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PROGRESS TOWARD OBJECTIVES AND PROJECT INDICATORS

**Result 1: Increased Safer Behavior Adopted by Most at Risk Populations (MARP) through Increased Use of HIV Prevention Products (male condoms, female condoms & water-based lubricants)**

**Overview & Key Achievements**

Between October 2010 and September 2011, PSI sold 6,627,840 *Number One* male condoms to 4,907 non-traditional outlets (NTOs) in 8 provinces. These accomplishments represent 114% of the FY11 annual sales volume target (5.8 million) and 141% of the FY11 annual coverage target (3,490 NTOs.) In FY11, PSI continued to focus male condom sales and distribution activities at hotels and guesthouses, outlets where the majority of commercial sex takes place. Close to 84% (or 4,119) of the total number of outlets covered by the project during FY11 were hotels or guesthouses whereas the remaining 16% were other NTOs including tea stalls, cigarette sellers, karaoke bars, etc.

During the reporting period, PSI increased efforts to map, visit and extend trade promotions to NTOs in priority provinces—to motivate outlets conveniently accessible to MARPs to visibly stock, routinely provide and promote condoms to customers. In Q1 of FY11, PSI engaged international consultant Richard Pollard to conduct an assessment of total market approach (TMA) opportunities for condom distribution and marketing efforts. TMA assessment findings and recommendations were presented to and discussed with PSI, USAID and other stakeholders during a December 2010 meeting. The 2010 Outlet Survey – a representative sample of more than 1,100 NTOs in 7 provinces—was conducted, analyzed and disseminated during the reporting period. Findings were used to advocate for TMA objectives, including reduced and better targeted distribution of fully subsidized (“free”) condom brands, at national, provincial and international levels. TMA assessment recommendations and 2010 Outlet Survey results were used to develop a TMA action plan and subsequently incorporated into the project’s FY12 workplan and annual targets. Two new campaigns –designed to motivate consistent condom use among MARP and grow Vietnam’s total condom market—were planned during the second half of FY11, in close consultation with VAAC, GOPFP and numerous implementing partners.

Between October 2010-September 2011, PSI distributed 24,260 *female condoms* to sex workers in Hai Phong, QuangNinh, NgheAn and HCMC through SW-IDU outreach and through FHI-supported outreach targeting SW. This represents 97% of the annual target.

Between October 2010-September 2011, PSI sold 257,280 sachets of water-based lubricants co-packaged with male condoms (*Number One Plus*) to venues accessible to men who have sex with men (MSM.) This represents 103% of the annual target.

Results from behavioral surveys conducted by the project indicate positive correlation between exposure to social marketing campaigns/project-supported interpersonal communications and positive changes in behavior among male clients and sex workers. Preliminary analysis of data collected in FY11 indicate

that Injecting Drug Using Sex Workers (SW-IDU) exposed to project communications are less likely to report having helped others inject (a focal behavior for project-supported “Break the Cycle” communications.) SW exposed to project-supported Chan Troi Moi campaign are more likely to report using VCT services in the past 6 months: 36% of SW exposed to the campaign reported seeking VCT services in the last 6 months compared to 13% among SW not exposed to the project communications.

## **Progress against Objectives in the Approved FY11 Work Plan**

### **1.1 Increase Condom Availability & Accessibility at NTO Outlets**

PSI’s sales team worked closely with PACs in 8 provinces to review the list of NTOs and high-risk venues covered by outreach programs in each province, with a view towards improving convenient access to condoms among MARP in each province. During the reporting period, PSI’s sales team reconciled outlets provided by the PACs with outlets already covered by PSI (including on-site verification visits), and updated the PSI sales database with additional NTOs and high-risk venues not previously covered by PSI.

During FY11 various trade marketing activities were implemented to motivate hotel/guesthouse decision makers to stock, display and routinely provide condoms to customers. Two mystery shopper campaigns were implemented (September-November 2010 & May-July 2011) in all 8 provinces, resulting in increases in sales volume of 47% and 41% respectively (compared to sales volume during the same time period in the previous year.) In September 2011, PSI developed a modified mystery shopper incentive scheme to motivate in-room placement of condoms (of any brand.) The modified mystery shopper program will be implemented in Q1 of FY12. Based on insights from hotel/guesthouse decision makers, PSI developed a variety of materials to increase condom visibility in the hotel/guesthouse market including rate card holders, display stands (designed to accommodate multiple brands) and stickers. Trade promotional activities and results were shared with PACs and other implementing partners during quarterly condom coordination meetings in every province.

### **1.2 Improve Coordination between CSM and Free Condom Distribution**

PSI collaborated with PACs to conduct quarterly condom coordination meetings with provincial partners during FY11. PSI contributions to these meetings included province-specific updates on social marketing sales, NTO coverage, and BCC approaches/activities. In addition, PSI presented province-specific findings from the 2010 Outlet Survey and facilitated discussions with PAC and implementing partners regarding the implications of the survey findings for Vietnam’s TMA objectives. Results of these provincial-level dissemination meetings included commitments to further reduce and better target fully subsidized condom brands to MARP with lowest access to/ability to pay for partially subsidized or non-subsidized brands.

### **1.3 Engage Private Sector to Develop Condom Market**

PSI engaged international TMA expert Richard Pollard to conduct an assessment of TMA opportunities for condom programming in Vietnam. During November-December 2010, Mr. Pollard visited Vietnam to analyze data regarding national demand and supply for condoms (for both HIV prevention and family planning) and share his findings and recommendations with stakeholders. PSI and USAID organized a December 2010 meeting to generate stakeholder support for proposed TMA strategies to reduce and better target “free condom” distribution, increase commercial sector contributions, and use social marketing techniques to fill access gaps and generate informed demand for consistent condom use among MARP, thereby supporting overall market growth.

During FY11, PSI designed, implemented and disseminated results of the 2010 Outlet Survey to inform TMA programming. The objective of the study was to learn more about condom availability within the hotel/guesthouse market by subsidy type and price. Results reflect high overall condom availability with 88% of hotels/guesthouses surveyed verifying condom availability on the day of survey. The study also indicated a high reliance on heavily subsidized condom brands and limited brand choice in the same

outlets. PSI disseminated and discussed the results in the context of TMA objectives with stakeholders at national and provincial levels. In June 2011, VAAC and USAID jointly chaired a national dissemination of study findings held at VAAC and attended by representatives from VAAC, GOPFP, World Bank, WHO, CDC, USAID, DFID, PACT, FHI, HPI, Chemonics and Vinapa. In addition, PSI and VAAC jointly conducted a poster presentation at the August 2011 ICAAP conference in Busan, Korea.

Based on TMA assessment recommendations and the 2010 Outlet Survey findings, PSI developed a TMA action plan and incorporated TMA activities and measurable results into the FY12 workplan and annual targets. In September 2011, terms for a commercial condom brand partner were developed in consultation with USAID and used to inform a request for Expressions of Interest from qualified partners.

The Public Condom Use campaign—designed to reduce stigmas associated with condoms and motivate increased commercial sector investment in Vietnam’s condom market—was planned in consultation with a range of stakeholders including GOPFP, UNFPA and PEPFAR implementing partners. The campaign brief was revised based on stakeholder input and used to solicit revised bids from interested agencies.

