

QUARTERLY PERFORMANCE REPORT
From: April 1, 2009 To: June 30, 2009

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I. PROGRESS TOWARD OBJECTIVES AND PROJECT INDICATORS

Program Administration, Operation and Logistics

- As part of creating an enabling environment for HIV prevention interventions, in partnership with PSI, Provincial AIDS Centers (PACs) and Provincial Health Departments (PHDs) conducted **4 advocacy meetings in Quang Ninh and Nghe An** with a total of **154 participants** from Districts' Government authorities. Participants also included owners of high-risk establishments (non-traditional outlets – NTO and entertainment establishments – EE) to get their support for the HIV prevention interventions, including the condom social marketing program.
- As part of the PMTCT program, PSI conducted trainings for representatives from governmental (Women's Union) and community based organizations (Network of FP Collaborators and Health Volunteers, Midwives association) to conduct interpersonal communication activities and community mobilization events with pregnant women at the community level.
- In collaboration with the PHD/PACs, PSI's field teams updated mapping data for MARP sites (EEs for male client sites, MSM and SW hotspots for various program interventions).

1. Prevention/Other Behavior Change

Result 1: Increased use of HIV Prevention Products (male condoms, water-based lubricants, and female condoms)

Overview

During the April - June 2009 period, as part of the condom social marketing program, PSI's sales team sold **1,243,488 Number One male condoms** in 7 PEPFAR priority provinces. Project's year to date sales is over **3 million Number One condoms** and represents 88% of the annual sales target (3.5 million condoms). Since the launch of the condom social marketing program in October 2007, PSI has sold Number One condoms in **5,462 non-traditional outlets** (NTOs). During the reporting period, over **1,909 NTOs** bought condoms directly from PSI's sales team. PSI continues to ensure that all outlets converted as sales outlets remain active (i.e. regularly purchase and stock *Number One* condoms).

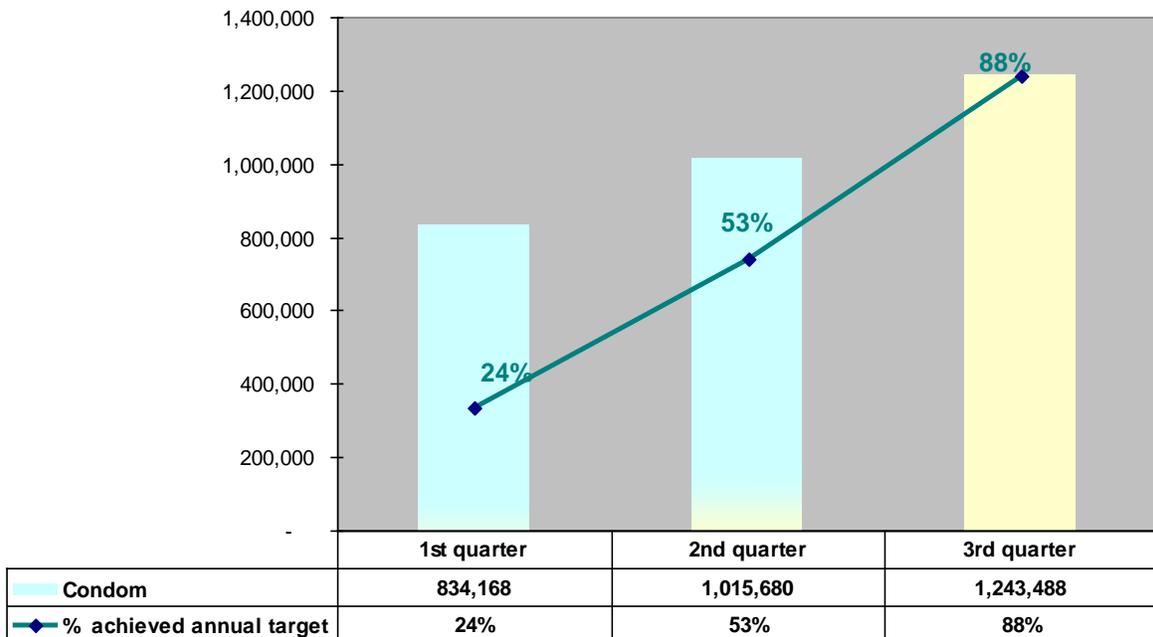
As part of the condom social marketing program, PSI also sold **157,584 Number One Plus lubricant sachets** (co-packaged with *Number One* condoms) in outlets such as pharmacies, bars, clubs and select cafés in MSM and SW hot spot areas. This sales volume represents 63% of the annual sales target (250,000 lubricant sachets).

As part of the intervention targeting sex workers who are drug users (including injecting drug users) in Hai Phong and Quang Ninh, the program distributed **9,100 Care female condoms** this quarter. Year to date (Oct 2008 till June 2009) distribution volume is **14,600 female condoms**.

