

9. Budgeting and the IEC Action Plan

A well thought out IEC Action Plan will need to be budgeted in a balanced manner, and it should be cost effective and based on evidence.

9.1 Budgeting for the Action Plan

The budget requirements for the SACS IEC activities must be worked out on the basis of:

- Needs expressed in the state PIPs and NACP III consultations and based on evidence such as the BSS, HSS and state CNA.
- Previous allocations and utilisations.

There are three aspects that need to be examined when the costing and budgeting exercise is to be undertaken for communication planning.

1. Budget spent on communication directly by NACO

- This will include: communication materials sent to the State such as posters, pamphlets, training materials, newsletters, national-level TV and radio programmes and public service advertisements (PSA)
- Funds that are given to units of MIB (DFP, S& DD, AIR, DD, PIB, DAVP, etc.) but where the activities are operationalised at State levels
- Any other programmes such as training and advocacy that are facilitated by NACO.

2. Budget spent on communication directly by SACS

- This is the budget to be spent by SACS where the implementation is spelled out in the action plan for mass media, mid-media, print material, IPC and training activities, M&E and other research.
- It would also include all amounts allocated for communications, both from IEC division and also other programme components.

3. Budget spent through partners and other stakeholders

- Another project/programme and partner may be active in the State directly in association with SACS, or the fund flow may be independent.
- Several UN and bilateral agencies and foundations also donate or provide communication materials to the SACS



- Several ministries and CSO/NGOs and CBOs also develop IEC materials that are relevant for the state IEC strategy and should also be accounted for.

It should clearly be examined how money/resources from each of these three sources can best be combined to achieve the desired objectives and outcomes, while avoiding duplication and waste.

IEC activities take place throughout the year and the budgeting should be done in a manner that ensures that enough financial support is available in each quarter for the projected activities.

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9.1.1 Budgeting guidelines for categories of States/Districts

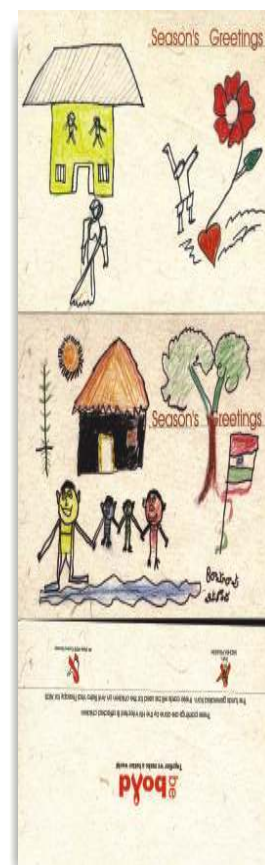
There are four categories of States:

- High-prevalence States
- Moderate-prevalence States
- Highly vulnerable States
- Vulnerable States.

Similarly, Districts have been classified as A, B, C or D on the basis of HIV prevalence.

The basic premise of these categorisations, whether State or District is level of prevalence, risk and vulnerability. This has implications for IEC planning and budgeting. These characteristics of the States and Districts, along with aspects such as media penetration and socio-cultural norms, guide us in the distribution of IEC funds. Greater priority should be given to A and B Districts for allocation of District-level resources.

For all types of States, the ranges of allocations from SACS IEC budget can be illustrated in the form of a sample annual action plan (see Annexure 14, *Sample Annual Action Plan*). The proportion of allocations is provided below.



S.No.	IEC Activity	Percentage Allocation
1.	Mass Media (electronic)	16%
2.	Outdoor	14%
3.	Print Media	4%
4.	Mid-media (interactive)	8%
5.	Mid-media (exhibition)	2%
6.	IEC support material (across all activities)	24%
7.	Social Mobilisation/ Advocacy/Mainstreaming	10%
8.	Events	6%
9.	Training	4%
10.	Documentation	4%
11.	M&E and research	8%
	TOTAL	100%

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These figures are only indicative. States may deviate provided they have evidence to justify their own resource distribution. While up scaling or downscaling, the proportions of allocation should be kept in mind.

It is helpful to keep in mind the following principles while modifying/adapting the plan to suit requirements:

- The final selection of the channel mix should take into account the purpose and the audience for the campaign; media reach data, available resources/budget, ongoing campaigns of partner organisations, and similar parameters
- The balance for each district will be varied based on the local target audience. Within a State, differences between districts exist. Some Districts have better access to mass media infrastructure and others may be "media dark". These factors have to be kept in mind before deciding on the weightage of media channels within each District
- If the budget is limited, stick to a few select media that you can afford to saturate. Spreading money too thinly reduces the effectiveness of communication intervention
- It is advisable to take a particular medium as the core medium, and then add other vehicles around it in a way that supplements the total effect. The audience gets the benefit of multiple exposures through different channels.

This distribution is explained below, with details of the kinds of activities that can be conducted under each IEC budget line. The format used is that of the quarterly report.

S. No.	Type of Media
I	Mass Media: Audiovisual
	1.1 Broadcast of audiovisual PSA/ Spots
	1.2 Phone-in programme
	1.3 Sponsored programme
	1.4 Short films (fiction/nonfiction)
	1.5 PSA in cinema breaks
	1.6 Any other programme (please specify)
II	Mass Media: Audio
	2.1 Broadcast of audio spots
	2.2 Phone-in programme
	2.3 Sponsored programme
	2.4 Any other programme please specify)

- States in the Hindi belt should spend less on mass media, since NACO does a lot of national-level TV and radio PSAs in Hindi. Hindi-speaking States can benefit from NACO's communication interventions on TV and radio that are usually done in the medium of Hindi. Other states may be required to produce quality software for the mass media for regional channels. Either way, it would be useful to co-ordinate with NACO's broadcast plan so that your efforts can benefit from the synchronisation achieved
- HIV content can also be built into existing media through insertion of HIV storylines in popular programmes. This utilises your budget optimally and can be done by advocating with other departments that are communicating on allied health issues, and also by tapping into corporate sector social responsibility mandates
- Media buying plans for spots on radio and television should be coordinated with NACO. In many cases NACO can bulk buy airtime centrally and thus obtain discounts, bonuses and other value additions from channels. For example, Doordarshan provides up to a 250% bonus for media buying in bulk. This airtime can be shared by NACO with SACS wherever possible. SACS may buy time on local/regional channels but in order to obtain cost-effectiveness, the rates offered by these channels to NACO through DAVP (if the channel is empaneled with DAVP) and directly to SACS should be compared.



