

Pow-wow Leadership Training Program: Cultural Adaptation of the Evidence-based “Popular Opinion Leader” Model for HIV Prevention in American Indian Communities

Indigenous Peoples Task Force
Sharon Day
Linda Harris

November 13, 2008

2008 OMMH National Health Disparities Conference
Prior Lake, MN



Overview

- DEBI Models
- IPTF: Selecting & Adapting a DEBI model
 - POL Model Applied to Pow-wow Setting
- Evaluation Findings
- Challenges and Issues Related to Evidence-based Program Models

IPTF History & Services

- Founded in 1986 as Minnesota American Indian AIDS Task Force
- Developed awareness and education campaigns targeted to American Indian population, among first in country
- Developed youth program, won Surgeon General's Award for Innovation in 1993, youth program run continuously since 1988
- Services offered:
 - Case management services
 - Housing
 - Outreach to women, Two-spirit people, intravenous drug-using populations and other high risk populations
 - First Medicines Program, research, education, cessation



“DEBI” Models

- DEBI means “Diffusion of Effective Behavioral Interventions”
- CDC prioritized its 2002 HIV prevention funding to organizations that offered programs on list of 12 approved evidenced-based programs—DEBI’s (www.effectiveinterventions.org)
- Examples of programs included SISTA, Popular Opinion Leader, Safety Counts, RAPP, MPowerment, Community Promise, VOICES/VOCES, etc
- If you wanted to do HIV Prevention in your community with funding from CDC funding, you had to select a DEBI
- To a certain extent this has also happened to HIV programs funded by state government using CDC funding

The DEBI Model Debate

- None of these programs had been well-validated in Native American communities
- Can adapt, but must maintain fidelity to core elements of program model
- Little guidance available on how to culturally adapt models to work in new populations
- Government entities don't understand culture or issues related to community dynamics, so negotiating cultural adaptations is difficult
- Cultural imperialism?



What IPTF Did

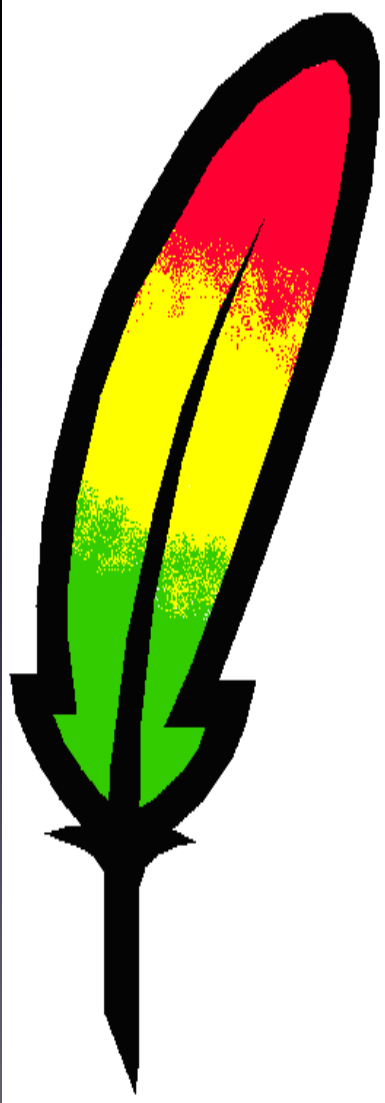


- In planning retreat all staff reviewed DEBI models made collective decisions to adopt 5 DEBI models to fit program
- Wrote CDC grant to incorporate DEBI's into all of our programming...and got rejected
- Through some negotiation we eventually got funded to implement two programs: Counseling Testing and Referral, and Adaptation of POL Model
- Adapted POL Model to work in Native community, implemented program, and evaluated for 4 years

The Popular Opinion Leader Model

- POL originally developed to prevent transmission of HIV in the gay male population in New York City that go to Bars
- Based on Rogers “Diffusion of Innovation” theory, if you reach 15% of a population with a social message, change will occur
- Identified and recruited popular, influential, well-liked persons in the targeted community—the POL’s
- Trained POL’s to conduct risk reduction conversations across six week period
- Assigned them to hold 10 conversations with people in their social network, and to recruit two new POL’s each
- Targeted outcomes were changes in social norms about safer sex

