



Condom Social Marketing Programme



# CONDOM PROMOTION Communication

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## Ambassador Goosby lauds NACO's effort



U.S. Global AIDS Coordinator Ambassador Eric Goosby and Ms. Aradhana Johri, AS, NACO visited Varanasi on 3-4 May '13 to see firsthand the successful health partnership between the Governments of India and United States of America, particularly in the area of HIV/AIDS.

In Varanasi, they visited the Health Camp organized at TI site for migrants where Condom promotion activities were organized by HLPPT. They spent time at Deluxe Nirodh stall promoting condom use for safe sex and he was explained about CSM Program. They also visited HIV Centre of Excellence.

Ambassador Goosby said, "I am excited because I got to see an example of the exemplary vision of NACO, particularly focusing on states that are becoming more vulnerable to HIV. India has shown this to be a wise strategy - controlling and reversing the epidemic by not allowing it to gain a foothold."



## Scoring big on HIV prevention

NACO CSMP concluded in Karnataka, Gujarat & Orissa in May '13 and in Maharashtra in June '13. The programme aimed at enhancing the availability of condoms and generating demand for its consistent use. During this phase of CSMP in 4 states 4,48,882 midmedia activities were organized. TI areas witnessed 1,47,567 special activities as group meetings and IPCs at Railway stations & Bus stands, during festivals and WPIs etc. 1,29,083 IPC sessions, VAT activities and 18,541 van activities were conducted among youth and other general population. Condom demonstrations and IEC material distribution form an integral part of these activities. Major melas e.g. Rath Yatra, Bali Yatra in Orissa and popular events like Navratri Utsav in Gujarat etc were utilized as effective platforms to promote condom use. Traditional haat bazaars and melas in rural areas and road shows in urban locations were also conducted. Collectively over 1 crore sexually active male population was addressed across 98 programme districts.

NACO CSMP's new phase started in 12 states - AP, MP, Bihar, Delhi, Goa, Punjab, Haryana, Chandigarh, Chhattisgarh, Jharkhand, UP & Uttarakhand in Dec '12. The program coverage in these states were enhanced by 27 districts as compared to previous phase.





### Folk Media Campaign



SMOs in Maharashtra, Gujarat, Karnataka, Orissa, UP, AP and Chhattisgarh actively participated and shared their experiences on crowd mobilisation and preparations of route plans. During training workshops, SMO communication officers conducted interesting & interactive sessions on condom promotion, break the taboos related to the product and its usage. They also shared the best practices to help the folk media campaign deliver condom promotions messages effectively. NACO also involved SMOs teams for monitoring of these activities.

During their enactments, the folk artists were briefed on the key condom messages. The folk troupes incorporated these messages on condom usage, availability, accessibility and related myths & misconceptions etc. In the workshop, it was ensured that the artists & troupes improvise on the condom promotion messages into their existing folk forms.



### Red Ribbon Express-III

"The Red Ribbon Express is a global best practice for innovation and outreach," said Shri Lov Verma, Secretary, Department of AIDS Control, Ministry of Health & Family Welfare in India while hosting UNAIDS Executive Director Michel Sidibé on his visit to Red Ribbon Express Train display at the Safdarjung Railway Station in New Delhi. "We are proud that this train has also been the bridge linking HIV and general health in rural and remote areas of the country."

The Red Ribbon Express train travelled more than 27,000 kilometres across India bringing a special message of AIDS awareness to more than 50,000 towns and villages.

"The Red Ribbon Express has carried messages about HIV to all corners of the country," said Michel Sidibé. "This train has been a profound success - ensuring young people get to learn about AIDS and how to protect themselves from HIV."

Completing its travel across the country, the Red Ribbon Express visited 23 states, stopping at 162 stations, reaching more than 10 million people with messages about HIV prevention and health in rural areas of India.

The focus of the train's most recent one-year journey across India was youth, with special emphasis on mobilizing adolescents and youth. NACO TSG ensured that condom promotion activities were organized by SMOs on its all halts at program districts. With these activities consistent condom use was promoted through enhancing self risk perceptions among the audience.



### Work Place Interventions

Condom promotion campaigns are undertaken by SMOs through varying kind of efforts and work place interventions is one of the most fruitful activity. A variety of workplaces are tapped to reach out to our target population. This includes labours and workers at construction sites, factories, police personnel, port workers, transport and postal departments, armed forces, and jail inmates etc.

This approach was utilized in various program districts for promoting condom along with interpersonal communication with positioning of condom as the triple protection tool. In these WPI activities, Condom Demonstrations, IPC Sessions were conducted and various issues related to the myths and misconceptions with regard to condom usage were addressed. Similarly students of higher education institutes were also provided opportunities to participate in sessions conducted in their premises. The audience and the authority staff actively participated in these activities.





### Innovations in Condom Communication

To create socially conducive ambiance in favour of consistent condom use, NACO TSG constantly encourages SMOs to conceive innovative and interactive promotion ideas. In this endeavour, various interesting activities were organized to promote condoms for safe sex.

One of the most popular activity was Flash mob performed first at Kamathipura, a major hotspot in Mumbai. More than 150 students of management institutes marked their presence as participants. Similar flash dance was performed at Bangalore where tall stilt walkers also played a supportive role to draw audience to the event. In another interesting attempt in Gujarat, the flash dance was performed with a traditional twist where all participants danced on folk music and songs.



Condom Man ki Baraat was a unique concept in which a large procession in the form of baraat was taken through the city covering major touch points. The highlight of this activity was Condom Man (condom shaped inflatable) who enacted as the bridegroom.

