



# d-UP

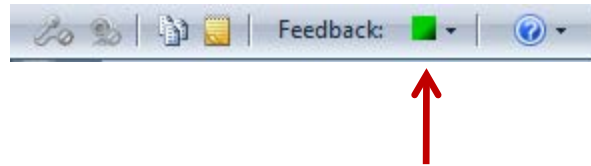
DEFEND YOURSELF!

## *Monitoring of a Community-level Intervention for Black MSM*



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- If **yes**: set your feedback color to **Green/Proceed**.
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- To connect, call:  
Toll-free: +1 (877) 937-8441  
Participant code: 3356572

# Presentation Roadmap

- I. What is *d-up!*
- II. How *d-up!* is implemented
- III. How *d-up!* works
- IV. Q & A
- V. Monitoring *d-up!* implementation-
- VI. Q & A



# Purpose of this Presentation

- Review the goals, design, and key components of *d-up!*
- Describe how *d-up!* increases condom use among Black MSM
- Present the *d-up!* monitoring tool that HDs will be expected to use

# I. **WHAT** is *d-up!*

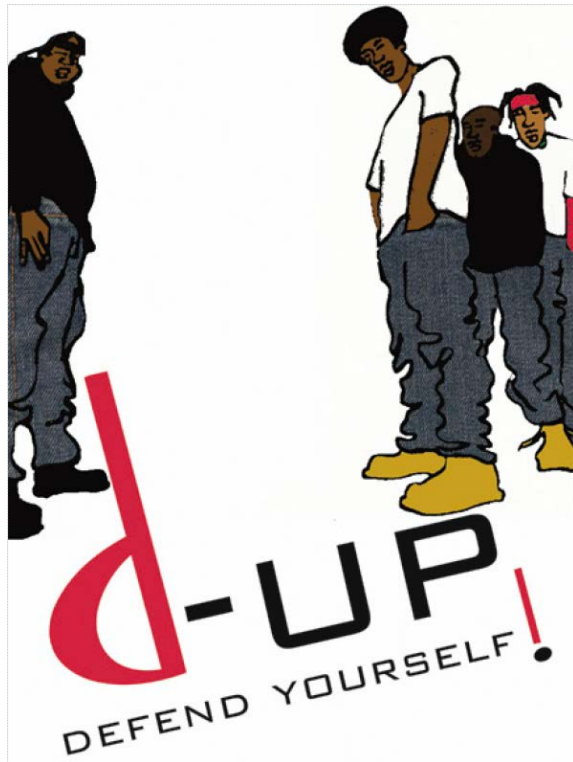
# *d-up: Defend Yourself!*

Cultural adaptation of *Popular Opinion Leader (POL)*:

- Same background & implementation structure
- Developed by and for Black MSM
- Reflects the cultural nuances, communication styles, and preferences of Black MSM



# How *d-up!* Was Developed



- Collaboration between CDC, the NC Dept. of Health, and local CBOs
- Evaluation found an increase in condom use and decrease in the number of unprotected partners


# What is *d-up*: *Defend Yourself!*

**Community level intervention designed to change norms around condom use**



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# What is *d-up*: *Defend Yourself!*

Community level intervention designed to change norms around condom use

Directed at Black MSM who are in a social network with other Black MSM

Identifies and trains opinion leaders—trusted and respected members of the targeted social network

Opinion leaders are deployed to have conversations with friends and acquaintances to promote condom use and promote self-worth

**Over time, condom use becomes the social norm among the friendship groups and the social network as a whole**

## II. HOW *d-up!* IS IMPLEMENTED

# Stages of Implementation

- Start-up
  - Capacity assessment
  - Staffing/ training
  - Community discovery
- Implementation
  - Train Opinion Leaders (OLs)
  - Deploy OLs, including ongoing support and tracking

# Agency Capacity

At a minimum, an agency seeking to implement *d-up!* should have:

- Staff trained in recruitment & training
- Experience with Black MSM
- Access to Black MSM
- Access to venues frequented by Black MSM

# Agency Capacity

At a minimum, an agency seeking to implement *d-up!* should have:

- At least 1 social network of Black MSM with 100 or more members
- Resources to train 15% of each friendship group as opinion leaders



# Implementation Cost

- *d-up!* costs a **minimum** of \$600 per opinion leader
- **Does not include** overhead, startup, PEMS coordinator/M&E, etc.
- E.g. a social network of 1,000:
  - Requires about 150 OLs
  - Costs **minimum** of \$90,000

