

Final Evaluation Report
Serial Passage: AIDS, Race, and Culture, Phase II
NIH SEPA Grant #5R25RR018510-05
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Project Background

In 2004, Diversity Films, Inc. was awarded a NIH SEPA Phase I grant. The project entitled *Serial Passage: AIDS, Race and Culture* proposed to develop a documentary series examining the origins of AIDS and the impact of the disease on black people both in Africa and in America. Throughout 2005-2007, footage for the documentary was shot in four countries in Africa and throughout the US. The documentary was created for, and constructed with, the active participation of a small group of inner-city African American high school boys and girls, a group identified as being at great risk of contracting and spreading the disease.

The project represents a partnership between Claudia Pryor, President of Diversity Films and the project investigator, and Dr. Preston Marx, a virologist and Director of the Tulane Primate Research Center, along with Dr. Ernest Drucker an epidemiologist at Montefiore Medical Center in New York and Professor at the Albert Einstein College of Medicine. Dr. Marx's pioneering work focuses on the origins of the epidemic and the "natural transfer" of the virus from primates to human beings throughout five decades. Dr. Drucker has worked extensively with intravenous drug users and has studied the increasing incidence of HIV infection among heroin addicts. The two scientists have literally joined forces to promulgate the theory of "Serial Passage", based on the notion that even the most innocuous virus can become pathogenic and virulent when passed from host to host using contaminated needles. It is their fervent belief that the worldwide AIDS epidemic is due largely to this phenomenon.

The documentary series was designed with the express purpose of introducing young African Americans to the work of Dr. Marx and Dr. Drucker, exposing them to the process of scientific inquiry and offering an alternative to the conspiracy theories that continue to undermine efforts to combat the disease in the African American community. According to a Centers for Disease Control and Prevention study unveiled at the international AIDS conference in July 2002, blacks -- who comprise just 12 percent of the US population -- accounted for 55 percent of new H.I.V. infections between the 1994 and 2000 in the twenty-five states which report this data. By 2008, there had been some improvement in this statistic. The CDC now reported that African-Americans accounted for 45 percent of the new H.I.V. infections in America based on their 2006 data. Recognizing that the making of a documentary series is a prime opportunity to gather information directly from the very audience they intend to serve, a small cohort of students attending an inner city after school program were identified and "employed" as "co-co-investigators", taking them through the process of scientific inquiry and giving them the opportunity to ask questions they might not have the opportunity to ask in the course of their everyday lives.

This select group of young, low-income African American boys and girls between the ages of 14 and 17 took an active part in the filming of the series, bringing their own voices and perspectives to the final product, which the investigators hope will ultimately be seen by millions of young people throughout America and Africa. For eighteen

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months, (from January 2006- May 2007), the students screened footage of interviews with Dr. Marx, Dr. Drucker, and Dr. Peter Mugenyi, (a renowned HIV/AIDS research scientist and physician from Uganda), in their research facilities both in America and in Africa. Then, the students met and interviewed all three scientists in person. They also conducted interviews with a number of other experts and “characters” critical to any meaningful discussion of AIDS: scientists, researchers, peer educators, doctors, activists, sex workers, patients. The students were encouraged to probe the scientists’ thought processes, goals, methodology and motivations.

Results from the Phase I evaluation, which was conducted with the 17 students who actively took part in the first six months, (January- June 2006), of filming showed that involvement in the project greatly increased their knowledge about HIV/AIDS (18% know “a lot” about HIV/AIDS pre vs. 57% post), decreased their level of sexual activity (65% were sexually active at the start of their involvement with the project and 43% claimed to be sexually active in post-surveys), and affected their belief in conspiracy theories (59% disagree with theories pre and 79% post.)

