



**Condom Social Marketing Visioning  
St. Kitts and Nevis  
June 21, 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 St. Kitts and Nevis today
- 11:15-11:45 Eastern Caribbean Social Marketing Initiative (ECSMI)
- 11:45 -1:00 Journey to the Future
- 1:00-2:00 Lunch
- 2:00-2:45 Back from the Future: Prioritising Needs in St. Kitts and Nevis
- 2:30-3:00 Making Social Marketing Work in St. Kitts and Nevis
- 3:00-4:00 Roles and Responsibilities
- 4:00-4:30 Wrap Up and the Way Forward

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## Visioning Condom Social Marketing in St. Kitts and Nevis

June 21, 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 St. Kitts and Nevis. Important stakeholders in HIV/AIDS prevention had the opportunity to learn about social marketing, identify the needs of St. Kitts and Nevis, consider potential social marketing results and take next steps to achieving the condom social marketing vision.

Participants represented both St. Kitts and Nevis and included the Ministry of Health, the National AIDS Secretariat and other departments of Government. The group included health care practitioners, a pharmacist, educators, a Peace Corps Volunteer, an epidemiologist and an editor. The NGO, faith based and private sectors were absent from the group.

**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. The participants very clearly summarised social marketing in the following words:

- How we convince people to buy or use something
- Encourages people to use
- Availability
- Advertising
- Access
- Get interested
- Acceptability
- Placement: where available?
- People: who are you targeting?
- Price: affordability
- Distributors and distribution
- Promotion
- Packaging, presentation
- Behaviour change
- Quality

Participants identified a difference between *availability* (physical presence of a product at all times of the day and night) and *access* (overcoming barriers to access including judgemental shopkeepers, high prices etc). Social marketing aims to improve availability *and* create access to condoms.

**III. Identification of Social Marketing Needs in St. Kitts and Nevis Today:** To help identify where the social marketing programme could contribute to HIV/AIDS prevention in St. Kitts and Nevis, participants discussed current programmes and access to condoms. A key element of the discussion focused on the country's wide distribution of free condoms, and the challenges of sustaining such free distribution programs when outlets distributing may not have the necessary incentives to call for additional stock. The discussion is summarised here:

A. Condoms are considered available. Seventeen health centers in St Kitts and Nevis along with hospital pharmacies, MOH/Secretariat, the police and private doctor's offices offer condoms for free. A few other private sector outlets including construction companies

in Nevis, a village rum shop in Nevis and some large companies (like Eastern Caribbean Bank) place large bowls of free condoms in the bathroom or in other places. During carnival and music festival condoms are also given away to bars. Participants noted that some free distribution is not sustained in worksites as they may stock out but do not always call for new stock. Nevis gave out about 15,000 in 2004, St. Kitts private doctors gave out a similar quantity in 2004. Dr. Roberts, Director of Community Health Services, has a report on figures on free and commercial condom distribution.

The free condoms distributed are the *Panther* brand from FHI, whose project is now over. Stock of about 100,000 remains, and this is considered sufficient for at least the year.

Condoms are sold in pharmacies, supermarkets, some shops and some bars. The Valu-Mart at IGA sells female condoms. Prices range from EC\$4.50 to EC\$10 for a 3 pack. The female condom sells for EC\$10 each. *Trojan*, *Slam*, *Rough Rider* (studded), *Bareback*, *Wet 'N Wild* (flavoured), *Lifestyles*, *Long Love* are the available brands, along with the female condom.

Consumers have concerns about condoms. Some believe that condoms are allergic, claiming "condoms give me an infection." Participants understood this comment as an indication that perhaps lubricant is needed or that rough sex is being practiced. Condom smell and size are also concerns. *Panther* is free and perceived by some to be small, and is therefore understood to be not up to standards.

