



Condom promotion to behavior change through Community Mobilization is effective.

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Introduction: Undocumented migration to India in the bordering districts of Bangladesh has been a common phenomenon. Factors behind this trend include better income and livelihood opportunity. Mostly youth groups migrate to India and among them a significant number are women. The male migrants are vulnerable to HIV as they might indulge in risk behavior because of living without family for a long time at destination. Women are more vulnerable to contracting HIV and STI because of being trafficked and forced involvement in sex work at destination and also from migrant husband. This migrant group is a bridge between high prevalent areas of India to low prevalent areas in Bangladesh

Project and Activities: Understanding migration to India the bordering districts of Bangladesh has been a commonly phenomenon. Factors behind this trend are many including better income and easy access to all forms of entertainment and fun during leisure. Mostly youth groups migrate to India and among them many are women. The male have high chances of involving in high risk behavior at destination as because they staying alone for long time. Women are more vulnerable to contracting HIV and STI because of force involvement in sex work and also by migrant husband. In Bangladesh, EMPHASIS is working with the migrant to prevent HIV&STI, and reduce vulnerabilities as well. As part of mass awareness this project is promoting Condom. It should be kept in mind that the communities are mostly religiously sensitive. Dissemination of prevention messages and Condom promotion project formed 6 Self-help Groups, 9 Community Support Groups. The Project engaged 20 Community Groups of 52 Community Clinics as the strategy to increase the rate of condom use for both preventing HIV&STI and birth control. Total 27987nos of Condom demonstration session was conducted with 343941nos of condoms were distributed among from October'2011 to July'2013.

Condom Promotion

Year	Y-1	Y-2	Y-3
Condom Demo	873	8096	19018
Condom Distribution	0	49432	294509

Type of Health Center	CC	CRC	H&FWC	VCT	DIC
	52	16	18	2	02



Result: The project team felt that the demand for condom has been increased after the intervention. People's attitudes are gradually changing regarding condom use. Spread of information among the people relating to the importance of condom use is actively working behind this. Condom promotion through multi channels—GO/NGO and others also influence increasing the condom use in general. Respective ministry provided 10 lacs of condom for EMPHASIS Project and initiating to regular distributing condom through government running health centers.

Conclusions: Bangladesh is the culturally and religiously moderate country. Low level of literacy rate is also a barrier to promoting something good for the general population. They sometimes take it imperfectly. Considering the context, EMPHASIS initiatives are working well. Community mobilization has been soundly grounded here with effective rooting.

Data source: Monthly EMPHASIS report