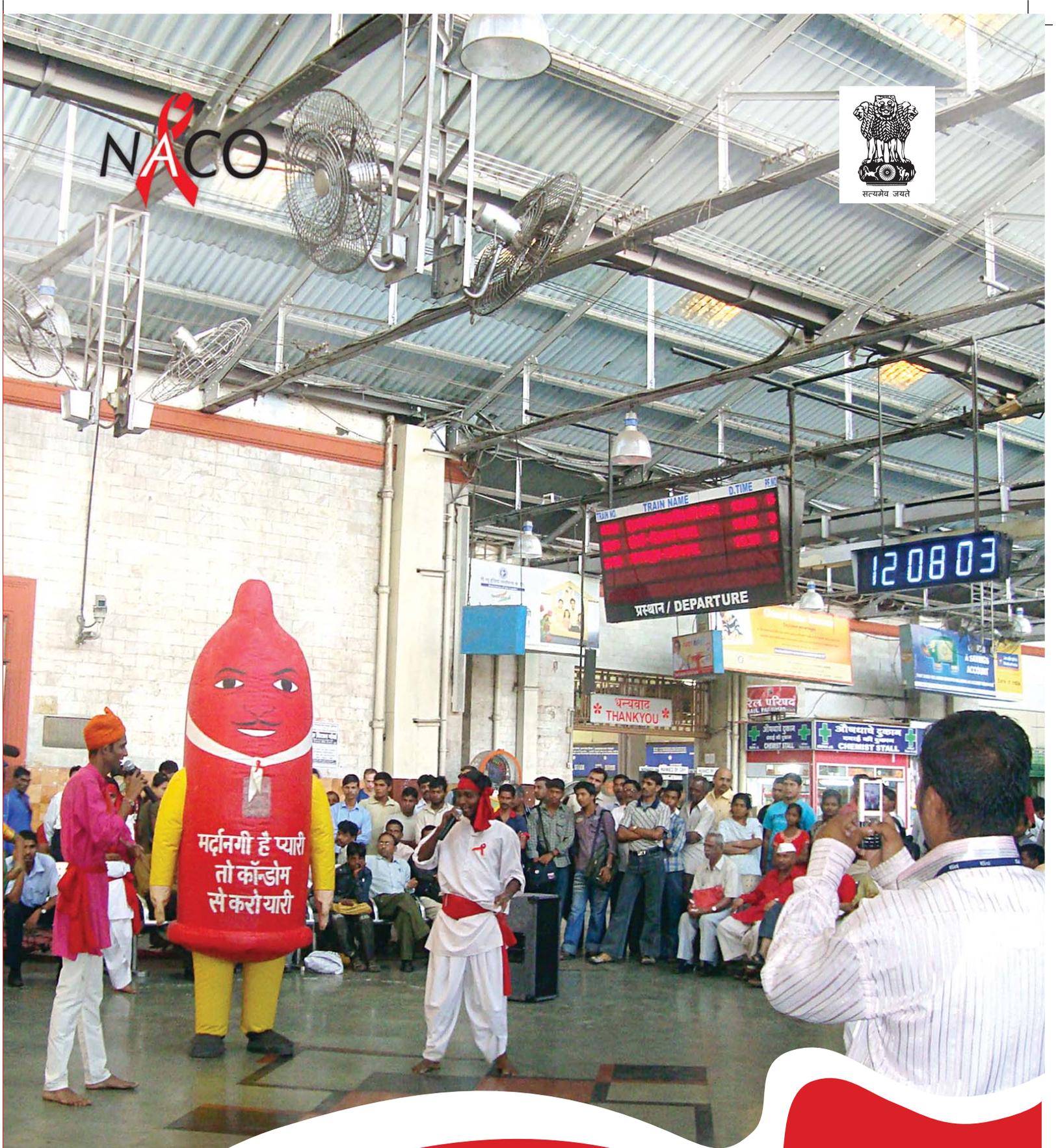


NACO



CONDOM PROMOTION

National AIDS Control Programme, Phase-III, India

Publications from NACO in this series

National AIDS Control Programme: Response to HIV Epidemic in India

Targeted Interventions: National AIDS Control Programme, Phase-III, India

Condom Promotion: National AIDS Control Programme, Phase-III, India

Care Support & Treatment: National AIDS Control Programme, Phase-III, India

Red Ribbon Express: National AIDS Control Programme, Phase-III, India

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CONDOM PROMOTION

National AIDS Control Programme, Phase-III, India



National AIDS Control Organisation

India's voice against AIDS

Department of AIDS Control

Ministry of Health & Family Welfare, Government of India
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ACRONYMS

AIDS	Acquired Immuno-deficiency Syndrome
BCC	Behaviour Change Communication
BSS	Behavioural Surveillance Survey
CCC	Community Care Centre
CSMP	Condom Social Marketing Programme
CSW	Commercial Sex Worker
CVM	Condom Vending Machine
FMCG	Fast Moving Consumer Goods
FC	Female Condom
FSW	Female Sex Worker
HIV	Human Immuno-deficiency Virus
HLFPPT	Hindustan Latex Family Planning Promotion Trust
IDU	Injecting Drug User
IPC	Interpersonal Communication
LAC	Link ART Centre
MoHFW	Ministry of Health and Family Welfare
MSM	Men who have Sex with Men
NACO	National AIDS Control Organization
NACP	National AIDS Control Programme
NFHS	National Family Health Survey
NRHM	National Rural Health Mission
NGO	Non-Governmental Organization
NSS	National Service Scheme
OI	Opportunistic Infections
RTI	Reproductive Tract Infection
SACS	State AIDS Control Society
SMO	Social Marketing Organization
STD	Sexually Transmitted Disease
STI	Sexually Transmitted Infection
TI	Targeted Intervention
TSG	Technical Support Group
ART	Anti Retroviral Therapy
ICTC	Interpersonal Counseling and Testing Center

