



# CONDOM PROMOTION Communication

Volume 3 - October 2013

## A WALK WITH MISS UNIVERSE 2012 FOR AN AIDS FREE WORLD

The Department of AIDS Control in association with UNAIDS organised a walk to create awareness about HIV/AIDS in the capital on September 29. The walk was flagged off from India Gate by Shri Lov Verma – Secretary, DAC, Ms. Aradhana Johri – Additional Secretary, DAC, Mr. Oussama Tawil – Country Coordinator, UNAIDS India and Ms. Olivia Culpo – Miss Universe 2012. About 500 people including youth from schools and colleges, government officials, social marketing organisations, development partners, representatives from NGOs and civil society organisations participated in the walk. Students carried placards with slogans on different issues related to HIV/AIDS during the walk.

The speech made on this occasion had Shri Verma wishing for an AIDS free world and Ms. Johri highlighting program success of reducing new infections by more than half. On the other hand Ms. Culpo called for active participation of youth and their contribution for the cause. "It's important to start a conversation about AIDS. We have to involve more and more youth in the awareness drive", said Ms. Universe.



Highlighting the role of condom in prevention of HIV and STI infections, were huge walking condom inflatables. These Condom Men were deployed by CSMP SMOs and attracted lots of attention from media as well as youth. Similarly, branded umbrellas displaying condom promotion messages also provided some respite to the dignitaries from the ordeal of humid and hot noon during the walk. A pledge was also taken by participants at the walk to join hands in the fight against HIV/AIDS.





### Training and Capacity Building



Department of AIDS Control has contracted HLPPT in MP for making condom accessible in program districts. Increasing awareness pertaining to consistent condom use among the audience in the age group of 15 to 49 years male in the state is also a responsibility of SMO. Propagating triple protection benefits attributed with condom i.e. prevention from HIV/AIDS, STI and unwanted pregnancy is the focus of all communication activities. Training for SMO communication staff was organized in Bhopal in July '13. TSG team including Communication Manager & State Marketing Manager along with National Communication Manager, State Program manager, Assistant Communication Manager and communication team of SMO participated in this training. The training was comprised of all the basic information about HIV/AIDS, causes, prevention, treatment and efforts taken by the government. Also, information about condoms i.e. types, benefits and correct method to use and myths were shared. Importance of communication tools

like puzzles and games to generate interaction with the audience during the field activities and its availability at non-traditional outlets were highlighted. Considering program focus on rural areas, participants were also explained about sensitivity required while disseminating condom related information.

Quarterly review of TSG SMMs was conducted in July where CSMP status on sale, coverage and midmedia contacts achievements along with the action plans to achieve annual targets were shared. Other important issues like coordination with SACS, SMOs and other stakeholders were also discussed. On this occasion, SMMs were introduced with the new reporting formats and issues related to reporting were also addressed. New joiners were explained the overall condom scenario including free, commercial & socially marketed categories. Issues related to free supply in the state and TIs weekly free condom reports were taken up. Status of STRC/TSU & TIs trainings, condom gap analysis format, joint visit of TSG-SMMs with TSU-POs and condom monitoring review committee meeting in the state were updated.



One day training workshop was organized for the Assistant Communication Managers & Program Officers of SMO for Punjab, Haryana & Chandigarh in Noida. The primary objective of this workshop was to impart refresher training to the field staff, gain from their field experiences and encourage individuals to conceive innovative activities, tools or formats. During the interactive sessions held throughout the day, many ideas were shared and discussed regarding condom promotion by the participants. One of the unique ideas presented by the participants was a light condom costume that can be doubled up as a live character in skit show performances.

TSG in coordination with TSU in Ludhiana, Punjab coordinated activity between HLL Life Care Ltd., SMO under NACO CSMP & TI-NGO Navprayas working for migrants in district Ludhiana. SMO handed over Deluxe Nirodh Branded Canopy to TI NGO for day to day condom promotion activities at migrant sites and hotspots in the district. Such synergic approach at district level helps the projects for more productive outcomes against prevention of HIV/AIDS.



