Intervention Mapping as a tool for addressing HIV stigma: *Insights from the RESET intervention in the Netherlands*

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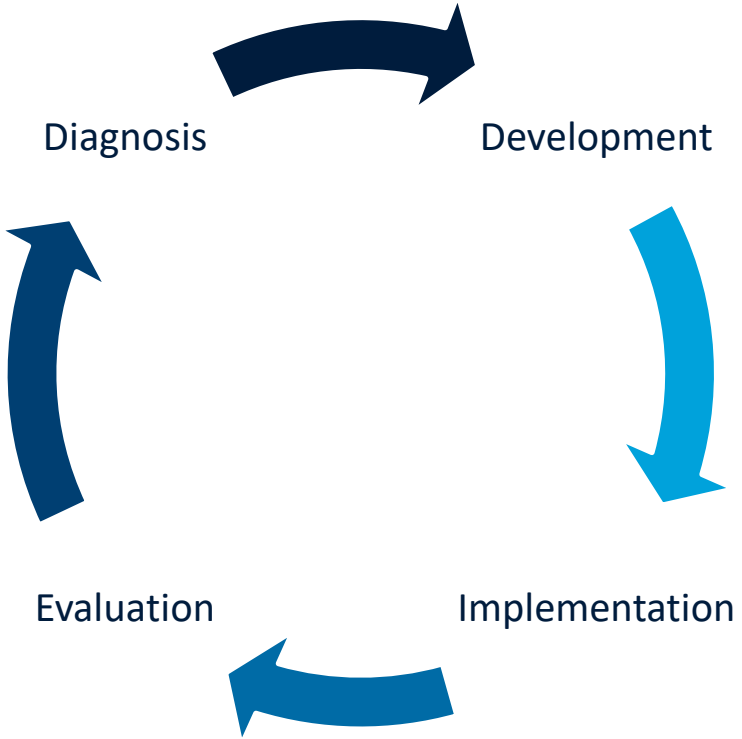
Systematic behavior change



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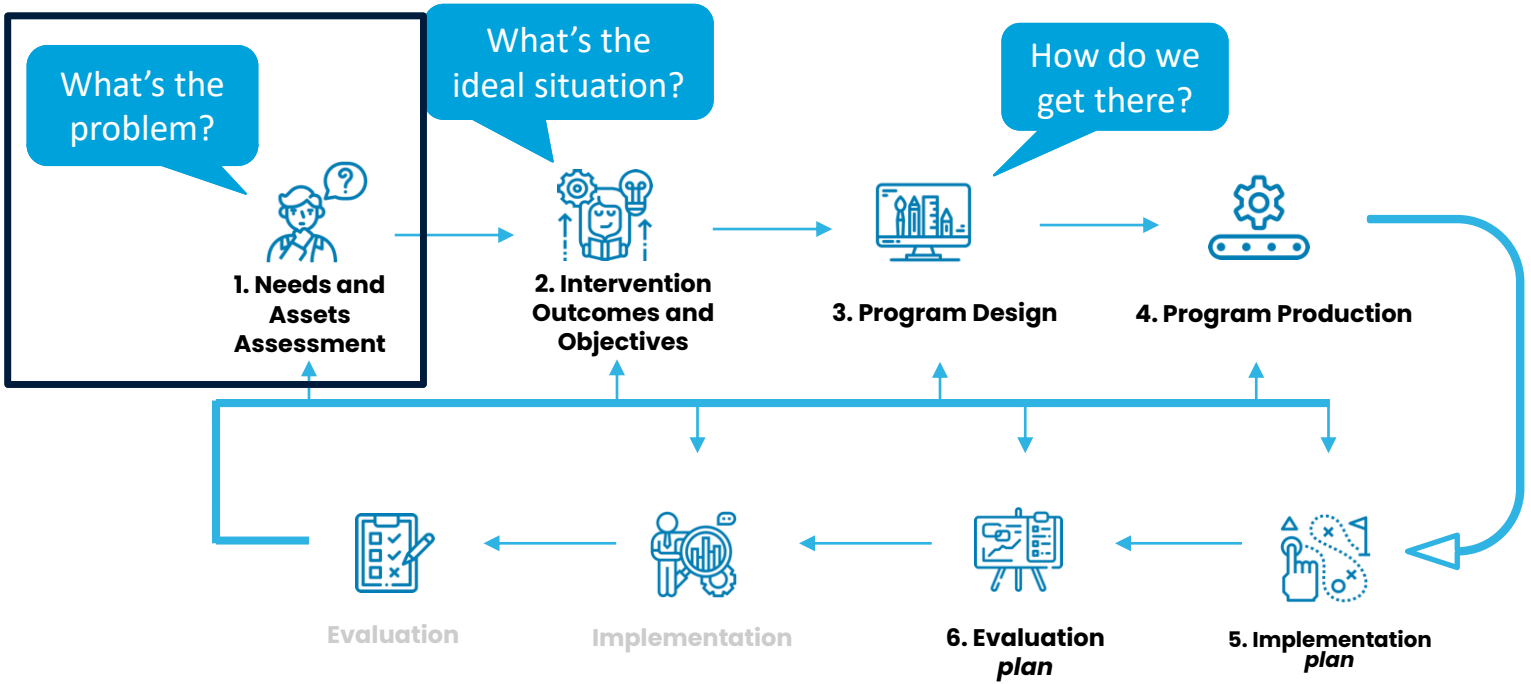

