

# PSI Dominican Republic: Batey Project

- M The batey project, targeting batey residents aged 20-49, launched in July 2006
- M Developed based on the results of the 2006 PEER research, the 2006 MAP, TRaC and pricing surveys;
- M PSI Dominican Republic teamed up with six NGOs working with 159 *batey* communities across the country to develop the first behaviour change communication campaign for this group

## Project objectives:

- M Decrease number of sexual partners;
- M Increase consistent condom use;
- M Increase personal risk assessment and
- M Reduce stigma against condom use.



- M **Amor de Batey** (Love in the batey) mass media campaign launched April 2007;
- M Twelve part mini-series broadcast twice nationally and in 114 bateyes;
- M Printed materials, discussion guides and audio visual materials used by NGO educators to promote HIV prevention in the *bateyes*
- M "Amor de Batey" posters, banners, stickers, t-shirts produced to identify project activities

## Sales Promotion: Bateyes

- M Condom social marketing activities (distribution, sales & promotion) in the selected bateyes by partner NGOs;
- M Promoters trained as sales agents;
- M New sales points opened

## Impact of the Batey Campaign: Results from the 2008 Batey TRaC and Map surveys

- M Reported condom use and availability has increased since 2006
- M Reported last time condom use with a trusted partner increased from 64% in 2006 to 88% in 2008 whereas with a casual partner this was reported at 83.5% in 2006 and 93.6% in 2008
- M Availability of any condom in selected bateyes increased from 79% in 2006 to 95% in 2008; availability of Pante in selected bateyes increased from 68% in 2006 to 85% in 2008.

