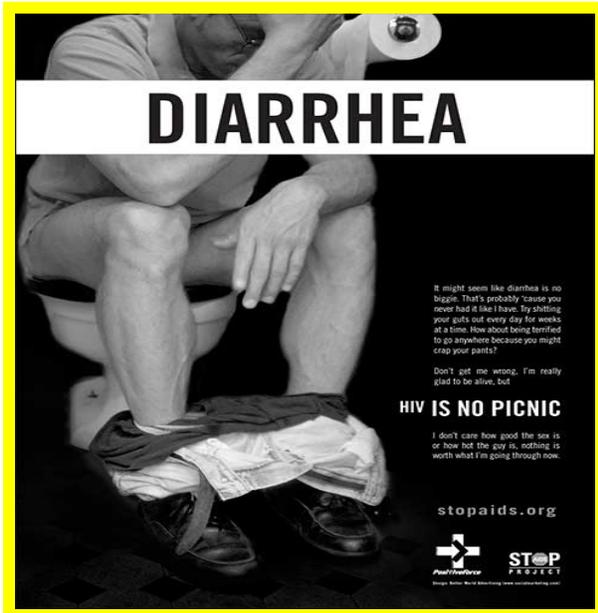


## Health Belief Model

The Health Belief Model states that if a person feels susceptible to a condition and the severity is high, a cue to action or a prompt like these advertisements may encourage behavior change.



“It might seem like diarrhea is no biggie. That’s probably ‘cause you never had it like I have. Try shitting your guts out every day for weeks at a time. How about being terrified to go anywhere because you might crap your pants? Don’t get me wrong. I’m really glad to be alive, but HIV is NO PICNIC. I don’t care how good the sex is or how hot the guy is, nothing is worth what I’m going through now.”

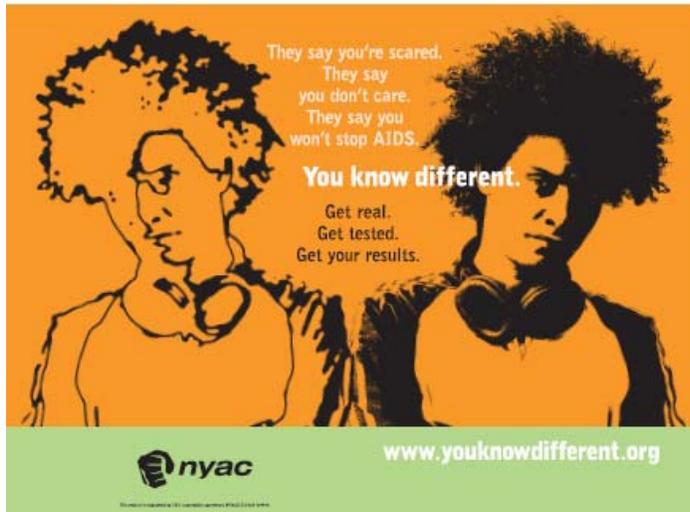
Stopaids.org – STOP AIDS Project

HIV+ men tell HIV- men the truth about living with HIV in new social marketing ads distributed citywide.

SAN FRANCISCO—The STOP AIDS Project launches its cutting-edge social marketing campaign, "HIV Is No Picnic." The stark, hard-hitting series of four ads from the Project’s Positive Force program is designed to counter a widely held perception among HIV negative men that contracting HIV is no longer something to be so concerned about. Each ad features an HIV+ man describing the impact of a specific side effect of HIV disease or anti-HIV medication. "Don’t get me wrong, I’m glad to be alive," each says. "But HIV is no picnic."

## Social Cognitive Theory

People learn by observing others and self-efficacy builds with increased positive reinforcement and skill development. Self-efficacy – the belief that one is capable of producing an effect or change.



## National Youth Advocacy Coalition

The *You Know Different* social marketing campaign is a component of NYAC's National Youth HIV Testing Initiative and is designed for use on a local, grassroots level. It is ideal for organizations, which conduct HIV outreach and education as a part of their HIV prevention efforts for young people. The social marketing strategy is designed to integrate easily into community outreach efforts and events. Campaign materials (posters, palm cards, stickers, and web components) can be easily disseminated. While the campaign was designed for organizations to partner with others in their community to conduct the campaign, organizations with the capacity can implement that campaign on their own. The strategy has been successfully pilot tested in community coalitions consisting of local providers in Washington, DC, Bronx, NY and Florida.

## Social Norms

Interventions that are designed to correct misperceptions of the norm by revealing the actual, healthier norm will have a beneficial effect on most individuals over time, who will either reduce their participation in potentially problematic behaviors or be encouraged to engage in protective, healthy behaviors.