Phase II Evaluation Study

In September of 2007, Diversity Films received a NIH SEPA Phase II award for project dissemination. The primary audience for initial dissemination and the subjects of this evaluation study is African American youth. According to the CDC in their media fact sheet *Fighting HIV among African Americans: A Heightened National Response*, published in March of 2007, “HIV remains a persistent and pervasive threat to the health, well-being and human potential of many African American communities.” This is particularly true for young people. According to the CDC, of all youth aged 13-24 who were diagnosed with HIV between 2001-2005, 61% were black. Included in their priorities for a heightened national response is developing new, effective interventions that are designed and tailored to the specific needs of African Americans now at greatest risk. According to an original communication published in the *Journal of the National Medical Association* (Wyatt, G. et. al., Vol. 100, No. 1, January 2008), in 2003 African-American teens represented 66% of the AIDS cases in this age category even though they made up only 15% of the teenage population. Ultimately, it is the hope of the investigators that the general population of students who see the film will learn, retain and apply the information from the documentary film in their own lives and choices, and that all the students exposed to the project will help set the stage for a “cultural re-education” within the African American community regarding the origins of and stigmas associated with AIDS. It is the filmmakers’ belief that the documentary represents a tremendous opportunity to reach and affect young African-Americans, largely because it was this very demographic that is clearly featured in the film as interviewers and narrators.

Several published studies support this belief. One such study, entitled “Culturally Tailored HIV-AIDS Risk-Reduction Messages Targeted to African-American Urban Women: Impact on Risk Sensitization and Risk Reduction” and published in the *Journal of Consulting and Clinical Psychology* (1993, Vol 61, No2, 291-295, Seth C. Kalichman,

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in Chicago and randomly assigned them to view 1 of 3 20-minute videotapes: a standard public health service tape on prevention of AIDS, the same public health service tape but matching presenter and participant ethnicity and sex, or a tape that included the same content but was framed in a context specifically intended to increase cultural relevance. Participants who viewed the tapes presented by African-American women were significantly more sensitized to AIDS and were more likely to have discussed AIDS with friends, to be tested for HIV antibodies during the follow-up interval, and to request condoms at follow-up.

Researchers Ralph DiClemente and Gina Wingood have designed successful interventions to empower young African Americans, several of which have shown that peer intervention is an important variable. One study conducted in San Francisco, called SISTA (Sisters Informing Sisters about Topics on AIDS), was designed to address the growing number of African American females at risk for HIV and STDs. The study applied social cognitive theory and the theory of gender-tailored intervention for African American women ages 18 to 29. A 1995 article in the Journal of the American Medical Association reported that after the SISTA intervention, women used condoms more consistently, displayed stronger interpersonal skills, and exhibited better cognitive coping skills. The program has been adopted and disseminated by the CDC and is requested by more people than any other CDC program. Other studies by the two that show similar results include the SiHLE program (Sistas Informing, Healing, Living and Empowering) and the Structural HIV Prevention Intervention, which looks at the power of media in the lives of African American teens ages 14 to 18.

According to the results of an National Institute of Mental Health clinical trial “HIV and STD Prevention for High-Risk, Inner-City, African American Youth (identifier NCT00353405), an Atlanta, GA study involving a population comprised primarily of urban African American teens demonstrated that few of the teens who tested positive for HIV were aware of the risks involved in sexual activity. Because of this population’s increased risk for contracting HIV and other STDs, prevention programs that specifically target African American teens are necessary. The aim of the study is to evaluate the joint and separate effectiveness of two HIV/STD prevention programs, small group training and mass media messages, in providing protection against acquiring STDs and maintaining safer sex behavior.

It is the belief in the effectiveness of mass media messages, in this case a documentary film about HIV/AIDS that was produced with a high level of involvement of the very demographic that the film targets, that was one of the driving forces behind the vision and execution of the film. The overall goal of the evaluation study, working in conjunction with the Pittsburgh Public School District, was to show that a film that was “peer produced and narrated” would have a strong effect on students’ knowledge, attitudes and behaviors. The mechanism for evaluation was to screen the movie for as many African-American high school students in Pittsburgh as possible and to conduct pre and post surveys to assess changes in their knowledge, attitudes, and behaviors surrounding HIV/AIDS. After a difficult IRB process and negotiations with the school district, the film producers received permission to conduct the evaluation study at another inner-city

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high school in Pittsburgh, Peabody High School. Peabody's students are demographically and socioeconomically similar to the students who participated in the making of the documentary film.

