

## USAID SOCIAL MARKETING FOR HIV PREVENTION PROJECT



### FY12 ANNUAL PERFORMANCE REPORT 1 October 2011 – 30 September 2012

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## PROGRESS TOWARD OBJECTIVES AND PROJECT INDICATORS

### **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 September 2012, the project sold 8,400,000 male condoms – comprised of 7,926,216 Number One social marketing condom and 475,200 Karol commercial condom sales. This achievement represents 93% of the FY12 annual target of 9 million condoms. Though sales fell short of the ambitious FY12 target – 55% higher than the FY11 target of 5.8 million – FY12 condoms sales still represent a considerable increase over the prior year's sales. **Total FY12 condoms sales are 45% higher than the FY11 target and represent 127% of FY11 actual sales.** Delayed arrival of additional Number One condom commodities in Q4 of FY12, as well as continued distribution of lower priced condom brands—including fully subsidized VIP & Happy brands—at hotels and guesthouses (H/G) affected non-traditional outlet (NTO) condom sales in FY12.

During FY12, the project negotiated a pilot partnership with commercial partner TCS to increase Karol commercial condom accessibility through NTOs. Beginning in March 2012, PSI integrated Karol condoms into the project's targeted sales and distribution network covering H/G in five of the nine provinces covered by the project: Hanoi, Hai Phong, HCM, Quang Ninh and An Giang. Between March-September 2012, 475,200 Karol condoms were sold to 937 NTOs in these 5 provinces. The project successfully negotiated with TCS to cover partial sales and monitoring costs, including 11% of a Mystery Shopper Sales Campaign launched in April 2012. The project's pilot partnership with TCS achieved significant results in support of TMA objective to increase commercial brand availability at H/G. After the initial 4 months of the partnership, the percentage of H/G stocking Karol in pilot provinces increased from 0 to 13%.

Sales of Number One and Karol condoms remained primarily focused on hotels and guesthouses – locations where the majority (more than 90%) of commercial sex takes place – and other NTOs convenient to most at risk populations (MARP). In FY12, condoms were sold to 4,589 non-traditional outlets, representing 115% of the FY12 annual target. Of the 4,589 outlets covered by the project in FY12, close to 83% (3,838) were H/G, and the remaining 17% (1,314) were tea stalls, cigarette sellers, karaoke bars, bia hois, etc.

During the same time period, 357,864 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). **FY12 Number One Plus sales represent a 40% increase over FY11 Number One Plus sales.** This year, the project re-launched Number One Plus with updated positioning developed in consultation with men who have sex with men (MSM) – “Them Plus, Them Yeu” or “Lube Up for Better Loving”, increased pricing, and expanded distribution. The packaging was refined to make it easier for pharmacies to stock and display. A March 2012 re-launch event in HCMC was one of the most well-attended, public MSM events in Vietnam's history — described by the UNAIDS Country Director as “the most media savvy event” he had witnessed in his 5 years of experience working in Vietnam.

Also in FY12, the project transformed *Care*, a fully subsidized female condom brand, into *Dream*, a partially subsidized social marketing brand. Updated marketing strategies across all four marketing P's were developed in consultation with VAAC, PACs, CSOs, SMART TA, and other implementing partners to increase the proportion of high risk sex acts protected among SW and MSM. **During the reporting period, 3,320 female condoms were distributed in total:** 1,200 distributed free of charge by outreach workers serving SW in three provinces (Hai Phong, Nghe An, and HCMC) prior to the September 2012 brand repositioning and launch; and 2,120 sold to pharmacies and FMCG outlets in select provinces. In September 2012, the project used multiple, highly targeted channels to emphasize distinct product benefits, address misperceptions, and promote newly established commercial outlets.

During the reporting period, **the project designed and implemented innovative trade marketing strategies to motivate decision-makers at H/G and pharmacies to increase the visibility and convenient accessibility of HIV prevention products for MARP.** ‘Clipstrip’ displays were used to highlight Number One Plus and Dream availability at typically crowded outlets, motivating pharmacies to make it easier for customers to see, ask for, and purchase these products. Different variations of a condom-holding room keychain also were piloted to motivate H/G to routinely provide condoms to every customer.

