Final Report on Launching of 100% Condom Use and Condom Promotion Campaigns

Organized by:
  Ministry of Health
  NCHADS
In collaboration with:
  Provincial Health Departments
Funded by:
  GFATM
Contracted by:
  Maison Khmer
Final Report on
Launching of 100% Condom Use
and Condom Promotion
Campaigns

in
Banteay Mean Chey, Battambang, Pailin, Pursat,
Sihanouk Ville, Koh Kong, Kampong Cham and
Mondulkiri

29 April – 10 May, 2008

Activities Completed by:

Maison Khmer Advertisement Media & Constructions
Company
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**FINAL REPORT ON**
**THE LAUNCHING OF 100% CONDOM USE AND CONDOM PROMOTION CAMPAIGNS**

1. **BACKGROUND**

HIV was first discovered in Cambodia in 1991, along with first case diagnosis in 1993. Then it spread rapidly to become a champion in Asia. By the way, because of multi-sectorial effort from government and non-governmental organization and civil society, we could slow down its spread since 1998 (3.2% to 2.1% of HIV prevalence among adult population aged 15-49 in 2003). This effort could be recognized as a success of HIV prevention by the national, regional and international body.

There are several key interventions that contributing into this success such as: the outreach program, the STI case management and the 100% condom use program targeted high-risk group such as sex workers. The outreach and STD case management program has been initiated since 1995 while the 100% CUP was introduced in late 1998 and it becomes a popular and top priority intervention written in the national strategy of HIV prevention in NAA and NCHADS.

The 100% Condom Use Programme is one of the major components of the Ministry of Health’s Strategic Plan for HIV/AIDS and STI Prevention and Care for 2004-2007. The programme has been developed and implemented to reduce transmission of HIV among the high-risk groups of brothel-based sex workers and their clients, and to lesser extent non-brothel-based sex workers and their partners. This programme complements other interventions such as behaviour change communication (BCC), social marketing of condoms (SMC), management of sexually transmitted infection (STI); voluntary counselling and testing (VCT); and AIDS Care.

Since there has been a gap in funding support for the 100% CUP in a number of provinces for the last several years, the National Centre for HIV/AIDS, Dermatology, and STI (NCHADS) has planned to re-introduce and reinforce the 100% Condom Use Programme in eight (8) selected provinces through use of funds from the GFATM, by conducting
publicity and re-launching to technically and officially promote the importance and advantages of correct and constant use of condom for a healthy life that is free of HIV/AIDS.

2. OBJECTIVES

Launching of 100% Condom Use and Condom Promotion Campaign is a formal set of concerted and entertaining activities that is expected to bring about maximum effects on information and communication for behaviour change in HIV/AIDS and STI prevention and care. The activity aims to successfully attain the following objectives:

♦ To officially advocate to the Cambodian public the importance and vital advantages of condom use.

♦ To provide the people opportunities for entertainment activities which creatively carry and disseminate potential and interesting communication messages and themes to change the population’s health-risky behavioural patterns as well as promote health care services seeking behaviour including information on availability of STD clinic, VCCT and CoC.

♦ To present to the local civil society members and government service staff an integrated coordinated agenda for caring for the population’s health and well-being.

♦ To mobilize close and efficient cooperation and support from the sex work establishments’ owners and/or sex workers’ managers to ensure that condom use is voluntarily accepted and correctly used by both clients and sex workers.

♦ To publicize the event and its contents and efforts to fight against HIV/AIDS on as local many mass media channels as possible.

3. Implementing Agency

The National Center for HIV/AIDS, Dermatology and SIDs (NCHADS), Ministry of Health agreed to hire Maison Khmer Advertisement Media & Construction Company as a consulting firm to operate the concert activities within the 8 sites as assigned by NCHADS under the GFATM funding support.

In order to provide a full range of activities as required in the term of reference (ToR), the firm had been worked in collaboration with other several institutions involved in these events including NCHADS, Provincial AIDS Committees (PACs), Provincial AIDS Offices (PAOs), local Authorities and local NGOs.
Summary of the Firm

Maison Khmer Advertisement Media & Constructions Company was founded on the principle of innovation in entertainment, and has become a leading-edge “entertainment lab”. Under the direction of Mongkol Ly, President & Executive Producer, Maison Khmer Co., Ltd has produced a wide variety musical concerts and events in Cambodia over the past 5 years with collaboration with other related major local and international companies.

