



CONDOM PROMOTION Communication

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NACO's Condom Program Reviewed by Additional Secretary, NACO



NACO initiated Condom Social Marketing Program (CSMP) as one of the primary preventive efforts to fight HIV/AIDS menace in the country. Under NACP III, social marketing was envisaged to be the key driver in increasing the condom use in the country and NACO leveraged social marketing expertise through Technical Support Group for strengthening the condom programme. Technical Support Group for Condom Promotion was set up by NACO through BMGF to design, implement and monitor NACO CSMP. This programme has successfully been implemented since 2008-09 covering almost all high priority districts across various states.



A review meeting was held in December 2104 to appraise the progress made under this program. This meeting was chaired by Shri NS Kang, Additional Secretary, NACO, Ministry of Health & Family Welfare. The other participants included DDG (TI) with Team Leader- NTSU, TI, Finance & Procurement divisions, NACO and representatives from BMGF, PHFI & HLPPT. In this meeting all important aspects related to the program were reviewed and assessed. This meeting also served as a platform for TSG to raise the concerns with all stakeholders. This meeting also provided an opportunity to discuss matters that may hamper or delay certain tasks in the direction of achieving program objectives. The issues raised were discussed elaborately to help find the most suitable, rational and realistic solutions. DDG NACO also contributed with his ideas to improve the condom programme.

AS appreciated the work done by TSG and assured of extending it with larger goals. He also proposed to study the CSM programme run by MoHFW so as to assess the possibility of merging the two programmes with best of their characteristics. He expressed keenness to compare both the programmes to get the best of these.





Increasing HIV/AIDS Awareness among Migrants



The migrant population in India poses as one of the key channel for HIV/AIDS across the country. High vulnerability among migrants makes them key population to reach out with condom promotion messages.

Many migrants especially youth are reluctant to gain information through formal means i.e. clinics, forums or sessions. Therefore special communication drive was conducted in CSM Programme states during festivals of Dussehara, Durga Puja and Diwali. The primary objective of this drive was to reach out to a large population of migrant with an embedded theme to create an environment where the target audience was able to gain information on HIV/AIDS and safe sex in youth friendly settings.

The migrant campaign was launched nationally before the start of festive season in September and continued till November in conjunction with Dussehara, Durga Puja and Diwali. These activities were organized by all SMOs in migrant districts of their contracted states with support from SACS to increase awareness among the migrant population on HIV/AIDS and safe sex with condom use.

During the campaign messages on HIV and STI prevention were disseminated. The participants were informed on the basic knowledge, modes of transmission and necessary preventive measures for HIV/AIDS. Promoters emphasized on the importance of using condoms as a preventive measure to the group. Each promoter was provided with leaflets on HIV/AIDS. The last part of the campaign was conducted in the form of interactions with the audience in which questions were asked and the correct answers by the audience were rewarded in public.

The campaign was successful in yielding encouraging responses from the communities. All activities succeeded in meeting the objectives of the event. The organizing teams worked together with complete cooperation in all programme states. The turn up and enthusiastic participation of youth exceeded the routine activity response. Support from TI NGOs as stakeholders was good from beginning to end of the campaign.

A large number of migrants were reached through these activities. Migrants asked questions without hesitation as it was easy to communicate with the trained promoters in their own languages.

Safe Sex Promotion on World AIDS Day 2014



World AIDS Day was observed on 1st December 2014 in all NACO CSM Programme states with the active participation of SMOs who organized various activities to promote safe sex and condom use like rallies, candle march, nukkad natak performances, putting up condom stalls and umbrellas, distribution of branded T-shirts, conducting condom quiz for public awareness and distribution of gifts among quiz winners, carrying out IPC activity and VAT activity at the Health Camps for truckers, display of condom promotion slogans and messages on banners at TI & THP areas.

In Delhi, condom display stall for promoting safe sex were set up for VAT activity along with condom demo at the World AIDS Day Celebration programme organized by NACO & DSACS at Talkatora Stadium.