Finally, a total of 14 Condom Coordination Meetings were organized with PACs and other provincial stakeholders – including DOPS, DOLISA, MOCST and implementing partners representing PEPFAR and non-PEPFAR projects – in all nine provinces. These coordination meetings were modified from quarterly sessions in FY11 to bi-annual session in FY12. Meeting objectives, agendas and proceedings were designed to motivate improved provincial targeting of fully subsidized condoms in line with TMA objectives. As a result of the project’s Condom Coordination Meetings and related advocacy across projects and partners, **total requests for fully-subsidized Protector Plus condoms fell from 3.3 million in FY11 to 0.9 million in FY12.** According to the 2012 Outlet Survey, the percentage of H/G stocking Protector Plus condoms decreased from approximately 5% to 3% during the period 2010 to 2012.

## **Progress against FY12 Objectives**

### 1.1 Product social marketing in context of TMA

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

During the reporting period, the project sold 7,926,216 Number One male condoms to 3,838 nontraditional outlets (NTO) in 9 provinces. This represents a 19% increase in Number One sales as compared to FY11. In Q3 of FY12, the project also completed Round III of the Male Client Behavioral Survey. Findings from the survey highlighted **convenient access to condoms as a key factor driving consistent condom use among male clients of SW.** Survey results offered critical evidence used during a June 2012 condom TMA consultative workshop to develop new marketing strategies aimed at improving Number One and Karol condom availability and accessibility at H/G and increasing consistent condom use among MARP

During the reporting period, the project’s sales team worked closely with Provincial AIDS Committees (PAC) in the nine project provinces to review the list of NTOs and high-risk venues covered by outreach 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 (CSM) project by co-leading CSM trainings and related market visits in Can Tho, Hai Phong and Nghe An for participants from numerous provinces. USAID Social Marketing for HIV Prevention Project case studies, data and materials were also incorporated into the training to disseminate results and offer CSM resources to partners.

In October 2011, 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 Gavrilesco. Commercial distributors, media agencies, PAC partners, and representative from the Health Policy Initiative (HPI) project participated in the consultative workshop to review insights from the trade, findings from recent trade marketing experiments, and evidence from relevant project research. Through this exercise, a trade marketing strategy was developed to motivate H/G decision-makers to make condoms available and accessible to all customers.

Marketing strategy components devised during the consultative workshop include activities such as a mystery shopper campaign and trade marketing incentives – e.g. 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. The mystery shopper campaign represented the project’s first effort to implement a sales incentive scheme designed to achieve a improvements to overall condom accessibility and promotion in H/G as

compared to only increasing Number One presence and 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 to promote condom use among customers**. In a continuous effort to keep H/G decision-makers motivated, the project launched an improved, more durable plastic keychain to facilitate routine provision of condoms to all customers.

Between March and September 2012, 475,200 Karol condoms were sold. This represents 53% of the FY12 target and reflects a considerably shorter partnership period than originally anticipated. Due to a lengthy procurement exercise to select a qualified commercial organization meeting ISO standards and TMA criteria, a formal relationship with the selected partner, TCS, was not established until the second half of FY12. Following selection of TCS, in early July 2012, a temporary price reduction (TPR) campaign was launched in 5 provinces to motivate H/G owners to stock and sell Karol condoms. This eight-week campaign offered H/G a 10% discount and resulted in close to 55% (264,960) of total Karol condoms sales for the fiscal year. PSI negotiated the terms of the TPR with partner TCS to ensure they were acceptable to TCS, and to secure this important in-kind contribution from TCS—i.e. foregone revenue—to the project's objective of increasing commercial condom brands in H/G.

The project also supported 100% CUP objectives in An Giang and other provinces through continued efforts to increase convenient accessibility and visibility of condoms at outlets where commercial sex takes place and support for advocacy. The project also collaborated with HCM PAC to organize meetings to advocate for 100% CUP with both provincial and district level stakeholders, including DOPS, DOCST and DOLISA. PSI representatives 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. The project collaborated with SMART TA to plan efforts to shift from fully-subsidized to partially-subsidized condoms at select HIV service delivery sites in Can Tho & Hai Phong.