How to Adapt POL to Work in Native Population



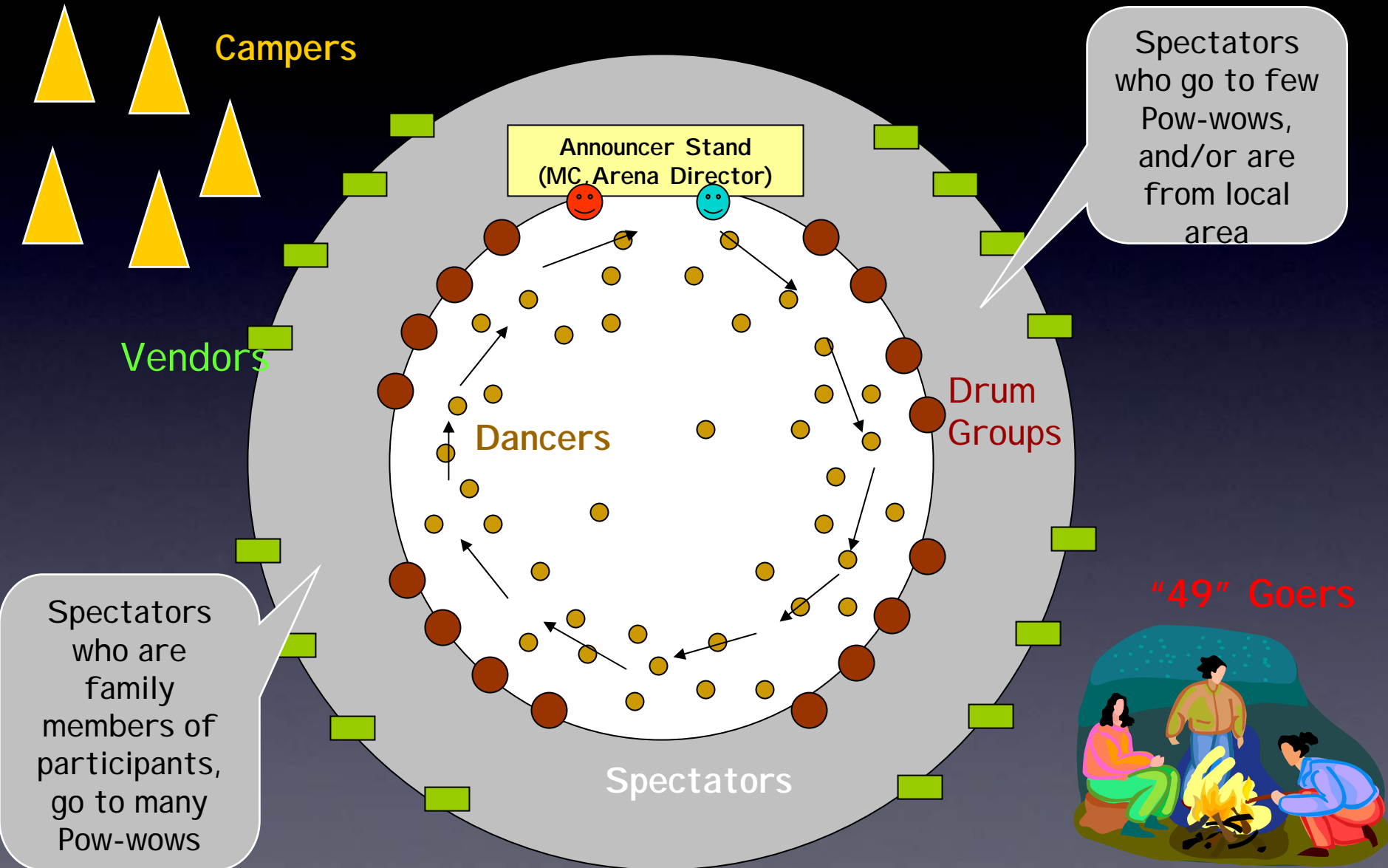
- New venue: Pow-wow
- New target population: Regular Pow-wow attendees, different risk issues
- New message: Get tested, safer sex, community responsibility
- Adapted intervention: Condensed training sessions into one intensive session with follow-up
- New outcome: Change social norms to encourage testing, safe sex

Why Pow-wow Participants?

