



CONDOM PROMOTION

Communication

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CONDOM PROMOTION INSIDE & OUTSIDE IPL CRICKET STADIUMS

This year during IPL tournament, condom promotion activities were organised right at the cricketing venues under NACO CSMP program in Punjab and Jharkhand. These activities were carried out by HLL Lifecare Ltd. & PHSI with support and guidance from TSG NACO. In Mohali, elaborated activity set up was organised inside as well as outside the stadium in joint efforts with Kings XI Punjab cricket team management.

The main purpose of this activity was to disseminate information about prevention of HIV/AIDS, STI and promote safe sex practice in an informal but impactful manner. This was an attempt to impart correct information among the youth through various engaging ways.



Flag Activity: A special flag was customised which was comprised of a key message & Kings XI Punjab Logo. These flags were waved inside the stadium among the audience.

Face Painting: Face painting was offered for cheering spectators and also for those present outside the stadium. The design options for face painting included Red Ribbon symbol, Kings XI Punjab symbol & key messages viz. Use Condom Stop AIDS, Be Safe etc.

Banner Display: Special banners were prepared for display at various key locations inside and outside the venue e.g. in the stands, premises gates, ticketing counters and stadium entrances etc.

Condom Demo: Visitors were presented with the correct condom use demonstrations. Promoters were trained to conduct session in an impactful way to make people understand about the precautions needed while using condom.

Condom Re-demo: Trained promoters also encouraged audience to attempt condom demo themselves to ensure complete learning.

Open House: Audiences were offered to ask questions and clarify their myths, misconceptions and doubts.

Canopy Activity: Two canopies were installed inside and outside the stadium through which condom use was promoted with the help of IPC sessions, Demos, Re-demos, IEC materials. Various activities were conducted at these canopy set ups for the visitors. Young spectators visited these canopies in large numbers and expressed solidarity in the fight against HIV/AIDS as they excitedly queued up to attend IPC sessions.

Condom Man: Condom Man walked inside and outside the stadium. Condom Man was also made to walk among the spectators sitting in the stands inside the stadium. Spectators from all walks of life responded enthusiastically as they found it extremely fascinating and impactful. They cheered passionately and even gathered around the Condom Man. This larger than life walking inflatable also provided a great photo opportunity for the photo enthusiasts to click quick selfies.

Red Ribbon Activity: In order to make youth associate with the cause and encourage them to bring them in to the fold, people were offered to wear red ribbon as a symbol. Large numbers of youngsters volunteered to wear Red Ribbons. Nearly 10000 Red Ribbons were clipped on their shoulders, chest and arms by promoters. The team also offered Red Ribbons to people in get-ups like mythological characters etc.





FLASH MOB FOR AWARENESS JOB



Flash mob as an act of surprise was recently organized in Faridabad, Haryana. The communication team of SMO contracted for Haryana under NACO CSMP organized this Flash Mob in coordination with Good Luck Dance Academy, Faridabad at Central park on Sunday 18th May 2014. The Flash mob was performed in the form of sudden onset of street dancers competing with their skillful dance maneuvers. With the passage of time these dance performers grouped themselves in to three teams and performed in the form of a competition for the best troupe.

This created a lot of buzz among the audience present in the park and attracted more crowds towards the venue as the performances continued. Communication team utilized this opportunity and disseminated key condom promotion messages among the audience gathered through IPC Sessions undertaken at the activity venue. Condom Man also made its presence felt all around the venue and proved to be a great crowd puller and entertainer to help normalize the condom use. In the closing ceremony at the end of the day, winner team was awarded with the trophy by Mr. Gaurav Jain - Team Leader, TSG Condom Promotion. Earlier in the day, branded van activity was also flagged off by Deputy CMO Faridabad. Media was invited for this event and a result of which elaborate coverage was generated in the newspapers, radio, TV channels for this event.

Date: 18th May 2014. Venue: Town Park, Sector-12, Faridabad, Haryana Stanford

Objective: To sensitize general population about HIV/AIDS and condom normalization through dance performances

A special event on condom promotion was conducted by HLL Lifecare Limited, SMO for Haryana under NACO CSMP at Town Park, Sector-12, Faridabad. The main purpose of organizing this event was to clear out stigma about condom and promote Deluxe Nirodh condom among general population.

