

## PEER-DRIVEN INTERVENTION

During the 1990s, **Robert S. Broadhead**, Professor of Sociology, UConn, along with Douglas D. Heckathorn, Professor of Sociology, Cornell University, pioneered the *Peer-Driven Intervention* (PDI) model to reduce the transmission of HIV among injection drug users (IDUs). The model, an alternative to traditional outreach models that rely on staffs of salaried outreach workers, relies on active IDUs to educate their IDU-peers in a body of prevention information and recruit them to enhanced HIV prevention services, for which they earn nominal rewards. The effectiveness of the model was demonstrated from 1994-1998 in a field study in Eastern Connecticut, sponsored by the National Institute on Drug Abuse (NIDA) (R01 DA08014) (see Broadhead & Heckathorn et al. *Public Health Reports* 113, Supplement 1, 1998). Further development of the PDI model in a second field study, also sponsored by NIDA (R01 DA014691) is presently being conducted in Russia (see Broadhead and Volkanevsky et al., *International Journal of Drug Policy* 17 (5), 2006). In September 2004, Dr. Broadhead was awarded a 5-year Independent Scientist Award from NIDA to extend the development of the PDI model globally (K02 DA017615). Dr. Broadhead has been collaborating with researchers and public health organizations in Russia, Thailand, Vietnam, China, New Zealand and the U.S. to implement an array of initiatives to further test, enhance and refine the PDI model.

For more information about this intervention, please contact Robert Broadhead at [robert.broadhead@uconn.edu](mailto:robert.broadhead@uconn.edu).