#### 1.4 Support the 100% Condom Use Program (100% CUP) in Collaboration with An Giang PAC and Abt Associates/HPI Project

PSI sales representatives continued monthly meetings with the PAC and the HPI project coordinator in An Giang to jointly plan, coordinate and conduct activities in support of the 100% CUP throughout the year. PSI conducted joint monitoring visits to NTOs in An Giang together with HPI and members of the local police force. PSI & HPI held a joint meeting with provincial authorities in October 2010 and a joint launch event in December 2010. PSI actively participated in an August 2011 100% CUP review meeting with a numerous stakeholders including PAC representatives from other provinces, USAID, WHO and other implementing partners. PSI supported the meeting by participating in meeting preparation and planning efforts, co-facilitating field visits to hotels/guesthouses prior to the one-day meeting and presenting a summary of the 2010 Outlet Survey findings and actively contributing to discussions regarding how best to apply lessons from An Giang to other provinces.

#### 1.5 Continue Support for Chemonics HIV Workplace Program

In March 2011, PSI supported Chemonics to conduct 6 training sessions in 4 provinces in conjunction with the Workplace Program. During the trainings, PSI presented relevant research findings (Male Client Behavioral Survey) and introduced different sub-theme outreach tools designed to address key barriers to condoms use. In April and September 2011, PSI supported two TOT trainings for Chemonics staff from Chemonics & enterprise partners to increase knowledge of 100% CUP objectives and strengthen communication skills. Between March and May 2011, PSI collaborated with Chemonics to conduct trainings in 7 provinces designed to increase the use of evidence-based communication tools to motivate male clients of sex workers to use condoms consistently & learn their HIV status. PSI also provided interactive IPC tools designed to motivate safer behaviors among Male Clients for use by Chemonics and local partners in 7 provinces.

#### 1.6 Improve Access to *Number One Plus* Water-based Lubricant among MSM

PSI sold 257,280 sachets of branded lubricant co-packaged with condoms (*Number One Plus*) during the reporting period. This represents 103% of the annual target and a 300% improvement over the previous fiscal year. During the first half of FY11, sales were negatively affected by widespread distribution of free, unbranded lubricant to MSM. The following factors contributed to improving sales of *Number One Plus* during the second half of the year:

- Delayed/continued effect of trade incentives implemented during the first half of the year;
- Effective online marketing and improved targeted events (as a result of greater involvement of PAC and MSM network partners in event design, execution and monitoring); and

- Recruitment of an MSM Coordinator to help identify suitable sales outlets, provide input into communication materials and strengthen partnerships with MSM organizations.

To increase convenient access to and awareness of *Number One Plus* among MSM, PSI collaborated with PACs and other implementing partners to update MSM hot spot and NTO outlet mapping data. PSI also continued negotiations with MSM EE owners to stock and promote condoms and water-based lubricant. MSM EE owners continue to express concern about stigma and potential police harassment associated with stocking lubricant/condoms. In FY11, PSI piloted an effort to sell *Number One Plus* through online stores popular among MSM (e.g. [www.nuilua.com](http://www.nuilua.com) and [www.shopnguoilon.com](http://www.shopnguoilon.com)). Initial challenges, including resistance to the minimum order requirement (100,000 VND) and concerns about insufficient profit potential, will be analyzed and incorporated into FY12 *Number One Plus* marketing efforts.

In August 2011, the project organized a consultative “DELTA” marketing strategy session for water-based lubricant, including a review of lubricant marketing efforts to date in the context of recent evidence and the collective experience of multiple organizations targeting MSM. Representatives from 7 different partner organizations participated including PAC Hanoi, PAC HCMC, MSM civil society organizations, FHI and Vinapa. The following key marketing decisions (to increase consistent use of water-based lubricant together with male condoms among MSM) were shared with and endorsed by larger group of stakeholders including representatives from PAC HCMC, PAC Hai Phong, USAID, DFID, UNAIDS, UNFPA, WHO and a larger group of MSM stakeholders including the co-chair of the national MSM technical working group:

- Update Number One Plus packaging based on trade needs and MSM insights
- Increase Number One Plus price to motivate the trade and reduce donor subsidy required
- Expand distribution beyond pharmacies in hot zones to increase convenient access
- Use targeted, cost-effective communication channels (online, events at MSM venues) and partnerships with organizations implementing MSM outreach to address barriers to consistent use of water-based lubricant together with condoms.

#### 1.7 Monitor and Evaluate Activities to Ensure Evidence-based Programming

To monitor commercial condom activity, PSI purchased and analyzed retail audit data from IMS Health in the first quarter of FY11. The retail audit data reflected high availability of a variety of commercial brands and prices in pharmaceutical outlets. As a result of this finding, PSI and USAID agreed to immediately discontinue social marketing sales to pharmacies and focus social marketing resources entirely on non-traditional outlets, particularly venues where commercial sex takes place (e.g. hotels and guesthouses). The retail audit data was also incorporated into the TMA assessment.

During the reporting period, PSI partnered with a private research agency (A.C. Nielsen) to conduct the 2010 Outlet Survey a distribution survey among NTOs to measure condom availability by subsidy type and price. As discussed above, data collection, analysis and dissemination was completed during FY11.

During the second half of the year, PSI designed two behavioral surveys in consultation with SI partners to inform condom and water-based lubricant marketing efforts. Data collection for the MSM behavioral survey began in Q4 with assistance from research agency TNS. Male Client behavioral survey data will be collected in Q1 FY12. In collaboration with the Poverty Action Lab, PSI designed a study to assess willingness to pay for Number One condoms among hotels/guesthouses. The SW and SW-IDU behavioral survey was also completed in FY11 in partnership with research agency Newcare (see details later in this report).

PSI continues to collect, analyze and apply MIS data to assess sales, marketing and BCC coverage and effectiveness. MIS quality and authenticity is confirmed through regular data quality assurance visits to field sites.

#### 1.8 Develop Mass and Mid-media Activities to Promote Consistent Condom Use among Male Clients

During the reporting period, PSI invested in creative development of two campaigns: the “HIV Prevention Campaign” (designed to address determinants of consistent condom use among MARP and support the Government’s 100% Condom Use Program) and, the “Public Use Campaign” (designed to normalize condom use and stimulate commercial sector activity). Briefs for both campaigns were based on research findings, recommendations from the TMA assessment and input from a variety of stakeholders including VAAC, GOPFP, UNAIDS, UNFPA, HPI and FHI.

