Condom promotion communication for behaviour change to make NACO Condom Social Marketing Programme successful

Social Marketing, under NACP III was envisaged to be the key driver in increasing the condom use in the country. NACO has leveraged social marketing expertise, through its Technical Support Group, for strengthening the condom programme in the country. NACO’s Condom Social Marketing Programme (CSMP) aims at promoting condom for ensuring all sex acts by enhancing condom availability and generating demand through behaviour change communications.

NACO has adopted the strategic communication framework based on which mass media campaigns on national scale that are developed and aired to create the conducive social environment. This is backed up by exhaustive multilayer campaigns undertaken by SMOs in their contracted states. These ground level interactive activities help to reach out to diverse sections of the population to generate awareness and mobilize action for prevention of HIV. This also helps in establishing communication in media dark areas. These activities are further taken to grassroots level where condom promoters reach out to targeted population at hotspots and THRUs using Inter Personnel Communication tools.

Sections:
- Midmedia Activities
- Condom Promotion at TIs
- Outdoor Campaign
- POP & Visibility
- Folk Media Campaign
- Red Ribbon Express
- World AIDS Day
- Migrant Campaign
- Female Condom

Volume 1
April 2012
NACO used the multimedia activities as an important medium as it allows communication to be localized and region specific. This provided the reach among the media dark areas and communities. Interactivity in these activities helped in delivering communication messages in personalized form in an entertaining manner and provided opportunities to the target audience to clarify their doubts. Using these activities, condom’s triple protection benefits message was taken to the audience’s doorsteps that helped in normalizing condom use within their social environment.

To promote condom use, SMOs organized various kinds of multimedia activities using popular forms of communication. During CSMF phase IV across 13 states and UTs 54,609 Street Plays, Road Shows, Magic Shows, Puppet Shows, Talking Doll Shows, were organized. 111 areas witnessed 18,997 special activities in the form of group meetings and IPCs at Railway stations & Bus stands, during festivals, as WPI etc. At the same time, 5,26,834 IPC sessions and VAB activities and 1,11,111 van activities were conducted among youth and other key population segments. Condom demonstrations and IEC material distribution formed an integral part of these activities. Major melas like Sanapur in Bihar and popular events like Rural Olympics in Punjab etc were utilized as an effective platform where 33,046 activities were performed to promote condom use. This included traditional local festivals and mega events in rural areas and mall activities in urban locations. Collectively 7.37 lakh activities were organized that resulted in reaching out to more than 2 Crores sexually active male population across 13 programme states.

TSG ensured that the theme used in these multimedia activities were aligned with the condom mass media campaign – Risk perception. Since expanding condom availability in rural areas is the focus of CSMF, these activities elaborately covered villages falling under programme districts.
Targeted interventions are aimed to affect behaviour change through raising awareness among the high risk groups and clients of sex workers or bridge populations. Condom promotion communication at these interventions were intended at sharing information on condom’s role for prevention among vulnerable population groups. Clients of sex workers were addressed with benefits of safe sex practices and awareness was built among the truckers and migrant workers to motivate them to adopt safe sexual behaviours.

Efforts have been made to de-stigmatise condoms by organising fun activities e.g. condom-blowing contests. In these stalls, various entertainment performances and games on condom theme were organized. Special demo sessions providing information on correct condom use were conducted. IEC distribution and an open-house at the end of the activities were the most significant part of these activities.

Condom promotion activities were also conducted at Health Camps organized by TI division in various states. The condom communication activities during these camps at hotspots and truckers halt points were aimed to enhance the self-risk perceptions among the vulnerable population and raise their knowledge levels in favour of condom use.

![Image](image1.png)

**Condom Promotion at TIs**

**Press Clippings**

**Van show promoting condom use at TI area in Chhattisgarh**

**Condom display set up at Health camp in Chhattisgarh**

**Truckers watching street play in Tughlaqabad THP in Delhi**

**Puppet show promoting condom use in Haryana**

**State Marketing Manager, TSC training POCs of TI division in Gujarat**

**Interactive game for condom use benefits at THP in Jharkhand**

**Condom display at a hotspot in MP**

**Musical show at Health Camp in Durg, Chhattisgarh**

**Condom promotion among MSM in Panipat, Haryana**

**NACO TI division official at SNAO stall in Kolkata, West Bengal**

**TIG group activity in progress among truckers at THP in Rajasthan**

**Condom promotion among truckers in Delhi during Road Safety Awareness Drive**

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**Gujranwala**

29 September (Tuesday)

Gujranwala, Harayana (India)

A joint forum of NACO, Haryana SHF, and HCBS organized a world AIDS Day health camp at Gujranwala. The camp was organized for truck drivers who are an important target group for condom usage. The camp was held in collaboration with the local authorities and provided free medical check-ups, distribution of condoms, and awareness sessions on HIV/AIDS and other STIs. The objective of the camp was to increase awareness among the truck drivers about the importance of condom use and reduce the risk of HIV/AIDS transmission.
Under NACO Condom Social Marketing Programme, demand generation is an important aspect to increase consistent condom use among the target population. Major impetus is being given to the communication that can bring in the positive behaviour change towards practicing safe sex by use of condom. While mass media campaign on radio and television are carried out by NACO on national scale, the outdoor campaigns on condom promotion were executed by SMOs also in their respective contracted states.

