

**AIDSCAP SUBPROJECT FINAL
NARRATIVE REPORT**

**Final Report For the period 15 February,
1994 to August 26, 1996**

Report Prepared by:

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SOMARC III**

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1050 17th Street NW
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FCO Subproject FCO # 52325

Implementing Agency:

THE FUTURES GROUP INTERNATIONAL

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TABLE OF CONTENT

	<i>Page</i>
I. EXECUTIVE SUMMARY	1
II. DESCRIPTION OF SUBPROJECT	
A. Background	5
B. Scope of Work .& Logframe.....	7
III. SUBPROJECT IMPLEMENTATION.....	
A. Management	13
B. Accomplishments	14
C. Constraints	24
D. Findings and Results	24
IV. LESSONS LEARNED/ RECOMMENDATIONS	26
V. DELIVERABLES/PRODUCTS	29
VI. ATTACHMENTS	
A. Condom Promotion and Communication Plan	31
B. AIDSCAP Launch Plan.....	38

I. EXECUTIVE SUMMARY

Heterosexual transmission has been found to be the primary mode of HIV/AIDS transmission in Nepal. An assessment conducted in 1994 (Lox and Subedi) suggested a strong link between the commercial sex industry along the major transportation routes, linking India and urban centers in Nepal, and the rapid spread of HIV/AIDS in Nepal.

In order to assist AIDSCAP in achieving its goal of reducing high risk behaviors among key target groups – especially, commercial sex workers and their clients -- The Futures Group was subcontracted to manage a comprehensive subcomponent of the AIDSCAP/Nepal program. The broad goals of this component were to:

1. Increase knowledge among the target audience that condom use is an effective means of prevention of HIV/AIDS;
2. Expand the availability, accessibility, and use of condoms to target consumers through expanded distribution and promotion of condoms;

In order to accomplish these objectives, The Futures Group subagreement focused on two broad strategic areas:

1. Condom sales and distribution, in order to ensure consistent availability and accessibility of condoms in the target area, and
2. A Multi-media Condom Promotion Campaign to generate increased acceptance, demand and use of condoms by individuals in the target groups.

Expanding on its existing partnership with Nepal CRS Company, under its SOMARC project, to market a complete array of contraceptive products, including two brands of condoms (Dhaal and Panther), FUTURES worked with CRS to improve condom accessibility and availability to the target audience for use in the prevention of STD/HIV/AIDS in the AIDSCAP target region.

In addition, Futures subcontracted with local professional advertising and research firms – Stimulus Advertising and HIMAL Research -- to develop and implement an integrated multi-media marketing communications campaign for condom promotion targeted to populations “at risk”, as well as promoting condom awareness and acceptance among the general population.

Overall, the project successfully implemented both of its key strategies and preliminary monitoring/evaluation results suggest that the strategies were effective in producing the desired impact.

1. Condom Sales and Distribution

At the start of this project, the consumer could be confident of finding condoms in pharmacy outlets, but not in general shops. A comprehensive census of retail outlets/mapping study conducted by CRS in the Central Region (9 districts) in 1994 indicated that while 95% of pharmacies carried condoms, few of the “non-traditional” shops, such as general shops, cold stores and paan shops did so. In urban markets,

where pharmacies are concentrated, this did not represent the problem that it did for the rural consumer. While the nearest general shop might be quite close — the corner paan shop, for instance — the nearest pharmacy might be several kilometers distant.

In order to penetrate these rural markets, especially along the trucking route, FUTURES developed a subcontract with Nepal CRS Company to conduct the following activities:

- A special AIDSCAP distribution taskforce within CRS Company was established to implement sales, distribution and retailer training activities and to develop and implement a videovan operation to better penetrate rural areas with specific messages promoting condom use for STD and HIV/AIDS prevention.
- Nine additional motorbikes, with carriage mounts were purchased in order to extend the reach and the number of effective selling days of each sales person.
- In order to support the sales task force to open new outlets, CRS developed a number of training and merchandising materials. These materials included a variety of incentives for retailers to encourage them to stock condoms. CRS also produced condom “wallets” to use for sampling activities by the outreach workers and CRS staff for videovan shows, street drama performances and other outreach activities.
- CRS Company re-fitted one of its Jeeps to serve as a video van for performances along the trucking route.

As a result of these efforts, by December, 1995, Nepal CRS Company had opened almost 3,000 new outlets for condom sales along the trucking route area, more than 90% of which were non-pharmaceutical outlets.

The result in consumer off-take was also impressive. Whereas the target set for condom sales was 4,000,000 units by August, 1996, condom sales by December, 1995 had already reached over 4,500,000 units in the target area.

The end of project (August, 1996) goal was to increase the number of condom distribution outlets by 50%. By December, 1995, CRS had already succeeded in opening almost 3,000 new outlets. In the AIDSCAP Central Region, 849 new outlets were created, 801 of them “non-traditional”. It is estimated that by December, 1995, over 40% -- almost every other retail outlet — had agreed to carry condoms, representing an increase of over 50% over the baseline. The challenge for the remainder of the project has been to ensure that each of these newly created outlets, many selling only one dispenser per month, continues to stock condoms.

2. Multi-media Condom Promotion Campaign

In addition to availability and accessibility, this subagreement also addressed demand issues as well in order to stimulate condom purchase and use. Earlier research indicated that consumers and retailers often thought of condoms as embarrassing or improper, particularly in a non-medical setting. While condoms have been promoted for many years for family

planning and accepted in pharmaceutical outlets and clinics, broader acceptance of the product in less traditional settings and positioned for disease prevention was yet to be established.

A 3-pronged integrated multi-media communication campaign was developed to support the project, consisting of three interrelated components, utilizing appropriate (small and mass) media for each level of intervention.

1. In order to create a supportive environment among the general population and to reach individuals at risk in a cost efficient manner, the first component utilized mass media to increase awareness about modes of HIV transmission.
2. The second component utilized more directed media to increase individual perceptions of risk.
3. The third component used a combination of direct media and interpersonal media to reinforce and clarify messages and encourage condom use among those most at risk of infection. Components one and two were directed primarily at men 15 - 29; the third component directly targeted clients of CSW's.

The rationale for this integrated approach is based on the body of literature around the world on HIV/AIDS prevention which suggests that efforts to target, and therefore single out, a population most affected by the virus can be counterproductive. Therefore, Component I of this communications strategy was intended to set the stage and establish AIDS/HIV as a problem for all Nepalese and to address the epidemiological and moral imperative to provide information on protection and prevention. Components II and III addressed communities with specific prevention needs, such as clients of commercial sex workers.

In order to unify the campaign, a simple, easy to understand logo was developed to serve as the HIV/AIDS awareness campaign ID and has been used on all communications and training material by the entire project. The logo – a condom character holding a shield and warding off the virus – was tested to ensure that it clearly conveyed the key message of the campaign and was understood by key target audiences, both literate and illiterate. The slogan selected to accompany the logo was, “Condom Lehgown, AIDS Behgown”, which roughly translates to “Wear a condom, drive away AIDS”.

Since even the most valuable information is more likely to be noticed and retained when it is visually appealing, enjoyable, and simple to understand, all project communication materials were designed with this in mind. To avoid confusion and to ensure focus, all materials used consistent themes and visual images and these were adapted and designed to suit the specific media. For instance:

- Radio messages introduced the “Dhaaley” character/condom and conveyed the message to use condoms, while other radio spots incorporated additional but related themes.
- Outdoor billboards and kiosks prominently displayed the logo and slogan along the trucking routes.
- To reach truckers and CSW's in the field, an attractive, easy to read, entertaining comic booklet was developed to convey key messages about STD's/HIV/AIDS and condom use. The story focuses on a truck driver and his helper, “Guruji and

Antare”, and presents an engaging drama which highlights key messages about condoms and prevention of STDs, HIV/AIDS during their drive from India to Kathmandu along Nepal’s trucking route. The logo-character “Dhaaley” is featured throughout the booklet to maintain campaign continuity and to serve as an “off camera” ‘spokes-character’.

- A 45 minute and edited 20-minute film of the “Guruji and Antare” story were produced and shown in video van performances, cinema halls and even shown to television audiences for special occasions like “World AIDS Day”.
- Street Drama performances, given on a weekly basis in towns along the trucking route used an adapted version of the “Guruji and Antare” script which was especially entertaining, interactive, and allowed for more in-depth question and answer sessions between the audience and outreach workers in attendance.
- While television was not a primary medium, it was used to reach the general public and familiarize them with the general campaign theme associating condoms with HIV/AIDS prevention. A sixty-second animated spot was developed and aired for television and broadcast by Nepal TV in late prime time.

While these small and mass media were used to convey the central campaign themes, more product specific promotions were conducted by Nepal CRS Company. These included:

- Condom wallets were distributed at videovan and street drama performances and other events. These included two condom trial samples – one Dhaal and one Panther – as well as important information about prevention of STDs/HIV/AIDS and condom use.
- Merchandising materials for retailers (danglers, stickers, signs) and special jackets for the motorcycle sales team were distributed to encourage more retailers to stock condoms.
- CRS also designed and implemented a retail display contest to encourage retailers to decorate their shops with Dhaal and “Dhaaley” materials. The contest was effective not only in stimulating condom sales growth and promoting awareness of the campaign, but additionally served to make condom sales more acceptable among both the retailer and general community.