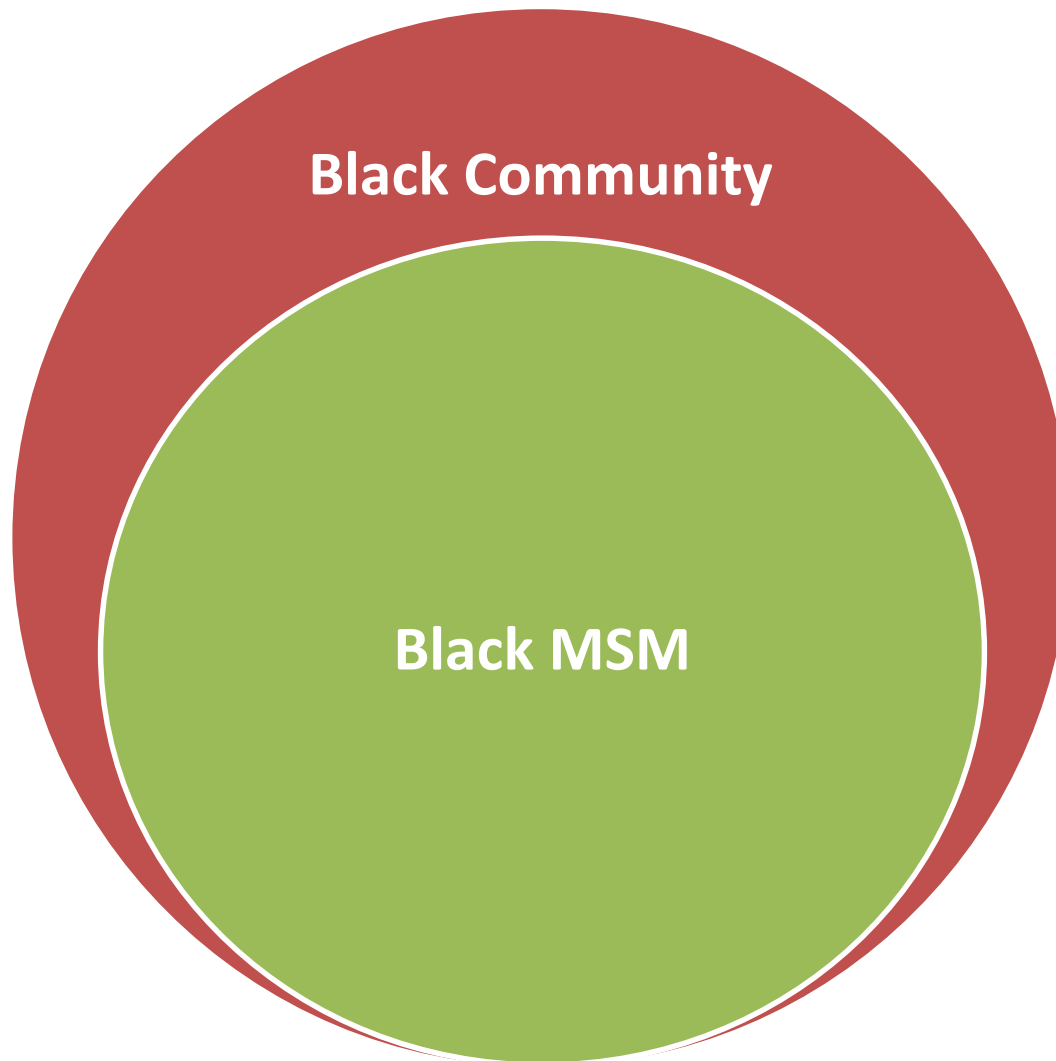
# Community Discovery

- Community discovery involves describing the social networks of local Black MSM.
- Community discovery defines how *d-up!* can be implemented to meet local needs.
- It is part of the start-up phase, and an **ESSENTIAL** component of *d-up!*

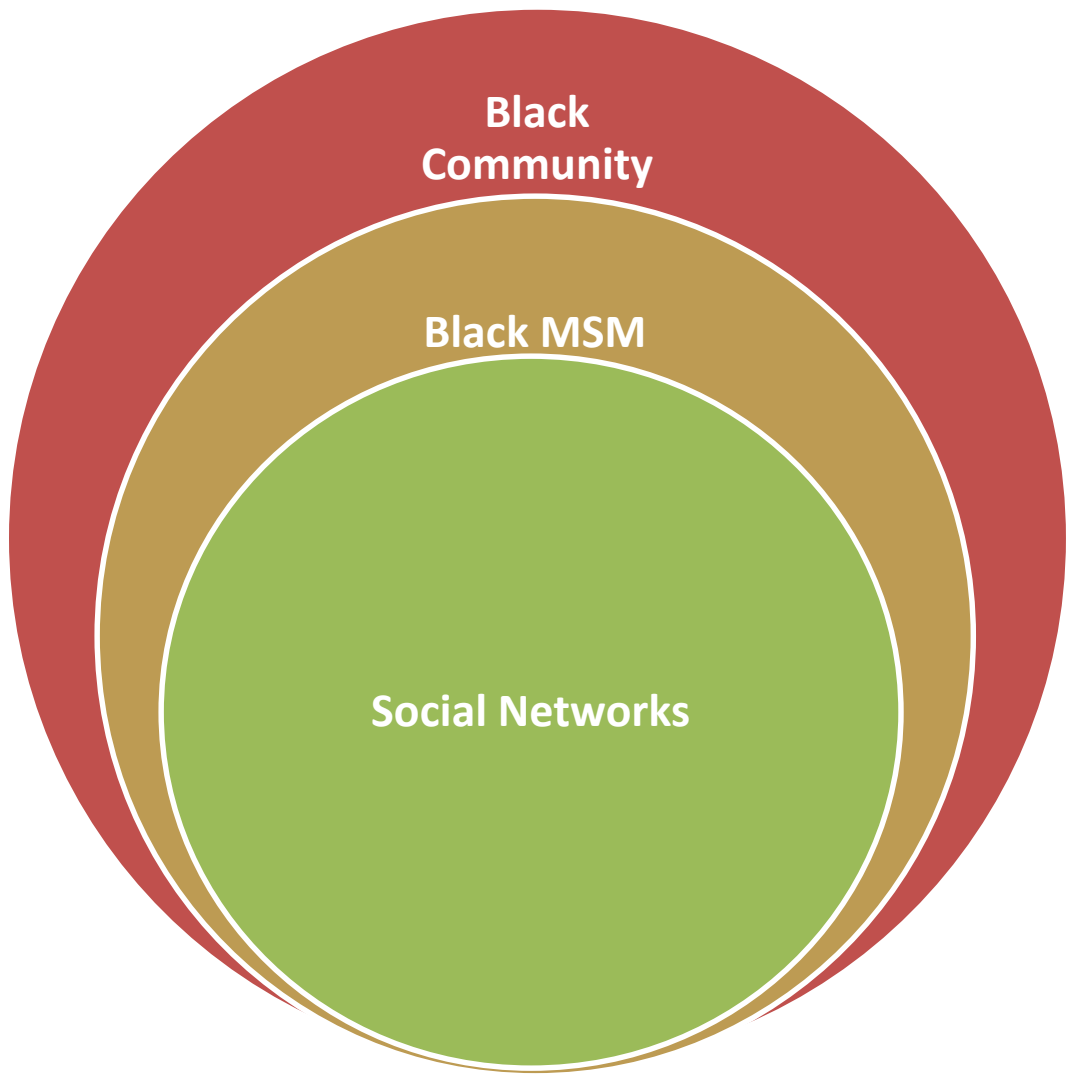
# Community Discovery

- Identify and select a Black MSM social network (SN)
- Identify and use a major social venue to:
  - Collect information about the SN
  - Identify the friendship groups within the SN
  - Identify the opinion leaders within each friendship group

