



CONDOM PROMOTION

Communication

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The First Global Health Conference on Social Marketing & Franchising



The first global health conference on Social Marketing and Franchising was organised on December 3-5, 2013 by HLFPPPT with the support of the Ministry of Health & Family Welfare, Department of AIDS Control and HLL Lifecare Ltd.

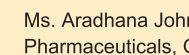
The conference showcased successful public-private partnerships (PPP), social marketing (SM) and social franchising (SF) models, and means of sensitisation of policy makers and prospective private sector partners. It helped in identification of the best practices and encouraged cross learning on a global level.

The conference witnessed the participation of leading public health experts from across India and other countries in Asia, Latin America, the Caribbean, Middle East, north and sub-Saharan Africa. Delegates from health ministries, policymakers, international donor agencies and corporates from all across the globe gathered in Kochi to participate in this high profile global health conference on Social Marketing and Franchising (SMF) organised for the first time.

Condom being the product that has been socially marketed for the longest period in India was widely discussed and talked about during this conference. Success stories related to condom distribution, promotion and innovations from India and abroad were showcased. Female Condom promotion also featured in a session presented by The Society for Family Health (SFH), Nigeria.



Mr. Phil Harvey, Founder & President, DKT International
Social marketing is accountable and durable. Social marketing, with its advertising, can reach deep into the countryside. Social marketing is faster, more scalable while social franchising requires a greater investment but may pay off long term.



Ms. Aradhana Johri, IAS, Secretary, Department of Pharmaceuticals, GOI

Innovations are essential and touchstones of innovations are that they have to be intact, replicable and scalable.



Ms. Anuradha Gupta, IAS, AS & MD - NRHM MoHFW, GOI
While India has seen several successful initiatives on social franchising it is very important to foster a consistency of pricing and service policy to go even further towards achieving desired objectives.



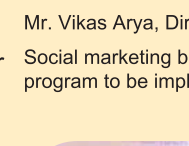
Dr. Neeraj Dhingra, DDG, TI Division, DAC

NACO has adopted multi-pronged strategy to increase the efficiency of distribution system at various stages in distribution chain which includes – regular tracking of free condom supply received from Ministry of Health & Family Welfare to SACS every month to avoid any stock out situation at SACS.



Dr. M. Ayyappan, CMD, HLL Lifecare Ltd.

We should have a very comprehensive national level action plan – a National Social Marketing & Social Franchising Strategy. It would serve to obtain essentials of Universal Health Care (UHC), obtain details of UHC financing, start initiatives to make product available across the state, develop a strong health force, build human capital and develop sound health information systems.



Mr. Vikas Arya, Director, MoHFW, India

Social marketing beholds a promising future for any health program to be implemented.



Mr. Gaurav Jain, Team leader, Technical Support Group (Condom Promotion), DAC

DAC Targeted Condom Social Marketing Programme significantly contributed in improving accessibility of condoms, consequently helped in reducing time to access it from 30 to 19 minutes.

Picture Abhi Baaki Hai Mere Dost...

This was the dialogue which greeted cine goers when they came out from the theatres after the show. Promoters welcomed them and led them to the activity set-up where IEC sessions were conducted on condom and its triple protection benefits.

Continuing with the practice of adopting new and productive means of promoting condom use, DAC released the condom mass media campaign on movie theatres also. The campaign was run during the months of September and October 2013 in cinema halls across the districts where CSM Program was being implemented. In order to enhance the impact, the campaign screening was backed up with midmedia activities at these cinema halls. TSG planned and ensured that communication activities to promote condom use were organized through SMOs at cinema halls during the screening period of condom mass media campaign released by DAC on national scale.



Key messages on HIV/AIDS and safe sex were delivered through Canopy & Umbrella activities and condom demos were held to explain the correct method of condom use. Also, correct method of using condoms was described and benefits of regular condom use were explained. Cine goers were also invited to win freebies through an open quiz on safe sex. The audiences were asked key questions that helped in clarifying various myths and misconceptions about condom use. The correct answers fetched the prizes for participants. IEC materials on condom were distributed among the visitors.

