

Scorecard for HIV/AIDS print publications Targeting Older Adults

Data source _____ Format _____ Publication _____
 Publication year _____ Publisher _____

Recommendation 1¹			
Raise Older Adults' Perceived Sense of Susceptibility to HIV/AIDS			
	Yes=5	Somewhat=3	Absent= 0
1. Examine myths and stigmas regarding lifestyle practices			
2. Incorporate messages to counter societal misconceptions related to "low or no" HIV risk.			
3. Include a personal HIV/AIDS risk assessment tool.			
4. Explore whether a social, sexual, and substance abuse history has been included as part of one's general health history.			
5. Reinforce that physiological changes (e.g., vaginal dryness, thinning of vaginal walls, etc.) can increase risks for HIV/AIDS and other STDs.			
6. Provide descriptive case histories of older adults living with HIV/AIDS.			
7. Discuss potential vulnerabilities due to age-related losses and changing life circumstances and greater likelihood of engaging in high-risk activities.			

Recommendation 2²			
Provide Appropriate HIV/AIDS Factual Information			
	Yes=5	Somewhat=3	Absent= 0
1. Include facts on how HIV infection can progress to later stages of AIDS.			
2. Relay possible signs and symptoms of HIV/AIDS and discuss asymptomatic			
3. Stress specific details regarding HIV transmission and risk behaviors.			
4. Include basic facts on ways that HIV cannot be transmitted through casual contact			
5. Review blood screening timeliness (e.g., history of blood transfusions received abroad since the late 1970s).			
6. Provide age-related physiological considerations that may enhance HIV/ STD/sexually transmitted infection (STI) transmission.			
7. STD/sexually transmitted infection (STI) transmission.			
8 Emphasize that the absence of pregnancy risks does not reduce the likelihood of contracting an HIV/STD (STI).			
9. Discuss the importance of seeking medical attention for the proper interpretation of HIV/AIDS signs and symptoms.			
10. Communicate that HIV/AIDS signs and symptoms including opportunistic infections may be mistaken for a chronic disease or "normal aging."			

¹ Recommendation 1 score: _____

² Recommendation 2 score: _____

Recommendation 3³			
Incorporate Specific HIV/AIDS Risk Reduction Strategies			
	Yes=5	Somewhat=3	Absent= 0
1. Provide specific strategies for implementing safer sex practices with new sexual relationships			
2. Include specific ideas and potential scripts to foster frank communication with family, friends, and health care practitioners about lifestyle behaviors (including sex and substance misuse/abuse).			
3. Emphasize specific lifestyle behaviors that can lower their risks of HIV/AIDS including not sharing needles, avoiding substance misuse/abuse, abstinence, and safer sex practices.			
4. List specific steps and provide detailed instructions on the use of latex and protective barriers during sexual activities.			
5. Define specific strategies for effective condom use that consider potential loss of penile erection, latex allergies, or use of sexual enhancement drugs.			
6. Include specific HIV/AIDS risk reduction strategies that consider same gender and opposite gender partners.			
7. Include specific HIV/AIDS risk reduction strategies that take into consideration cultural beliefs and values among diverse populations.			

Recommendation 4⁴			
Emphasize Early Intervention-Testing and Treatment Options			
	Yes=5	Somewhat=3	Absent= 0
1. Discuss the benefits of HIV antibody testing to detect HIV in early stages.			
2. Reinforce that persons must be tested to determine their HIV status and the significance of the “window period.”			
3. Stress that asymptomatic at-risk older adults should engage in HIV testing.			
4. Explain the meaning of positive and negative HIV antibody test results.			
5. Address the threat of HIV/AIDS as a life-threatening illness and the benefits to seeking early treatment.			
6. Assist older adults in confronting fears about HIV infection and fears of social isolation.			
7. List specific community resources, with contact numbers, that are able to provide HIV/AIDS counseling, testing, treatment, and referral services.			
8. Explore considerations for older adults who may be primary caregivers for a spouse, partner(s), adult children, or grandchildren with AIDS.			

³ Recommendation 3 score: _____

⁴ Recommendation 4 score: _____

Content Presentation⁵			
	Yes, very much=3	About average=2	No, not all=1
1. To stimulate interest, motivational messages are needed.			
2. To provide clear and coherent educational messages, include practical suggestions on ways to reduce HIV risks and the benefits of practicing risk reduction behaviors			
3. To enhance application of the desired behaviors, informational messages should stress culturally sensitive and practical ways of implementing HIV risk reduction behaviors			
4. To increase awareness, a brief HIV risk assessment tool should be included.			
5. To personalize the educational material, incorporate a variety of case histories describing older adults dealing with a variety of life changes.			
6. Repeat main points multiple times.			

Visual Appropriateness⁶			
	Yes, very much=3	About average=2	No, not all=1
1. To accommodate visual changes in later adulthood, written material should be printed in bold 20-point serif font, with strategic underlining/highlighting/ borders to emphasize primary messages and enhance readability.			
2. To complement textual messages, images of older adults and reinforcing visuals are needed.			
3. To enhance readability for older persons with lower literacy levels, educational materials written at a sixth-grade reading level should be available.			
4. To address generational differences in comprehension of word usage, terminology should not include slang, and the usage of acronyms should be minimal.			
5. Limited number of key points			
6. Offer a manageable number of action steps			

Flesch Reading Ease: _____ Flesch-Kincaid Grade level: _____ SMOG Readability _____

Distribution Method

Print copy

⁵ Content presentation score _____

⁶ Visual Appropriateness score _____

STATE:

On-line
Mail