# Black Community & Black MSM



# Social Networks



# Social Networks

## Characteristics:

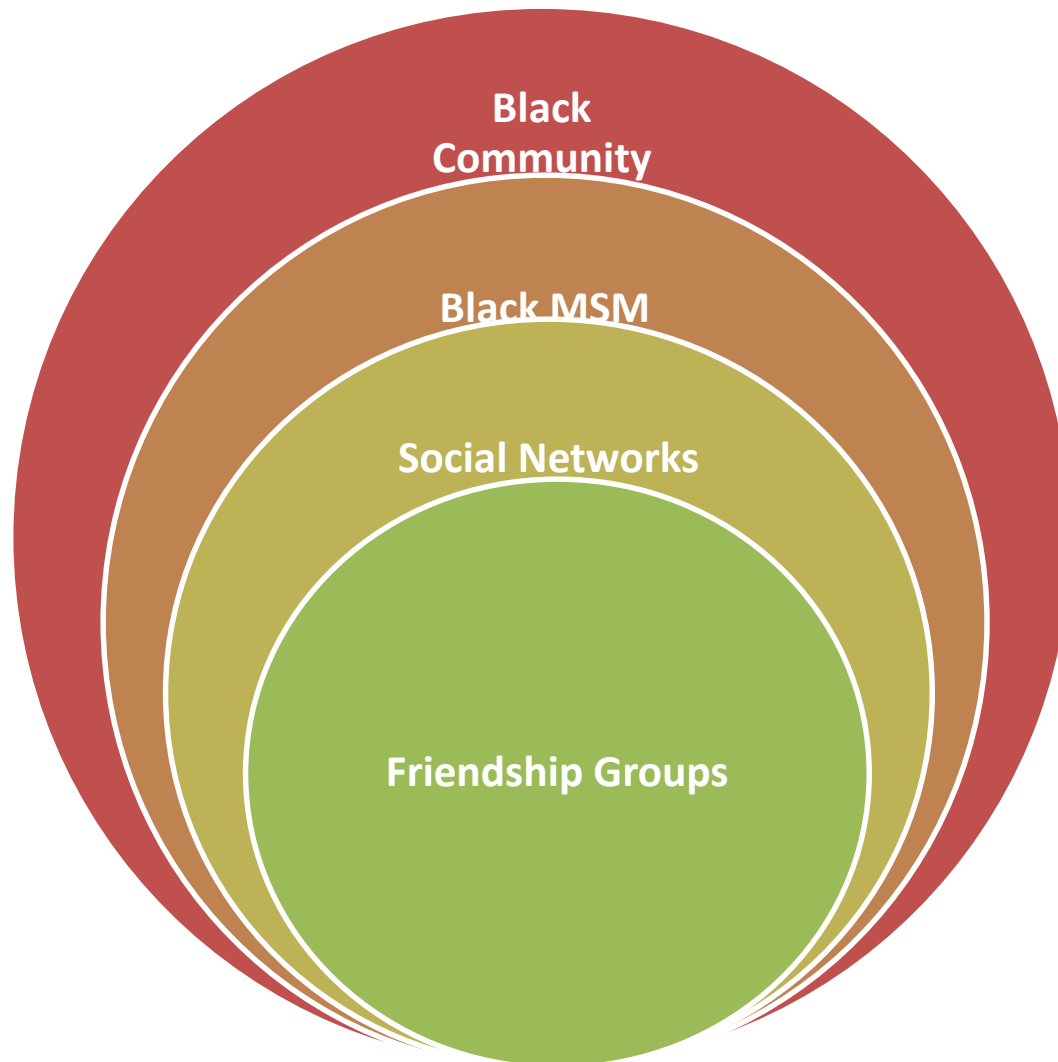
Linked friendship groups with close, personal relationships

Shared, unwritten rules driving HIV risk

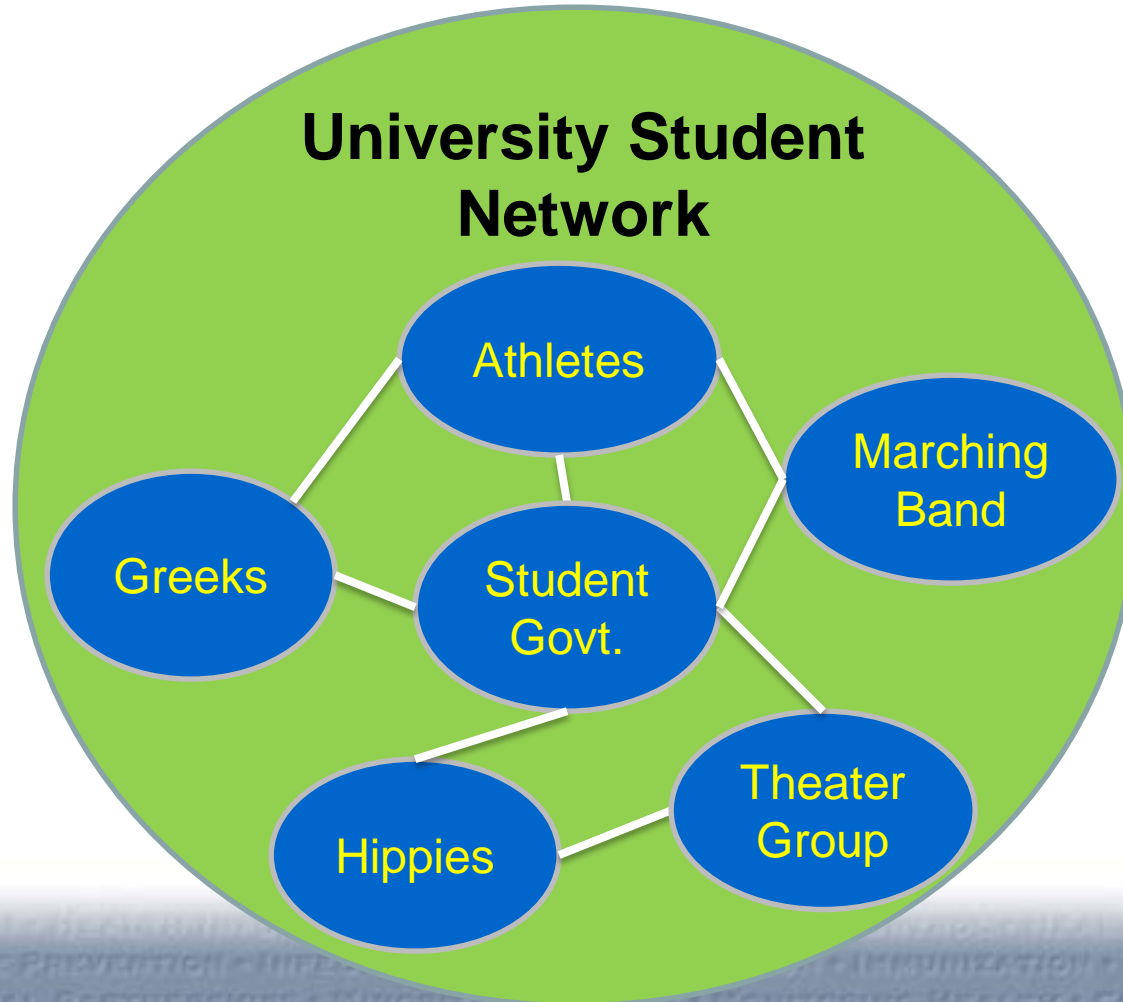
Common social venue that serves them in their everyday lives



