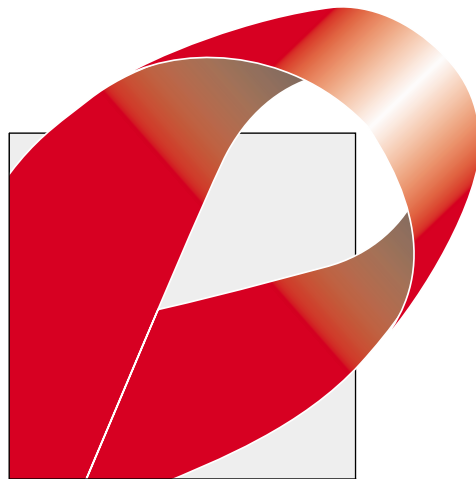


Communications programming for HIV/AIDS:

*An annotated
bibliography*



UNAIDS Best Practice Collection
KEY MATERIAL

Communications programming
for
HIV/AIDS

An annotated bibliography

Communications programming for HIV/AIDS

An annotated bibliography

Presented to
UNAIDS



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Introduction

The literature on HIV/AIDS has grown tremendously over the past few years. Since the recognition of the disease in the mid 1980s, hundreds of researchers, academics, practitioners, and students have devoted countless hours to develop a knowledge-base of this disease so that we can deal with it in a more effective fashion. HIV/AIDS-related information has been produced in a wide range of fields such as medicine, public health, epidemiology, education, and economics.

The literature has been equally abundant in the field of communications and its application to HIV/AIDS prevention and education. This annotated bibliography is an attempt to pull together published and unpublished research and examples from practice based on communication strategies for HIV/AIDS prevention and care. We have set out to provide a bibliographic resource that highlights the literature in both theoretical and practical applications. However, we should caution that this bibliography is by no means exhaustive, nor does it attempt to incorporate every single strategy utilized in HIV/AIDS communication. For example, we did not include any information on the PRECEDE/PROCEDE framework in health promotion and disease prevention because it is among the most commonly used communications programming for HIV/AIDS.

Nonetheless, we strongly believe this resource will be a valuable tool for those involved in communications programming for HIV/AIDS prevention and care. It is our hope that researchers and practitioners will be able to use this bibliography to easily identify key books, articles, and reports that deal with specific communications-related aspects of HIV/AIDS prevention and care. Furthermore, we attempt to provide not only information directly related to HIV/AIDS, but also background sources on theories, models, and concepts that have been applied to HIV/AIDS communication. For example, the section on diffusion of innovation contains not only references concerning the application of diffusion theories to HIV/AIDS prevention, but also references concerning the development of the theory itself.

This document contains 667 references and has been organized according to recent findings in our review of the application of current communication frameworks to HIV/AIDS communication. In short, there seems to be a consensus among academics, researchers, and practitioners that a new framework in HIV/AIDS communication must not only take into account theoretical and practical frameworks traditionally applied to HIV/AIDS communication (namely theories in social psychology), but also must consider the concept of context, defined as the interrelations of five key domains: government policy, spirituality, gender relation, culture, and socio-economic status. In other words, future HIV/AIDS communication

efforts must address individual beliefs and actions within certain contexts that influence HIV/AIDS education and prevention.

The first section of this annotated bibliography contains references related to the different theoretical concepts widely utilized in HIV/AIDS communication, and examples of their application in different settings. The theories considered are the diffusion of innovations, the health belief model, the theory of reasoned action, the AIDS risk-reduction and management model, the sense-making approach, and social learning and cognitive theories.

The second section of this bibliography covers examples and reports of HIV/AIDS communication campaigns. In doing so, it provides references dealing with traditional mass media campaigns, multimedia campaigns, and the role of interpersonal and small-group communication in media campaigns; as well as more recent approaches to health and HIV/AIDS communication such as media advocacy and entertainment-education.

The third section of this document contains references on community response to HIV/AIDS. Culture and context occupy the fourth section, which includes citations that might help users identify key references associated with some of the issues identified as highly relevant to future HIV/AIDS communication, such as language and different ways of knowing and communicating in varied contexts.

As indicated earlier, we acknowledge that not every existing reference is included in this bibliography. However, a closer look at the references will show that important issues in HIV/AIDS communication such as gender, peer pressure, commercial sex workers, children, and the workplace are included in this document. We hope that our colleagues find this bibliography helpful in their work in communications programming for HIV/AIDS.

THE BIBLIOGRAPHIC REPORT TEAM

The principal authors of this bibliographic report were Collins O. Airhihenbuwa, Rafael Obregon, and Bunmi Makinwa. June Flora, Srinivas Melkote, and James Deane provided some bibliographic references for inclusion. Elaine Murphy provided valuable comments about the organization of this report.

Diffusion of innovations

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ABITEBOUL, D., MATHERON, S., PERNET, M., & SCHNEEBERGER, C. (1989).
 Presentation of an educative brochure intended for health facility personnel. [French] V Int. Conf. AIDS. 5:795, Montreal. June 4-9.
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ALPERT, L. I. (1992).
 Notes from the National Conference on Prevention of Device-mediated Bloodborne Infections. *Medical Laboratory Observer*. 24(11):43-46.
A report on the conclusions of the conference on prevention of bloodborne infections. It recommends that more attention be given to needle-stick injuries and to improving the quality and effectiveness of devices aimed at preventing bloodborne infections.
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ANONYMOUS. (1993).
 Early announcements [editorial]. *Lancet*. 342(8878):1001-1002.
This editorial discusses the release of experimental medical results in light of the way the Concorde trial of zidovudine was handled. Early release prevents leaks but may generate needless alarm.
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COOPER, E. C., & SANDERS S. (1996).
 The role of the FDA in drug development: Implications for improved access to new HIV/AIDS therapies. *AIDS Patient Care and STDs*. 10(4):213-20, Aug.
Testimony before the Committee on Commerce's Subcommittee on Health and Environment concerning FDA reform bill HR 3199.
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CRYSTAL S., SAMBAMOORTHY, U., & MERZEL, C. (1995).
 The diffusion of innovation in AIDS treatment: zidovudine use in two New Jersey cohorts. *Health Services Research*. 30(4):593-614.
This study investigates patterns of utilization of zidovudine (ZDV) according to gender, race, risk group, and other respondent characteristics following approval of this treatment. Disadvantaged subgroups lagged in access to this new therapy, suggesting the presence of nonfinancial barriers to care. However, these initial differences subsequently converged.
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DAGENAIS, B. (1989).
 Research for an effective communication strategy against AIDS. [French] V Int. Conf. AIDS. 5:858, Montreal. June 4-9.
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DEARING, J., MEYER, G., & ROGERS, E. (1994).
 Diffusion theory and HIV risk behavior change. In R. DiClemente & J. Peterson (Eds.). *Preventing AIDS: Theories and Methods of Behavioral Interventions*. New York: Plenum Press.
The authors discuss the role of diffusion theory in HIV prevention programmes aimed at unique population groups. Drawing upon their previous research in San Francisco, this work explores the modifications that the diffusion-of-innovations model may require in such cases.
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EDELMANN, F., METTETAL, J. F., JOURDAN, A., DANTON, C., & RAINON, P. M. (1989).
 Evolution of a non-governmental information strategy. [French] V Int. Conf. AIDS. 5:911, Montreal. June 4-9.

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EDELMANN, F., METTETAL, J. F., & FONTENAY, F. (1989).
An information strategy in relation to the actions of the French public authorities. [French]
V Int. Conf. AIDS. 5:832, Montreal. June 4-9.
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ENGELHARD, P., & SECK, M. (1989).
Sexual behavior and cultural context: a methodological approach to AIDS prevention. [French]
V Int. Conf. AIDS. 5:820, Montreal. June 4-9.
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FAUGIER J., CRANFIELD, S., & BUTTERWORTH, C. A. (1994).
Dissemination of HIV prevention research findings to primary health care workers. X Int. Conf.
AIDS. 10(2):403, Tokyo. Aug. 7-12.
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HANNEMAN, G., AND B. GREENBERG. (1973).
Relevance and the diffusion of news of major and minor events. *Journalism Quarterly*. 50:
433-437.
*Research on the diffusion studies following major and minor papal encyclicals. The study suggests
that the relevance and salience of information is more predictive of diffusion theories than is
news value.*
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INDYK, D., & BELVILLE, R. (1995).
Linking frontline work and state-of-the-art knowledge: a community exchange system. *Journal
of Case Management*. 4(2): 48-53.
*When challenged by complex medical and social conditions, local providers must participate
in information exchanges, resource sharing, continuing education, and service coordination. A
community exchange system, flexible enough to share and adapt new knowledge and able to
provide continuing multidisciplinary training and education across different practice settings,
was established for the prevention and treatment of HIV/AIDS in East Harlem, New York City.*
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KAITIN, K. I. (1991).
Case studies of expedited review: AZT and L-dopa. *Law, Medicine & Health Care*. 19(3-4):
242-6.
*The experiences of azidothymidine (AZT) and L-dopa suggest that the FDA's practice of requiring
post-marketing research as a condition for approval can be a useful mechanism for expediting
the development and review of promising new drugs for the treatment of serious illness. The
development and FDA approval history of AZT and L-dopa are discussed.*
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KELLY, J. A., SIKKEMA, K. J., WINETT, R. A., SOLOMON, L. J., ROFFMAN, R. E., KALICHMAN, S. C.,
STEVENSON, L. Y., ET AL. (1992).
Outcomes of a 16-city randomized field trial of a community-level HIV risk reduction intervention.
VII Int. Conf. AIDS. 8(1):Tu36, July 19-24.
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KELLY, J. A., SAINT LAWRENCE, J. S., STEVENSON, L. Y., DIAZ, Y. E., HAUTH, A. C., BRASFIELD, T. L.,
SMITH, J. E., BRADLEY, B. G., & BAHR, G. R. (1990).
Population-wide risk behavior reduction through diffusion of innovation following
intervention with natural opinion leaders. VI Int. Conf. AIDS. 6(3):105, San Francisco. June
20-23.
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KEWA-ILUNGA, W. B., & NYENGELE, M. N. (1989).
AIDS in central Africa: information systems, role of the media, and interface adolescents
environment. [French] IV Int. Conf. AIDS. 5:775, Paris. June 4-9.

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LAGUE, J., THOMAS, R., BASTIEN, R., & DENIS, J. L. (1989).
“Sexually transmitted Disease Busters”—reaction and diffusion in the population—a new intervention targeted at the bars. [French] V Int. Conf. AIDS. 5:861, Montreal. June 4-9.
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MACHER, A., GOOSBY, E., BARKER, L., VOLBERDING, P., GOLDSCHMIDT, R., BALANO, K. B., WILLIAMS, A., HOENIG, L., GOULD, B., & DANIELS, E. (1994).
Educating primary care providers about HIV disease: multidisciplinary interactive mechanisms. *Public Health Reports*. 109(3): 305-310.
As HIV-related prophylactic and therapeutic research findings continue to evolve, the Health Resources and Services Administration (HRSA) of the Public Health Service has created multidisciplinary mechanisms to disseminate new treatment options and educate primary health care providers at rural and urban sites throughout the U.S. health care system. Programmes implemented by the HRSA are discussed.
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MARQUES, M. B. (1993).
Technology transfer in AIDS: conflicts and opportunities to Brazil. III Int. Conf. AIDS. 9(2):935, Berlin. June 6-11.
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MCCARDLE, P., & QUATRANO, L. A. (1995).
Workshop on pediatric AIDS rehabilitation: a summary. *Pediatric AIDS & HIV Infection*. 6(1):14-17.
A report on a workshop focused on rehabilitation of HIV infected children. Recommendations are made as to what approaches might be taken in this area of AIDS care.
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MILLER, R., & KLOTZ, D. (1993).
Comparison of the effect of an educational intervention on male prostitutes, their customers and their peers in New York City. IX Int. Conf. AIDS. 9(2):699, Berlin. June 6-11.
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MORAILA, SANTOS, J. (1993).
Centralist policy. An obstacle for HIV prevention. IX Int. Conf. AIDS. 9(2):934, Berlin. June 6-11.
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MORIN, N. (1989).
Communication project at the International Conference on AIDS: social workers and the misrepresentations they could have about AIDS. [French] V Int. Conf. AIDS. 5:907, Montreal. June 4-9.
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NOGUEROL, B., FOLLANA, M., SICILIA, A., & SANZ, M. (1992).
Analysis of oral health information in the Spanish mass media. *Community Dentistry & Oral Epidemiology*. 20(1):15-19.
The purpose of this study was to evaluate oral health information delivered by the Spanish mass media. The study was composed of two parts: a quantitative study in which three media were selected – press, radio, and television; and a qualitative study in which all available information relating to oral health was selected from a survey of all written news by the non-specialized Spanish press that appeared during one year. Implications for public health dentistry are discussed.
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ORTIZ-TORRES, B., EHRHARDT, A., VAN DOMMELEN, E., RIVERA, M., & RIVERA, M. G. (1996).
Testing a diffusion-of-innovation approach to encourage HIV risk reduction behaviors among Latina women. XI Int. Conf. AIDS. 11(1):392, Vancouver. July 7-12.
Piloting and evaluation of a diffusion-of-innovation model based on a video for the prevention of HIV in a sample of Spanish-speaking Latinas in New York City. A combination of several

strategies proved effective in diffusing HIV-related preventive messages among Latinas: a video that is culturally-sensitive, materials written in Spanish, a participatory role in the research and intervention, and the use of network members to facilitate the diffusion of the innovation.

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PAULUSSEN, T., KOK, G., SCHAALMA, H., & PARCEL, G. S. (1995).

Diffusion of AIDS curricula among Dutch secondary school teachers. *Health Education Quarterly*. 22(2):227-243.

This study reports data from a sample of Dutch secondary school teachers intending to provide classroom AIDS education. The study addresses determinants of awareness knowledge about and adoption of four nationally disseminated AIDS curricula. The results indicate that knowledge acquisition is largely dependent on diffusion networks within schools.

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PERREAULT, M. (1989).

General campaigns and communication approaches. [French] V Int. Conf. AIDS. 5:833, Montreal. June 4-9.

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POLLAK, M., SCHILTZ, M. A., & BOISSON, P. (1989).

Diffusion of sexual precautions and evolution of seropositivity in a French homosexual population: 1985-1988. [French] V Int. Conf. AIDS. 5:102, Montreal. June 4-9.

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PORTER, J. D., & MCADAM, K. P. (1994).

The re-emergence of tuberculosis. *Annual Review of Public Health*. 15:303-323.

The authors discuss three themes about the resurgence of TB in the 1990s: an international increase of incidence and severity; the need for urgent research on diagnostics, new drugs, vaccines and treatment control; and the need for larger investments in existing cost-effective methods for control.

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RHEINSTEIN, P. H. (1991).

The FDA as an information source for family physicians. *American Family Physician*. 44(3): 1037-1041.

An important adjunct of the FDA's regulatory function is the dissemination of information about drugs, medical devices and other regulated products of value to health professionals. This expanding role of the FDA is examined.

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ROGERS, E. (1993).

Diffusion of innovations (4th Ed.). New York, NY: Free Press.

The most important publication on the diffusion of innovations theory in the last three decades. This revised edition takes into account some of the most recent theoretical changes to the process of introducing an innovation into a community.

▼
SCHAEFFER, D. (1996).

Innovative processes in ambulatory care-AIDS as a pilot project. [German] *Pflege*. 9(2): 140-149.

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SCHOEPF, B. G., & SCHOEPF, C. (1989).

Knowledge of AIDS: popular misrepresentations and practices in Central Africa. [French] V Int. Conf. AIDS. 5:879, Montreal. June 4-9.

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SHIRA, R. B. (1992).

The acquired immunodeficiency syndrome (AIDS). *Oral Surgery, Oral Medicine, Oral Pathology*. 73(2):135.

An editorial comment about the importance of increasing HIV/AIDS education and prevention efforts.

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SMITH, M., ARCHER, M.E., DEVERAUX, R.S., DANE, F.C., & KATNER, H.P. (1998).
 STAND—A Teen peer educator course in the rural south: Direct and diffusion effects (1-year post). XII Int. Conf. AIDS. Abstract 33525. Geneva, June 28-July 3, p. 693.
This study evaluates STAND (Students Together Against Negative Decisions), a teen peer education training programme based on the diffusion of innovations and stages of change theories. After a one-year intervention, STAND members show a significant decrease in unprotected sexual intercourse. Conclusions highlight the promise of STAND for interventions aimed at both virginal and sexually active teenagers.
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THOMAS, J. W. (1994).
 Current cutting-edge HIV treatment information dissemination through the town meeting forum. X Int. Conf. AIDS. 10(1):393, Tokyo. Aug. 7-12.
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THORENS, J. J. (1996).
 EuroCASO/positive action: Twinning a process of structured skill exchange. XI Int. Conf. AIDS. 11(1):410, Vancouver. July 7-12.
Discusses the role of EuroCASO to formalize and activate CBASOs (Community Based AIDS Organization) networks so that the process of structured skill exchange happens even more efficiently. East-west and north-south perspectives are taken into account as important components of EuroCASO's work.
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TROUSSIER, T. (1989).
 The condom: study of different types of messages in traditional symbols. [French] V Int. Conf. AIDS. 5:779, Montreal. June 4-9.
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WALLER, P. R., & ROPKA, M. E. (1993).
 Disseminating research: writing abstracts. *Journal of the Association of Nurses in AIDS Care.* 4(1):58-63.
This paper presents criteria developed by the Association of Nurses in AIDS Care (ANAC) Research Committee to be used in reviewing research abstracts for future ANAC conferences. Content of abstracts and ideas for abstract development are provided along with a brief analysis of the reviews of research abstracts submitted for the 1992 ANAC Annual Conference.
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WHIPPLE, B.(1992).
 Issues concerning women and AIDS: sexuality. *Nursing Outlook.* 40(5):203-206.
The author discusses the role of the nursing profession in HIV/AIDS education and prevention as well as behavior change towards prevention of the disease.
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WINETT, R. A., ANDERSON, E. S., MOORE, J. F., TAYLOR, C. D., HOOK, R. J., WEBSTER, D. A., NEUBAUER, T. E., HARDEN, M. C., & MUNDY, L. L. (1993).
 Efficacy of a home-based human immuno-deficiency virus prevention video program for teens and parents. *Health Education Quarterly.* 20(4):555-567.
A family-centered, home-based, video programme, designed to foster parent-teen knowledge and communication regarding issues related to HIV prevention and to increase family and teen communication skills was used in an intensive field test of programme efficacy. Ideas for a broader and more effective parent-training video programme and for dissemination through primary health care physicians are discussed.
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WOLITSKI, R. J., BENSLEY, L., CORBY, N.H., FISHBEIN, M., & GALAVOTTI, C. (1996).
 Sources of AIDS information among low-risk and at-risk populations in five U. S. cities. AIDS Community Demonstration Projects. *Journal of Community Health.* 21(4):293-310.

The authors examine the sources of HIV information for 4 239 residents in five inner-city neighborhoods. Most (78%) of them had received HIV information in the prior three months through mass or small media sources.



WOOLEY, S. (1996).

Research to classroom: selecting and disseminating education programs that reduce HIV risk behaviors among adolescents. XI Int. Conf. AIDS. 11(1): 402, Vancouver. July, 7-12.

An assessment of Centers for Disease Control's Research to Classroom project. This project has provided criteria for evaluating the effectiveness of HIV prevention programmes and a process for disseminating effective programmes, and has resulted in identification of three programmes used in schools nationwide. This information has been especially useful to educators and policy makers who are responsible for identifying and implementing curricula that will effectively meet the HIV-prevention needs of youth in their communities.

Health belief model

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ABRAHAM, C., & SHEERAN, P. (1994).
 Modeling and modifying young heterosexuals' HIV-preventive behavior; a review of theories, findings and educational implications. *Patient Education & Counseling*. 23(3):173-86.
Reviews studies that apply social cognitive frameworks, such as the health belief model and the theory of reasoned action, to HIV prevention. Examines health education interventions aimed at individual, group, and community levels in light of this theoretical review and recommends action-focused, empowering interventions grounded in youth culture.
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ABRAHAM, C., SHEERAN, P., SPEARS, R., & ABRAMS, D. (1992).
 Health beliefs and promotion of HIV-preventive intentions among teenagers: a Scottish perspective. *Health Psychology*. 11(6):363-370.
Examines beliefs concerning the spread of HIV and preventive behaviors in a sample of 351 sexually active Scottish teenagers. The overall pattern of results raised questions concerning the adequacy of the health belief model as a model of the determinants of HIV-preventive intentions; the need for an extended model is discussed.
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ALEXANDER, L., & OVERTON, H. (1989).
 HIV-associated health beliefs of army basic trainees. V Int. Conf. AIDS. Montreal. June 4-9: 5:713.
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ALLARD, R. (1989).
 Beliefs about AIDS as determinants of preventive practices and of support for coercive measures. *American Journal of Public Health*. Apr., 79(4):448-452.
Presents the results of a telephone survey exploring relationships between knowledge, beliefs and possible preventive practices concerning AIDS.
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ANONYMOUS. (1993).
 Prevention guide: how to direct action in health education about HIV infection in schools. IX Int. Conf. AIDS. 9(2):853, Berlin. June 6-11.
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ASPINWALL, L. G., KEMENY, M. E., TAYLOR, S. E., SCHNEIDER, S. G., & DUDLEY, J. P.(1991).
 Psychosocial predictors of gay men's AIDS risk-reduction behavior. *Health Psychology*. 10(6): 432-444.
The authors use psychosocial variables derived from the health belief model, Bandura's self-efficacy framework, and protection motivation theory to predict self-reported AIDS risk-reduction behaviors in a sample of 389 homosexual men who participated in the Multicenter AIDS Cohort Study in Los Angeles and who knew their HIV-antibody status.
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BAJOS, N. (1995).
 Sociological versus epidemiological approach of HIV sexual risk taking. Annual Conference Australas. Soc. HIV Med., Nov. 16-19; 7:36.
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BASEN-ENGQUIST, K. (1992).
 Psycho-social predictors of "safer sex" behaviors in young adults. *AIDS Education & Prevention*. Summer 4(2):120-34.

This study tests a model of safer sex behavior using variables from social learning theory, the health belief model, the theory of reasoned action, and theories of cognitive coping style. Two types of safer sex behavior are measured: frequency of condom use and the discussion of AIDS and past partners with a sexual partner.



BECKER, M.H. (1974).

The health belief model and personal health behavior. *Health Education Monographs*. 2:324-508.

An introduction to an issue that is entirely dedicated to the health belief model. Origins, psychological aspects, application, and future research of the model are discussed.



BERLIN, B., HINGSON, R., STRUNIN, L., & HEEREN, T. (1990).

Changes in adolescent condom use, knowledge and beliefs about AIDS in Massachusetts, 1986-1989. VI Int. Conf. AIDS. 6(3):233, San Francisco. June 20-23.



BESCH, C. L., MORSE, E. V., SIMON, P. M., BINCSIK, A., CEFALI, P., CONNETT, J., CHILD, C., COSTANZO, L., COX, L., LANDRY, S., ET AL. (1994).

Determinants of levels of compliance in patients enrolled in a PCP prophylaxis protocol (community programs for clinical research on AIDS (CPCRA)): baseline data. X Int. Conf. AIDS, 10(2):209, Tokyo. Aug. 7-12.



BISHOP-TOWNSEND, V. (1996).

STDs: Screening, therapy, and long-term implications for the adolescent patient. *International Journal of Fertility & Menopausal Studies*. 41(2):109-114.

The author argues that educational and prevention strategies are essential for decreasing the high incidence of STDs in adolescents. Not all STDs are readily cured by antibiotics, and because many adolescents are asymptomatic, many STDs initially go undetected and untreated. The author concludes that there is a need for innovative psychosocial and behavioural prevention programmes to be developed and implemented to reach all adolescents.



BLECHER, M. S., STEINBERG, M., PICK, W., HENNINK, M., & DURCAN, N. (1995).

AIDS—knowledge, attitudes and practices among STD clinic attenders in the Cape Peninsula. *South African Medical Journal*. 85(12):1281-6.

This study aims to determine knowledge about, attitudes towards, and practices associated with AIDS among sexually transmitted disease (STD) clinic attendees in the Cape Peninsula. Findings are discussed with reference to the health belief model, Fishbein and Ajzen's theory of reasoned action, and Catania et al.'s AIDS risk-reduction model. This study supports the urgent need for AIDS education and counselling programmes in the region for patients with STDs.



BRITTON, D., & SANTIAGO, P. (1992).

Using the HBM & social action research for evaluation of programs for HIV+ youth: a preliminary report. VIII Int. Conf. AIDS. 8(3):157. July 19-24.



BROWN, L. K., DICLEMENTE, R. J., & REYNOLDS, L. A. (1991).

HIV prevention for adolescents: Utility of the Health Belief Model. *AIDS Education & Prevention*. 3(1):50-59.

Discusses prominent features of adolescence that influence HIV-related risk behaviors, including cognitive immaturity, the struggle for psychological autonomy, peer influences, and physical development. It suggests that a model is needed to guide prevention efforts, and that these adolescent-specific factors need to be incorporated into any such model.

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CARMEL, S. (1990-1991).
 The Health Belief Model in the research of AIDS-related preventive behavior. *Public Health Reviews*. 18(1):73-85.
Reviews studies of AIDS-related behavioural change which use a systematic psychosocial conceptual model, the health belief model. A proposed application of an extended version of the health belief model for the study of condom use among adolescents is presented.
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CATANIA, J., COATES, T. J., KEGELES, S., FULLILOVE, M. T., PETERSON, J., MARIN, B., SIEGEL, D., HULLEY, S., AMERICAN PUBLIC HEALTH ASSOCIATION. (1992).
 Condom use in multi-ethnic neighborhoods of San Francisco: The population-based AMEN (AIDS in multi-ethnic neighborhoods) study. *American Journal of Public Health*. 82:284-287.
Presents a study of condom use among unmarried heterosexual and gay/bisexual men in the San Francisco area. Only 9% of men report always using a condom, while 48% of gay/bisexual men report always using a condom.
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CATANIA, J., S. KEGELES, & T. COATES. (1990).
 Psychosocial predictors of people who fail to return for their HIV test results. *AIDS*. 4:261-262.
This research examines social, demographic and psychological predictors of people who fail to return for their test results. The authors recommend that programmes be more sensitive to the educational and age characteristics of those individuals who take HIV tests.
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COLEMAN, M. (1997).
 Correlates of child care providers' interpretation of pediatric AIDS: implications for education and training. *Health Education Research*. 12(1):53-60.
Child care providers of a southeastern state in the U.S. were surveyed about their knowledge and attitudes toward AIDS and child care policies. Providers' feelings about caring for an HIV-infected child, rather than their perceived knowledge of AIDS, were most consistently correlated with their factual knowledge and positive attitudes toward AIDS. Results suggest that providers may pay more attention to AIDS information and become more accepting of recommended child care policies when they are able to personalize AIDS. Educational implications are discussed.
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DE VROOME, E., SANDFORT, T., & TIELMAN, R. (1992).
 Overestimating the risk of a low-risk sexual technique increases or decreases behavioral risk, depending on mediating factors. VIII Int. Conf. AIDS. 8(2):D407. July 19-24.
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DES JARLAIS, D. C., TROSS, S., ABDUL-QUADER, A., KOUZI, A., FRIEDMAN, S. R. (1989).
 Intravenous drug users and maintenance of behavior change. V Int. Conf. AIDS. 5:707, Montreal. June 4-9
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DiCLEMENTE, R. (1991).
 Predictors of HIV-preventive sexual behavior in a high-risk adolescent population: The influence of perceived peer norms and sexual communication on incarcerated adolescents' consistent use of condoms. *Journal of Adolescent Health*. 12:385-390.
Discusses data collected from 112 sexually active adolescents incarcerated in a juvenile detention facility to identify predictors of consistent use of condoms during sexual intercourse. Adolescents completed an anonymous epidemiologic survey instrument developed by the Centers for Disease Control.
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DiCLEMENTE, R. (1992).
 (Ed.) Introduction. *Adolescents and AIDS: A Generation in Jeopardy*. Sage Publication: Newbury Park.

Discusses the need to implement effective policy to prevent youth from being hit hard by the AIDS epidemic. Contributors identify epidemiological data and theoretical underpinnings necessary for designing and implementing effective behavioural risk-reduction and prevention programmes. They also evaluate existing intervention strategies, such as school-based programmes and mass media efforts, and offer public policy recommendations.

▼
FAJANS, P., FORD, K., & WIRAWAN, D. N. (1994).

Factors related to condom use by clients of female sex workers in Bali, Indonesia. X Int. Conf. AIDS. 10(2):324, Tokyo. Aug. 7-12.

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FAJANS, P., FORD, K., & WIRAWAN D. N. (1993).

Factors related to condom use with paid and other partners of tourist clients of female sex workers in Bali, Indonesia. IX Int. Conf. AIDS. 9(2):830, Berlin. June 6-11.

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FALCK, R. S., SIEGAL, H. A., WANG, J., & CARLSON, R. G. (1995).

Usefulness of the health belief model in predicting HIV needle risk practices among injection drug users. *AIDS Education & Prevention*. 7(6):523-533.

Employs a variation of health belief model that includes the dimensions of perceived susceptibility, seriousness, benefits, barriers, and self-efficacy to predict which injection drug users (IDUs) are engaged in needle-use practices that reduced their risk for contracting HIV.

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FORD, K., & NORRIS, A. E. (1995).

Factors related to condom use with casual partners among urban African-American and Hispanic males. *AIDS Education & Prevention*. 7(6):494-503.

Tests constructs from the health belief model and the theory of reasoned action for their relationship to condom use with casual partners in a probability sample of urban African-American and Hispanic males aged 15–24. Results indicate the importance of 1) promoting a sense of male responsibility regarding condom use; 2) promoting the belief that condoms should be used with all partners; 3) developing skills for condom use and partner communication; and 4) increasing perceived susceptibility to HIV infection in design of intervention programmes.

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FORD, K., WIRAWAN, D. N., FAJANS, P., MELIAWAN, P., MACDONALD, K., & THORPE, L. (1996).

Behavioral interventions for reduction of sexually transmitted disease/HIV transmission among female commercial sex workers and clients in Bali, Indonesia. *AIDS*. 10(2):213-222.

This research describes and evaluates a behavioural intervention targeted to low-price female commercial sex workers (CSW) in large brothel complexes, their pimps, and their male clients. Both AIDS and sexually transmitted disease (STD) knowledge increased significantly over the intervention period.

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FORD, K., WIRAWAN, D. N., & FAJANS, P. (1993).

Models of condom use for anal and oral intercourse among male tourist clients of male sex workers in Bali, Indonesia. IX Int. Conf. AIDS. 9(2):832, Berlin. June 6-11.

Discusses a study conducted to determine the individual and contextual factors related to female sex workers, male clients, and pimps that are most important in increasing condom use in commercial sex complexes. Results on the analysis underscore the importance of including client education in interventions in commercial sex establishments, and of including education about sexually transmitted diseases in intervention programmes.

▼
FORD, K., & WIRAWAN, D. N. (1996).

What makes an intervention effective? A multilevel analysis of data from female sex workers, pimps and clients in Bali, Indonesia. XI Int. Conf. AIDS. 11(2):384, Vancouver. July 7-12.

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FREIMUTH, V. 1992.
 Theoretical foundations of AIDS: Media campaigns. In T. Edgar, M. Fitzpatrick, and V. S. Freimuth (Eds). *AIDS: A Communication Perspective* (p. 91-110). New Jersey: Lawrence Erlbaum Associates Inc.
This general overview of types of theories useful for AIDS campaigns also discusses applications of selected theories such as the health belief model, social learning/cognitive theory, social marketing, and diffusion of innovations.
- ▼
FREIMUTH, V. S., HAMMOND, S. L., EDGAR, T., & MONAHAN, J. L. (1990).
 Reaching those at risk: A content-analytic study of AIDS PSAs. *Communication Research*. 17(6):775-91.
This study examines 127 public service announcements on AIDS for effectiveness, target audiences, and the action they sought. The spots targeted general audiences rather than high-risk groups; they contained little information and asked viewers to seek more information rather than stressing a certain behaviour.
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GIELEN, A. C., FADEN, R. R., O'CAMPO, P., KASS, N., & ANDERSON, J. (1994).
 Women's protective sexual behaviors: a test of the health belief model. *AIDS Education & Prevention*. 6(1):1-11.
The authors assess several protective sexual behaviors in a sample of women from an urban area, and the extent to which adoption of these protective behaviours can be explained by health beliefs and previous HIV testing.
- ▼
GILLESPIE, C. C. (1997).
 Women's HIV risk reduction efforts and traditional models of health behavior: A review and critique. *Womens Health*. 3(1):1-30.
This article reviews the empirical literature on women and HIV prevention and evaluates the predictive utility of prevailing models of health behavioural change. The review focuses on three constructs that are central to the health belief model, protection motivation theory, and the theories of reasoned action and planned behaviour: perceived vulnerability to HIV risk, outcome expectancies related to HIV-preventive behaviours, and self-efficacy to reduce risk.
- ▼
GIR, E., DUARTE, G., & MACEDO, R. F. (1996).
 Quality of life of HIV-1 seropositive Brazilian women: social and sexual problems. XI Int. Conf. AIDS. 11(2):205, Vancouver. July 7-12.
The researchers seek to detect emotional, social and sexual problems occurring in HIV seropositive Brazilian women, and to intervene through follow-up nursing counselling. Results indicate it is necessary to continue such follow-up evaluation in order to detect problems about quality of life and intervene whenever possible; this has brought benefits for the patients and for multidisciplinary health teams.
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GROSS, M., DEJONG, W., LAMB, D., ENOS, T., MASON, T., & WEITZMAN, E. (1994).
 "Drugs and AIDS reaching for help": a videotape on AIDS and drug abuse prevention for criminal justice populations. *Journal of Drug Education*. 24(1):1-20.
Describes the development of a videotape targeted at persons under supervision of the criminal justice system. This videotape seeks to encourage those who use illicit drugs to enter drug treatment, and to motivate those at risk for exposure to HIV to alter behaviours that may transmit infection.
- ▼
HAYS, R., KEGELES, S., COATES, T. (1990).
 High HIV risk-taking among gay young men. *AIDS*. 4:901-907.

This study attempts to identify variables associated with HIV risk-taking among younger gay men. Ninety-nine gay men, aged 18–25 and located in three medium-sized West Coast communities, completed self-report questionnaires regarding HIV-related behaviours and attitudes.

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HEUSSER, R., TSCHOPP, A., BEUTTER, H. J., GUTZWILLER, F. (1992).
Determinants of condom use—results from the Swiss HIV Cohort Study (Part B—HIV Prevention Study; HIPS). VIII Int. Conf. AIDS. July 19-24; 8(2):D466.

▼
HIGGINS, D.L., SCHNELL, D. J., BEEKER, C., GUENTHER-GREY, C., FISHBEIN, M., O'REILLY, K. R., & SHERIDAN, J. (1993).
The AIDS Community Demonstration Projects: project overview and theoretical foundations. The AIDS Community Demonstration Projects Research Team. IX Int. Conf. AIDS. 9(2):842, Berlin. June 6-11.

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HINGSON, R., & STRUNIN, L. (1989).
Do health belief model beliefs about HIV infection and condoms predict adolescent condom use? V Int. Conf. AIDS. 5:702, Montreal. June 4-9.

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HINGSON, R. W., STRUNIN, L., BERLIN, B. M., & HEEREN, T. (1993).
Beliefs about AIDS, use of alcohol and drugs, and unprotected sex among Massachusetts adolescents. *American Journal of Public Health*. 80(3):295-299.
Examines the knowledge of Massachusetts adolescents concerning alcohol, drugs, AIDS and the dangers of having unprotected sex. The steps counselors need to take to change adolescents behaviour are discussed.

