



**Condom Social Marketing Visioning
Barbados
September 20, 2005**

- 8:30-9:00 Registration
- 9:00-9:15 Introductions
- 9:15-9:30 Goals & Objectives & Plan for the day
- 9:30-9:45 What is Social Marketing?
- 9:45-10:15 The Total Condom Market and the Role of Social Marketing
- 10:15-10:30 Coffee/Tea
- 10:30-11:15 HIV/AIDS Prevention in Barbados today
- 11:15-11:45 CIDA Caribbean Social Marketing Initiative
- 11:45 -1:00 Journey to the Future
- 1:00-2:00 Lunch
- 2:00-2:45 Back from the Future: Prioritising SM Needs in Barbados
- 2:45-3:15 Making Social Marketing Work in Barbados
- 3:15-4:00 Roles and Responsibilities
- 4:00-4:30 Wrap Up and the Way Forward

Pamela Faura
Caribbean Regional Director
PSI
42 Luis Street
Woodbrook
Port-of-Spain, Trinidad
Email: pfaura@psicarib.org
Tel: (868) 628-7318, 628-2497

Elizabeth Gardiner
Team Leader
Options Consultancy
Cap House
9-12 Long Lane
London, UK
e.gardiner@options.co.uk
+44 (0)7766760133

Visioning Condom Social Marketing in Barbados

September 20, 2005

I. Summary: The day long visioning exercise which was co-hosted by PSI/Caribbean, Options Consultancy Services and local partners, provided an opportunity to gain consensus on the condom social marketing programme in Barbados. Key stakeholders in HIV/AIDS prevention had the opportunity to look at social marketing, identify needs of Barbados, consider potential social marketing results and take next steps to achieving the condom social marketing vision. One participant summed up the objectives by stating that participants aimed to become empowered about the importance of marketing condoms.

Participants represented a broad spectrum including various representatives of Government including Health, Labour, HIV/AIDS, Education, Defence and Youth. NGOs represented faith based organisations, family planning, substance abuse and HIV/AIDS including care, treatment and prevention among PLWHAs, gays and lesbians. The media was also in attendance along with the AIDS Foundation representing the private sector. Unfortunately, none of the invited private pharmaceutical distributors attended.

II. What Is Social Marketing: Participants discussed their impressions of social marketing and Options presented a summary presentation of social marketing. The presentation highlighted what social marketing is and how it can contribute to the growth of the total condom market through behaviour change communications and improved condom access. Although at least one attendee claimed no understanding of social marketing, collectively the participants summarised social marketing with the following comprehensive list:

- Promotion/advertising
- Sensitising
- Different target markets (youth, PLWHAs)
- Informing about and addressing risks
- Marketing a social good that has an advantage for the public, not just selling a product
- Creating an impact
- Need financial resources
- Promotion of an idea, not necessarily a product for good
- Mode of distribution: retail outlets, community groups, peer education at University
- Access
- Service of a product promoted and provided
- Developing strategies (such as ideas for various target communities), penetration, segmentation
- Effective behaviour change
- Societal needs, reaching different groups and consumer behaviours

III. Identification of Social Marketing Needs in Barbados Today: To help identify where the social marketing programme could contribute to HIV/AIDS prevention in Barbados, participants broke into small groups to discuss current programmes and access to condoms. Each group then presented summaries of their discussions. A key issue is the importance of local involvement in the development of HIV/AIDS prevention campaigns and activities in Barbados. The presentations are summarised here:

A. Condoms are considered very available. They are for sale in pharmacies, supermarkets, bars, gas stations, restaurants, night clubs and clinics. The following brands are available: *Durex, Rough Rider, Prime, Trojan, Panther, Preventor, Long Love, Slam*, and *Femidom* female condoms. The male condoms sell for between BD\$3 and 5

per pack of 3 condoms, while the female condom costs about BD\$10 for a package of 3. The Barbados Family Planning Association (BFPA) sells no-logo condoms from IPPF for BD\$1 for a pack of 3 condoms, but also distributes the same condoms for free.

The number of condoms sold is unknown, though in 2003 one pharmacy reported sales of 900 condoms per month. BFPA sells approximately 500 condoms per week. AS Brighton is the distributor of female condoms.

Condoms are also distributed for free, primarily *Preventor* and *Durex*, to the armed forces, tertiary education institutions, NCSA, other Ministries, and to prison employees (not inmates), CSWs and MSM. The free condoms are procured by the Barbados Drug Service using World Bank funds. Approximately 1400 condoms are distributed quarterly to polyclinics, along with about 100 female condoms. Sade Leon-Slinger can provide reports on the number of condoms distributed by the MOH. Some worksites also make free condoms available.

Other related products available include KY jelly, foam, saran wrap and dental dams. BFPA sells lubricant for BD\$4, and also visits 30-40 pharmacies to offer products.

