



USAID Social Marketing for HIV Prevention Project



Semi Annual Report October 2011- March 2012

Submitted by: Population Services International Vietnam
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Contact person: Josselyn Neukom, Country Director

Result 1: Reduce HIV transmission risk among MARP through social marketing of products and related risk reduction behaviors

Overview & Key Achievements

Between October 2011 and March 2012, the project sold 3,333,360 male condoms including 3,270,000 Number One social marketing condoms and 63,360 Karol commercial condoms. This represents 37% of the FY12 annual target of 9 million condoms—a 55% increase over the FY11 target of 5.8 million. Number One sales volume during the reporting period was affected by seasonal trends linked to the Tet holiday, willingness to pay data collection (which involved selling at an increased price during a 3 month data collection period) and a temporary stock-out of packaging due to unacceptable, poor quality packaging provided by the supplier. The project invested in motivating the trade (decision-makers at hotels and guesthouses) to routinely provide condoms – of any brand – to customers through the implementation of a trade incentives program. Both Number One and Karol condoms were sold through hotels/guesthouses (where an estimated 90% of reported commercial sex takes place) and other non-traditional outlets (NTOs) conveniently accessible to most-at-risk-populations (MARP).

Efforts to support the sale and promotion of Karol commercial condoms were launched during the reporting period in conjunction with the project's total market approach (TMA) objectives, namely increasing condom brand choice and commercial brand availability at outlets where commercial sex takes place. During the reporting period, the project selected a qualified commercial condom partner, negotiated partnership terms and designed sales and marketing interventions to support the selected brand during a 6-month pilot in 5 provinces.

Condom Coordination Meetings were facilitated in 6 provinces during the reporting period: Hanoi, Nghe An, An Giang, Dien Bien, Ho Chi Minh and Hai Phong. Meeting agendas were designed to facilitate discussion regarding how best to reduce and better target free condoms across projects/partners, and to update all partners on condom and lubricant social marketing activities including trade marketing. These meetings were well-attended by Provincial AIDS Committee, Department of Health, Department of Culture Sport and Tourism, Department of Public Security, DOLISA and implementing partners (representing PEPFAR and non-PEPFAR projects), and resulted in agreement to reduce distribution of fully-subsidized free condoms in all provinces in support of TMA objectives. The estimated need for Protector Plus (fully subsidized) condoms reduced significantly as a result, from 3.3 million in FY11 to 1.3 million in FY12.

During the same period, 89,040 Number One Plus water based lubricant co-packaged with condoms were sold to venues accessible to men who have sex with men (MSM) and sex workers (SW) representing 18% of the annual target. Based on inputs from consumers and the trade discussed with stakeholders during a consultative marketing planning exercise in August 2011, Number One Plus was re-launched in March 2012 with updated positioning (“Them Plus, Them Yeu” or “Lub Up for Better Loving”), increased price, expanded distribution and smaller packaging. The re-launch event was well attended and received good press coverage, including a feature story on the VAAC website. The UNAIDS Country Director described the re-launch event as “the most media savvy event” he had witnessed in 5 years of experience working in Vietnam.

In addition, 1,200 female condoms were distributed free of charge by outreach workers serving sex workers in three provinces (Hai Phong, Nghe An, and HCMC.) Distribution of female condoms was limited during the reporting period due to low stock levels caused by the delayed receipt of additional commodities. On 6 March 2012, the project received 44,490 female condoms and resumed targeted distribution as well as plans for an updated marketing strategy to reduce future subsidy required.

1.1.a Improving convenient access to male condoms in the context of TMA

During the first six months of FY12, the project sold 3,270,000 Number One male condoms to 3,769 non-traditional outlets (NTOs) in 8 provinces. This represents an 18% increase in sales and 11% increase in coverage during the first six months of FY12 compared to the same period in FY11. Male condom sales and distribution activities continue to be focused at hotels and guesthouses. The project's sales team worked closely with Provincial AIDS Committees in 9 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 areas conveniently accessible to MARP. The project collaborated with the DFID/WB supported condom social marketing project by co-leading CSM trainings and related market visits for participants representing numerous provinces held in Can Tho, Hai Phong and Nghe An. USAID Social Marketing for HIV Prevention Project case studies, data and materials were incorporated into the training.

In October 2012, the project organized a consultative trade marketing strategy development exercise facilitated by PSI's global trade marketing expert and PSI/Romania Country Director Mr. Dragos Gavrilescu. Commercial distributors, media agencies as well as PAC partners and representative from the Health Policy Initiative (HPI) project participated in the consultative workshop to review insights from the trade as well as recent trade marketing experiments and research conducted by the project. The outcome of the workshop was a trade marketing strategy designed to motivate hotel/guesthouse decision-makers to display condoms as well as condom promotional materials and to routinely provide condoms to all customers.

Based on the outcomes of this consultative exercise, the project invested in a mystery shopper campaign and related trade marketing incentives to motivate hotels/guest houses in 8 provinces to stock and promote condoms to every customer – incentives included a 100% Condom Use Program (CUP) branded keychain condom holder, condom display box, condom promotional rate card holder and various point of sale promotional materials linked to the Nho Toi Moi Lan campaign (see below.) This mystery shopper campaign represented the project's first effort to implement a sales incentive scheme designed to achieve an objective broader than increasing Number One sales. Analysis of campaign results indicated that 70% of 2,526 H/G visited during the campaign period of December 2011-January 2012 used the branded keychain developed by the project. Feedback from the trade indicated a need to improve the design of the key chain to facilitate more consistent use to routinely provide condoms to all customers—feedback that the project used to design a more user friendly, higher-quality condom holder keychain to be rolled out in the second half of FY12.