The SACS officials and TI-NGOs staff also visited various activity locations. TIs even participated in the IPC sessions conducted for the visitors.

Great response was received to this activity from the people from all walks of life. The information provided through these activities was appreciated and acknowledged as being helpful for the visitors.

The audience liked and enjoyed the activities as on most occasions people were seen waiting unperturbedly to participate in the sessions asked questions and patiently read the fliers distributed during the activities. The total contacts achieved through this campaign were 1,22,443 from 98 districts.



Condom Bulletin Board – Let's Make Sharing Easy

Technical Support Group for Condom Promotion has introduced 'Condom Bulletin Board' at SACS offices to showcase the progress and achievements made under DAC Condom Social Marketing Program across the program states. This dedicated Bulletin Board has been installed at SACS offices on which latest and updated information regarding Condom Program are displayed.

Various demand generation activities being undertaken to promote condom use among our target population will also be featured on this board. Important upcoming events and programs pertaining to the subject are also to be intimated through this board. Literature, photographs and various materials on condom promotion like IEC materials etc also will find place in this board.

The first of such Bulletin Board was installed in Haryana SACS and was the brainchild of State Marketing Manager, TSG for Haryana. In the subsequent SMMs review meeting, it was decided to replicate this initiative in all states where TSG has its SMMs. Soon the rest of the states also saw the installation of this board. Various PDs and other SACS officials appreciated the move and complimented the drive. This common platform is significantly helpful to share condom promotion related events listings, updates and other relevant news or information among other divisions of SACS.



World AIDS Day 2013

World AIDS Day is an opportunity to disseminate information about the HIV/AIDS and to encourage progress in HIV/AIDS prevention, treatment and care around the world. World AIDS Day 2013 was observed in the country in various forms ranging from rallies to candle light events. These were also supported by condom promotion events in the form of street plays, youth programs and awareness programmes organized by SMOs in the CSM Program states.

In Delhi, DAC organized a Run against AIDS in the form of cycle race and walkathon in collaboration with CRPF which culminated at Purana Quila Ground. Shri Lov Verma, Secretary Department of AIDS Control presided over the ceremony along with the President, CRP Vives Welfare Association. HLFPR CSMP SMO for Delhi organized the Condom Promotion stall, big condom inflatables and Magic shows at the venue to promote consistent condom use.



In Andhra Pradesh, APSOS organized a rally followed by a public meeting. The rally was flagged off by the renowned film actor Dr. Rajendra Prasad and was joined by Dr. Budhana Prakash M. Jyothi, Mission Director, NRHM. DAC CSMP SMO, HLFPR participated under the guidance of TSG in this rally with theme Getting-to-Zero. Two still walkers dressed as HIV virus and one mammoth AIDS devil led the rally and proved to be the key attractions in engaging the general public. Communication team members walked with condom shaped placards bearing condom promotion messages. Two branded Road Show Vans to conduct popular Balloon Game escorted the rally. Fifteen feet tall Condom inflatable at the entrance of the venue prompted audience to express their interest towards knowing more about condom. Performances by folk artists also contributed in promoting safe sex.

Dr. Rajendra Prasad advised everybody to adopt healthy habits and protect themselves from the diseases like HIV. Classical dance performance by Dr. Padmaja Reddy focused on HIV prevention and the use of condom in every encounter. IPC sessions with condom demo were conducted for participants and IEC materials were distributed. Around 5000 people, mostly youth, participated in the event.

On the occasion of World AIDS Day, awareness Rallies were conducted by SMOs under Targeted Condom Social Marketing Program. These rallies were aimed at creating awareness about HIV/AIDS & STI and its prevention through safe sex and were organized in Faridabad in Haryana, Bhopal in MP, Raipur in Chhattisgarh, Dhanbad, Deoghar & Hazaribagh in Jharkand. Autorickshaw rallies were carried out in Gwalior and Vidisha in MP and Bike rally was organized in Ranchi, Jarkhand to involve youth for the cause.

