



# CONDOM PROMOTION Communication

Volume 1  
April 2012



AS NACO and USAID Administrator with 'Condom Man' during the HIV/AIDS Innovations Exhibit in New Delhi

## Sections:

- Midmedia Activities
- Condom Promotion at TIs
- Outdoor Campaign
  - POP & Visibility
- Folk Media Campaign
- Red Ribbon Express
  - World AIDS Day
- Migrant Campaign
- Female Condom

## Condom promotion communication for behaviour change to make NACO Condom Social Marketing Programme successful

Social Marketing, under NACP III was envisaged to be the key driver in increasing the condom use in the country. NACO has leveraged social marketing expertise, through its Technical Support Group, for strengthening the condom programme in the country. NACO's Condom Social Marketing Programme (CSMP) aims at promoting condom for ensuring all sex acts by enhancing condom availability and generating demand through behaviour change communications.

NACO has adopted the strategic communication framework based on which mass media campaigns on national scale that are developed

and aired to create the conducive social environment. This is backed up by exhaustive midmedia campaigns undertaken by SMOs in their contracted states. These ground level interactive activities help to reach out to diverse sections of the population to generate awareness and mobilize action for prevention of HIV. This also helps in establishing communication in media dark areas. These activities are further taken to grassroots level where condom promoters reach out to targeted population at Hotspots and THPs using Inter Personnel Communication tools.



## Midmedia Activities

NACO used the midmedia activities as an important medium as it allows communication to be localized and region specific. This provided the reach among the media dark areas and communities. Interactivity in these activities helped in delivering communication messages in personalized form in an entertaining manner and provided opportunities to the target audience to clarify their doubts. Using these activities, condom's triple protection benefits message was taken to the audience's doorsteps that helped in normalizing condom use within their social environment.

To promote condom use, SMOs organized various kinds of midmedia activities using popular forms of communication. During CSMP phase IV across 13 states and UTs 54,609 Street Plays, Road Shows, Magic Shows, Puppet Shows, Talking Doll Shows were organized. TI areas witnessed 11,997 special activities in the form of group meetings and IPCs at Railway stations & Bus stands, during festivals, as WPI etc. At the same time 5,26,834 IPC sessions and VAT activities and 1,11,111 van activities were conducted among youth and other key population segments. Condom demonstrations and IEC material distribution formed an integral part of these activities. Major melas like Sonpur in Bihar and popular events like Rural Olympics in Punjab etc were utilized as an effective platform where 33,046 activities were performed to promote condom use. This included traditional haat bazaars and mega events in rural areas and mall activities in urban locations. Collectively 7.37 lakh activities were organized that resulted in reaching out to more than 2 Crores sexually active male population across 13 programme states.

TSG ensured that the theme used in these midmedia activities were aligned with the condom mass media campaign – Risk perception. Since expanding condom availability in rural areas is the focus of CSMP, these activities elaborately covered villages falling under programme districts.



Condom Man in Rural Olympics, Punjab



Condom demo in West Bengal



Audience with IEC material in AP



Street Play in coastal AP



Condom session among men from armed forces in Haryana



IPC in progress at a tyre-puncher shop in Rajasthan



Condom demonstration in UP



Mega event to promote condom use in UP



Jan Jagrukta Abhiyan - Rickshaw Rally in Bihar



Press Clippings



Street play in a village in MP



Stall at Sonapur Mela in Bihar



Van show in Chhattisgarh



Action packed musical performance in AP



Traditional dance show promoting safe sex in Punjab



Branded van for road shows in West Bengal



People engrossed reading IEC material on condom promotion after the IPC in Chhattisgarh



## Condom Promotion at TIs

Targeted interventions are aimed to affect behaviour change through raising awareness among the high risk groups and clients of sex workers or bridge populations. Condom promotion communication at these interventions were intended at sharing information on condom's role for prevention among vulnerable population groups. Clients of sex workers were addressed with benefits of safe sex practices and awareness was built among the truckers and migrant workers to motivate them to adopt safe sexual behaviours.

