

Practical Steps for Adapting “Personalized Cognitive Counseling” (PCC) for New Audiences

WEBINAR PREREQUISITES

Before starting this webinar:

- Complete the PCC Training of Counselors
- Be familiar with Personalized Cognitive Counseling (PCC)
- Have the PCC Questionnaire in hand



Practical Steps for Adapting Personalized Cognitive Counseling (PCC) for New Audiences

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Webinar Agenda

- Introduction
- Training Objectives
- Overview of PCC and Core Elements
- Adaptation and Relevance to PCC
- Key Tasks for Adapting the PCC Questionnaire
- In Summary: Key Take Home Messages
- How to Get Technical Assistance Support
- Special Acknowledgements



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Webinar Objectives

This webinar will enable participants to:

- Define adaptation for PCC
- Identify and apply key practical steps for adapting the **PCC Questionnaire** for new target audiences
- Identify sources for additional capacity building and technical assistance support



What is PCC?

Individual (**Personalized!**), Single-Session
Counseling Intervention ...

- Designed to reduce unprotected anal intercourse
- MSM repeat HIV testers
- Focuses on individual justifications that “allow” unsafe sex
- 30 – 60 minute intervention
- Conducted as a component of CTRS

PCC Components

- Reduce unsafe sex by confronting an individual's personal justifications for engaging in unsafe sex
- Uses the PCC Questionnaire to help identify justifications associated with engaging in HIV transmission behavior
- Website:
<http://www.effectiveinterventions.org/en/HighImpactPrevention/Interventions/PCC.aspx>



Cognitive Self- Justifications

(decisions, cognitive rationalizations, excuses, “accounts,” cognitive “distortions”)

Thoughts, attitudes, beliefs that “allow” people to make a decision to engage in risky sex, in contradiction to other knowledge and beliefs they have that support avoiding risk

Justification Examples

- “This guy doesn’t seem to be on the scene much (he told me he doesn’t get around much/I’ve never seen him before/he told me he hates the scene, etc.), so he’s probably not infected.”
- “The two of us have f****d without a condom before, not so long ago, so there is no point in stopping now.

Role of PCC Questionnaire in PCC Intervention

Client completion of the PCC questionnaire:

- Shows the client some common examples of justifications
- Helps the client along the path to identifying their own personal justifications by viewing those of others.
- Helps neutralize potential stigma of behavioral justifications through recognition that others self-justify and rationalize behavior thereby “making room” for the client to identify their own, individual and actual justifications
- Clients own, actual personal, cognitive justifications are essentially identified during the “taking of the story” of the recent memorable unsafe episode,” not via the questionnaire.

Core Elements of PCC

- Provide one-on-one counseling focusing on a recent memorable high risk sexual encounter.
- Uses staff trained in HIV counseling and testing and PCC.
- **Uses PCC Questionnaire to identify self-justifications used by clients.**
- Identifies specific self-justifications, used in making decisions to engage in high-risk behaviors.
- Explores the circumstances and context for the risk episode in detail.
- Clarifies how the circumstances and self-justifications are linked to high-risk behavior.
- Guides the clients to re-examine thinking that led to decision to have high-risk sex and identify ways they might think differently.



What Is Adaptation?

The process of selecting, adjusting, and applying an intervention to a particular context, while adhering to the original model.

Source: <http://www.effectiveinterventions.org/Libraries/General Docs/CS218684 CDC Adapt Guide v1.sflb.ashx>



Why Adapt the PCC Questionnaire?

- Allows a better fit with the needs of the target population (*justifications are culturally specific*)
- Facilitates targeted and precise interventions by service providers

Adapting the PCC Questionnaire



Example...

Adaptation of the PCC Questionnaire for Working With Trans Women:

University of California San Francisco
Center of Excellence for Transgender Health
(CoE) and Center for AIDS Prevention Studies
(CAPS)

- Website: :
http://www.effectiveinterventions.org/Libraries/PCC_Docs/CoE_PCCAdaptation_3R.sflb.ashx



A Sample Adapted Question: Working With Trans Women

Example of an adapted justification for Trans Women:

Original Q.5) I didn't want to f*** without a condom but I was too embarrassed to tell him.

