

Dual Protection for Youth: Results from Nicaragua, Zambia and Uganda



Juntos Decidimos/Bodyguard



Marketing Condoms for Dual protection in Nicaragua



USAID/Nicaragua

One Brand for Dual Protection

JHU/PCS collaborates with PROFAMILIA to build capacity within the Division of Marketing and Communication in:

- **Marketing of Services**
- **Behavior Change Communication**
- **Monitoring and Evaluation**
- **Social Marketing Products**

Juntos Decidimos/Bodyguard

- **Built upon successful youth campaign**
- **“Bodyguard” for dual protection**
- **Supported by the Interagency Commission for RH (15+ organizations working in RH)**

Bodyguard and Protection

PROFAMILIA's first socially marketed condom "Bodyguard":

- **Positioned as protection:**

Primarily - unwanted pregnancy

Secondarily - STDs/HIV/AIDS

Audience understood "protection" to mean both unwanted pregnancy and STDs/HIV/AIDS

- **Positioned as a "modern & cool" brand**

Youth Behavior

- **High teenage unwanted pregnancy rate**
- **High percentage of no method use with first sexual relation**
- **Low awareness of the risks of pregnancy at first relation**
- **Misinformation on HIV/AIDS**

Linking Brand Sell and Demand Generation

Multi-Media campaign to:

- **Position new condom in the market**
- **Stimulate demand for dual protection**
- **Tailor safe sex messages for youth/young adults**

Behavior Change Objectives:

- Increase self perception of risks of unprotected sex & consequences of unwanted pregnancies
- Increase individual perceptions of self efficacy to discuss, negotiate and take actions with partner to prevent unwanted pregnancy
- Increase use of condom to prevent unwanted pregnancies and to protect against HIV/AIDS

Marketing Objectives

- Position “Bodyguard” as a symbol of protection
- Associate “Bodyguard” with modern and “cool” behaviors
- Increase sale of condoms

Reaching Youth

Campaign intended for m/f 15-24 years of age

TV and Radio – 70% - 84% exposure (seen or heard) in earlier youth campaign

Print media (brochures, bus advertising, etc)

Promotional items (t-shirts, hats, etc)

Messages

- **Safe sex: no condom no sex**
- **It only takes one time to get pregnant and interrupt life plans**
- **AIDS has no face and no cure; protect yourself**
- **“Bodyguard” : a new condom**

Interim Results: Increased Access

- **2.3 million condoms sold**
- **Non-traditional outlets major emphasis of project (motels, discos, markets, etc.) and account for a third of sales**
- **Condoms now available in more than 2,500 outlets that have never sold condoms before**

One Brand for Dual Protection

Dual protection can be:

- integrated throughout all communication materials - not always together
- positioned as an added value: can sell more
- positioned as a “lifestyle” behavior (protection)

ZAMBIA

The HEART Campaign

**“Helping Each other Act Responsibly
Together”**

Objectives

Campaign designed for youth by youth to:

- **Inform young people on HIV/AIDS**
- **Discuss ways to protect oneself from HIV/AIDS**
- **Promote abstinence and condom use**