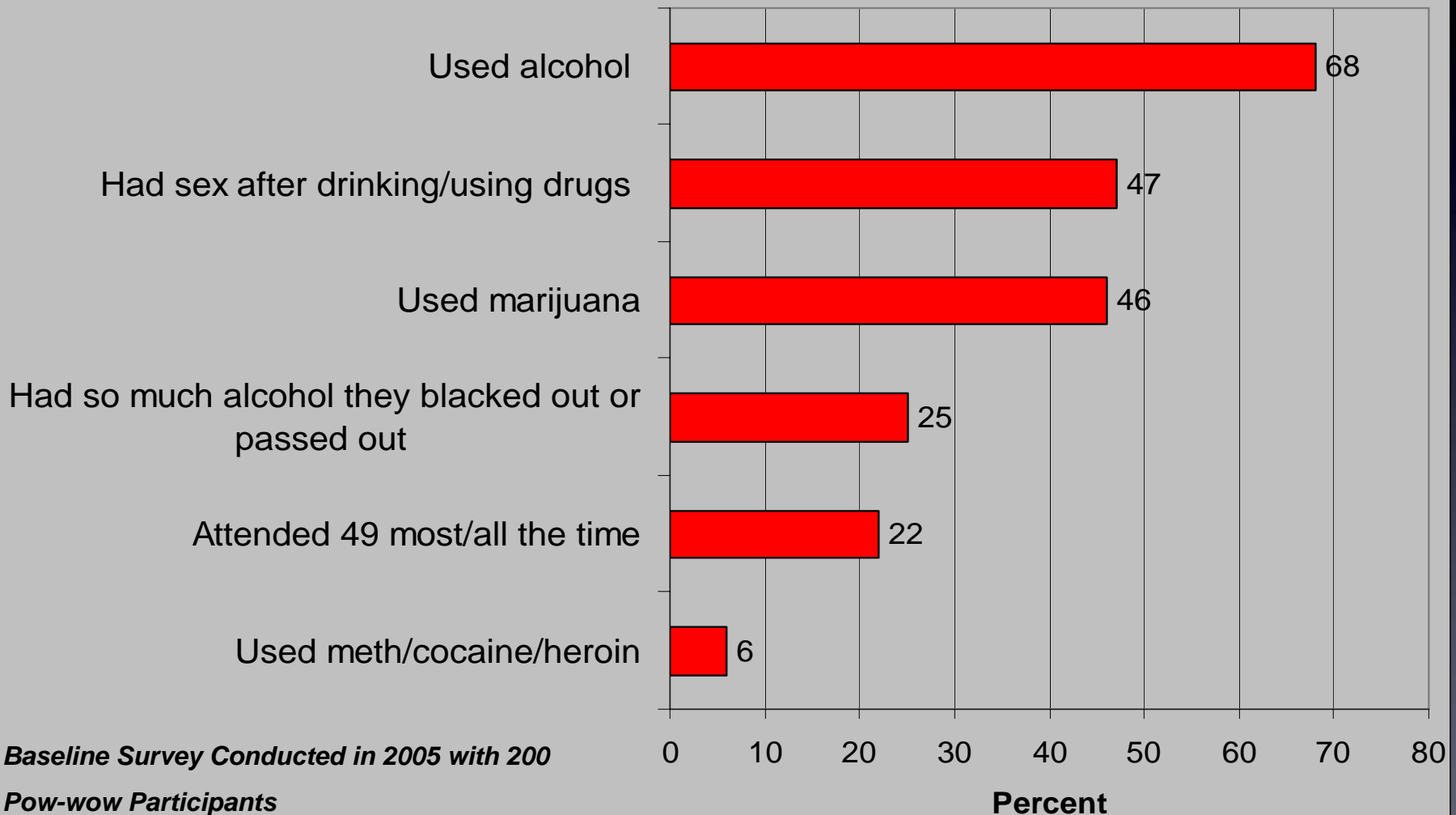
- Pow-wows are one of the main social gathering places for many Native people, attracting not only regular participants but people who attend infrequently
- Some high risk behaviors occur in association with Pow-wows
- Regular Pow-wow participants tend to travel, and have opportunities for many interactions
- Many of the people who participate regularly in Pow-wows, such as Dancers, Singers are looked up to by younger people



