

Pre-existing mental model

Vaccines protect 100% against infection

Pre-existing mental model

Prevention programs help to lower risk of HIV transmission

Assumption 1

Overestimation of likely efficacy of candidate vaccine

"Trialists would not be testing a vaccine if it were not very likely to be (100%) effective"

Assumption 2

Overestimation of likelihood of being in the experimental group

"I am very likely to get the candidate vaccine"

Assumption 3

Vaccine trials are prevention programs

"CBOs wouldn't refer me to the trial if it were not going to protect me from HIV infection"

Intervention strategy

Provide explicit information and education that *most* products tested in clinical trials *do not* work

Intervention strategy

Provide explicit information that trial volunteers have equal chances of getting the test vaccine or the placebo; thus condom use is necessary

New mental model

Preventive Misconception

"HIV vaccine trial volunteers gain protection against HIV infection"

Intervention strategy

Provide explicit information that clinical trials (controlled medical experiments) are *not* the same as interventions; participation may not offer individual benefits, but may benefit the community/society

Inference based on new mental model

Behavioral Disinhibition

"Trial volunteers don't need to use condoms as they are already protected"

Assumption 5

"It is natural for people not to adhere to a more demanding protective measure (e.g., condom use) when they feel protected by a relatively simpler measure (e.g., protection offered by the candidate vaccine)"

Assumption 4

"Trial volunteers should not use condoms as trialists then won't know if the test vaccine works or not"

Intervention strategy

Provide explicit information that volunteers in a trial should use condoms; and that one is not asked to change one's behavior to "help" the trial

Intervention strategy

Ongoing counselling and testing with reminders that the trial vaccine is merely experimental and that one must continue to use condoms