# Friendship Groups within a Social Network

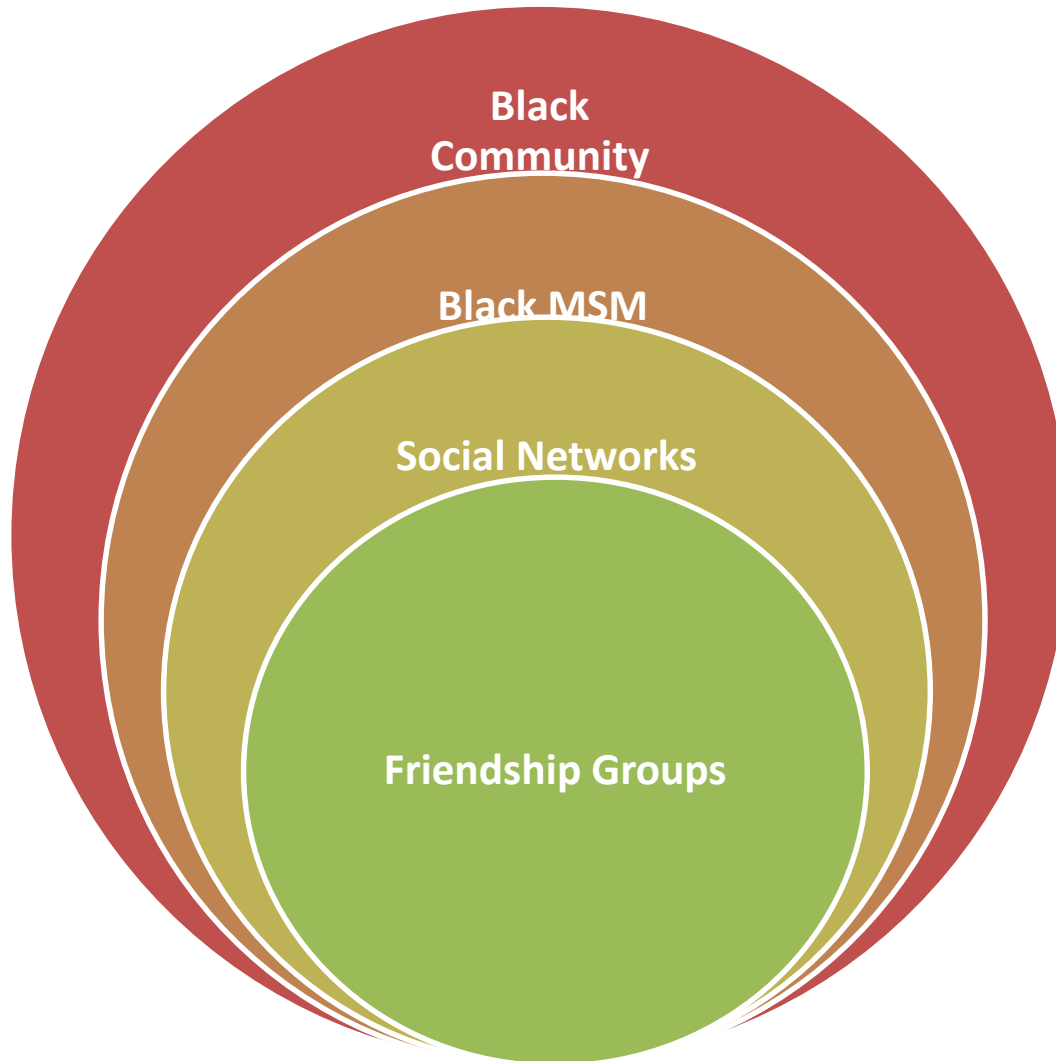


# Friendship Groups



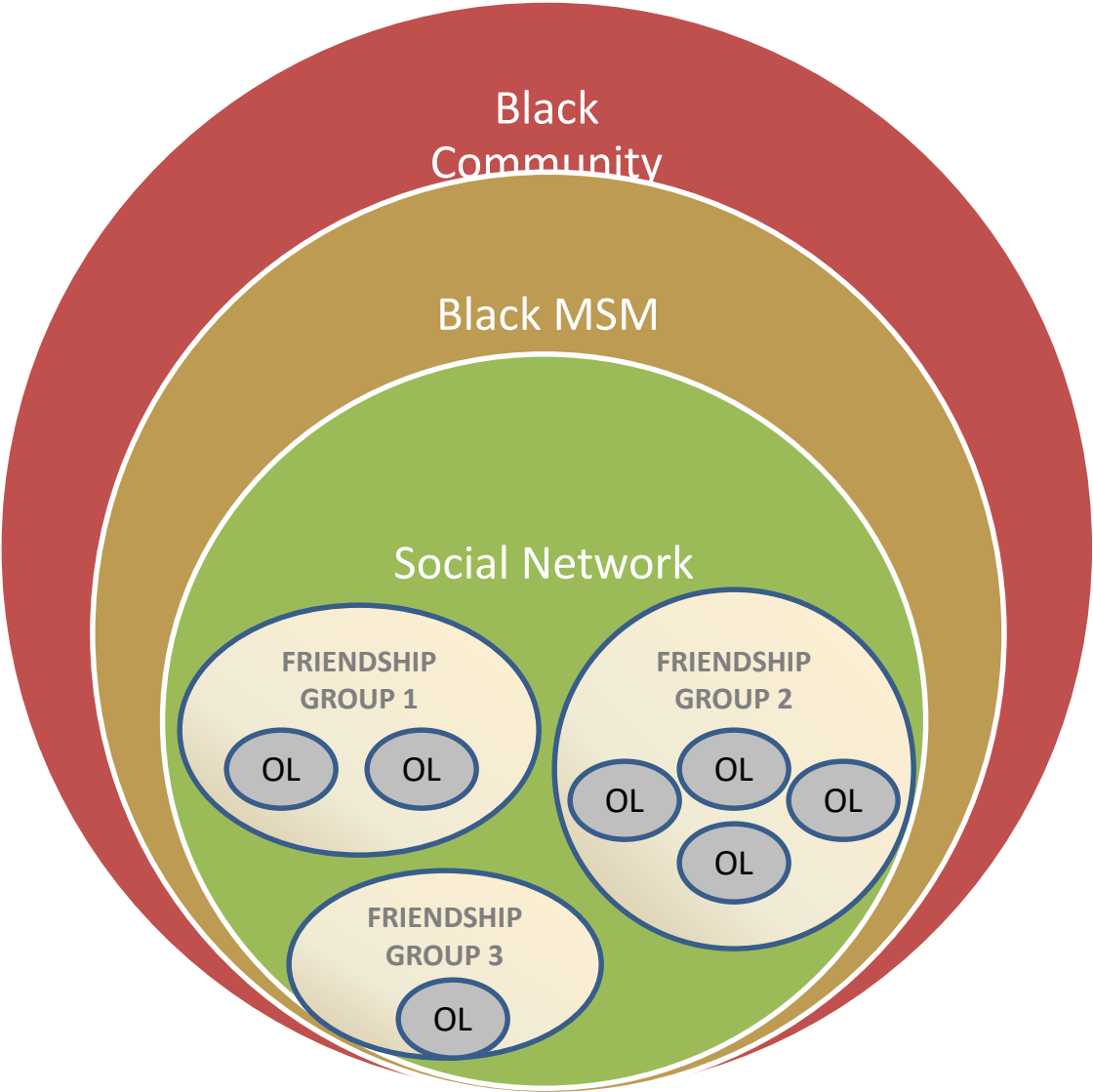


# Each Social Network Is Served by a Social Venue



**Social  
Venue**

# Train 15% Opinion Leaders (OLs) from each Friendship Group



# Opinion Leader Recruitment

- Recruit opinion leaders identified during Community Discovery from each friendship group
- Implement 4-session training to prepare opinion leaders to have safer sex endorsement conversations

