Research was promoted by Local Authorities in order to planning possibility of free HIV test as secondary prevention in public health services. The purpose was to identify useful indications for community based interventions addressed to adult people, not attending school, who are now a vulnerable population, because - not showing specific risk factors - they aren’t easily reached by campaigns of health promotion.

Research was founded on studies about health attitudes, healthy behavior and perceived control on wellbeing (Albarracin, Kumkale, & Johnson, 2004; Davis, Hughes, Sloan, Tang, & McMaster, 2009; Fishbein, 2008), different interventions for health promotion (Boone & Lefkowitz, 2004; Fortenberry, Tu, Harezlak, Katz & Orr, 2002; Harper, Bangi, Contreras, Pedraza Toller & Yess, 2004), importance of professionals (Durantine, Albarracin, Mitchell, Earli, & Gillette, 2006; Fisher, Fisher, Bryan, & Misovich, 2002), particularly general practitioners (Schreinem & Friedland, 2003).

Qualitative study was aimed to investigate primary and secondary prevention, willingness and motivation to taking HIV test. The objective was to collect information about professionals’ perception of citizens’ attitude and behavior in order to find strengths and weaknesses in health promotion activities carried out by public services. Participants were physicians, psychologists and volunteers, involved in health services addressed both to the whole of population (i.e. working in surgeries and in consulting rooms) and to HIV positive people. Instrument was a semi-structured interview for exploring patients’ attitudes towards this disease, risky behaviors, preventive behaviors and health services’ interventions (networking, communication between professionals and patients, searching for hidden part of target).

Findings show a positive evaluation of health services and collaboration among them, despite difficulties in a full involvement of professionals. There are well-established paths for prevention, although unable to reach the whole of citizens. It would be important a wider dissemination of accurate information, both by mass media and targeted campaigns, and more interventions addressed to individuals and groups. General practitioners may have a basic role, because of their trust relationship with patients, so to spread good preventive practices.