



ENGLISH SPEAKING CARIBBEAN

PSI Caribbean [www.psi.org] has funding from the Canadian International Development Agency (CIDA) to design and implement a condom social marketing programme for the Eastern Caribbean. ECSMI (Eastern Caribbean Social Marketing Initiative) is managed from Trinidad and includes Barbados as well as the six OECS countries.

Trinidad & Tobago

The programme in Trinidad and Tobago will focus on increasing availability of commercial condom brands especially in non-traditional outlets and will disseminate behaviour change messages to youth via mass media. The specific components include:

- Development of mass media campaign and its dissemination in each country
- Dissemination of a logo to consumer-friendly condom outlets and its promotion
- Production of education materials for dissemination in each country
- Production of BCC educational modules for specific target groups for implementation in each country
- Training of health/peer education and condom sales promotion agents
- Research on condom price as a barrier to usage

In Trinidad and Tobago, ECSMI will target commercial sex workers (CSW), men who have sex with men (MSM) and Uniformed Populations with interactive Behaviour Change Communication (BCC) activities. Friends for Life and the YMCA are the local implementing partners for dissemination of BCC.

Grenada

The programme in Grenada will focus on increasing availability of commercial condom brands especially in non-traditional outlets and will disseminate behaviour change messages to youth via mass media.

The specific components include:

- Development of mass media campaign and its dissemination in each country
- Dissemination of a logo to consumer-friendly condom outlets and its promotion
- Production of education materials for dissemination in each country
- Production of BCC educational modules for specific target groups for implementation in each country
- Training of health/peer education and condom sales promotion agents
- Research on condom price as a barrier to usage

In Grenada, at the national level ECMSI will target commercial sex workers (CSW), men who have sex with men (MSM) and Uniformed Populations through interactive Behaviour Change Communication (BCC) activities. Youth Prints is one of the local implementing partners, and others are expected to join the programme.

Dominica

The programme in Dominica will focus on increasing availability of commercial condom brands especially in non-traditional outlets and will disseminate behaviour change messages to youth via mass media. The specific components include:

- Development of mass media campaign and its dissemination in each country
- Dissemination of a logo to consumer-friendly condom outlets and its promotion
- Production of education materials for dissemination in each country
- Production of BCC educational modules for specific target groups for implementation in each country
- Training of health/peer education and condom sales promotion agents
- Research on condom price as a barrier to usage

In Dominica, at the national level ECSMI will target commercial sex workers (CSW) and men who have sex with men (MSM) through interactive Behaviour Change Communication (BCC) activities. The Dominican Planned Parenthood Association (DPPA) is the local implementing partner.

St. Lucia

The programme in St. Lucia will focus on increasing availability of commercial condom brands especially in non-traditional outlets and will disseminate behaviour change messages to youth via mass media. The specific components include:

- Development of mass media campaign and its dissemination in each country
- Dissemination of a logo to consumer-friendly condom outlets and its promotion
- Production of education materials for dissemination in each country
- Production of BCC educational modules for specific target groups for implementation in each country
- Training of health/peer education and condom sales promotion agents
- Research on condom price as a barrier to usage

In St. Lucia, at the national level ECSMI will target commercial sex workers (CSW) and men who have sex with men (MSM) through interactive Behaviour Change Communication (BCC) activities, including peer education. The AIDS Action Foundation is the local implementing partner.

St. Vincent and the Grenadines

The programme in St. Vincent and the Grenadines will focus on increasing availability of commercial condom brands especially in non-traditional outlets and will disseminate behaviour change messages to youth via mass media. The specific components include:

- Development of mass media campaign and its dissemination in each country
- Dissemination of a logo to consumer-friendly condom outlets and its promotion
- Production of education materials for dissemination in each country
- Production of BCC educational modules for specific target groups for implementation in each country
- Training of health/peer education and condom sales promotion agents
- Research on condom price as a barrier to usage

In St. Vincent and the Grenadines, at the national level ECSMI will target commercial sex workers (CSW) and men who have sex with men (MSM) through interactive Behaviour Change Communication (BCC) activities. The St. Vincent Planned Parenthood Association (SVPPA) is the local implementing partner.