During the reporting period, PSI signed a Memorandum of Understanding (MOU) with commercial condom company TCS outlining a 6-month pilot partnership designed to increase access to Karol commercial condoms at hotels/guesthouses in five priority provinces: Hanoi, Haiphong, HCM, Quang Ninh and An Giang. The partnership is designed to contribute to the project's TMA goal of increasing the proportion of hotels/guesthouses stocking commercial brands (and, contribute to the longer term goal of reducing reliance on fully-subsidized and partially subsidized brands). PSI successfully negotiated with TCS to cover 11% of costs associated with the first Mystery Shopper Campaign designed to promote Karol sales. During the first month of the partnership, 63,360 Karol condoms were sold.

The project supported 100% CUP goals in An Giang and other provinces through continued efforts to increase convenient accessibility and visibility of condoms at outlets where commercial sex takes place as well as support for advocacy with provincial as well as district level officials. Nho Toi Moi Lan campaign materials and other point of sale materials branded with the national 100% CUP campaign logo (see below) were distributed to more than 3,500 H/G in 8 provinces in support of 100% CUP objectives. The project collaborated with Ho Chi Minh City Provincial AIDS Committee to organize meetings to advocate for 100% CUP with provincial as well as district level stakeholders including DOPS, DOCST and DOLISA.

SM Project staff members joined USAID, HPI, SMART TA and other stakeholders in joint field visits to assess opportunities to expand 100% CUP to the following provinces: Dien Bien, Son La, Lao Cai, Nghe An, Hai Phong and Quang Ninh.

1.1b Creating demand for consistent condom use & growing the total condom market

During the reporting period, the project developed two campaigns designed to increase consistent condom use and grow Vietnam's total condom market. The "Nho Toi Moi Lan" campaign was launched in December 2011 and implemented in 7 provinces to address factors correlated with consistent condom use among 4 MARP sub-groups—specifically the perception that HIV risk can be judged based on a partner's outward appearance and familiarity. This campaign was endorsed by VAAC to further promote consistent use of the national 100% CUP logo and support related, national HIV prevention goals. The "Public Use Campaign" – to be renamed based on final logo/tagline development - was designed to contribute to the project's TMA goals, including growing Vietnam's total condom market by normalizing condom use and stimulating longer-term increases in commercial condom promotion investments.

The project formed a Consultative Group to oversee the development of the Nho Toi Moi Lan campaign, including representatives from VAAC, UNAIDS, HPI and SMART TA. The resulting campaign was launched in December 2011 with strong support from VAAC and PACs. In addition to endorsing the use of the national 100% CUP logo to tie campaign materials together, VAAC sent out 64 CDs containing campaign materials to PEPFAR and non-PEPFAR provinces and strongly encouraged provincial authorities to support the placement and use of campaign materials. Hanoi PAC co-hosted the campaign launch in December 2011. PACs in all provinces were involved in placement and implementation of campaign materials including outdoor billboards, posters, point-of-sale materials for use at NTOs, community events and IPC tools/BCC materials. Interactive games designed to emphasize key campaign messages were developed and placed on high traffic, MARP-popular websites such as Dantri & 24. During the reporting period, 27 MSM events were conducted at MSM hotspots reaching 2,600 MSM in Hanoi, Hai Phong and HCMC. 40 events targeting male clients were conducted at "bia hoi" (beer halls) in hot spot areas of 7 provinces, reaching 4,500 men. Pre/post test results among participants in these events indicate significant improvements in key indicators linked to demand for consistent condom use. For example, responses to the question "do you agree that a man does not need to use a condom with an attractive SW?" increased from a mean score of 1.63 to 3.82 (1 = "totally agree" & 4 = "totally disagree") among male clients following participation in these events.

The project developed interactive IPC tools (9 games) and BCC materials (9 leaflets) designed to be used by outreach workers and peer educators to promote Nho Toi Moi Lan evidence-based messages with MARP. The project organized two trainings of trainers (TOT) exercises for PAC staff from 6 provinces (Hanoi, HCM, Can Tho, Quang Ninh, Lao Cai & Nghe An) to build provincial capacity to lead participatory trainings and to correctly use Nho Toi Moi Lan IPC tools/BCC materials to motivate increased safer behaviors.

The project selected an agency partner and initiated campaign development for the "Public Use Campaign" to grow the total condom market by de-stigmatizing condom purchase, carrying and use behaviors. A variety of stakeholders were involved in the development of the creative brief for this campaign including UNAIDS, UNFPA, GOPFOP, PATH, HPI and SMART TA. Due to successful negotiations with the agency, PSI was able to secure a 40% discount from the selected agency for creative development costs. Campaign design was completed during the reporting period, including finalization of logo and artwork options to be pre-tested and refined in April-May in time to launch in June 2012.

1.1c Improving convenient access to water-based lubricant

The project sold 89,000 sachets of branded lubricant co-packaged with condoms (Number One Plus) during the reporting period; 18% of the annual target. Sales were affected by the redesign of the packaging/dispenser and updated distribution strategy in line with August 2011 DELTA marketing decisions. With increased distribution at pharmacies and marketing investment in the updated positioning, sales are expected to recover during the second half of FY12. Promotional activities were implemented in highly targeted venues and areas conveniently accessible to MSM (e.g. bars, clubs, cafes and entertainment establishments/EEs) in select provinces. During the reporting period, the project continued mapping exercises, to monitor the effectiveness of existing MSM outlets and identify new venues popular among the MSM community.