The event started with flag-off ceremony for Sales Van by Dr. Bina Sharma, Deputy CMO, Faridabad in presence of Mr. Gaurav Jain, Team Leader & Mr. Deepak Singh, Operation Manager, TSG NACO and Mr. Arun R. Gangadharan, State Program Manager along with other team members of SMO and TI NGOs. After the flag-off, students of Good Luck Dance Academy started with fabulous performances in the form of Flash Mob which was immensely enjoyed by the guests and visitors.

Dance always proves to be the most popular attraction in any activity organised for the general public. Here in this event also, huge number of audiences got attracted, stopped by and even rushed towards the arena for watching the dances. Good Luck Dance Academy students presented startling dance performances. Sachin Sharma- a local dancing star, who has won runners-up title in Boogie Woogie television show, also participated in this event. He enthralled the audience with his stunning moves and entices which was one of the main attraction of the day.

After the flash mob, key messages were disseminated about HIV/AIDS and condom normalization through street play performed by promoters of SMO's communication team. The crowd enjoyed the street play and watched it with attentiveness and great interest.

A team member from Pehal Foundation, TI NGO for MSM also contributed and performed an individual dance act. The public at large acknowledged this attempt as another attraction of the event and appreciated it with good round of applause.

The program ended with a closing ceremony in which a trophy and certificate of appreciation was given by Mr. Gaurav Jain, Team Leader, TSG NACO and Mr. Arun R. Gangadharan, State Program Manager, HLL to Jatin and Sachin Sharma, Good Luck Dance Academy for their efforts and hard work in putting together their dazzling dance performances.

Program came to an end with thank you note from Mr. Ashish Maheshwari, HLL to Dr. Bina Sharma, all TSG NACO officials and Good Luck Dance Academy for lending their support. The students were thanked for their captivating performances and & visitors for attending this event. The program was also attended by local media and consequently the event found good coverage in many newspapers and news channel in the region.



PERIODIC PERFORMANCE REVIEW OF TSG FIELD TEAM

The performance of field staff contributes to the overall success of the program objectives, so it is important that everyone is encouraged to work to the highest standards and perform to the best of their ability. Understanding their individual and collective goals and deliverables towards the program helps them to modify actions and bring in necessary improvements so that the overall program performance gets better.

TSG organises review meeting for State Marketing Managers on quarterly basis. These reviews, in essence, are used as an opportunity to have discussions with members of all four regional teams about their work, achievements, personal development and their future action plans. The last one was conducted in June 2014 spread over a period of two and a half days to make the exercise successful by means of devoting sufficient time so that the reviews benefit each member, the team and the department as a whole.

The focus, this time, was on innovations. All RMs along with their SMMs presented the innovative ideas implemented in their program states. This platform was also used to showcase various innovative demand generation activities organised across all CSMP states. Communication Manager, Research Manager, Assistant Managers of MIS & Finance departments of TSG also made presentations to guide and share updates at central level.



WEEKLY REVIEW OF CONDOM PROMOTION PROGRAM BY DEPUTY SECRETARY, NACO

Condom Social Marketing Program (CSMP) initiated by National AIDS Control Organisation is one of the primary preventive efforts to fight HIV/AIDS menace in the country. This is the program which has been successfully implemented since 2008-09 covering almost all high priority districts across various states. Technical Support Group for Condom Promotion formed by NACO to design, implement and monitor NACO CSMP is responsible for this program. In order to keep the department updated and appraise the progress made under this program, TSG team meets NACO on weekly basis. These meetings are chaired by the Deputy Secretary (Administration & Procurement) NACO, MoHFW. In these weekly meetings all important aspects related to this program are reviewed and assessed. This weekly affair also serves as a platform to raise the concerns, if any. The issues raised here are discussed elaborately to find the most suitable, rational and realistic solutions. Based on the significance and magnitude of the issues discussed in these meetings, corrective and remedial measures are taken.

These meetings also provide a useful opportunity to discuss interdepartmental matters that may hamper or delay certain tasks in the direction of achieving program objectives. Such discussions are helpful in ironing out divergence of views of departments or divisions involved and lead to quick and agreeable solutions. Thus this practice yields much productively and the turnaround time also gets reduced remarkably.

The systematic follow up of the annual work plan done during these meetings helps in keeping the check on the progress made in all aspects of program implementation and preempt the problems that may arise and cause the delays during the course of weeks to come. Open and elaborate discussions are held on such issues to ensure careful and methodically handling. These weekly follow ups of program progress also keeps the team to be on course and do not let it deviate from the dotted line system as planned in the beginning of the year thereby making sure about the program goals are met as outlined.



