

Health Communication to Support HIV/AIDS Prevention, Testing, and Treatment



RTI International offers a range of expertise to develop, implement, and evaluate health communication interventions, programs, and social marketing campaigns focused on HIV prevention, testing, and treatment.

Research, Implementation, and Dissemination Expertise

RTI's expertise spans the full spectrum of health communication activities, from audience segmentation and formative research to creative messaging and materials development, intervention design and implementation, dissemination across multiple channels, and comprehensive evaluation.

Our research capabilities include formative, process, and outcome evaluation; intervention design and implementation; and brand evaluation for social marketing campaigns.

Implementation and dissemination capabilities encompass public affairs and media relations; message, materials, and product development; Web design, management, and marketing; clearinghouse, information center, and contact center operations; and conference and exhibit management.

Selected Project Experience

Act Against AIDS Communication Campaign Evaluation (CDC). We conduct formative, process, and outcome evaluation in support of Act Against AIDS. We are currently evaluating three provider phases (*Prevention Is*

Care; One Test. Two Lives; and HIV Screening. Standard Care.) and five consumer phases (*Take Charge. Take the Test; 9½ Minutes; i know; Black MSM; and MSM of All Races*).

Health Marketing Communications Services—HIV Social Marketing Campaigns (CDC). RTI and Porter Novelli have partnered to provide CDC with planning, creative services, and implementation support for several phases of Act Against AIDS targeting providers and consumers.

Tailored SMS-Based Intervention for People Living with HIV (AHRQ). RTI is developing, implementing, and evaluating a tailored SMS-based intervention aimed at improving the health care quality and outcomes for people living with HIV (PLWH). Messages will relate to medication adherence, appointment attendance, risk behaviors, social support, general health and wellness, and patient involvement.

Examining the Efficacy of HIV Prevention Messages (CDC). RTI developed computerized brochures and designed and conducted rigorous, randomized controlled experimental studies to evaluate the efficacy of the materials among men who have sex with men at risk of acquiring or transmitting HIV.



Developing Message Concepts for HIV-Positive Persons (CDC).

We conducted systematic formative research to develop innovative HIV prevention message concepts for PLWH. This process included conducting idea-generation groups with prevention experts and PLWH, screening the messages in focus groups and individual interviews with PLWH, and conducting a large-scale survey to quantitatively evaluate the messages with 647 PLWH.

Expansion of Routine HIV Counseling and Testing and the Provision of Basic Care in Clinics and Hospitals in the Republic of Uganda (CDC). As part of a project funded by the Global AIDS Program, RTI assessed and developed a communication campaign to support program implementation activities.

Analysis, Information Management, and Communication Activity (USAID). As the primary contractor for this project, RTI provides communication support to USAID's Bureau for Global Health, including its Office of HIV/AIDS. RTI's work includes research and idea development; data compilation and analysis; and writing, editing, and disseminating materials on HIV prevention, care, and treatment for a world market.

A Product Value Assessment Dossier for an HIV/AIDS Drug Product. RTI Health Solutions (RTI-HS), a business unit of RTI, developed a product value assessment dossier that summarized the evidence demonstrating the value of a new drug for the management of HIV and AIDS. The dossier included a series of value messages about the current burden of disease, including epidemiology, symptoms, quality of life, side effects of current treatments, costs, and unmet therapeutic needs. RTI-HS worked with the client to



formulate the product value story, identify and summarize supportive information from client data and from the published literature, and write the product value assessment. The dossier was distributed to client affiliates worldwide and currently serves as a tool on which to base communication, pricing and reimbursement negotiations, and technical document submissions.

More Information

Jennifer Uhrig, PhD
Deputy Director, Health Communication Program
919.316.3311
uhrig@rti.org

RTI International
3040 Cornwallis Road, P.O. Box 12194
Research Triangle Park, NC 27709-2194 USA

RTI 7167 0810