▼
KAISER, M. A., MANNING, D.T., & BALSON, P.M. (1989).
Lay volunteers' knowledge and beliefs about AIDS prevention. *Journal of Community Health*. 14(4):215-226.
The results of a before-and-after study of the knowledge and beliefs about AIDS lay-volunteers suggest that differences in beliefs about vulnerability and barriers disappear with training.

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KITAZAWA, S. (1995).
Tuberculosis health education. Needs in homeless shelters. *Public Health Nursing*. 12(6):409-416.
Discusses a diverse sample of 20 adult homeless-shelter residents responded to open-ended questions regarding 1) their knowledge of tuberculosis and tuberculosis screening and treatment, 2) their perceptions of access to health care services related to tuberculosis, and 3) their views of health education regarding tuberculosis. The study findings indicate that a small-group educational format utilizing written materials and video aids might be the most effective method.

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LOLLIS, C.M., JOHNSON, E. H., ANTONI, M. H., & CHITWOOD, D.D. (1995).
The predictive utility of the Health Belief Model for explaining condom usage and risky sexual behavior in injection drug user and university women. HIV Infect. Women Conf. Feb. 22-24; p P130.

▼
LUNDGREN, R., BEZMALINOVIC, B., HIRSCHMANN, A., & ARATHOON, E. (1992).
Guatemala city women: empowering a vulnerable group to prevent HIV transmission. VIII Int. Conf. AIDS. July 19-24; 8(2):D461.

▼
LUX, K. M., & PETOSA, R. (1994).
Using the health belief model to predict safer sex intentions of incarcerated youth. *Health Education Quarterly*. 21(4):487-497.

This study tests constructs of an enhanced version of the health belief model in predicting juvenile delinquents' safer sex intentions. Results support the use of the health belief model in understanding HIV-risk behavior in this population. The implications of these results for theory-based HIV prevention among incarcerated youth are presented.



MAHONEY, C. A., THOMBS, D.L., FORD, O. J. (1995).

Health belief and self-efficacy models: their utility in explaining college student condom use. *AIDS Education & Prevention*. Feb. 7(1):32-49.

This investigation tests the ability of the health belief model, dimensions of self-efficacy, various behavioral variables (i.e., number of sex partners in the past 12 months, frequency of drunkenness during sexual intercourse, and number of diagnosed sexually transmitted diseases), and demographic measures to distinguish between three condom user groups: nonusers, sporadic users, and consistent users. Findings and their implications for campus-based prevention programmes and future research are discussed.



MANNING, D. T., & BALSON, P. M. (1989).

Teenagers' beliefs about AIDS education and physicians' perceptions about them. *Journal of Family Practice*. 29(2):173-177.

Family physicians' responses to a questionnaire based in part, on the health belief model are compared with teenagers' responses about their knowledge, health beliefs, and preferred format and method of learning about AIDS. Results indicate that family physicians' predictions about teenagers' knowledge and beliefs about AIDS are not always accurate; but except when physicians underestimate the teenagers' perceived obstacles to AIDS prevention, the data suggest that physicians would be effective in teaching teenagers about AIDS.



MANNING, D. T., BARENBERG, N., GALLESE, L., & RICE, J. C. (1989).

College students' knowledge and health beliefs about AIDS: implications for education and prevention. *Journal of American College Health*. 37(6):254-259.

This study uses a questionnaire, designed to measure the application of the dimensions of the health belief model to AIDS prevention and to practicing safer sex, administered to 139 undergraduates aged 22 years and under. Students generally have good knowledge about the facts of AIDS, and this is consistent with other studies. In general, the students prefer small-group discussions and formats such as movies or panel discussions where they could remain "anonymous".



MELKOTE, S., MUPPIDI, S. (1996).

Factors that contribute to perceptions of risk for contracting HIV. Presented to the International Communication Association, Chicago, IL.



MONTGOMERY, S. B., JOSEPH, J. G., BECKER, M. H., OSTROW, D. G., KESSLER, R. C., & KIRSCHT, J.P. (1989).

The Health Belief Model in understanding compliance with preventive recommendations for AIDS: how useful? *AIDS Education & Prevention*. 1(4):303-323.

The health belief model (HBM) is applied to a variety of health conditions. Most are less threatening and require less complex responses than those arising in the case of AIDS. The utility of the HBM in understanding preventive behaviours in AIDS is examined in a cohort of homosexual men at two different points in time. These analyses suggest that the special features of AIDS may require development of more adequate theoretical frameworks.



MULVIHILL, C. K. (1996).

AIDS education for college students: review and proposal for a research-based curriculum. *AIDS Education & Prevention*. 8(1):11-25.

A proposed research-based AIDS-education curriculum would utilize the theory of planned behavior from attitude research, the elaboration likelihood model from persuasion research, and the conceptual change model from science education research.

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MUMA, R. D., ROSS, M. W., PARCEL, G. S., & POLLARD, R. B. (1995).

Zidovudine adherence among individuals with HIV infection. *AIDS Care*. 7(4):439-447.

This study investigates the relationships among health beliefs, attitudes, and zidovudine compliance in individuals with HIV infection. Results show that subjects who have problems taking zidovudine or are skeptical about its value are less compliant, and that this dimension is a significant predictor of compliance; this suggests that non-compliance is related to attitudes and beliefs about zidovudine.

▼
NYAMATHI, A., & SHIN, D. M. (1990).

Designing a culturally sensitive AIDS educational program for black and Hispanic women of childbearing age. *NAACOGS Clinical Issues in Perinatal & Womens Health Nursing*. 1(1): 86-98.

Using the health belief model as a framework to promote behavioral change, this article presents methods for designing a culturally-sensitive AIDS educational programme that appropriately addresses the needs of a population at risk. A list of national AIDS resources for the black and Hispanic community is also provided.

▼
O'LEARY, A., BOCCHER-LATTIMORE, D., & JEMMETT, L. S. (1990).

Psychosocial correlates of condom use among New Jersey college students. VI Int. Conf. AIDS. 6(3):233, San Francisco. June 20-23.

▼
PETOSA, R., & JACKSON, K. (1991).

Using the health belief model to predict safer sex intentions among adolescents. *Health Education Quarterly*. 18(4):463-476.

This study uses concepts of the health belief model to predict adolescent intentions to adopt safer sex behaviours. The results of this study suggest that educational programmes to promote safer sex intentions should focus on health-related motivations among younger students.

▼
PETOSA, R., & WESSINGER, J. (1990).

The AIDS education needs of adolescents: a theory-based approach. *AIDS Education & Prevention*. 2(2):127-136.

A study to conduct an educational diagnosis for AIDS prevention among school-age adolescents. The health belief model is used as a conceptual framework to analyse adolescent beliefs that may influence HIV-risk behavior. Recommendations are made to increase the effectiveness of school-based HIV education.

▼
PITTS, M. HUMPHREY, M., & WILSON, P. (1991).

Assessments of personal and general risks of HIV and AIDS in Harare, Zimbabwe. *Health Education Research*. 6(3):307-311.

This paper examines the relationship between the perception of personal risk and the perception of general risk of HIV infection, and relates those perceptions to the likelihood of behavioural change and to the health belief model. The authors suggest that images and messages that can be personalized might play an important role in HIV prevention programmes.

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PORTER, J., & BONILLA, L. (1992).

The health belief model as a predictor of HIV-testing behavior in the USA. VIII Int. Conf. AIDS. July 19-24; 8(2):C381.

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PORTER, J., & BONILLA, L. (1992).
 The Health Belief Model as a predictor of HIV-testing behavior among Latinos in the USA. VIII Int. Conf. AIDS. June 16-21; 7(1):391.
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POVINELLI, M., REMAFEDI, G., & TAO, G. (1996).
 Trends and predictors of human immunodeficiency virus antibody testing by homosexual and bisexual adolescent males, 1989-1994. *Archives of Pediatrics & Adolescent Medicine*. 150(1): 33-38.
The purpose of this research is to identify temporal trends and predictors of HIV-antibody testing in homosexual and bisexual youth, using the health belief model as a conceptual framework. Results suggest that testing practices do not change significantly across time. HIV testing is related to age, risky behaviours, living situation, bisexual or homosexual acculturation, and contacts with health professionals, corresponding to health belief model dimensions of perceived susceptibility, barriers, and cues to action.
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QUINN, E. A., RAMOS, L. J., MARTINEZ, M., FISCHBACH, L., & DENT, C. (1993).
 AIDS literacy: developing effective educational materials for Latina women with low literacy skills. IX Int. Conf. AIDS. 9(1):102, Berlin. June 6-11.
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RICHARD, R., VAN DER PLIGT, J., & DE VRIES, N. (1995).
 Anticipated affective reactions and prevention of AIDS. *British Journal of Social Psychology*. 34(Pt 1):9-21.
Researchers investigated the role of anticipated, post-behavioural, affective reactions to (un)safe sexual behaviors in the context of the theory of planned behaviour (TPB). Results showed that anticipated affective reactions such as worry and regret predicted behavioural expectations over and above the components of the TPB. The implications for understanding of adolescent sexual behaviour and for campaigns aimed at the reduction of risky sexual practices are discussed.
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ROSE, M. A. (1996).
 Effect of an AIDS education program for older adults. *Journal of Community Health Nursing*. 1996; 13(3):141-148.
This study examines the effect of an age-specific AIDS education programme on HIV/AIDS knowledge, perceived susceptibility to AIDS, and perceived severity of AIDS in older adults. The results of this study suggest that nurses are in an excellent position to provide primary and secondary AIDS prevention strategies for all age groups, including the older adult population.
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ROSE, M. A. (1995).
 Knowledge of human immunodeficiency virus and acquired immuno-deficiency syndrome, perception of risk, and behaviors among older adults. *Holistic Nursing Practice*. 10(1):10-17.
This study looks at knowledge and beliefs about HIV among older persons, in 458 senior center participants who completed a questionnaire derived from the health belief model. African-American respondents are statistically more interested in AIDS education than white or Hispanic respondents. Recommendations for interventions and further research are discussed.
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ROSENSTOCK, I., STRETCHER, V., & BECKER, M. (1994).
 The health belief model and HIV risk behavior change. In R. DiClemente and J. Peterson (Eds.), *Preventing AIDS: Theories and Methods of Behavioral Interventions*, (p. 5-24). New York, NY: Plenum Press.
This chapter reviews the theoretical concepts of the health belief model and its application in HIV prevention programmes. It is recommended that for future efforts, the role of the health

belief model should be considered in context and that changes in behavior can rarely be achieved by attacking the belief system.

▼
ROSENSTOCK, I., STRETCHER V., & BECKER. M. (1988).

Social learning theory and the health belief model. *Health Education Quarterly*. 15:175-183.

The authors attempt to show how several factors of social learning theory and the health belief model may be related, and in doing so they posit a revised explanatory model which incorporates self-efficacy into the health belief model.

▼
SALTZMAN, S., STODDARD, A., MCCUSKER, J., & MAYER, K. (1989).

Factors associated with recurrence of unsafe sexual practices in a cohort of gay men previously engaging in "safer" sexual practices. V Int. Conf. AIDS. 5:732, Montreal. June 4-9.

▼
SASS, J., BERTOLONE, K., DENTON, D., & LOGSDON, M. C. (1995).

Exposure to blood and body fluid: factors associated with non-compliance in follow-up HIV testing among health care workers. *AAOHN Journal*. 43(10):507-513.

Owing to lack of previous research, this study examines the factors associated with non-compliance in follow-up HIV-testing among health care workers after blood and/or body fluid exposure. A descriptive correlation design was used with 178 health care workers who did not return for recommended follow-up HIV testing after post-blood and/or body fluid exposure at three urban hospitals.

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SHAFER, M. A., EKSTRAND, M., SHALWITZ, J., CHAIKIND, J., & KEOGH, J. (1990).

Prevalence and predictors of AIDS high risk behaviors among male adolescents in detention. VI Int. Conf. AIDS. 6(3):232, San Francisco. June 20-23.

▼
SIMON, P. M., MORSE, E. V., BALSON, P.M., OSOFSKY, H. J., & GAUMER, H. R. (1993).

Barriers to human immuno-deficiency virus related risk reduction among male street prostitutes. *Health Education Quarterly*. 20(2):261-73.

Discusses 211 male street prostitutes between the ages of 18 and 51 years were interviewed and tested for antibodies to HIV. Economic, social, and emotional barriers to the reduction of HIV-related risk behaviour are examined within the context of several concepts present in the health belief model.

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SIMON, P. M., MORSE, E. V., & BESCH, L. (1995).

Barriers to compliance among women co-enrolled in a PCP prophylaxis and compliance protocol. HIV Infect. Women Conf. Feb 22-24;p P109.

▼
SORENSEN, J., LONDON, J., HEITZMANN, C., ACAMPORA, A., GIBSON, D., DUMONTET, R., & ACREE, M. (1992).

Small group AIDS education with injection drug users in residential treatment: 12-month follow-up. VIII Int. Conf. AIDS. July 19-24; 8(2):D444.

▼
SORENSEN, J. L. (1991).

Preventing HIV transmission in drug treatment programs: what works? *Journal of Addictive Diseases*. 10(4):67-79.

The author argues that the health belief model has been useful in generating prevention approaches, including programmes that raise the threat of infection, provide alternative behaviours, and build social support. He adds that some of these programmes have been effective in changing attitudes and reducing the behaviours that put drug users at risk for acquiring or transmitting HI; he also predicts that future research will develop collaborative studies, disseminate techniques

to drug treatment programmes, and develop more powerful interventions for patients who continue with risky behaviours.

▼
STEERS, W. N., ELLIOTT, E., NEMIRO, J., DITMAN, D., & OSKAMP, S. (1996).

Health beliefs as predictors of HIV-preventive behavior and ethnic differences in prediction. *Journal of Social Psychology*. 136(1):99-110.

Five measures from the health belief model are used to predict the incidence of a variety of safer sex behaviors among college students. Perceived susceptibility, self-efficacy and social support predicted many safer sex behaviours.

▼
STRUNIN, L., HINGSON, R., BERLIN, B., & HEEREN, T. (1990).

Do beliefs about HIV, condom use, pregnancy and STD's predict adolescent condom use? VI Int. Conf. AIDS. 6(3):233, San Francisco. June 20-23.

▼
TANAKA, H. (1996).

AIDS seminar for personnel managers in Japanese companies--application of health belief model and health norm model. [Japanese] *Nippon Koshu Eisei Zasshi. Japanese Journal of Public Health*. 43(6):479-485.

▼
THORPE, L., FORD, K., FAJANS, P., & WIRAWAN, D. N. (1992).

Correlates of condom use among female prostitutes and tourist clients in Bali, Indonesia. *AIDS Care*. 9(2):181-197.

This study examines the commercial sex activity of both tourist client and local prostitute groups in Indonesia. Results indicate that condom use is high between tourist clients and female Indonesian sex workers, although not 100%. Beliefs about condom efficacy and effects on pleasure, as well as susceptibility to STD infection, were related to condom use by female sex workers.

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THORPE, L., WIRAWAN, D. N., FORD, K., & FAJANS, P. (1994).

Condom use and its determinants among female sex workers with tourist clients in Bali, Indonesia. X Int. Conf. AIDS. 10(2):307 Tokyo. Aug. 7-12.

TOEPELL, A. R. (1993).

Employing the health belief model to predict condom use. IX Int. Conf. AIDS. 9(2):952. Berlin. June 6-11.

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TROSS, S., ABDUL-QUADER, A.S., SILVERT, H. M., SIMONS, P., DES JARLAIS, D. C., & FRIEDMAN, S. (1992).

Determinants of condom use in female sexual partners (FSPs) of I.V. drug users in NY City. VIII Int. Conf. AIDS. July 19-24; 8(1):We59.

▼
VAN CAMPENHOUDT, L., COHEN, M., GUIZZARDI, G., & HAUSSER, D. (1996).

Sexual interactions and HIV risk: new conceptual perspectives in European research. Int. Conf. AIDS. 11(1):172, Vancouver. July 7-12.

The authors draw upon recent theoretical orientations in European social science research of HIV/AIDS to develop new conceptual perspectives for understanding risk behaviour. The major trend in current European theory is a shift in the focus of analysis from the individual to relationships. The emphasis is now on the relative autonomy of intimate systems and the sexual relationship's own dynamics. The other levels of analysis (i.e. the individual, social networks, institutions, and cultures) are not ignored but reconsidered from the perspective of the relationship.

▼
VAN WYK, N. C., & BASSON, P. M. (1994).

Adaptation of the Health Belief Model for the prevention of HIV infection. [Afrikaans] *Curationis*. 17(3):44-50.

It is argued that the spreading of AIDS in the South Africa occurs mainly through sexual transmittance, and therefore people that engage in high-risk behaviour must be motivated to change their behaviour so that they will not expose themselves or others to HIV infection. Stating that an AIDS tragedy in South Africa can only be averted by preventing HIV infection, the authors contend that the health belief model is repetitively proven to be a successful model to change behavioural patterns. The model is specifically adapted for this study.

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VAN LANDINGHAM, M. J., SUPRASERT, S., GRANDJEAN, N., & SITTITRAI, W. (1995).

Two views of risky sexual practices among northern Thai males: the Health Belief Model and the Theory of Reasoned Action. *Journal of Health & Social Behavior*. 36(2):195-212.

The health belief model and the theory of reasoned action are applied to an analysis of unsafe sexual practices among men living in a high HIV-prevalence area in Thailand.

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VOGEL, S., GRADY, C., & ROPKA, M. (1993).

Factors affecting investigational medication compliance in healthy HIV-infected participants of randomized controlled trial (RCT) comparing AZT & interferon-alpha (IFN-alpha). IX Int. Conf. AIDS. 9(1):559, Berlin. June 6-11.

▼
WALTER, H. J., VAUGHAN, R. D., GLADIS, M. M., RAGIN, D. F., KASEN, S., & COHALL, A.T. (1993).

Factors associated with AIDS-related behavioral intentions among high school students in an AIDS epicenter. *Health Education Quarterly*. 20(3):409-420.

Using data from a cross-sectional survey of 531 predominantly black and Hispanic tenth-graders in two New York City schools, this article compares the explanatory power of predictors of intentions to engage in sexual intercourse, to have multiple intercourse partners, and to use condoms. Results are discussed and recommendations are made for future prevention programmes.

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WELLINGS, K., WADSWORTH, J., JOHNSON, A. M., FIELD, J., & BRADSHAW, S. (1993).

Sexual attitudes and behavior: results from the British National Survey. IX Int. Conf. AIDS. 9(2):904, Berlin. June 6-11.

▼
WHITE, G. L. JR., HENTHORNE, B. H., BARNES, S. E., & SEGARRA, J. T. (1995).

Tuberculosis: a health education imperative returns. *Journal of Community Health*. 20(1):29-57.

The various factors responsible for the resurgence of tuberculosis (TB), the nature of the current epidemic, and past health education efforts are discussed. An expanded health belief model is proposed.

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WILLIAMS, A. B. (1989).

Educational needs assessment for women at risk for HIV through intravenous drug abuse. V Int. Conf. AIDS. 5:749, Montreal. June 4-9.

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WILLIAMS, A. B. (1991).

Women at risk: an AIDS educational needs assessment. *The Journal of Nursing Scholarship*. 23(4):208-213.

Interviews were conducted with 21 women who were at risk for AIDS through their own injection drug use or as the heterosexual partners of injection drug users. Results are analysed using the variables from the health belief model, as well as the notion of self-efficacy.

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WILLIAMS, C. O. CAMPBELL S. HENRY K. COLLIER P. (1994).

Variables influencing worker compliance with universal precautions in the emergency department. *American Journal of Infection Control*. 22(3):138-148.

To identify the variables described in the health belief model affecting health care workers' compliance with practices and devices believed to reduce exposure to patients' blood, the staff

of a level II trauma centre were surveyed for knowledge, compliance, and training regarding universal precautions. Respondents estimated they were most likely to perform hand washing after contact with body fluids and to wear gloves if contact with blood was anticipated. The application of the health belief model to this problem suggests that an integrated approach is appropriate.



WILSON, D., DUDLEY, I., MSIMANGA, S., & LAVELLE, L. (1991).

Psychosocial predictors of reported HIV preventive behavior change among adults in Bulawayo, Zimbabwe. *Central African Journal of Medicine*. 37(7):196-202.

The association of six elements of the health belief model to three indices of HIV-related behavioural risk reduction—reduced number of sexual partners, increased consistency of condom use, and reduced prostitute contact among males—was examined by self-report inventory among 202 men and 100 women in Bulawayo, Zimbabwe. The authors conclude that AIDS campaigns must foster the perception that there is concerted, normative support for HIV-related behaviour change, and that community and small-group, face-to-face AIDS education must be emphasized.



WULFERT, E., WAN, C. K., & BACKUS, C. A. (1996).

Gay men's safer sex behavior: an integration of three models. *Journal of Behavioral Medicine*. 19(4):345-366.

This cross-sectional study explored gay men's sexual risk behavior from the perspective of three popular conceptual models: the health belief model, the theory of reasoned action, and social cognitive theory. Relevant variables from the three theories are integrated into an expanded self-efficacy model.



WYATT, G., LEFRANC, E., TUCKER, M. B., SIMEON, D., MITCHELL-KERNAN, C., & BAIN, B. (1994).

Understanding condom use in Jamaica. X Int. Conf. AIDS. Tokyo. Aug. 7-12; 10(2):280.



YEP, G. A. (1993).

HIV prevention among Asian-American college students: does the health belief model work? *Journal of American College Health*. 41(5):199-205.

This study examines the predictive utility of the health belief model in relation to prevention of HIV infection among Asian-American college students. Results indicate that severity and barriers are significant predictors of the adoption of HIV-preventive behaviors among Asian-American students. It appears that cultural factors, such as beliefs about HIV, illness, prevention, sexuality, and homosexuality, need to be incorporated into tests of the model to enhance its predictive power. Implications of the results and suggestions for further research are discussed.



ZIMMERMAN, R. S., & OLSON, K. (1994).

AIDS-related risk behavior and behavior change in a sexually active, heterosexual sample: a test of three models of prevention. *AIDS Education & Prevention*. 6(3):189-204.

This study tests three social-psychological models that have been applied to health-related behaviour: the health belief model (HBM), the Ajzen Fishbein attitude-behaviour model (AFM), and Leventhal et al.'s self-regulatory model (SRM). The extent to which each model's variables are connected to self-reported behaviour change concerning HIV and current HIV-related behaviour are compared. Results indicate that the SRM and AFM contributed significantly to predicting risk behaviour change, and that the HBM and AFM contributed significantly to predicting current risk behaviour, after controlling for risk behavioural change.

Theory of reasoned action



ABRAHAM, C., & SHEERAN, P. (1994).

Modeling and modifying young heterosexuals' HIV-preventive behavior; a review of theories, findings and educational implications. *Patient Education & Counseling*. 23(3):173-186.

Reviews studies that apply social cognitive frameworks, such as the health belief model and the theory of reasoned action, to HIV-prevention. Examines health education interventions aimed at individual, group, and community levels are examined in light of this theoretical review and recommends action-focused, empowering interventions grounded in youth culture.



AJZEN, I., & M. FISHBEIN. (1980).

Understanding Attitudes and Predicting Social Behavior. Englewood Cliffs, NJ: Prentice-Hall.

This text focuses on attitude issues. It explains the theory of reasoned action model and then applies the model to various cases.



AJZEN, I. (1985).

From intentions to action: A theory of planned behavior. In J. Kuhl and J. Beckman (Eds.), *Action Control* (p.11-19). New York, NY: Springer.

Building upon the expectancy value model, the author develops a theory of planned behaviour in which behavioral expectation formed after intention is the best predictor of behaviour.



ALTENEDER, R. R. (1994).

Use of an educational program on HIV/AIDS with junior high students. X Int. Conf. AIDS. 10(2):355. Tokyo. Aug. 7-12.



BANDAWE, C. R., & FOSTER, D. (1996).

AIDS-related beliefs, attitudes and intentions among Malawian students in three secondary schools. *AIDS Care*. 8(2):223-232.

This preliminary investigation into factors influencing the intention of Malawian secondary school students to engage in low-risk AIDS-related behaviors is based on the theory of reasoned action. Behavioural change intervention strategies in the light of the findings are discussed.



BASEN-ENGQUIST, K., & PARCEL, G. S. (1992).

Attitudes, norms, and self-efficacy: a model of adolescents' HIV-related sexual risk behavior. *Health Education Quarterly*. 19(2):263-277.

Using data from a cross-sectional, statewide survey of 1,720 Texas ninth-graders in 13 school districts, a model of psychosocial predictors HIV-related sexual risk behaviour is tested. Predictor variables in the model, based on variables from the theory of reasoned action and social learning theory, are attitudes, norms, self-efficacy, and behavioural intentions.



BASEN-ENGQUIST, K. (1992).

Psychosocial predictors of "safer sex" behaviors in young adults. *AIDS Education & Prevention*. 4(2):120-134.

This study tests a model of safer sex behaviour using variables from social learning theory, the health belief model, the theory of reasoned action, and theories of cognitive coping style. Two types of safer sex behaviour are measured: frequency of condom use and the discussion of AIDS and past partners with a sexual partner.

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BEEKER, C., GUENTHER-GREY, C., LESLIE, J., & RAJ, A. (1995).
 Is empowerment theory a useful framework for HIV/AIDS interventions with women in the United States? *HIV Infect. Women Conf.* p P100, Feb 22-24.
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BLECHER, M. S., STEINBERG, M., PICK, W., HENNINK, M., & DURCAN, N. (1995).
 AIDS—knowledge, attitudes and practices among STD clinic attenders in the Cape Peninsula. *South African Medical Journal.* 85(12):1281-1286.
This study aims to determine knowledge about, attitudes towards, and practices associated with AIDS among sexually transmitted disease (STD) clinic attendees in the Cape Peninsula. Findings are discussed with reference to the health belief model, Fishbein and Ajzen's theory of reasoned action, and Catania et al.'s AIDS risk-reduction model. This study supports the urgent need for AIDS education and counselling programmes in the region for patients with STDs.
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BURAK, L. J. (1994).
 Examination and prediction of elementary school teachers' intentions to teach HIV/AIDS education. *AIDS Education & Prevention.* 6(4):310-321.
This study examines and predicts elementary school teachers' intentions to teach their students about HIV/AIDS. The postulates of the theories of reasoned action and planned behavior provided the framework for the examination of teachers' beliefs, attitudes, subjective norms, and perceived behavioural control regarding AIDS education.
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CHEN, M. S. (1991).
 A theoretical model for understanding dentists' behavior in treating patients with AIDS. *Journal of Dental Education.* 55(11):708-716.
An attempt to expand on a model from the theory of reasoned action to help identify and better understand the reasons dentists do or do not treat dental patients with (or at risk for) AIDS. The author proposes in the model that the dentist's actual behaviour in treating dental patients with (or at risk for) AIDS is a function of both his/her intention to treat such patients and his/her non-volitional factors relevant to the behaviour.
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DAVIDSON, A., & J. JACCARD. (1979).
 Variables that moderate the attitude-behavior relation: Results of a longitudinal study. *Journal of Personality and Social Psychology.* 37:1364-1376.
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DE VROOME, E. M., DE WIT, J. B., SANDFORT, T. G., STROEBE, W., & VAN GRIENSVEN, G. J. (1996).
 The information-motivation-behavioral skills model to explain condom use with steady partners among gay men. *Int. Conf. AIDS.* 11(2):39. July 7-12.
This study to determine whether the information-motivation-behavioral (IMB) skills model is valid in the context of condom use with steady partners among gay men. Results show that condom use with steady partners could adequately be explained, but skills and behavioural control—important elements of the IMB—are not important in this respect.
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DE WIT, J. B., TEUNIS, N., VAN GRIENSVEN, G. J., & SANDFORT, T. G. (1994).
 Behavioral risk-reduction strategies to prevent HIV infection among homosexual men: a grounded theory approach. *AIDS Education & Prevention.* 6(6):493-505.
In this qualitative study, interviews were conducted with randomly selected HIV-negative participants in the Amsterdam Cohort Study. Questions were asked about sexual interactions and behaviors with steady and non-steady partners. Results indicate that, next to the centrality of individual motivation as postulated in both the theory of reasoned action and the theory of planned behaviour, symbolic meaning inherent in sexual acts as well as type of relationship

are important determinants of protective sexual behaviours that have to be taken into account to adequately understand why homosexual men engage in safe or unsafe sex.

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EXNER, T. M., MEYER-BAHLBURG, H. F., GRUEN, R. S., EHRHARDT, A. A., & GORMAN, J. M. (1989).
Peer norms for safer sex as a predictor of sexual risk behaviors in a cohort of gay men. V Int. Conf. AIDS. 5:717, Montreal. June 4-9.

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FISCHHOFF, B. (1989).
Making decisions about AIDS. In V.M. Mays, G.W. Albee & S.F. Schneider (Eds.). *Primary Prevention of AIDS* (p.93-10). Newbury Park, CA: Sage.
Behavioural decision theory is applied to AIDS decision making. Methodological and practical issues of behavioural decision theory and its appropriateness for AIDS prevention programmes are discussed.

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FISHBEIN, M., & I. AJZEN. (1975).
Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research. Cambridge, MA: Addison-Wesley.

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FISHBEIN, M., & MIDDLESTADT, S.E. (1989).
Using the theory of reasoned action as a framework for understanding and changing AIDS-related behaviors. In V.M. Mays, G.W. Albee & S.F. Schneider (Eds.). *Primary Prevention of AIDS* (p.93-10). Newbury Park, CA: Sage.
The authors point out that there are certain types of information that are necessary for developing effective educational communications or other types of interventions. They emphasize the importance of research before implementing any educational programme. The strengths of the theory of reasoned action in this process are discussed.

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FISHBEIN, M., MIDDLESTADT, S. HITCHCOCK, P. (1994).
Using information to change sexually transmitted disease-related behaviors: An analysis based on the theory of reasoned action. In R. DiClemente and J. Peterson (Eds.). *Preventing AIDS: Theories and Methods of Behavioral Interventions* (p.61-78). New York, NY: Plenum Press.
The authors discuss how the theory of reasoned action can be used for behavioural change programmes. They conclude that communication interventions may be very effective as long as they address the behavioural or normative beliefs underlying the behaviour to be changed.

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FISHER, W. (1984).
Predicting contraceptive behavior among university men: The role of emotions and behavioral intentions. *Journal of Applied Social & Personality*. 4:104-123.
The author administered a questionnaire to 34 male undergraduates to identify salient beliefs and referents concerning the practice of always using condoms during intercourse.

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FISHER, W. A., FISHER, J. D., & RYE, B. J. (1995).
Understanding and promoting AIDS-preventive behavior: insights from the theory of reasoned action. *Health Psychology*. 14(3):255-264.
Psychological determinants of AIDS-preventive behaviors are examined from the perspective of the theory of reasoned action in prospective studies of gay men, heterosexual university students, and heterosexual high school students. The discussion focuses on the development of AIDS-prevention interventions that modify intentions, attitudes, and norms concerning performance of AIDS-preventive behaviours by targeting the empirically-identified underpinnings of attitudes and norms related to specific preventive behaviours in specific populations of interest.

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FORD, K., & NORRIS, A. E. (1995).
 Factors related to condom use with casual partners among urban African-American and Hispanic males. *AIDS Education & Prevention*. 7(6):494-503.
Tests constructs from the health belief model and the theory of reasoned action for their relationship to condom use with casual partners in a probability sample of urban African-American and Hispanic males aged 15–24. Results indicate the importance of 1) promoting a sense of male responsibility regarding condom use; 2) promoting the belief that condoms should be used with all partners; 3) developing skills for condom use and partner communication; and 4) increasing perceived susceptibility to HIV infection in design of intervention programs.
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GALLOIS, C., KASHIMA, Y., HILLS, R., & MCCAMISH, M. (1990).
 Preferred strategies for safe sex: relation to past and actual behavior among sexually active men and women. VI Int. Conf. AIDS. 6(1):147, San Francisco. June 20-23.
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GILLESPIE, C. C. (1997).
 Women's HIV risk reduction efforts and traditional models of health behavior: a review and critique. *Womens Health*. 3(1):1-30.
This article reviews the empirical literature on women and HIV prevention and evaluates the predictive utility of prevailing models of health behavioural change. The review focuses on three constructs that are central to the health belief model, protection motivation theory, and the theories of reasoned action and planned behaviour: perceived vulnerability to HIV risk, outcome expectancies related to HIV-preventive behaviours, and self-efficacy to reduce risk.
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GILLIS, J. R., MEYER-BAHLBURG, H. F., & EXNER, T. (1992).
 A comparative test of model predicting sexual risk behavior. VIII Int. Conf AIDS. 8(3):167. July 19-24.
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GOLDENBERG, D., & LASCHINGER, H. (1991).
 Attitudes and normative beliefs of nursing students as predictors of intended care behaviors with AIDS patients: a test of the Ajzen-Fishbein theory of reasoned action. *Journal of Nursing Education*. 30(3):119-126.
This exploratory study tests the Ajzen-Fishbein theory of reasoned action concerning AIDS patient care in a student nurse population. Forty-six second-year baccalaureate nursing students completed a questionnaire developed according to guidelines described by Ajzen and Fishbein. Consistent with the theory, students' attitudes and subjective norms are found to be significant predictors of intentions to care for AIDS patients in their clinical experience.
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GOODJOIN, R. B., JOHNSON, M. P., MASTORIS, A. T., ENGLISH, A., & GOLDBERG, A. M. (1996).
 A training program for adolescents in HIV prevention. Communication skills; participation of celebrity athletes, results, and factors associated with positive change. XI Int. Conf. AIDS. 11(2):323, Vancouver. July 7-12.
In this programme, professional basketball players used their notoriety and ability to communicate with youth to assist educators in building communication skills about HIV prevention. A one-day training programme with professional athletes and educators improved knowledge, attitudes, perceived peer norms and communication practices among adolescents. Despite limited follow-up and data about the direct influence of the athletes as role models, these results suggest that communication about HIV prevention among adolescents can be stimulated by a brief intervention. Future interventions should focus on building adolescents' belief in their ability to influence peers and belief that peers will respect them for discussing HIV prevention.