Maison Khmer has quickly emerged as the premiere concert and entertainment company for corporations and individuals hosting large parties, conventions, and events with budgets for entertainment. Our list of shows available range from small, medium to high reviews to acclaimed performances featuring. Popular music of the 80's onward and even the magic and comedy are available at all time. All of our concerts were designed to be completely customizable to suit the specific entertainment needs of our clients for their individual events and performance venues.

Maison Khmer has received legal permission directly from the Ministry of Commerce, we also maintain all proper performance licenses with those related authority.

4. METHODOLOGY

The methodology for this event is designed as a public event type and was applied for all sites of the campaign.

4.1. Sites:

The campaign was conducted in 8 different selected provinces/cities as assigned by NCHADS. Those provinces/cities are: Banteay Mean Chey, Battambang, Pailin, Pursat, Koh Kong, Sihanouk Ville, Kampong Cham and Mondulkiri.

4.2. Target Audiences:

The campaign aimed at general population without restricted to any classes, professions, gender, or age. However, the specific target population came to attend the
events included school teenagers and adolescents, community adolescents, workers and households, government officers, police, military etc.

4.3. Population

A total estimation of the people who came to enjoy the campaign was varied from site to site depended on its population. Anyway, we estimated that there were around 8,000 to 10,000 people in average in each site, except Banteay Mean Chey. (see the results for more details of actual numbers in each site).

4.4. Tools

a) Messages Development and Use

Messages was developed and provided by the NCHADS. Those messages used in the campaign were focused on HIV/AIDS & STIs, condom use and 100% CUP and were delivered by MCs, signers and comedian group during their performance.

b) Quiz Session

A set of quiz used for these events was provided by NCHADS. There was a true and false question and a multiple choice question on HIV/AIDS & STIs developed that we used during the campaign in order to attract more participation from the audiences. There was a range from 10 to 15 of youth group (both males and females) in each site volunteered to join the quiz session. The winner, who answered correctly to the question, received a small package of gift such as T-shirt, cap, umbrella/raincoat, condoms and some other useful materials for their prize. However, if they could not answer correctly, they also received some prize after they got a correction and explanation from the facilitator (PAO staff).

c) IEC Materials Distribution

This campaign also provided a good opportunity to distribute IEC materials such as posters, leaflets, flyers and sample condoms to the audiences. Those materials were provided by NCHADS and distributed to the audiences during the show in each site. The types and total number of IEC materials distributed throughout the campaign are:

1. Five types of posters: 28,000 sheets
2. Three types of leaflets: 9,900 sheets
3. One type of flyer with sample condoms: 3,800 sets
4. Condoms and lubricants: 15,000 Condoms & 15,000 lubricants
5. T-shirts/caps: 500 pieces each (used for PAO staff, organizer team, artist team, and other concert staff as well as for the quiz participants)

d) A Live Concert

A live concert was organized in the evening consisting of traditional dances, modern songs and dances interacted by short story performed by the comedian group. There were an opening remarks made by the local authorities, Director of Provincial Departments, Representative of NCHADS and the Governor in each site (see more detailed programme for the concert in the implementation stage).

e) Assessment

An assessment was conducted during each show. Our method to get feedback was questioning 10-20 random adults/teenager, male and female. The questionnaire as below:

✓ Do you know what the objective of the show is?
✓ How do you like the show?
✓ What did you learn from this even?
✓ What is the strength and weakness of the show?
✓ What is your recommendation?

In general, the feedback was preferable, most audience likes the show, they know well about the objectives of the show and they learned a lot on how HIV/AIDS transited, how they can prevent themselves through our messages and quizzes. However, some audiences preferred to have proper seats (chairs), safety parking place (for bike and motorbike) and more gift such as T-shirts, caps, condoms, leaflets, posters etc., Also they preferred to have that kind of even at least twice a year, because they can have fun, and learn some new knowledge about HIV/AIDS & STDs.

