



Convenience Advertising

**THE REPORT ON THE HIV PREVENTION PROGRAM REALIZED AMONG
STUDENTS OF EDUCATIONAL INSTITUTIONS IN THE CITIES OF
CHEREPOVETS AND NIZHNY NOVGOROD, WITH THE NARROWCAST
COMMUNICATION METHODOLOGY BEING USED**

**The Public Health and Social Development Foundation "FOCUS-MEDIA", with the support of
Caritas France**

THE REPORT ON THE HIV PREVENTION PROGRAM REALIZED AMONG STUDENTS OF EDUCATIONAL INSTITUTIONS IN THE CITIES OF CHEREPOVETS AND NIZHNY NOVGOROD, WITH THE NARROWCAST COMMUNICATION METHODOLOGY BEING USED

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PROJECT DESCRIPTION

Purpose:

Master the narrowcast communication methodology development, implementation and evaluation with consultative support of Convenience Advertising¹, realize a pilot project on HIV/AIDS prevention at educational institutions in the cities of Cherepovets and Nizhny Novgorod using narrowcast communications methodology, and ensure continuity of the program in Russia by training regional partners.

Methodology:

The narrowcast communications methodology involves installing frames with posters near sinks, mirrors in toilet areas and toilet rooms of public places (cinemas, supermarkets, bars, clubs, educational institutions, etc.); posters are specially designed for the target group and contain messages on particular topic (e.g. HIV/AIDS and STIs prevention). Specially designed pockets are attached to the frames to put thematic leaflets in.

Advantages of the narrowcast communications methodology:

It gives an opportunity to:

- 1) provide more direct and open messages;
- 2) avoid condemnation on the part of conservative representatives of society (messages do not concern non-intended audience);
- 3) deliver discrete messages (gender specific) in men and women toilet rooms;
- 4) consider psychological, cultural and linguistic specific features of target group;
- 5) create comfortable conditions for reading messages alone (all people use toilet and stay there alone at least several minutes);
- 6) provide target group with information which they will take away and keep (leaflets in special pockets);
- 7) more quickly answer the changing needs of target group (feedback);
- 8) it is relatively cost effective (nonexpendable frames, printed posters and leaflets).

The narrowcast communications methodology has proven effective at the international level in preventing HIV/AIDS and STIs since the HIV epidemic began, as it helps to reach at risk groups, select those who need information most of all and install it in most accessible places.

Pilot project aims and objectives

The pilot project is aimed at lowering the level of risks of HIV infection and other STI's transmission among students of selected educational institutions in the cities of Cherepovets and Nizhny Novgorod by raising young people's awareness about the ways of HIV transmission and methods of

¹ **Convenience Advertising** - an international organization working in the field of public health on programs using narrowcasting communications methodology. The programs use methods of social marketing for developing relevant effective messages to be installed in **toilet places**. CA has been realizing narrowcast campaigns for 22 years in several countries - Australia, Netherlands, France, USA, Ireland, etc., and has developed the system of monitoring and evaluation of these campaigns effectiveness (CAAMS)

HIV and STIs prevention, and providing information about relevant local services of information, testing, counseling or treatment.

Effectiveness indicators

Outcome:

- At least 70% of the target group will recall (unprompted) posters installed in toilets area of the selected Universities
- At least 50% of the target group can recall the slogan and give correct interpretation of the campaign message.
- At least 50% of those who saw the posters took and kept the leaflets from it.

Impact of the campaign on knowledge, attitude, practice and behavior of the target group:

- Increased level of knowledge and with that decreased misconceptions about HIV transmission ways.
- Increased openness to information about HIV and AIDS.
- Increased levels of safer sex practices and condom use.

Pilot project implementation

In the process of the project implementation, the following work was done by the "FOCUS-MEDIA" Foundation:

1. On-the-job training for FOCUS-MEDIA staff on narrowcast communications methodology provided by Convenience Advertising experts.

November 8-9, 2006 - David Stanly, Director of Convenience Advertising, provided training to FOCUS-MEDIA staff on narrowcast communications methodology used in HIV/STIs prevention. Memorandum of Understanding and Cooperation was signed within the framework of the project.