**83% OF COLLEGE MEN  
RESPECT  
THEIR PARTNER'S WISHES ABOUT  
SEXUAL ACTIVITY**

**Trust your instincts**  
If the situation seems unclear, stop and make sure you both want the same thing. Tonight might not work out like you hoped, but you'll both have an easier time doing A&B tomorrow.

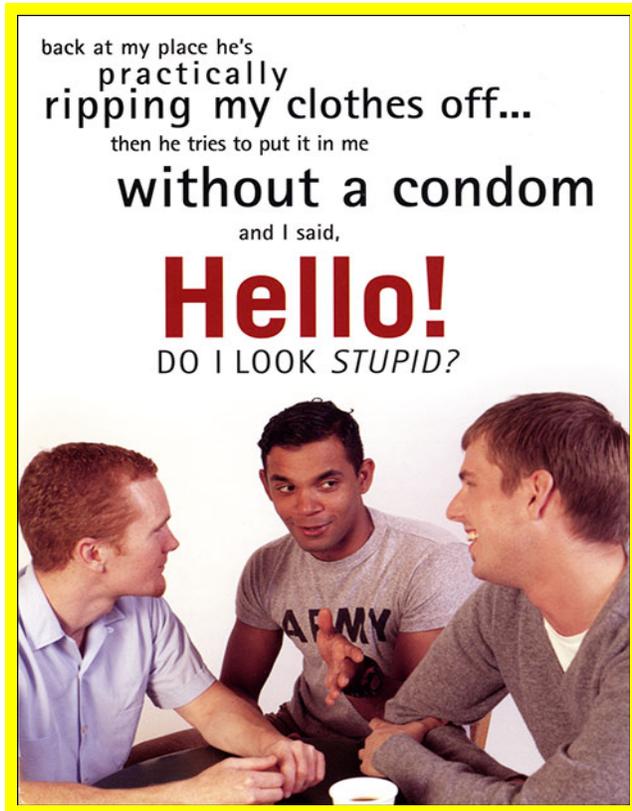
RAINN operates the National Sexual Assault Hotline. If you need help, call our confidential helpline, 800-422-6237, or visit us online, [www.rainn.org](http://www.rainn.org). For more info, see page 167, 168 (RAINN.org)

**RAINN**  
NATIONAL  
SEXUAL  
ASSAULT  
HOTLINE

RAINN's Social Norms Poster Campaign  
Engaging Men in the Prevention of Sexual Assault  
<http://www.rainn.org/>

## Theory of Planned Behavior

Norms influence attitudes and self-efficacy. Essentially, the theory of planned behavior states that behavior change is a function of changing norms.



Campaign: AIDS It Ain't Over Yet

AIDS Action Committee, Boston Public Health Commission

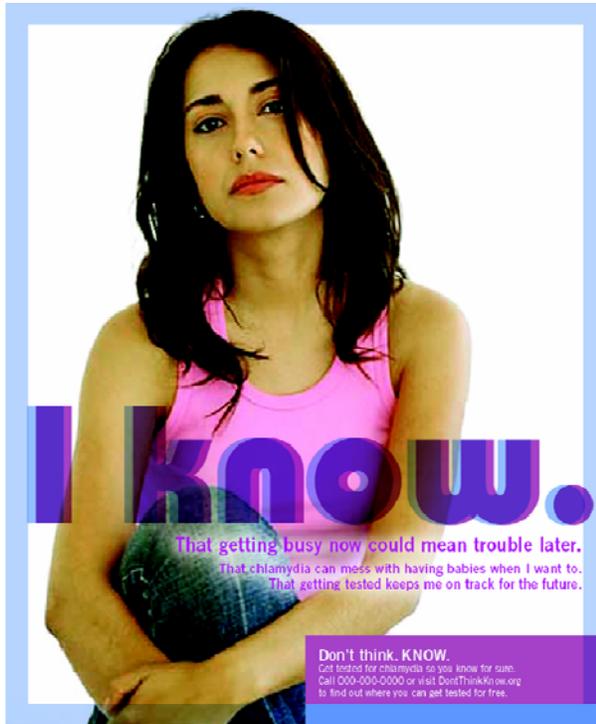
Audience: IDUs, Gay males, Transgenders, Young Heterosexual Singles and Couples  
(Caucasian, Hispanic and African American)

Issue: HIV Prevention

## Transtheoretical Model (Stages of Change)

An individual goes through five stages of change before a new behavior can be fully adopted. The five stages of change are precontemplation, contemplation, preparation, action, and maintenance. This model can be used as a tool to segment the population by identifying a specific stage of change appropriate message.

Focuses on the individual behavior rather than social influences.



Campaign: I Know

Los Angeles County STD Program

Audience: Young African American women and Latinas

Issue: Chlamydia and Gonorrhea prevention