

SEMI-ANNUAL PERFORMANCE REPORT  
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PROGRESS TOWARD OBJECTIVES AND PROJECT INDICATORS

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

**Overview & Key Achievements**

During the first six months of FY11, PSI sold 2,705,280 *Number One* male condoms to 3,392 non-traditional outlets (NTOs) in 8 provinces. This represents a 21% increase compared to sales during the first six months of FY10. In addition, these achievements represent 47% of the FY11 annual sales volume target (5.8 million condoms) and 97% of the FY11 coverage target (3,490 NTOs). PSI continues to focus male condom sales and distribution activities at hotels and guesthouses, where research indicates commercial sex is most likely to occur. 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, sell and promote condoms. 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.

Between October 2010 - March 2011, PSI distributed 23,180 *female condoms* to sex workers in HaiPhong, Quang Ninh, Nghe An and HCMC through SW-IDU outreach and through FHI-supported outreach targeting SW. This represents 93% of the FY11 target. During the same time period, PSI sold 96,000 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 38% of the annual target.

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

1.1 Increase Condom Availability and 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 social marketing coverage 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.

Between September and November 2010, PSI implemented a mystery shopper campaign in all 8 provinces to encourage hotels and guesthouses to stock and actively promote condoms to their customers. Mystery shoppers visited 5,122 hotels and guesthouses during the promotion/campaign period, resulting in a 47% increase in condom sales and 64% increase in the number of active outlets (defined as number outlets purchased condoms from PSI in the 2 months of 2009 compared with 2 months campaign in 2010). Promotional activities and results were shared with the PACs and other provincial partners during condom coordination meetings.

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

PSI collaborated with PACs to conduct quarterly condom coordination meetings with provincial partners during the reporting period. PSI contributions to these meetings included province-specific updates on social marketing sales, NTO coverage, and BCC approaches/activities. In addition, PSI supported PACs to facilitate discussions with all provincial partners regarding the need to reduce and better target “free” condom distribution efforts.

### 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 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 distribution of “free condoms,” increase commercial 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. Additional activities to promote a total market approach, including efforts to stimulate increased commercial investment in the condom market, will be integrated into the remaining half of the contract period, pending USAID approval.

### 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. PSI conducted joint monitoring visits to NTOs in An Giang together with HPI and members of the local police force. PSI/HPI joint activities this reporting period included a meeting with provincial authorities in October 2010 and a launch event in December 2010.

### 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 2011, PSI will provide a Training of Trainers (TOT) for Chemonics staff and partners involved in the Workplace program to enable them to facilitate future trainings.

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

PSI sold 96,000 sachets of branded lubricant co-packaged with condoms (*Number One Plus*) during the reporting period. This represents 38% of the annual target and a 25% improvement over the first half of FY10. Sales were negatively affected by widespread distribution of free, unbranded lubricant to MSM. To ensure *Number One Plus* sales and promotional activities remain highly targeted in venues and areas conveniently accessible to MSM (e.g. bars, clubs, cafes and entertainment establishments/EEs), PSI continued hotspot mapping exercises to monitor existing MSM outlets and identify new ones. Given the frequent turn-over in MSM EEs, PSI conducts quarterly mapping exercises of MSM outlets. PSI solicited inputs from a variety of provincial level partners (PACs, implementing partners targeting MSM and local civil society partners) to optimize and coordinate coverage of *Number One Plus* sales and promotional activities.

PSI continued negotiations to sell *Number One Plus* through online stores popular among MSM (e.g. [www.nuilua.com](http://www.nuilua.com) and [www.shopnguoi.com](http://www.shopnguoi.com).) PSI experienced resistance to the minimum order requirement (100,000 VND) but will continue to advocate for online sales of *Number One Plus* during the remaining half of FY11. PSI also continued negotiations with MSM EE owners to stock and promote condoms and water based lubricant. Although MSM EE owners continue to express concern about

stigma and potential police harassment associated with stocking condoms, PSI successfully persuaded 2 MSM EE owners in HCMC to participate in discrete efforts to promote correct and consistent use of lubricant together with condoms (including agreeing to place framed *Number One Plus* posters in the restrooms).