# Opinion Leader Training

- Opinion Leader training is designed to:
  - Raise awareness of the Black MSM HIV epidemic
  - Enhance understanding of social and cultural factors that contribute to risk
  - Build comfort and skills to have conversations with friends and acquaintances

# Opinion Leader Deployment

- Opinion leaders have 14+ risk reduction conversations with friends and acquaintances:
  - Endorse safer sex behaviors
  - Promote a norm of positive self-worth
  - Identify other potential opinion leaders

The opinion leaders, not  
the implementation staff,  
carry out the *d-up!*  
behavior change  
intervention

# III. HOW *d-up!* WORKS

# Diffusion of Innovation Theory

If opinion leaders endorse a behavior to those who most admire them

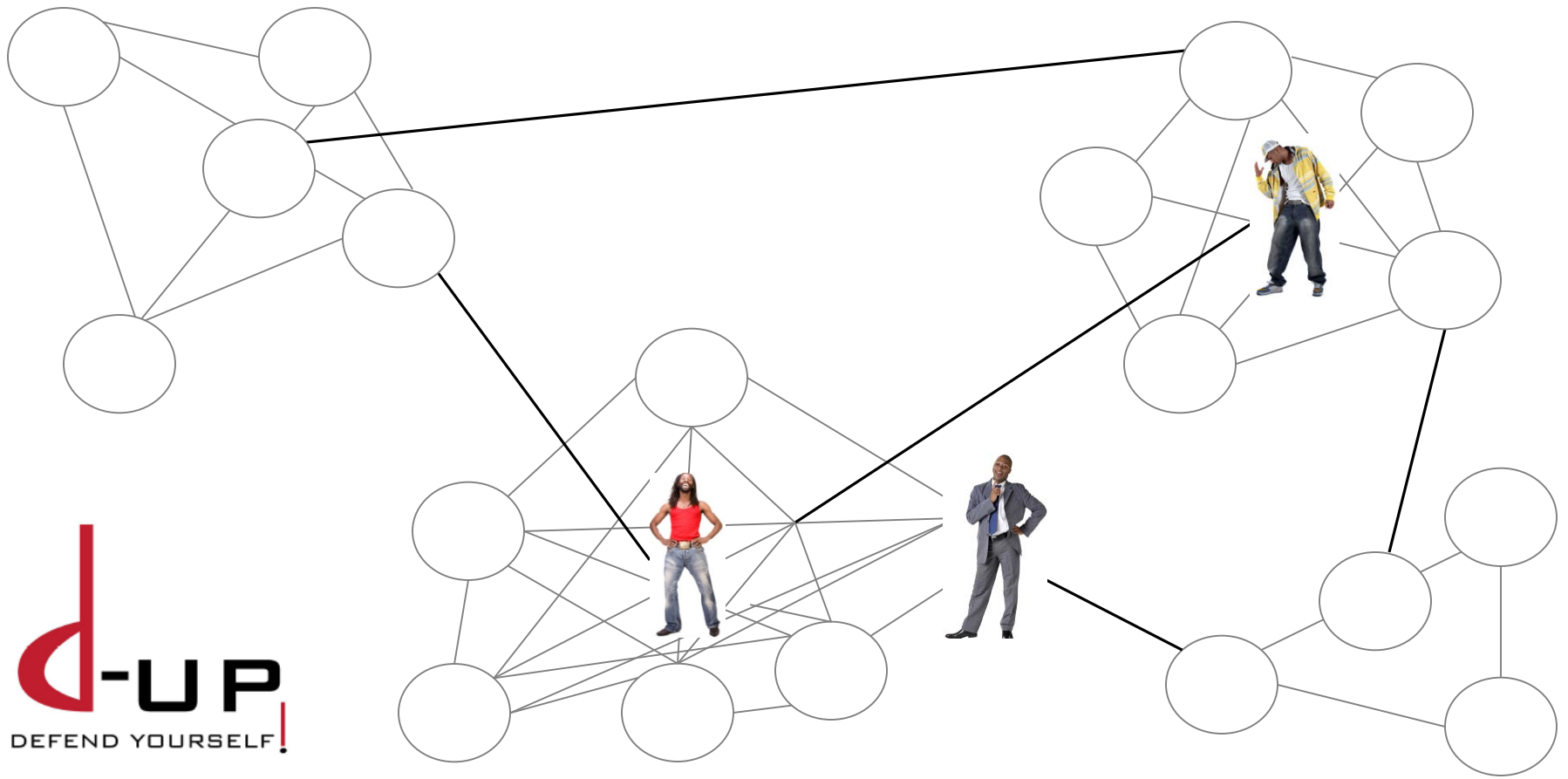
➔ the opinion of that behavior will be adopted by community members over time

➔ the targeted norm and behavior will come to predominate.