These integrated media activities combined with the distribution and sales efforts of Nepal CRS Company were effective in generating awareness and acceptance of the project’s key message points and increasing the availability, accessibility, acceptance and use of condoms for HIV/AIDS prevention. Specifically:

- Condom distribution in the project area was significantly increased by making condoms available in “non-traditional” outlets which had rarely or never carried this product.
- Key target groups – commercial sex workers and clients -- reported an increase in condom use.
- Much improved understanding among the target audience that condoms are an effective protection from HIV/AIDS

In addition to these “bottom-line” indicators, the project was also successful in linking a broad coalition of governmental and non-governmental partners around a central campaign theme and strategic focus. These included the national AIDS program of HMG/Nepal; a variety of NGO’s working in prevention – such as GWP, Save the Children, and LALS; private sector agencies, most especially Stimulus Advertising which developed all of the campaign materials as well as their partners HIMAL research, Sight & Sound productions and Taranga drama troupe; media communication firms such as Kantipur, Nepal television and Radio Nepal, all of whom were willing to use their media to publicize the issue.

II. DESCRIPTION OF SUBPROJECT

A. Background

The HIV/AIDS epidemic in Nepal is at a relatively early stage; however, it has the potential to grow rapidly. Several factors create the conditions for the rapid spread of the disease, including a high incidence and prevalence of STDs, a thriving commercial sex industry (especially along major transportation routes and the border with India), and migration of commercial sex workers and laborers between Nepal and India.

India is now acknowledged as the epicenter of the AIDS epidemic in Asia, and it is estimated that the number of persons in India infected by HIV who will subsequently develop AIDS will outstrip the scope of the epidemic as seen anywhere else in the world to date. The risk behaviors within segments of Nepal's population, the country's open border with India, and Nepal's economic interdependence with India, classify Nepal as one of the Asian nations with greatest potential for the rapid spread of the disease.

It is important that the HIV/AIDS situation in Nepal be addressed before it becomes a major cause of morbidity and mortality. Recent HIV prevalence estimations for Nepal show projections of up to 15,000 HIV positive persons as of 1996. By the year 2000 it is estimated that the number of AIDS cases and deaths in Nepal will be about 1,000 per year. This will have enormous social and economic consequences for the country. Since the disease impacts most heavily on young adults, there will be a significant reduction in economic productivity and, thus, per capita gross national product. In addition, an already inadequate health care system will be severely overburdened.

Available research indicates that the majority of HIV infection in Nepal is transmitted through heterosexual activity and this is the focus of prevention efforts nationally. An earlier research assessment examined the relationship between commercial sex and the potential spread of HIV/AIDS and found a significant link. Among both commercial sex workers and their clients, a baseline study conducted by New Era in 1994 found that although awareness of HIV/AIDS was high, knowledge of the disease, its transmission and means of prevention were low. Correspondingly, condom use was also low and infrequent. STDs are a major risk factor for HIV transmission; therefore, diagnosis and treatment of these diseases in the population is key to preventing HIV transmission. Encouraging 100 percent condom use among persons with high risk behaviors and providing outreach education and counseling to change those behaviors are other important interventions.

About one half of Nepal's population lives in the Terai, about 20% of the land area along the open border with India. In Nepal, those most at risk of HIV infection are those who engage in unprotected sex with multiple partners, in particular, commercial sex workers (CSWs) and their clients. Studies and migrant labor partners show Indian transport and migrant workers and traders crossing the border into Nepal, and Nepalese labor returning from India across the border and working in this agricultural/ industrial area-engaging in high-risk commercial sex in the border areas and along Nepal's major transport routes. This intervention targets CSW's and their clients in the Terai area of the Central Region as well as along the Central Region's major transport

routes. The entire project area includes 22 districts, defined as the 20 districts bordering India, as well as Makawanpur and Dhading. Due to resource limitations and to provide focus for more intensive, targeted interventions, 9 of these districts – 7 along the border and Makawanpur and Dhading were selected as the “AIDSCAP Central Region districts”.

Under an existing USAID-supported contraceptive social marketing project, The Futures Group has been working with the Nepal Contraceptive Retail Sales (CRS) company to develop marketing and communications, improve distribution operations, and develop guidelines for cost recovery. This project supports the integration of The Futures Group’s existing condom social marketing program with the AIDSCAP communication and STD prevention interventions in Nepal.

B. Scope of Work

The AIDSCAP project goal is to reduce the rate of sexually transmitted HIV infection in the Terai/Central Region through the implementation of three major HIV/AIDS control strategies.

The AIDSCAP prevention strategies seek to:

- Reduce sexually transmitted diseases (STD's)
- Increase the use of condoms among the risk populations
- Reduce risk behaviors through communications and outreach education activities to targeted populations

The project target populations are individuals at highest risk: clients of CSW's; transport workers, migrant laborers, military, police, and adolescents as well as commercial sex workers themselves.

The Futures Group through SOMARC has been providing on-going technical assistance to the Nepal CRS Company in support of their CSM activities. In brief:

- Dhaal and Panther, donated by AID, are currently marketed as a family planning method;
- Brand awareness of the CRS condoms has clearly been established, particularly for Dhaal, which is the word used to mean "condom";
- CRS has achieved good distribution in pharmacies and medical shops;
- Dhaal and Panther are affordable; not restrictive;

Because condom promotion in Nepal has focused primarily on the benefits of use as a family planning method, the use of condoms for the prevention of disease is not well recognized.

While the term AIDS is known in Nepal, knowledge of transmission and means of protection is not widespread.

To reach these populations at risk, and to assist in achieving project goals, AIDSCAP subcontracted The Futures Group to conduct condom promotion and distribution activities in the Terai and Central Region communities adjacent to the border with India along the nation's primary transport routes.

Expanding on the techniques of the current CSM program, FUTURES has worked with CRS to improve condom accessibility and availability to the target audience for use in the prevention of STD/HIV in the AIDSCAP target region.

Providing a reliable supply of high quality condoms that are affordable and easily accessible to populations most at risk is integral to reducing high risk behavior and subsequently the rate of sexually transmitted HIV infection along Nepal's major transport routes. Given the presence and affordability of Dhaal and Panther brand condoms, marketed by CRS Company, this subagreement addressed the issue of accessibility through expanded availability and promotion of these brands. Specifically:

1. Expanded Availability. Extend the existing condom distribution system to create a dealership system enabling the sales representatives to reach high risk populations.

To support this expansion, The Futures Group through AIDSCAP funding provided logistical support including additional vehicles (motorcycles) for the CRS sales representatives in order for them to expand their current selling days to include a concentrated effort on non-traditional outlets. At the start of the project, all nine of the CRS sales representatives, based in the Terai, have access to CRS vehicles only 7-10 days per month. Provision of motorcycles to these salesmen was intended to more than double their number of selling days per month.

2. Condom Promotion. Create and implement a communications campaign designed to increase condom usage.

This campaign (see attached communications plan) is based on the following objectives: to increase the existing levels of awareness that sexual transmission is the major route of acquiring HIV infection and AIDS; to increase the individual levels of perceived risks of acquiring HIV/AIDS; and to reduce high risk behaviors that expose one to HIV by increasing condom use. These efforts were focused primarily on commercial sex workers and clients; secondarily to sexually active men and women as well as policy makers and influentials.

In order to develop this communications campaign, Futures subcontracted with a local professional advertising firm – Stimulus Advertising -- and a market research agency – HIMAL -- to develop and implement an integrated multi-media marketing communications campaign for condom promotion targeted to populations “at risk”, as well as promoting condom awareness and acceptance among the general population. A detailed description of the communications plan can be found as an attachment to this report.

A third area of activity – Training – was subsequently incorporated into FHI’s scope of work and removed from the Futures Group subagreement. Nevertheless, TFG has continued to provide on-going training and technical assistance in sales and marketing to CRS as part of its scope of work through the SOMARC contract.

The total budget of \$209,880, was allocated as follows:

	CRS Company Total	Stimulus	HIMAL	
Futures Original Budget 209,880	37,910	126,342	18,395	27,233
Revised Budget* 202,588	34,210	126,982	18,395	23,001

*As the project progressed, minor modifications were made to the scopes of work of both Stimulus and CRS Company. See appendix for complete subagreement scopes of work, original and amended, for CRS, Stimulus and HIMAL.