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Step 1: Needs and assets assessment

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1. • Establish a planning group
2. • Conduct a needs and assets assessment
3. • Describe context for intervention including the community, population, and setting
4. • State intervention goal(s)

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Step 1: Logic model of the problem

Planning group



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Step 1: Logic model of the problem

Needs assessment

Systematic Review

- Correlates of internalized stigma
- 176 studies
- Van der Kooij et al., 2023 *Aids Education & Prevention*

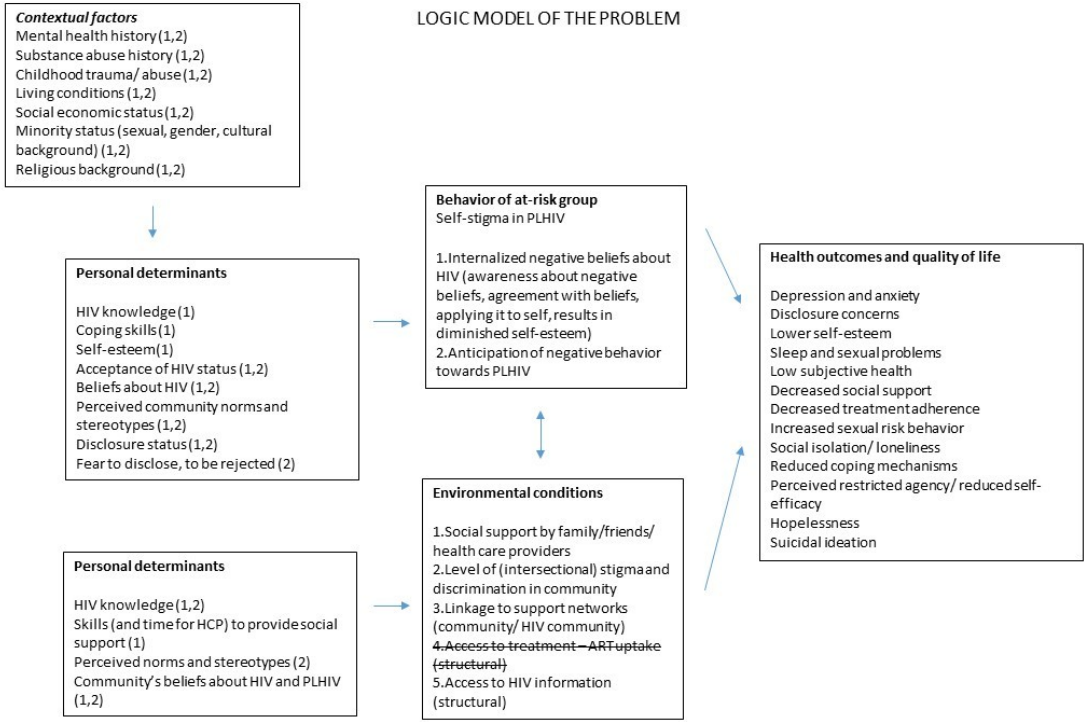
Quantitative Research

- Relationships between stigma forms; Quality of life outcomes
- PLHIV in NL (*n* = 1704)
- Van der Kooij et al., 2021 *AIDS Patient Care and STDs*

Qualitative Research

- Perceptions of HIV; Internalized stigma; Intersectionality; Coping; Intervention considerations
- Women with a migration background (*n* = 18); MSM with a migration background (*n* = 10); MSM originally from NL (*n* = 9)
- Severijns et al., in preparation