Insights and recommendations collected from a range of government, civil society, MSM representative and implementing partners during the August 2011 consultative marketing planning session, helped inform revised marketing efforts to increase consistent use of water-based lubricant together with condoms among MSM and SW. Input from MSM and MSM CSOs was critical to the project's efforts to update Number One Plus marketing and develop related, supportive BCC materials.

1.1.d Creating demand for consistent use of water-based lubricant together with condoms

In March 2012, Number One Plus was re-launched with updated positioning ("Them Plus, Them Yeu" or "Lube Up for Better Loving"), increased price, expanded distribution and smaller packaging—all based on inputs from MSM consumers and the trade discussed with a variety of stakeholders during the August 2011 consultative marketing strategy exercise.

The re-launch event in HCM was well attended by more than 500 MSM and received good press coverage, including a feature story on the VAAC website. The UNAIDS Country Director described the re-launch event as "the most media savvy event" he had witnessed in his 5 years of experience working in Vietnam. A range of interactive activities along with unique visual effects displayed using banners, a video, posters and games contributed to the success of this re-launch event. A video developed by the project (and shown in conjunction with the re-launch and related MSM events) featured real people talking about real experiences to address common barriers to consistent use of water-based lubricant together with condoms. The video's high quality production contributed to its positive reception among MSM. VCT promotion messages were integrated into key messages during the re-launch event and related community events during the reporting period.

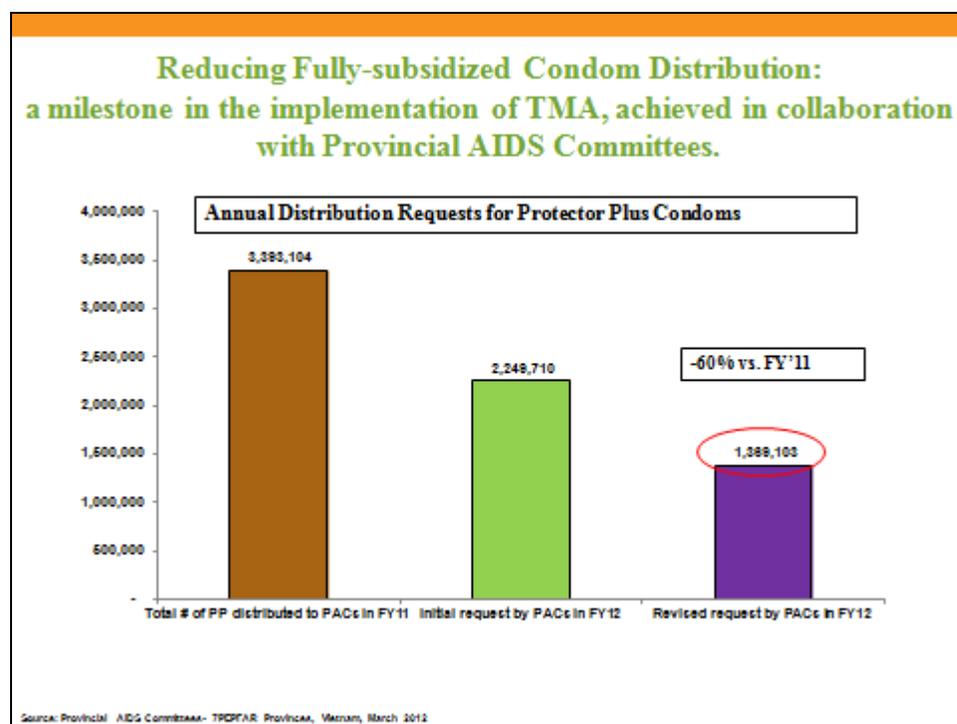
1.1e Female condom social marketing

In the first six months of FY12, 1,200 female condoms were distributed free of charge by outreach workers serving sex workers in three provinces (Hai Phong, Nghe An, and HCMC.) Distribution of FC was affected during the reporting period by a delay in the receipt of additional donated FC commodities (44,490 received 6 March.) Following the arrival of the project's Senior Marketer and the receipt of additional commodities, the project conducted market and stakeholder visits in Hai Phong and HCM, as well as a comprehensive review of relevant project and research data, to inform the development of an updated marketing strategy to ensure accessibility for SW while reducing the need for future donor subsidy. During Q3 of FY12, the project will organize a consultative meeting with SMART TA, VAAC/PAC and other select stakeholders to discuss updating the product's price, positioning, packaging and distribution to increase the total proportion of high-risk sex acts protected while reducing future subsidy required to support the product. In preparation for this meeting, the project will conduct an experiment to assess interest among men who have sex with men in this product as a prevention alternative, based on the experiences of other social marketing programs in the region with a similar approach.

1.1f Improving coordination of provincial level condom distribution, in the context of TMA objectives

During the reporting period, the project organized condom coordination meetings with Provincial AIDS Committees and other provincial stakeholders (including DOPS, DOLISA, MOCST and implementing partners representing PEPFAR and non-PEPFAR projects) had been organized in 6 provinces: Hanoi, Nghe An, An Giang, Dien Bien, Ho Chi Minh and Hai Phong. PSI contributions to these meetings included continued advocacy for TMA objectives and province-specific updates on social marketing sales, trade marketing, NTO coverage, and BCC approaches/activities. In addition, the project supported PACs to facilitate discussions with all provincial partners regarding the need to reduce and better target fully subsidized condom distribution efforts.