INTRODUCTION TO THE NATIONAL AIDS CONTROL PROGRAMME AND CONDOM PROMOTION EFFORTS

Since 1992, India's response to the HIV epidemic has been led by National AIDS Control Organization (NACO), Department of AIDS Control, Ministry of Health and Family Welfare, Government of India through three successive phases of the National AIDS Control Programme (NACP).

The first and the second phase of the programme (NACP-I & II) focused on increasing awareness about HIV/AIDS. The current programme under NACP-III emphasises condom promotion as one of the key strategies for HIV prevention with focus on high risk groups and bridge populations. These groups include female sex workers (FSWs), injecting drug users (IDUs), men who have sex with men (MSMs) and transgenders (TGs).

“NACP-III emphasises condom promotion as a key strategy for HIV prevention with focus on high risk groups ”

Accelerating Momentum - For Preventive Approach

The primary goal of NACP-III is to halt and reverse the epidemic in India by 2012 by following an integrated approach of prevention, care, support and treatment. NACO has taken measures to ensure that people living with HIV have equal access to quality health services. By fostering close collaboration with NGOs, women's self-help groups, faith-based organizations, positive people's networks and communities, NACO hopes to improve access and accountability of the services. It stands committed to build an enabling environment where those infected and affected by HIV play a central role in all the responses to the epidemic – at the State, District and grassroots levels.

This will be achieved through the following four stages:

1. Prevention of new infections among high-risk groups and the general population, through
 - a. Saturation of coverage of high-risk groups through targeted interventions (TIs)
 - b. Scaled-up interventions for the general population

NACP-III Objectives for Condom Promotion

- Increase condom usage to 3.5 billion pieces per annum by 2012
- Ensure access to condom within a 15 minutes walking distance
- Increase access to condoms especially to men who have sex with non-regular partners
- Increase the number of condom stocking outlets to 3 million by 2012 with a focus on non-traditional outlets in high risk areas
- Increase the number of free condoms distributed through ICTC, ART, STI clinics and other service delivery outlets

2. Providing greater care, support and treatment to a larger number of people living with HIV
3. Strengthening the infrastructure, systems and human resources in prevention, care, support and treatment programmes at the District, State & National levels
4. Strengthening a nation-wide Strategic Information Management System

Halting and Reversing the HIV Epidemic – A Strategic Approach

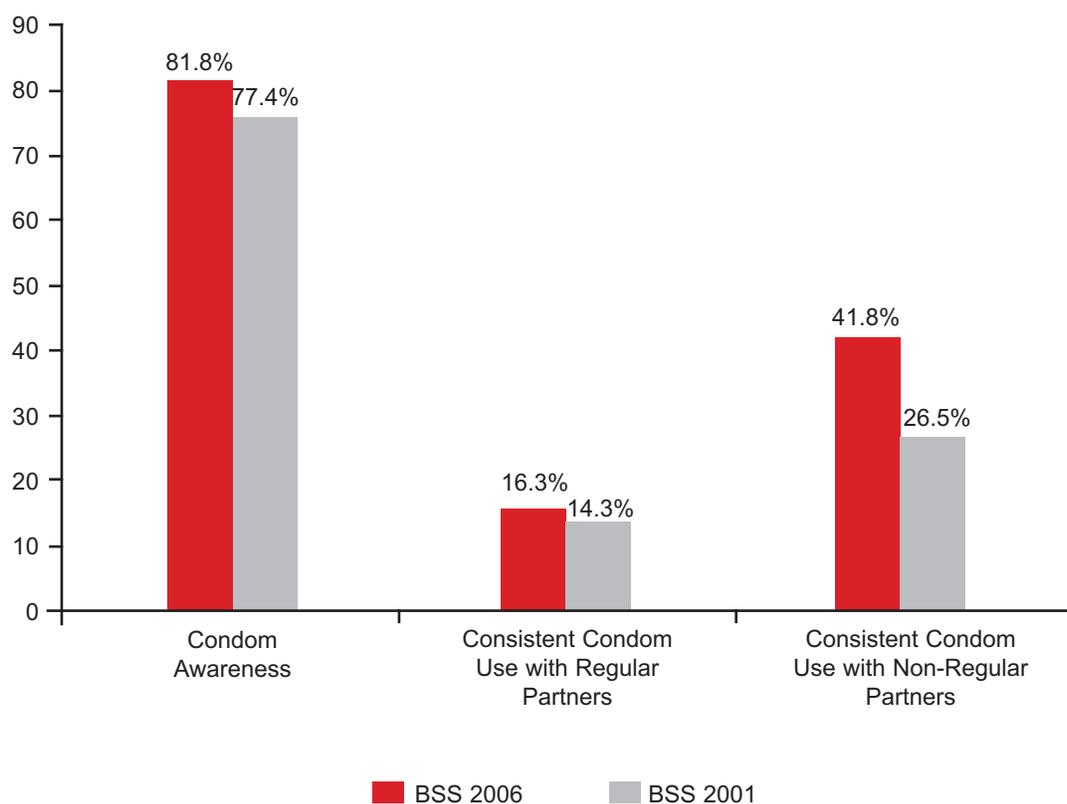
The specific objective of the above strategy is to reduce new infections by:

- 60% in high prevalence states so as to obtain the reversal of the epidemic
- 40% in the vulnerable states so as to stabilize the epidemic

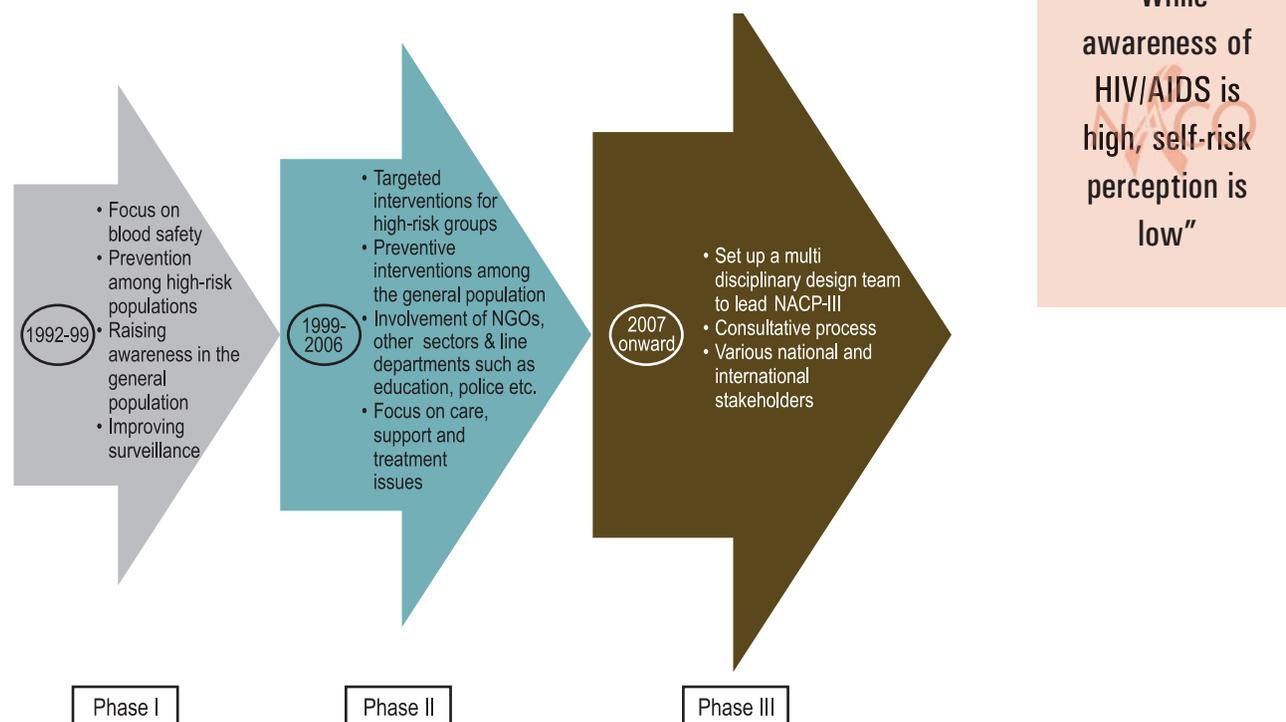
Condom Promotion for HIV Prevention – A Phased Approach

The Ministry of Health and Family Welfare (MoHFW) has been promoting condoms as an option for contraception in India since the late 1960s and has been responsible for the generic promotion, condom procurement and supply. This contributed significantly to increased condom use in northern states like Uttar Pradesh and Punjab. However, condom use was low in south Indian states where female sterilization was the main focus of family planning programmes.

Awareness and Consistent Condom Use



NACO Phase-wise Approach



The promotion of condoms received a major impetus and significance with the outbreak of HIV. With nearly 86 percent of HIV transmission through unsafe sex in the country, NACP has been promoting condom use as a safe sex practice for prevention of STI/RTI and HIV and protection from unwanted pregnancy.

Achievements in 2010-II

2010-11 represented the second year of the Condom Social Marketing Programme. The performance has been encouraging and is reflective of the enormous potential of this programme.