By February of 2009, the production of the film was complete to a point where the film, now entitled "*Why Us? Left Behind and Dying*", could be screened by a group of young African-American students at Peabody High School. Peabody is a neighborhood school located in Pittsburgh's East Liberty community. In 2008, 18.8% of students tested as "proficient/advanced" in reading, compared to the district average of 50.8%. In Math, 20.0% of Peabody 11th graders tested as "proficient/advanced", compared to the district average of 52.5%. School enrollment demographics of 92.68% African American (of 451 total students) played a factor in selecting Peabody.

For the evaluation study, a comparison group of 12th grade students (n=58) and an evaluation group of 10th grade students (n=31) self-selected based on information they had received from their school administration. Each student who participated in the study received a small gift card for a local merchant as an incentive.

Both the comparison and evaluation group completed a pre-survey so that project staff could gather baseline information about the two groups and draw conclusions about their similarities or differences. The survey consisted of 22 multiple-choice questions that were related to their personal demographic information as well as their perceived knowledge, attitudes and beliefs about HIV/AIDS. As Pittsburgh schools taught an abstinence only curriculum at the time, the pre-surveys could not include questions about sexual behavior or sexual experience.

Key Findings from pre-survey data

- Both comparison and evaluation groups were essentially half males and half females.
- Both comparison and evaluation groups were majority African-American, with 79% of comparison group and 94% of evaluation group
- The majority of both comparison and evaluation groups indicated that they knew "some" about HIV/AIDS (57% comparison, 55% evaluation.) The second highest percentage indicated they knew "a lot" (31% comparison, 26% evaluation.) The third highest response was that they knew "very little" (12% comparison, 19% evaluation.) Nobody indicated that they knew "nothing" about HIV/AIDS.
- More of the comparison group indicated that they are aware that the African-American community has the highest rate of HIV in the US (67% comparison, 45% evaluation.)
- When asked why they thought the African-American community has the highest rate, both groups gave the highest response to "relationships with multiple partners" (59 % comparison, 65% evaluation).
- When asked what they thought the African-American community should do about its high rate of HIV, the highest response from the comparison group was "all of the above" (38%) while "consistent use of condoms" (45%) was the most frequent choice for the evaluation group.

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- Neither group thought they knew anyone with AIDS, but the comparison group seemed more certain that they didn't know anyone with AIDS (78%) and the evaluation group was not sure (29%).
- Both groups most frequently reported that if they had HIV, they would tell their family (72% for the comparison group, 77% for the evaluation group).
- Both groups indicated a high degree of interest in how HIV operates in the human body (83% of the comparison group and 87% of the evaluation group).
- Both groups think it is important to know how HIV/AIDS came to exist (79% of comparison group, 81% of evaluation group)
- More of the comparison group has been tested for HIV (45% of comparison, 29% of evaluation group) and both indicated a high degree of intent to be tested (67% for comparison, 65% for evaluation group).
- The comparison group talk to their friends more frequently about HIV/AIDS, and are more comfortable talking with their friends about HIV/AIDS, than the evaluation group
- The comparison group reported talking to their family a bit more frequently than the evaluation group about HIV/AIDS, but both groups indicated about the same comfort level in doing so.
- Both groups reported that they thought other African-American teens would be the most interesting people to watch in a movie about HIV/AIDS (45% comparison, 55% evaluation).
- Both groups reported that nothing was considered more shameful than being HIV positive in the African-American community (55% comparison, 52% evaluation). Being HIV positive was considered slightly more shameful than being gay and significantly more shameful than being a criminal.

