



Rwanda
Healthy lives, Measurable Results.

2011 annual report



PSI Rwanda began in 1993. It works closely with local organizations implementing programmatic activities to create a sustainable system of health impact among at-risk populations. In order to effectively guide programs and evaluate their impact, PSI Rwanda takes an evidence-based approach to program design and implementation, using available data and research to identify target audiences and factors associated with behavior.



This Annual Report highlights PSI Rwanda's activities and achievements for 2011. PSI Rwanda would like to thank the staff, partners and donors who have contributed to this report in one or another way.

EXECUTIVE MANAGEMENT TEAM (EMT)

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ABBREVIATIONS & ACRONYMS

AIDS:	Acquired Immune Deficiency Syndrome
BCC:	Behavior Change Communication
BCSM:	Behavior Change Social Marketing
BTS:	Behavioral Tracking Survey
CSWs:	Commercial Sex Workers
CHWs:	Community Health Workers
CDC :	Center for Disease Control
DALY:	Disability Adjusted Life years
DMS:	The Directorate of Medical Services
EER :	Eglise Episcopale au Rwanda
FP:	Family Planning
ICAP:	International Center for AIDS Care and Treatment Programs
IYCF:	Infant and Young Child Feeding
IEC:	Information, Education Communication
IPC:	Interpersonal Communication
IRS:	Indoor Residual Spraying
MARPS:	Most-At-Risk Populations
MOH:	Ministry of Health
MVU:	Mobile videos Unit
MSM:	Men who have Sex with Men
MCH:	Mother and Child Health
NGO:	Non Governmental Organization
PSF:	Private Sector Federation
PSI:	Population Services International
PDA:	Personal Data Assistant
RDF:	Rwanda Defense Forces
RPOs:	Rwanda Partner Organizations
RBC/IHDPC:	Rwanda Biomedical Center/Institute of HIV&AIDS and Disease Prevention and Control
STI:	Sexual Transmitted Infection
VCT:	Voluntary Counseling and Testing

Foreword



Welcome to the Annual Report for 2011!

This Annual Report looks back at our performance during 2010.

This report aims to keep public health stakeholders and professionals informed about PSI/Rwanda's activities in 2011 and the status of social marketing development in Rwanda.

PSI/Rwanda used a social marketing approach to ensure availability of condoms through the commercial sector with a total market approach. In 2011, more than 13 million of condoms in the country were distributed through social marketing.

Throughout the year, PSI/Rwanda provided voluntary counseling and testing (VCT) services to over 60,000 Rwandans, including youth, military personnel, female and male sex workers, truckers, and other most-at-risk populations through fixed and mobile VCT services, referring HIV positive clients to care and support services within the health system. Most of our programs are running in the districts and there have always been district-based activities.

Working under the leadership of several government institutions including the Ministry of Health, the Ministry of Defense, the Ministry of Youth,

RBC/IHDPC, and district authorities, we contributed to Rwanda's national health objectives through programs in HIV prevention, family planning, malaria prevention and Child survivor.

We also extend our sincere thanks to the donors who supported PSI/Rwanda's programs; USAID, CDC, DOD, KfW, and the Global Fund.

These and many other achievements for the year are described in what follows.

Thank you.

A handwritten signature in black ink, appearing to read 'Zacch Akinyemi'.