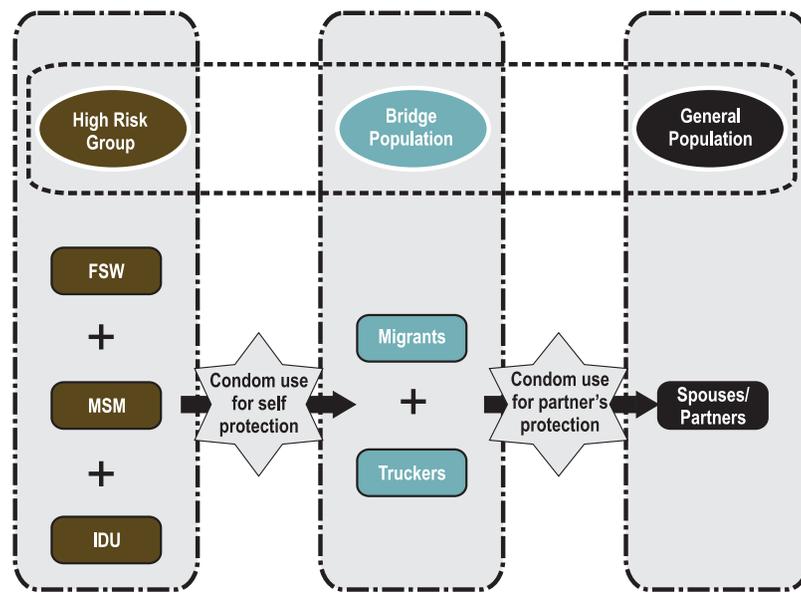
- 97% of the Condom sales targets of CSMP-III have been achieved
 - 98% of the outlet coverage targets have been achieved
 - Non-traditional outlets like cigarette and tea shops now contribute to 41% of sales
 - 68% of the total outlet coverage has been contributed by non-traditional
 - 51% of the total sales contributed from rural areas
- (Achievement as on May 2010-11; The programme is for a period up to Jun 2011)

Condom Usage – Behavioural Indicators

Currently, around 2.27 million people in India are infected with HIV, with a adult HIV prevalence of 0.31% (**Source:** HSS & HIV Estimation 2009 – NACO). A review of data derived from BSS has indicated that while awareness on HIV/AIDS appears to be high (80.4%), self-risk perception is fairly low.

Closely aligned to this is the fact that while condom awareness is high (81.8%), consistent use of condoms is as low as 41.8% and the reported condom usage during the last sexual encounter with non-regular partners is 58.3%. Among clients of sex workers as well, while awareness that consistent condom use can prevent HIV is nearly 90%, consistent use with commercial sex partners is low at 74% and falls to an alarming lower level of 13.4% when it comes to consistent use with regular partners. (Source: BSS 2006).

Target Group for Condom Promotion



Transgender supporting condom use

This reflects that awareness about condoms has not translated into behavioral outcomes. Based on this realization, the communication strategy has evolved to bring in behavioral change interventions to the core of social marketing programmes. The key is to address low self-risk perception. As a result, the focus of communication efforts has graduated from 'Condom Normalisation' to 'Enhancing Risk Perceptions.' The objective remains consistent to the earlier desired outcome of motivating target population to consistently use condoms for every sexual encounter – with regular and non-regular partners.

“NACO strategy aims at increasing condom access in rural areas ”

Guiding Strategies - Driving Accessibility, Availability & Usage

In order to achieve the primary programme objective of increasing consistent use of condom to nearly 100% and creating easy accessibility of condoms, NACO has adopted the following guiding strategies:

Increasing Retail Availability

Better access in rural and remote areas: Under NACP-III, NACO seeks to increase condom availability by integrating social marketing with targeted interventions, integrating condom supply chain management with the networks of major cooperatives and FMCG companies, and developing village level interfaces with self-help groups, post offices, rural banks, etc., besides skill building of health and link workers.

Condom - Behavior Change Communication

All channels of communication are being explored to promote condom use. While normalisation of condom use had been accorded prime importance in the initial stages, the current communication campaign focuses on enhancing risk perception to motivate the target group to use condoms.



A worker accessing condom from a CVM

Expected Outcomes

- The consumer off take of socially marketed condoms will increase from 640 million to 2 billion per annum by 2012
- Number of social marketing programmes in India will increase from 10 to 25 by 2012
- Number of outlets retailing condoms will increase from 1 million to 3 million by 2012
- 80% of the general population will be able to access condoms within 15 minutes of walking distance by 2012

Priorities for Condom Promotion Programme

- Intensive efforts are undertaken to increase the availability of condoms in a much larger number of retail outlets – spread across urban and rural markets – and comprising traditional and non-traditional outlets
- Coordinated behaviour change communication to normalize and promote the consistent use of condoms
- Social marketing agencies provide service to the target population through supply and promotion of condoms for paid and casual sex partners of vulnerable groups
- The Logistics arrangements and the systems are set up to provide free supply condoms to the targeted population
- Access to female condoms to empower FSW
- Special condoms for MSM to increase condom usage among high risk groups



Promotion of condom among women

INCREASING AVAILABILITY, ACCESSIBILITY, AWARENESS AND USAGE

Targeted Social Marketing Programme, Phase-III (2010-II)

NACO continues to support the Condom Social Marketing Programme (CSMP). In 2010-11, NACO CSMP is implemented in 370 high priority districts across 26 States/Union Territories. With a budget allocation of US \$15.5 million, the programme provides performance-based funding for organisations implementing social marketing programmes. The social marketing organizations cover targeted interventions and the truckers' intervention areas in the states allocated to them, apart from the general population. Eight Social Marketing Organizations (SMOs) are contracted to implement this programme.