2. Regional partners were selected in Cherepovets and Nizhny Novgorod and provided training on narrowcast communications methodology.
3. Needs assessment was carried out in selected regions (educational institutions where the campaign was implemented)

November 17 and 22 - Daria Alexeeva, Project Manager, and Oxana Barkalova, Regional Project Manager traveled to the cities of Cherepovets and Nizhny Novgorod to hand over the methodology and prevention work plan to the key project participants (regional coordinators, representatives of educational institutions, administrations, etc.), and to collect information needed:

- number of institutions, project participants
 - number of students
 - number of men and women toilets in each institution
 - assessment of toilets state (whether there are doors, sinks, dryers; where to install frames)
4. Target group KABP research was undertaken in the field of HIV/AIDS among students of selected educational institutions in Cherepovets and Nizhny Novgorod.
 5. Support of government administrations and public health and educational committees was ensured.
 6. Campaign materials were developed on the basis of the research results:
 - message text
 - several versions of poster design for girls and young men
 - design versions were tested on target group representatives (focus-testing method was used, with girls and young men from educational institutions in Cherepovets and Nizhny Novgorod participating)

- design for girls and design for young men were approved and finalized according to the research results
- leaflet text was developed
- layout was made, posters and leaflets were printed

7. Training on using the Convenience Advertising system (CAAMS)

February 18-19, 2007 – David Stanley, Director of Convenience Advertising, provided training for FOCUS MEDIA staff on CAAMS use.

February 20-21, 2007 – FOCUS-MEDIA experts: Daria Alexeeva, Project Manager, Oxana Barkalova, Regional Project Manager, and Boris Fomin, IT specialist, provided training on methodology adaptation and CAAMS use to four representatives of partner organizations from Cherepovets and Nizhny Novgorod.

8. Frames with posters and leaflets were installed in men and women toilets in educational institutions of Cherepovets and Nizhny Novgorod
9. Campaign implementation, monitoring of frames (with posters and leaflets) maintenance
10. Project evaluation
- evaluation research
 - evaluation with CAAMS being used
 - report on the project implementation
11. Presenting results of the pilot project
- work meeting was held where the results were presented to federal and regional government representatives, partners and other stakeholders

Project participants

Cherepovets:

Cherepovets City NGO “Cherepovets Doctors’ Association”

Project Manager – Tatiana Ivanovna Tsarenko

Cherepovets State University, ChSU (10,000 students)

Cherepovets Metallurgical College (1,900 students)

Total number of students – 11,900

Nizhny Novgorod:

Nizhegorodskaya Oblast NGO “Social and Psychological Center ‘Doverie’”

Project Manager – Irina Petrovna Ezhova

Educational institutions:

Nizhegorodsky State Technical University (NSTU) (over 27,000 students)

Nizhegorodsky Technical College (1,000 students)

Nizhegorodsky Sormov Mechanical College (580 students)

Bor Glass Industrial and Economical College (the town of Bor) (700 students)

Moscow Humanitarian and Economical Institute, Nizhegorodsky Branch (nearly 2,000 students)

Total number of students – 31,280

Project materials

Posters: common (to be installed on toilet door), for young men (to be installed inside toilet room), for girls (to be installed near mirror or sink).

Можешь ли ты заразиться ВИЧ в столовой?

НЕТ,

НО любой человек может заразиться ВИЧ, **занимаясь незащищенным сексом.**

ИСПОЛЬЗУЙ качественные презервативы при каждом сексуальном контакте!

www.safe-sex.ru

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Leaflet to be put in pocket attached to frame (one pocket contains 35 leaflets)

КАК ЗАЩИТИТЬ СЕБЯ ОТ ЗАРАЖЕНИЯ ВИЧ ПОЛОВЫМ ПУТЕМ?

1) 100% уровень защиты от заражения ВИЧ обеспечивает только воздержание от секса.

Опасность заражения ВИЧ несут в себе чужая кровь, сперма или влагалищные выделения.

