

Social Marketing & Scaling up Condom Promotion

dkt
ETHIOPIA



Social Marketing (SM)

Delivery of Products & Services



Social Marketing of Condoms in Ethiopia

Under The Federal Ministry of Health (FMoH)

Distribution

Communication

Networking

Framework

Health Sector Strategic Plan (HSDP-III) - 2006 to 2010

- Reduce the adult incidence of HIV from 0.68 to 0.65
- Maintain the prevalence of HIV at 4.4

Guidelines

- Products and messaging has to be approved by The Drug Administration and Control Authority of Ethiopia (DACA)
- Condoms - Medical Devices!
- Highlights of the guidelines
 - In country testing by DACA
 - Packaging & Messages to be approved by DACA

So where does DKT's condom fit?

Condoms in Ethiopia

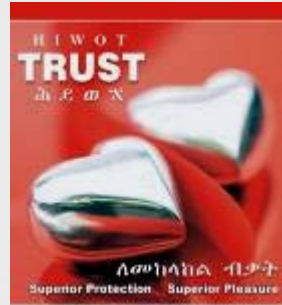
Free
10% - 15%

SM
80 - 85%

For Profit
0%

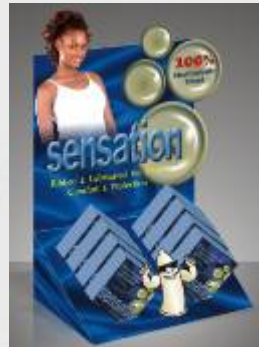
Brands

Hiwot Trust



Plain - highly subsidized -
Birr 0.08

Sensation



Ribbed - Birr 0.25

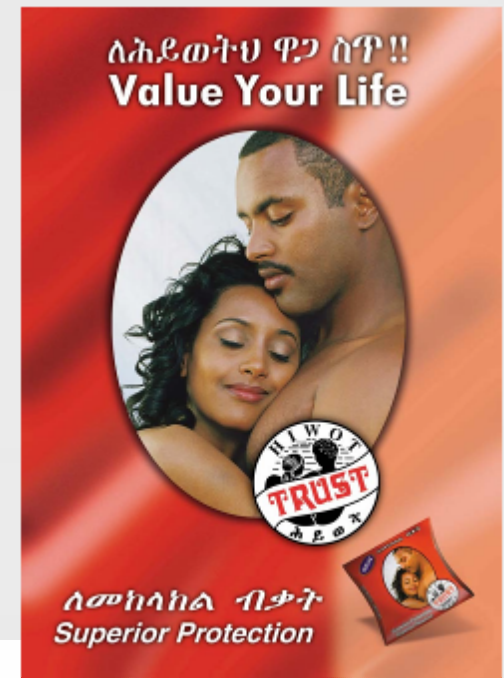
French Feelings



Flavored - costs are
recovered - Birr 1.00

Brand Advertising

- Television
- Radio
- Newspapers
- Point of Purchase
- Billboards
- Events
- Rural



Condom Use Campaign



ኮንዶም መጠቀም ብልህነት ነው!

ከክፍል ሲወጡ
መብራቱን ያጥፉ!



ኮንዶም መጠቀም ብልህነት ነው!

መፀዳጃውን ቦንፅህና
ይጠብቁ!

Work with Partners

- All Regional Health Bureaus
- Other Govt. Organizations
- Ministry of Defense
- 350 NGOs



Impact

**250 million condoms distributed
through social marketing**

**Another 100 million through
partners**

**Translates to 175,000 incidences
averted**

Amasagenalheu!

Thank You!