

HIV Prevention Fact Sheets help put science into practice

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Introduction

Since 1996, CAPS has been producing HIV Prevention Fact Sheets—2-page referenced summaries of the science and practice of HIV prevention. Fact Sheets are published in English and Spanish, and there are now almost 60 Fact Sheets available. The Fact Sheets have remained popular and have been used nationally and internationally. In 2004, CAPS conducted a survey of Fact Sheet readers to see what they think of the Fact Sheets and how they use them.

Methods

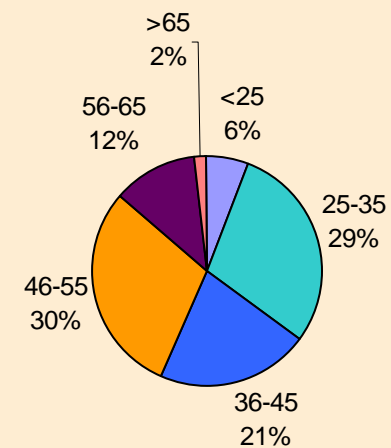
We conducted a 20-question survey of readers asking basic demographics, how readers receive the Fact Sheets, what kind of access they have to the Internet, what aspects of the Fact Sheets were most useful, and how they used the Fact Sheets. The surveys were sent via postal mail to all readers in our database; sent via e-mail to a subset of readers for whom we have e-mail addresses; and visitors to the CAPS website were encouraged to answer the survey. Readers could answer via mail or through an online survey.

Results

who reads them?

We received surveys from 175 readers from 30 states. People chose to answer the survey via mail (58%) and via Internet (42%). About two-thirds of respondents were female and 1% were transgender.

Age of Fact Sheet survey respondents



Ages ranged from 21 to 81 years old; the median age of Internet respondents was 33 and the median age of paper respondents was 48.

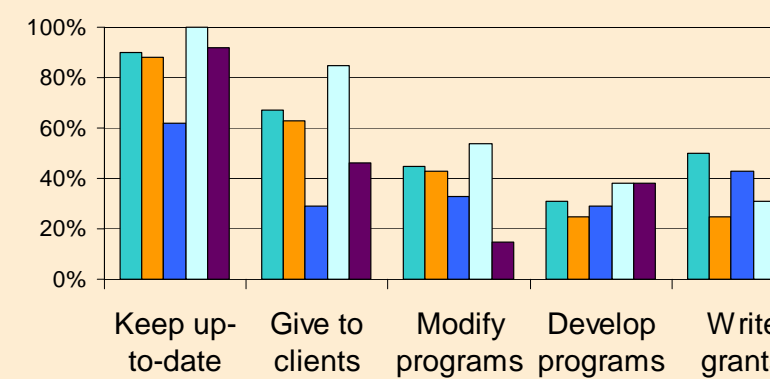
Fact sheet readers who responded to the survey were a good mix of people working in the field of HIV prevention. One third (33%) work at CBOs, 23% at local or state health departments, 12% were researchers and 7% each were healthcare workers and federal or state government staff. Readers were evenly distributed across the length of time they had used Fact Sheets, with 30% receiving Fact Sheets for 5-9 years, 40% for 1-5 years and 30% for less than one year.

how are they used?

Readers use the Fact Sheets in their work in several ways. The majority of readers (85%) use the Fact Sheets to increase their knowledge or keep up-to-date. Roughly a third of readers use them to modify existing HIV prevention programs (38%), develop new programs (29%) and write grants (36%).

Readers use Fact Sheets differently according to where they work:

How Fact Sheets are used

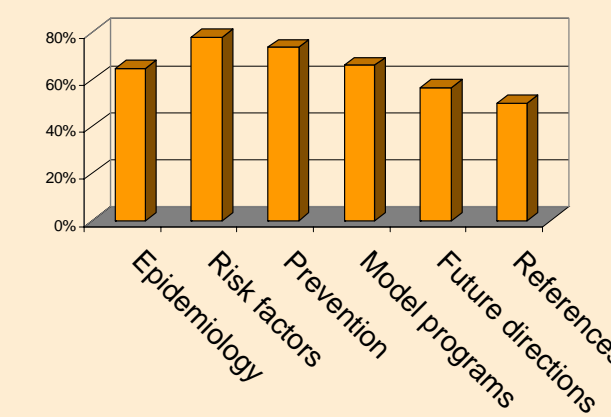


Most readers (57%) give Fact Sheets to clients, even though they are written with relatively high literacy level and with a provider perspective. Most readers also share the Fact Sheets with others, whether passing them to colleagues or posting them in public spaces.

what do readers think of them?

Almost everyone (96%) gave the Fact Sheet content an overall rating of excellent or good. Readers found all of the sections to be useful:

Most useful sections of the Fact Sheets



In general, people like the Fact Sheets enough to read all of them (72%) even if they are not directly related to their jobs. Readers were less enthusiastic about the design of the Fact Sheets with a small percentage of respondents rating elements such as title (10%), font (17%) and paper color (21%) as average, below average or poor.

Conclusion

CAPS's HIV Prevention Fact Sheets are a key method for disseminating HIV prevention science and practice. The Fact Sheets seem to keep up with changing staffing, as although they have been in existence for almost 10 years, a third of readers are new to them.

Fact Sheets are also used extensively in prevention services. Most readers give Fact Sheets to clients, even though they are written with a provider perspective. Fact Sheets are also used by almost a third of readers to modify existing programs or develop new ones, indicating that many providers are using prevention science in their day-to-day practice.

The Fact Sheets are an effective mechanism for ensuring that the science of HIV prevention is translated into HIV prevention programs.

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