LOGFRAME TABLE

The Objective Verification Indicators (OVI) described below reflect anticipated results from the entire AIDSCAP project. The OVI listed in the following pages anticipates results of the condom programming component which is covered in this subagreement

Narrative Summary (NS)	Measurable Indicators (OVI)	Means of Verification (MOV)	Important Assumption
<p>Goal</p> <p>1 Reduce the rate of sexually transmitted STD/HIV infection in Nepal with intervention focuses on major transportation routes in the Central Region.</p>	<p>1.1 Stabilization in gender specific STD/HIV prevalence in the Central Region through 1996 (below 1%)</p>	<p>1.1 HIV syphilis sentinel surveillance in the Central region</p>	<p>(Goal to Supergoal)</p>
<p>Purpose</p> <p>1 Reduce high risk behavior particularly among core groups in targeted area including CSWs and their clients</p>	<p>1.1 70% of the target population reports condom use in the most recent sexual intercourse of high risk (with a non-regular partner) by EOP</p>	<p>1.1 KAPB surveys complemented by focus group discussions</p>	<p>Government continues to a AIDS prevention message the mass media and allows condoms to be distributed non-traditional outlets</p>

Narrative Summary (NS)	Measurable Indicators (OVI)	Means of Verification (MOV)	Important Assumptions
<p>Outputs</p> <p>1 Extend existing condom distribution system to reach target population</p> <p>2 Increase HIV/AIDS prevention and condom promotion media messages across the country with primary focus along the major transport routes in the Central region</p>	<p>1.1 70% of all traditional and non-traditional outlets adjacent to identified commercial sex establishments or near other high risk locations become condom outlets by end of project</p>	<p>1.1 Sales Reports</p>	<p>Commercial sex worker and other high risk areas can be identified</p>
	<p>1.2 Sales will reach 4 million condoms sold annually by end of project in the target area</p>	<p>1.2 Sales Reports</p>	<p>CRS remains a viable business venture; condom supply to CRS is maintained</p>
	<p>1.3 50% increase in number of condom distribution outlets</p>	<p>1.3 Sales Reports</p>	
	<p>1.4 Fewer than 10% of participating condom outlets experience stock-outs</p>	<p>1.4 Sales Reports</p>	
	<p>2.1 75% of target of population (s) along the Central region's major transport routes identifies condom promotional messages as a source of information on prevention of STD/HIV</p>	<p>2.1 Baseline survey compared to FY 1996 evaluation</p>	<p>Mass media campaign allowed to air</p>

Narrative Summary (NS)			
Activities			
1	Condom Distribution Component		
1.1	Purchase 9 motorcycles and custom fitted rear carriage mounts and container for CRS salesmen		
1.2	Train sales force in the use of condom as an AIDS/STD interventions supplementary training of retailers		
2	Condom Promotion Component		
2.1	Develop creative concepts		
2.2	Design and produce merchandising material e.g. mobiles, tin sign for riskshaws/buses; caps/ T-shirts/umbrella/canvas bags for rickshaw wallas, coasters, keychains		

Narrative Summary (NS)				
2.3	Produce pamphlets/booklets, comic books, etc.			
2.4	Design and paint wall paintings			
2.5	Produce and air electronic messages e.g. TV/Cinema/Radio			
2.6	Produce 5-10 minute vignette on AIDS to air in cinema halls and mobile vans			
2.7	Design and produce campaign slogan and logo			

III SUBPROJECT IMPLEMENTATION

A. Management

Management of this subproject has been assigned to the Futures Group Asia Regional Deputy Manager since the beginning of the subproject. Initially this was Ms. Susan Howard; in April, 1995, these responsibilities were assumed by her successor, Mr. Anton Schneider.

The original budget for this subagreement was \$209,880. Following discussions with the AIDSCAP project monitor, this budget was modified to \$202,588 in order to best accommodate project needs.

Funding for all project management and technical assistance activities by TFG was through the SOMARC III project (1993 - 1997), currently in Nepal, and at no cost to the AIDSCAP project.

B. ACCOMPLISHMENTS

The specific goals of the project were as follows:

Knowledge Goal:

- 75% of target population identifies condom promotional messages as a source of information on prevention of STD/HIV.

Product-Related Behavioral Goal

- 70% of all traditional and non-traditional outlets adjacent to commercial sex establishments or near other high risk locations become condom outlets by end of project;
- Sales will reach 4 million condoms sold annually by end of project in the target area;
- 50% increase in number of condom distribution outlets.

Behavior Change Goal:

- 70% of the target population report condom use in the most recent high risk sexual encounter (Indicator for entire AIDSCAP project)

In order to achieve these objectives, the condom promotion activities under this agreement focused on two broad strategic areas:

1. Condom sales and distribution, in order to ensure consistent availability and accessibility of condoms in the target area, and

2. A Multi-media Condom Promotion Campaign to generate increased acceptance, demand and use of condoms by individuals in the target groups.

1. Condom Sales and Distribution

Experience has shown that condom purchase is not often pre-planned, and like other consumer goods, availability of the product as close to the point of use as possible will effect sales and use. This means that condoms must not only be available, they must be available when the potential user wants to use them. A good comparison is the cigarette product category. Since it is one of the fastest moving, high-volume consumer products, marketers have been successful at making the product available in tens of thousands of outlets nationally in Nepal. A potential consumer need only walk a short distance to the nearest shop or street vendor to purchase a stick or a pack. This is not the case with condoms. Although, like cigarettes, a single unit will be used in a single usage occasion, the consumer who has run out will likely find that he needs to travel some distance to find his product. If we take the cigarette analogy one step further, we find that unlike the cigarette user, who may pursue his addiction fairly aggressively, the condom user will not be likely to go far out of his way to find his product. If it is not readily available, he will not bother to make the purchase or use the product, for unlike smoking, which cannot happen without the product, sex without condoms is not only possible, it is often preferred.

At the start of this project, the consumer could be confident of finding condoms in pharmacy outlets, but not in general shops. A comprehensive census of retail outlets/mapping study conducted by CRS in the Central Region (9 districts) in 1994 indicated that while 95% of pharmacies carried condoms, few of the “non-traditional” shops, such as general shops, cold stores and paan shops did so. In urban markets, where pharmacies are concentrated, this did not represent the problem that it did for the rural consumer. While the nearest general shop might be quite close — the corner paan shop, for instance – the nearest pharmacy might be several kilometers distant.

In order to penetrate these rural markets, especially along the trucking route, FUTURES developed a subcontract with Nepal CRS Company to conduct the following activities.

A. Establish special AIDSCAP distribution taskforce within CRS Company.

Expansion of condom sales and distribution activities was prioritized with Nepal CRS Company by identifying a special AIDSCAP Task Force to implement sales, distribution and retailer training activities and to develop and implement a videovan operation to better penetrate rural areas with specific messages promoting condom use for STD and HIV/AIDS prevention.

The task force leader appointed for this position was Deepak Pyakurel, previously one of CRS’s key area (sales) managers. He was assisted by the condom brand manager, Mr. Rohit Shrestha, and key sales representatives.

B. Purchase Motorcycles

To extend the reach of the sales team, Futures worked with CRS Company to purchase 9 additional motorcycles with mounted carriage racks to hold condom supplies. These motorbikes are being used in the AIDSCAP region to make it easier for the sales team to visit more retailers more frequently by making them less dependent on the availability of CRS's fleet of Jeeps.

C. Retailer Training and Merchandising Materials

In order to support the sales task force, CRS also developed a number of training and merchandising materials. These materials included wall clocks, mirrors, and T-shirts, to use as incentives for retailers to stock condoms. CRS also produced condom "wallets" to use for sampling activities by the outreach workers and CRS staff for outreach activities, videovan shows and street drama performances.

D. Video Van

CRS Company re-fitted one of its Jeeps to serve as a video van for performances along the trucking route. CRS selected one of its existing vehicles (thus, no additional cost to the project) and refurbished it, purchased and installed a video projector and screen and other equipment necessary for use, maintenance and repair. Video Van performances began immediately following the Multi-media launch in July, 1995. By August, 1996 there had been 59 shows all along the trucking route, providing education and entertainment to over 30,000 thousand people

As a result of these efforts, by December, 1995, Nepal CRS Company had opened almost 3,000 new outlets for condom sales along the trucking route area, more than 90% of which were non-pharmaceutical outlets.

The result in consumer off-take was also impressive. Whereas the target set for condom sales was 4,000,000 units by August, 1996, condom sales by December, 1995 had reached over 4,500,000 units in the target area.

The end of project goal was to increase the number of condom distribution outlets by 50%. By December, 1995, CRS had succeeded in opening almost 3,000 new outlets. In the AIDSCAP Central Region, 849 new outlets were created, 801 of them "non-traditional". It is estimated that by December, 1995, over 40% -- almost every other retail outlet -- carried condoms, representing an increase of over 50% over the baseline. The challenge for the remainder of the project has been to ensure that each of these newly created outlets, many selling only one dispenser per month, continues to stock condoms.

2. Multi-media Condom Promotion Campaign

In addition to availability and accessibility, there were demand barriers as well. Consumers and retailers often thought of condoms as embarrassing or improper, particularly in a non-

medical setting. Condoms had been promoted for many years for family planning, so acceptance in pharmaceutical outlets and clinics was well established, but general acceptance of the product, especially for disease prevention, was not.

