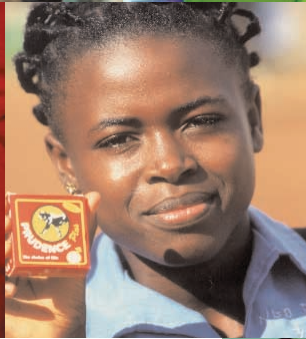


CHANGING BEHAVIOR IMPROVING LIVES



AIDSMARK
Changing Behavior, Improving Lives

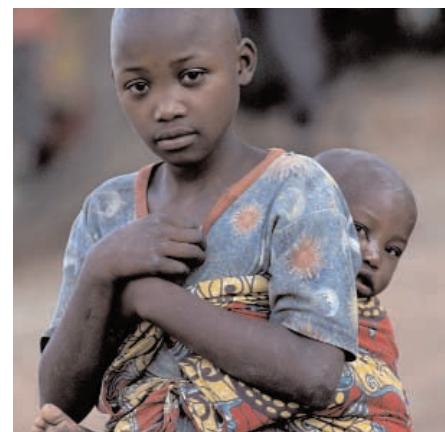
OUR MISSION



Since 1997, AIDSMark has used social marketing to prevent the spread of HIV/AIDS and other sexually transmitted infections throughout the world. Funded by the United States Agency for International Development (USAID) and managed by Population Services International (PSI), AIDSMark collaborates with USAID missions and other international donors, as well as with host governments, non-governmental organizations and commercial enterprises to:

- Broaden current programs to include a wider range of products and services;
- Scale up programs to reach additional target groups and intensify efforts within current target groups;
- Increase the capacity of programs in management, marketing, communications and research; and
- Start new programs.





CHANGING BEHAVIOR, IMPROVING LIVES

AIDSMark is dedicated to achieving healthy behavior change by adapting commercial sales and marketing sector techniques. Positioned right alongside the behavior change messages are the products and services—such as condoms, STI kits, voluntary counseling and testing and contraceptives—that help normalize and reinforce healthier behaviors. Advertising, public relations, event promotion, interpersonal communications, celebrity endorsement—all these tools are deployed by AIDSMark in the battle to prevent the spread of HIV/AIDS in countries besieged by the disease.

“AIDSMark helps us build and reinforce areas where we don’t have a solid infrastructure, enabling us to reach more families and communities. Now there is hope.”

— Dr. Eroid Joseph, Ministry of Health, Haiti.

BEHAVIOR CHANGE COMMUNICATIONS

Behavior change communication campaigns help motivate behavior change, heighten the appeal of beneficial health products and services and convey important information about their correct use.

AIDSMark's generic communications campaigns encourage healthy lifestyles and behaviors, while expressing serious messages about specific risks.

The "Trusted Partner" Problem Couples underestimate their real risk

Too many people believe they are at low or no risk of contracting HIV/AIDS. This false sense of security is a chief contributor to the spread of the disease. Young, unmarried couples that form monogamous bonds frequently forego condom use before, or instead of, being tested for HIV, citing trust in their partner. AIDSMark stresses risk awareness leading to behavior change—through TV and radio ads and programming, street theater, peer education and many other culturally tailored interventions. AIDSMark campaigns hammer home the idea that no one can tell who has HIV by looking at them, and that a single unsafe encounter can destroy many lives.

Tested Tools for Behavior Change

AIDSMark strategically seeds its messages at the places people gather, amid the entertainment they enjoy and among the leaders they trust.

- Mass Media
- Peer Education
- School Programs
- Community Theater
- Mobile Multi-Media Events
- Interpersonal Communications Training
- Event Sponsorship

"I have a steady boyfriend, but we always use condoms. I know he had other girlfriends before me, so even though we are faithful, I still want to be as safe as I can be."