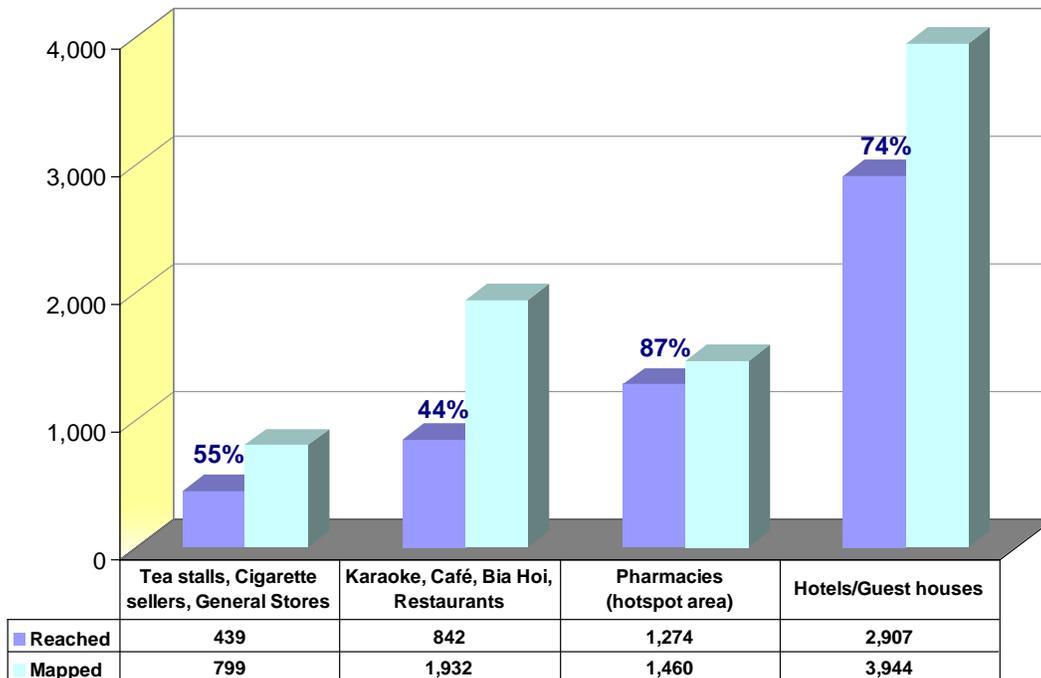
PSI recruited a local research agency to conduct a study to map retail outlets in high-risk areas across the 7 PEPFAR provinces. This study verified all NTO data from beginning of CSM project, and identified new NTOs. PSI will develop new sales strategies to increase sales volume, coverage of **Number One condoms** and **Number One Plus** based on the data for 7,400 confirmed NTOs. PSI also implemented a series of sales promotion campaigns to improve condom availability in high-risk areas and in non-traditional outlets.

Charts:

Quarterly sales and cumulative vs. annual target



Non-Traditional outlets – cumulative coverage



Highlights: Narratives Based on Approved Work Plan

- Conducted a sales promotion to improve condom stocking in hotels/guest houses and distributed 900 **Number One wall-clocks**. This also helped to improve product and brand visibility of *Number One* brand among outlets owners and customers.
- As part of PSI's continued efforts to improve product availability in entertainment establishment, PSI placed *Number One* rolling banners, *Number One* branded umbrellas, and *Number One*

selling boxes (with lights) in the key EEs in Hanoi, Hai Phong and Ho Chi Minh City. These select EEs have agreed to stock *Number One* condoms and sell them directly to their customers.

- Conducted targeted promotion activities, such as a Poster Placement campaign, to increase brand awareness and promote positive brand attributes. PSI worked with a local media agency to identify placement opportunities for *Number One* posters in high-risk areas based on mapping of NTOs and EEs. Fifteen thousand posters were placed across PEPFAR provinces during the reporting period.
- Conducted a Direct Sales Campaign through the Promoter Teams in EEs to increase access to condoms among male clients of SWs in high-risk areas.
- Conducted a similar Direct Sales Campaign targeting MSM hot spots, including MSM clubs, bars and cafés to promote *Number One Plus* lubricant (co-packaged with condoms).
- Implemented the Mystery Client Campaign in May and June 2009 in across PEPFAR priority provinces. The campaign encouraged hotels and guesthouses to stock and promote condoms to their customers. The campaign has 2 main objectives: i) convert inactive/new outlets into active sales outlets (i.e. start buying Number One condoms from Sales Reps) and ii) increase sales volumes to current active outlets. As a result of the campaign, 25% is proportion of inactive and new outlets converted into active outlets (outlets that purchased condoms during the campaign month) and sales volume to hotels/ guesthouses in campaign month is increased 24% in comparison with baseline month
- Implemented “top-up card” promotion to encourage sex-workers to purchase and use *Number One* condoms with their clients, as well as improve willing to pay for condoms among SWs and NTO/EE owners. This program was implemented in 90 select hotel and guesthouses in Hai Phong (Do Son), Nghe An and Can Tho. The campaign was successful in Nghe An (average sales volume per outlet increased by 140% compared to sales volume in the baseline month) and in Hai Phong (average condoms sold per target outlet increased by 148% in comparison with baseline month). However in Can Tho the campaign was not well received as only 1 outlet among 20 selected hotels/guest houses participated in the campaign.