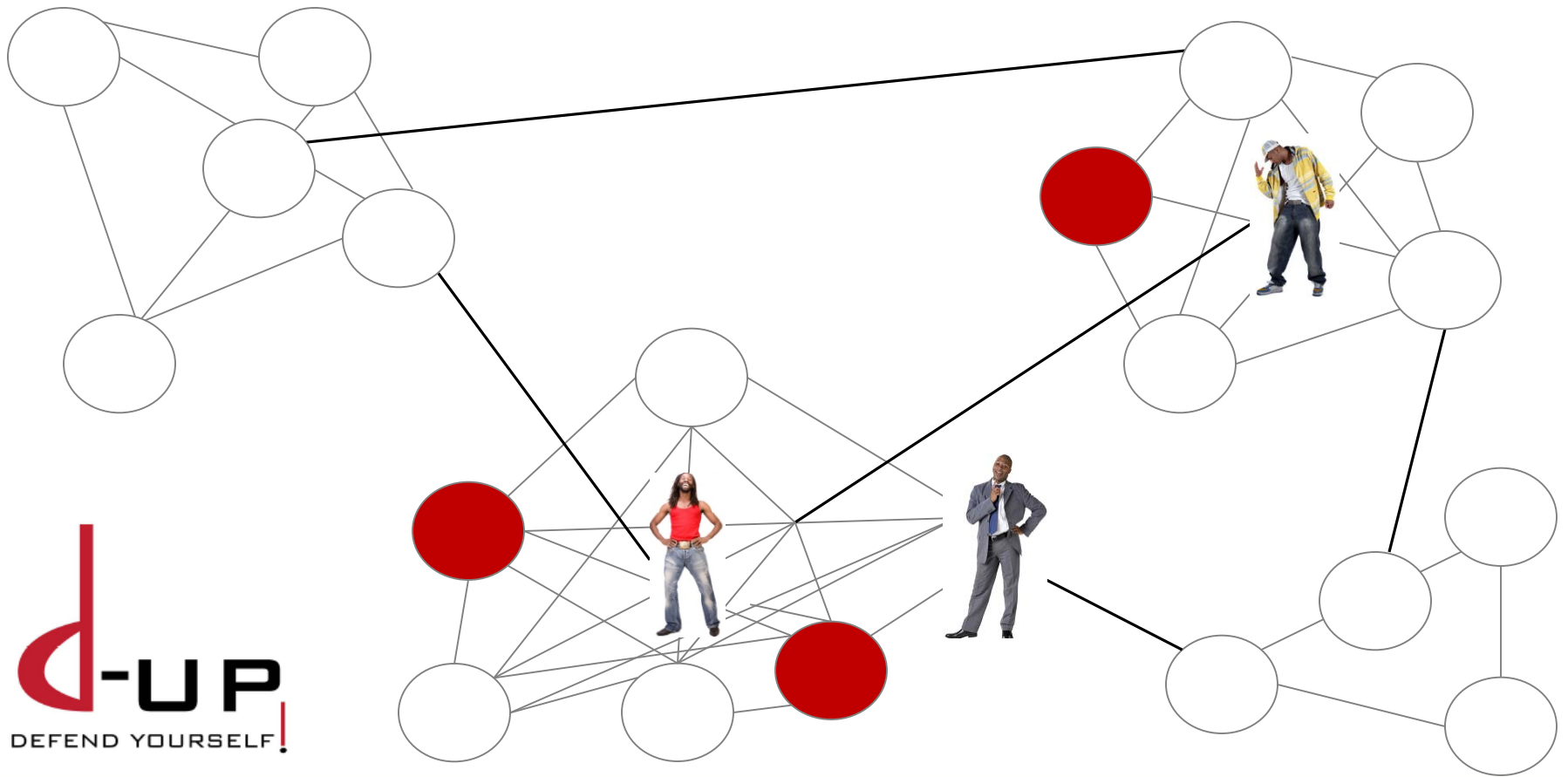




# Identify Opinion Leaders

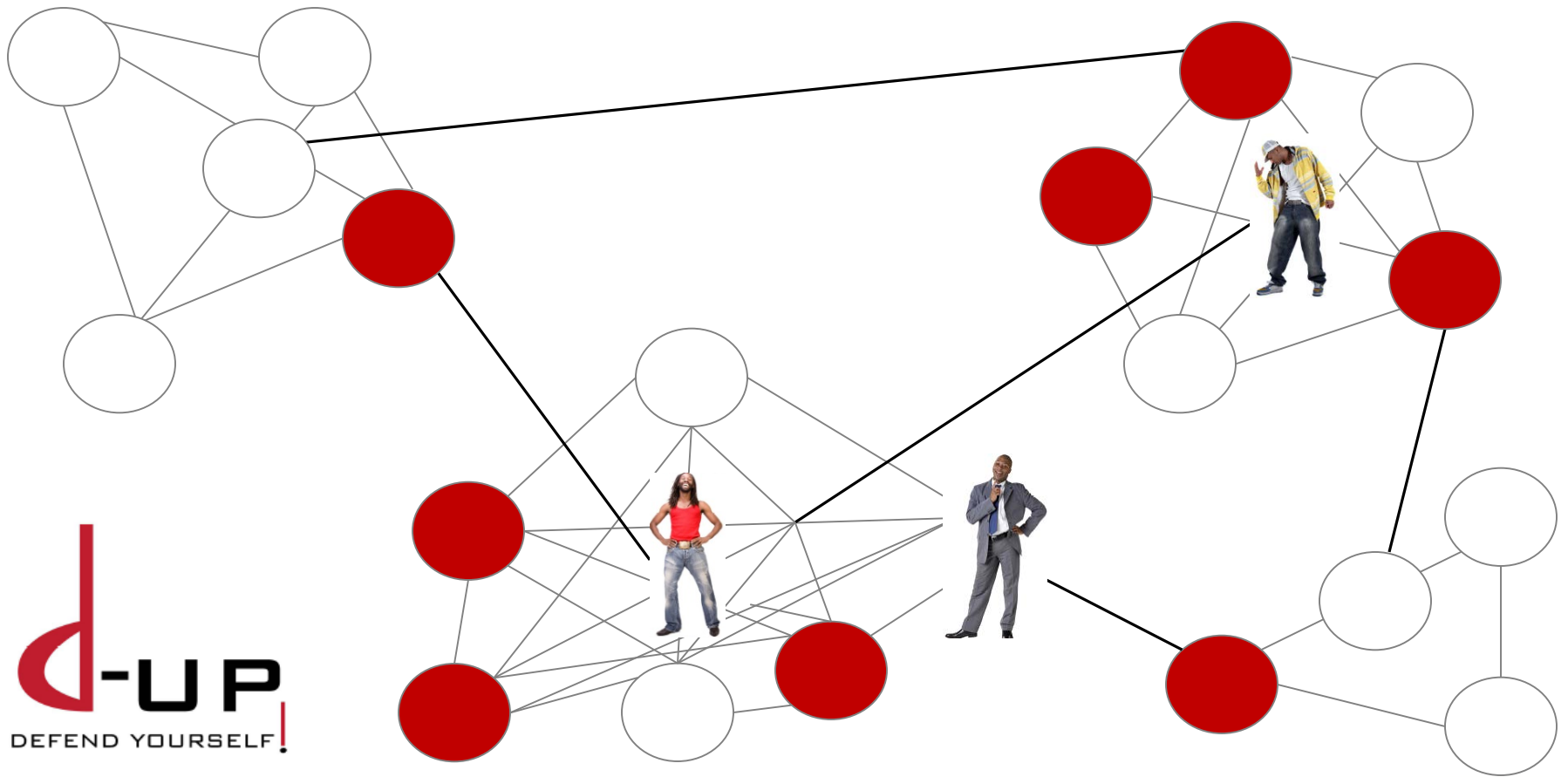


# OLs Endorse Safer Sex to Friends



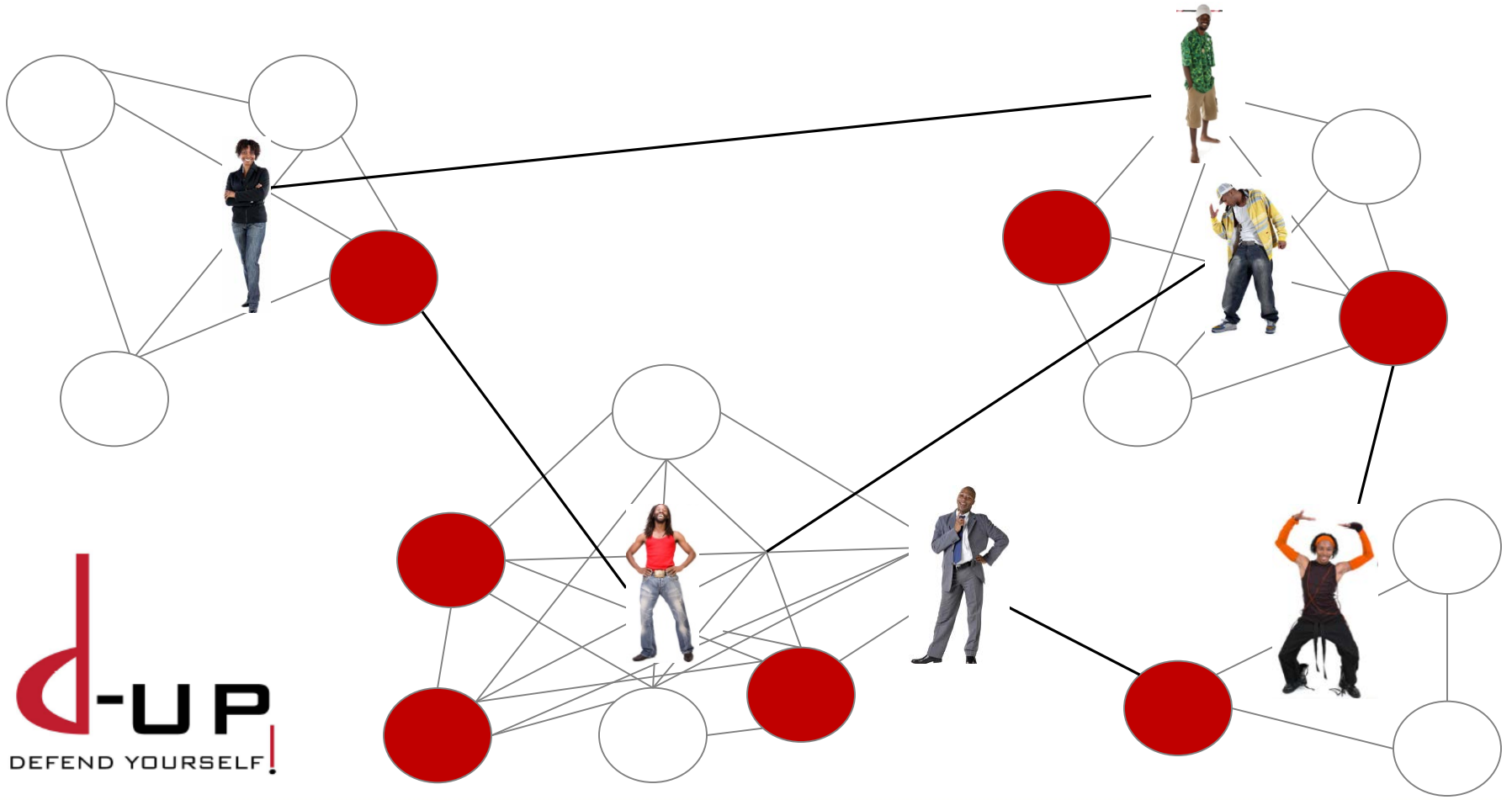