2) Вы также можете быть уверены в своей безопасности, если у вас всего один неинфицированный партнер.

Для этого вам с партнером необходимо сдать тест на ВИЧ и другие ИППП. Важно помнить, что у большинства ИППП и у ВИЧ-инфекции может не быть никаких симптомов, и человек может выглядеть абсолютно здоровым. Кроме того, существует так называемый «период окна».

«Период окна» — отрезок времени от 3-х месяцев до полугода, в течение которого невозможна достоверная диагностика ВИЧ-инфекции в организме человека.

Таким образом, чтобы избежать заражения ВИЧ половым путем, необходимо:

- дважды (после «периода окна») пройти тестирование на ВИЧ
- быть уверенными в том, что оба партнера знают друг друга

При этом необходимо помнить о средствах контрацепции, если вы не планируете в ближайшем будущем рождение ребенка.

3) Более доступный способ защитить себя от заражения ВИЧ — использование презерватива.

ПРАВИЛЬНОЕ использование качественных презервативов при каждом сексуальном контакте дает 98% гарантии защиты от заражения ВИЧ (2% приходится на случаи, когда презерватив порвался).

Презерватив одновременно защищает и от многих ИППП, и от беременности. Не требует рецепта, обращения к врачу, доступен, удобен. И главное, презерватив дает возможность взять на себя ответственность за свою безопасность и безопасность партнера.

ВИЧ никогда не передается бытовым путем.

ВИЧ передается:

1. через сексуальный контакт без презерватива;
2. через кровь;
3. от ВИЧ-положительной матери ребенку — во время беременности, родов и кормления грудью.

ВИЧ не выживает вне тела человека.

ВИЧ не передается:

- при рукопожатии или объятиях;
- через пот или слезы;
- при кашле и чихании;
- при использовании общей посуды или постельного белья;
- при использовании общих ванны и унитаза;
- при совместных занятиях спортом;
- в общественном транспорте;
- через животных или при укусах насекомых;
- при поцелуе / через слюну.

Если тебе интересно узнать о ВИЧ и безопасном сексе все — приходи на сайт www.safe-sex.ru

РЕАЛИЗУЙ СВОЕ ПРАВО НА ЗДОРОВЬЕ!

Получить помощь ты можешь здесь:

Иркутск, Новоруде
 Иркутский региональный консультативный Центр по лечению ВИЧ/СПИДа:
 33-96-12, байт@nrcf.ru

Москва
 Мультиязычный телефон Дневной линии с 9.00 до 21.00:
 33-09-69

Иркутск
 «Специально-психологический Центр «Дневная линия»:
 33-74-63, oas@nrcf.ru

Челябинск
 Информационный центр «Большой цирк»:
 Сосновский 30-6 ауд. 319, тел. 89362990674,
 e-mail 221254@mtel.ru

Центр по профилактике и борьбе со СПИДом
 ул. Дзержинская 13, тел. (8202) 51-16-64,
 e-mail a1@nrcf.ru

Сексуальные отношения — это совсем не так просто, как рассказывают друзья и подруги.

Поэтому прежде чем решиться на такой ответственный шаг, тебе необходимо узнать, как обезопасить себя.

СЕКС
ОДИН ИЗ ТРЕХ ПУТЕЙ ПЕРЕДАЧИ ВИЧ-ИНФЕКЦИИ

Project figures

In the process of the project implementation in Cherepovets, 75 frames were installed, with 175 posters being used (including those initially installed and spoiled posters replaced) and 8,000 information leaflets being distributed. Possible coverage – nearly 11,000 students (the number of students in selected educational institutions).

In Nizhny Novgorod, 175 frames were installed, with 250 posters being used and 11,000 information leaflets being distributed. Possible campaign coverage – 31,000 students.

The cost of one nonexpendable frame is 125 rubles. The campaign cost consisted of the cost of poster and leaflet design and layout development and that of poster and leaflet printing, plus the cost of frames maintenance in the process of campaign implementation.