In order to support the distribution activities, a variety of small and mass media activities were implemented to increase acceptance and demand for condoms. A 3-pronged integrated multi-media communication campaign was developed to support the project, consisting of three interrelated components, utilizing appropriate media for each level of intervention.

1. In order to create a supportive environment among the general population and to reach individuals at risk in a cost efficient manner, the first component utilized mass media to increase awareness about modes of HIV transmission.
2. The second component utilized more directed media to increase individual perceptions of risk.
3. The third component used a combination of direct media and interpersonal media to reinforce and clarify messages and encourage condom use among those most at risk of infection. Components one and two were directed primarily at men 15 - 29; the third component directly targets clients of CSW's.

The rationale for this integrated approach is based on the body of literature around the world on HIV/AIDS prevention which suggest that efforts to target, and therefore single out, a population most affected by the virus are counterproductive. Therefore, Component I of this communications strategy was intended to set the stage and establish AIDS/HIV as a problem for all Nepalese and to address the epidemiological and moral imperative to provide information on protection and prevention. Components II and III addressed communities with specific prevention needs: transport workers, migrant laborers, etc.

A. Campaign/Project Identification

Due to the complexity of the issues, the wide range of activities, audiences and media, it was felt that a specific campaign logo or ID was critical in order to unite the various components of the campaign and, more broadly, all activities under this project. The logo was developed to serve as the HIV/AIDS awareness campaign ID and has been used on all communications and training material by the entire project in order to provide focus for the audience(s), ensure continuity among materials and create a visual "mnemonic" image in the consumer's mind, making it readily identifiable in the mind of the consumer. In addition, the campaign logo, due to its popularity, has been adopted (and adapted) by sister projects in the region.

Because of the key role which the logo was intended to play, extensive consumer research was conducted in its development. The research, both qualitative and quantitative, was conducted by HIMAL Research through a subcontract with FUTURES. The research consisted of a combination of focus groups, in-depth interviews and a small quantitative study to select a final logo design for the project and to pretest the comic booklet/video script. Many designs were developed by the agency, and pretested. Ultimately, four "finalist" candidates were selected

through an extensive screening process which included brainstorming exercises, consumer focus groups and in-depth interviews, and culminated in a “Delphi” group at AIDSCAP. This group, consisting of AIDSCAP implementing agency partners and facilitated by representatives of the advertising agency and research company, included a review of the communication strategy (Stimulus), a review of the research to date (HIMAL), and provided a consensus-building group brainstorm forum in order to agree on the finalist logo candidates to be tested in the consumer research which would be used to select the “winner”. All four finalists, selected by this group were condom character personifications, and the winner, selected through consumer testing, was a condom character, holding a shield and kicking an HIV/AIDS virus. The shield is a well-recognized symbol of condom protection in Nepal, and the “pictograph” nature of the logo was found to clearly convey the key strategy: condoms provide protection from AIDS/HIV. Using a personified condom character has the added advantage of providing a likable, readily identifiable spokes-character for the product and allows for greater public acceptance of condoms. The logo has been used across all media – including print, broadcast, and outdoor. In addition, an animated “Dhaaley” was used to reinforce key points in the video, and a 60-second PSA features Dhaaley instructing the audience in how to use a condom properly.

The slogan selected to accompany the logo was, “Condom Lehgown, AIDS Behgown”, which roughly translates to “Wear a condom, drive away AIDS”. The slogan was felt to closely link with the action represented by the logo character, while the rhyme made it easy to remember. In addition to its incorporation in all print materials featuring the logo, the slogan has also been used successfully as a signature in all broadcast messages.

B. Promotional Activities

Link with Family Planning Condoms

Clearly, these efforts have built on the established success of the social marketing condoms – Dhaal, in particular -- for family planning, and provided an opportunity to expand their positioning as protection/barriers methods for the reduction of AIDS/HIV.

Comic Booklet

To reach truckers and CSW’s in the field, an attractive, easy to read, entertaining comic booklet was developed to convey key messages about STD’s/HIV/AIDS and condom use. The story focused on a truck driver and his helper, “Guruji and Antare”. During their drive from India to Kathmandu along Nepal’s trucking route, the older, wiser, Guruji tells Antare about condoms and the problems they prevent. During the course of the story, Antare, in a comical fashion, and in his own humorous way, not only listens and accepts his elder’s message, but finds a few new uses of his own for condoms. The logo-character “Dhaaley” is featured throughout the booklet to maintain campaign continuity and to serve as an “off camera” ‘spokes-character’.

The comic booklet/video drama was tested in mini-focus groups among the target audience along the trucking route. In addition, Stimulus manager, Ravin Lama traveled to Hetauda in

order to get the feedback of the GWP outreach workers on the comic booklet, radio and tv spots. Their reactions, combined with the consumer research findings resulted in a number of design changes to ensure cultural acceptability, clearer message communication and stronger appeal.

As the comic booklet was about to go to the printer, a concern was raised among the AIDSCAP partners about the acceptability of the comic booklet cover illustration: specifically, whether the audience would approve and accept a man's hand around a woman, as in the cover's "dream bubble" illustration. Extensive research on the entire comic booklet had indicated that the cover was acceptable to the target audience. However, since the original research design had not specifically isolated the cover and to ensure cultural acceptance of the design, a separate research survey was designed and fielded focusing specifically on the cover design. FUTURES and HIMAL designed the research, Stimulus prepared an alternate cover as a potential substitute in the event the audience uncovered problems with the original cover design. HIMAL completed all interviews the following week, with a report to FUTURES and AIDSCAP a week after start of fieldwork. Research results supported the integrity of the earlier cover design and gained the support of all of the AIDSCAP partners. Research revealed that the target audience clearly understood the fantasy nature of the "bubble" illustration and felt that the original pose was a more realistic rendering of what a young man, such as a truck driver's assistant, might fantasize.

Video

In order to effectively reach key target audiences along the India-Nepal trucking route, especially drivers and their helpers, an "enter-educate" drama was created, which was entertaining, while conveying key messages about HIV/AIDS, especially focusing on condom use as a prevention measure. The drama, edited to 45 minute and 20 minute lengths, tells the story of a driver and his helper, titled "Guruji and Antare". In the course of the drama, Guruji is the older and wiser, and Antare, the assistant, learns key lessons about HIV/AIDS and the importance of condoms by listening to Guruji and by his own experimentation with condoms. The film was shot as a real-life drama to maintain interest among the target audience, but the animated spokes-character, "Dhaaley" makes several appearances and serves as "master of ceremonies" to introduce the film and reinforce several key points to the audience about prevention of STD's/HIV/AIDS and condom use. The treatment is both serious and comical, consistent with Nepali dramas and has been welcomed by audiences wherever it has been shown.

Street Drama

In addition to the video, the "Guruji and Antare" script was adapted for street drama performances to provide a more interactive (and traditional) media, which combined key messages with slapstick and even condom use demonstrations in order to reach an even wider audience. The street drama group, Taranga, was hired by Stimulus Advertisers, under subcontract to Futures and put on performances on a weekly basis in central locations throughout the trucking route area. The audiences for the drama found these performances highly entertaining and averaged approximately 500 per show. These performances, like the

video van performances are closely coordinated with GWP staff who assist with preparations and public relations and use the performances to extend and enhance their outreach opportunities, answer audience questions and distribute informational and promotional materials, including the "Guruji and Antare" comic booklets and condom wallets.

Radio

While more targeted media (such as comic booklets, video and performances) were effective, their reach and especially frequency of messages is, of course, limited. To provide such reminder messages and consistent message reinforcement, radio was also utilized. In total, 5 radio spots were produced and the media airing schedule was alternated among these messages for variety and to feature different key messages which mutually reinforced each other.

The five radio spots include a radio jingle, "Dhaaley", promoting condom use, "Tea Shop" which informs listeners of facts about AIDS transmission and seeks to correct inaccurate rumors of casual transmission, "Doctor" which focuses on the importance of early treatment of STD's, "Guruji" focuses on barriers to condom use, using the now familiar Guruji and Antare characters; and "Shop" which includes a dialogue between condom customers and a female shopkeeper, in an effort to make condom purchase less embarrassing for customers and shopkeepers, especially women.

Television

Although the radio spots convey key messages, radio does not provide visual information. Since our campaign "spokesman" was a central aspect of the campaign and embodied key messages about condoms, television was used as well. For this media, a 60-second spot was created by Sight & Sound, under subcontract to Stimulus, which featured our animated character, "Dhaaley". The spot proved highly entertaining, and has provided an important means of getting the condom message to a broad audience. As with all of the materials produced for the campaign, the treatment was highly entertaining, even comical, while incorporating serious messages about HIV/AIDS transmission, prevention, and focusing on acceptance of condoms and their use.

Cinema Halls

Stimulus, with input from AIDSCAP and FUTURES made several changes in the media mix as the project progressed. Although the drama had been designed for both video van shows and cinema hall performances, cinema placement would be too expensive, given the length of the film. Stimulus was able, however, to negotiate with cinema hall owners along the trucking route for free media placement. In addition, the cinema halls also show the one minute television spot in all of their performances, for a small fee.

