

# Social Marketing Campaign Projects

## 1. Safe Sex Moto program

### **Behavior change**

*Sub IR 1.1: Increased discreet and direct access to contraceptives for teens.*

### **Partners**

PIH, Youth Corner, chosen moto drivers

### **Beneficiaries**

At risk teenagers

### **Brief description**

- Condom/Contraceptive Hotline Developed
  - Phone number
  - Phones purchased
  - Training Program for moto drivers developed
- Youth Corner develops (with help from teens) messaging around important conversations to have with your partner. These are distributed with the condoms/contraceptives by the moto driver (everytime)
- Posters promoting the hotline number and service developed and posted in boutiques and bathrooms. Also includes information on Youth Corner - address, phone number, etc
- Moto drivers selected and trained in discrete drop off procedures by youth corner
- **Question:** how are the moto drivers notified by the hotline (notified because they are called directly about a drop off/where do they get the materials? (Youth Corner to get the materials but how do we know they will be given to teens and not used by moto drivers?))

### **Incentives**

- By providing a discreet and direct method of getting contraceptives to the hands of at risk teenagers who need them the most, we are:
  - Encouraging safe sex practices
  - Providing sexual education knowledge which are on the condom wrappers
  - Decreasing the embarrassment/shame in being seen in public buying contraceptives
  - Connecting at risk teenagers with the Youth Corner and the safe sex hotline

### **Timeline**

1. Condom messages decided by Youth Corner
2. Condoms with message foldouts are produced and ordered by Youth Corner
3. Safe Sex Moto drivers recruited and screened
4. Safe Sex Moto drivers trained by Youth Corner and CHWs
5. Condoms with message foldouts are distributed to drivers
6. Safe Sex Moto poster/radio promotional campaign

## **2. Sex Talk Guide program**

### **Behavior change**

*Sub IR 1.2: Increased conversations between parents and teens on safe sex practices.*

### **Partners**

PIH, Youth Corner, CHWs, WGI

### **Beneficiaries**

Parents

### **Brief description**

- Recruit Parent champions in the villages and towns who can promote these conversations with other families
- Parents and CHWs collaborate and design information and “sex talk guide” to be used by parents in conversation with their children
  - Guide will be minimal text, mostly pictures
- CHWs train parents in sex talk guide and have an open conversation about the necessity of talking to their kids about safe sex. Debunk any myths and provide the sex talk guide (STG) to the parents.
  - Stress importance of the conversation in terms of child’s success and economic/health well being.
- Radio spots developed based off STG to encourage parents to head to a health center to pick one up to have a conversation with their children on safe sex.
- CHWs check back in with parents who have received guide to make sure there has been a conversation/ask for feedback
- Youth Center checks in with youth about conversations (if their parents have received a guide)
  - Feedback from both sides: did this help you have the conversation AND were your questions answered?

### **Incentives**

- Communicating to parents that by engaging their teenager in dialogue about safe sex and contraceptive use, they could:
  - Increase the likelihood that their teenager delays sex
  - Increase their teenager’s use of contraceptives when sexually active
  - Increase the level of personal trust within the household
  - Decrease number of sexual partners the teenager has
  - Decrease the number of sex-related myths the teenager may have
  - Decrease the likelihood of their teenager contracting an STI from unsafe sex practices

### **Timeline**

1. Parents co-design Sex Talk Guide with WGI
2. CHWs trained in how to coach parents on Sex Talk Guide
3. CHWs visit parents of children 10-17 and coach in Sex Talk Guide
4. CHWs follow up with parents, track who has talked with their children and collect feedback for adapting the Sex Talk Guide

5. CHWs follow up with parents who have not talked to their children.