B. Attitudes toward Vulnerable Groups: The participants identified Barbados' vulnerable groups to be women, children, disabled, CSW, MSM, migrant populations and prison inmates. The media is for the most part supportive, but there is still an element of sensationalism. They also at times use terms that promote stigma and discrimination. Enterprises believe that condom use is the individual's responsibility and should not be the role of the institution. They also advocate that campaigns should target specific populations within the workplace to be effective and that vulnerable groups should be reached and worked with according to their needs.

Government is supportive of the concept of prevention promotion amongst vulnerable groups, but according to participants, does not assume ownership. The Government has, however, taken a stand on treatment, care and support of PLWHA. Religious groups approach the issue from the perspective of morality and are in favour of promotion of abstinence more than condom use. They are concerned that campaigns promote early sexual activity, promiscuity and homosexuality, and believe that the needs of vulnerable groups could be met without promoting condom use.

C. Behaviour Change Communication Campaigns: Numerous communications campaigns have taken place or are under way in Barbados, and participants reported that there were no channels that had not been used to disseminate messages. Interpersonal communications to date have been undertaken by the private sector, the Labour Union, NGO youth groups, school, churches, peer counsellors, Government, NCSA, BFPA, polyclinics, Barbados Association of NGOs, CARE, ACET (AIDS Care, Education and Training) and the AIDS Society of Barbados. Messages include: Say No, Abstain, Zip Up, Condomise, Keep It Covered, Keep Your Underwear On. A "Speak Sister" campaign focused on empowering women to negotiate, while a Life Package program provides kits, including condoms, to prisoners when they are released. The results are largely anecdotal and, according to some participants, are not entirely positive:

- Incidence of HIV is up
- Pregnancies and STIs are up
- "Not me" attitude
- Cost with no apparent return
- Private sector has its heads in the sand

Mass media campaigns were developed largely on theory rather than country-specific research findings. Messages have been largely educational rather than behaviour change oriented. Some work in this area has been influenced by external players such as the IMF and IPPF. Mass media campaigns have included Giguard and Bo, drama, posters, flyers, billboards, outdoor advertising and entertainment such as concerts (particularly for the abstinence message).

D. Target Groups: The following groups have to date been targeted with BCC messages regarding HIV/AIDS prevention:

Targeted	By Whom
Commercial Sex Workers	MoH and outreach groups
Youth – tertiary & secondary	MoH, NHAC, MES, Community Development, BFPA
Church	MoH
MSM	MoH, NHAC, UGALAAB
Armed/uniformed Services	MoH, BDF
Heterosexual couples	MoH
Over 60s (through VCT)	MoH
Pregnant mothers	
PLWHAs	
Health Care Workers	
Trade Union Movement	
Public & Private Sector Employees	
Prisoners	
Tourists	

E. Research: Research has been conducted and is available on:

- PLWHA
- Beach boys/beach rangers
- Pregnant mothers
- Youth
- Barbados Defence Force (BDF)
- CSWs

Participants believe that research is still needed amongst condom distributors (to ascertain sales figures and demand trends), prisoners and tourists.

IV. Journey to the Future: Proposed Activities & Results of Social Marketing in Barbados:

¹ Participants spent some time dreaming about what condom social marketing activities and results would be ideal. The group developed a list, which is included below, from which PSI and others may draw ideas and suggestions to help shape their programs and the expected results:

1. Condoms

- Condoms are more acceptable
- Condoms are more accessible. Available anywhere: fetes, parties, shops bars
- Decrease in STI clients
- Condom use 60% among sexually active people

¹ NB: Not all activities will be feasible or possible within the PSI project given that the programme and results were already specified within PSI's contract with CIDA.

- Condoms are available for free and for sale

2. BCC

- People are seeing the benefit of using condoms, such as reducing the risk of infections by using condoms consistently
- More fidelity and monogamous relationships
- Increase of respect by men for women
- Messages:
 - “Use a Condom Every Time,”
 - “You Can’t Tell By Looking”
 - “Your Condom Or Mine?”
 - “Stick To One Partner”
 - “Don’t Get Caught In The HIV Net”
- Stigma against PLWHA decreased
- Tertiary institutions include HIV/AIDS as a 2-credit course as a pre-requisite for graduating
- Reduced stigma and discrimination among family, friends and care givers (including health providers) and more acceptance of PLWHA issues
- Sustained half-way house for PLWHA²
- More programmes in media: PLWHAs talk about themselves
- People more sensitised, more caring in the workplace (amongst both management and staff)
- Tolerance for CSWs

3. Research/Demonstrated Results

- Confirms that public is well educated about HIV/AIDS
- BCC interventions are working, drop in HIV/AIDS and STI incidence
- People open to discussing sex
- HIV/AIDS incidence is up because more people are getting tested
- Impetus not affected by a change in Government
- Cheaper drugs are available for the Government to buy

4. Target Groups

- Youth on the block
- CSWs are effectively reached (and Ms. Leon-Slinger gets a silver award for her work!)
- Youth (13-24) have a different attitude toward sex and sexuality with an increase in self-esteem, confidence and informed decision-making

V. The Eastern Caribbean Social Marketing Initiative (ECSMI) is funded by the Canadian International Development Association (CIDA). The program aims to:

- Improve access to condoms
- Decrease barriers to use
- Enhance abilities to implement BCC and Social Marketing strategies for HIV/AIDS prevention
- Measure behaviour change and condom market growth

ECSMI will undertake activities on two levels.