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HIGGINS, D. L., SCHNELL, D. J., BEEKER, C., GUENTHER-GREY, C., FISHBEIN, M., O'REILLY, K. R., & SHERIDAN, J. (1993).
 The AIDS Community Demonstration Projects: project overview and theoretical foundations. The AIDS Community Demonstration Projects Research Team. IX Int. Conf. AIDS. 9(2):842, Berlin. Jun 6-11.
- ▼
JEMMOTT, L. S., & JEMMOTT, J. B. 3D. (1991).
 Applying the theory of reasoned action to AIDS risk behavior: condom use among black women. *Nursing Research*. 40(4):228-234.
This study tests hypotheses regarding attitudinal and normative influences on intentions to use condoms, a practice that would reduce women's risk of sexually transmitted HIV infection. The results suggest that the theory of reasoned action provides a potentially useful conceptual framework for interventions to change a key AIDS risk behaviour among women.
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KASHIMA, Y., GALLOIS, C. (1993).
 The Theory of Reasoned Action and Problem-Focused Research. In Terry, D.J., C. Gallois and M. McCamish (Eds.). *The Theory of Reasoned Action: Its Application to AIDS Preventive Behavior*. New York, NY: Pergamon Press.
Drawing upon criticisms made to the theory of reasoned action, the authors discuss the strengths and weaknesses of this theory in HIV/AIDS prevention programmes, and suggest that the future of the theory of reasoned action lies in its line of problem-oriented research.
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KASHIMA, Y., GALLOIS, C., & MCCAMISH, M. (1993).
 The theory of reasoned action and cooperative behavior: it takes two to use a condom. *British Journal of Social Psychology*. 32 (Pt 3):227-39.
The applicability of the theories of reasoned action and planned behaviour to the cooperative behaviour of condom use are examined. Results indicate that when behavioural conditions including the availability of a condom and an agreement with the partner to use it are satisfied, intention interacts with past behaviour to predict actual behaviour.
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KASPRZYK, D., & MONTANO, D. (1993).
 Theory based identification of precursors to condom use. IX Int. Conf. AIDS. 9(2):847, Berlin. June 6-11.
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KLEPP, K.I., NDEKI, S. S., THUEN, F., LESHABARI, M., & SEHA, A. M. (1996).
 Predictors of intention to be sexually active among Tanzanian school children. *East African Medical Journal*. 73(4):218-224.
This paper presents the results from a study of HIV/AIDS risk behaviour conducted among primary school children in the Kilimanjaro and Arusha regions of northern Tanzania. The study on the decision to have or abstain from sexual intercourse was guided by the theory of reasoned action.
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LASCHINGER, H. K., & GOLDENBERG, D. (1993).
 Attitudes of practicing nurses as predictors of intended care behavior with persons who are HIV positive: testing the Ajzen-Fishbein Theory of Reasoned Action. *Research in Nursing & Health*. 16(6):441-450.
This descriptive correlational study examines practicing nurses' attitudes, subjective norms, and intentions to care for HIV-positive patients, using the theory of reasoned action. Based on the results, it is recommended that nurse educators, in both clinical and academic settings, target specific educational/training interventions to include transmission, prevention, as well as exploration of feelings, attitudes, beliefs, and behavioural intentions about HIV-related topics.

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LASCHINGER, H. K., GOLDENBERG, D., & DAL BELLO, D. (1995).
 Community health nurses' HIV care behavior. *Journal of Community Health Nursing*. 12(3):147-159.
This study examines community health nurses' attitudes, subjective norms, and intentions to care for patients who are HIV-positive using the theory of reasoned action. One hundred and forty-five participants completed a questionnaire developed according to guidelines described by Ajzen and Fishbein. Further theory-based research and testing of interventions to change practicing nurses' attitudes and beliefs about HIV disease are advocated.
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MCCAMISH, M., & DUNNE, M. P. (1993).
 Implications of choice of preferred safe sex strategies of gay men. IX Int. Conf. AIDS. 9(2):835, Berlin. June 6-11.
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MICHAL-JOHNSON, AND SHERYL BOWEN. (1992).
 The place of culture in HIV education. In T. Edgar, M. Fitzpatrick, and V.S. Freimuth (Eds.), *AIDS: A Communication Perspective*. (p.147-172). Hillsdale, NJ: Lawrence Erlbaum Associates Inc.
This is an analysis of problems of interpersonal communication as well as concerns about public campaigns from an intercultural communication point of view. The authors argue that culture contextualizes people's understanding of health and illness and affects how they respond through communicative actions.
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MIDDLESTADT, S. E., & FISHBEIN, M. (1990).
 Factors influencing experienced and inexperienced college women's intentions to tell their partners to use condoms. VI Int. Conf. AIDS. 6(3):265, San Francisco. June 20-23.
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MONTANO, D., KASPRZYK, D., & WILSON, D. (1993).
 Theory based correlates of condom use in Zimbabwe. IX Int. Conf. AIDS. 9(2):848, Berlin. Jun 6-11.
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MULVIHILL, C. K. (1996).
 AIDS education for college students: review and proposal for a research-based curriculum. *AIDS Education & Prevention*. 8(1):11-25.
A proposed research-based AIDS-education curriculum would utilize the theory of planned behaviour from attitude research, the elaboration likelihood model from persuasion research, and the conceptual change model from science education research.
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O'LEARY, A., BOCCHER-LATTIMORE, D., & JEMMETT, L. S. (1990).
 Psychosocial correlates of condom use among New Jersey college students. VI Int. Conf. AIDS. 6(3):233, San Francisco. June 20-23.
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PEDERSON, C. (1993).
 Structured controversy versus lecture on nursing students' beliefs about and attitude toward providing care for persons with AIDS. *Journal of Continuing Education in Nursing*. 24(2):74-81.
Structured controversy is an interactive, educational approach that may promote positive attitudes. This experimental study contrasts the effectiveness of structured controversy to that of lecture on nursing students' beliefs about and attitude toward providing care for persons with AIDS. When compared with students who had listened to the lecture, students who had participated in structured controversy were more positive in general, and were significantly more positive concerning individual attitude and belief issues.

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ROHRBACH, L., MONTGOMERY, S. B., & HANSEN, W. B. (1993).
The importance of theory to tailor prevention messages to subgroups in an STD clinic population. IX Int. Conf. AIDS. 9(2):858, Berlin. June 6-11.
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ROSS, M. W., & MCLAWS, M. L. (1992).
Subjective norms about condoms are better predictors of use and intention to use than attitudes. *Health Education Research*. 7(3):335-339.
A report on research conducted on the applicability of the theory of reasoned action to condom use among homosexual men. Results show that attitudes towards condoms are poor predictors of intention to use condoms, but subjective norms are good predictors of intentions.
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ROTHENBERGER, J., & SHORT, B. (1996).
Increasing physician confidence to treat HIV/AIDS. XI Int. Conf. AIDS. 11(2):166, Vancouver. July 7-12.
Forty-five family practice faculty and residents participated in one of three retreats which included HIV-positive individuals as simulated patients as well as presenters. The participants were found to lack the confidence to treat HIV-positive patients both generally and in specific cases prior to the retreat. Yet, every other influencing factor as defined by the theory of reasoned action indicated a willingness to treat HIV-positive patients. Evaluations six months and one year following the retreats indicate that participants' confidence to treat HIV/AIDS and screen for HIV risks were significantly increased. Implications from this programme's success and the impact on the quantity and quality of care seen by family practice clinicians are presented.
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SCHAALMA, H. P., KOK, G. J., PETERS, L. (1992).
Determinants of consistent condom use by adolescents: the impact of experience with sexual intercourse. VIII Int. Conf. AIDS. 8(2):D466, Jul 19-24.
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SCHEUTZ, F., & LANGEBAEK, J. (1995).
Dental care of infectious patients in Denmark, 1986-1993: theoretical considerations and empirical findings. *Community Dentistry & Oral Epidemiology*. 23(4):226-31.
Changes in infection control and behaviour and attitudes towards HIV-infected patients from 1986 to 1992-93 were studied among a random sample of 335 Danish dentists. The findings may give some clues about how to plan and implement continuing education on infection control and attitudinal and behavioural aspects of caring for infectious patients.
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STEVENSON, H. C., DAVIS, G., WEBER, E., WEIMAN, D., & ABDUL-KABIR, S. (1995).
HIV prevention beliefs among urban African-American youth. *Journal of Adolescent Health*. 16(4):316-23.
This study investigates specific beliefs related to prevention of AIDS and HIV infection among African-American teenagers. Those teenagers who perceive themselves as highly knowledgeable scored lower on reliable AIDS knowledge and prevention beliefs measures than those who claimed moderate AIDS knowledge. Some of these know-it-all teenagers may reflect a subculture of pseudo-confidence that requires special interventions.
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STRADER, M. K., & BEAMAN, M. L. (1991).
Comparison of selected college students' and sexually transmitted disease clinic patients' knowledge about AIDS, risk behaviors and beliefs about condom use. *Journal of Advanced Nursing*. 16(5):584-590.
Selected college students and sexually transmitted disease (STD) clinic patients of the same age are compared for knowledge about AIDS, use of condoms, sexual behaviours and intentions to engage in various sexual practices. The theory of reasoned action model is used to elicit beliefs about condom use and significant referents who influence condom-use decision making.

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TERRY, D. J., GALLOIS, C., & MCCAMISH, M. (1993). (Eds.)
The Theory of Reasoned Action : Its Application to AIDS-preventive Behavior. 1st ed. Oxford; New York, NY: Pergamon Press, 1993.
This book originates from a symposium on HIV/AIDS held at the Australian Social Psychology Conference in 1991. It represents the first systematic attempt to cover the field of safer sex research in Australian psychology conducted under the framework of the theory of reasoned action.
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TESSARO, I., & HIGHRIKER, M. (1994).
 HIV and the work intentions of public health nurses [published erratum appears in *Public Health Nursing* 1994 Dec; 11(6):following 430]. *Public Health Nursing.* 11(4):273-280.
An anonymous questionnaire was completed by 311 public health nurses from areas of North Carolina with high and low prevalence AIDS. Multiple regression analysis shows that nurses have stronger intentions to work with HIV-infected clients if they have more favorable attitudes about the disease, if they perceive their significant others to be supportive of such work, if they have stronger professional ties to public health, and if they have worked fewer years in public health.
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TITUS, S. P., MARMOR, M., HARRISON, C., & DES JARLAIS, D. (1996).
 Design of behavioral interventions for injection drug users promoting needle exchange using cognitive-behavioral theory. XI Int Conf AIDS. 11(1):199, Vancouver. July 7-12.
This study examined the framework of the theory of reasoned action to guide future behavioural interventions aimed at increasing use of needle exchange programmes (NEPs) among New York City injection drug users. The authors conclude that in order to optimize the utility of NEPs in preventing HIV infection, health educators will need to foster positive community norms and perceptions of NEPs, and policy makers will need to address structural barriers that hinder the efficiency of NEPs in the community.
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TOLBERT, K., IZAZOLA, J. A., TOWNSEND, J., FREEMAN, H., DEL RIO, A., YANDO, R., SEPULVEDA, J. (1991).
 Choosing models of risk behavior and change: beyond health beliefs. VII Int. Conf. AIDS. 7(2):412, June 16-21.
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TRAEEN, B., RISE, J., & KRAFT, P. (1989).
 Condom behavior in 17, 18 and 19 year-old Norwegians. V Int. Conf. AIDS. 5:727, Montreal. June 4-9.
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VAN LANDINGHAM, M. J., SUPRASERT, S., GRANDJEAN, N., & SITTITRAI, W. (1995).
 Two views of risky sexual practices among northern Thai males: the Health Belief Model and the Theory of Reasoned Action. *Journal of Health & Social Behavior.* 36(2):195-212.
The health belief model and the theory of reasoned action are applied to an analysis of unsafe sexual practices among men living in a high-prevalence area in Thailand.
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WILSON, D., ZENDA, A., & LAVELLE, S. (1992).
 Factors influencing intended condom use among Zimbabwean students. VIII Int. Conf. AIDS. 8(2):D45. July 19-24.
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WULFERT, E., WAN, C. K., & BACKUS, C. A. (1996).
 Gay men's safer sex behavior: an integration of three models. *Journal of Behavioral Medicine.* 19(4):345-366.
This cross-sectional study explores gay men's sexual risk behaviour from the perspective of three popular conceptual models; the health belief model, the theory of reasoned action, and social cognitive theory. Relevant variables from the three theories were integrated into an expanded self-efficacy model.

AIDS risk-reduction and management model



ANONYMOUS. (1989).

In Volberding P. and Jacobson M.A., (Eds), *AIDS Clinical Review*. New York, NY: Marcel Dekker.

An introduction to a text aimed at updating clinicians on the rapid changes and new challenges related to the HIV/AIDS epidemic. Contributors cover issues on epidemiological, therapeutical, preventive, and treatment aspects of the disease.



ANONYMOUS. (1993).

HIV prevention through case management for HIV-infected persons—selected sites, United States, 1989-1992. *MMWR – Morbidity & Mortality Weekly Report*. 42(23):448-9, 455-456.

This article summarizes an assessment of HIV-prevention-case-management systems in three community health centers during 1989-1992. Information is provided regarding self-reported changes in sexual risk behaviours of HIV-seropositive clients; an editorial note is also offered by the Centers for Disease Control.



ANONYMOUS. (1995).

HIV risk reduction program and curriculum for severely persistently mentally ill women. *HIV Infect. Women Conf.* p P76, Feb 22-24.



AUERBACH, J., WYPIJEWSKA, C., AND BRODIE, K. (1994).

AIDS and Behavior: An Integrated Approach. Washington DC: National Academy Press.

This report surveys the AIDS research programmes of the National Institute of Alcohol Abuse and Alcoholism (NIAAA), National Institute on Drug Abuse (NIDA) and National Institute of Mental Health (NIMH). It presents an overview of findings from neurobiological, psychosocial and social science research related to the substance abuse, sexual behaviour, and mental health aspects of HIV. The report also provides information about the context in which the institutes' AIDS programmes have been operating and presents an assessment of their actual AIDS programmes.



BOCHOW, M., CHIAROTTI, F., DAVIES, P., DUBOIS-ARBER, F., DUR, W. FOUCHARD, J., GRUET, F., MCMANUS, T., MARKERT, S., SANDFORT, T. ET AL. (1994).

Sexual behavior of gay and bisexual men in eight European countries. *AIDS Care*. 6(5):533-549.

To compare the sexual behaviour and HIV risk-reduction strategies of gay and bisexual men in Europe, a survey – disseminated via the gay press and gay associations – was conducted amongst gay and bisexual men in Austria, Switzerland, Germany, Denmark, France, Great Britain, Italy and the Netherlands during the autumn and winter of 1991. A preliminary analysis shows striking similarities in patterns of sexual behaviour of gay men in the eight European countries but indicates that strategies of risk management concerning HIV and AIDS vary widely.



BOCHOW, M., DUBOIS-ARBER, F., & SCHILTZ, M. A. (1993).

Sexual behavior of gay and bisexual men in eight European countries. EC-concerted action on AIDS/HIV prevention strategies--Working Group on Homo/Bisexual Men. IX Int. Conf. AIDS. 9(1):110 (abstract no. WS-D07-5), Berlin. June 6-11.

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BOWEN, S.P., AND MICHAL-JOHNSON, P. (1990).
 A rhetorical perspective for HIV education with Black urban adolescents. *Communication Research*. 17(6):848-866.
The authors identify culturally-based experiences and attitudes that educators must integrate into AIDS prevention campaigns for black urban adolescents. Factors that can reduce credibility and effectiveness are illustrated.
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BRITTON, C. B. (1993).
 HIV infection. Review [149 refs] *Neurologic Clinics*. 11(3):605-624.
The author argues that drug use will soon become the major risk for transmission of HIV infection in the United States, which will result in near equal incidence of the disease in men and women, and an increased incidence in children. This has serious implications for the health care community and the community at large. Thus, it is necessary to aggressively pursue risk-reduction strategies targeted for difficult-to-reach populations, such as illicit drug users and commercial sex workers.
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CATANIA, J., KEGELES, S., COATES, T. (1990).
 Towards an understanding of risk behavior: An AIDS Risk Reduction Model (ARRM). *Health Education Quarterly*. 17 (1):53-72.
This report presents a three-stage model (called ARRM) that characterize people's efforts to change sexual behaviours related to HIV transmission. ARRM focuses on social and psychological factors hypothesized to influence (1) labeling of high-risk behaviours as problematic, (2) making a commitment to changing high-risk behaviours, and (3) seeking and enacting solutions directed at reducing high-risk activities. Current findings are discussed within this three-stage model and directions for further research are suggested.
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CATANIA, J., KEGELES, S., & COATES, T. (1990).
 Psychosocial predictors of people who fail to return for their HIV test results. *AIDS*. 4:262-282.
Social, demographic and psychological predictors of people who fail to return for their HIV test results are examined. The authors recommend that programmes be more sensitive to the educational and age characteristics of those individuals who have HIV tests.
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CHECKLEY, G. E., & THOMPSON, S. C. CROFTS, N., MIJCH, A. M., & JUDD, F. K. (1996).
 HIV in the mentally ill. *Australian & New Zealand Journal of Psychiatry*. 30(2):184-194.
To review the published literature in relation to prevalence of HIV infection and risk behaviours for HIV among the mentally ill, a search of published literature was carried out using Medline. The study is followed-up relevant journal citations to assist in the development of appropriate strategies for public health policy, surveillance, and clinical management of HIV and HIV risk in these groups,
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CONNORS, M. M. (1989).
 Risk-perception, risk-taking and risk management among intravenous drug users: implications for AIDS prevention. V Int. Conf. AIDS. 5:833, Montreal. June 4-9.
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COX, S. L., & GIBB, M. (1996).
 The keepers and the kept accepting HIV. XI Int. Conf. AIDS. 11(2):352, Vancouver. July 7-12.
The authors studied the environment in which prevention and education on HIV/AIDS are conducted in Canada's correctional system. According to their research, it was in an environment of isolation, wariness, hostility and conflict that a real success story emerged about the comfort level of living with HIV/AIDS inmates and staff at one of Canada's prisons, Matsqui Institution

in British Columbia. This paper presents the anatomy of this success story in the hope that others can learn from it, repeat it elsewhere, and concretely show that one can create possibilities in unlikely environments.

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CRANFIELD, S., ALDRIDGE, T., & WOODWARD, N. (1991).

Specialized training on harm minimization and risk reduction: a course model developed by a national training and research project. VII Int. Conf. AIDS. 7(2):425. June 16-21.

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DILLARD, J.P. (1996).

Multiple affective outcomes of AIDS PSAs: Fear appeals do more than scare people. *Communication Research*. 23(1):44-72.

Two studies were conducted to determine the extent to which a sample of public service announcements on the topic of HIV/AIDS evoked affective responses. Data suggest that the effects of affect on message acceptance were mediated by heuristic rather than systematic message processing.

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FALCK, R. S., SIEGAL, H. A., & CARLSON, R. G. (1992).

Case management to enhance AIDS risk reduction for injection drug users and crack cocaine users: practical and philosophical considerations. *NIDA Research Monograph*. 127:167-180.

This article describes an AIDS intervention model that represents a new "mixed" model of case management – one that combines AIDS risk-reduction education with a modified version of the traditional broker-of-services model. The case management component of the model is designed to heed and address those immediate needs that may distract a person from attending to the AIDS risk-reduction messages.

FALCK, R., CARLSON, R. G., PRICE, S. K., & TURNER, J. A. (1994).

Case management to enhance HIV risk reduction among users of injection drugs and crack cocaine. *Journal of Case Management*. 3(4):162-6.

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FICHTNER, R. R., CARSON, D. P. COVINGTON SE. (1993).

Project Prevent: effectiveness of a peer-based outreach program that targets urban pregnant substance abusers. IX Int. Conf. AIDS. 9(1):115 (abstract no. WS-D12-2), Berlin. June 6-11.

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FISHER, J.D., & FISHER, W.A. (1992).

Changing AIDS-risk behavior. *Psychological Bulletin*, 111:455-474.

This article provides a comprehensive, critical review of the AIDS-risk-reduction literature on interventions that have targeted risky sexual behaviour and intravenous drug practices. A model for promoting and evaluating AIDS-risk behavioural change in any population of interest is proposed.

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FLORA, J.A., & THORENSEN, C.E. (1988).

Reducing the risk of AIDS in adolescents. *American Psychologist*. 43:965-970.

The authors assert that AIDS prevention programmes aimed at adolescents should use an expanded cognitive-social learning theory perspective, consider level of intervention and the unit of analysis, recognize differing goals of primary and secondary prevention, and use social marketing methods when tailoring programmes to subgroups.

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GADBAW, J., RYAN, L., & MOALLI, G. (1990).

Coordinated response to HIV infection. VI Int. Conf. AIDS. 6(2):458 (abstract no. 4018), San Francisco. June 20-23.

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GARDOM, J., JONES, T. S., HAYDEN, C. H., STERN, H. A., POPPE, P. O., & BOWEN, G. S. (1989).

Drug treatment centers as the nucleus for a prevention-based case management system for intravenous drug users. V Int. Conf. AIDS. 5:138 (abstract no. W.A.P.109), Montreal. June 4-9.

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GAYNES, E. A. (1996).
 Prison changes everything: a criminal justice agency serving prisoners living with AIDS/HIV. XI Int. Conf. AIDS. 11(2):171 (abstract no. We.D.3664), Vancouver. July 7-12.
This paper examines the work the Osborne Association (OA), a criminal justice agency that provides AIDS-related services to New York prisoners and former prisoners living with or at risk of HIV. OA has used its 75 years of criminal justice experience to adapt to the emerging crisis of AIDS. OA has discovered that, by virtue of being a criminal justice agency, it must also become an AIDS service organization. The author argues that criminal justice professionals have a particular insight into the needs of prisoners and former prisoners living with HIV, and are particularly well placed to act as AIDS service providers for this population.
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GREENSPAN, A. L., & CURRAN, J. W. (1991).
 Communicating surveillance, epidemiologic, and laboratory information on HIV infection and AIDS. *Public Health Reports*. 106(6):721-726.
The medical and public health communities have come to depend on the Centers for Disease Control (CDC) for reports of new developments related to HIV and AIDS and for advice on risk management, prevention, and control. The CDC will continue to provide the public health and medical communities with the most recent epidemiologic information and recommendations concerning HIV prevention.
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GRUET, F., & DUBOIS-ARBER, F. (1993).
 Evaluation of AIDS prevention among gay men in Switzerland. IX Int. Conf. AIDS. 9(2):816, Berlin. June 6-11.
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HADDEN, B., GILBERT, L., MUSKA, S., GRAY, O., GORDON, K., IVANOFF, A., EL-BASSEL, N., & SCHILLING, R. (1991).
 A relapse and AIDS prevention intervention for methadone maintenance program participants. VII Int. Conf AIDS. 7(2):438 (abstract no. W.D.4203). June 16-21.
- ▼
HASSON, A. L., GRELLA, C. E., RAWSON, R., & ANGLIN, M. D. (1994).
 Case management within a methadone maintenance program. A research demonstration project for HIV risk reduction. *Journal of Case Management*. 3(4):167-172.
To date, the Los Angeles Enhanced Methadone Maintenance Project has identified several barriers to implementation on a wide scale, including the inordinate amount of time spent assisting patients to procure basic necessities, the unwillingness of patients to participate in certain support services, and the reluctance of many service providers to work with methadone patients.
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KALICHMAN, S. C., ROMPA D., & COLEY, B. (1996).
 Component analysis of an HIV prevention intervention for inner-city women. XI Int. Conf AIDS. 11(1):250 (abstract no. Tu.C.454), Vancouver. July 7-12.
A report on a study to determine the elements of cognitive behavioural skills training prevention interventions in order to maximize HIV risk-reduction effects for inner-city women. The authors conclude that this study is the first to experimentally control HIV-risk reduction elements in an analysis of a skills-based HIV prevention intervention and reported that a combination of self-management and communication skills training maximizes the potential for HIV risk-reduction behavioural changes.
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KALICHMAN, S. C., ROMPA, D., & COLEY, B. (1996).
 Experimental component analysis of a behavioral HIV-AIDS prevention intervention for inner-city women. *Journal of Consulting & Clinical Psychology*. 64(4):687-93.

A component analysis of a behavioural HIV risk-reduction intervention was conducted among 87 women recruited from an inner-city community. Results show that all four intervention conditions increase AIDS knowledge and intentions to reduce risk behaviours. This study is the first to experimentally control HIV risk-reduction elements in an analysis of a skills-based HIV prevention intervention.



KALICHMAN, S. C., SIKKEMA, K. J., KELLY, J. A., BULTO, M. (1995).

Use of a brief behavioral skills intervention to prevent HIV infection among chronic mentally ill adults. *Psychiatric Services*. 46(3):275-280.

This study investigates the effects of a behavioural skills training programme designed to prevent HIV infection among chronic mentally ill adults living in an inner-city area. Compared with the waiting-list control group, participants in the prevention programme demonstrate significant gains in AIDS-related knowledge and intentions to change risk behaviours. A relatively brief, skills-focused AIDS prevention programme for chronic psychiatric patients produces reductions in HIV risk behaviours.



KELLY, J. A., MURPHY, D. A., WASHINGTON, C. D., WILSON, T. S., KOOB, J. J., DAVIS, D. R., LEDEZMA, G., & DAVANTES, B. (1994).

The effects of HIV/AIDS intervention groups for high-risk women in urban clinics. *American Journal of Public Health*. 84(12):1918-1922.

The authors analyse the results of a study on a behavioural change intervention offered to women at high risk for HIV infection in an urban primary health care clinic. Socially disadvantaged women can be assisted in reducing their risk of contracting HIV infection. Risk-reduction behavioural change interventions should be offered routinely in primary health care clinics.



KELLY, J. A., ST. LAWRENCE, J. S., BETTS, R., BRASFIELD, T. L., HOOD, H. V. (1990).

A skills-training group intervention model to assist persons in reducing risk behaviors for HIV infection. *AIDS Education & Prevention*. 2(1):24-35.

This study examines 15 gay men with a history of recent high-risk sexual activities who attended seven group sessions that provided risk education, training in self-management skills pertinent to risk reduction, sexual assertiveness training, and problem solving with respect to health consciousness, social supports, and efficacy of risk-reduction change. Subjects exhibited substantial and well-maintained change following intervention in behaviours relevant to HIV infection risk, in both frequency of unprotected anal intercourse and in an index that reflects the multiplicative function of risk behaviours frequency by the number of partners with whom high-risk behaviours occurs.



KELLY, J. A., ST. LAWRENCE, J. S., BRASFIELD, T. L., HOOD, H. V., & BETTS R. (1989).

The impact of community-based behavioral group intervention to help persons reduce high-risk sexual behaviors. V Int. Conf AIDS. 5:714 (abstract no. M.D.P.21), Montreal. June 4-9.



KELLY, J. A., & ST. LAWRENCE, J. S. (1990).

The impact of community-based groups to help persons reduce HIV infection risk behaviors. [Review] [14 refs]. *AIDS Care*. 2(1):25-36.

The authors argue that in addition to wide-scale AIDS education campaigns, interventions are also needed which can directly assist in the development of skills to reduce HIV infection. Cognitive-behavioural and skills training approaches have long been used to help individuals learn to change other behaviour patterns related to health and can be applied to AIDS. Examples and outcome data from prior risk-reduction groups for gay men are summarized.



KLOSINSKI, L., MCCOMBS, M., MILLER, S., CARRELL, J., & RAMIREZ, R. (1993).

A model for educating bath house personnel. IX Int. Conf. AIDS. 9(2):817 (abstract no. PO-D06-3597), Berlin. June 6-11.

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LEAR, D. (1995).
 Sexual communication in the age of AIDS: the construction of risk and trust among young adults. *Social Science & Medicine*. 41(9):1311-1323.
This study explores sexual communication among young adults, the influence gender and sexual orientation in negotiation for safer sex, the strategies employed for risk-reduction, and the barriers to safer sex. Negotiating for safer sex contains elements of impression management, and requires assertiveness and constant effort, even among those who have made the most progress in incorporating it.
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LEVINE, C. (1989).
 Responding to AIDS: ten principles for the workplace. V Int. Conf. AIDS. 5:838 (abstract no. M.E.P.29), Montreal. June 4-9.
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LINDSAY, M. K. (1996).
 Routine voluntary antepartum HIV antibody counseling and testing: a sound public health prevention strategy. *Clinical Obstetrics & Gynecology*. 39(2):305-315.
The author stresses the importance of routine, voluntary antepartum HIV antibody counselling and testing as HIV prevention strategies based on sound public health principles. The author argues that in order to achieve these objectives there must be nationwide implementation of the Centers for Disease Control and Prevention HIV prenatal testing guidelines, and adds that the challenge as health care providers is to ensure that all of prenatal patients are afforded the opportunity to have HIV counselling and testing performed.
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MENZER, J. A., GAMBRELL, A., SCHINDLER, S., VALDISERRI, R., WEST, G., & HINMAN, A. R. (1992).
 Providing prevention/risk reduction to persons with early HIV disease by non-governmental, community based organizations (NGO/CBOs). VIII Int. Conf. AIDS. 8(2):D435, July 19-24.
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MERTZ, S. A., GATES, J., MANCUSO, B., & FITZHUGH, Z. (1990).
 HIV nurse clinician training program. V Int. Conf. AIDS. 6(1):352 (abstract no. Th.D.904), Montreal. June 20-23.
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MOORE, M., NABWISO, F., TUKWASIBWE, E., KALULE, J., MARUM, E. (1994).
 Nationwide counseling & testing (CT) in Uganda: comparisons across sites and over time. X Int. Conf. AIDS. 10(2):392 (abstract no. PD0751), Tokyo. Aug. 7-12.
- ▼
MOORE, M., TUKWASIBWE, E., RWEKIKOMO, F., KABASHARIRA, N., & MARUM, E. (1992).
 Monitoring HIV counseling and testing in Kampala, Uganda: a new management tool. VII Int. Conf. AIDS. 8(3):177 (abstract no. PuC 8145), July 19-24.
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NEWELL, J., SENKORO, K., MOSHA, F., GROSSKURTH, H., NICOLL, A., BARONGO, L., BORGENDORFF, M., KLOKKE, A., CHANGALUCHA, J., KILLEWO, J., ET AL. (1993).
 A population-based study of syphilis and sexually transmitted disease syndromes in north-western Tanzania. 2. Risk factors and health seeking behavior. *Genitourinary Medicine*. 69(6):421-426.
This study seeks to determine risk factors for syphilis and sexually transmitted disease (STD) syndromes, and to study health-seeking behaviour among those with STD syndromes, in the population of Mwanza Region, North-Western Tanzania. The authors conclude that targeted health education concerning risk-reduction for HIV infection and other STDs should be a high priority in this population. Improved case management of STDs in health centers and dispensaries may have a substantial impact on the incidence of these infections.

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NHUNG LE, M. (1995).
Effective outreach methods to Asian women who work in San Francisco massage parlors. HIV Infect. Women Conf. p P110. Feb. 22-24.
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OGUENDO, S., EPIFANIA, C., & BUCHALTER, E. N. (1993).
C.A.R.E. (Co-Partners in Advocacy, Risk Reduction, & Empowerment for persons living with HIV at Rikers Island) in the incarcerated setting. IX Int. Conf. AIDS. 9(2):896 (abstract no. PO-D22-4072), Berlin. June 6-11.
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PELEG, II., LUBIN, M. F., COTSONIS, G. A., CLARK, W. S., & WILCOX, C. M. (1996).
Long-term use of nonsteroidal antiinflammatory drugs and other chemopreventors and risk of subsequent colorectal neoplasia. *Digestive Diseases & Sciences*. 41(7):1319-1326.
A study on the relationship between dispensed aspirin, non-aspirin nonsteroidal anti-inflammatory drugs (NSAIDs), steroidal anti-inflammatory drugs (SAIDs), acetaminophen, calcium, psyllium, and multivitamin preparations; and the risk for subsequent colorectal adenoma and adenocarcinoma.
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PETERSON, J. L., COATES, T. J., CATANIA, J., HAUCK, W. W., ACREE, M., DAIGLE, D., HILLARD, B., MIDDLETON, L., & HEARST, N. (1996).
Evaluation of an HIV risk reduction intervention among African-American homosexual and bisexual men. *AIDS*. 10(3):319-325
The study aims to provide the first data which evaluates an HIV risk reduction intervention designed to reduce HIV high-risk sexual behaviour in African-American homosexual and bisexual men. Results are interpreted to demonstrate the superiority of a triple-session over a single-session intervention in reducing risky sexual behaviour in this cohort.
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PORTER, J. R., & PEREZ, G. (1996).
AIDS prevention for high risk drug users: syringe exchange in shooting galleries. XI Int. Conf. AIDS. 11(2):153 (abstract no. We.C.3552), Vancouver. July 7-12.
For two years, on a weekly basis, researchers exchanged needles, provided AIDS and harm-reduction education, and assisted people with drug treatment and other social services in nine shooting galleries. As a condition of the exchange of syringes, the gallery owner collected used needles, displayed AIDS and social service literature and posters, and cooperated with risk-reduction guidelines. In each gallery, the number of needles exchanged increased, safer shooting practices and use of AIDS risk-reduction techniques were observed, requests for and utilization of drug treatment and social services increased, and new galleries requested services. The authors conclude that exchanging syringes directly in galleries is a successful initial strategy for creating an environment conducive to AIDS risk-reduction and service and treatment linkages.
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PROCHASKA, J.O., DICLEMENTE, R., C.C., & NORCROSS, J.C. (1992).
In search of how people change: Applications to addictive behaviors. *American Psychologist*. 47:1102-1114.
Successful change in addictions involves progression through a series of stages: pre-contemplation, preparation, action and maintenance. Individuals typically go through the stages several times before terminating the addiction.
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PUROHIT, A., CHAKRABORTY, J., DANNER, R., HEIN, D., ANDERSON, C., & KIESSLING, A. (1994).
Pre- and post-test counseling to a diverse group of HIV infected population. X Int. Conf. AIDS. 10(2):394 (abstract no. PD0759), Tokyo. Aug. 7-12.

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RIMAL, R.N., FOGG, B.J., & FLORA, J.A. (1995).
 Moving toward a framework for the study of risk communication. Theoretical and ethical issues. *Communication Yearbook*. 18:320-342.
The authors propose a synthetic framework for integrating the risk communication literature. They argue that both theoretical and ethical issues in risk communication need to be examined at a multilevel approach (i.e. individual, institutional, and societal).
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SCHILTZ, M. A. (1993).
 Risk management strategies towards AIDS epidemic. IX Int. Conf. AIDS. 9(2):814 (abstract no. PO-D06-3576), Berlin. June 6-11.
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SCHINDLER, S. E., JONES, P., MENZER, J., WEST, G. R., VALDISERRI, R. O., & HINMAN, A.R. (1993).
 Recruiting and retaining asymptomatic HIV-seropositive individuals in HIV risk reduction (RR) education programs. IX Int. Conf. AIDS. 9(1):118 (abstract no. WS-D15-2), Berlin. June 6-11.
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SCHOENFISCH, S., & WALSH, M. A. (1996).
 Meeting the HIV/AIDS prevention needs of high risk incarcerated populations across Florida's correctional continuum. XI Int. Conf. AIDS. 11(1):379 (abstract no. Tu.C.2664), Vancouver. July 7-12.
Describes a project designed to provide a peer-based approach to HIV and AIDS prevention and risk reduction for inmates and correctional facility security and health care staff. During the first year of the project, the primary focus was on the development, implementation, and evaluation of a 20-hour enhanced-counselling peer education model that directly addressed prevention and risk-reduction education for inmates within one year of release from prison. Results show that HIV/AIDS health education and risk-reduction messages directed at high-risk incarcerated individuals can be especially successful throughout the correctional continuum.
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SHUMAN, P., CAPPS, L., PENG, G., VAZQUEZ, J., EL-SADR, W., GOLDMAN, A. I., ALSTON, B., BESCH, C. L., VAUGHN, A., THOMPSON, M. A., COBB, M. N., KERKERING, T., & SOBEL, J. D. (1997).
 Weekly fluconazole for the prevention of mucosal candidiasis in women with HIV infection. A randomized, double-blind, placebo-controlled trial. Terry Bein Community Programs for Clinical Research on AIDS. *Annals of Internal Medicine*. 126(9):689-696.
Research was conducted to evaluate the safety and effectiveness of weekly fluconazole prophylaxis for mucosal conditions in women infected with HIV. Results indicate that weekly fluconazole (200 mg) seems to be effective in preventing oropharyngeal and vaginal candidiasis. This regimen has a useful role in the management of HIV-infected women who are at risk for recurrent mucosal candidiasis.
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SERRANO, Y., BETHEA, M., & SERRANO, M. (1992).
 AIDS risk reduction and chemical dependency outreach in train terminals. VIII Int. Conf. AIDS. 8(2):D444 (abstract no. PoD 5343), 1992. July 19-24.
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SHULMAN, M., COLBURN, D., SCHULMAN, E., & LAMPL, J. (1993).
 Men's Advocacy Network of the National Hemophilia Foundation. IX Int. Conf. AIDS. 9(2):871 (abstract no. PO-D16-3921), Berlin. June 6-11.
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SPECHKO, P. L. (1993).
 Bloodborne pathogens. Can you become infected from your older patient? *Journal of Gerontological Nursing*. 19(7):12-15.
The author emphasizes how important it is for health care providers to protect themselves with hepatitis B immunization and decrease exposure risk by the rigorous practice of universal precautions with patients in all age groups.