RESULTS OF CAMPAIGN EFFECTIVENESS RESEARCH

Purpose of research – to evaluate the effectiveness of HIV/AIDS prevention campaign implemented among young people aged 15 to 23 in the cities of Nizhny Novgorod and Cherepovets in May 2 to 25, 2007, using the narrowcast communications methodology.

Research objectives

1. Evaluate campaign outcome and target group's attitude to campaign materials.
2. Evaluate changes in respondents' knowledge of safer sexual behavior, HIV-infection and ways of its transmission, resulted from campaign implementation.
3. Evaluate changes in target group attitude to HIV problem, their own risk of HIV infection and behavior standards in the field of sexual relations.

Research methods

Representative quantitative research by method of questionnaire design. Sampling: 100 people in each city aged 15 to 23, students of high schools and vocational schools (age subgroups: 15-17; 18-20; 21-23). The sampling showed the real distribution of young people according to gender and age structure of educational institutions.

The research was carried out in May-June, 2007.

I. OUTCOME

Knowledge of safer sex and HIV/AIDS issues in Nizhny Novgorod

For the recent two months, almost all students saw information of HIV/AIDS (96%): outdoor advertisement, posters, video commercials (in Nizhny Novgorod, the FOCUS-MEDIA Foundation campaign on preventing HIV/AIDS "Realize you right for health!" is being implemented).

→ 82% of respondents recalled (unprompted) "HIV poster", installed in toilets of their educational institutions. 45% saw folding leaflet with information of HIV. 40% of those who saw the leaflet, saw it at their friends, 42% - in frame pockets, 17% - elsewhere.

More than half of students remembered the phrase "Can you be HIV-infected in a canteen?". The phrase "One can be HIV-infected through unsafe sex" was remembered by 57% of respondents, the phrase "Use high-quality condoms in every intercourse" was remembered by 41% of students.

Nearly 70% correctly interpreted the following information:

"You cannot be HIV-infected in a canteen" – 54%

"You can be HIV-infected through unsafe sex" – 68%

"You should protect yourself with a condom" – 62%

51% of students interpreted the poster information as follows: "HIV is not transmitted through bites, sharing dishes, kisses".

90% of those who saw the leaflet considered the information contained in it useful.

84% of students were "for" further implementation of similar campaigns.

The total coverage of campaign was nearly 90% of students.

Knowledge of safer sex and HIV/AIDS issues in Cherepovets

Over 82% of respondents saw information of HIV/AIDS, 84,6% of these saw posters in toilets of their educational institutions. 80% of the latter recalled the poster text, 20% could not answer the question, but when prompted nearly 40% of those who could not answer recalled the poster. Almost 40% of students remembered the phrase "Can you be HIV-infected in a canteen?". The phrase "One can be HIV-infected through unsafe sex" was remembered by 26,5% of respondents, the phrase "Use high-quality condoms in every intercourse" was recalled by 18% of students.

75% of students correctly interpreted the following information:

"You can be HIV-infected through unsafe sex" - 52,6%

"You should protect yourself with a condom" - 22,4%

62,3% of respondents saw folding leaflet with information of HIV, of these almost 20% took it from the pocket attached to the frame with poster, 39% saw it at their friends, 41% - elsewhere.

→ 98,2% of students considered information contained in it useful.

95% of students were "for" further implementation of similar campaigns in their educational institution.

The total coverage of the campaign was nearly 88% of students.

II. KNOWLEDGE IN THE FIELD OF SAFER SEX AND CONDOM USE

Knowledge of HIV-infection and ways of its transmission

On the whole, most students in both pilot cities are aware of the risks of HIV transmission through unprotected sexual contacts, blood, sharing needles, and the level of the knowledge remains unchanged. Table 1 shows that the level of respondents' knowledge of HIV transmission through oral sex is considerably lower than that of transmission through needles and syringes, and the number of students, who think oral sex dangerous in respect of HIV transmission, decreased. The number of students who consider HIV transmission possible through anal sex decreased as well. This should be emphasized when materials for further campaigns will be developed.

