

Core Elements vs. Key Characteristics: A Guide To Adapting A Select Media Intervention To Fit Your Organization's Specific Needs

Core Elements:

Core Elements are components of a curriculum that must be maintained without alteration in order to ensure the program's effectiveness. They are required elements that represent the theory and internal logic of the program and most likely produce the program's main effects. Core Elements must be maintained with fidelity – and without alteration to ensure the effectiveness of the program. *Fidelity* is conducting a program by following the Core Elements, protocols, procedures, and content set by the research study that determined its effectiveness.

Key Characteristics:

Key Characteristics are activities and delivery methods for conducting a program that, while considered of great value and assistance, can be altered without changing the outcome of the program. These activities and delivery methods can be modified for different agencies and populations. Changes to the Key Characteristics allow your agency to make accommodations to meet the needs of your participants. Adaptations to this program should only occur when steps can be taken to enhance the delivery of the program to the participants.



¡Cuídate! HIV-Risk Reduction Intervention

Core Elements:

- Incorporating the theme of ¡Cuídate! - taking care of oneself and one's partner, family and community – throughout the program
- Using culturally and linguistically appropriate materials and activities to show and emphasize core Latino cultural values, specifically familialism and gender-roles, and how those are consistent with safer-sex behavior
- Incorporating activities that increase knowledge and influence positive attitudes, beliefs and self-efficacy regarding HIV sexual risk-reduction behaviors
- Modeling and practicing the effective use of condoms
- Building participant's skills in problem solving, negotiation of safer-sex and refusal of unsafe sex.
- Delivering sessions in highly participatory, interactive small groups

Key Characteristics:

- Module delivery schedule
- Gender distribution and number of participants
- Age range of participants
- Role-play specifics
- Music and videos
- Language in which sessions are conducted (English or Spanish)