ST. LAWRENCE, J. S., BRASFIELD, T. L., JEFFERSON, K. W., ALLEYNE, E., O'BANNON, R. E. 3RD., & SHIRLEY, A. (1995).

Cognitive-behavioral intervention to reduce African American adolescents' risk for HIV infection. *Journal of Consulting & Clinical Psychology*. 63(2):221-37.

Two hundred and forty-six African-American adolescents were randomly assigned to an educational programme or an eight-week intervention that combined education with behaviour skills training, including correct condom use, sexual assertion, refusal, information provision, self-management, problem solving, and risk recognition. Results indicate that youths who were equipped with information and specific skills lowered their risk to a greater degree, better maintained risk-reduction changes, and deferred the onset of sexual activity to a greater extent than youths who received information alone.



WEST, G. R., VALDISERRI, R., & BUEHLER, J. (1996).

HIV prevention programs: a decade of American experience. XI Int. Conf. AIDS. 11(2):373 (abstract no. Th.C.4775), Vancouver. July 7-12.

This paper reviews lessons learned from the collective experience of the Centers for Disease Control and its prevention partners in planning, developing, implementing, and evaluating HIV prevention programmes that are potentially relevant to other nations. Some of the lessons learned, according to the authors, include: (1) invest in basic public health infrastructure; (2) continually evaluate funding policies, decision systems, and practices; and (3) analyse and update conceptual models for programme strategies.



WILSON, F., FOSTER., NYATHI DAKWA, F., & WINKELMAN, T. (1992).

Community-level demonstration HIV prevention programmes among vulnerable groups in Zimbabwe. VIII Int. Conf. AIDS. 8(2):D459 (abstract no. PoD 5436). July 19-24.



WITTE, K. (1995).

Using scare tactics to promote safer sex among juvenile detention and high school youth. *Journal of Applied Communication Research*. 23 (2):128-142.

This study tests the effectiveness of high and low levels of fear appeals among high and low sensation-seekers in a high school and juvenile detention center. The results found that low-sensation seekers were persuaded to adopt safer sex behaviours regardless of the threat level of the fear appeal.



YOUNG, K. S., & HIGGINS, M. (1995).

Designing a community-based women's early intervention program in LA County: eliminating barriers to service. HIV Infect. Women Conf. P129, 1995 Feb. 22-24.

Sense-making approach



BRENDLINGER, N. (1995).

When respondents are theorists: Comparing results from traditional and sense-making survey interviews in an AIDS context. Presented to the Health Communication Commission of the Speech Communication Association, San Antonio, TX.



DERVIN, B. (1980).

Communication gaps and inequities: Moving toward reconceptualization. In B. Dervin and M. Voigt (Eds.), *Progress in Communication Sciences*, Vol. 2, (p.73-112). Norwood, NJ: Ablex, Inc.

This chapter examines the literature that has resulted in the formulation of the idea that information technology and knowledge expansion result in some people becoming information-poor. The author presents theoretical trends challenging this assumption.



DERVIN, B. (1989).

Audience as listener and learner, teacher and confidante: The sense-making approach. In R.E. Rice and C. Atkins (Eds.), *Public Communication Campaigns* (2nd. edition) (p.67-86). Newbury Park, CA: Sage.

Discusses the need for developing communications campaigns with an audience-oriented approach. It argues that audiences must play an active role in order to effectively achieve social change.



LINSANGAN, R. A., & TAGALICOD, R. S. (1993).

Cultural considerations in AIDS campaign messages. IX Int. Conf. AIDS. 9(2):942, Berlin. June 6-12.

Social learning/ Cognitive theories



BANDURA, A. (1986).

Social foundations of thought and action: A social cognitive theory. Englewood Cliffs, NJ: Prentice Hall.

The author presents a comprehensive theory of human motivation and action from a social-cognitive perspective. The prominent roles played by cognitive, vicarious, self-regulatory, and self-reflective processes in psychosocial functioning are addressed. Reciprocal causation through the interplay of cognitive, behavioural, and environmental factors is emphasized; and the basic principles of this theory are systematically applied to personal and social change.



BANDURA, A. (1992).

A social cognitive approach to the exercise of control over AIDS infection. In R. DiClemente (Ed.), *Adolescents and AIDS: A generation in Jeopardy.* (P. 89-116). Newbury Park, CA: Sage.

In this chapter the author discusses the role of social cognitive learning in HIV prevention programmes, with a focus on self-efficacy, and argues that a multifaceted approach to the prevention and management of AIDS plays an important role.



BANDURA, A. (1994).

A social cognitive theory of HIV infection. In R. DiClemente & J. Peterson (Eds.), *Preventing AIDS: Theories and Methods of Behavioral Interventions.* (P.25-60). New York, NY: Plenum Press.

A revised and updated chapter which appeared in "Adolescents and AIDS: A Generation in Jeopardy", R. DiClemente. (1992). The author examines the role of social cognitive learning in HIV prevention programmes, with a focus on self-efficacy, and argues that a multifaceted approach to the prevention and management of AIDS plays an important role.



BARTHOLOMEW, K., CHACKO, M., KNUTSON, K., PROBST, D., & SAUNDERS, A. (1990).

Social cognitive theory applied to recruitment of volunteers for families of children with HIV infection. VI Int. Conf. AIDS. 6(2):280, San Francisco. June 20-23.



BASEN-ENGQUIST, K. (1992).

Psychosocial predictors of "safer sex" behaviors in young adults. *AIDS Education & Prevention.* 4(2):120-134.

This study tests a model of safer sex behaviour using variables from social learning theory, the health belief model, the theory of reasoned action, and theories of cognitive coping style. Two types of safer sex behaviour were measured: frequency of condom use and the discussion of AIDS and past partners with a sexual partner.



BASEN-ENGQUIST, K., PARCEL, G. S. (1992).

Attitudes, norms, and self-efficacy: a model of adolescents' HIV-related sexual risk behavior. *Health Education Quarterly.* 19(2):263-277.

Using data from a cross-sectional, statewide survey of 1,720 Texas ninth-graders in 13 school districts, a model of psychosocial predictors of HIV-related sexual risk behaviour is tested. Predictor variables in the model, based on variables from the theory of reasoned action and social learning theory, are attitudes, norms, self-efficacy, and behavioural intentions.

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BISHOP-TOWNSEND, V. (1996).
 STDs: Screening, therapy, and long-term implications for the adolescent patient. *International Journal of Fertility & Menopausal Studies*. 41(2):109-114.
The author argues that educational and prevention strategies are essential for decreasing the high incidence of STDs in adolescents. Not all STDs are readily cured by antibiotics, and because many adolescents are asymptomatic, many STDs initially go undetected and untreated. The author concludes that there is a need for innovative psychosocial and behavioural prevention programs to be developed and implemented to reach all adolescents.
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DELUCA, P., & DELUCA, G. (1998).
 AIDS and workplace: Cognitive models and learning models in a group of opinion leaders. XII World AIDS Conference. Abstract 13449. Geneva, June 28-July 3, p.176.
Extensive research conducted among trade union representatives and opinion leaders show three ways of learning about HIV AIDS in the workplace: mediatic (media based), interpersonal, and scientific. Suggestions for further counselling of workers are made.
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ELDRIDGE, G., ST. LAWRENCE, J., LITTLE, C., SHELBY, M., SERVICE, J., & SLIGH, K. (1996).
 Evaluation of an HIV risk reduction intervention for women in inpatient drug treatment. Int. Conf. AIDS. 11(1):186. July 7-12.
This study seeks to evaluate efficacy of an intervention for reducing high-risk sexual behaviour of low-income women court-ordered into inpatient drug treatment. When compared to women in an education control condition, women in a skills training intervention for sexual risk-reduction improved condom skills and communication skills; showed sustained improvements in AIDS knowledge, prevention attitudes, and partner approval of condoms; and increased condom use. A brief skills training intervention for women in drug treatment can reduce sexual risk for HIV/STD infection after discharge.
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ELKINS, D., MATICKA-TYNDALE, E., KUYAKANOND, T., MILLER, P., & HASWELL-ELKINS, M. (1997).
 Toward reducing the spread of HIV in northeastern Thai villages: evaluation of a village-based intervention. *AIDS Education & Prevention*. 9(1):49-69.
This paper presents results of the evaluation of an intervention designed for northeastern Thai villages, particularly for the village women. The intervention was based on established principles of behaviour change, social learning theory, and community health promotion, and was grounded in elicitation research. Eight of the nine outcome goals set for the intervention were achieved, with significant increases in married women taking the initiative to reduce the risk posed to them by the sexual activities of their husbands.
- FERNANDEZ, M. I., GRACE, W. C., PEQUEGNAT, W., & STOVER, E. (1992).**
 The prevention clinical trial: a coordinated approach to improve national prevention efforts in the United States. VIII Int. Conf. AIDS. 8(2):D440 (abstract no. PoD 5318). July 19-24.
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FLORA, J.A., SCHOOLER, C., & MAYS, V.M. (1996).
 Exploring a model of symbolic social communication. *Journal of Health Psychology*. 1 (3):353-366.
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FORD, K., WIRAWAN, D. N., FAJANS, P., MELIAWAN, P., MACDONALD, K., & THORPE, L. (1996).
 Behavioral interventions for reduction of sexually transmitted disease/HIV transmission among female commercial sex workers and clients in Bali, Indonesia. *AIDS*. 10(2):213-22, Feb.
This research describes and evaluates a behavioural intervention targeted to low-price female commercial sex workers (CSW) in large brothel complexes, their pimps, and their male clients. Both AIDS and sexually transmitted disease (STD) knowledge increased significantly over the intervention period.

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FORD, K., WIRAWAN, D. N. (1996).
What makes an intervention effective? A multilevel analysis of data from female sex workers, pimps and clients in Bali, Indonesia. XI Int. Conf. AIDS. 11(2):384 (abstract no. Th.C.4841), Vancouver. July 7-12.
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FRAPPIER, J. Y., OTIS, J., ROY, E., & PILOTE, F. (1996).
Stages in the process of adopting condom use among adolescents in custodial facilities. XI Int. Conf. AIDS. 11(1):173 (abstract no. Mo.D.1691), Vancouver. July 7-12.
Researchers attempt to identify and characterize the stages in the process of adopting condom use among adolescents. Findings suggest that classification of individuals according to the stages in the process and consideration of certain psychosocial variables allow for a more dynamic understanding of the factors that influence adoption, maintenance, or relapse of condom use among adolescents. The authors argue that a longitudinal design would be desirable in the future.
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GOH, D.S., C. PRIMAVERA, AND G. BARTALINI. (1996).
Risk behaviors, self-efficacy, and AIDS prevention among adolescents. *Journal of Psychology*. 130(5):537-546.
Researchers conducted a survey to investigate risk behaviours and AIDS-preventive variables in high school adolescents. Results indicate that use of alcohol was far more common than other risk behaviours among the respondents. Rates of sexual intercourse and injecting drug use were significantly lower. Self-efficacy was significantly related to AIDS-preventive behavioural intentions, perceived knowledge, and measured knowledge about AIDS.
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GROSS, M., DEJONG, W., LAMB, D., ENOS, T., MASON, T., WEITZMAN, E. (1994).
“Drugs and AIDS—reaching for help”: A videotape on AIDS and drug abuse prevention for criminal justice populations. *Journal of Drug Education*. 24(1):1-20.
The authors describe the development of a videotape targeted at persons under supervision of the criminal justice system. The videotape seeks to encourage those who use illicit drugs to enter drug treatment, and to motivate those at risk for exposure to HIV to alter behaviours that may transmit infection.
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HAUSSER, D., LEHMANN, P., DUBOIS, E., & GUTZWILLER, F. (1987).
Evaluation of national prevention campaigns against AIDS: analysis model. [French] *Sozial- und Präventivmedizin*. 32(4-5):207-209.
The evaluation of the “Stop-Aids” campaign is based upon a model of behaviour modification (McAlister) which includes the communication theory of McGuire and the social learning theory of Bandura. Using this model, it is possible to define key variables that are used to measure the impact of the campaign.
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HIGGINS, D. L., SCHNELL, D. J., BEEKER, C., GUENTHER-GREY, C., FISHBEIN, M., O’REILLY, K. R., & SHERIDAN, J. (1993).
The AIDS Community Demonstration Projects: Project overview and theoretical foundations. The AIDS Community Demonstration Projects Research Team. IX Int. Conf. AIDS. 9(2):842 (abstract no. PO-D13-3745), Berlin. Jun 6-11.
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IZAZOLA-LICEA, J. A., ALDANA, A., DEL RIO, C. (1994).
A proposal to develop theory based educative interventions based on quantitative and qualitative research findings. X Int. Conf. AIDS. 10(1):389 (abstract no. PD0165), Tokyo. Aug. 7-12.
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JAMES, N. J., GILLIES, P. A., BIGNELL, C. J. (1996).
A randomized controlled trial of an intervention to reduce risk behavior among STD clinic attenders. I Int. Conf. AIDS. 11(1):183 (abstract no. Mo.D.1752), Vancouver. July 7-12.

This study evaluates the outcome of a randomized, controlled trial of a feasible intervention in an STD clinic designed to reduce transmission of HIV and other STDs. Using social learning theory, baseline data for AIDS-related risk perception and sexual behaviour were used to develop a counselling intervention, which had little effect on self-reported behaviour. Those who received counselling were more likely to carry condoms in new sexual situations. Problems of follow-up with this client group reduce sample size, limiting interpretation of findings from such trials.



JEMMOTT, J. B. 3D., JEMMOTT, L. W., SPEARS, H., HEWITT, N., & CRUZ-COLLINS, M. (1992).

Self-efficacy, hedonistic expectancies, and condom-use intentions among inner-city black adolescent women: a social cognitive approach to AIDS risk behavior. *Journal of Adolescent Health*. 13(6):51251-9.

The effects on condom-use intentions of an AIDS prevention intervention based on social cognitive theory were investigated among 19 sexually active black adolescent women recruited from an inner-city family planning clinic. These women received the social cognitive intervention designed to increase perceived self-efficacy and favorable-outcome expectancies about the hedonistic consequences of using condoms.



JEMMOTT, L.S., JEMMOTT, J. B. 3D. (1992).

Increasing condom-use intentions among sexually active black adolescent women [published erratum appears in *Nurs. Res.* 1992 Nov-Dec. 41(6):380]. *Nursing Research*. 41(5):273-279.

Tests whether or not a social cognitive theory AIDS prevention intervention would increase intentions to use condoms among 109 sexually active inner-city black female adolescents. Analysis reveals that the women scored higher in intentions to use condoms, AIDS knowledge, outcome expectancies regarding condom use, and self-efficacy to use condoms after the intervention than before the intervention.



LEVY, S. R., PERHATS, C., WEEKS, K., HANDLER, A. S., ZHU, C., & FLAY, B. R. (1995).

Impact of a school-based AIDS prevention program on risk and protective behavior for newly sexually active students. *Journal of School Health*. 65(4):145-51.

This project assesses the impact of a school-based AIDS prevention programme on student participation in sexual risk and protective behaviours, such as use of condoms and use of condoms with foam, and intention to participate in such behaviours. Results indicate that classroom programmes have an impact on certain protective behaviours and on frequency of sexual activity. Post-intervention measures also indicate the programme affected students' intentions to perform specific protective behaviours.



MAIBACH, E., & FLORA, J.A. (1993).

Symbolic modeling and cognitive rehearsal: Using video to promote AIDS prevention self-efficacy. *Communication Research*. 20 (4):517-545.

Tests the social cognitive hypothesis that self-efficacy can be enhanced more effectively by symbolically modeling risk-reduction information. An experiment that used video to promote AIDS prevention self-efficacy in young, unmarried women is discussed.



MULVIHILL, C. K. (1996).

AIDS education for college students: review and proposal for a research-based curriculum. *AIDS Education & Prevention*. 8(1):11-25.

A proposed research-based AIDS-education curriculum would utilize the theory of planned behaviour from attitude research, the elaboration likelihood model from persuasion research, and the conceptual change model from science education research.



O'LEARY, A. (1998).

NIMH multisite trial: Social cognitive mediators of behavioral intervention effects on HIV/STD risk. XII World AIDS Conference. Geneva, June 28-July 3, p. 237.

This research presents results of a large, multi-site, randomized, controlled clinical trial. Implications are discussed in the context of HIV prevention programmes with high-risk individuals.

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O'LEARY, A., CELENTANO, D., MAIBACH, E., WEISMAN, C., MCCORMACK, M., & RAFFAELLI, M. (1993). Social cognitive predictors of HIV preventive behavior among urban STD clinic patients. IX Int. Conf. AIDS. 9(1):95 (abstract no. WS-C14-5), Berlin. June 6-11.

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O'LEARY, A., GOODHART, F., JEMMOTT, L. S., & BOCCHER-LATTIMORE, D. (1992). Predictors of safer sex on the college campus: a social cognitive theory analysis. *Journal of American College Health*. 40(6):254-263.

The authors surveyed a sample of students enrolled on four college campuses in New Jersey concerning their HIV transmission-related behaviour, knowledge, and a variety of conceptual variables – taken primarily from social cognitive theory – that were thought to be potentially predictive of safer sexual behaviour. Analyses of sexually active, unmarried students' responses indicate that men expected more negative outcomes of condom use and were more likely to have sexual intercourse while under the influence of alcohol or other drugs, whereas women reported higher perceived self-efficacy to practice safer sex.

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O'LEARY, A., BOCCHER-LATTIMORE, D., & JEMMETT, L. S. (1990). Psychosocial correlates of condom use among New Jersey college students. VI Int. Conf. AIDS. 6(3):233, San Francisco. June 20-23.

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PERSON, B., COTTON, D., LESLIE, J., JARVIS, D., & SPITLER, H. (1995). A comprehensive model for community-level prevention of HIV in women and infants. HIV Infect. Women Conf. p P111, Feb. 22-24.

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RUGG D., COLLINS, J., SOGOLOW, E., BANSPACH, S., GILLIAM, A., KIRBY, D. (1994). Assessing effectiveness of school-based HIV prevention. X Int. Conf. AIDS. 10(2):20 (abstract no. 371D), Tokyo. Aug. 7-12.

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SANTELLI, J. S., CELENTANO, D. D., ROZSENICH, C., CRUMP, A. D., & DAVIS, M. V., POLACSEK, M., AUGUSTYN, M., ROLE, J., MCALISTER, A. L., & BURWELL, L. (1995). Interim outcomes for a community-based program to prevent perinatal HIV transmission. *AIDS Education & Prevention*. 7(3):210-20.

The AIDS Prevention for Pediatric Life Enrichment (APPLE) project is a community-based programme to prevent perinatal HIV infection by preventing infection in women. One project component tests a primary prevention model, developed from principles of cognitive social learning theory, which used street outreach and community-targeted small media materials to increase the use of condoms.

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SCHINKE, S. P., BOTVIN, G. J., ORLANDI, M. A., SCHILLING, R. F., GORDON, A. N. (1990). African-American and Hispanic-American adolescents, HIV infection, and preventive intervention. *AIDS Education & Prevention*. 2(4):305-12.

This paper considers strategies for preventing HIV infection among African-American and Hispanic-American adolescents. It describes culturally sensitive interventions based on social learning theory. Interventions combine elements of cognitive-behavioural skills for problem solving, coping, and interpersonal communication with elements of ethnic pride and HIV facts. The paper discusses the strengths and limitations of skills intervention for AIDS prevention and concludes with directions for research.

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SHEPHERD, M., MARTIN, C., RANSOM, M., & OGDEN, L. (1996). Use of continuous response technology to evaluate and shape a prevention campaign. XI Int. Conf. AIDS. 11(1):195 (abstract no. Mo.D.1829), Vancouver. July 7-12.

Continuous Response Technology (CRT) can be an effective tool in developing televised prevention messages. This technology aids in identifying situations, messages, and models viewers can relate to, readily identify with, and find credible. The authors report that a national sample of 250 18- to 25-year-olds participated in a home telephone-based survey during the initial broadcast of Smart Sex, an HIV prevention television programme based on social-learning theory. Results indicated that CRT is valuable in identifying credible prevention messages and messengers because it provides information about what is relevant to target audiences.



SMITH, K. W., MCGRAW, S. A., COSTA, L. A., & MCKINLAY, J. B. (1996).

A self-efficacy scale for HIV risk behaviors: development and evaluation. *AIDS Education & Prevention*. 8(2):97-105.

To measure self-efficacy with respect to risk behaviours for HIV infection, a set of questionnaire items was developed regarding condom use, drug use with friends, and negotiations with potential sex partners. These items were tested with a sample of Latinos aged 14 to 22 years in two New England cities. Strong associations with recent performance accomplishments, as specified in Bandura's social cognitive theory, support the construct validity of the scale.



SPORN, D., FORGEY, M., MONCHER, M., RIVERA, I., & SHANNON, K. (1993).

The use of multi-cultural videotaped monologues as a HIV/AIDS prevention learning tool for adolescents. IX Int. Conf AIDS. 9(2):904 (abstract no. PO-D23-4117), Berlin. June 6-11.



STANTON, B. F., LI, X., RICARDO, I., GALBRAITH, J., FEIGELMAN, S., & KALJEE, L. (1996).

A randomized, controlled effectiveness trial of an AIDS prevention program for low-income African-American youths. *Archives of Pediatrics & Adolescent Medicine*. 150(4):363-72.

Researchers ask if a theoretically and culturally based, AIDS risk-reduction intervention delivered to naturally formed peer groups would increase self-reported condom use among African-American early adolescents at 6 and 12 months of follow-up. Results suggest that high rates of sexual intercourse underscore the urgent need for effective AIDS risk-reduction interventions that target low-income urban, African-American preteens and early teens.



ST. LAWRENCE, J., ELDRIDGE, G. D., SHELBY, M. C., LITTLE, C. E., BRASFIELD, T. L., & O'BANNON, R. E. 3RD. (1997).

HIV risk reduction for incarcerated women: a comparison of brief interventions based on two theoretical models. *Journal of Consulting & Clinical Psychology*. 65(3):504-509.

This demonstration project compares an intervention based on social cognitive theory against a comparison condition based on the theory of gender and power. Incarcerated women were assessed at baseline, post-intervention, and again six months later. The results suggest brief interventions in prison settings are feasible and beneficial. However, it is not yet known whether the changes will continue in the natural environment after the women's release into the community.



STOVER, E., PEQUEGNAT, W., FERNANDEZ, M. I., GOLDSCHMIDTS, W., & KOSLOW, S. (1993).

Primary and secondary HIV prevention strategies in the next decade: behavioral research efforts of the National Institute of Mental Health. IX Int. Conf. AIDS. 9(2):842 (abstract no. PO-D13-3744), Berlin. June 6-11.



THOMPSON, N. J., POTTER, J. S., SANDERSON, C. A., & MAIBACH, E. W. (1997).

The relationship of sexual abuse and HIV risk behaviors among heterosexual adult female STD patients. *Child Abuse & Neglect*. 21(2):149-56.

This study is designed to measure (a) whatever association persists among female STD clinic clients; and (b) whether sexual abuse is associated with self-efficacy for condom use or condom use outcome expectations. In summary, HIV risk behaviour among female STD clients varies with childhood sexual abuse and social cognitive theory suggests future directions for prevention.

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THORPE, L., FORD, K., FAJANS, P., & WIRAWAN, D. N. (1997).
Correlates of condom use among female prostitutes and tourist clients in Bali, Indonesia. *AIDS Care*. 9(2):181-97.
This study examines the commercial sex activity of both tourist client and local prostitute groups in Indonesia. Results indicate that condom use is high between tourist clients and female Indonesian sex workers, although it is not 100%. Beliefs about condom efficacy and effects on pleasure, as well as susceptibility to STD infection, were related to condom use for female sex workers.
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VALDISERRI, R. O., WEST, G. R., MOORE, M., DARROW, W. W., HINMAN, A. R. (1992).
Structuring HIV prevention service delivery systems on the basis of social science theory. *Journal of Community Health*. 17(5):259-69.
The authors contend that in order to identify the optimal configuration of HIV prevention programmes, it is necessary to examine different theoretical models of behavioural change. Cognitive/decision-making theories of human behavioural change are compared to social learning theories regarding their influence on the structure of service delivery systems.
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VAN CAMPENHOUDT, L., COHEN, M., GUIZZARDI, G., HAUSSER, D. (1996).
Sexual interactions and HIV risk: new conceptual perspectives in European research. XI Int. Conf. AIDS. 11(1):172 (abstract no. Mo.D.1685), Vancouver. July 7-12.
The authors draw upon recent theoretical orientations in European social science research of HIV/AIDS to develop new conceptual perspectives for understanding risk behaviour. The major trend in current European theory is a shift in the focus of analysis from the individual to the relationships. The emphasis is now on the relative autonomy of intimate systems and the sexual relationship's own dynamics. The other levels of analysis (i.e. the individual, social networks, institutions, and cultures) are not ignored but are reconsidered from the perspective of the relationship.
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WALTER, H. J., VAUGHAN, R. D., GLADIS, M. M., RAGIN, D. F., KASEN, S., & COHALL, A T. (1993).
Factors associated with AIDS-related behavioral intentions among high school students in an AIDS epicenter. *Health Education Quarterly*. 20(3):409-420.
Using data from a cross-sectional survey of 531 predominantly black and Hispanic tenth-graders in two New York City schools, this article compares the explanatory power of predictors of intentions to engage in sexual intercourse, to have multiple intercourse partners, and to use condoms. Results are discussed and recommendations are made for future prevention programmes.
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WELLS, J. A., SELL, R. L., WILL, A., DEFillIPPES, P. (1989).
Content analysis of AIDS educational materials in the United States. V Int. Conf. AIDS. 5:895 (abstract no. E.560), Montreal. June 4-9.
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WILLIAMS, M.L., BOWEN, A., & ELWOOD, W. (1998).
Application of a cognitive escape theory to a high-risk drug use and sexual setting. XII World AIDS Conference. Abstract 23113. Geneva, June 28-July 3, p.363.
Men's sexual behaviours in public bathhouses is explained a cognitive escape theory of HIV high-risk sexual behaviour. It is argued that this theory is even more relevant for men living under strong, prescriptive social norms.
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WULFERT, E., WAN, C. K., & BACKUS, C. A. (1996).
Gay men's safer sex behavior: an integration of three models. *Journal of Behavioral Medicine*. 19(4):345-366.

This cross-sectional study explores gay men's sexual risk behaviour from the perspective of three popular conceptual models: the health belief model, the theory of reasoned action, and social cognitive theory. Relevant variables from the three theories are integrated into an expanded self-efficacy model.



WULFERT, E., & WAN, C. K. (1993).

Condom use: a self-efficacy model. *Health Psychology*. 12(5):346-353.

A survey of heterosexually active college students gathered information about condom use, self-efficacy, outcome expectancies, sexual attitudes, peer group influences, AIDS knowledge, and perceived vulnerability to AIDS. Sexual attitudes, AIDS knowledge, and perceived vulnerability did not predict condom use. Most students were well-informed about HIV transmission but reported not feeling at risk, even though many engaged in risky sexual behaviour.

HIV/AIDS media campaigns



ABBAS, B., HANIF, M.A., MUSTAFA, M. (1998).

Effects of AIDS awareness campaigns on knowledge of AIDS in a rural area of Bangladesh. XII World AIDS Conference. Abstract 33477. Geneva, June 28-July 3.

A campaign was designed to promote knowledge of consequences of AIDS, risk behaviours, transmission, prevention, and diagnosis. Conclusions indicate that AIDS awareness campaigns can be conducted in conservative rural societies in Bangladesh, although in this type of setting, raising effective knowledge may take more time.



AGGLETON, P. (1997).

Behavior change communication strategies. *AIDS Education & Prevention*. 9 (2):111-123.

Appropriate and effective communication is central to the success of interventions to reduce the risk of HIV infection. The author reviews what has been learned about the nature of communication in the behaviour change process, and examines the contexts in which communication occurs, as well as the contribution of communication theory, social marketing theory, and structural intervention theory to intervention development. Guidance is offered on the most appropriate ways in which to communicate with different groups and audiences, and future priorities for research and intervention are identified.



BAJOS, N., SPIRA, A., LERT, F., RUDELIC-FERNANDEZ, D., & DUCOT, B. (1996).

Evaluation of a new AIDS communication and prevention model. Analysis of reactions to the program "3000 scenarios against a virus". *Revue Epidémiologie de Santé Publique*. 44 (3): 237-47.

This paper presents the results of the evaluation of a French AIDS prevention campaign based on films. The formal characteristics of the campaign induced particular interest while the content of the films induced emotion and lead to a personalization.



BORTOLOTTI, F., STIVANELLO, A., NOVENTA, F., FORZA, G., PAVANELLO, N., & BERTOLINI, A. (1992).

Sustained AIDS education campaigns and behavioral changes in Italian drug abusers. *European Journal of Epidemiology*. 8:264-267.

The study was conducted in the area of Padua, Italy, to evaluate the effectiveness and limits of a sustained education campaign. Drug-related and sexual risk behaviours and motivations preventing behaviour changes were investigated by direct interview in 190 injecting drug abusers. Results suggest that sustained AIDS education campaigns are successful in maintaining and reinforcing the trend to risk-reduction previously observed among drug abusers in this area.



BRAY, F., & CHAPMAN, S. (1991).

Community knowledge, attitudes and media recall about AIDS, Sydney 1988 and 1989. *Australian Journal of Public Health*. 15:107-113.

A randomized telephone survey of Sydney residents aged 16–50 was conducted in 1988 and repeated in 1989 to assess changes in AIDS-related knowledge and attitudes and opinions about AIDS policies. The authors conclude that AIDS policy makers in public education should consider the wisdom of continuing to target messages to low-risk populations. However, while these messages have raised fundamental knowledge about AIDS, they may be unintentionally causing social divisiveness and widespread unnecessary anxiety.

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BRYCE, J., POPE, R.S., & RUFF, J.A. (1990).
The impact of the Michigan mass media campaign on hotline calls, knowledge levels, and requests for HIV counseling and testing. VI Int. Conf. AIDS, 6, 294 (abstract no. F.D. 848), San Francisco. June 23-26.
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CAMPBELL, M.J., WATERS, W.E. (1987).
Public knowledge about AIDS increasing. *British Medical Journal*. 294:892-893.
A study conducted in 1986 shows that even before television ads about AIDS were aired, intense media coverage of the disease seemed to have resulted in an increase in the level of public knowledge concerning AIDS. The authors argue that this process created a favorable environment for further health education.
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CARE/THAILAND (1996).
“Motivation for safer sex for youth in rural communities”, *Report to European Community AIDS Unit*. Bangkok.
This report describes specific project experiences and activities revolving around prevention of HIV/AIDS, and centers on outreach and peer education programmes as a strategy for prevention programmes conducted in worksites and networks of risk groups.
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CARON, S.L., DAVIS, C.M., WYNN, R.L., & ROBERTS, L.W. (1992).
“America Responds to AIDS”, but did college students? Differences between March, 1987 and September, 1988. *AIDS Education and Prevention*. 4:18-28.
To assess thoughts, perceptions, attitudes, and behaviour related to AIDS, data were collected from two similar samples of college students. Results indicate increased awareness and knowledge and changed attitudes and behaviours in some cases, but the absolute magnitudes of the differences are small for most between-group comparisons. Also, many students lack detailed knowledge and fail to see the implications of their knowledge for change in their own behaviour. These findings imply educational efforts must go beyond merely providing knowledge to explicitly link facts to personal belief systems and decision making.
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CHILD, R., PLANET, P., & META, N. (1998).
Four HIV/AIDS campaigns of public communication in Chile (1991-1997) and peoples awareness of risk. XII World AIDS Conference. Abstract 34227. Geneva, June 28-July 3, p.730.
Evaluation of the project design of four campaigns shows that strategies aimed at changing attitude and behaviour must involve permanent qualitative and quantitative follow-up and new sources of information. This analysis is thought to be useful in future HIV/AIDS prevention programmes.
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CHILEVA, A., & METODIEFF, M. (1994).
The mass media response to a national AIDS campaign. X Int. Conf. AIDS, 10, 356 (abstract no. PD0606), Tokyo. Aug. 7-12.
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CHOI, K.H., & COATES, T.J. (1994).
Prevention of HIV infection. *AIDS*. 8:1371-1389.
A critical review of the scientific literature on AIDS prevention programs in an attempt to determine the extent to which behavioural intervention research has demonstrated the efficacy of methods for reducing risk behaviours.
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COLEMAN, L.M., & FORD, N.J. (1996).
An extensive literature review of the evaluation of HIV prevention programmes. *Health Education Research*. 11 (3):327-338.

This paper presents a bibliographical review of a range of HIV intervention programmes, implemented throughout the world between 1987 and 1995. The paper assesses (1) to what extent intervention programmes have been tailored to meet the requirements and needs of specific target groups; (2) to what extent intervention programmes are supported by social and psychological theory of attitudinal and behavioural change; and (3) the range of methodologies employed in evaluating intervention programmes. The paper presents and discusses the principal factors thought to contribute towards the effectiveness of HIV intervention programmes.



DE GUZMAN, A., & FLERAS, J.B. (1998).

Developing a TV campaign to debunk traditional beliefs about male sexuality. XII World AIDS Conference. Abstract 34221. Geneva, June 28-July 3, p.729.

The researchers present the results of a television campaign targeting Filipino men in which the audience is encouraged to change behaviours that put them at risk for HIV and STD infection. Analysis indicates that it is possible to show how traditional beliefs can be detrimental to a person's health and how the mass media can contribute to promote such behavioural change.



DEARING, J.W., AND ROGERS, E.M. (1992).

AIDS and the media agenda. In T. Edgar, M.A. Fitzpatrick, and V.S. Freimuth (Eds.), *AIDS: A Communication Perspective* (p.173-194). Hillsdale, NJ: Lawrence Earlbaum Associates.

The authors utilize the concept of agenda-setting to identify the main factors that influenced the importance of AIDS as a newsworthy issue in San Francisco and in the United States as a whole.



DE VROOME, E., SANDFORT, T., DE VRIES, K., PAALMAN, M., & TIELMAN, R. (1991).

Evaluation of a safe sex campaign regarding AIDS and other sexually transmitted diseases among young people in The Netherlands. *Health Education Research*. 6(3):317-325.

An evaluation of a mass media campaign in the Netherlands in 1989. Results suggest that a mass media campaign does not have to be restricted to mere attention-raising and increasing level of knowledge but may be of relevance for other psychosocial processes as well.



DUBOIS-ARBER, F., JEANNIN, A., & ZEUGIN, P. (1992).

Evaluation of AIDS prevention in Switzerland: Behavioral change in the general population. VIII Int. Conf. AIDS. 8, D410 (abstract no. PoD 5410). July 19-24.



EDGAR, T., FITZPATRICK, M.A., AND FREIMUTH, V.S. (EDS.). (1992).

AIDS: A Communication Perspective. Hillsdale, NJ: Lawrence Earlbaum Associates.