As reflected in the graph below, the project's TMA advocacy during the reporting period resulted in a significant reduction in estimated need for fully subsidized condoms from 3.3 million in FY11 to 1.3 million in FY12.



Challenges & Lessons

- Continued distribution fully-subsidized condoms distributed to hotels/guesthouses in select provinces, including non-PEPFAR supported distribution (e.g. "Happy" condoms supported by GFATM)
- Limited number of domestic commercial condom suppliers found to meet WHO quality standards and/or demonstrating an interest in project/TMA objectives delayed efforts to integrate a commercial condom brand into the project's social marketing activities.
- Delays in provincial approval of FY12 subcontracts by provincial authorities prevented placement of Nho Toi Moi Lan campaign materials in 3 provinces (Hai Phong, Lao Cai & Can Tho.)

- Involvement of multiple stakeholders in communications campaign development process affected timeliness and quality of outcomes.
- Limited creative agency experience with HIV and prevalence of societal stigmas. Multiple rounds of coaching by the project were required to help agency partners understand key insights from MARP and develop evidence-based creative approaches. In addition, a shortage of suitable models willing to participate in HIV-related campaigns delayed photo shooting for the Nho Toi Moi Lan campaign.
- Involvement of MSM and other MARP in the development, implementation and monitoring of marketing activities requires building additional time into the creative/planning process, but raises potential buy-in and effectiveness of campaign/marketing materials among members of the target group.
- Inconsistent supplier quality affected timely delivery of quality packaging and contributed to stock-outs during the reporting period.
- Delays in RDMA approval of sub-contracts and key personnel positions affected the project's ability to achieve annual deliverables and implement in accordance with approved FY12 workplan/budget.

Priorities April – September 2012

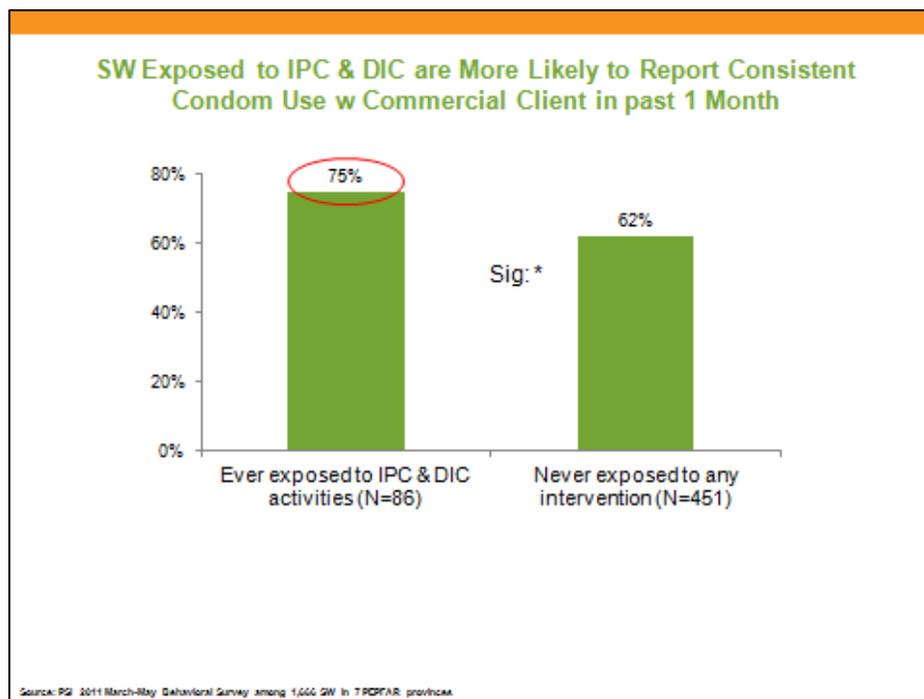
- Reinforce sales, trade and consumer marketing activities in support of TMA objectives including improved convenient condom access at H/G and other NTOs, improved visibility of condom promotion messaging, and increased routine provision of condoms (any brand) to every H/G customer.
- Update 4 Ps strategies for Number One condoms (including price, based on willingness to pay study data) through a marketing planning exercise for condoms in June 2012.
- Conduct supply chain management assessment of commercial condom partner TCS to build SCM capacity, protect project investment during the 6-month pilot and inform possible extended partnership term.
- Conduct at least 8 condom coordination meetings with PACs and other partners to advocate for 100% CUP and TMA objectives including reduced distribution of fully subsidized condoms.
- Partner with commercial pharmaceutical distributor and design/implement trade-marketing strategies to expand convenient access to Number One Plus for MSM & SW.
- Develop and implement new mid-media events designed to motivate safer sexual practices among MSM & Male Clients.
- Launch & place Public Use Campaign to reduce stigma and grow the total condom market.

