

## **SOCIOMETRICS PROJECT NO. 227**

### **Adapting the SiSTA/SiHLE/WiLLOW HIV Prevention Trilogy for Black Men Phase II**

Black men who have sex with men (MSM) have been disproportionately affected by HIV/AIDS since the beginning of the epidemic. Yet, there are very few scientifically demonstrated effective HIV prevention interventions targeting Black MSM. This SBIR Phase I project will address this gap and fill an important product niche for community-based organizations, health departments and clinics serving Black MSM by creating (1) a modular program package and online program builder to support the delivery of the popular SiSTA/SiHLE/WiLLOW HIV prevention suite with Black MSM; (2) an interactive, computer-delivered version of the adapted program; and (3) an online forum to provide updated resources and enable practitioners to share program implementation concerns and experiences. We will also conduct a 3-arm, quasi-experimental outcome study in three states to assess the effectiveness of these programs in reducing HIV risk behaviors among Black MSM. The project offers many innovations, including the creation of the first evidence-based computer-delivered HIV prevention program specifically designed for Black MSM; the development of a second generation adaptation kit and online program builder to tailor program content for different sub-populations of Black MSM; the presentation of risk reduction activities within an explicit sexual health/harm reduction framework, an approach called for by practitioners and public health officials in recent years; the inclusion of “seroadaptive” risk reduction practices in the outcome study to assess the wide range of harm reduction practices currently practiced by Black MSM; an online practitioner forum that includes automatically updated community resources generated by individuals who complete the computer-delivered program, and the incorporation of new media technologies (e.g., Twitter, Facebook) in program marketing to ensure that the product quickly reaches practitioners. In sum, the project’s combination of a modular adaptation package, online program builder and computer-delivered intervention provides a model to support the cost-effective implementation of evidence-based programs on a wide range of public health issues in diverse implementation contexts.

Sponsor: National Institute on Minority Health and Health Disparities  
National Institutes of Health  
6707 Democracy Boulevard, Suite 800  
Bethesda, MD 20892-5465  
(301) 402-1366

Grant No: R44 MD005812-02

Project Officer: Derrick C. Tabor

Duration: 06/21/13—05/30/15

Budget: \$1,459,235

Staff: T. Kuhn, C. Lomonaco, A. Moreno, J. Wu