Step 1: Logic model of the program



Step 1: Logic model of the program

Program goal

To reduce self-stigma and improve well-being in PLHIV

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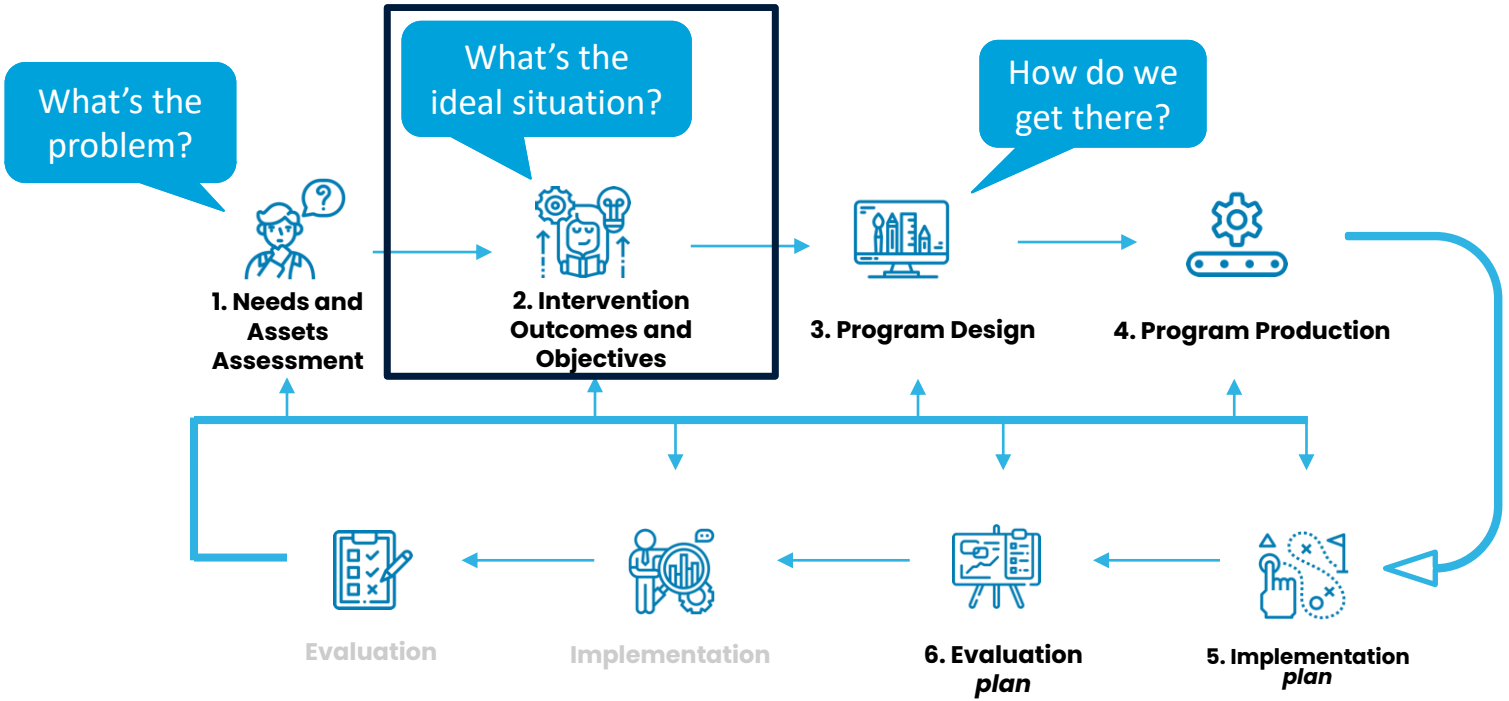

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Step 2: Program outcome & objectives

1. State desired behavioral and environmental outcomes
2. Specify performance objectives for behavioral and environmental outcomes
3. Select determinants
4. Construct matrices of change objectives

Behavioural and environmental outcomes are statements reflecting the behaviors or environmental conditions that should be accomplished as a result of the intervention.

Performance objectives explicate what people need to do to perform the behavior stated in the behavioral outcomes.

Determinants are factors associated with the performance of the desired behavior.

Change objectives outline the kind of changes that need to happen in a determinant for people to successfully do the performance objective.

	Determinant 1	**Determinant 2**
Performance Objective 1	*Change Objective*	*Change Objective*
Performance Objective 2	*Change Objective*	*Change Objective*