Result 1. 2: Learning Model SW intervention

Overview & Key Achievements

During the reporting period, Song Dep outreach teams reached 3,541 SWs/SW-IDUs in 3 provinces (Hai Phong, HCMC & Nghe An)—representing 101% of the entire annual target for FY12. Of those reached, 445 were sex workers who also inject drugs (SW-IDU)—representing 49% of the FY12 target for SW-IDU

coverage. The Unique Identifier Code (UIC) system was used to track SW outreach coverage in terms of individuals reached (vs. IPC contacts.) The project, in partnership with Provincial AIDS Committees, conducted training for 22 outreach workers in Hai Phong & Nghe An provinces to improve communication skills, introduce new IPC tools and motivate increased coverage. Results of 2011 SW & SW-IDU behavioral survey conducted by the project indicate a positive correlation between exposure to communication supported by the SM project (including Chan Troi Moi campaigns and Song Dep outreach) and safer behaviors.

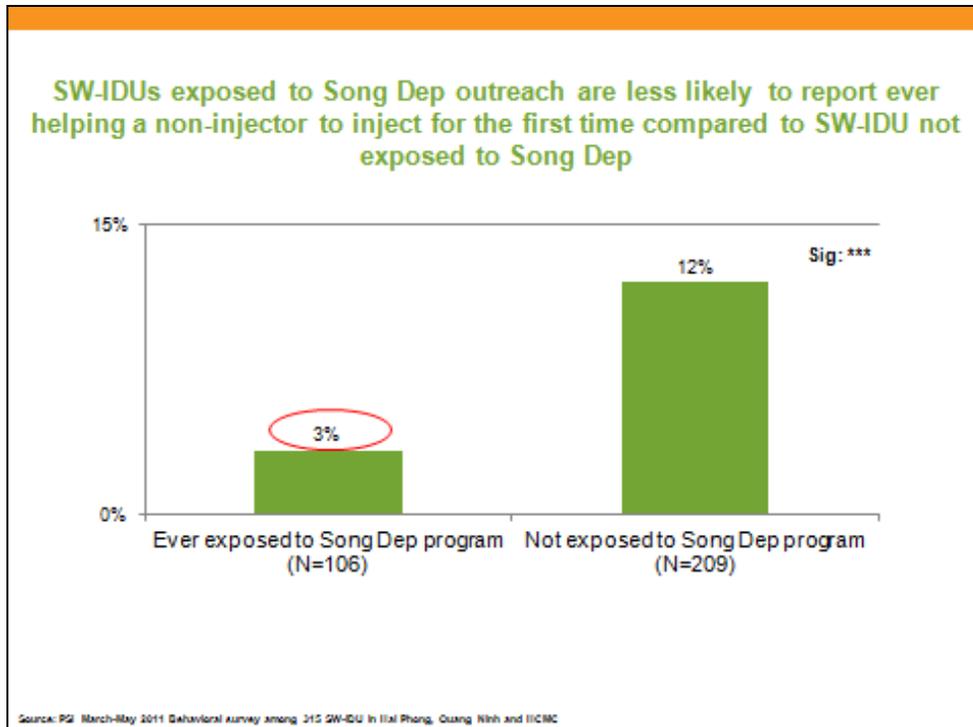


1.2.a Increasing evidence based reach among SWs and IDU-SWs

During the reporting period, Song Dep outreach workers reached 3,541 individual SWs and IDU-SWs in 3 provinces (Hai Phong, HCMC & Nghe An), meeting the semi-annual target for FY12. Song Dep activities were temporarily suspended in Quang Ninh province while waiting provincial approval of the FY12 sub-contract. Among those reached, 445 individuals were SWs who also inject drugs and 232 were SWs who also inhale drugs. With strengthened mapping and the addition of new hotspots, the project increased coverage to 87% of the mapped EEs. Song Dep outreach workers continued to use the UIC system to track coverage in terms of individuals reached vs. contacts made. Using evidence-based IPC tools, these teams conducts 14,671 inter-personal sessions to promote safe sexual practices and prevent initiation of drug use.

1.2.b Organizing workshops with partners to plan to increase coverage of SW and SW-IDUs

The project held provincial dissemination meetings to discuss 2011 SW & SW-IDU behavioral survey findings in HCM, Hai Phong and Nghe An during the reporting period. These workshops were an excellent opportunity to discuss the need to strengthen SW coverage and behavioral results with PAC and other partners in the 3 provinces. As the graph below highlights, only 3% of SW/IDU exposed to Song Dep program reported ever helping a non-injector to inject for the first time in the last 6 months—significantly lower compared to 12% among those who had *never* been exposed to Song Dep.



1.2.c Developing and training partners to promote HIV/AIDS prevention behavior change

In March 2012, the project worked with provincial trainers (trained during the project-supported IPC TOTs) in Nghe An and Hai Phong provinces to conduct training for outreach workers to use new, evidence-based IPC tools linked to the Nho Toi Moi Lan campaign. The Nghe An team was also trained to use BCC tools “Stopping Point” (to motivate safer behaviors among sex workers who also inhale drugs) and “Don’t Talk” (to motivate safer behaviors among sex workers who also inject drugs.) This training is also notable as the first time the project supported provincial outreach worker trainings without hiring a separate training agency—instead relying on talented trainers developed with the project’s support from within the PACs. Further outreach worker trainings will be conducted with support from the project –and in collaboration with Trainers who participated in the IPC TOT—during the second half of FY12.

1.2.d Developing and implementing a plan to phase out project support for Song Dep –IDU outreach

PSI met with DOH/PAC partners in Hai Phong and Nghe An during the reporting period to initiate discussions regarding how to increase coverage of SW-IDU while increasing government partner technical, managerial and financial responsibility for Song Dep implementation in future. In Hai Phong, these discussions resulted in commitment to increase coverage of hotspot areas/venues near drug vendors as well as higher paid SWs, and strengthen linkages with HIV and drug-related services to increase coverage of this group facing dual risk.

