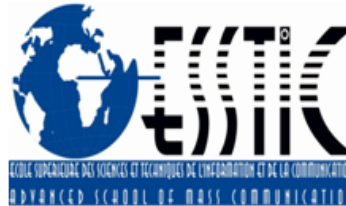


**UNIVERSITE DE YAOUNDE II**

**ECOLE SUPERIEURE DES  
SCIENCES ET TECHNIQUES  
DE L'INFORMATION ET DE  
LA COMMUNICATION**

**UNIVERSITY OF  
YAOUNDE II**

**ADVANCED SCHOOL OF  
MASS  
COMMUNICATION**



## **PROFESSIONAL REALIZATION**

---

# **SENSITIZATION CAMPAIGN AGAINST HIV/AIDS**

---

*Submitted in partial fulfilment of requirements for the master degree in communication sciences option communication in health and environment*

**BY :**

**MENDJANA MENDJANA ORNELLA DONNIE**

ACADEMIC YEAR: 2022-2023

## Table of Contents

List of Abbreviations .....	2
List of Tables .....	3
Introduction .....	4
CHAPTER 1: PRESENTATION of the NATIONAL AIDS CONTROL COMMITTEE.....	5
Section One: History and Missions of the NACC .....	6
Section Two: Organization and Functioning of the NACC .....	7
Section Three: Activities of the Communication Section of the NACC .....	8
CHAPTER 2: The Survey on the knowledge of the people on the ways of preventing HIV/AIDS.....	9
Section One: Objective of the Enquiry .....	10
Section Two: The Targets.....	10
Section Three: The Methodology .....	10
Section Four: Diagnosis.....	10
Section Five: Results of the Survey .....	17
Section Six: IDENTIFICATION OF THE HEALTH COMMUNICATION PROBLEM .....	18
CHAPTER 3: COMMUNICATION STRATEGY .....	19
Section One: Context, Objectives and Targets .....	20
Section Two: The AXES OF THE MESSAGES AND THE DETERMINANTS OF THE Change of HABIT FOR THE Campaign .....	23
Section Three: Communication Canals Used during the Campaign .....	25
Section Four: PRESENTATION OF THE CHOSEN COMMUNICATION SUPPORTS.....	30
Section Five: PLANIFICATION and EVALUATION OF ACTIVITIES .....	33
CONCLUSION .....	46

## **List of Abbreviations**

NACC	National Aids Control Committee
HIV/AIDS	Human Immunodeficiency Syndrome/ Acquired Immunodeficiency Syndrome
TSI	Transmissible Sexual Infection
COMBI	Communication for Behavioural Impact
CTG	Central Technical Groups
DHS	
CRTV	Cameroon Radio Television
CDC	Centre for Disease Control
CHW	Community Health Workers

## **List of Tables**

*Table1: Behavioural Analysis of the Targets*

*Table2: Determinants of the behaviour*

*Table3: Communication Supports Chosen*

*Table4 : Social Mobilisation activities*

*Table5: Creative Brief*

*Table6: Communication Plan*

*Table7: Repartition of Budget*

*Table8: Activities of proximity communication*

*Table9: Community Engagement Activities*

*Table10: Digital Engagement Activities*

*Table11: Communication of crisis activities*

*Table12: Specific Strategy's activities*

*Table10: Follow-up and evaluation of the campaign*

## Introduction

Communication could be defined as the act of transferring information from one part to another with the possibility of a feedback. Communication involves at least a sender, a message and a recipient. The recipient here is the public. In order to touch this public, taking into consideration who is the target is important. It is considering this that the communication media is chosen and produced. At the end of the cycle of communication in health and environment, each student has to produce an internship report and a professional creation. The professional creation here takes into account the observation of a communication problem done at the internship site. This observation is followed by the analyses of the problem in order to identify a problem. Then putting in place communication supports in order to resolve this problem is done. It is in this phase that the internship carried out at the National Aids Control Committee was the perfect framework for us to carry out this task. We have interested ourselves to the external communication. For this reason, we have decided to evaluate the knowledge the targets have of the NACC. This document describes the process used during this analysis; it also shows the communication media used to resolve this problem.

Our work will be subdivided into four parts, the presentation of the institution, the communication audit, the communication strategy and the evaluation of the expenses.

# **CHAPTER 1: PRESENTATION OF THE NATIONAL AIDS CONTROL COMMITTEE**

## **Section One: History and Missions of the NACC**

The Aids control activities began in 1986 with the creation of a National Aids Control Program (NACP). A National Aids Control Committee was created in 1998 to coordinate, monitor and manage the National Aids Control Program. The essential mission of the NACC is to provide a national framework for interventions, to broaden the national response to and to coordinate the implementation of AIDS activities.



***Picture 1: The National Aids Control Committee***

The organ that has at its head the permanent secretary Dr Hadja Hamsatou Cherif essential mission is to define the general policy of the fight against Aids in Cameroon and to ensure its application. These missions are;

- Coordination and management of the National Control Aids Program
- Technical Support to partners involved in the sectorial response;
- Coordination of the national coordination strategy of the National Aids Control Committee
- Coordination of the epidemiological and behavioural surveillance activities
- Monitoring and evaluation of activities carried out.

## **Section Two: Organization and Functioning of the NACC**

The objective of the multi-sectorial HIV/AIDS programme is to support the implementation of the strategy for the fight against this disease. The prevention and reduction programs are based and carried out through responses emphasized in the communities, that is; the rural, urban and other specific groups.

### **A- Program Components**

The activities of the program are implemented through the following five sections;

- Support for local response
- Support for health sector response
- Support for coordination
- Support to monitoring and evaluation
- Support for the development and implementation of Sectorial Strategies

### **B- The Program Delivery Structures**

The program is designed and supervised by the National Aids Control Committee. The coordination and implementation bodies are;

- The National Aids Control Committee
- The Regional Aids Control Committee
- The Sectorial Aids Control Committee



### **Section Three: Activities of the Communication Section of the NACC**

The Communication section that is under the responsibility of a head of section has as mission to the communication strategy of the fight against HIV/AIDS. It is responsible for;

- The elaboration in collaboration with partners the participative approach and putting in place the communication actions relative to each target. This in term of communication for behaviour change (COMBI).
- The animation, supervision and the following of the execution of conventions, contracts relative to the media.
- The support of the sections of the CTG in the communication domain.
- The support to the competent services in the coordination of the communication activities for the COMBI and the social mobilisation of all the partners while making sure of the quality and the messages broadcast.
- The elaboration in collaboration with the partners in social marketing the strategies and the participative approach adapted to the different groups of social marketing.
- The organization, the evaluation of the impact of the strategies of social marketing.

