

A Holistic Model of Microbicide Acceptability

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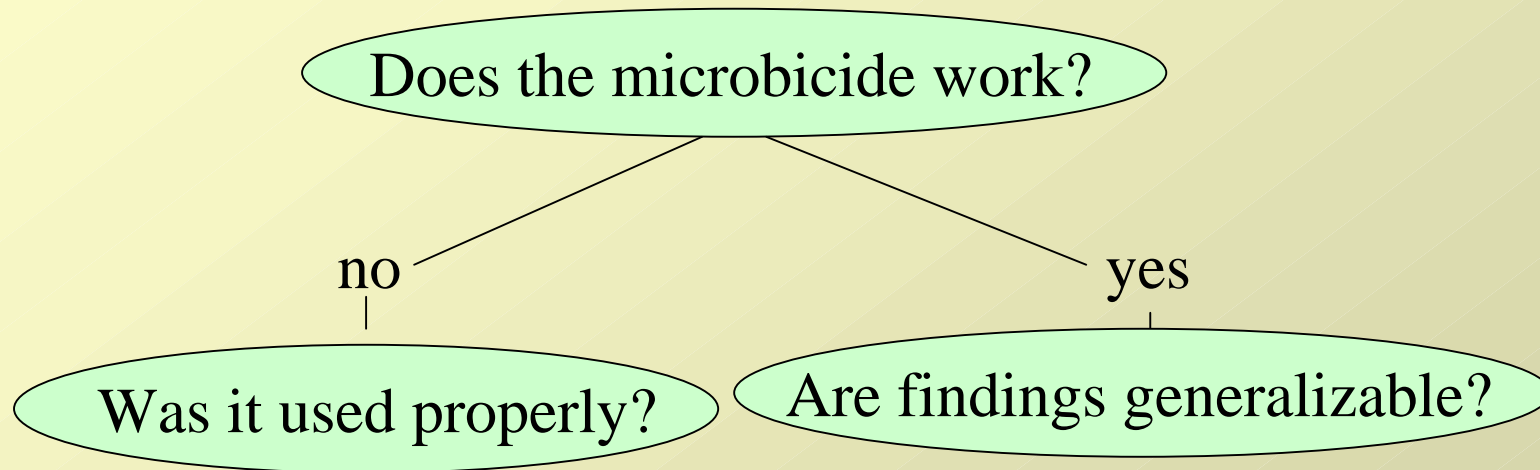
Talk Topics

- Microbicides acceptability research
- Holistic model of microbicide acceptability
- Current study overview

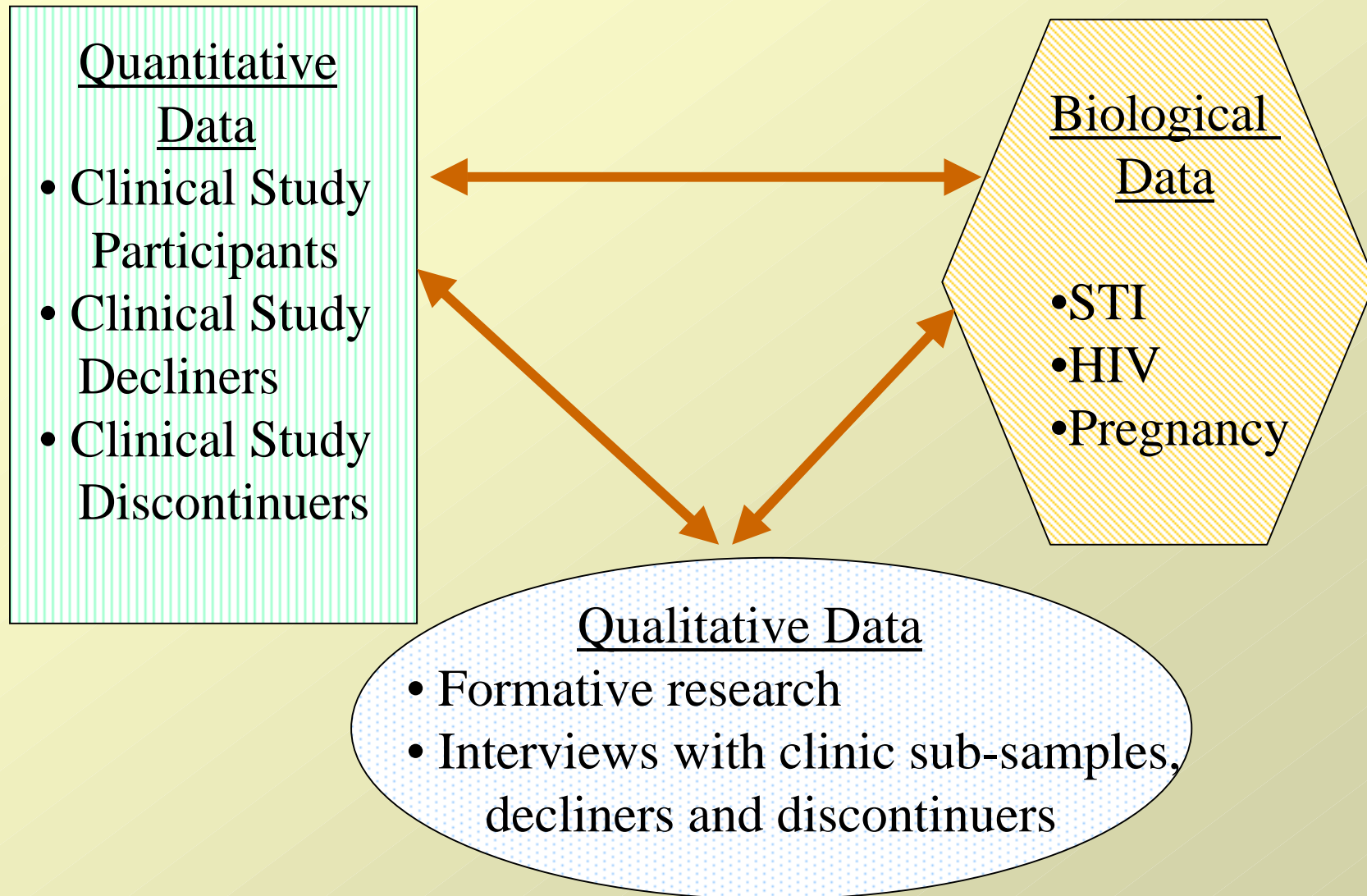
Previous Microbicides Acceptability Research