4.5. The implementation

a) The Preparation Stage

The following tasks were prepared by the firm in a close collaboration with NCHADS and PAO:
✓ Received the official awarding letter from NCHADS on 25 April, 2008.
✓ Contacted NCHADS and PAOs to ensure that the official letter from NCHADS/MoH to inform the local authority about the campaign and the official acceptance letter from local authority were secured in each site.
✓ Prepared, produced and got approved all messages, scripts quiz, game and any others design (banner, backdrop, concert stage etc) necessary for the campaign.
✓ Worked with NCHADS, PAO and local authority on actual site selection for the events.
✓ Worked with BCC Unit/NCHADS to prepare and approve on the date and agenda of the events.
✓ Trained and informed all performers, especially master of ceremonies (MCs) about the objective, methodology and contents of the campaign as well as the HIV/AIDS & STDs technical terms and slogans used during the concert performance.
✓ There were several banners hanged along the busy selected streets or concert place 2-3 days before it started.
✓ Event announcement to the public using a mobile advertising media and existing local channel stations such as local radio and/or TV at least 1 day ahead of each event. The announcement provided information regarding the objective of the campaign including the purpose of the event, date, time, place and the concert activities included actors/actresses, pop singers and comedian team.
✓ Developed a check list for monitoring and evaluation the activities.

b) The Implementing Stage

There was a one day event in each site.

In the morning:
✓ Made sure that the stage was ready and the logistic support was in place and run smoothly.
✓ Contacted BCC Unit/NCHADS to modify on stage agenda if there was any change as well as the list of honorable guests.
✓ Coordinated with NCHADS, PAO and local authority on security issue also.

In late afternoon:
✓ The concert was organized. The official performance was from 6 or 7 p.m. until midnight. But usually, the live band started earlier at 5 p.m. in a way to gather the public.
Organized and processed the launching program in the evening as per agreed itinerary and on stage schedules which was reviewed and approved by NCHADS as below:

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>07:00am-04:30 pm</td>
<td>Stage, power supply, lights, electronic visual-audio system equipments etc... was completely installed</td>
</tr>
<tr>
<td>05:00 pm</td>
<td>Hit music and songs started off the road to attract people</td>
</tr>
<tr>
<td>06:00 p.m.</td>
<td>Arrival of Honorable Guests, VIPs and extinguish guests</td>
</tr>
</tbody>
</table>
| 06:15-07:00 p.m. | Greeting and songs  
 Classical dancing (Wishing dance)                        |
| 07:00-07:15 p.m. | Welcome speech of Director of PHD                             |
| 07:15-07:30 p.m. | Three songs to break the tension and to maintain the audiences’ interest |
| 07:30-07:45 p.m. | Address speech of NCHADS Representative                        |
| 07:45-08:00 p.m. | Three songs to break the tension and to maintain the audiences’ interest |
| 08:00-08:15 p.m. | Official opening speech of the Governor or Vice Governor          |
| 08:15-08:30 p.m. | Three songs to entertain and to maintain the audiences’ interest   |
| 08:30-09:00 p.m. | Quiz on HIV/AIDS & STI  
 10-15 voluntary teens were selected to participate.   |
| 09:00-09:20 p.m. | Short comedy performances regarding HIV/AIDS & STDs and condom pro |
| 09:20-10:00 p.m. | Modern songs and dances                                          |
| 10:00-11:30 p.m. | Comedies carrying scenarios of HIV/AIDS experiences, involving hit songs and performances by professional comedians. |
| Closing       |                                                                    |
5. FIELD ACTIVITIES AND RESULTS