Adapted Q.5) I didn't want to have sex without a condom but I was too embarrassed to tell him that I'm transgender (and/or about my genitals).



Tasks and Steps for Adapting the PCC Questionnaire

Knight, Kelly R, et al, A Roadmap for Adapting an Evidence-Based HIV Prevention Intervention: Personal Cognitive Counseling (PCC) for Episodic Substance-Using Men Who Have Sex with Men, Society for Prevention Research, 2003.



Key Tasks for Adapting PCC

Task 1:
Determine the Need to
Adapt the PCC Questionnaire

Task 2:
Modify the questionnaire for the
intended “new” target audience

Task 3:
Pilot the Questionnaire

Task 4:
Make the final changes to the
questionnaire based on the pilot findings

Task 5:
Implement the intervention, Use the questionnaire

Task 6:
Evaluate the adapted intervention

Task 1: Determine the Need to Adapt the PCC Questionnaire

Key Steps:

- A. Determine which HIV transmission behavior will be targeted for the new population
- B. Analyze/examine the PCC questionnaire fit to the “new” target population
- C. Discuss with an expert panel, an advisory board or key informants to confirm need to adapt



Task 1: Determine the Need Case Example

- **Population:** Heterosexual males who only have sex with women
- Original PCC statement reads: “This guy looks so healthy that he possibly can't be infected”
- **Possible adaptations:**
 - “This woman looks so healthy that she possibly can't be infected.”
 - “This girl looks so healthy that she possibly can't be infected.”



Task 2: Modify the questionnaire for the intended target audience

Key Steps:

- A.** Collect information from **key informants**
- B.** Make the necessary changes to the questionnaire according to the new identified self-justifications. This may include:
 - Retaining questions as on the original
 - Modifying existing questions
 - Deleting and replacing existing questions
 - Do not add to the overall total number of questions
- C.** Examine these possible changes with your advisory board/key informants for logic and “face validity”



Task 3: Pilot the Questionnaire

Key Steps:

- A. Administer the questionnaire to at least three persons from your new target audience for flow and sense
- B. Conduct an in-depth interview with each person previously selected to complete the PCC questionnaire to assess flow, sense, and reliability.

Task 4: Make the final changes to the questionnaire based on the pilot findings

Key Steps:

- A.** Include, modify, add or delete items as per any new information obtained through the interview of participants

- B.** Share/Discuss changes with your organization's advisory board to finalize and for approval

Task 5: Implement the Intervention, Use the Questionnaire

Key Steps:

- A. Implement the intervention using the adapted questionnaire
- B. Conduct ongoing evaluations/interviews with counselors to get feedback
- C. Use ongoing Clinical Supervision
- D. If immediate changes are needed, proceed with those changes and validate them with the organization's advisory board

Task 6: Evaluate the Adapted Intervention

Key Steps:

- A. Identify indicators that validate the purpose of the questionnaire
- B. Involve Clinical Supervision
- C. Conduct ongoing process and possibly outcome monitoring



In Summary: Key Steps

Task 1:
Determine the Need to
Adapt the PCC Questionnaire

Task 2:
Modify the questionnaire for the
intended target audience

Task 3:
Pre-test the Questionnaire

Task 4:
Make the final changes to the
questionnaire based on the pre-test findings

Task 5:
Implement the intervention, Use the questionnaire.

Task 6:
Evaluate the adapted intervention

REMEMBER....

