

SOCIAL LEARNING THEORY, PREVENTION AND MEDIA TO FIGHT AIDS

EPIDEMIOLOGY OF AIDS

PREVENTION

RESEARCH OF SOCIAL-COGNITIVE IMPACT

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VI ICCP 2008, Rome

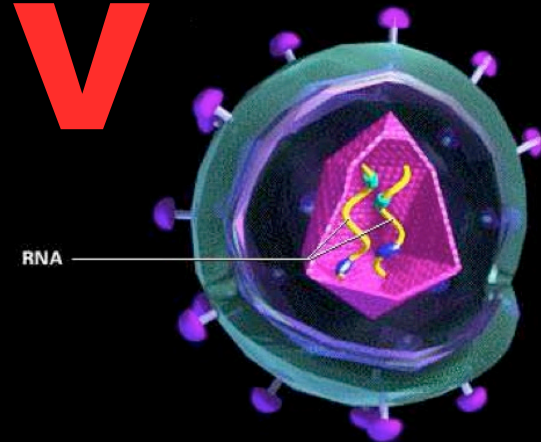
AIDS

Acquired Immune Deficiency Syndrome

is a set of symptoms and infections
(neoplastic, infective, neurological pathologies)
Resulting from the damage to the human immune system,
caused by Human Immunodeficiency Virus (HIV).

HUMAN IMMUNODEFICIENCY VIRUS

HIV



TRANSMISSION:

Exposure to one of the above bodily fluids:

- Blood
- Breast milk
- Vaginal fluid
- Semen and preseminal fluid



- Sexual relationship
- Parenteral Contact
- Vertical relationship

GLOBAL ESTIMATES FOR ADULTS AND CHILDREN END 2005



Total: 40.3 (36.7 – 45.3) million



00003-E-1 – December 2005



World Health
Organization

(UNAIDS, World Health Organization, 2005)

GLOBAL ESTIMATES FOR ADULTS AND CHILDREN END 2005

- People living with HIV 40.3 million
- New HIV infections in 2005 4.9 million
- Deaths due to AIDS in 2005 3.1 million

(UNAIDS, World Health Organization, 2005)

ABOUT 14 000 NEW HIV INFECTIONS A DAY IN 2005

- More than 95% are in low and middle income countries
- Almost 2 000 are in children under 15 years of age
- About 12 000 are in persons aged 15 to 49 years, of whom:
 - ✓ Almost 50% are women
 - ✓ About 50% are 15-24 years old

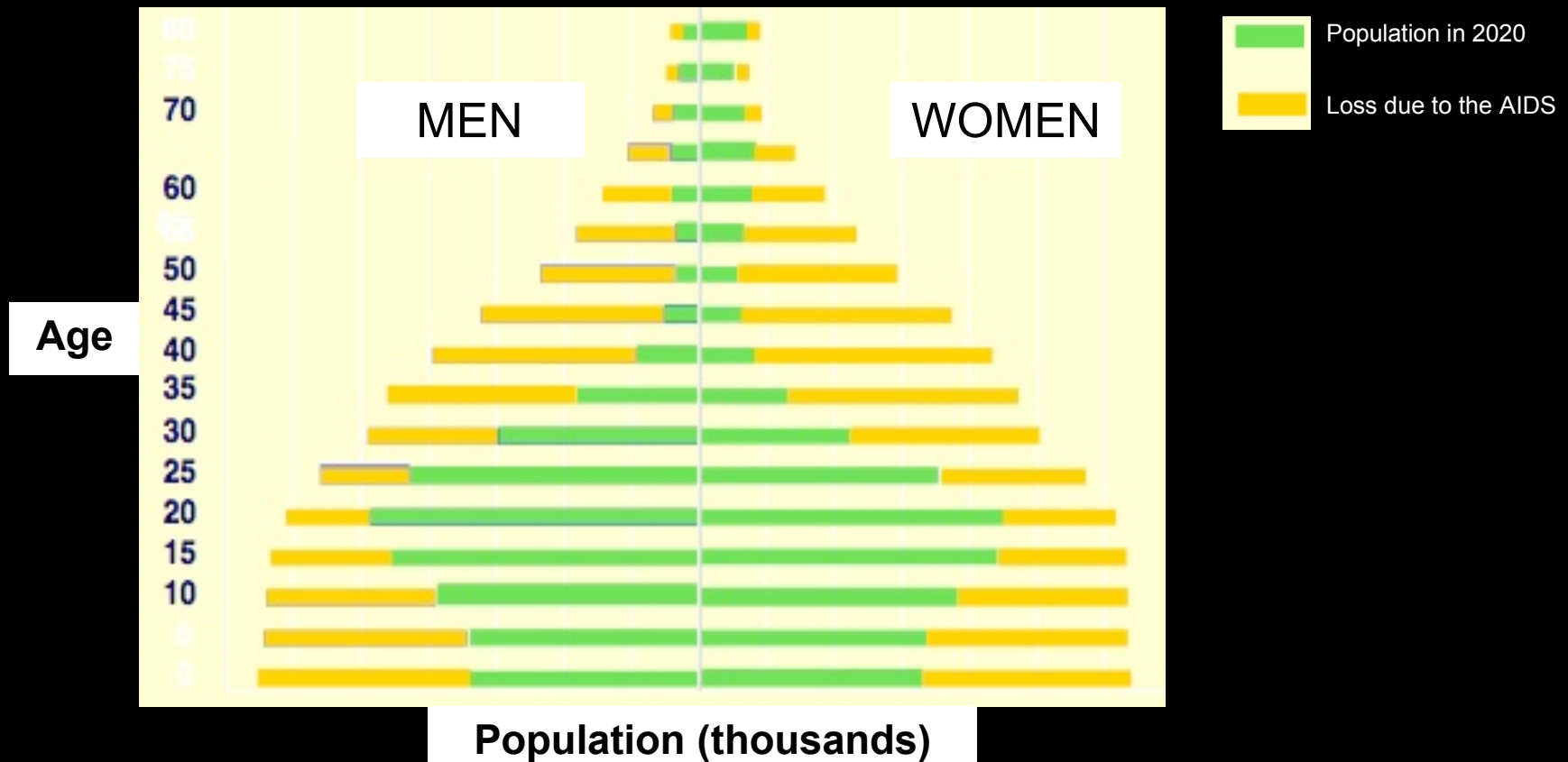
(UNAIDS, World Health Organization, 2005)

