

HIV and other STIs: Studies Reporting Behavior Change Outcomes

Article	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score	Social Marketing Benchmark Criteria
Agha, S. (1998). Sexual activity and condom use in Lusaka, Zambia. <i>International Family Planning Perspectives</i> , 24(1), 32-37.	Lusaka, Zambia	Men/women 15-49	Condom social marketing	Condom use at last sex	Observational	2-stage probability sampling	4	5 Behavior Customer Orientation Insight Segmentation Methods Mix
Agha, S. (2002). A quasi-experimental study to assess the impact of four adolescent sexual health interventions in Sub-Saharan Africa. <i>International Family Planning Perspectives</i> , 28, 67-70&113-8.	Sub-Saharan Africa	Adolescents	Condom social marketing	Risk Perception, Self-efficacy, Condom use, multiple partnership, contraceptive use	Quasi-experimental	Probability	5	6 Behavior Customer Orientation Theory Insight Segmentation Methods Mix
Agha, S., Karlyn, A., & Meekers, D. (2001). The promotion of condom use in non-regular partnerships in urban Mozambique. <i>Health Policy and Planning</i> , 16(2), 144-151.	Mozambique	Men/woman 15-49	Condom social marketing	Condom use with non regular partners, knowledge, access	Observational	Probability	4	6 Behavior Customer Orientation Insight Exchange Segmentation Methods Mix
Bahromov, M. and S. Weine (2011). HIV Prevention for Migrants in Transit: Developing and Testing TRAIN. <i>AIDS Education and Prevention</i> 23(3): 267-280.	Russia	Tajik male labor migrants	HIV education & awareness	Condom use, knowledge, worry about HIV/AIDS, discussion with partner about HIV/AIDS	Experimental	Purposive	5	5 Behavior Customer Orientation Theory Insight Segmentation
Geary, C.W., Burke, H.M., Castelnau, L., Neupane, S., Sall, Y.B., Wong, E., and Tucker, H.T. (2007). MTV's "Staying Alive" global campaign promoted interpersonal communication about HIV and positive beliefs about HIV prevention. <i>AIDS Education and Prevent</i>	Kathmandu, Nepal; São Paulo, Brazil; Dakar, Senegal	16-25 year olds	Media campaign	Communication about HIV, beliefs, attitudes	Quasi-experimental	Multiple stage Probability	4	3 Behavior Customer Orientation Theory
Gutierrez, J.-P., S. McPherson, et al. (2010). Community-based prevention leads to an increase in condom use and a reduction in sexually transmitted infections (STIs) among men who have sex with men (MSM) and female sex workers (FSW): the Frontiers Preven	Andhra Pradesh, India	MSM and FSW	Empower KP by improving advocacy within these groups, changing policies that affect these groups, and increasing community awareness. These efforts, combined with the provision of a comprehensive package of prevention interventions implemented on the appropriate scale, aimed to reduce risk-taking behaviours and STI incidence, thereby resulting in a lower HIV incidence	Condom use, Syphilis and HSV bio-marker tests	Quasi-experimental	Probability	5	5 Behavior Customer Orientation Theory Segmentation Methods Mix
Hope, K.R. (2003). Promoting behavior change in Botswana: An assessment of the peer education HIV/AIDS prevention program at the workplace. <i>Journal of Health Communication</i> 8(3): 267-81.	Botswana	Males in the workplace	Peer education	Knowledge, attitudes, behaviors: condom use, number of sexual partners	Observational	Probability	2	5 Behavior Theory Customer Orientation Insight Segmentation
Jacobs, B., Kambugu, F.S.K., Whitworth, J.A.G., Ochwo, M., Pool, R., Lwanga, A., Tift, S., Lule, J., and Cutler, J.R. (2003). Social marketing of pre-packaged treatment for men with urethral discharge in Uganda. <i>International Journal of STD and AIDS</i> 14:	Uganda	Men with urethral discharge	Social marketing of pre-packaged treatment for men with urethral discharge (Clear Seven)	Cure rate, treatment compliance, condom use, attitudes	Quasi-experimental	Purposive	3	6 Behavior Customer Orientation Insight Exchange Segmentation Methods Mix
Keating, J., Meekers, D., and Adewuyi, A. (2006). Assessing effects of a media campaign on HIV/AIDS awareness and prevention in Nigeria: Results from the VISION Project. <i>BMC Public Health</i> 6: 123.	Nigeria	Adults	Media Campaign	1) Discussion of HIV/AIDS with a partner, 2) Awareness that consistent condom use reduces HIV risk, and 3) Condom use at last intercourse.	Quasi-experimental	Probability	5	2 Behavior Customer Orientation
Kirby, D. (2008). Changes in sexual behaviour leading to the decline in the prevalence of HIV in Uganda: Confirmation from multiple sources of evidence. <i>Sexually Transmitted Infections</i> 84: ii35-ii41.	Uganda	Sexually active adults	Condom social marketing	Abstaining from sex; extramarital sex; sex with multiple partners; condom use; HIV prevalence	Observational	Probability	3	1 Behavior
Longfield, K., X. Panyanouvong, et al. (2011). Increasing safer sexual behavior among Lao kathoy through an integrated social marketing approach. <i>BMC Public Health</i> 11: 872.	Laos	Male to female transgender & partners	Peer led IPC; condom/lube social marketing	Higher levels of condom use at last anal sex with casual partners and greater use of water-based lubricant; improved perceptions of product availability for condoms and water-based lubricant; Knowledge about the importance of consistent condom use.	Observational	Time-location sampling and Probability-proportional-to-size sampling	4	7 Behavior Customer Orientation Theory Insight Competition Segmentation Method Mix
Mainkar, M. M., D. B. Pardeshi, et al. (2011). Targeted interventions of the Avahan program and their association with intermediate outcomes among female sex workers in Maharashtra, India. <i>BMC Public Health</i> 11(Suppl 6): S2-S2.	Maharashtra, India	FSW	Peer-based outreach education, clinical services for managing STIs, promotion and distribution of condoms, community mobilization and building an enabling environment	Condom use, HIV and STI incidence	Observational	Purposive	4	4 Behavior Customer Orientation Segmentation Methods Mix
Meekers, D. (2001). The role of social marketing in sexually transmitted diseases/HIV protection in 4600 sexual contacts in urban Zimbabwe. <i>AIDS</i> 15(2): 285-7.	Zimbabwe	Male factory workers	Condom social marketing	Condom use	Observational	Purposive	2	2 Behavior Methods Mix