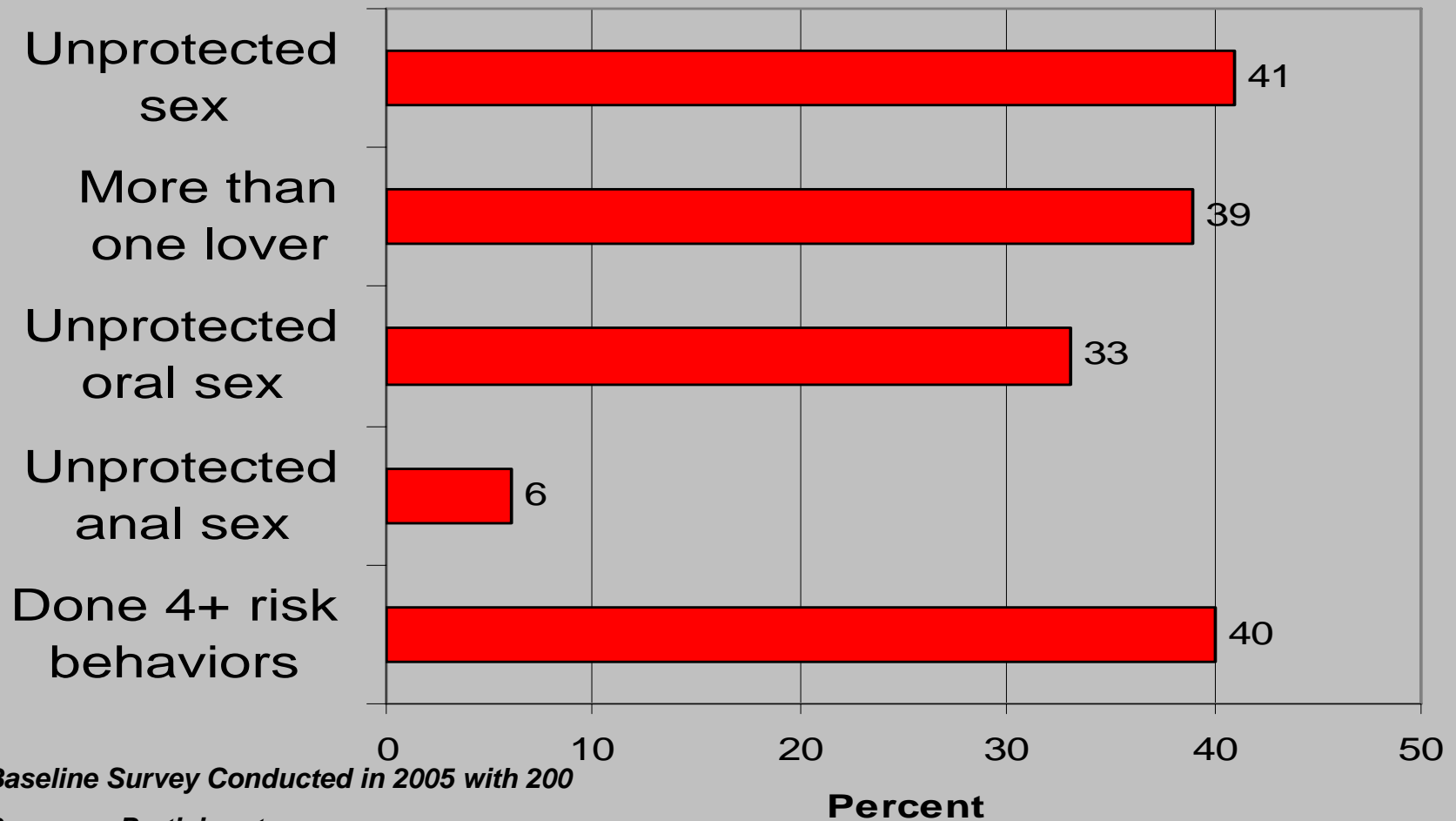
Pow-wow Social Structure



Risk Behaviors in Past Year Pow-wow Community Assessment



Pow-wow Community Risk Behaviors, continued



POL adapted for the Pow-wow Leadership Training Program

POL Core Element

- 1. Intervention targets identifiable target population in well-defined community venues, in which the population's size can be estimated

