



OPINION LEADER TRAINING



BROTHERS KEEPING BROTHERS SAFE

Welcome to Session 2

Changing Norms Through Communication

What We Will Talk About Today

- Myths and misconceptions
- Use of social norms to change behaviors
- Elements of effective risk reduction messages

Casual Transmission of HIV

- Misunderstandings about HIV transmission through:
 - The environment
 - Kissing
 - Biting
 - Saliva, tears, and sweat
 - Insects

Casual Transmission of HIV (cont.)

- HIV is a living organism
- HIV does not survive well outside of the body
- HIV needs human cells to reproduce
- HIV cannot reproduce outside of the body

Casual Transmission of HIV (cont.)

- HIV is not transmitted by:
 - Sharing kitchen or bath facilities
 - Coughing or sneezing
 - Sharing a bed
 - Using the same swimming pool
 - Being bitten by mosquitoes or other bugs

Casual Transmission of HIV (cont.)

- Kissing
 - HIV is not transmitted through closed-mouth kissing
 - Open-mouth kissing may carry risk if infected blood is present
 - The risk is very low

Casual Transmission of HIV (cont.)

- Biting
 - In a few instances, HIV has been transmitted by a bite when there was:
 - Severe trauma
 - Extensive tissue tearing and damage
 - The presence of infected blood
 - There are many reports of biting that did not result in HIV transmission

Casual Transmission of HIV (cont.)

- Saliva, tears, sweat, and insects
 - HIV is not transmitted in saliva, tears, or sweat
 - HIV is not transmitted by insects, such as mosquitoes

Why Engage in Risky Sex Behaviors?

- Low perception of personal risk
- Limited or low perception of self-worth
- Survival needs
- Safer behaviors, like condom use, not seen as a social norm (do think peers are being safe)

Establishing Social Norms

- When black MSM believe peers support condom use, they are less likely to have unprotected sex
- Men who discontinued unprotected sex believed their friends were safe, used condoms, or engaged in outercourse

Establishing Social Norms (cont.)

- Men who discontinued unprotected sex believed:
 - Safer sex was well accepted
 - Their friends thought it was odd not to be safe all of the time

Establishing Social Norms (cont.)

- Among men who practice safer sex is the belief that among their friends and acquaintances:
 - Safer sex was accepted
 - Safer sex was endorsed
 - Safer sex was the standard of behavior

Opinion Leaders and Social Norms

- Help redefine the norms of sexual safety
- Have conversations with friends and acquaintances:
 - Stress the benefits of being sexually safe
 - Discuss the personal benefits of practicing safer sex

Key Elements in a Risk Reduction Message

- Emphasize that AIDS is a serious problem that can be stopped
- Keep the message positive
- Be explicit in communicating what safety means.
- Give helpful hints to change to safer sexual behavior
- Do not preach—Instead, use “I examples” statements to make your point
- Talk in a “safe space,” when you are not pressed for time

Key Points From Session 2

- People believe many myths about HIV and AIDS
- As opinion leaders, you can correct misinformation
- As opinion leaders, you can tell others about the reality of HIV and AIDS

Key Points From Session 2 (cont.)

- Many men put themselves at risk because the social norms do not support safer sex
- Opinion leaders can change social norms by having risk reduction conversations with their friends and acquaintances

Key Points From Session 2 (cont.)

- There are six elements of an effective risk reduction message:
 - Emphasize that AIDS is a serious problem that can be stopped
 - Keep the message positive
 - Be explicit in communicating what safety means
 - Give helpful hints to change to safer sexual behavior
 - Do not preach—Instead, use “I examples” statements to make your point
 - Talk in a “safe space,” when you are not pressed for time
- Using the six elements can ensure success of conversations

Preview of Session 3

- Demonstrating and practicing risk reduction conversations
- Developing a plan to have risk reduction conversations