

## MCSMP's Contribution to the State in HIV/AIDS Prevention Efforts

### Mass Media Activity



To stem the spread of HIV/AIDS among vulnerable groups especially clients of sex workers, MCSMP conducted a Communication Needs Assessment (CNN) to understand the needs and the contact points of these groups. They generally belong to the low income group and indulge in high risk behavior such as having sex with multiple sex partners and sex workers. Unsafe sex practices (having penetrative sex without condoms) among this group was rampant. It was found that the perception of risk and consequences involved in having unsafe sex was minimal. To effectively reach out to this group, media such as TV & cable, radio, regional newspapers, hoardings etc, were the most appropriate ways.

Based on the findings, a mass media campaign was designed focused on the clients of sex workers. The messages were designed to address the above gaps in knowledge and limited to timings and duration of the day best suited to hit the target population. To recognize personal risk and take remedial action, a **'voice of conscience'** approach was chosen. Thus the concept of 'Bhau' as the change agent was developed. Bhau is an elder brother, a friend, philosopher and guide, in charge of every situation. 'Bhau', a faceless figure, could well be the 'voice of conscience'. It makes a person question their habits and rattle their so called 'sense of confidence', so that a behavior change comes from within. Keeping this strategy in focus, three TV commercials were developed featuring representatives of the target group - a driver, a migrant and a youth. Similarly, three radio jingles featuring three popular Bollywood songs along with the 'Bhau' voice were designed.



The TV commercials were telecast in the major regional channels of Maharashtra and the radio jingles were aired on popular FM channels covering the whole of Maharashtra. Owing to its success, NACO took it up for telecast on national TV channels.

### Activities

#### **Van Promotion**



A big van, Eicher Truck was customized as per the need of HLFPT Bhau branding. The Van was converted into a stage which can be used for stage shows, games and other activities. Van promotion was supported with Puppet show having characters of high risk population such as sex worker, a truckers, migrant, youth and Bhau in a form of story where Bhau asked them use condom in all multi partner sex. Van had other participatory

games like wheel of fortune and condom demonstration activity on stage. The audience was invited to participate and if somebody performed condom demonstration correctly, he was facilitated with some instant gift branded with Bhau. A team of volunteers wearing branded cap and T-Shirt conducted games and activities and mobilized people. Van drive covered over 100 towns of 22 districts. Approximately 1,50,000 people were reached through this activity.

### **Street Play**

Street Play involving a team of three people, a supervisor and two actors was enacted on the theme of Munna Bhau and Circuit in the high risk areas. Condom use as a preventive tool for HIV is enacted through doing mimicry of the famous film and dialogues. They also perform correct use of condom through demonstration. A migrant, a driver and a youth search for a wise man who can teach them how to use condom as they want to have sex with a commercial sex worker in high risk area. At last they meet Munna and Circuit who tell them that Bhau is commanding people to use condom. Street plays were conducted in eight priority districts including Avert districts and reached approximately 5,000 – 6,000 people.

### **Beer bar Activity**

Beer Bar activity was conducted in eight high risk districts covering 100 bars and performing 200 shows. A team of magician and jamura spread message of condom promotion with magic tricks; the magician and jamura show the greatest magic of condom usage and condom out of CVM. Along with entertaining people with magic tricks they also show the correct usage of condom, information about CVM and importance of quality condom. The objective of the campaign is to reach out to bars where soliciting for sex usually follows after a few drinks. Beer bar activity was supported by providing table cloths to bar owners for their cooperation. The table cloth will carry the message even after the activity is completed. This activity was able to reach out to roughly 5,000 to 6,000 people.

### **Cinema Onscreen**

To support the mass media activity, two of the three Bhau TVCs containing condom usage messages that were screened on Television and Cable, were also screened in B and C grade cinema halls located in high risk areas. It is observed that clients of sex workers frequent these cinema halls which usually screen erotic movies and the next destination for such audience is usually brothels. The two TVCs that were screened featured the electrician and the construction worker. The TVCs were screened in 47 B and C grade cinema halls located in 9 high risk priority districts of Maharashtra. The activity was supported by Cut-Outs of the characters featuring in the TVC. They were strategically placed outside the theatres in the lobbies of the cinema halls for high recall value. Roughly 22 lakh people have been reached through this 4 month activity.



*The Concurrent Assessment after of this Campaign revealed that overall condom usage among target group has increased by 3% due to concentrated media activity by all stakeholders and retention of BHAU was 54% among target group.*

# Campaign to promote use of condoms launched

TIMES NEWS NETWORK

**Pune:** A multi-sectoral campaign to promote use of condom among the vulnerable groups like commercial sex workers and promiscuous individuals in 22 districts of Maharashtra, marked as high-risk areas, has been launched by a collective of NGOs, the state government and foreign agencies.

The campaign launch was announced here today by the Hindustan Latex Family Planning Promotion Trust (HLFPPT), a non-profit social marketing organisation, as part of the efforts to strengthen the fight against HIV/AIDS.

Apart from promoting the use of condom, the campaign features an awareness drive against sexually transmitted infections, the need for respecting human rights, voluntary counselling and other measures to combat the ailment.

Partnered by the United States Agency for International Development and Avert Society, the project aims at attaining 100 per cent condom use among all 'non-regular partner' sex and contribute substantially to the National AIDS Control Programme for zero new infections.

**Maharashtra is one of the states most affected by HIV**



G. Manoj, chief executive officer of the HLFPPT, said the campaign would help improving lives, knowledge, and understanding of issues in the fight against HIV/AIDS. The HLFPPT is working with organisations, government bodies and local

communities throughout the developing world to support lasting improvements in the health of individuals and the effectiveness of prevention of HIV/AIDS, he said.

