

Condoms Recaps



Q. Why do soldiers wear condoms?

A. Because they do not want their enemies to see them 'coming'.



Q. What is the difference between a balloon and a condom?

A. When filled, one rises up and the other tunnels down.

Q. What do you call 5 condoms playing metal?

A. A rubber band (a famous music group).



Q. What do you get with
corduroy condom?

A. A groovy kind of sex.

Q. What do you call 365 condoms
rolled into 1?

A. A Good Year.



Foreword

APAC Project, supported by USAID & NACO has completed 7 years. Since inception, one of APAC's focus areas has been condom promotion, with the sole objective of preventing HIV/AIDS.

Over the years, APAC has adopted a multi-pronged condom promotion strategy which has resulted not only in a steep increase in the sale and distribution of condoms but also brought about a behavioural change leading to social acceptability of condoms.

I congratulate Mr. P. Arvind Kumar, Senior Program Manager - APAC, for coordinating the implementation of these strategies and compilation of this comprehensive book - which will benefit policy makers and social marketing organisations involved in AIDS prevention activities world over.

I also thank the project staff of - APAC, NGOs, Peer Educators and Condom Manufacturers- whose contribution has played an important role in implementing these strategies successfully.

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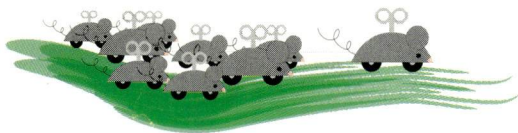
*Dr. N. S Murali
Hon. Secretary
VHS - Chennai*



Enter
Safely

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Keying up a *rat race*



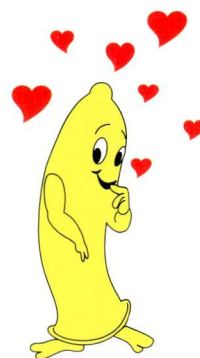
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APAC laid great emphasis on building the capacity of the NGOs, to implement social marketing of condoms...



Getting people to love the lovetoool **28**

Despite efforts of the Government, since mid-sixties to actively promote condoms as a contraceptive, it is not yet popular among the public. With the advent of AIDS, it desperately needed an image boost...

A condom is like a boat.
A hole in both spells trouble...



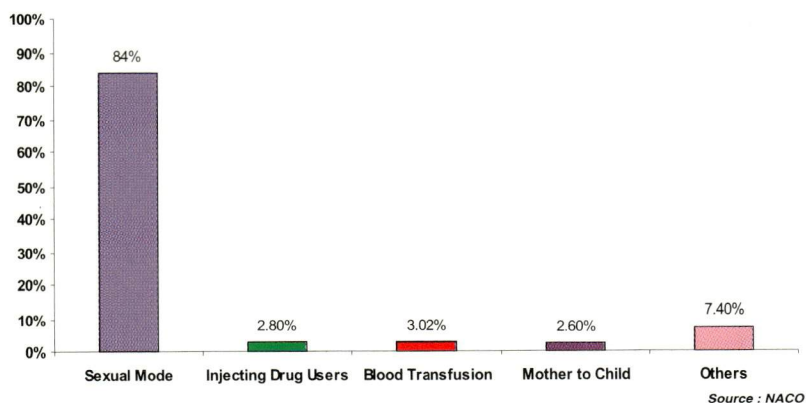
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War against AIDS

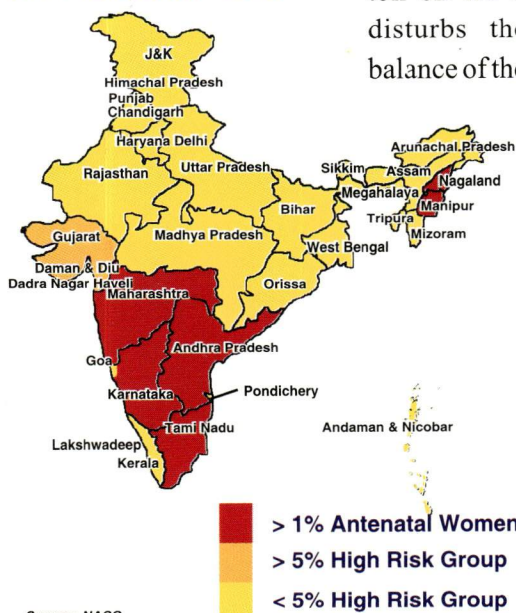
HIV the killer virus : The Human Immuno Deficiency Virus (HIV) that causes Acquired Immuno Deficiency Syndrome (AIDS), had spread its tentacles world wide in the fag end of the 20th century. In the last two decades of the second millennium it took a death toll of 18.6 million people. The third millennium dawned with 36 million people living with HIV/AIDS. This figure swells by 14,000 everyday since then. At this rate, the human race may become extinct before the end of the century. Unless the fight against HIV is taken on a war footing, it will not be possible to contain the virus.

HIV/AIDS - Modes of Transmission



AIDS in India: The first case of AIDS was reported in India in 1986 from Tamil Nadu. Since then 3.9 million people are estimated to be infected by the virus in India. Unsafe sex causes nearly 85% of the infections and other means such as blood transfusion to patients, needle sharing by drug addicts and vertical infection from mother to child cause the rest. The rapid spread of HIV not only takes a toll on the human race, it also disturbs the socio-economic balance of the nation.

Adult HIV Prevalence - 2000



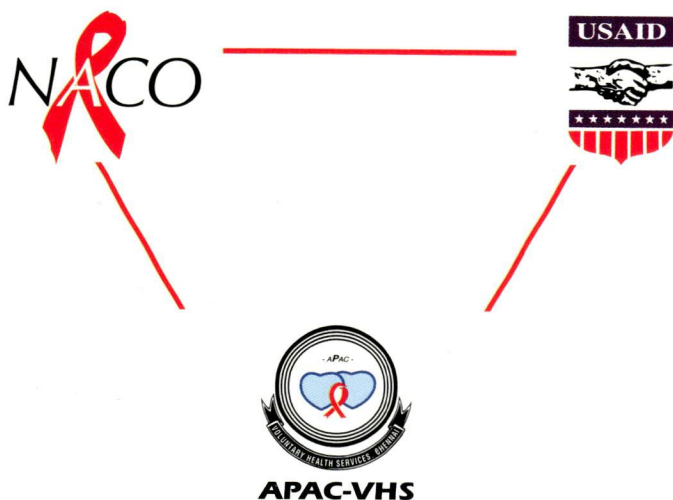
The prevalence of HIV is not uniform in India - it is higher in Maharashtra, Tamil Nadu, and Manipur, where close to 1% of adult population is estimated to be infected by the virus. The National AIDS Control Organization (NACO) and other international funding organizations have initiated stern action to keep the virus under check. The AIDS Prevention and Control (APAC) Project in Tamil Nadu is one of such actions.

APAC Project

APAC came into existence in the year 1995, through a tripartite agreement between the Government of India (GOI), United States Agency for International Development (USAID) and the Chennai based Voluntary Health Services (VHS). The goal of APAC Project is to reduce the sexual transmission of HIV in Tamil Nadu. APAC project works through non-governmental and private sector organizations, to reach out to individuals, who indulge in high-risk sexual behaviour.

35 NGOs are supported by APAC to intervene among different target groups. The groups are identified for intervention based on the highest risk of getting infected and transmitting to others. Women involved in prostitution, long distance truck drivers, tourists, youth, people infected by sexually transmitted diseases and industrial workers are the groups intervened by APAC.

The sites for intervention are prioritized based on factors such as population density, busy pilgrim centers, tourist locations, commercial / industrial centers and the passage of national and state highways.



