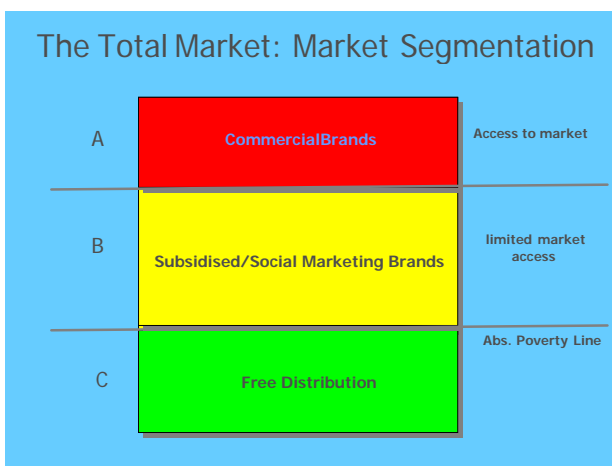


Caribbean Social Marketing (CARISMA) Project: HIV & AIDS Prevention

CARISMA Project Summary:

- M A four year CARICOM regional development project, funded by KfW and CIDA.
- M An innovative and multi faceted program, supporting local social marketing organisations (SMOs) across the region to promote HIV & AIDS prevention.
- M Activities in 13 PANCAP countries: Belize, the Dominican Republic, Jamaica, Haiti and the Eastern Caribbean islands of Antigua & Barbuda, Barbados, Dominica, Grenada, St. Kitts & Nevis, St Maarten, St. Lucia, St. Vincent & the Grenadines and Trinidad & Tobago, where Social Marketing projects are working to change high risk behaviors and slow the HIV/AIDS epidemic through targeted behavior change communications and expanding the total condom market.
- M Promotes behavior change using both mass media and interpersonal communications to target at risk populations and encourage individuals to protect themselves and their partners from HIV & AIDS.
- M Works to increase consumer demand for and availability of condoms through the growth of the total condom market.
- M Measures the impact of social marketing and HIV & AIDS prevention activities across the region in order to inform regional level thinking on the total condom market and the role of Behavior Change Communication and Social Marketing.



Source: KfW

The CARISMA project is a development program of CARICOM which is co-financed by the Federal Republic of Germany through the German Development Bank (KfW) and the Canadian International Development Agency (CIDA)

THE TOTAL CONDOM MARKET

The Caribbean presents an interesting opportunity to combine approaches to expanding the total condom market, which comprises commercial, subsidized and free sectors. Throughout most of the Caribbean region, a viable commercial sector sells a range of brands through traditional and non-traditional outlets. In the Dominican Republic, Belize and Haiti, Social Marketing Organisations (SMOs) also sell their own brands of condoms at subsidised prices, while in Jamaica, Belize and parts of the English-speaking Caribbean, the SMOs help distributors sell commercial brands. In all countries, the public sector distributes either branded or unbranded condoms for free.

The CARISMA project goal is to prevent HIV transmission through support to the social marketing sector. However, to be successful, the program must go beyond just borrowing market share from the commercial sector ("crowding out"), and must also increase demand for commercial condoms ("crowding in"). The CARISMA project therefore seeks to increase the availability of and demand for all condoms, which is understood to be growth of the total condom market.

In 2006, total condom sales in the region increased by approximately 10% over 2005 sales. Sales increased in nearly all countries. Social marketing brands constitute 53% of the overall condom sales market, while commercial sector sales represent 47%.

The CARISMA project contributes to building the total condom market in the Caribbean by involving commercial manufacturers and distributors in HIV & AIDS programs as well as by measuring condom sales in all three sectors. Similarly, by analyzing average per capita condom sales in countries with social marketing programs in comparison to countries without, the CARISMA project is able to track the impact that Social Marketing has on the total condom market. The data collected reflect changes to and impact on the total condom market and will be used to guide future social marketing within the region.

Regional Social Marketing Programs

Dominican Republic

Through the CARISMA project, PSI/Dominican Republic is working with local NGOs to expand its targeted condom social marketing program in order to encourage safer sexual practices among high-risk groups, including commercial sex workers, *batey* residents and youth.

Pante condoms and lubricants are marketed to high risk individuals; primarily commercial sex workers and their partners, while support to PROFAMILIA helps to build the total condom market by increasing consumer access to and choice of a range of condom brands at different prices. Behavior change communication messages encourage young people to delay the onset of sex, and for those who choose not to abstain, to use condoms correctly and consistently. The project in the *bateyes*, publicized through the *Amor de Batey* mini-series, focuses on reducing the number of sexual partners and increasing correct & consistent condom use.