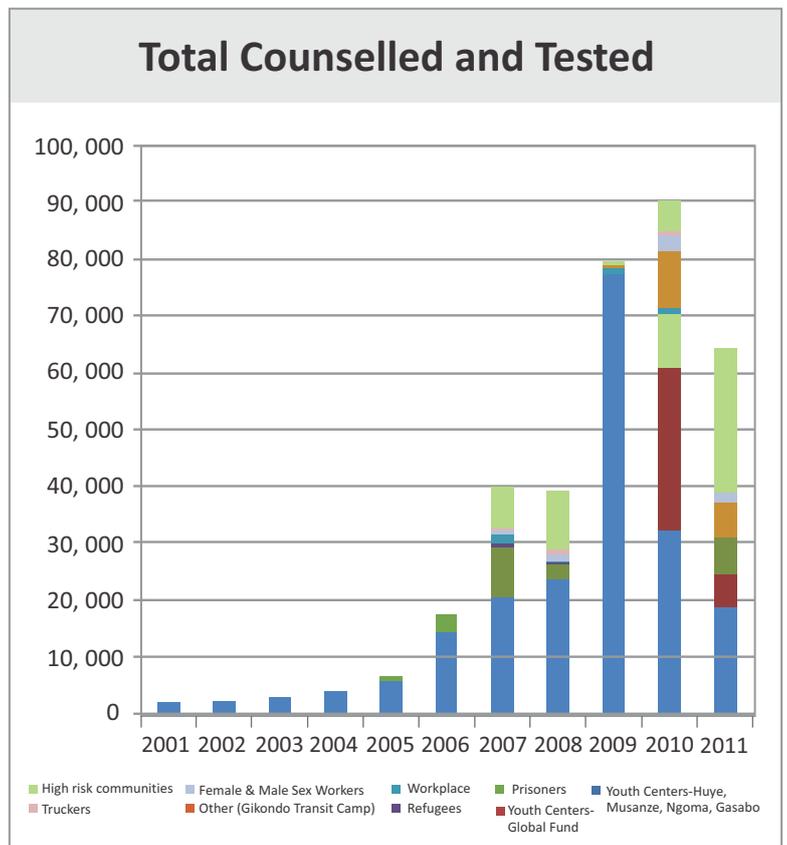
Zacch Akinyemi,
Country Representative, PSI/Rwanda



PSI/Rwanda visited children orphans of the 1994 Genocide in Jali sector, Gasabo district. The voluntary financial contributions of PSI/Rwanda staff helped to provide basic needs for everyday life for children orphans.

ACCOMPLISHMENTS

HIV&AIDS: In partnership with the Rwanda Biomedical Center/Institute of HIV&AIDS Prevention Control (RBC/IHDPC), the Center for Treatment and Research (TRAC Plus), the Directorate of Medical Services (DMS), Ministry of Defense, and the Ministry of Youth, PSI/Rwanda's HIV/AIDS programs reach youth, military personnel, female and male sex workers, truckers, men who have sex with men (MSM), and other most-at-risk populations (MARPS) with VCT and behavior change communication (BCC) programs to prevent HIV. In 2011, PSI/Rwanda has reached over 60,000 Rwandans with much-needed VCT services. PSI/Rwanda tested 64,527 within the positivity average of 8.5% and the highest positivity within Female sex workers (24.3%); and youth (4,484). A new approach called "Moonlight VCT" was used in order to better reach high-risk groups at hot-spots in the evenings and week ends, including Sex Workers (SW), employees of hotels, bars and restaurants, etc.), 4,484 youth were tested.



YOUTH/YOUNG MOST-AT-RISK POPULATIONS (MARPS) HIV PREVENTION PROGRAM



In 2011, Dushishoze Centers continued to provide sexual and reproductive health services, including VCT, Family Planning (FP) and STI treatment and behavior change communications through fixed site youth centers. More than 100,000 youth were reached with Behavior Change Communication (BCC) through interpersonal communication (IPC) sessions, Special events and mobile video unit sessions.

Dushishoze Centers also continued to organize peer education activities, special events and mobile video shows to attract youth to the centers. Girls' attendance was maintained due to continued focus on girl friendly approaches.

Supervision visits were carried out with out-of-school youth peer educators trained in COPo8 COPog and COP10. In addition, quarterly meetings were held to discuss their activities, reinforce and strengthen their knowledge, and make their peer education action plans. Abajene-Dushishoze youth centers selected commercial sex workers and students from National University of Rwanda to be trained on peer education. Moonlight VCT (the new innovation implemented in COPog in order to better reach high-risk groups at hot-spots in the evenings, including Commercial Sex

Workers (CSWs), employees of hotels, bars and restaurants, etc.) This was also conducted to better reach the youth.

Abajene - Dushishoze Center localization included strengthening district and RPO partnerships with PSI: a Subcontract with EER was implemented in 2011 from October 2010. MOUs were signed between PSI, Gasabo, Huye, Ngoma Districts and Rwanda National Youth Council through the subcontract signed between PSI and Rwanda National Youth Council that will be implemented in the 3rd Quarter of 2012.