— Nancy, 19, a Nairobi office worker





Discouraging Damaging Relationships

Early sex, multiple partners and cross-generational relationships imperil youth and families

AIDSMark's programs work to integrate messages about self-esteem and responsibility with practical information about HIV prevention. That means working to encourage virginity for teens and monogamy among the sexually active. Our youth-targeted programs are as likely to tackle the thorny issues of abstinence as they are condom education, and have popularized slogans like "Sex Can Wait, My Future Can Not."

Teenage girls having sexual relationships with men up to 20 years older is common practice in many parts of Africa and Asia, but it wreaks havoc on the health of young girls and on the well being of families and entire communities. Armed with data, this issue is tackled head on through educational campaigns that help parents talk to their daughters, and urge married men to consider the health of their wives and families before embarking on extramarital relationships.



Research-Driven Results

Dedicated research staff at AIDSMark headquarters and in the field generate essential information on target groups needs as well as how effectively the social marketing interventions work. This information is used to enhance existing programs and ensure the success of new ones. Including:

- Quantitative Research
 - Knowledge Attitude and Practice Surveys
 - Distribution Surveys
 - Media Impact Surveys
- Qualitative Research
 - Focus Groups
 - In-Depth Interviews
 - Concept Screening

Overcoming Cultural and Other Barriers to Condom Use

Enlisting community leaders, exploding myths

"Condoms are immoral." "They don't really work." "Safe sex isn't pleasurable."

These common objections thwart AIDS educators all over the world. But AIDSMark takes a research-based approach to discover what is behind barriers to condom use and addresses them one by one through targeted communications.

One method is to convey important messages through traditional symbols and language. In Malawi, for instance, AIDSMark enlists proverbs from the Chichewa language to overcome condom-use stigma. "The shy mouse dies in the hole" is a popular saying that describes the



danger of avoiding reality, and appears on posters throughout the country encouraging men to purchase condoms without embarrassment. Another poster uses the phrase, "When trouble comes, it does not beat a drum" to encourage Malawians to consider their personal risk from AIDS—this quiet killer.



Targeted Messages for Influential Audiences

Peer educators can normalize safer behaviors

Transitory laborers, truckers and sex workers are natural hubs for the spread of HIV, but they can also be conduits for transmitting healthier behaviors. That is why so many AIDSMark programs center on training individuals within high-risk and transient groups. Peer education is key to AIDSMark's grassroots behavior change efforts.



Operation Lighthouse: A Beacon for High-Risk Indians

At drop-in centers and in the streets, trained peer educators provide advice on AIDS prevention, deliver condoms, instruct sex workers and brothel owners on health risks, impart condom negotiating skills and generally lend a compassionate ear. In the process, these "interpersonal communicators" gain the confidence of the sex workers, the first step to changing their attitudes and behavior.

To reach male clients, Operation Lighthouse stages dynamic "infotainment" activities, designed to educate and entertain in novel ways. The Project works with street magicians, taxi drivers, film stars, dancers and bartenders to reach sex workers and, most importantly, their male clients when they are in the red light district and about to engage in sex.

YOUTH PROGRAMS

Nowhere is the spread of HIV more devastating than among people age 15-24. Youth tend to have lower risk perceptions and less information about the disease than older adults.

Among this fun-loving, image-conscious group, gloomy messages about illness and death are not effective. They are more responsive to upbeat, youth-oriented activities. AIDSMark's approach is to engage adolescents socially, through events and clubs that appeal to their interests and tastes—while at the same time involving them in discussions about abstinence, unwanted pregnancy and sexually transmitted infections.

"I was confused about AIDS before Youth Alert! came to our school. It seems that when boys or girls talk privately, they make up their own rules and facts. But in meetings like this we can all understand and agree on what's right."

— Howard Mkupatsanji, 17, Mzimba Police Station School, Malawi.

Arming Youth in a Fight for Their Lives

AIDSMark youth programs demonstrate that the right approach, coupled with contemporary messages, can build a large and lively social movement upon a platform of healthy behaviors.