<table>
<thead>
<tr>
<th>Province/ City</th>
<th>Concert Location</th>
<th>Event Date</th>
<th>Honorable Guests</th>
<th>Estimated Number of Audiences*</th>
<th>IEC Materials, Condoms &amp; Lubricants Distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>BANTEAY MEAN CHEY</td>
<td>Vetika Garden, Provincial Town</td>
<td>29 April, 2008</td>
<td>H.E. Sok Sareth, Vice Gov. Dr. Lan Van Seng, Deputy Director, NCHADS Dr. Chhum Vannarith, Director of PHD, Chairman of PAC Dr. Ing Sophirum, Deputy Director of PHD</td>
<td>2,000</td>
<td>Posters: 1,500 Leaflets: 700 Condom samples &amp; Flyers: 500 Condoms: 1,500 Lubricants: 1,500</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Note:</strong> The concert was interrupted by rain. However, the show was performed as schedule and some audiences remained, some more came after rain stopped.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BATTAMBANG</td>
<td>Riverside Garden, Provincial Town</td>
<td>30 April, 2008</td>
<td>H.E. Chhaum Bun Khan, Vice Gov., Chairman of PAC Dr. Lan Van Seng, Deputy Director, NCHADS Dr. Nhoeuk Bun Chhup, Director of PHD</td>
<td>15,000</td>
<td>Posters: 5,000 Leaflets: 2,000 Condom samples &amp; Flyers: 500 Condoms: 2,000 Lubricants: 2,000</td>
</tr>
<tr>
<td>PAILIN</td>
<td>Kaung Kang Pagoda, Provincial Town</td>
<td>1 May, 2008</td>
<td>Mr. Suos Siyat, Governor of Khan Pailin Dr. Lan Van Seng, Deputy Director, NCHADS Dr. Yit Saream, Director of PHD</td>
<td>6,000</td>
<td>Posters: 2,500 Leaflets: 1,000 Condom samples &amp; Flyers: 300 Condoms: 1,500 Lubricants: 1,500</td>
</tr>
<tr>
<td>PURSAT</td>
<td>Provincial Stadium, Provincial Town</td>
<td>2 May, 2008</td>
<td>H.E. Chhun Song, Vice Gov., Chairman of PAC Dr. Lan Van Seng, Deputy Director, NCHADS Dr. Khleum Sokun, Director of PHD</td>
<td>9,000</td>
<td>Posters: 3,000 Leaflets: 1,000 Condom samples &amp; Flyers: 500 Condoms: 2,000 Lubricants: 2,000</td>
</tr>
<tr>
<td>SIHANOUK VILLE</td>
<td>Vetika Krong, Provincial Town</td>
<td>4 May, 2008</td>
<td>H.E. Chev Kim Hong, Vice Gov., Chairman of PAC</td>
<td>10,000</td>
<td>Male: age 15-25: 42%</td>
</tr>
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<tr>
<td>KOH KONG</td>
<td>Provincial Stadium, Provincial Town</td>
<td>6 May, 2008</td>
<td>H.E. Nong Dinal, Vice Gov., Chairman of PAC</td>
<td>15,000</td>
<td>Male: age 15-25: 44%</td>
</tr>
<tr>
<td>KAMPONG CHAM</td>
<td>City Hall Garden, Provincial Town</td>
<td>8 May, 2008</td>
<td>Mr. Thuch That , District Gov. of KCM district,</td>
<td>12,000</td>
<td>Male: age 15-25: 39%</td>
</tr>
<tr>
<td>MONDULKIRI</td>
<td>Provincial Airport, Provincial Town</td>
<td>10 May, 2008</td>
<td>H.E. Heng Samnang, Vice Gov., Chairman of PAC</td>
<td>12,000</td>
<td>Male: age 15-25: 40%</td>
</tr>
</tbody>
</table>

More details of field activities can be found in the DVDs attached.
5.1. Banteay Mean Chey
5.2. Battambang
Final Report on the Launching of 100% Condom Use and Condom Promotion Campaign
5.3. Pailin
Final Report on the Launching of 100% Condom Use and Condom Promotion Campaign
5.4. Pursat
Final Report on the Launching of 100% Condom Use and Condom Promotion Campaign
5.5. Sihanouk Ville
5.6. Koh Kong
Final Report on the Launching of 100% Condom Use and Condom Promotion Campaign
5.7. Kampong Cham
5.8. Mondulkiri
6. CONCLUSIONS

- The campaign was smoothly organized and all the tasks were successfully completed and complied with the ToR.

- Most audiences enjoy the show, have fun and learn new knowledge about HIV/AIDS and they preferred to have this kind of show more frequently.

- Most of the audiences who came for these events were 90% adults and adolescents/teens.

- There was strong collaboration among relevant producer, institutions and local authorities.

- The PAOs and PHDs played an important role in coordinating and ensuring that the campaign was going on as scheduled and success.

- The launching of 100% condom use program can play an important role not only for the condom promotion, but also provided a good opportunity to spread the information on HIV/AIDS & STDs to the public (HIV/AIDS edutainment).

- The major challenge of conducting the campaign is the weather condition.

- The number of audiences based on the age distribution in each site and weather condition.
7. RECOMMENDATIONS

Based on the experiences during the campaign phase, Maison Khmer would like to have some recommendations as following:

- It is a very good mass media approach in raising the public awareness about HIV/AIDS & STDs and 100% condom use program. Therefore, the campaign should be organized similar way in other provinces/cities and if possible at the major district level.

- BCC Unit of NCHADS is the only one key resource in coordinating, orienting and directing in term of technical support for the whole process.

- Strengthening and expand the cooperation with PHD/PAO and local authorities as a key to ensure the success of the campaign.

- A close communication with all stakeholders should be made throughout the campaign to avoid miscommunication and misunderstanding in the role and responsibilities.