Efforts have been made to de-stigmatise condoms by organising fun activities e.g. condom-blowing contests. In these stalls, various entertainment performances and games on condom theme were organized. Special demo sessions providing information on correct condom use were conducted. IEC distribution and an open-house at the end of the activities were the most significant part of these activities.

Condom promotion activities were also conducted at Health Camps organized by TI division in various states. The condom communication activities during these camps at hotspots and truckers halt points were aimed to enhance the self-risk perceptions among the vulnerable population and raise their knowledge levels in favour of condom use.



NACO TI division officials at SMO stall in Islampur, West Bengal



1-to-group activity in progress among truckers at THP in Rajasthan



Musical show at Health Camp in Durg, Chhattisgarh



Condom promotion among MSM in Panipat, Haryana



Interactive game for condom use benefits at THP in Jharkhand



Condom display set up at Health camp in Chhattisgarh



Press Clippings



Condom demo & VAT activity at a hotspot in MP



State Marketing Manager, TSG training POs of TI division in Gujarat



AV show for truckers in Delhi during Road Safety Awareness Drive



Truckers watching street play in Tuglakabad THP in Delhi



Van show promoting condom use at TI area in Chhattisgarh



Correct condom use demo at Health camp in Jalpaiguri, West Bengal



Condom canopy set up at Health camp in TI site of West Bengal



Men at a TI site in West Bengal being encouraged for condom use



Musical road show organized for trucker at a THP in UP



Puppet show promoting condom use in Haryana



## Outdoor Campaign

Under NACO Condom Social Marketing Programme, demand generation is an important aspect to increase consistent condom use among the target population. Major impetus is being given to the communication that can bring in the positive behaviour change towards practising safe sex by use of condom. While mass media campaign on radio and television are carried out by NACO on national scale, the outdoor campaigns on condom promotion were executed by SMOs also in their respective contracted states.

Under CSMP IV various outdoor campaigns were implemented which was the part of overall demand generation plan. These campaigns supported large scale midmedia activities undertaken by communication teams of SMO to promote consistent condom use. Hoardings, Wall Paintings, Display panels at Delhi Metro rail properties, Dhabs branding on national and state highways with Deluxe Nirodh and condom promotion messages etc were some of the options used for these campaigns. TSG ensured that the hoardings and other displays are at prominent locations where footfall of our target population is significantly high. Special focus was given to ensure that the maximum number of sites were located in TI areas and rural areas to address the right target audience.

### Condom promotion campaign - Delhi Metro:

Delhi Metro campaign of 3.5 months period, launched on World AIDS Day, covered all 4 routes. Mix of display opportunities - 62 station panels, 200 inside panels & 884 handle bars were used.

- Exposure to the campaign was 75.1%
- Awareness about condom use in preventing HIV/AIDS increased from 89.9% to 94.6%
- More than 10% increase in awareness of triple protection benefits - 57.9% from 46.4%
- Awareness of Deluxe Nirodh brand among those who ever heard of condom has increased from 54.8% to 86.7%
- Brand recall for Deluxe Nirodh among exposed to the campaign increased from 77.7% to 87.5%
- Overwhelming response was in favour of the campaign as
  - 97.1% felt it as the right medium for the campaign
  - 94.9% found condom's triple protection benefits was clear from campaign creative
  - 95.7% agreed that the campaign was useful
- Platform Panels proved the most effective than Inside Panels and Handle Bars (50.4%, 29.9% & 19.8% people seen them respectively)

[Sample size: 451 for baseline & 494 for endline; 15-49 yrs of age; travels at least once/week on campaign routes]



Prominent DN hoarding at Ajmer Bus Stand in Rajasthan



Display of triple protection message of condom in Jharkhand



Branded dhaba near THP on a highway in Chhattisgarh



Condom campaign on Delhi Metro Rail network – Station panels, Glow sign boards, Inside panels and Handle bars