Lessons Learned/Constraints:

- During the reporting period, there was significant increase in free condom distribution in non-traditional outlets. This severely affects the ability of the sales representatives to sell condoms in these outlets and has an adverse effect on long-term sustainability of condom programming in Vietnam. The sales team reported availability of brands such as VIP among others in hotels and guesthouses.
- During this quarter, PSI implemented the “top-up card” campaign in 3 provinces. The campaign was not successful in Can Tho due to the misunderstanding in Vietnamese of empty bulk foil and empty pack of condom, the owners and sex workers of hotels/ guesthouses did not want to collect the dirty bulk foils so among 20 selected hotels/ guesthouses in Can Tho, only 1 participated in the campaign)
- Before any major national event such as annual communist party meeting, national day, national assembly meeting etc. the local police conduct ‘clean up’ campaigns to reduce “social evil” activities. As the National Assembly meeting was planned in May 2009, 2 months prior to the event (March and April), the police conducted a campaign that affected the NTO mapping exercise as the interviewers were unable to collect information from channels such as “black café, massages” and “bia om” etc.

Explanation/Justification Where Achievements Exceeded/Fell Below Target:

- During the reporting period, PSI met and exceeded the targets for sales volume and outlet coverage.

- Sales volume targets are on track. It is expected that the sales volume will significantly increase in the next quarter (due to favorable weather conditions). It is likely that the program will exceed the annual target for *Number One* condoms. Due to high number of repeat users and heavy requests for female condoms, the program has already exceeded the annual target for female condoms. However, PSI is below its target of *Number One Plus* sales in the past six months. New sales promotion campaigns to promote *Number One Plus* are planned for the next quarter.
- The coverage of NTOs continues to exceed the target. As mentioned in the previous quarter, PSI's sales team focuses all efforts on certain outlets types and due to targeted promotions is able to ensure new and maintenance outlets during the quarter. However this is coverage over a period of time (based of analysis of active/inactive outlets). The findings from the NTO mapping exercise identify significant potential to improve condom availability in NTOs, especially for *Number One* condoms. As mentioned above, sporadic availability of free condoms is seen in these outlets but the objective of the condom social marketing program is long-term sustainability. Starting from October 2009, PSI will use the NTO mapping data as baseline for setting coverage and availability targets for outlets in all 7 provinces. This baseline will be used to monitor future levels of coverage and inform the distribution surveys planned in the 2nd year of the project.
- All activities proposed for the 3rd quarter in the approved work plan were completed.

Plan for Next quarter:

- Use findings from the NTO mapping study to improve coverage and enhance current distribution network (optimize sales route plans, improve current monitoring systems, etc.)
- Continue to implement strategic and targeted sales promotions to increase the universe of sales outlets and improve stock levels within key outlet types (i.e. hotels and guest houses).
- Improve presence of condoms (brand visibility and product availability) in high risk EEs (with direct linkages with the Male Client project)
- Sales promotion (*Number One* rain-coats) to improve visibility of *Number One* condom brand, increase sales volume and conversion rate of inactive outlets to become active outlets.
- *Number One* condom Promotion Team campaign in EEs to increase access to condoms among male clients of SWs at these high-risk sites.
- Continue top-up card campaign in select sites in 2 provinces – high-risk beaches in Do Son and Nghe An to encourage SW to purchase and use *Number One* condoms.
- Mystery Clients Campaign to improve the availability of condoms in these NTOs and to encourage hotel and guest-house owners to promote condoms to their customers
- *Number One Plus* promotion and marketing campaign to increase brand awareness and off-take.
- Poster campaign with two new poster designs to increase brand awareness and promote positive brand attributes within high risk areas across the 7 PEPFAR provinces.
- Expand activities to improve *Number One* brand awareness in key EEs to Quang Ninh, Nghe An, Can Tho and An Giang.

Targeted distribution of free commodities through PEPFAR partners:

- During the reporting period (April – June '09), PSI distributed **1,054,777 *Protector Plus* condoms**, and **65,000 un-branded lubricant sachets** to 18 PEPFAR partners. This includes the additional condoms requested by PACT for free distribution through their partners (CESVI, HESDI, HRI) for care and treatment.

- PSI worked closely with USAID and PEPFAR condom partners to complete all detail free condom distribution financial reports for over 6 million condoms as per the requirement from Vietnamese government partners (VAAC, Ministry of Health, and Ministry of Finance).
- Prepared an updated report on free condom distributed by the PEPFAR partners during the reporting period. Charts included in **Annex 1** provide an overview of the free condom distribution by partners, by province, by setting/site and by target group. This information is collected from partners on a quarterly basis.
- Provided on-going technical assistance and support to all PEPFAR partners to forecast and report on free condom distribution. The current MIS forms were revised to reflect all types of partner activities, including care and treatment partners to ensure correct and consistent reporting and to determine estimates for next quarter distribution.