Nambiar, D., V. Ramakrishnan, et al. (2011). Knowledge, Stigma, and Behavioral Outcomes among Antiretroviral Therapy Patients Exposed to Nalamdana's Radio and Theater Program in Tamil Nadu, India. <i>AIDS Education and Prevention</i> 23(4): 351-366.	Tamil Nadu, India	ARV patients	Radio-and-theater-based educational program	Higher HIV-related knowledge , lower levels of stigma and over four times the adjusted odds of asking doctors questions about HIV; greater odds of consistent condom use; doctor-patient communication , peer advice giving and HIV-related advocacy	Quasi-experimental	Probability	5	5 Behavior Theory Customer Orientation Insight Segmentation
Pandey et al (2011) Heading towards the Safer Highways: an assessment of the Avahan prevention programme among long distance truck drivers in India. <i>BMC Public Health</i> 2011, 11(Suppl 6):S15.	India	Long distance truck drivers	Peer educators, education, clinics	Condom use, HIV and STI testing	Observational	Time-location cluster sampling	4	4 Behavior Customer Orientation Segmentation Methods Mix
Rachakulla et al (2011) Condom use and prevalence of syphilis and HIV among female sex workers in Andhra Pradesh, India – following a large-scale HIV prevention intervention. <i>BMC Public Health</i> . 2011; 11(Suppl 6): S1.	Andhra Pradesh, India	FSW	Condom social marketing	Condom use, Decrease in HIV and STI prevalence	Observational	Probability	4	4 Behavior Customer Orientation Segmentation Methods Mix
Thilakavathi et al (2011) Assessment of the scale, coverage and outcomes of the Avahan HIV prevention program for female sex workers in Tamil Nadu, India: is there evidence of an effect? <i>BMC Public Health</i> . 2011; 11(Suppl 6): S3.	Tamil Nadu, India	FSW	Condom social marketing; peer-based outreach education, promotion and distribution of condoms, establishing program-linked clinics to manage sexually transmitted infections (STIs) and community mobilization	Decrease in HIV and STI prevalence, condom use, quality	Observational	Probability	4	5 Behavior Customer Orientation Insight Segmentation Methods Mix
Wu, Z., Luo, W., Sullivan, S.G., Rou, K., Lin, P., Liu, W., and Ming, Z. (2007). Evaluation of a needle social marketing strategy to control HIV among injecting drug users in China. <i>AIDS</i> 21(Suppl 8): S115-22.	China	IDU	Needle social marketing	HIV incidence/prevalence; HCV incidence; Needle sharing; condom use with sexual partners; exposure to intervention/coverage levels	Experimental	Probability	5	5 Behavior Customer Orientation Insight Segmentation Methods Mix