PSI/Rwanda provided technical input on the development of the National Male Circumcision Operational Plan (2010-2012), particularly in the area of BCC. Under the lead of RBC/IHDPC and UNICEF,

PSI/Rwanda contributed technically to the development of IEC materials, targeted at the general population, for CN-CCC approval, including counselor flipcharts and pamphlets.

In the first quarter, TRAC Plus in partnership with CDC, health facilities and schools began implementing a study called Tuberculosis (TB) Risk Assessment to better understand the risk of latent TB infection and TB disease among clinic staff and support staff in health facilities in Kigali, in comparison with the risk of TB infection among employees of schools in the same community. PSI supported VCT for the study participants. 1159 people were tested with a positivity rate of 1,6% (2,2 % HIV+ among women and 0,2% HIV+ among men).

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YOUTH/YOUNG MOST-AT-RISK POPULATIONS (MARPS) HIV PREVENTION PROGRAM



continued from page 3

PSI/Rwanda expanded the program to include a new MARPs group, men who have sex with men (MSM). The aim of the program is to prevent HIV among MSM group by training peer educators and providing MSM-friendly VCT. Three meetings were held with MSM representatives to introduce them to the program, gain their trust and begin to train them on peer education approaches. Twenty-five MSM were trained in AB and OP, in excellent collaboration with ICAP who provided training in clinical aspects of sexual reproductive health.

The Youth HIV Prevention Behavioral Intervention Tracking Survey (BTS) was approved by Rwanda National Ethics Committee and the RBC/IHDCP research Committee with minor modifications. In Q2, 25 Centre Dushishoze VCT counselor supervisors were trained in supervision techniques, and client intake form entry on PDA. PSI/Rwanda continued to provide technical support to the RBC/IHDPC on the MARPs subcommittee of the HIV Prevention Technical Working Group, and the Research Steering Committee.

MILITARY HIV PREVENTION PROGRAM

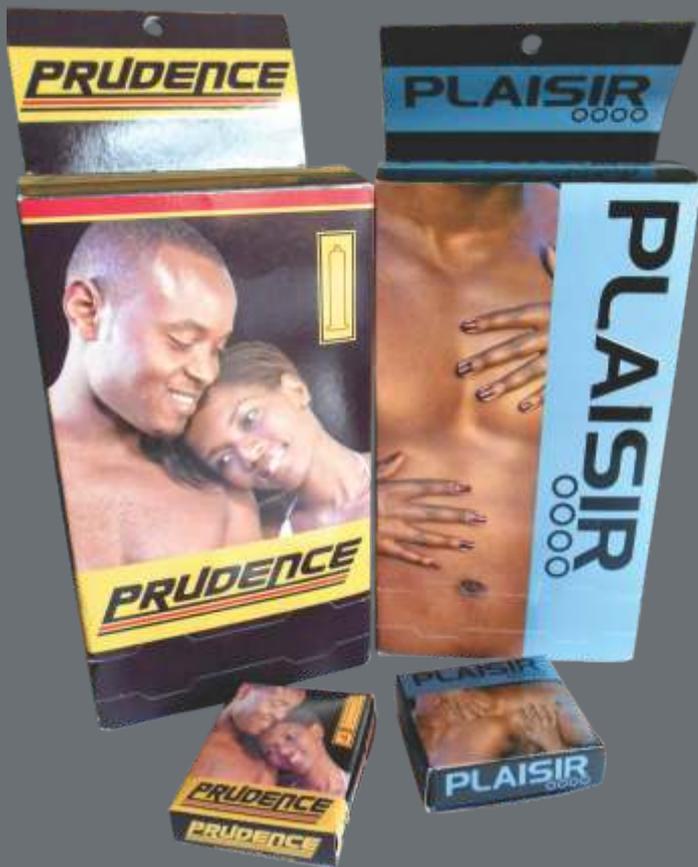
The goals of the proposed project are to reduce HIV incidence by increasing safer sexual behaviors among members of Rwanda Defense Forces (RDF) and their partners and to mitigate the impact of the HIV&AIDS epidemic by increasing access to and use of VCT and care and support services.

IMFASHANYIGISHO KU GUSIRAMURA



PSI/Rwanda and DMS have reinforced the BCC messages transmitted through peer education approach to military personnel and civilians surrounding military camps. Men Circumcision program was integrated into HIV prevention using IEC materials adapted to military context.