## **CHAPTER 2: THE SURVEY ON THE KNOWLEDGE OF THE PEOPLE ON THE WAYS OF PREVENTING HIV/AIDS**

## **Section One: Objective of the Enquiry**

The objective of this enquiry was to find out how the population especially the youths protect themselves against HIV/AIDS. The enquiry was to find out three things;

- The knowledge the population has of the NACC
- If they use condoms to protect themselves
- If they regularly carry out HIV screening

## **Section Two: The Targets**

While realizing this enquiry, we have chosen

- The Principal Target: The youths from 15-35 years
- Secondary Target: People from 36-45 years

## **Section Three: The Methodology**

We have carried out a documented study in which the objective was to find out if the youths use the prevention methods against HIV/AIDS. We have elaborated an enquiry which was later on proposed to the targeted public. This will permit the identification of the problem. While carrying out this enquiry, we have interrogated 75 persons. Fifty women and 25 men

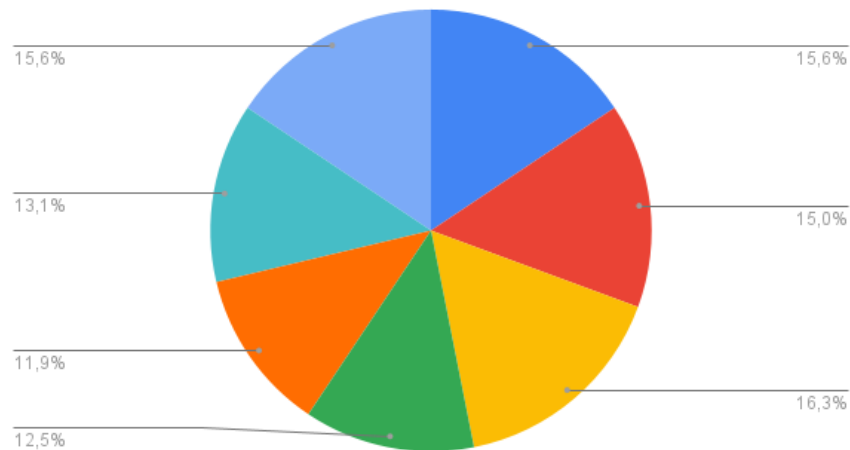
## **Section Four: Diagnosis**

This study has permitted us to analyse and measure each opinion and attitude towards the prevention of HIV/AIDS. It has also helped our study in having quantitative data in order to perceive the outlook of those responding to the questions.

### 1- What is your age?

- Those responding have an age range of 19- 38 years

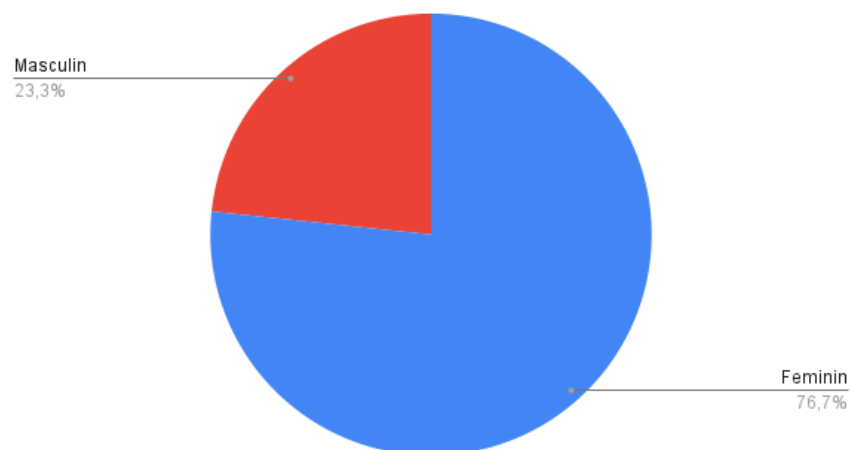
Quel age avez vous



### 2- What is your sex?

- 23 % of those responding was male
- 76% of those responding was female

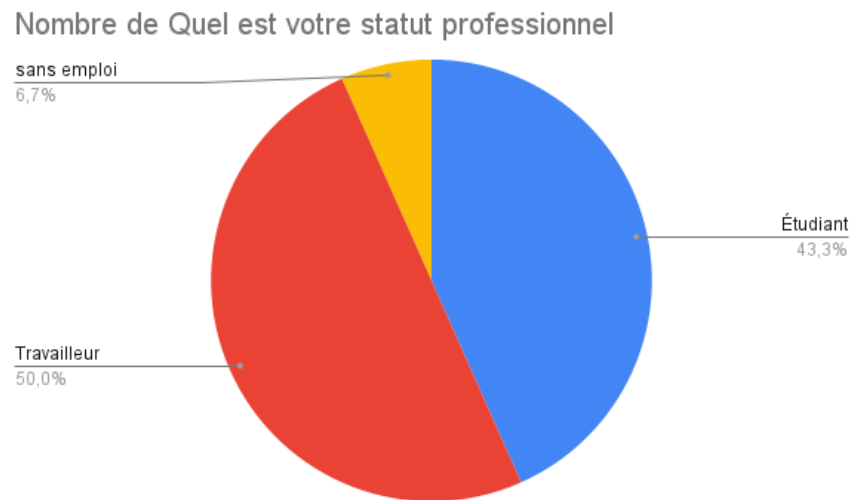
Nombre de Quel est votre sexe



### 3- What is your professional situation?

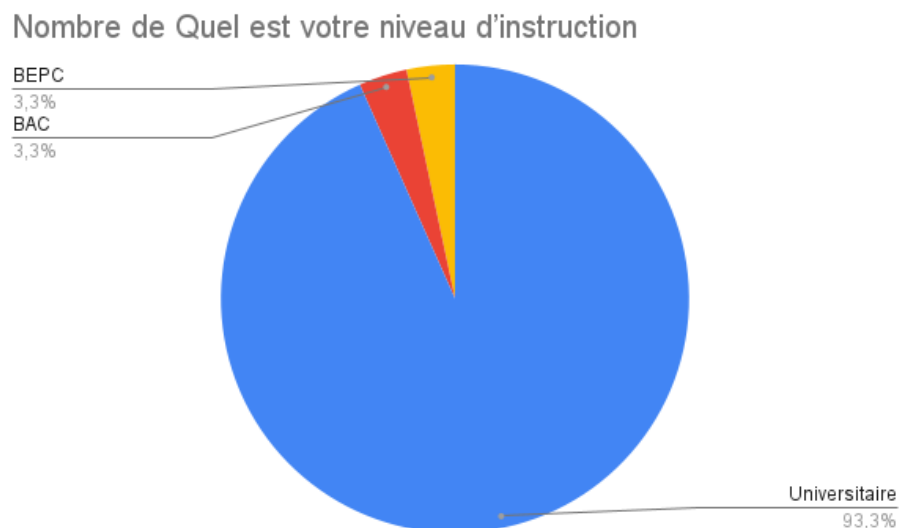
- 6.3 % are unemployed

- 43% are students
- 50% are workers



#### 4- What is your level of education?

- 93% of those responding are university students
- 3.3% have the “Baccalaureate” and Advanced Level
- 3.3% have the “BEPC” and Ordinary level

