



**National AIDS Control Organization**

# **Condom Promotion Programmes under NACP -IV**

# Progress

- Meeting of Working Group on Condom Promotion Programme under NACP-IV, held on 6<sup>th</sup> & 7<sup>th</sup> May 2011.
- ToRs discussed in detail
- Suggestions made
- Sub Groups formed

# Suggestions made- Procurement & Supply Chain Management

## Procurement & Supply Chain Management

- Procurement to be continued to be done by Department of Health & FW for both NACO & FW , as it has the expertise and manpower.
- TI Division ( JD, TI) may be made responsible for the supply & demand from SACS & TI NGOs
- Packaging of condoms in 1-2 piece to avoid wastage-Linkages with FW & NACO
- SACS may hire a godown with proper storage facility and may keep a buffer of 2-3 months
- Working Group on Procurement
- History of order vs delivery/supplied
- Supply Chain management from Regional perspective
- System of FW to be explored
- Explore the possibility of consignment to be sent from manufacturer to SMO instead of through GMSD
- Gap between Release Order and supply from GMSD (Mr. Kakkar)
- System need to be strengthen
- Mechanism for the tracking of supply of free condoms to be developed
- Postal service for the supply of free condoms to be explored (TN)

# Suggestions made Institutional Strengthening & Organization set up

## Institutional Strengthening & Organization set up

- Collect the details from each SACS regarding the present post of AD, TI
- DAPCUs role in Condom Promotion to be explored
- SMM (dual reporting) should report to JD, TI
- Revised administrative set up will be drafted and proposed by the sub group
- Director (RCH/FP) to be called for the meeting at state level
- Condoms to be collected by TSG/TI Division at the field level at every quarter and to be tested in the lab
- Condom quality checks to be suggested by HLL Lifecare Ltd
- Storage conditions of SACS/SMO as per the guidelines
- TSG may avail the services of DAPCUs for the free supply of condoms

# Suggestions made- Institutional Strengthening & Organization set up

## Institutional Strengthening & Organization set up

- Possibility of TSG to be made a part of TSU
- Modalities of NRHM to be explored where DAPCUs are not available
- Arrangements between NACO/BMGF/HLFFPT to be looked at
- Convergence with Block Programme Management Users of NRHM could be explored.
- Channelization/ facilitation process of DAPCUs in CP
- TI can facilitate the CP
- DAPCU reports to APD and further he disseminates to the functional heads
- Analysis of SMM and AD, CP
- Analysis of Gap in the programme
- embedded in NACO to be suggested by Mr.Pramod
- Technical & Programmatic support to FW for the condom management at state/district level
- Enhance the role of TSU for FW as well
- Enhance the role of TSG

# Suggestions made

## IEC & Capacity Building

- A comprehensive communication strategy for NACP IV needs to be in place with progressive stages of messaging that is to be devised based on findings of evaluative market researches conducted regularly.
- NACO needs to ensure timely airing of the mass media campaigns that will help in sustaining high awareness levels regarding condom use benefits.
- NACO may coordinate mid media activities organized by various stakeholders like LWS, TI truckers, migrants.
- Need for capacity building of these stakeholders on condom promotion communication.
- SACS needs to make NGOs accountable for Female Condom promotion and to implement regular monitoring on the same.

# IEC & Capacity Building

- A dedicated communication agency should be brought on board to prepare strategic framework for communication and develop campaigns for condom promotion. This needs to be the long term arrangement to enable the agency to implement the strategy formulated for such period. Conducting communication need assessment research will be responsibility of this agency.
- Media planning for condom promotion campaigns on mass media should be done by professional media planners to garner better reach and visibility within the same budget. Under present arrangement this is not possible as the campaigns financed by NRHM fund have to be routed only through DAVP – a government agency.
- Mass media campaigns needs to be aired on regular frequency, ideally one every quarter, to make desired impact on positive behaviour change process of the target audience. Such systematic campaign schedule also help retailers motivated in stocking and selling condom.
- Print media needs to be used for condom promotion campaigns as this will ensure sustained message deliveries through multiple media vehicles and help utilize media dark period between consecutive mass media campaign on electronic media.

# IEC & Capacity Building

- Unified campaign on condom promotion should be developed to maintain consistency in the communication message as against various regional campaigns developed by SACS or SMOs dispersing different messages. This national campaign to be translated/ dubbed in local languages for all regions to facilitate proper reception and understanding by rural audience.
- Based on specific indicators, communication impact assessment studies are to be undertaken on regular time periods to assess and evaluate the communication progress. An evidence gathering system needs to be built in to the programme itself to help strategize the future course of action at each step. Similarly media reach study should also be conducted to gauge the effectiveness of media used for condom promotion campaigns.
- Female condom and MSM condom are to be promoted among the target groups only and direct contact programme through TI NGOs is the most suitable option to reach out to these niche audiences. Meanwhile the system needs to be made robust by active participation of NGO and SACS in their respective capacities. Integration of Female Condom related IEC in the NACO IEC campaign should be helpful in actualizing FC potential better.
- Communication objective of CVM promotion is only to spread awareness about the availability of the facility for 24x7 access of condom and this needs to be done among limited population of small geographic area catered by these machines.