In the continued efforts to fight against HIV and AIDS plus STIs, PSI Rwanda has embarked on supporting the government to avail condoms. This has been done through distribution of condoms using social marketing strategy. Social marketing program has two condom brands which are Prudence and Plaisir, Prudence is for the general population and a much affordable brand which targets men and women with disposable income.

With the above condom brands, the program managed to distribute more than 13 million condoms from January to December of 2011.

With the support of Ministry of Health (MOH), In collaboration with RBC, PSI condom social Marketing program concentrated on building and strengthening PULL distribution strategy by creating at least one wholesaler per region and 2 semi wholesalers per sector. This helped in retailers auto resupply from the nearest semi wholesalers within their sectors.

SALES & DISTRIBUTION

- 100 000 condoms were distributed to DMS
- 100 000 were distributed to RNP (Rwanda National Police)
- 1.000 000 have been distributed to ADRA so as to facilitate in the availing condoms in hot spots and in high risk zones.

The above has helped PSI/Rwanda to strengthen its support and good

relation with local partners as far as joint effort to fight HIV and AIDS is concerned.

OUTLETS CREATION

- 430 new outlets were opened in Kigali city targeting high risk zones and hot spots
- 456 new outlets were opened in 7 districts outside Kigali. This was to ensure that rural areas are being covered as far as increasing availability and accessibility of condoms nationwide.
- In total, 886 new outlets were opened through the blitzing activity. This contributed to the number of condoms distributed.

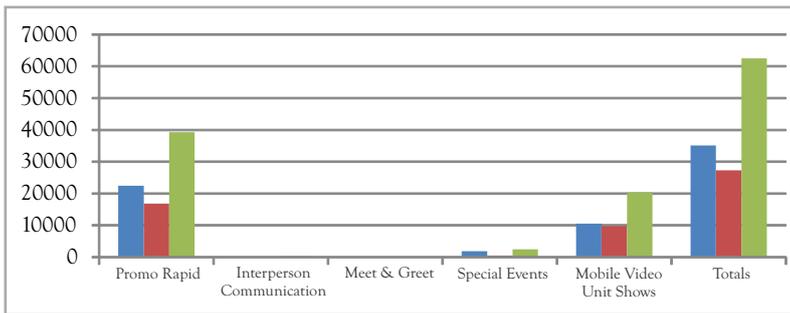
CAPACITY BUILDING

- PSI trained private sector Federation staff to conduct blitzing in 10 districts including the 3 districts in Kigali.
- PSI Recruited temporary staff to support PSI' sales team.

Other achievements are attributed to the activities conducted via Behavior Change communication that helped in creation of brand awareness and demand as indicated below.

BCC activities Conducted with achievements			
Activity	#Male	#Female	Total audience reached
Promo Rapid	22.491	16.835	39.326
Interpersonal Communication	155	116	271
Meet and Greet	24	13	37
Special Events	1.900	550	2.450
Mobile Video Unit shows	10.590	9.809	20.399
Totals	35.160	27.323	62.483

Below is a graph representing figures on page.....



PSI Rwanda's Family planning and reproductive health efforts focus on communication and education of women and men of reproductive age, training activities for private health professionals and distribution of FP products through pharmacies, clinics and dispensaries.

SUCCESS STORIES

- 1) 61 hotels signed commitment to avail condoms within their premises with RBC/IHDPC (Former CNLS) and Private sector Federation). They were then given condom seed stock by PSI/Rwanda and they have taken a step to buy and restock condoms within their hotels.
- 2) RBC procured 700 condoms vending machines to support existing condom vending machines installed by PSI/Rwanda. This was so significant in relation to support of condom availability more especially in high risk zones and hot spots like hotels, lodges and night clubs.
- 3) World AIDS day campaign 2011 accelerated condom distribution where sensitizations were conducted on community radio stations with much support from RBC and its partners. Messages were intended to normalize condoms by breaking the associated stigma on condoms and condom use.

BCSM activities have been conducted in many localities in the country. In 2011, the major activities were IPC, Training and Community intervention, Sales activities, Promotional material distribution and work in collaboration with RPO's for FP activities.