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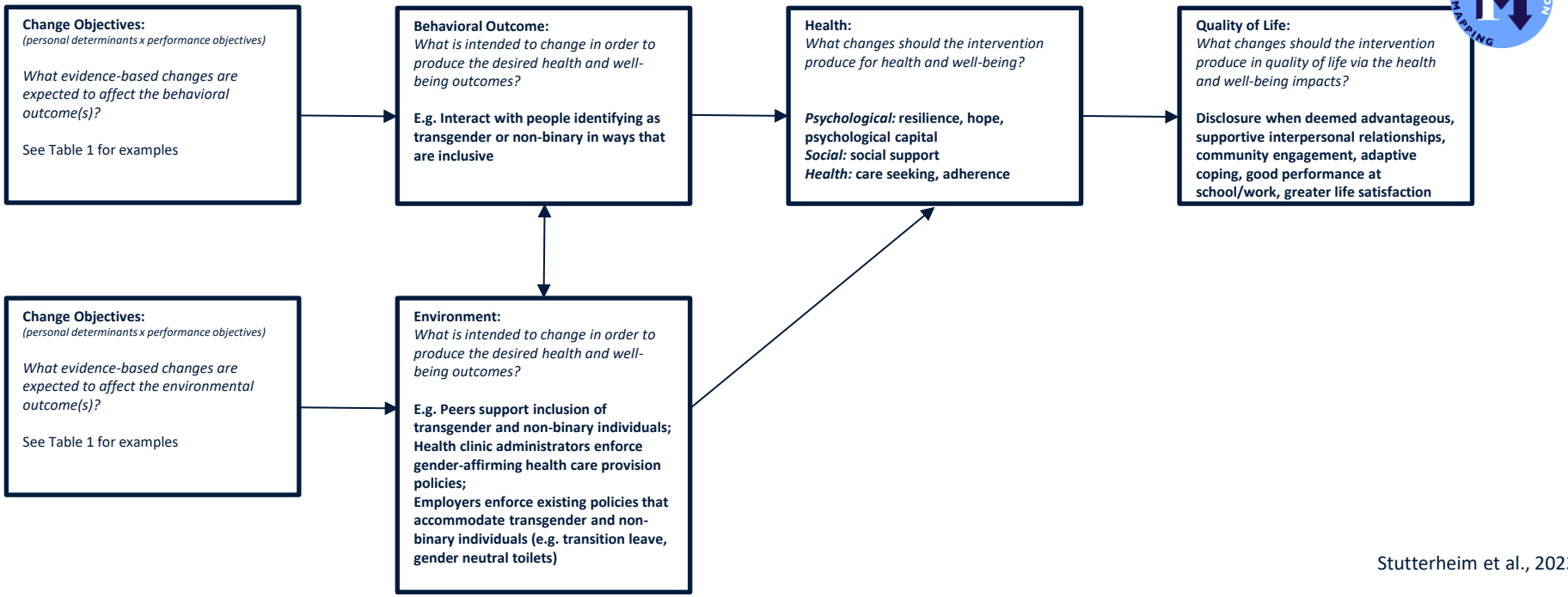
Description of targeted individual/group	Awareness/Risk perception	Outcome expectations/ Attitude	Subjective norm	Self-efficacy/Skills	Public stigma
BO1: PLHIV internalize positive beliefs about HIV					
PO1.1: PLHIV acquire accurate information about HIV.	A.1.1.: List the channels that provide information on HIV.	OE1.1a: Describe that PLHIV can and do live long and healthy lives. OE.1.1.b: Describe that PLHIV can have healthy children. OE.1.1.c: Describe how when you take your medication correctly, HIV is not	SN.1.1: Explain that other PLHIV that have accurate knowledge of HIV feel more empowered.	SE.1.1: Express confidence in being able to acquire accurate HIV information. S.1.1: Demonstrate the ability to acquire accurate HIV information.	
identity.		different parts, and HIV is only one part of it. A.1.5.b: Express positive feelings towards viewing HIV as only one part of a broader identity is empowering.	more empowered.		
PO1.6: PLHIV demonstrate self-esteem and self-confidence in living with HIV.				SE.1.6: Express confidence in being able to demonstrate self-confidence and self-esteem. S.1.6: Demonstrate the ability to present self with self-confidence and self-esteem	PS.1.6 Assess negativity about HIV in society as something that results from ignorance.

Stutterheim, S. E., van der Kooij, Y. L., Crutzen, R., Ruiter, R. A. C., Bos, A. E. R., & Kok, G. (2025). Intervention Mapping as a guide to developing, implementing, and evaluating stigma interventions. *Stigma and Health, 10*(1), 3-20. https://doi.org/10.1037/sah0000445

Stutterheim, S. E., van der Kooij, Y. L., Willems, R. A, Schenk, L. G., Elsenburg, L. J. M., Jansen, H. S. E., Lammen, J., Den Daas, C., Kleene, M-J. T., van den Berk, G. E. L., Brinkman, K., & Bos, A. E. R. (2026). Reducing internalized HIV stigma with Intervention Mapping: The design, implementation, and evaluation of RESET (RESilience and Empowerment Training). *AIDS Care, 38*(2), 242-262. https://doi.org/10.1080/09540121.2025.2584602