Regional activities:

² Not all participants agreed with this, or any other, idea. The exercise was intended as a brainstorming.

- Condom campaign targeting youth (slogan, TV, radio)
- Point of sale promotions
- Educational material for target populations
- Educational modules for target populations
- Regional research (pricing study, baselines)

Barbados activities:

- Condom market analysis
- Expansion of condom distribution
- Target group analysis
- Training of Peer Educator Team and Health Educators
- Validation of regional campaign/materials
- Implementation and monitoring of Interpersonal Communication (IPC) activities
- Measurement of results

Options will be involved in the monitoring and evaluation of the programme. This will include regional research on the impact of condom social marketing. Options will also be supporting programmes to overcome stigma and discrimination.

VI. Programme Implementation

A. Advisory Committee To assist with the development of the programme in Barbados, PSI recommended the formation of an Advisory Committee. The participants noted that the committee was a good idea that would help to push the programme forward. The NHAC agreed to finalise the list of Committee participants.

B. PSI will ask that the Government provide a letter inviting PSI's social marketing programme to Barbados. PSI will follow this up with the National HIV/AIDS Commission.

VI. Next Steps

TO DO	RESPONSIBLE INDIVIDUAL/ORGANISATION	DUE DATE
Advise PSI of participants in October training workshop	NHAC, UGALAAB	October 4
Distribution of summary of visioning and participant list	Options	October 15
Advise PSI of possible interpersonal communications activities to reach target audiences	All participants	October 30
Provide available research studies to PSI	NHAC	November 15
Advise PSI of Advisory Committee participants	NHAC	November 15
Recommend key target audiences to be reached by social marketing program	NHAC	November 15
Review needs for educational materials for the target groups	PSI's Communications Manager, with assistance from all participants	Ongoing
Recommend candidates to PSI for Health Educator (2) and Condom Promotion Agent (1) Positions	All participants	November 15
Conduct condom market	PSI's Marketing Manager with	November 15

assessment	assistance from relevant participants	
Draft and sign PSI-NHAC MOU	PSI, NHAC	November 30
Sign agreements with commercial distributors	PSI	November 30
Prepare activity plan and present to Advisory Committee	PSI	November 30

VII. Evaluation

Thirteen out of 23 participants kindly completed an evaluation. A summary of the evaluations received rated the content, quality and usefulness of the sessions as mostly good or very good, with sessions receiving similar ratings. The “Total Condom Market/Social Marketing” and the “CIDA Social Marketing Initiative” presentations were the sessions with the highest ratings and the “Roles and Responsibilities” session had the lowest rating. Suggestions included greater emphasis on sustainability and more structure for the roles and responsibilities session. PSI Caribbean and Options hope this summary of the day helps to clarify what next for social marketing in Barbados!

Participant List – Barbados
 Condom Social Marketing Visioning
 September 20, 2005

NAME	ORGANISATION	POSITION	CONTACT TELEPHONE	EMAIL
Hughson (Sam) Inniss	Ministry of Education, Division of Youth Affairs	Senior Youth Commissioner	423-8545	Hughson_jr@hotmail.com
Dr. George Callender	Barbados Evangelical Association		423-7160	gcallender@sunbeach.net
Roslyn Smith	National Union of Public Workers (NUPW)	Senior Industrial Relations Officer	426-4971	massiahsmith@sunbeach.net
Nicholas Cox	The Advocate	Journalist	467-2072	nicholascox@caribsurf.com
Sgt. Jennifer Best	Barbados Defence Force	Care Group	436-6185/6	
Sgt. Eric Thompson	Barbados Defence Force	Care Group	436-6185/6	hazeleyes-113@hotmail.com
Sadé Leon-Slinger	Ministry of Health	Community Health Educator	467-9447	lsade@hotmail.com
Arlene Husbands	International Labour Organisation	National Programme Coordinator	467-6040	husbands@ilo.org.bb
Ingrid Hope	CARE Barbados	Vice President	427-7802	carebarbados@hotmail.com
Shirlan Lovell	CARE Barbados	Secretary	254-4337	carebarbados@hotmail.com
Denise Carter-Taylor	Ministry of Health	Health Education Office	467-9401	Haldene@caribsurf.com ; minenv@sunbeach.net
Robert Showan	AIDS Foundation of Barbados	Executive Director	436-9791	info@AIDSFoundationBarbados.org
Bazil Hunte	Ministry of Health	Senior Counselor	467-9448	bprileyhunte@caribsurf.com
James Skeene	Barbados Family Planning Association	Social Marketing and Information Manager	426-2027	jskeene@bfpa.net
Nicole Clarke	NHAC Youth Committee	Volunteer	423-2732	nicoleclarke@hotmail.cpm
Lisa Roberts	NHAC Youth Committee	Volunteer	429-5178	leisaroberts@hotmail.com