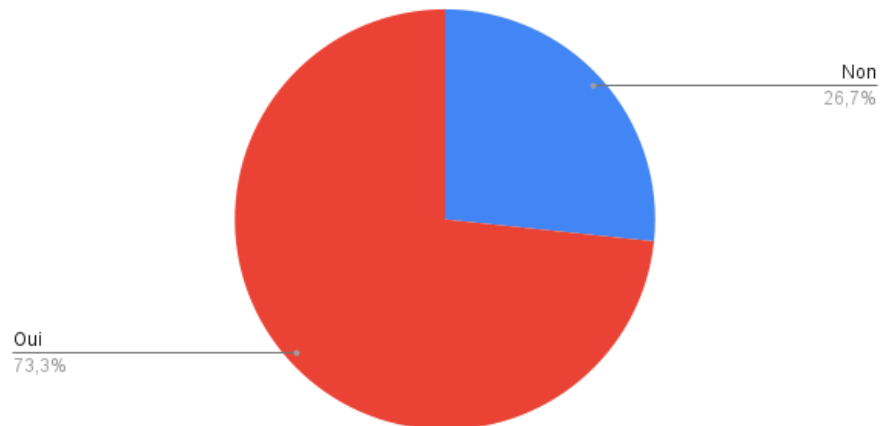


#### 5- Do you know the NACC?

- 26% of those responding do not know the NACC

- 73% of those responding know the NACC

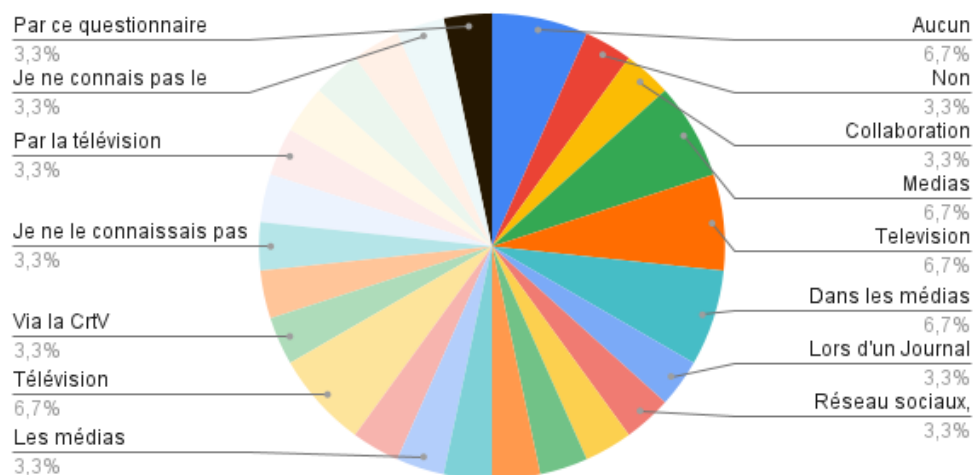
Nombre de Connaissez-vous le Comité National de Lutte contre le Sida



6- If yes by which canal?

- 3.3% Through this questionnaire
- 3.3% Through the television
- 6.7% Through the media
- 6.7% through the television
- 3.3% on social media

Nombre de Si oui, par quel canal avez-vous entendu parler du cnls

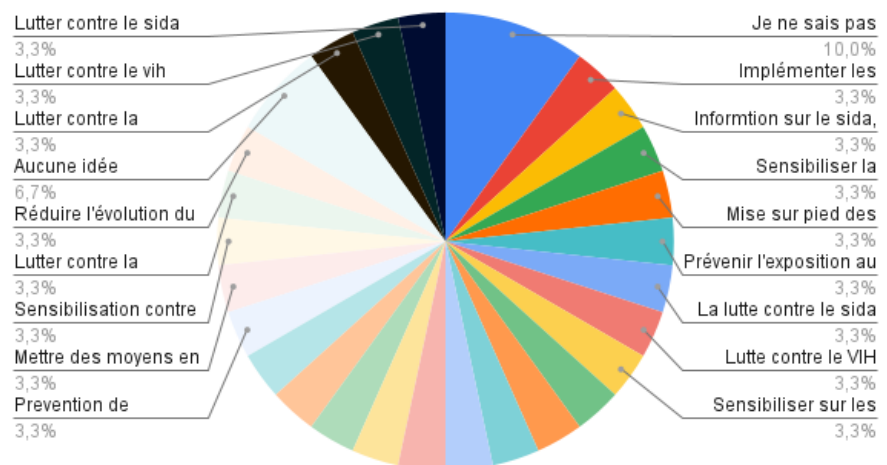


7- What is the role of the NACC

- 23.3% Fight against AIDS
- 3.3% sensitize on HIV

- 3.3% prevent the exposition to AIDS

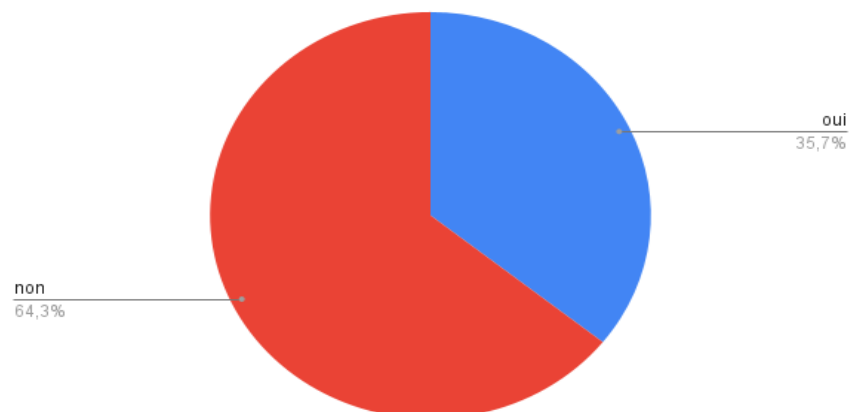
Nombre de Quel est le rôle du CNLS



8- Have you retained a message from the NACC

- 35% of those responding have retained a message from the NACC
- 64% of those responding have not retained a message from the NACC