“Condom social marketing programme has been scaled-up to cover 370 high priority districts”

SMO	State
DKT India	Maharashtra and Gujarat
HLFPPT	Uttar Pradesh
HLL	Punjab, Haryana and Chandigarh
Janani	Bihar
Pashupati Chemicals	Chhattisgarh
PHSI	Goa, Jharkhand, Kerala, Assam, Manipur, Meghalaya, Nagaland, Tripura and Mizoram
PSI	Andhra Pradesh, Delhi, Rajasthan, Madhya Pradesh, Orissa, Karnataka, Tamilnadu and Pondicherry
PSS	West Bengal

As of May 2011, the NACO, CSMP, Phase-III had achieved a secondary sale of 464 million condoms by servicing 0.75 million condom outlets.

Targeted Social Marketing Programme, Phase-III: Scale-up of Condom Social Marketing Programme

Under NACO Condom Social Marketing Programme, 2009-10, 294 high priority districts were covered across 25 states. Based on the extremely encouraging results from the previous years, NACO has further scaled-up the condom social marketing programme to the additional 76 high priority districts in 2010-11 to cover 370 high priority districts across India. This will cover 83% of the total population of India. The estimated budget of this activity is US\$ 15.5 million. The number of Social Marketing Organizations has increased from six in year 2009-10 to eight in 2010-11.

INCREASING AVAILABILITY, ACCESSIBILITY, AWARENESS AND USAGE

The programme has come a long way from covering 0.52 condom retail outlets in 2009-10 to 0.75 million in 2010-11. The condom volume target has also increased from 306 million condom sales in Phase-II in 2009-10 to 464 million condom sales in Phase-III.

The current CSM programme is focused on increasing condom accessibility in rural as well as high risk areas. The endeavour has been to target more ambitious yet achievable deliverables. The details of the CSM Programme Phase-III 2010-11 are as under:

Details	Deliverables	2010-11	Contribution to Total Deliverables
Programme Area	Numbers of CSM Districts	370	
Condom Volume Sales	Total Sales Targets	478,368,840	98%
	Dx Nirodh Sales	238,213,453	116%
	Rural Sales	237,108,788	102%
	Urban Sales	241,260,052	95%
	TO Sales	279,049,464	100%
	NTO Sales	199,319,376	96%
Outlet Coverage	Sales from New Outlets	96,020,065	88%
	Total numbers of Outlets	760,763	100%
	Rural Outlets	435,456	106%
	Urban Outlets	325,307	93%
	Traditional Outlets	280,057	87%
	Non-Traditional Outlets	480,706	108%
	New Outlets	187,872	122%
Communication	Mid Media Contacts	28,300,006	106%

CONDOM COMMUNICATION, CREATING IMPACT FOR BEHAVIOUR CHANGE

Condom promotion campaigns, both at the generic and brand promotion level, have been undertaken in India with varying levels of efforts over the last few decades. While the initial focus was on condoms as a key family planning method, the introduction of its "dual positioning" to address HIV prevention was introduced in the late 1980s. A variety of media and other approaches were tried for promotion with interpersonal communication (introducing the "triple protection" positioning, bringing in STIs in the gambit of protection.)

The overall impact of several years of communication on the topic has had an impact on the awareness levels about condoms in the context of their role in preventing unwanted pregnancies on one hand, and sexually transmitted infections, HIV/AIDS, on the other hand. Awareness about their preventative role, the establishment of certain brand identities, building facilitating environment such as freedom from embarrassment during purchase or hesitancy to talk about condoms, have all been attempted. Most have been successful, but the impact on behavior adoption in the context of usage of condoms has not been commensurate with the efforts made for condom promotion.

A conceptual approach and strategic framework for the way forward in communicating on condoms under NACP-III and the National Rural Health Mission is given below.

"NACP promotes condom use for prevention of STI/RTI, HIV and unwanted pregnancy"



Strategic Framework for Condom Communication

The strategic approach outlined above may be best visualised when we understand condom behaviour as going beyond individual-centric decision-making to include a much wider contextual canvas as given in the diagram.

The overarching mood is upbeat about India having "arrived" on the global scene. Mobile phones, internet, malls are only some outward symbols that characterise a new confidence, a new belief that no one be left out and that technology and lifestyles once considered exclusive can now be accessed by many.

India has been quick to catch up with the changes. Even in areas such as social values, certain norms have come to be slowly accepted over time like having a small family and sending girl child to school are now widely accepted. Strategic positioning for condom communication, based on the above, rides on the dynamics of the times we live in and presents condom usage as the desired norm and non-usage as the exceptional behaviour. The best approach is to capture the adopter/user as one who has moved with the times, who has ridden the new wave of confidence, who radiates positive self-esteem, and who is genuinely surprised that "Aap condom nahin use kartey ho?" ("You mean you don't use condoms?").

While condom normalisation campaigns helped in gaining social support and promoted desirable beliefs, risk perception campaigns focus purely on the individual's behaviour. So with normalisation campaigns, an individual finds much needed encouragement and motivation to win over his social environment, i.e., community, peers and family. In risk perception campaigns, he is motivated to exercise his ability to act and change his behaviour with his responsible actions by using condom.

The underlying message of 'triple protection' would run through the communication, not overtly but as a necessary reinforcement, especially for newer audiences that get added to the audience profile every year. Messaging on triple protection forms the by-line of all the campaigns.



Promotion of female condom through street theatre



BCC material for condom communication

“Mass media campaigns aim at normalising condom use and enhance risk perception”

The Target Audience

The Target Audience for the campaign can be broadly classified into primary and secondary audience.