Step 2: Logic model of change



Stutterheim et al., 2023

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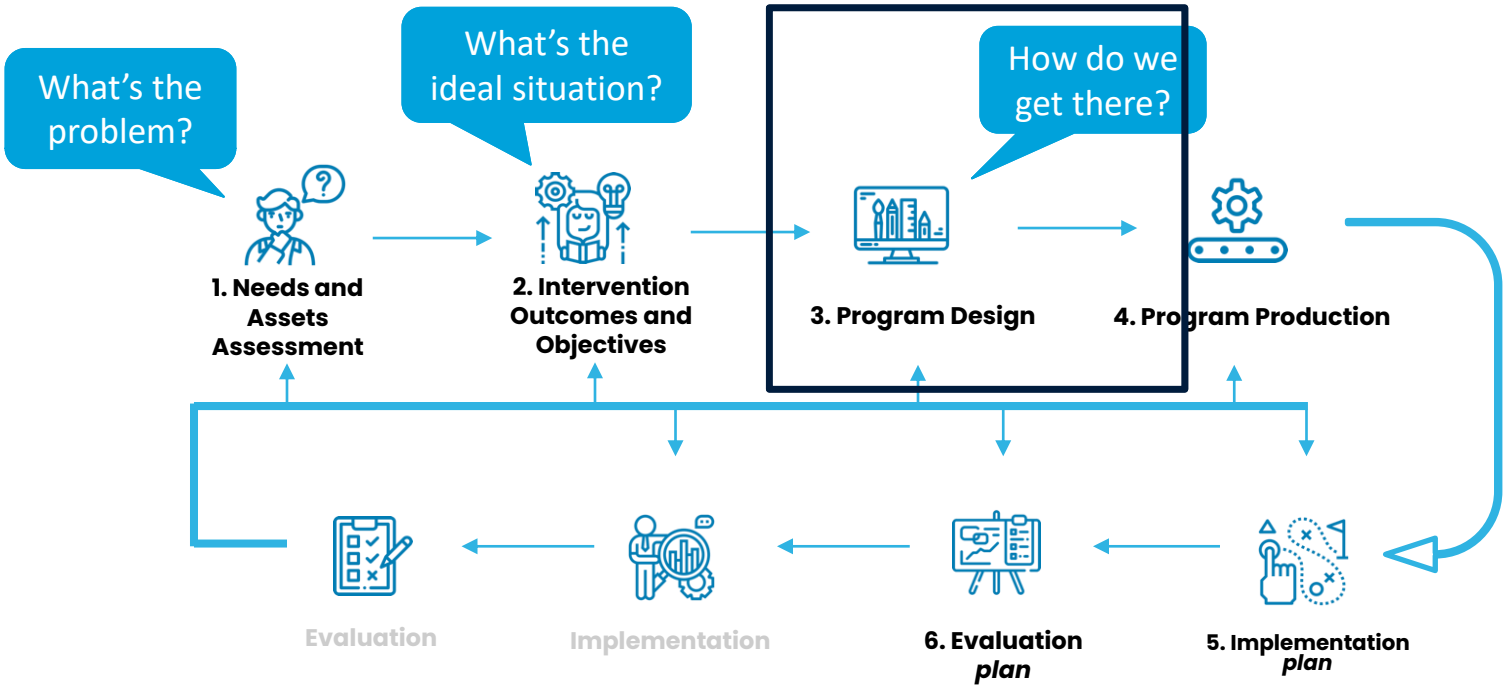

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Step 3: Selecting methods and practical applications

1. Generate intervention ideas with the planning group
2. Choose theory- and evidence-based change methods
3. Select and design practical applications to deliver change methods

A **method** is a general process for influencing changes in the determinants of behavior and environmental conditions.

A **practical application** is a practical technique for applying methods in ways that fit with the intervention group and the context in which the intervention will be conducted.

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Step 3: Selecting methods and practical applications

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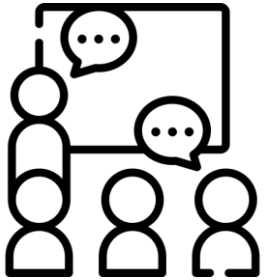
Cognitive behavioural therapy



Psycho education



Peer support



Practicing coping skills



Disclosure (when appropriate)

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Step 3: Selecting methods and practical applications

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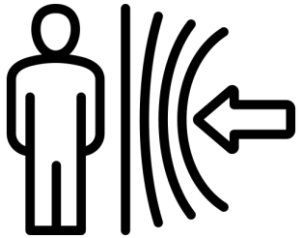
Empowerment





Resilience

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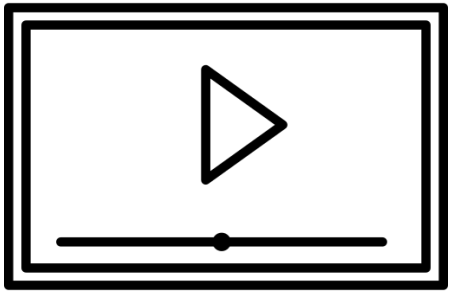
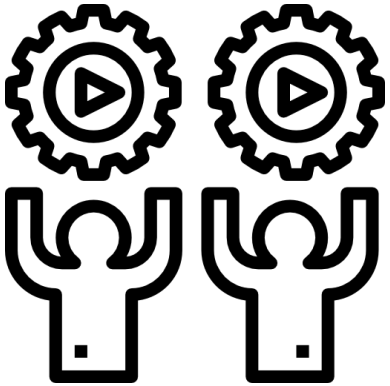
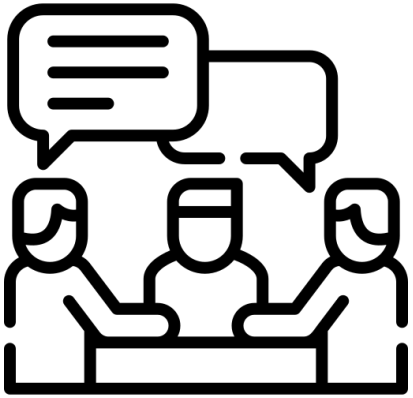