PROGRESS ON AIDS PANDEMIC, 2005

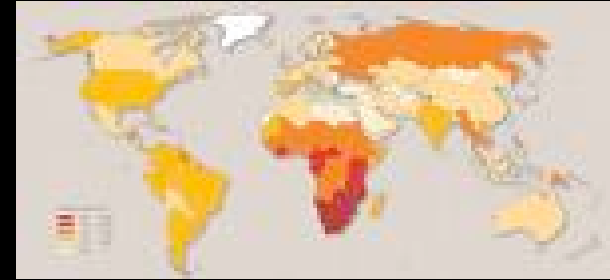
- The pandemic remains extremely dynamic
- **Sexually transmitted** HIV cases are a growing number of new infections (more 30-45%)
- **Young people** (15-24 yrs) account for 50% of all new HIV infection
- Girl and **young women** are at greatest risk

(UNAIDS, World Health Organization, 2005)

FORECAST FOR 2020: POPULATION IN BOTSWANA



PROGRESS ON AIDS PANDEMIC, 2005



- **Southern AFRICA remains the epicentre of AIDS pandemic: 64% in SubSaharian Africa**
- **The epidemic in Eastern Europe (Russian federation and Ukraine) and ASIA continue to grow**

(UNAIDS, World Health Organization, 2005)

EPIDEMIOLOGICAL NEWS

- Declines in adult national HIV prevalence appear to be underway in three sub-Saharan African countries (Kenya, Uganda, Zimbabwe).
- Changes in sexual behaviour appear to have contributed to the declines in HIV prevalence.

INTENSIFYING PREVENTION!

(UNAIDS, World Health Organization, 2005)

INTENSIFYING AIDS PREVENTION

**THE EDUCATIONAL APPROACH IS THE IMMEDIATE
SOLUTION TO CONTAIN THE DIFFUSION OF AIDS.**

REDUCE RISK BEHAVIOURS!