#### 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 and recommendations.

During the reporting period, PSI partnered with a private research agency (A.C. Nielsen) to conduct a distribution survey among NTOs to measure condom availability by brand. Data collection and preliminary analysis was completed during the reporting period. Results will be disseminated to USAID and other partners, and used to inform the development of TMA programming, during the second half of FY11. PSI began study design consultations with USAID and CDC SI teams as well as other partners regarding two behavioral studies scheduled to begin later in FY11 for MSM & Male Clients. PSI will collaborate closely with stakeholders to finalize study designs for both surveys in Q3, and will begin data collection shortly thereafter. Data collection began for the SW and SW-IDU behavioral survey (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 as well as recommendations from the TMA assessment.

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 will be reinitiated, with a view toward developing the “HIV Prevention Campaign” 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. PSI will work closely with USAID to select agencies for both campaigns through a transparent and fair procurement process during Q3 of FY11. Following agency selection, PSI will actively seek input from stakeholders in the development of both campaigns.

Media events targeting Male Clients were planned to take place in conjunction with the “100% Condom Use Campaign.” These events will now take place in the second half of the fiscal year in conjunction with the launch of the “HIV Prevention” mass media campaign.

#### 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" and "The Business Jacket" (for outreach efforts targeting female sex workers); and "The Other Guy," and "The Story Game" (for outreach efforts targeting injecting drug users).

PSI provided training and outreach tools for MSM outreach workers in Hanoi during the reporting period. Training and outreach tools ("The Other Guy" and "The Story Game") incorporated findings from FHI qualitative research, specifically the importance of appearance and trust.

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

To improve product awareness among MSM, PSI placed *Number One Plus* billboards in high risk areas in Hanoi, Hai Phong and HCMC. *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 for the 2011 New Year to NTOs in 8 provinces.

During the first quarter of FY11, PSI held events in Hai Phong, Hanoi and HCMC to promote correct use of lubricant (together with consistent condom use) among MSM. PSI collaborated with PACs and MSM partners 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 MSM who attended the event. For example, the percentage of MSM who reported knowing the difference between water and oil-based lubricant increased from 72% pre-training to 88% post-training.

Online "banner" advertisements linked to lists of *Number One Plus* sales outlets were placed on popular MSM (including one popular youth) websites (Vuontinhnhan, Boyvn, Thegioithuba, Nam-man and 24h.) Between October 2010 and March 2011, the *Number One Plus* banner advertisements received nearly 50,000 visits.

PSI provided training and outreach tools for MSM outreach workers in Hanoi during the reporting period. Training and outreach tools ("The Other Guy" and "The Story Game") incorporated findings from qualitative research conducted among FHI, specifically the importance of appearance and trust.

#### 1.11 Facilitate Targeted Distribution of "Free" Prevention Products

In the first 6 months of FY11, PSI distributed 1,923,920 *male condoms* to PEPFAR partners as per distribution plan approved by PEPFAR/USAID. 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 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.

In the first six months of FY11, PSI distributed 23,180 female condoms (FC) to sex workers in Hai Phong, Quang Ninh, Nghe An and HCMC through SW-IDU outreach and through FHI-supported outreach

targeting SW. This is significantly higher compared to FY10 during which PSI distributed 20,454 FC to 4,477 SWs (tracked using UIC as repeat female condom users and accounting for 68% of all SWs reached in the 4 provinces). As of April 2011, there are less than 500 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.

Between October 2010 and March 2011, PSI distributed 1,315,000 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. As of April 2011, PSI remains with 207,176 sachets of un-branded lubricant (in PSI’s Hanoi warehouse) with an expiry date of June 2011. PSI will work with USAID to develop a plan to deal with lubricant stock due to expire in June 2011.

### **Challenges & Lessons**

- High number of “free” condoms (*VIP* and *Protector Plus*) distributed/sold to non-traditional outlets in PEPFAR provinces, confirmed by the preliminary results of PSI’s 2011 Distribution Survey.
- 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 has affected forecasting, procurement and distribution efforts for this product, as well as sales of *Number One Plus* during the reporting period.
- 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.

### **Priorities April – September 2011**

- Develop the “HIV Prevention” and “Public Use” campaigns in consultation with USAID, VAAC and implementing partners, including Abt & FHI.
- Disseminate Project MAP/Distribution findings to central and provincial level stakeholders and discuss implications for TMA. Identify short and medium-term TMA priorities for PSI in consultation with USAID, and integrate into FY12 work plan.
- Conduct PSI DELTA marketing planning exercise to intensify targeted social marketing of *Number One Plus* water-based lubricants for improved product accessibility, visibility, and informed demand among MSM and to achieve annual targets.