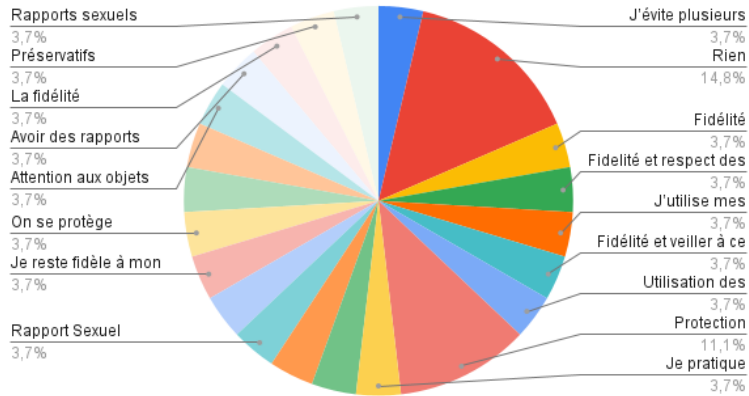
Nombre de Avez vous retenu un message diffusé par le cnls?



9- What do you do to prevent HIV/AIDS?

- Nothing
- Faithful to one partner
- Careful with sharp objects
- Use condoms

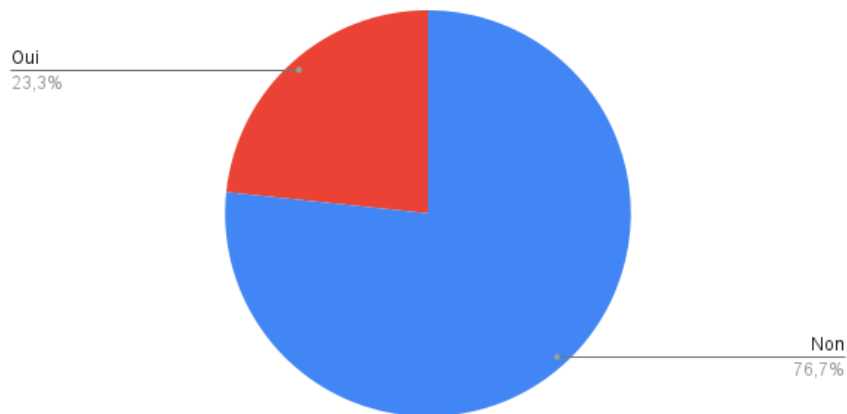
Nombre de Que faites-vous pour vous protéger du VIH



10- Do you use condoms for each sexual intercourse?

- 23% say yes
- 76% say no

Nombre de Utilisez vous un préservatif à chaque rapport sexuel?



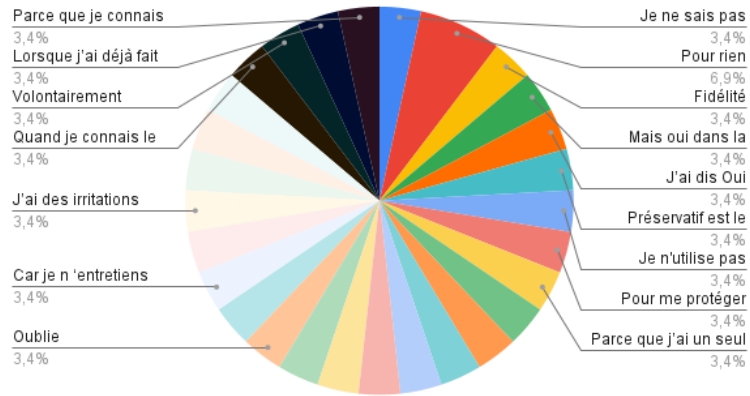
11- If no, why?

- Because partner and his self are faithful
- For no good reason
- Only during the ovulation period of girlfriend
- It is uncomfortable
- Have only one partner



- Forget
- Knowledge of serology results of partner

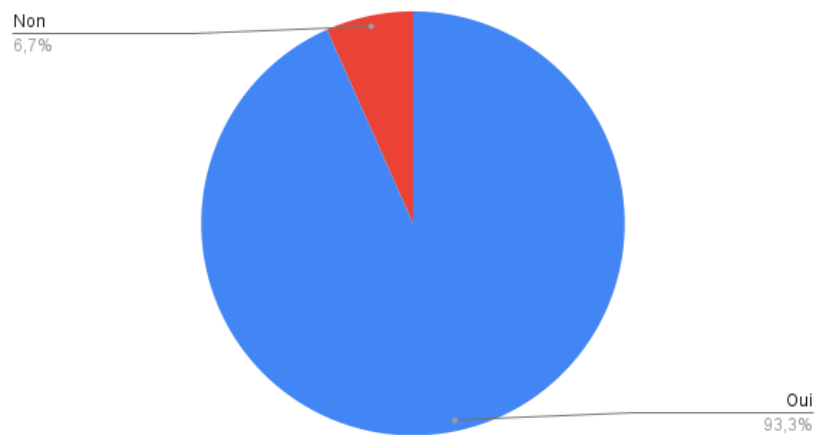
Nombre de si non, Pourquoi ?



12- Do you know your serological status?

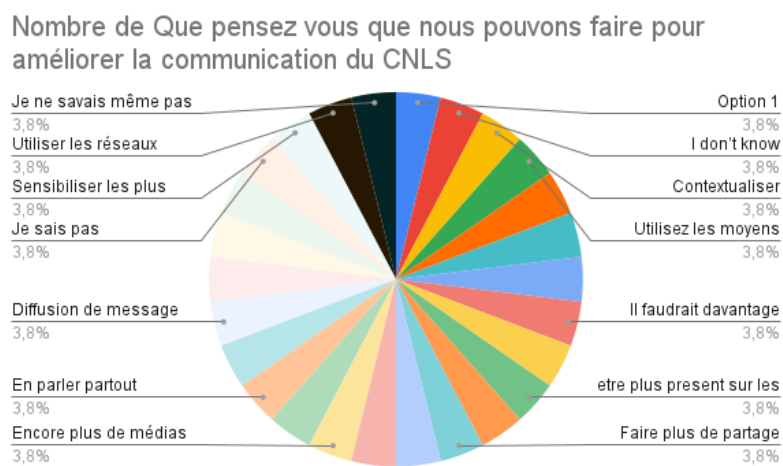
- 6.7% do not know their serological status
- 93% know their serological status

Nombre de Connaissez-vous votre statut sérologique ?