Resulting data from the pre survey is as follows:

1. How old are you?	comparison	evaluation
a. 14 years old	0%	0%
b. 15 years old	0%	48%
c. 16 years old	0%	42%
d. 17 years old	64%	10%
e. 18 years old or older	36%	0%

2. Are you male or female?	comparison	evaluation
a. Male	50%	48%
b. Female	50%	52%

3. How do you describe yourself?	comparison	evaluation
a. Black or African-American	79%	94%
b. White or Caucasian	3%	6%
c. Hispanic or Latino	2%	0%
d. Asian	0%	0%
e. American Indian or Alaska Native	5%	0%

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f. Native Hawaiian or other Pacific Islander	0%	0%
g. Bi-racial	7%	0%
h. Other ethnic	3%	0%

4. What grade are you in?	comparison	evaluation
a. 9 th grade	0%	0%
b. 10 th grade	0%	100%
c. 11 th grade	0%	0%
d. 12 th grade	100%	0%

5. How much do you know about HIV/AIDS?	comparison	evaluation
a. Nothing	0%	0%
b. Very little	12%	19%
c. Some	57%	55%
d. A lot	31%	26%

6. Are you aware that the African-American community has the highest rate of HIV in the United States? (approx 50% of new HIV cases in the us every year)	comparison	evaluation
a. I knew that	67%	45%
b. I didn't know that	33%	52%

7. Why do you think the African-American community has the highest rate of HIV in the united states? (you may select one or more of the following answers)	Comparison	evaluation
a. Poverty	10%	3%
b. Lack of education	17%	13%
c. Lack of health care	28%	19%
d. Keeping secrets	22%	16%
e. High rate of black male prison incarceration	19%	6%
f. HIV/AIDS is the result of a conspiracy against black people	9%	10%
g. Drug use	40%	26%
h. Relationships with multiple	59%	65%

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partners		
i. The “down-low”	26%	23%
j. Homophobia (fear or hatred of gay people)	3%	6%
k. Other (explain)	5%	3%
l. All of the above (please number order of importance)	16%	6%
	b1; d2; g3; h4; a5; c6; e7; f8; i9; j10	
	K: gay relations	
	k: promiscuous	
	1d;2c;3b;4a;5f;6e;7g;8h;9i;10j	
	1g;2h;3c;4f;5i;6d;7a;8e;9j;10k	
	1a;2g;3i;4h;5e;6c;7b	

8. What do you think the African-American community should do about its high rate of HIV? (you may select one or more of the following answers)

	comparison	evaluation
a. More education	19%	32%
b. More health care	28%	32%
c. More openness about gays in black community	7%	0%
d. Consistent use of condoms	26%	45%
e. Practice abstinence	22%	16%
f. All of the above (please number in order of importance)	38%	26%
	e1;a2;d3;b4;c5	
	b1; a2; 3e; 4d; 5c	
	e1; a2; d3; b4; c5	
	1e;2d;3c;4b;5a	

9. Do you know anyone with HIV or AIDS?

	comparison	evaluation
a. Yes	10%	13%
b. No	78%	55%
c. I don’t know	12%	29%

10. If you contracted HIV, whom would you tell?

	comparison	evaluation
a. My friends	14%	13%
b. My family	72%	77%
c. My boyfriend/girlfriend(s)	29%	39%
d. No one	7%	6%

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11. What do you think is considered most shameful in the African-American community? (select one or more of the following answers)	comparison	evaluation
a. Being HIV positive	55%	52%
b. Being gay	50%	45%
c. Being a drug addict	38%	32%
d. Being in prison	17%	26%
e. Being a convicted criminal	19%	23%

12. Do you care about how HIV operates in the human body?	comparison	evaluation
a. Yes	83%	87%
b. No	10%	3%
c. I don't know	7%	10%

13. Is it important to know how HIV/AIDS came to exist?	comparison	evaluation
a. Yes (please briefly explain why)	79%	81%
b. No (please briefly explain why)	9%	3%
c. I don't know	10%	16%