- In agreement with USAID, appropriately dispose of any remaining un-branded lubricant due to expire in June 2011.
- Improve the 100% CUP brand visibility in NTOs through the development and placement of branded promotional items e.g. hotel condom box, signs, logbook, etc.
- Consult with key partners (USAID & CDC SI teams, PACs, FHI, WHO, etc.) to finalize study design for behavioral surveys among MSM (3 provinces) and Male Clients (7 provinces) and collect/analyze data.
- Secure additional FC commodities to sustain targeted distribution and achieve related contract deliverables.
- Solicit partner forecasts for (reduced) free male condom distribution needs in Q4.

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

### **Overview & Key Achievements**

During the first six months of FY 2011, 55,132 people received VCT services at 65 sites supported by PSI communications activities. This represents 27% of the annual target. To motivate increased uptake of VCT services among MARP, PSI developed and implemented a new *Chan Troi Moi* campaign, including 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 male clients of SW during the campaign month.

### **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 during the reporting period. The campaign aimed to emphasize the quality of VCT services provided at 65 VCT sites as well as the benefits of VCT. The campaign included materials (billboards, brochures, posters, 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 final materials. Sites for outdoor media (billboards, bus stops) were determined 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. Placement of the online risk assessment questionnaire for Male Clients and MSM was delayed until the second half of FY11.

#### **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.

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

In conjunction with the new VCT campaign developed this reporting period, 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.

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 targeted 1,200 hotels and guest houses 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

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.

### 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.

## **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 recommends reassessing and redesigning SW 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” - 36% of total VCT clients served during the reporting period (see Table 2).

## **Priorities April – September 2011**

- Develop and implement new VCT outdoor events and MSM hotspot mid-media events to increase individual risk perception and motivate VCT uptake among Male Clients and MSM.
- Launch online questionnaire campaign targeting MSM and Male Clients to increase risk perception, provide a call to action to promote VCT uptake, and raise awareness of the location of nearby VCT sites.
- Finalize MSM and Male Client behavioral survey study designs/collect and analyze data; complete analysis of SW and SW-IDU behavioral survey data to inform future VCT promotional activities.

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

### **Overview & Key Achievements**

Between October 2010–March 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. During the reporting period, PSI reached 1,080 male IDU with BTC messages. This represents 54% of the annual target. PSI trained 63 outreach workers in evidence-based outreach tools targeting male IDU during the reporting period, representing 48% 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.

During the reporting period, PSI's *Song Dep* outreach teams reached 2,996 SW in 4 provinces (Hai Phong, Quang Ninh, HCMC & Nghe An) –43% 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 “SW Experience Sharing Workshops” with provincial stakeholders in Hai Phong and Quang Ninh to review BTC/DDR & UIC approaches, as well as referral linkages with HIV services.

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

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

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 during the reporting period. PSI will support PAC to develop an integrated referral system (and comprehensive HIV support services directory) for the provinces, train PEs to use referral cards, and strengthen monitoring of referrals and HIV service uptake among IDU referred through outreach.

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 will share costs associated with integrating BTC, condom and VCT promotion modules into

FHI's ongoing training schedule for outreach workers between March-May 2011. 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. The version approved by VAAC in March 2011 includes BTC.

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 HaiPhong, Hanoi, NgheAn and Ho Chi Minh City. As a result of these workshops, PACs and other partners (e.g. PPC) have expressed increased commitment to integrating BTC into ongoing Male IDU programming in their provinces.

#### 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 2,996 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 was negatively affected by the Tet season during which many SW return home for the holiday. PSI expects to achieve the annual target for SW contacts during the remaining half of FY11.

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.

During the reporting period, 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 and Quang Ninh 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. Workshops are planned in Nghe An and HCMC in May 2011.

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

PSI conducted several partner 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 February 2011, SW outreach workers from Hai Phong and NgheAn 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 total, PSI trained 56 SW outreach workers during the reporting period (27% exceed the annual target of 44.)

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

PSI will conduct a project review and strategic planning meeting to share research findings and SW-IDU experiences to date with BTC, following the completion of the IDU & SW-IDU behavioral survey later in FY11.

#### 4.5 Pilot and Expand UIC

PSI continued to provide technical assistance to support the multi-partner UIC pilot initiate in Hai Phong during the reporting period. Between October 2010- March 2011, PSI provided UIC training for 127 outreach workers/peer educators from PAC, 24 from Life-Gap, 65 from World Bank and 38 peer educators from Hoa Phuong, Hai Au, Bien Xanh clubs (includes 31 from FHI and 7 from CHP). In addition, PSI trained 19 field supervisors affiliated with all implementing partners in Hai Phong to improve field-level oversight of UIC data collection. At the request of PACT & Medicines du Monde (MDM), PSI provided UIC training for 35 outreach workers in Hanoi, HCMC between October 2010 - March 2011.