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- For mass media, the proportion of resources spent on production compared to those spent on broadcast buy should be not less than 1:8. This means that if Rs. 1 lakh is spent on producing mass media, then at least Rs. 8 lakh should be spent on buying airtime. Airtime buy can of course be much greater, depending on the target audience that is being reached. Media planning, wherever possible, should be done in consultation with professional media planning agencies.

(See Annexure 15, Reference Rates for Media Buying.)

S. No.	Type of Media
III	Print Media: Recall
	3.1 Press advertisements
	3.2 Press releases
	3.3 Press articles
	3.4 Wall paintings
	3.5 Permanent hoardings
	3.6 Temporary hoardings
	3.7 Vehicle panels/stickers (bus, auto-rickshaw, etc.)

- For print media, the circulation figures of newspapers and magazines (not just statewide but also in each district) as well as their popularity among the target groups should dictate which print vehicles are used for the messaging ads. The messaging in the print advertisements should complement and reinforce the messages running simultaneously on electronic media. Try to bargain for front page at the normal approved rates
- Print media should anyway be used very carefully and minimally, and in innovative ways such as advertorials
- Rates and positions of the print ads can be negotiated with some key print media as part of their corporate social responsibility
- Space at many of the public facilities can be obtained for free or at a discount as part of mainstreaming efforts on the part of the relevant public authority. Hoardings have visual appeal and can be used along with a TV campaign as they act as a good "reminder medium". Outdoor media can enhance other communication efforts. Combined with TV spots, it reaches fragmented audiences; combined with newspapers, it keeps a one-time print ad going all day; and combined with radio, it adds visual presence and graphics
- A point to remember about all recall media is that they should be used very judiciously and as ways of reinforcing messages provided elsewhere.

S. No.	Type of Media
IV	Information and Publicity
	4.1 Booklets
	4.2 Flipcharts
	4.3 Posters/panels
	4.4 Leaflets
	4.5 Any other related work

- Information and publicity materials are essentially for interpersonal communication. There are many material templates available with NACO and NGOs that can be adapted and replicated for use at the local level at low cost. Therefore, before creating new IEC material, NACO and NGOs working in the region should be contacted to see whether they have already developed useful material.
- If there are good materials available, there may be no need to produce new materials. They may be fast tracked after pre-testing for effectiveness and after vetting the content from a technical and gender lens. However, remember that strong and creative designs often require lower media exposure to grab attention and generate interest. So ensure that creative and production values of materials whether replicated, fast tracked or newly designed are consistently high.

S. No.	Type of Activity
V	Advocacy and Social Mobilisation campaign
	5.1 Interactive community programmes/events
	5.2 Media advocacy events
	5.3 Other awareness workshops
	5.4 Exhibition (urban)
	5.5 Exhibition (rural)
	5.6 Any other

- ♦ Mobilising local populations to create basic awareness is one of the key activities that SACS IEC officers should budget for. Around 8% of the budget should be for social mobilisation and advocacy activities.

S. No.	Type of Activity
VI	Community Media / Folk Media
	6.1 Musical events
	6.2 Folk entertainment
	6.3 Street play/drama
	6.4 Mobile video vans
	6.5 Any other

- ♦ Community and folk media should concentrate more on "media-dark" areas where TV and radio penetration is low. Therefore community media is most effective in rural areas, particularly feeder villages where haats take place.

S. No.	Type of Activity
VII	IEC Activities at Major Events
	7.1 World AIDS Day
	7.2 Voluntary Blood Donation Day
	7.3 Candlelight Memorial Day
	7.4 Any other commemorative event

- ♦ No more than 5-6 % of the IEC budget should be spent in total on events, including events on World AIDS Day. Avoid spending too much money on a single day with only limited impact.

S. No.	Cross-Cutting Activities
VIII	Training
IX	Mainstreaming
X	Documentation (reports, newsletters, etc.)
XI	Any other innovative IEC activity

- ♦ Cross-cutting activities should always have significant resource share, since these are essential and fundamental activities that form the backbone of any communication process and strategy. Mainstreaming helps to create more wide-ranging and long lasting impact on society, whereas training and capacity building create better programme implementation.

See section 6.1.3 E for details on budgeting for mainstreaming

S. No.	Monitoring and Evaluation
XII	Communication Needs Assessment
XIII	Pre-testing of material
XIV	Monitoring
	14.1 Rapid and participatory appraisal
	14.2 Field visits and observation
	14.3 Key stakeholder interview
XV	Evaluation

- ♦ Monitoring and evaluation, including formative, pre-testing and impact assessment research, make the IEC more focused, allow learning from mistakes, and help to take corrective action. SACS should budget 6%-10% for monitoring and evaluation, and these activities should be planned well in advance.