In AP, SMO team participated in the rally supporting APSACS where drummers, camels, horses, butta bommalu, clowns, stick walkers and cine hero dupes 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, sanghosthi, bus stand activity, condom promotion at district hospitals were organized to mark the day.

In Bihar, condom stalls, rally at Arrah and IPC by 30 branded mobile audio and display units were organized.

In Punjab, Haryana and Chandigarh many activities were conducted in the form of rallies, stage dance performances by members of the communities, street play at stage, IEC sessions & lectures at stage, IEC activity sessions, condom demonstrations and redemos, IEC literature and leaflets distribution at canopy, condom man activity, condom contests and games like Kisme kitna hai dum game etc.

Similar activities were also conducted at other states also like Jharkhand, Chhattisgarh, Rajasthan, MP and West Bengal.



Safe Sex Promotion through Cultural Programmes



Cultural programmes make significant impact in communicating better health education to the marginalized sections of our society, especially youth and migrant population in the society. Popular form of such events offers great potential for migrant population to enhance their knowledge on AIDS and benefits of condom use for protection from HIV transmission and other risks of STI and unwanted pregnancy.

Indore is a city known for large truckers & migrant population and Mandi Deep is a prominent Industrial township in Goharganj sub-district of Raissen district in Madhya Pradesh. These towns are of tall significance for promotion of condom use as they house numerous industrial units belonging to national and international level companies due to which the destination migrant is high. In order to reach out to this vulnerable population, cultural programmes were organized in third quarter of the program phase by SMO to:

- Enhance knowledge of migrant population and truckers on HIV and AIDS
- Promote consistent use of condom and inform about the easy availability of affordable and high quality option in the form of Deluxe Nirodh & Rakshak brands
- Hold IPC sessions to clarify doubts and myths to help in reducing the risk of HIV/AIDS

On these occasions culture programmes were organized by HLFPPPT with support from TI NGOs at Mandideep (Dwarka Women Child Care Society, New Pratap Siksha Samiti & Mata Beti Bai Samaj Seva Samiti) and at Indore (Asra Samajik Sansthan, Anbhuti Samaj Kalyan Vikas Samiti, Mitra Shringar & AIMS). Multiple cultural performances were hosted in these events to enlighten people about the signs and symptoms of HIV/AIDS and ways to protect from its transmission. Popular and famous folk singers Varun Ray, Indian Idol 2010 and Akansha, Bharat Ki Shan made their appearances and performed on both occasions.

Other supportive activities were also performed in this event which included folk dance, folk songs and special song by Azaz & Ayisha on HIV/AIDS. Awareness programme through magic shows were also conducted at both the venues in which the magician delivered key messages on HIV/AIDS and safe sex with the help of his magic tricks. The communication team of SMO also put up branded canopies & umbrellas alongwith Condom Men for awareness on condom use benefits. The programmes were highly successful with overwhelming participations of visitors in Mandideep as well as Indore.





Guinness World Record of the Largest Condom Mosaic Made with DN & Rakshak



UPSACS & IIM Lucknow created a new Guinness World Record for 'The Largest Condom Mosaic' in association with SMO contracted under NACO CSMP for UP & Uttarakhand states. This unique event was organised as a part of 'INDEX', an annual fair of IIM-L on 16th Nov'14 at Moti Mahal Lawns, Lucknow in which 30 students of IIM-L participated under the supervision of UPSACS & HLPPT team.

The students of the management school successfully laid a carpet of 4,418 condom packets on 10ft x 20ft grid to form the shape of a red ribbon against blue background – the global symbol of solidarity with people living with HIV/AIDS. This huge red ribbon symbol was created by using Deluxe Nirodh & Rakshak brands of condoms which are

currently being marketed by NACO under its social marketing programme in the state. Deluxe Nirodh condom packs were craftily arranged to form the shape of a knot against the backdrop of blue packets of Rakshak brand. The aim was to beat the existing thirteen years old record created in Hong Kong, where 685 condoms packets were used to create a mosaic of size 9.6ft x 3.4ft.