Video screenings



Role plays



Group discussions

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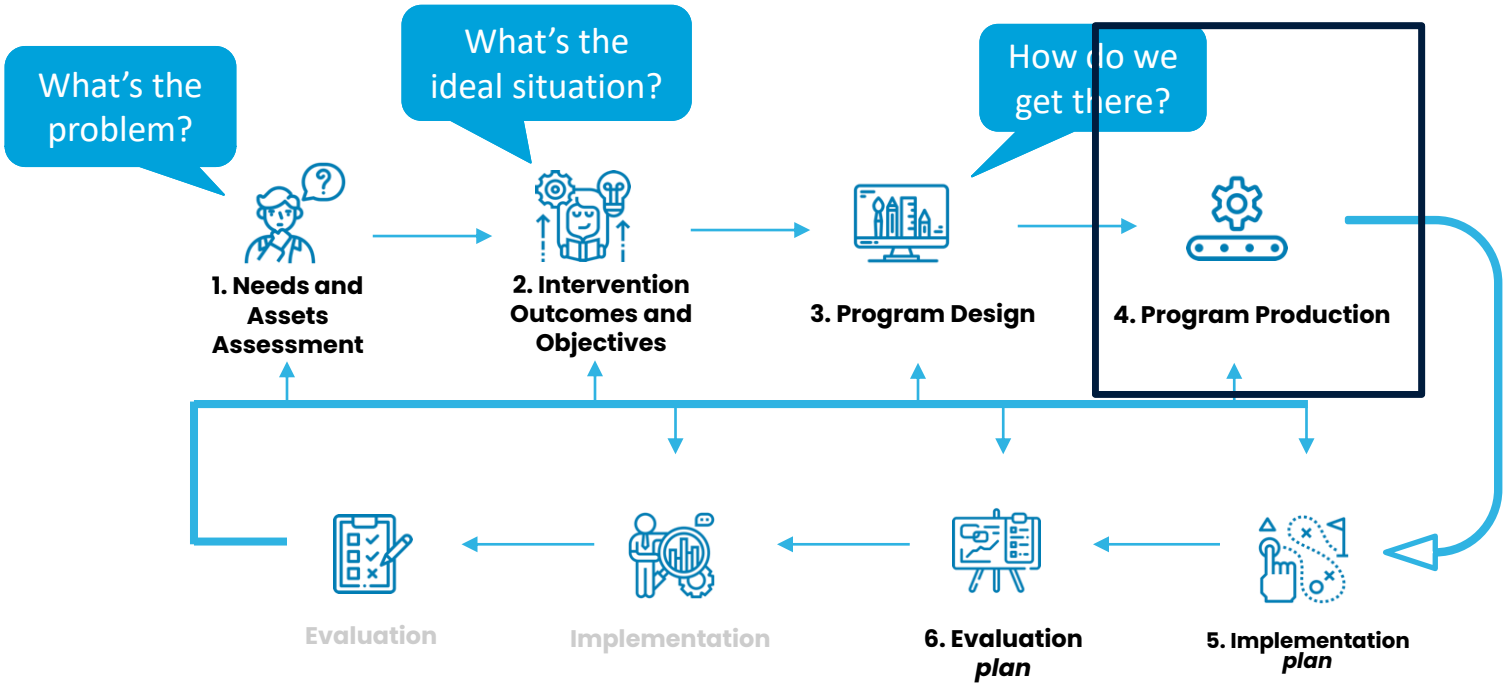

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Step 4: Program production

1. • Define intervention structure (themes, components, scope, and sequence)
2. • Plans intervention messages, materials, and activities
3. • Produce intervention materials, activities, and protocols
4. • Pretest, refine, and finalize materials, activities, and protocols