St. Kitts and Nevis

The programme in St. Kitts and Nevis will focus on increasing availability of commercial condom brands especially in non-traditional outlets and will disseminate behaviour change messages to youth via mass media. The specific components include:

- Development of mass media campaign and its dissemination in each country
- Dissemination of a logo to consumer-friendly condom outlets and its promotion
- Production of education materials for dissemination in each country
- Production of BCC educational modules for specific target groups for implementation in each country
- Training of health/peer education and condom sales promotion agents
- Research on condom price as a barrier to usage

In St. Kitts and Nevis, at the national level ECSMI will target commercial sex workers (CSW) and men who have sex with men (MSM) through interactive Behaviour Change Communication (BCC) activities. The St. Kitts-Nevis HIV/AIDS Group (SNHAG) is the local implementing partner.

Barbados

The programme in Barbados will focus on increasing availability of commercial condom brands especially in non-traditional outlets and will disseminate behaviour change messages to youth via mass media. The specific components include:

- Development of mass media campaign and its dissemination in each country

- Dissemination of a logo to consumer-friendly condom outlets and its promotion
- Production of education materials for dissemination in each country
- Production of BCC educational modules for specific target groups for implementation in each country
- Training of health/peer education and condom sales promotion agents
- Research on condom price as a barrier to usage

The specific activities that ECSMI will undertake at the national level in Barbados are being finalised with local partners.

Antigua

The programme in Antigua will focus on increasing availability of commercial condom brands especially in non-traditional outlets and will disseminate behaviour change messages to youth via mass media. The specific components include:

- Development of mass media campaign and its dissemination in each country
- Dissemination of a logo to consumer-friendly condom outlets and its promotion
- Production of education materials for dissemination in each country
- Production of BCC educational modules for specific target groups for implementation in each country
- Training of health/peer education and condom sales promotion agents
- Research on condom price as a barrier to usage

The specific activities that ECSMI will undertake in Antigua at the national level are being finalised with local partners.

PSI and its affiliate, Society for Family Health (SFH), are implementing a condom social marketing initiative to combat the spread of HIV/AIDS in the English speaking Caribbean. To promote safer sexual practices among high risk groups, PSI/SFH strives to increase access to affordable condoms, especially for the most at-risk populations, decrease barriers to consistent condom use and enhance local capacity for sustainable HIV/AIDS Prevention. Since early 2006, a logo with the slogan Got it? Get it. has been promoted in the mass media and at points of sales to let consumers know where they can buy condoms comfortably. By partnering with private sector condom distributors, PSI/SFH will expand condom distribution to non-traditional sales outlets identified by the target populations.

From its home office in Trinidad and Tobago, PSI/Eastern Caribbean works in the following countries: Antigua/Barbuda, Bahamas, Barbados, Dominica, Grenada, Montserrat, St. Maarten, St. Kitts/Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname and Trinidad and Tobago. The program primarily targets high risk sexually active populations including men who have sex with men, commercial sex workers, men in uniform and youth in difficult circumstances. A BCC campaign will complement the logo campaign with the objective of increasing risk perception among sexually active youth. Ads that

represent the raw reality of the Caribbean will be placed on TV, radio and print media that aim to motivate, encourage introspection, influence choice, target by gender and empower the target groups. A team of trained educators will implement educational modules designed to effectively reach high risk population with prevention messages in each country.

PSI/Eastern Caribbean is funded by CIDA, PANCAP and the Global Fund for AIDS, TB and Malaria. PSI established a local affiliate, Society for Family Health (SFH) in Trinidad and Tobago in 2005 to conduct social marketing activities in the region. SFH works closely with National AIDS Programs, National AIDS Committees and local NGOs in the participating countries.