2. Counseling and Testing:

Result 2: Increased Access To and Uptake of Voluntary Counseling and Testing (VCT) Among

Overview (Highlights, Key Achievements)

In the last quarter, PSI continued to focus the marketing activities for outdoor placement and website advertisement. The website advertisement has new innovation with online the risk assessment questionnaires for men to fill in before proceeding to the VCT addresses in 7 provinces. The risk assessment survey helps increase personal risk perception and provides reason to high risk men to access VCT services.

Highlights: Narratives Based on Approved Work Plan

- Continued targeted placement of the *Chan Troi Moi* campaign through outdoor media (billboards, bus stops) in high-risk areas. The list of high-risk areas was updated based on information provided by PAC/PHDs and other PEPFAR partners. PSI continued to support 66 VCT sites in 7 PEPFAR provinces. A new contract was extended for VCT outdoor with Hai phong, HCMC, Can Tho, and An Giang.
- Following the success of Web-based advertising, PSI worked with local agencies to place electronic banners in three popular websites for male clients and three MSM websites to promote *Chan Troi Moi* VCT services from May to September 2009. In order for men to evaluate their risk behavior, PSI also create an online Risk Assessment questionnaire before proceeding to the VCT addresses in 7 provinces. Google Analytics was used to independently monitor the number of times the VCT banner was clicked and the total number of IPs by website during the advertising months. A total of **221,269 people accessed the campaign web advertising** across the different websites (57,196 IPs from www.24h.com.vn; 18,911 IPs from www.baobongda.com.vn, 15,938 IPs from www.vnexpress.net, 334 IPs from www.thegioithu3.com; 127 IPs from www.boyvn.com; and 90 people from www.adamzone.com.vn)

Lessons Learned/Constraints:

- PSI continues to follow up with sites that report either significant increase or decrease in client flow during the quarter. The objective is to better respond to the needs of the sites and align PSI's communication efforts with the activities at the site level. In the next quarter, PSI will work closely with USAID and CDC to organize a meeting of VCT implementing agencies to identify communication opportunities for the future.
- As seen from the SW Behavioral Survey and from the VCT campaign completed questionnaires, there is potential to improve knowledge of VCT and awareness of site locations among MARP groups. A significant proportion of MARP groups are not receiving IEC materials. PSI needs to work closely with the PACs to improve distribution of the IEC materials and also reach among MARP groups.

Explanation/justification where achievements exceeded/fell below target:

- All activities proposed for VCT campaign in the approved work plan were completed. PSI is on track to meet the annual target of growth in client flow over previous year. Detailed information of client flow by province and growth in client flow in the quarter under review (compared to the same quarter in the previous year) is provided in **Annex 2**. In addition to the Chan Troi Moi campaign, there are other factors that affect client flow. To understand this, PSI works directly with the VCT sites to understand reasons for increase/decrease in client flow during the quarter. This is provided in **Annex 2.2**.
- In addition to this, **Annex 2.3** provides information on exposure by channel to the *Chan Troi Moi* VCT campaign by the different high risk groups (based on behavioral questions in the self-administered questionnaire completed by VCT clients). As seen in the results, overall exposure to the *Chan Troi Moi* VCT campaign is very high among all target groups. Outdoor media (billboards, bus stops, posters) play an important part in ensuring high exposure. It is interesting to note that a significant portion mention exposure by TV channel. This could be due to partners' activities on television or due to the TV exposure of the *Chan Troi Moi* campaign due the World AIDS Day activities (in partnership with VAAC). As knowledge of site location is an important determinant of access to VCT services, there is potential to improve distribution of marketing cards (showing details maps of site location) among all groups. In line with this, peer educators/outreach workers play the most important role in helping the MARP groups with the exact site location.

Plan for Next Quarter:

- In partnership with the PAC/PHDs in project provinces, PSI will implement a direct marketing targeting sex workers. This will include communication activities and IEC material distribution to improve knowledge of VCT, importance of HIV testing and details of site location. PSI will work with the sites to track performance of the promotion activities.
- Continue targeted placement of *Chan Troi Moi* campaign in outdoor media (billboards, bus stops) in high-risk areas.
- Continue Web advertising for *Chan Troi Moi* on popular websites targeting male clients of SWs and MSM groups.
- Print advertisement and PR articles to generate the awareness of what VCT is and why HIV for HIV is important.

3. Prevention of Mother-to-Child Transmission (PMTCT)

Result 3: Increased Uptake of PMTCT Services Among Pregnant Women

Overview (Highlights, Key Achievements)

During the reporting period, PSI expanded implementation of the PMTCT mass media campaign to one additional PEPFAR province (Can Tho). PSI is now providing communication support for the CDC/Life-GAP supported PMTCT sites in 6 provinces (Hanoi, Hai Phong, Quang Ninh, Nghe An, An Giang and Can Tho). PSI also worked with the provincial government partners (PAC/PHDs) and the project-supported ANC sites to provide IEC materials (posters, brochures, pregnancy calendars, reminder postcards) to **171 ANC sites in all six provinces**.