Under CSMP IV various outdoor campaigns were implemented which was the part of overall demand generation plan. These campaigns supported large scale mid-media activities undertaken by communication teams of SMO to promote consistent condom use. Hoardings, Wall Paintings, Display panels at Delhi Metro roll properties, Dhabas branding on national and state highways with Deluxe Nirodh and condom promotion messages etc were some of the options used for these campaigns. TSG ensured that the hoardings and other displays are at prominent locations where most all of our target population is significantly high. Special focus was given to ensure that the maximum number of sites were located in 71 areas and rural areas to address the right target audience.

Condom promotion campaign - Delhi Metro:
Delhi Metro campaign of 3.5 months period, launched on World AIDS Day, covered all 4 routes. Mix of display opportunities - 62 station panels, 200 inside panels & 884 handle bars were used.
- Exposure to the campaign was 75.1%
- Awareness about condom use in preventing HIV/AIDS increased from 89.9% to 94.6%
- More than 10% increase in awareness of triple protection benefits: 57.9% from 46.8%
- Awareness of Deluxe Nirodh brand among those who ever heard of condom has increased from 54.8% to 66.7%
- Brand recall for Deluxe Nirodh among exposed to the campaign increased from 77.7% to 87.5%
- Overwhelming response was in favour of the campaign as
  - 97.3% felt the right medium for the campaign
  - 94.9% found condom’s triple protection benefits was clear from campaign creative
  - 95.7% agreed that the campaign was useful
- Platform Panels proved the most effective than Inside Panels and Handle Bars (50.4%, 29.9% & 19.8% people seen them respectively).

[Sample size: 451 for broadcast, 474 for outdoor, 75-49 yrs of age; travels at least once/week on campaign routes]
Under CSM Programme, maintaining visibility of Deluxe Nirodh brand and condom use benefits message is one of the responsibilities of SMOs. Across all programme states POP was utilized to promote condom use among the target population and encourage positive behavioural change. This also acts as reminder medium and helps in increasing condom outreach from the retail outlets. Posters, stickers, dangler and product dispensers etc were some of the popular POP items. Branded tape, tinplate, flex banners and dealer board were other options advised by TSG as they offer longer life span after installation.

Wall Writing is another popular mode of promotion that was widely used by SMOs under NACO CSM Programme. Local languages were used for POP materials to help in enhancing readability and making a better impact. This activity was widely used to reach key populations in TI and rural areas. Migrants were addressed by covering frequently visited locations like workplace, bus stands and railway stations in migrant districts through such wall writings.
NACO Folk Media campaign used various folk forms to provide communities the platform to talk about their health issues. Condom promotion was also a component of this campaign and was aimed at enabling people to take steps to adopt safe sex practice as solution. Condom promotion campaign utilized the power of folk media to trigger the behaviour change process among the audience. SMOs were entrusted with the responsibility of organizing condom promotion activities during these folk performances. SMO conducted condom demo, VAT activity & distributed EC material through condom stalls. They conducted sessions on condom’s triple protection benefits and condom normalisation to reduce stigma and embarrassment associated with condom. SMOs also contributed in implementing the campaign:

- Participated in the training and orientation workshops
- Performed as a dynamic District Support Team (DST)
- Assisted by preparing campaign route plans
- Conducted pre-publicity to mobilize audience
- Organized free condom distribution
- Campaign monitoring in programme districts

**Observations:**

- Audience presence, attention & average time spent on the show was much higher in rural areas than urban.
- More audience were registered in the evening during the day.
- PPHA presence and addressing the group post performance had a good impact.
- Condom promotion activities were very popular and useful in normalising condom use.
- Good press coverage helped to reinforce the message.

**Table:**

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<td>No of PCs done</td>
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<td>Target population contacted</td>
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**Condom promotion activities conducted during NACO Folk Media campaign in 2011-12**

- Pre publicity by SMO helped in good activity turnout in Karnataka
- Condom & EC material displayed in performances in Chhattisgarh
- Condom promotion messages at bus stand during shows in Bihar
- Dulha Nishad standing on stage in Chhattisgarh
- Audience wing for EC material after condom demo in West Bengal
- Pre publicity by SMO team for folk performance in MP
- Condom demo post folk performance in AP
- Condom session amidst banners & dispalys in Chhattisgarh
- Folk performance in Condom camp in rural Bihar
- Audience engaged in condom promotion session in UP
- Joint session to promote condom use in Karnataka
- Press clippings
India’s most visible HIV campaign, the Red Ribbon Express’s (RRE) third year long journey was flagged off on World Youth Day, January 12, 2012 from Safdarjung Station in New Delhi. The launch ceremony of RRE was a grand affair where condom promotion activities were organized by SMO. These activities included Condom Stall for condom demonstration, VAK and IPC activity and leaflet distribution. Two Condom Man were also deployed to greet the visitors and spread condom promotion messages among the crowd.

