



## Sheesh Campaign

### Hindustan Latex Family Planning Promotion Trust, Andhra Pradesh



*Sheesh Campaign (Sheesh means Wow! or excellent in MSM local language) is the communication campaign developed under Nestam Project to impart Behavioral Change Communications (BCC) to community members. The campaign would lead to increase attendance by organizing strategic activities at DIC and hotspot level which would provide entertainment, stimulation, information and skills on, correct condoms and Lubricants use, inculcate health seeking behavior and also increase the service uptake.*

Broad objective of the MSM communication strategy are as follows:

- Increased attendance to DIC, Clinics
- Mobilize community
- Imparting information
- Creating bond between community members

The KPs should see the benefit of participation –such as

- Enjoyment of the experience
- Take away recognition, claps, pleasant memories and small gifts
- Increased self-esteem –higher chances of caring for their own health

Hence the activities were planned and implemented in campaign mode.

#### ***Community Participation is the key***

However most of the activities were discussed and planned with the active participation of the Zonal Coordinators (ZCs), Site Coordinators (SCOs) and also taking the advice of the District Coordinators (DCs) where ever necessary (all the ZCs and SCOs are from the community). The identification of the activity is being done depending on the profile of the KPs being invited to participate – the profiles are got from the social network analysis (SNA). It is important to note that some of the CCs were very sensitive and have taken care to take the physical ability of the KPs into consideration while planning the activity.



The profile is also understood by the knowledge of the implementing group of the invited KPs, Similarly it was agreed and also stressed during the planning exercise that every effort shall be made to facilitate that all those invited participate to their full capacity.

All the DC/PMs were also exposed to the strategy route that has been taken and this has helped in getting all the concerned like DC/PMs ,CC,ZCs, SCOs and the CGs to be on the same wavelength i.e. have a clear understanding of the activities that are planned and why they are being done. Every care is taken to see that the activities are enjoyable in nature and helps the **KP to open up and realize** the need to have health checkup. The activities have helped many KPs to realize the capacities hidden in them.



The continuous orientation given to ZCs and CCs on the strategic approach has helped the CCs understand the reasons behind the two routes that are being taken so that the messages are properly communicated to the KPs. One of the strategic routes that have been taken is 'Activities'. The other is the static material developed.

### ***Learning's of the campaign***



- **Participation:** The participation was good and every care was taken to mobilize the **'Correct KPs'** (HRG) to the activities. At some places the attendance was slightly more which was manageable. It should be appreciated that at some places the activities planned were conducted irrespective of the heavy rains/heat in the region. (The monsoon and summer in the coastal areas are a determining factor).
- **Consulting:** The implementing group has arrived at the activities first by consulting among themselves and later by involving the KPs in their discussions. Activities were overtly enjoyable and efforts were made to give the messages on safe sex etc. The activities are helping in creating a receptive frame of mind and this has helped to mobilize the community to the clinic.



- **Enthusiasm:** It is observed that the KPs showed lots of enthusiasm to participate and get recognized. This has encouraged the CCs to reach the venue much in advance to make the necessary arrangements before the commencement of the activity. The enquiries made by the KPs about the next round of Sheesh activity is a indicator of the success of the activity.
- **Willingness:-**The entire campaign has made us realize that when we plan and mobile correctly, the KP is open to participate, bond, listen and learn safe sex behavior.
- **Happiness:** Most important learning from the campaign was that at the end of every activity there was an air of '**Happiness**' and it was a *Sheesh*.