13- What do you think can be done in order to ameliorate the NACC's communication?

- 3.8% Did not know about the NACC's existence
- 3.8% contextualise
- 3.8% do not know
- 3.8% more sensitization
- 3.8% use social media



## Section Five: Results of the Survey

The first phase of the survey was meant to analyse if the people have knowledge on the NACC. It was seen that despite the fact that majority of our respondents that is seventy-six percent (76%) know about the existence of the NACC and its role. Sixty-four (64%) percent of these respondents have not retained a message from the NACC. The respondents do not know about the activities of the NACC since they have not retained a message from the NACC. The targets of this survey are ignorant about the activities carried out by this organization.

The survey on the knowledge of the youths towards the prevention of HIV/AIDS has revealed that the youths know about the ways of preventing them. Ninety-three (93%) percent of the respondents know their serological status. They know about the fact that they have to protect themselves during sexual intercourse. Despite this knowledge, seventy-six percent (76%) of them have admitted not protecting themselves. Some because they are faithful, some because of the feeling of uncomforted

and others for no good reason. Knowing that one of the most frequent ways of contracting HIV is through sexual intercourse, this is a problem in the fight against HIV.

## **Section Six: IDENTIFICATION OF THE HEALTH COMMUNICATION PROBLEM**

The survey has shown that despite the fact that the youths are aware of the prevention measures to protect themselves from HIV/AIDS ninety-three percent of those who responded have sexual intercourse without protection. The health problem here is “**How can the youths be brought to use condoms**”

**CHAPTER 3:**  
**COMMUNICATION STRATEGY**

## **Section One: Context, Objectives and Targets**

### **A-CONTEXT AND JUSTIFICATION**

The National Strategic Plan for the fight against HIV /AIDS of the years 2021-2023 preview the continuous reduction of the number of contaminated persons during this period. Despite the fact that the number of contaminated persons is continuously reducing, the result is still not satisfying. The National Strategic Plan aims the reduction of new infections amongst young adults and teenagers. The efforts against this disease are therefore continuous. The group age of 15-24 years has a global prevalence of 2.7% (source DHS 2018).

In 2011, The Demographic and Health Survey and Multiple Charter Surveys indicated that HIV testing was of 7.221 women age 15-24 years and 6.981 men aged 15-24 years. The results showed that 4.3% of adults were contaminated with HIV/AIDS. During the year 2017, the prevalence had reduced to 3.4 % with a higher prevalence amongst young women. This indicated that the number of new infections has reduced, but the road towards the eradication of this disease is still long.

The knowledge and attitudes of persons concerning HIV/AIDS has an important impact on the incidence of the disease. In the population of the 15-24years, only 36% of women and 33% of men had a complete knowledge of the ways through which HIV can be prevented (DHS) in 2018. A higher proportion was observed in urban areas than in rural areas: 41% in urban areas against 29% in rural areas. The complete of Knowledge of HIV increases with the level of education. Those that have limited access to knowledge are more at risk concerning the disease.

A continuous sensitization of the public on the importance of protecting themselves from HIV/AIDS is important. Also giving complete information to the population in the rural zones will also be important as to why they have to protect themselves. This will help in the reduction of the number of contaminated persons. People should be remembered that acting vigilant is the key for the eradication of the disease. Telling the people that acting by using condoms is an important aspect in the fight against HIV. To ensure the health and security of every one, each part of the society, everyone has to feel implicated in the fight against this disease. In effect each and every one has his own partition to play.

## **B- Objective of the Campaign**

### **i- General Objective**

Inform and encourage the youths on the importance of protecting themselves by using condoms during sexual intercourse

### **ii- Specific Objectives**

- ❖ Educate on the importance of using condoms during sexual intercourse
- ❖ Increase the percentage of young teenagers and young adults from that actually have the good practice towards HIV/AIDS
- ❖ Give complete information to teenagers and young adults on HIV/AIDS and other TSI (Transmissible Sexual Infections)
- ❖ Sensitize on the importance of regularly having his/her HIV/AIDS test done.

## **C- Awaited Results**

- ✚ Increase the percentage of persons that have adopted the good practices towards HIV
- ✚ Increase the number of persons that adopt positive attitudes towards the disease
- ✚ Increase the percentage youths that have complete knowledge on HIV

## **D- Targets and Behavioural Analysis**

### **i- Target**

Principal targets: Youths from 15-24 years, this is because they are the more at risk and vulnerable towards this sickness

Secondary target: Parents and educative community because they are the ones capable of influencing the youths

Tertiary target: The General population because this is a fight that concerns the society.

### **ii-Behavioural Analysis**

These are the behaviours observed that we think may hinder the on-going of the campaign

<b>Target</b>	<b>Behavioural Problem</b>	<b>CAUSES</b>	<b>IMPACT</b>	<b>Desired Behaviour</b>
Youths	Refusal of the youths to get screened	Fear of the results	Not informed on HIV/AIDS status	Acceptance of HIV testing

Parents	Fear from the parents	Fear of what their children may do with knowledge on sexuality	Absence of parent's support and implication	Implication of parents in the activity of sensitization of their children
Educative Community	Absence of implication	Weak multisectoral collaboration	Weak sensitization of scholarized youths	Reinforce the multisectoral collaboration
Community Leaders	Weak engagement of the communities	Insufficient engagement of the communities	Non-implication of the communities	Implicate the community from the beginning of the process of preparation through a community action group

*Table1: Behavioural Analysis of the Targets*

## **Section Two: The AXES OF THE MESSAGES AND THE DETERMINANTS OF THE Change of HABIT FOR THE Campaign**

### **A- The Axes of the Messages Formulated**

The messages formulated on this campaign will be articulated around

- The information on the announcement of the campaign
- The sensitization of the youths on the relevance of this campaign
- The promotion of the utilization of condoms and the importance of carrying out regular

HIV Test



## **B- The Determinants of the Change of Habit**

In order to have a good appropriation of the campaign messages, their formulation must take into account these determinants.