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

During the reporting period, the project developed two campaigns designed to address non-supply side barriers to consistent condom use among MARP and grow Vietnam's total condom market. Both campaigns were developed using a highly consultative process, involving USAID and other stakeholders in the development of creative briefs, review of creative concepts, analysis of pre-test findings, review of final creative materials and development of targeted placement plans. The project selected and negotiated with Vietnamese creative agencies to design campaigns representing good value for money—on average, PSI negotiated 30% discounts in creative costs associated with the development of HIV prevention campaigns in FY12.

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. The campaign was endorsed by VAAC, promoted consistent use of the national 100% CUP logo, and support broad national HIV prevention goals. This campaign was developed with input from a consultative stakeholder group including representatives from VAAC, UNAIDS, HPI and SMART TA.

The Nho Toi Moi Lan campaign was formally launched in December 2011 with strong support from VAAC and PAC Hanoi, co-hosts of the official launch event. In addition to endorsing the use of the national 100% CUP logo to tie campaign materials together, VAAC sent out 64 compact discs containing campaign materials to PEPFAR and non-PEPFAR provinces with strong encouragement that provincial authorities support the placement and use of campaign materials. PACs in all provinces were involved in the 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.

During the reporting period, 52 events targeting male clients were conducted in hot spot areas in 9 provinces, reaching almost 6,700 men. Pre-/post-test results among event participants indicate

significant improvements in key indicators linked to demand for consistent condom use. For example, responses from male clients to the question “Do you agree that a man does not need to use condom with a familiar SW?” increased from a mean score of 2.0 to a mean score of 3.63 post event (1 = “totally agree” & 4 = “totally disagree”). To reinforce and emphasize key messages, the project continued to implement Nho Toi Moi Lan campaign outdoor billboards & interactive games. Interactive IPC tools (9 games) and BCC materials (9 leaflets) were developed 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 Yes! Condom campaign launched in June 2012 was developed in response to 2010 TMA assessment recommendations that called for campaigns to promote condom purchase and carrying behaviors to reduce stigmas and to transform condoms from a stigmatized health product to a positive symbol of a modern lifestyle. The Yes! Condom campaign was developed in consultation with UNAIDS, UNFPA, GOPFP, PATH, HPI and SMART TA.



**Image 1: Yes! Condom campaign launched with an enthusiastic audience with representatives from commercial condom partner TCS, USAID, CDC and PACs**

The Yes! Condom campaign is unlike any previous campaign launched in Vietnam. Campaign images and key messages, including direct references to condoms, (generally restricted and considered taboo) were approved for placement by local authorities in multiple provinces—evidence of the project’s success in creating a ground-breaking campaign. Approvals for this campaign required more extensive consultations with local authorities than any other campaign produced by the project. In select provinces, the authorities did not approve outdoor billboard placement and in this case the project used alternative channels such as bus stops. Campaign materials were distributed through numerous channels accessible to urban 18-32 year olds—including MARP—such as: billboards in five provinces (Hanoi, HCM, Hai Phong, Quang Ninh, An Giang), posters in public toilets, LCD advertisements in elevators of high traffic buildings, advertisements in popular men’s magazines, including The Thao Van Hoa, Thanh Nien, Bao Bong Da and Cuoc Song. In addition, Yes! Condom online banners hosted on 24h.com.vn, dantri, and vnexpress generated more than 100,000 clicks during the first two months of campaign placement.

Consistent with the TMA objective to increase the percentage of H/G stocking commercial condoms, in Q4 of FY12 TCS and PSI partnered to implement a targeted ‘blitz’ campaign to introduce and promote Karol brand to male clients. During a 6-week blitz period, 9,441 male clients were reached at 344 beer hois in the 5 provinces covered by the TCS/Karol pilot partnership.

