

HIV and other STIs: Studies Reporting Health Outcomes

Article	Location	Population	Intervention Description	Outcomes	Design	Sampling Method	SOE Score	Social Marketing Benchmark Criteria
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 Prevention Project (FPP) evaluation results. <i>BMC Public Health</i> , 10:497.	Andhra Pradesh, India	MSM and FSW	Improving advocacy, policy, & community awareness. Provision of a comprehensive package of prevention interventions aimed to reduce risk-taking behaviors 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
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 (Clear Seven) for men with urethral discharge	Cure rate; Treatment compliance; Condom use; Attitudes	Quasi-experimental	Purposive	3	6 Behavior Customer Orientation Insight Exchange Segmentation Methods Mix
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
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
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> , 11(Suppl 6):S15	India	Long distance truck drivers	Peer educators, education, clinics	Condom use, HIV 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> , 11(Suppl 6):S1	Andhra Pradesh, India	FSW	Condom social marketing	Condom use, 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> , 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	HIV prevalence; STI Prevalence; Condom use; Intervention coverage	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	Experimental	Probability	5	5 Behavior Customer Orientation Insight Segmentation Methods Mix