Bus shelter branded with Deluxe Nirodh branding in UP



Hoarding in Goa highlighting consistent condom use benefits



Extensive branding of NTOs at Bus Stands in Bihar



Contemporary branding of dhaba on national highway in Punjab



Loud and clear messages through Wall Paintings in UP



## POP & Visibility

Under CSM Programme, maintaining visibility of Deluxe Nirodh brand and condom use benefits message is one of the responsibilities of SMOs. Across all programme states POP was utilized to promote condom use among the target population and encourage positive behaviour change. This also acts as reminder medium and helps in increasing condom offtake from the retail outlets. Posters, stickers, dangler and product dispensers etc were some of the popular POP items. Branded tape, tinplate, flex banners and dealer board were other options advised by TSG as they offer longer life span after installation.

Wall Writing is another popular mode of promotion that was widely used by SMOs under NACO CSM Programme. Local languages were used for POP materials to help in enhancing readability and making a better impact. This activity was widely used to reach out to key populations in TI and rural areas. Migrants were addressed by covering frequently visited locations like workplace, bus stands and railway stations in migrant districts through such wall writings.



Flex banners on Paan shop in rural area of UP



Barber shop prominently display DN branding in Chhattisgarh



Tyre puncher shop owner proudly showing DN stock in THP, Rajasthan



Deluxe Nirodh promotion material at NTO in UP



Condom Availability board at dhaba in a highway hotspot, Chhattisgarh



Dangler with 360° view at NTO in urban area of Jharkhand



DN branding on RMP's tinboard in rural Jharkhand



Dealer boards for non-traditional outlets stocking condom in MP



Even small NTOs had POP - tea stall in Chhattisgarh



Branded clocks handed over to NTOs in Punjab as sales incentive



Wall Writing in West Bengal to support Health Camp of TI division



Wall Writing promoting condom use in AP



Tinplate on NTO at petrol pump in THP, Chhattisgarh



Wall Writing in Gurumukhi for rural population in Punjab



## Folk Media Campaign

NACO Folk Media campaign used various folk forms to provide communities the platform to talk about their health issues. Condom promotion was also a component of this campaign and was aimed at enabling people to take steps to adopt safe sex practice as solution. Condom promotion campaign utilized the power of folk media to trigger the behaviour change process among the audience. SMOs were entrusted with the responsibility of organizing condom promotion activities during these folk performances.

SMO conducted condom demo, VAT activity & distributed IEC material through condom stalls. They conducted sessions on condom's triple protection benefits and condom normalization to reduce stigma and embarrassment associated with condom. SMOs also contributed in implementing the campaign:

- Participated in the training and orientation workshops
- Performed as a dynamic District Support Team (DST)
- Assisted by preparing campaign route plans
- Conducted per-publicity to mobilize audience
- Organized free condom distribution
- Campaign monitoring in programme districts



Pre publicity by SMO helped in good activity turnout in Karnataka



Condom canopies activity during the campaign in West Bengal

No of districts covered	215	Condom promotion activities conducted during NACO Folk Media campaign in 2011-12
No of activities done	16,106	
No of IPCs done	13,405	
Target population contacted	24,71,955	

### Observations:

- Audience presence, attention & average time spent on the show was much higher in rural areas than Urban.
- More audience were registered in the evening during the day.
- PLHA presence and addressing the group post performance had a good impact.
- Condom promotion activities were very popular and useful in normalizing condom use
- Good press coverage helped to reinforce the message.



Condom & IEC material displayed in performances in Chhattisgarh



Condom promotion messages as backdrop during shows in Bihar



Deluxe Nirodh branding on stage in Chhattisgarh



Audience vying for IEC material after condom demo in West Bengal



Pre publicity by SMO team for folk performance in MP



Condom demo post folk performance in AP



Condom session amidst banners & dangles in Chhattisgarh



Folk performance in Condom canopy in rural Bihar



Audience engrossed in condom promotion session in UP



Joint session to promote condom use in Karnataka



Press clippings



# Red Ribbon Express

India's most visible HIV campaign, the Red Ribbon Express's (RRE) third year long journey was flagged off on World Youth Day, January 12 2012 from Safdarjung Station in New Delhi. The launch ceremony of RRE was a grand affair where condom promotion activities were organized by SMO. These activities included Condom Stall for condom demonstration, VAT and IPC activity and leaflet distribution. Two Condom Man were also deployed to greet the visitors and spread condom promotion messages among the crowd.