EFFICACY OF PREVENTION

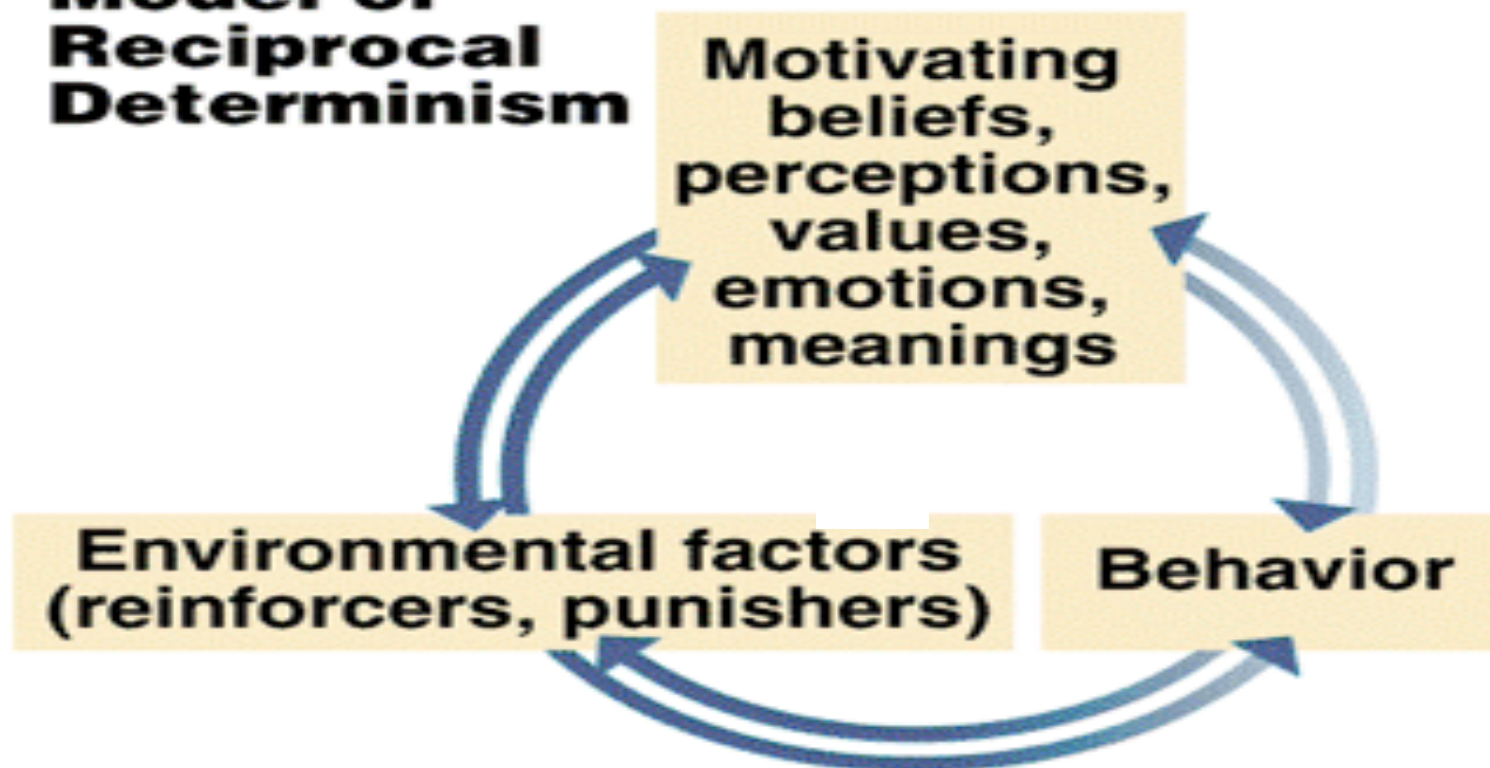
HOW DO HEALTH BEHAVIORS DEVELOP?

- Health Action Process Approach (Schwarzer, 1994)
- Social Learning Theory (Bandura)

