

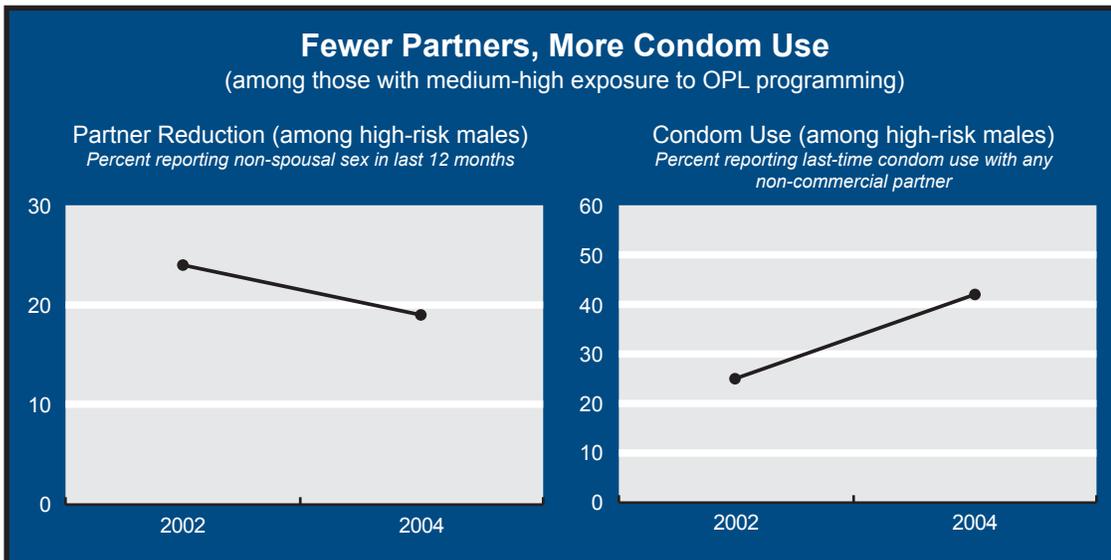
India's Operation Lighthouse

Breaking the Mold on Traditional HIV/AIDS Behavior Change Approaches

Operation Lighthouse in India (OPL) is tackling HIV/AIDS prevention behavior change with an integrated and intensive approach that has produced improvements in behavior, attitudes and knowledge among high-risk men. Implemented by PSI/India with funding from the U.S. Agency for International Development (USAID), OPL is increasing safer sexual behaviors on the part of high-risk adult males in twelve port cities across India.



Given the concentrated nature of the HIV epidemic in India, OPL has focused on high-risk adult males because of their potential to infect their wives and girlfriends in the general population. Among this group, medium to high exposure to OPL activities is correlated with a decrease in non-spousal sex and increased condom use with non-spousal partners, as illustrated here.



Exposure to OPL interventions between 2002 and 2004 is also correlated with improved attitudes and knowledge about HIV/AIDS, as well as increased personal risk perception:

Attitude Indicators

- Moderate to high personal risk perception with a non-spousal partner
- Reducing the number of partners will reduce HIV risk
- Intend to get tested for HIV/AIDS

	2002	2004	Change
• Moderate to high personal risk perception with a non-spousal partner	37%	55%	+18%
• Reducing the number of partners will reduce HIV risk	11%	74%	+63%
• Intend to get tested for HIV/AIDS	21%	56%	+35%

Keys to OPL Behavior Change Communications

Integration

The heart of the program is integrated behavior change communications (iBCC). The Operation Lighthouse iBCC strategy is to deliver a single, consistent message across all interpersonal communication (IPC) channels for three months at a time. The iBCC strategy evolved to reach targeted groups of men in high traffic locations with repeated exposure to a common message. More than 375 trained interpersonal communicators comprise teams that conduct one-to-one and one-to-group IPC sessions, based on the quarterly theme, to raise personal risk perception and to promote the practice of protective behaviors such as abstinence, partner reduction and consistent condom use.

(continued)



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Port locations of Operation Lighthouse

Intensive, Multi-Pronged Approach

The OPL team reaches across divides in geography, culture and language to bring a complex set of messages and services to more than 280,000 high-risk men. These men are reached an estimated six to nine times annually through different on-ground interventions, thereby ensuring that they spend time thinking about these sensitive issues. An additional 220,000 high-risk males are reached at a lower level of intensity through similar interventions. In addition to targeted interpersonal interventions, OPL has:

- Established 13 *Saadhan* clinics that provide high-quality voluntary HIV/AIDS counseling and testing services to about 1,800 clients per month.
- Added affordable condoms to the regular stock of more than 6,000 retail outlets.



Operation Lighthouse outreach workers distribute pamphlets on the dangers of risky sexual behavior to high-risk men.

- Created and run four major mass media campaigns with significant impact.
- Opened state-of-the-art *Saadhan* telephone helplines in four cities that offer information, counseling and referral services to 3,500 callers per month.

Evidence-Based

Evidence-based decision making is critical to the success of OPL. Barriers to safer sexual behavior — taboo topics, an "it can't happen to me" attitude, failure to recognize risky behaviors — are identified through quantitative research techniques developed by PSI. Discrete themes that address current behaviors and beliefs

Ten Guiding Principles of the iBCC Program

1. **Know your target audience:** Create messages based on thorough consumer research.
2. **Keep it simple:** Keep communication messages discrete, clear and simple.
3. **Don't preach, engage:** Ensure target audience spends time with the issue. Facilitate discussion among consumers rather than just providing information.
4. **Once is never enough:** Ensure repeated and consistent exposures to the same message.
5. **Make it fun:** Entertain and educate target audiences.
6. **Make it fresh:** Innovative materials to assist interpersonal communicators are important.
7. **It's all about people:** Motivated and energetic staff are key. Invest in them.
8. **Professionalize the team:** Solid training of interpersonal communicators and support/supervision are key.
9. **Monitor, monitor, monitor:** Track actual impact and fine-tune interventions.
10. **Systems are important:** Good management systems are needed to support complex and dynamic programs.

are selected and developed into fresh, innovative messages, and each theme runs exclusively for a set period of time. Exposure, attitudes and behaviors are tracked each quarter, enabling managers to react quickly to trends and changes in the field. Data in 2003, for example, showed that the program had had little impact on motivating partner reduction. The resulting focus on this topic for six months in 2004 led to an important increase in partner reduction.

Future Plans

With ongoing support from USAID, PSI hopes to expand these targeted, high-impact HIV prevention activities to reach more at-risk populations across the country.

PSI's Core Values:

Bottom Line Health Impact • Private Sector Speed and Efficiency • Decentralization, Innovation, and Entrepreneurship • Long-Term Commitment to the People We Serve