The book examines how theory informs understanding of communication processes as they relate to the AIDS crisis in the United States and other parts of the world. Theoretical and practical approaches are presented by various contributors.



FLORA, J.A., MAIBACH, E.W., & HOLTGRAVE, D. (1995).

Communication Campaigns for HIV Prevention: Using Mass Media in the Next Decade. In *Assessing the Social and Behavioral Science Base for HIV/AIDS Prevention and Intervention, Workshop Summary*. Washington, D.C.: National Academy Press.



FOX, M.P., & CORTES, E. (1992).

The current relevance of mass media advertising in Brazilian AIDS prevention campaigns. VIII Int. Conf. AIDS, 8, D523 (abstract no. PoD 5806). July 19-24.



FREIMUTH, V.S. (1992).

Theoretical Foundations of AIDS Media Campaigns. In T. Edgar, M.A. Fitzpatrick, & V.S. Freimuth (Eds.), *AIDS: A Communication Perspective* (p.91-110). Hillsdale, NJ: Lawrence Earlbaum Associates.

This general overview of types of theories useful for AIDS campaigns includes discussion of applications of selected theories such as the health belief model, social learning/cognitive theory, social marketing and diffusion of innovations.

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FREIMUTH, V.S., HAMMOND, S.L., & STEIN, J.A. (1988).

Health Advertising: Prevention for Profit. *American Journal of Public Health*. 78:557-561.

This paper describes a campaign of the National Cancer Institute and its impact on consumers, cereal industry sales, food industry advertising practices, health regulatory policy, and the organizational credibility of both NCI and Kellogg.

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GARCIA, R., CESPEDES, J.E., KLASKALA, W., & BAUM, M. (JULY, 1996).

National response towards HIV/AIDS awareness and testing campaign. XI Int. Conf. AIDS. [abstract PubD1310], Vancouver. July 7-12.

The study was developed to determine the level of national awareness and perception related to prevention of HIV infection. Results show high sexual activity and promiscuity among teenagers/young adults, and lack of effective sexual education. The majority of those surveyed are not protecting themselves adequately against contracting HIV and other STDs. Results of this survey indicate the need for an aggressive prevention and education programme that should be started prior to adolescence.

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GENTRY, E.M., & JORGENSEN, C.M. (1991).

Monitoring the exposure of "America Responds to AIDS" PSA campaign. *Public Health Reports*. 106:651-655.

The "America Responds to AIDS" campaign is the focal point of an integrated mass communications system for AIDS education and information dissemination developed by the National AIDS Information and Education Program of the Centers for Disease Control. Television and radio public service announcements are an integral part of the campaign. One measure of their success is the extent to which they are aired on both national and local levels. Since 1987, the total dollar value for air time donated to the campaign has been more than \$65 million. These results suggest that the campaign has been successful in reaching a large proportion of the public.

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GERBERT, B., & MAGUIRE, B. (1989).

Public acceptance of the Surgeon General's brochure on AIDS. *Public Health Reports*. 104: 130-133.

The authors discuss public acceptance of the Surgeon General's brochure, "Understanding AIDS", which was investigated in a nationwide telephone survey of a representative sample of 2,000 adults generated by random-digit dialing. Most respondents reacted positively; 86 percent believed that it was a good use of government money, and only seven percent would have preferred not to receive it.

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GLANZ, K., & RIMER, G.K. (1995).

Theory at a Glance: A Guide for Health Promotion Practice. U.S. Department of Health and Human Services. PHS, NIH.

This guide describes theories of health-related behavioural change as well as socio-environmental factors that affect health promotion; it also covers theoretical and practical approaches to health promotion.

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HANENBERG, R.S., ROJANAPITHAYAKORN, W., KUNASOL, P., & SOKAL, D.C. (1994).

Impact of Thailand's HIV-control programme as indicated by the decline of sexually transmitted diseases. *Lancet*. 344 (8917):243-243.

A report on a campaign that the Thai government began in 1989, which included distribution of sufficient condoms to protect much of the commercial sex workers in the country, sanctions against commercial sex establishments where condoms were not used consistently, and a media campaign that advised men to use condoms with prostitutes. It is estimated that sex acts with prostitutes where there was a risk of HIV transmission declined from about 2.6% in June, 1989, to about 1.6% in June, 1993.



HAUSSER, D., LEHMANN, P., DUBOIS-ARBER, F., & GUTZWILLER, F. (1988).

Evaluation of nationwide campaigns against AIDS in Switzerland. IV Int. Conf. AIDS (abstract no. 9553), Stockholm. June 12-16.



HELGUERA, G., ACUNA, M.L., CHAVEZ-PEON, F., & SEPULVEDA, J. (1990).

Social mobilization in the prevention of AIDS. V Int. Conf. AIDS, 6, 294 (abstract no. F.D. 850), Montreal. June 4-9.



HIROSE, H., ISHIZUKA, T., TSUCHIDA, S., SAWAZAKI, Y. (JULY, 1996).

The exposure of AIDS communication from mass media on citizens of Tokyo metropolis. XI Int. Conf. AIDS. [abstract MoD1826], Vancouver. July 7-12.

The researchers evaluate the campaign effect of mass media on the citizen's attitudes and behaviour formation towards AIDS in the Tokyo metropolis in Japan. Participants answered that they had always or almost always exposed themselves to AIDS reports when the media had carried such information. Highest exposure was 50.7% (newspaper), followed by 29.5% (television). AIDS information seekers though the media had more intention to undergo the HIV serologic test than non-information seekers.



HOLTGRAVE, D.R., QUALLS, N.L., CURRAN, J.W. ET AL. (1995).

Effectiveness and efficiency of HIV prevention programs: An overview. *Public Health Reports*, in press.

The authors argue that because of the enormity of the HIV/AIDS epidemic and the urgency for preventing transmission, HIV prevention programmes are a high priority for careful and timely evaluations. Information on programme effectiveness and efficiency is needed for decision-making about future HIV prevention priorities.



IZAZOLA, J.A., VALDESPINO, J.L., & SEPULVEDA, J. (1988).

Indicators of behavior modification due to the campaign for the prevention of AIDS in Mexico. IV Int. Conf. AIDS, (abstract no. 9551), Stockholm. June 12-16.

JOHNSON, D., FLORA, J.A., & RIMAL, R.N. (1997).

HIV/AIDS Public Service Announcements Around the World: A Descriptive Analysis. *Journal of Health Communication*. 2:223-234.

This article provides a detailed analysis of message and production values used by government health agencies and television networks in 33 countries to create HIV/AIDS related public service announcements. In addition to message factors, the article also analyses factors such as level of social vulnerability, gross national product, human freedom and female status.



KASEKA, N., JONES, D., KALAMBAY, K., WALOMBUA, M., DOPPAGNE, A., REYWARD, W., MINLANGU, M., & MANZILA, T. (1992).

Contribution of a public mass-media and AIDS information campaign in AIDS knowledge, condom use and HIV seroincidence among employees of a large business in Kinshasa, Zaire. VIII Int. Conf. AIDS. 8, D478 (abstract no. PoD 5546).



KEISER, N.H. (1991).

Strategies of media marketing for “America Responds to AIDS” and applying lessons learned. *Public Health Reports*, 106, 623-627.

The Centers for Disease Control’s public service announcement campaign on AIDS, entitled “America Responds to AIDS”, has provided an opportunity to examine various media marketing techniques and their effectiveness in setting and sustaining a national media agenda for public health. The overall objective was to enlist the media as a partner in the effort to establish a clear national public health agenda on AIDS by reaching as many Americans as possible with disease prevention information in a credible and acceptable way.



KRAFT, P., & RISE, J. (1988).

Public awareness and acceptance of an HIV/AIDS information campaign in Norway. Special Issue: AIDS. *Health Education Research*. 3 (1):31-39.

People over fifteen years of age were surveyed to establish their acceptance of an HIV/AIDS education campaign. Major determinants for higher levels of acceptance were education, political preference and age; whereas age, education and interpersonal communication were prevalent in awareness levels.



KYUNGU, M., EIGER, R., KAOMBO, K., KAMBAMBA, S.A., & CONVISSER, J. (1990).

The impact of an AIDS television campaign on an urban experience. VI Int. Conf. AIDS, 6, 293 (abstract no. F.D. 846), San Francisco. June 2-23.



LATOUR, M.S., SNIPES, R.L., & BLISS, S.J. (1996).

Don’t be afraid to use fear appeals: An experimental study. *Journal of Advertising Research*. March/April, 59-67.

In this paper, the authors describe a field study which examines the perceived ethicality of the use of a strong video fear appeal shown to a potentially sensitive group of consumers. According to the authors, results help to blunt “blanket” criticism of fear appeals and provide evidence for advertising executives who wish to argue for serious consideration of fear appeal use.



LATOUR, M.S., & ZAHRA, S.A. (1989).

Fear appeals as advertising strategy: Should they be used? *The Journal of Consumer Marketing*. 6(2):61-70.

The authors review various models of the fear communication process and find that research on the effectiveness of fear appeals indicates that fear arousal is a complex and individually unique emotion. Inconsistent results concerning the impact of fear appeals in consumer behaviour are noted, and issues arising from employing fear appeals in advertising are outlined.



LEFEBVRE, R.C., & FLORA, J.A.. (1988).

Social marketing and public health interventions. *Health Education Quarterly*. 15:299-315.

This article discusses essential aspects of the social marketing process: the use of a consumer orientation to develop and market intervention techniques, exchange theory as a model from which to conceptualize service delivery and programme participation, audience analysis and segmentation strategies, the use of formative research in programme design and pre-testing of intervention materials, channel analysis for devising distribution systems and promotional campaigns, employment of the “marketing mix” concept in intervention planning and implementation, among others. Attention to such variables could result in more cost-effective programmes that reach larger numbers of the target audience.

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LEHMANN, P., HAUSSER, D., SOMAINI, B., & GUTZWILLER, F. (1987).
 Campaign against AIDS in Switzerland: Evaluation of a nationwide educational programme. *British Medical Journal*. 295:1118-1120.
Evaluation of a multi-media information campaign with the main slogan "STOP-AIDS" began in February 1987. The evaluation of that strategy, based on 13 complementary studies, confirms its efficiency and feasibility. Condom sales increased by nearly 60% in 1987 compared with 1986.
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LEVY, A., & STOKES, R. (1987).
 Effects of a health promotion advertising campaign on sales of ready-to-eat cereals. *Public Health Reports*. 102:398-403.
The objective of this study was to determine how the sales of various segments of the high-fiber and low-high fiber, ready-to-eat (RTE) cereal market were influenced by a health message advertising campaign about the possible benefits of a high-fiber, low-fat diet for preventing some types of cancer. The campaign was undertaken by the Kellogg Company to promote its line of high-fiber cereal products, including Kellogg's All-Bran.
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LUZI, G., RAGNO, L., & ATUTI, F. (JULY, 1996).
 Innovative mass media's role to prevent HIV-1 diffusion in Italy. XI Int. Conf. AIDS. [abstract MoD1823], Vancouver. July 7-12.
This paper reviews the role of media campaigns in AIDS prevention. Non-profit associations contribute in the national campaigns to fight AIDS by targeting selected groups of people which are at very high risk for HIV infection. To promote a better knowledge about HIV infection clear and simple programmes of information are necessary. Mass media were able to extensively diffuse information on HIV infection.
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LYTTLETON, C. (1994).
 Knowledge and meaning: The AIDS education campaign in rural northeast Thailand. *Social Science & Medicine*, 38(1):135-146.
The author describes results of a qualitative research conducted in Northeastern Thailand focusing on extent of knowledge and attitudes of men and women on sexuality-related issues and HIV/AIDS. The most important findings focus on low levels of knowledge on the disease and factors causing vulnerability, indicating unequal coverage of information and education programmes that have largely covered Northern Thailand and Bangkok.
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LYTTLETON, C. (1996).
 Messages of distinction: The HIV/AIDS media campaign in Thailand. *Medical Anthropology*. 16(4):363-389.
Since 1990, HIV/AIDS warning messages have been aired regularly and repeatedly on Thai television as part of the national strategy to minimize transmission of HIV. The education and prevention messages chosen do more than suggest measures to avoid infection. It is the pervasive and often fear-based associations born of the media material that, in large part, establish the basis for emergent practice when thoughts or actions are triggered by consideration of HIV/AIDS.
- ▼
MCALLISTER, M.P. (1992).
 AIDS, medicalization, and the news media. In T. Edgar, M.A. Fitzpatrick, and V.S. Freimuth (Eds.). *AIDS: A Communication Perspective*. (p.195-221). Hillsdale, NJ: Lawrence Earlbaum Associates.

In a critical approach towards understanding news coverage of AIDS, the author explores the medicalization of society thesis as a theoretical approach to understanding the expansive and political nature of Western medicine.

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MAEDA, M., INAGAKI, T., ISHII, A., ASHIZAWA, M., & MINAMITANI, M. (1994).

The effects of education campaigns for AIDS/HIV through mass media from 1992 to 1994. X Int. Conf. AIDS, 10, 72 (abstract no. 568D), Tokyo. Aug. 7-12.

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MAIBACH, E., SALMON, C.T., & LONG, D. (1995).

How effective are public health communication campaigns? Paper presented at the International Communication Association Meeting, Albuquerque, New Mexico.

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MARGO, G., MACDONALD, G., SCHNEIDER, A., DAYRIT, M., ABAD, M., & CONSUNJUI, B. (1991).

The importance of social marketing techniques in creating effective media campaigns on AIDS. VII Int. Conf. AIDS. 7, 456 (abstract no. W.D. 4273).

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MATA, L., QUESADA, J., & RAMIREZ, G. (1993.)

HIV/AIDS in Costa Rica: epidemiological and sociological features. *Cell and Molecular Biology*. 41, Supplement 1:S53-63.

This paper reports on the reality of the AIDS in Costa Rica. Persons with HIV/AIDS often are deprived of social and medical benefits or are subjected to harassment and exploitation by the health sector. More efficient prevention must target children, adolescents, and adults in reproductive age to promote safer lifestyles through education and counselling, effected through primary health care.

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MCGUIRE, W.J. (1984).

Public communication as a strategy for inducing health-promotion behavior change. *Preventive Medicine*. 13:299-319.

This chapter examines the literature that has resulted in the formulation of the idea that information technology and knowledge expansion result in some people becoming information poor. Theoretical trends challenging this assumption are presented.

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MENARD, C., HADENGUE, M.C., SPEISSER, L., BALLEREAU, M., ROUSILLE, R., & BELINGARD-DEYBACH, F. (1998).

Impact of prevention campaigns targetted to overseas populations initiated by the French Ministry of Health. XII World AIDS Conference. Abstract 34213. Geneva, June 28-July 13, p.728.

The authors assess the effectiveness of a campaign designed to change stereotypical and negative images of people living with HIV in the French overseas departments (the Antilles, Guiana, and Reunion) since 1995. Results show that social images and attitudes toward people living with HIV in these areas have changed significantly, with great improvements in tolerance and solidarity.

▼
MENDELSON, H. (1973).

Some reasons why information campaigns can succeed. *Public Opinion Quarterly*. 39:50-61.

A classic paper on communications in which the author emphasizes the need to determine appropriate targets, themes, appeals and media vehicles to achieve attitudinal, behavioural and social change through information campaigns.

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MIDDLESTADT, S.E., FISHBEIN, M., ALBARRACIN, D., FRANCIS, C. ET AL. (1995).

Evaluating the impact of a national AIDS prevention radio campaign in St. Vincent and the Grenadines. *Journal of Applied Social Psychology*. 25 (1):21-34.

According to the authors, results of this evaluation show that a well-designed, empirically-based mass media campaign can be effective in preventing the spread of the HIV/AIDS epidemic.

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MILLS, S., CAMPBELL, M.J., & WATERS, W.E. (1986).
 Public knowledge of AIDS and the DHSS advertisement campaign. *British Medical Journal*. 293:1089-1090.
Although the authors acknowledge limitations in the design of this study, it is argued that the public seems to have been reasonably well informed by the DHSS (Department of Health and Human Services) campaign.
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MOATTI, J.P., DAB, W., LOUNDOU, H., QUENEL, P., BELTZER, N., ANES, A., & POLLAK, M. (1992).
 Impact on the general public of media campaigns against AIDS: A French evaluation. *Health Policy*. 21:233-247.
- ▼
MOI, H., MELBYE, M., MISFELDT, J., OLSEN, J., & FROMS, E. (1993).
 Changes in knowledge of HIV/AIDS, sexual behavior and practice among STD patients in Greenland 1990-1992. Monitoring the STOP AIDS campaign in Greenland. *Arctic Medical Research*, 52 (4):145-52.
Owing to a high incidence of STDs, Greenland is considered to be a high-risk area for an AIDS epidemic. This is the second report from surveys of knowledge, sexual behaviour and practice and STD patients in Greenland. Data were collected by means of self-administered questionnaires from 1990 to 1992 in Nuuk, Sisimiut and Angmagssalik. The results from Nuuk in 1992 are compared to results from a similar survey in 1990.
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MYRICK, R. (1996).
 Speaking from the margins: Communication strategies used in African American HIV prevention campaigns in Alabama. *Howard Journal of Communications*. 7 (3):241-255.
The author examines current communication strategies used in Alabama in the HIV-prevention efforts designed for African-Americans, focuses on work conducted in urban areas.
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NOWAK, G.J., & SISKI, M.J. (1995).
 Using research to inform campaign development and message design: Examples from the “America Responds to AIDS” campaign. In E. Maibach & R.L. Parrott (Eds.), *Designing Health Messages: Approaches from Communication Theory and Public Health Practice*. Newbury Park, CA: Sage.
Drawing from the “America responds to AIDS” the authors discuss mass communication, marketing and research methods to formulate, develop, and evaluate HIV/AIDS education and prevention messages.
- ▼
NURRA, G., IPPOLITO, G., GIRARDI, E., & ET AL. (1996).
 Impact of HIV media campaigns on demand of counseling and testing. XI Int. Conf. AIDS. [abstract MoD1936], Vancouver. July 7-12.
A study that evaluates the effects of the national AIDS Information Campaigns in the context of first-time HIV testing trends at the major Counselling and Testing Site (CTS) in Rome. The authors report that data may indicate that the campaign did lead to an increase in public awareness of the risk of AIDS and suggest that monitoring of HIV counselling and testing requests can be a useful tool in the evaluation of the impact of an information campaign.
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NYANJOOM, G.O., & MWONGELA, J.M. (1998).
 Circumventing lack of clear cut policies on HIV/AIDS to carry out behavior change communication: “Jisimamie” campaign in Nyanza, Kenya. XII World AIDS Conference. Abstract 33482. Geneva, June 28-July 3, p.685.
A report on the Kenya-Belgium STD project, an IEC campaign aimed at changing sexual behaviours in an environment where no clear policies on HIV/AIDS prevention exist. Education and prevention materials under the title of Jisimamie were disseminated, and results indicated great demand for

materials. The authors conclude that even in an environment without clear policies for prevention, behavioural change can be achieved through innovative communication strategies.



PATH/PHILIPPINES (1997).

“Peer education: A second look”, *Issues*. August. Manila.



PATH/PHILIPPINES (1996).

Education Strategy 1996-1998. AIDS Surveillance and Education Project. Report to USAID. Manila.



PATH/THAILAND (1996).

PATH Technical Assistance to Worksite AIDS Communication Projects in Bangkok. Unpublished monograph. Bangkok.



PATH/THAILAND. (1995).

PATH Technical Assistance to Service Worker Outreach Project. Reports to USAID/AIDSCAP. Bangkok.

These four reports by PATH describe project experiences and activities on HIV/AIDS prevention and education. The reports focus on outreach and peer education as a strategy for prevention programs conducted in worksites and networks of risk groups.



PATTERSON, T.E. (1980).

The Mass Media Election: How Americans Choose Their President. New York, NY: Praeger.

This report gives a detailed look at several aspects of media campaigns in presidential elections in the U.S. Voting behaviour, role of the press, media campaigns, political advertising, and the many changes that take place in political campaigns are discussed.



PELE, G., MENARD, G., & RAMON, A. ET AL. (JULY, 1996).

National response towards impact of prevention advertising campaigns targeting homosexual men, initiated by the French Ministry of Health: global evaluation and perception among the general public and homosexual men. XI Int. Conf. AIDS. [abstract MoD1817], Vancouver, July 7-12.

The authors report that several lessons were learned from this evaluation of a Summer AIDS Prevention Campaign in France. In general, these campaigns are perceived as carrying real effects: changing the perception of the general public about homosexuality, helping homosexual men who did not come out with a better access to prevention, supporting HIV+ people in their daily life. Authors conclude that these results, completed by qualitative studies, are encouraging for continuing and developing new communication strategies to help men having sex with men to set safer sexual behaviours.



PERLOFF, R.M. (1991).

Effects of an AIDS communication campaign. *Journalism Quarterly*. 68 (4):638-643.

An AIDS communication campaign in Cleveland, OH involved the distribution of brochures and pamphlets and the use of billboards to target intravenous drug users. Results showed an increase in general public awareness of AIDS as a social problem but did not result in a significant increase in knowledge of how to prevent AIDS.



RAY, M. (1973).

Marketing communication and the hierarchy of effects. In P. Clark (Ed.), *New Models for Communication Research* (p.147-176). Beverly Hills, CA: Sage.

The author explains the importance of examining structures in communication responses for theory building and application of results. Experimental data on the effects of repetition when used in advertising are presented.

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REINA, F. (1998).
 National awareness campaign in a country where silence rules. XII World AIDS Conference. Abstract 34217. Geneva, June 28-July 3, p.728.
The author discusses an ongoing campaign developed by an NGO and an advertising agency as a response to what they considered lack of action on the part of the Venezuelan government to effectively inform the public that AIDS can affect anyone. Some of the strategies used in the campaign are described.
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RIGBY, K., BROWN, M., ANAGNOSTOU, P., & ROSS, M.W. (1989).
 Shock tactics to counter AIDS: The Australian experience. *Psychology and Health*. 3:145-159.
No significant overall increase is found in either personal or social concerns about AIDS after evaluating a media campaign developed in 1988. The view that fear-inducing techniques would increase learning and attitude change is not supported.
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ROSS, J.D., & SCOTT, G.R. (1993).
 The association between HIV media campaigns and number of patients coming forward for HIV antibody testing. *Genitourinary Medicine*. 69 (3):193-195.
This study assessed the relationship between national and local media campaigns with respect to the number of patients requesting HIV antibody tests as a surrogate marker of the effectiveness of different campaign strategies. Television based media campaigns produced the greatest increase in testing rates (average 46% increase over two months) compared with newspapers and poster campaigns (average 6% increase over two months). Regional HIV testing rates correlated significantly with GUM clinic testing rates. No increase in positive HIV tests was seen following media campaigns.
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ROSS, M.W., RIGBY, K., ROSSER, B.R., ANAGNOSTOU, P., & BROWN, M. (1990).
 The effect of a national campaign on attitudes toward AIDS. *AIDS Care*. 2:339-346.
Following a national campaign in Australia which had shown no change in level of knowledge about AIDS the authors assessed attitude change toward, and beliefs about AIDS in a national sample. Results indicated that there were changes in beliefs about how much is known about the transmission of HIV, and that people were less concerned about casual transmission.
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ROSS, M.W., & CARSON, J.A. (1988).
 Effectiveness of distribution of information on AIDS: A national study of six media in Australia. *New York State Journal of Medicine*. 88:239-241.
The researchers assess the effects of exposure to media information on AIDS. Results show that exposure to information reduced levels of fear.
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RUKARANGIRA, N.W., NGIRABAKUNZI, K., BIHIMI, Y., & KITEMBO, M. (1990).
 Evaluation of the AIDS information program, using mass media campaign, in Lumumbashi-Zaire. VI Int. Conf. AIDS. 6, 293 (abstract no F.D. 844), San Francisco. June 20-23.
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SALAAMU, P., TAMWESIGIRE, E., MEINERT, L. (1996).
 AIDS education among adolescents in Uganda: an evaluation of "Straight Talk" media program. XI Int. Conf. AIDS. [abstract PubD1309], Vancouver. July 7-12.
"STRAIGHT TALK" (ST) a media program to Safeguard Youth From AIDS (SYFA) was initiated in 1993 as a strategy to develop and stimulate dialogue on AIDS, health and growing up among young people, their parents and teachers. Researchers report that the empowerment of adolescents with knowledge, information and advice to understand their bodies and emotions to cope safely with sexual feelings is vital in controlling the spread of STD/HIV. The success and desired impact of the project has been significantly influenced by cultural acceptance.

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SALMON, C.T., & JASON, J. (1991).
A system for evaluating the use of media in CDC's National AIDS Information and Education Program. *Public Health Reports*. 106:639-644.
A prototypical system of research for use in the evaluation of the National AIDS Information and Education Program's (NAIEP) media campaign was designed by the National Academy of Sciences. The ways in which the CDC's system was used and adapted during one year of research activities are outlined.
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SCHOOLER, C., FEIGHERY, E., & FLORA, J.A. (1996).
Relationship of adolescents' exposure to cigarette marketing and smoking. *American Journal of Public Health*. 86(9):1216-1221.
This paper examines the extent of adolescents' perceived exposure to cigarette marketing and the relationship of this perception to smoking behaviour. Recommendations highlight the need for more effective legislation on cigarette marketing.
- ▼
SEKOU, D., SAIHOU, C., AMIE, C., & THEOPHILUS, G. (1989).
A multidimensional approach to promote awareness of AIDS in the Gambia. V Int. Conf. AIDS. 5, 861 (abstract no. W.E.P. 8), Montreal. June 4-9.
- ▼
SEPULVEDA, J., IZAZOLA, J.A., VALDESPINO, J.L., MONDRAGON, M., & TOWNSEND, J. (1989).
Massive campaign for AIDS education, achievements and problems. V Int. Conf. AIDS. 5, 978 (abstract no. T.G.O. 9), Montreal. June 4-9.
- ▼
SHERR, L. (1987).
An evaluation of the UK government health education campaign on AIDS. *Psychology and Health*. 1:61-72.
An evaluation of media campaign based on one-page ads in the national press was evaluated. Results indicate that information scores were slightly increased but the campaign had no effect on adjusting misconceptions and anxiety was not lowered.
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SPEISSER, L., RAMON, A., PELE, G. ET AL. (JULY, 1996).
Prevention advertising campaigns in France: from a product communication to a communication based on risky situations. XI Int. Conf. AIDS. [abstract ThC4518], Vancouver. July 7-12.
This research reviews a new strategy of communication initiated by the French Ministry of Health. The authors concluded that messages targeted to specific audiences and dealing precisely with different risky situations can be accepted by the general public. Communicating precisely about the different risky situations through general population campaigns increases the strength of the prevention messages as well as it enables to reach people from groups more vulnerable to acquiring HIV and hard to reach through targeted networks.
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STINSON, J.C. (1993).
Shooting off fireworks: The successes and failures of an intensive, broad-based AIDS Awareness Campaign. *Revue Canadienne de Santé Publique*. 84 (1):S52-S54.
During the autumn of 1991, a group of Manitoba AIDS organizations came together to organize, promote and deliver an eight-week AIDS Awareness Campaign that addressed a broad spectrum of HIV/AIDS-related issues. This campaign attempted to satisfy a variety of organizational agendas. Although it achieved its goals and was a very visible, though short-lived exercise in AIDS awareness, this campaign proved to be taxing on local community-based resources.

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STUTZ STEIGER, T., WASSERFALLEN, F., LANDERT, C., DUBOIS-ARBER, F., OBRIST, B., & SOMAINI, B. (1992).
 A media campaign in Switzerland targeted at the clients of prostitutes. VIII Int. Conf. AIDS. 8, D498 (abstract no. PoD 5659). July 19-24.
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TOPPICH, J., CHRISTIANSEN, G., POTT, E. (JULY, 1996).
 Effectiveness of the first 10 years of the national AIDS prevention campaign in Germany. XI Int. Conf. AIDS. [abstract MoD1819], Vancouver. July 7-12.
Evaluations of the AIDS-prevention campaign in the Federal Republic of Germany have been consistently accompanied by evaluation studies which examine the changes in knowledge, attitudes and behavioural patterns by way of annual surveys. As a result of these studies, time series data covering a period of 10 years are available concerning the development of condom use, protective intentions and protective skills.
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TRAEEN, B. (1992).
 Learning from Norwegian experience: attempts to mobilize the youth culture to fight the AIDS epidemic. *AIDS Education and Prevention*. Fall Suppl., 43-56.
This study describes to what extent Norwegian adolescents were aware of a campaign to combat the spread of AIDS, and their participation in the various components. The intention of the campaign was to mobilize the youth culture in the fight against AIDS with a view to internalizing existing knowledge about HIV and AIDS in the hope of improving consistency between knowledge and sexual behaviour. Use of condoms was apparently no higher among adolescents who were generally aware of the campaign than among adolescents with no knowledge of it. The study concludes that the campaign would probably have enjoyed higher success if the message had been more direct and more relevant to the context.
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TREISE, D., WEIGOLD, M.F., CONNA, J., & GARRISON, H. (1984).
 Ethics in advertising: Ideological correlates of consumer perceptions. *Journal of Advertising*. 23(3):59-69.
The authors investigate the perceptions of familiar advertising controversies that are obtained from a diverse sample of 292 consumers. Targeting practices and message strategies are discussed. Results show that consumers believe advertising often violates ethical norms.
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WASSERFALLEN, F., STUTZ, S.T., SUMMERMATTER, D., HAUSERMANN, M., & DUBOIS-ARBER, F. (1993).
 Six years of promotion of condom use in the framework of the National Stop AIDS Campaign: Experiences and results in Switzerland. IX Int. Conf. AIDS. 9, 130 (abstract no. WS-D27-3). Berlin. June 6-11.
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WELLER, I.V.D., HINDLEY, D.J., ADLER, M.W., & MELDRUM, J.T. (1984).
 Gonorrhoea in homosexual men and media coverage of the acquired immune deficiency syndrome in London 1982-3. *British Medical Journal Clinical Research Education*. 289, 1041.
This research investigates whether increased coverage of HIV/AIDS information by the media correlates with a reduction of gonorrhoea and other STDs in homosexual men. No substantial changes were found.
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WELLINGS, K. (1992).
 Assessing HIV/AIDS Preventive Strategies in the General Population. In F. Paccaud; J.P. Vader, and F. Gutzwiller (Eds.). *Assessing AIDS Prevention*. (P.287-291). Final report of the Working Group, EC Concerted Action.
An analysis of the European Community Concerted Action Program on HIV/AIDS prevention. Initial analysis show that there have been remarkable parallels between AIDS public education campaigns in different European countries in terms of their sequence, progression and content.



WESSELS, R. CLAYPOOL, C., SINGH, S., & PRAZ, V. (JULY, 1996).

Innovative mass media campaigns key to disseminating AIDS messages. XI Int. Conf. AIDS. [abstract TuD2884], Vancouver. July 7-12.

This abstract examines innovative mass-media projects that communicate vital information to motivate the adoption of safer sex practices and that constitute innovative and effective awareness strategies to reach different populations at risk of contracting HIV/AIDS. Examples include the radio project "Disha" in India; nationally televised debates in Burundi; and Condom Soirees in Rwanda, Malawi, and Benin (condom soirees include games, contests, and skits together with condom demonstrations held at places where young people congregate). The authors argue that innovative mass media approaches are effective in reaching target populations with critical information and helping motivate safer sex practices. However, they require both original approaches and a thorough understanding of the target population and its knowledge, misconceptions, and fears.



WITTE, K. (1995).

Using scare tactics to promote safer sex among juvenile detention and high school youth. *Journal of Applied Communication Research*. 23(2):128-142.

This study tests the effectiveness of various levels of fear appeals among high and low sensation-seekers in a high school and juvenile detention centre. The results found that low-sensation seekers were persuaded to adopt safer sex behaviours regardless of the threat level of the fear appeal.



WOBER, J.M. (1988).

Informing the British public about AIDS. *Health Education Research*. 3(1):19-24.

A study on the effectiveness of a TV public health education campaign in 1987. Results indicate higher knowledge levels of HIV/AIDS. However, concern is raised about possible lower perception of risk due to knowledge increase.



WOODS, D.R., DAVIS, D., & WESTOVER, B.J. (1991).

"America Responds to AIDS": Its content, development process, and outcome. *Public Health Reports*. 106:616-622.

This paper discusses the "America Responds to AIDS Campaign". The authors argue that ARTA represents one of the most comprehensive, formative research processes in the history of public service campaigns. The dynamic process of carefully developing each new phase to include such important entities as state and local health agencies and community-based organizations is discussed.

Channels of communication



BATRA, R., & RAY, M.L. (1986).

Affective responses mediating accepting of advertising. *Journal of Consumer Research*. 13: 234-249.

The authors argue that affective responses should supplement the cognitive responses more often studied in communication research. Affective responses are not evaluating responses to an advertisement, but represent the moods and feelings evoked by the advertisement. A typology for such responses is presented.



BOURGAULT, L. M. (1995).

Mass Media in sub-Saharan Africa, Bloomington, In: Indiana University Press.

A detailed analysis of the history of mass media in sub-Saharan Africa, as well as of specialist media agencies serving the region.



CALVERT, S.L., & COCKING, R.R. (1992).

Health Promotion through Mass Media. *Journal of Applied Developmental Psychology*. 13: 143-149.

The authors examine interactions between people and television that capitalize upon environmental features associated with healthy lifestyles. They propose the hypothesis that people act upon media messages which advocate healthy lifestyles when they perceive the messages as personally relevant and when they believe that they can translate those messages into personal actions.



CARVER, R. (1995).

Themes and Trends in African Broadcasting, In *Who Rules the Airwaves? Broadcasting in Africa*. London.

An analysis of the increasing pressures for liberalization of broadcasting in Africa, emphasizing the continued ownership and control of broadcasting by governments on the continent.



CARVER, R. (1991).

Truth from Below: The Emergent Press in Africa, London.

A somewhat dated but still useful brief on the background of press development in Africa with very brief descriptions of press developments in nine African countries.



CHAFFEE, S., & MUTZ, D. (1988).

Comparing mediated and interpersonal communication data. In R. Hawkins, J. Weimann & S. Pingree (Eds.), *Advancing communication science: Merging mass and interpersonal processes*. Newbury Park, CA: Sage.

A methodological analysis of problems encountered when comparing measurements of interpersonal and mass communication. An examination of theoretical differences behind the measurements are also included. The authors conclude that comparability requires an analysis of the theory statements and concepts involved.



COMSTOCK, G. (1991).

Television in America, 2nd edition. Newbury Park, CA: Sage.

The author discusses the growth of American television with a focus on technological developments and their effects on American society.