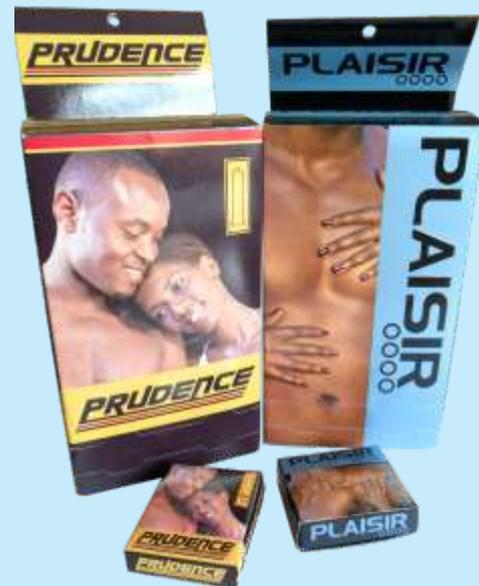
COMMUNICATION AND EDUCATION ACTIVITIES

Trough Inter Personal Communication (IPC), Training and Community intervention, we reached 14 894 people:

- 11059 people were reached by Mobile Videos (MVU),
- 1445 people were reached by promo rapid,
- 720 people were reached by Information, Education Communication (IEC),
- 974 people were reached by CHW trainings,
- 876 people were reached by special events.



FAMILY PLANNING



PROMOTIONAL MATERIALS DISTRIBUTION

A lot of FP promotional materials were distributed during FP events like family World days, FP special events, promo rapid and mobile FP.

- 6.600 FP pamphlet were distributed
- 335 T-Shirt confiance were distributed
- 305 Confiance bags were distributed
- 670 Confiance caps were distributed
- 380 Confiance pens were distributed
- 4 messages on Posters Menya ukuri
- 15.300 leaflets of FP (Menya ukuri)

PRODUCT SALES

In PSI/Rwanda, Family Planning Products include Confiance Pills, Confiance Injectables Confiance Cycle beads and Jadelle. Because of promotional activities, sales were high

- to: Confiance Pills annual sales totaled to 57.440
- Confiance Injectables annual sales totaled to 13.206
- Confiance Cycle beads annual sales totaled 2.171
- Jadelle annual sales were 868

FP COLLABORATION WITH RPOs

- Total number of people reached by FP messages and trained on FP through partnership with Rwanda Partner Organizations (RPOs) was 282,688
- 69,150 people were reached through community events,
- 20,729 people were reached during IPC sessions conducted on FP
- 172,424 individuals reached with FP messages through IPC
- 15,144 people were trained on FP
- 5,241 people were reached during Door to door sessions

CHILD SURVIVAL PROGRAM



October 2010 through September 2011, Child Survival Program conducted various activities related to prevention of diarrheal diseases through water treatment and hygiene practices among caregivers of children under five years.

PRODUCTS SALES AND DISTRIBUTION

Sur Eau sales in private sector outlets totaled to 105,098 bottles. The private sector sales in 2011 increase compared to 2010. Public sector outlets totaled 501,851 bottles however, this was because more people purchased Sur'Eau rather than receiving them for free. The significant increase is related to increased knowledge on Sur'Eau. Efforts used led to exceeding the set target by 21% hence annual sur' eau sales were 121%.

The above sales and distribution figures include;

Around 580,000 bottles that were distributed freely in the Maternal and Child health (MCH) week in July 2011.

More than 10,000 bottles were given to Rwanda Partner Organizations (RPOs) as a seed stock and samples, A few bottles were sold in schools and youth centers.

1. Placement of promotional and educational materials was done and this included: 450 stickers 300 posters and 50 picture codes to points of sales. Distribution was done to pharmacies, health centers, and shops.
2. Directly from PSI, Child Survival program team supported Ministry of Health (MOH). The help was to distribute 75,494 bottles of Sur'Eau from CAMERWA to CHWs on behalf of Community Health Desk. Distribution was done to health centers.
3. 842 000 Zinc and 1943 ORS was distributed to different district pharmacies country wide.

OUTLET CREATION

633 new Sur' Eau semi wholesaler were created through blitzing efforts.

In May 2011, in partnership with Private Sector Federation (PSF), 367 new Sur' Eau retail outlets were created. This was done through rapid outlets creation.