SAFER • HEALTHIER • PEOPLE™

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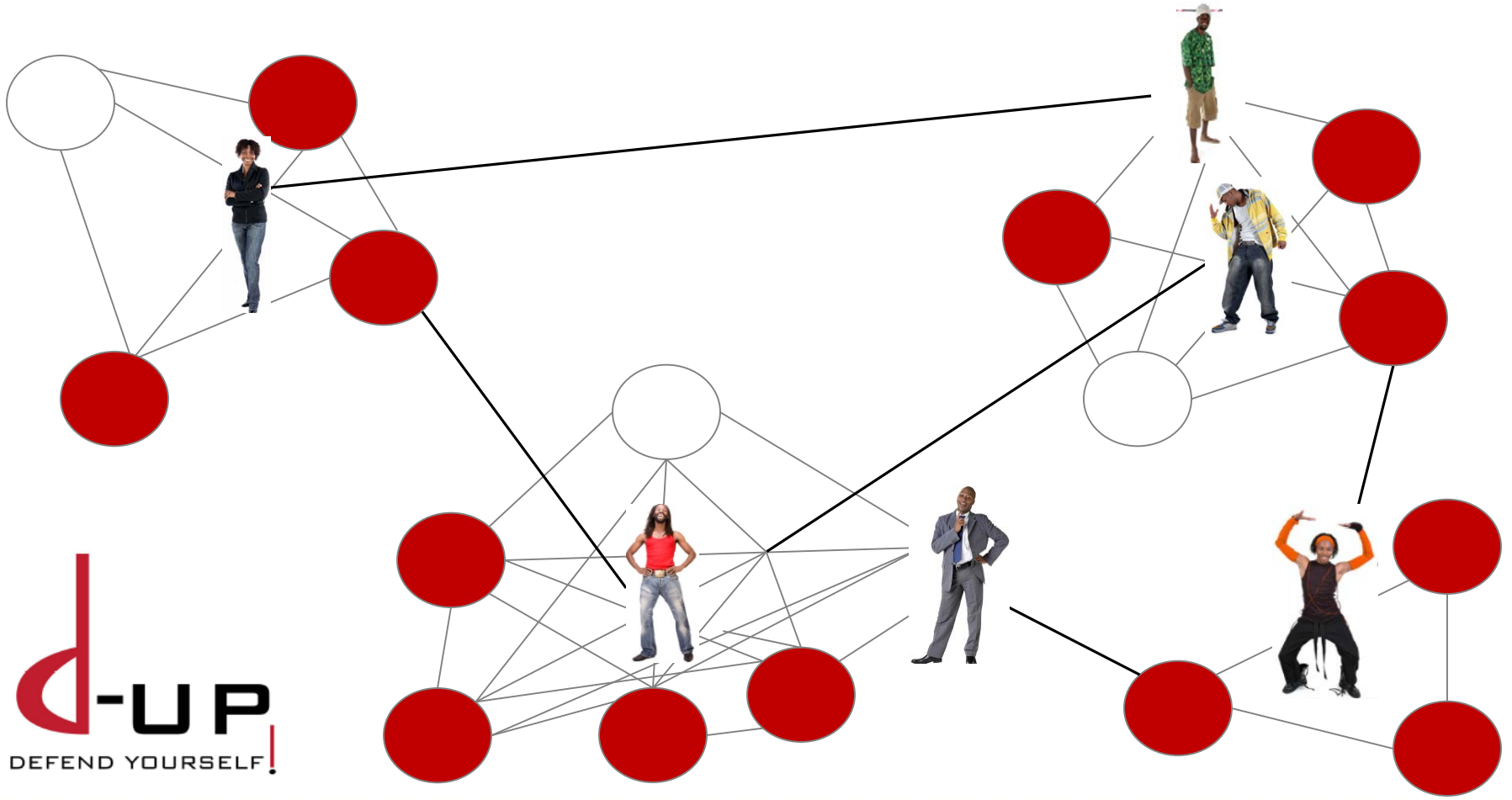
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# More OLs Recruited