VOLLEYBALL TOURNAMENT - SMASH AIDS FOR LIFE



Cricket is the most watched game in India and even bigger is the admiration for soccer among Goans, akin to the liking that people have for it across the world. The summer this year provided feast of international sporting events such as IPL cricket tournament followed by FIFA World Cup championship. Even with such big league tournaments around, a spectacular volleyball tournament was organized successfully in Goa under NACO targeted CSM Program.

While it is a well known fact that the Goans are crazy about football, few people are aware that volleyball is also played in almost all parts of Goa. There are many teams as well as youth clubs who are dedicated to this game. Various tournaments are played routinely in Goa & these tournaments get good audience in the form of enthusiastic supporters of favorite teams.

Youth, owing to their natural instincts, are more attracted towards sports and cultural activities. NACO CSMP contracted SMO for Goa state, HLL Lifecare Limited, organized the first volleyball tournament for the village youth in collaboration with Sarvan Friend Circle Sports & Cultural Association based at Bicholim and the active support from Goa State AIDS control society. This club was formed in 2005 and was selected as the best youth club award by Nehru Yuva Kendra, Panjim & also for national award received at Sangli, Maharashtra.



This tournament was held from 17th to 21st May 2014 in which twelve teams from all regions of Goa participated. The Inaugural match was held at Sarvan ground in Bicholim with Dr. Vandana Patankar, Project Director, GSACS as the chief guest. She spoke about the importance of prevention by abstinence and usage of condom. Mr. Kalidas Ghatwal, District youth co-coordinator NYK, North Goa appreciated CSM Program and SMO for organizing the tournament and expressed sports as the right medium to reach out to the youth with key HIV/AIDS prevention messages.

All the matches of this tournament witnessed good attendance of spectators. In the final match played between Kulmaya Sports Club, Karapur and Police Training School, the Deluxe Champion Trophy was lifted by Kulmaya as the winners.





NEW CSMP PHASE LAUNCHED

The coverage of NACO targeted Condom Social Marketing Program has recently been extended to 13 more states. NACO has contracted Population Health Services India (PHSI) for North Eastern States group comprising of Assam, Nagaland, Manipur, Meghalaya, Mizoram and Tripura where the new program phase was launched in June 2014. Similarly, NACO has contracted Population Services International (PSI) for Karnataka, Gujarat, Maharashtra, Odisha, Rajasthan and West Bengal where the new program phase was launched in July this year.

Targeted Condom Social Marketing Programme in these states will focus on ensuring easy accessibility and therefore the coverage and sustainability of non-traditional outlets will be enhanced as they facilitate easy access of condoms in rural and far-flung areas. Various non-conventional shops like Petrol pumps, barber shops, paan shops, kirana shops, wine-shops, PDS shops, dhabas, hotels, lodges etc will be brought in to the fold to stock condoms for sale and make it available to the population at large. The programme will also focus on all high-risk areas i.e. hotspots, truckers halt points and other TI areas. All kinds of condom selling outlets located in and around these high-risk areas will be covered through social marketing program.



On the other hand efforts will also be put in to increase condom demand among high risk groups and general population. These efforts in the form of condom promotion activities are organized in many varieties viz. street plays, road shows, interpersonal communication and condom demonstrations etc. The primary objective is to make contacts with the target populations like High Risk Groups, Bridge Population as well as general population especially in rural areas to engage and motivate them for adopting consistent condom use practice and thereby generate demand.

SMO teams presented their annual work plans and inception reports to TSG in their respective first months based on final draft of which the program implementation has begun.

In order to facilitate uninterrupted execution of midmedia activities in these CSMP program states, TSG also provided SMO a letter of support from NACO. The field teams are recommended to carry its copy while conducting midmedia activities so as to stay clear of resistance and to a certain extent garner help from the local administration and stakeholders.

COVERAGE

Number of HPHF districts	99
Number of HPLF districts	38
Number of LPHF districts	34
Total number of Truckers Halt Points	63
Total number of TI NGOs	729
Total number of Hotspots in TI NGO areas	22091
Total condom sales target	316 millions
Total traditional outlets target	190 millions
Total non-traditional outlets target	125 millions
Total new outlets target	1.45 lakhs
Total midmedia contacts target	20 millions



CONDOM PROMOTION THROUGH VAN ACTIVITIES

Condom promotion communication activities in all the program states contracted for the period Till December 2014 have now been intensified as they entered the second quarter of their program period. One of the highlight in this direction has been the introduction of van based activities that provided the much needed boost to the field teams. In an effort to reach out to the population in the rural areas effectively, TSG strongly recommends the use of van based activities which add mobility to the promoters and make the access of these difficult areas much easier.