BEHAVIOR CHANGE COMMUNICATIONS

Child Survival team supported in Maternal Child Health (MCH) week using product demonstration and mobile videos. This was done by use of mobile video shows in commercial centers whereby they show consumers how Sur' Eau is used for treating water.

At least 10 sessions of promo-rapids and MVUs were conducted, reaching 15,000 people from the general populations.

Messages on Safe water System were also integrated in MCH communication tools such as posters, leaflets, TV shows and radio spots.

Mobile videos (MVU) were shown country-wide to the general

population to pass information about myths and misconceptions about Sur' Eau.

123 MVUs sessions conducted throughout the year, with a total audience of 64530 (36982 Women & 27548 Men).

NUTRITION

PSI/Rwanda provided technical assistance to MOH, in full coordination with other nutrition technical partners and nutrition in the development of high-quality National IYCF counseling tools by use of (cards and flipcharts). Training materials were given to facilitators and participants to facilitate community-based health workers.

PSI participated actively in two key workshops to harmonize Information, Education Communication (IEC) tools and training materials including contributing staff and technical capacity to the field tests of materials with target groups.

In an effort to contribute to the nutrition Campaign, PSI managed to launch an Infant and Young Child Feeding weekly radio program in August and September 2011 on Radio Rwanda

OTHER PROGRAM RELATED ACTIVITIES

Held meetings with new RPOs, NGOs and government institutions to introduce Sur'Eau and discuss partnership

PSI/Rwanda supported Ministry of Health/Community Health Desk to organize the first International Conference on Community Health whereby 3 drama sessions on the importance of community health interventions were performed by the based known drama creative groups.

SUCCESS STORY

SUR'EAU DISTRIBUTION CAMPAIGN

As part of the effort to promote good hygiene practices in households by ensuring the access to clean water, the Government of Rwanda in July integrated PSI/Rwanda water treatment product Sur' eau into the Maternal and Child Health week package alongside Vitamin A and Mebendazole.

Bearing in mind the health impact to achieve through this opportunity, PSI team managed to get the product to 40 district, hospitals, and 425 health centers nationwide in five days. Prior to the event, as part of this massive sampling effort, each pregnant women and breastfeeding mother received a bottle of Sur' eau and different high authorities including the Minister of Health spoke positively of Sur' eau, highlighting the benefits of treating water. PSI/Rwanda safe water program took advantage of this sampling effort to build the knowledge and Sur' eau awareness.



INDOOR RESIDUAL SPRAYING (IRS)

PSI successfully implemented a new approach for community mobilization by sub-granting health centers piloted in the 3 kigali districts: Nyarugenge, Kicukiro and Gasabo

IRS BCC mass media rolled out

- 10 radio talk shows aired on radio RWANDA and Nyagatare community radio station
- 2 spots radio produced and aired 240 times on 5 radio stations (radio Rwanda, CFM, radio 10, Salus and Nyagatare radio station)
- 33 Cinemobile sessions conducted reaching 15,460 people

BCC Activities

- PSI Supported the Malaria Unit for the MCH Week by
 - Producing 12 banners for Malaria World day
 - Procuring the live performance of local artists with Malaria messages on the Maternal and Child Health (MCH) Week launching

OTHER PROGRAM-SPECIFIC BCC QUANTITATIVE FIGURES

ACTIVITY	TARGET GROUP	# PEOPLE
MVU (Mobile Video Unit)	General Population	24,700
Inter Personal Communication (IPC)	Pregnant women and caregivers for U5	2,500
Community dialogues	General Population	52,866
Trainings	PSI Health Educator	29
	CHWs	703
	CBOs	175

RESEARCH

PSI/Rwanda's Research and Monitoring and Evaluation (M&E) Department has two functions:

- 1) Conducting research studies to provide PSI Programs data to inform evidence-based programmatic decisions and
- 2) Providing routine data for monitoring and evaluation of program indicators and activities. The research department assists PSI in designing programs based on research evidence.

A number of activities including HIV Youth Behavioral Survey, TRaC family planning behavioral survey among women of reproductive age and FoQuS family planning study among men were planned and implemented in 2011. Other activities included were the quantitative data analysis from VCT program data for Most at Risk Population.