APAC activities

STD Prevention

- Increased access to quality STD care services
- Encouraging people to seek STD treatment
- Improving the quality of treatment



Behaviour Change Communication

- Increase knowledge on HIV/AIDS
- Address myths & misconceptions
- Enhance risk perception
- Address stigma & discrimination
- Create enabling environment



Research

- To understand behaviour dynamics of different target groups
- Track program effectiveness
- Study prevalence of STDs and HIV



Condom Promotion

- Increase access to condoms
- Promote correct and consistent use of condoms
- Address issues pertaining to condom use & demand generation



Condoms against the killer virus

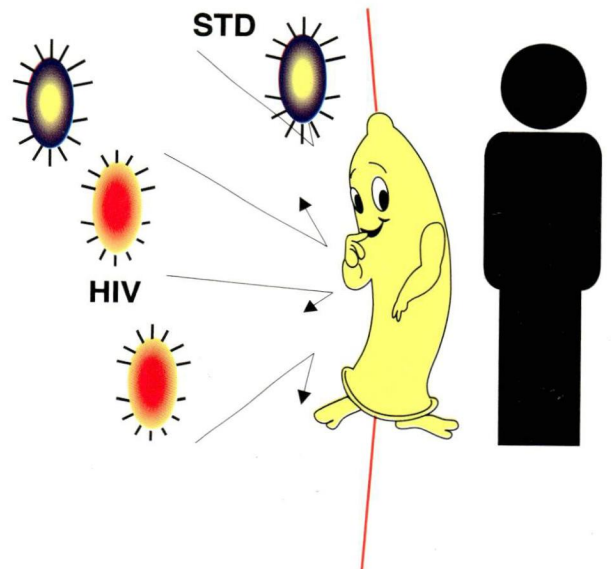
Condom is not a product of the 20th century mind, but was used many centuries earlier... today it is the most effective tool to prevent AIDS.

The condom, “a little piece of rubber that prevents millions of births and deaths” is available in various forms for centuries. Covering the penis to protect against disease and pregnancy dates back to the 16th century AD. In fact, condom is named after the English physician Condon, the court physician of King Charles II, who developed an oiled sheath out of the intestine of sheep to



protect the king from sexually transmitted infections. Condoms have gained significance with the spread of HIV/AIDS. Modern condoms made of fine latex pass through stringent quality control tests and are available worldwide.

Condoms are designed to block not only the passage of genital fluids but also any minuscule virus - as small as Spermatozoa (3000 nanometers), HIV (125 nanometers), or Hepatitis B virus (40 nanometers). Rigorous laboratory tests under simulated conditions and research studies among sero-discordant couples have proved that latex condoms are highly effective and reliable. Condoms have stood the test of time. When correctly used their efficacy in preventing pregnancy, STD and HIV is indubitable.



Condom distribution in India

India has six leading companies rolling out nearly 2400 million condoms annually. This makes India one of the largest condom manufacturers in the world. Condoms are available in different features and prices to cater to different population segments. Based on socio-economic indicators the population has been segmented into three different groups, with different promotional and distributional efforts adopted for each group. The three distribution strategies adopted are :

- ✦ Free condom distribution.
- ✦ Social marketing of condoms.
- ✦ Commercial marketing of condoms

Free condom distribution

Free condoms are targeted to the individuals who cannot afford to purchase condoms. The Ministry of Health and Family Welfare procures condoms from the condom manufacturers and distributes them free of cost to the public through Primary Health Centers (PHCs), Sub - centers and other Government clinics.

Heard that?
Govt is giving free
condoms!



Yeah, it's best
that we
loop before we leap!

Condom Promotion

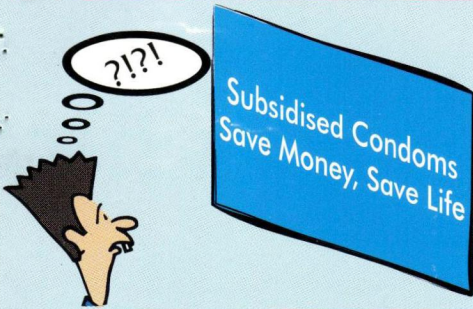
Condom promotion is a very important and critical component in AIDS prevention programs. A study commissioned by APAC to understand the market dynamics and issues pertaining to use of condoms revealed:

- Condom distribution is largely limited to chemists.
- Customers were not loyal to a particular outlet and were willing to buy condoms from non-chemist outlets.
- Apprehensions on the quality of condom, particularly of the freely distributed condoms.
- The consumer inhibitions (besides being embarrassed) blamed that condoms deprive them of the natural pleasure.
- Environment (display) at outlet facilitated ease in purchase.
- Retailers were reluctant to sell condoms, for fear of losing their reputation.
- NGOs were not interested to promote socially marketed condoms.

Baseline study
findings

Condom distribution in India

Social marketing of condoms



The socially marketed condoms are targeted to the population, which are price conscious. This group does not prefer free condoms and pay a price for condoms. To cater to the needs of this group the Government subsidizes the price of condoms and distributes it through social marketing companies and NGOs. Both the Government and the social marketing organizations actively promote the condoms through different media.

Commercial marketing of condoms

The commercial market is aimed towards the audience who do not mind paying a higher price for the condom. In this segment a range of features are also provided to add value to customer satisfaction. Condom manufacturers promote their own brands and do not get any subsidy from the Government for the brands promoted by them.



Condom Promotion

Objectives:

- Increase access to condoms
- Address issues confronting condom use and promotion
- Ensure quality condoms to users
- Create demand and social acceptance for condoms
- Motivate NGOs to get involved in social marketing
- Establish linkages between NGOs and condom manufacturers

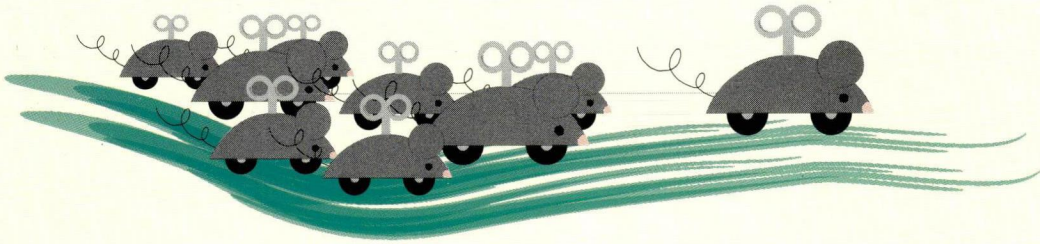
Objectives:

With a policy to discourage free condom distribution, APAC formulated a multi-pronged condom promotion strategy :

- Collaborations with private sector to increase sales and access to condoms
- Training non-stocking retailers to promote condoms
- Promoting social marketing of condoms and initiating test marketing through NGOs
- Creating social acceptance for condoms and increasing demand through generic campaign
- Conducting periodic tests to ensure quality condoms are available to the end-user

Strategy

Keying up a *rat race*



Collaboration with private sector

Condom manufacturers could not thrive in early-nineties as “NIRODH” the subsidized brand of the Government had a 75% market share in Tamil Nadu. Condom manufacturers therefore limited their bulk sales only to a few urban areas. While NGOs chose their interventions at places where truckers stopped and where sex workers lived, condom manufacturers did not adequately cover these areas.

Almost 90% of condom sales were through chemists and there was little importance given to other outlets by the manufacturers. The manufacturers were not interested in other outlets on the assumption that people would buy condoms only from chemists and from none else. They also apprehended poor sales and bad debts. Shortage of staff was another excuse.

