



## That Extra Shot in the Arm

Using strategic behavioral communications to improve and scale up MARP prevention programming in Cambodia

Caroline Francis, Deputy Country Director  
FHI/Viet Nam

The Second World Non-Profit and Social Marketing Conference



1-12 April 2011



## It's time for an HIV prevention revolution



**For every person starting HIV care and treatment, two people are newly infected.**  
(UNAIDS 2010)

**"HIV prevention is what will require that extra shot in the arm".**  
(Peter Piot in his final public interview as the Executive Director for UNAIDS)



## While we know what to do . . .



- Maintain focus on condom/lubricant (needles/syringes) and ensure access to commodities and essential health services in all high risk contexts
- Target new tools, messages and approaches to most at risk populations
- Interrupt high-transmission networks that reach people when they are newly affected and promote positive health among PLHIV
- Scale up efforts among key populations at risk to reach 60-80% of each population

*(Report of the Commission on AIDS in Asia 2008)*



## We face implementation challenges



- How do we keep pace with a changing epidemic?
- How do we ensure our messages continue to resonate with our clients?
- How do we program for complexity, where people “overlap” and are not defined simply by the work they do or behaviors they have?
- How do we make healthy choices, easy choices?



## Prevention at a “cross roads” in Cambodia

- Cambodia is referred to as a global HIV success story for its work in reversing the epidemic and ensuring treatment access for PLHIV
- But HIV gains were fragile in 2008 . . .
  - changing behaviors
  - destructive policies
  - boredom
  - low service uptake
  - reliance on free commodities
  - overlapping risks
  - MARP stereotypes



## Making SBC the foundation of our programs

**Strategic Behavioral Communications (SBC)—the FHI brand of Behavior Change Communication—is the integration of marketing principles and behavioral and social science. We emphasize:**

- A consumer focus
- The exchange theory, which recognizes costs associated with giving up a current behavior in exchange for another
- The marketing mix, which goes beyond promotion to designing strategies that facilitate healthy choices and “sell” behaviors

## Repositioning HIV prevention



Celebrating, supporting, inspiring, mobilizing by . . .

- Repositioning HIV in a broader sexual health/lifestyle context
- Being positive, “fun”, modern, relevant
- Reinvigorating messages and linking channels/programs
- NOT being “NGOish”

ទស្សនាវដ្តី  
**ស្នាតហ្គីល**

ខ្ញុំមានមោទនភាព  
ជាស្នាតហ្គីល

បណ្តាញ  
ស្នាតហ្គីលគឺជាអ្វី?

កូនស្រីពៅមាន  
អនាគតល្អមិនដើរ  
តាមគន្លងខ្ញុំ

របៀបជាតិមុខគេលក់ត្រី  
មេរោគអ៊ីតនៅលើប្រដាប់ភេទស្រី  
ផ្ទាំគ្រាប់ពន្យារកំណើត

**ប្រសិទ្ធ PRASIT**



## Our tools and openings



- The creative brief
- Client profile assessments
- Program monitoring and HIV epidemiological data
- Insights from those participating in our programs
- “Readiness” – Cambodia socioeconomic environment, media, openings within HIV prevention programming



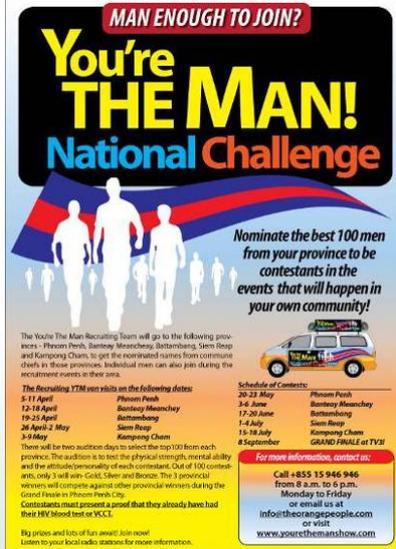
## Introducing branded umbrellas



## Focusing on consumers through quarterly communications



## Personalizing benefits and promoting participation



**MAN ENOUGH TO JOIN?**  
**You're THE MAN!**  
**National Challenge**

Nominate the best 100 men from your province to be contestants in the events that will happen in your own community!

The You're The Man Recruiting Team will go to the following provinces - Phnom Penh, Banteay Meanchey, Battambang, Kampong Speu and Kampong Cham, to get the nominated names from community clubs in these provinces. Individual men can also join during the recruitment events in their area.

**The Recruiting YTM event visits on the following dates:**

5-11 April	Phnom Penh
12-18 April	Banteay Meanchey
19-25 April	Battambang
26 April-2 May	Kampong Speu
3-9 May	Kampong Cham

There will be two audition days to select the top 100 from each province. The auditions will test the physical strength, mental ability and the attitude/personality of each contestant. Out of 100 contestants, only 3 will win GOLD, Silver and Bronze. The 3 provincial winners will compete against other provincial winners during the Grand Finale in Phnom Penh City.

**Contestants must present a proof that they already have had their HIV blood test or VKCC.**

Big prizes and lots of fun await! Join now!  
Listen to your local radio stations for more information.

