



# Condom Social Marketing Using Non-Traditional Outlets

Binh Dinh, Hai Phong, Quang Ninh, Can Tho, Tay Ninh and Quang Tri Provinces

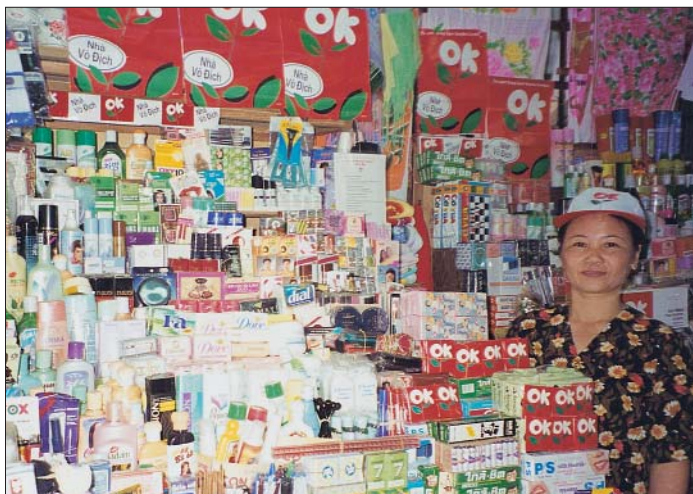
“The cigarette seller has been selling condoms for three years with a pack of 3 condoms costing 1,000 VND<sup>1</sup>. The majority of condoms are sold during the night to sex workers. She estimates that 70% of her clients are sex workers and 30% are service women. She has regular customers that work the area. She is happy with the program.... She has also never had any problems with the police.”<sup>2</sup>

Non-traditional outlet in "hot spot" in Can Tho

## The Situation

### AN UNFULFILLED NEED FOR MORE CONDOMS

- In October 1999 the lack of availability of, and accessibility to, condoms still posed a great challenge for HIV/STI prevention. The "National Study on Condom Demand and Supply in Viet Nam between 1998-2002" identified a total need for condoms for HIV/STI prevention of from 120-150 million pieces per year that could be distributed in Friends Helping Friends groups, STI clinics, HIV counseling and testing centers, pharmacies, etc.
- Past condom use messages focused on use for family planning, rather than disease prevention and distribution was primarily through traditional



outlets such as government health centers or pharmacies. There were few non-traditional condom outlets (NTOs) such as bars, karaokes, restaurants, hotels, massage parlors, and truck stops.

- As of September 30, 2002, more than 55,200 people in Viet Nam are known to be HIV positive, 85% of them are men. The majority are young, sexually active and often do not practice safer sexual practices.
- Many of the people most at risk for HIV/STIs frequent "hotspots" of sex work (SW): karaoke bars, cafes, hotels, restaurants, tea shops, massage parlors, truck stops, and highway/beach call services.

<sup>1</sup> VND15,300=USD1.00

<sup>2</sup> "Mid-term Evaluation for Condom Social Marketing for HIV/AIDS Prevention." Rosanne Rushing, August 2001



■ Awareness of HIV/AIDS is high in Viet Nam, but unsafe sexual behaviors continue to be prevalent throughout the country. According to the 2000

Behavioral Surveillance Survey (BSS) a significant proportion of men in different groups have sex with female sex workers (FSWs), casual partners and spouses. Few use condoms with their wives.

### The Project

Since May 1998, with a grant from FHI, DKT International, an international NGO doing social marketing of condoms and other contraceptives, has implemented a targeted social marketing project in six provinces (Quang Ninh, Hai Phong, Binh Dinh, Can Tho, Tay Ninh and Quang Tri). The FHI support contributes to education and promotion activities for Viet Nam-manufactured Trust and OK condoms brands. DKT successfully piloted work with non-traditional outlets in Quang Ninh and Can Tho.

From June 1999, the National AIDS Standing Bureau (NASB), DKT and FHI sought more continuity and expansion of the work to increase the availability of socially marketed condoms. At the provincial level the collaborators are: the Provincial AIDS Standing Bureaus (PASBs), Provincial Health Services, Peoples' Committees, peer educators, local unions, non-traditional condom outlet owners and other authorities. All take part in planning and implementing activities. DKT Sales Representatives and local Motivators train to carry out the social marketing. Non-traditional outlet owners, especially those located in "hotspots" for commercial sex activity, and mass media communications campaigns play special roles in the project.