An infotainment activity was conducted for truckers at transport area in Chandigarh. HLL Lifecare Limited in collaboration with Chandigarh SACS, TCI Foundation and TI-NGO organized the event. Four hundred People were sensitized through the lectures and games sessions conducted during the event.

A special condom promotion event was organized by HLL, CSMP SMO at Paras Down Town Square, Zirakpur near Chandigarh in collaboration with 94.3 My FM radio channel. The occasion was marked with the making of Human Chain in form of Red Ribbon as the main event of the day. Youth were attracted by offering them the platform to perform on the spot. Skit show performance, supported by sensitisation and quiz sessions, were also conducted to spread awareness for the audience.



A Signature Drive and Slogan Writing Campaign were conducted in Jalandhar, Punjab. Red Ribbons were pinned up on every participant and sessions were held to describe risks of HIV/AIDS & STI and benefits of safe sex, mode of transmission of HIV & STI, symptoms, effects, care and treatments, way of prevention, safe sexual practices and Condom Social Marketing Program. Games were conducted for Condom normalization. Condom demonstration was also being done for the correct use of Condom. IEC materials & gifts were distributed among the participants.

A Workplace Intervention Program was conducted among Jawans by HLL Life care Limited. A clear message was conveyed regarding the importance of regular condom use for a healthy, happy and safe family life. Interactive Condom Games were conducted to normalize condom use and to describe its triple protection benefits. IEC materials & gifts were distributed among the participants of quiz and prizes were distributed to winners.



A big Celebrity Show was organized by CSMP SMO HLFPR Jabalpur, MP in which famous folk singer S.P. Chauhan performed live. Popular folk songs and a song on HIV/AIDS were key attractions of the event. Key messages on HIV/AIDS and safe sex were delivered through other entertainment activities like Magic Show and Folk Dance performances. The program received good response as 7600 people were contacted with this event.

A Photo Gallery Exhibition was organized by HLFPR with support of TI NGO Mata-Beti in Vidisha, MP. Collection of photos and posters communicating important messages on HIV/AIDS & Safe Sex were displayed. Also, Rangolis were made with support from TI NGO members and decorated with candle lights. IPC activities were carried out through branded canopy set up and a big Condom Man was deployed to draw crowd.

Street plays were performed at Railway station in Amritsar and New Bus stand in Rohtak, Haryana. Various other awareness programs were organized on need and multiple benefits of Condom in context of HIV/AIDS & STI prevention across the program states under Condom Social Marketing Program.



Deluxe Champion Trophy Tournament Makes Its Mark

Football is the most popular sports in Goa and Goan youth are always game for a good match. And here it was – not a match but a complete soccer tournament – Deluxe Champion Trophy Football Tournament organized under DAC CSM by the SMO of Goa state.

This tourney featured sixteen teams from all over the state who enjoyed coming together and competing in some highly spirited and professional matches. This competition provided a fantastic platform for the soccer playing youth to showcase their skills and the soccer loving community to witness quality matches played with keen sporting spirit.

This tournament was not just about the football - the players gained valuable experience playing against a number of different teams, made friends, and who knows – may be even seen appearing in some major leagues one day! Above all, the tournament helped in creating buzz in local media thereby spreading awareness among the youth towards safe sex.

HLL Lifecare Limited- SMO contracted under DAC CSM organised this inter village tournament for the youth from villages in Goa in association with United club of Utorda and Nehru Yuva Kendra, South Goa. The Tournament was held at the fantastic SAG Ground, Utorda which offers one of the best football facilities in South Goa. The venue had excellent ground, a spectator arena with step sitting arrangement and ample parking.