B. Behaviour Change Communication Campaigns at various times have included mass media and interpersonal communications. TV and radio has aired ads for safer sex including some to promote condom use as the Ministry of Health receives free air time. The Caribbean Family Planning Association has aired the FATE ads and distributed the posters. Other initiatives have included billboards: "Get Smart, Get Tested, Get Protected" and "Be Wise, Condomise." In Nevis, the ABC campaign has used the slogan "Always Be Careful." For Culturama, a radio public service announcement adopted an Austin Powers theme, "Bag It Before You Shag It." Another slogan was "While You Lime, Be Safe All the Time."

Promotional items such as coasters in bars have also been used to deliver a safer sex message. For the World AIDS Day march, promotional items that included a condom carried the slogan "Party Hearty but Take Me Along." The Rotary Club has distributed pouches for condoms for a car rally.

Interpersonal communications on HIV/AIDS prevention have taken a variety of forms in St. Kitts and Nevis. Some schools have guidance counsellors and peer educators, and the National AIDS Program is aiming to start up a peer education program to train four youth at five schools.

A number of other groups are also active in outreach to particular audiences. St. Kitts and Nevis National Parliament Association (SKYNPA) do educational sessions such as debates on condoms. The Youth Impact Ministry aims to promote self-esteem and ATM (Abstinence 'Til Marriage). HIV Support Group is an MSM group that does safer sex education among its members and outreach to other MSMs. FACCTS, is a PLWHA network that conduct support groups and home visiting with PLWHAs. There are no programs targeting Commercial Sex Workers. Participants reported that CSWs are difficult to find, and significant number are from the Dominican Republic and the language barrier is an issue. Transactional sex workers are a more informal low income group that is highly stigmatised. A recent radio program suggested that "factory" girls were transactional sex workers; considerable debate followed. There are no outreach programs

to target transactional sex workers. The RAINN umbrella NGO network, created by FHI, has been dormant since the project ended.

**C. Research and Evaluation:** A number of studies are underway. The Caribbean Health Research Council is developing a Monitoring and Evaluation plan for the MOH. They are also in discussions about conducting a KAP study. CAREC is conducting a Behavioural Surveillance Study among taxi drivers, CSW, MSM, youth and youth on the block. Seroprevalence studies among ante-natal attendees and prisoners are also underway. None of the campaigns has been measured for effectiveness. In the absence of studies, however, participants demonstrated a high level of awareness of the situation. For instance, many participants were well aware that sex is taking place at and near schools, sometimes during school hours.

**D. Past and Existing Programmes for HIV/AIDS:** In the past FHI funded the RAINN NGO Network that was involved in HIV/AIDS prevention. JHPIEGO has trained 59 VCT counsellors in St. Kitts and Nevis. CHAART has trained staff in laboratory work as well as ARV treatment, care and support. St. Kitts and Nevis also participate in the Global Fund grant for the OECS which includes a comprehensive strategy for care, treatment and prevention but participants did not provide details on the St. Kitts and Nevis component. The World Bank loan for St. Kitts and Nevis included funds for condoms, but as there is no need to purchase condoms now given the available supplies, the funds will be shifted elsewhere.

**E. Policy & Social Environment:** In addition to the Ministry of Health, a number of other Ministries are involved in HIV/AIDS. This includes the Ministry of Labour working with the ILO, the Ministry of Youth working with youth on the block and the Ministry of Tourism that is seeking to understand the role of sex and condoms in tourism. Some mass media outlets accept condom advertising. For instance, Nevis has three stations but only one will accept condom advertising. Gender is a barrier in part because so many health workers are women but it is men who need to be reached.

In terms of faith based groups, the participants emphasised the importance of working with them as they promote "Project Abstinence." Some participants had provided health education in Catholic schools and used "the C word" to discuss condoms for HIV/AIDS prevention. Overall, participants noted that individuals have the power as individuals and health care professionals to influence the church stance on issues, noting that "the church is us."