### Project Objectives

To expand sales and marketing coverage, and increasing the accessibility of condoms in the project

### PROJECT GOAL

To reduce the transmission of HIV/AIDS and other STIs through increased practice of safer sex, particularly through condom use.

provinces. To increase sales motivators' ability to communicate about HIV/STIs and condoms. To support condom sales by expanding and intensifying the previous communication campaign promoting condom use as a means of protection from HIV/AIDS transmission. To improve young people's awareness of HIV/AIDS and condom use. To use mass media, promotional and educational materials to increase the understanding

and acceptance of condom use for HIV/STI prevention among the general public. To emphasize reaching people whose sexual and/or drug injecting behavior puts them at risk of HIV/STIs.

### Activities

- **Employ and Train Motivators** and Expanding Sales Force • **Develop Sales Promotion Materials** for Staff and Advertising Materials for NTOs and Other Outlets.
- **Advocacy Work/ Meetings** with Local Authorities.
- **Creation of Models** in How to Motivate Non-traditional Outlets to Sell Condoms and Raise Clientele Awareness • **Prevention Education Activities** for Non-traditional Outlet Owner Target Audience • **Condom Distribution/Sales** in NTOs.
- **Promotion Activities** for Non-traditional Target Audience: Script writing, dramas, fashion shows, karaoke competitions, concerts, knowledge contests, a boating competition.
- **Special Events** such as Cultural performances and concerts • **Condom Cafes**.
- **Televised Forum Discussion** • **Communication Campaign:** Mass Media Advertising and Condom Promotion; Behavioral Change Communication (BCC) Materials Development; Mobile Education Team in Hotspots; Training Courses on HIV/AIDS and Condom Use for Border Patrol Forces.



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- A “Condom Tunnel” was established in Can Tho along a five-kilometer corridor of highway along the Mekong River in Thot Not District. This area is noted for a high concentration of sex work activity. Along the “Tunnel” a range of HIV/AIDS outreach services are delivered. These services include condom promotion in non-traditional outlets, teams of motor-bike taxi drivers providing peer education, and displays of a series of highway signs and billboards with positive messages on safe behaviors for HIV/AIDS prevention, and awareness raising activities in local entertainment establishments.
- **Monitoring and Evaluation.**

### Achievements

- **DKT and PASBs developed** condom social marketing communication activities together.
- **The PASB and provincial condom promoters** committed to the project and work hard.
- **DKT Ha Noi staff contributed** capacity building efforts that succeeded.
- **Successful advocacy meetings** with local leaders and authorities emphasized the purpose and importance of a condom social marketing campaign. Frequent meetings continue.
- **Sales force expansion** and the reduction in each person’s coverage area, improved coverage in both traditional and NT outlets and dramatically increased the sales of condoms in 6 provinces.
- **By September 30, 2002:** 21 condom sales motivators have been trained, supervised by the DKT provincial sales agent; 10 condom salespersons work in each of the six provinces; 2,250 condom sales outlets are maintained; 1,050 of them are NTOs; 31,766,894 condoms sold in 6 provinces between January 1998-September 30, 2002; Condom sales up 21.62% in 2001 from 2000 in six provinces. Exceptionally high record year.
- **Promotional items** and BCC materials produced.
- **Enormously successful World AIDS Day** concert (Theme: “Live a healthy life. Practice safer sex. Use condoms.”) that was attended by than 20,000 people in the center of Ha Noi. Covered and later aired by national television (50 million audience) and national press.

- **Other intervention and communication** activities, particularly special events reached tens of thousands of people. Television programs on these events reach millions.
- **National reach television public service announcements** designed, developed and run.
- **Increased product visibility** through hundreds of condom advertising and promotional spots aired on national and regional television and radio.
- **The Condom Tunnel** attracted a lot of attention, won over skeptical people, and delivered the safer sex messages at the right place to the right people at the right time. Condom sales are reported up along the tunnel route.

