



# CONDOM PROMOTION Communication

Volume 5 - May 2014



## Stop Press



Dr. Harsh Vardhan took charge of the Health and Family Welfare Ministry as Union Minister. Dr. V K Subburaj, Secretary & Sh. K B Agarwal, Joint Secretary, DAC greeted him on his first day in office on 28 May '14. He also had meeting with senior officials to brief them about govt's priorities.

## Ghana & Angola Delegation on Guided Exposure Visit to India

A delegation from Ghana and Angola visited India during 14-22 April 2014 under South to South HIV/AIDS Resource Exchange (SHARE) project to strengthen National HIV/AIDS response in India & select African countries. The focus of this guided exposure visit was to understand the best practices and innovations in interventions among Key Population.

Mr. Gaurav Jain, Team Leader, TSG-Condom Promotion addressed these delegates on 'Condom Promotion strategies, innovations & lessons learned – India experience' in a session held in Chennai. In order to provide on-site learning exposure to the guests, TSG also organized field. The field visit was organized at Sanjay Gandhi Transport Nagar in Delhi in which officials from DAC, TSG & Delhi SACS also accompanied the delegates. HLPPT, the Social Marketing Organization implementing DAC CSMP in Delhi state organized and demonstrated condom promotion activity through Magic Show. These shows were conducted among the truckers community to promote safe sex.

Visitors appreciated the communication approach and the interactive module of the activity which was found very popular and engaging among the target population. Though comprehension in local language was a big hurdle, the visiting team acknowledged the high involvement quotient as was apparent from the audience response to magic tricks. Visitors also availed the support and experiences as shared by TSG and SMO teams during the visit.

This visit facilitated learning and understanding concept, technique, and expertise towards demand generation of condom for marketing it socially which may eventually lead to developing technical collaborations. This also gave them an opportunity to get embedded with hands on experience in condom promotion program.





# Condom Quality Audit



The need to use a quality condom is extremely pertinent to get protected from HIV/AIDS, STIs and unwanted pregnancy. The success of condom promotion to prevent HIV/AIDS, STIs and unwanted pregnancy hinges directly on quality of condoms and therefore it is critical to know about the quality of condoms that are available in market. During the routine field visits, TSG observed that there are cases of near expiry condoms available in market flooded with higher trade margins, which may get expired by the time it find its way to the user. Further the deterioration in quality is also caused by improper storage.

Nielsen retail audit data indicates that the overall condom market has grown significantly in last couple of years. Many new brands have been introduced in to market during this period.

Keeping the significance of the matter and the market trend in view, TSG has carried out an audit nationally for different condom brands in order to determine the quality of condoms available at retail outlet for end users during Jan-Feb, 2014. The audit was carried out by a third party research agency. All together 36 condom brands (consisting of Social Marketing; Commercial & Free) were tested and the samples drawn from 12 states across the country (covering both rural & urban areas; TI/THP sites & general population areas). The samples collected from field were tested at PRK Pharamanalysts Pvt Ltd, Hyderabad as per quality parameters specified in Schedule R, Drug and Cosmetics Act, 1940 & the Drugs and Cosmetics Rules, 1945.

The condom quality test results clearly indicate that the Gol condom brands Nirodh (free supply) and Deluxe Nirodh (Social Marketing) are 'Reliable' and complying with all quality parameters as per Schedule R. Two condom brands namely "Cobra (Commercial brand)" and "Hot Girl (IMFC brand)" did not comply with the schedule 'R' standards.

PRK PHARMALYSTS

Sl. No.	Brand Name	Lot Number	Conformity to Schedule R, Drug and Cosmetics Act						Remarks/observations
			Thickness	Length	Width	Volume of Lubricant	Strength	Resistance to Breakage	
1	Nirodh	SP10001001	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
2	Nirodh	SP10001002	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
3	Nirodh	SP10001003	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
4	Nirodh	SP10001004	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
5	Nirodh	SP10001005	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
6	Nirodh	SP10001006	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
7	Nirodh	SP10001007	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
8	Nirodh	SP10001008	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
9	Nirodh	SP10001009	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
10	Nirodh	SP10001010	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
11	Nirodh	SP10001011	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
12	Nirodh	SP10001012	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
13	Nirodh	SP10001013	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
14	Nirodh	SP10001014	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
15	Nirodh	SP10001015	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
16	Nirodh	SP10001016	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
17	Nirodh	SP10001017	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
18	Nirodh	SP10001018	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
19	Nirodh	SP10001019	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
20	Nirodh	SP10001020	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
21	Nirodh	SP10001021	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
22	Nirodh	SP10001022	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
23	Nirodh	SP10001023	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
24	Nirodh	SP10001024	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
25	Nirodh	SP10001025	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
26	Nirodh	SP10001026	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
27	Nirodh	SP10001027	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
28	Nirodh	SP10001028	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
29	Nirodh	SP10001029	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
30	Nirodh	SP10001030	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
31	Nirodh	SP10001031	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
32	Nirodh	SP10001032	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
33	Nirodh	SP10001033	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
34	Nirodh	SP10001034	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
35	Nirodh	SP10001035	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
36	Nirodh	SP10001036	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard