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CULBERTSON, H., & STEMPEL, G. (1986).
How media use and reliance affect knowledge level. *Communication Research*. 13:579-602.
The authors studied three media consumption variables—reliance, media use, and focused media use—and their relationship to knowledge of issues in a state tax referendum. Research was conducted with consumers of newspapers and television news.
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FLORA, J.A., SAPHIR, M.N., SCHOOLER, C., & RIMAL, R. (1997).
Toward a Framework of Intervention Channels: Reach, Involvement, and Impact. *Annals of Epidemiology*.
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FLORA, J.A., & CASSIDY, D. (1990).
Roles of media in community-based health promotion. In N. Bracht (Ed.), *Health Promotion at the Community Level*. (p. 143-157). Newbury Park, CA: Sage.
This article suggests the need to make existing research applicable to community settings by discussing the potential of media in the context of limited resources.
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FLORA, J.A., MAIBACH, E.W., & MACCOBY, N. (1989).
The role of mass media across four levels of analysis. *Annual Review of Public Health*. 10: 181-201.
This chapter discusses the role of media in health promotion at different levels: individual, networks such as family, organizations, and the community as a whole. It is concluded that the media can play an important role at all levels.
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FREIMUTH, V.S., HAMMOND, S.L., EDGAR, T., & MONAHAN, J.L. (1990).
Reaching those at risk: A content-analytic study of AIDS PSAs. *Communication Research*. 17:775-791.
This study examines 127 public service announcements on AIDS for effectiveness, target audiences and the action they sought. The spots targeted general audiences rather than high-risk groups; they contained little information and asked viewers to seek more information rather than stressing a certain behaviour.
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GEIGER, S.F. (1993).
We interrupt this program: Attention for television sequences. *Human Communication Research*, 19 (3):368-387.
The author assesses the variable amounts of attention that are required for a viewer to process two kinds of interruptions common to television. More attention is required to view the interruption segments following 30-second initial sequences.
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GEIGER, S.F., & REEVES, B. (1991).
The effects of visual structure and content emphasis on the evaluation and memory for political candidates. In F. Biocca (Ed.), *Television and Political Advertising Vol. 1: Psychological Processes*. Hillsdale, N.J.: Lawrence Erlbaum Associates.
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GRUNIG, J.E. (1979).
Time budgets, level of involvement and use of the mass media. *Journalism Quarterly*. 56:248-261.
This study on media use and levels of involvement in Baltimore and Washington, D.C. USA, showed higher levels of low involvement which becomes a reason to utilize free time for other activities, as opposed to high involvement with functional use of the media.

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HORNIK, R.C. (1989).
 Channel Effectiveness in Development Communication Programs. In R.E. Rice & C.K. Atkin (Eds.), *Public Communication Campaigns*. (2nd edition) (p. 309-330). Thousand Oaks, CA: Sage.
- ▼
KAPUR, N. (1998).
 Linking communication channels for behavior change. XII World AIDS Conference. Abstract 33452. Geneva, June 28-July 3, p.679.
The author tests a communication continuum through a strategy initiated with awareness, via mass media, followed by introspection/personalisation, via personalized channels, for behavioural change. Results show that linkage of communication channels is critical to effective communication for behavioural change.
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KRUGMAN, H.E. (1972).
 Why three exposures may be enough. *Journal of Advertising Research*. 12(6):11-14.
Presents a three-exposure approach for advertising strategies as a means to reduce large advertising budgets. The approach includes curiosity, recognition, and decision.
- ▼
LAMB, R. (1997).
The Bigger Picture: A Survey of the Audio-visual Landscape 1997-2000 and Recommendations to Unicef. Unicef.
An excellent analysis of how television is becoming the world's most powerful mass medium, not just in the industrialized world but also in developing countries.
- ▼
LIEBERT, R.M., & SPRAFKIN, J. (1988).
The Early Window: Effects of Television on Children and Youth (3rd ed.) New York, NY: Pergamon Press.
An account of theory and research pertinent to television and its effects on children's attitudes and behaviour. The authors take a socio-political and economic approach.
- ▼
LUPTON, D. (1996).
 Moral threats and dangerous desires: AIDS in the news media, In *Social Aspects of AIDS Series*. Taylor and Francis.
An analysis of how AIDS has been portrayed in the mass media internationally. The focus is predominantly on industrialized countries, but not exclusively.
- ▼
MANN, J., TARANTOLA, D., & THOMAS, N. (1995).
 Information and Education, In E. Rauh (ed.) *AIDS: Readings on a Global Crisis*. Allyn and Bacon.
A brief analysis of what works and what does not work in terms of Information, Education and Communication (IEC) campaigns.
- ▼
MCLUHAN, M. (1964).
Understanding media: The extensions of man. New York: Signet.
A classic work in media studies in which the author presents his "medium is the message" and "hot and cold media" concepts to explain how media technologies affect daily life.
- ▼
MESSARIS, P. (1994).
Visual "Literacy". Boulder, CO: Westview Press.
How pictures—both moving and still—create an almost palpable world of objects and events is the question addressed by the author. He analyses the process by which people interpret

and respond to visual media (movies, TV, photographs, drawings, and the arts) and discusses the social and political agendas that may underlie the use of visual manipulation.

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NEWHAGEN, J.E., & REEVES, B. (1992).

The evening's bad news: Effects of compelling negative television news on images in memory. *Journal of Communication*, 42 (2):25-41.

The article examines the relationship between compelling negative images in television news and memory for information presented in the stories. Differences in memory were found before, during, and after the presence of negative compelling images.

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PANOS INSTITUTE (1997).

Report on African Media Convention on HIV/AIDS. March. Panos Institute.

An unpublished report on the findings of a meeting of 50 African journalists who met to discuss how to improve media coverage of HIV/AIDS in Africa.

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PFAU, M.A. (1990).

A channel approach to television influence. *Journal of Broadcasting*. 34:195-214.

A comparison of TV, radio, print, interpersonal and public address communication examines the manner in which each exercises influence over respondents.

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REEVES, B., THORSON, E., & SCHLEUDER, J. (1986).

Attention to Television: Psychological Theories and Chronometric Measures. In J. Bryant & D. Zillman (Eds.) *Perspectives on Media Effects*, (p. 251-279). Hillsdale, NJ: Lawrence Erlbaum Associates.

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ROMER, D., & HORNIK, R.C. (1992).

Using mass media for prevention of HIV prevention among adolescents. In R. DiClemente (Ed.) *Adolescents and AIDS: A Generation in Jeopardy*. Newbury Park, CA: Sage.

The authors discuss the use of social marketing strategies delivered via mass media channels in HIV/AIDS prevention campaigns at the community level, with a focus on youth.

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SALOMON, G. (1983).

Television watching and mental effort: A social psychological view. In J. Bryant & D.R. Anderson (Eds.), *Children's understanding of television: Research on attention and comprehension*. (pp. 181-198). New York, NY: Academic Press.

An examination of the relevance of social psychology and other disciplines to studies about children and television. Drawing upon experimental data Salomon concludes that children's perception about television as an easy, relaxed medium affect children's cognitive development.

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SCHOOLER, C., CHAFFEE, S.H., FLORA, J.A., & ROSER, C. (FORTHCOMING).

Health communication channels: Trade-offs among reach, specificity, and impact. Accepted for publication in *Health Communication Research*.

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SCHOOLER, C., FLORA, J.A., & FARQUHAR, J.W. (1993).

Moving toward synergy: Media supplementation in the Stanford Five-City Project. *Communication Research*. 20:587-610.

This study examines the process of media supplementation in the Stanford Five-City Multifactor Risk Reduction Project, a long-term trial of community-wide cardiovascular disease reduction. Data indicate that accessible awareness media disseminated early in the campaign promoted use of information-rich depth media later on, demonstrating that supplementation occurred.

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SHOEMAKER, P.J., SCHOOLER, C., & DANIELSON, W.A. (1989, FEBRUARY).
Involvement with the Media. Recall versus Recognition of Election Information. *Communication Research*. 78-103.
The study shows how additional measures of “involvement” can help explain variance in individuals’ knowledge of election information. The results encourage further testing to discover whether or not information is retrievable in a way that will be useful in making political decisions.
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SINGER, J.L. (1980).
The power and limitations of television: A cognitive-affective analysis. In P.H. Tannebaum & R. Abeles (Eds.). *The Entertainment Functions of Television*. Hillsdale, NJ: Lawrence Erlbaum Associates.
In this chapter, the autor presents psychological theories on children’s learning through entertainment formats. Focuses on the brain-hemisphere theory separating logically reasoned, linear intellectual processes from more spontaneous, emotionally tinged natural activity.
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SLATER, M.D. (1995).
Choosing audience segmentation strategies for health communication. In E. Maibach & R.L. Parrott (Eds.), *Designing Health Messages: Approaches from Communication Theory and Public Health Practice*. Newbury Park, CA: Sage.
The author examines the notion of audience-centered communication by establishing the need to define an audience as a relatively homogenous group of people and recommends audience segmentation analysis in various conditions. Intelligently grouping or classifying people based on a complex variety of motivational, behavioural, situational, and knowledge variables seems to be a challenging problem in social science which most campaigns may not be able to afford.
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SLATER, M.D., & FLORA, J.A. (1991).
Health lifestyles: Audience segmentation analysis for public health interventions. *Health Education Quarterly*. 18:221-233.
This article concerns the application of market segmentation techniques in order to improve the planning and implementation of public health education programmes. Seven distinctive patterns of health attitudes, social influences, and behaviours are identified using cluster analytic techniques in a sample drawn from four central California cities; those patterns are then subjected to construct and predictive validation. Implications of these lifestyle clusters for public health education and intervention planning, and the larger potential of lifestyle clustering techniques in public health efforts, are discussed.
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SNYDER, L.B. (1991).
The impact of the Surgeon General’s Understanding AIDS pamphlet in Connecticut. *Health Communication*. 3:37-57.
This study evaluates the effectiveness of a pamphlet sent to all US homes in 1988. Mixed results were found in the State of Connecticut. As a panic control measure the campaign was effective; however, there were significant signs of attitudinal or behavioural change.
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SNYDER, L.B. (1990).
Channel effectiveness over time and knowledge and behavior gaps. *Journalism Quarterly*. 67: 875-886.
The author describes a public communication campaign targeted towards women living in 20 villages in Gambia in an effort to encourage the use of oral rehydration solution to overcome diarrhoea. A small handout was the only channel that helped promote knowledge and behaviour.



THIAM, C. T., & SY, D. (1996).

Breaking Monopolies: Legislation and Radio Pluralism in West Africa: Panos Institute.

A survey on the fragmentation and commercialization of radio in West Africa.



WESTOFF, C., BANKOLE, F., & AKINRINOLA, F. (1997).

Mass Media and Reproductive Behavior in Africa, *Demographic and Health Surveys*, Analytical Reports, No.2, Macro International, Calverton, MD.

The results of a series of surveys in seven sub-Saharan African countries—Burkina Faso, Ghana, Kenya, Madagascar, Morocco, Namibia and Zambia—which examined the effect on sexual and reproductive behaviour of those who had been exposed to mass media in different forms. The overall conclusion is that there is a strong association between exposure to mass media and reproductive behaviour in the expected direction.



ZAICHKOWSKY, J.L. (1986).

Conceptualizing involvement. *Journal of Advertising*. 15(2):4-34.

A review of previous studies on involvement. It argues that involvement due to personal characteristics; object characteristics, and/or situational characteristics influence the level of consumers' involvement in various areas of advertising.



ZILLMAN, D. (1991).

Television viewing and physiological arousal. In J. Bryant & D. Zillman (Eds.) *Responding to the Screen: Reception and Reaction Processes* (p. 103-133). Hillsdale, NJ: Lawrence Erlbaum Associates.

The authors discuss theoretical models of the function of arousal in the context of television and discuss the research evidence pertaining to them. Issues of television for excitement, arousal and its consequences are examined.

Interpersonal/small-group communication



BASIL, M. (1994).

Interpersonal communication in news diffusion: A study of “Magic” Johnson’s announcement. *Journalism Quarterly*. 71(2):305-320.

Presents a study of Magic Johnson’s announcement that he had contracted AIDS. The results indicate that news that is personally relevant to an individual is more likely to be discussed with others.



BOSOMPRA, K. (1989).

Dissemination of health information among rural dwellers in Africa: A Ghanaian experience. *Social Science & Medicine*. 29(9):1133-1140.

Examines the effectiveness of the Ghanaian Ministry of Health’s dissemination of health information within the country. Respondents to questionnaires relied on family, friends and radio for information about AIDS, oral rehydration therapy, cholera and immunizations. Data indicate that messages were not being properly and accurately conveyed.



BROCK, G.C. AND BEAZLEY, R.P. (1995).

Using the Health Belief Model to explain parents’ participation on adolescents’ at-home sexuality education activities. *Journal of School Health*. 65 (4):124-128.

The health belief model was used to study parents’ involvement in six at-home sexuality education activities for ninth-grade students. These activities are part of Skills for Health Relationships (SHR): A Programme About Sexuality, AIDS and other STDs. Some 216 parents completed and returned a self-administered questionnaire. Perceived barriers correlated strongly with lack of parental involvement in SHR. Perceived barriers and perceived self-efficacy were the most significant factors differentiating parents involved in SHR at-home activities from those who were uninvolved. According to the results, SHR’s inclusion of at-home activities shows promise for increasing parent-adolescent communication about sexuality.



BROWN, W.J. (1991).

An AIDS prevention campaign: Effects on attitudes, beliefs, and communication behavior. *American Behavioral Scientist*. 34 (6):666-678.

Research findings are reported from a field experiment of a specific AIDS prevention campaign that was intended to modify the attitudes, beliefs and communication behaviour of university students.



CABRAL, R.J., GALAVOTTI, C., GARGIULLO, P.M., ARMSTRONG, K., COHEN, A., GIELEN, A.C., & WATKINSON, L. (1996).

Paraprofessional delivery of a theory based HIV prevention counseling intervention for women. *Public Health Reports*. 111(1):75-82.

This report describes a mid-course process evaluation of an HIV risk-reduction counselling intervention delivered by specially trained peer para-professionals. One of the key questions addressed is whether para-professionals can successfully implement a theory-based counselling intervention. The project is known as Project Cares.



CHIPFAKACHA, V.G. (1998).

Inappropriate language as a barrier to health education: Its possible impact on STD/HIV/AIDS information, education and communication (IEC). XII World AIDS Conference. Abstract 43569. Geneva, June 28-July 3, p. 958.

This study conducted on how the language of several African cultures refers to sexually transmitted diseases finds that these languages tend to see STDs as women's diseases and occurring in promiscuous people only. It is concluded that inappropriate language deters African women from seeking medical help when most needed, especially in cases of STDs.



CLINE, R.W., JOHNSON, S.J., AND FREEMAN, K.E. (1992).

Talk among sexual partners about AIDS: Interpersonal communication for risk reduction or risk enhancement? *Health Communication*. 4(1):39-56.

Results of this study question the validity of the assumption that talking about AIDS with partners facilitates AIDS prevention. It is recommended that strategies for reducing embarrassment in the process of negotiating condom use need to be investigated.



COLEMAN, C. (1993).

Influence of mass media and interpersonal communication on societal and personal risk judgments. *Communication Research*. 20(4):611-628.

The influences of mass media, interpersonal channels and self-efficacy on risk judgment are described using data from a sample of New York state residents. Personal-level risk was found to be influenced, to some degree, by mass media channels.



GERBERT, B. (1990).

Are patients talking to their physicians about AIDS? *American Journal of Public Health*. 80(4):467-469.

The author describes a telephone survey conducted to determine if physicians are talking to their patients about AIDS. The survey found that AIDS-related conversations are not commonplace, and the patients usually initiate the conversation.



GRINSTEAD, O.A.. (1997).

HIV Counseling for behavior change. *AIDS Education and Prevention*. 9(2):125-132.

The purpose of this paper was to provide a framework for discussion in the working group of HIV Counselling for Behaviour Change at the third USAID HIV/AIDS Prevention Conference. Definitions of HIV counselling and types of counselling are discussed. The paper includes points of consensus and controversy regarding implementation and evaluation of HIV counselling, and a discussion of methodological issues in evaluating counselling outcomes. Key issues for further research are also included.



HAVANON, N. (1996),

"Talking to men and women about their sexual relationships", In S. Zeidenstein, & K. Moore (Eds.) *Learning About Sexuality* (p.110-118). New York, NY: Population Council.

The author describes the human dimensions in conducting a sexual behaviour study. Specifically refers to a study of married and single men and women employed in blue- and white-collar jobs in semi-urban communities near Bangkok, Thailand. Brings up issues related to researcher skills, data-gathering approaches, and cooperation of public health authorities as factors in effectively carrying out a sexual behaviour study within a cultural context where sexuality is not publicly discussed.



HOFSTETTER, C.R., HOVELL, M.F., MYERS, C.A., BLUMBERG, E., SIPAN, C., YUASA, T., AND S. KREITNER, (1995).

Patterns of communication about AIDS among Hispanic and Anglo adolescents. *American Journal of Preventive Medicine*. 11(4):231-237.

This study examines exposure to AIDS information from mass media and interpersonal communication among a sample of Hispanic and Anglo lower middle-class adolescents. Both Hispanic and Anglo youths reported substantial exposure to information about AIDS from

both mass media and interpersonal communication. The study concludes that it is important for preventive medicine practitioners to exploit differences in communication patterns when planning preventive intervention strategies that target specific adolescent populations.



HOLTZMAN, D. (1995).

Parent and peer communication effects on AIDS-related behavior among US high school students. *Family Planning Perspectives*. 27(6):235-240.

High school students who discussed HIV with their parents are less likely than those who did not to have had multiple sex partners, to have had unprotected sex and to have injected drugs. Young men were influenced more by discussions with peers, while young girls were influenced more by HIV discussions with parents.



LEAR, D. (1995).

Sexual communication in the age of AIDS: The construction of risk and trust among young adults. *Social Science & Medicine*. 41(9):1311-1323.

The study explores sexual communication among young adults, the influence gender and sexual orientation in negotiation for safer sex, the strategies employed for risk-reduction, and the barriers to safer sex. Negotiating for safer sex contains elements of impression management, and requires assertiveness and constant effort, even among those who have made the most progress in incorporating it.



MAKINWA, B., & ODINDO, R. (1996).

Misinformation among AIDS educators: A survey of key persons in Rwanda, Senegal, Rwanda and Tanzania. XI Int. Conf. AIDS. Vancouver. July 7-12.

Empirical data support the assumption that AIDS educators tend to convey mixed and erroneous information about the disease due to social and cultural beliefs. It is recommended that trainers and designers of training courses be aware of these beliefs so that they can improve training and transmission of factual information about HIV/AIDS.



MAKINWA, B., NKUSI, A., DIOUME, R., & ODINDO, R. (1996).

The use of mass media for public education on AIDS through training of journalists as AIDS educators in Rwanda, Senegal and Zimbabwe. XI Int. Conf. AIDS. Vancouver. July 7-12.

Systematic training of journalists to become AIDS educators can be useful not only because of improvements in the quality of information about HIV/AIDS, but also because the media can play a more important role in the prevention of the disease.



MAYS, V.M., & COCHRAN, S.D. (1987).

Acquired immunodeficiency syndrome and Black Americans: Special psychosocial issues. *Public Health Reports*. 102:224-231.

This paper examines three areas of concern when focusing on AIDS in the black population: differences from whites in patterns of transmission of the infection, cultural factors that may affect health education efforts, and ethnically relevant issues in the provision of medical care to black persons with AIDS. Recognition of these differences is important in developing appropriate AIDS-related services for the black population.



MERRIT, E. (1992).

What AIDS patients won't tell their doctors. *The Journal of the American Medical Association*. 267(1):171.

Three AIDS patients suggest ways of improving the relationship between doctors and AIDS patients. Many AIDS patients become frustrated because they feel doctors do not tell them everything they need to know.



NISHINO, Y. AND SCHUNCK, M. (1997).

Single Thai women's interpersonal communication and mass media reception on AIDS. *AIDS Education and Prevention*. 9(2):181-200.

This research examines young unmarried women's ways of talking about AIDS, AIDS prevention, and their reaction to mass media AIDS messages in Thailand. In a survey, respondents were asked about the subjects and extent of their discussion about AIDS, the choice of discussion partners, considerations of social appropriateness in talking about the disease, as well as their risk perception. Important findings were that women tend to talk about AIDS primarily with friends and siblings, their reception level of mass media messages is related to the number of topics discussed and frequency of talks, and socioeconomic status and age are related to the variety and frequency of talking about AIDS. Implications for AIDS education are discussed.



PITTAM, J. (1996).

The mediating role of narrative in intergroup processes: Talking about AIDS. *Journal of Language and Social Psychology*. 15(3):312-334.

The author analyses conversations among Australian heterosexual adults about HIV/AIDS and safe sex to show how the use of narrative mediates inter-group processes in spoken discourse.



PLISKIN, K.L. (1997).

Verbal intercourse and sexual communication: Impediments to STD prevention. *Medical Anthropology Quarterly*. 11(1):89-109.

This article explores the problems of risky sexual behaviour by examining the ways people verbally negotiate sexual interaction regarding sexually transmitted diseases. By examining difficulties people have with sexual health discourse and showing how these difficulties are related to both the problem of communicating politeness and the problem of representing the self and the sexual other, this article demonstrates that STD prevention programs overlook a very important emotional and communicative issue: the lack of a culturally-sanctioned language in which to discuss sexual health with partners.



REEL, B.W. (1994).

A test of the effectiveness of strategies for talking about AIDS and condom use. *Journal of Applied Communication Research*. 22(2):127-140.

This study investigates the strategies people report having used to discuss AIDS or condoms and the likely effectiveness of these messages. Some of the reasons people do not use condoms are also identified.



ROGERS, E.M. (1995).

Communication and community in a city under siege: The AIDS epidemic in San Francisco. *Communication Research*. 22(6):664-678.

The author analyses how the city of San Francisco was disrupted by the AIDS epidemic and how HIV/AIDS prevention campaigns tried to slow the epidemic. The epidemic and the communication response to it altered socially constructed notions about the community through changes in personal behaviour, interpersonal behaviour, and organizational activities in San Francisco.



ROTHENBERG, R., AND NARRAMORE, J. (1996).

The relevance of social network concepts to sexually transmitted disease control. *Sexually Transmitted Diseases*. 23(1):24-29.

For decades, many of the concepts of social network analysis have been tacit assumptions about sexually transmitted diseases control efforts. With the advent of AIDS in the 1980s, an overt rapprochement between these two fields—previously separated by culture, context and language—

was made. According to the authors, social network constructs have immediate appeal to disease control workers, who view many diseases as following the conduits of social interactions. STDs and HIV, in turn, provide network analysis and those who model disease transmission with substantial sets of empirical data that test and illuminate theory. Disease control efforts can be enhanced by incorporating network concepts overtly into current practices.



SHEER, V.C., AND CLINE, R.J. (1995).

Individual differences in sensation seeking and sexual behavior: Implications for communication intervention for HIV/AIDS prevention among college students. *Health Communication*. 7 (3): 205-223.

Results of a survey of 315 college students show health although sensation-seeking behaviour is related to unsafe sexual behaviour, it is also somewhat related to condom use. Implications for HIV communication programmes are discussed.



SNYDER, L.B., AND ROUSE, R.A. (1995).

The media can have more than an impersonal impact: The case of AIDS risk perceptions and behaviors. *Health Communication*. 7(2):125-145.

The authors test Tyler and Cook's impersonal (and differential) impact model of the effects of exposure to communication channels on perceptions of personal and social risk. Implications for media-effects studies, risk analysis, and communication campaigns are discussed.



SHOOP, D.M. (1994).

AIDS and Adolescents: The relation of parent and partner communication to adolescent condom use. *Journal of Adolescence*. 17(2):137-148.

This study of 80 male and female heterosexual adolescents focuses on their sexual behaviour and condom use, AIDS knowledge, communication with sexual partners about AIDS, and communication with parents about sex and AIDS.



SKINNER, C.S., STRETCHER, V.J., & HOPSERS, H. (1996).

Physicians' recommendations for mammography: Do tailored messages make a difference? *American Journal of Public Health*. 84:43-49.

This study seeks to determine whether tailored, printed recommendations addressing women's specific screening, risk status, and perceptions about breast cancer and mammography are more effective than standardized printed recommendations. Results indicate that tailored messages are a more effective medium for physicians' mammography recommendations; tailoring may be especially important for women of low socioeconomic status.



WEEKS, K., LEVY, S.R., GORDON, A.K., HANDLER, A., PERHATS, C., AND FLAY, B.R. (1997).

Does parental involvement make a difference? The impact of parent interactive activities on students in a school-based AIDS prevention program. *AIDS Education and Prevention*. 9, Suppl. A:90-106.

The authors test the effectiveness of involving parents in school-based AIDS education with respect to altering AIDS-related knowledge, attitudes, behavioural intentions, communication patterns, and behaviour of students. Results indicate that both treatment conditions (i.e. parent-interactive and non-interactive) have a strong positive impact on enhancing students' knowledge, attitudes, communication patterns, and behavioural intentions. The researchers conclude that in the treatment groups, the programme effects appear to be the result of school-based curricula and of student self-determined intentions and behaviours, rather than the presence or absence of planned parental involvement.



WEINSTEIN, N.D. (1987).

Introduction: Studying self-protective behavior. In N.D. Weinstein (Ed.), *Taking Care: Understanding and Encouraging Self-Protective Behavior*. (p.1-13). New York: Cambridge University Press.

The author introduces several contributions to studies about reasons why people do or do not take precautions. Theoretical aspects of cognitive processes as well as experiences from the field are reported, including studies on industrial safety and community crime prevention.



WHALEN, C.K. (1996).

Parent-Adolescents dialogues about AIDS. *Journal of Family Psychology*. 10(3):343-357.

The authors observe parents and young adolescents in grades six through eight during structured communication tasks focused on AIDS. Communication styles are compared across gender pairings, and their relationships to AIDS-related knowledge, worry, and stigmatizing attitudes are examined.



YOUSSEF, V. (1992).

Normative expectations for medical talk. *Language and Communication*. 12(2):123-131.

Inappropriate communicative strategies and their effects are assessed in counselor-patient interaction in pre- and post-test AIDS counselling in Trinidad & Tobago. The maintenance of an appropriate communicative framework at different linguistic levels is important to the conduct of counselling sessions.

Media advocacy

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ANONYMOUS. (1996).
 AIDS Action leads charge to save Medicaid safety net. [Newsletter Article]. *AIDS Act Update* 9(1):5.
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BAKER, J. A., LEPLEY, C. J., KRISHNAN, S., & VICTORY, K. S. (1992).
 Celebrities as health educators: media advocacy guidelines. *Journal of School Health*. 62(9):433-435.
Celebrities represent a potentially salient source of health information for the general public with the power to stimulate and frame public discussions about health problems. The mass media-advocacy approach offers a systematic means to maximize the effectiveness of celebrity spokespersons, such as Magic Johnson, and stimulate health policy.
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KROGER, F., SHEPHERD, M., GENTRY, E., & SISK, M. (1994).
 Prevention marketing in the United States: multiple media strategies and early effects. X Int. Conf. AIDS. 10(2):360, Tokyo. Aug. 7-12.
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QURAISHI, S. Y. (1994).
 Social marketing of 'AIDS education for youth'--the Indian experiment. X Int. Conf. AIDS. 10(2):45. Tokyo. Aug. 7-12.
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WALLACK, L. (1996).
 Media Advocacy: A strategy for advancing policy and promoting health. *Health Education Quarterly*. 23(3), 293-317.
This article uses two case studies to illustrate key aspects of media advocacy. The first is a five-year, statewide violence prevention initiative for young people in California. The second focuses on the activities of a mothers' group working to improve public housing. The "new public health", with its focus on participation, policy development, and political processes, could benefit from incorporating media advocacy.
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WALLACK, L., DORFMAN, L., JERNIGAN, D., & THEMBA, M. (1993).
Media Advocacy and Public Health: Power for Prevention. Newbury Park, CA: Sage.
This is the first book published on media advocacy as a strategy for health promotion and education. It reviews theoretical aspects of the strategy as well as various projects in which media advocacy has played an important role.

Entertainment—education



ALEXANDER, W. (1990).

Clearing space: AIDS theatre in Atlanta. *The Drama Review*. 34(3):109-128.

The author reviews an innovative way of dealing with the effects of AIDS on the gay community in Atlanta. Rebecca Hanson's play "Higher Ground" is also discussed.



ARMSTRONG, S. (1997).

Soul city. *World Health*. 50(6):24-25.

The success of UNICEF-sponsored soap opera Soul City in South Africa is reviewed. This soap opera has dealt with several public health issues such as HIV/AIDS, TB, smoking, childbearing, and breastfeeding.



BANDURA, A. (1986).

Social foundations of thought and action: A social cognitive theory. Englewood Cliffs, NJ: Prentice Hall.

The author presents a comprehensive theory of human motivation and action from a social-cognitive perspective. The prominent roles played by cognitive, vicarious, self-regulatory, and self-reflective processes in psychosocial functioning are addressed. Reciprocal causation through the interplay of cognitive, behavioural, and environmental factors is emphasized; and the basic principles of this theory are systematically applied to personal and social change.



BANDURA, A. (1992).

A social cognitive approach to the exercise of control over AIDS infection. In R. DiClemente (Ed.), *Adolescents and AIDS: A generation in Jeopardy*. (P.89-116). Newbury Park, CA: Sage.

In this chapter the author discusses the role of social cognitive learning in HIV prevention programmes, with a focus on self-efficacy, and argues that a multifaceted approach to the prevention and management of AIDS plays an important role.



BANDURA, A. (1994).

A social cognitive theory of HIV infection. In R. DiClemente & J. Peterson (Eds.), *Preventing AIDS: Theories and Methods of Behavioral Interventions*. (P.25-60). New York, NY: Plenum Press.

A revised and updated chapter which appeared in "Adolescents and AIDS: A Generation in Jeopardy", R. DiClemente. (1992). The author examines the role of social cognitive learning in HIV prevention programmes, with a focus on self-efficacy, and argues that a multifaceted approach to the prevention and management of AIDS plays an important role.



BASOMPRA, K. (1992).

The potential of drama and songs as channels for AIDS education in Africa: A report on focus group findings from Ghana. *International Quarterly of Community Health Education*. 12(4): 317-342.

This study evaluates the impact of drama and songs on AIDS-related knowledge, attitudes and behaviour. Results show that the strategies are successful in generating discussion about AIDS between spouses, and that potential behaviour changes seem to follow the direction advocated in the play.

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BROWN, W. (1990).
 Ethical dilemmas of prosocial television. *Communication Quarterly*. 38(3):268-280.
Given the increasing use of entertainment television for educational and pro-social development purposes, ethical dilemmas of pro-social television are examined.
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CLAYTON-DAVIS, J. (1998).
 Multi-level community participation: Script development and approval process for a teen-oriented radio soap opera. XII World AIDS Conference. Abstract 60802. Geneva, June 28-July 3, p.1148.
Examines an HIV-prevention, teen oriented soap opera targeting adolescent African-Americans developed by the Nashville Prevention Marketing Initiative and sponsored by the Centers for Disease Control. Community approval of the script was sought by producers, and the process has increased community participation in the project.
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DALRYMPLE, L., & DU TOIT, M.K. (1993).
 The evaluation of a drama approach to AIDS education. *Educational Psychology*. 13(2):147-154.
The authors evaluate a drama intervention aimed at disseminating knowledge and changing attitudes about AIDS among Zulu-speaking high school students. Results indicate that there were no significant changes in existing attitudes except concerning promiscuity. However, significant improvements were reported in knowledge of AIDS-related information.
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DEANE, J. (1997).
 The influence of AIDS Today radio. *World Health*. 50(6):22-23.
Presents AIDS Today, a 15-minute radio programme produced by the Panos Institute and broadcast worldwide. The implications of such programmes for spreading knowledge of AIDS are discussed.
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ELKAMEL, F. (1995).
 The use of television series in health education. *Health Education Research*. 10(2):225-232.
A review of the impact of TV drama series on health beliefs, attitudes and behaviours in Egypt, especially among illiterate groups. "Family House", an entertaining TV series that disseminates health messages, is presented as a case study.
- ▼
KINCAID, L., YUNG, S.H., PIOTROW, P.T & YASER, Y. (1993).
 Turkey's mass media family planning campaign. In Backer, T., & Rogers, E. (Eds.), *Organizational Aspects of Health Communication Campaigns: What Works?* Newbur Park, CA: Sage.
An evaluation of Turkey's Family Planning Campaign. The article focuses on the organizational aspects of the campaign and the capacity to achieve a high level of commercial quality in the production the campaign's media messages.
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KOUZMINA, M., ALLAKHVERDOV, A., NEOZELSKI, N.N., & SAVELIEVA, I.V. (1998).
 AIDS: Learning to live—a radio project in Russia. XII World AIDS Conference. Abstract 33486. Geneva, June 28-July 3, p.685.
The authors examine a joint project by the Russian NAMES Fund and BBC-Moscow Service in which songs by popular Russian performers and AIDS awareness messages by medical workers are used to educate the public about AIDS. Music and HIV messages are further supported by telephone and mail information.
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LOZANO, E. (1992).
 The force of myth on popular narratives: The case of melodramatic serials. *Communication Theory*. 2(3):207-220.

The author discusses the continuous overlapping between entertainment and education which points towards a process of social culturalization. The role of myth in this process is examined.

▼
MAIBACH, E., & HOLTGRAVE, D.R. (1995).

Advances in public health communication. *Annual Review of Public Health*. 16:219-238.

This paper analyses recent, innovative communication strategies to deal with public health issues. Some of the strategies reviewed are media advocacy, risk communication, and entertainment-education. The need to diffuse state-of-the-art communication strategies is emphasized.

▼
MARION, F. (1996).

Theatre in the service of health education: Case studies from Uganda. *New Theatre Quarterly*. 12(46):108-115.

Two plays used to support AIDS education and prevention programmes in Uganda are analysed. The author expands his analysis to the increasing use of theatre as a useful communication strategy for social development programmes and behaviour change.

▼
MBONDE, J. TUSEKELEGE, J.S., & KATENDE, S.S. (1998).

Using participatory drama to communicate STD/HIV/AIDS related messages in workplace settings—The Tanzanian experience. XII World AIDS Conference. Abstract 13456. Geneva, June 28-July 3, p.177.

This paper reports on an AIDS intervention programme aimed at disseminating knowledge of the disease through participatory drama. Participating organizations have formed their own drama groups and developed AIDS-related plays. Discussions following the plays have proven to be very successful. Some of the lessons learned indicate that drama can be an effective communication strategy that is both localized and accessible.

▼
MCANANY, E. (1993).

The telenovela and social change. In Fadul, A.M. (Ed.) *Serial Fiction in TV: The Latin American Telenovelas*. (p.135-148). University of São Paulo: São Paulo.

Emphasizes the need to study one of the most popular television genres worldwide within a more comprehensive social, cultural, and political context.

▼
NARIMAN, H.N. (1993).

Soap Operas for Social Change: Toward a Methodology for Entertainment-education Television.

Based on the work of Miguel Sabido, a Mexican television producer, the author presents the development of a methodology for the use of soap operas for social change, leading to the formation of the entertainment-education strategy.

▼
PIOTROW, P.T. (1994).

Entertainment-education: An idea whose time has come. *Population Today*. 22(3):4-5.

The author examines the use of soap operas, variety shows, dramas, serials, and other entertainment media formats as part of media campaigns for family planning, children's safety, and public health issues. It argues that entertainment-education projects are pervasive, personal, passionate, popular, profitable, and practical.

▼
ROGERS, E., & ANTOLA, L. (1985).

Telenovelas: A Latin American success story. *Journal of Communication*. 35(4):24-35.

This article documents the growing success of Latin American soap operas ("telenovelas"). Data on production, import-export, and audience ratings of "telenovelas" are presented. Implications of this new flow of television programming are discussed.