The “100% Condom Use Campaign” (“HIV Prevention Campaign” Phase I) was launched in Hai Phong in January 2011, with speeches delivered by the VAAC, USAID and high-level representatives from multiple provincial government departments. At USAID’s request, this campaign was not rolled out beyond Hai Phong and the creative process was reinitiated during Q2 to achieve similar communication objectives across 7 provinces. In March 2011, PSI organized an agency briefing session for both the “HIV Prevention Campaign” and the “Public Use Campaign.” All questions and responses during the briefing meeting were documented and disseminated back to interested agencies. In April-May, PSI conducted a procurement selection process for the HIV Prevention Campaign in consultation with representatives from USAID and VAAC. After selecting VNunique as the agency to develop the campaign, PSI created a Consultative Group with representation from VAAC, USAID, HPI, FHI and UNAIDS, to contribute to the development of the campaign. The campaign was developed over a four-month period (July-September) including Consultative Group meetings to provide input at initial design, revised mock-up and pre-testing phases. Campaign images and taglines were pre-tested among all 4 MARP groups in 2 provinces in September 2011. The campaign will be finalized and launched in Q1 of FY12. The timeline for the development of the HIV Prevention campaign was affected by several factors: i) initial time required to share evidence with the agency partner relevant to the campaign including insights among MARP regarding barriers to HIV prevention behavior; ii) difficulty arranging Consultative Group meetings in light of conflicting schedules; and iii) difficulty identifying suitable models willing to feature in a campaign about HIV prevention and MARP.

In response to stakeholder requests, in Q3 PSI revised the creative brief for the Public Use Campaign based on input from stakeholders including GOPFP, UNFPA, UNAIDS, GOPFP and implementing partners. The revised brief was distributed to all agencies that responded to the request for proposals issued earlier in the year and the deadline for proposal submission was extended. During Q4, revised proposals from agencies were reviewed in accordance with PSI procurement policies. The procurement process will be completed in Q1 of FY12. The selection of an agency partner for this campaign was complicated by difficulty identifying an agency with creative potential to achieve both campaign objectives (de-stigmatize condoms and crowd in commercial condom company investment in the total market) for a reasonable price.

#### 1.9 Develop IEC materials to Promote Consistent Condom Use among MARP

PSI supported PAC TOT and outreach workers in the use evidence-based tools and materials designed to address the research finding that condom use with a commercial partner is influenced by perceptions about a partner’s physical appearance, familiarity and trust. These tools include “Handsome Dang,” “The Business Jacket” and “Regular Client” (for outreach efforts targeting female sex workers); and “The Other Guy,” and “The Story Game” (for outreach efforts targeting injecting drug users).

A “Protected Partner” tool was also developed to motivate male IDU to consistently use condoms. All tools developed during the reporting period were pretested by outreach workers among target groups to ensure they were easy to use and delivered messages effectively.

PSI provided training and outreach tools for MSM outreach workers in Hanoi in FY11. Training materials and outreach tools (“The Other Guy” and “Anh’s Story”) were developed based on evidence suggesting perceptions regarding appearance and partner trust affect condom use decisions.

#### 1.10 Promote Combined Use of Lubricants with Condoms among MSM

In FY11, the project used a range of communication channels to promote consistent use of water-based lubricant together with condoms among MSM: billboards, online, events and participatory tools for use by outreach programs implemented with support from other partners. As discussed above, in August 2011, the project conducted a consultative marketing planning (DELTA) workshop during which the project’s marketing inputs (all 4 marketing Ps including promotion) were reviewed in the context of global marketing best practices as well as local evidence regarding MSM needs and preferences. Participants from 7 partner organizations participated in the 4-day workshop including PAC HCMC, PAC Hanoi, MSM civil society organizations, FHI and Vinapa. The outcome of the workshop, a revised marketing strategy for water based lubricant, was presented to a larger group of stakeholders including USAID, UNAIDS, WHO, DFID and the Chair of the MSM TWG. The following key decisions & marketing priorities will be integrated into the project’s FY12 workplan:

- Update *Number One Plus* packaging based on trade needs and MSM insights
- Increase *Number One Plus* price to motivate the trade and reduce donor subsidy required
- Expand distribution beyond pharmacies in hot zones to increase convenient access among MSM
- Use targeted, cost-effective communication channels (e.g. online, targeted events at MSM venues) and partnerships with organizations implementing MSM outreach activities to address barriers to consistent use of water-based lubricant together with condoms.

To improve product awareness among MSM, PSI placed *Number One Plus* billboards in high-risk areas in Hanoi, Hai Phong and HCMC during the first and second quarter of FY11. *Number One Plus* branded light emitting diodes (LEDs) were placed in bars, clubs and cafes popular among MSM in the same three provinces. In addition, 2,000 branded calendars were distributed to NTOs in 8 provinces. During the second half of the year, *Number One Plus* billboards were extended to Can Tho and An Giang, where the MSM network is growing and increasingly linked to the national network. There are currently 140 *Number One Plus* billboards targeting high-risk areas for MSM across five cities.

During quarters 1, 3 and 4, PSI held events in Hai Phong, Hanoi and HCMC to promote consistent use of lubricant together with male condoms as well as VCT uptake among MSM. PSI collaborated with PACs and MSM civil society organizations in each of the 3 provinces to identify appropriate venues, develop event content and monitor event implementation. Participant pre- and post-test results indicate the events were effective in increasing the knowledge and attitudes about water-based lubricant among participants. Results among participants who attended Q4 events include the following:

- Increase in the percentage of MSM who report knowing the difference between water and oil-based lubricant from 51% before attending the project event to 74% after attending the project event
- Increase in the percentage of MSM who understand the benefit of knowing their HIV status from 85% before attending the project event to 93% after attending the project event.

Online “banner” advertisements linked to lists of *Number One Plus* sales outlets were placed on websites popular among MSM (Vuontinhnhan, Boyvn, Thegioithuba, Nam-man and 24h). Between October 2010 and September 2011, the *Number One Plus* banner advertisements received over 135,000 visits. Visitors who click on the banner ads are directed to a list of retail outlets that stock *Number One Plus*. This list is updated quarterly to ensure advertised outlets have stock available.

In partnership with PACs in Hanoi & HCMC, PSI co-facilitated 3 provincial trainings in support of MSM outreach as follows: March (27 participants from Vicomc), July (35 participants from FHI, Life & MDM) and August (20 participants from CHP).

Participatory interpersonal tools (“The Other Guy” and “Anh’s Story”) were developed for use in MSM outreach based on evidence that appearance and trust were barriers to safer sexual behaviors among MSM.

#### 1.11 Facilitate Targeted Distribution of Fully-Subsidized/“Free” Prevention Products

In FY11 PSI distributed 3,452,560 non-priced *male condoms* to PEPFAR partners according to distribution plans approved by PEPFAR/USAID. The project’s M&E team collects, analyzes and summarizes data regarding free condom distribution to partners using product distribution reports submitted by PEPFAR partners on a quarterly basis. Summary reports are submitted to USAID & VAAC at least semi-annually.

In January 2011, PSI worked with USAID, government offices, and the forwarding agency UPS to complete importation and customs clearance for 15 million male condoms comprised of: 5 million *Protector Plus* condoms for free distribution through PEPFAR partners and 10 million *Number One* condoms. PSI also worked with USAID to coordinate a PEPFAR condom partner meeting in January 2011 that also included provincial partners. The purpose of this meeting was to i) disseminate preliminary TMA assessment findings and discuss implementations for male condom programming in the future; ii) review existing male condom use data among MARP; iii) agree on next steps to reduce reliance on “free” male condom distribution, including revising guidelines for “free” condom distribution and improving targeting of “free” distribution with a focus on MARP with low willingness to pay. While partners finalize strategies and plans to reduce “free” condom distribution, PSI and USAID agreed to maintain “free” condom distribution to PEPFAR partners through Q3 of FY11, consistent with the 4 condoms per outreach contact guideline. PSI will continue to provide technical assistance to help PEPFAR partners forecast and report on “free” condom distribution, consistent with USAID guidance.