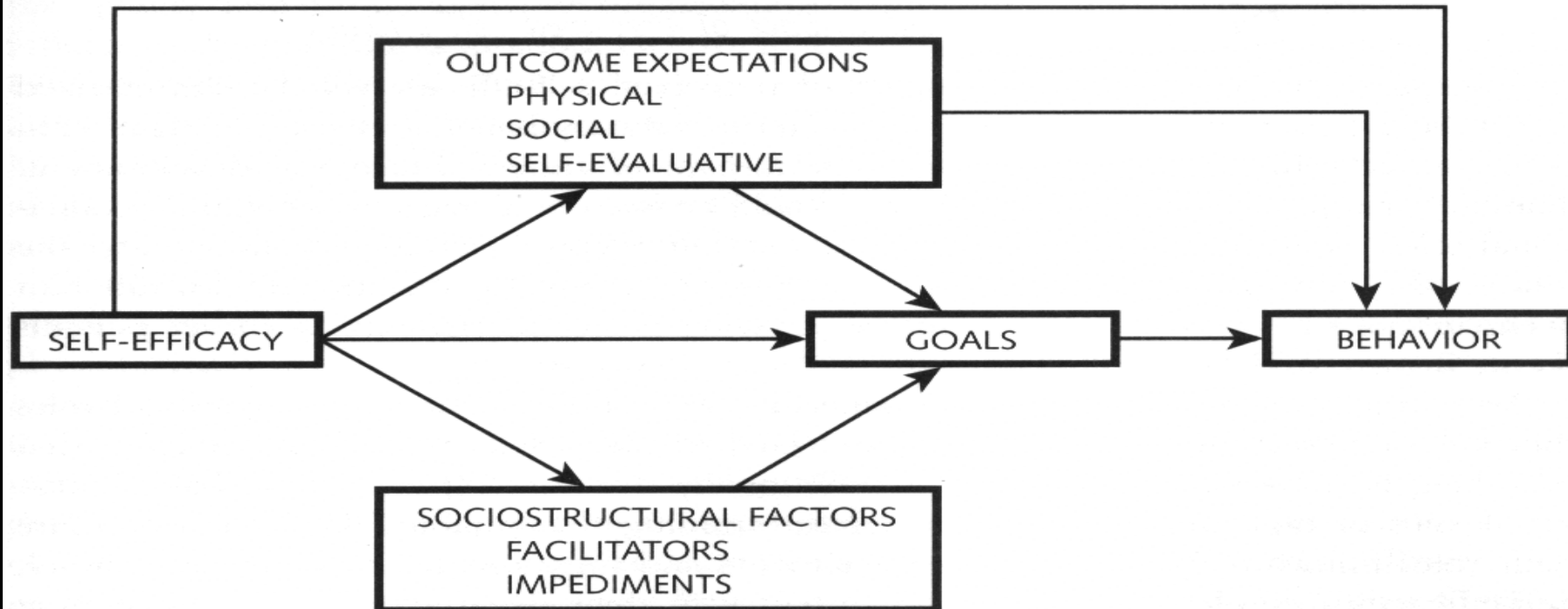
SOCIAL LEARNING THEORY



Model of Reciprocal Determinism



SOCIAL LEARNING THEORY

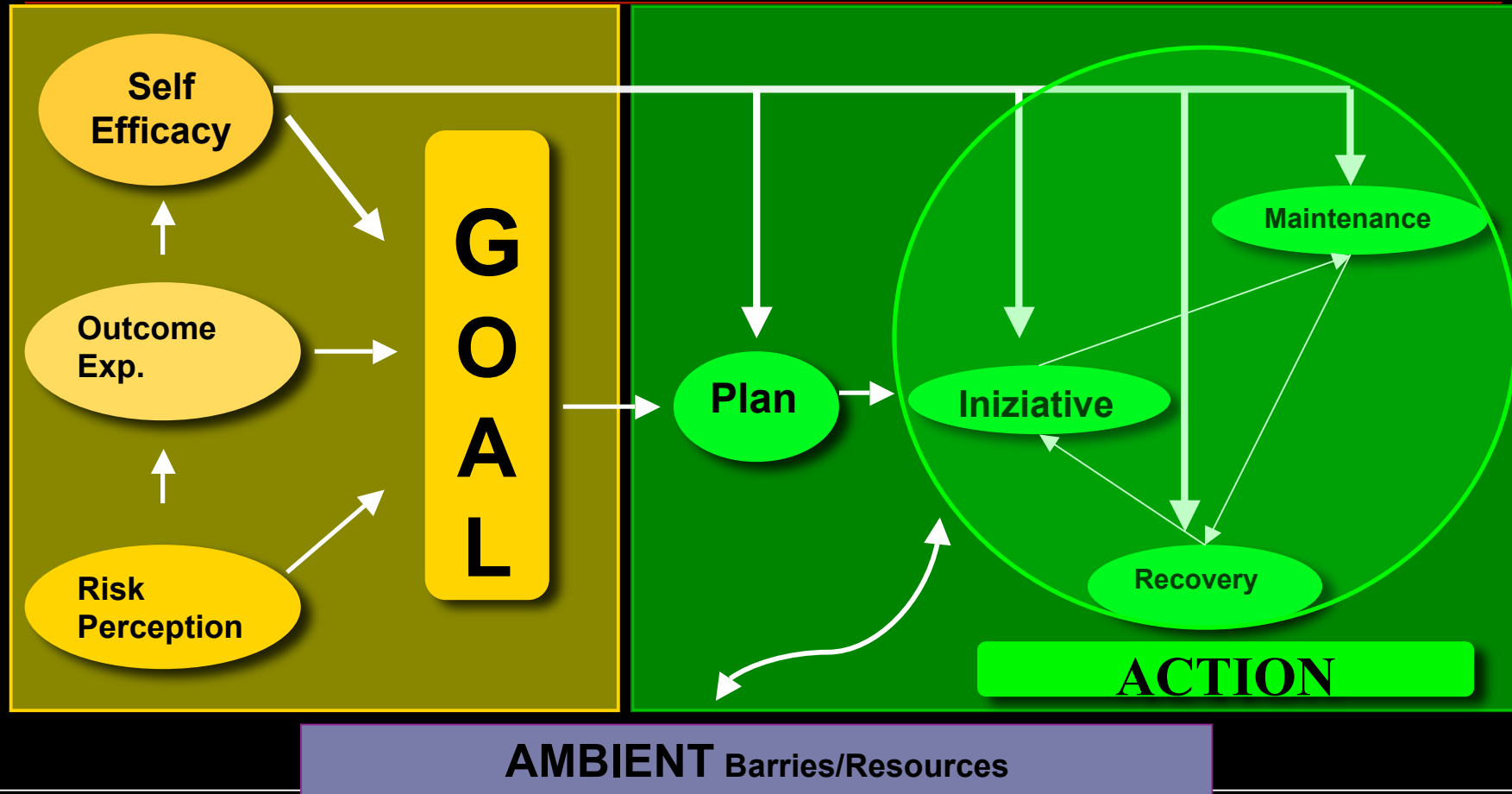


Paths of influence through which perceived self-efficacy and other key social cognitive factors regulate motivation and performance accomplishments