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RYERSON, W. (1994).
 Population Communications International: Its role in family planning soap operas. *Population & Environment*. 15(4):255-264.
The author discusses the use of soap operas to address issues such as status of women, open family communications, and family planning by Population Communications International. It argues that the use of soap operas is a very effective communication strategy for family planning programmes.
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RUBIN, R.B., & MCHUGH, M.P. (1987).
 Development of parasocial interaction relationships. *Journal of Broadcasting and Electronic Media*. (1993):279-292.
Based on principles of uncertainty reduction theory, the authors conducted research on parasocial interaction relationships with TV personalities. Results indicate that parasocial interaction relationships follow a process from social and task attraction to parasocial interaction to a sense of relationship importance.
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SENANNAYAKE, P. (1992).
 Positive approaches to education for sexual health with examples from Africa and Asia. *Journal of Adolescent Health*. 13(5):351-354.
The author outlines Family Life Education (FLE) programmes for young people in Africa and Asia. Some of the programmes have successfully utilized drama, songs, plays, and other entertainment formats along with youth centres, and income generation projects.
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SINGHAL, A., & ROGERS, E. (1989).
 Pro-social television for development in India. In Rice, R.E., & Atkin, C. (Eds.) *Public Communication Campaigns*, 2nd. Ed. (P.331-350). Newbury Park, CA: Sage.
The authors document "Hum Log", a development soap opera dealing with issues of women's status in India. Evaluation on the effects of the broadcasts show that soap operas can be effective tools in conveying social development messages.
- ▼
SINGHAL, A., & BROWN, W. (1993).
 Harnessing the potential of entertainment-education "telenovelas". *Gazette*. 51(1):1-18.
The authors review the role of the entertainment-education strategy based on "telenovelas". The authors focus on how "telenovelas" have been used to address issues of national development in Mexico and other developing nations.
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SINGHAL, A., ROGERS, E., & OBREGON, R. (1998).
 Reconstructing the story of "Simplemente Maria", the most popular telenovela of Latin America of all time. *Gazette*. 54(19):1-15.
The authors trace the origins of the entertainment-education strategy back to the success of "Simplemente Maria", a Peruvian soap opera broadcast in the late 1960s. The success of this soap opera inspired Mexican television producer Miguel Sabido to develop a theory and methodology framework for social use of soap operas.
- ▼
SINGHAL, A., & WANG, M. (1992).
 Ke Wang: A Chinese soap opera with a message. *Gazette*. 49(3):177-192.
An evaluation of the first domestically produced Chinese soap opera. The social and media impacts of the soap opera are examined.
- ▼
SLABY, R.G. (1994).
 Closing the education gap on TV's entertainment violence. *Education Digest*. 59(8):4-7.

Discusses the increasing representation of violence on television. The author argues that “entertainment” violence tends to depict violence as legitimate and justifiable.



SVENKERUD, P.J., & SINGHAL, A. (1995).

Incorporating ambiguity and archetypes in entertainment-education programming: Lessons learned from Oshin. *Gazette*. 55(3):147-168.

Research conducted on the success of a popular Japanese TV soap opera suggests that using strategically ambiguous messages and cultural archetypes can increase the effectiveness of entertainment-education programmes.



THI, K.N. (1998).

Attitude change through soap opera for AIDS prevention in Vietnam—Produced by CARE International in Vietnam: Funded by the Commission of European Communities’ AIDS Task Force. XII World AIDS Conference. Abstract 34211. Geneva, June 28-July 3, p.727.

Thi describes CARE’s “Window blows through dark and light”, a soap opera aimed at educating viewers about HIV/AIDS through an entertaining drama series, and its success in Vietnam. Results show that the use of soap operas is an effective communication strategy for conveying educational messages in an entertaining way.



YODER, P.S., HORNIK, R., & CHIRWA, B.C. (1996).

Evaluating the program effects of a radio drama about AIDS in Zambia. *Studies in Family Planning*. 27(4):188-203.

The authors apply an analytical approach to evaluate the programme effects of a radio drama in Zambia designed to disseminate AIDS information. They consider evidence that broadcasting this drama for nine months had an impact on knowledge and behaviour related to AIDS among Bemba speakers in northern Zambia. The authors conclude that while the population as a whole improved its knowledge substantially, and some people reported having reduced risky behaviour, attributing these changes to the programme itself is not possible.

Community studies



BRANNON, B.R., DENT, C.W., FLAY, B.R., SMITH, G., SUSSMAN, S., PENTZ, M.A., JOHNSON, C.A., & HANSEN, W.B. (1989).

The television, school, and family project: The impact of curriculum delivery format on program acceptance. *Preventive Medicine*, 18:492-502.

This report presents results from a program acceptance study of a seventh-grade smoking/drug-use prevention and cessation field trial. Findings suggest the usefulness of student homework assignment to view television segments with parents at home as a strategy to achieve family involvement in school-based programme. Both television and classroom delivery separately demonstrated significant positive effects on overall programme acceptance with moderate interactive effects on perceived programme efficacy.



BUNYASI, A.J. (1998).

Economic and cultural factors leading to risky behaviors among the Giso community. XII World AIDS Conference. Abstract 14206. Geneva, June 28-July 3, p. 223.

This study, designed to determine reasons that lead young women to risky behaviours which expose them to HIV infection in Uganda, finds that economic and cultural factors mostly related to poverty and the need for income played an important role. The author calls for programmes designed to generate income activities among young women so that they can become self-reliant.



CHAVIS, D.M., & NEWBROUGH, J.R. (1986).

The meaning of "community" in Community Psychology. *Journal of Community Psychology*. 14:335-340.

An introduction to a special issue on the meaning and psychological sense of community. Presents examples of current socio-psychological understanding of community.



FARQUHAR, J.W., FLORA, J.A., & GOODE, L. (1986).

Comprehensive integrated health promotion programs. Unpublished manuscript.



FARQUHAR, J.W., MACCOBY, M., WOOD, P.D., ALEXANDER, J.K., BREITOSE, H., BROWN, B.W., HASKELL, W.L., MCALISTER, A.L., MEYER, A.J., NASH, J.D., & STERN, M.P. (1977).

Community education for cardiovascular health. *Lancet*. 1192-1195.

To determine whether community health education can reduce the risk of cardiovascular disease, a field experiment was conducted in three northern California towns. In two of these communities there were extensive mass-media campaigns over a 2-year period, and in one of these, face-to-face counselling was also provided for a small subset of high-risk people. The third community served as a control.



FLAY, B.R., GRUDER, C.L., WARNECKE, R.B., JASON, L.A., & PETERSON, P. (1989).

One year follow-up of the Chicago televised smoking cessation program. *American Journal of Public Health*. 79:1377-1380.

This study compares the relative effectiveness of four different conditions of self-help and social support provided to people attempting to quit smoking in conjunction with a televised cessation programme. The programme encouraged and helped over 50,000 Chicago smokers to attempt quitting with the American Lung Association manual, 100 times as many as would have done

so without the televised programme. At least 15 other similar programmes implemented since 1984 multiply this effect.

▼
FLAY, B.R. (1987).

Mass media and smoking cessation: A critical review. *American Journal of Public Health*. 77: 153-160.

The author reviews evaluations of forty mass media campaigns designed to influence cigarette smoking. Information/motivation campaigns generally produced changes in awareness, knowledge, and attitudes. Extensive national campaigns also produced meaningful behavioural change. Programmes designed to promote some specific smoking-related action produced mixed results, depending in large part on the type of promotion involved.

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FLORA, J.A., FORTMANN, S.P., TAYLOR, C.B., & MACCOBY, N. (1985).

Mediated smoking cessation programs in the Stanford Five-City Project. *Addictive Behaviors*. 10:441-443.

Two mediated smoking cessation programmes were subjected to a field evaluation. The Quit Kit is a printed self-help package, and "Calling It Quits" consists of five segments which were aired on the local television news. A sample of 239 persons requested the Quit Kit and their progress was followed. At the two-month and 12-month follow-ups, respectively, 13.6% and 17.9% of those surveyed reported abstinence. Results indicate the potential of mediated interventions.

▼
FLORA, J.A., MACCOBY, N., & FARQUHAR, J.W. (1989)

Cardiovascular disease prevention: The Stanford Community Studies. In R.E. Rice, & C. Atkins (Eds.), *Public Communication Campaigns* (2nd edition). Beverly Hills, CA: Sage.

A detailed review of the cardiovascular disease prevention programme conducted in the 1980s. Implications for future design, implementation, and evaluation of health media campaigns are discussed.

▼
GENTRY, D. SCOTT, K., GREEN, M., LOPEZ, C., GANTS-MCKAY, E., MYHRE, S., & ANGELES, F. (1998).

Evaluation of efforts to build HIV prevention capacity in minority communities in the United States. XII World AIDS Conference. Abstract 43221. Geneva, June 28-July 3, p.890.

Quantitative and qualitative research methods were used to evaluate the U.S. National and Regional Minority Organizations (NRMOs) Program, aimed at building HIV prevention capacity among minority communities. Results show that NRMOs have significant access to minority communities dealing with HIV. However, each NRMO uses a different approach to relate to its constituencies. These approaches are typically culturally-based strategies to facilitate access to each community.

▼
GRUDER, C.L., WARNECKE, R.B., JASON, L.A., FLAY, B.R., & PETERSON, P. (1990).

A televised, self-help, cigarette smoking cessation intervention. *Addictive Behaviors*. 15:505-516.

A televised, self-help cigarette smoking cessation intervention was conducted and evaluated. Two samples of smokers who requested self-help manuals were interviewed by telephone immediately following the conclusion of the programme and again three months later concerning their demographic characteristics, participation in the programme, and smoking and quitting experiences. A greater percentage of the meeting sample (27%) than the other sample (21%) initially reported abstinence, but this difference did not persist for three months. Intervention outcomes are compared with several standards.

▼
IYENGAR, S. (1991).

Is Anyone Responsible? How Television Frames Political Issues. Chicago: University of Chicago Press.

Based of experimental data, this article shows how the notion of framing in television can affect people's perceptions of political issues.

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IYENGAR, S. (1987).

Television news and citizens' explanations of national affairs. *American Political Science Review*. 81:815-831.

Presents evidence that individuals' explanations of political issues are significantly influenced by the manner in which television news presentation frames these issues. These results are politically consequential for public assessment of presidential performances.

▼
KAR, S. (1989).

Health Promotion Indicators and Actions. Beverly Hills, CA: Springer.

This volume provides an analysis of the contributions of health indicators to health promotion actions. Contributors discuss methodological and conceptual issues of health indicators at the individual and societal level, as well as their role in health promotion.

▼
KING, A.C., FLORA, J.A., FORTMANN, S.P., & TAYLOR, C.B. (1987).

Smokers' challenge: Immediate and long term findings of a community smoking cessation contest. *American Journal of Public Health*. 77:1340-1341.

This study examines the effectiveness of a community-based smoking contest in helping 500 smokers maintain abstinence for both three months and one year post-contest. The contest is found to be more cost-effective than classes on how to quit smoking.

▼
KLATCHER, M.L. (1987).

Prevention of tap water scald burns: Evaluation of a multi-media injury control program. *American Journal of Public Health*. 77:1195-1197.

The author presents an evaluation of a mass media injury-prevention programme reaching two million people to determine its impact on risk awareness of hot tap water scald burns and injury-prevention behaviour.

▼
MACCOBY, N., FARQUHAR, J.W., WOOD, P., & ALEXANDER, J. (1977).

Reducing the risk of cardiovascular disease: Effects of a community-based campaign on knowledge and behavior. *Journal of Community Health*. 3:100-114.

This paper reports on a campaign designed to increase participants' knowledge of the risk factors for cardiovascular disease; to change such risk-producing behaviour as cigarette smoking; and to decrease the participants' dietary intake of calories, salt, sugar, saturated fat, and cholesterol. Results of a sample survey indicate that substantial gains in knowledge, behavioural modification, and the estimated risk of cardiovascular disease can be produced by this type of intervention.

▼
MCALISTER, A., PUSKA, P., SALONEN, J.T., TUOMILEHTO, J., & KOSKELA, K (1982).

Theory and action for health promotion: Illustrations from the North Karelia Project. *American Journal of Public Health*. 72(1):43-50.

The North Karelia Project in Finland illustrates the fundamental goals of health promotion. Specific activities of the project serve as examples of how concepts from the social and behavioural sciences can be applied to achieve estimated reductions in predicted risk of disease. The results in North Karelia are not conclusive, but they are encouraging, and the investigation conducted there is an essential reference for future research in health promotion and disease prevention.

▼
MCCOMBS, M.E., & SHAW, D.L. (1972).

The agenda setting function of the mass media. *Public Opinion Quarterly*. 36:176-187.

A pioneer work on establishing the concept of agenda-setting as an important aspect of communication research. It argues that the media set the agenda for the issues the public thinks about.

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MCLEOD, J.M., DAILY, K., GUO, A, EVELAND, W.P. JR., BAYER, J., YANG, S., ET AL. (1996).
Community integration, local media use, and democratic process. *Communication Research*. 23, 2.
The results of this study show a strong relationships between local media use and the dimensions of community integration, as well as links between local media use, community integration, and local political interest, knowledge and participation.
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MCLEOD, J.M., & McDONALD, D.G. (1985).
Beyond Simple Exposure. Media Orientations and their Impact on Political Processes. *Communication Research*. 12 (1):3-33.
The authors take a broad approach to problems associated with confusion in the literature on media orientations and political processes. They state that there is a complex relationship between media use and cognition, attitude and behaviour.
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MONGE, P. (1987).
The network level of analysis. In C. Berger & S. Chaffee (Eds.), *Handbook of Communication Science* (p. 239-270). Beverly Hills, CA: Sage.
This is an overview of essential concepts and theories of network analysis which describes research at three network levels: personal, organizational and interorganizational or societal. Future directions for research are proposed.
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NEWBROUGH, J.R., & CHAVIS, D.M. (1986).
Psychological Sense of Community: Theory and concepts. *Journal of Community Psychology*. 14, 1.
An introduction to an issue dedicated to the psychological meaning of community, with a focus on theoretical aspects.
- ▼
NYOMYO, J., & SCHAPINK, H. (1998).
Mobilization of communities for social change through risk behavior mapping.
The authors shift the focus of social change programmes from awareness to community mobilization. A pilot study in the Magu District Council in Tanzania, based on mapping of community and places where there is higher risk for contracting HIV, increased programme coverage to 80% of 1000 communities. Results show that women are more willing to initiate behaviour change programmes than men. Mapping of risk places and communities proved to be an effective, low-cost strategy which is also sensitive to gender responses.
- ▼
PIERCE, J.P., DWYER, T., FAPE, G., CHAPMAN, S., CHAMBERLAIN, A., & BURKE, N. (1986).
Evaluation of the Sydney "Quit for Life" anti-smoking campaign: Part 1. Achievement of intermediate goals. *Medical Journal of Australia*. 44:341-344.
A report on the "Quit For Life" campaign, a media-based programme aimed at reducing the prevalence of smoking in Sydney. A cohort study of 949 people from the baseline study showed that, during the 12-month period of follow-up, 66% of Sydney smokers tried to stop or to reduce their smoking. In the control city, Melbourne, 60% of smokers reported making such attempts. Of the original smokers, only 23% in Sydney and 9% in Melbourne quit during the follow-up period—a statistically significant difference.
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PIRIE, P.L., STONE, E.J., ASSAF, A.R., & FLORA, J.A. ET AL. (1994).
Program evaluation strategies for community-based health promotion programs: Perspectives for the cardiovascular disease community research and demonstration studies. *Health Education Research*. 9:23-26.

An analysis of the experience of four large community-based cardiovascular disease research and demonstration studies (Stanford Five-City Project, Minnesota Heart Health Program, Pawtucket Heart Health Program and the German Cardiovascular Prevention Project) provides valuable models, methodologies, and strategies for planning and conducting evaluations of public health programmes or community studies.



PUSKA, P., MCALISTER, A., NIEMENSIVY, H., PIHU, T., WIJO, J., & KOSKELA, K. (1987).

A television format for national health promotion: Finland's "Keys to Health". *Public Health Reports*. 102:263.

The authors discuss the results of a series of televised risk-reduction and health promotion programmes broadcast in Finland since 1978. Reported changes in behaviours are substantial among the viewers who had seen several parts of the series and are meaningful, overall, for the entire population.



RAPPAPORT, J. (1984).

Studies in empowerment: Introduction to the issue. *Prevention in Human Services*. 3(2):1-7.

Empowerment is examined as a uniquely and powerful model for policy in the field of social and community intervention.



ROGERS, E.M., DEARING, J.W., & CHANG, S. (1991).

AIDS in the 1980s: The agenda-setting process for a public issue. (Journalism Monographs No. 126). Columbia, SC: Association for Education in Journalism and Mass Communication.

The authors discuss the AIDS epidemic from the perspective of the agenda-setting function of the media. Implications for AIDS prevention programmes are examined.



ROGERS, E.M., & KINCAID, D.L. (1981).

Communication Networks: Toward a New Paradigm for Research. New York, NY: Free Press.

A complete study of communication networks and methods of analysis with emphasis on the interdisciplinary character of communication networks. Focuses on human communication processes.



ROGERS, E.M., & STOREY, D. (1987).

Communication campaigns. In C. Berger & S. Chaffee (Eds.), *Handbook of Communication Science* (pp. 817-846). Beverly Hills, CA: Sage.

This chapter examines theoretical and methodological aspects of communication campaigns. Future directions and challenges are discussed.



ROTHMAN, J., & BROWN, E.R. (1989).

Indicators of societal action to promote social health. In S.B. Kar (Ed.), *Health Promotion Indicators and Actions* (p. 202-220). New York: Springer.

The authors argue that several social processes can affect health outcomes. They classify these processes as social planning, social action, and locality development. Several categories for further analysis are proposed.



SALINA, D., JASON, L.A., HEDEKER, D., KAUFMAN, J., LESONDAK, L., MCMAHON, S.D., TAYLOR, S., & KIMBALL, P. (1994).

A follow-up of media-based, worksite smoking cessation program. *American Journal of Community Psychology*. 22:257-271.

This paper describes an examination of data collected two years following the onset of a media-based, worksite smoking cessation intervention. This study is one of the few experimentally controlled worksite smoking cessation interventions to demonstrate significant programme differences two years after the initial intervention.

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SCHOOLER, C., & FLORA, J.A. (IN PRESS).
Contribution of health behavior research to community health promotion programs. In D.S. Gochman (Ed.), *Handbook of Health Behavior Research*, Vol. 4.
The authors describe essential characteristics of community health promotion. They highlight gaps, training needs, and areas for further inquiry and conclude that community health promotion can influence individuals, organizations, communities, and societies.
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SCHOOLER, C., SUNDAR, S.S., & FLORA, J.A. (1996).
Effects of the Stanford Five City Project media advocacy program. *Health Education Quarterly*. 23 (3):346-364.
An investigation on the effects of a media-advocacy programme to build support for cardiovascular disease (CVD)-related policy changes and to encourage adoption of heart-healthy behaviours in the Stanford Five-City Project, a long-term trial of community-wide CVD risk reduction. Results suggest that frequent, regular, systematic contact with media professionals and provision of materials influence newspaper coverage of health-related topics, which has important implications for shaping public opinion and policy change.
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SCHOOLER, C., FARQUHAR, J., FLORA, J.A., & FORTMANN, S. (IN PRESS).
Synthesis of Findings and Issues from Community Prevention Trials. *Annals of Epidemiology*.
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SCHULZ, A.J., ISRAEL, B.A., ZIMMERMAN, M.A., & CHECKOWAY, B.N. (1995)
Empowerment as a multilevel construct: Perceived control at the individual, organizational and community levels. *Health Education Research*. v.10 (3):309-327.
The authors examine the relationship between and correlates of organizational membership and perceived control at the individual, organizational, and community levels.
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U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION. (1994).
Preventing tobacco use among young people: A report of the Surgeon General. Washington, DC: U.S. Department of Health and Human Services.
This report on adolescents and their use of tobacco including the time of life when tobacco users begin, develop, and establish their behaviour covers advertising, health, psychological, and legislative issues related to tobacco use by adolescents.
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WALLACK, L., DORFMAN, L., JERNIGAN, D., & THEMBA, M. (1993).
Media Advocacy and Public Health: Power for Prevention. Newbury Park, CA: Sage.
The first book published on media advocacy as a strategy for health promotion and education reviews theoretical aspects of the strategy as well as various projects in which media advocacy has played an important role.
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WARNECKE, R.B., LANGENBERG, P., WONG, S.C., FLAY, B.R., & COOK, T.D. (1992).
The second Chicago televised smoking cessation program: A 24-month follow-up. *American Journal of Public Health*. 82:835-840.
The authors studied patterns of response to a cessation intervention composed of 20 televised segments and the "American Lung Association Freedom from Smoking in 20 Days" manual. They compared cessation rates over 24 months in a cohort of smokers who registered for a cessation programme with those in a cohort selected from the smoking population at large. The effects of the intervention were strongest for those who read the manual and watched the programmes daily. Manual use was important, and those who did not read it did not appear to benefit. Compared to the population and given full participation, heavy smokers benefited more than lighter smokers.
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ZIMMERMAN, M. (1992).
Empowerment theory: Psychological, organizational and community levels of analysis. In J. Rappaport & Seidman (Eds.), *Handbook of Community Psychology*. New York, NY: Plenum Press.

AIDS community studies

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BECK, E.J., DONEGAN, C., KENNY, C., COHEN, C.S., MOSS, V., TERRY, P., UNDERHILL, G.S., JEFFRIES, D.J., PINCHING, A.T., MILLER, D.L., HARRIS, J.R.W., & CUNNINGHAM, D.G. (1990).

An update on HIV-testing at a London sexually transmitted diseases clinic: Long-term impact of the AIDS media campaigns. *Genitourinary Medicine*. 66:142-147.

The authors show the increase in tests during the time of maximum media exposure, the subsequent plateau at a level substantially higher compared with the period preceding the media campaigns, and the large increase in heterosexual males and females tested, suggesting that the campaigns have contributed to increasing awareness of HIV infection/AIDS as a major contemporary public health problem.

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GROSSKURTH, H., MOSHA, F., TODD, J., MWIJARUBI, E., KLOKKE, A., SENKORA, K. ET AL. (1995).

Impact of improved treatment of sexually transmitted diseases on HIV infection in rural Tanzania: randomized controlled trial. *The Lancet*. 346:530-536.

The authors report that improved STD treatment reduced HIV incidence by about 40% in this rural population. This is the first randomized trial to demonstrate an impact of a preventive intervention on HIV incidence in a general population.

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FISHBEIN, M., GUENTHER-GREY, C., JOHNSON, W., WOLITSKI, R.J., MCALISTER, A., RIETMEIJER, C., O'REILLY, K.

Using a Theory-based Community Intervention to reduce AIDS Risk Behaviors: The CDC's AIDS Community Demonstration Projects. (1996) In S. Oskamp & S.C. Thompson (Eds.), *Understanding and Preventing HIV Risk Behavior: Safer Sex and Drug Use* (pp. 177-206). Thousand Oaks: Sage.

The authors describe an experiment designed to reduce AIDS-related risk behaviour in populations that typically do not come in contact with public (or private) health services (i.e., injecting drug users (IDUs), or the female sex partners of IDUs). The project aims at increasing the use of condoms and the use of bleach to clean needles and other injection drug paraphernalia. Resources such as community volunteers are used to develop and distribute targeted, theoretically-based small media materials.

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KEGELES, S., HAYS, R.B., & COATES, T. (1996).

The Mpowerment Project: A Community-Level HIV Prevention Intervention for Young Gay Men. *American Journal of Public Health*. 86(8):1129-1136.

These researchers developed and implemented a community-level HIV prevention programme in a mid-size Oregon community. The peer-led programme had three components: outreach, small groups, and a publicity campaign. Independent of the prevention programme, a cohort of young gay men was surveyed in this community and in a similar community pre- and post-intervention. This prevention approach effectively led to HIV risk-reduction. To reach risk-taking young gay men, HIV prevention activities must be embedded in social activities and community life.

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KELLY, J.A., ST. LAWRENCE, J.S., DIAZ, Y.E., STEVENSON, L. ET AL. (1991).

HIV risk behavior reduction following intervention with key opinion leaders of population: An experimental analysis. *American Journal of Public Health*. 81:168-71.

Persons reliably identified as popular opinion leaders among gay men in a small city were trained to serve as behavioural change endorsers to their peers. The opinion leaders acquired social skills for making these endorsements and complied in talking frequently with friends and acquaintances. Before and after intervention, surveys of men patronizing gay clubs in the intervention city and in two matched comparison cities were conducted. Results indicate that interventions that employ peer leaders to endorse change may produce or accelerate population behavioural changes to lessen risk for HIV infection.



O'DONOGHUE, J. (1996).

Zimbabwe's AIDS action programmes for schools: A case study. *Promotion et Education*. 3(2):7-12.

AIDS is the leading cause of death among adults in Zimbabwe and the major contributor to rising rates of infant, child and maternal mortality. About 9% of the population are HIV-positive and the number of orphans due to AIDS is projected to reach 600 000 by the year 2000. Around 90% of HIV transmission in Zimbabwe occurs through heterosexual intercourse. Efforts aimed at preventing the spread of the disease are discussed in schools.



PAUW, J., EGGER, M., GORTER, A., MEDRANO MARTINEZ, J., RIVERA VILLEGAS, R., & FERRIE, J. (1996).

A controlled HIV/AIDS-related health education programme in Managua, Nicaragua. *AIDS*. 10(5):537-44.

A study conducted to evaluate the impact of a community-wide intervention to increase HIV/AIDS-related knowledge, change attitudes, and increase safer-sex practices in Managua, Nicaragua. Authors report that this household-targeted health education intervention appears to have had some effect; however, sustained efforts are needed to further improve levels of knowledge and to increase condom use in Managua.



PERSON, B., & COTTON, D. (1996).

A Model of community mobilization for the prevention of HIV in women and infants. Prevention of HIV in women and infants demonstration projects. *Public Health Reports*. 111(1):89-98.

Examines the prevention of HIV in women and infants demonstration projects, which use a conceptual model for maximizing broad community participation for HIV prevention called the Community Mobilization Framework. The project's comprehensive approach attempts to bring about changes on a community level using a model which encourages community-wide participation among persons with various roles and relationships in the community.



RIETMEIJER, C.A., KANE, S.M., SIMONS, P.Z., CORBY, N.H., WOLISKI, R.J., HIGGINS, D.L. ET AL. (1996).

Increasing the use of bleach and condoms among injecting drug users in Denver: outcomes of a targeted community-level HIV prevention program. *AIDS*, 10:291-298.

The authors describe a prevention programme in which peer volunteers were recruited and trained to distribute and discuss intervention kits that included condoms, bleach bottles, and role model stories. Results indicate that this targeted, peer-based intervention was associated with significant HIV risk-reduction among injection drug users in Denver and may be useful in other communities at risk for HIV infection.



SANTELLI, J.S., CELENTANO, D.D., ROZSENIK, C., CRUMP, A.D., ET AL. (1995).

Interim outcomes for a community-based program to prevent perinatal HIV-transmission. *AIDS Education and Prevention*. 7(3):210-220.

The AIDS Prevention for Pediatric Life Enrichment (APPLE) project is a community-based programme to prevent perinatal HIV infection by preventing infection in women. One project component tests a primary prevention model developed from principles of cognitive social learning theory, which used street outreach and community-targeted small media materials to increase the use of condoms.



SOOLA, E.O. (1991).

Communication and education as vaccine against the spread of Acquired Immune Deficiency Syndrome (AIDS) in Africa. *Africa Media Review*. 5(3):33-40.

The author examines the roles communication and education can play in the crusade against the spread of HIV/AIDS in Africa, and recommends that communication and education efforts should be community-based, encouraging citizens participation. The need of a team approach is emphasized.



VAN GORDER, D. (1995).

Building community and culture are essential to successful HIV prevention for gay and bisexual men. *AIDS & Public Policy Journal*. 10(2):65-74.

Many uninfected gay and bisexual men are grappling unaided with an overwhelming set of psychological, cultural and spiritual issues that sometimes interfere with the ability and even the desire to remain uninfected with AIDS. A description of some of the emotional and cultural issues that affect gay and bisexual men who work to remain uninfected by HIV is presented.



VAN LANDINGHAM, M., GRANDJEAN, N., SUPRASERT, N., AND SITTITRAI, W. (1997).

Dimensions of AIDS knowledge and risky sexual practices: a study of Northern Thai males. *Archives of Sexual Behavior*. 26(3):269-293.

Examines the relationship between AIDS-related knowledge and sexual risk-taking for a sample of young men living in northern Thailand. Results show that programmes should attempt to improve knowledge about strategies for avoiding the virus and the mechanics of infection. Also, special efforts should be made to debunk existing myths about the perceived effectiveness of inappropriate strategies.

Culture and context

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AGGLETON, P.J., DAVIES, P., & HART, G. EDs., (1990).
AIDS: Individual, Cultural and Policy Dimensions. London, Falmer Press.
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AKINKUMI, O.I. (1998).
 Counselling and the role of religion in HIV/AIDS care in Nigeria. XII World AIDS Conference. Abstract 33313. Geneva, June 28-July 3, p.564.
Based on his experiences with AIDS patients in Nigeria, the author emphasizes the need for a dynamic counselling process that responds to the religious and spiritual needs of AIDS patients.
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AIRHIHENUWA, C.O. (1989).
 Perspectives on AIDS in Africa: Strategies for Prevention and Control. *AIDS Education and Prevention.* 1(1):57-69
The author examines the incidence and prevalence of HIV/AIDS in Africa and discusses strategies for education and prevention. The PEN-3 model is first introduced with an emphasis on the importance of cultural appropriateness in implementing health education and prevention interventions. HIV/AIDS is discussed in the context of other health problems, thus calling for a comprehensive approach to prevention interventions.
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AIRHIHENUWA, C.O. (1991).
 Culturally Appropriate AIDS Prevention in Urban Africa: Implication for Health Education. *African Urban Quarterly.* 6(1,2):53-57
The author approaches the AIDS epidemic in urban Africa with an emphasis on the socio-cultural and economic realities of African societies. He argues that although health education is the most important tool to prevent the AIDS epidemic, and that socio-cultural and economic factors must be taken into consideration to successfully implement health education programmes. He presents some methodological issues that must be considered in studies designed to elicit African responses to the HIV/AIDS crisis.
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AIRHIHENUWA, C.O. (1995).
Health and Culture: Beyond the Western Paradigm. Thousand Oaks, CA: Sage.
The author presents the PEN-3 model based on culture as a source of strength rather than on the almost exclusive appropriation of culture as a barrier. He covers 3 aspects of health behaviours, which include 1) foci of health education/promotion such as a person, extended family, and neighborhood; 2) elements that inform an educational diagnosis of health behaviour drawing from PRECEDE/PROCEDE, health belief, and reasoned action models of health behaviour, including perceptions, enablers, and nurturers; and 3) examples of the cultural appropriateness of health behaviour, including positive, negative, and existential beliefs. The PEN-3 model is applied to specific populations, from women and children of all cultures globally to subgroups such as African-Americans in the United States.
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AIRHIHENUWA, C.O., DICLEMENTE, R.J., WINGOOD, G.M., & LOWE, A. (1992).
 HIV/AIDS education and prevention among African-Americans: A focus on culture. *AIDS Education and Prevention.* 4(3):267-276.

This paper describes African-American cultural values and mores which may be related to risk-taking behaviour. Barriers to the effective dissemination of HIV prevention education are identified and strategies that may be effective in surmounting these barriers and implementing culturally-appropriate HIV behavioural modification programmes are described.



BASSETT, M. (1995).

Zimbabwe: The social roots of AIDS. *Unesco Courier*. 6, (June), 17-19.

The author examines the social conditions in Zimbabwe that allow for the epidemic of HIV/AIDS. The majority of women infected with HIV have husbands who are likely to have multiple partners.



BAUER, P.G., ARABE, J., SA, C.A., SANTOS, O.N., & HANAN, J.L. (1998).

Impact of religious beliefs on HIV/AIDS preventive behavior in Rio de Janeiro, Brazil. XII World AIDS Conference. Abstract 23587. Geneva, June 28-July 3, p.458.

This paper discusses the increasing role of religious beliefs in people's decisions to ignore HIV protection measures and treatment of HIV patients. The authors argue for the need to find ways to better inform patients and potential victims who rely on their religious beliefs for their protection.



BAYER, R. (1994).

AIDS prevention and cultural sensitivity: Are they compatible? *American Journal of Public Health*. 84(6):895-898.

The validity of the idea that AIDS prevention programmes should be culturally sensitive is discussed. No strategy for effective AIDS prevention can be limited by the demand that cultural barriers to behavioural change must always be respected.



BEKELE, M., & NICHOLS, K. (1998).

Religion and HIV risk perception among African immigrants living in New York City. XII World AIDS Conference. Abstract 33333. Geneva, June 28-July 3, p. 658.

This study compares HIV risk perception between Christian and Muslim African immigrants in New York City. Data show that religious background influences risk perception whereas years lived in the USA and educational level have no effect. The authors suggest taking into account religious aspects when designing educational interventions among African immigrants to New York City.



BIBEAU, G. (1997).

At work in the fields of public health: The abuse of rationality. *Medical Anthropological Quarterly*. 11(2):246-252.

The author raises ethical issues by criticizing anthropologists working in public health who alienate themselves by either ignoring their training or minimizing anthropological theories and methodologies.



BIRD, S.E. (1996).

CJ's revenge: Media, folklore, and the cultural construction of AIDS. *Critical Studies in Mass Communication*. 13:44-58.

The author examines the CJ story, in which a woman in Dallas claimed to be deliberately infecting up to four men a week with the AIDS virus, as a product of oral folk tradition that had become transformed into "news". The story was later exposed as a fraud.



BROWN, T., & SITTIRAI, W. (1995).

Impact of HIV on Children in Thailand. Bangkok: Thai Red Cross Society.

Presents results of a comprehensive study on how children have been affected by the HIV/AIDS epidemic. Covers the examination of factors placing children at risk, including child prostitution

and perinatal transmission, and of future projections of the epidemic's effect on children. Also discusses recommendations for action covering health care improvement, education and counselling, and legal action against child prostitution.



BROWN, W.J. (1992).

Culture and AIDS education: Reaching high-risk heterosexuals in Asian-American communities. *Journal of Applied Communication Research*. 20 (3):275-295.

The author assesses the effects of culture on responses to AIDS educational messages among high-risk heterosexuals in an Asian-American community. Results showed that respondents with an Asian-Pacific cultural orientation are less concerned about AIDS than their North-American counterparts.



CAPPON, P., ADRIEN, A., GODIN, G., SINGER, S.M., MATYCKA-TYNDALE, E., WILLIAMS, D.G., & DAUS, T. (1997). HIV/AIDS in the context of culture: Selection of ethnocultural communities for study in Canada. *Canadian Journal of Public Health*. 87(1):S-11-4-S-11-5.

This article reports on the methodology used to select six ethnocultural communities invited to participate in subsequent phases of the project on HIV/AIDS in the context of culture in Canada. Selection was based on quantitative data on demography, qualitative assessment of ethnocultural cohesion, and quantitative data and qualitative data of exposure to risk for sexually transmitted disease. A principle of partnership insured that the final selection was completed by interaction between investigators and the National Advisory Committee representing ethnocultural communities in Canada. The researchers argue that results are significant for the future both of research on ethnicity in Canada and of control of HIV and AIDS.



CERULLO, M., & HAMMONDS, E. (1995).

AIDS in Africa: The Western imagination and the dark continent, In E.R. Bethel (ed.) *AIDS: Readings on a Global Crisis*, Allyn and Bacon.

A brief analysis of how HIV/AIDS in developing countries has been portrayed by Western media.



CLELAND, J., AND FERRY, B. (EDS.) (1997).

Sexual Behavior and AIDS in the Developing World. Bristol, PA: Taylor & Francis.

A report on research conducted in countries in Sub-Saharan Africa, Asia, and Central and South America about partner relations and sexual behaviour, with a focus on HIV/AIDS information and prevention. This research was supported by the World Health Organization.



COLASANTO, D. (1992).

Context effects on responses to questions about AIDS. *Public Opinion Quarterly*. 56 (4):515-518.

The way in which people responded to a given question on a survey may be altered by the questions that precede it. The impact of context on people's responses to questions about contracting AIDS is examined.