TSG regularly conducts state level refresher trainings for program implementing teams in contracted states. One such training session was organized for field staff of SMO contracted for Andhra Pradesh. This program was conducted in Hyderabad where new members inducted in the communication team of SMO were briefed by State Marketing Manager, Regional Manager and Communication Manager of TSG. An interactive open-house session during these training programs resulted in many clarifications about the conducting condom promotion activities, reporting and other related issues among the participants.



### Condom Man ki Baraat to spread awareness

A unique promotion activity Condom Man ki Baraat was initiated in this program phase and has been organised in many cities with great success. Condom Man is decorated and carried like groom on a branded horse carriage. Concept of a traditional Baraat is completed by professional band. Volunteers dance as baraatis with the music and songs on condom. This Condom Man ki Baraat is taken around high footfall areas creating buzz about condom. The route includes Hotspots, Civil Hospital, Colleges, Bus Stands, Railway Stations etc to gain the maximum mileage.

Branded canopies are set up at start & end points of the procession providing detailed information on HIV/AIDS and safe sex. IPCs are conducted for visitors in which condom demo is an integral part. Deluxe Nirodh retailers were actively involved in Karnal during this activity and retailer's meet was organized after this event in Pune.

It has been observed in all cities hosting this activity that it successfully involves various stakeholders. HRGs as well as general public. Moreover this also generates unmatched visibility in favour of the cause. Media also contributes in highlighting the issue and brings it to the forefront of public consciousness.







### Condom man scores high in international cricket matches

Finally India took unassailable 3-0 lead against Australia and won the India vs. Australia four test match series at PCA, Mohali. Interestingly, while there was a match being played inside PCA stadium between cricket players of rival teams, another one was on outside the stadium as well. This match was of huge importance where communication team of NACO CSMP SMO was pitched against HIV/AIDS. Visitors and spectators were informed about the fearsome bouncers in the form of HIV and STI infections. They were also described about the perfect defense techniques to face such lethal deliveries. Similarly as using helmet, pads and other protective gears used by all seasoned batsmen, the audience was educated about the significance of using condom for critical protection from these infections.

To have led the series 3-0 is a commendable achievement but what is more satisfying to skipper MS Dhoni was that they have nipped the rising ambitions of Australians. More in the same way, nipped was the negative and ignorant mind-sets of visitors towards HIV/AIDS through advocacy provided by the communication promoters.

HLL Lifecare Ltd, NACO CSMP SMO for Punjab, Haryana & Chandigarh organized this awareness activity during India v/s Australia cricket test match at PCA stadium, Mohali, Punjab. The main objective of the program was to normalize condom and promote consistent condom use for prevention of HIV/AIDS, STI and unwanted pregnancy.



Canopy activity, IEC materials distribution, 1-to-1 sessions, 1-to-Group sessions, Condom man activity, Condom demonstration for correct usage, Quizzes, Condom normalization games, awareness through sports themed posters and banners etc. were conducted. Visitors, police personnel & other staff deputed at the stadium premises during this test match appreciated this promotion activity. They acknowledged learning true facts related to condom use, HIV/AIDS & STI and getting rid of various myth & misconceptions related to condom use, HIV/AIDS and STI. 696 IEC sessions, 175 condom demonstrations & 85 redemos were performed during this 5-day test match.

Similar kinds of condom promotion activities were conducted at various cricket stadiums across the program states during Indian Premier League 2013. In prominent cities like Ranchi, Raipur, Mumbai, Pune and Mohali large masses of cricket fans comprising mainly of youth population was reached out with these activities.

### Involving youth to sensitize youth on international youth day

International Youth Day was observed on 12 August 2013 where consistent condom use was promoted by communication teams of SMO in various program districts. Some of the promotion elements of the activities carried out includes condom awareness and condom normalization through IPCs, interactive games, condom use demonstrations & redemos, IEC material distribution, quiz sessions on condom, gift distribution to winners and participants, health check up camps by TI NGOs, entertainment performances of dance, mimicry, street play, singing etc to pull the crowd.