APAC's collaboration with the private sector was to:

Increase both accessibility and sale of condoms

Enable interface between NGO and condom manufacturer

Introduce new concepts in condom promotion

Process of selection

Scope of work along with request for proposals sent to condom manufacturers

Review of proposals by an expert team

Presentation to the expert team by the condom manufacturers

Modification of proposal based on expert team recommendations

Award of contract



Increasing sale and access to condoms



Only 17,000 shops in Tamil Nadu sold condoms when the project started. There was a dire need to make condoms available everywhere. APAC invited proposals from three leading condom manufacturers -



JK Ansel Limited (JKAL), TTK LIG Limited (TTK-LIG) and Hindustan Latex Limited (HLL) to overcome the situation. An expert committee comprising of external marketing experts, USAID & APAC officials, reviewed the proposals and in the initial years (1996-99) APAC supported two condom manufacturers - JKAL and HLL to operate in the whole state. In the later years the state was segmented into 3 regional clusters and each manufacturer was supported for one cluster. Financial support to the condom manufacturers was also reduced in a phased manner to ensure that the operations are sustainable.

The support provided by APAC to the condom manufacturers was for:

- Recruiting additional sales force to cover non-chemist outlets.
- Training and capacity building of the sales team.
- Operation of trade schemes to motivate retailers to increase the quantity of purchase and for conspicuous display of condoms at outlets.
- Implementation of schemes targeting the end-users.
- Servicing interior markets through van and auto.
- Publicity of the product at retail outlets and through outdoor media.



Keying up a rat race

Increasing sale and access to condoms

APAC drew a detailed plan for the manufacturers to follow. Each town had a clear plan of the current situation, the proposed objectives and the process for achieving the objectives.



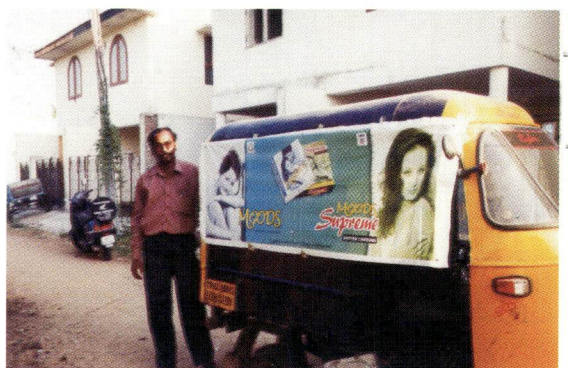
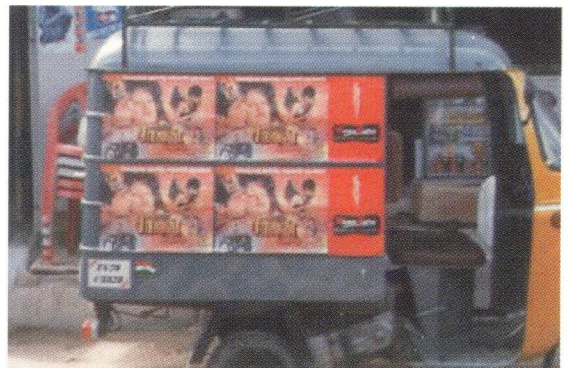
Additional field force that was required, were recruited and put to intensive training. The training imparted information on HIV/AIDS, condoms and market conditions to the representatives, in-addition to building a



positive attitude to service non-chemist outlets and NGO intervention areas. The field staff was also provided supportive supervision in the field by managers and senior sales force.

Attractive display materials developed by the manufacturers also promoted the sales. These promotional materials highlighted the quality of Indian condoms and the dual protection it gives. Small vans with adequate stock of condoms and promotional materials delivered goods twice in a month to faraway retail outlets.

Attractive trade schemes were designed to motivate retailers to sell condoms in large quantities, by displaying both condoms and signages indicating the availability of condoms at noticeable spots in outlets. It was a grand success. Special schemes were also introduced to non-stocking retailers to motivate them to take up condom promotion and get involved in the fight against HIV/AIDS.



Some of the trade schemes operated



Volume schemes: The scheme was operated to outlets that have been involved in selling condoms for longer duration. The scheme was designed to make the retailers buy a certain quantity (more than the usual procurement) over a given period of time in order to be eligible for attractive gifts.

Consumer push schemes:

The retailers were given a certain quantity of condoms (more than the usual procurement) and were offered a scheme, that if they sell all the condoms to customers within a given period of time and effect payment, then they were eligible for attractive gifts.

Display contest:

Interested retailers were enrolled for a competition of display of condoms and promotional materials at their outlets. This had an element of innovation and many retailers had huge displays and cutouts of condoms at their outlets. While a consolation prize was given to all retailers who participated, the winners were given very attractive prizes.



Coverage contest:

Stockists servicing retailers were offered an attractive scheme for increasing their coverage. A team of evaluators randomly visited retailers in each stockist area to assess the availability of condoms at different categories of outlets. The outlets covered included chemists, grocers, departmental stores, fancy stores and petty shops. Gifts were given to stockists where condoms were available in more than 75% of the outlets visited.

Display scheme:

An attractive gift was given to retailers if they had displayed condoms prominently at their outlets for a specified period of time. The scheme had the advantage of addressing the issue of 'customer embarrassment' in buying condoms.

Consumer schemes:

End-users were also in-store for some attractive schemes. Buy one packet and get an additional condom free, scratch the coupon and win attractive prizes, were some of the schemes that were operated for the end-users.

Monitoring progress

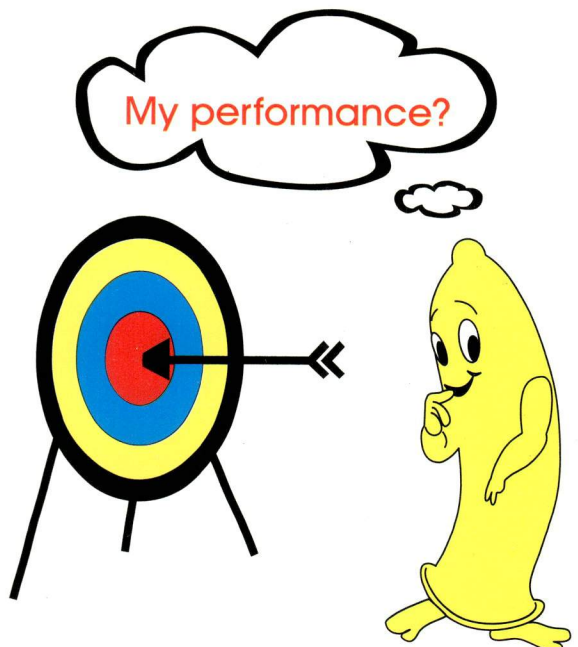


APAC designed reporting formats to facilitate collection of specific information from different channel partners for helping both the project and manufacturers to improve field operations. Town wise performance was regularly reviewed jointly by APAC and the condom manufacturers and corrective action wherever required was immediately taken.

A team of external consultants visited the towns every month - randomly monitored the support given to condom manufacturers and evaluated the progress. During such field visits the consultants discussed with field representatives, stockist and verified the information provided.

They also discussed various trade schemes with different channel partners to assess the extent to which the manufacturers

implemented the schemes. The consultants besides monitoring the progress also provided technical support to the representatives of the condom manufacturers. During field visits, they documented the suggestions others' put forth to them, along with their comments, observations and recommendations - and appraised APAC of their activities.