9.1.2 Procurement issues

NACO, in consultation with the pooling partners, has prepared a procurement manual called the *NACO Procurement Manual for NACP III* for guidance to the procuring agencies at all levels under the project. The Manual gives details of various procurement methods along with steps and thresholds to be followed under each method of procurement. These guidelines will be used by NACO and State Implementing Societies for carrying out procurement under the project. There are several methods of procurement:

- ♦ ICB International Competitive Bidding
- ♦ NCB National Competitive Bidding
- ♦ LIB Limited International Bidding
- ♦ SSS Single Source Selection
- ♦ QCBS Quality and Cost Based Selection
- ♦ QBS Quality Based Selection
- ♦ LCS Least Cost Selection
- ♦ CQS Selection Based on Consultants' Qualifications

Services to be procured include hiring of agencies as procurement agent, inspection agent, institutional strengthening, training, preparation of training guidelines and modules, workshop for intersectoral linkages, IEC, advocacy, contractual services to private parties and NGOs/CBOs (including TI contracts), maintenance contracts and contractual staff.

Due to their reach and economy, state owned agencies like Doordarshan, AIR, DAVP, DFP, Song and Drama Division, etc. may be contracted on a single-source basis for IEC campaigns. Based on the justifications provided, IDA has no objection for contracting these dependent agencies on sole source basis as per the details indicated in the procurement plan.

(See Section 4 for guidelines on procurement with a communications agency.)

9.1.3 Prior review and post-award review

The methods of procurement as well as the thresholds for procurement review will be based on the total value of the bid, rather than the value of each individual contract/schedule/lot/slice. All contracts below the prior review threshold procured will be subject to periodic post review on a sample basis.

Tools

Annexure 14, *Sample Annual Action Plan*

Annexure 15, *Reference Rates for Media Buying*

Annexure 16, *Organogram of IEC division*

9.1.4 Organogram of IEC Division

This organogram illustrates the typical structure of the state IEC division. These positions will be as per the sanctioned posts in the states.

LIST OF ANNEXURES

Annexure	Title	Referenced in Guidelines
Annexure 1	Endline Behavioural Surveillance Survey	Section 2.1
Annexure 2	Observation Checklist	Section 2.2
Annexure 3	Communication Research Methods	Section 2.3.1
Annexure 4	Communication Needs Assessment: Research Brief	Section 2.3.1
Annexure 5	Indicators and Tracking Benchmarks and Assumptions	Section 3.1.1
Annexure 6	IPC Activities	Section 3.4.3
Annexure 7	Using NRS Data	Section 3.5
Annexure 8	TOR for Communications Agency	Section 4.2.2
Annexure 9A	Composition of NCA and SCA	Section 6.1.2
Annexure 9B	Mainstreaming HIV into Government Ministries	Section 6.1.4
Annexure 9C	Mainstreaming in the Corporate and Business Sector	Section 6.1.4
Annexure 10	IEC Support for Mainstreaming in Government	Section 6.1.4
Annexure 11	NACP III Indicators Linked to Communications Efforts	Section 8.6
Annexure 12	Sample KABP Questions	Section 8.7.1
Annexure 13	SACS Quarterly IEC Report Template	Section 8.9
Annexure 14	Sample Annual Action Plan	Section 9.1.1
Annexure 15	Reference Rates for Media Buying	Section 9.1.1
Annexure 16	Organogram of IEC Division	Section 9.1.4
NACO Guidelines and Tools referenced in these Guidelines		
	NACO Procurement Manual for NACP III, March 2007	Section 9.1.2

ANNEXURE-1

ENDLINE BEHAVIOURAL SURVEILLANCE SURVEY 2006 GENERAL POPULATION SECTION 1: GENERAL INFORMATION

Q No.	Questions and Filters	Coding Categories	Skip to
101	Sex of the Respondent	Male Female	1 2
102	What is your age?	Age in completed years <input type="checkbox"/> <input type="checkbox"/>	
103	What has been your highest level of educational attainment?	Illiterate Literate with non formal education 1 - 5 th 6 - 8 th 9 - 10 th 11 - 12 th Technical Education (Diploma) Graduate and above	1 2 3 4 5 6 7 8 105 105
104	Are you currently studying?	Yes No	1 2
105	What is your occupation? (Incase of more than one occupation, ask for the occupation in which the respondents spend maximum time)	Housewife Unemployed/not working/retired Student Non-agricultural labourer Domestic servant Agricultural labourer Cultivator Petty business/small shop owner Small artisan in HH and cottage industry Transport worker/driver Self employed professional Service (Pvt./Govt.) Large business/medium to large shop owner Others (Specify) _____ No Response	01 02 03 04 05 06 07 08 09 10 11 12 13 77 99

SECTION 2: KNOWLEDGE, OPINIONS AND ATTITUDES ON HIV/AIDS

Q.No.	Questions and Filters	Coding categories	Skip to
201A	Have you ever heard of HIV?	Yes No No Response	1 2 9
201B	Have you ever heard of AIDS?	Yes No No Response	1 2 9
SKIP TO Q401 IF CODED 2 OR 9 in both Q201A and Q201B			
202	Can HIV/AIDS be prevented?	Yes No Don't Know No Response	1 2 8 9
203	Do you know anyone who is infected with HIV/AIDS?	Yes	1