Similar activities to promote condom use were organized at stations in Rajasthan, Madhya Pradesh and Goa where RRE made its halt after leaving Delhi. Condom promotion stall proved to be one of the most popular section at most of the venue. People from all walks of life and different age groups were keen to know and discuss about condom, its use and benefits. Youth were found actively interacting with the promoters and asking various questions regarding condom use to clarify their doubts. Condom demonstration and IEC material distribution helped a great deal in this direction.
World AIDS Day 2011 was observed by condom communication teams in all programme states. SMOs actively participated and organized various activities like rallies, put up condom stalls and umbrellas, lightning candles, distributed branded T-Shirts & caps, performed Nukkad Natak, IPC activity, VAT activity at Health Camp for Truckers, held condom quiz and distributed gifts for winners, Slogan banners were put up at TI & THP areas.

In Delhi, condom campaign in Delhi Metro was launched on this day. Team Leader, TSG flagged off the Metro train in presence of Communication Manager & State Marketing Manager of TSG and senior management of SMO. World AIDS day Celebration Programme organized by NACO & DSACS was also marked by setting up of display Stalls for Deluxe Niroth and female condoms for VAT activity and condom demos.

In AP, SMO team participated in the rally supporting APSACS where Drummers, Camels, Horses, Batta Bomma, Clowns, Stick Walkers and Cine Hero Dubes were a part of it. Other activities included Condom inflatable, condom stall, Rural promotion vans. In UP, Candle light march, Health camps, Rally, Nukkad Natak, Stall for IPC, Sangha Shth, Bus Stand Activity, condom promotion at District Hospitals were organized to mark the day. In Bihar, 105 condom stalls, Rally at Ara and IPC by 30 branded Mobile Audio and Display units were organized. Similar activities were conducted at other states also like Jharkhand, Chhattisgarh, Punjab, Goa, Haryana, Chandigarh, Rajasthan, MP and West Bengal.
Migrant Campaign

Migration are of special significance to the epidemic because of their frequent movement between source and destination areas. Migrants are more vulnerable to HIV infection than people who do not move. This vulnerability makes them key population to reach out to with condom promotion messages.

NACO TSG ensured that SMO teams cover the migrant population to reduce the risk of HIV infection among this key target group. The strategy adopted is to contact them at source as well as destination migration districts and motivate them to adopt condom as a preventive measure through communication activities. SMOs held special sessions at workplace interventions in destination districts and conducted street plays, IPC and WAT activities on the transit points like Railway Stations and Bus Stands.

The source migration districts were also covered during major festivals like Holi, Diwali, Durga Puja & Dussehra etc as inward and outward migration is high. Condom promotion activities were also organized at Health Camps of 11 division. These activities were organized with the goal to promote correct and consistent use of condom for HIV Prevention among migrants in migrant districts of programme states, fetched good results and succeeded in contacting around ten lakhs population.

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<td>No of IPCs done</td>
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<td>Target population contacted</td>
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Condom promotion activities conducted during Migrant campaigns organized during major festivals like Holi, Diwali, Durga Puja etc. in 2011-12
NACO has launched Female Condom pilot programme in 2 districts each of 9 new states. These states are Haryana, Punjab, Delhi, UP, MP, Chhattisgarh, Gujarat, Assam and Karnataka.

HFPPPT is running this programme of one year period that started in August 2011. The primary programme objectives are to:

- Ensure that 100% FSWs in 2-dists of 9 states have knowledge on correct usage of female condom.
- Increase the consistent usage of female condom specially among regular partners of FSWs through demand generation.
- Ensure accessibility and availability of Female Condoms in the TI areas through peer led, community led and other channels

HFPPPT also organizes special events named Swayam for FSWs in coordination with TI Division and TI NGOs. In these events FSWs are invited and various interactive activities are organized to impart the knowledge and information related to FC use and its advantages.

All PEs, ORWs and councillors of TI NGOs are provided with hands on training on the importance and advantages of FC use. Besides, specific communication tools and materials are also made available to the TI NGOs to educate the community on the additional benefits that FC offers beyond male condoms.
Scene from Khatron Ke Khiladi (Campaign theme - Risk Perception)

NACO launched mass media campaign for condom promotion on national scale in Hindi and regional languages in January 2012. This campaign was released on Doordarshan and leading Cable & Satellite channels as well as All India Radio and private FM radio stations. Consistent use of condoms for triple protection benefit i.e. protection from HIV/AIDS, STI & unwanted pregnancy is the key message of this ad film.