HEALTH ACTION APPROACH PROCESS (HAPA)

MOTIVATION PHASE

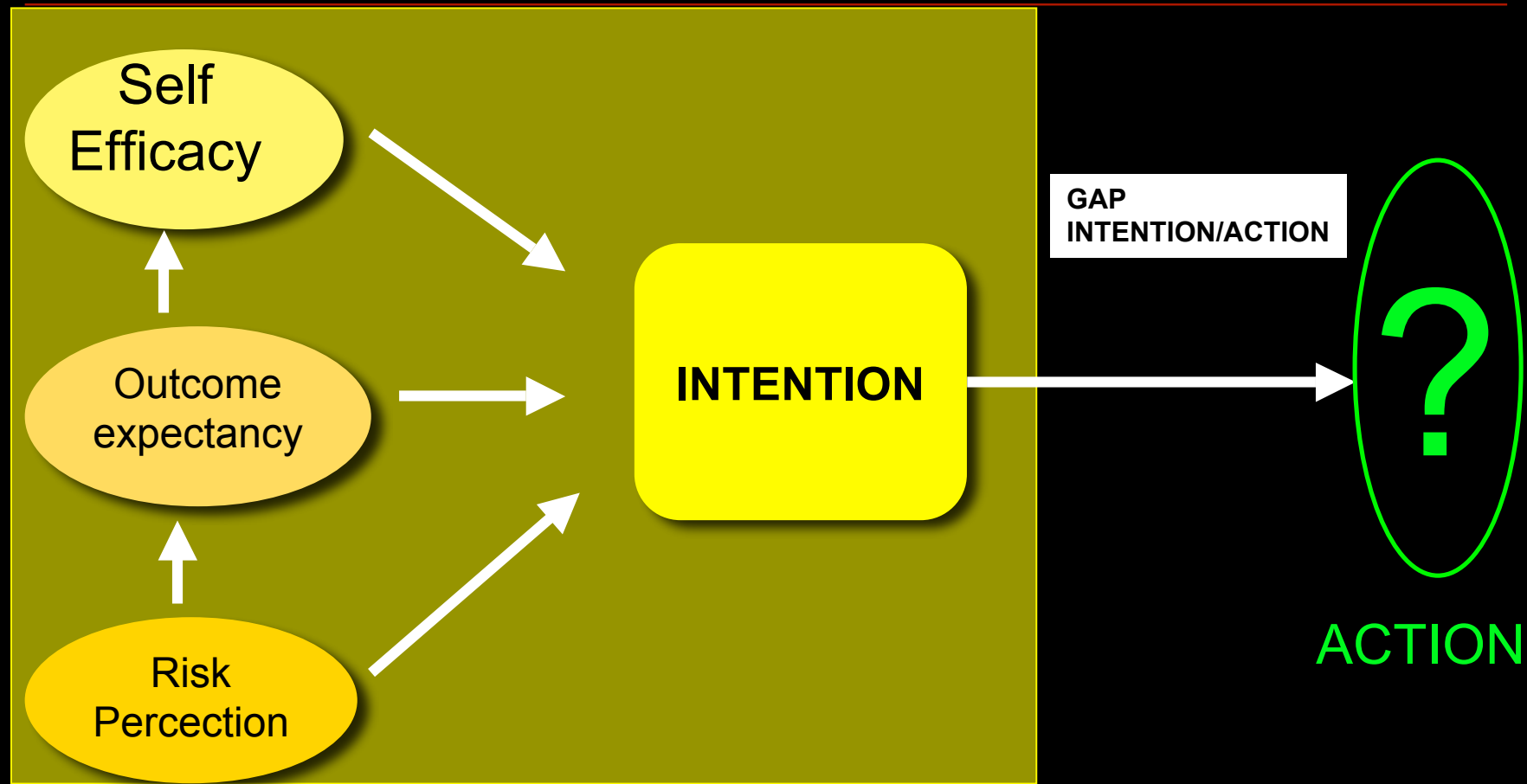
VOLITION PHASE



(Schwarzer, 1994)

HEALTH ACTION APPROACH PROCESS (HAPA)

MOTIVATION PHASE 3 cognitive factors contribute to build the intention to do health action



(Schwarzer, 1994)

THE RESEARCH OF COGNITIVE IMPACT

PSYCHOSOCIAL IMPACT OF CINEMARENA

**DO THE COGNITIVE ANTECEDENTS
OF AIDS PREVENTION ACTIONS
CHANGE
AFTER CINEMARENA
?**

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PSYCHOSOCIAL IMPACT OF CINEMARENA



AIDS IN MOZAMBIQUE

- People: 19.800.000
- Prevalence AIDS (15-49 years old): 16.2%
- 60% women
- 6% mother-child transmission
- Prevalence AIDS (15/24 years old): 3 women/men
- Spread: 640 new cases a day

(UNDP 2005)

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PSYCHOSOCIAL IMPACT OF CINEMARENA



The Italian Cooperation launched the **CINEMARENA PROGRAM 2007** with the purpose of

AIDS PREVENTION THROUGH THE MEDIA AND ENTERTAINMENT

reaching the most remote locations, cut off from any kind of information sources or health support.