### **1.1c Improving convenient access to water-based lubricant**

The project sold 357,864 sachets of Number One Plus branded lubricant co-packaged with condoms during the reporting period: a 40% increase compared to FY11 sales and 72% of the annual FY12 target. Factors which affected project's ability to achieve the FY12 target for Number One Plus include: a comprehensive repackaging design exercise that included multiple rounds of input from MSM, delayed arrival of condom commodity shipment, a price increase, and difficulty securing a commercial sub-distributor willing to comply with PSI's no-credit policy for a product with low-revenue potential relative to other common pharmaceutical products.

Pharmacy advocacy meetings were organized in Can Tho and Nghe An provinces with support from provincial Departments of Health and civil society organizations. Members from MSM clubs, pharmacists, and pharmacy owners from more than 90 pharmacies attended these meetings. The purpose of the meetings was to improve pharmacy owner/operator awareness of the need for greater visibility and convenient accessibility to essential HIV prevention products including Number One Plus and Dream. The meetings served as an interactive forum during which pharmacy staff could familiarize themselves with product attributes (quality, convenience, design) and gain a better understanding of the needs of MSM. As a result of the pharmacy meetings, new outlets were established and Number One Plus sales were generated. In addition, in Can Tho, the project's pharmacy meeting led to further collaboration with SMART TA to promote Number One Plus – nearby commercial outlets stocking and selling the product to MSM were linked with SMART TA as well as CSOs, such as Hai Dang and 'We are students', to create stronger linkages between BCC outreach and HIV prevention commodities.

### **1.1d 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"), based on inputs from MSM consumers and the trade. These inputs were shared and discussed with a variety of stakeholders during an August 2011 consultative marketing strategy exercise at which time a strategy was devised to increase price, expand distribution, and minimize packaging of Number One Plus to respond to evidence and make the product more appealing.

The repackaged product was launched at an event in HCM that was attended by more than 500 MSM and received good press coverage, including a feature story on the VAAC website. The UNAIDS Country Director lauded the re-launch and described it as "the most media savvy MSM event" he had witnessed in his 5 years of experience working in Vietnam. A range of interactive activities and a video developed by the project, shown at the re-launch and related MSM events, featured real people talking about their real life 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 community.

Number One Plus outdoor billboards were placed in highly visible areas of Hanoi, Hai Phong, HCMC, Can Tho, and An Giang to promote consistent use of water based lubricant together with condoms and draw attention to the product at nearby commercial outlets. Targeted community events at MSM hotspots in Hanoi, Hai Phong & HCMC were also organized to promote a range of safer behaviors, including consistent use of water based lubricant and condoms and knowledge of one's HIV status. In FY12, more than 2,000 MSM attended the 27 MSM- targeted events conducted by the project. The project's coverage of MSMs improved in FY12 as a result of active participation from MSM CSOs, INGO partners working with MSM, and national MSM technical working groups, who were involved in all aspects of MSM event design and implementation. According to pre-/post-test questionnaire results, 8 of every 10 participants reported he had never participated in a similar type of event previously. MSM who attended the events also reported higher post-test results in response to questions regarding safer behaviors, the benefits of water-based lubricant together with condom, and perceptions that HIV risk cannot be judged by outward appearance or partner familiarity (key factors identified in MSM research as correlated with safer behaviors).

### 1.1e Dream 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 PEPFAR provinces (Hai Phong, Nghe An, and HCMC). Distribution of fully subsidized female condoms was affected during the reporting period by a delay in the receipt of additional donated female condom commodities. The project conducted market and stakeholder visits in Hai Phong and HCM to inform development of an updated marketing strategy. During Q3 of FY12, the project organized a consultative meeting with VAAC, PACs, CSOs and other 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 late FY12, 'Care', the fully subsidized female condom brand was re-launched as 'Dream'- a partially subsidized social marketing brand. The Dream condom was positioned as an alternative method to increase the proportion of high risk sex acts protected among MARP, particularly when when male condom use is impractical. Based on insights from a pricing experiment with both consumers (FSW and MSM) and trade, Dream was launched at a retail price of 10.000VND/pack of 2 condoms. In the first week following the launch in September 2012, 2,100 Dream condoms were sold to pharmacies and FMCG outlets in five provinces: Hanoi, HCM, HaiPhong, Quang Ninh and Nghe An.



