

CARISMA II

Social Marketing



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At the end of 2007, some 230,000 people were living with HIV in the Caribbean, making this the second-most affected region in the world. Responding to this health crisis, the German Development Bank (KfW) established funding in 2005 for a regional social marketing intervention: the Caribbean Social Marketing Project for HIV & AIDS prevention, or CARISMA. The Social Marketing Organizations (SMOs) that make up CARISMA project share one overarching objective: to improve the status of sexual and reproductive health in general, and more specifically, to reduce the rate of sexually transmitted infections (STIs) and HIV in selected countries of the

Caribbean region. Using a variety of social marketing techniques and condom distribution models, CARISMA has made great strides in just four years: expansion of condom outlets in non-traditional and high-risk zones, increase in consistent condom use among sex workers and their clients, and targeted behaviour change communication (BCC) activities for at-risk populations.

Social Marketing

For CARISMA partners, social marketing is the combination of “education to motivate healthy behaviour with the provision of needed health products and services to lower-income persons.”ⁱⁱ CARISMA SMOs work in

line with these well-established SM best practices:

- Use market research to make decisions on branding, pricing and production “positioning”
- Work within existing commercial infrastructure to distribute products
- Influence healthy decision-making and “grow” product demand using mass media campaigns and BCC strategies
- Subsidize health products so that low-income persons able to purchase them
- Minimize wastage of product
- Ensure quality of product.ⁱⁱ

CARISMA II - Caribbean Social Marketing Programme

**HE DIDN'T EVEN NOTICE
YOUR HAIR TODAY
AND YOU THINK HE'S
GONNA REMEMBER TO
USE A CONDOM?**



GIRL, PLEASE.

some with, none without.



In practice, CARISMA SMOs have used everything from mobile cinemas, soap operas, peer education, one-on-one counselling, street theatre, mass media campaigns and community-level outreach to bring their message of condom use and safe

sex practices to low-income and vulnerable communities throughout the Caribbean. In parallel with the expansion of condom outlets into non-traditional areas, these communication strategies have resulted in increased consistent condom use and increased condom access in HIV-transmission “hot spots” (such as nightclubs and commercial sex work areas).



In addition to the use of innovative social marketing techniques, CARISMA partners have incorporated pioneering research methodologies to hone country and community-specific social marketing strategies. CARISMA's use of Participatory Ethnographic Evaluation and Research, or PEER, has resulted in a deeper understanding of target populations. PEER studies ranging from female sex workers in Haiti, to young urban women in Jamaica, to young men living in the Dominican Republic's *bateyes*, have provided important data on risky sexual behaviours, gender norms and decision-making. The combination of quantitative monitoring and evaluation with in-depth qualitative research has allowed CARISMA SMO's to make evidence-based decisions as they create, evaluate, and expand on social marketing activities in the region.

CARISMA II is a regional social marketing programme designed to improve sexual and reproductive health in selected countries of the Caribbean region. The programme aims to increase preventative behaviours among at-risk individuals through social marketing approaches, and improve the availability and affordability of contraceptives in hard to reach areas. CARISMA II is a development programme of CARICOM which is financed by the Federal Republic of Germany through the German Development Bank (KfW). More information about the product is available at www.carisma-pancap.org.

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End Notes

ⁱ See: http://www.psi.org/resources/pubs/what_is_SM.html

ⁱⁱ See: P.D. Harvey, *Let Every Child be Wanted: How Social Marketing is Revolutionizing Contraceptive Use Around the World* (Westport, CT: Greenwood Press, 1999).