- PCC Questionnaire: A critical component of PCC
- Use of the PCC Questionnaire is one of the intervention's Core Elements
- Pilot test questionnaire changes with the new target population
- Conduct process monitoring and evaluation

Resources and How To Get Help

How to Get CBA/TA Support

- Support is available via CDC's network of CBA Providers across the U.S.
- Offered to CBOs, Health Departments, Communities and other key audiences
- Free and Ongoing
- Can be requested by CDC's directly and indirectly funded CBOs implementing PCC

Capacity Building Assistance Support Website

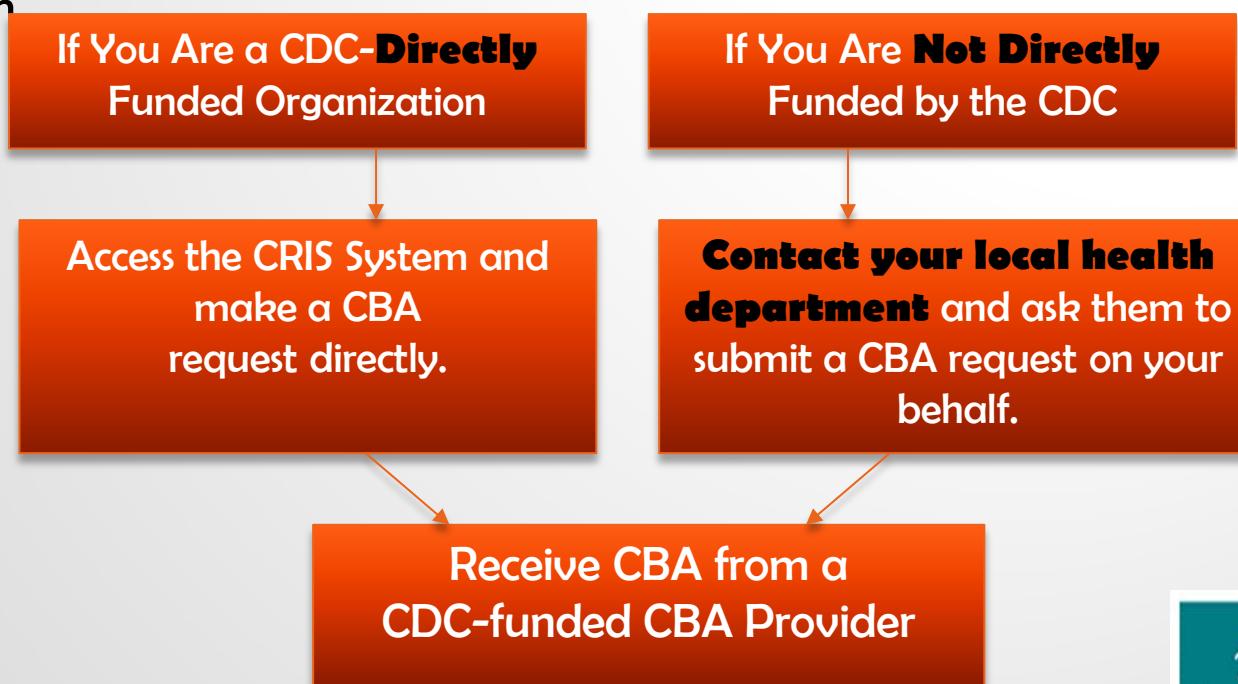
<http://www.cdc.gov/hiv/topics/cba/index.htm>

How to Make a CBA Request

Step 1: Consult with your Project Officer (PO) on the need to adapt the PCC questionnaire before submitting a CBA request

Step 2: Identify the specific type(s) of CBA your CBO needs

Step 3: Submit your request for CBA to the CDC using the CRIS system



Resources for Future Reference

PCC Materials and Info – CDC Resource

<http://www.effectiveinterventions.org/en/HighImpactPrevention/Interventions/PCC.aspx>

Adapting an Intervention or Public Health Strategy

<http://www.ncbi.nlm.nih.gov/pubmed/16987089/>

<http://library.capacity4health.org/category/topics/evidence-based-interventions-ebis-and-public-health-strategies-phss/adapting-ebis-an>

www.effectiveinterventions.org/Libraries/...Adapt_Guide_v1.sflb.ashx

Knight, Kelly R, et al, A Roadmap for Adapting an Evidence-Based HIV Prevention Intervention: Personal Cognitive Counseling (PCC) for Episodic Substance-Using Men Who Have Sex with Men, Society for Prevention Research, 2003.



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THANK YOU!

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