During FY11, PSI distributed 24,260 female condoms (FC) to sex workers in Hai Phong, Quang Ninh, Nghe An and HCMC through Song Dep outreach and FHI-supported outreach targeting SW. Data regarding targeted female condom distribution and promotion is collected and analyzed by the project in conjunction with the Unique Identifier Code (UIC) and related project MIS systems. This is significantly higher compared to FY10 during which PSI distributed 20,454 FC to 4,477 SWs (tracked using UIC for repeat female condom users and accounting for 68% of all SWs reached in the 4 provinces). As of September 2011, there are less than 1,300 female condoms remaining in PSI central warehouse in Hanoi.

PSI developed outreach tools and training materials to promote use of FC for additive prevention purposes (i.e. to be used by SWs in situations when they are not able to use male condoms) including “variety cards” (help SWs discuss and practice how to manage different types of clients), flipcharts (provide clear guidance on how to use FC correctly), etc. Feedback from SW partners and SWs themselves about the FC has been positive. SWs report that the FC is an essential option in cases where male clients or partners are either unable (drunk) or unwilling to use a male condom; or while they are menstruating. PSI provided FC training for FHI’s Women’s Health Club in Hai Phong during the

reporting period and received requests to conduct similar training for similar clubs in 3 additional provinces in the remaining half of FY11. Additional trainings were not conducted during the second half of FY11 due to a central stock-out of female condom commodities and USAID's decision to postpone re-order until after a broader stakeholder discussion regarding the role of the female condom in Vietnam's HIV prevention programming.

During FY11, PSI distributed 1,330,940 sachets of un-branded lubricant for free distribution through PEPFAR partners and provided relevant IEC material to promote the combined use of lubricants together with condoms among MSM. PSI made every effort to maximize targeted distribution of un-branded lubricant to all partners during the reporting period, including World Bank partners implementing in non-PEPFAR partners (with USAID approval) to minimize unused, expired product. During the second half of FY11, PSI developed and implemented a plan to collect and dispose of expired unbranded water-based lubricant in close consultation with USAID and other partners. By September 2011, more than 290,000 expired unbranded lubricant sachets were received and stored at PSI's Hanoi warehouse. These expired products will be destroyed in compliance with USG guidelines in Q1 of FY12.

### **Challenges & Lessons**

- Significant distribution of “free” condoms (*VIP* and *Protector Plus*) distributed and sometimes sold to non-traditional outlets in PEPFAR provinces (particularly An Giang, HCMC & Can Tho), confirmed by the results of PSI's 2010 Outlet Survey, competing with socially marketed products in those markets.
- Delays in the receipt of “free” condom distribution reports from some PEPFAR partners impedes PSI's ability to provide USAID, VAAC and other partners with timely reports related to free product distribution.
- Lack of clarity and coordination regarding free lubricant needs among partners affected forecasting, procurement and distribution efforts for this product, as well as sales of *Number One Plus*.
- Involving MSM partners in the development, implementation and monitoring of edutainment events to promote water-based lubricants requires building additional time into the creative/planning process, but is critical to ensuring widespread participation within the MSM network.
- Difficulty expanding MSM event coverage. Approximately half of MSM reached through events during FY11 were repeat participants in project-sponsored events. In FY12, the project will work with a wider group of MSM organizations and leaders to increase coverage of hidden MSM, male SW and other under-reached sub-groups.
- Difficulty obtaining accurate, quality, timely data regarding NTOs in some provinces. In some cases, only one-third of all outlets included in PAC lists are verified as hot spot NTOs.
- Consulting with a wide range of partners during the design phase of key marketing and research activities impacts the project's ability to achieve annual deliverables in a timely manner.

## **Result 2: Increased Access to and Uptake of Voluntary Counseling and Testing (VCT) among MARP**

### **Overview & Key Achievements**

In FY11, PSI developed and implemented a new *Chan Troi Moi* campaign to motivate increased uptake of VCT among MARP. The campaign utilized billboards, posters and IEC materials (brochures promoting the benefits of HIV testing, and leaflets listing VCT locations in each province). Materials were tailored to the unique needs and preferences of each MARP sub-group. PSI collaborated with PACs and

implementing partners targeting MSM to support National HIV Testing month by implementing VCT promotional events targeting MSM in Hanoi, Hai Phong and HCMC. Direct marketing was used to promote HIV testing among SWs, using hotspot mapping data from PEPFAR partners implementing SW interventions. VCT messages were also integrated into outreach activities targeting MARP.

### **Progress against Key Objectives in the Approved FY11 Work Plan**

#### **2.1 Develop and Implement Mass Media Activities to Promote *Chan Troi Moi* VCT Sites**

Based on research findings regarding barriers to VCT use, PSI developed and implemented a new VCT campaign to motivate VCT use among SW, MSM and IDU in FY11. The campaign aimed to emphasize the quality of VCT services provided at 65 affiliated VCT sites as well as the benefits of VCT. The campaign included materials through multiple channels (billboards, print etc.) specifically fine-tuned to appeal to each MARP sub-group. Central and Provincial partners contributed to the development of the campaign. Input from FHI regarding material text and layout was incorporated into campaign development. Sites for outdoor media (billboards, bus stops) were identified in consultation with PACs and PEPFAR implementing partners. Branded *Chan Troi Moi* signs for non-PEPFAR sites included the name of the local VCT center to improve joint ownership of the brand among various VCT partners and staff.

Between April-May 2011, print advertisements were placed in newspapers popular among male clients of SW (*Bao Bong Da, The Thao Van Hoa,, An ninh The gioi, and An ninh Thu do*) to raise awareness about VCT among this target group. Between April-September 2011, PSI placed an online VCT questionnaire on two sites popular among male clients: 24h.com and dantri.com.vn. During the full fiscal year the project-supported banner ads received 240,000 hits. Out of 240,000 unique IP addresses to visit the banners, 64% completed the questionnaire and viewed the list of *Chan Troi Moi* locations/addresses by province.

#### **2.2 Conduct Mid-media Activities to Promote *Chan Troi Moi* VCT Sites**

Between November-December 2010, in order to increase uptake of VCT among MSM, PSI reached 2,062 MSM through 30 events at cafés popular among MSM. The purpose of the events was to promote perceptions of VCT service quality and to emphasize the benefits of HIV testing. PSI worked closely with provincial MSM partners to plan and implement the events. The pre-post test results indicate that the events improved VCT knowledge and perceptions among MSM. Events were not conducted for Male Clients during national VCT month. Instead, PSI integrated *Chan Troi Moi* campaign messages into ongoing Male Client outreach activities during the same time period.

From May to June 2011, PSI conducted 30 public VCT events targeting male clients in Hai Phong, Hanoi & HCMC, designed to promote the benefits of VCT and the quality of services offered at *Chan Troi Moi* sites. PSI worked closely with PACs, VCT sites and other partners to design, plan, implement and monitor VCT events conducted in FY11. These events reached 10,355 clients and received positive feedback from partners.