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Q No.	Questions and Filters	Coding Categories		Skip to
		No	2	
		No Response	9	
204	Do you know anyone who has died of HIV/AIDS ?	Yes	1	
		No	2	
		No Response	9	
205	Can a person get HIV/AIDS by sharing a meal with someone who is infected?	Yes	1	
		No	2	
		No Response	9	
206	Can a person get HIV/AIDS from a mosquito bite if the mosquito has drawn blood from an HIV/AIDS infected person?	Yes	1	
		No	2	
		Don't Know	8	
		No Response	9	
207	Can a person get HIV/AIDS by getting injections with a needle that has been already used by someone else who is infected?	Yes	1	
		No	2	
		Don't Know	8	
		No Response	9	
208	Can people get HIV/AIDS from an infected blood transfusion?	Yes	1	
		No	2	
		Don't Know	8	
		No Response	9	
209	Can a pregnant woman infected with HIV or AIDS transmit the virus to her unborn child?	Yes	1	
		No	2	
		Don't Know	8	
		No Response	9	
210	Can a woman with HIV or AIDS transmit the virus to her newborn child through breastfeeding?	Yes	1	
		No	2	
		Don't Know	8	
		No Response	9	
211	Do you think that a healthy looking person can also transmit	Yes	1	
		No	2	
		Don't Know	8	
		No Response	9	
212	Can people get HIV/AIDS through sexual contact?	Yes	1	
		No	2	
		Don't Know	8	
		No Response	9	
213	Can people protect themselves from HIV/AIDS by abstaining from sexual intercourse?	Yes	1	
		No	2	
		Don't Know	8	
		No Response	9	
214	Can people protect themselves from HIV/AIDS by having one uninfected faithful sex partner?	Yes	1	
		No	2	
		Don't Know	8	
		No Response	9	
215	Do we have any medicine that can cure a HIV/AIDS patient?	Yes	1	
		No	2	
		Don't Know	8	
		No Response	9	

ANNEXURE-1

Q No.	Questions and Filters	Coding Categories		Skip to
216	Are you aware of any facility in your area where you can get tested for HIV/AIDS?	Yes	1	
		No	2	
		No Response	9	
217	If such a facility is opened in your area, do you think it will be possible for someone to go and get this test done confidentially? (By confidential, it means that no one will know the result if you don't want them to know it)	Yes	1	
		No	2	
		Don't Know	8	
		No Response	9	
218	Have you ever heard of VCTC? (Voluntary Counseling and Testing Centres where one can get information on HIV/AIDS and get tested for HIV/AIDS)	Yes	1	
		No	2	
		Don't Know	8	
		No Response	9	
219	Have you ever heard about PPTCT (Prevention of Parent to Child Transmission of HIV/AIDS)?	Yes	1	
		No	2	
		Don't Know	8	
		No Response	9	

SECTION 3: ATTITUDES TOWARDS AIDS PATIENTS

Q No.	Questions and Filters	Coding Categories		Skip to
Q301	Do you think that your community will allow HIV/AIDS patients to stay in the village / locality?	Yes	1	
		No	2	
		Don't Know	8	
		No Response	9	
Q302	In case any member of your family suffers from HIV/AIDS would he/she be accepted in the family or be isolated (prohibit contact with other HH members)?	Accepted	1	
		Segregated	2	
		Don't Know	8	
		No Response	9	
Q303	What measure can be taken to treat an AIDS patient?	Treated along with general patients	1	
		Kept in isolation and treated separately	2	
		Kept in isolation without any treatment	3	
		Don't Know	8	
		No Response	9	
Q304	Would you share food with an HIV / AIDS patient?	Yes	1	
		No	2	
		Don't Know	8	
		No Response	9	
Q305	Do you feel the need for separate caring centres for HIV/AIDS patients?	Yes	1	
		No	2	
		Don't Know	8	
		No Response	9	

ANNEXURE-1

SECTION 4: CONDOMS

Q No.	Questions and Filters	Coding Categories	Skip to
Q401	Have you ever heard of or seen a condom? (I mean a rubber object that a man puts on his penis before sex) (Show picture or a sample of one. Carry packets of top brands)	Yes No Don't Know No Response	1 2 8 9 → Q501
Q402	For what purposes could a condom be used? (Multiple responses possible)	Sexual pleasure Avoiding pregnancy/FP method STI prevention HIV/AIDS control Others (specify) _____ Don't Know No Response	1 2 3 4 7 8 9

Q No.	Questions and Filters	Coding Categories	Yes	No	DK	NR
Q403	Which places or persons do you know from where you can obtain a condom? (Read out all the Options)	a. Shop (General) b. Pharmacy/Medical shop c. Clinic/Hospital d. Family Planning Centre/Clinic e. Bar/Guest house f. Hotel g. Peer educator/NGO h. Aanganwadi worker/VHW i. Sexual partner j. Petrol Pump k. Condom bank / Vending machine l. Friend m. Other (specify)	1	2	8	9

INSTRUCTION : If all codes in Q403 are 8 or 9, then skip to Q406

Q No.	Questions and Filters	Coding Categories	Skip to
Q404	For those who need to procure a condom, do you think they are easily available?	Yes No Don't Know No Response	1 2 8 9
Q405	How long would it take you (or us) to the source to obtain a condom close to your house? (Irrespective of the mode of transport, imagine that mode in which you have access to and are likely to use)	Minutes <input type="text"/> <input type="text"/> (Convert hours into minutes) Don't know No Response	888 999
Q406	Can people protect themselves from HIV/AIDS by using a condom correctly every time they have sex?	Yes No Don't Know No Response	1 2 8 9

ANNEXURE-1

SECTION 5 STIs

Q No.	Questions and Filters	Coding Categories	Skip to
Q501	Have you ever heard of any diseases other than HIV/AIDS that can be transmitted through sexual contact?	Yes No No Response	1 2 9
Q502	Do you agree that a person suffering from STI has a high chance of HIV/AIDS exposure?	Yes No Don't Know No Response	1 2 8 9