CONNORS, M.M., (1995).

The politics of marginalization: The appropriation of AIDS prevention messages among injection drug users. *Culture, Medicine & Psychiatry*. 19(4):425-452.

This essay addresses the space between a cultural critique and a class analysis of HIV transmission. It explores how injection drug users, as a disempowered group, resist hegemony through dissent. Distrust of the medical establishment and severe social and legal constraints force injection drug users to reconstruct the AIDS message. Economic and political survival inflates the need for trust and reciprocity within their social network. This makes the meaning of AIDS a continually ambiguous one for drug users. The ways in which dissent to domination is enacted and the effect this has on HIV prevention is explored.

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CRAWFORD, R. (1994).
The boundaries of the self and the unhealthy other: Reflections on health, culture and AIDS. *Social Science & Medicine*. 38(10):1347-1365.
Most accounts of the cultural stigmas associated with AIDS have not adequately considered meanings through which the stigmatizing self imagines his/her difference from the stigmatized other. The ways in which the self acquires a powerful set of concrete meanings through the concept of health and how disease then takes on the symbolic weight of a negated self are examined.
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CROTEAU, J.M. (1993).
Social and cultural sensitivity in group-specific HIV and AIDS programming. *Journal of Counseling and Development*. 71(3):290-296.
This study encourages counsellors and other human development professionals to provide HIV and AIDS prevention programming that is sensitive to the social and cultural contexts of the specific groups addressed. The focus is on four groups that have been both the target for societal oppression and dramatically affected by the HIV and AIDS epidemic: women, gay and bisexual men, African American, and Latinos.
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DE BURGER, R. (1996).
HIV/AIDS in the context of culture. *Canadian Journal of Public Health*. 87, Supplement 1:S3.
An introduction to a special supplement which covers papers about research conducted between May 1992 and December 1994 to determine factors related to HIV transmission in selected ethnocultural communities in Montreal, Toronto and Vancouver.
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ESCOBAR, A. (1995).
Encountering Development: The Making and Unmaking of the Third World. NJ: Princeton University Press.
A discourse analysis of the development literature in the past 50 years with a focus on Latin America. The author concludes that it is necessary to undo the development discourse in order to create a new discourse more congruent with the development needs of Third World countries.
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FARMER, P. (1994).
AIDS-talk and the constitution of cultural models. *Social Science & Medicine*. 38(6):801-809.
Twenty adults in a village in rural Haiti were interviewed annually in order to trace the development of a cultural model of AIDS. It was possible to document the initial lack of a cultural model of AIDS followed by the elaboration over time of a widely shared representation of the new disorder.
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FARMER, P., CONNORS, M., FOX, K., & FURIN, J. (1996).
"Rereading social science", In P. Farmer, M. Connors, & J. Simmons (Eds.) *Women, Poverty, and AIDS*. (p.147-205), Maine: Common Courage Press.
The authors present strong arguments for broadening perspectives on the prevention of HIV/AIDS and care of persons with HIV. They discuss how socio-economic circumstances surrounding poverty—including gender inequalities, lack of employment opportunities, inadequate educational attainments, and lack of access to health care—are in fact causal pathways for HIV/AIDS.
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FELDMAN, D., ED., (1991).
Culture and AIDS. Westport, CT: Praeger.
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FLORA, J.A., SCHOOLER, C., & PIERSON, R.M. (1997).
Effective health promotion among communities of color: The potential of social marketing. M.E. Goldberg, M.Fishbein, S. Middlestadt (Eds.) *Social Marketing: Theoretical and Practical perspectives* (pp. 353-374) Hillsdale, NJ: Lawrence Erlbaum Associates.

This chapter articulates how social marketing principles can contribute to effective development, implementation, and evaluation of culturally appropriate and relevant health promotion programmes. The authors focus on the audience in social marketing and present a conceptual framework for incorporating culture in health promotion programmes. They discuss issues of cultural appropriateness and relevance to three essential social marketing principles: audience orientation, tailoring, and exchange theory.



FORD, N. (1991).

The socio-cultural context of the transmission of HIV in Thailand. *Social Science & Medicine*. 33(4):405-414.

The author discusses a study to explore the social context of the emergence of HIV in Thailand. One topic covered is the importance of considering the particular social and historical factors that shape and sustain the transmission of HIV within a particular country.



FRANKEN, I.H., & KAPLAN, C.D. (1997).

Risk contexts and risk behaviors in the Euroregion Maas-Rhein: The Boule de Neige intervention for AIDS prevention among drug users. *AIDS Education and Prevention*. 9 (2):161-80.

Using targeted sampling, the authors gathered self-reported data about predictors of high-risk drug use in the Euroregion Maas Rheina. Findings indicate that significant predictors of high-risk drug use were injecting in the presence of others, injection onset before the age of 20, female gender, and not living in the Netherlands. Researchers conclude that in a social context where needle exchange, methadone programmes, and sufficient knowledge of risk factors among the drug user population exists, AIDS prevention can be improved through behavioural skills training and development specific interventions that target the peer group environments, rituals, partner relationships, and lifestyles of drug users.



FRANKENBERG, R.J. (1994).

The impact of HIV/AIDS on concepts of relating to risk and culture within the British community epidemiology: Candidates or targets for prevention. *Social Science & Medicine*. 38(10):1325-1335.

The social and cultural responses to the AIDS/HIV epidemic focus attention both on the limitations in biomedicine and on the deficiencies of many interpretations of culture in anthropology. Styles of epidemiology in the UK are examined to determine the extent to which both must overcome these problems.



FREIRE, P. (1994).

Pedagogy of Hope: Reliving Pedagogy of the Oppressed. New York: Continuum.

The author reflects on the twenty years since Pedagogy of the Oppressed became a touchstone of revolutionary pedagogy.



GARCIA-CANCLINI, N. (1995).

Hybrid Cultures: Strategies for Entering and Leaving Modernity. Minneapolis, MN: University of Minnesota Press.

The author examines the threats to Latin American cultural identity in a global marketplace. Traditions not quite past and modernity not yet wholly present make a curious hybrid of Latin American culture. The author explores the theoretical and practical challenges presented by such a hybrid state, and questions whether Latin America can move towards democracy and compete in a global marketplace without giving in to temptations of elitism or losing its cultural identity.



GREEN, E.C. (1997).

The participation of African traditional healers in AIDS/STD prevention programs. *Tropical Doctor*. 27(1):56-59.

The author emphasizes the importance of African traditional healers in strengthening health promotion campaigns with a focus on HIV/AIDS prevention programmes.



GROVE, N. (1996).

The many faces of Thailand. *National Geographic*. 189(2):82-105.

The author offers a comprehensive profile of Thailand, focusing on its economic development spurt, its culture, and the growing prevalence of AIDS, due in large part to permissiveness towards prostitution.



GUDYKUNST, W.B. (1997).

Cultural variability in communication: An introduction. *Communication Research*. 24:327-349.

An introduction to a special issue on cultural variability. Reviews emic and etic approaches to communication and concludes that culture has a direct influence on communication. Calls for more attention to individual-level variables in cross-cultural communication.



GUPTA, G.R. AND WEISS, E. (1993).

Women's lives and sex: Implications for AIDS prevention. *Culture, Medicine, and Psychiatry*. 17(4):399-412.

Preliminary findings from the Women and AIDS programme, a grant-giving research programme of the international Center for Research on Women in Washington, D.C. that supports 17 studies in developing countries worldwide, provide a glimpse into the complex interaction between women's social and economic status and risk of HIV infection. In many settings, the cultural norms that demand sexual fidelity and docile and acquiescent sexual behaviour among women permit—and sometimes even encourage—early sexual experimentation, multiple partners, and aggressive and dominating sexual behaviour among men.



HARVEY, N. (1991).

The psycho-social context of HIV/AIDS. *Nursing Standard*. 5 (27 AIDS Focus):50-51.



HOFSTEDE, G., & BOND, M. (1984).

Hofstede's cultural dimensions. *Journal of Cross-Cultural Psychology*. 15:417-433.

Drawing upon previous research in nine Asian and Pacific countries, the authors extend the study of work-related values among employees of a multinational corporation in 53 countries and regions. This article is presented as an example of synergy between different cross-cultural studies.



INGSTAD, B. (1990).

Cultural construction of AIDS and its consequences for prevention in Botswana. *Medical Anthropology Quarterly*. 4(1):28-40.

The author describes how traditional Tswana healers perceive AIDS and classify it as either a Tswana disease or a modern disease, and then discusses the consequences that these classifications may have for preventing HIV as well as the role healers can play in this effort.



JONES, R. (1998).

Cognitive frames and cultural responses to AIDS education. XII World AIDS Conference. Abstract 14214. Geneva, June 28-July 3, p.225.

The author describes research conducted on the effects of linguistic frames and cultural models of communication on people's perceptions and responses to AIDS prevention television messages in Hong Kong. The conclusions point out the need to take into account not only cultural variables such as practices and assumptions regarding sex, medicine, disease, and others, but also assumptions and presuppositions regarding language.

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KALICHMAN, S.C. (1993).
 Culturally tailored HIV-AIDS risk-reduction messages targeted to African-American urban women: Impact on risk sensitization and risk reduction. *Journal of Counseling and Clinical Psychology*. 61(2):291-295.
This study recruited African-American women from low-income housing projects in Chicago to view one of three videotapes: a standard public health service tape on prevention of AIDS, the same public health service tape but with presenter and participant matched for ethnicity and sex, or a tape that included the same content but was framed in a context specifically intended to increase cultural relevance. The results support the use of culturally sensitive AIDS prevention messages targeted to specific populations, particularly for promotion of HIV-antibody testing.
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KING, K. (1997).
 Communication difficulties in the AIDS ward: Can cultural theory help? *Criminal Justice & Behavior*. 24(3):391-404.
The author examines interactions among correctional transport officers, clinic nurses, and inmates with AIDS in a community hospital in the northeastern US, and places them into categories according to cultural theory. This theory may explain why the participants believe what they do; it appears to merit further study in this and other areas in which security and health care personnel clash.
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KLUCKHOHN, C. (1954).
 Culture and behavior. In G. Lindzey (Ed.), *Handbook of Social Psychology*. (vol.2) (p.921-976). Cambridge, MA: Addison-Wesley.
Four decades ago the author acknowledged the important role of culture in social psychology research, and now recommends increasing attention to cultural variables and their relationship to social psychology issues.
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LUPTON, D. (1994).
Medicine as Culture: Illness, Disease and the Body in Western Societies. London: Sage.
The author provides a broad overview on how medicine is perceived and constructed in western societies. The author carefully links the different theoretical perspectives informing scholarship and research directed towards understanding the socio-cultural dimensions of medicine, illness, and the body.
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MAHMUD, H., KABIR, M.A., MIAN, M.A., & ALI, M.M. (1998).
 HIV/AIDS prevention and control through creation of awareness by motivating and mobilizing religious leaders. XII World AIDS Conference. Abstract 33256. Geneva, June 28-July 3, p.643.
Sixty-five religious leaders in Bangladesh were trained on basic HIV/AIDS aspects and asked to participate in an awareness HIV/AIDS prevention campaign. More than 50% of the participants talked about HIV/AIDS with their followers. The authors argue that religious leaders can play a vital role in creating awareness of HIV/AIDS and can be further involved in future prevention programmes.
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MANUEL, P. (1994).
 The soul of the barrio. *Nacla Report of the Americas*. 28(2):22-29.
Salsa, a popular form of music, was born in the 1960s and early 1970s and embodied the era's affirmative and sanguine spirit. The music depicted creative Latinos confronting their social situation and literally dancing their way through difficult times. The use of music to fight drug abuse and AIDS is briefly discussed.
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MARSHALL, P.A., AND BENNETT, L.A. (1990).
 Anthropological contributions to AIDS research. *Medical Anthropology Quarterly*. 4(1):3-5.

An introduction to a special issue dedicated to the contributions anthropological research has made to the AIDS literature, and to the potential future directions for this discipline.

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MICHAL-JOHNSON, P. AND BOWEN, S.P. (1992).

The place of culture in HIV education: In T. Edgar, M.A. Fitzpatrick, V.S. Freimuth (Eds.) *AIDS: A Communication Perspective*. (p.147-172). Hillsdale, NJ: Lawrence Earlbaum Associates.

An analysis of problems of interpersonal communication as well as concerns about public campaigns from an intercultural communication point of view. The authors argue that culture contextualizes people's understanding of health and illness and affects how they respond through communicative actions.

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MIKAWA, J. (1992).

Cultural practices of Hispanics: Implications for the prevention of AIDS. *Hispanic Journal of Behavioral Sciences*. 14(4):421-433.

The author presents an assessment of specific cultural practices of Hispanics with regard to condom use as an AIDS prevention measure. The article suggests that both education and acculturation levels should be assessed prior to the implementation of prevention programmes.

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MOORE, S. (1992).

The social context of adolescent sexuality: Safe sex implications. *Journal of Adolescence*. 15 (4):415-435.

This study examines the sexual worlds of 153 adolescents aged 15 to 18 years regarding the topics of love, romance, relationships between the sexes, sexual values, and sexual behaviours. One aim of the study is to develop more detailed descriptions of the dimension of adolescent sexuality.

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MSHANA, M., NDYETABURA, E.F., MHALU, F., & SWAI, R.O. (1998).

HIV/AIDS/STIs and gender issues in Tanzania. XII World AIDS Conference. Abstract 14216. Geneva, June 28-July 3, p.225.

In addition to biological factors, cultural and traditional values, socioeconomic disadvantages, poor education, poverty and marital norms place a burden upon women and increase their risk for HIV infection. The authors argue that much is still to be done to empower women and help them protect themselves from potential HIV infection.

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NATIONS, M.K. AND DE SOUZA, M.A. (1997).

Umbanda healers as effective AIDS educators: case control study in Brazil urban slums (favelas). *Tropical Doctor*. 27 (1):60-66.

During a 12-month period, Afro-Brazilian Umbanda healers taught biomedical prevention of AIDS to 126 fellow healers from 51 Umbanda centers located in seven overcrowded slums in northeastern Brazil. Significant increases in AIDS awareness, knowledge about risky HIV behaviour, information about correct condom use and acceptance of lower risk, alternative ritual blood practices, as well as decreases in prejudicial attitudes related to HIV transmission were found among mobilized healers as compared to 100 untrained controls. Respected Afro-Brazilian healers can be effective partners in national HIV prevention programmes when they are equipped with biomedical information about AIDS.

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NELKIN, D., WILLIS, D.P., AND PARRIS, S.V. (EDS). (1992).

A Disease of Society: Cultural and Institutional Responses to AIDS. Cambridge, NY: Cambridge University Press.

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NSUBUGA, M.K., DUNGU, I., MUGERWA, B., NSUGBA, K.K., KIBERU, S.J., & NABISUUKA, R.H. (1998).

The dilemmas of cultural reforms in the era of HIV/AIDS: The case of polygamy in the Muslim community in Uganda. XII World AIDS Conference. Abstract 14245. Geneva, June 28-July 3, p.231.

The author examines the efforts of the Uganda Muslim Teachers Association to prevent HIV/AIDS through the involvement of religious leaders. Although there is no empirical evidence linking polygamy and HIV/AIDS, some prevention components of the program address this issue.



PELTRO, P.J., & PELTRO, G.H. (1997).

Studying knowledge, culture, and behavior in applied medical anthropology. *Medical Anthropology Quarterly*. 11(2):147-163.

The authors discuss the differences between anthropologists and public health specialists in using concepts such as belief, knowledge, and culture, and its implications in international health.



PIERSON, R.M. (1996).

The benefits of culturally embedded health messages targeting African American women. Unpublished dissertation, Stanford University.

This research explores whether culturally embedded messages are an effective way to influence positive exercise behaviours among members of ethnic populations. Results show that the culturally embedded message, followed by the ethnically mixed and control messages, yields the greatest increase in self-efficacy.



REID, E. (1995).

Introduction, In *HIV and AIDS: The Global Interconnections* (p. 1-12). Connecticut: Kumarian Press.

The author cites the importance of encouraging discourse on diverse experiences of people infected and affected by HIV/AIDS and emphasizes the need for everyone on familial, community, national, and global levels to consolidate resources and learning as a means of generating greater compassion and support in dealing with the tremendous impact of HIV/AIDS.



SABATIER, R. (1988).

Blaming Others: Prejudice, Race and Worldwide AIDS. London, Panos Institute.

An early, but still very relevant, analysis of how societies initially respond to HIV/AIDS as an external threat, and how the media in particular tends to initially deny and then blame the disease on others who are both external to society and included in specific societal groups.



SACKS, V. (1996).

Women and AIDS: An analysis of media misrepresentations. *Social Science & Medicine*. 42 (1):59-73.

A close reading of popular discourses on women and the AIDS epidemic reveals the ways in which such depictions produce and reiterate power-laden notions of normative sexuality. Prostitutes, one frequently depicted 'kind' of woman, are presented as indiscriminate, polluting to men and categorically different from 'normal' women. Other women depicted in AIDS discourses are almost always HIV-positive mothers or pregnant women; these women are usually only of concern insofar as they may infect their babies.



SCHILLER, N.G. (1994).

Risky business: The cultural construction of AIDS risk groups. *Social Science & Medicine*. 38(10):1337-1346.

In the construction of AIDS risk groups, "culture" has been used as a distinguishing criterion defining membership in high risk groups, and as an explanation of why group members continue to practice risky behaviour. It is argued that the widespread interest in culture and ethnography reflects a culture that tends to distance and subordinate.



SCHOEPF, B.G. (1992).

AIDS, Sex and Condoms: African healers and the reinvention of tradition in Zaire. *Medical Anthropology*. 14(2-4):225-242.

“Traditional” African healers represent important social networks with considerable authority in poor urban communities. They are able to reinterpret cultural categories and endow behaviour with new meanings. Action-research in Kinshasa was used to explore roles that healers might play in promoting change to safer sex practices.



SEIDEL, G. (1993).

The competing discourse of HIV/AIDS in Sub-Saharan Africa: Discourses of rights and empowerment vs discourses of control and exclusion. *Social Science & Medicine*. 36(3):175-194.

Competing discourses of HIV/AIDS circulating in sub-Saharan Africa are identified: medical, medico-moral, developmental, legal, ethical, and the rights discourse of groups living with HIV/AIDS and of African pressure groups. The analytical framework is that of discourse analysis as exemplified by Michel Foucault. The medical and medico-moral discourses, identified as dominant, shape the perceptions of the pandemic and our responses to it and to those living with HIV/AIDS. However, dissident activist voices are fracturing the dominant frameworks and are mobilizing a struggle for meaning around definitions of gender, rights, and development.



SENGUPTA, S., VERMA, K., BATTACHARYA, S., & BANERJEE, A. (1998).

Economic, political, social and cultural determinants of high risk behavior amongst groups at heightened risk of HIV/STD infection. XII World AIDS Conference. Abstract 14199. Geneva, June 28-July 3, p. 222.

The need to take into account the role played by economic, political, social and cultural factors in HIV/STD prevention is emphasized by the authors, especially in relation to effective communication strategies. Conclusions and recommendations draw upon the authors involvement with various vulnerable groups such as truck drivers, sex workers, migrant populations, and street children in West Bengal, India.



SINGER, M., ZHINGKE, J., SCHENSUL, J.J., WEEKS, M., & PAGE, J.B. (1992).

AIDS and the IV drug user: the local context in prevention efforts. *Medical Anthropology*. 14 (2-4):285-306.

The authors describe differences found among injection drug users from two communities in Hartford, Connecticut and Miami, Florida, USA. The authors highlight the importance of approaching prevention programmes with a clear-sighted and ethnographically holistic awareness, and emphasize the need to take the local context into account.



SLACK, J.D. (1992).

Responding to the global epidemic of AIDS: Cultural and political issues facing governments. *Policy Studies Journal*. 20(1):124-134.

The author compares the response of government to the AIDS epidemic in the U.S. and China, particularly in regard to how the two countries' cultures and politics affect AIDS policy.



TASTEMAIN, C. (1993).

Can a culture stop AIDS in its tracks? *New Scientist*. 139(1890):13-14.

HIV and AIDS continue to spread in North Africa and the Middle East; however, the spread of AIDS in these countries is slower than anywhere else. The theory that Islam is acting as a brake on the virus and disease is discussed.

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TEN BRUMMELHUIS, H., AND HERDT, G. (EDS.), (1996).
Culture and Sexual Risk: Anthropological Perspectives on AIDS. U.S.: Gordon & Breach Publishers.
The authors address many controversial themes that have emerged over the last few years: the ethics of sex research, the role of Western anthropologists in developing nations, the role of heterosexuals in AIDS research, and the impact of AIDS on the discipline of anthropology. The authors provide an examination of sexual risk and its cultural configurations missing from the AIDS literature.
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THORNTON, M.K. (1996).
AIDS and cultural change: Lessons from plagues of the past. *Journal of American Culture*. 19 (3):55-58.
Examines the power of pestilence to destroy a culture and to recreate it in a new form and suggests the possible changes that the AIDS epidemic could cause, including the delay and modification of courtship ritual and limitations on human rights.
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TRIANDIS, H.C. (1994).
Culture and Social Behavior. New York, NY: McGraw-Hill, Inc.
The author examines how cultural differences influence social behaviour, focusing on the role played by cross-cultural issues.
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WAWER, M.J. (1996).
Origins and working conditions of female sex workers in urban Thailand: Consequences of social context for HIV transmission. *Social Science Medicine*. 42(3):453-462.
This paper examines the social origins and working conditions of selected female commercial sex workers in Thailand. Qualitative data suggest that women are systematically recruited into prostitution from villages in the North and their work enables them to comply with traditional family support roles. Women from the Northeast reveal a more complex pattern of entry with intra-family strife, divorce, efforts to find other employment, and entry into sex work at a later age than the women from the North. Data indicate a need for even more intensive education on HIV transmission, especially with respect to the risk of transmission in the absence of AIDS symptoms. Appearance and a trusting relationship were the common reasons given for not using condoms.
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WEEKS, M.R., SCHENSUL, J.J., WILLIAMS, S.S., SINGER, M., & GRIER, M. (1995).
AIDS prevention for African-American and Latina women: Building culturally and gender-appropriate intervention. *AIDS Education & Prevention*. 7(3):251-264.
African-American and Latino women are at high risk of HIV infection through heterosexual transmission, reflected in the significant increases in reported AIDS cases of women infected in this way. The article discusses the contributions of a community-based AIDS-prevention programme to the development of culturally and gender-appropriate intervention for African-American and Latina women at high risk. It argues that such programmes are needed because they build on the use of ethnic cultural concepts, racial, and other social relations, and because they acknowledge issues specific to minority women in order to prevent their infection with HIV.
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WOLFFERS, I. (1997).
Culture, media, and HIV/AIDS in Asia. *Lancet*. 349(9044):52-54.
Massive educational programmes are needed in Asia to mobilize the whole population to change sexual practices that are rapidly spreading HIV. The role of media in HIV/AIDS awareness is studied in several Asian countries.

Evaluation



CHENEY, R., & MERWIN, A. (1996).

Integrating a theoretical framework with street outreach services: Issues for successful training. *Public Health Reports*. 111(1):83-88.

The authors argue that HIV/AIDS prevention projects utilizing indigenous outreach workers often rely on the life experiences and skills of the staff to structure the intervention, without grounding it in theory. However, to be most effective, community outreach projects should both utilize and enhance the natural strengths of the indigenous field workers' experience and styles of interaction. The authors state that the challenge of successfully integrating a theoretically guided programme design with field staff's credibility and sensitivity towards drug-using clients can be practically and satisfactorily met through appropriate training.



CURRAN, J.W. (1996).

Bridging the gap between behavioral science and public health practice in HIV prevention. *Public Health Reports*. Supl. 111(1):5-10.

This editorial notes that preventing HIV infection depends upon millions of individuals in diverse populations adopting or maintaining safe behaviours. Transferring behavioural prevention technology to the public health sector is extremely complex.



EDET, T., EFEM, I., ESU-WILLIAMS, E., MAKINWA, B., CHIEJINI, I., & HOOKS, C. (1996).

Needs assessment and materials development/Adaptation for a Youth AIDS Project: The NYAP experience. XI Int. Conf. AIDS. Vancouver. July 7-12.

Information, education and communication (IEC) materials for the Nigeria Youth AIDS Project were tested among the target population. Researchers conclude that for IEC materials to be effective, the process must be participatory and the materials target-specific and appropriate to the project needs.



EINSEIDEL, E. (1996).

"Action Research: Implications for gender, development and communications", In D. Allen, R. Rush, & S. Kaufman (Eds.) *Women Transforming Communications: Global Intersections*. (p.49-58), California: Sage.

The author discusses communication within the context of development and action research, specifically with a gender-based focus and advocates communication for social change, exploring its dimensions as a social right, and highlights issues of appropriate channels for dissemination and access.



ELKINS, D., MATICKA-TYNDAL, E., KUYAKANOND, T., KIEWYING, M., ANUSORNTEERAKUL, S., CHANTAPREEDA, N., CHOOSATHAN, R., SOMMAPAT, S., THEERASOBHON, P., & HASSWELL-ELKINS, M. (1996).

Evaluation of HIV/AIDS education initiatives among women in northeastern Thai villages. *Southeast Asian Journal of Tropical Medicine & Public Health*. 27 (3):430-442.

This paper presents results of the evaluation of an intervention designed for northeastern Thai villages, particularly for the village women. The intervention was based on established principles of behaviour change, social learning theory, and community health promotion, and was grounded in elicitation research. Eight of the nine outcome goals set for the intervention were achieved,

with significant increases in married women taking the initiative in reducing the risk posed to them by the sexual activities of their husbands.

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FIFE-SCHAW, C. (1996)

Commentary on Joffe. AIDS research and prevention: a social representational approach. *British Journal of Medical Psychology*. 70(1):65-73.

The author states that Joffe's (1996) article provides a well presented argument detailing the failings of knowledge, attitude, belief and practice (KAPB) approaches in the domain of AIDS/HIV prevention behaviours and argues that the theory of social representations offers a useful alternative perspective. The author goes on to criticize that the case for adopting social representations theory as an alternative to KAPB approaches has yet to be made convincingly. To do this, she adds, problems surrounding traditional KAPB must be considered, followed by a discussion of social representation theory as an alternative and the consideration of other alternative.

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FISHBEIN, M., & GUINAN, M. (1996).

Behavioral Science and public health: A necessary partnership for HIV prevention. *Public Health Reports*. Supl. 111 (1):3-4.

The editorial notes the necessity of a partnership between behavioural sciences and public health in HIV prevention. Behavioural sciences offer a clearer understanding of the types of information that people need for changing or maintaining a given behaviour.

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FLAY, B.R., & COOK, T.D. (1989).

Three models for summative evaluation of prevention campaigns with a mass media component. In R.E. Rice & C.K. Atkin (Eds.), *Public Communication Campaigns* (2nd. Edition) (p.175-196). Newbury Park, CA: Sage.

▼
GOOD, B.J. (1994).

Medicine, Rationality, and Experience. Cambridge: Cambridge University Press.

The author examines issues of language, meaning, and knowledge from a medical anthropology perspective, and views medical anthropology as a key area to address critical issues in the medical profession.

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GUTTMAN, N. (1997).

Beyond strategic research: A value centered approach to health communication interventions. *Communication Theory*. 7(2):95-124.

This paper adopts the proposition that values have a pivotal role in the analysis and design of health communication interventions, and that analysis that focuses on values embedded in the intervention process can contribute to theory development.

▼
GUTTMAN, N. (1997).

Ethical dilemmas in health campaigns. *Health Communication*. 9(2):155-190.

Presents thirteen dilemmas related to four specific areas: strategies and content of health communication campaign messages, inadvertent adverse outcomes from campaign activities, power and control, and social values. Practice-oriented questions for scholars are presented.

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HIGGINS, D.L., O'REILLY, K., TASHIMA, N., CRAIN, C., BEEKER, C., GOLDBAUM, G., ELIFSON, C.F., GALAVOTTI, C., & GUENTHER-GREY, C. (1996).

Using formative research to lay the foundation for community level HIV prevention efforts: an example from the AIDS community demonstration projects. *Public Health Reports*. Supl. 111(1):28-35.

A formative research process specifically focusing on intervention development was devised to assist AIDS Community Demonstration Project staff in identifying, prioritizing, accessing, and understanding the intervention target groups. The standardized systematic method yielded valuable information about the focal groups in each demonstration project site. According to the authors, the method, if adopted by others, would assist community intervention specialists in developing interventions that are culturally appropriate and meaningful to their respective target populations.



HOLTGRAVE, D.R., HARRISON, J., GARBER, R.A., AULTMAN, T.V., & SCARLETT, M. (1996).

Methodological issues in evaluating HIV prevention community planning. *Public Health Reports*. Supl. 111(1):108-114.

To be effective, HIV prevention programmes should be planned in partnership with affected communities and should be built on a solid scientific foundation. This paper describes the first-year evaluation goals and methods of the Centers for Disease Control's HIV prevention community planning programmes. Reasons for collecting specific types of information and for using particular methodologies are highlighted.



JACCARD, J., TURRISI, R., & WAN, C.K. (1990).

Implications of behavioral decision theory and social marketing for designing social action programmes. In J. Edwards, R.S. Tindale, L. Heath, and E.J. Posavac (Eds.), *Social Influence Processes and Prevention*. New York, NY: Plenum Press.

Drawing upon drunk-driving and unintended pregnancy prevention programmes, this article proposes a framework for designing social action programmes. The framework includes, among other aspects, specification of the social problem and delineation of programme goals, identification of the target population, and behavioural analysis.



JANZ, A.K., ZIMMERMAN, M.A., WREN, P.A., ISRAEL, B.A., FREUDENBERG, N., & CARTER, R.J.

Evaluation of 37 AIDS prevention projects: Successful approaches and barriers to program effectiveness. *Health Education Quarterly*. 23(1):80-97.

The authors present the results from a survey of 37 projects conducted with support of the Robert Wood Johnson Foundation. Small-group discussion, outreach to populations engaged in high-risk behaviours, and training peers and volunteers are the intervention activities rated the most effective by project staff. Recommendations to guide the development and delivery of future community-based AIDS prevention projects are presented.



JOFFE, H. (1996).

AIDS research and prevention: A social representational approach. *British Journal of Medical Psychology*. 69(3):169-190.

This paper questions, both theoretically and empirically, a number of the assumptions of the KAPB paradigm. As an alternative, the author proposes social representation theory, which calls for the sampling of the social representations held by individuals in parallel with those which circulate in their social environment. In addition, the alternative approach highlights the importance of identity and emotional factors in AIDS-related thought and action. The shift in theory and methodology which is proposed provides an altered focus for efforts to control the spread of HIV.



JOFFE, H.

Juxtaposing positivist and non-positivist approaches to social scientific AIDS research: Reply to Fife-Schaw's commentary. *British Journal of Medical Psychology*. 70(1), 75-83.

The author critically reviews the opinions of many academics who argue that the AIDS-related debates are hackneyed, that the area has been oversubscribed and that most AIDS research merely reinvents the wheel. The author disagrees and contends that the energy which continues

to be dedicated to the area is invaluable, not only in terms of the theoretical and preventive terrain which is still to be covered, but also with regard to the future transfer of knowledge to other areas of health-risk research.



LIEVROUW, L.A. (1994).

Health communication research reconsidered: Reading the signs. A review essay. *Journal of Communication*. 44(1):91-99.

A review of four books on health communication. The author concludes that health communication researchers must work towards the development of original theories in the field of health communication.



MIDDLESTADT, S.E., BHATTACHARYYA, K., ROSENBAUM, J., FISHBEIN, M., & SHEPHERD, M. (1996).

The use of theory based semi-structured elicitation questionnaires: formative research for CDC's prevention marketing initiative. *Public Health Reports*. Supl. 111 (1):18-27.

The authors discuss the prevention marketing initiative, which is an application of marketing and consumer-oriented technologies that rely heavily on behavioural research and behaviour change theories to bear on practical programme planning decisions.



NATIONAL RESEARCH COUNCIL. (1991).

Evaluating Media Campaigns. In S.L. Coyle, R.F. Boruch, & C.F. Turner (Eds.), *Evaluating AIDS Prevention Programs* (Expanded Edition) (p.50-82). Washington, D.C.: National Academy Press.

A review of media campaigns with a focus on "America Responds to AIDS" campaign. Theoretical and methodological issues are explored and recommendations are made so that campaign managers continuously monitor new developments and news reports on the disease to inform future intervention efforts.



RUSH, R. (1996).

"Ten tenets for deeper communications: Transforming communications theory and research", in D. Allen, R. Rush, & S. Kaufman (Eds.), *Women Transforming Communications: Global Intersections* (p.3-18), California: Sage.

Proposes new paradigms and principles to anchor and thus evolve more deeply evolve communications. Describes ten principles characterizing the concept of deeper communications, basically revolving around values promoting development of a civil society, such as unification, diversity and equality.



SCHNELL, D.J., GALAVOTTI, C., FISHBEIN, M., & CHAN, D.K. (1996).

Measuring the adoption of consistent use of condoms using the stages of change model. AIDS community demonstration projects. *Public Health Reports*. 111 (1):59-68.

The authors discuss the stages of the behaviour change model which has been used to understand a variety of health behaviours. Since consistent condom use has been promoted as a risk-reduction behaviour for prevention of HIV infection, an algorithm for staging the adoption of consistent condom use during vaginal sex was empirically developed by the researchers using three considerations: HIV prevention efficacy, analogy with work on staging other health-related behaviours, and condom use data from groups at high risk for HIV infection.



SCHOEPE, B.G. (1993).

Ethical, methodological, and political issues of AIDS research in Central Africa. *Social Science & Medicine*. 33(7):749-763.

Ethical practice in anthropology is linked to questions of methodology and theory which this article explores based on the author's leadership of CONNAISSIDA, a collaborative action-

research team studying the medical anthropology of AIDS in Zaire from 1985 to 1990. The need for a broad approach to social research in support of AIDS prevention is argued.



SU, S. (1994).

Instrumentation, measurement and evaluation strategies. The implications of cultural values, beliefs, and norms for health research: A methods conference. University of Milwaukee, Milwaukee. September 26-28.



WINGOOD, G., DiCLEMENTE, R.J., & HARRINGTON, K. (1998).

The association between viewing sexually explicit and violent television, pregnancy, and HIV sexual risk-taking among female adolescents. XII World AIDS Conference. Abstract 34226. Geneva, June 28-July 3, p.730.

A study conducted with African-American female adolescents shows that viewing of television shows depicting sexual and violent content is associated with pregnancy and HIV-related sexual risk taking. Recommendations are made as to encourage networks to reduce the amount of violent and sexual messages in their programming and depict more healthy behaviours in their TV shows.



YODER, P.S. (1997).

Negotiating relevance: Belief, knowledge, and practice in international health. *Medical Anthropology Quarterly*. 11(2):131-146.

An introduction to a special issue, designed to stimulate discussion on how medical anthropologists can best address the relationship between knowledge and practice in research related to health, disease, and illness in developing countries.



YODER, P.S., HORNIK, R., AND CHIRWA. B.C. (1996).

Evaluating the program effects of a radio drama about AIDS in Zambia. *Studies in Family Planning*. 27(4):188-203.

The authors apply an analytical approach to evaluate the programme effects of a radio drama in Zambia designed to disseminate AIDS information. They consider evidence that broadcasting this drama for nine months had an impact on knowledge and behaviour related to AIDS among Bemba speakers in northern Zambia. They conclude that while the population as a whole improved its knowledge substantially, and some people reported having reduced risky behaviour, attributing these changes to the programme itself is not possible.



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