#### **2.3 Develop and Implement Outreach and Direct Marketing to Promote VCT**

In conjunction with the VCT campaign implemented in FY11, PSI developed accompanying leaflets and brochures specially tailored for different MARP sub-groups. New tools (“VCT Risk Cards”) were also developed to help outreach workers link individuals past risk behaviors to the need to get tested. Print and IPC materials developed by the project were used by PACs, implementing partners and project-supported outreach to increase VCT uptake among MARP.

To promote VCT services among sex workers, PSI launched a direct marketing campaign targeting EE-based SWs in 3 provinces in October 2010. Based on information from the PACs and FHI databases, the direct marketing campaign focused on 1,200 hotels and guesthouses where commercial sex takes place.

During the reporting period, PSI's direct marketing team distributed more than 15,000 brochures and marketing cards to 4,690 SWs at 931 EEs.

#### 2.4 Engage Partners

In the first half of the year, PSI worked closely with PACs, VCT sites, and outreach programs in each target province to organize 2 meetings to share experience regarding previous VCT campaign activities in Ha Noi and Can Tho and to solicit broad input into the development of new campaign materials. One objective of these "VCT Experience Sharing" meetings is to solicit feedback from partners regarding how PSI can best support their efforts to increase VCT client flow at affiliated sites. In August-September 2011, additional VCT experience sharing workshops were organized in Dien Bien, Nghe An, An Giang, Hai Phong and Hanoi. Participants included representatives from PACs, MARP outreach workers, field-based staff from LifeGap and FHI projects, and VCT service delivery sites staff members. These workshops provided a valuable opportunity for a cross-section of partners to discuss successes, challenges and recommendations for further increasing VCT uptake among MARP. The outcomes of the FY11 VCT experience sharing workshops will be incorporated into a marketing planning (DELTA) exercise for *Chan Troi Moi* scheduled in Q1 of FY12.

#### 2.5 Monitor and Evaluate Activities to Ensure Evidence-Based Programming

PSI continues to collect and analyze VCT client flow data from VCT sites supported by the *Chan Troi Moi* campaign. In addition, PSI analyzes results from behavioral surveys to assess determinants of VCT behavior and to inform communications activities including mass media campaigns. Preliminary analysis of SW & SW-IDU behavioral survey data collected with support from research agency partner Newcare in 7 provinces between March-May 2011 indicates strong correlation between exposure to project communications and uptake of VCT among sex workers: 36% of sex workers exposed to *Chan Troi Moi* campaign reported seeking VCT services in the past 6 months compared to 13% of sex workers who were not exposed to the campaign.

PSI invested in regular field-level monitoring of mid-media and interpersonal communications implemented in FY11 including the direct marketing efforts among SW and community mobilization events targeting male clients and other activities described in this report.

#### **Challenges & Lessons**

- Despite significant efforts to jointly plan and coordinate SW direct marketing activities with PEPFAR partners, several challenges were encountered: incentives provided to motivate SWs to seek VCT services did not appeal to the target group, EEs were unwilling to participate for fear of being openly associated with commercial sex work, etc. In light of these challenges, PSI will review and redesign direct marketing activities during the remaining contract period.
- Delayed receipt of VCT MIS data from VCT sites and the high proportion of VCT clients classified as "other" - 42% of total VCT clients served during the reporting period (see Table 2). In August 2011, USAID approved the removal of VCT client data from the project's Performance Monitoring and Evaluation Plan based on the project's focus on VCT demand creation and, consequent limited ability to track VCT service delivery data.
- Provincial experience sharing workshops are a valuable mechanism for soliciting constructive feedbacks from VCT service delivery teams, MARP and implementing partners.

#### **Result 4: Reduced Demand for Drugs and Initiation of Injecting Drug Use**

##### **Overview & Key Achievements**

Between October 2010–September 2011, PSI continued implementation of a small scale, Male IDU standardized model intervention in Quang Ninh and Nghe An provinces, using evidence-based “Break the Cycle” (BTC) tools and messages to reduce initiation of drug use and to promote consistent condom use and VCT services. PSI trained 187 outreach workers in evidence-based outreach tools targeting male IDU during the reporting period, representing 144% of the annual target. During the reporting period, 3,817 male IDU were reached with BTC messages through PSI’s direct intervention activities and through BTC integration in PEPFAR partner outreach activities for IDU. This represents 191% of the annual target. PSI worked with provincial partners in both provinces to strengthen referral networks to link male IDU to HIV prevention services, share BTC experiences and disseminate relevant research findings.

PSI’s *Song Dep* outreach teams reached 7,239 individual SW in 4 provinces (Hai Phong, Quang Ninh, HCMC & Nghe An) – 103% of the annual target – with participatory interpersonal sessions designed to promote safer sexual behavior and to reduce injecting drug use. The Unique Identifier Code (UIC) system was used to track SW outreach coverage in terms of individuals reached as opposed to IPC “contacts.”

PSI conducted “Experience Sharing Workshops” for Sex Worker programs with provincial stakeholders in Hai Phong, Quang Ninh, Nghe An and HCMC to review BTC/DDR & UIC approaches, and to strengthen referral linkages with HIV services. A similar series of “Experience Sharing Workshops” for Male IDU programs were conducted with provincial partners across the 8 PEPFAR provinces, which allowed the various stakeholders to exchange best practices, while discussing challenges and experiences integrating BTC into IDU programs.

## **Progress against Key Objectives in the Approved FY11 Work Plan**

### **4.1 Implement BTC among Male IDU through Partner Outreach Networks**

In FY11, PSI continued implementation of a standardized *model Male IDU intervention in Quang Ninh and Nghe An* provinces. This intervention has two key purposes; i) to provide comprehensive and integrated HIV prevention messaging including promotion of consistent condom use (with commercial and regular partners), VCT services and BTC messages; and ii) to inform and add value to broader harm reduction programming. PSI uses UIC methods to monitor the extent to which Male IDU have been previously exposed to other prevention messages (including BTC) and other useful indicators of outreach coverage and results. PSI developed new Male IDU outreach tools during the reporting period, designed to increase VCT uptake and to promote consistent condom use with regular partners (as well as commercial partners) among Male IDU. Both tools were based on research findings and are being integrated into PAC network training activities.

PSI worked closely with the PACs, FHI and Life-Gap in Quang Ninh and Nghe An to strengthen referral linkages between IDU outreach and HIV services. Given the absence of Drop-in-Centers, methadone clinics and addiction counseling services available in these two provinces, PSI is working with the PACs and other partners to promote IDU referrals for VCT and STI treatment services primarily. Referral cards were developed in consultation with PACs and other partners in early FY10. PSI worked with the PACs in Hai Phong, Nghe An, Dien Bien and HCMC to develop an integrated referral system (and comprehensive HIV support services directory) for their provinces, train PEs to use referral cards, and strengthen monitoring of referrals and HIV service uptake among IDU. In FY11, PSI developed a brochure with information about the various services available to MARP in these provinces, to improve linkages across all implementing partners working with IDU.

