

Screen Capture from Web Site

Tools for Building Culturally Competent HIV Prevention Programs

INTRODUCTION

3. WHAT DOES CULTURE HAVE TO DO WITH HIV?

The impact of HIV/AIDS on different populations in the US

In the United States, people in some cultural groups or communities become infected with HIV and develop AIDS at higher rates than people in others. For example, within the U.S.:

- In 2005, rates of HIV/AIDS cases in the U.S. were 72.8 per 100,000 in the Black population, 28.5 per 100,000 in the Hispanic population, 10.6 per 100,000 in the American Indian/Alaska Native population, 9.0 in the white population, and 7.6 per 100,000 in the Asian/Pacific Islander population.¹
- According to a study of U.S. Job Corps applicants, HIV prevalence among African-American adolescent girls was 4.9 per 1,000, while rates among White and Hispanic adolescent girls were 0.7 and 0.6. Similarly, rates among White, Hispanic, and African-American adolescent boys were 0.8, 1.5, and 3.2 respectively per 1000.²
- From 2001 through 2005, the estimated number of HIV/AIDS cases in the U.S. increased among men who have sex with men (MSM). MSM accounted for 49% of all HIV/AIDS cases diagnosed in 2005.³

As these statistics suggest, HIV and AIDS have a differential impact on diverse cultural groups.

[Back to Top](#)

Sample Tool (on following page)

Checklist for Developing Effective Print Materials for Low-Literacy Populations¹

This checklist will help you to develop materials for low-literacy populations.

Place an “x” in the square box () as you address each item. (To do this on your computer, use your cursor to click on the box. To remove an “x” from a box, click on the box again.) Remember that you may use “Save As” to save this file under the name of your choice. You may also print this document.

1. Design/Layout

- Communicate a single message with each illustration.
- Limit the number of concepts/pages in the material.
- Make the material interactive (e.g., by including simple question/answer formats).
- Leave plenty of empty space, to make the material easier to follow.
- Arrange messages (e.g., condom use steps) in an order that is most logical to the audience.
- Number the steps of the sequence.
- Include culturally appropriate illustrations (e.g., images of people who look like members of your target population) that support key messages. (See also #2, below.)

2. Illustrations

- Use culturally appropriate hair and clothing styles, colors, objects, and symbols.
- Include realistic yet simple images that portray people and objects as they occur in everyday life.
- Illustrate objects in appropriate scale and context.
- Use appropriate illustrative styles (e.g., drawings, cartoons, photos) that are acceptable and comprehensible to the audience.
- Use positive images that encourage and motivate the audience.

3. Text

- Choose a type style and size that are easy to read (e.g., a 14-point font for regular text and larger sizes for titles and subtitles).
- Use uppercase and lowercase letters, instead of all capitals.
- Use underlining or boldface for emphasis; avoid an italic style, as it is difficult to read.
- Use short, clear, comprehensible words and sentences.
- Restate important information periodically to reinforce messages.

4. Piloting

- Pilot test materials for comprehensibility and appropriateness of design, illustrations, and text.
- Incorporate resulting revisions before utilizing materials.

¹ Adapted from Zimmerman, M.L., Newton, N., Frumin, L., & Wittet, S. (1996). *Developing Health and Family Planning Materials for Low-Literate Audiences: A Guide, Revised Edition*, pp. 65-74 Washington, DC: PATH. Retrieved 9/29/05 at http://www.path.org/files/DC_Low_Literacy_Guide.pdf.

Know

Act

HIV RAP
new online resource
for practitioners
and researchers

Assess

END OF SAMPLE

This document contains a small sample from the Tools for Building Culturally Competent HIV Prevention Programs resource. To order an online subscription, view <http://www.socio.com/srch/summary/misc/ccsub.htm> or use the complete resource online for *free* as part of the HIV/AIDS Research and Prevention Online Library. <http://www.socio.com/hivrap.htm>