

2011 HIV Caribbean Conference

Strengthening Evidence to Achieve Sustainable Action, 18-21 November 2011

Social Marketing in Action: Experiences from CARISMA

Presented by
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2001: A Milestone for HIV in the Caribbean

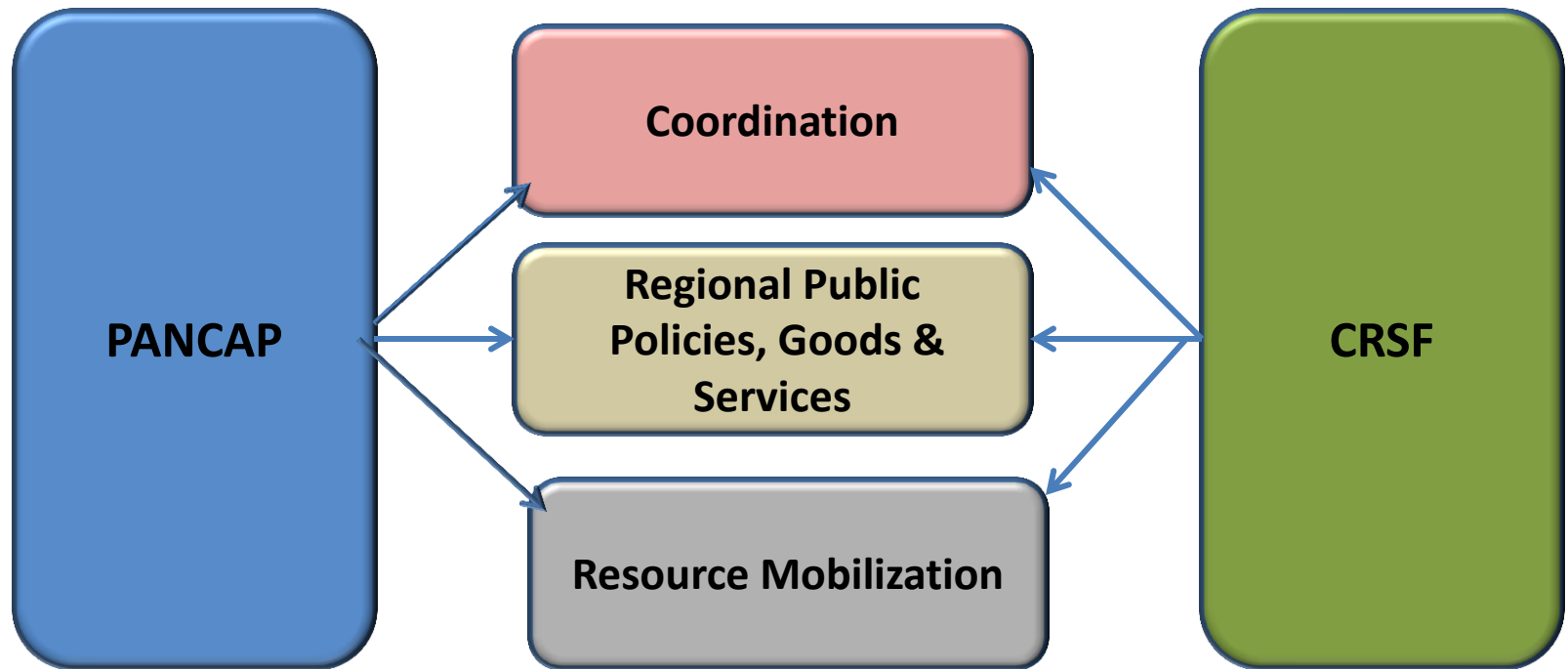
□ Establishment of
PANCAP – Feb 2001



□ Articulation of CRSF



PANCAP: An International Best Practice



CARISMA: Key Objectives

- ❑ Promote behaviour change among HIV high-risk population groups
- ❑ Increase total condom market – including rationalization of market by sectors
- ❑ Increase sales of other contraceptives
- ❑ Promote reproductive rights and anti-S&D
- ❑ Measure impact of social marketing on HIV prevention

CARISMA: Target Groups

- Poor sexually active populations
- Migrant and ethnic population groups
- Sex workers
- MSM
- Youth

MAKING PREVENTION A PRIORITY - CRSF

CARISMA: Key Implementation Features

- ❑ Alignment with strategic priorities of CRSF
- ❑ Functional coordination through a “Steering Committee”
- ❑ Engagement of key stakeholders – NAPs, SMOs, private sector
- ❑ Utilization of national and regional knowledge
- ❑ Application of innovative strategies – BCC and TCM
- ❑ Documentation of “best” practices and sharing of strategic findings