Image 2: Dream promotional event with SW in HCM

In order to create brand awareness and drive trials among SW and MSM in need of an HIV prevention product in circumstances where the male condom would not be used, communication materials such as informational leaflets and IPC tools were developed and used in conjunction with targeted events among SW in Hai Phong and HCMC. More than 300 SW (both street- and EE-based) attended 6 special events in September. Articles in newspapers popular among SW were used to highlight product benefits and position Dream as an alternative prevention method. A series of articles and flash banners were also featured on websites popular among MSM, to increase product/brand awareness.

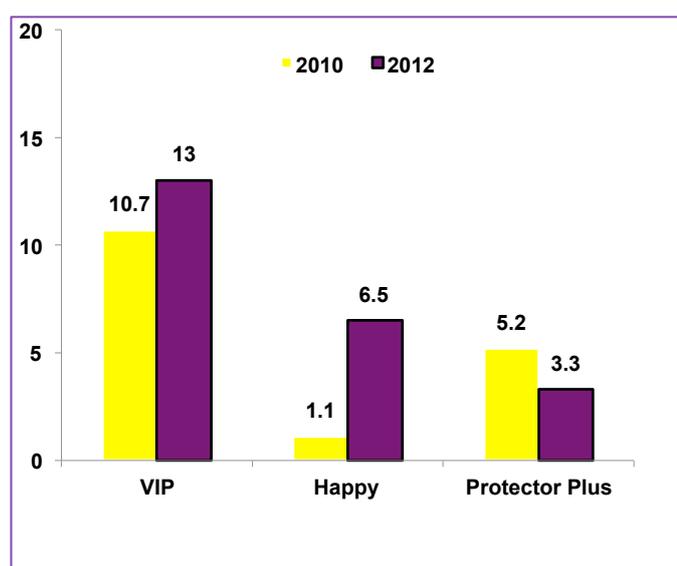
In late September 2012, based on insights from the trade and other partners, the project launched a Sales Blitz and Referral Program to motivate trade to stock and sell Dream while simultaneously emphasizing key benefits to consumers. Point of sale materials (e.g. clip strips) were used to motivate outlets to visibly display and promote Dream.

In September 2012, the project launched an updated training module for outreach workers to motivate SWs to use Dream in situations where male condom use is impractical. To date, Song Dep outreach workers in Quang Ninh, Hai Phong, Nghe An and HCMC provinces have been trained to use new, evidence-based IPC/BCC materials and tools designed to promote the distinct benefits of Dream and motivate correct use. Opportunities to strengthen training and Dream promotion efforts were also identified during the course of implementation – these lessons were incorporated into a revised training plan that is planned for use in FY13 across partners/projects serving SW.

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

In FY12, the project organized 14 condom coordination meetings with PACs and other provincial stakeholders, including DOPS, DOLISA, MOCST and implementing partners representing PEPFAR and non-PEPFAR projects in all nine project provinces. The project played a critical role in planning, facilitating and documenting these meetings. The meetings served as an opportunity to provide province-specific updates on social marketing activities for multiple brands—including VIP+—, trade marketing efforts, NTO coverage, BCC approaches/activities, and advocating for TMA objectives.

**Figure 1: Availability of Fully Subsidized Condom Brands in H/G 2010 vs. 2012**



As a result of the project's FY12 advocacy efforts, PACs agreed to limit free distribution of condoms to street-based SW and IDUs who cannot afford to buy partially subsidized condoms. Five PACs provided written guidelines to all partners and projects involved in condom distribution clearly outlining which target groups and outlet types should continue to receive free condoms. As a result, PACs agreed to reduce the estimated need for fully subsidized Protector Plus condoms from 3.3 million in FY11 to 0.9 million in FY12. Results from the 2012 Outlet Survey conducted by the project showed that the availability of USAID PEPFAR-supported Protector Plus condoms in H/G declined from 5.2% to 3.3% over the period 2010 to 2012.