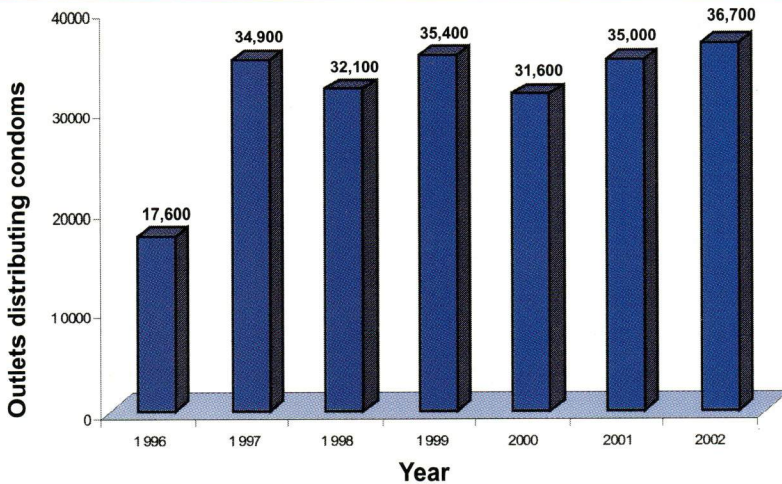


Impact of collaboration with the private sector

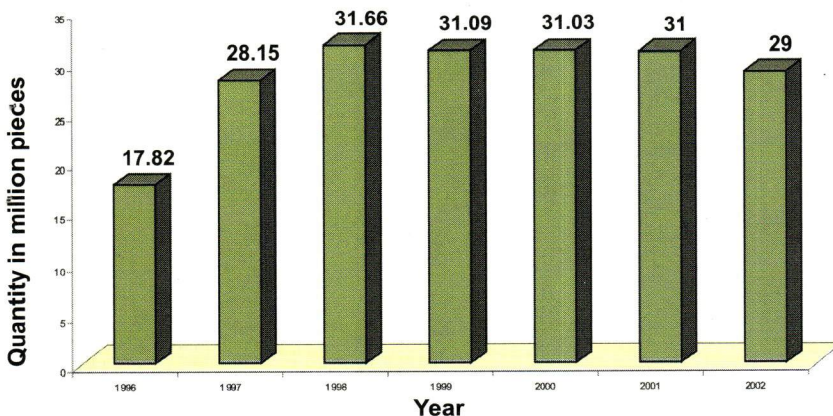
The collaboration with condom manufacturers created a healthy competition among them, leading to increased sales. During 1996 consumer off-take for condoms from retail outlets was only 17 million* pieces. This has increased to 29 million* pieces in 2002. Despite socially marketed brands and rural market's static performance, the overall market grew almost by two fold.

The outlet base expanded and the visibility for condoms in the outlets was remarkable. More non-chemist outlets were getting involved in condom promotion activities. During the start of the project only 17,600* outlets were selling condoms in the state. This has now increased to 36700* outlets.

Retail outlets distributing condoms in Tamil Nadu



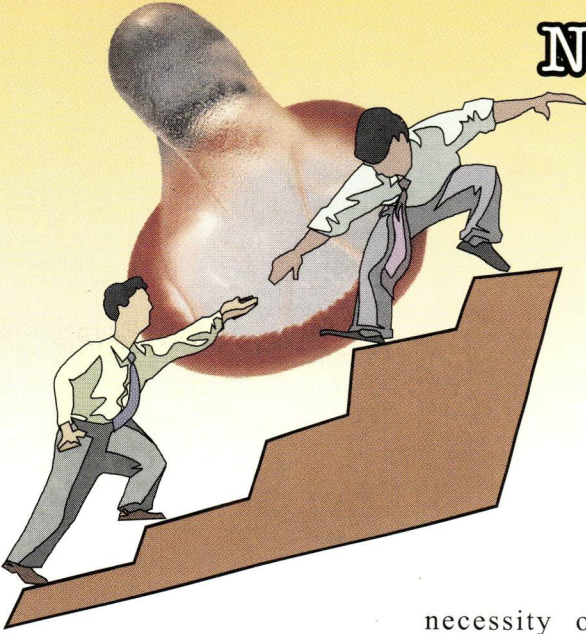
Condom sale particulars



The challenge is now in sustaining the market growth, penetrating into rural markets and intensifying the competition among condom manufacturers. External factors such as restriction on condom advertisements and increase in the cost of condoms are also going to be challenges that have to be addressed in the coming years

* Source Operation Research Group's Research Audit.

NGO-Manufacturer Nexus



NGOs supported by APAC undertake intervention among highly mobile and marginalized communities like truckers and commercial



sex workers, who involve in high - risk sexual behaviour and are easily prone to HIV. NGOs have to arrange for quality, affordable condoms at the intervention sites.

To ensure timely supply of condoms, APAC felt the

necessity of NGOs and condom manufacturers working hand-in-hand for mutual benefit. NGO - Condom Manufacturer interface became the second objective of the private sector collaboration, with the specific aim of :

- Ensuring regular servicing of outlets located at NGO intervention sites
- Offering a wide range of condoms in different prices and features
- Establishing linkages with peer educators to get condoms directly from the manufacturers
- Sustaining the operations

APAC supported Hindustan Latex Limited, as they were the only company that could offer brands priced as low as 50 paise for a piece.

Plan for Servicing NGO Areas

Representatives of APAC, NGOs and HLL together worked out a Permanent Journey Cycle (PJC) and modalities of working at NGO intervention areas. The PJCs indicated the dates of when the manufacturer will visit the NGO, the number of days that would be deployed in each NGO area, and on the particulars of the sales representative who would service the NGO area.



Keying up a rat race

NGO - Manufacturer Nexus



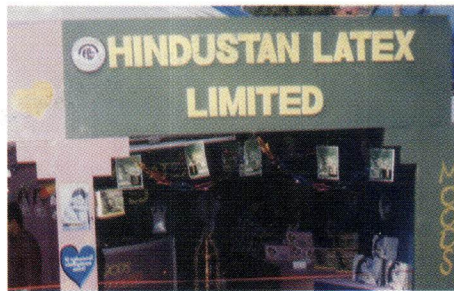
A P A C oriented the field staff on the nature of operation and reporting formats.

Mostly, the NGO representatives accompanied the HLL representative during field visits. This helped HLL to serve the outlets better. On completing the month's work, HLL representative will get an acknowledgment from the NGO indicating the progress of the work. These acknowledgments are consolidated by HLL and submitted to APAC along with their claim.

Special schemes are also operated for outlets, peer educators and community-based organizations in the NGO area.

Participation in NGO meetings

HLL representatives participate in cluster level meetings organized by NGOs. This helps them to put forth their views and to strengthen the relationship with the NGOs.



They also participate in various exhibitions organized by NGOs, display their products and sell them at reduced prices. Peer educators of NGOs get condoms at a subsidized price.

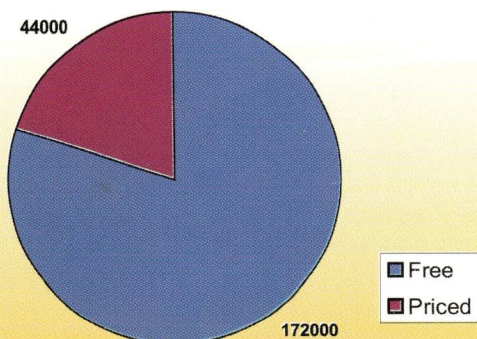
The collaboration has helped the manufacturers to understand the market potential at NGO sites. Extensive coverage of the outlets and increase in commercial condom sales has been reported in NGO areas through the tie-up.