PSI successfully advocated with Nghe An Provincial AIDS Committee for increased financial and managerial responsibility for Song Dep. As a result of increased Nghe An PAC commitment to support financial and managerial oversight of Song Dep activities, USAID approved extending partial project support for Song Dep operating costs during the remainder of FY12, until September 2012. Nghe An PAC committed in writing to cover costs associated with team/project meetings, Song Dep outreach training costs and daily supervision of outreach teams. The lessons learned from this experience in Nghe

An will be shared with other Song Dep provinces to motivate increased provincial ownership of SW outreach and related costs.

1.2.e Strengthening monitoring of outreach intervention by providing UIC training to other partners

During the reporting period, there were no workshops conducted to train individuals in using UIC system as there were no requests from partners for related trainings. The project shared its experience with UIC with HCM PAC and other stakeholders involved in the design and piloting of new outreach models to increase outreach coverage and results in HCM.

Challenges & Lessons

- Temporary halt of Song-Dep activities in Quang Ninh due to delays in approval for the FY12 subcontract by provincial authorities—while PSI’s request for an updated Representative Office license from PACCOC was pending.
- UIC pilot in Hai Phong continues to be hampered by inconsistent partner commitment to collect, analyze and utilize UIC data.
- Limited provincial budget support for HIV prevention activities (and many, competing requests as all partners increase efforts to transition), particularly outreach worker salaries, is affecting the project’s ability to advocate for PACs to assume full financial responsibility to sustain Song Dep with reduced PEPFAR support.

Priorities April – September 2012

- Increase coverage of SW-IDU through the implementation of strategies identified in consultation with PAC partners.
- Conduct experience-sharing workshops and contribute to ongoing discussions in HCM to inform best practices and improvements in cost-efficient outreach results.
- Complete standardized package of Song Dep & UIC tools to share with partners.

Result 1. 3: Learning Model IDU intervention

Overview & Key Achievements

In October 2011, male IDU outreach activities were phased out in Nghe An & Quang Ninh provinces, at the request of USAID.

New tools designed to increase VCT uptake and to promote consistent condom use were integrated into PAC network training activities. As discussed elsewhere in this report, the project will support the use of IPC tools & BCC materials targeting IDU and their sexual partners during the second half of FY12. The project also worked with Provincial AIDS Committees to develop an integrated referral system (and comprehensive HIV support services directory) for PEPFAR provinces. The second draft version of referral directory booklet was developed for three provinces (Nghe An, Hai Phong & Dien Bien) to help outreach workers and peer educators refer clients to the appropriate HIV supportive services.

In February 2012, the project conducted a rapid market assessment of opportunities to use social marketing techniques to fill gaps in IDU programming. The assessment identified several potential areas

for the project to contribute to during the remainder of the contract including social marketing of low dead space syringes (LDS) and naloxone. The assessment was conducted in consultation with a variety of key partners including VAAC/PAC, HPI, SMART TA, and multiple CSOs in both Hanoi and HCM. The results were shared with PEPFAR during a debrief meeting and will be more widely disseminated through a written report and a meeting jointly organized with HPI during the second half of FY12.

Challenges & Lessons

- Delays in travel approval for PSI global IDU expert and PSI Laos Country Representative, Rob Gray, visit in support of the LDS/Naloxone market assessment affected achievement of related annual deliverables and expenditure against budget in this area.
- Strengthened PACs-trained trainers' capacity in developing training curriculum improved their ownership in conducting rollout trainings for outreach workers/peer educators in their provinces.

Priorities April – September 2012

- Implement social marketing activities to improve convenient access to and motivate consistent use of low-dead space syringes and naloxone among injecting drug users in select provinces, pending USAID approval of proposed action plan.
- Support provincial trainings for male IDU outreach workers/peer educators from PEPFAR and non-PEPFAR supported projects in 9 PACs to use evidence-based IPC tools and BCC materials developed by the project – including new materials designed to promote the benefits of LDS syringes.
- Analyze effectiveness of IPC TOT and apply findings to plan to further build national and provincial capacity in BCC and SM during FY13.

Result 2: Increasing demand for Voluntary Counseling and Testing (VCT) among MARP