Versions of the edited video film were screened to audiences of AIDSCAP IA's, CRS, GWP outreach staff, and the NCASC to ensure the completeness of the messages, the social acceptability of dialogue and scenes, and the acceptability by Communication Ministry censors.

Kits for Retailers, Media and Event Participants

To assist CRS in its sell-in to retailers and also to provide informational materials during retailer trainings, a “retailer kit” was also produced under subcontract to CRS. Deepak Pakyurel conducted extensive discussions with project personnel and with the retailers themselves to design a set of materials which were convenient enough for the retailers to keep on hand for easy reference for their own use and to assist in answering customer’s questions and concerns about AIDS. The retailer’s kit is a vital component which includes general information to the retailers about HIV/AIDS, the importance of their participation in the prevention effort, and includes specific information about transmission, prevention and proper condom use, along with condom samples. The final design was a small folder, including three information sheets on sturdy plastic-coated stock with the information. The cover features the distinctive blue and white Dhaaley logo. A similar cover design was used for special kits produced by Stimulus for the press and launch event guests.

Launch

Many months of hard work culminated in the very successful launch of the AIDS Awareness and Condom Promotion Multi-Media Campaign, developed as part of a collaboration between FHI/AIDSCAP and FUTURES, through subcontracts with Nepal CRS Company, Stimulus Advertisers and HIMAL Research. The launch took place on July 24, 1995 at the Soalte Hotel in Kathmandu, and included all of the AIDSCAP implementing Agency partners, including GWP, Save the Children and LALS. The event featured the screening of AIDSCAP’s newly completed “enter-educate” film, “Guruji and Antare”, developed by film producer Deependra Gauchan under the direction of Stimulus Advertisers. The film was produced in two versions -- a longer length 45-minute film and an edited version, 20 minutes in length. The film features the adventures of the title characters, a truck driver and his assistant, as the wind their way from the Nepal -India border to Kathmandu along the trucking route which has been identified as AIDSCAP’s target area. The film is directed at truck drivers and other young men who find themselves away from home for extended periods of time and seeks to educate them about AIDS/HIV transmission, prevention and the importance and proper use of condoms.

The “star” of the event, however, was the character, “Dhaaley”, developed to symbolize condom use and protection under the campaign theme of “Wear a Condom, Drive Away AIDS”. “Dhaaley” was displayed on banners and pennants around the hotel’s “Megha Hall” and a 10-foot Dhaaley inflatable greeted visitors at the entrance to the event. He was also incorporated into the other condom promotional materials, including the film (in which he served as spokesman), the radio spots and the promotional materials which have been developed for consumers, media and the trade, such as comic booklets, condom wallets, glow signs, T-shirts, press and retailer kits, and stickers.

The event itself was attended by about 200 people including representatives of HMG, the media, NGO’s, community leaders and donors. It was officially opened by the Vice Chairman of the National Planning Commission, and guests of honor/featured speakers included the USAID mission director, representatives from the ministry of health, CRS, and FHI/AIDSCAP, with Stimulus director, Ravin Lama, serving as master of ceremonies.

Public Service Announcements promoting condom use and providing information about AIDS/HIV prevention began on the day of the event. Video van performances were launched by Nepal CRS Company about a week later, with a “launch” performance in Hetauda, and were followed by the street theater performances, staged by Taranga, which commenced the following day.

Outdoor Advertising and Merchandising materials

Under a separate agreement with Nepal CRS Company 5 kiosks and 5 billboards were set up all along the trucking route. These durable kiosks and hoardings featured the “Dhaaley” logo and prevention message in two-sided billboards in high visibility locations which could be seen from the road, in many cases, visible from over 500 meters away in both directions.

Nepal CRS Company also produced and distributed a number of materials to assist in their sell-in activities to the retailers. These included condom wallets (the design and initial 35,000 were produced under this subcontract) to be distributed at events and by outreach workers, merchandising materials for retailers (danglers, stickers, signs) and special jackets for the motorcycle sales team.

Other Condom Promotion Activities

As an integrated component to the campaign, CRS designed and implemented a retail display contest open to all retailers along the trucking route in the fall of 1995. In the first phase, the contest was open to retailers from Naubise to Birgunj; in phase two (implemented by CRS Company in 1996), to those in the remainder of the AIDSCAP region. Like other retail display contests, this contest encouraged retailers to use their creative skills by decorating their shops with Dhaal and “Dhaaley” materials. Cash prizes were awarded to the top winners selected by the judging committee at the end of the display contest. Other contestants won consolation prizes and all retailers were given a certificate acknowledging their participation. The contest was open to all retailers who purchased at least two condom dispensers. In order to provide them with the means to fully unleash their creative design skills, the retailers were given empty Dhaal dispensers and other promotional materials, such as danglers, to decorate their shops inside and out. The contest was effective not only in stimulating condom sales growth and promoting awareness of the campaign, but additionally served to make condom sales more acceptable among both the retailer and general community.

These integrated media activities supported the distribution and sales efforts of Nepal CRS Company, and were effective in generating awareness and acceptance of the project’s key message points. (See Section D for Results).

C. CONSTRAINTS

Efficient implementation of this subcomponent of the project was hindered by the absence of a country representative and difficulties in communication between the Jakarta office of TFG and the Nepal office of FHI/AIDSCAP. Although the original plan was to complement frequent in-country visits by the project manager with “telephonic communications”, the Nepal country office requested that the telephonic communications be dropped in favor of fax. This provided a better record, but hampered discussion and on-going dialogue.

The contracting process was also difficult. For instance, major purchases – such as motorcycles and video van equipment – required several levels of approval, including FHI, TFG, CRS management, the CRS board, and USAID.

An additional constraint was in the management of CRS activities. TFG was and is providing technical assistance to the CRS Company in all social marketing activities, including condom sales & promotion. However, in January, 1996, FHI assumed direct management of AIDSCAP CRS activities, such as condom promotion and other AIDS - related activities. This created a situation in which CRS was receiving multiple inputs in the same technical area – condom social marketing. Like most local organizations, their management capacity is fragile and limited and multiple technical inputs suggesting differing sets of priorities from the donor organization can only exacerbate management problems.

D. FINDINGS AND RESULTS

The specific goals of the project were as follows:

Knowledge Goal:

- 75% of target population identifies condom promotional messages as a source of information on prevention of STD/HIV.

Product-Related Behavioral Goal

- 70% of all traditional and non-traditional outlets adjacent to commercial sex establishments or near other high risk locations become condom outlets by end of project;
- Sales will reach 4 million condoms sold annually by end of project in the target area;
- 50% increase in number of condom distribution outlets.

Behavior Change Goal:

- 70% of the target population report condom use in the most recent high risk sexual encounter (Indicator for entire AIDSCAP project)

As mentioned above, the condom promotion activities under this agreement focused on two broad areas:

1. Condom sales and distribution, in order to ensure consistent availability and accessibility of condoms in the target area, and
2. A Multi-media Condom Promotion Campaign to generate increased acceptance, demand and use of condoms by individuals in the target groups.

These integrated media activities supported by the distribution and sales efforts of Nepal CRS Company, and other project interventions were effective in generating awareness and acceptance of the project's key message points. Specifically:

Knowledge Goal:

A preliminary rapid assessment was conducted by New Era Research (funded directly by FHI) in 1996 among a small sample of CSW's (25) and clients (25). Because of the limited sample size, the results cannot be considered definitive, but they are suggestive and provide some interim measure project results prior to the final project assessment by FHI which will measure and provide quantitative indicators. This survey, conducted approximately a year and a half after launch, revealed that awareness of AIDS among CSW's, which was already high (80%, according to a baseline survey conducted by New Era in 1994) increased to 100%. Even more importantly, knowledge of its transmission rose from 53% to 76%, with most of this increase attributable to an understanding of the key message that "sex without a condom" poses a significant risk of transmission, which rose from 23% to 52%. Similarly, knowledge of effective prevention measures climbed from 46% to 76%, with recognition of condom use as a method of prevention rising from 34% at the start of the campaign to 64% after approximately 18 months.

Behavior Change Goal:

Most important of all, condom use also increased -- 76% of CSW's interviewed as part of New Era's 1996 preliminary rapid assessment reported using condoms and 60% used them in their last commercial encounter, compared with 56% and 35%, respectively in the baseline.

Sales and Distribution Objectives:

The target set for condom sales was 4,000,000 units by August, 1996. By December, 1995, sales had already reached over 4,500,000 units in the 22-district target area.

The end of project goal (August, 1996) was to increase the number of condom distribution outlets by 50%. By December, 1995, CRS had succeeded in opening almost 3,000 new outlets, 95% of which were "non-traditional". In the AIDSCAP Central Region, 849 new outlets were created, 801 of them "non-traditional". It is estimated that by December, 1995, over 40% -- almost every other retail outlet -- carried condoms,

representing an increase of over 50% relative to the 1994 baseline. The challenge for the remainder of the project has been to ensure that each of these newly created outlets continues to stock condoms.