Q No.	Questions and Filters	Coding Categories	Skip to
Q503	Can you tell me what symptoms a WOMAN might have when she is infected with STI? Any others? DO NOT READ OUT THE SYMPTOMS MORE THAN ONE ANSWER IS POSSIBLE	Lower Abdominal pain Genital discharge Foul smelling discharge Burning/pain during urination Genital ulcers/sores Swelling in groin area/Pain during sexual intercourse Itching/reddening Warts Skin rashes Others (Specify) _____ Don't Know No Response	01 02 03 04 05 06 07 08 09 77 88 99
Q504	Can you tell me what symptoms a MAN might have when he is infected with STI? Any others? DO NOT READ OUT THE SYMPTOMS MORE THAN ONE ANSWER IS POSSIBLE	Lower Abdominal pain Genital discharge Foul smelling discharge Burning/pain during urination Genital ulcers/sores Swelling in groin area/Pain during sexual intercourse Itching/reddening Warts Skin rashes Others (Specify) _____ Don't Know No Response	01 02 03 04 05 06 07 08 09 77 88 99
Q505	Have you had a thick yellowish/greenish discharge with foul smell from your penis/vagina in the past 12 months?	Yes No Don't Know No Response	1 2 8 9
Q506	Have you had an ulcer or sore in your discharge genital area in the past 12 months?	Yes No Don't Know No Response	1 2 8 9

ANNEXURE-1

INSTRUCTION: IF THE ANSWER IN EITHER Q505 OR Q506 (OR IN BOTH) IS CODE '1', ASK THE FOLLOWING QUESTIONS. OTHERWISE GO TO Q515

Q No.	Questions and Filters	Coding Categories	Skip to
Q507	What did you do the last time you had any of these problems? (Multiple Answer are possible)	Took home-based preparation Went to a traditional healer/quack Went to a trained village health worker Went to a Private clinic/ hospital Went to a Govt. clinic/ hospital Took medicine I had at home Purchased medicine from a medical store No treatment Borrowed prescription from friend/relative Others (Specify)____ Don't Know No Response	01 02 03 04 05 06 07 08 09 77 88 99

IF CODE IN Q 507 IS '04' OR '05' OR BOTH, ASK THE FOLLOWING QUESTIONS. ELSE GO TO Q 515

Q No.	Questions and Filters	Coding Categories	Skip to
Q508	Were you physically examined by the doctor/paramedical staff?	Yes No Don't remember	1 2 3
Q509	Whether you were given any counseling?	Yes No Don't remember	1 2 3
Q510	Were you given counseling on the usage of condoms?	Yes No Don't remember	1 2 3
Q511	Did the doctor ask you to bring along your sexual partner(s) to the clinic/hospital for treatment/advice?	Yes No Don't Know No Response	1 2 8 9 } Q514
Q512	Did your partner(s) turn up at the clinic/ hospital for treatment/advice?	Yes No Don't Know No Response	1 2 8 9 } Q514
Q513	Did he/she receive treatment/advice/ counseling from the clinic/hospital?	Yes No Don't Know No Response	1 2 8 9
Q514	Were you satisfied with the quality of services you received?	Fully satisfied Somewhat satisfied Not satisfied No Response	1 2 3 4

ANNEXURE-1

Q No.	Questions and Filters	Coding Categories	Skip to
Q515	In case you have any of the symptoms of STI, whom would you prefer to approach? (Circle one only)	Government Hospital/ dispensary / PHC/Govt. Doctors Private dispensary/nursing home/ private qualified doctor Vaidya/Hakim/Homeopath, etc Faith healers/quacks NGO clinics/Trust Hospitals Home remedy Others (specify)____ Don't Know No Response	1 2 3 4 5 6 7 8 9

SECTION 6: EXPOSURE TO MASS MEDIA AND IEC INTERVENTION

No.	Questions and Filters	Coding Categories	Skip to
Q601	Did anyone in the past one year approach you to educate you on spread of STI/HIV/AIDS? CHECK: Answer can be code 03 only if it is 'NO' in Q201A, Q201B and Q501	Yes No Never heard of STI/HIV/AIDS No Response	1 2 → Q603 3 → Q609 9 → Q603
Q602	Who are these individuals? (Multiple responses possible)	Government Doctor Private Doctor Village Health Worker / Nurse from Govt Hospital /Clinic Doctor / Nurse in Mobile Clinic Visiting Health Worker from NGOs Workers from NGOs/Anganwadi workers Friends / Peers / Spouse / Other family members Others (Specify)_____ Don't remember No Response	01 02 03 04 05 06 07 77 97 99
Q603	Besides individuals which are the other sources from where you have come to know about HIV / AIDS/STI? (Multiple responses possible)	Radio TV Cinema Hall Newspaper/Magazine Hoarding/Placard/Poster/Billboards/ Wall writing/ Metal Tablets Electronic Board Hand bills/Pamphlets/Booklets Public Announcements Drama/Skits/Street play/Puppet show Others (Specify)_____ None of these Don't remember No Response	01 02 03 04 05 06 07 08 09 77 11 97 99