Table 1.

| Respondents' knowledge of HIV transmission: | | | | | | |
|---|------------------------------|------------------------|----------------------|------------------------------|------------------------|--|
| Cherepovets | | | Nizhny Novgorod | | | |
| Consider that HIV is transmitted through: | | | | | | |
| | At the beginning of campaign | At the end of campaign | | At the beginning of campaign | At the end of campaign | |
| Needles and syringes | 98 | 98 | Needles and syringes | 94 | 99 | |
| Oral sex | 63 | 52,5 | Oral sex | 60 | 59 | |
| Anal sex | 72 | 62,5 | Anal sex | 81 | 76 | |
| Vaginal sex | 88 | 88,4 | Vaginal sex | 94 | 95 | |

According to the research results, there are decreased misconceptions about HIV transmission ways: through insects - by 14-16%, sharing dishes - by 4-6%, coughing - by 6% (in Nizhny Novgorod), hugs and handshake. See table 2.

Table 2.

| Respondents' misconceptions about HIV transmission ways | | | | | |
|--|------------------------------|------------------------|--|------------------------------|------------------------|
| Cherepovets | | | Nizhny Novgorod | | |
| % of respondents thinking that HIV is transmitted through: | At the beginning of campaign | At the end of campaign | % of respondents thinking that HIV is transmitted through: | At the beginning of campaign | At the end of campaign |
| hugs, handshake | 5 | 1,3 | hugs, handshake | 2 | 0 |
| using toilet seats | 9 | 7,5 | using toilet seats | 7 | 13 |
| insects | 35 | 21 | insects | 35 | 14 |
| kisses, saliva | 17 | 17 | kisses, saliva | 17 | 6 |
| coughing | 9 | 10 | coughing | 8,2 | 2 |
| sharing dishes | 12 | 8 | sharing dishes | 11 | 5 |

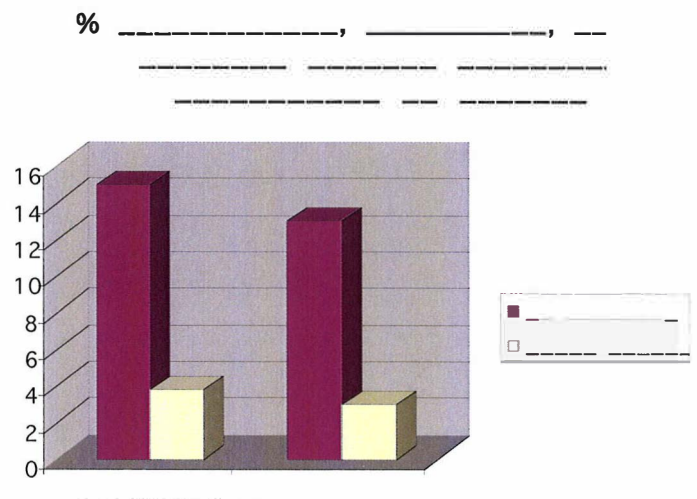
III. ATTITUDES

Attitudes to safer sex and condom use

The respondents showed a high degree of reliance on condoms as means of protection from HIV/STIs and unwanted pregnancy; however, nearly 10% of respondents on the average thought that condoms did not protect from HIV, STIs or unwanted pregnancy, and this figure remains constant.

→ However, the research results showed considerably decreased "fatal moods" - the number of those who considered that if a person was predestined to get infected, then a condom would not help, decreased by 10-11%.

On the whole, young people do not feel confusion discussing condom use - only 10% of students thought it was "inconvenient" to discuss condom use with partner. However, there are some obstacles in using condoms. As a rule, they are purely psychological barriers - 20% of respondents would feel confusion buying a condom.