Radio and outdoor proved to be the most effective means of reaching the target audience, while pharmacy displays, cinema halls, outreach workers and supportive print materials (i.e., comics) were also effective. Television, which was used only to a very limited extent, was also mentioned, and proved to be a cost effective media. The street drama was mentioned only infrequently, suggesting that while highly entertaining and interactive, it is not a mass media. It should, perhaps, be noted again, that the rapid assessment survey included only 50 respondents, and its results are merely suggestive, not definitive. The final quantitative assessment of media effectiveness will be determined by the end of project evaluation survey.

<u>Heard/Saw Messages on:</u>	<u>CSW's</u>	<u>Clients</u>
• Radio	72%	72%
• Billboard	60%	48%
• Pharmacy	32%	36%
• Cinema hall	32%	24%
• Outreach workers	32%	20%
• Print material	28%	32%
• Video van	12%	16%
• TV	8%	16%
• Street drama	8%	4%

Source : New Era, 1996

IV. LESSONS LEARNED/RECOMMENDATIONS

- Mass Media messages to the general public not only reach key target groups, but also create a supportive environment for targeted efforts. Efforts to target specific groups are generally known to members of the general community. The result may be a sense of isolation for the targeted individuals, resentment among the community directed at those individuals, coupled with a sense of complacency among the general public that the problem is not theirs and that others are responsible. Supportive mass media messages include the entire community in the prevention initiative and familiarize them with key aspects of the campaign so that they can accept a broad range of interventions, targeted to specific individuals and groups.
- Inclusion of all partners in initial strategic and design initiatives creates a sense of ownership cutting across key organizations and groups. In this project we've made an effort to include all partners in all key decisions. For instance, the design of the "Dhaaley" logo through a "Delphi" group ensured acceptance among a wide range of organizations, both government and non-government.
- Use of variety of tightly integrated media has been a key success factor. The logo and key messages have been used across all materials. The logo has provided a strong central focus for the campaign, making it accessible to both influentials and community members.
- Building local private sector partnerships and NGO links can contribute to long term program sustainability. At the conclusion of activities in August, 1996, partners in the AIDSCAP program included several private sector firms, including advertising, research and production agencies, and variety of local NGO's. Through their efforts, various media activities have been donated, and key organizations have been trained in production and implementation of positive, effective interventions. This capacity and motivation will ensure continued momentum, and can contribute to donor resources.
- Integration and cooperation with the national AIDS program is essential. The efforts of programs such as AIDSCAP must fall within the scope of the national program. In the case of Nepal, we have been fortunate in that the national program "adopted" many of our materials. This linkage has also proven important in obtaining necessary media clearances, donated media and other vital clearances and resources.
- Communication campaigns work best when integrated media are used. The street drama performances have been very well received by the communities in which they were performed and the interactive nature of the medium has contributed to their successful reception by the community. However, the reach of traditional media is limited. Video van performances extended the message, while mass media and outdoor provided even greater opportunities to reach a broader audience and reinforce the message on a frequent basis. The program's linkages between communications, marketing and outreach activities has also proven a strong asset. The communities in which street drama performances were held may also have had outreach activities, retailer trainings, condom sell-in, etc. These linkages increased acceptance of condom promotional activities for AIDS prevention and general acceptance of program interventions. At the same time, print, broadcast and other media must be

supplemented by interpersonal efforts in order to effect real behavior change. Not only outreach workers, but also condom retailers were recruited into this effort.

- Gaining the support of key media gatekeepers is critical and involves persistence. Our experience with television is a good case in point. It required several months of negotiations by a number of people and organizations until a sustained television campaign was cleared for airing.
- It is perhaps worth noting that research investments pay off. When we designed the campaign, there was a feeling that too much money was being invested in materials design. In retrospect, the program was strengthened considerably by materials and a logo which were well received by all target groups (at all levels of the socio-economic spectrum). It is questionable whether the program could have gained the confidence and support of all of these organizations and groups without well-researched and effective communications and promotional materials.
- Use professionals. This simple lesson is important. In the case of Nepal, professional research, advertising and production agencies were utilized to research and create the complex integrated multi-media campaign, with support from international technical assistance, including Porter/Novelli and The Futures Group. NGO's were utilized for the work they do best - community outreach. Condom distribution was conducted by the largest condom distributor in Nepal - Nepal CRS Company.

V. DELIVERABLES/PRODUCTS

Equipment

- Video van equipment, including projector, screen and maintenance equipment
- 9 motorcycles
- 9 Motorcycle carriage racks

Media Advertising Materials

- One 60-second animated spot
- One 45-minute and one 20-minute video drama, entitled, “Guruje and Antare”
- Street Drama Performance script
- 5 Radio spots:
 - “Dhaaley” jingle
 - “Doctor”
 - “Tea Shop”
 - “Couple”
 - “Guruji and Antare”
- 197 Video cassette copies of 45-minute film, 20-min film and 60-sec spot
- 35mm cinema prints (5)
- 5 billboards
- 5 kiosks
- 4,000 Tin signs
- 300 glow lamps

Promotional and Merchandising Materials

- Dhaaley Logo
- 1 Dhaaley inflatable
- 10,000 comic booklets
- 35,000 condom wallets
- 500 wall mirrors
- 200 T-shirts
- 250 caps
- 15 jackets
- 300 Condom Flowers
- 1,000 Color Video Poster
- 200 Dhaaley Posters
- 1,000 PVC Sticker (Car Sticker)
- 1,000 PVC Sticker (Regular Sticker)

Launch Event Materials

- 1 Welcome Banner
- 8 Pennants

- 220 Envelopes for Invitation Card
- 210 Invitation Cards
- 1,000 Danglers
- 200 Guest Kits
- 10,000 Comic Books
- 50 Press Kits
- 200 Condom Corsages

Reports and Plans

- Logo Research (HIMAL)
- Comic Booklet and Cover Design Pretest (HIMAL)
- Communications Strategy (attached)
- Launch Plan (Attached)
- Street Drama Evaluation Reports (Stimulus/Taranga)
- Media Plans (Stimulus)

Attachment A.

CONDOM PROMOTION AND COMMUNICATIONS PLAN

Overall Plan Communication Goals:

To increase the existing levels of awareness among target audience that sexual transmission is the major route of acquiring HIV infection and AIDS;

To increase the target audience's perception of individual risk of acquiring HIV/AIDS; and

To promote consistent and correct condom use as a method of protection from HIV/AIDS.

Target Audiences:

Primary: Sexually active men 15 - 29 years of age

Secondary: CSWs

[AIDSCAP identifies clients of CSW's and CSW's as the project's target audiences. In order to reach clients of CSW's, the communication plan proposes that the advertising target audience be defined initially as sexually active men 15 - 29 years of age and subsequently using a component approach utilize directed media to specifically reach clients of CSW's. (See below). CSW's will not be a primary advertising target, because of their inaccessibility to mass media vehicles, but will be reached through outreach efforts conducted by FHI/AIDSCAP.]

Approach:

A. Components

The campaign consists of three interrelated components and will utilize appropriate media for each level of intervention.

The first component, which will be directed at men 15 - 29 years of age, will use mass media to increase awareness about modes of HIV transmission; the second component will continue to focus on men 15 - 29 and will use more directed media to increase individual perceptions of risk; the third component will use a combination of direct media and interpersonal media to reinforce the message and encourage condom use among those most at risk of infection. This component will directly target clients of CSW's.

The rationale for this approach is based on the body of literature around the world on HIV/AIDS prevention which suggest that efforts to target, and therefore single out, a population as affected by the virus are counterproductive. Therefore, Component I of this communications strategy will set the stage and establish AIDS/HIV as a problem for all

Nepalese and will serve to address the epidemiological and moral imperative to provide information on protection and prevention. Components II and III will address communities with specific prevention needs: transport workers, migrant laborers, etc.

A secondary message will be directed at the CSWs through use of interpersonal training, peer counseling, and support materials. This plan will only address the communication component of this activity, with the balance of activities handled by the AIDSCAP outreach team.

B. Campaign/Project Identification

A logo will be developed which will serve as the HIV/AIDS awareness campaign ID which will be used on all communications and training material by the entire project. The logo will communicate protection from HIV/AIDS and symbolize positive behavior change (use of a condom). The logo will seek to establish symbolic visual associations between HIV/AIDS prevention and a culturally significant image or symbol such as a sword and a shield (the Nepali word for shield is Dhaal which has become the generic term for condom; the image of a shield also represents the warrior caste which would reinforce the protection imagery). The symbol may represent the positive outcomes of using a condom such as an images of strength or a loving couple. The symbols and the concepts they represent will be consumer tested before development.

C. Link with Family Planning Condoms

Clearly, these efforts will build on the established success of the social marketing condoms for family planning, and will seek to expand their use as protection/barrier methods for the reduction of AIDS/HIV. However, the campaign does not contemplate brand specific advertising for condoms though the halo effect of the generic/branded dhaal/Dhaal condom should result in increased awareness and use of the branded product. This tactic will be thoroughly tested before launch to ensure viability of the approach.