In addition to the mass media campaign, PSI also continued to conduct community mobilization events at the district level. In partnership with the Provincial AIDS Centers (PAC)/Provincial Health Department (PHD), PSI organizes quarterly events in communities within the three target provinces in the North (Hanoi, Hai Phong and Quang Ninh). The local government authorities and community workers help with invitations to ensure participation from pregnant women. The objective of the event is to increase knowledge of PMTCT (HIV, modes of transmission, importance of testing etc.) and awareness of the services available within ANC facilities. The events provide an opportunity to promote HIV testing as an important service in protecting the health of their baby and to address

stigma & discrimination issues related to HIV testing during pregnancy. To increase awareness of PMTCT and HIV, increase personal risk perception, and promote early testing, tools such as expert lectures, interactive discussions, and games have been developed to create a dynamic and meaningful experience for the women that they will share with others. Attendees receive IEC materials and other promotional items branded with the media campaign logo and key messages. There has been much positive response and each subsequent event has brought more attendees as knowledge of the event spread through communities.

In collaboration with the Provincial AIDS Centers (PAC)/Provincial Health Department (PHD), PSI also partnered with local organizations such as Family Planning Collaborator and Health Volunteer Network (Hai Phong), Midwives Network (Hanoi) and Women’s Union (Quang Ninh) as these organizations work in HIV/AIDS, RH and FP issues within the community and have access to pregnant women in their communes/wards. PSI provides training on PMTCT and in communication skills to the representatives of these organizations to conduct interpersonal (one-on-one) communication activities to increase knowledge of PMTCT and promote early HIV testing during pregnancy. Staff use IEC materials such as flip charts to deliver key messages and participating women receive branded gifts to reinforce messages promoting awareness and early testing. PSI has set up monitoring and evaluation mechanisms to ensure quality and measure reach of these activities.

Community mobilization events and interpersonal communication (IPC) activities help link local community with the larger mass media campaign. These activities are focused in and around areas near project-supported ANC sites. PMTCT communication messages were also integrated into existing SW-IDU outreach activities in Hai Phong last quarter and Quang Ninh this quarter.

Number of women reached IPC activities	Quang Ninh	Hai Phong	Ha Noi	Total
Apr-09	191	-	-	191
May-09	175	-	250	425
Jun-09	175	239	245	659
Q3 FY08	541	239	495	1,275
Number of women reached Community mobilization events	Quang Ninh	Hai Phong	Ha Noi	Total
Apr-09				
May-09	54	60	50	164
Jun-09				
Q3 FY08	54	60	50	164

Highlights: narratives based on approved work plan

- Additional billboards were placed in highly visible areas for women around ANC sites and hospitals in one new province. This includes two big billboards and 20 small billboards in Can Tho.
- Print advertisements were placed in popular women’s magazines, including “*Phu nu Vietnam*,” “*The gioi Phu nu*,” “*Tiep thi & Gia dinh*,” and “*Hanh Phuc Gia Dinh*”. As recommended by CDC, PSI worked closely with the media to include 12 information articles in these women magazines. The objectives of the articles is to improve overall understanding of PMTCT, to normalize HIV testing among pregnant women and promote early HIV testing during pregnancy.
- Web advertisements was placed at www.webtretho.com – a popular website among pregnant women. In three months, nearly **9000 people clicked** on the advertisement.
- More than 4,350 PMTCT posters were placed in 173 ANC-based C&T services in six provinces (Ha Noi, Hai Phong, Quang Ninh, Nghe An, An Giang and Can Tho). IEC materials (97,750 PMTCT brochures, 96,400 postcards, 30,500 calendars, 21,450 pens and 4,090 pregnancy check books) were distributed to pregnant women in ANCs to promote getting tested for HIV early during the pregnancy. IEC materials and promotion items were delivered to pregnant women through IPC activities and community mobilization events. New PMTCT materials were developed such

as: health check book and brochure holder. The pregnancy check book was welcomed and appreciated by health workers in ANC sites.