Similar activities to promote condom use were organized at stations in Rajasthan, Madhya Pradesh and Goa where RRE made its halts after leaving Delhi. Condom promotion stall proved to be one of the most popular section at most of the venue. People from all walks of life and different age groups were keen to know and discuss about condom, its use and benefits. Youth were found actively interacting with the promoters and asking various questions regarding condom use to clarify their doubts. Condom demonstration and IEC material distribution helped a great deal in this direction.



Condom demo for youth at RRE platform in Rajasthan



Street play promoting condom at a station in Delhi



Youth surrounding condom canopies at RRE platform in Goa



Noticeable Condom message even in crowded RRE venue in MP



Police personnel watching Street Play in Delhi



Perfectly decorated condom stall at RRE platform in MP



2 condom canopies for heavy crowd during RRE in Goa



Rural audience flocked at condom session in RRE, MP



Youth with rapt attention to condom demo at RRE in MP



Condom Man had many admirers in DSACS during RRE, Delhi



Condom session with RRE as beautiful backdrop in Rajasthan



Popular Condom Man cheered in stage shows at RRE, Delhi



SMM-TSG with SMO team condom stall at RRE launch in Delhi



Street play team with Condom Man in Delhi



# World AIDS Day

World AIDS Day 2011 was observed by condom communication teams in all programme states. SMOs actively participated and organized various activities like rallies, put up condom stalls and umbrellas, lightning candles, distributed branded T-Shirts & caps, performed Nukkad Natak, IPC activity, VAT activity at Health Camp for Truckers, held condom quiz and distributed gifts for winners, Slogan banners were put up at TI & THP areas.

In Delhi, condom campaign in Delhi Metro was launched on this day. Team Leader, TSG flagged off the Metro train in presence of Communication Manager & State Marketing Manager of TSG and senior management of SMO. World AIDS day Celebration Programme organized by NACO & DSACS was also marked by setting up of display Stalls for Deluxe Nirodh and female condoms for VAT activity and condom demos.

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, 105 condom stalls, Rally at Ara and IPC by 30 branded Mobile Audio and Display units were organized. Similar activities were conducted at other states also like Jharkhand, Chhattisgarh, Punjab, Goa, Haryana, Chandigarh, Rajasthan, MP and West Bengal.



Minister shaking hands with Condom Man in AP



Press Clippings



TL TSG launched Delhi Metro campaign alongwith Communication Manager TSG, SMM TSG and SMO team on 1<sup>st</sup> Dec in Delhi



SMM TSG & SPM SMO (on the right) with CGSACS officials in Chhattisgarh



SMM TSG & SPM SMO supervised activities on WAD in West Bengal



Talking Doll show promoting condom use in West Bengal



Rally participants in branded T-shirts & Caps provided by SMO in Chhattisgarh



Rally to promote condom in association with SACS in Chhattisgarh



Condom Man dancing with film singer in AP



Branded condom van was leading the rally in Chhattisgarh



Backdrop with condom messages at the stage in Chhattisgarh



## Migrant Campaign

Migration are of special significance to the epidemic because of their frequent movement between source and destination areas. Migrants are more vulnerable to HIV infection than people who do not move. This vulnerability makes them key population to reach out to with condom promotion messages.

NACO TSG ensured that SMO teams cover the migrant population to reduce the risk of HIV infection among this key target group. The strategy adopted is to contact them at source as well as destination migration districts and motivate them to adopt condom as a preventive measure through communication activities. SMOs held special sessions at workplace interventions in destination districts and conducted street plays, IPC and VAT activities on the transit points like Railway Stations and Bus Stands.