PRK PHARMALYSTS

Sl. No.	Brand Name	Lot Number	Conformity to Schedule R, Drug and Cosmetics Act						Remarks/observations
			Thickness	Length	Width	Volume of Lubricant	Strength	Resistance to Breakage	
37	Nirodh	SP10001037	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
38	Nirodh	SP10001038	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
39	Nirodh	SP10001039	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
40	Nirodh	SP10001040	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
41	Nirodh	SP10001041	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
42	Nirodh	SP10001042	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
43	Nirodh	SP10001043	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
44	Nirodh	SP10001044	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
45	Nirodh	SP10001045	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
46	Nirodh	SP10001046	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
47	Nirodh	SP10001047	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
48	Nirodh	SP10001048	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
49	Nirodh	SP10001049	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
50	Nirodh	SP10001050	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
51	Nirodh	SP10001051	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
52	Nirodh	SP10001052	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
53	Nirodh	SP10001053	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
54	Nirodh	SP10001054	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
55	Nirodh	SP10001055	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
56	Nirodh	SP10001056	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
57	Nirodh	SP10001057	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
58	Nirodh	SP10001058	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
59	Nirodh	SP10001059	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard
60	Nirodh	SP10001060	Pass	Pass	Pass	Pass	Pass	Pass	Complies to the standard

## Laboratory Quality Test Results

The audit recommends that end users must be communicated the fact through midmedia activities and promotional materials that both of the Gol brands meets all quality standards and are at par with commercial brands in terms of quality.





# Condom Fate Study

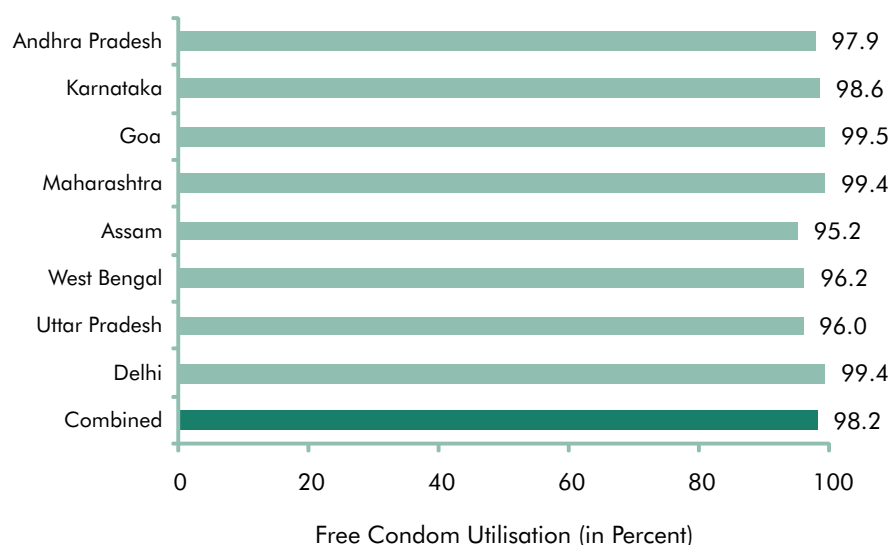
The Condom Fate Study was conducted by TSG to assess the fate of free condoms and determine gaps in supply and distribution of free condoms from SACS downwards i.e. to the TI, and from TI to PE and finally from PE to HRGs.