Areas of Research

- ◆ Family Planning TRaC Behavioral Survey: The Family Planning TRaC survey was fielded in the first semester. The dashboard tables of results were produced and results were used in the dashboard to decision making (DDM) for programmatic purposes and the final study report was produced. Dissemination is planned early 2012, first with FP TWG and thereafter with other stakeholders.
- ◆ HIV Youth Behavioral Study The HIV/AIDS Behavioral Tracking Survey (BTS) among youth was fielded during the second semester of 2011. Data analysis for this study is completed and preliminary dashboard tables were produced. Final results are expected early 2012.
- ◆ HIV Counseling and Testing Routine Data Analysis During the first semester, most of the research activities included HIV Voluntary Counseling and Testing (VCT) routine data analysis for HIV prevention services among Most at Risk Populations. Under VCT analysis, abstracts were produced for the 7th 2011 pediatric conference and the 6th International Conference for Exchange and Research on HIV and AIDS both organized by the Rwanda Biomedical Center.
- ◆ FoQuS Family Planning Study among Men In December 2011, a Framework for Qualitative Research in Social Marketing (FoQuS) family planning study among men was fielded after training in this qualitative methodology. The study results will be released in 2012 alongside FP quantitative behavioral study among women of reproductive age.

MONITORING & EVALUATION

PSI Rwanda Monitoring and Evaluation (M&E) has three

primary roles:

- 1) Work planning and reporting
- 2) Representation at the technical level
- 3) Quality assurance through supervision.

ACHIEVEMENTS

- ◆ Design of work-plans; ensure quality data collection, entry, and data quality assurance; prepare reports; build staff M&E capacity for improved ownership.
- ◆ M&E system was structured to co-supervise field activities to ensure quality in data collected.
- ◆ In February 2011, PSI Rwanda's team received USAID's MEMS team for a meeting for data quality assessment of DOD project.
- ◆ Improved relations between PSI and districts through increased communication and representation.

CAPACITY BUILDING

In 2011 the Research team was trained on

- ◆ Personal Data Assistant (PDA) programming using Visual CE in Bujumbura, Burundi.
- ◆ M&E tools and methods, SPSS training for VCT Military staff on data analysis, Social Marketing Methodologies and Dashboard to Decision Making (DDM);

PARTNERSHIPS

- ◆ PSI was represented from beginning to end in the Network Scale-up Methods Estimating Size of Key Populations (led by UNAIDS and RBC/IHDPC, member of the TWG and reviewer of the study report (in the final stages).
- ◆ PSI Rwanda's Research and M&E Specialist reviewed a couple research protocols submitted to RBC Research TWG and reviewed 8 abstracts for the 7th Annual National Pediatric Conference (2011).
- ◆ PSI Rwanda was represented throughout the year in M&E Technical Working Group organized by RBC/IHDPC both in and out of Kigali.

DISSEMINATION

- ◆ In close collaboration with partners, research and M&E team prepared and submitted two abstracts for 6th International Conference on Research Exchange on HIV/AIDS, VCT data and they were all accepted for the conference.
- ◆ Submitted 4 abstracts based on 2009-2010 VCT data for the 7th Annual National Pediatric Conference and were also accepted for the conference.
- ◆ In support of the Department of Medical Services in the Rwanda Defense Forces (RDF), Research team attended the 2011 ICASA Conference in Ethiopia to showcase RDF as role models in HIV prevention through condom social marketing program.

DONORS

Department for International Development (DFID)

Netherlands Government Ministry of Foreign Affairs

The Federal Republic of Germany through KfW Entwicklungsbank
(the German Development Bank)

The Global Fund To Fight AIDS, Tuberculosis and Malaria

The President's Emergency Program for AIDS Relief
(Administered by USAID and DOD)

U.S. Agency for International Development (USAID)

U.S. Centers for Disease Control and Prevention (CDC)

Multi-sectoral Prevention of HIV/AIDS (MAP)

Joint United Nations Program on HIV/AIDS (UNAIDS)



PARTNERS

- Ministry of Health
- RBC/Institute of HIV/AIDS, Disease Prevention and Control (IHDPC)
- National AIDS Control Program
- National Malaria Control Program (PNLP)
- Ministry of Youth & National Youth Council of Rwanda (CNJR)
- Ministry of Defense
- Rwandan Partner Organizations (National NGO)
- Provincial and District Governments
- Local and international NGOs
- Local Faith-based Organizations
- UN Agencies





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