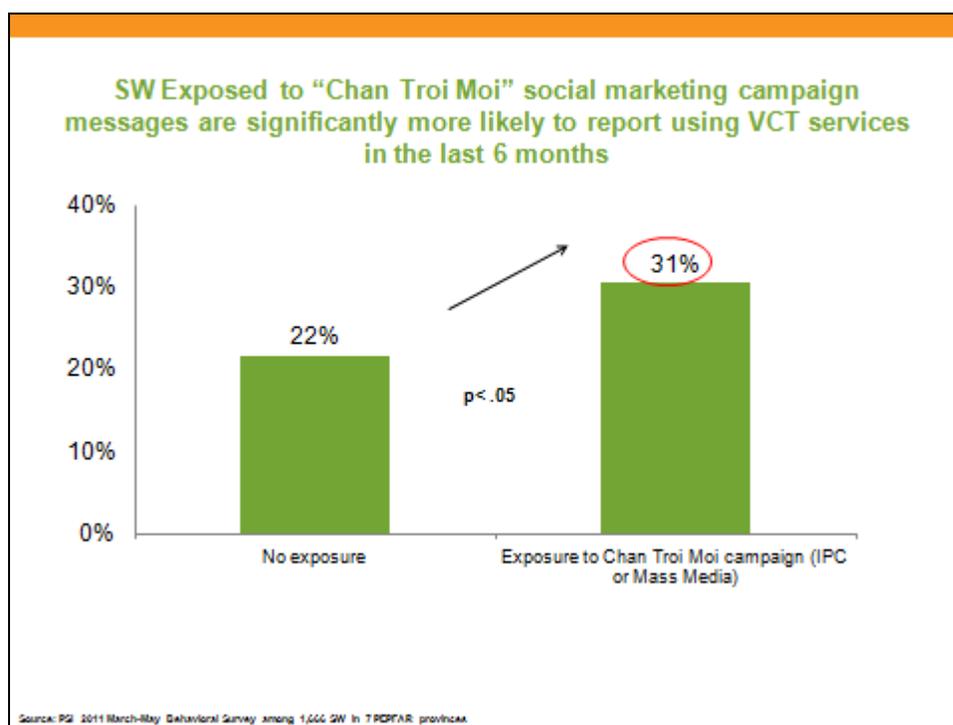
Overview & Key Achievements

During the reporting period, the project continued marketing activities to promote VCT services at 65 sites supported by various PEPFAR partners in collaboration with PACs. MARP hotspot mapping data was updated with input from Provincial AIDS Committees and partners to ensure coverage of VCT campaign billboard placement in highest risk districts. In December 2011, the project organized a consultative marketing planning exercise to update the Chan Troi Moi communications strategy for the remainder of the contract period. Representatives from VAAC, 9 PACs, LifeGap, SMART TA, CDC/USAID, WHO and UNAIDS were included in the consultative exercise and contributed to decisions to use the Chan Troi Moi brand to promote the emotional benefits associated with regular (as opposed to 'ever') HIV testing among MARP as well as their regular sexual partners. The "Love enough to know" campaign will be developed and placed during the second half of FY12 and implemented in all 9 provinces. Online questionnaires regarding Chan Troi Moi organized through websites popular among male clients were popular based on an estimated 66,587 visits on 24h and 19,518 visits on dantri websites.

The project capitalized on the March Women's Day celebrations by conducting 30 VCT events designed to promote the benefits of regularly knowing one's status--targeting MARP and their regular female sexual partners in 8 provinces. These events were attended by more than 4,600 MARP and MARP partners, including an average of 156 participants/event. Close to 50% of all participants had never participated in this type of an event previously. Pre and post test scores indicated significant improvements in a number of key indicators including percentage aware that knowing one's HIV status early is linked to early access

of HIV treatment and increases the likelihood for living a healthy life (from 40% pre event to 99% post event.)

During the first six months of FY 2012, 25 MSM outreach workers/peer educators were trained to promote VCT and related risk reduction behaviors. This represents 6% of the annual target (400 individuals to be trained.) Additional outreach worker trainings will be conducted in the second half of FY12.



Challenges & Lessons

- Reduced annual VCT budget relative to FY11 levels and high stakeholder expectations for increased VCT promotion.
- Stakeholder inputs into the updated CTM campaign brief resulted in a complex and highly technical creative brief, which affected the project's ability to attract a creative, cost-efficient media agency partner.

Priorities April – September 2012

- Develop and implement next phase of CTM campaign and related IPC tools/BCC materials, in consultation with VAAC, PACs, Life Gap, SMART TA and other key partners.

Result 3: Strengthening the local environment to sustain HIV prevention commodity security and risk reduction by engaging with and building capacity of key stakeholders including the Government

Overview & Key Achievements

From October – December 2011, the project organized 3 ‘Advanced Social Marketing and Behavior Change Communication’ workshops designed to build provincial capacity to design and implement evidence-based communication strategies for HIV prevention. Participants included representatives from the PACs (overseeing PEPFAR as well as non-PEPFAR projects) as well as CSOs from 9 provinces. These workshops were held in Hanoi, Vinh Phuc and Dong Nai province and benefitted 46 participants. Results of post-training monitoring indicate that more than 80% of participants were able to apply adult learning principles appropriately following completion of the workshop. Knowledge levels increased immensely—for example, among participants in the HCMC and Vinh Phuc workshops, knowledge regarding how to correctly use adult learning principles rose from 0% to 83% and 91% respectively.

In March 2012, the project trained 44 Master Trainers (exceeding the annual target by 10%) from PACs in 9 provinces through an IPC TOT training designed to build provincial capacity to lead effective, participatory trainings and to build provincial capacity to use IPC tools linked to the Nho Toi Moi Lan campaign. Subsequently after the completion of TOT, Hai Phong PAC Trainers led a successful training for 25 MSM outreach workers with the support from the project.

Skilled SM/BCC experts within the project developed the training approach, materials and co-leading training sessions. Project staff also provided supportive supervision to roll out trainings for PEs/OWs in PEPFAR provinces. A training agency was hired to provide additional facilitation support during the trainings. The project’s use of external training agencies has evolved since the beginning of the contract period—when external agencies played a much greater role in leading trainings and post-training supervision in the field. In FY12, the project is investing further in building SM/BCC training and post-training supportive supervision capacity within PAC as well as within CSO partners.