* Explanations for question 13 from the comparison group included:

- Because people need to know
- Because then we would know who is the most affected by it and what we can do to prevent it
- To know what's going on
- If we knew how or what made it we can create a solution whether it was now or in the future
- Because if you know where came from you could know how to prevent it.
- It is because it is a disease that is dangerous
- It's already an issue. Where it came from is no longer important (No answer)
- Because it is very important to make sure you do not have it
- No, because its already here and its not going away so why care where it came from (No answer)
- So we could know the history
- So we could know
- It would be good to learn where it organized from

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* Explanations for question 13 from the evaluation group included:

- Just in case I ever come in contact with it I would know
- Because I would like to know how it came along who started it
- We must know where it came from so in the future we can prevent things like this
- Because if you have it you should know as much as you can about it
- Maybe knowing will stop it
- It came along because of transfers of many different bacteria
- How and where the disease first started
- Yes because you won't know what to do if you have it
- Yes, why walk around with a disease in your body and don't know
- Just in case I ever come in contact with it I would know

14. Do you like science?	comparison	evaluation
a. Yes	55%	48%
b. No	24%	23%
c. Somewhat	21%	29%

15. Are you interested in a career in science?	comparison	evaluation
a. Yes	14%	39%
b. No	66%	26%
c. Maybe	21%	35%

16. Have you ever been tested for HIV?	comparison	evaluation
a. Yes	45%	29%
b. No	55%	71%

17. Do you intend to be tested for HIV?	comparison	evaluation
a. Yes	67%	65%
b. No	17%	6%
c. I don't know	14%	26%

18) How often do you talk to your friends about HIV/AIDS?	comparison	evaluation
a. Very often	3%	3%
b. Sometimes	62%	42%
c. Never	34%	52%

19) How comfortable are you talking to your friends about	comparison	evaluation
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HIV/AIDS?

a. Very comfortable	52%	16%
b. Somewhat comfortable	24%	55%
c. Kind of uncomfortable	16%	19%
d. Very uncomfortable	9%	6%

20) How often do you talk to your family about HIV/AIDS?

	comparison	evaluation
a. Very often	5%	13%
b. Sometimes	52%	39%
c. Never	43%	45%

21) How comfortable are you talking to your family about HIV/AIDS?

	comparison	evaluation
a. Very comfortable	28%	32%
b. Somewhat comfortable	36%	32%
c. Kind of uncomfortable	19%	16%
d. Very uncomfortable	19%	16%

22) Who would be most interesting to you in a movie about HIV/AIDS?

	comparison	evaluation
a. Scientists	16%	16%
b. Aids health workers	22%	16%
c. Aids patients	40%	29%
d. African-American teenagers	45%	55%

Post Survey Evaluation Study

Upon completion of the pre-survey, the evaluation group viewed the film. Immediately after viewing the film, they filled out an initial post-survey. The same survey would be administered three months later. Again, the school district and IRB process played a deciding role in determining what questions the students could be asked. Therefore, the post-survey asks only two questions, again without specifically mentioning sexual behaviors or experience. The questions did, however, allow the students to freely explain their answers.

Key Findings from the post surveys

- According to the post-survey administered immediately following the viewing of the film (n=31), 97% of the evaluation group reported that watching the documentary had changed their ideas about HIV/AIDS. Three percent indicated that they were “not sure”, and nobody said that after watching the film, their ideas about HIV/AIDS had not changed.

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- 3 months later (n=20), 85% of students responded “yes”; 5% responded “no”; 10% of students responded “not sure”
- According to the post-survey administered immediately following the viewing of the film (n=31), 84% of the evaluation group reported that watching the movie **would change what they do, or how they will act**. Thirteen percent said that watching the movie would not change what they do or how they act, and 3% responded that they were “not sure”.
- 3 months later (n=20), 60% responded “yes”; 25% responded “no”; 15% responded “not sure”

Because, overall, responses to the pre-survey questions from the comparison group and the evaluation were very similar, one can hypothesize that showing the documentary film to the comparison group would have similar results as those shown by the evaluation group in post-surveys.