PLT Implementation

- ➔ PLT targets Regular Attendees at Pow-wows. Number can be estimated from registration records for dancers & drum groups, and from previous estimated attendance figures

POL adapted for the Pow-wow Leadership Training Program

POL Core Element

- 2. Ethnographic techniques used to identify segments of the target population and to identify those persons who are most popular, well-liked, and trusted by each population segment

PLT Implementation

- ➔ Key informant interviews used to identify potential PLT recruits
- ➔ Focus groups, key informant interviews, and socio-metric studies used to understand population dynamics and risk issues

POL adapted for the Pow-wow Leadership Training Program

POL Core Element

- 3. Over the life of the program, 15% of the target population are recruited and trained as POL's

PLT Implementation

- ➔ Target population designated as Regular Pow-wow Participants (5+ Pow-wows a year). This includes those who participate as MC's, Arena Directors, Vendors, Dancers, and Drum Groups. 15% of these trained as PLTs

Estimation of Target Population

Population Estimate	Gatekeepers (MC's and Arena Directors), Drum Groups & Dancers (Competitive/ Frequent non-competitive) who participate in 5+ MN/WI Pow-wows each year	15% Would be:	PLT's Trained to Date
Original estimate-2005 (key informant)	472	71	Year 1 (05): 27 Year 2 (06): 37 Year 3 (07): 18 Year 4 (08): 15 Not recorded: 2
2006 Estimate (Average registration at Pow-wows based on 2005 registration from 5 major MN pow wows)	450	68	
Avg. / Cum. Totals	461	69	97

Who Participated as PLT's? (N=97)

- 57% Male; 43% Female
- Average age 46, range 18 to 85
- 41% have high school education or less; 41% some college; 17% have college degree or higher
- Participation in Pow-wow all, most, some of the time as: MC's: 18%; Arena Directors: 13% Competition dancers: 37%; Non-competition dancers: 59%; Drum/sing: 55%; Vendors: 23%
- Average years been going to Pow-wows: 25
- 80% went to 5+ Pow-wows in past year, 55% went to 10+
- 60% All/most friends or family members go to Pow-wows regularly
- 75% never had HIV education/training before

...adapted as the Pow-wow Leadership Training Program

POL Core Element

PLT Implementation

- 4. Program teaches POL's skills for initiating HIV risk reduction conversations with friends and acquaintances in everyday conversations.

 PLT's learn skills for initiating risk reduction conversations

...adapted as the Pow-wow Leadership Training Program

POL Core Element

PLT Implementation

- 5. Program teaches POL's about effective communication strategies for influencing behavior change, changing attitudes, and self-efficacy. POL's learn how to personally endorse safer behaviors, and recommend steps in that direction

➔ PLT's learn about HIVSTD's, importance of behavior change, gain communication skills to convey attitudes and influence behaviors



The PLT Training

8 hour training with about 10-12 PLT recruits, covering:

- Trends and rates of HIV/STD's in American Indian community
- Facts about HIV transmission, progression of the disease, which behaviors are risky, related factors (substance use), prevention methods
- How to initiate and conduct a risk reduction conversation
- Who to target



Elements of an Effective Risk Reduction Message

The background of the slide features three Native American dancers in traditional regalia, including feathered headdresses and colorful, fringed garments. They are performing a dance in an outdoor setting, possibly a fair or festival, with a clear blue sky and some structures visible in the distance.