### Challenges & Lessons

- Continued distribution of fully-subsidized condoms to H/G 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 to 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 raise 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 work plan/budget.

## **Result 1. 2: Learning Model SW intervention**

### **Overview & Key Achievements**

Results of the 2011 SW and SW-IDU behavioral survey conducted by the project indicate a positive correlation between exposure to communication supported by the SM project and other partners, and safer behaviors. Through continued project support for Song Dep, in FY12, Song Dep outreach teams reached 6,530 SW in four provinces (Quang Ninh, Hai Phong, Nghe An, and HCMC), representing 187% of the annual target. Among all SW reached, 919 were also IDU. In FY12, the project reached 51% more individual SW-IDU than in FY11. During the reporting period, 323 SW were referred to VCT services --an increase of 12% compared to FY11. In light of Song Dep's strong contributions to HIV prevention results and the declining funding levels to sustain outreach, in early 2012, the project initiated extensive discussions with PAC and other partners in all four provinces to plan to increase and sustain Song Dep results with reduced external funding.

Results achieved through the project's advocacy include commitments from PACs in Quang Ninh, HCMC and Hai Phong to cover training costs, meeting/management venue costs, and increase ownership in day-to-day management of Song Dep outreach teams. Nghe An PAC demonstrated an exceptionally high level of commitment by taking full responsibility of the Song Dep team's training costs and providing an additional funding of 48,000,000 VND to expand Song Dep outreach to three additional districts by early 2013.

In Q3 of FY12, the project incorporated peer driven recruitment techniques into Song Dep outreach in HCM alongside provincial efforts to pilot PDI and other techniques to improve outreach cost efficiency. During the first two months using peer driven techniques, an additional 71 new individual SW-IDUs were reached and 24% of them were referred for VCT. Initial results were shared with key SW partners through HCM PAC's monthly coordination meeting. Results from the initial months of the pilot will be disseminated and discussed more broadly in early FY13.

#### **1.2a Increasing evidence based reach among SWs and IDU-SWs**

During the reporting period, Song Dep outreach workers reached 6,530 individual SWs and IDU-SWs in 3 provinces (Hai Phong, HCMC & Nghe An), overachieving it's annual target for FY12. Even though Song Dep activities were temporarily suspended in Quang Ninh province while waiting for approval of the FY12 subcontract, among those reached, 919 individuals were SWs who also inject drugs.

In FY12, 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 conducted 35,654 inter-personal sessions to promote safe sexual practices and prevent initiation of drug use. As described above, the use of peer driven recruitment techniques increased coverage of SW-IDU in HCM.

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

The project organized provincial dissemination meetings to disseminate 2011 SW and SW-IDU behavioral survey findings and to share lessons learned from Song Dep model to date. Provincial partners acknowledged Song Dep teams accomplishments and initiated discussions with People's committees on future implications for sex worker intervention programs in their respective provinces. The project also had a range of discussions with DOH/PACs to identify the strategies to increase coverage of intervention, which resulted in an overall increase of 51% SW-IDU reached.

### **1.2c Developing and training for outreach workers to promote HIV/AIDS prevention behavior change**

In FY12, the project conducted two rounds of training for Song Dep outreach workers in each province (HaiPhong, Nghe An and HCMC) and one in Quang Ninh province. The trainings successfully achieved the objective of improving outreach worker's communication skills and strengthening their skills in using new IPC tools to convey evidence-based key messages for promoting safer behaviors, e.g. VCT uptake, preventing initiation of drug injection among MARP, etc. Provincial trainers were involved in designing the training plan, facilitating, and post-training reporting. By being actively involved in all aspects of the training, PAC trainers built their confidence and ability to take full responsibility for conducting Song Dep team trainings in FY13.