ANNEXURE-1

No.	Questions and Filters	Coding Categories	Skip to
Q604	Did anyone in the past one year approach you to educate you on use of condoms to prevent STI/HIV/AIDS? CHECK: Answer can be code 03 only if it is 'NO' in Q401	Yes No Never heard of condoms No Response	1 2 → Q606 3 → Q607 9 → Q606
Q605	Who are these individuals? (Multiple responses possible)	Government doctor Private doctor Village health worker / Nurse from Govt Hospital /Clinic Doctor / Nurse in Mobile Clinic Visiting health worker from NGOs Workers from NGOs/Anganwadi workers Friends / Peers / Spouse / Other family members Others (Specify) _____ Don't remember No Response	01 02 03 04 05 06 07 77 97 99
Q606	Besides individuals which are the other sources from where you have come to know about use of condom to prevent HIV / AIDS/STI? (Multiple responses possible)	Radio TV Cinema Hall Newspaper / Magazine Hoarding / Placard / Poster / Billboards / Wall writing / Metal Tablets Electronic Board Hand bills / Pamphlets / Booklets Public Announcements Drama / Skits / Street play/Puppet show Others (Specify) _____ None of these Don't remember No Response	01 02 03 04 05 06 07 08 09 77 11 97 99
Q607	Did you ever attend / participate in any campaign/meeting on STI/HIV/AIDS?	Yes No No Response	1 2 9
Q608	Did you receive free medical check-up for STI/HIV/AIDS?	Yes No No Response	1 2 9
Q609	Have you ever come across campaigns on voluntary blood donation?	Yes No No Response	1 2 9
Q610	Have you in the past one year donated blood voluntarily?	Yes No No Response	1 2 9

ANNEXURE-1

No.	Questions and Filters	Coding Categories	Skip to																																																											
Q611	During the last 1 month how often have you listened to the radio? (Would you say ... READ OUT) CIRCLE ONE	Every day At least once a week Less than once a week Did not listen to the radio in the last 4 weeks No Response	1 2 3 4 9																																																											
Q612	During the last 1 month how often have you watched television? (Would you say ... READ OUT) CIRCLE ONE	Every day At least once a week Less than once a week Did not listen to the television in the last 4 weeks No Response	1 2 3 4 9																																																											
Q613	During the last 1 month how often have you read a newspaper or a magazine? (Would you say ... READ OUT) CIRCLE ONE	Every day At least once a week Less than once a week Did not read newspaper or a magazine in the last 4 weeks No Response	1 2 3 4 9																																																											
Q614	Did you read/listen/see any advertisements/ announcements on the following at least once in the last month	<table border="1"> <thead> <tr> <th rowspan="2"></th> <th colspan="3">Newspaper or Magazine</th> <th colspan="3">Radio</th> <th colspan="3">Television</th> </tr> <tr> <th>Y</th> <th>N</th> <th>NA</th> <th>Y</th> <th>N</th> <th>NA</th> <th>Y</th> <th>N</th> <th>NA</th> </tr> </thead> <tbody> <tr> <td>Family Planning</td> <td>1</td> <td>2</td> <td>3</td> <td>1</td> <td>2</td> <td>3</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>General Immunisation (not pulse polio)</td> <td>1</td> <td>2</td> <td>3</td> <td>1</td> <td>2</td> <td>3</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>STIs</td> <td>1</td> <td>2</td> <td>3</td> <td>1</td> <td>2</td> <td>3</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>HIV/AIDS</td> <td>1</td> <td>2</td> <td>3</td> <td>1</td> <td>2</td> <td>3</td> <td>1</td> <td>2</td> <td>3</td> </tr> </tbody> </table>		Newspaper or Magazine			Radio			Television			Y	N	NA	Y	N	NA	Y	N	NA	Family Planning	1	2	3	1	2	3	1	2	3	General Immunisation (not pulse polio)	1	2	3	1	2	3	1	2	3	STIs	1	2	3	1	2	3	1	2	3	HIV/AIDS	1	2	3	1	2	3	1	2	3	
	Newspaper or Magazine			Radio			Television																																																							
	Y	N	NA	Y	N	NA	Y	N	NA																																																					
Family Planning	1	2	3	1	2	3	1	2	3																																																					
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STIs	1	2	3	1	2	3	1	2	3																																																					
HIV/AIDS	1	2	3	1	2	3	1	2	3																																																					

NA is 'not applicable'. Use this code when respondent is illiterate (Check: only if '1' in Q103), or did not have access to a radio (Check: only if '4' in Q611) or TV in the past one month (Check: only if '4' in Q612 and Q613) or if never heard of STI/HIV/AIDS. (Check: only if '2' or '9' in Q201 and '2' or '9' in Q501).

Q No.	Questions and Filters	Coding Categories	
Q615	When do you usually listen to the radio and watch television? (circle top two slots)	Radio	TV
	Early Morning (6 AM - 8 AM)	01	10
	Mid-morning (8 AM - 12 Noon)	02	11
	Afternoon (12 noon - 4 PM)	03	12
	Evening (4 PM - 7 PM)	04	13
	Late evening (7 PM - 9 PM)	05	14
	Night (9 PM - 11 PM)	06	15
	Late night (11 PM onwards)	07	16
	Never listen to a radio	08	
	Do not watch a television		17

ANNEXURE-1

SECTION 7: CONDOM USAGE AND SEXUAL BEHAVIOUR

CONFIDENTIALITY CLAUSE AND CONSENT: I would like to ask you some very personal questions. It is up to you whether you want to answer these questions or not. Your answers will be kept completely confidential. These questions are on condom usage and sexual practices.

No.	Questions and Filters	Coding Categories	Skip to
Q701	Can you tell me your marital status?	Currently Married Unmarried Separated/Deserted Divorced Widow/widower	1 → Segment A 2 → Segment B 3 → Segment C 4 → Segment C 5 → Segment C