Post-training, utilization of UIC has been delayed among several partners participating in the UIC pilot in Hai Phong. Factors influencing the delayed utilization of UIC will be discussed with USAID, CDC, WHO and implementing partners during an April 2011 UIC partner meeting in Hanoi. Expansion of the UIC Pilot to Quang Ninh and Nghe An did not take place as a result of delays in achieving scale and other pilot objectives in Hai Phong. PSI will continue to provide assistance to partners in Hai Phong to support the UIC pilot during the remaining half of FY11.

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

During the reporting period, PSI worked closely with USAID and other partners to finalize the design of a behavioral survey among SW & SW/IDU. A local research agency (NewCare) was sub-contracted to conduct data collection in among SW in 7 provinces (4 for SW/IDU.) Data collection will be completed in early Q3 FY11. Results will be analyzed and shared with partners during the second half of FY11.

#### **Challenges & Lessons**

- UIC training for outreach workers/peer educators is relatively straight forward, however delays in the post-training utilization of UIC is likely to challenge UIC implementation efforts due to loss of knowledge of techniques covered in the training.
- Varying central-level support for BTC limits impact of training and the utilization of BTC tools and materials. There is a need for PSI to engage central level stakeholders in a discussion regarding the benefits and limitations of BTC during the remaining half of FY11 and consider using the SW behavioral survey planned for FY12 as an opportunity to assess the extent to which exposure to BTC messages is positively correlated with safer sexual and harm reduction behaviors.

#### **Priorities April – September 2011**

- Complete provincial level experience-sharing workshops to share lessons learnt from Male IDU and SW-IDU interventions with PACs and other partners, in remaining provinces.
- Collaborate with PACs and other partners to develop consolidated referral system and HIV services directory for Quang Ninh and Nghe An.
- Continue to provide technical assistance to PAC and partners in support of the UIC pilot in Hai Phong.
- Complete SW and SW-IDU behavioral survey data collection, analysis and dissemination/discussion with partners. Use findings to update *Song Dep* and BTC programming as well as condom marketing efforts using PSI's DELTA marketing planning exercise.
- Identify options for assessing the effectiveness of BTC and discuss with USAID and other stakeholders.

#### **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.

### **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.

### **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. This online version will be launched through popular websites among men during Q3 FY11.

### **5.4 Partner with Others**

PSI Program Team conducted quarterly update meetings with all 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. PSI also discussed the work plan for the following quarter.

### **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. PSI will collaborate closely with stakeholders to finalize the study design for this survey in Q3, and will begin data collection shortly thereafter.

Quarterly Male Client TRaC-M exercises were not conducted as exposure to Male Client outreach will be better measured through the larger, population-based study (Male Client Behavioral Survey) scheduled to take place later in FY11.

### **Challenges & Lessons**

- Regular, two-way communication (through quarterly update meetings) 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 foster two-way learning between outreach workers and program managers/trainers/supervisors.

Print, online articles and events were not conducted for Male Clients of SW during the first two quarters of FY 2011. This activity will be re-evaluated according to the agency proposal for the HIV Prevention campaign and a joint decision between USAID and PSI will be made whether to continue this activity or to direct funds towards the Public Condom Campaign development instead.

### **Priorities April – September 2011**

- Conduct Male Client Behavioral Survey Round 3 and apply findings to strengthen Male Client programming.
- Develop and implement new outreach tools (and related outreach worker & field supervisor trainings) in 7 provinces.
- Conduct annual Male Client IPC experience sharing meetings under the Male Client program in seven provinces.

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

Between October 2010-March 2011, 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 the reporting period 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, TA support needs (for social marketing and BCC assistance) have been integrated into PAC workplans. PSI will work with each province to respond to these needs and incorporate them in the current sub-contract agreements.

#### **6.2 Conduct TOT Trainings for PACs**

PSI adopted a new approach this 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 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. Beginning in March 2011, PAC TOTs began co-facilitating trainings with support from PSI and training partners CHP and ISMS.

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 will take place March-May 2011.

### **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.

### **Priorities April – September 2011**

- Work with PACs to modify provincial work plans according to technical support areas identified during the Social Marketing Workshops held December 2010/January 2011.
- Facilitate cross- province trips with PAC representatives to observe and learn from successful initiatives in other provinces.