Consultants who periodically visit NGO areas opine that the collaboration has considerably improved the availability of condoms, visibility of stocks and displays and the overall service in outlets. In the last

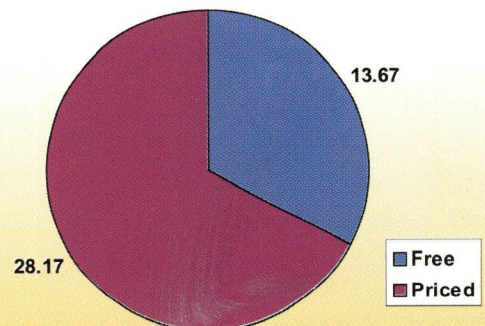
few years, HLL has been able to service more than 4000 outlets in NGO intervention areas and generate a sale of 2.5 million pieces.



Condoms - Priced v/s Free - 1997



Condoms - Priced Vs Free - 2002
(in lacs)

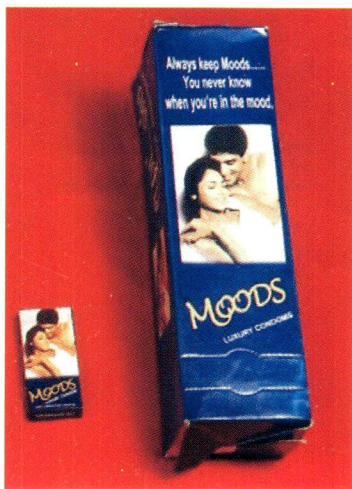


The third objective of private sector collaboration was to support manufacturers to evolve innovative ideas to promote condoms. Promoting condoms in single packs was one innovative concept, supported by APAC.

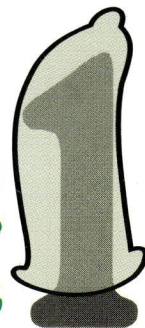
Need for Single Piece Condoms

Current packs available in the market contained 3 to 20 pieces and were primarily meant for the family planning segment. The purpose of packing many pieces together was to reduce frequent visits to retail outlets.

Persons seeking commercial sex tend to ignore condoms on many pretexts. The cost of a pack of three pieces of condom ranges from Rs.10/- to Rs. 20/, which is almost 40% of the average cost of a single commercial sexual encounter. The cost factor could deter them from buying condoms and expose them to STD/HIV infection. To overcome this,



Single condoms: a singular concept



APAC supported HLL to start a pilot project on promoting single piece packs.

Single piece condom packs priced at Rs.3/- was initially launched in two towns to assess the potential and acceptance among customers. The packs were

launched under the brand name "Moods" which was the flagship brand of HLL, thereby eliminating the cost of introducing a new variant.

Promotion of Single Piece Condoms

The pilot project was initiated for a period of six months from July 2000, in 2000 outlets in two towns of Tamil Nadu. Both chemist and non-chemist outlets were covered to assess acceptance by category of outlets. Outlets located near areas that had high floating

Single piece condoms



"Use single piece condom...
be a winner -
save money, save life"

Keying up a rat race

Single condoms: a singular concept

population and where commercial sex work was practiced was given focus.

The promotion started with a personal letter addressed to all the 2000 retailers on the reasons for introducing the single piece condoms and soliciting their support for promoting the new variant. Free samples were given to truck drivers, sex workers and other potential clients to popularize the new packs. Attractive posters were also designed and displayed prominently at the retail outlets to create demand for Moods single packs. Trade and consumer schemes were also introduced to motivate retailers and consumers.

Monitoring of Performance

The operation was monitored regularly in all the 2000 outlets. The sales performance

both prior to the introduction of single piece packs and during the pilot project period was tracked to assess the movement of single piece condoms and its impact in the overall sale of condoms in the outlets. The experience of the pilot project was very encouraging and the operations have been expanded for the whole state.



Single piece condoms: achievements

More than a million single piece condoms have been sold in a short span of time.

With limited demand generation inputs, single piece condoms could secure 2% of market share.

Acceptance of single piece condoms was very good among non-chemist outlets.

The sale of single piece condoms was incremental and did not cut into the existing sale of other brands of condoms.

Outlets located near commercial sex areas reported good movement for single piece condoms.

Single piece condoms facilitated in opening new outlets.

**An inadvertent smile,
misconstrued to be
suggestive or a
request to the customer to
repeat the order, could
very badly
embarrass the customer...**



Making retailers cool customers

Condom being a personal commodity, its promotion depends on a stigma-free, but customer friendly approach. The attitude of retailers has a key role in condom promotion. An inadvertent smile, misconstrued to be suggestive or a request to the customer to repeat the order, could very badly embarrass the customer and dissuade him from buying condoms. Most of the retailers did not have any positive attitude towards condom despite its importance. Even chemists did not give due importance because of insignificant profits.

Non-chemist outlets like groceries, fancy and departmental stores, pan shops and dhabbas (high way eating joints) also were averse to sell condoms.

Most of the reasons are attitudinal. The condom accessibility and availability study conducted by APAC indicated that many people were not regular customers to any particular retail outlet, as far as condoms are

The common reasons attributed to retailer in- difference were:

- **Negative attitudes towards the product**
- **Fear of the wrath of customers, particularly women and children.**
- **Problems anticipated from anti-social elements, especially when other family members are managing the shop**
- **A presumption that it is a medical product and should be sold only at chemist outlets**

Making retailers cool customers

concerned. APAC therefore thought of bringing about an attitudinal change amidst the retailers through training and motivation.

Identification of training institutions & building their capacity

APAC invited appropriate training proposals from leading institutions. A team of experts reviewed the proposals and identified National Institute of Sales (NIS Sparta) as the trainers. A two-day meeting of experts, designed the curriculum and operational plan. The expert team felt that there may not be many retailers willing to participate in the training if it was promoted as an AIDS prevention training and suggested that the training should provide not only information on HIV & AIDS, but also tips on general

business development to the retailers. APAC provided the training to the trainers and a Facilitators' Guide, was prepared as a reference material for the trainers. The training was of four-hour duration and was conducted on Saturdays and Sundays to suit the convenience of the retailers.

Monitoring & impact of the program

During the first year (1999-2000) 2700 retailers were trained. All the trained retailers were followed over a period of 6 months. External consultants periodically monitored the training programs, assessed the quality of the resource persons and verified whether the training delivered the contents totally in conformation to the Facilitators' Guide.



The contents of the retailer training were:

- Information on HIV/AIDS
- Knowledge on condoms
- Identification of impediments in promoting condoms and evolving methods to overcome them
- Knowledge about the common reasons, customer cite for not using condoms
- Business tips to improve the overall customer relationship and business development

Making retailers cool customers



New approaches adopted

The evaluation report for the first year program indicated only 10% conversions and suggested that the program could have been more effective if the following factors were considered.

- Deployment of full time personnel to market and follow on the retailers
- Reduce the training duration to 3 hours
- Reduce proximity of the venue to the retailers
- Positioning the training program as an exclusive AIDS prevention-training program to retailers
- Building an element of social responsibility
- Introduction of participatory learning methods
- Completion of three follow-ups within a period of 45 days
- Better coordination with condom manufacturers for servicing and further follow-ups

APAC implemented the suggestions of the evaluation team in the second year. Another 3100 retailers took training and 45% of them started promoting condoms subsequently. The training program had an average batch strength of 31 and 85% of the them were not stocking condoms prior to the training.

Reasons for larger conversions

- ▶ Distance from retail outlet to the training venue was restricted to 2- 3 kilometres.
- ▶ Careful selection of retailers for training, using retailer potential index.
- ▶ Higher owner participation in training programs
- ▶ Personal visit of NIS project executives during marketing and follow-up.
- ▶ Increased cooperation from NGOs and condom manufacturers speeded up conversions.
- ▶ Use of participatory techniques and attractive colour posters to display the training contents. (These were better than transparencies, as problems like power/equipment breakdown did not hinder).