### Lessons Learned

- **Conducting provincial situation assessments** was essential first step in developing appropriate interventions in each province.
- **Community authorities** (Police, Social Affairs, the Peoples’ Committee) must be made important players in the activity. Advocacy meetings with local authorities can make all the difference in the acceptance of a condom social marketing program. Involvement of local police in social marketing of condoms remains low. An official license carried by the DKT promoter helps eliminate problems with the police.
- **Opening non-traditional non-pharmacy outlets** was more difficult than was anticipated. To motivate outlet owners, this process requires a combination of political support, energetic, creative sales skills and effective communication and education about the risks of and ways to prevent HIV/AIDS/STIs.
- **“Criminalizing” of condoms** is still an obstacle. NTO owners fear harassment from authorities interpreting condom sales as the promotion of “social evils”. Many become inactive when there are “anti-social evils” campaigns. Superstitions and traditional beliefs are also problems.
- **In order to increase sales**, there must be a sufficient number of sales representatives hired and they should cover a manageable geographic area.
- **Televising of special events** extends the reach of each to many millions of people.



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- **Increases in television time fee rates** result in decrease in number of spots affordable.
- **Condom demand increases** in the summer holiday time, especially in tourist areas such as Do Son. It also decreases at Tet as people are off work up to ten days.
- **Peer educators need information** on the location of NTOs.
- **Messages need to emphasize** personal risk behavior rather than focusing on "high risk" groups" i.e. individual risk and responsibility and encouraging use of condoms with 'girlfriends',

'boyfriends', and/or lovers as well as for anal and oral sex.

- **Introduction of lubricants in the social marketing program** in the future is expected to increase customer satisfaction and improve condom sales.
- **Female condoms** may be feasible to promote and provide in the future for FHI-supported interventions for female sex workers (with proper training) and possibly for men who have sex with men.

**Condom Social Marketing Outlets And Condom Sales For HIV/AIDS Prevention Using NTOs**

From January 1998 through September 30, 2002 in six provinces where DKT International receives FHI support

Province	Hai Phong	Can Tho	Binh Dinh	Quang Ninh	Quang Tri	Tay Ninh	Total
No. of Active traditional DKT Sales Outlets (as of August 31, 2002)	290	209	73	131	59	438	1,200
No. of Active Non-traditional Outlets (as of August 31, 2002)	243	268	155	112	119	153	1,050
<b>TOTAL Outlets</b>	<b>533</b>	<b>477</b>	<b>228</b>	<b>243</b>	<b>178</b>	<b>591</b>	<b>2,250</b>
No. of condoms sold through DKT sales at pharmacies	5,753,672	5,273,424	2,936,880	6,619,824	2,418,568*	4,621,968	27,624,336
No. of condoms sold at NTOs	1,820,444+	608,256+	398,160	763,602+	200,880+	351,216++	4,142,558+
<b>TOTAL Sold</b>	<b>7,580,116</b>	<b>5,881,680</b>	<b>3,335,040</b>	<b>7,383,426</b>	<b>2,619,448</b>	<b>4,973,184</b>	<b>31,766,894</b>
No. of DKT sales reps. trained	2	2	1	2	1	2	10
No. of motivators trained	4	10	3	9	4	4	34

\* June '98-September 30, '02

+ January '99-September 30, '02

++ January '00-September 30, '02

Source: DKT International

**FHI VIET NAM HIV/AIDS INTERVENTION: 1999-2002**

- HIV/AIDS Behavioral Surveillance Surveys
- Capacity Building for Individuals and Organizations
- Behavior Change Communication (BCC) Campaigns
- **Condom Social Marketing Using Non-Traditional Outlets**
- Men's Interventions: Peer Education by Barbers and Shoeshine Boys
- Men's Interventions: Peer Education by Motorcycle Taxi Drivers
- Men's Interventions: Peer Education in the Workplace
- The Women's Health Club and Community Peer Education Project
- Risk Reduction Through Drop-In Centers and the "ECHO" Peer Education Model
- Peer Education in 05/06 Rehabilitation Centers: Risk Reduction and Support for People Living with HIV/AIDS
- STI Management Training for Pharmacists and Private Physicians

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**Impact**

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