That Extra Shot in the Arm
Using strategic behavioral communications to improve and scale up MARP prevention programming in Cambodia

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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)*

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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”

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

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)
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

SMARTgirl service uptake FY08 – FY10

The result? Greater condom social marketing

Distributed for free
Condoms sold
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.

Thank you for your participation