In addition to strengthening collaboration with IDU partners in the 2 provinces where PSI implements IDU learning model interventions, PSI made significant investments in building provincial-level capacity to integrate BTC and related IDU programming best practices (including UIC monitoring) in 8 provinces. Whereas previously PSI led BTC-trainings for PACs and other provincial partners, during this reporting period, PSI began efforts to train trainers within PACs to lead future efforts to integrate BTC into

provincial IDU programming. In December 2010-January 2011, PSI conducted TOT sessions for PAC participants from 8 provinces aimed at integrating BTC training into all IDU and IDU/SW trainings conducted by PACs in future. PSI received positive feedback from PAC resource trainers who participated in the TOTs, as well as requests for additional TOT support from PSI in future.

BTC trainings for partner outreach workers were conducted in March 2011, with support from training partner CHP. The training curriculum was modified to meet the unique needs of each province and partner. For example, the Hai Phong training focused on introducing BTC strategy and approach whereas in Hanoi the BTC training modules were integrated into FHI's standard outreach worker training. FHI and PSI shared the costs associated with integrating BTC, condom and VCT promotion modules into FHI's ongoing training schedule for outreach workers. Between January-March 2011, PSI participated in initial meetings with VAAC, FHI and other partners to support efforts to revise the outline for national MARP outreach training curriculum.

In Q2, PSI organized and co-facilitated (together with PACs) workshops to disseminate and discuss Male IDU research findings and programming approaches with PACs and other partners in Hai Phong, Hanoi, Nghe An and Ho Chi Minh City. In addition to sharing the results from the project's behavioral study on Male IDU, these workshops reinforced participants' understanding of the BTC strategy and key program components, while inviting feedback from partners based on their experience implementing BTC in their interventions. Partner's which had previously participated in the project-supported TOT trainings reported that their outreach workers had begin using PSI's tools to deliver BTC messages.

In Q4, the project organized an Experience Sharing Workshop across 8 PEPFAR provinces for Male IDU partners that had previously participated in PSI's IDU outreach worker training. These trainings were designed to teach outreach workers to use tools and materials to deliver BTC messages, as well as promote consistent condom use and VCT services among male IDU and their partners. The Experience Sharing Workshop provided a forum for partners to exchange their best practices implementing IDU interventions and provide feedback on their use of PSI's tools in the field. The workshop also provided the opportunity to develop ways to improve mechanisms for referral services in the province. The Integrated Referral System and Brochure was one of the solutions proposed, which PSI subsequently developed.

#### 4.2 Promote Safer Sexual Behaviors & Reduce Risky Injecting Practices among SWs Using BTC

During the reporting period, PSI's *Song Dep* outreach teams reached 7,239 SW in 4 provinces (Hai Phong, Quang Ninh, HCMC & Nghe An) with participatory interpersonal sessions designed to promote safer sexual behavior and to reduce injecting drug use. Performance in this area in the first half of the year was negatively affected by the Tet season during which many SW return home for the holiday. However, the project was able to achieve its annual target for SW coverage due to increased program activity and resulting coverage during the summer months.

The Unique Identifier Code (UIC) system was used to track SW outreach coverage in terms of individuals reached (as opposed to IPC "contacts"). New evidence-based outreach tools and IEC materials were developed and incorporated into the *Song Dep* outreach as well as SW outreach supported by PACs and other partners.

In FY11, PSI organized provincial-level "SW Program Experience Sharing" workshops with PACs and other partners targeting SW in Hai Phong and Quang Ninh. The aim of these workshops is to improve coordination and communication among provincial partners working with SWs, to share BTC approaches and lessons to date and discuss shared challenges (including the need for a comprehensive referral directory to promote increased uptake of HIV services among IDU reached through outreach). Partners in Hai Phong, Quang Ninh, HCMC and Nghe An who have been trained by PSI in BTC techniques report

outreach workers/peer educators are utilizing BTC techniques and tools covered in the training. PSI received positive feedback from partner outreach workers/peer educators using the BTC tools, as well as requests for additional tools.

The workshops were hosted at the province level to facilitate increased participation by and discussion with field staff regarding a range of practical issues linked to integrating BTC, UIC and other best practices into ongoing IDU interventions. The workshops were co-facilitated by PAC staff.

#### 4.3 Develop & Train SW Partners to Use BTC Outreach Tools and IEC Materials

PSI conducted several trainings related to integrating BTC into SW outreach during the reporting period. In December 2010, SW outreach workers from Nghe An and HCMC were trained to use four new tools: “Regular Client” to promote condom use with regular clients, “Eavesdropper” to reduce talking about the benefits of injecting drugs, “Before and After” to address Drug Demand Reduction among sex workers who inhale drugs, and a comic to promote correct and consistent use of water-based lubricant). In June 2011, outreach workers were trained to use three new tools: “Business Jacket” to promote condom use with clients, and “How to Say No” to help SW/IDU refuse to help non-injectors to inject, and new VCT promotional materials. This training also provided a refresher for materials introduced in previous sessions to ensure outreach workers could demonstrate mastery over their tools.

In February 2011, SW outreach workers from Hai Phong and Nghe An were trained to use five new tools: “Regular Client” to promote condom use with regular clients, “Handsome Dang” and “Business Jacket” to promote condom use with attractive clients, “How to Say No” to help SW/IDU refuse to help non-injectors to inject, and new VCT promotional materials). In August 2011, outreach workers were trained to use two new tools: “Do Not Talk” to help SW/IDU realize the effects of talking about the benefits of injecting drug use among non-injectors, and “Stopping Point” to address Drug Demand Reduction among sex workers who inhale drugs. During FY11, PSI trained 75 Song Dep SW outreach workers to use evidence-based, participatory IPC tools to reduce HIV risk (exceeding the annual target of 44.)

PSI developed a training curriculum and supported provincial trainers to train 198 SW outreach workers/peer educators on VCT/CCU. BCC tools on CCU and BTC have been provided for participants and for other outreach workers by PAC request. Results from both the pre/post and TRaC-T tests are very positive. These results are particularly encouraging given that VCT and condom promotion among major at-risk populations such as sex workers is such an important component of HIV prevention. In total, PSI trained 198 outreach workers from PEPFAR partner programs in evidence-based outreach tools targeting sex workers, representing 113% of the annual target. Training results were measured through pre/post tests as well as through the TRaC-T (“Tracking Results Continuously – Training”) tool used to assess changes in reported knowledge and application, 6-8 weeks post-training. The results were largely positive, and demonstrated sustained improvements in skills and knowledge levels among outreach workers. More details on these results are provided under section 6.2.

#### 4.4 Inform Future BTC Programming through Strategic Planning

The project postponed the SW & SW-IDU project review and strategic planning discussions until 2011 SW-IDU behavioral survey data is available. The project will host central dissemination and provincial workshops to disseminate the findings from this research and discuss programmatic implications in FY12.

