

Case 2

AIDSCAP Nepal

Background

It was September 1996 and Ravin Lama, Managing Director of Stimulus Advertisers, one of Nepal's larger advertising agencies, looked out of his Kathmandu office window pondering his future course of action. (See Appendix A for an overview of Nepal.) He had just received a copy of a qualitative, quickly conducted, small sample study that had been developed by a research agency in order to assess the impact of *The AIDS Awareness and Condom Promotion Multimedia Campaign* which his agency had helped develop and implement since mid-1995. The main focus of this campaign was to increase the accessibility of condoms, promote their correct and consistent use (particularly when engaging in high-risk behaviors), and communicate HIV/AIDS awareness messages. He had an upcoming meeting with Joy Pollock, Resident Advisor to the AIDSCAP (AIDS Control and Prevention) project, at which they had to both evaluate the impact of the current campaign, which was to conclude in April 1997, and develop a strategy for Phase II of their communication program. AIDSCAP was the primary sponsor of the campaign.

Launched in July 1995, the campaign to reduce the rate of sexually transmitted HIV infection in AIDSCAP's project area – the Terai/Central region of the country – had been ongoing for over a year. Lama was preparing for a meeting where he had to present a thorough evaluation of the progress made thus far in this phase, recommend any necessary changes, and develop his agency's plans for Phase II, which was to address issues of fear in the general public regarding people living with AIDS. Specifically, his task was to determine whether the results of the small sample study were sufficient to assess the effectiveness of the present campaign and, if not, to design an appropriate assessment

This case was prepared by Ven Sriram and Franklyn Manu, Morgan State University. It is intended as a basis for class discussion rather than to illustrate effective or ineffective handling of an administrative situation. © *Case Research Journal* and Ven Sriram and Franklyn Manu.

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