Youth belonging to wide spectrum of profiles were reached out on this occasion. While the young construction labours were addressed at Labour Chowk in Chandigarh, the educated urban youth were involved in Faridabad at Manav Rachana

International university campus in Slogan Writing and Poster making competitions. On the other hand, Bike Rallies organized at Karnal Sports Stadium and Patiala were enthusiastically participated by city youth to render their support for Safe Sex to fight HIV/AIDS. The rally participants were carrying placards displaying different slogans to promote condom use for prevention against three risks i.e. HIV/AIDS, STI & unwanted pregnancy.

Various stakeholders and associates like Chandigarh, Haryana and Punjab SACSs, TI NGOs TCI, ACF-II, Kashish Foundation (MSMs-TI), Philadelphia (IDUs TI), NYKs, Civil Hospital & other Volunteer Organizations and Labour Construction Union in Chandigarh actively partnered in these activities to make it successful.



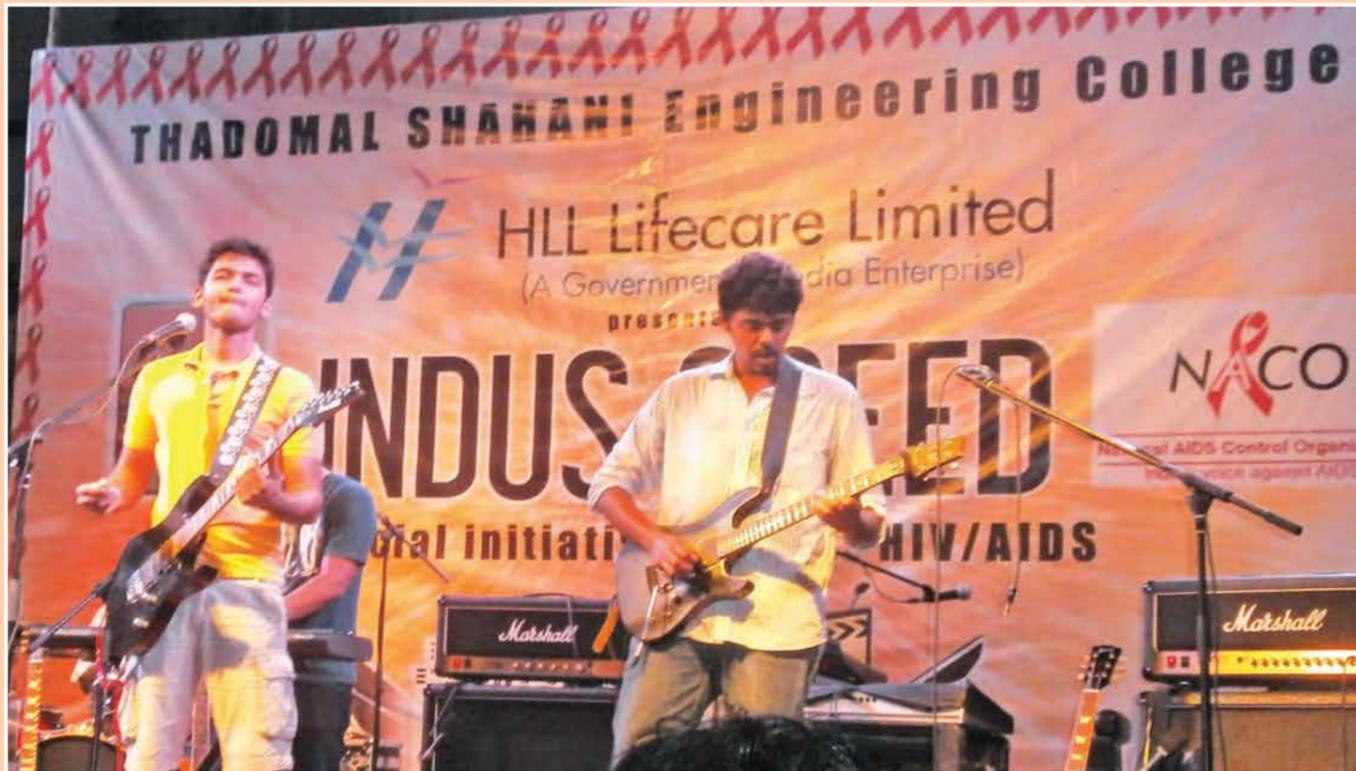
### अंतरराष्ट्रीय यूथ दिवस पर निकाली बाइक रैली