Take It With You: Russia

Russian youth surfing the web have no doubt run across banner ads urging, "Vozmi s Soboi!"—"take it with you." It's the catch-phrase for AIDSMark's youth campaign, which promotes HIV prevention through condom use—and carrying one all the time. The campaign revolves around a youth-oriented web site, www.rol.ru/psi, which has become an





important part of Russia's online anti-AIDS movement. The entertaining site contains amusing facts about early attempts at contraception, as well as startling facts about HIV/AIDS in Russia. It also includes interviews with popular musicians, chat rooms and announcements about offline Vozmi s Soboi youth events.

Youth Alert!: Malawi

AIDSMark's popular education program for adolescents is growing rapidly. Through radio programs, telephone help lines, street theater and educational events staged at almost every secondary school in Malawi, *Youth Alert* has outmaneuvered critics in this conservative country by focusing on abstinence while still covering the core messages of safe sex. *Youth Alert* gives adolescents an opportunity to talk openly about their dreams and goals and to identify obstacles such as sexually transmitted infections and unwanted pregnancy. And critically, it gives them the straight facts about how HIV is transmitted, dispelling myths and outlining the real risks.

Club Cool: Haiti

In Haiti, where the average sexual debut is around age 15 for girls and 13 for boys, the program focuses on shaping adolescents' attitudes around safer sexual practices through peer outreach and education. AIDSMark supports 24 *Club Cool* centers in all nine districts of the country and with the help of trained peer educators, carries out hundreds of creative interpersonal communication activities, including a popular youth magazine, *Journal Jen Yo*, sponsored concerts, parties and discussion forums.

● *When my close friend, died of AIDS, I realized I didn't know much about the disease—then I got involved in Club Cool. It's sometimes hard to talk to adults about AIDS, but it's easy to talk to your friends.*

— Geraldine Jasmin, 22, college student and Club Cool member

VOLUNTARY COUNSELING & TESTING

A powerful weapon against the spread of HIV/AIDS is Voluntary Counseling and Testing (VCT). Knowing one's HIV status and receiving professional pre- and post-test counseling induces sustainable, positive behavior change in both infected and uninfected people. Focusing on the individual, VCT uses customized risk-reduction strategies to motivate behavior change. Research has shown that:

- people who test negative for HIV are more likely to change their behavior to maintain their negative status; and
- those who receive counseling when they test positive are more likely to be motivated to protect themselves and others from HIV infection, and to seek medical, social and psychological support.

Unfortunately, VCT is often not available to those who could benefit the most. Yet these programs are affordable. Research indicates a cost of less than \$30 per client and approximately \$240 per case of HIV averted. Establishing and strengthening high quality and confidential VCT programs and the networks that sustain them, is a priority in virtually every AIDSMark country.

A New Start in Zimbabwe



Zimbabwe's pioneering *New Start* program takes a franchise approach to VCT. By integrating counseling and testing services into existing health care delivery points, VCT becomes discreet, financially sustainable and easily replicable across a national network, linked by a common logo that signifies quality and compliance. The program's success has inspired similar activities in 13 other countries—and that's just the beginning.

PREVENTING MOTHER-TO-CHILD TRANSMISSION

AIDSMark's newest front in the war on HIV/AIDS is preventing vertical transmission from infected mother to child (PMTCT). Studies show that a program that includes prenatal HIV testing, counseling, strategic administration of anti-retroviral drugs and follow-up family planning and breastfeeding guidance can dramatically shrink rates of transmission from mother to child. AIDSMark's pilot program at CHOSCAL hospital in Haiti's Cité Soleil slums began in March 2002 with 16 women tested; by May that number had swelled to almost 400. Complementary social marketing campaigns let mothers-to-be and traditional birth attendants (matróns) know that hope and support exist to protect babies.



Stigma Reduction and Care for People with AIDS

In many parts of the world, myths about AIDS linger, distort reality and endanger people's health. Fortunately, because of AIDSMark's positive messages about friendship and solid facts about transmission routes, the cloak of stigma is being lifted from infected persons. Through mass media and other communication channels, the general public is learning how to give emotional support and proper care to people with AIDS.