Nepal Conceptual Framework

MESSAGES INPUT	DESIRED OUTCOME
Component I Information	Receive Information
Component II Knowledge/Concern	Internalize Message
Component III Social support	Behavior Change <ul style="list-style-type: none"> • Individual Motivation • Normative Compliance

Implementation Strategy

Component I: Get Attention

Objective: To increase the existing levels of awareness among target audience that sexual transmission is the primary mode of acquiring HIV infection and AIDS.

Strategy: Use key media to reinforce the primary message:

- inform members of the target audience about how HIV is transmitted with emphasis on sexual transmission;

and to set up components two and three of the campaign through dissemination of secondary messages intended to:

- dispel the myths regarding casual contact;
- promote the fact that a healthy looking partner can transmit the AIDS virus without even knowing that he or she is a carrier;
- promote awareness that condom use is a method of preventing HIV;

Target Audience:

Sexual active men 15 - 29 years of age.

Media/Media channels/media support:

- Radio Messages
- Visual Print Ads
- Merchandising effort promoting a protection message
- Distribution of mobiles and stickers to retailers
- Wall paintings and billboards in key trading areas along the targeted transport route

Desired Action/Outcome:

Increase awareness of transmission routes for AIDS/HIV and other STDs.

Tone and Manner:

Non-threatening; informative; straightforward.

Benefit/support:

Healthier sexual life. Reduce risk of contracting STDs and AIDS.

Component II: Create Awareness of Risk

Objective: To increase perception of individual risk of acquiring HIV/AIDS.

Strategy: Use directed media to:

- Reinforce that HIV/AIDS is sexually transmitted and is more likely to be transmitted if STDs are present;
- To create awareness of methods of prevention, with an emphasis on condoms;
- To promote how and where to buy a condom;

Target Audience:

Sexually active men 15 - 29 years of age

Media/Media Channels/Media Support:

- Cinema/TV messages
- Radio
- Wall paintings and bill boards
- CRS sales promoters blitz target area with product merchandising
- Retailer giveaways (TBD)
- Tin signs on buses
- Sign paintings on trucks

Desired Action/Outcome:

Building on the first component of the campaign, this component will reinforce the message and create awareness of methods of prevention. Therefore the desired outcome will be an increase in awareness of specific methods of prevention, especially the condom, which will lead to an improved assessment of current risk and appropriate prevention measures.

Tone and Manner:

Same as Component I.

Benefit/Support:

Same as Component I.

Component III: Motivate Action

Objective: To promote consistent and correct condom use as a method of protection from HIV/AIDS.

Strategy:

- To utilize targeted media which allow in length and format more complete and complex treatment of modes of transmission of HIV.
- To teach people engaging in high risk behaviors how to recognize common symptoms of STDs and understand the importance of obtaining prompt treatment;
- To motivate high risk behavior change in order to reduce risk of infection (how HIV can be avoided) through:
 - ⇒ promoting correct and consistent condom use in every sexual encounter;
 - ⇒ convincing CSW's to require their clients and other partners to use condoms consistently and that insisting on use of condoms will not be objectionable to client;
 - ⇒ increasing social pressure for condom use from individuals who have influence over members of the target population (Pimps, madams, men sharing a prostitute, etc.)
- To communicate the positive outcomes of performing safer behaviors because:
 - ⇒ use of condoms protects manhood: their fertility; ability to bear future children.
 - ⇒ use of condoms in high risk encounters protects a man's health.
 - ⇒ use of condoms in high risk encounters protects the health of their wives and unborn children.
 - ⇒ using a condom relieves you of the worry about contracting AIDS.

Target Audience:

Sexually active men 15 - 29 who engage in commercial sex, and, secondarily CSWs.

Media/Media Channels/Media Support:

- Comic books
- 5-7 minute soap opera style film (shown in cinema/video vans)
- Mobile video van
- Distribution of coasters, calendars, comic books to bars and tea shops
- Distribution/sampling of condom two-packs to mobile video van audiences
- Involvement of truckers unions in distribution and sale of condoms

Desired Action/Outcome:

Correct and consistent condom use with commercial sex workers.

Tone and Manner:

Frank, explicit presentation of modes of transmission and methods of protection especially in encounters with CSWs.

Benefit/Support:

Same as Component I.

Attachment B.

AIDSCAP LAUNCH PLAN

Goals:

- To kick-off AIDSCAP's "condom for disease prevention" multimedia campaign as part of its integrated STD/HIV/AIDS prevention strategy.
- To generate nation-wide attention, visibility and support among government, NGO and private sector groups to promote the importance of the condom for disease protection, individual and family health.

Objectives:

- Generate favorable publicity for the condom as an effective measure for disease prevention
- Generate favorable climate of opinion to support active condom promotion
- Familiarize key influentials with specific components of the AIDSCAP campaign, including materials, messages, activities and partner organizations
- Produce press coverage of the event, and create media interest in providing on-going coverage of AIDS prevention activities
- Feature individual partner activities, including CRS condom distribution and promotion, GWP outreach activities and NCDA interventions, and demonstrate project integration

Date: July 24

Time: 2:00 p.m. - 5:00 p.m.

Venue: Soaltee Hotel (STIMULUS to arrange)

The main auditorium will be used for the event itself and will be set to accommodate up to 200 guests. In addition, the reception area foyer in front of the auditorium and the rear garden (weather permitting) will be utilized for receiving guests and for snacks and refreshments. Decorative banners and displays, including a large inflatable logo, will be displayed in the front of the hotel, to be easily visible the length of the entrance driveway.

Agenda Items:

8 - 10 Key Speakers (Ravin Lama to act as Master of Ceremonies)
Video Preview Showing (15 minute film)
Preview of :60 animated video spot
Preview of radio ads (to be played during breaks)
Snacks

Decorations:

- Inflatable Logo (approx. 2 -3 meters tall, tethered 2-3 meters above ground to be seen from a distance and serve as high visibility attention getting device to announce the event. This inflatable will also be used for video van and street drama performances. The inflatable will be placed in front of the hotel outside of auditorium area to be highly visible from end of hotel driveway. (STIMULUS)
- Condom Corsages for guests (STIMULUS)
- Condom Flowers for tables/decoration (STIMULUS)

Activities/Displays:

- A “Condom Creativity” Contest. (AIDSCAP/Asha)
- Contest to be organized by GWP among Outreach Workers. Display set up at launch. Materials judged by panel and Prizes awarded at event. (Open to all AIDSCAP IA Staff)
- CRS Display Table to include Condom brands (Panther, Dhaal) and Condom Promotion Materials (NEPAL CRS COMPANY)
- NCDA Display Table (NEPAL CHEMIST AND DRUGGIST ASSOCIATION)
- GWP Display Table (GWP)
- Save/US Display Table (SAVE)

Speakers/Invitations

- A joint list of guests and speakers will be drawn up by AIDSCAP and Nepal CRS Company. CRS to provide list to AIDSCAP to complete and provide to Stimulus to send out invitation letters. CRS will personally invite special/chief guests.
- Invitations will be printed by Stimulus and will include the Logo on the cover. Invitation letters to key guests/speakers will also include a brief background about the project, including key objectives, messages, activities and collaborating partners.

Materials:

- Press Kit. (A4-size folder with Logo on front cover, containing AIDSCAP Backgrounder, retailer kit flyers, Press Release, Logo sticker, black & white photos. (STIMULUS). CRS to provide brochure for inclusion in press kit.

Related Press Announcements:

- Press Release on day of event. Stimulus/AIDSCAP to draft (6/26). This will announce event, provide background on AIDS/HIV situation in Nepal, general public awareness/target focus, key messages (transmission, prevention, condom use) quote from key spokesperson, collaborating organizations.
- Additional Editorial materials will follow in the days and weeks before and after the launch. AIDSCAP to provide editorial materials to be used as models from other AIDSCAP country projects. Stimulus to adapt for Nepal.

Photography/Video

For Documentation/Dissemination purposes, still and video photographers will be hired to cover the entire event (STIMULUS to hire).

Special Invited Guests

- Honorable Prime Minister*
- Honorable Minister of Health*
- Honorable Minister of Communication*
- Honorable Home Minister
- Honorable Minister of Education
- Ministry of Health - DG*
- Ministry of Health - AIDS Control Chief*

Other Speakers

- AIDSCAP - Joy Pollock*
- AIDSCAP - Phil Hughes*
- CRS Company - Subarna Thapa*
- USAID Mission Director/Ambassador*

* To be Requested to Give Speeches

Attachment C.

SCOPES OF WORK

HIMAL

Original Scope of Work

The purpose of the study is to understand perceptions of four logos to determine which is most suitable for use among the target audience. Each logo will be tested with the same slogan as an integral part of the logo. The study will elicit the true feelings respondents have about each of the four logos, and determine if any changes need to be made to the preferred logo design to better communicate the condom usage message.

