

Condom social marketing (SM) project in low income communities of Rio de Janeiro, Brazil: A demand driven approach

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Issue: There is a consensus of the need to incorporate young men in AIDS prevention UNAIDS 00-01 WAC, and that their behavior puts themselves and partners at risk of HIV. In Brazil, a large number of young men are getting infected by HIV. Behavioral change plans associated with condom promotion are powerful tools for fighting AIDS among youth. However, Social Marketing (SM) strategies must be demand driven. Current condom SM projects are developed based on supply side strategies: price subsidy/retail sales, lacking involvement of youth and resulting in limited impact for continuous condom use.

Project: John Snow/PROMUNDO initiated a SM of condoms plan for promotion of sexual behavioral change and use of condoms among youth in communities of Rio de Janeiro. It is developed with a condom manufacturer, SSL. 16 young men were trained as promoters to engage peers on issues of domestic violence and sexual health. Objectives are: the implementation of a demand driven SM mix strategy, assessment of local market conditions and integration of a condom accessibility approach with an on-going peer education project.

Results: A condom SM strategy was launched with local NGOs to train young men to act as promoters for use and sell of condoms at youth places. It is an income generating - condoms are sold by the youth, and a behavioral change intervention. Demand driven SM mix strategy includes: Place- condoms available at alternative youth gathering places (e.g funk parties and local bars); Promotion- condoms sold with a magazine produced with the input from the youth; Social Product- young men's involvement in KAP dissemination among peers; Price- setting the "right price" based on youth's willingness to pay, US\$0.33 for 3.

Lessons Learned: Condom SM must be demand driven. When field testing the SM mix, youth provided useful insights. Data were incorporated into all phases of the condom SM project. It is an alternative to the current supply driven strategy for condom SM.