Primary Target Audience
Sexually active men in age group of 15-49 years

Secondary Target Audience

- I. Sexually active women who would adopt condom usage for its triple benefits
- II. Retailers of condoms: they have been identified as significant change agents when it comes to consumer purchase behavior

Campaign Objectives

- Increase in consistent condom use for prevention of HIV/AIDS, STI and unwanted pregnancies by ‘normalising’ condom usage and enhancing risk perceptions among the target groups and motivate them to use condoms consistently
- Establishment of a positive image of condoms and the condom user. Further, reinforcement of the fact that condoms give the user security to avoid HIV infection and other sexually transmitted infections
- Maintaining a high level of awareness about risk with regard to unsafe sexual behaviour

Condom Normalisation

In the past, mass media promoting condom use had strong associations with commercial sex and promiscuity, which further reinforced a negative image of users. This has led to some levels of stigma associated with condoms such that they are not seen as an acceptable contraceptive product for family planning in places of high prevalence of HIV. NACO has undertaken successful mass media campaigns to normalize the use of condoms. These campaigns addressed this issue in multiple ways and harnessed social support and beliefs in favour of condom user.

Enhancing Risk Perceptions to Promote Condom Use

The latest research on major impediments to condom use has revealed that inspite of the successful drives on condom normalisation, a sub-set of high risk population/general population still do not perceive that they are at risk if, they do not use condom regularly.

CONDOM COMMUNICATION, CREATING IMPACT FOR BEHAVIOUR CHANGE

To address this NACO has prepared communication strategy to enhance risk perceptions associated with not using condom among target groups. The communication has been structured in three levels – to make consumer 'aware' about the risks being real for him, to make him prioritize taking risks versus using condom and to motivate him to be a consistent user of condom. With focus on each of these stages of messaging, different Behavior Change Communication campaigns are to be designed. These campaigns will collectively contribute to enhance risk perception among various population segments to promote knowledge and use of condoms.



Condom promotion activity during India International Trade Fair, New Delhi

CONDOM PROMOTION INITIATIVES— THE WAY FORWARD

Social Marketing of Condoms at TI Sites for Saturated Coverage

The key objective of the condom promotion programme is to protect all sexual contacts that can put someone at the risk of HIV and/or unwanted pregnancies. The NACP-III aims at enhancing the demand of condoms to 3.5 billion by 2012 and the number of outlets stocking condoms to 3 million by 2012.

Under NACP-III emphasis is placed on opening new non-traditional condom outlets. The objectives of condom promotion programme are being achieved through concentrated efforts towards increasing demand for condoms in the high-risk areas. Under NACO CSMP 2010-11, TSG is to cover all the targeted intervention sites with social marketing of condoms.

NACP-III highlights the need to expand the social marketing programme to saturate coverage of high-risk areas and to bridge the gaps in the supply chain interfacing with the areas concentrated with the high-risk groups.

As on May 2011, there are 1,671 targeted interventions supported and managed by the State AIDS Control Societies and donor partners, of which 79% are for high-risk groups, 15% cover migrants and remaining 6% cover the truckers. All the 38 states and union territories are covered through these targeted interventions.

“NACP-III
emphasis is on
opening new non-
traditional
condom outlets”



Social marketing of condoms at a TI site

Highway Coverage for Targeting Truckers and Cleaners

National Highways, nearly 60,000 km in length, are two percent of the total road network in India, but account for 40 percent of total road traffic. It is estimated that there are about 5 million truck drivers in India and about half of them ply on long-distance routes.

According to BSS 2006, the occupation profile of the clients of sex workers shows that nearly 38% of the clients of sex workers are either truckers or work in the transportation sector.

With an estimate of 11-16% HIV prevalence amongst long-distance truckers in India, 0.7 million truckers might be HIV positive. According to the BSS 2006, the occupation profile of the clients of sex workers shows that nearly 38% of them are either truckers or work in the transport sector.

This vulnerable community of truckers will be reached out and demand for condoms will be increased through coverage of halt points and highways that have high traffic flow. The focus is on National Highways 1 to 9, measuring nearly 12,000 km that pass through 16 states and 154 districts in India. They have high interstate traffic of truckers and nearly half of these highways pass through four high prevalence states. As part of NACO supported targeted interventions to reduce vulnerability of HIV to truckers, 131 trucker halt points have been mapped and identified. Through contracted social market organizations, 125 halt points have been prioritised and covered for condom promotion and distribution.

Coverage of Migrants

There are over 200 million migrants in India (**Source:** NSS.) A recent analysis of Census 2001 data indicates that during 1991-2001, about 61% of migrants moved within Districts, 24% within States, and 13% moved inter-State. The condom programme will prioritise short-term migrants who account for a total of 8.9 million men and women.



Condom normalisation among truckers

Strengthening Government of India's Brand of Subsidized Condom ("Deluxe Nirodh")

"Deluxe Nirodh" brand of Ministry of Health and Family Welfare was launched in 1968 under the Government of India Condom Social Marketing Programme. This brand is distributed by various agencies across country. These agencies are provided with promotional subsidies by MoHFW. In addition to its own brand of subsidized condom, these agencies also support Deluxe Nirodh across the country. NACO facilitates the provision of distribution rights from MoHFW to Social Marketing Organisations for Deluxe Nirodh.