IV. SEXUAL BEHAVIOR

According to the evaluation research, 62% of students in Cherepovets had sexual contacts; on the average, they had their first sexual contact at the age of 15; in Nizhny Novgorod, 47% out of 67% of sexually active young people had their first sexual contact when they were 16-17, still 7% - at the age of 15. In Cherepovets, 40% of respondents have more than one sexual partner, in Nizhny Novgorod - 34,3%. 46% and 53,7% respectively have one sexual partner. There is an increased number of those who said they used condoms, particularly in Cherepovets (79% at the beginning and 92% at the end of campaign) and those who stated they used condoms in their last intercourse (by 21% in Cherepovets and by 18% in Nizhny Novgorod). The number of those who always (by 15% in Cherepovets and by 9% in Nizhny Novgorod) and almost always (by 4% and 13% respectively) used condoms increased, as well. See diagrams 1 and 2.

**Diagram 1
(Cherepovets)**

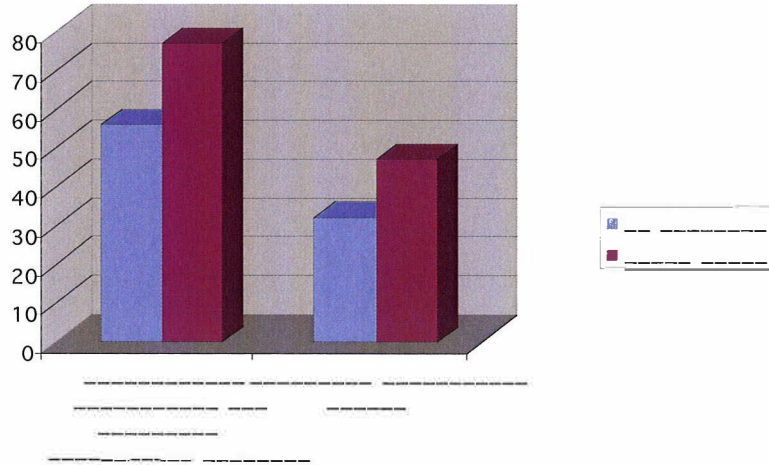
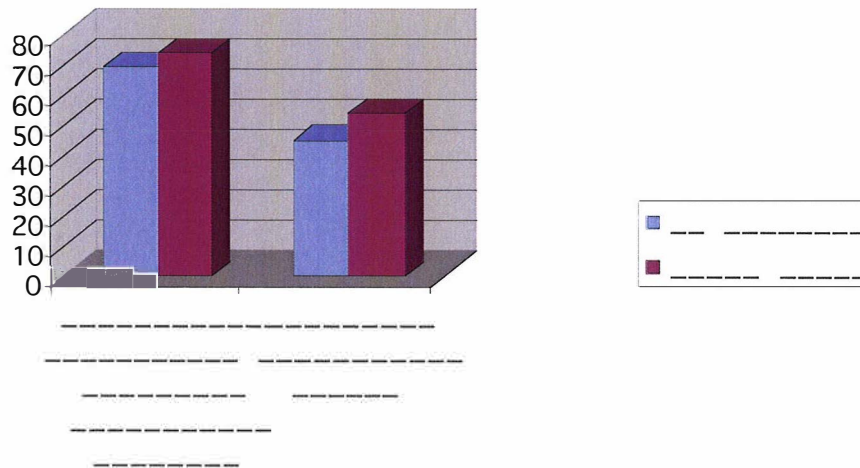


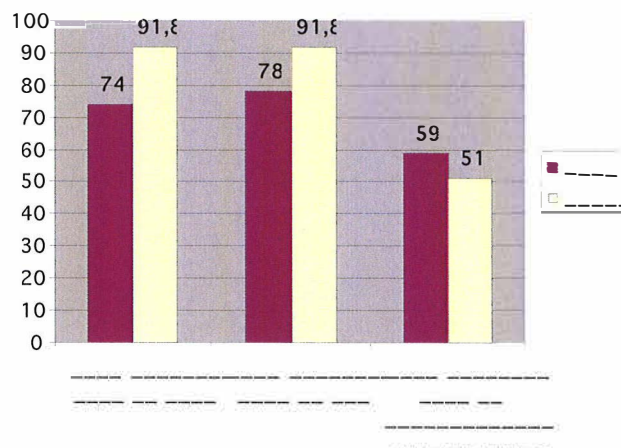
Diagram 2 (Nizhny Novgorod)



Causes of using condoms

Among young people in Cherepovets, there is an increased number of respondents using condoms as means of protection from STIs and HIV, and with that a decreased number of those using them as means of protection from unwanted pregnancy (by 8%).