**Schedule of Contests:**

20-22 May	Phnom Penh
3-6 June	Banteay Meanchey
17-20 June	Battambang
1-4 July	Kampong Speu
15-18 July	Kampong Cham
8 September	GRAND FINALE on TVM!

**For more information, contact us:**  
Call +855 15 946 946 from 8 a.m. to 6 p.m., Monday to Friday or email us at info@therangepeople.com or visit www.yourethemanshow.com



**ក្រុមទំនាក់ទំនងដែលត្រឹមត្រូវ**

បញ្ជូនឈ្មោះ ទំនាក់ទំនង ទំនាក់ទំនង ទំនាក់ទំនង ទំនាក់ទំនង ទំនាក់ទំនង ទំនាក់ទំនង

**M-STYLE www.mstylekhmer.com**

Designed by Code Advertising - www.codeadvertising.com



## Recognizing and rewarding clients and partners

- Quarterly capacity building for ALL program staff and volunteers fulfill our promise of improving their skills and confidence
- Service uptake incentives reward those who make referrals and those who go to services
- Contests (e.g. the You're the Man! National Challenge asks communities and individuals to nominate people to be the Man and become a role model in Cambodia)



**តើមានបុរសពិត? You're THE MAN!**

ប្រាក់រង្វាន់: 100,000 រៀល/ឆ្នាំ

3 ឆ្នាំ 5 ឆ្នាំ 1 ឆ្នាំ 4 ឆ្នាំ 6 ឆ្នាំ

• អង្គការសុខភាពស្រី និងកុមារ (WFP) គាំទ្រដោយមូលនិធិសហប្រជាជាតិសម្រាប់ការប្រយុទ្ធនឹងជំងឺអេដស៍ និងអេដស៍។  
• អង្គការសុខភាពស្រី និងកុមារ (WFP) គាំទ្រដោយមូលនិធិសហប្រជាជាតិសម្រាប់ការប្រយុទ្ធនឹងជំងឺអេដស៍ និងអេដស៍។  
• អង្គការសុខភាពស្រី និងកុមារ (WFP) គាំទ្រដោយមូលនិធិសហប្រជាជាតិសម្រាប់ការប្រយុទ្ធនឹងជំងឺអេដស៍ និងអេដស៍។

សម្រាប់ព័ត៌មានបន្ថែម ទូរស័ព្ទលេខ 855 15 946 946 ពី 8 ម៉ោងព្រឹក ដល់ 6 ម៉ោងល្ងាច ចន្ទ រហូតដល់ ថ្ងៃសុក្រ ឬ ផ្ញើសារអ៊ីម៉ែល ទៅ info@therangepeople.com ឬ ទស្សនាគេហទំព័រ របស់យើង គេហទំព័រ www.yourethemanshow.com

សម្រាប់ព័ត៌មានបន្ថែម ទូរស័ព្ទលេខ 855 15 946 946 ពី 8 ម៉ោងព្រឹក ដល់ 6 ម៉ោងល្ងាច ចន្ទ រហូតដល់ ថ្ងៃសុក្រ ឬ ផ្ញើសារអ៊ីម៉ែល ទៅ info@therangepeople.com ឬ ទស្សនាគេហទំព័រ របស់យើង គេហទំព័រ www.yourethemanshow.com

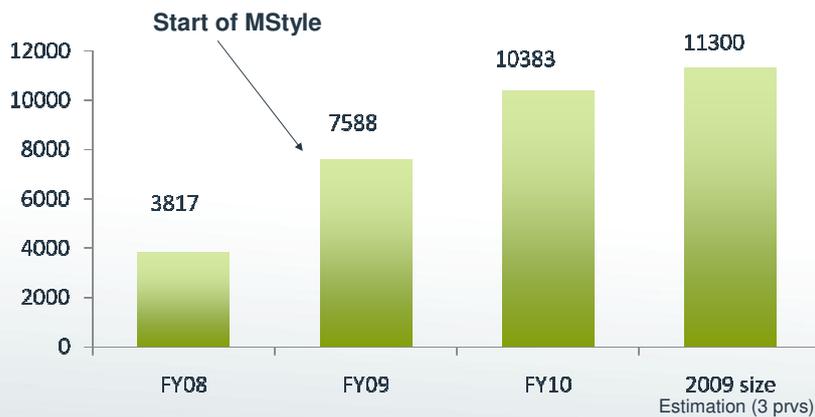
សម្រាប់ព័ត៌មានបន្ថែម ទូរស័ព្ទលេខ 855 15 946 946 ពី 8 ម៉ោងព្រឹក ដល់ 6 ម៉ោងល្ងាច ចន្ទ រហូតដល់ ថ្ងៃសុក្រ ឬ ផ្ញើសារអ៊ីម៉ែល ទៅ info@therangepeople.com ឬ ទស្សនាគេហទំព័រ របស់យើង គេហទំព័រ www.yourethemanshow.com