- Three community mobilization events were conducted to promote PMTCT services in three provinces (Hanoi, Hai Phong and Quang Ninh). Over 164 pregnant women participated in the events.
- One PMTCT training workshop was conducted for twelve SW-IDU outreach workers in Quang Ninh.
- PSI continued its partnership with the Women's Union in Quang Ninh to implement interpersonal communication to promote PMTCT messages in 20 wards of Ha Long city. During the 3 months of this quarter, trained workers conducted communication activities among 541 pregnant women.
- One PMTCT training workshop was conducted for 26 representatives from the Midwives Network in Dong Anh in May. After the training they started IPC work to promote PMTCT services to pregnant women in their community. After the two months of implementation, the representatives from Midwives Networks reached 495 pregnant women.
- Another PMTCT training workshop was conducted for 30 health volunteers and family planning staff in two districts of Hai Phong (Ngo Quyen and Hong Bang) in June. After the training they started IPC work to promote PMTCT services to pregnant women in their community. After the first month of implementation, 239 pregnant women were reached.
- The MIS system was revised to improve data collection of client flow by ANC sites. PSI now collects data for project-supported ANC sites in six provinces (Hanoi, Hai Phong, Quang Ninh, An Giang, Nghe An and Can Tho). This includes data on client flow, including breakdown by time of testing (before 28th week or after) during pregnancy and exposure to PSI's PMTCT campaign by channel. Changes were based on feedback from visitors at the ANC sites to make the form simpler as it self-administered. The new PMTCT questionnaire was used in all PMTCT supported sites from April 2009.
- **Annex 3** includes details of the number of women accessing HIV testing.

Lessons learned/constraints:

- Content and games for events should be updated regularly to attract audiences.
- IPC trainings should focus on practicing skills, case studies and handling situations more than general knowledge. Additional coaching for IPC staff in field after the training is critical to ensure quality.
- Regular contact with ANC sites are required to collect feedback, develop new materials fit with their needs and estimates of IEC material requirements.
- Partnerships with suitable community-based organizations help to reach target groups in particular communities.

Explanation/justification where achievements exceeded/fell below target:

In the last three months, PSI has exceeded some indicators:

- During the reporting period, PSI exceeded its PMTCT targets:
 - **68 individuals trained to promote PMTCT services:** 26 representatives from the Midwives Network in Dong Anh (Ha Noi), 30 health volunteers and family planning staff in 2 districts of Hai Phong and 12 outreach workers in Quang Ninh. This exceeds the annual target of 50.
 - **164 pregnant women reached through community mobilization activities and 1,275 pregnant women reached through interpersonal communication activities.** As a result of the combination of both approaches (community mobilization and interpersonal

communication), PSI has exceeded the annual target of 1,000 women reached with PMTCT messages.

- All activities proposed for PMTCT campaign in the approved work plan were completed.

Plan for next quarter:

- Expand the mass media campaign to HCMC. By next quarter, PSI will implement the PMTCT campaign in 7 provinces (original target of 5 provinces)
- Implement mass media campaign through outdoor (billboards, bus stops) and electronic (web sites) media to target women of reproductive age in project provinces.
- Explore the potential to develop an animated film for broadcast at community events and ANC sites to increase overall awareness of the PMTCT program.
- Conduct four community mobilization events to promote PMTCT services in three provinces (Hanoi, Hai Phong and Quang Ninh).
- Improve coaching and supervision of the representatives from local networks to promote PMTCT in Quang Ninh, Ha Noi and Hai Phong.
- Revise and develop some new IEC materials and promotion items to continue distribution of IEC materials and promotional items in all PMTCT sites in target provinces.

4. Prevention/Other Behavior Change:

Result 4: Reduction in the Demand for Drugs and in Initiation of Injection Drug Use

Overview (Highlights, Key Achievements)

During the reporting period, PSI started field implementation of the “Break The Cycle” program in partnership with PACs in two provinces, Hai Phong and Quang Ninh. Findings from the formative study were used to develop a communication strategy, IEC materials, and BTC training programs. PSI is currently implementing the BTC program directly for the outreach workers under the SW IDU intervention targeting female IDUs and indirectly under Life-Gap’s IDU peer educators targeting male IDUs. As this is a new intervention and the outreach workers have not been exposed to these concepts before, a second round of BTC training was conducted among the same participants to reinforce key messages and introduce new IEC materials. After the training, new BTC tools and materials were provided to training participants to using in the field with target groups.

In May 2009, PSI disseminated results from the BTC Qualitative study with the PEPFAR team and other stakeholders with an update on the BTC intervention activities.

Highlights: narratives based on approved work plan

- PSI worked with the outreach workers to test two types of IEC materials addressing key BTC messages and also to test the BTC logo and name that was adapted for the Vietnam context.
- Based on the communication strategy, some tools have been created for IPC to work with target group: benefits-disadvantages board, BTC flipchart, story-card-game, BTC leaflet with objective of addressing the perceived benefits of injecting drugs instead of inhaling and debunking myths and misconceptions of injecting. The objective is to discourage IDUs from discussing the benefits of injecting drug use with non-IDUs.
- In April, PSI conducted the first round BTC training for twelve Life-Gap IDU peer educators and twelve outreach workers from PSI’s SW IDU intervention in Quang Ninh.
- In June, PSI conducted the second round of BTC trainings in Hai Phong and Quang Ninh for 48 outreach staff to reinforce BTC messages and provide training to use new BTC tools and materials in the field.

- In June 2009, PSI met with Save the Children to discuss possible expansion of the BTC program for injecting drug users among street children.