IPL matches were also used for condom promotion activities in many states. Various match venues falling under program districts were dotted with Condom Man, branded canopies and other promotional materials. Enthusiastic response from the visiting public was registered at all the events. Other unique activities conducted to promote condom include fashion show in Goa, Car rally in Pune, Rock band show in Mumbai. Prominent participation in Goa carnival and Rural Olympics in Punjab also helped in generating good visibility among the native target audience.





### WAD - Zeroing in on AIDS-Free Society

"Getting to Zero: Zero new HIV infections. Zero deaths from AIDS-related illness. Zero discrimination" was the theme of the World AIDS Day 2012. India has recorded a 57 percent drop in number of new HIV infections during the last decade, according to the latest NACO report.

"Major contribution to this reduction comes from the high prevalence states where a reduction of 76 percent has been noted during the same period. However, rising trends of new infections are noted in the some of the low prevalence states," the report said.

The report, released by Health Minister Ghulam Nabi Azad, also says nearly 1.5 lakh lives have been saved due to free Anti-retroviral Therapy (ART) medicines provided to HIV/AIDS patients.

A plethora of events were organized on World AIDS day across the country with an objective to spread awareness and education among the public to eradicate the deadly virus. Most commonly spread by unprotected sex, creating aids awareness specially among the youth takes the precedence. An important reason for its transmission includes non usage of condom. To spread awareness about correct and consistent use of condom, NACO TSG ensured that SMOs organized communication activities in tandem with respective SACS in all program states.



### Global Female Condom Day Celebrated

For the first time ever, people from all over the world observed Global Female Condom Day on Wednesday, 12th September 2012. NACO TSG in association with SACS & SMOs led the way calling for greater access to, and increased education on the importance of female condom.

HIV/AIDS & reproductive health organizations and advocates from around the world took action on this occasion in their communities to increase awareness, access, and use of female condoms. Female Condom is the only method available today designed to offer woman-initiated, dual protection from pregnancy and sexually transmitted infections. Although female condoms play vital role in improving reproductive health, they are not well known, available, or accessible in many places. Occasion of Global Female Condom Day was used to raise awareness about female condoms among communities, policy makers, and the media and to help amplify the voices of demand for female condoms.

Global Female Condom Day was used to raise awareness about female condoms among communities as its usage assumes greater relevance today when we are aiming to tame the HIV virus by using combination prevention therapies. Various activities were organized to demonstrate the need for this important, yet greatly underutilized, safe sex tool. In Karnataka, HLPFPT in collaboration with KSAPS and HLL organized to observe "Global Female Condom Day" in Bangalore on 15th Sept 2012.



### Workshops & Trainings

NACO TSG conducts regular training and workshops for SMO teams, TI NGOs, private organisations and self-help groups to ensure the reach of right messages on Condom promotion for HIV and STI prevention even to the last person in the community. Another key aspect of the program is interdivisional coordination among sales and communication field staff of SMOs to gain better access to retailers community to encourage them for stocking condoms and TSG managers conducted various sessions to improve this coordination.

NACO TSG also organised one day workshop in Delhi before the roll out of present program phase in which communication heads of SMOs were invited. The objective of this workshop was to share the best practices in condom promotion communication and guide SMOs to adopt and improvise on them. Participants were also encouraged to conceive and develop new concepts.



### Coming of age of condom retailer under NACO CSMP



This story belongs to a village named Mangrul Navghare in Buldana District, Maharashtra. Its nearest town is almost 40km away. In this extremely under developed village, people can be seen walking kilometres to the nearby town to purchase things, houses are made of thatched roof and the walls are made of mud, no basic amenities.

Vibhao is a 15yrs old boy studying in 10th standard man his small paan shop. His father passed away in 2010 leaving behind his mother and a younger brother aged 10 years. After his father expired, he took up the responsibility to run the shop. He also sells condoms from this shop. His daily routine is to open the shop at 7am, work till 9.45am then go home, have food and go to school, come back by 4pm from school directly to his shop - even change his uniform in the shop itself. He works at his shop till 10pm and study there itself when he gets time. While the

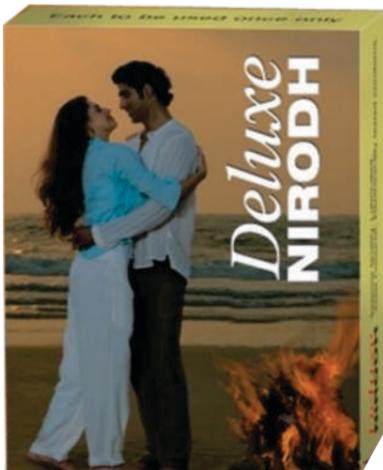
nearby paan shop, which is 4ft away, shut down at 8.30pm at night, he continues till 10pm.

On enquiring him about selling an unusual product as condoms, "Aisee cheez kyon bechte ho tum, apni dukan main?" (Why do you sell these kind of goods in your shop?), He shoots back, "Main chori to karta nahi hun. Yehi maal bech ke to paise kamata hun" (I am selling condoms along with other things & earning for my living).

When we approached him on the day, he did not have sufficient money to invest in buying condom stock. But he was keen to stock them. Just then, the owner of nearby shop offered him help and lent him money to purchase condoms. With his help he avoided condoms stock-out situation at his outlet. The other outlet owner also purchased condoms availing trade incentive scheme. He also asked us enthusiastically to put up POP materials in his shops. There was no resistance from his neighbour too.

This episode made us ponder how can we make our retailer community, of much mature age groups, to shed their inhibitions and behave positively like him. Such positive individuals immensely help NACO CSMP to bring about the change in our society towards creating positive outlook for condom. We salute him as well as his neighbour who inspite of their business rivalry offered him help to stock condom and in turn helped our program sustain one more outlet.

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