Program Elements

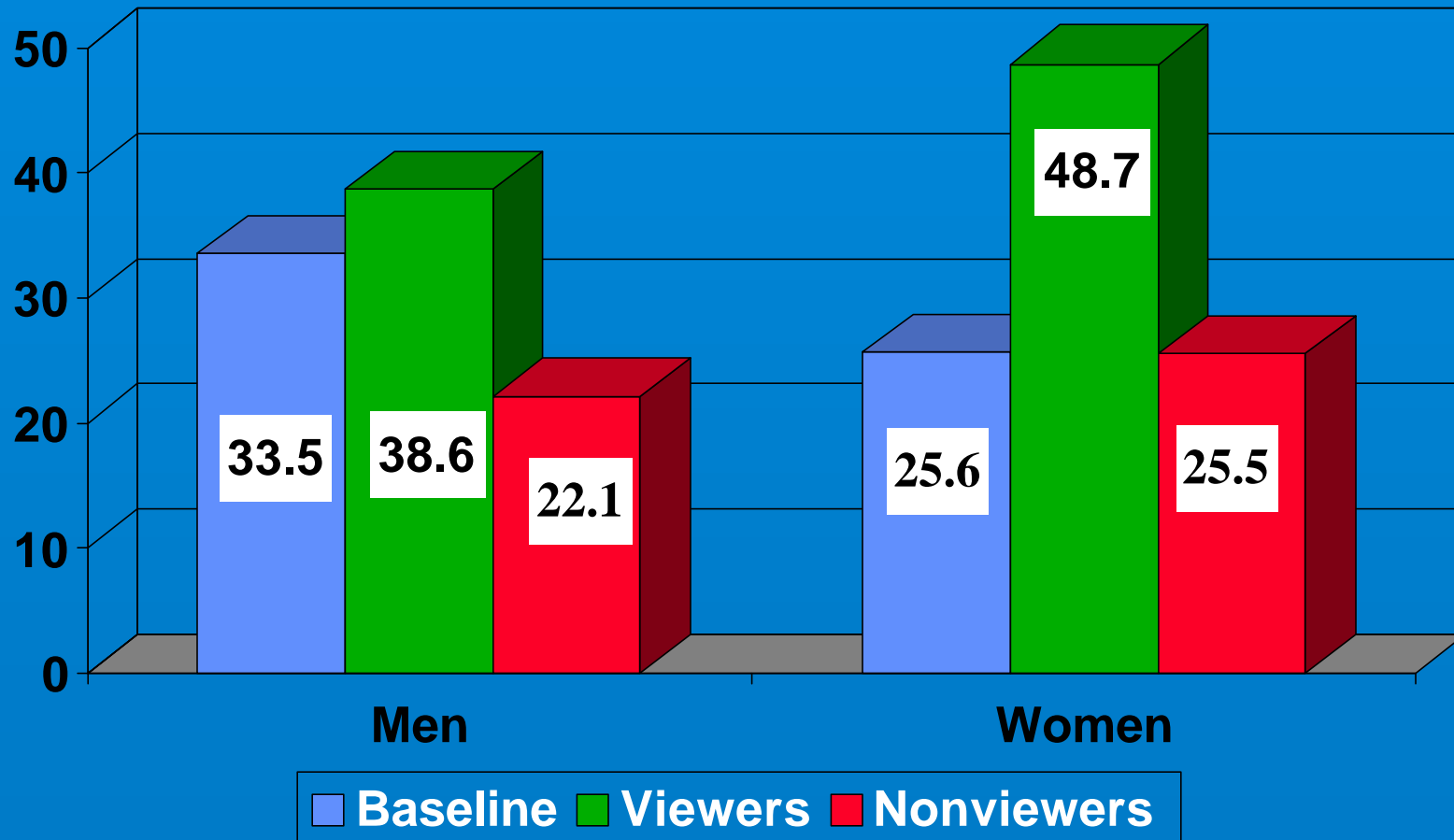
Design team - Communication specialists including young people