**IV. Journey to the Future: Proposed Activities & Results of Social Marketing in St. Kitts and Nevis:**<sup>1</sup> Participants spent some time dreaming about what condom social marketing activities and results would be ideal and then focused the discussion on what activities would be realistic and desirable. The group developed a list, which was then narrowed to focus on those ideas which might be realistic and feasible. This list is included below, and includes activities that may take place under the Global Fund and World Bank programs and/or that PSI could consider including in their program:

**A. Activities/Programmes**

***Condoms:***

- Make condoms available at gas stations, bars, hotel rooms, World Cup Cricket

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<sup>1</sup> 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.

- Vending machines at airports, ferry terminal, hotels, bus terminals, dance clubs (4 currently planned at ferry terminal, bars; will use *Panther* and NAP will restock)
- More girls buying condoms
- More men using condoms
- Female condoms more accessible and available in 15-20 pharmacies at EC\$7 each
- More young people are discussing their “options” with partners
- More teens are using condoms and have seen condom demonstration
- Worksites distributing condoms (ILO)

***Behaviour Change:***

- Bombarding the air with condom ads
- Condom ads during news on local and cable stations
- Condom ads linked to sports (cricket, football, basketball):
  - using celebrities promote (Kim Collins, Williams, role model types),
  - using sport to promote condoms,
  - having condom brands as major sponsors like beers and other commercial advertisers
- King and queen of carnival promote condoms

***Shifts in Attitudes:***

- Church more receptive, i.e. not preaching against condoms
- Government increases funding for (branded) condoms and promotion
- More guys using because they have increased awareness of their risk (having seen their friends die)
- Condoms accepted as everyday part of life (easier to access in store etc.)
- More women carry condoms

***Research:***

- Know who is using and how often
- Know distribution and uptake numbers

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

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

***St. Kitts and Nevis 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 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.

**Programme Implementation:**

**A.** To assist with the development of the programme in St. Kitts and Nevis, 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. Participants recommended that the Committee be comprised of: Dr. Judy Nesbitt (Clinical Care Coordinator, MOH); Marlene Liburd (National AIDS Program); a representative from the HIV/AIDS Support Group, FACTTS; Dr. Hazel William Roberts (Director of Community Health Services at the Ministry of Health); a media representative from Nevis; Jackelene Bryant (representing youth); Nigel Brown (Youth Impact Ministry); a representative from the business sector.

**B.** PSI asked that the Government provide a letter inviting PSI's social marketing programme to St. Kitts and Nevis. PSI agreed to follow up with the Ministry within a month.

**C.** The participants recommended the following target groups: MSM, CSWs, youth on the block, girls (empowering).

**D.** The participants suggested the following groups could assist with peer education and monitoring of interpersonal communications: NEHAS (in Nevis), the HIV/AIDS Support Group and the Red Cross.

**VI. Next Steps**

<b>TO DO</b>	<b>RESPONSIBLE INDIVIDUAL/ORGANISATION</b>	<b>DUE DATE</b>
Distribution of summary of visioning and participant list	Options	July 31
Advise PSI of possible interpersonal communications activities to reach target audiences	All participants	August 7
Review needs for educational materials for the target groups	PSI's Communications Manager, with assistance from all participants	Ongoing
Conduct condom market assessment	PSI's Marketing Manager with assistance from relevant participants	July 31
Draft and sign PSI-MOH MOU	PSI MOH	August 10

Sign agreements with commercial distributors	PSI	August 31
Prepare activity plan and present to Advisory Committee	PSI	August 31

**VII. Evaluation** Eight 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 the “Eastern Caribbean Social Marketing Initiative Presentation” being the session with the highest rating and the “Journey to the Future” session with the lowest rating. Suggestions focused on greater involvement of youth, youth workers, counsellors and others to stimulate more ideas. One participant noted “the information has inspired me to be more creative in getting clients’ attention.” PSI and Options hope this summary of the day helps to clarify what next for social marketing in St. Kitts and Nevis!

Participant List – St. Kitts & Nevis  
 Condom Social Marketing Visioning  
 June 21, 2005

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