

AB?DE

Presented by Svenn Grant
YMCA of TT
And
Youth Coalition

Caribbean and HIV

- 2nd highest HIV prevalence rate
- Haiti and Dominican Republic account for 85% of infections
- Regional solidarity in Fight against HIV; CARICOM and Pancap

CARICOM and the PANCAP

- the Strategic framework for the Caribbean stresses the need to distribute condoms to prevent the transmission of HIV amongst young people.

Trinidad and Tobago's response to HIV and AIDS

- A Nat. Strategic Plan Jan2003-Dec2007
- Specific Strategies stressing the need for condom promotion
- Increased condom use, is highlighted as an indicator of success

Condom Social Marketing during Carnival

It was initiated by a group of partying going HIV and AIDS Workers from UN, the National AIDS Programme and the YMCA.

The parties (fetes) of the carnival season are marked with crews/posses of people branded with massive flags branding the group. Eg Curtain Crew, Two face crew, Powder crew.

This group of volunteers started a crew, ***the condom crew***, promoting the correct and consistent use of condoms.

Condom Krew to Condom campaign

- The Condom Krew (started in 1998)
- Sexsafer
- Rated S; Stimulating, Sensitive Safe
- Sexpositon “what is your position?”
- The **S** word “yuh get d S?”
- Partnering with PSI’s “Got It Get It”

The Methodology

Mass condom distribution with demos, and an info card on it's use and safer sexual practises.

Most condoms are distributed in pouches leaving a number for future contact etc

Distributing T-shirt, Posters etc. with safer sex messaging

Launching the campaign

Making pro-condom music and videos

Branded Condoms?

- Respect
- Slam
- Lifestyles
- Durex
- Panther

Who get the condoms?

- Party goers
- Carnival band leaders
- Pubs, Bars, and Rumshops
- Masqueraders
- MSM

Caribbean Pop Culture and Condoms

- Buju Banton “Willy”
- Blak Twang “GCSE”
- The singer of a popular soca song called “Nookie” promoted his album at a london carnival event on condom packaging

Caribbean Pop Culture and Condoms cont'd

- Peter Minshall was commissioned to send HIV and AIDS messages in his carnival presentation for 2006



Responses to condom promos

- Favourable during Carnival and other festive events
- Controversial when it has anything to do with young people.

In the News

42 G-LIFE

GUARDIAN | Thursday, February 2, 2006

A night out with the Condom Krew

GILLIAN MOORE

I HAD an unusual experience over the weekend: I joined up with members of the YMCA's youth outreach team—the Condom Krew—to distribute free condoms at Liverpool Docks.

It was enlightening to many different levels.

The YMCA youth outreach team met at the "Y" and agreed themselves with big boxes of LifeStyles condoms (donated by the National Aids Co-ordinating Committee) and safe sex products containing condoms and HIV/AIDS kits. Present were youth outreach director Simon Mika Green, co-ordinator Glenn Ash and Akira Clarke and other volunteers.

Green is best known for raising controversy in three years ago by leading the distribution of safe sex information packs (including condoms) to students near Woodbrook Government Secondary School.

He explained on Saturday night that their soon-to-be-launched campaign, The S-Ward, shifts focus away from HIV/AIDS alone and toward looking at the relationship between HIV/AIDS and sexuality in general.

At around 11.30 pm, we left their Wightson Road office and hit the street, where thousands of party guests filled the sidewalks and the road. Traffic moved along as slowly as you might expect. The situation was worsened because hundreds of ticket-holding guests found themselves stranded, as the organisers, without issuing an explanation, stopped letting people into the party.

The police were hating none of it; though, one policeman, standing fewer than 50 feet from us, confronted a group of party people who had taken over the street, lining with their drinks on the ground.

He fled right toward them. We saw



DALE ROBINSON and ITALIA GILL, members of the YMCA youth outreach team's Condom Krew, distribute condoms and safe sex products at Great Fete in Toxtop last year.

Photo: Gillian Moore

sparks and heard an explosion, before realising the cop was allowing blacks.

We were relaxed but the incident was concerning, to say the least. Then we turned our attention to the task at hand, educating those over-18s, in the midst of their courting, to remain mindful of their sexual health and to be responsible if they would be having sex.

Each of us, I noticed, had a different approach to the thing, and I didn't hold long to learn how to "read" the people. Some of us were loud and confident, engaging the clients in conversation, either in private. Some maintained a serious attitude but sometimes humour was the way to go.

some: "I'm married, so I'm safe," some said. Or: "I abstain" these days.

"I sufferer's" right now that you never know, you," was popular with both genders. But it was the men who kept hitting me with the popular, "Yaah, I real better" grabs three packs.

I found that some women, especially those who seemed more middle class, tended to refuse the condoms, a "Who, me?" expression on their faces. But sometimes they relented, especially if one woman in their group accepted. Then all the others would follow.

Some spoke of how their spirituality informed their choice. "I'm a Christian."

One man, accepting the box of three lubricated rubbers, said, "You're encouraging me to have sex."

I responded, "I'm encouraging you to have safe sex."

The one position that stood out the most for me was when a woman asked me, after I'd given her hers, "These things does really work?"

I froze for half a second, thinking of the whole segment of the society she represented, women who

had never used this most basic tool to help determine their sexual health, to control whether they had children and to guard against sexual infections.

"Condoms aren't perfect, but they're the best we have," is what I might have told her. But I only managed to answer, "Yes."

How young is too young when it comes to giving a client free condoms, I asked myself, confronted by some really baby-faced youths. I realised that if someone was old enough to ask for them, he or she was old enough to have them. So I didn't discriminate based on age—on either end of the spectrum. In fact, older crowd members, both men and women, were some of the best takers.

We gave out all the materials we had, withdrawn only one other incident of what seemed like excessive police flexing, and then left, some making it inside, despite the tickets in our pockets.

The Condom Krew will be looking to make their presence felt at several later throughout the season and will launch The S-Ward campaign soon.

For more information, call the YMCA at 627-1825 or MP-5264.

The end



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