% of respondents using condoms in Cherepovets

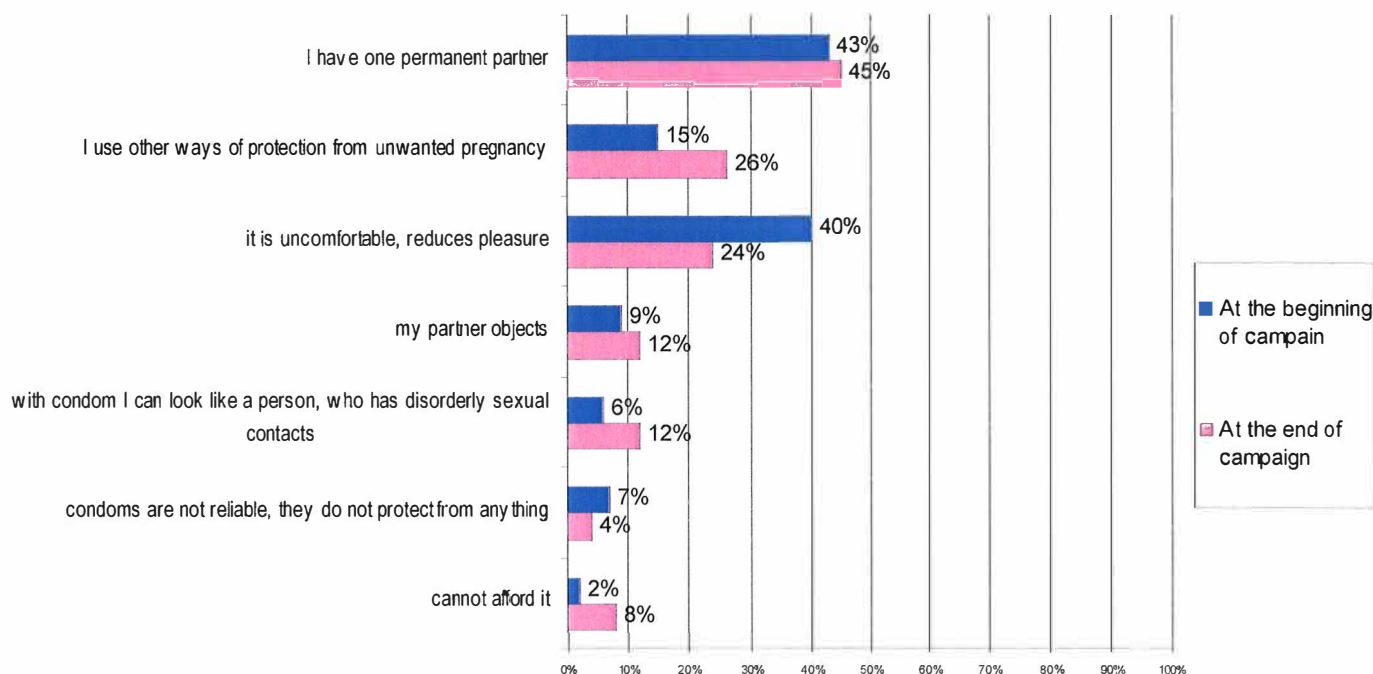


In Nizhny Novgorod, the situation is of an opposite kind – the number of those who use condoms to protect themselves from unwanted pregnancy increased by 5% (from 77,5% to 83,6%), and the number of those who protect themselves from STIs and HIV decreased by 5% (from 91% to 85%).

Reasons for not using a condom

The number of respondents who stated “it was uncomfortable and reduced pleasure” as a reason for not using a condom decreased by 14-16%; also decreased was the number of those who considered that condoms were unreliable and did not protect from anything (from 7% to 4% in Cherepovets and from 6% to 3% in Nizhny Novgorod).