The event was presided over by Mr. Alok Kumar, Project Director, UPSACS in the presence of Mr. Sharad Agarwal, CEO, HLPPT and the UPSACS team. A Nukkad Natak competition. 'Jaagriti' was also held on the same theme for sensitizing people against prejudices about HIV/AIDS and giving information on safe sex benefits. The artists not only entertained the audience with their performances but also educated them about relevant facts that go around the society as myths and misconceptions.

The event venue was elaborately branded with thematic exhibits arranged by SMO team to create complimentary ambiance. The activity arena was marked with the display of messages describing benefits of consistent condom use and HIV/AIDS awareness.

The same mosaic was later displayed at KD Singh Babu Stadium in Lucknow by UPSACS & HLPPT as a joint venture for World AIDS Day celebration on 1st December 2014.



Mobile Squads Launched for Promoting Condom Use

Branded Rural Vans to promote condom under NACO Condom Social Marketing Programme were rolled out in seven CSM Program states. The fleet of these branded Rural Sales cum Communication Vans were flagged off as a part of annual plan to reach out the rural population of these states for promotion of consistent condom use and HIV prevention.

Objectives of the Mobile van activity

- To create awareness among the rural population on condom usage and communicate the benefits of condom usage i.e. Protects from HIV and AIDS, Protects from Sexually transmitted infection and prevents from unwanted pregnancy.
- Increase in the availability and accessibility of condoms in rural areas.

In ceremonies held in state capitals of these states, these van activities were launched to undertake communication activities in the form of 1-to-one & 1-to-group and disseminate triple protection benefits of correct & consistent use of condoms among HRGs, bridge & general population. The extensive use of van operation is to ensure elaborate rural coverage with the help of 9 branded vans in Odisha, 16 in Karnataka, 13 in Gujarat, 19 in Rajasthan, 22 in Maharashtra, 1 in Assam & 15 in West Bengal. The crew for these vans will comprise of sales team also to ensure easy availability & accessibility of socially marketed condoms in traditional & non traditional outlets in hard to reach areas of these districts. The van activity will add tremendous value in providing coverage to interior regions of programme states and will continue till March 2015 in Odisha & Assam and till June 2015 in rest of the five states



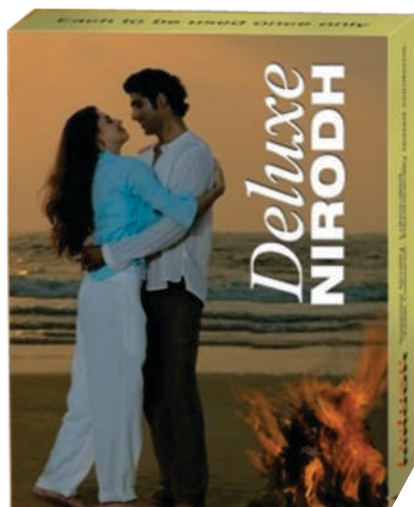


Hugh condom over Sydney landmark to promote safe sex



It the quest to constantly find new ways for promoting condom use message, we often come across unique and interesting ideas across the globe. The latest entrant in this roll was seen in Sydney's Hyde Park. Everyone could not help but see that there was something a little different in Hyde Park on the morning of 7th Nov 14. Workers in the city centre were met with the unusual spectacle of an 18 metre or 60 feet high bright pink condom which appeared over city landmark heritage-listed Obelisk. In the lead up to World AIDS Day on December 1, the giant

sheath was part of a new awareness campaign about HIV by ACON, a health promotion organization with a central focus on HIV/AIDS. "This installation is sure to create lots of interest as we have selected a very visible icon in a high traffic area," said CEO of AIDS Council of New South Wales (ACON) behind "I'm ON" campaign to encourage safe sex. The visible icon in a high-traffic area was deliberately chosen to 'turn lots of heads and raise a few eyebrows' and said that the need to stay safe by using condoms is at the core of their strategy for eliminating HIV transmission by the end of the decade.



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