जास, पटियाला : अंतरराष्ट्रीय युवा दिवस पर कश्मिर फाउंडेशन और एचएलएल लाइफकेयर ने संयुक्त रूप से एड्स के खिलाफ जागरूकता मोटरसाइकिल रैली निकाली, जिसे सिविल सर्जन डॉ. वरिंदर सिंह मोही ने झंडी दिखाकर रवाना किया। यह रैली रेलवे स्टेशन से शुरू होती हुई, माल रोड, फव्वारा चौक, सेवा सिंह टीकरा वाला चौक, सरकारी राजिंदर अस्पताल, लीला भवन, 22 नंबर फाटक, भुपिंदर रोड, थापर यूनिवर्सिटी, लघु सचिवालय, श्री गुरुद्वारा दुख निवारण साहिब से गुजरती हुई बस स्टैंड पर संपन्न हुई। रैली में 65 मोटरसाइकिल शामिल थीं, जिन पर दो-दो लोग सवार थे। इन लोगों के हाथ में एड्स के खिलाफ बैनर थे। इस मौके पर परमजीत सिंह, केवल सिंह, परमिंदर सिंह, मनिंदर पाल गैंगला, परमजीत बादशाहपुर व अवतार धानव भी उपस्थित थे।

### बाइक रैली निकाल एड्स के प्रति किया जागरूक

रैली ने विभिन्न स्थानों पर रुककर एड्स पर आधारित नुक्कड़ नाटक किए

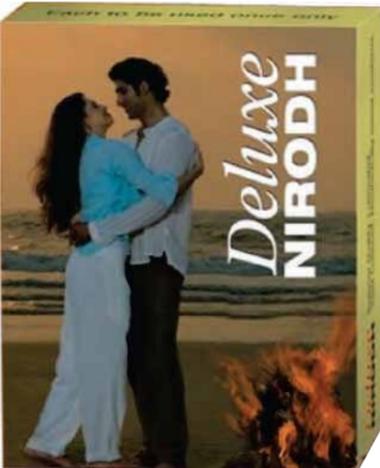
रैली ने विभिन्न स्थानों पर रुककर एड्स पर आधारित नुक्कड़ नाटक किए। रैली रेलवे स्टेशन से फव्वारा चौक, राजिंदर अस्पताल, 22 नंबर फाटक, थापर कॉलेज, गुजरात पुस्तकालय चौक आदि स्थानों से होती हुई बस स्टैंड पर समाप्त हुई। रैली में लगभग 65 बाइक पर 130 नीक्यानों ने भाग लिया। रैली में कश्मिर फाउंडेशन ने एच.एल.एल. गुंथबैडर और पहलों के कवर चार्ज कर रैली में नयाक और पर थाप हावा। रैली में नेहरु युवा केंद्र, मरठन और फिलाडेल्फिया आई.टी.डी. को टाग में भी भाग लिया। इस मौके पर एल.एल.एल. लाइफकेयर के प्रोब्लेम अधिकार परमजीत सिंह के प्रोब्लेम मनिंदर केवल सिंह, एच.वाई.के. एल.के. परमिंदर पहलवान, मनिंदर पाल आदि मौजूद थे।



### INDUS CREED INSPIRING LIVE - HIGH ON ENERGY, BIG ON SAFETY

Safe Sex and consistent use of condom was promoted by renowned rock band Indus Creed in a live performance at TSEC College in Mumbai. CSMP SMO, HLL Lifecare Ltd. organized the concert to sensitize youth. The power packed performance by the band set the stage on fire and delivered key messages promoting condom use and safe sex to a packed house.

The event was also backed up by extensive branding and publicity activities including venue branding and presence through hoardings, banners, posters, entry passes, event website, TV music channel VH1, thematic decor, competitions and activities like t-shirt painting, signature campaign, skit show and repeated announcements of HIV/AIDS awareness and safe sex messages.



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