Diagram 1. Reasons for not using a condom, according to results of research in Cherepovets



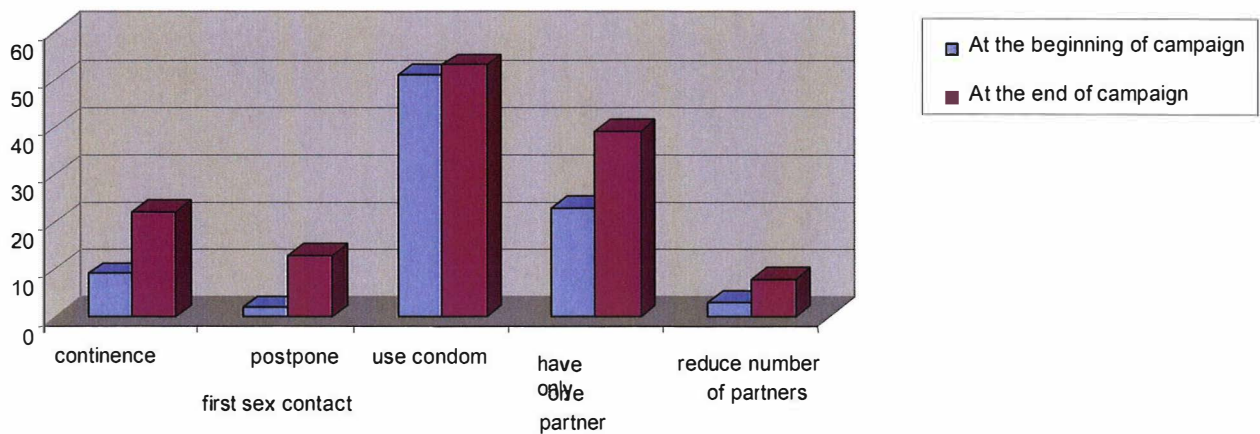
➔ Impact of HIV/AIDS knowledge on sexual life

Most young people think about HIV-infection (over 75%) and choose appropriate means of protection.

16,3% of respondents in Cherepovets and 39% (by 16% more than at the beginning of campaign) in Nizhny Novgorod answered that to protect themselves from being infected they should have only one partner. 47% and 51% of young people in Cherepovets and Nizhny Novgorod respectively chose condom use. Nearly 8% of students in both cities decided to reduce the number of sexual partners. 9% of students in Cherepovets said they would refuse of sex (postpone the first sexual contact), which is by 7% more than at the beginning of campaign. In Nizhny Novgorod, refusal of sexual contacts (continence) was declared by 22% of students – by 13% more than at the beginning of campaign.

Nizhny Novgorod:

% of respondents choosing particular behavior models to be protected from HIV



Evaluation of campaign effectiveness

Having analyzed the results of the research, it should be stated with confidence, that the campaign had a positive impact on the level of knowledge and attitude to HIV/AIDS issues among students, as well as on their awareness of the risks and choice of behavior models.

The target group representatives who saw campaign materials have more correct conceptions of HIV, its real ways of transmission, risks and methods of prevention.

The research results showed the increased number of respondents who said they used condoms, as well as the increased number of those who used it in their last intercourse.

CONCLUSIONS

The pilot project showed the opportunity to effectively influence young people in the field of HIV prevention using the narrowcast communication methodology. The methodology helps to cover a considerable number of target group representatives (over 88%), with small expenses, decrease their misconceptions about ways of HIV transmission, considerably change the attitude of young people to the risks of infection and increase their confidence in ability to protect themselves from infection. And, what is most important, the methodology helped to make the behavior of young people safer in the view of HIV infection - the number of respondents who said they used a condom in their last intercourse increased by 20%.

Due to the methodology, the direct message of campaign reaches the target group and with that does not cause discontent of conservative representatives of society.

The staffs of educational institutions in Nizhny Novgorod and Cherepovets express their thanks for giving them the opportunity to take part in the project and, being aware of the effectiveness of the methodology, are willing to support its further use.

It would be reasonable to use the methodology in prevention programs aimed at conserving reproductive health of youth studying at educational institutions of the Russian Federation.