- **High risk populations**
- **Women**
- **Acceptability studies:**
 - **hypothetical product**
 - **proxy products**
 - **in clinical study context**
 - **focus primarily on product characteristics**

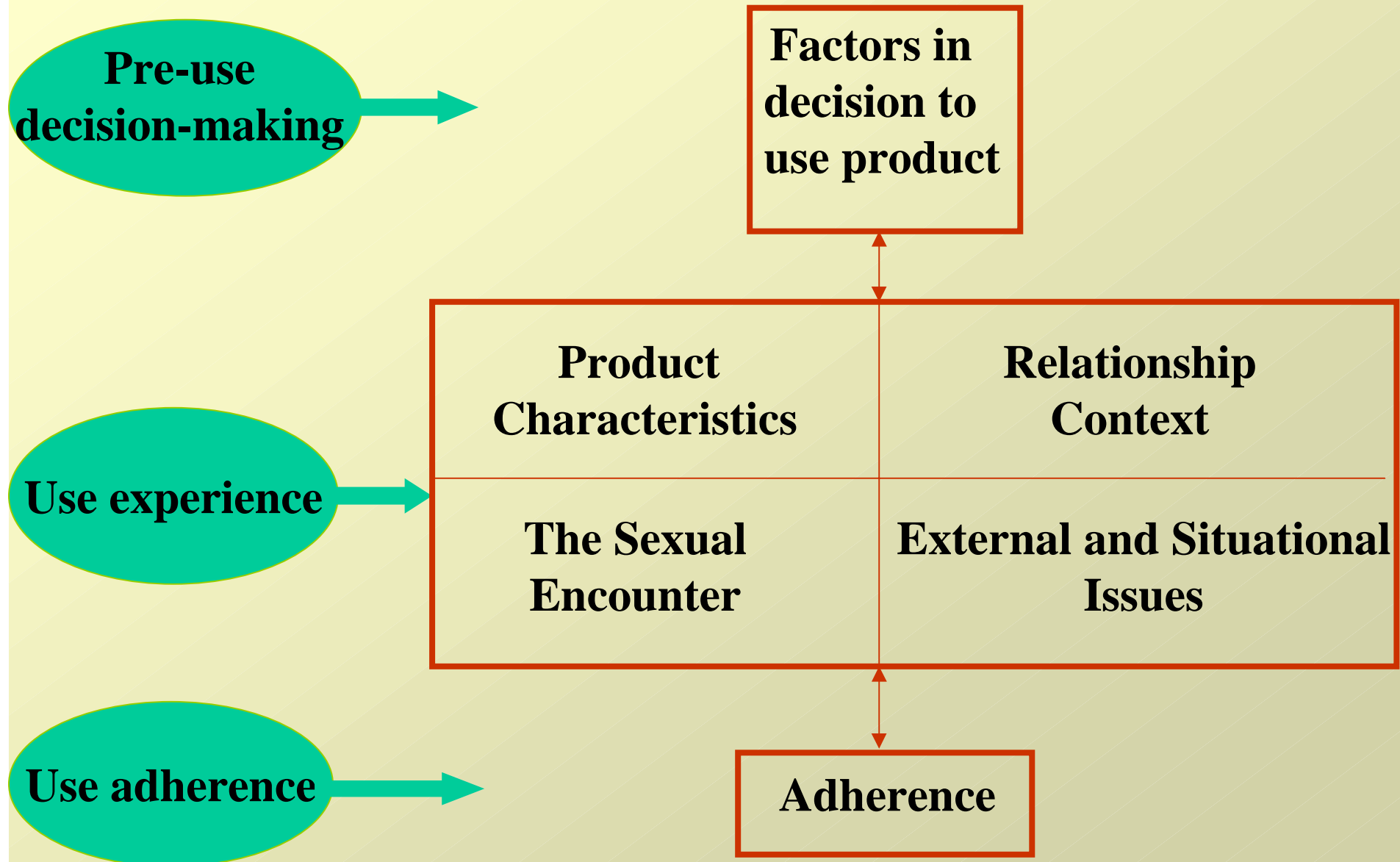
Data are needed to answer these questions:



