

**NEW, INNOVATIVE
APPROACH for HARM
REDUCTION and PRIMARY
HIV PREVENTION**

ARTASHES MIRZOYAN MD, PhD

Anti HIV/AIDS National Association

ARMENIA

EPIDEMIOLOGICAL DATA

Modes of HIV infection transmission

- 53,6% - injecting drug usage;
- 38,2% - heterosexual practices

Sentinel Epidemiological Surveillance

- 68,5% of IDUs use disposable syringes and only 2% change the needle
- 48% of FSWs and 25% of IDUs use always condoms
- 26% of married IDUs use condoms

THE GOAL:

Increase safe practices for HIV prevention among vulnerable groups

THE OBJECTIVES:

- Identify Positive Deviants and discover specific practices**
- Promote specific, safe and acceptable practices through existing resources from within**

THE KEY QUESTION ?

What special practices or strategies enable some members of the community/group

(the “Positive Deviants”)

to address pervasive problems better than members with access to same resources ?



Positive Deviance Approach

STEP 3: Behavioral Change Strategy

STEP 2: Community Mobilization

STEP 1:
Baseline Assessment

Problem

Response

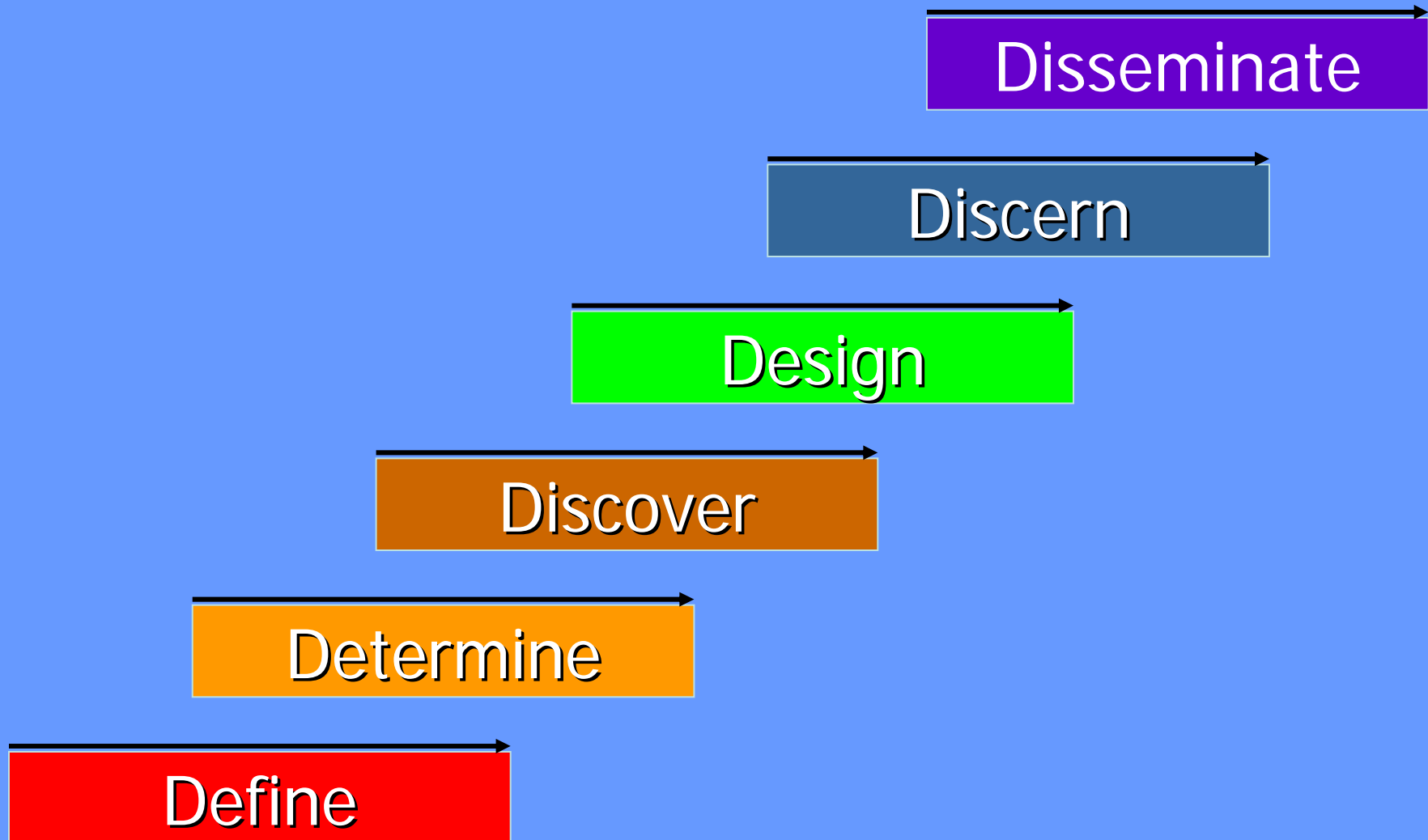


THE POSITIVE DEVIANCE APPROACH

Asset – based approach which enables the community to find sustainable solutions to problems requiring behavior and social change from within

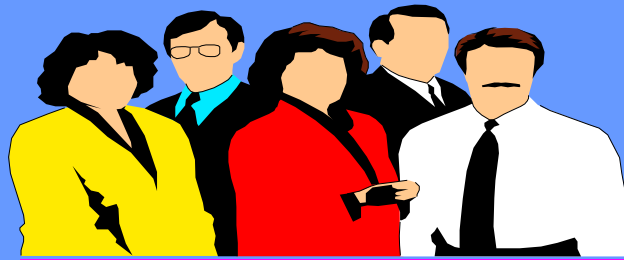
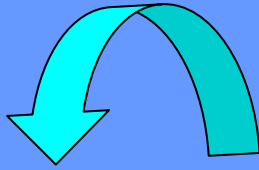


The 6D's Positive Deviance Process

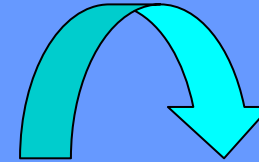


THE KEY PROJECT STRATEGIES

BEHAVIORAL
CHANGE

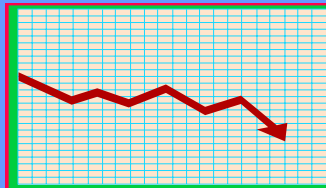


Positive Deviants



BEHAVIORAL
CHANGE

Positive
Deviants
Mobilization



Assessment with CAG

METHODOLOGY

- **Pre-interview screening to identify positive deviants among FSW and IDU, including opinion leaders**
