

**Effective Linkages through the PRIME Project:  
HIV Prevention and Management Integrated with  
Reproductive Health Services at the Primary Level**



**What can  
PRIME do?**

Components of the PRIME  
Approach to HIV/AIDS:

- **Dual Protection**
- STI Prevention and Management
- Reaching Adolescents
- Reproductive Health Needs of Women with HIV

**PRIME II**

Intrah School of Medicine  
University of North Carolina  
1700 Airport Road, Suite 300 CB 8100  
Chapel Hill, North Carolina 27599-8100  
Tel: 919-966-5636 Fax: 919-966-6816  
intrah@intrah.org www.prime2.org

**Dual Protection**

The PRIME Project works to ensure that HIV/AIDS prevention and management is effectively integrated into reproductive health services at the primary level. We focus on health care providers and training institutions, cooperating in the development of service delivery policies and systems relevant to primary level. Within this approach, the promotion of condom use — either alone or combined with another contraceptive method for dual protection — is a key point of emphasis for PRIME programs.

• **National policies and guidelines**

PRIME works to ensure that national service delivery standards and guidelines underscore the importance of condoms for dual protection, helping to build consensus and establish expectations for the performance of service providers and systems which will effectively promote dual protection.

• **Pre-service and in-service training**

PRIME's expertise in developing national and institutional-level training systems, standards, skills and curricula help ensure that providers are competent to offer counseling and positive client-provider interactions for the promotion of dual protection.

• **Primary level service delivery**

PRIME helps change service provider biases toward condoms and supports providers at service sites in their efforts to give

clients accurate, helpful information and counseling on both family planning and ways to protect against HIV. PRIME Project experience includes expertise in a wide range of innovative approaches to reach providers — on-the-job training, job aids, supportive supervision, peer support, distance learning, and client feedback systems.

- **Strengthening service delivery systems**

The PRIME Performance Improvement (PI) approach is an effective, proven tool to provide a focus on strengthening areas such as logistics, through which providers and managers ensure the availability of condoms to meet client demand.

PRIME helps orchestrate a systematic approach to integrated quality services by addressing performance problems that can be solved through both non-training or training interventions.

- **Clients and communities**

PRIME works to change misconceptions about how HIV is spread, along with misperceptions and stigma associated with condom use. Gender issues, including male involvement and female empowerment in skills to negotiate condom usage with partners, are cornerstones of PRIME's approach with the community and reinforce dual protection programs. Cooperating with other organizations involved in public awareness campaigns, social marketing and other behavior change activities is a proven strength of PRIME.

*Suggested citation:*  
**Effective Linkages  
through the PRIME  
Project: HIV Prevention  
and Management  
Integrated with  
Reproductive Health  
Services at the  
Primary Level —  
Dual Protection.**  
11/2000  
(PRIME PAGES: HIV-2)



**PRIME II**



This publication was produced by Intrah at the University of North Carolina at Chapel Hill for the PRIME II Project and was made possible through support provided by the Center for Population, Health and Nutrition, Global Bureau, U.S. Agency for International Development, under the terms of Grant Number HRN-A-00-99-00022-00. The views expressed in this document are those of the authors and do not necessarily reflect the views of the U.S. Agency for International Development.