In September 2012, the project conducted a half day training session for Song Dep teams in Quang Ninh, Hai Phong, Nghe An and HCM provinces to support the use of new IPC/BCC materials to promote Dream condoms. In FY 2012, 44 Song Dep outreach workers and 19 other outreach workers were trained to promote HIV/AIDS prevention behavior change other than abstinence and/or being faithful among female SW-IDUs.

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

During FY12, the project held extensive discussions with PACs from all four provinces and other partners on strategies to increase coverage of SW/SW-IDU outreach, while increasing government partnership and transitioning responsibility for technical, managerial and financial support for Song Dep in future. During initial, province-specific discussions, all partners voiced strong support to find solutions to sustain and strengthen cost-efficiency of Song Dep beyond FY13 through a combination of strategies to increase results, reduce expenses, and secure local resources to support implementation. A key outcome of initial transition planning discussions in the four provinces was agreement among all partners that sustaining Song Dep with less external resources would require increased management responsibility by local partners and support from provincial authorities.

Following a June 2012 meeting with leaders from all four provinces, more specific plans for transition were developed to contribute to planning phase-out of USAID/PEPFAR support by June 2013. In light of these discussions, Quang Ninh, HCMC and Hai Phong PACs have committed to cover training costs and increase ownership in day-to-day management of Song Dep outreach in addition to providing working venues for the outreach teams. Quang Ninh PAC and Hai Phong DOH have been continuously advocating to their respective Provincial People's Committees about integrating Song Dep outreach into the National Outreach program in order to sustain the model after USAID funding for the project phases out in FY13. Nghe An province demonstrated exceptionally high commitment

to increasing Song Dep cost-efficiency and sustaining results with less external funding through the following specific commitments:

- Assuming day-to-day management and supervision responsibility of Song Dep outreach teams, including providing a Field Supervisor, collecting and analyzing UIC data for monthly reporting, and designating coverage areas for optimal results.
- Supporting costs associated with team meetings during the period April 2012-June 2013, equivalent to an estimated value of 24,000,000 VND;
- Supporting training costs during the second half of FY12 and FY13, estimated value of 21,000,000VND;
- Making an official request to Provincial People's Committee to integrate Song Dep into the provincial outreach program and provide financial support equivalent to 48,000,000 VND to support continuation and expansion of Song Dep results to 3 additional districts in 2013: Dien Chau, Quynh Luu and Cua Lo.

The project is working closely with partners in the other 3 provinces to develop similar plans to sustain Song Dep with less USAID/PEPFAR support in FY13 and beyond.

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

During FY12, at the request of HCMC PAC, the project conducted UIC training for direct supervisors overseeing outreach workers and peer educators across projects/partners. Following this training, HCMC PAC launched UIC integration across all districts in July 2012.

In April 2012, at the request of UNAIDS, the project hosted a visit for a team visiting from China to learn more about UIC monitoring information system (MIS). In addition to organizing a field trip to Hai Phong, the project facilitated a one-day workshop on UIC techniques. Both the workshop and the Hai Phong field trip were attended by HCM PAC—contributing to their commitment to support UIC roll-out in HCM.

### **Challenges & Lessons**

- Temporary halt of Song Dep activities in Quang Ninh due to delays in approval for the FY12 subcontract.
- Limited provincial budget support for HIV prevention activities and many competing requests as all partners increase efforts to transition – particularly outreach worker salaries – affected the project's ability to advocate for PACs to assume full financial responsibility to sustain Song Dep with reduced PEPFAR support.

### **Result 1.3: Learning Model IDU intervention**

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 among IDU were integrated into PAC network training activities. The project worked with DOH/PACs to develop a comprehensive HIV support services directory booklet for PEPFAR provinces that included a broader range of HIV prevention, care and treatment services for IDU & SW target groups. The referral directory booklet was designed to help outreach workers and peer educators refer clients to appropriate HIV related 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, including social marketing of low dead space (LDS) syringes 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 were more widely disseminated through a written report distributed at the end of Q2 FY12.