CARISMA: Key Implementation Features

- ❑ A combination approach (public, private, SMOs) produced real growth in the TCM
- ❑ Innovative and targeted BCC strategies yield good returns
- ❑ NGOs offer strategic entry point for reaching marginalized population groups
- ❑ International best practices exchanges enhance program outreach and impact

CARISMA: Highlights

Sales and Marketing

- ❑ Re-structured and enhanced distribution systems resulting in:
 - Increased number of youth-friendly outlets
 - Increased condom distribution to non-traditional outlets e.g. barbershops, bars, corner shops
- ❑ Support procurement and marketing of numerous brands of condoms in multiple countries

CARISMA: Highlights

BCC Activities

- ❑ 12-part radio and television serial for residents of Bateyes
- ❑ Introduction of BCC Toolkit for working with CSWs
- ❑ Experimenting with new forms of electronic media

CARISMA: Highlights

Sexual & Reproductive Health

- ❑ Referral cards programme has increased uptake of SRH services by target groups in Belize & St. Lucia
- ❑ Youth empowerment through adolescent peer education activities in all CARISMA countries

CARISMA: Highlights

Knowledge Sharing

- ❑ CARISMA website www.carisma-pancap.org
- ❑ Best practice exchange programme and publications
- ❑ Knowledge sharing fair - current event

CARISMA: Outreach and Outcomes

(Condom sales Jan-Sept 2011)

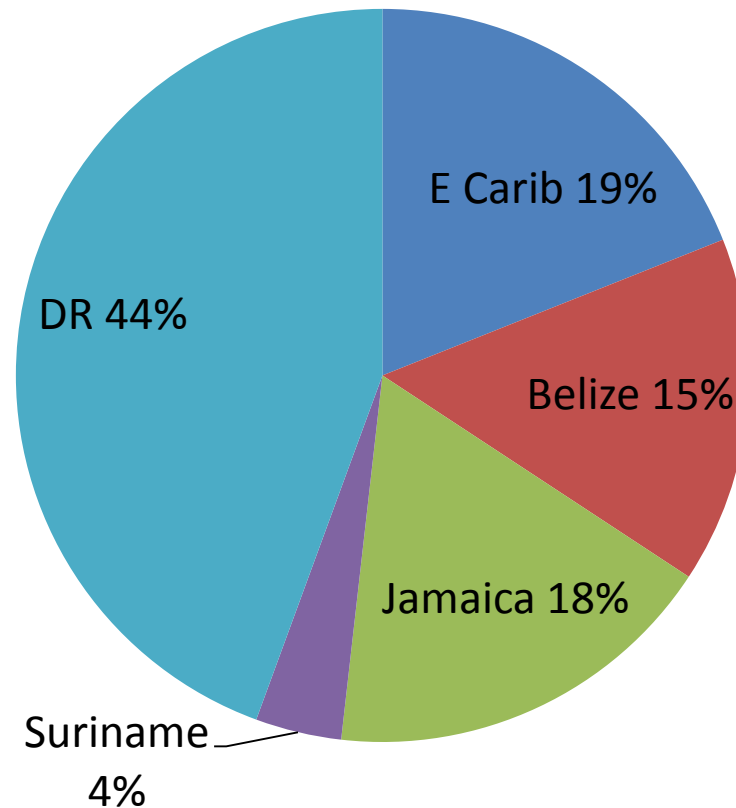
- Total sales Q1-3 2011: 11.4 million condoms
 - Majority are social marketing brand (Pantè) in the DR and Haiti
 - Commercial brands sold through supported outlets also counted in Belize, Suriname, Jamaica and the Eastern Caribbean

CARISMA: Outreach and Outcomes

(Target groups reached, Jan-Sept 2011)

Total reached:
41,700 people

- CSWs
- Youth at risk
- Men at risk
- Batey residents



Challenges

- ❑ Long-term sustainability of SMOs (small market size, fragmented distribution channels)
- ❑ Need for improved surveillance systems (epidemiological and BCC) and clear metrics to measure impact
- ❑ Present special difficulty for Social Marketing in Haiti
- ❑ Limited amount of time to show concrete results

Expanding Social Marketing in the Caribbean

- ❑ Creating a supportive policy and legislative environment - petition for SM
- ❑ HIV prevention must be embedded in the wider field of SRH
- ❑ Advocate for certified training in SM at regional training institutions
- ❑ Commitment of national resources for social marketing
- ❑ On-going mobilization of resources from bilateral and multilateral partners

THANK YOU!!