The Inaugural for the tournament was held on 21 October 2013 and attended by Deputy Director, IEC & AD, TI GSACS and SMM TSG. The tournament matches drew large number of team supporters as well as the local village crowd. Elaborate arrangements were made to promote the consistent use of condom for its triple protection benefits. A big backdrop, banners all around the ground and branded canopy at the entrance were put up to display key messages during each match. Distribution of IEC material among spectators and Condom Man's presence in the line-up of the teams were the additional regular features.

The tournament ended with the prize distribution ceremony in which winning trophy was presented to Navelim Sporting Club as the champions who defeated Curtorim Gymkhana 6-5 in a nail biting finish via tie-breaker.



Safe Sex Promotion On-the-Move

In its endeavour to promote condom use, TSG constantly encourages SMOs to adopt new and innovative means. Under DAC CSM a unique promotion activity was organized by HLL Lifecare Ltd- SMO contracted for Goa state and GSACS. In a collaborative attempt with Goa Motorcycle Taxi Riders Association, the first ever state wide visibility drive was launched through taxi-pilots, the only of their kind in the country. The helmets branded with condom promotion message were distributed among the pilots.

Four hundred and fifty motorcycle taxi-pilots stepped away from their stands across Goa and rode their bikes to Miramar Residency Panjim for the launch of this campaign. The launch function was held during 3rd Road Safety Week 2013 observed in the state by Department of Transport. Honourable Health minister of Goa, Shri Laxmikant Parsekar graced the occasion as chief guest and formally unveiled the helmets specially branded for the campaign. Dr. Sachin Govekar, Project Director, GSACS along with TSG and SMO teams was also present.



The launch function began with a short film and talk on HIV/AIDS & STI organized by GSACS. The venue was branded with banners of DN outside as well as inside the venue. Boxes of DN were displayed next to the dais. A canopy was also placed outside the venue for the participants to visit. Availability of condoms in NTOs was explained by SMO. Condom demo and re-demo sessions for the pilots were conducted and answered questions from the audience.

Representatives from all the 11 talukas were presented a helmet each in this ceremony. The entire gathering proceeded for a rally of the pilots wearing DN branded T- shirts. The rally was flagged off by the HM using a DN branded flag and covered the prominent route up to the Panajim market and back.

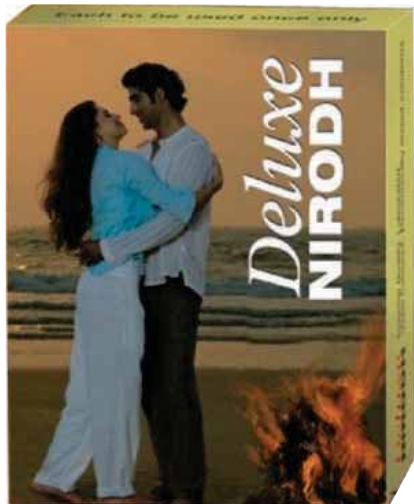
The Event was covered well by all the local print and electronic media and a television channel even telecasted the rally flag off live.





Big crowd watching Magic Show on condom promotion at amphitheatre outside the Health Pavilion

Department of AIDS Control (DAC) participated in India International Trade Fair 2013 where condom promotion activities were also organized in a big way. Shri Lov Verma, Secretary, DAC along with Health Secretary, MoH&FW, GOI visited Condom Promotion stall on the first day. They were briefed about the activities being organized for visitors. Health Secretary was presented with Condom Promotion Newsletter which he quickly glanced through on the spot. He appreciated the efforts to put it together. To draw youth and educate about the need and benefits of safe sex practices in entertaining ways, a young Magician and big Condom inflatables were used. Spectators visited in hoards at amphitheatre and were enthralled by watching Magic shows.



Technical Support Group - Condom Promotion
311-312, Competent House, F-14, Middle Circle, Connaught Place
New Delhi-110 001. E-mail: info@condomtsg.org