Photo: Alessandra Zucconi

THE RESEARCH OF COGNITIVE IMPACT

PSYCHOSOCIAL IMPACT OF CINEMARENA

AIDS PREVENTION: HOW?

- **ENTERTAINMENT:** GIVE INFORMATION AND EDUCATION WITH FUN AND PARTECIPATION

Films, Cartoons, Local people in day-life documentary, theatre and discussions

- **SOCIAL MODELING:** THROUGH VIDEO WITH HEALTHY BEHAVIOUR MODELS:

- MODELING: interviews to local leaders (curandero, doctor, political head)
- IDENTIFICATION with common people documentary



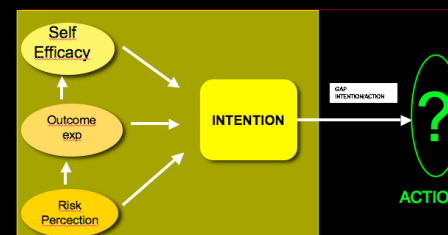
THE RESEARCH OF COGNITIVE IMPACT

PSYCHOSOCIAL IMPACT OF CINEMARENA

METHOD

- PARTECIPANTS: “sexually active population in Niassa high-land, Mozambique”
- 830 INTERVIEWS
- RANDOMISED STUDY
- COMPARISON CinemArena group/control group
- 21 ITEMS QUESTIONNAIRE INVESTIGATING COGNITIVE DETERMINANTS OF HEALTH ACTION:

1. RISK PERCEPTION
2. OUTCOMES EXPENTANCIES
3. SELF-EFFICACY
4. INTENTION OF BEHAVIOUR
5. CONTEMPLATION



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RISK AWARENESS
= SITUATION-OUTCOME EXPECTANCIES

My risk of getting AIDS, compared to the average person of my age and sex, is:

1. *very low*
2. *low*
3. *high*
4. *very high*

ASSESSMENT ITEM: 1, 3, 16.

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OUTCOMES EXPECTANCY

= THE EFFECTIVENESS OF THE BEHAVIOR IN PRODUCING A DESIRED OUTCOME

IF ..., THEN...

IF I use condom, then I reduce the risk to contract HIV virus.

IF every people use condom, then the pandemia of AIDS reduce.

ASSESEMENT ITEM: 4, 7, 11, 18.

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SELF EFFICACY

“.. BELIEF IN ONE’S CAPABILITIES TO ORGANIZE AND EXECUTE THE SOURCES OF ACTION REQUIRED TO MANAGE PROSPECTIVE SITUATIONS..” Bandura

I feel confident in my ability to suggest using condoms with a new partner.

I feel confident in my ability to put a condom on my partner.

I feel confident in my ability talk about condom use to prevent AIDS without feeling embarrassed.

I feel confident in my ability successfully insist on condom use the next time that I have sex

ASSESSMENT ITEM: 2, 6, 9, 13, 15, 17, 20.

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BEHAVIORAL INTENTIONS

= THE LIKELIHOOD OF A PERSON ENACTING A BEHAVIOR

Do you intend to use a condom the next time that you have sex?

Do you intend to buy condoms?

Do you intend to do not have sex with occasional partner?

ASSESSMENT ITEM: 5 ,8 ,10, 12, 14, 19.

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STAGES OF CHANGE

There are 5 separate stages before people will enact a behavior:

Precontemplation → Contemplation → Preparation → Action → Maintenance

ASSESSMENT: ITEM 21

1. *10 I'm sure to act specific behavior modifications against AIDS*
2. *8 I think I need to act behavior modifications in the immediate future.*
3. *5 I think I should act behavior modifications in the future.*
4. *2 I think I will change, but I don't know when.*
5. *0 No intention of making any changes of my behavior.*

(DiClemente)

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PSYCHOSOCIAL IMPACT OF CINEMARENA

