



OPINION LEADER TRAINING



BROTHERS KEEPING BROTHERS SAFE

Welcome to Session 3

Practicing Risk Reduction Conversations

What We Will Talk About Today

- Review elements of an effective risk reduction message
- Get the message out
- Practice risk reduction conversations

Importance of Opinion Leaders

- Teach others that being safe is the right thing to do:
 - It can be done
 - It is the socially acceptable thing to do
- Initiate conversations about sexual safety:
 - Helps make safer sex the norm

Importance of Opinion Leaders (cont.)

- Changing norms can happen when:
 - Trusted and influential people endorse healthful roles by discussing safety
- Through these discussions, norms and accepted standards of behavior will change

Elements of Effective Risk Reduction Messages—A Review

- 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

Observing Conversation Demonstrations

- As you observe the demonstrations, record notes that answer the following questions:
 - What elements of an effective message did you hear?
 - What did you like about the message?
 - What would you have done differently?

Why Practice?

- Opportunity to begin to feel comfortable initiating conversations
- Opportunity to get feedback from peers to make conversations more effective
- Opportunity to find your strength in a safe space

When Practicing, Remember . . .

- There are a lot of different right ways to conduct a risk reduction conversation
- Everyone has a different style
- Play to your strengths
- Use your own words
- It is OK to be nervous

Guidelines for Giving Feedback

- Focus on how the opinion leader was effective
- Refer to the elements of effective risk reduction messages
- Identify areas where improvement is needed
- Make sure that your comments will help the opinion leader have more effective conversations
- Be specific; tell the opinion leader what you saw
- Focus on the things that the opinion leader could change

Guidelines for Receiving Feedback

- Listen for information that will help you have effective risk reduction conversations
- Do not compare feedback you receive to feedback given to others
- Respond objectively, not personally
- Do not defend yourself
- Seek clarification, as needed and immediately
- Ask for suggestions only as desired and as time permits

Planning Conversations

- How are you going to have the four conversations?
- Where are you going to have the four conversations?
- With whom are you going to have the four conversations?

Planning Conversations: Points to Remember

- There are natural openings to begin safer sex conversations
- Some times are better than others to have conversations
- Some places are better than others to have conversations

d-up! Logo Materials

- Conversations starters
 - Provide opportunities to start a conversation as you explain what it means
- Think about *d-up!* as defense on a basketball team
 - The defensive players keep the other team (HIV infection) from scoring
 - Individual players work for the benefit of the entire team

d-up! Logo Materials (cont.)

- *d-up!* encourages safer sex norms in a group of friends and acquaintances (social network) to keep HIV out of their network and community

Bring Two Friends to Session 4

- Opinion leaders change norms by talking to their friends and acquaintances
- The more people endorse safer sex practices, the more likely others are to adopt those practices
- Invite two friends to be trained as opinion leaders

Key Points From Session 3

- Using the elements of effective risk reduction messages will make your conversations more effective
- Having conversations with four friends will start the process of establishing social norms that support safer sex practices
- The more conversations you have, the easier it becomes

Key Points From Session 3 (cont.)

- Think ahead about what you should include in your conversation
- Materials with the *d-up!* logo can be used to start conversations
- Bringing two friends to Session 4 will help the process of establishing safer sex norms
- Track your conversations

Preview of Session 4

- Discuss the successes and challenges of risk reduction conversations
- Revisit HIV/AIDS basics
- Revisit levels of behavioral risk
- Discuss strategies for being successful as an opinion leader