# IEC & Capacity Building

- New media should be planned to use effectively to keep pace with the changing times. Expanding user base of modern technologies should be used to cater to ever evolving consumer. Internet should be used to reach out to the educated class and mobile telephony for the general population.
- NACO website to host archives of condom promotion campaigns and pictures of mid media activities. There might be micro site on condom promotion having interactive sections aimed at different target groups – condom demo, MSM condom user or CVM location finder etc.
- ‘In-content promotion’ in popular television soaps and films has become a common trend and can be experimented for condom promotion also.
- Public Private Partnership (PPP):
  - Association with Indian Medical Association to be explored to promote consistent condom use through the fraternity of medical practitioners all over the country
  - Liquor manufacturers can be asked to promote safe sex practices by condom use among their customer base
  - State transport authorities can be requested to contribute by providing display space for condom promotion messages

# IEC & Capacity Building

- An attractive proposition can be made by joint media buying for mass media campaigns of NACO and NRHM to fetch more value for advertising budget.
- *ASHA* and *Janmangal* network can be used to promote condom use benefits and normalize condom use. They should be very effective in bringing in positive behaviour change among general population. While *ASHA*'s can use their women contacts, *Janmangal* may counsel married couple to encourage condom use.
- These networks can also mobilise audience for mid media activities organized by SMOs and SACS in their areas.
- They can be provided with IEC material to be distributed among their contact base or condom promotion messages can be interspersed with their current IEC material.
- They can also be helpful in making visibility drives more productive e.g. facilitating putting up wall writings at important congregation points in the villages.

# Convergence with NRHM & Mainstreaming

- Consistency in the message at the state level
- Condom as a triple protection device, all in one
- All the IEC activities to be done by NACO
- FC channel could also be explored with ASHA
- Condom Promotion programme to be done by NACO only
- Convergence between NACO & NRHM
- Tie up with Trade unions, large organizations, WPI, Maruti, PSU, CII, FICCI etc
- Cold drink bottles can also carry the message (to be explored)
- Messaging at FMGC and public transport to also be explored
- Messaging at Bus tickets, cinema tickets, liquor bottles, ITC, HUL etc
- Coordination with IMA to also be explored
- Coordination with Women & Child Development, Education, Youth Affairs & Sports- NYKS
- Life Skills Education

# Convergence with NRHM & Mainstreaming

- Electricity & Water Bills, Telephone bills
- Railway tickets, Boarding passes
- Ministry of Rural Development, Ministry of Panchayati Raj
- NHAI, Ministry of Surface Transport
- PLHA to get the free supply of condoms from TI NGOs and DICs
- Separate training module of PLHAs
- Network people will go and explain to the general community
- PLHA representative to be invited in the next WG Meeting
- Counselors should provide the triple protection message
- ICTC/PHC/CHC counselors to do the counseling on triple protection
- Convergence between NACO & FW regarding IEC
- Creating visibility through POP Material

# Cost effectiveness of condom promotion programmes

- SM vs CM data to be compared at the cost effectiveness point of view
- Partnerships with FMCG Companies under CSR to be explored (PSU as well)
- Indicators- Consistent condom use with CSW, ORG sales figures outlet etc to be considered
- Expansion of the basket of SMOs
- Ensure consistent supply of condoms on quarterly projections
- History of indent vs supply
- ASHA network (on incentive basis) to be involve in CSM programme
- DN to be re-launch based on the findings
- Increase in the MRP of DN, based on the findings of the study
- SMOs attractive packaging
- Monitoring convergence between FW & NACO
- Validation of sales through data

# Cost effectiveness of condom promotion programmes

- TSG to suggest the mechanism especially for SMO Brand
- TSG to share the Online Web based CSM with SACS and SACS will validate
- Need analysis of SMOs to be worked out
- Contract period should be of 3-5 years, to be extended based on performance
- Suggestions by PSI etc
- Review of the Costing of condoms (SMOs to increase the MRP and MoHFW to increase the cost of the condom to SMO)- TSG
- Sensitization of NTOs
- Convergence between SMO and TI NGO
- IEC cost

# Innovative Approaches

- State melas
- Using the mobile and internet technology
- Innovative contest (campaigns) for the private companies, schools
- Creative agency on board and should plan initial for 2 years and then extended based on performance
- Pilgrimages also to be explored for make available of condoms Review the existing system of the agency
- Recommendations to IEC WG

# Monitoring & Evaluation

## Baseline indicators for NACP IV

- Percentage of male respondents aware of condom
- Percentage of male respondents aware any source of condom procurement
- Percentage of male respondents with perception of consistent condom use to prevent the risk of getting HIV/AIDS
- Percentage of male respondents agreed that they were at risk of getting HIV/AIDS
- Percentage of male respondents discussed about condoms with any one
- Percentage of male respondents reported use of condom during sex with non-regular sex partner in past 12 months & consistent condom usage.
- Percentage of male respondents reported use of condom during sex with commercial sex worker in past 12 months & consistent condom usage.
- Percentage of male respondents reported availability of condom when in need
- Percentage of male respondents reported easy accessibility of condom
- Mean time reported by the male respondents (15 to 49 years) for procurement of condom from a nearest source



# MONITORING MECHANISM FOR FREE CONDOMS, DISTRIBUTED BY NACO FOR HIV PREVENTION:

- Continuation of robust demand estimation for free condom to minimize wastage
- Periodic monitoring visits by TSG team at the SACS and TI NGOs.
- Inventory management – details of number of condoms procured, number of condoms discarded, number of condoms distributed to STI clinic, ICTC, outreach worker, peer educator and other distributor on monthly basis
- Rigorous monitoring the condom register on monthly basis at TI NGO level.
- Triangulation of information from PE calendar, condom register and CMIS report on quarterly basis.
- Periodic review of TI NGOs by SACS to explore the gaps in free condom distribution from TI NGO to targeted population
- Develop and maintain a register at TI NGO level on monthly basis to track the number of condoms (free, socially marketed and commercial/branded condoms) procured/received by end users; number of condoms (free, socially marketed and commercial/branded condoms) used by the end users and number of free condoms used for purposes other than during sex.

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# Way ahead

- Sub Groups will furnish reports by 21.5.2011
- Will be discussed in the next WG meeting