Step 4: Program production

reset workshops

Session 1
- Stigma education & awareness

Session 2
- Coping with negative feelings
- Building self-esteem

Session 3
- Coping with negative reactions
- Empowerment



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Step 4: Program production

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Session 1	Stigma education and awareness			
Activities	Content	Targeted determinants	Time	Materials
1.1 Five questions introduction	Getting to know each other; discuss house rules; privacy participants		10 minutes	None
1.2 Stereotypes	Explore negative associations with HIV	Knowledge, attitude, norms	20 minutes	Flipcharts/ post its
1.3 Knowledge Quiz	HIV educational game to target misbeliefs about HIV	Knowledge	20 minutes	Question cards
BREAK			10 minutes	
1.4 Introducing stigma	Movie and psychoeducation; what is stigma, which types exist, exercise in small groups on stigmatizing situations	Knowledge, attitude, norms	15 minutes	Laptop, beamer, flipchart
1.5 Effects of stigma	Movie and psychoeducation; what are the effects on someone who is being stigmatized	Knowledge, attitude, norms	20 minutes	Laptop, beamer, flipchart
1.6 Self-stigma experiences	Movie and psychoeducation; what is self-stigma, how does it affect someone, discuss personal experiences in small groups	Knowledge, norms	20 minutes	Laptop, beamer, flipchart
Homework exercise	Try to notice times during which you feel less worthy than others because of HIV. Write this down and bring it with you to the next workshop session.			

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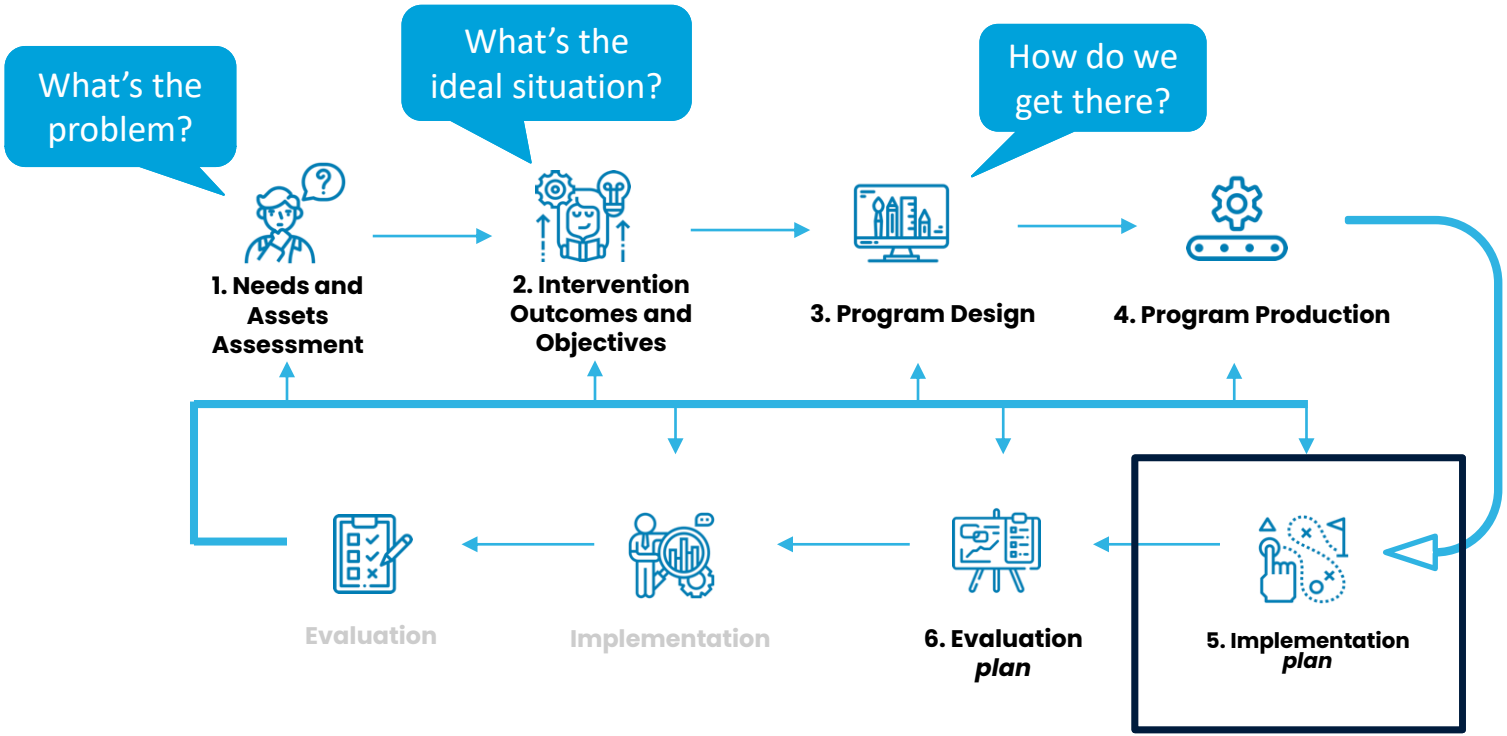

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Step 5: Plan program implementation

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1. • Conduct an implementation needs and assets assessment and identify potential implementers
2. • Identify implementation performance objectives and determinants to create matrices of change objectives
3. • Choose change methods and design implementation strategies
4. • Produce implementation protocols and materials
5. • Evaluate implementation outcomes

Adoption is a decision to use a program.