Making retailers cool customers



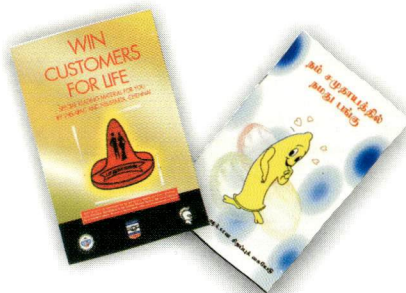
A team of consultants randomly evaluated 15% of the training programs. The evaluation took note of points such as venue, logistics arrangements, capability of the faculty to arouse interest and answer queries raised by the participants. The second year impact evaluation of the training program among retailers revealed that the retailers' motivation to promote condom was a sustained one and not a flippant one-time activity.

The evaluation indicated that the training program served its purpose by developing a positive attitude for condoms among retailers. Majority of the retailers could realize the role of dual

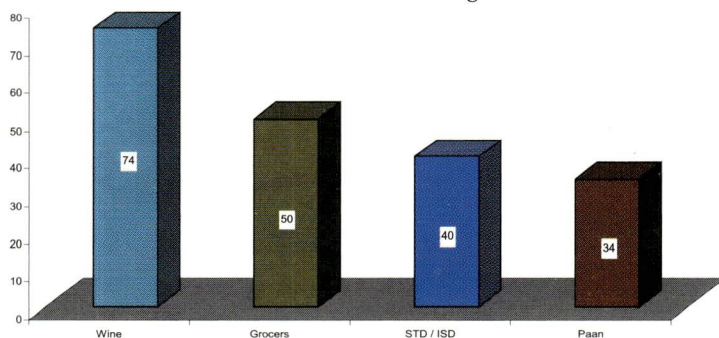
protection that the condom gave. They became familiar with the techniques of stocking and storing the materials. The trained outlets started to prominently display the condoms and were willing to continue sale of condoms, unmindful of slow movement. Conversion was higher among retailers of younger age group.

The training program has been expanded to more towns and

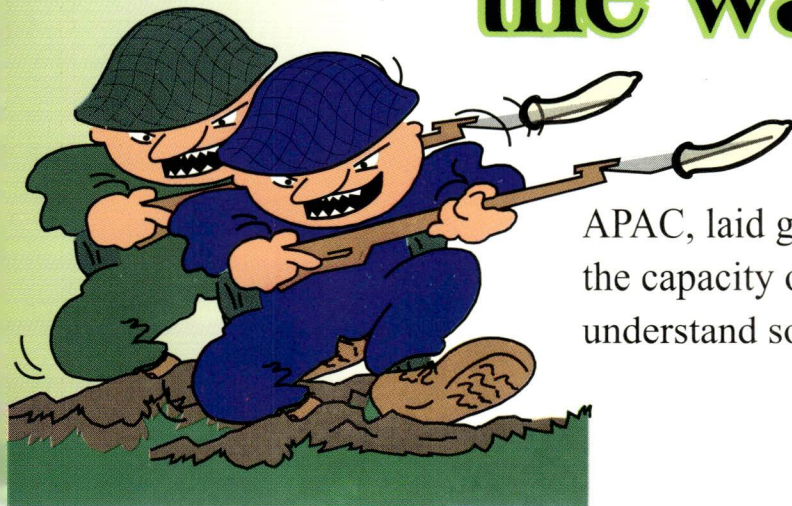
categories of outlets. Outlets like saloons, wine shops, STD/ISD booths have been covered in the training. NIS also follows-up on the already trained and converted outlets for enhancing the sales from the outlets.



**Trained Retailers
who started selling condoms**



Preparing for the war front



APAC, laid great emphasis on building the capacity of the NGOs, to understand social marketing of condoms...



When APAC Project started its operations, most of the NGOs wanted to restrict their condom promotion activities to distribution of free condoms. They did not concentrate on any product related information, or condom-negotiation skills, which play a vital role in influencing the behaviour change of individuals. They introduced free condoms

mainly for encouraging trial and usage, besides helping those who could not afford to buy. NGOs without assessing the buying capacity of target

APAC, therefore laid great emphasis in building the capacity of the NGOs, to understand - social marketing of condoms, phasing out free condoms, promotion of priced condoms, gradual increase of commercial condom outlets and promoting condom sales in NGO intervention areas.



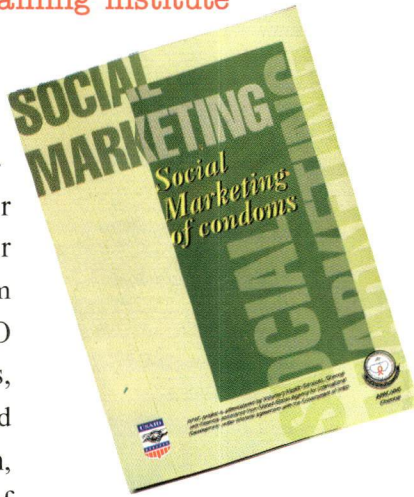
groups uniformly distributed free condoms. The NGOs did not understand clearly the term, 'social marketing,' and its components.



Preparing for the war front

Building capacity of training institute

A three-year contract was signed up with the Madurai based organization - Center for Entrepreneur Development (CED), for imparting training on condom social marketing to 300 NGO participants in 15 batches, between November 1998 and October 2001. An expert team, comprising senior members of faculty of the Administrative Staff College of India (ASCI),

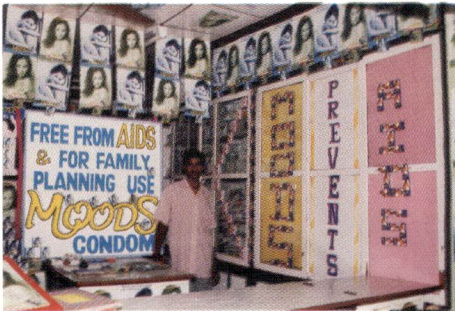


conducts periodic in-house training to the resource persons, on the course contents and methodology.

Random monitoring of the training

The objectives of the training were:

- To provide conceptual clarity to the term 'social marketing' and to bring about attitudinal change among NGOs to undertake condom social marketing
- To improve the knowledge of NGOs' staff on product, user behavior, distribution, and allied issues, such as human anatomy, communication, and self-evaluation methods.
- To provide the NGOs with skills on condom negotiations to address both target groups and retail outlets.



NGO representatives, condom manufacturers, and APAC designed the course contents and decided on the duration of the training program. The four-day training program, designed to be participatory in nature consisted of eight sessions. ASCI trained the resource persons and helped CED in the preparation of a Facilitator's Guide. CED also



programs, by external consultants ensured the quality of the resource persons. It also revealed to what extent the training imparted the total contents, prescribed in the Facilitators' Guide.

Preparing for the war front



The consultants also periodically visited the NGOs to assess the impact of the training program among the NGOs and other stakeholders in the intervention sites.

Outcome

CED has trained 306 persons in 16 programs. The resource persons of CED followed-up the trained NGOs periodically.

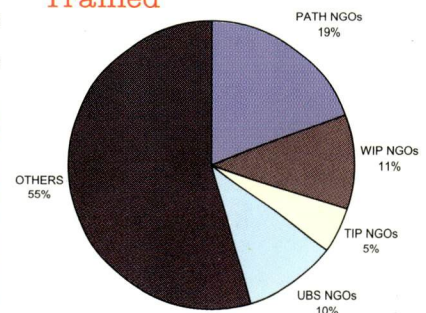
The resource persons consisted of senior faculty of CED and the NGO representatives, who have implemented condom social marketing in their intervention programs. The resource person's integrated theory and practice during their field visits.