As discussed elsewhere in this report, the project invested further in advocating for provincial commitment to reduce and improve targeting of fully subsidized condoms during the reporting period by leading provincial consultative exercises to agree upon which outlet and MARP types require continued supply of fully subsidized condoms with PACs and other partners (including non-PEPFAR stakeholders.) The result of these advocacy and commodity forecasting exercises was an agreement to significantly reduce distribution of PEPFAR-supported Protector Plus condoms. Widespread availability of fully subsidized brands supported by non-PEPFAR projects (e.g. GFATM) contributed to these decisions, particularly in Hai Phong and Hanoi where PACs report supplies of other free condoms are so high that no Protector Plus condoms may be required in FY12.

Challenges and lessons

- Monitoring adherence to suggested criteria for the selection of TOT participants will help PAC/organizations to assign appropriate staff to participate and enhance TOT results.

Priorities for April – September 2012

- Organize final rounds of SM/BCC and IPC TOT trainings with a specific focus on involving CSOs.
- Support PAC efforts to roll-out trainings for PEs/OWs to maximize correct use of Nho Toi Moi Lan campaign IPC tools and BCC materials.

Result 4: Provide strategic information to support evidence based programming

During the reporting period, PSI continued to collect, analyze and apply MIS data to assess sales, marketing and BCC coverage and effectiveness. MIS analyzed mystery shopper campaign for the newly launched trade incentives and provided insights to increase condom availability and accessibility among the target groups. The project also facilitated its first external Data Quality Assessment (DQA exercise) led by USAID SI-team members. The DQA involved on-site visits to PSI's main office in Hanoi as well as a field visit to observe activities and data collection/storage practices in Nghe An province. The DQA concluded no concerns regarding the quality of data collected by the project, and recommended minor refinements to the project's ongoing MIS procedures including improved storage of original MIS forms and increased efforts to support provincial partner capacity to analyze data trends and apply trend data to program decision making.

Research activities conducted during the reporting period included the following:

SW and SW-IDU Behavioral Survey Round II

Conducted in 7 provinces to: i) assess determinants for consistent condom use; ii) inform condom TMA programming; and iii) monitor/evaluate project exposure, as well as correlation between exposure and risk reduction behaviors (new injecting drug use, condom use, VCT). During the reporting period provincial disseminations were completed in Nghe An, Hai Phong and HCMC. Preliminary findings were presented to national SI stakeholders in October 2011, the PEPFAR team in February 2012, and SMART TA and HPI in March 2012. A national dissemination of study findings, co-chaired by VAAC, is planned for May 2012.

MSM Behavioral Survey Round I

Conducted in 5 provinces to: i) understand the behavioral determinants of consistent condom use by partner type, HIV testing and VCT uptake, lubricant use; ii) inform condom TMA programming by collecting data regarding condom and lubricant purchase practices and condom availability at hot spots; iii) monitor/evaluate exposure to project activities and related correlation with behavior change; and iv) understand media habits & preferences. Data collection was completed October-November 2011. Data cleaning and analysis (based on analysis plan shared with stakeholders) occurred during the remainder of the reporting period. Detailed field notes were shared widely with a variety of SI stakeholders. Dissemination of preliminary results is expected in June 2012.

Male Client Behavioral Survey, Round II

Conduct in 7 provinces to: i) understand factors associated with consistent condom use by partner type, HIV testing and VCT uptake among male clients of female sex workers; ii) inform condom TMA programming by collecting data regarding condom purchase practices, condom availability at hot spots; iii) monitor/evaluate exposure to project activities and correlation with behavior change; and iv) contribute to the evaluation of 100% CUP activities. Data collection was completed in December 2011 and the data analysis plan has been shared with SI stakeholders. Analysis is proceeding and is expected to inform a June 2012 condom DELTA marketing planning exercise.

Willingness to Pay Study in collaboration with Poverty Action Lab

Designed in collaboration with Poverty Action Plan, this study aims to assess willingness to pay for Number One among hotel/guesthouse decision makers in select provinces by selling at an increased price during a limited period (October-December 2011.) Follow-up rounds and regular selling resumed during February – April 2012. Data cleaning, analysis and interpretation will continue during the second half of FY12, with continued technical assistance from PAL.

Qualitative IDU study

Following the project's February 2012 market assessment of low dead space syringe and naloxone social marketing opportunities, the project designed a qualitative study to better understand syringe/needle needs and preferences among people who inject drugs in Hanoi and HCM—including a specific focus on understanding perceptions regarding low-dead space syringes. In March 2011, the project designed the study with input from WHO, PAC HCM and other stakeholders. Data collection, analysis and dissemination will proceed during Q3 of FY12.

Challenges/lessons

- Extra time required for stakeholder consultative process at multiple stages (study design/objectives/methodology, agency procurement, analysis plan, questionnaires.)
- Involving MSM in fieldwork planning, organization and supervision contributes positively to efficient and effective MSM behavioral survey fieldwork.

Priorities for April – September 2012

- Strengthen MIS system capacity to collect, store and facilitate analysis of timely, quality data for multiple brands (Karol, Number One Plus) in line with TMA objectives.
- Collect Outlet Survey Round II data to monitor progress toward TMA targets including condom availability by subsidy type and brand at hotels/guesthouses (late June 2012-early July 2012.)
- Collect male IDU behavioral survey Round II to monitor progress toward related contract deliverables, establish a baseline for LDS social marketing and identify updated factors correlated with safer injecting and sexual practices among male IDU (July 2012.)
- Present positive correlation between exposure to Chan Troi Moi campaign and increased reported consistent condom use among multiple MARP sub-groups at the International AIDS Conference in July 2012.
- Continued analysis & dissemination of data collected during the first half of FY12.