- *"Already this program is having a big impact. Women are coming in*
- *spontaneously for HIV testing and counseling after hearing about us*
- *from their friends and their matróns."*

— Dr. Miriam Legrand, PMTCT coordinator for Mediciens du Monde,
AIDSMark's partner in the CHOSCAL project

BRANDED CONDOM MARKETING

What do people of the world call condoms? In Kenya, it's *Trust*. In Malawi, it's *Chishango*. In Cambodia, it's *Number One*.

The fact that these brand names, created and marketed by PSI, have become the generic term for “condom” in so many countries is a testament to the power of social marketing.

Proven marketing techniques for fast-moving consumer goods work equally well for product categories like condoms. In contrast to the more serious messages of AIDSMark's generic behavior change communications, branded condom campaigns focus on aspirational lifestyle messages. Pop stars and models, hip hop music and popular culture are deployed strategically to make AIDSMark's branded condoms appealing and contemporary.



Behind the mass media ads and live promotions is AIDSMark's cost-effective distribution system that utilizes existing commercial networks to disseminate products across wide and diverse territory. In addition to serving established outlets like pharmacies, markets, kiosks and wholesalers, AIDSMark improves access and availability by stocking less traditional points of sale such as bars, hotels, gas stations, cinemas, bus depots, bottle stores, brothel houses and street hawkers.

COMPLEMENTARY HEALTH PRODUCTS & PROGRAMS

While AIDSMark's primary focus is on HIV/AIDS prevention, it also supports complementary programs that improve health and quality of life. AIDSMark uses the same social marketing techniques and frameworks to research, promote and deliver these products and services.

Insecticide-Treated Nets

Using bed nets treated with insecticide can reduce malaria mortality by up to 50 percent among children under five. Our studies show that people buy bed nets because of "nuisance bites" but AIDSMark's campaigns for its branded nets highlight the value-added health benefits to children and pregnant women.



AIDSMark recently launched the largest malaria social marketing project in the world—a campaign to deliver more than 2.3 million SUPANETS through 1,000 kiosks provided to local vendors throughout Kenya's malarial areas.

STI Treatment Kits

Preventing and swiftly treating sexually transmitted diseases can be an effective strategy to slow the spread of HIV/AIDS. AIDSMark provides social marketing of prepackaged STI therapies and clinical services in conjunction with behavioral change campaigns in more than three countries.

Hormonal Contraception

AIDSMark's oral and injectable contraceptive brands are distributed widely through clinics, private hospitals and pharmacies. Medically trained representatives are employed to visit existing and potential dispensing sites to promote, distribute and educate providers about the product. AIDSMark also organizes medical and sales training opportunities for providers.

Oral Rehydration Salts

Dehydration caused by diarrhea kills more than 1.5 million children each year. Through social marketing, AIDSMark brings its brands of lifesaving oral rehydration salts (ORS) to local outlets, and awareness campaigns educate storekeepers, pharmacists, parents and caretakers about treating children with dehydration.

AIDSMARK PARTNERS

[DKT International](#) implements social marketing programs.

[Family Health International](#) (FHI) assists in STI services, provider training and program evaluation

[The International Center for Research on Women](#) (ICRW) focuses on technical assistance regarding gender issues.

[The International Planned Parenthood Federation](#) (IPPF) helps integrate family planning and STI/HIV/AIDS prevention programs.

[Management Sciences for Health](#) (MSH) provides technical assistance on organizational development of social marketing programs and the management of STI drug supplies.

[Program for Appropriate Technologies in Health](#) (PATH) assists with interpersonal communications and product development for STI/HIV diagnostics and treatment.



AIDSMARK COUNTRIES



The number of AIDSMark countries is continually increasing and subject to change.

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AIDSMark
Population Services International
1120 19th St. NW, Suite 600
Washington, DC 20036-3609, U.S.A.
Phone: 202-785-0072 Fax: 202-785-0120
E-mail: AIDSMark@psiwash.org