<b>DETERMINANT</b>	<b>DESCRIPTION</b>
Perceived self-efficacy	The conviction of an individual capable of adopting a particular behaviour relative to his knowledge, capacities and confidence
Perceived Social Norms	The idea through which important persons for an individual think this individual has to adopt a behaviour
Perceived Positive consequences	A positive event, which according to an individual might occur due to a given behaviour
Perceived Negative Consequences	Negative aspects such as fright and disgust which may happen due to a certain behaviour
Access	Measures through which the members of a group think that the interventions are available to permit the adoption of a certain behaviour. The access is affected by barriers such as the cost, the distance, the language, the culture and the gender
Signal for action and recall	The decisive members think it is difficult to recall to adopt a behaviour or the process in link to the adoption of a certain habit
Perceived Vulnerability	The way an individual perceives his/her fragility when facing a problem.
Perceived Efficacy of an action	The conviction that the practice of a certain habit will be effective enough to avoid or resolve some problems.
Politics	The rules and laws that make the adoption of a habit easy or difficult
Culture	The culture, customs and practices existing in a defined group of persons.

***Table2: Determinants of the behaviour***

## **Section Three: Communication Canals Used during the Campaign**

The communication around the campaign “Use me” will take into account media and below-the-line canals. These canals will facilitate the access of the messages to the population

### **A- Communication Media Used in the Campaign**

Several criteria justify the choice of the media for the campaign.

- The media’s aptitude to touch the public in terms of number. A media capable of covering the ten regions is the best choice.
- The media’s aptitude in promoting the message of the campaign in its whole and integrity without changing the messages
- The media’s aptitude of attaining its targeted public; here the consumer’s habits will be taken into consideration.

<b>COMMUNICATION CANALS</b>	<b>COMMUNICATION SUPPORTS</b>	<b>Media</b>
Radio	Audio spots	<ul style="list-style-type: none"> <li>- CRTV radio</li> <li>- Sweet Fm</li> <li>- Radio Balafon</li> <li>- Satelite Fm</li> <li>- FM 94</li> <li>- Magique Fm</li> </ul>
Television	Video spots/crawl	<ul style="list-style-type: none"> <li>- CRTV</li> <li>- Canal 2</li> <li>- Vision 4</li> </ul>

		- Equinoxe
Printing Press	Articles and interviews	- Cameroon Tribune - Le jour - Le Messenger
Social Media	Web contents and posts	- Association Camerounaise pour la promotion de la santé - website Ministry of Health - Website NACC - Family club Association

***Table3: Communication Supports Chosen***

## **B- Below-the Line Communication**

The below-the-line communication has the advantage of directly touching the targets. They easily help comprehend the habit to adopt to the targets.

### **i- Social Mobilisation**

It will consist of activities of sensitization done by the Social Workers in direction of the population target.

<b>Health Education</b>	
Sensitization Forums	Posters/Flyers
Educative discussions	Audio Spots, flyers, kakemonos, posters

Awareness caravan	Posters, t-shirts flyers
-------------------	--------------------------

***Table4 : Social Mobilisation Activities***

ii- Direct Marketing

Thanks to a phonebook, the messages of sensitization will be sent to the population on their mobile phones through mobile operators.

**C- Period of the Campaign**

This campaign will go on for a period of three months. It will be put in place from the period of March to May 2023. In order to avoid disorder, we have put in place a system of deadline for every activity of this campaign.

**D- Strategy for Societal and Behavioral Change**

To fight against misinformation characterized by the population’s lack of trust towards health interventions, it is important to put in place a strategy in order to face this situation. The objective is the sensitization of the population on the ways of prevention and the risks they may encounter if carrying out dangerous behaviors.

**i- Community Engagement**

Community engagement here could be defined as the process of working collaboratively with and through groups of affiliated by geographic proximity, social interest or similar situations to address issues affecting the well-being of those people. It is a powerful vehicle for bringing about environmental and behavioral changes that will improve the health of the community and its members. It often involves partnerships and collaborations that help mobilize resources and influence systems,

change relationships among partners and serve as catalyst for changing policies, programs and practices (CDC, 1997). In this campaign it will consist of;

- Implicating the organized groups at all the levels
- Implicating the local associations in the promotion of this campaign's activities
- Engage the media in the promotion of the campaign

## **ii- Digital Engagement**

False rumors and misinformation generally come from the social media. For this reason, the utilization of this canal is imperative for the promotion of this campaign and its activities:

- The briefing of digital actors, bloggers and influencers
- The broadcast of the messages and contents on web platforms and social media

## **iii- Proximity communication**

This term could be defined as the set of practices put in place with its targets in order to strengthen relationships and implicate the actors in their change. It is in this framework that the following communication activities will take place.

- The deployment of social mobilisers a day before the campaign
- The broadcast of messages in local languages through community radios
- The broadcast of messages in places of worship (churches and mosques)
- The distribution of flyers in the communities

## **iv- Social Marketing**

Here, the marketing technics and principles will be used with the aim of bringing the public to accept the interventions of the campaign proposed and reject all behaviors and attitudes that will bring to the rejection of behaviors encouraging the bad attitudes towards the prevention of

HIV/AIDS. Activities towards the facilitation of the access of the beneficiaries of these interventions will be organised, such as awareness caravans.

#### **v- Communication of crisis**

Putting in place the interventions of this campaign may bring out crisis. The crisis may intervene due to the fear of the screening, and rumors outbreak in the communities and media. For this reason, preventive measures must be carried out.

#### **Preparation**

- Assure the continuous briefing of broadcast actors and the diffusion of measures concerning the management of misinformation.
- Carry out regular internet and media watch of misinformation on-line and on the field.
- Collect information and carry out regular feedbacks concerning the supervision, the collection of information and the training of the medical personnel and the communication of the results to the beneficiaries
- Put in place a committee of crisis management and designate a spokesperson.

#### **Response**

If the crisis arises, the immediate action to be carried is the analysis of the impact of the crisis. This will act as a guide in the decision that will be taken.

#### **Resilience**

This phase concerns the phase of post-crisis. The actions that should be carried out during this phase are the following;

- Evaluation of the communication plan on the risks
- Updating the mapping of stakeholders
- Inter-sectorial coordination;
- Social Mobilization and Community engagement

-Evaluation of the lessons learnt;

## **Section Four: PRESENTATION OF THE CHOSEN COMMUNICATION SUPPORTS**

In the framework of this campaign, we have chosen two communication supports. The television and the poster. For this, we have produced a spot.

