

For a description of Prioritized Populations, Prevention Needs and Interventions, please see the *Michigan 2010-13 Comprehensive Plan for HIV Prevention*.

Categories of Need

In the context of HIV prevention, a “need” refers to a psychosocial or environmental factor that influences an individual’s behavior. Needs are sometimes referred to as “determinants of risk.” Addressing HIV prevention needs assists an individual initiating or sustaining behavior that will reduce their risk for transmission and/or acquisition of HIV.

A need is not an intervention. Often “needs” are articulated in terms of interventions: “Population X needs street outreach.” While street outreach may be an appropriate strategy for addressing the prevention needs of population X, the true prevention need may be for accurate knowledge of HIV transmission modes.

In Michigan, needs are grouped into five broad categories: knowledge, persuasion, skills, access and supportive norms. A person may have one prevention need or several. Often needs must be addressed incrementally. For example, trying to build someone’s skills to use a condom will be less likely to succeed as a prevention strategy unless that person also understands and accepts that condoms are an effective method for preventing transmission/acquisition of HIV.

Below each category of need is explained in further detail:

Knowledge: Individuals have a knowledge-related need when they have inadequate or incorrect information about HIV (e.g., routes of transmission).

Persuasion: Individuals have a persuasion-related need when they have accurate and complete knowledge about HIV but do not or cannot act on that knowledge. Persuasion-related needs often refer to how someone feels about behaviors (e.g., I hate using condoms, they just don’t feel good).

Skills: Individuals have skills-related needs when they are unable to discuss or implement risk reduction strategies (e.g., I don’t know how to talk to my partner about safer sex).

Access: Individuals have access related needs when they have difficulty obtaining materials, tools and/or services. Access refers to the practical matter of obtaining materials (brochures, syringes), or supportive services (HIV counseling and testing). Access also encompasses the cultural, linguistic, and developmental competence of prevention materials, tools and services.

Supportive Norms: Individuals have the need for more supportive community norms when an individual is unable to initiate or sustain safer behaviors because other people in their community do not value those behaviors.

HIV Prevention Intervention Definitions

- **Counseling, Testing and Referral:** An interactive process whereby clients are assisted in identifying the specific behaviors and context of those behaviors which place them at increased risk for acquiring or transmitting HIV. The process also assists a client in identifying and committing to specific strategies designed to reduce the risk for HIV transmission or acquisition. Also includes test decision counseling, antibody testing and result delivery and referral to supportive services. This service must be provided as trained by the MDCH/HAPIS Education, Training and Resource Development Unit.
- **Partner Services:** Elicitation of sex and needle sharing partners of HIV infected individuals and notification of those partners of their exposure; followed by offering of HIV prevention services, including HIV counseling, testing, and referral.
- **Individual Level Prevention Counseling:** Multi-session health education and risk reduction counseling provided to one individual at a time. The focus of this intervention is to assess risk reduction needs of clients and assist them in making plans for individual behavior change. This intervention must include risk assessment and development of a risk reduction plan. Can also assist clients in obtaining referrals to other prevention services in clinical and community settings.
- **Prevention Case Management:** An intensive and ongoing individual level intervention targeting clients with multiple, complex problems and risk reduction needs. This intervention must target HIV+ individuals is intended for persons having or likely to have difficulty initiating or sustaining practices that reduce or prevent STI acquisition or HIV transmission. Provides intensive, ongoing, individualized prevention counseling, support, and referral assistance.
- **Skills Building Workshop:** An intervention this is provided to a small group that focuses on helping participants develop or enhance specific skills to engage in risk reduction practices. It must include client demonstration of skill by all participants. Examples of skills building topics include condom use, safer needle use, negotiation skills, and sexual risk reduction strategies specific for each participant etc.
- **Recruitment/Outreach:** HIV/AIDS education and risk reduction activity conducted face-to-face with clients outside more traditional institutional settings, in their own neighborhoods or other areas where they socialize or congregate. These activities must include verbal exchange of information between provider and client. Materials distribution alone does not constitute outreach. The goal of these activities is to engage clients and enroll them into more intensive HIV prevention services.
- **Community Level Interventions:** Interventions that seek to change the attitudes, norms, and behaviors of entire communities. These approaches recognize that local values, norms, and behavior patterns have a significant effect on shaping an individual's attitudes and behaviors. Community level interventions may include several components. For example, the Mpowerment intervention includes formal and informal outreach, skills building workshops, and small media campaigns.

- **Structural Interventions:** This intervention aims to modify social, economic and political systems, and may affect legislation, media, health care and the market place. Structural interventions can directly alter the physical environments in which people live, work, play, and have sex, to help reduce risk. Condom distribution programs are cost-effective structural interventions that provide communities with the resources they need to prevent the sexual spread of HIV.

Needs Addressed by Intervention Types
P= Primary Need Addressed
s= Secondary Need Addressed

Intervention type	Interventions	Delivery Level	Primary Impact Level	Needs Addressed by Interventions				
				Knowledge	Skills	Persuasion	Supportive Norms	Access
Counseling, Testing and Referral Services (CTR)	CTR, CTR with additional Personalized Cognitive Counseling	Individual	Individual	P ¹		P		P ²
Individual Level Prevention Counseling For HIV +	Michigan Model Individual Level Prevention Counseling (MI-ILPC) Prevention Options for Positives (POP)	Individual	Individual		s	P		S
Prevention Case Management (PCM)	MI-PCM	Individual	Individual		s	s		P

¹ For counseling, testing and referral and partner services the primary knowledge need addressed is knowledge of HIV serostatus, although basic HIV information may also be provided.

² For counseling, testing and referrals and partner services the primary access need addressed is linkage to medical care for individuals who test HIV-positive.

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Skills Building Workshop	Prevention Options for Positives (POP) Healthy Relationships Single-Session	Group	Individual		P	s	s	
Structural Interventions	Condom Distribution Programs	Community	Community			s	s	P
Recruitment and outreach activities	Not applicable	Individual	Individual	s				P
Community Level Intervention	Social Media Campaigns Popular Opinion Leader (POL) Mpowerment	Community	Community	s		s	P	