SEGMENT A: Currently married respondents only

No.	Questions and Filters	Coding Categories	Skip to
Q702	Are you currently living with your husband/wife or is he/she staying elsewhere?	Living with him/her Staying elsewhere No Response	1 2 → Q704 9 → Q704
Q703	Does your husband/wife have to be frequently away from home because of the work he/she does?	Yes No No Response	1 2 9
Q704	At what age did you first have sexual intercourse? (With either a regular or non regular partner)	Years <input type="text"/> Don't remember No Response	88 99
Q705	Have you or your spouse ever used a condom?	Yes No No Response	1 2 → Q708 9 → Q708
Q706	For what purpose have you used a condom while having sexual intercourse with your spouse? (Multiple response possible)	To avoid pregnancy To protect myself from STI/HIV/AIDS To protect my partner from STI/HIV/AIDS To protect my child/unborn child from STI/HIV/AIDS For pleasure Others (Specify) _____ Don't Know No Response	1 2 3 4 5 7 8 9
Q707	How consistently have you used a condom with your spouse over the past 12 months? (Would you say...) (Prompted)	Always Sometimes Never Did not have intercourse in last 12 months Don't remember	1 2 3 4 6
Q708	Have you pursued any other sexual relationship (with a non-regular partner) in the last 12 months while you were married?	Yes No No response	1 2 9
IF CODED 2 OR 9 IN Q708 <ul style="list-style-type: none"> ● GO TO Q801 FOR MALE RESPONDENTS ● END FOR FEMALE RESPONDENTS 			

ANNEXURE-1

No.	Questions and Filters	Coding Categories	Skip to
Q709	With how many partners have you had sexual intercourse in the past 1-year? Don't remember 88 No response 99	Number of partners Commercial <input type="text"/> Non-commercial <input type="text"/>	
Q710A	TO BE ASKED TO ONLY THOSE WHO HAD RESPONDED 'YES' TO Q 708 Did you use a condom the last time you had sexual intercourse with a person other than your regular partner/spouse?	Yes No Don't remember No Response	1 2 8 9
Q710B	Who was this partner	Commercial Non-commercial	1 2
Q711	How consistently did you use a condom with persons other than your regular partner/spouse in the past one year? (Would you say...?) (Prompted)	Every time Sometimes Never Don't remember No response	1 2 3 8 9
Q712	For what purpose have you used a condom while having sexual intercourse with your non regular partner? (Multiple response possible)	To avoid pregnancy To protect myself from STI/HIV/AIDS To protect my partner from STI/HIV/AIDS To protect my child/unborn child from STI / HIV/AIDS For pleasure Others (Specify) _____ Don't Know No Response	1 2 3 4 5 7 8 9

- GOTO Q801 FOR MALE RESPONDENTS
- END FOR FEMALE RESPONDENTS

SEGMENT B: Currently unmarried respondents only

No.	Questions and Filters	Coding Categories	Skip to
Q713	Have you ever had sexual intercourse?	Yes No No response	1 2 9
IF CODED 2 OR 9 IN Q713 <ul style="list-style-type: none"> ● GO TO Q801 FOR MALE RESPONDENTS ● END FOR FEMALE RESPONDENTS 			
Q714	At what age did you first have sexual intercourse?	Years <input type="text"/> Don't remember No response	8 9
Q715	Have you had sexual intercourse in the last 12 months?	Yes No No Response	1 2 9

- IF CODED 2 OR 9 IN Q715
- GO TO Q801 FOR MALE RESPONDENTS
- END FOR FEMALE RESPONDENTS

ANNEXURE-1

No.	Questions and Filters	Coding Categories	Skip to
Q716	With how many partners have you had sexual intercourse in the past 1-year? Don't remember 88 No response 99	Number of partners Commercial <input type="checkbox"/> <input type="checkbox"/> Non-commercial <input type="checkbox"/> <input type="checkbox"/>	
Q717A	Did you use a condom the last time (within the last one year) you had sexual intercourse with your sexual partner?	Yes 1 No 2 Don't remember 8 No Response 9	
Q717B	Who was this partner	Commercial 1 Non-commercial 2	
Q718	How consistently did you use a condom with sex partners in the past one year? (Would you say...)? (Prompted)	Every time 1 Sometimes 2 Never 3 Don't remember 8 No Response 9	
Q719	For what purpose have you used a condom ? (Multiple response possible)	To avoid pregnancy 1 To protect myself from STI/HIV 2 To protect my partner from STI/HIV 3 For pleasure 4 Others (Specify)_____ 7 Don't Know 8 No Response 9	

- GO TO Q801 FOR MALE RESPONDENTS
- END FOR FEMALE RESPONDENTS

ANNEXURE-1

SEGMENT C: Separated/deserted/ Divorced /widowed/widower respondents only

No.	Questions and Filters	Coding Categories	Skip to
Q720	For how long have you and your husband/wife not been together?	Months <input type="checkbox"/> <input type="checkbox"/> Years <input type="checkbox"/> <input type="checkbox"/>	
Q721	At what age did you first have sexual intercourse?	Years <input type="checkbox"/> <input type="checkbox"/> Don't remember 88 No Response 99	
Q722	While you were together with your spouse, have you or your sexual partner ever used a condom?	Yes 1 No 2 No Response 9	→ Q725 → Q725
Q723	For what purpose have you used a condom? (Multiple response possible)	To avoid pregnancy 1 To protect myself from STI/HIV 2 To protect my partner from STI/HIV 3 To protect my child/unborn child from STI/HIV 4 For pleasure 5 Others (Specify)_____ 7 Don't Know 8 No Response 9	
Q724	How consistently have you used a condom with your spouse while you were together? (Would you say...) (Prompted)	Every time 1 Sometimes 2 Never 3 Don't remember 8 No Response 9	
Q725	Have you pursued any other sexual relationship (with a non-regular partner) while you were married or after you have been separated/deserted/ divorced/widowed from my spouse or widowed from your spouse in last 12 months (Multiple response possible)	Yes, while we were married 1 Yes, after I got separated/deserted/ divorced/widowed from my spouse 2 No 3 No Response 9	
Q726	With how many partners have you had sexual intercourse in the past 1-year? Don't remember 88 No response 99	Number of partners Commercial <input type="checkbox"/> <input type="checkbox"/> Non-commercial <input type="checkbox"/> <input type="checkbox"/>	
Q727A	TO BE ASKED TO ONLY THOSE WHO HAD RESPONDED 'YES' TO Q725 Did you use a condom the last time you had sexual intercourse with your non-regular partner?	Yes 1 No 2 Don't remember 8 No Response 9	
Q727B	Who was this partner	Commercial 1 Non-commercial 2	
Q728	How consistently did you use a condom with non-regular partners in the past one year? (Would you say...)? (Prompted)	Every time 1 Sometimes 2 Never 3 Don't remember 8 No Response 9	