Resulting data from the immediate post-survey are as follows:

Question 1: *Has watching this movie changed your ideas about HIV/AIDS?*
97% of students responded “yes”; 0% responded “no”; 3% of students responded “not sure”

Comments related to the question were as follows (as written on surveys):

- I feel that people shouldn't judge because when you judge others it makes people feel everyone will look at you differently so most people feel that they must keep secrets. I also feel people should practice safe sex a bit more.
- This movie changed my ideas about HIV/AIDS because it is something real in life people who are young girl are getting AIDS and not just from sex but drugs and breast milk. I never knew you could get AIDS from breast milk and that's how it changed my idea.
- This movie changed my ideas because before the movie I know very little about HIV/AIDS. That is why I changes my ideas cause just needed to know more about HIV/AIDS
- It just changed my ideas just like watch who you have sex with because there are more people than you know who got HIV or AIDS
- I know that HIV was bad but I never (knew) it was that bad. How it spread over through sex
- You can get it by aneth (9?)
- I knew about HIV but I really didn't know how it worked and a big effect that it had on our people
- Because listening to what those people had to say was very mean and it might make me a little bit sad
- Because now I can tell my friends about being absence{abstinent} like me
- Because like we walk around not knowing who has it. And then you make a big mistake having sex with the wrong person who do have HIV or AIDS

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- It informed me more about HIV/AIDS and it let me know the facts about how it is spread more through African-American people than others and now I am going to think 4 or 5 times before I think about laying down with someone
- Its making me think about the people I been with and has helped me think that I have to really know everything about the person I'm having sex with
- You can't trust anyone. People may tell you things but they may not be true.
- You can get it by basically anything
- If not treated right away, HIV will transform into AIDS and you will die
- The movie has really changed my mind about get tested for HIV/AIDS. It's made me think about who I have had sex with and have they been keeping secrets from me. I got more educated on AIDS/HIV
- It made me feel like just because you had sex don't mean you didn't catch anything. I feel that everyone should get tested for HIV to know the truth.
- I think that its a lot more important because I never even really cared about it. I thought it was some disease that could be easily cured. But I know that it's more dangerous now.
- Watching this I want to get tested because if I got my partner got it
- It made me more aware about it and how unprotected people are
- Watching this film has made me more aware and makes me want to get tested.
- I'm not necessarily sure that I have changed anything
- I have learned so much about how the disease has got started and how it has got passed around from person to person and place to place
- It change my ideas about HIV/AIDS because there is a lot of people who think that HIV can not happen to them and it can. It can spread threw needles, kissing and having unprotected sex
- By watching the movie it taught me a lot that I didn't know about. The movie make me want to use protection all times. It make me want to really get involved with finding out more about HIV/AIDS. It make me want to get tested.
- That you can't pass it on every time you have sex because I thought you got every time you have sex with someone who has HIV
- Use protection and beware because anything can happen
- This movie showed me and told me that anybody can get no matter what and it made me think that really have safe sex no matter if he love me and tell me what I want to here this movie told me a lot that I didn't no about.
- It make me want to tell more friends about HIV/AIDS I am happy I come here.
- Because now you never know if you could have it
- Rap it up don't have sex with anyone
- I never was fully aware about the statistics and the consequences of having unprotected sex. I really learned a lot by watching this film!