NGOs have appreciated the training program and have



acknowledged that the social marketing of condoms have been intensified due to the inputs of the training. Many NGOs from other states have also evinced keen interest to be trained on condom social marketing.

Particulars of NGO Participants Trained



The condom promotion activities of the NGO staff include:

- ▶ Placement of condoms at strategic points within easy access to the target community
- ▶ Demonstration of correct method of using and disposing condoms
- ▶ Explaining on the importance and need for consistent use of condoms, to the target community
- ▶ Highlighting the dual protective role of condoms and its value
- ▶ Dispelling the myths of the target communities about condoms
- ▶ Providing condom-negotiating skills to target community
- ▶ Motivating retailers to promote condoms
- ▶ Create demand for condoms

Test marketing activities undertaken by NGOs

NGOs have also undertaken a lot of test marketing activities to promote social marketing of condoms. These test-marketing activities have given the confidence to the NGOs that social marketing is possible and can give good

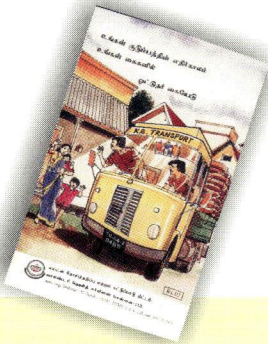
Test marketing activities :

- Trucker handbook
- Trucker Kit
- WIP kit
- Condom Joke Contest
- Postal Intervention
- Operation clean sweep
- Petrol bunk intervention

results if implemented effectively. Test marketing activities undertaken by the NGOs, with the support of APAC resulted in increased distribution and acceptance of condoms.

Preparing for the war front

The intervention programs have yielded positive results in bringing about definite behavior change among different target communities.



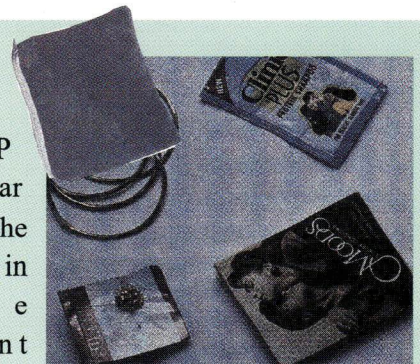
Trucker handbook

In order to promote condoms without any stigma, APAC developed an innovative handbook for truckers. The handbook contained a calendar, 25 printed & perforated sheets for recording income and expenditure, information on STD/HIV/AIDS, and instructions on how to use condoms. A pouch, small enough to hold a pack of three condoms was a component of the book. They sold the handbooks at Rs.10/- a piece, with a margin of Rs.3/- over the cost price of Rs.7/-. NGOs printed and sold 15,000 copies to the truckers. The margin went to the NGOs.



Trucker kit

The trucker kit is yet another test-marketing tool introduced by APAC for promoting condoms among truckers. The trucker kit had items of daily use such as a towel, toothbrush, paste and soap, along with a pack of condoms, and literature on correct condom usage. It contained information on modes of transmission of HIV/AIDS. Nonetheless, the emphasize was on the behaviour change. APAC marketed 1,000 kits, priced at Rs.20/- each to the truckers through NGOs.



WIP kit

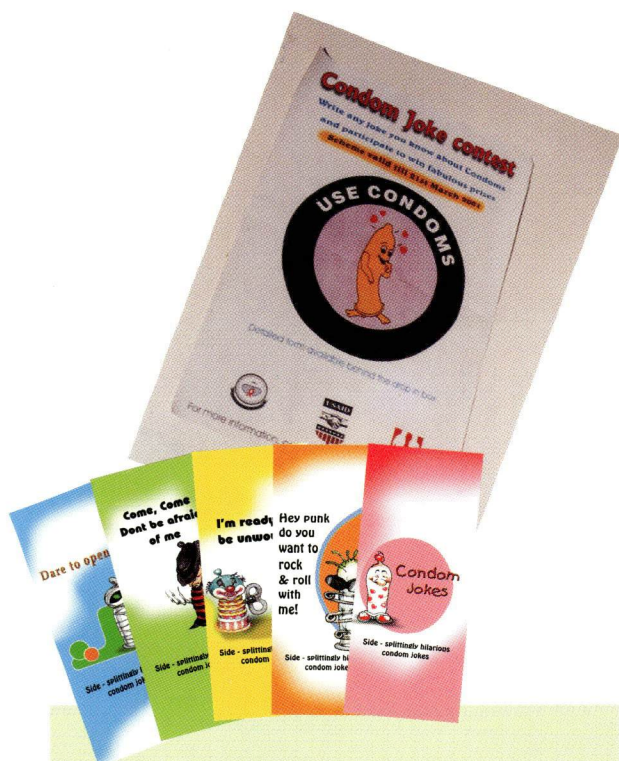
The WIP kit, similar to that of the trucker kit in t h r e e different patterns, and

prices was for women in prostitution. The WIP kits contained items ranging from nail polish, lipsticks, bangles, perfumes etc along with one to three packs of condoms. The three different kinds were priced at Rs.10/-, Rs.25/- & Rs.50/-. A pictorial brochure explaining how to negotiate condom use with different clients was also a part of the contents.



Condom promotion in post offices

APAC supported NGOs, collaborated with the postal department to promote condoms through post offices. An official order has been obtained to promote condoms as a test marketing activity in two districts of Tamil Nadu. NGOs train the postmen on the basics of HIV/AIDS and their role in AIDS prevention activities. Condoms are sold through stamp vending counters in more than 1000 post offices in these two districts. The postmen delivering letters, distribute condoms to self-help groups, fans association and outlets in their area. The reach has been phenomenal and through the program more than a lakh pieces of condoms have been distributed. This success has motivated APAC to expand to more districts making it cost effective.



Condom joke contest

NGOs supported by APAC organized a "Condom joke contest," to popularize condoms, besides helping the people shed their inhibitions about condoms. APAC NGOs kept "Joke Collection Boxes," along with prominent posters displaying the details in 250 shops in Chennai for two months. The contestants dropped the entries in the boxes and response was good. APAC screened the entries and selected 103 jokes based on merits. The "Condom Joke Series" with the selected jokes has been printed and widely circulated by APAC.

Preparing for the war front

Operation clean sweep was another innovative test marketing concept introduced by APAC to improve the distribution of condoms in the NGO intervention sites, by motivating the retailers. Participation of many retailers in the test marketing activity considerably reduced the stigma attached to selling the product. APAC gave six different packs of condoms worth Rs.50/- to retailers along with a dispenser to display them prominently. NGOs assured the retailers to take back the unsold stock by the end of two-month validity

Operation clean sweep

period. The retailers would have to pay only for the goods sold off. This motivated the retailers to try. There were offers of attractive gifts to the outlets that sold all the packs given. This incentive motivated them further. The retailers welcomed the scheme. More than 1,500 new outlets joined the fray, and sold out all the packets of condoms given to them. APAC gave the manufacturers a list of motivated retail outlets. This enabled the manufacturers to deal with the retailers direct.

Promotion of condoms in petrol bunk



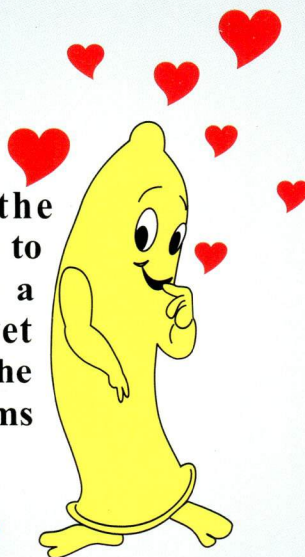
NGOs supported by APAC collaborated with oil companies to promote condom through petrol bunk. Two oil companies HPCL, BPCL came forward for providing support to the programme. More than 100 petrol bunks in Chennai city were trained on HIV / AIDS and importance of condom promotion. They were also given attractive posters and banners to be displayed in the petrol bunks which indicated information on HIV/AIDS and about availability of condoms in the petrol bunks. Scratch n win coupon were distributed to the participants many of whom won attractive gifts.



