

Name of Intervention	NIA: A Program of Purpose for African-American Men
Based on Behavioral and Social Science Theory(ies)	Informational-Motivational-Behavioral (IMB) Model
Summary of Intervention	<p>The NIA intervention is a “program of purpose” for African American men who have sex with women. NIA is a group level intervention, facilitated by a male and female African American facilitator that seeks to enhance the motivation of heterosexual men to use condoms when engaging in vaginal sex by using popular movie clips as “teachable moments” for discussion.</p> <p>The first session focuses on educating men about HIV/AIDS and motivating behavior change. The group views a 20 minute videotape that provides basic information about HIV transmission risks, HIV disease processes, and prevention. After viewing the tape, the men participate in a group question and answer discussion. Participants then view a second video tape that presents excerpts from interviews with five African American men living at various stages of HIV/AIDS, again followed by a group discussion of how HIV/AIDS has affected African Americans. A knowledge feed back form presents the participants responses to the baseline knowledge test. The third video tape is an 8 minute rap music and comedy skit educational tape designed to elevate mood and entertain participants while reinforcing accurate information. The second session begins with a discussion of ways to present HIV and of condom attitudes. A second feed back form begins a discussion of sexual risk. The third feed back form on condom attitudes is presented and discussed. Participants are instructed in the five steps to effective problem solving: goal setting, planning ahead, assuring the availability of condoms, knowing options, and prioritizing strategies. Problem solving is followed by behavioral skills building for condom use.</p> <p>Participant first watch a 10 minute videotape that presents African American male and female health educators who display and explain condoms and related products, and uses an anatomical penis model to demonstrate correct condom application. Following the tape, facilitators again model the correct use of condoms using wooden penis</p>

	<p>models. Finally, participants split into dyads to practice condom application, receiving feed back from their peers and the group facilitators, followed by a brief discussion of the barriers to using condoms and applying problem-solving strategies to address condom use barriers. The final component of the intervention involves building sexual communication skills. Seven movie clip scenes (2-3 min. each) identified as “preludes of sexual encounters” are used to provide situations and scenarios for men to generate verbal responses to risky situations. At the end of session two, men discuss plans for personal risk reduction and applying what they learned to their own relationships.</p>
Clearly Defined Audience	African-American high-risk men who have sex with women
Goals and Objectives of the Intervention	<p>Goal(s):</p> <ul style="list-style-type: none"> • To enhance behavioral motivation to reduce HIV risk behaviors among men who have sex with women <p>Objective(s):</p> <ul style="list-style-type: none"> • To educate African-American men about HIV/AIDS and its affect on their community • To motivate African American men to take the steps necessary to reduce HIV risks • To help African-American men learn new skills so they can protect themselves and their partners from HIV infection
Risk Behaviors the Intervention Focuses on	<ul style="list-style-type: none"> • Unprotected vaginal sex
Factors Influencing Behaviors (FIBs)/ Behavioral Determinants	<ul style="list-style-type: none"> • Knowledge (lack) • Perceived risk (personal threat) • Intentions • Attitudes (negative attitudes towards condom use) • Cultural/gender/group norms • Self-esteem (low) • Sexual arousal • Substance use • Self-efficacy • Communication and negotiation
Core Elements	NOT YET AVAILABLE
Setting	Community-based organizations and public health clinics

Duration	2 blocks of 3-hour sessions (6-hours total)
Provides Opportunities to Practice Relevant Skills	<ul style="list-style-type: none"> • Group discussions around popular movie clips • Decision-making/Problem solving skills • Goal setting • Prioritizing strategies • Condom demonstrations • Development of sexual communication skills
Outcomes	Results showed that men in the intervention group reported lower rates of unprotected vaginal intercourse and higher rate of condom use at 3-month follow-up.
Type of Intervention	GLI

Journal Citation(s):

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

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