Question 2: *Has watching this movie changed what you will do, or how you will act?*
84% responded “yes”; 13% responded “no”; 3% responded “not sure”

Comments related to the question were as follows (as written on surveys):

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- I intend to be more social and up front with not to me but others. Once you lie to others you start to believe the lies you tell. I feel like I need to be more trueful because no telling how you are people will always have something to say about you. Also that me or anyone else should judge anyone based on their sexuality or if they have AID/HIV because its wrong and by not doing you will give others more confidence to speak on everything about themselves.
- I will now breast feed when I grow up and have kids and I will not touch anyone who have a open cut on their skin because if they have AIDS and have a open cut and I have a open cut then that is a easy way for me to get AIDS so I will not do those things.
- The changes that I will make is to make sure that I will always protect myself from HIV/AIDS
- To be safe in everything I do
- If I was to have sex I would strap up or just wait until I'm married. From watching this film makes me not want to have sex at all!!!
- I do want to get tested before I have sex and ask before we do in case the person do have HIV/AIDS
- I will stay absence
- I will make sure me and my dude will always put on a you know what even though he might think I cheating on him
- Like I said before, I will think about what I do before I do it before I perform any sex act of any kind
- I really get to notice people. Don't treat them different and always ask questions.
- Use a condom and all that stuff
- It will change my mind about condom it will make me want to be more safe and where a condom at all time no matter how much you love someone
- I know that I gotta be more careful about what I do and be safe. That way I won't get anything.
- I will get tested and talk to people more about them.
- I will make sure that I wrap it up before I have sex with my partner
- It will make me not want to have sex. If I do have sex it will make me make sure no matter how much I love somebody make sure they put on a condom.
- No matter what a person say, does, or look like stay on guard and use protection
- I may go to get a test soon
- Now I can be more careful when I'm being sexual active about protecting myself with condoms and getting checked
- I am going to use protection at all times
- Before having sex ack {ask} do they have anything
- Using condom all the times no matter what he say. Safe sex is the best sex!!! I am going to always keep that in my head.
- So now I won't just go out and have sex with anyone no matter what they say or how they treat
- Wait until I am married
- I intend to be more careful when picking my sex partners and much more careful with having sexual relations.

3-Month Follow-Up

In May of 2009, project investigators returned to Peabody High School to administer the same post-survey to the evaluation group three months after they had viewed the film. Of the 31 students in the evaluation group who were present at the screening and completed a post-survey, 20 students completed the 3-month follow up.

Resulting data from the 3-month follow-up post survey is as follows:

Question 1: *Has watching this movie changed your ideas about HIV/AIDS?*
85% of students responded “yes”; 5% responded “no”; 10% of students responded “not sure”

Comments related to the question were as follows (as written on surveys):

- That HIV is almost everywhere so keep safe
- I don't have sex
- That you can get it from a lot of ways, and watch who you sleep with
- I really thought HIV was a simple disease but I didn't no about how it could really kill you. Also have a big impact on someone's life.
- It made me think of being careful and helped me decide that I'm not ready for the risk of having sex
- It did but it didn't because some of it was for {different} reason that I don't be so it did but it didn't
- It let me know how real it is
- Now I know more ways you can catch it
- Have a condom when you have sex
- It makes me more aware of what to do in order to prevent the disease
- It makes me want to be more protective
- Gave me more info and better ways 2 protect myself
- I thinking twis (twice)
- The way it changed my ideas about HIV/AIDS get them tested first
- To think anyone could have it
- I will use condom
- It changed my ideas because not I am gonna be more careful when I have sex
- I learned things that will have an impact on my everyday life
- I think that it made me more aware about the growing crisis we have today

Question 2: *Has watching this movie changed what you will do, or how you will act?*
60% responded “yes”; 25% responded “no”; 15% responded “not sure”

Comments related to the question were as follows (as written on surveys):

- I didn't change how I act because I sexually inactive
- I just carry myself as a lady so no one can't treat me bad

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- I make sure I use a raincoat and don't share blood
- I don't want to have sex no more. It made me want to wait until I married.
- I act as HIV awareness is very important and talk more with my friend about being safe and getting checked.
- It change ways about some girls I talk to and hang around
- It did but not that much because I don't know anybody that have it
- No because I don't do things that might make me catch HIV
- You should only do it if you {know} them really good
- It hasn't changed me much, just know to be careful
- I not having sex
- I do not want a boyfriend or anything
- The same
- It change how I act and think
- Because I am gonna make my boyfriend wear a condom at all times
- Yes because I should always use protection cause if you don't you may catch a disease like HIV/AIDS
- It's made me more aware and careful about what and how I do stuff

Documentary Film Dissemination

Editing and post-production of the film “*Why Us? Left Behind and Dying.*” was completed in August 2009. Listed below are the dissemination efforts undertaken by the investigators between August and December, 2009. These efforts will continue throughout 2010. Ultimately, the film will be sold in stores or uploaded on to the internet.