1. Stress that HIV is a serious concern that can be stopped

2. Keep the messages positive

3. Be explicit in communicating what safety means

4. Give helpful hints to change to safer sexual behaviors

5. Don't preach! Use yourself and changes you've made as a positive example. Use "I" statements

6. Have conversations in a "safe place" when you are not pressed for time

Give it a Try with Your Neighbor

...adapted as the Pow-wow Leadership Training Program

POL Core Element

PLT Implementation

- 6. POL's meet weekly for six weeks to receive instruction, practice their RR conversations, develop their own style and message and get comfortable doing it

➔ PLT's get it in one concentrated session, along with follow-up contact and booster sessions

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Pow-wow Leadership Training Program

POL Core Element

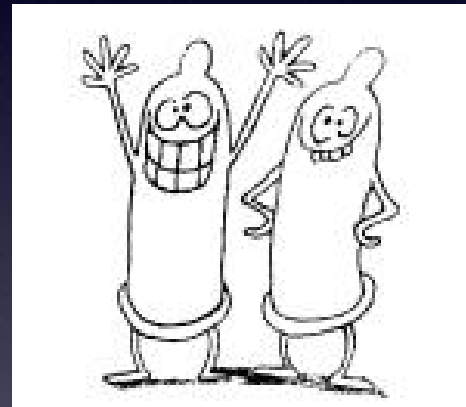
PLT Implementation

- 7. POL's set goals to have certain number of risk reduction conversations between sessions

➡ PLT's are given pre-set goals during recruitment and training and they have opportunity to renegotiate goals with program coordinator

The PLT's Mission

- Have **ten** risk reduction conversations with people in your social network that go to Powwows, and who you think need to hear this message



- We check back with them in 3 months, or they call in their results

... adapted for the
Pow-wow Leadership Training Program

POL Core Element

PLT Implementation

- 8. POL
Conversational outcomes are reviewed, discussed and reinforced at subsequent training sessions

➔ Reinforcement done through follow-up contacts, booster sessions and annual reunions

... adapted for the
Pow-wow Leadership Training Program

POL Core Element

PLT Implementation

- 9. Logos, symbols, or other devices are used as conversational starters or aids

- Produce T-shirts, posters, etc with PLT Slogan



- Snag bags

PLT Short-term Outcomes

- 51% learned very much that was new in training. 41% learned a fair amount that was new
- Pretest: 60% had previously been tested for HIV; pretest: 23% say it is very likely they will get tested for HIV within next three months; increases on Post-test to 41%;
- Significant knowledge changes: understanding about routes of transmission, who is at risk, effective prevention; dispelled myths
- Significant attitude changes: increase in belief condom use important, increase belief testing is important
- Pretest: 27% in past month have done at least one thing to educate others in community about HIV; Post-test: 100% agree: I intend to help other people in my community understand and prevent HIV/AIDS

PLT Risk Reduction Conversations documented

- 97 PLT's trained

- 52 PLT's followed-up so far

➔ Who reported having over 600 risk reduction conversations with high risk Pow-wow people

Community Changes

- Survey conducted in Pow-wow Venues for four years 2005 (baseline) through 2008
- 50 surveys conducted in each of 4 Pow-wows each summer/fall
- Quota sampling used: 15-20 drummers/singers; 15-20 dancers; remainder 10-20 younger pow-wow attendees
- Total of 845 surveys collected, of which 53 were gatekeepers, 478 were participants in targeted social networks, 176 were frequent attendees, but not in TSN, and 138 were irregular attendees

Changes in attitudes & behaviors in TSN

Percent (%) within Targeted social networks	2005	2006	2007	2008
Number within Targeted Social Networks (5+ Pow-wows, dancer or drummer)	(123)	(123)	(138)	(93)
Had 3+conversations with family/friends about HIV/AIDS in past six months	39	30	27	38
Believe I am at risk	28	21	30	22
Very important to use condom	86	90	79	83
Most Pow-wow friends think its important to use condom	19	26	23	17
Tested within past year?	24	30	30	23

Lessons Learned



- DEBI models can be adapted/innovative adaptations can pay off
- Gov't entities don't understand culture and make adaptation process difficult
- This program worked to effect the targeted changes among trainees, and we learned a lot about the risk issues in the Pow-wow population

POW WOW LEADERSHIP Trainer



"Strengthening the Health & Education of Native People"