Project manager Rajeev Shukla said, "We are looking at implementing a generic condom promotion campaign and building capacities of retailers and NGOs for effective promotion, merchandising and distribution of condoms in high risk areas."

The campaign focuses on the high prevalence districts in the state, including Ahmednagar, Amravati, Aurangabad, Beed, Chandrapur, Dhule, Jalgaon, Kolhapur, Latur, Mumbai, Nagpur, Nashik, Osmanabad, Parbhani, Pune, Raigad, Ratnagiri, Sangli, Satara, Sindhudurg, Solapur and Thane. Commercial sex workers, homosexuals, casual sex partners, migrant workers and truck drivers form the target group.

According to the National AIDS Control Organisation, Maharashtra is one of the most HIV-affected states in the country, and the epidemic is classified to be of high prevalence, with five per cent or more of sexually transmitted disease patients representing the high risk groups testing positive and one per cent or more of women in antenatal clinic testing positive. Of the 49 high prevalence HIV districts in the country, 14 are in Maharashtra. The HIV/AIDS epidemic is thus in an advanced stage in Maharashtra necessitating faster prevention and care programmes.

Television and print advertisements, radio jingles and non-mass media on ground activities like promotion in high risk areas through mobile vans, men only bars and cinema halls, will form part of the campaign strategy.

## Promotional and Trade Schemes

### Display Drive



Display drive with NTOs was launched supporting the NTO training program; each NTO was reached and provided with four types of POP material with Bhau branding. Each NTO had to display all four materials for at least two months. NTO who displayed the material for complete two months were evaluated by a team and one NTO was rewarded with gift on district level. This was launched to motivate NTOs to stock and display condom to normalize condom in high risk areas. The drive was conducted in all 22 districts and Philips three-in-One, bicycle and 29 inches colour TV were given as prizes. 8,000 NTOs were covered in the Display Drive.

### Monsoon Offer

During monsoon a trade scheme linked with display drive was launched branded as **Bhau Sangto Condom Vika (condom vika campaign)** to motivate NTOs for consistently stocking condoms, regular display of product and POP material to normalize condoms and increase awareness about CVMs. In this scheme all NTOs and CVM caretakers were involved in condom promotion. The NTO and CVM caretakers were benefited by instant gifts on first purchase,

scratch card on repeat purchase and scratch card for each display material and product. There was a bumper prize for the NTO who collected most number of scratch cards. The selection of NTO was done by conducting a mystery shopper program involving high risk people like positive people, MSM and CSWs. The mystery shopper went from shop to shop and observed the product display and POP material display and allotted scratch card which was later delivered to NTOs. NTO would get the product instantly on the scratch card and same scratch card would be used for bumper draw. There were several gifts under scratch card such as steel flask, multi-purpose knife, torch, calculator, wall clock and mini-toolkit. Apart from this NTOs got instant gifts of first purchase like torch, single wrist watch, double wrist watch, novelty pen set, etc. A bumper draw was conducted during stockiest meet by the stockiest to ensure their participation and motivate them to be regular partners in our war against HIV/AIDS through social marketing of condoms.

### **FC Dhamaka (A scheme for female condom promotion among commercial sex workers)**

This scheme was launched for Peer Educators to promote female condom among sex workers. On the purchase of ten female condoms there was a scratch card and every scratch card carried attractive prizes. The scheme was branded as *Fc Golden Dhamaka*. It was launched in five districts in Maharashtra (Aurangabad, Pune, Thane, Solapur and Mumbai). Gold chain, TV (gold coin was provided in place of TV), mobile phone, transistor, pressure cooker, sari, ladies watch, makeup set, ladies purse, hand bag and mug were attractive gifts. This scheme was launched for NGO partners supporting female sex worker projects under MSACS, MDACS and Avert Society. A total of 102 peer educators were able to promote 17000 female condoms.

### **Auto Drive**



Branded auto rickshaws with Bhau jingles were run in all 22 districts in high risk areas to mobilize NTOs for NTO training and spreading the message of Bhau for condom use. A prerecorded audio cassette with Bhau message was played out demanding NTOs and people to participate in HLPPT's NTO training programme and use condom in all multi-partner sex acts. The Autos were branded on both the sides with Bhau posters and decorated with POP material.

### **Capacity Building Workshops and Trainings**

**NGOs** - A total of 200 Programme Managers / Programme coordinators / Out Reach Workers and Counselors from 110 NGOs of MSACS, MDACS and Avert, have been trained at Training of Trainers workshops conducted by MCSMP on condom promotion and Social Marketing. Toolkits with modules on condom promotion, Social Marketing, Needs Assessment, IEC, Games, etc were developed for the trainings. NGOs having targeted interventions with FSWs, MSMs, Migrants, Truckers and PPTCT were trained at 2 - day residential training workshops.

**Female Condom Social Marketing (FCSM)** – 7 NGOs of MSACS, MDACS and Avert in 5 districts have participated in capacity building sessions during the pre-programming assessment study of Female Condom. A total of 50 master trainers including Programme Managers / Programme Coordinators / Outreach Workers / Counselors / Peer Educators have been trained using **Cascade Training Methodology**. They in turn trained further 140 Peer Educators down the line. The Module for master trainers comprised of - Introduction to HIV, male female anatomy, FC product features, Social Marketing skills, condom negotiation skills, M&E tools and reporting through role plays, discussion, group work, field visits, demonstrations and games. To build the capacities of NGOs, Institutional Capacity Building fund, IEC material, NGO staff incentive, and PE promotional schemes were provided and implemented during the programme.