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# Norm Diffused



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# Changing Social Norms

- The social network is saturated when 15% of the members in each friendship group carry out conversations that endorse safer sex.
- Condom use will eventually become accepted as the social norm with that social network/ subculture



# Preparation for Bias

- Strategies are used to promote positive identification with one's own racial or ethnic group (e.g. strategies used by parents of color with their children)
- This prepares people to succeed in the face of racial bias
  - Positive identity development
  - Negotiation of racial barriers
  - Emphasis on culture, history, and heritage.



# Preparation for Bias

- *d-up!* applies preparation for bias by:
  - a) Preparing opinion leaders to identify social and cultural issues that arise in conversations, and to craft messages in response
  - b) Promoting self-worth among Black MSM as a social norm



# The 10 Core Elements

1. Direct *d-up!* to an **identified at-risk target population** in well-defined community venues where the population's size can be assessed.
2. Use **key informants and systematic observation** to identify the subgroups of the targeted social network and to identify the most popular, well-liked, and trusted persons in each friendship group.

# The 10 Core Elements

3. Over the life of the program, **recruit and train** as opinion leaders 15% of the persons from each friendship group in the social network that is found in the intervention venue.
4. Raise opinion leaders' awareness of how negative **social and cultural factors** impact Black MSM's sexual risk behavior in order to promote a norm of positive self-worth in their social networks and to address these biases in their conversations, as needed.

# The 10 Core Elements

5. Teach opinion leaders **skills** for putting risk reduction endorsement messages into everyday conversations with friends and acquaintances.
6. Teach opinion leaders the elements of **effective behavior change messages** that target attitudes, norms, intentions, and self-efficacy related to risk. Train opinion leaders to personally endorse the benefits of safer sex in their conversations and to offer practical steps to achieve change.

# The 10 Core Elements

7. Hold weekly sessions for small groups of opinion leaders to help them improve their skills and gain confidence in giving effective HIV prevention messages to others. **Instruct, model, role-play, and provide feedback** during these sessions. Make sure that all opinion leaders have a chance to practice and shape their communication skills and get comfortable putting messages into conversations.
8. Have opinion leaders set **goals** to hold risk reduction conversations with at-risk friends and acquaintances in their own social network between weekly sessions.

# The 10 Core Elements

9. **Review, discuss, and reinforce** the outcomes of the opinion leaders' conversations at later training sessions.
10. Use logos, symbols, or other items as **“conversation starters”** between opinion leaders and others.

## IV. Q&A about *d-up*!

# V. Monitoring *d-up*!



# Community Discovery Phase

- Social network identified
- Size and make-up of social network estimated
- Friendship groups mapped out
- Opinion leaders identified within each friendship group

# Recruitment & Training Plans

- OL recruitment strategies
- Number of waves of OL training
- Number of OLs per training wave
- OL retention plan

# Deployment Plans

- Number of planned risk reduction conversations
- Monitoring plan
- OL retention and reunion plan

# Project Officer's Monitoring Tool

Start-up/ planning phase and each reporting period that follows until network saturated

- **Part 1: Reporting questions**
  - Numerical
  - Close-ended
- **Part 2: Follow-up questions**
  - Narrative
  - Open-ended

# Information Online

[www.effectiveinterventions.org](http://www.effectiveinterventions.org)

The screenshot shows the DEBI (Diffusion of Effective Behavioral Interventions) website. The main navigation bar includes links for Home, About DEBI, Interventions, Training Calendar, Related Links, What's New, and Apply for Training. The 'Interventions' section is highlighted, featuring a banner with the text 'Learn which DEBI intervention is right for your agency.' and a photo of four people. Below the banner, the 'Interventions' list includes 'd-up: Defend Yourself!', 'Focus on Youth + IMPACT', 'Healthy Relationships', 'Holistic Health Recovery Program', 'Many Men, Many Voices', 'MP', 'MPowerment', 'Partnership for Health', 'Popular Opinion Leader', 'PROMISE', 'RAPP', 'RESPECT', 'Safe in the City', 'Safety Counts', 'SISTA', 'Street Smart', 'Together Learning Choices', and 'VOICES / VOCES'. The 'd-up: Defend Yourself!' section is expanded, showing a description: 'd-up: Defend Yourself! is a community-level intervention designed for and developed by Black men who have sex with men (MSM). d-up! is a cultural adaptation of the POL intervention and is designed to promote social norms of condom use and assist Black MSM to recognize and handle risk related racial and sexual bias.' Below this is the 'd-up: DEFEND YOURSELF!' logo and a paragraph explaining that d-up! finds and enlists opinion leaders whose advice is respected and trusted by their peers. These opinion leaders are trained to change risky sexual norms of their friends and acquaintances in their own social networks. d-up! opinion leaders are prepared to deliver messages that counter racial and sexual biases directed toward Black MSM in society (see Core Element #4) and to promote condom use among Black MSM. The section also includes 'd-up! Trainings of Facilitators (TOFs) and Trainings of Trainers (TOTs)' and a small photo of a man. A 'MORE INFORMATION' section lists links for 'd-up! Resources & Tools', 'd-up! Training Information', and 'd-up! Fact Sheet'. A 'CORE ELEMENTS' section lists four key elements: 1) Direct d-up! to an identified at-risk target population in well-defined community venues where the population's size can be assessed. 2) Use key informants and systematic observation to identify the target population's social networks and to identify the most popular, well-liked, and trusted persons in each network. 3) Over the life of the program, recruit and train as opinion leaders. 15% of the persons from each friendship group in the social network that is found in the intervention venue. 4) Raise opinion leaders' awareness of how negative social and cultural factors impact Black MSM's sexual risk behavior in order to...

# Technical Assistance

It is anticipated that grantees will need TA around:

- Community discovery methods
- Targeting a social network
- Mapping friendship groups
- Identifying opinion leaders
- Monitoring the evolution of the implementation cycle



# For more information:



[d-up@macrointernational.com](mailto:d-up@macrointernational.com)

[www.effectiveinterventions.org](http://www.effectiveinterventions.org)

# VI. Q & A about monitoring *d-up*!



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