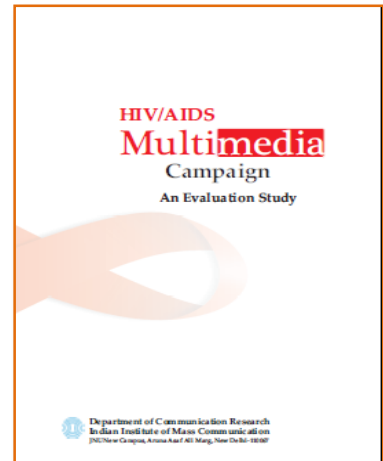


“Evaluation of Multi-Media Campaign on HIV/AIDS”. Sponsored by NACO, M/o HFW. 2009-10.

The Study evaluated the multimedia campaign organized by NACO to promote voluntary counseling and testing and to increase the service uptake at ICTC and PPTCT Centers. The duration of the first campaign was from August - October 2007 in the first phase and from December 2007 to February 2008 in the second phase. The activities under the Campaign were executed through DD and All India Radio, Song and Drama Division of M/o Information and Broadcasting, Cable and Satellite Channels, Print Advertisements, Internet Medium, FM and Cinema Halls. The activities of SACS through Mobile Testing Vans and Interpersonal Communication channels through Street Plays and Group Communication/Discussions were conducted at various sites.



The broad objective was to assess the impact of the campaign among the targeted groups, referral points and utilization of supporting activities and services. An after-effect design methodology was used for this purpose. The specific objectives were to (i) assess the media habits, reach and access of different media, (ii) assess awareness and motivation to visit ICTCs for testing, (iii) identify effective medium for successful dissemination of information related to HIV/AIDS, (iv) recall and retention of the publicity campaign and the inclination to go for testing, (v) assess views of respondents towards the service providers of ART and PPTCT/ICTC in relation to their behavioral change.

A multistage sampling method was used to draw samples from the population in three high prevalence 'A' Category states namely Andhra Pradesh, Maharashtra and Tamilnadu. In all 6 districts, two from each state were randomly selected on the basis of reach and access of the campaign in the state capitals and districts. A purposive sample of 1200 was drawn for the study. The study focused on the parameters about (i) Media Exposure and literacy, (ii) Media exposure to the present campaign (iii) Awareness level about HIV/AIDS - source of information, (iv) Gender and Awareness of HIV/AIDS, (v) Impact of the campaign on behavior and attitude, (vi) Effective channels used in the present campaign, (vii) Barriers in effective reach of the program. Other than quantitative data collection, qualitative methods of Focus Group Discussion (FGD) with youth and women in reproductive age group and a specially designed semi structured interview format was used for recording information from the group.