The condom social marketing training and test marketing initiatives helped in increasing the distribution, and sales of condoms in the NGOs' intervention sites. The commercial outlets selling condoms in the NGO areas increased. The dependence of free condoms has gradually reduced and sale of commercial condoms in the area has increased.

Despite the efforts of the Government, since mid-sixties to actively promote condoms as a contraceptive, it is not yet popular among the public. The primary reasons, why condoms never became popular are:

- ▶ **Competing family planning devices**
- ▶ **Embarrassment faced by people to buy condoms from retailers**
- ▶ **The prejudice that condom did not give the natural pleasure**



Getting people to love the love tool

APAC chose to address these issues by building a positive image of condoms and motivating people to use condoms. APAC devised a campaign with condom promotion as the prime objective.

The campaign was a multi-media-approach and included press ads, TV ads, radio jingles, hoardings, bus panels, events, point-of-purchase material and material for NGOs to educate high risk groups. APAC developed attractive materials for the NGO workers to be used during their inter personal communication with different target groups. The messages were not only attractive, but were also innovative and won the appreciation of NGO staff. Audio-visual advertisements contained the speeches of celebrities of cine-world on safe sex and use of condoms. APAC tested the messages and materials for sensitivity and acceptability before release. APAC also collected periodic feedback from the target communities through both NGOs and established research organizations on the preference and impact of the materials and messages.

Three TV spots were also developed by APAC, which focused on addressing embarrassment to buy condoms and building a positive image for condoms. These spots were aired in prime channels in the highly viewed programs.

The campaign was designed to:

Highlight the dual protective role of condoms

Stress on correct and consistent use of condoms

Build positive image for condoms

Address issues confronting condom use

Create demand for condoms

Promote condoms generically

Getting people to love the lovetoool

Condom Savaal



To address the embarrassment in buying a condom - a big event was planned to associate people with condoms through a play-

way method. The result was Condom Savaal. Soon Condom Savaal trucks started painting the city red. They dared people with games of chance and skill with condom related messages in them.

APAC's psychological strategy of countering embarrassment with fun and games, propelled with alluring prizes paid off.

The games were full of entertainment. Spin & Win had a wheel of fortune with condom messages, which the participants were supposed to bet on. If the message they chose came to rest at the pointer then they would win a prize. Hoopla Hoo was a game of skill. And so was Dart, which had darts to be thrown at a disc carrying messages on condoms. However Tin Din (toppling a set of tins with a ball) was everyone's favourite. Memory was a game for the mind. The event on the whole was well received by the people. The trucks were flagged off by Dr.N.S.Murali, Hon. Sec. VHS, from the premises of VHS itself, on 14th September. A total of six trucks covered various locations in Chennai, Chengalpattu and Kancheepuram. The event was successful and well received.



Celebrity Messages on condoms & AIDS awareness



**Padmashree
Thiru. Kamalahasan**

AIDS is a killer disease destroying millions of lives both in India and the world. It has no cure. So practice safe sex using condoms



Thiru. S. Ve. Sekar



**Thirumathi.
Kushboo**

Faithful partnership and safe sex is the only weapon to fight the incurable disease AIDS

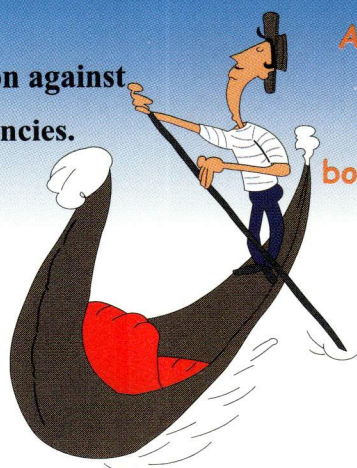
The multi media campaign helped in influencing behaviour change among the different target groups. Retailers report that, of late, customers ask for feature-specific condoms by brand name without any reservation. Condom sales have also gone up considerably in the last few years. The Behaviour Surveillance Studies (BSS), conducted by APAC indicate that condom usage among commercial sex workers and truckers have increased considerably. As many as 20% of commercial sex workers reported that they have started purchasing and using condoms. This is a clear indication of their positive behaviour change.

Condom promotional material

Getting people to love the lovetoool



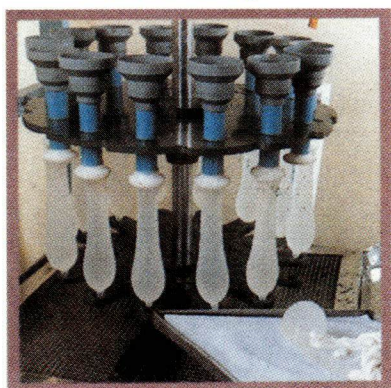
It has been proved beyond any doubt that condoms are effective in offering protection against transmission of diseases, as well as pregnancies. But quality and proper knowledge of its use are important prerequisites for its efficacy...



A Condom is like a boat.
A hole in both spells trouble.

Condoms : The acid test

Water Leakage Test



The quality of condoms is very critical for preventing both infections and pregnancies.

Condoms manufactured in India should confirm to the requirements of Schedule R of the Indian Drugs and Cosmetics Act. Manufacturers test the condoms at production end. Since damage to the products is possible in transit and storage, ensuring the quality of condoms at delivery to the customers is important. APAC periodically tests the stocks at retail

outlets and Government hospitals, from where public get condoms. This is to ensure only quality condoms reach the end-user.

Condom Quality Study Process adopted by APAC

- Different brands of commercial, socially marketed and free condoms were picked from different locations of Tamil Nadu
- Condoms in each pack was segregated in two lots
- One lot was sent to a lab in US & the other to a lab in Chennai for testing
- Condoms were tested against WHO specifications
- Lab results were cross calibrated
- Findings were disseminated to the Drug Controllers office and to condom manufacturers
- Study findings indicate quality of condoms to be good
- Lubrication, Packing are some of the areas for improvement



Challenge AIDS

Not content to rest on its laurels, APAC is geared up to make a mark in the future as well, both in terms of furthering market growth and in terms of creating/reinforcing behavioural change and social acceptability of condoms. Penetrating rural markets, motivating social organisations to take up an active role in condom marketing, making condoms a preferred choice amongst other family planning devices, encouraging consistent use of condoms, addressing external issues like ban on condom ads, high pricing of condoms, will be some of the strategies deployed by APAC to promote condoms and challenge AIDS.

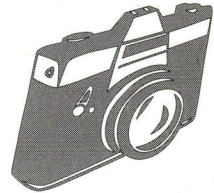
*Q. Why did the condom cross the road?
A. It got pissed off!*



*What is common to a condom and a condominium (a luxury apartment block)?
A guy having them wins girls' approval*



*Q. What do Kodak and condoms have in common?
A. They both capture the moment.*



*Q. What is the difference between a parachute and a condom?
A. When a parachute breaks someone dies, when a condom breaks someone is born.*



*Q. A doctor picks up his phone: "Doctor, you gotta help me, my two year old just swallowed a condom".
A. The doctor grabbed his bag and started to leave when the phone rang again, "Never mind, we found another one."*



*Q. What's common to a bridge partner (a card game) and bed-partner?
A. They both think highly of you when you have the rubber*





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