Lessons learned/constraints:

- PSI conducted an informal interview with Life-Gap peer educators who attended BTC training. Their feedback on BTC messages about misconception of injecting benefits as well as BTC tools and materials was useful to revise communication strategy and existing materials.
- As mentioned in previous quarterly report, peer educators and outreach workers who attended PSI's training course are working for Life-Gap. This makes it difficult to monitor the quality of their communication sessions to promote BTC messages after training. To address that, PSI plans to work with the Life-Gap project at the central level, and develop follow-up quality check-list for use in monitoring trips to check and support outreach staff's performance after the trainings.

Explanation/justification where achievements exceeded/fell below target:

- During the reporting period, PSI fell below the quarterly training target for the peer educators and outreach workers. This is primarily due to 2 reasons. First, there was a delay in the launch of the BTC intervention. PSI underestimated the time required to conduct initial research to inform the program design and communication strategy and to develop the BTC training curriculum. Second, as explained above this is a new intervention and PSI conducted repeat training for 48 outreach workers. These repeat participants are not included in the reporting number.
- PSI is working with PACs to expand BTC training to other IDU peer education teams in the fourth quarter and will make all efforts to improve performance against target.

Plan for next quarter:

- Work with PACs in Hai Phong and Ha Noi to explore opportunities to integrate the BTC model into other partners' programs with IDUs (World Bank and DFID projects). Conduct at least two additional BTC trainings for new IDU peer educators in Hai Phong and Ha Noi.
- Conduct BTC training for outreach team of Save the Children.
- Revise existing BTC tools and materials based on field feedback
- Develop M&E tools and conduct monitoring trips to track quality of performance of the peer educators who attended PSI's BTC trainings

Result 4.1. SW-IDU Intervention Targeting SWs (Non-Users, Other Drug Users and Injecting Drug Users) to Promote Safer Sexual Behaviors and Reduce Risky Injecting Practices

Overview (highlights, key achievements)

PSI continued its intervention program targeting SW-IDU in Hai Phong and Quang Ninh. During this period, the outreach teams in the 2 provinces reached 1,931 sex workers (including sex workers using drug).

Total UIC reached	1,931	Haiphong	Quang Ninh
Sex workers	1,483	496	987
Sex workers – IDU	254	159	95
Sex workers – ODU	194	36	158

PSI's outreach team continues to identify new sites to reach sex workers not reached by other programs. During the period under review, the outreach teams reached sex workers in 80% of all sites mapped in the target districts of Hai Phong and 54% of Quang Ninh. These include streets, bars, karaoke, café and disguised brothels, lodging houses.

Highlights: narratives based on approved workplan

- Launched new drug demand reduction (DDR) intervention for sex workers who are drug users (inhaling) and other sex workers exposed to drug users i.e. at risk of being initiated into drug use. PSI also launched the BTC intervention for SW-IDU.
- Conducted group activities in Hai Phong in preparation for the outreach team to get familiar with responses of injecting sex workers with BTC sessions and to expand reach with this targeted group.
- Conducted two day training on BTC for 12 outreach workers in Haiphong, which focused on using new BCC tools.
- Increased the total number of mapped sites for SWs and SW-IDUs to 248 sites in Hai Phong and 359 in Quang Ninh.
- Expanded visits to sub-urban districts to increase new UIC.
- Distributed 19,912 Number One male condoms, 7,393 Care female condoms, and 11,349 Number One Plus lubricant sachets along with supporting IEC materials, such as condom and lubricant leaflets developed specifically for Sex workers.
- Conducted 4,290 IPC sessions with the target group, using a series of BCC tools developed to address major determinants of safer sex (consistent condom use, uptake of VCT services) and reducing initiation into injecting behavior among SW-IDUs.
- Escorted six sex workers to VCT and five to STI service.
- Continue to use screening questions to avoid any overlapping with other programs.

Lessons learned/constraints:

- IPC tools play an important role in increasing rapport and opening dialog about sensitive issues between outreach workers and clients (sex workers).

Explanation/justification where achievements exceeded/fell below target:

- PSI exceeded the target for the number of SWs (including SW-IDUs) reached through its community outreach program. PSI was able to increase the number of contacts and UIC. PSI also has regular updated mapping information, based on which the team develops planned journey cycles to ensure targeting efficiency.

Plan for next quarter:

- Continue intervention targeted SW-IDU in Hai Phong and Quang Ninh
- Continue integration of Drug Demand Reduction themes with SW-ODU and BTC theme with SW-IDU during IPC sessions.
- Revise tools/materials based on field feedback.
- Develop new BTC/DDR tools targeting SWs.
- Update mapping with priority given to EE based hot spots.
- Develop training curriculum for next BTC training.
- Prepare for expansion to two new provinces.

5. Other Specific Program:

Result 5: Increased Capacity of Local Partners to Implement Social Marketing Activities

From April to June 2009, PSI, in cooperation with AIDS Program (local training partner) and PAC/PHDs, conducted **12 training workshops for peer educators and outreach workers to improve skills for the promotion of condoms and VCT services.** The two-day training workshop is conducted among the PAC/PHD network of peer educators and outreach workers from different projects, including Life-GAP, CDC, FHI, DFID, MDM, and World Bank. The objective of the training is on enhancing peer education and interpersonal communication skills, knowledge about HIV prevention products and services and skills to use IPC tools (flipcharts) and IEC materials (brochures, leaflets, marketing cards etc.).