Youth Advisory Group - 35 young people from 11 youth organizations

Phase 1 - Radio and TV - promoting condom use or abstinence

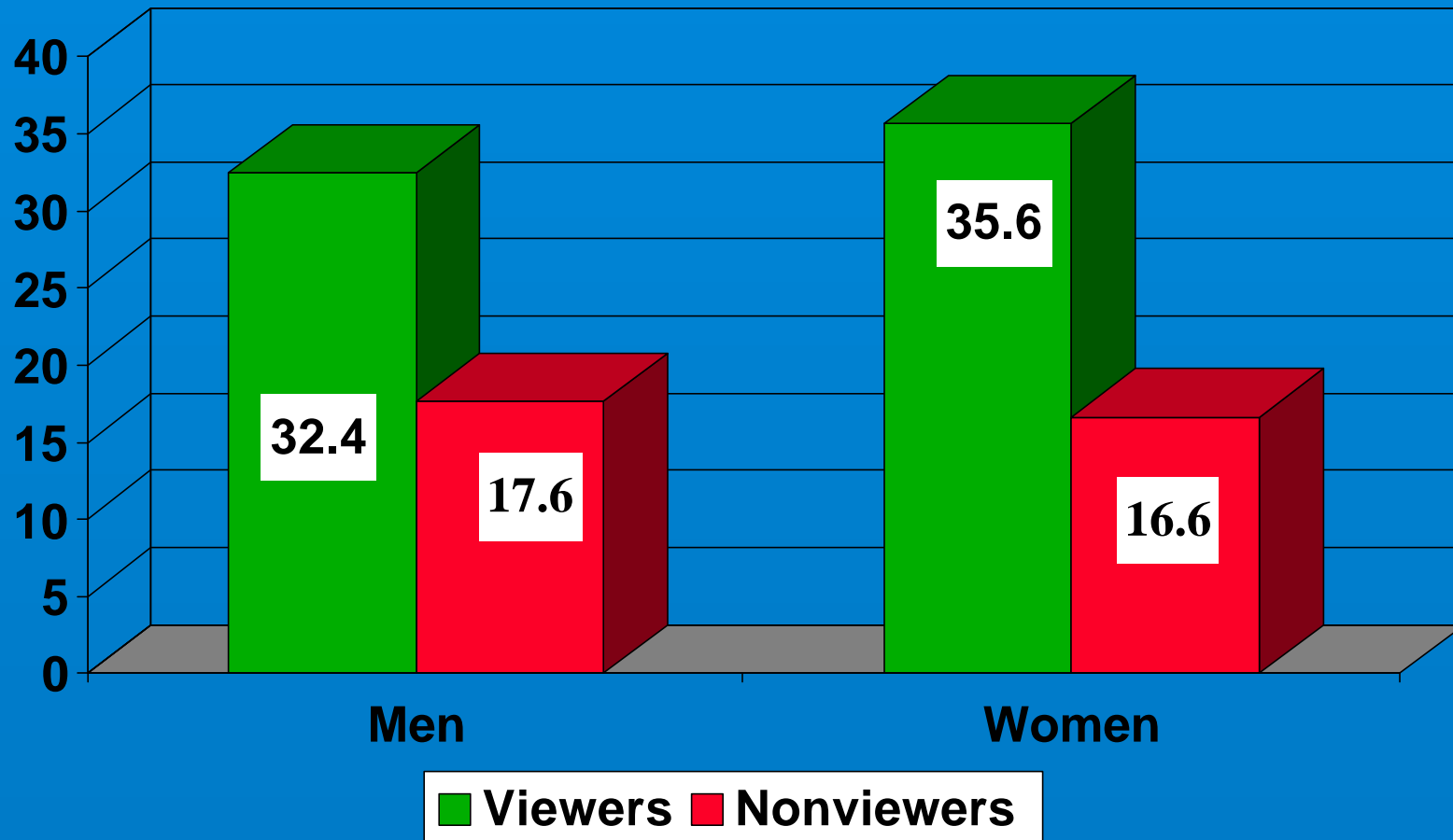
Results

Condom Use by Campaign Viewership



(n=453 men, $p < .01$; n=485 women, $p < .001$)

Results - Condom Use during Last Sex by Campaign Viewership



(n=295 men, n=264 women; p<.001)

Results

- Perceived efficacy to use condoms was positively and significantly correlated to viewership
- 81% of viewers vs. 72% of non-viewers could name a source where condoms could be purchased
- Although there was a decrease between baseline and impact of perceived risk - sexually active youth still severely underestimate their risk of HIV -