Looking at the strength of the brand, NACO intends to reposition Deluxe Nirodh. This will be carried out systematically to ensure that (a) the brand is perceived as more contemporary and relevant, (b) build on existing brand equity, and (c) existing users of brand do not feel disconnected with the brand. A market research has been commissioned to assess the present brand equity of the brand. The following strategy will be followed for the smooth and effective revamping of 'Deluxe Nirodh':

- Engaging with the supply partners at all levels for creating familiarity with the new packaging and positioning
- Design and develop communication material for mass media campaign
- Design and develop creative for below the line execution of communication concepts of brand positioning
- Consumer education through mid-media events and increased visibility of brand through local vehicles of mass media

Coverage of STI Clinics with Socially Marketed Condoms

NACO supports the Public Private Partnership programme for treatment of curable STIs by franchising the private health care providers. These private health care providers are trained and supplied with drugs by partner organisations contracted by NACO.

Social marketing organisation distributing and promoting condoms in their respective contracted states ensure the coverage of these franchise outlets with condoms. A total of 20,000 STI health care providers franchised by the partner organisations are covered through social marketing programmes.

Optimisation of Free Supply of Condoms

The targeted interventions of the National AIDS Control Organization and State AIDS Control Societies in coordination with the district health authorities organise the supply of free condoms. The NACP-III condom programme relies on social marketing for expanding use of condoms. Free condom supply is limited to targeted interventions.

NACO has adopted a multi pronged strategy to increase the efficiency of distribution system of free condom at various stages in the distribution chain which includes:

- Annual demand estimation of free condoms as done at the level of TI NGO and SACS based on previous year's data analysis

"Condom programme prioritises TI sites, trucker halt points and short-term migrants"

- Regular monthly tracking of free condom supply received from MoHFW to SACS to avoid any stock out situation at SACS
- Supply analysis of free condoms from SACS to TI NGOs and subsequent distribution of free condoms from various TI NGOs to the target group population

This strategy has proved fruitful as NACO has been successful in significantly reducing wastage of free condoms. The demand of 750 million pieces of free condoms (2007-2008) has been brought down to 599 million pieces of free condoms (2009-10). This disciplined approach of NACO has led to the achievement of optimum coverage of free supply of condoms at all TI sites without any reported incidence of stock outs at SACS and TI sites.

Innovation to Propel Programme to Greater Objectives

NACO has launched a number of innovative approaches in promotion of condom use.

Condom Vending Machines (CVM)

During 2005-07, 11,025 CVMs were installed in 10 states under the Phase-I. The CVMs provide 24x7 access to quality condoms in a non-embarrassing situation. Another 11,025 CVMs were installed in 4 metros (Delhi, Mumbai, Kolkata & Chennai) and in two major cities of UP and Orissa during Phase-II of this programme that began in 2008. A total of 4.43 million condoms have been vended by CVMs till May 2011 during phase II.



Condom demonstration during outreach activity

Female Condoms

The Female Condom programme objectives are:

- To address concern regarding unwillingness of male partner to use condom
- To empower FSW to take decision to use condom

Female Condom Programme was launched to encourage the condom use by empowering women in low negotiating situations. It is currently being provided as an alternative for Female sex workers for safe sex in situations where clients resist using male condom.

The FC programme was implemented through selected NGOs in 8 states in 2009-10. FC scale-up programme in 4 states of Tamil Nadu, Andhra Pradesh, West Bengal and Maharashtra. Another FC scale-up programme funded by UNFPA is being implemented in 3 states (Jharkhand, Orissa and Rajasthan). NACO is providing female condoms at highly subsidized rates. The programme results indicated high levels of acceptance of FCs among sex workers and nearly 5% reduction in unprotected sex acts. Based on the encouraging results from the FC programme assessment, the female condom programme is being scaled-up in 2 districts each of another 9 states.

Special Condoms for MSM

The prevention strategies of NACP-III recommend innovations in condom attributes to support coverage of MSM for HIV prevention. During 2010-11, a study was initiated in selected districts of Andhra Pradesh and Maharashtra, to gauge the preference of MSM community on the following 3 types of condoms

1. Condom with extra lubricant inside the condom pouch
2. Normal lubricated condom with extra silicon based lubricant condom pouch
3. Normal condom with extra water based lubricant condom pouch

The findings will help NACO to bring out the MSM and TG community friendly condom programme. Also will get the present status of lubes among MSM and TG.

“CVMs, Female Condom, special condoms for MSM are among the innovative approaches”

USING RESEARCH FOR EVIDENCE BASED PROGRAMMING

During the year 2010-11, CSM programme is focusing on generating demand for condoms (particularly Deluxe Nirodh), minimizing wastage of condom in free supply distribution system, increasing condom penetration, quality of coverage in programme districts, operational efficiency, hence, number of studies have been planned to evaluate the effectiveness of these interventions such as:

- The study on Condom Access and Coverage Evaluation (CACE) to analyze the extent to which the programme has been able to create accessibility of condom
- The Condom Fate-Study (CFS) to estimate the wastage of condom in free distribution system
- The Post Campaign Quantitative Studies (PCQS) to evaluate the impact of the mass-media campaign to develop new communication strategy

Condom Access and Coverage Evaluation, 2010

The core objective of this study is to assess the coverage and quality of socially and commercially marketed condoms. The coverage would be seen across rural/urban, hotspot/trucker halt points, traditional outlet/non-traditional outlet. Whereas, the quality of coverage would be assessed at retail outlet level that includes placement of condom, their visibility, POP material, incidence of condom stock out and operational timings. As the programme gears up for the next year, this evaluation will give feedback on coverage status to streamline supply related strategies and also provide insights on quality of coverage to inform SMOs for further improvements.