DATA ANALYSIS

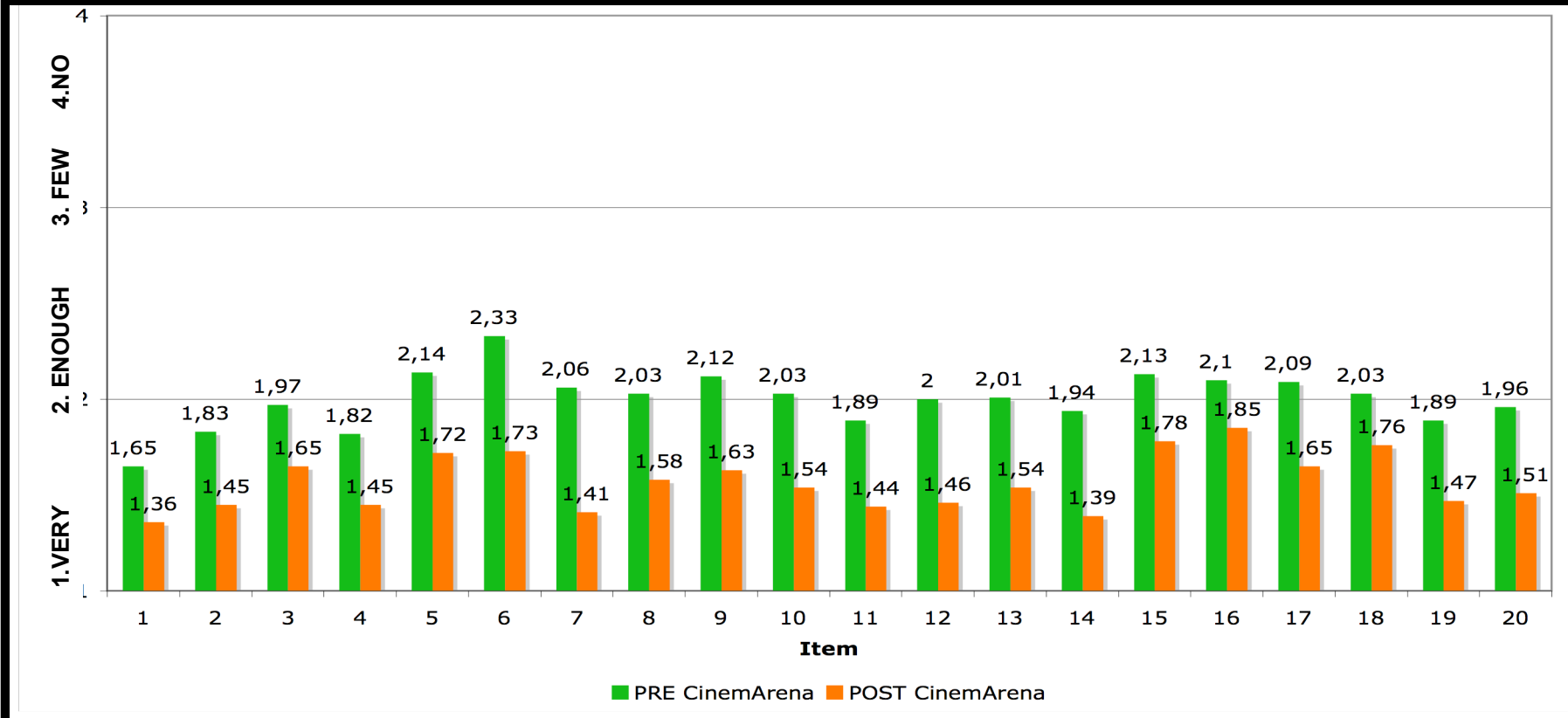
1. MEAN COMPARISON: CinemArena group/control group
2. BIVARATE ANALYSIS: statistical analysis between items and variable "CinemArena program"
3. CORRELATION between significant items

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MEAN COMPARISON

how the mean of cognitive factors item change after CinemArena



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BIVARIATE ANALYSIS

Relationship between the variable “CinemArena program” and the change of items

- SELF EFFICACY: 3 items
- OUTCOMES EXPECTANSIES: 1 item
- INTENTION: 2 item
- CONTEMPLATION

Chi-square Pearson >40, $p < .05$

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ITEM CORRELATION

Relations between items

Self-efficacy is in relation with:

- ✓ outcomes expectancy,
- ✓ Behavioral intention,
- ✓ stage of contemplation.

Spearman > .20

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RESULTS

- Increase in the percentage of the population who perceive that they may be at **risk** of HIV infection.
- Increase in **positive outcome expantancies** of preventive condom use.
- Increase in people's belief to take effective action to prevent HIV/AIDS (**self-efficacy**) and in interpersonal **communication self efficacy** about HIV/AIDS.

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PSYCHOSOCIAL IMPACT OF CINEMARENA

LIMITS

- ✓ No Follow-up
- ✓ No Measures of health behaviors (N° test, number of condoms)
- ✓ Pigmalion Effect (effects of experimenters' expectations on the results of their research)
- ✓ Single-event day program

**THE RESEARCH
OF COGNITIVE IMPACT**

PSYCHOSOCIAL IMPACT OF CINEMARENA

SUMMARY

Prevention is the immediate solution to contain the diffusion of AIDS

Prevention must focus on risk behaviors and develop health actions

CINEMARENA PROGRAM develops the cognitive determinants of health action

FIGHT AIDS!