Amor de Batey

PSI/Dominican Republic teamed up with six NGOs working with *batey* communities across the country to develop a pioneering behaviour change communication campaign - much publicized through the telenovela *Amor de Batey*.

Broadcast nationwide in July, the 12-part mini-series follows the lives of *batey* couple Lucy and Pedro. It is just one component of a wider behaviour change campaign which uses printed materials, discussion guides, and audio visual materials to promote HIV prevention in the *bateyes* of the Dominican Republic.

Responding to the alarming rate of HIV infection among the *batey* population, the innovative behavior change campaign is focused on increasing personal risk assessment, reducing number of sexual partners, reducing stigma against condom use, and emphasizing consistent condom use with all partners.

This campaign has paved the way for behaviour change among Haitian migrants and low income Dominicans living in the *bateyes*.

Haiti

PSI/Haiti is strengthening its condom social marketing program to increase safer sexual practices among youth between the ages of 15 and 24 and commercial sex workers.

Following extensive research, the program in Haiti has adapted communication messages and social marketing capacity to address specific needs of the target population. Interpersonal communication sessions are being expanded to out of school youth and a mass media campaign targeting the youth with HIV prevention messages has been developed.

PEER research has led to the outreach communication and condom promotion activities targeting commercial sex workers, with an emphasis on reaching street-based sex workers as well as sex workers operating in 2nd and 3rd tier brothels. Improving the effectiveness of promotion and distribution of *Pante* and *Reyalite* (male and female) condoms in Haiti through social marketing, commercial and public sector distribution is also fundamental to this program. By coordinating these activities with other planned donor activities, the project in Haiti helps to leverage available resources for greater impact.



STI Pamphlet: PSI-FOSREF Peer Education Programme

Visit PSI/DR's award winning website for 10-14 year olds and their parents:



www.sejevi.org

Regional Social Marketing Programs

Belize

PASMO Belize is working with local NGO partners to implement a Social Marketing program to contribute to a reduction of STI and HIV infection rates. The program objectives are to improve availability of and access to low-priced high quality condoms and lubricants for the target groups in the context of the overall growth of the total condom market and to increase preventive knowledge, attitudes and behavior with regard to HIV/STIs among the target populations: commercial sex workers and their clients; men who have sex with men; *Garifuna* populations, migrants and travel industry workers. The program motivates these underserved populations to say no to risky sex, reduce partners, use condoms consistently, learn their HIV status and treat sexually transmitted infections correctly.

PASMO/Belize have adapted PSI/Caribbean's Got It? Get It. campaign for the Belizean context and have rolled this out - promoting condom use and condom sales across the country.



Jamaica

Through KfW/PANCAP funding, Constella Futures/Jamaica has developed a social marketing program to increase consistent use of condoms among population segments to reduce HIV risk, and significantly expand the total condom market.

The program is working across Jamaica to develop, implement, and assess the impact of a marketing communications program in the context of collaborative partnerships with commercial condom distributors. The "Stay pon top a tings, run your show with a condom every time" media campaign was launched in November 2007 with an aim to promote condom use in primary relationships and to increase consistent condom use with every partner.

The program lays emphasis on partnerships with commercial operators, and aims to motivate them to undertake their own more aggressive marketing and distribution efforts. The program is also building partnerships among commercial operators, donors, and NGOs.



Eastern Caribbean

The program run by PSI/Caribbean promotes safer sex practices among high risk populations by increasing access to affordable condoms, decreasing barriers to their use and enhancing local capacity for HIV prevention in the region. The program is managed from Trinidad and includes Antigua and Barbuda, Barbados, Dominica, Grenada, St. Kitts and Nevis, St. Lucia and St. Vincent & the Grenadines. The program primarily targets high risk sexually active populations including men who have sex with men, commercial sex workers, uniformed personnel and youth in difficult circumstances.



To promote safer sexual practices among high risk groups, the program works closely with commercial condom distributors and manufacturers and continues 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 Prevention through the Got It? Get It campaign.

Migrants and Youth in the Eastern Caribbean

PSI Caribbean has received KfW/PANCAP funding for a 12-month program which targets Spanish-speaking migrant sex workers in Antigua & Barbuda, Dominica and St. Maarten and youth in especially difficult circumstances in St. Vincent and the Grenadines and Grenada, as well as vulnerable youth from the indigenous Carib ethnic group in Dominica. The project creates informed demand for condoms among target populations through behaviour change communication activities and messages designed to a) reinforce condom use during every sex act; b) increase personal risk perception; c) improve one's ability to negotiate condom use with a partner; & d) decrease number of concurrent partners.

For more information about the CARISMA project please visit:

www.carisma-pancap.org

Or contact:

c.brady@options.co.uk / r.fisher@options.co.uk