297 peer educators and outreach workers participated in 12 training workshops during the reporting period.

The breakdown by project is:

- 32 peer educators/outreach workers from Life Gap project

- 25 peer educators/outreach workers from CDC project (in HCMC)
- 94 peer educators/outreach workers from World bank project
- 48 peer educators/outreach workers from FHI
- 86 peer educators/outreach workers from DFID project
- 12 peer educators/outreach workers from MDM project

Based on findings from SW and SW-IDU survey, PSI updated the training curriculum for VCT and condom promotion for SWs to address key barriers to safer sexual behavior and to increase uptake of VCT services. The new training curriculum will be used for the next trainings for SW peer educators in the fourth quarter

Lessons Learned/Constraints:

- Based on USAID's comments on the previous QNR about the need to measure value-add of PSI's trainings for government partner outreach workers and peer educators, PSI improved the pre and post-test forms used during the trainings, and post-training follow up forms to better measure the impact of its training courses on VCT and condom promotion. Those forms will be use for the next training courses

Explanation/Justification Where Achievements Exceeded/Fell Below Target:

- During the reporting period, PSI exceeded the quarterly training target for the peer educators and outreach workers (original target of 200)

Plan for next quarter:

- Conduct 5 training courses in Hai Phong and Ha Noi for 150 PAC/PHD network of peer educators and outreach workers in the next quarter.
- Conduct monitoring trips to check quality of performance of peer educator who attended PSI training courses by using follow-up forms
- Conduct BCC and social marketing training workshop for Government and local partners to promote a better understanding of key concepts related to social marketing and behavior change communications, and develop skills to manage the process of developing and implementing effective BCC campaigns.

6. Strategic Information (Including All M&E and Research/Survey/Assessment Activities)

Overview (Highlights, Key Achievements)

- The final report for the "Break The Cycle" formative study among male IDUs in Hai Phong and Quang Ninh was completed. The research findings were disseminated to donors and stakeholders.
- PSI, in partnership with local research agency CIHP, completed the initial pilot and the field data collection for the Behavioral Survey (TRaC study) among male clients of SWs. The data entry and analysis will be done in the next quarter and the research findings are expected to be available in September 2009. This is the second round of the Male Client Behavioral Survey and will allow PSI to track safer sexual behaviors in this MARP group.
- The study design for the evaluation of PMTCT program in Hanoi, Hai Phong and Quang Ninh is on-going. The pilot and the field data collection will happen in the next quarter.
- The study design for the monitoring survey on PSI's IPC coverage with male clients of SWs (TRaC-M study) is on-going and will be finalized in the next quarter.
- A new VCT database was built to better measure the exposure to different marketing channels, attribution of the effectiveness of the PSI campaign and identify media channels preferred by different target groups

- During the reporting period, 5,933 questionnaires were analyzed. The result of the VCT client campaign is available in **Annex 2.2**
- PMTCT questionnaires were revised and a new PMTCT database was built to better monitor the recall and impact of different media channels, and trends in HIV testing among pregnant women in ANC facilities.
- During the reporting period, 2,205 questionnaires were gathered from Life Gap ANC sites in 5 provinces. The result showed high proportion of exposure to PSI marketing channels among tested pregnant women. The report also revealed that exposure to HIV messaging among “early testers” is high: IPC/IEC = 72%; Mass media = 87%; both channels = 89% (see more detail in **Annex 3.1**)
- Completed reporting and collected updated MIS reports from all PEPFAR partners for the free condom distribution activities.
- Completed MIS data collection and analysis for the condom social marketing program. This helps provide detailed information on sales trends by sites and outlet type, impact of the targeted promotion activities and overall coverage of NTOs.

Lessons learned/constraints:

- The pilot is always important and need to be done carefully with the quantitative surveys like male clients of SWs survey, even for a round 2 study. The pilot always provide us very good lessons to improve the study design and tools and provide the data collection team with valuable lessons to improve data collection in the field.

Plan for next quarter:

- Complete the data entry and data analysis of the survey among male clients of SWs round 2.
- Develop the study design for the baseline survey among male IDUs in the 7 PEPFAR priority provinces. Conduct the pilot to test the study design and tools and get lessons learned for the field data collection.
- Finalize the study design for the evaluation of PMTCT program. Conduct the pilot of the study.
- Finalize the study design for the monitoring survey on PSI' IPC coverage with male clients of SWs (TRaC-M study) and prepare for the field data collection.

II. PROBLEMS ENCOUNTERED OR BARRIERS TO IMPLEMENTATION, IF ANY, AND THEIR SOLUTIONS

None

III. INFORMATION ON COST OVERRUNS, IF ANY

None