THE RESEARCH OF COGNITIVE IMPACT

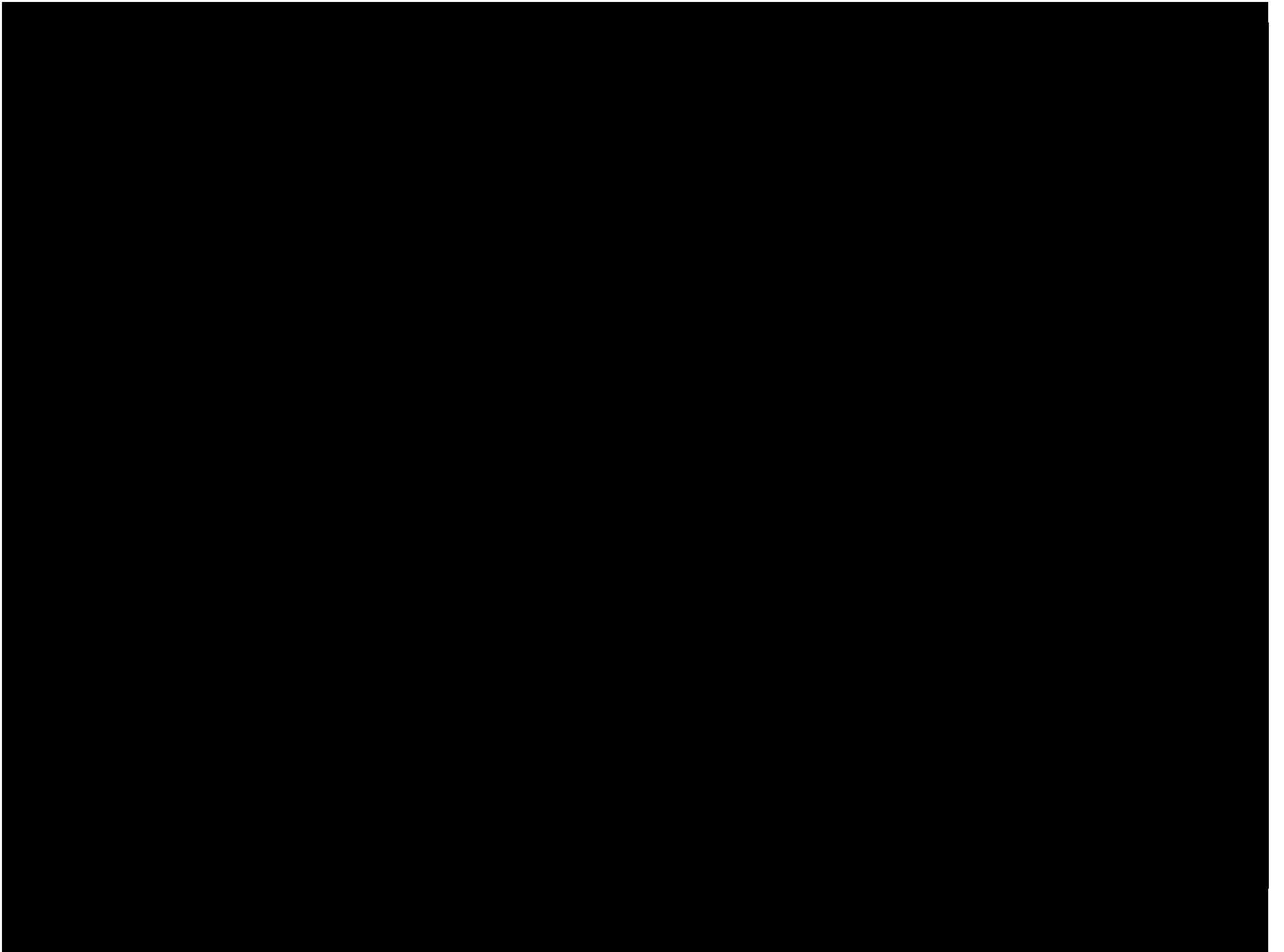
PSYCHOSOCIAL IMPACT OF CINEMARENA

SOCIAL-LEARNING THEORY AND MEDIA

Role models from the mass media are of particular importance in shaping cultural attitudes and behavior

FUTURE WORK:

- Prevention on Car incident
- Development ecological behaviors: ENVIRONMENTAL PSYCHOLOGY, waste recycle
- Prevention of Prevention against FEMINE GENITAL MUTILATION



THANK YOU FOR ATTENTION

*"We should be realistic about the odds,
but optimistic that we can beat those odds."*

Bandura, 1999

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