TI NGOs across eight study states i.e. Uttar Pradesh, Delhi, West Bengal, Assam, Karnataka, Andhra Pradesh, Maharashtra and Goa were surveyed. A mixed method approach was adopted to complete the study. The quantitative component had two sub-components, the first of which was tracking of a sample of HRGs wherein interviewers met respondents and obtained information on condom use on the previous day – the category of condom used i.e. free, social marketing condoms or commercial condoms, number of free condoms procured from PE during the tracking period, details on free condoms used, shared with a friend/ peer/ others, damaged, returned to source and thrown/ dumped to determine wastage. The qualitative phase involved conducting face-to-face in-depth interviews with officials at the SACS and TI level to get their opinions on the supply and distribution.

The key findings revealed that there were no major issues with respect to supply and distribution of free condoms from SACS to TIs across all the study states. It was observed that demand estimation exercises for free condom supply were being done in consonance with the guidelines prescribed, involving the HRG in the process and based on the population covered, number of sexual encounters, factoring in use of social marketing and commercial condoms and condoms brought by clients.

Based on the sexual encounters the HRGs had during the tracking period, it was observed that more than 98 percent of the total free condoms received through PE network had been utilised. The utilisation was highest in Goa (100%) and lowest in Assam (95%).

Further, it was observed that across all states, less than 5 percent of the free condoms returned to the source during the tracking period. About 2 percent of free condoms were reported to be either damaged or dumped.



TSG continuously strives to improve upon the present situation so that the wastage is minimized at all possible levels and following steps were taken in this regard.

- TI staffs were explained in detail about demand estimation and educated about the crucial relationship between demand and supply.
- Programme Managers/ Programme Officers were suggested to monitor the actual free condom distribution status against the demand on weekly basis.
- TIs which were found with major errors in demand estimation and/or calculation of average monthly distribution were asked to recalculate the estimates.
- Besides above measures, the Programme Manager/ Programme Officer of TSUs (Technical Support Units) were also suggested to closely monitor the 'condom gap analysis' done by the Tis.
- TSG started rigorous monitoring of supply chain management of free condoms at TI level.



## Surajkund International Crafts Mela

offered an enlightening platform to promote condom use

With a view to spread awareness among the people about benefits of safe sex, HLL Lifecare Ltd in collaboration with Haryana AIDS Control Society (HSACS) had set up stall in the 28th Surajkund International Crafts Mela 2014 in Faridabad district. The venue wore a festive look with riots of colours splashed all around with beautiful cut outs, streamers, statues, festive poles adorning every corner and so was this stall.

The Condom Promotion stall, set up at the entry of the Mela ground attracted huge crowd for disseminating information about various risks relating to sexual health and method of prevention from these risks. Visitors at the stall were given literature on HIV/AIDS and benefits of using condom as triple protection device for safe and healthy living.

As another unique initiative, awareness in this regard was also created by having a live character in the form of Condom Guru – a know all entity who explained the need to use condom on consistent basis and invited audiences' queries to clarify their myths and doubts related to correct condom use. With his unique get up and mannerisms he attracted hoards of curious visitors who found him too compelling to ignore. Moreover he was presented to the audience in a midair suspension mode, sitting 2-feet above the ground without any support as if using his mystical powers.

Special umbrella dance shows were also performed on stage using Deluxe Nirodh branded umbrellas to normalize the condom and promote its regular use in our fight against HIV/AIDS. The electrifying performances proved extremely popular as the arenas were found packed with the capacity crowd in all shows. Spectators cheered and vied for clicking the photographs to capture their favourite moves. IEC sessions were held after these dance performances in which the means of protection from transmission of infections were described.







Street plays were performed which were followed by the lecture delivered by promoters daily. Anchor conducted games & quizzes related to condom use after each show and distributed prizes to winners. Gifts were distributed by Condom Man which was one of the main attractions of Mela who was move around in Mela promoting safe sex by distributing IEC materials and conducting sessions among small groups.

For the benefits of young audience, a life size cut out of Sachin in cricket gear was put up which people used for clicking their photographs with. A bold slogan 'Use Condom Play Safe' printed on the t-shirt of the cut-out helped people to take the message home. Condom demonstrations were also performed and quiz was organized after each demo session. The winners were presented with the prizes.

The people came to this stall with great enthusiasm and were provided with the free HIV testing and counselling facilities by Haryana SACS. Newspapers, news channels, FM and community radio stations covered these efforts and applauded the engaging approach used for reaching out to the public and convey key messages in very receptive forms.





## TSG had the prized guests at their office



As promised in his induction presentation meeting with TSG, Shri Lov Verma IAS, Secretary, Department of AIDS Control visited Technical Support Group (TSG) – Condom Promotion office along with Shri Subhash Chandra, Director, Administration and Procurement in January 2014. This was the first ever visit of DAC officers of such high levels to TSG office and the occasion was marked with all too happiness in all quarters.

