Citation(s):

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), 336-345.

Corby, N.H., Wolitski, R.J. (Eds.). (1997). Community HIV prevention: The Long Beach AIDS Community Demonstration Project. Long Beach, CA: The University Press, California State University, Long Beach.

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