- **Selection criteria for positive deviants:**
 - FSW always use condoms**
 - IDU always use clean syringes**
- **In-depth interviews with identified positive deviants in both target groups**

COMPARISON of TRADITIONAL and POSITIVE DEVIANCE APPROACHES

TRADITIONAL

- Needs – based:
“What’s wrong here?”
- Based on missing resources
- Assessment surveys, up to 6 months
- Participants are beneficiaries

POSITIVE DEVIANCE

- Asset – based:
“What’s right here ?”
- Based on existing resources
- Positive deviance inquiry: up to 1 week
- Participants are actors in own development

COMPARISON of TRADITIONAL and POSITIVE DEVIANCE APPROACHES

TRADITIONAL

- External Input
- Donor/Expert Driven
- Short-term Impact
- KAP: Knowledge, Attitude, Practice
- Knowledge change approach

POSITIVE DEVIANCE

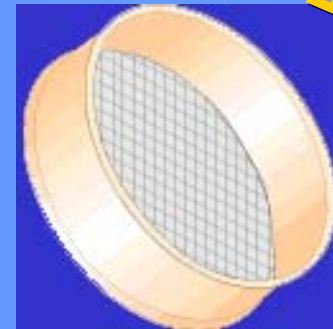
- Inputs from community
- Community Driven
- Sustained Impact
- PAK: Practice, Attitude, Knowledge
- Behavioral and Social change approach

RESULTS ACHIEVED

- **87,2 % of IDUs use only clean syringes and needles**
- **67,2 % of FSWs and 45% of IDUs permanently use condoms**
- **Improved practices substantially increased the members commitment to their own health and health of their partners**

RESULTS ACHIEVED

- Only those behaviors/strategies accessible to all should be kept
- True but Useless behaviors/strategies should be discarded



PD Behaviors
Strategies

practices

Accessible to All

CONCLUSIONS:

- PD approach is asset – based and enables target group to find own sustainable solution for prevention of HIV infection, since based on “indigenous” knowledge
- PD is a behavioral change approach, since focuses on practice rather than knowledge

CONCLUSIONS:

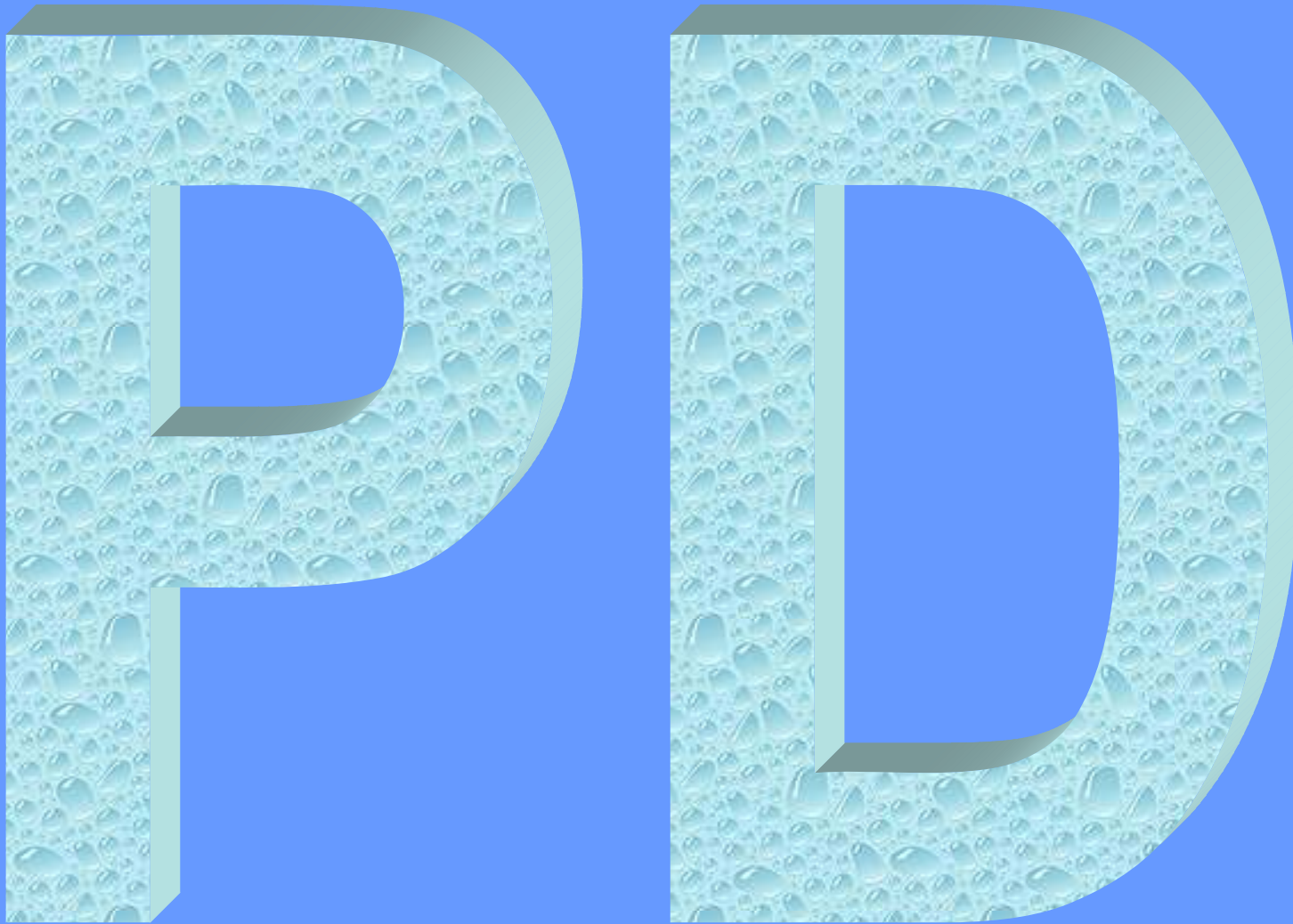
- **Input from group ensures low – cost, long – term and sustained impact**
- **Involvement of Community Active Groups (CAG) facilitates reaching of target groups and shortens baseline assessment up to 1-3 days**

CONCLUSIONS:

- The choice of a positive deviant behavior is influenced by group and contextual factors upon which the actor has little or no influence. However, the choice also depends on some psychosocial ideational factors that are subject to volitional control on the part of the positive deviant, including:

CONCLUSIONS:

- **Self-confidence**
- **Lofty life ambitions**
- **Perceptions about partner and family health**
- **Risk perceptions**
- **Perceived self-efficacy**
- **Perceived severity of HIV/AIDS and STI**



It is Your Choice