Condom Fate Study

The main objective of this study is to assess gaps in free condom supply from SACS to TI NGO and TI NGO to Targeted Group and estimate the wastage of free condoms supply at SACS level, TI NGO level, high risk groups (HRG) and general population level. The study will generate accurate estimates of wastage at each of the above mentioned level and provide inputs to minimize wastage.

Post- Campaign Quantitative study

A comprehensive quantitative study will be undertaken to measure the effectiveness of the communication campaign and explore the issues related to risk perception and major barriers or impediments to use condoms. The feedback on effectiveness of BCC campaign and their opinion would be used to develop new campaign strategy.

Baseline Condom Promotion Impact Survey (BCPIS)

The main objective of the Baseline CPIS study was to determine the current levels of condoms related Knowledge, Attitude and Practice (KAP) indicators among target population and also provide estimates

related to condom availability and accessibility of condoms as perceived by them. The study was also expected to inform programme about reach / exposure of the target groups to various communication / BCC campaigns on condom promotion.

The Baseline Condom Promotion Impact Survey (2009-10) has been conducted in 25 NACO CSM states covering 152 programme districts with high HIV prevalence and/or fertility status. The study has reinforced that the programme needs to focus on expanding coverage in rural areas through network of NTOs. However, a greater role has been envisaged for communication such as to continue the process of normalization, promoting condoms as triple protection device and addressing issues related to consistent condom use.

**“CVM
programme
evaluation and
CPIS 2012 has
been completed”**

Condom Vending Machines Programme Evaluation Study

Though a large number of CVMs have been installed during second phase, the performance of CVMs has been significantly below targets. At the national level the observed off take rate from each CVM is about 0.75 condoms per day which is far less than the target. Therefore, a research study has been done to evaluate the performance of CVMs in selected cities in India.

The study was conducted by third party to evaluate the performance of CVMs installed in various states under CVM program. The study findings identified two critical determinants that impacted the performance of CVMs such as “functionality” and “servicing”. To substantiate, more than one-fourth of machines experienced frequent breakdowns coupled with poor servicing has resulted a low off take of condoms.

This research has helped the program team in revising the program strategies for effective implementation. The programme now focuses on laying down a robust monitoring system to specifically address issues related to refilling, security aspects, fixing up technical faults, training of field consultant and MIS database.

Condom Quality Audit

As part of NACP-III, condom promotion activities have led to increase in the demand of condoms but various social marketing agencies have been faced with situation of increasing presence of low quality condoms at the retail outlet level. Besides there are the cases of near expiry condoms flooded with higher trade margins, which get expired by the time the condoms find its way to the user. Further the deterioration in quality is also caused by improper storage in the supply channel. As it is imperative for a condom to be used at high-risk situations, the need to use a quality condom is extremely important.

Hence, a national level Condom Quality Audit was conducted to determine the incidence of poor quality condoms at the retail outlet level in general areas and high risk areas.

The study selected top 36 condom brands on the basis of national sales and collected required number of samples which were sent to GoI approved laboratory for quality testing as per Schedule ‘R’ of Drugs and Cosmetic Act. The test results were quite encouraging as GoI “Nirodh” and “Deluxe Nirodh” complied with all quality norms in Schedule ‘R’ specifications of the Drugs and Cosmetics Act. But, five condoms brands mainly Indian Made Foreign Condoms (IMFC) did not comply with quality norms. It may be noted that IMFC are generally available in high risk sites and pushed by retailers as they offer high trade margins. In order to ensure the availability of quality condoms in the retail outlets, the programme has worked out specific condoms sales and outlet coverage targets in Phase III which is implemented by SMOs.

NACO envisions an India where every person living with HIV has access to quality care and is treated with dignity. Effective prevention, care and support is possible in an environment where human rights are respected and where those infected or affected by HIV/AIDS live a life without stigma and discrimination.

NACO has taken measures to ensure that people living with HIV have equal access to quality health services. By fostering close collaboration with NGOs, women's self-help groups, faith-based organizations, positive people's networks and communities, NACO hopes to improve access and accountability of the services. It stands committed to building an enabling environment wherein those infected and affected by HIV play a central role in all responses to the epidemic - at state, district, and grassroots level.

NACO is thus committed to contain the spread of HIV in India by building an all-encompassing response reaching out to diverse populations. We endeavour to provide people with accurate, complete and consistent information about HIV, promote use of condoms for protection, and emphasize treatment of sexually transmitted diseases. NACO works to motivate men and women for a responsible sexual behavior.

NACO believes that people need to be aware, motivated, equipped, and empowered with knowledge so that they can protect themselves from the impact of HIV. We confront a stark reality - HIV can happen to any of us. Our hope is that anyone can be saved from the infection with appropriate information on prevention. NACO is built on a foundation of care and support, and is committed to consistently fabricate strategic responses for combating HIV/AIDS situation in India.



National AIDS Control Organisation

India's voice against AIDS

Department of AIDS Control

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