### **A- Target**

**Principal targets:** Youths from 15-24 years

**Secondary target:** Parents and educative community

**Tertiary target:** The General population

**Social Category:** Students and Workers

**Place of Residence:** Rural and urban areas

**Media to which they are exposed:** social media, posters, billboards, radio and television.

### **B- Creative Approach**

**Convention:** Young people may see it trivial forgotten the existence of HIV/AIDS. The young people do not protect themselves using condoms

**Norm breaking:** Remind that the HIV is everywhere, therefore the usage of condoms is an imperative

**Innovation:** Call everyone to act against HIV/AIDS

**Break:** AIDS is everywhere

**Evidence:** Calling on individuals to act against the pandemic

**Consumer's advantage:** Assure oneself a protection against AIDS

**Tone:** Direct and appealing

I- Visual Print

**Concept:** Direct presentation of the service

**Style:** Direct

**Tone:** Normal

**Name of the campaign:** « *Use Me* »

### **i- Brief Creative of the Poster**

This document resumes the messages and its position on the poster. It serves as guide to the graphic designer of the poster.

Brief creative: Poster

**Problem to resolve:** Bringing the youths to the utilization of condoms



Objective	Target	Axes	Message	Support	Description of the image
Educate the youths on the prevention measures of AIDS	Youths of 15-24years	Prevention	-Use me, HIV is here!	Poster	<p><b>Title:</b> Prevention campaign against HIV/AIDS</p> <p>Use me (in bold)</p> <p><b>Image at the right:</b> Image of a young girl</p> <p>Text at the left;</p> <p>Prevention at every age Condoms for everyone</p> <p>At the bottom left the slogan, Use me, HIV is here:</p> <p>Bottom Logo of the poster</p>

**Table4: Brief Creative**

**ii- Script of the Spot**

HIV is here, there, everywhere. It is a reality to which we are exposed every day,

Every step, Every Act counts

It takes a second, a satisfaction for a life to change

You, I let's stand in the way of AIDS

It is possible with the use of condoms

HIV IS HERE, Let's protect ourselves!!!

## **Section Five: PLANIFICATION AND EVALUATION OF ACTIVITIES**

### **A-Communication Plan**

The different actions that will be carried out are presented here in the form of a table. The activities that we will undergo on the field and the different communication media that are going to be used are also presented here.

Activities	Supports	Period	Objective
Television			
Tv Sponsoring + intervention	CRTV	1st March- 15th March	Inform and educate the youths
TV Sponsoring +intervention	Canal 2	5th March- 20th March	
TV Sponsoring	Vision 4	10th March – 20th March	
TV Sponsoring	Equinoxe	21st-30th March	
Micro program	CRTV	31st – 05th April	

TV Spot	Canal 2	06th April – 11th April	
Radio			
Audio spot+ intervention	CRTV radio	28th February- 14 <sup>th</sup> March	Touch a large public and inform on awareness caravans
Audio Spot +intervention	Sweet Fm	15th March- 30th March	
Audio Spot	Magic Fm	10th March- 10th April	
	Balafon radio	10th March- 10 April	
	Fm 94	10th April- 30 April	
Billboard			
Display Panels	Wall, Screens - 3.2x2m, - -4x3m, - -8x3m	1st March- 31 April	Inform the largest population possible
Internet			
Display		1st March- 30 May	Permits interaction with the target and increase the visibility
Pop-up		1st March- 30th May	
Sponsoring Publication		1st March- 30th May	
Banner		1st March- 30th May	

Social Mobilization			
Educational Discussions	Community Health Workers (CHW)	1st March – 30th March	Permits proximity and direct contact with the targets
Community dialogues	CHW	1st April-30th April	
Home Visits	CHW	1st May- 31st May	
Social Marketing			
Smsing	Telephone networks	1st March-30th May	Inform the targets

**Table5: Communication Plan**

## **B-The BUDGET**

The budget quotation for this campaign takes into account many aspects; Conception, the realization and the broadcast of communication spots. The mobilization of human resources is also an aspect that is considered. The budget of this campaign goes as follows.

<b>Diagnostic Analysis of the problem</b>	
Questionnaire	30000
Interview guide	5000
<b>Strategies</b>	
Communication Strategy	200000
Digital Strategy	220000
Broadcast Strategy	200000
<b>Conception and creation of supports</b>	
Conception of media supports	6000000
Conception of below-the-line	1500000

Production of communication media	2500000
<b>Broadcast of Supports</b>	
Television	11480000
Radio	3500000
Billboard	8700000
Below-the-line and internet	12000000
Others	250000
<b>Total</b>	<b>46585000FCFA</b>

*Table6: Repartition of Budget*

## C- The Operational Plan

### STRATEGY I: PROXIMITY COMMUNICATION

**Objective: Motivate the youths and the parents to actively take part in the campaign’s activities**

ACTIVITIES	PERIOD	INDICATORS	IN CHARGE OF	SUPPORTS	DELIVERABLE
Briefing and sensitization by the criers through the mobilization of people at places of high frequentation	Before and during “Use me” campaign	Number of briefed criers  Number de criers mobilized in health areas	Mendjana Ornella  Mendjana Ornella	Tool kit of the essential message	Briefing report criers  Report mobilisation of criers
Sensitize the parents  Sensitize the youths	2023	Proportion of homes visited  Proportion of targeted sensitized population  Number of refused registered cases	Social Mobilizers	Flyers	Scorecard

Produce, disseminate and broadcast communication supports	2023	Number of supports produced and broadcast	Social Mobilizers Mendjana Ornella	Press File , flyers, posters, leaflet, banners, audio spots and visual support	Delivery note  Broadcast report
Sensitize the parents and the youths in associations, places of worship and in special communities ( nomads, refugees and migrants)	2023	Number of groups organised	Communication Focal Point  Managers of hospitals  Social Mobilizers	Flyers	Summary Sheet
Organise meetings of community engagement	2023	Number of sessions carried out	Mendjana Ornella	Flyers, banners	Report