ANNEXURE-1

No.	Questions and Filters	Coding Categories	Skip to
Q729	For what purpose have you used a condom? (Multiple response possible)	To avoid pregnancy To protect myself from STI/HIV To protect my partner from STI/HIV To protect my child/unborn child from STI/HIV For pleasure Others (Specify) _____ Don't Know No Response	1 2 3 4 5 7 8 9

●GO TO Q801 FOR MALE RESPONDENTS

●END FOR FEMALE RESPONDENTS

SECTION 8: SEXUAL HISTORY: SEX WITH MALE (TO BE ASKED TO MALE RESPONDENTS ONLY)

No.	Questions and Filters	Coding Categories	Skip to
Q801	Have you heard about men having sex with other males?	Yes No No Response	1 2 9 } → End
Q802	Have you ever indulged in sexual activities with a male partner?	Yes No Don't remember No Response	1 2 8 9 } → End
Q803	When was the last time you had sexual activities with a male partner?	Number of days or months before Days before <input type="text"/> <input type="text"/> Months before <input type="text"/> <input type="text"/> Don't Know No Response	 88 99
Q804	How many male sexual partners have you ever had?	Number of partners Commercial <input type="text"/> <input type="text"/> Non-commercial <input type="text"/> <input type="text"/>	
Q805	How would you describe the relationship with the male with whom you had this last sexual activity?	Within relationship Within friends circle Co-worker Stranger Eunuch Don't know No Response	1 2 3 4 5 8 9
Q806	Did you pay or receive some money or gift in exchange for having sex with the male partner?	Yes No Don't remember No Response	1 2 8 9

ANNEXURE-1

No.	Questions and Filters	Coding Categories	Skip to
Q807	The last time you had sex with another male, did you and/or your partner use a condom?	Yes No Don't remember No Response	1 2 8 9 } → Q810
Q808	Who suggested condom use at that time? (Circle one)	Myself My partner Joint decision Don't know No Response	1 2 3 8 9
Q809	For what purpose have you used a condom? (Multiple response possible)	To protect myself from STI/HIV To protect my partner from STI/HIV For pleasure Others (Specify) _____ Don't Know No Response	1 2 3 7 8 9
Q810	With what frequency did you and all of your male partner(s) use a condom during the past 12 months? (Would you say...)? (Prompted)	Every time Almost every time Sometimes Never Don't Know No Response	1 2 3 4 8 9

Tool: Observation Checklist for IEC materials

LOCATION: _____	
A. IEC materials on HIV/AIDS (Please check the materials available)	
Posters	
Leaflets	
Panels	
Banners	
Booklets	
Any other	
B. Are the materials appropriately placed? (Yes / No)	
C. Get feedback on the IEC materials from the persons waiting at the service delivery point by asking following questions:	
C.1 What is the key message?	
C.2 Whom does the material address?	
C.3 Do you like the materials?	
C.3.1 In terms of content	
C.3.2 Pictures	
C.3.3 Call to action	
C.4 Would you like to share the message with your family / friend?	
C.5 Would you like to carry them with you? If not, why?	
D. IEC materials on other health issues (List the materials along with the issue)	
E. Comments from health staff using the IEC materials	
F. Any other observations	

Tool: Communications Research Methods

Some of the basic approaches that can be employed in gathering information about target audience preferences and characteristics, knowledge, attitudes and behaviour include:

Qualitative methods- Information is gathered in narrative (non-numeric) form (e.g. a transcript of an unstructured interview).

Quantitative methods- Information is gathered in numeric form.

Structured observation- The researcher determines at the outset precisely what behaviours are to be observed and typically uses a standardised checklist to record the frequency with which those behaviours are observed over a specified time period.

Focus Groups- Characterised by extensive, probing and open-ended questions. They rely on group interaction. Focus groups are the most widely used form of qualitative research. A skilled moderator guides a group of community members through increasingly focused issues related to the research topics (e.g. health beliefs and behaviors, barriers to health care access, cultural influences, or review of health-related IEC materials).

In-Depth Interviews- In-depth interviews provide detailed information about the community from its members. This form of qualitative research is characterised by extensive, probing and open ended questions, and should be conducted one-on-one between the community member or respondent and a trained interviewer. It can also be used to interview health workers who are working or have worked in the community.

Surveys- Surveys may include questions on community demographics as well as the knowledge and attitudes of the target audience as to specific health issues (e.g. what is perceived to be a health problem, its cause and solution). Survey should be conducted with community members and others who may be able to provide information about the target audience. Surveys use questionnaires which are codable (for example: yes/no answers or ones that allow one to grade responses or opinions).

Exit polls/Intercept Interviews- Researchers stop members of the target audience and ask fairly structured questions to gather opinion about a programme, service or product. Respondents are sometimes randomly selected by choosing every nth user or passer-by.

Role-playing, Drama and Story-telling- These methods can be used to gauge how people respond to sensitive issues that might be best represented through allegory or exaggerated representations of the issue. Stories can be validated by asking repeat questions of the storyteller, comparing one person's account with that of another and by checking the factual accuracy of the stories.