UGANDA - Safer Sex Campaign

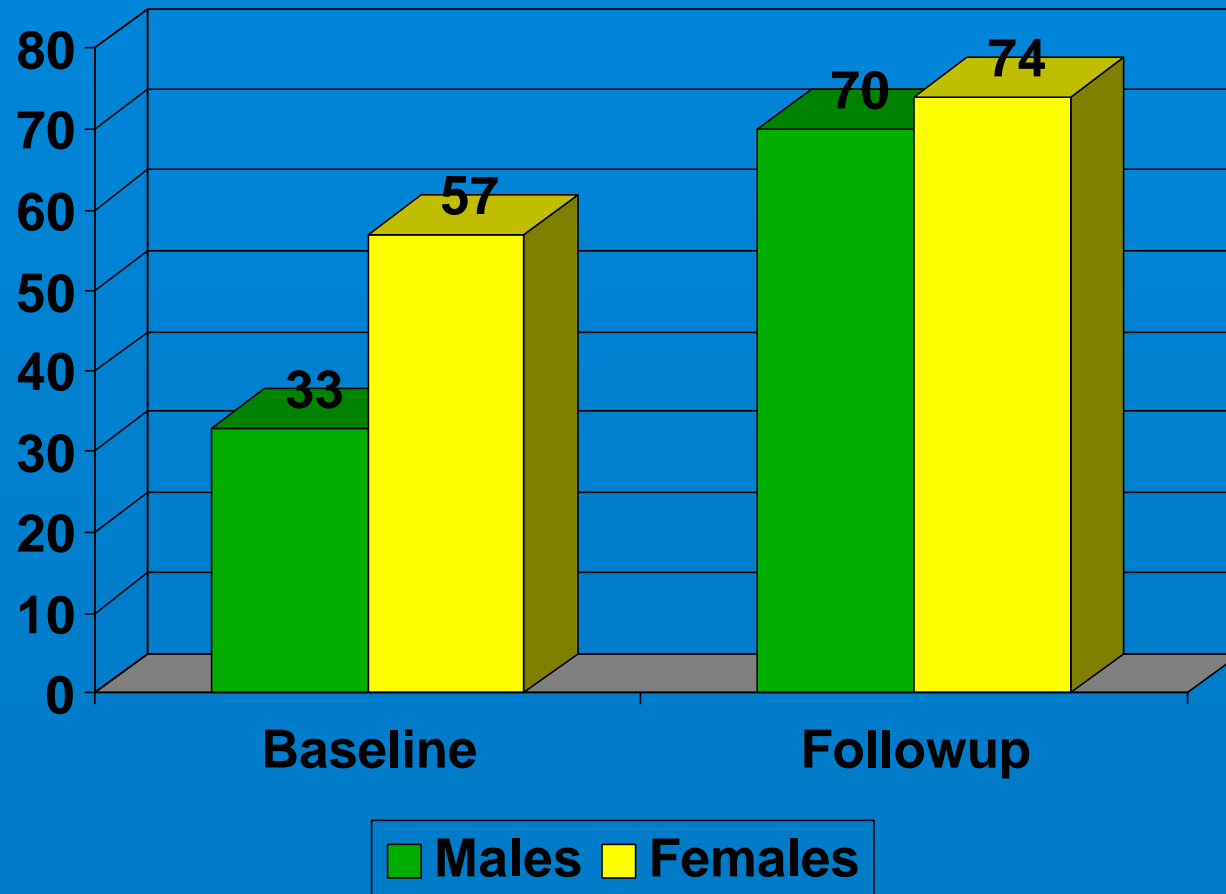
**Addressed adolescent boys (15-19)
and secondarily girls (12-19)**

- delaying sexual activity**
- using condoms**
- resisting peer pressure**
- reducing number of sexual partners**
- discussing protection/safe sex w/ partners**

Components

- Radio spots & jingle
- Radio programs
- Newsletters
- Hits for Hope music contest an Group Africa tour
- *A Matter of Fact* quiz
- Poster
- *More Time Video*
- District level activities

Results



**% of sexually active
reporting use of condom**

Results

Actions taken as a result of exposure to any of the three radio programs