#### 4.5 Pilot and Expand UIC

PSI continued to provide technical assistance to support the multi-partner UIC pilot initiative in Hai Phong during FY11. Between October 2010-September 2011, PSI provided UIC training for 181 outreach workers/peer educators affiliated with PAC including 24 supported by LifeGap, 65 by World Bank and 38 peer educators from Hoa Phuong, Hai Au, Bien Xanh clubs including 31 supported by FHI and 7 by CHP, 12 supported by MDM and 23 supported by PACT. In addition, PSI trained 19 field supervisors affiliated

with all implementing partners involved in the Hai Phong pilot to improve field-level oversight of UIC data collection. Post-training utilization of UIC was delayed among several partners participating in the Hai Phong pilot. Factors influencing the delayed utilization of UIC were discussed with USAID, CDC, WHO and implementing partners during an April 2011 UIC partner meeting in Hanoi as well as through email correspondence with PAC Hai Phong in August 2011. According to the August 2011 report from Hai Phong PAC, some partners began data collection but have not yet started data entry.

At the request of PACT & Medicines du Monde (MDM), PSI provided UIC training for 35 outreach workers in Hanoi & HCMC during the first half of the year. MDM Hanoi successfully integrated the UIC system into their sex worker intervention, however the project was discontinued in October 2011. At WHO request and with USAID approval, PSI provided UIC-related training support during 3-day WHO/WB trainings for partners from 32 provinces (divided into 2 rounds targeting northern & southern participants).

PSI presented and discussed UIC with national stakeholders through multiple forums in FY11 including the National HIV Conference in December 2010 and the National M&E TWG meeting in September 2011.

#### 4.6 Monitor and Evaluate Activities to Ensure Evidence-based Programming

During FY11, PSI designed (in consultation with SI stakeholders) and implemented the 2011 SW & SW-IDU Behavioral Survey in 7 provinces, in partnership with research agency NewCare. The study is designed to monitor progress against key indicators in the project's performance monitoring and evaluation plan and inform future marketing for HIV prevention among SW. Preliminary data analysis was completed in September 2011, and the results will be formally shared with national and provincial partners in FY12.

During the reporting period, staff from PSI's M&E Department continued monthly review of project MIS data to monitor progress against deliverables. In addition, the project used regular field visits to monitor data quality. Feedback regarding areas for improvement was provided by M&E team members to relevant departments through active M&E participation in monthly meetings (by project area) and through written trip reports.

#### **Challenges & Lessons**

- UIC training for outreach workers/peer educators is relatively straight forward, however delays in the post-training utilization of UIC (and management/supervision support to facilitate this) negatively affects UIC implementation efforts due to loss of knowledge of techniques covered in the training.
- Varying partner commitment to the UIC pilot activities in Hai Phong for a number of reasons discussed during an April 2011 stakeholder meeting organized by the project, as well as through correspondence with Hai Phong PAC.
- Central stakeholder questions regarding effectiveness of BTC. 2011 SW & SW-IDU behavioral survey data will be disseminated in FY12 to inform discussions with VAAC, USAID and IDU implementing partners regarding BTC's potential to effectively contribute to national IDU program objectives.

### **Result 5: Increased Safer Sexual Behaviors among Potential Male Clients of SWs**

#### **Overview & Key Achievements**

During the first six months of FY11, PAC outreach workers reached 270,129 male clients of SWs as part of PSI outreach activities implemented in entertainment establishments. This represents 45% of the annual target. In March 2011, PSI partnered with local partner ISMS to train 132 outreach workers from 7

provinces to use evidence-based tools to motivate male clients of sex workers to practice safer sexual behaviors. This represents 106% of the annual target. In addition, PSI worked closely with USAID and other partners to develop multiple mass media campaigns and materials (100% CUP/HIV Prevention Phase I, HIV Prevention & Public Use campaigns) to address priority determinants of safer sexual behaviors, normalize condom use and grow the total condom market.

#### 5.1 Develop Evidence-based Communication Tools and Messages

During the first six months of FY11, PSI developed 3 new IPC tools for use with Male Clients with messages oriented around key findings from the Male Client Behavioral Survey: “My Friend Says” and “Multiple Choice.” These tools were designed to keep IPC messages targeting Male Clients simple, persuasive and focused on priority determinants of consistent condom use during commercial sex.

PSI trained 132 outreach workers from 7 provinces (127 IPCs and 5 from Chemonics’ Workplace Program) to improve a variety of dialogue skills of IPC sessions and practice new sub-theme communication tools targeting Male Clients of SW. The trainings were led by 7 PSI Field Supervisors (who completed TOT training in the same tools in December 2010). Training needs assessment results (collected through self-administered questionnaires and group discussions held in all 7 provinces) were used to fine-tune the curriculum and ensure that the training built on baseline knowledge and experience levels. Comparison of pre- and post-training test results reflect increased knowledge of 100% CUP program key messages, social marketing, advanced HIV/AIDS-related issues and increased confidence in dealing with repeat/knowledgeable IPC contacts.

Between April– September 2011, four new IPC tools were developed based on key findings from Male Client Behavioral Survey (guarantee and trust themes). These tools were designed to use simple, clear IPC messages to address key barriers and motivate increased consistent condom use. Project IPC tools are diverse and client-focused. Content/style is revised based on feedback from MARP collected through field pre-testing.

The first round of training for IPCs took place in March 2011. Evaluation through self-administered questionnaire conducted eight weeks after this training showed IPCs across 7 provinces have better understanding of key factors associated with male clients’ behavior on condom use, 100% CUP program and social marketing. In terms of perceived confidence of dealing with knowledgeable and repeat clients, IPCs are well able to conduct sessions with these types of clients at the field level. The second round of training, originally planned in September, was cancelled due to USAID’s request to phase out Male Client outreach at the end of FY11.

In order to roll out key programmatic decisions in the field, PSI organized a second, two-day training for 7 Field Supervisors in Hanoi June 2011. Key objectives of the training included (i) update on corrected understanding of effectiveness of male condom in HIV prevention based on performance auditors’ recommendations; (ii) experience sharing on outreach implementation; (iii) enhancing collaboration with relevant departments within PSI; (iv) strengthening supportive monitoring and supervision role of field supervisors; and (v) TOT on new sub-theme communication and IPC tools for the upcoming quarters. The Field Supervisors then conducted hands-on training courses for IPCs in 7 provinces on sub-theme communication with new IPC tools before the new quarter started.

#### 5.2 Implement Communication Activities at Field Level to Reach Male Clients of SWs

PSI maintained monthly verifications and updates of EE venue lists to enhance the effectiveness and efficiency of Male Client outreach. PSI’s updated database also tracks overlap between IPC and marketing support activities within the targeted EEs to maximize exposure among male clients.

During FY11, interpersonal communicators (IPC) under the provincial government partners (PAC/PHD) in 7 provinces reached **608,762 male clients of SWs** as part of project-supported outreach activities implemented in entertainment establishments.

In an effort to improve program efficiency and reach, PSI updated its EE cluster database on a monthly basis to verify all groups of EE within key geographic areas to allow IPCs to reach maximum number of male clients, reinforce messages over time and use resources effectively. The upgraded database also allowed the project to track overlap between IPC and marketing support activities within the targeted EEs to maximize exposure among male clients.

### 5.3 Implement Targeted Mass Media

To increase Male Client exposure to key messages through multiple communication channels, PSI worked with a creative design agency to develop online games linked with Male Client IPC tools promoting consistent condom use. The online games represented adaptations of the project's IPC tools to further enhance the effect of using multiple channels to reach the same target group with reinforcing messages. This online version was launched in popular websites for men (including 24h.com.vn, vnexpress.net) from April to September 2011. The campaign reached 368,250 male clients.

