

Constella Jamaica: Stay pon top a tings

- M “Stay pon top a tings, run your show with a condom every time” mass media campaign targeting younger women aged 15-24 years and their partners and men aged 25-39 years and their partners launched in November 2007;
- M Campaign developed based on the results of the 2004 KAPB, secondary research analysis and focus groups.

Campaign objectives:

- M To promote condom use in primary relationships
- M To increase consistent condom use with every partner

Coverage:

- M Spots on radio and TV stations through Jamaica;
- M Branded promotional materials, including superboards, busbacks, shop door signs, shelf talkers and bumper stickers
- M IEC sessions conducted by NGO educators; condom promotion events conducted by distributors



Impressive Campaign Recall: Results from the 2008 KAPB Survey, covering 1800 adults 15-49 years.

- M Three quarters of people recalled the campaign spontaneously with an additional 16.5% recalling after being prompted, giving an overall recall of 91.5%.
- M Campaign also had relatively high comprehension with two thirds correctly interpreting the message of the campaign as relating to consistent condom use.
- M Just under a half of those that recalled the campaign reported discussing it with their partner and 60% reported discussing it with their friends.
- M People 25-49 years old were significantly more likely, than those 15-24 years old, to report having discussed the campaign with their sex partner
- M More than a half of those who recalled the campaign and had multiple partners or a casual partner reported having discussed the message of the campaign with their sex partner.
- M Overall more than half of those recalling the campaign felt the messages could impact their behavior via encouraging condom use every time.
- M One third reported that the campaign had already impacted their behavior in this way.