សម្រាប់ព័ត៌មានបន្ថែម ទូរស័ព្ទលេខ 855 15 946 946 ពី 8 ម៉ោងព្រឹក ដល់ 6 ម៉ោងល្ងាច ចន្ទ រហូតដល់ ថ្ងៃសុក្រ ឬ ផ្ញើសារអ៊ីម៉ែល ទៅ info@therangepeople.com ឬ ទស្សនាគេហទំព័រ របស់យើង គេហទំព័រ www.yourethemanshow.com



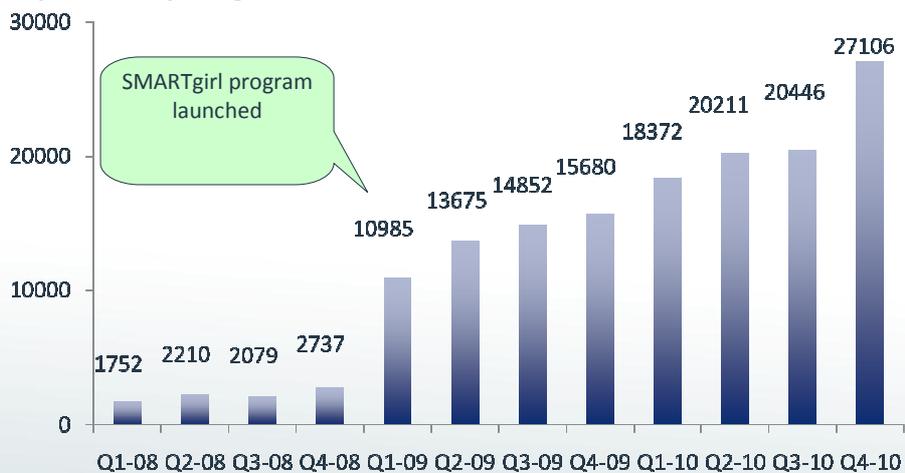
## The result? Increased Reach and Penetration

MSM program reach has increased by 63% since the start of MStyle; MStyle currently reaches 91% of visible MSM estimated to be residing in 3 target provinces (National size estimation study, NAA 2009)



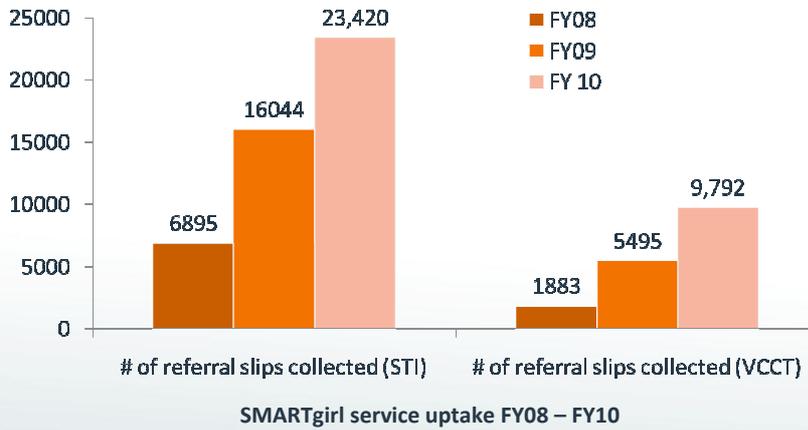
## The result? Increased service referrals

SMARTgirl service referrals have increased dramatically as part of the core prevention package



## The result? Increased health service uptake

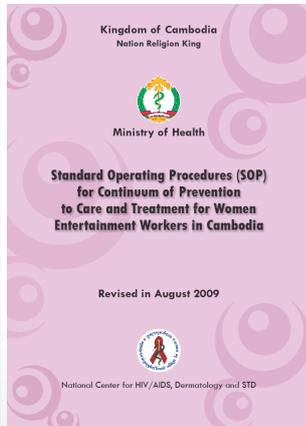
Health service uptake in SMARTgirl and MStyle continues to increase



## The result? Greater condom social marketing



## The result? Influence on policy/national practices



- Development of new national model and standard operating procedures for entertainment worker HIV prevention based on SMARTgirl approach
- FHI played a key advocacy role ensuring high risk men were specifically included in Cambodia's new National Strategic Plan for HIV
- SMARTgirl representatives on key national and provincial HIV forums
- Programs the recipient of the PEPFAR Heroes award (2010) and *Monisaraphon Thnak Tebpadent Medal* (2009) by the Royal Cambodian Government



## The result? Engagement from the people who count

*"SMARTgirl: It sounds good. It is positive. It is interesting. When they call me SMARTgirl, I like it."*

SMARTgirl leader Battambang

- Development of a National SMARTgirl network
- 77% of MSM interviewed in "hot spots" and 87% of those accessing the MStyle website describe themselves as MStyle guys



## Some final words



The best programmatic results happen when SBC, programmatic and monitoring teams come together to examine the evidence, articulate barriers for positive health and then develop creative strategies based on insight from the clients we serve



ប្រសិទ្ធ PRASIT

## Thank you for your participation



ប្រសិទ្ធ PRASIT