HIMAL shall produce the final questionnaire from examples sent by SOMARC. The questionnaire will include closed-ended and open-ended questions and will take about 30 minutes to administer. The questionnaire will be designed to measure reactions to each of the logos individually as well as to compare them against each other to determine the most preferred overall. HIMAL shall translate the questionnaire into Nepali, pre-test it among five members of the target sample group, and make necessary revisions before the final questionnaire is produced.

HIMAL shall conduct 100 interviews among men in locations where trucks and buses stop along the routes from Janakpur to Kathmandu and Birgunj to Kathmandu (25 in Kathmandu, 75 in other locations). Four interviewers shall conduct the 100 interviews over five days. In conducting fieldwork, HIMAL shall use the interviewers hired and trained to carry out work for the previous study. HIMAL field officers shall verify the responses by directly observing 20-30 percent of the interviews of the interviewers. Respondents shall be brought to the interview location, where in-depth one-on-one interviews shall be conducted with each respondent.

Responses for each logo will be tabulated separately on a computer to be compared with the other logos. This, in addition to the final preference questions, will be used for the basis of the analysis and decision-making about the preferred logo. Frequency distributions and data tables will be provided for all questions asked for each logo. HIMAL shall follow the data guidelines (provided as Appendix A “SOMARC/FUTURES Data File Formats and Labeling Guidelines” to this Scope of Work) in tabulating data.

After HIMAL has carried out the analysis for the study, it shall provide FUTURES with a draft report which will include an executive summary, conclusions/recommendations on which logo to use, descriptions of the research method, and text of the detailed findings supported by the data tables. Upon receiving comments from FUTURES, HIMAL shall incorporate suggestions and present the final report for the study to FUTURES. The report shall contain as attachments a copy of the questionnaire and the four logos tested in the research.

STIMULUS

Original Scope of Work

A. Video Development and Production

STIMULUS will develop and produce two (2) six-minute videos consisting of three serial segments each. Based on the AIDS communication strategy and creative directions provided to STIMULUS by FUTURES, STIMULUS shall research, write, and professionally produce two (2) six-minute videos consisting of three (3) two-minute serial segments each. These two-minute segments will air on television. Each of the six-minute videos will air in cinema halls on a rotation schedule per the phases outlined in the communication strategy. STIMULUS will provide scripts to FUTURES for review and approval before production commencement. STIMULUS shall submit for FUTURES written approval, first cuts of each production before post-production commencement, as well as final production cuts before airing.

B. Radio Spot Development

Based on a creative brief provided to STIMULUS by FUTURES, STIMULUS shall research, write and professionally produce six (6) sixty-second radio spots. STIMULUS will provide scripts to FUTURES for review and approval before production commencement. STIMULUS shall also submit for FUTURES written approval, first cuts of each production before mixing commencement, as well as final production cuts before airing.

C. Media Planning, Placement and Monitoring.

STIMULUS shall prepare a media plan depicting the number of spots, time periods, and number of repetitions for television and radio airtime and cinema screening. STIMULUS shall be responsible for negotiating rates and contracting for the use of time and space of media. Where possible, STIMULUS will negotiate free air time “2 for 1 rates” e.g. STIMULUS will pay for 1 airtime and will get 1 for free. This may be possible due to the public service nature of the advertisement. STIMULUS shall be responsible for monitoring advertising placements through auditing monthly media invoices and periodic air checks. STIMULUS shall alert the media organization of any discrepancies between the media invoice and the media order and will arrange “make goods” or credit as appropriate. STIMULUS will be responsible for obtaining media proof of performance from the media organization either through signed affidavits or copies of tape logs. These will be provided to FUTURES for processing of final payment to STIMULUS.

D. Development, Layout, and Production of Print Materials

Based on the creative brief provided by FUTURES, STIMULUS will create, layout, and print 10,000 comic books designed to explain modes of HIV/STD transmission, convey a sense of personal risk, and promote correct and consistent condom use. STIMULUS will submit for FUTURES written approval the writing and story conceptualization before illustration and production begin. STIMULUS will also provide as a part of the subcontract camera-ready

artwork for brochures and POS materials. This camera-ready artwork will be provided to Nepal CRS Company, which will be responsible for print production of said brochures and FDS materials under a separate contract.

E. Coordination and supervision of Street Drama

Based on FUTURES approved script and logistic plan, STIMULUS will supervise scheduling of theatrical performances and coordinate the distribution of comic books and other collateral in the target area specified by FUTURES. Other collateral such as leaflets, sample condoms, and other materials will be agreed upon at a later date.

E. Account Management

In order to effectively manage this account, STIMULUS will be required to submit reports outlining plans, actions, and results as described below for each major activity. STIMULUS is required to submit to FUTURES a media plan with placements and a production timetable for all print and video items. In addition, STIMULUS will develop a logistics plan for the street drama performances including the days, and locations, methods of advance promotion as well as a management report on actual performances, number of promotional items distributed, and size of audience with feedback and recommendations. STIMULUS will compile the performance reports into one large report at the end of the period of this contract. Finally, STIMULUS will be directly responsible for supervising the final creative artwork, timely production, and delivery to FUTURES/Nepal CRS Company and brief FUTURES on progress.

Amendments to Scope of Work

Amendments to this scope of work and budget included a contract extension to cover an additional 6 weeks of media placement and street drama performances, additional audio (radio) and video cassettes, launch materials, increased communication costs (between Kathmandu and Jakarta), additional “retailer kits” to be used for retailer trainings, and the reallocation of cinema media placement budget (which was saved due to negotiation of free placement) to radio media and street drama performances.

CRS

Original Scope of Work

1. Direct and supervise the print production of condom merchandising, signage, and promotional materials.

CRS will be responsible for the creation, layout, and print production of consumer/retailer leaflets with two sample condoms, tin plates (for use on lamp posts, rickshaws, and street signs), glow boxes (hanging lampshades), and billboards/kiosks. These merchandising materials will be utilized as sales promotional tools in an effort to increase non-traditional

outlets, as well as consumer promotion items for distribution during video van performances. CRS will also be responsible for the creation, design and production of T-shirts, caps, jackets, and canvas bags. These items will be used by sales representatives, including sales promoters in the sale and promotion of condoms. CRS will also be responsible for the production of promotional items used as giveaways to tea shops and restaurants as an incentive to sell condoms. (Tea shops and restaurants are often where the negotiation for a commercial sex worker begins). The items proposed are mirrors with a painted message.

CRS will be responsible for overseeing the print production process including identifying ad agencies and/or printing companies; negotiating prices and ensuring on-time delivery of the product. The development and distribution of the materials should support the objectives of expanded sales and distribution in the target area as well as the communications strategy prepared by FUTURES. CRS, through the assistance of the Product Manager/Training Manager, will ensure the technical accuracy and suitability of the material for retailers.

All material must be approved by FUTURES technical monitor before print production commences. Material must be ready for distribution no later than January 1, 1995.

Funding for print production of these materials is provided under this contract.

2. Coordinate and supervise the conversion of a CRS vehicle for use as a mobile video van as well as develop a plan for its operation.

CRS will procure the necessary equipment and develop a logistics plan which includes objectives, coverage plan including geographical coverage, target centers with population audience data, personnel needs, and operations schedule.

This plan must be approved by FUTURES technical monitor before procurement of equipment and operation begins.

Funding for the video equipment is provided under this contract. The video van must be operational by January 1, 1995.

3. Determine criteria and selection and coordinate the logistics for the training of two CRS sales personnel in Bangkok.

CRS will develop individual sales targets for all sales personnel in order for CRS to achieve the specified annual target of 4,000,000 units of condoms sold in the target area by August 1996. CRS management will develop criteria for which outstanding sales performance will be rewarded with a training trip to Bangkok for two sales individuals. CRS will be responsible for coordinating the logistics of this trip. Funding for this trip is provided through this contract.

Training is organized by PDA (Population and Community Development Assoc.). The course, Community - Based AIDS Prevention Strategies, meets for two weeks. The objective of the training is to illustrate and share some of Thailand's AIDS prevention strategies so that the

participants may explore the possibility of adapting them to their countries after weighing the strength and limitations of the various strategies.

The trip must occur during the first 6 months of 1996.

4. Design and supervise construction of motorbike carriages and manage the use, operation, and maintenance of nine motorbikes provided to CRS under DHI/FUTURES subagreement.

CRS will be provided with 9 motorbikes for the purpose of expanding coverage and distribution. Because use of the motorbikes will substantially increase a sales person's mobility and increase number of selling days, sales are expected to increase a minimum of 50% after one year of motorbike use. CRS will be responsible for the registration, licensing, operation, maintenance, and insurance of the motorbikes at no cost to this subcontract as CRS will pay for these functions from their own funds. CRS is required to provide FUTURES with a coverage plan and operations plan before the motorbikes will be released. FUTURES will purchase the motorbikes directly from their supplier.

Amendments to Scope of Work

The budget for Nepal CRS Company was reduced and an amendment issued due to cost savings realized in the procurement of promotional and merchandising materials and the elimination of the training component from the scope of work.

This contract was terminated December, 1995 and replaced by a contract directly with FHI.