- Film Trailer produced, edited and uploaded to YOU TUBE
- Film Clip uploaded to IMDB, (Internet Movie Database)
- Trailer and Film Clip uploaded to Diversity Films web site
- Film screened for one week at the Grande 4 Plex in Los Angeles, CA (September 9-15, 2009) for Academy Award qualification
- Film screened for one week at the IFC in New York City, NY (September 11-17, 2009) for Academy Award qualification
- Film reviewed, (favorably), by the Los Angeles Times, (September 9, 2009)
- Film reviewed (favorably) by various NYC based web sites
- Television interviews with investigators about the documentary on News 12 Connecticut and Brooklyn Cable Access
- Articles about making of documentary appear in magazines, “Real Health”, “Diverse”, and “POZ”, and in the Chicago newspaper “Windy City Times”
- Complimentary DVDs sent to the Magic Johnson Foundation and The Black AIDS Institute
- DVDs sent to 36 members of Women Film Critics Circle throughout the US and England
- In response to internet inquiries, complimentary DVDs were sent to 23 HIV/AIDS organizations, university student groups, the American Psychological Association

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in Washington, DC, as well as two AIDS Awareness groups in Nigeria and Uganda for 2009 World AIDS Day presentations

- Film entered in ten film festivals in America and Europe
- Private screenings at school in Stamford, CT and Bronx, New York
- Private screening with publisher of Chicago's "Windy City Times"
- Private screening with Health Director of Stamford, CT
- Screening DVDs sent to PBS/Pittsburgh, PBS/ "Bill Moyers Journal", PBS "Point of View", PBS/WNET in New York, ABC News, and HBO
- Investigators created a display of the documentary film project at the 2009 United States Conference on AIDS. Developed database of approximately 200 people/organizations who want to purchase a DVD when it becomes available
- Investigators continue to look for a film distribution company that will either undertake the national and international distribution of "*Why Us? Left Behind and Dying*", or work with the film producers in developing a national/international self-distribution and outreach strategy.

Curriculum Development

The initial evaluation plan for Phase II included a broader evaluation that would include students and teachers and was based on the development and dissemination of curriculum modules. Due to the fact that film took longer to edit than investigators had planned, and to the arduous IRB process which delayed the final evaluation study, the curriculum modules were not developed during Phase II. Therefore, this portion of the Phase II evaluation plan could not be realized. However, in October, 2009, Diversity Films, Inc. began partnering with the Council on Education Opportunity in Washington DC on curriculum development. That process will continue through 2011. Investigators plan to produce a translational research curriculum for high school students and a second curriculum for college students, which explores the intersection between the science of HIV and social issues that fuel its disproportionate spread in African-American and African populations. The film producers will be re-editing the theatrical film into video chapters/segments for the curriculum and will be adding more scientific information that is not included in the theatrical version of the film.

In moving forward with curriculum development, studies show that information must be coupled with skills training such as correct condom use, sexual assertion, refusal, problem-solving and risk recognition. A study published in the *Journal of Consulting and Clinical Psychology* (1995, Vol. 63, No.2, 2221-237) entitled "Cognitive-Behavioral Intervention to Reduce African American Adolescents' Risk for HIV Infection" shows that youths who were equipped with information and specific skills lowered their risk to a greater degree, maintained risk reduction changes better, and deferred the onset of sexual activity to a greater extent than youths who received information alone.