

HIV/AIDS Awareness Raising Campaign

On the Occasion of World AIDS Day 2012

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DOCUMENT PREPARED BY
PARHAM COMPANY



UNODC

United Nations Office on Drugs and Crime



Campaign Summary

About

The campaign was executed under the supervision of UNODC Iran and by Parham Company.

Duration

The campaign was held from 29th October 2012 to 3rd December 2012, for 5 days.

Location

Five promotion points were picked from the most crowded shopping centers and parks in Tehran. In selecting the points, geographic, social-class and economic distribution was taken into accounts.

Also, a mobile team to cover beauty salons was built.



Distribution of Promotion Points, Tehran, Iran

CAMPAIGN FACTS

- One of the most popular questions from visitors was the address of VCT centers.
- In all of the shopping centers, almost all the shopkeepers voluntarily pinned the "Red Ribbons".
- There were absolutely no complaints about the given information and people were demanding more information from other medias as well.
- In 5 days, and in 6 places, more than 10,000 people were informed of HIV/AIDS and related issues, from which 1,500 were eager to get more information and provided their mobile numbers.



Some of the participants asked for more HIV/AIDS awareness raising activities.

Campaign Materials in Donyaye-Noor Mall



Promoters and their training

30 well-educated promoters were collected from which 15 were selected for training. Two day training for HIV/AIDS workshop and communication techniques and practicing took place.

Finally, 11 promoters were chosen, in six teams: five two-person teams for fixed points, and one promoter as a mobile team.

Material

Campaign materials were as follows:

- ◇ Leaflets
- ◇ Red ribbons with pins
- ◇ Mugs
- ◇ Balloons

ABOUT CAMPAIGN MANAGER



- Parham Company
- www.pnparham.com
- Specialized in social marketing
- Proficiency in managing long-run events, campaigns and BTL advertising



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Campaign Results

Campaign Figures (estimates)

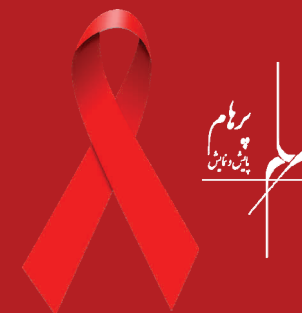
| | |
|-----------------------------------|--------|
| Number of participants | 11,000 |
| Number of distributed leaflets | 9,000 |
| Number of distributed red ribbons | 7,000 |
| Number of distributed mugs | 260 |
| Number of distributed balloons | 3,500 |

Gathered information

| | |
|--|-------|
| Number of people who are willing to get more information | 1,800 |
| Number of mobile numbers | 1,500 |
| Number of emails | 400 |
| Number of shopkeepers willing to distribute leaflets | 250 |
| Number of provided names | 1,600 |

Visitors' Characteristics

| Promotion | Main target groups |
|--------------------|---|
| Golestan mall | Teenagers, families |
| Donyayeh-noor mall | Young girls and boys, middle-aged women |
| Sepid mall | Families, teenagers |
| Ghaem mall | Families, middle-aged women |
| Velayat park | Middle aged women |
| Beauty salons | Young girls, middle aged women |



CAMPAIGN FACTS

- More than 9,000 leaflets were distributed among participants
- Branded mugs were used in answer-questions-get-rewards contests. With only 300 mugs for 5 days as gifts, hundreds of participants eagerly answered HIV/AIDS related questions.
- More than 7,000 red ribbons with pins, were distributed from which many of them were pinned on the participants' outfits.

Training

Workshop

The training workshop for the promoters was administrated by HIV/AIDS consultants with the following agenda:

| Topic |
|--|
| Briefing about the campaign and its purposes |
| About HIV/AIDS, History and HIV transmission |
| Preferred terminology |
| HIV/AIDS communication |
| Prevention, diagnosis |
| Communication practices, role-playing |
| VCT |
| Stigma and discrimination |



HIV/AIDS Workshop for Campaign Promoters

Promotion Points



Donyaye-Noor Mall



Golestan Mall



Many thanks to
Dr. Mohsenifar
Dr. Vatanparast
Dr. Mousavi
Ms. Koohestani
Mr. Vaziri

Who helped us throughout
 the campaign.



Ghaem Mall



Sepid Mall

“...there was a huge demand for information. People were eager to get more information on HIV/AIDS. Many of the youngsters were asking for VCT centers’ information; many of them afraid of their recent sexual behavior. I hope such activities continue...”;

One of the promoters,
Sepid Mall.

Promotion Points

“... My brother has so many one night stands. I always warn him of HIV/AIDS. Now I will tell him that there was a campaign in which I was informed of prevention methods and will inform him as well...”; one of the participants, Golestan Mall (while picking some leaflets).

Golsetan Mall



Donyaye-Noor Mall



Sepid Mall



Ghaem Mall

“Am I different? Should you treat me differently? Shouldn't I have the same rights?

.....

Then why do you say that you won't talk to me?”

One of the promoters (pretending she is HIV*) in Golestan mall answered to a participant.



Further Suggestions:

- ◆ Public place promotions for special events throughout the year
- ◆ Sending complementary information via SMS
- ◆ Offering sponsorship as corporate social responsibility activities for companies and corporations
- ◆ Performing intra-corporation training and workshops



Two of the shopkeepers in Donyaye-Noor mall, pinning red ribbons voluntarily.