Integrated Microbicides Research



Multi-dimensional Determinants of Microbicide Use



Acceptability of Vaginal Microbicides Across Risk Groups and Time

- U.S. southern region urban public health facility
- African-American, Hispanic, Caucasian
Women and Men / Adults and Teens
- Higher risk and Lower risk
- Over-the-counter lubricants used as a microbicide proxy
(gel applicator and suppository capsule)

Research Design

Formative Phase:

Clinic staff interviews, meetings, debriefings

Focus Groups

In-depth Interviews

Mini-questionnaires

Clinic Population Profile

Model and
Instrument
Development

Measurement and Testing Phase:

Refusers

Acceptors

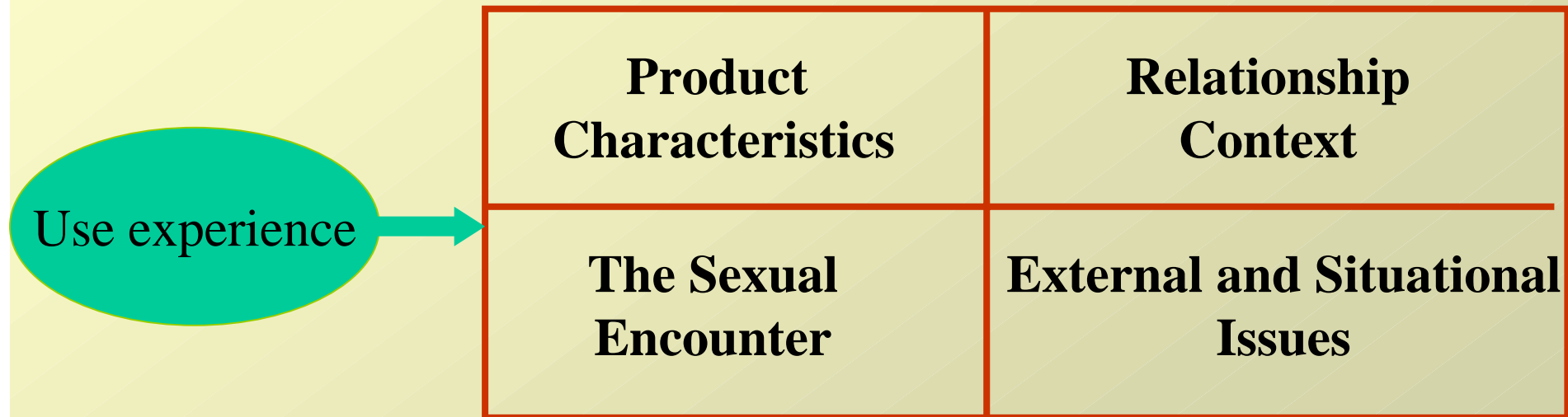
Clinical study refusers

Clinical study acceptors

Cross-over

Exit interviews

Multi-dimensional Determinants of Microbicide Use



Product characteristics

- Expected concerns about viscosity, odor, taste, leakage
- Concerns about applicator mode
- Concern about side effects
- Interest in product as sex enhancer
- Interest in bi-directional protection

Relationship issues

- Disconnect between normative perceptions of women's empowerment and individual experiences
- Disconnect between covert use intention and experience
- Implications of protection responsibility shifting to women
- Multi-faceted trust issues
 - men may respect woman who protects herself
 - product use raises trust issue if discussed/discovered

Sexual Encounter Issues

- Timing of insertion
- Timing of communication about product use
- Covert use
- Microbicide and condom comparisons
vis-a-vis sexual pleasure, timing

Additional Issues

- Commercial Marketing of product – how will it be perceived by others
- Access to product – cost, prescription/over-the-counter
- Provider attitudes and public health messages -- will shape popular perception of product and correct use

Holistic Model of Acceptability

- Must consider multiple dimensions of acceptability:
 - product characteristics
 - relationship aspects
 - the sexual encounter
 - others (larger social contextual environment)
- Important to integrate behavioral and biological data (including both qualitative and quantitative data)
- Health professionals' viewpoints important for product use

Advocating for Acceptability Research