***Table7: Activities of proximity communication***

## Strategy II: COMMUNITY ENGAGEMENT

**Objective: Obtain the engagement and implication of the community leaders and associations**

Activities	Period	Indicators	In charge of	Supports	Deliverable
Organise a community descent of the Ministry of health and the Permanent Secretary of the NACC to mark the launch of the “ Use me”	First day of the campaign : 2023	Number of authorities mobilized,  Number of media present	Ministry of Health  NACC  Mendjana Ornella	Press File  Banners	Report
Organise a briefing meeting with the Regional Delegates and the District Inspectors of the Ministry of secondary Education	Two weeks before the campaign	Number of participants	Mendjana Ornella	Training files	List of attendance  Report
Organise the briefing of social media and the broadcast of the messages on the radios	One week before the beginning	Number of media present  Number of programs	Mendjana Ornella	Essential Messages	Report of briefing  Broadcast report



	of the campaign	and messages broadcast			
Broadcast spots in public and private media	2023	Number of broadcast spots	Mendjana Ornella	SPOTS	Broadcast report
Organise sensitization through associations and religious leaders	2023	Number of associations that communicate and sensitize on Use me	Mendjana Ornella	Essential Messages	List of attendance
Affix the posters and banners of the campaign	2023	Number of affixed posters	Mendjana Ornella Mobilizers	Images	Discharge sheets

***Table8 : Community Engagement Activities***

## STRATEGY III : Digital Engagement

**Objective: Mobilize the parents through the digital to ease discussions with their children on the means to protect themselves from HIV.**

ACTIVITIES	PERIOD	INDICATORS	In CHARGE OF	SUPPORTS	DELIVERABLES
Elaborate posts and digital capsules for a digital campaign with community managers	Three weeks before the campaign	Number of posts and digital capsules elaborated  Number of realized publications	Community manager	Capsules  Web visuals	Report of the elaboration of supports
Post digital content	March, April 2023	Number of post published	Community Managers	Web visuals  Digital capsules	Discharge sheets
Engage the social Mobilizers to reinforce digital communication	Before and after the campaign	Number of engaged Social health workers  Number of publications by mobilizers	Digital Social Mobilizers	Capsules	Report

**Table9: Digital Engagement Activities**

## STRATEGY IV : Crisis communication

**Objective:** reinstall the confidence of the parents on the interventions of this campaign

Activies	Perio d	Indicators	Person in charge	Supports	Deliverable
Collect rumours and the cases of misinformation	2023	Number of publications	Community Manager	capsules	Report
Elaborate the response to rumours	2023	Number of publications	CM Mendjana Ornella	capsules	Report
Organise meetings and dialogue with the persons threatened due to rumours and sources of rumours	2023	Number of refusal cases managed	Mobilizers Communicati on focal points  District supervisors  Regional Supervisors  Mendjana Ornella	Flyers/pos ters	Report

**Table10: Communication of crisis activities**

## STRATEGY V: SPECIFIC STRATEGY

**Objective:** Assure the equity of interventions offered

Activities	Period	Indicators	In charge of	Supports	Deliverable
Mobilize and deploy the CHW among the nomad communities and the internally displaced	Before and after the campaign	Number of CHW deployed  Number of persons from nomad communities, internally displaced and population sensitized	Mendjana Ornella	Posters  Flyers	Report  Discharge sheet
Ease the access of internally displaced and refugees	Before and after the campaign	Number of mobilized associations to facilitate the access of displaced populations to interventions	Mobilizers  Mendjana Ornella	Posters  Flyers	Discharge sheet  Report
Mobilisation by the criers in public places	Before and after the	Number of animations organised	Mobilizers	Posters  Flyers	Report

Places of worship, markets in order to sensitize the highest number	campaign	Number of persons sensitized and engaged during the animations			
Broadcast messages on advertising billboards	Before, during and after the campaign	Number of billboards used	Mendjana Ornella NACC	Broadcast plan	Report

**Table11 : Specific Strategy's activities**

## **STRATEGY VI: PLANIFICATION, FOLLOW-UP, SUPERVISION AND EVALUATION**

**Objective: Organise, follow-up and evaluation of the campaign**

Tasks	Period	Indicators	In charge of	Supports	Deliverable
<ul style="list-style-type: none"> <li>- Elaborate the communication plan</li> <li>- Elaborate the</li> </ul>	Before, during and after the campaign	Number of structures with a communication plan and the supervision plan	NACC Mendjana Ornella		<ul style="list-style-type: none"> <li>Communication plan</li> <li>Chronogram of activities</li> <li>supervision plan</li> <li>Reports</li> </ul>

**Table12: Follow-up and evaluation of the campaign**

<p>supervision plan</p> <ul style="list-style-type: none"> <li>- Practice the supervision on the field</li> <li>- Report the activities of social mobilization</li> <li>- Organise evaluation meetings</li> </ul>		<p>Availability of reports</p>			
---	--	--------------------------------	--	--	--

## CONCLUSION

We have planned a sensitization campaign on the prevention of HIV/AIDS. This was done because after we have carried out our survey on the different ways youths protect themselves from HIV/AIDS, the outcome was that youths do not use condoms during sex to protect themselves. Majority of people know condoms are effective in protecting against HIV, but many do not use them regularly. This problem has permitted to arise to a communication problem that has brought up a social marketing strategy. The aim here is to bring youths especially because they are the most at risk into using condoms during sexual intercourse.

The campaign is carried out in rural and urban areas and is done for a period of three months across the national territory. The communication is done here using media and below-the-line communication canals. Communication of proximity is an important aspect of the campaign since it permits the direct contact with the targets. The objective here is to make realize to that HIV may be found everywhere and anywhere and that an important way to protect oneself is to use condoms. This campaign does not guarantee to make individuals change their habit directly, reason why we have chosen to realize a long-term campaign. This is a way of beginning to solve the problem as a process.

## **BIBLIOGRAPHY**

*National Strategic Plan for the fight against HIV/AIDS in Cameroon*

*HIV AIDS: A very short introduction by Whiteside Alan*

*Communications Framework for HIV/AIDS, UNAIDS doc*

*Planning for HIV/AIDS communication*

*Benin Strategy communication plan (online)*

*National Strategic plan 2021-2025 of community in health in Cameroon*

*« Plan de communication numérique en santé Publique »*

*« Campagne de sensibilisation faites aux filles en milieu scolaires » par  
Guilenne Boutsapp*

*The humble little condom: A History Aine Collier*

*Condom Sense: A Guide to sexual survival in The New Millenium by Monica  
Sweeney*

*Distributing Condoms and Hope by Chris A. Barcelos*



## WEBOGRAPHY

*[www.Healthcommcapacity.org](http://www.Healthcommcapacity.org)*

*[www.Viivhhealthcare.com](http://www.Viivhhealthcare.com)*

*[www.unaids.com](http://www.unaids.com)*

*[www.unaids.org](http://www.unaids.org)*

*[www.CDC.gov](http://www.CDC.gov)*

*[news.un.org](http://news.un.org)*

*[mz.usembassy.gov](http://mz.usembassy.gov)*

*[endingHiv.com](http://endingHiv.com)*