The source migration districts were also covered during major festivals like Holi, Diwali, Durga Puja & Dussehra etc as inward and outward migration is high. Condom promotion activities were also organized at Health Camps of TI division. These activities were organized with the goal 'to promote correct and consistent use of condom for HIV Prevention among migrants' in migrant districts of programme states, fetched good results and succeeded in contacting around ten lakhs population.

No of districts covered	181	Condom promotion activities conducted during Migrant campaigns organised during major festivals like Holi, Diwali, Durga Puja etc. in 2011-12
No of activities done	1,055	
No of IPCs done	2,580	
Target population contacted	9,95,186	



Condom demo at a railway station in Chhattisgarh



Canopy activity outside the railway station in Haryana



Good response to condom sessions in West Bengal



Press Clippings



Condom promotion with leaflet inside a roadways bus in UP



Bus Stands activity during Durga Puja days in West Bengal



Migrant labors attending condom session in Haryana



Migrants meet at Labor Chowk, Chandigarh



Thematic condom stalls during Holi in Bihar



Huge response at Railway Station during Puja days in West Bengal



Session among autorikshaws drivers in Amritsar, Punjab



Canopy activity at Bus Stands of migrant district in UP



DN branded canopy activity in Bihar aimed at migrants



# Female Condom

NACO has launched Female Condom pilot programme in 2 districts each of 9 new states. These states are Haryana, Punjab, Delhi, UP, MP, Chhattisgarh, Gujarat, Assam and Karnataka. HLPPT is running this programme of one year period that started in August 2011. The primary programme objectives are to:

- Ensure that 100% FSWs in 2-dists of 9 states have knowledge on correct usage of female condom.
- Increase the consistent usage of female condom specially among regular partners of FSWs through demand generation
- Ensure accessibility and availability of Female Condoms in the TI areas through peer led, community led and other channels

HLPPT also organizes special events named Swayam for FSWs in coordination with TI Division and TI NGOs. In these events FSWs are invited and various interactive activities are organized to impart the knowledge and information related to FC use and its advantages.

All PEs, ORWs and councillors of TI NGOs are provided with hands on training on the importance and advantages of FC use. Besides, specific communication tools and materials are also made available to the TI NGOs to educate the community on the additional benefits that FC offers beyond male condoms.



PE training using flip charts



TI NAGOI training workshop, Bagalkot



Capacity building workshop for TI NGO, Allahabad



JD IEC KSACS at FC stall on WAD



PC team celebrating WAD, Assam



FC demonstration during trainings



Activities during Swayam events



Training sessions by SMO and TSG teams



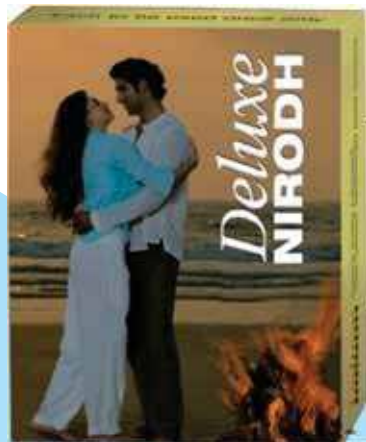


#### Scene from *Khatron Ke Khiladi* (Campaign theme - Risk Perception)

NACO launched mass media campaign for condom promotion on national scale in Hindi and regional languages in January 2012. This campaign was released on Doordarshan and leading Cable & Satellite channels as well as All India Radio and private FM radio stations. Consistent use of condoms for triple protection benefit i.e. protection from HIV/AIDS, STI & unwanted pregnancy is the key message of this ad film.



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



**Editor:** Gaurav Jain, Team Leader (Technical Support Group - Condom Promotion)

**Compiled and prepared by:** Sudarshan Negi, Communication Manager (Technical Support Group - Condom Promotion) **Supported by:** Sanchali Roy, Consultant (IEC) NACO