As discussed above, PSI piloted 100% CUP campaign in Hai Phong with 46 100% CUP billboards and received positive feedbacks from PACs. A revised, "HIV Prevention Campaign" was developed in consultation with VAAC and other key partners and with assistance from advertising agency VNUnique. This campaign will be launched in Q1 of FY12.

### 5.4 Partner with Others

PSI Program Team conducted quarterly update and condom coordination meetings with all 8 PACs to provide updates on all project activities, including Male client intervention component. This covered IPC, marketing, and sales activities in each province, as well as difficulties and challenges during program implementation and proposed solutions.

As discussed above, PSI supported Chemonics with two TOT training courses that took place in April and September 2011, and supported Chemonics provincial trainings from March - May 2011. In addition, PSI also provided Chemonics and its local partners with tools of different sub-themes and VCT materials. PSI also continued to support PACT partner CPSE with IPC tools for use in QuangNinh province.

From August - September, PSI supported PACs to conduct provincial review workshops to (i) review the program implementation to date; (ii) assess contributions to provincial HIV prevention objectives; and (iii) discuss future priorities.

Between August-September 2011 PSI met with 8 PACs to discuss FY12 planning in light of PEPFAR guidance and FY12 workplan priorities. Follow-on discussions/meetings were held to discuss specific FY12 SOW and budget issues with all 8 PAC partners.

### 5.5 Monitor and Evaluate Activities to Ensure Evidence-based Programming

PSI began study design consultations with USAID and CDC SI teams as well as other partners regarding Male Client behavioral survey, round 3. Following guidance from stakeholders, this study will not include biological markers, but will be designed to facilitate disaggregation of data by province. Data collection will begin in Q1 FY12. MIS data was analyzed throughout the year to analyze coverage of male clients and other project indicators. Quarterly field monitoring visits were used to assess data quality and accuracy. Mid-media event results (including key message recall) were assessed through event pre/post-tests.

## **Challenges & Lessons**

- Male client behavioral survey data indicated a positive correlation between male client outreach and other project-supported communications activities and increases consistent condom use and VCT uptake among male clients. These findings were published in the George Washington University peer reviewed case study publication in Q4 of FY11. However, based on USAID's request and funding limitations, PSI phased out male client outreach at the end of FY11. The project will use alternative, targeted media channels (e.g. outdoor, print, events, online) to reach male clients from FY12 on.
- Regular, two-way communication with PACs facilitates smooth implementation and increased provincial ownership of key activities.
- Development of new IPC tools (different design and message delivery) helps engage clients and maintain outreach worker enthusiasm.
- Semi-annual IPC training (for outreach workers as well as supervisors) improves outreach worker knowledge, interpersonal communication and supervisory skills and fosters two-way learning between outreach workers and program managers/trainers/supervisors.
- Repeat/follow-on trainings are an effective method for increasing IPC and Field Supervisor motivation as well as outreach quality and results.

#### **Result 6: Increase Capacity of Local Partners to Implement Social Marketing Activities**

In FY11, PSI trained 43 PAC representatives as Master Trainers (social marketing to promote consistent condom use and VCT uptake.) This represents 108% of the annual target.

##### 6.1 Conduct BCC & Social Marketing Workshops

PSI undertook a variety of activities to improve the capacity of PEPFAR partners to implement social marketing activities during FY11 including Social Marketing & BCC workshops for PACs and implementing partners. The workshops (held December 2010 and January 2011) were designed to deepen participants' understanding of social marketing (which includes BCC) and to identify ways to use social marketing approaches to improve their programs. The workshops were held in Hanoi and HCMC and participants included representatives from PACs, implementing agencies (Life-Gap and FHI) and representatives from USAID and CDC. The workshops were facilitated by PSI and its training partner, Center for Community Health Promotion (CHP).

Following these workshops, PSI met with the PACs to discuss needs for additional technical assistance. Many of the activities requested by the PACs were already included in project work plans, but following the Social Marketing workshop, PAC partners reported a higher appreciation for the value-added through the Social Marketing project. Specific requests for post-SM/BCC training support included:

- Training to roll out UIC data collection and database management.
- More in depth training in Social Marketing for PAC staff.
- Behavioral surveys which provide insight into consumer behavior, preferences and needs (specifically for SW and Male Clients.)
- Data related to Vietnam's total condom market.

##### 6.2 Conduct TOT Trainings for PACs

In FY11, PSI adopted a new approach year for building the capacity of the PAC's network of outreach workers. Rather than providing training across PEPFAR provinces to directly outreach staff, PSI provided TOT to PAC/PHD staff to enable them to assume greater responsibility for rolling out this training in their

own provinces. The TOT was linked to the December 2010/January 2011 Social Marketing workshop (in that many of the participants attended both). The connection between social marketing theory and practical application was demonstrated through the introduction of tools and materials during the TOT.

Previous trainings for the PAC's network of outreach workers focused on using tools and materials to promote consistent condom use and VCT services for all MARP groups. In FY11, tools and materials for Break the Cycle were included for IDU interventions. Training impact was measured through pre/post tests as well as through the TRaC-T ("Tracking Results Continuously – Training") tool which is used to assess longer-term impact, 6-8 weeks post-training. Results from the pre and post tests indicated the TOT was effective in increasing outreach training skills. For example, correct understanding of Adult Learning Principles increased from 80% to 93%, and understanding of an outreach worker's role when conducting interpersonal communication increased from 14% to 54%. The results from the TRaC-T surveys (6-8 weeks post training) indicated show some decay in levels of understanding of Adult Learning Principles. Future TOT programs for PAC staff should revisit Adult Learning Principles.

The PACs conducted trainings for outreach workers and peer educators during the second and third quarters of FY11, with support from PSI and training partners CHP and ISMS. These trainings were designed to provide participants with the technical information required to communicate with target audiences, while improving their understanding about what motivates safer behaviors, and how to use outreach tools to deliver messages effectively.

The results from the post-tests and the TRaC-T surveys were encouraging across outreach groups. For example, participants from the IDU training showed substantially improved understanding that IDU decide whether to use a condom based on a SW's her physical appearance increased from 89% to 98%, and the link between risk history and HIV testing increased from 22% to 71%. The results from the TRaC-T survey indicate participants retained this understanding, with scores at 95% and 63% respectively.

In March 2011, PSI's training partner CHP provided training to VicomC's outreach workers targeting MSM using the curriculum and IEC tools PSI developed for the MSM training for the PAC partners. PSI worked with FHI to integrate BTC, condom promotion and VCT promotion into FHI's existing training curriculum for their IDU outreach workers. This integrated training took place in March-May 2011.

The pre-/post-test results showed improvements PE/ORWs understanding of effective communication skills, for example the scores showed that IDU outreach worker understanding that sessions should focus on a single message increased from 87% to 98%, and understanding the components of effective dialog skills increased from 87% to 97%. The TRaC-T results indicated these participants retained this understanding with scores at 96% and 97% respectively.

### **Challenges & Lessons**

- Moving beyond theory to build practical capacity to apply social marketing (including BCC) techniques to strengthen public health programming requires more in-depth, ongoing support for PACs and implementing partners.