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POLICY BRIEF NO. 4

IMPACT OF A SOCIAL MARKETING CAMPAIGN ON CONDOM USE IN URBAN PAKISTAN

BACKGROUND

Contraceptive social marketing (CSM) programs in South Asia have relied on contraceptive sales and couple years of protection (CYPs) as primary measures of success, rather than examining the impact of these interventions on changes in behavior. Pakistan has one of the oldest, continuously running condom social marketing programs in the world. Greenstar Social Marketing provides more than 2 million CYPs annually or one-third of the total CYPs provided in Pakistan. As these CSM programs have become an integral part of the national family planning efforts, it is important to ascertain the health of these programs and to assess the impact of specific campaigns launched within these programs. This policy brief discusses the implications of a study on the impact of a condom advertising campaign implemented in Pakistan by Greenstar.

STUDY APPROACH

Between April and June 2009, the second phase of a social marketing advertising campaign for Touch condoms was implemented through private television and radio channels in Pakistan. A nationally representative panel survey of men married to women aged 15-49 years was designed to assess the impact of the campaign. In addition to social and demographic characteristics of respondents, the survey instrument collected information on behavior related to condom use and recall of contraceptive advertisements.

FINDINGS

Exposure to the Touch campaign was associated with improvements in the perceived availability of condoms, increased discussion of family planning, increased approval of family planning, the percentage of respondents who procured condoms, and the mean number of times condoms were procured. Awareness of the ad was also associated with ever use of condoms with wife, current use of condoms with wife, use of condoms in last sex with wife, consistent use of condoms with wife, and intentions to use condoms in the next 12 months with wife (not shown).

Figure 1 (see next page) shows estimated marginal effects from a logistic regression analysis that controlled for differences in the characteristics of respondents who were exposed to the ads and respondents who were not. Exposure to the campaign was associated with a 9.8 percentage point increase in consistent condom use among those exposed to the campaign. The Touch campaign generated an estimated 179,928 consistent condom users at a cost of \$2.80 per user. The campaign also had a substantial impact on discussion of family planning as well as on other measures of condom use.



Figure 1. Logistic regression estimates of the marginal effect (in %) of exposure to the second phase of the *Touch* campaign on various behaviors

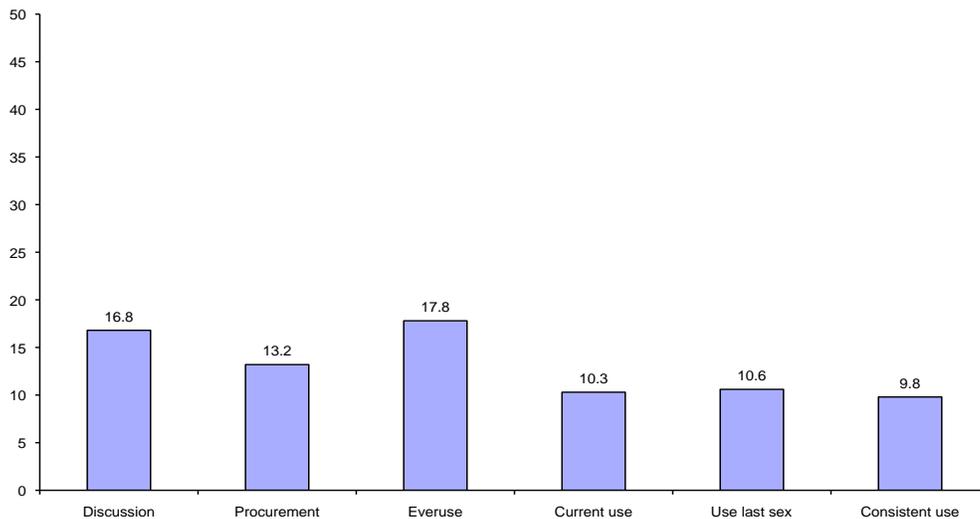
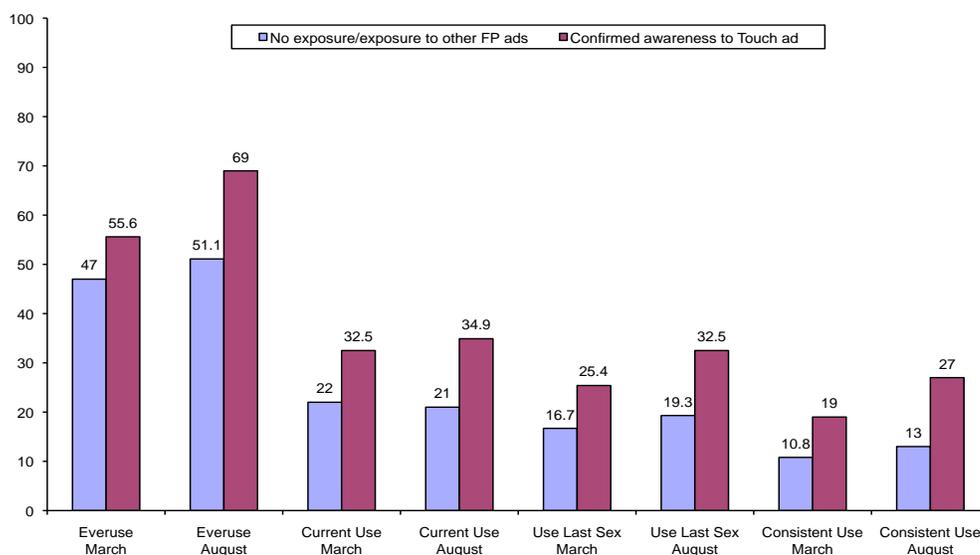


Figure 2 shows changes in various measures of condom use between March and August 2009 (i.e. before and after the *Touch* campaign). At baseline, in March 2009, ever use of condoms was 56% among urban men exposed to a prior *Touch* advertising campaign and 47% among urban men not exposed to the prior *Touch* advertising campaign. At follow-up, in August 2009, condom ever use was 69% among urban men exposed to the *Touch* campaign aired between April and June and 51% among urban men not exposed to the April-June campaign. These findings suggest that the regular condom advertising reinforces the gains in condom use made through prior campaigns.

Figure 2. Levels of Condom Use in March and August 2009 by Confirmed Awareness to *Touch* Campaigns



POLICY IMPLICATIONS

1. Specific campaigns within the long-running CSM program in Pakistan remain effective in increasing condom use in urban Pakistan.
2. Sustained condom advertising campaigns are important in reinforcing the gains made by prior campaigns.