These vans are branded with key messages to promote safe sex through consistent condom use and carry the promotion materials along with the performance troupes. Such van promotion activities were rolled out in MP, AP, Jharkhand, Punjab, Haryana, Chhattisgarh, Bihar, UP and Uttarakhand. Various communication modules that have been developed to spread messages among the target audiences were carried out through these mobile platforms which include magic shows, street plays, game shows and IPC etc.

Teams working with these vans come across some of the unique experiences worth sharing. For instance, one van crew bumped in to a big bunch of village youth enjoying the summer with bathing, diving and swimming in the canal. The team was made to stop midway and the promoters were requested to perform impromptu for this discerning audience. Being an all male show, everyone in the audience was loud and clear in his thought and was equally vocal about clarifying their myths and doubts.



REFLECTING SAFETY – PROTECTING LIFE CAMPAIGN



Involving people belonging to various strata of society through communication coverage is one of the focus areas in NACO CSM program. TSG encourages all SMOs to strive hard and devise new and innovative communication means to reach out to diverse segments of target population. In this direction, a unique promotion activity was conceived and organised by HLL Lifecare Ltd- SMO contracted for Punjab, Haryana and Chandigarh.

A special safety drive was launched in which reflectors were pasted on cycles & rickshaws to prevent accidents particularly at night due to low visibility. This citywide visibility drive was aimed at cyclists and rickshaw pullers who mostly are migrants and belong to vulnerable section of society. The specially designed reflectors were distributed free among the cyclists and rickshaw pullers. These reflectors were branded stickers carrying benefits of consistent condom use and were made of reflective materials. These reflectors were pasted on the front and back sides of cycles and rickshaws as they get brightly illuminated at night when light falls on them. The primary communication under this drive was to make them aware about the importance of safety measures that one should take as a responsible road user & as a responsible partner.

During this drive, these people were also sensitized about the safe sex practices and role of condom in maintaining sexual health. Sessions of IPC along with condom demos and quizzes were also conducted to disseminate correct information in detail. Banners specially designed for initiation of the campaign were displayed in the public for this event. The activity ended with distribution of IEC material for detail information and knowledge enhancement, spreading awareness about safety methods to be adopted to prevent risks of HIV/AIDS, STI and unwanted pregnancy.

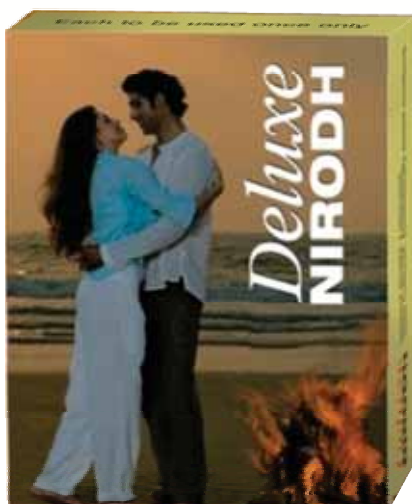
Eminent personalities including Mr. RP Upadhyay, Inspector General of Police, Mr. Sukhchain Singh Gill, SSP and Mr. Manish Chaudhary, SSP, Traffic Police, Chandigarh graced this occasion, handed over the reflectors and also pasted them personally.





In its endeavour to promote condom use, TSG constantly strives for adopting new and innovative tools. Apart from generating demand for condom by spreading awareness through midmedia activities, emphasis is also given on enhancing visibility by displaying key messages to communicate triple benefits of condom use. Various promotion materials are used for this purpose at spots of high footfall. These promotion materials are predominantly put up at points of sale, and more so at non-traditional outlets, to serve as last minute reminder for potential users.

As an innovative tool to enhance visibility for Deluxe Nirodh condom at retail level, this clever design was developed for wall clock. While the key message calls attention to 'Never Forget - to use condom', the clock mounted on the mnemonic displaying this same very message highlights the point. HLPPT as SMO for NACO CSMP program in Delhi state distributed these timepieces among condom stocking retailers.



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