Implementation is the use of the program.

Sustainability is the maintenance and institutionalization of a program.

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Step 5: Plan program implementation

- Community involvement throughout
- Active promotion and recruitment
- www.hellogorgeous.nl
- Handbook for trainers (in Dutch and English)



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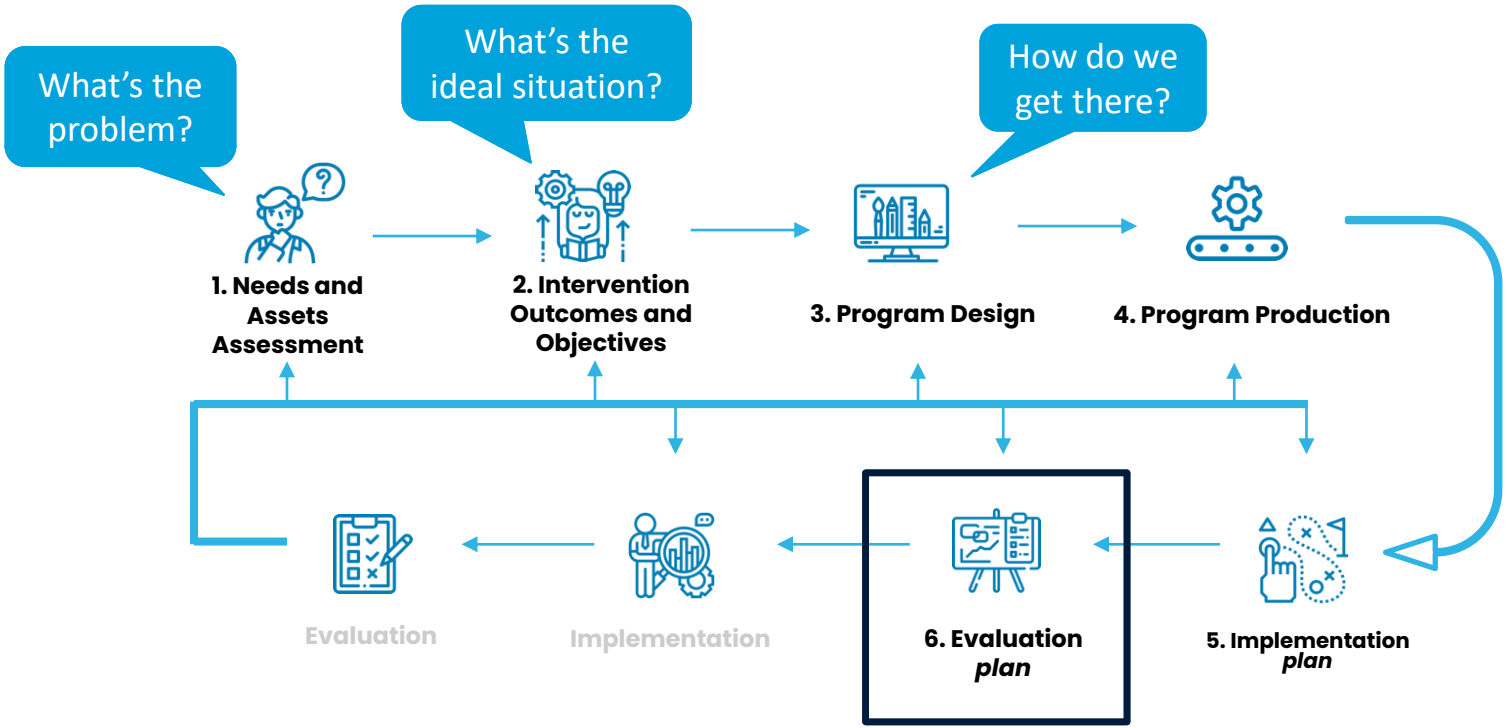

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Step 6: Plan for evaluation

1. Review the logic model of change, matrices, and implementation plan to guide process and effect evaluation
2. Develop process evaluation questions and identify measures
3. Develop effect evaluation questions, select a design, and identify measures
4. Pilot test the intervention and finalize evaluation plan
5. Plan when and how to report evaluation findings

Step 6: Plan for evaluation

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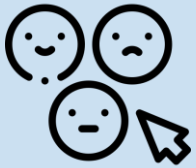
Effect evaluation

- Internalized stigma, self esteem, resilience, empowerment, quality of life
- RESET participants
- Baseline (*n* = 70), post intervention (*n* = 67), 3 month follow-up (*n* = 65)



Process evaluation

- Recruitment, reach, context, implementation, dose-delivered, fidelity
- Participants, facilitators, and implementers
- Semi-structured interviews (*n*= 13)

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Project team

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