TSG team at its office was all geared up for this exclusive occasion and prepared elaborately. The entire team of TSG headquarter was present to greet the visitors who were welcomed with a flower bouquet presented by the Team leader, TSG. They were given the introduction of each staff members who were lined up for wishing the esteemed visitors. Hon'ble Secretary also took keen interest in every individual with respect to their job profile, responsibilities which led to a brief discussion of issues pertaining to their scope of work.

He also made a comprehensive round of the TSG office premises and appreciated the sitting arrangements. He was cognisant of the fact that the TSG team is working with only handful of key professionals who are responsible for the specific job verticals, for instance operations, research, communication, finance and IT. He also made few queries and shared important suggestions that included adding greenery in the form of indoor plants inside the office.



TSG team made a small presentation to them in which various new, unique and innovative activities to promote condom use and safe sex were showcased. These activities were shown in details with the help of elaborate videos, photographs and descriptive commentaries. They were very courteous to provide their precious time for watching these and expressed their pleasure in doing so. The Secretary was impressed with the degree of novelty for each of the activities showcased during this visit. He expressed his desire to see such events live in the future when organized in or around Delhi.

He appreciated Condom Promotion newsletter as an initiative and wanted its back issues also. Team Leader, TSG presented him with all previous issues of newsletter to make his collection comprehensive. He was also handed over various literatures on TSG including its TORs, structure, checklists for SMM's field working for outlet visits, TI reporting format etc.







# International Women's Day

Condom Man Ki Baraat activity was organised to promote consistent condom use on 8th March 2014 in Chandigarh. This event was scheduled on this day to observe International Women's Day and was organized by HLL Lifecare Limited, the Social Marketing Organization implementing DAC Social Marketing Program in the state in collaboration with Chandigarh State AIDS Control Society and in coordination with TI NGOs of Chandigarh.

This was an event that covered two major locations of the city i.e. Police Hospital, Sector 26, Chandigarh as starting point and Transport House, Transport area in Chandigarh as terminal point for the procession of the Baraat. Moreover the route of this procession was strategically planned so as to include various migrant sites to facilitate maximum possible reach among the key population groups like HRGs, migrants and truckers.

Dr. Sukhchain Singh Gill, IPS, SSP, Chandigarh was the chief guest for this event which was marked with the presence of large public for participation. SACS officials from Punjab and Haryana, police department, TSU Punjab and transport union Chandigarh were invited for the event. Retailer community also participated and witnessed such unique activity for the first time. They appreciated the high decibel output generated through this event. Motivating this community has been one of the key challenges to make the condom program a success.

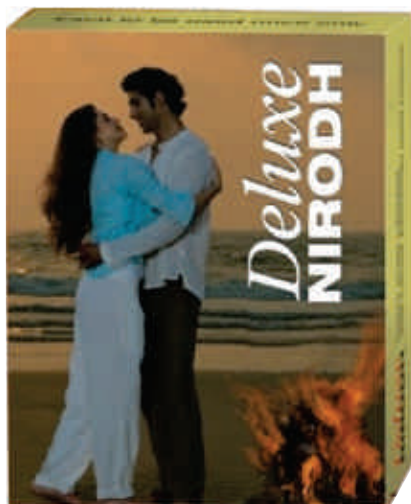


Condom Man was made to play the role of bridegroom whose baraat procession was participated by TI NGOs, members of Chandigarh transport union, teams of HLL Lifecare & TSG-Condom Promotion, officials from Chandigarh SACS, various stakeholders and other enthusiastic participants. Condom Guru made a special appearance on this occasion and was much lauded for his entertaining and informative antics that are popular amongst the audience everywhere.





Gaurav Angrish is a team member of HLL Lifecare Limited, the SMO for Punjab, Haryana & Chandigarh and has been working on this project since March 2013. He is Area Sales Manager presently handling fourteen program districts of Punjab & Chandigarh. Gaurav unveiled his creative self through this sketch in which he expressed the noble cause that he is working for under the current DAC Condom Social Marketing Program in Punjab state. His admirable creative abilities reflected through this piece of illustration exhibit his deep rooted resolve to win the fight against HIV/AIDS. Such humble creative expressions combined with his fine professional performance on program front are bound to have encouraging impact on program outcome. We all are proud of Gaurav and wish him good luck. Keep going..!



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