Following May 2012 USAID approval of a LDS syringe social marketing pilot, the project negotiated a discounted pricing structure with B Braun Vietnam, manufacturer of the “Kim Dau Do” LDS syringes, to improve affordable access to LDS syringes in Hanoi and HCM. A qualitative study was conducted to learn more about needle/syringe preferences among injecting drug users in the north and the south, to inform social marketing outlet and IPC/BCC to promote the use of safer syringes and non-sharing behaviors (regardless of syringe type used). Using these findings, the project designed IPC/BCC materials for IDU as well as trade marketing materials. All materials were developed in consultation with the trade and CSOs, including Cat Trang in HCM and Ve Nha in Hanoi, government partners, and IDU. The project also worked with PACs, IDU clubs and CSOs to identify appropriate areas and outlets near shooting galleries for LDS distribution.

In late Q4 FY12, LDS syringe social marketing activities began in HCM. During the first month, 13 NTOs were established in 4, 8 and Binh Thanh districts of HCM. The project also developed posters to promote non-sharing behaviors and highlighting advantages of low dead space syringes (LDS.) These posters will be placed at IDU hotspots and methadone centers, drop-in centers, and VCT centers in early FY13.

In FY12, more than 500 partners outreach workers were trained to promote HIV/AIDS prevention change among IDUs.

#### **Challenges & Lessons**

- Delays in travel approval for PSI global IDU expert and PSI Laos Country Representative, Rob Gray, to support the initial LDS/Naloxone market assessment affected achievement of related annual deliverables and expenditure against budget in this area.
- Delayed approval of the LDS syringe social marketing pilot proposal affected results in improving convenient access to LDS syringes.
- Strengthening PAC trainer capacity in developing training curriculum improved their ownership in conducting rollout trainings for outreach workers/peer educators in their provinces.

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

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

In FY12, the project organized a consultative marketing planning exercise to update the Chan Troi Moi communications strategy. A Vietnamese creative agency was selected through a transparent procurement process and PSI negotiated for a 28% reduction in creative costs associated with developing the new Chan Troi Moi campaign. The project formed a consultative group to oversee the development of the ‘Love Enough To Know’ campaign, including representatives from VAACs, nine PACs, Life Gap, SMART TA, CDC/USAID, WHO and UNAIDS. The final campaign was launched in September 2011 with strong support from VAAC and PACs. In addition to endorsing the use of the VAAC logo with the campaign materials, VAAC sent out 64 compact discs 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, Quang Ninh PAC, and Can Tho PAC hosted the campaign kick-off event in September 2012. PACs in all provinces were involved in placement and implementation of campaign materials including outdoor billboards, posters, community events and IPC tools/BCC materials.

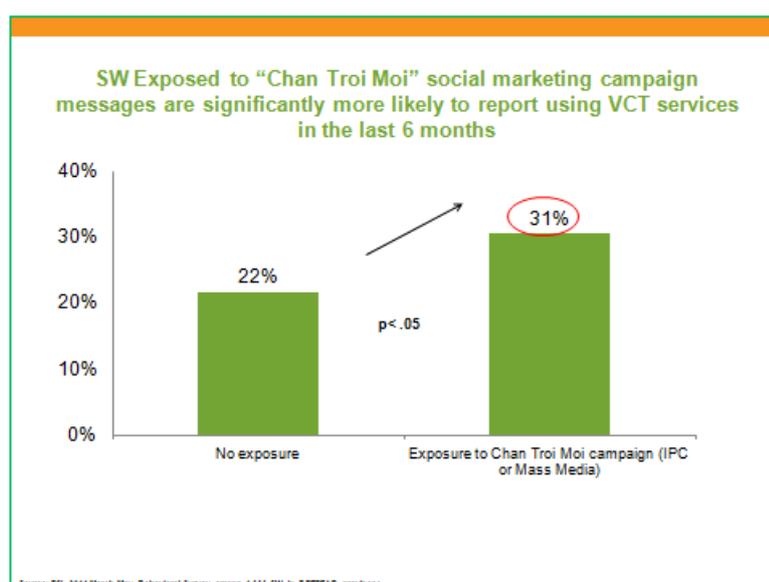


**Image 3: The updated Chan Troi Moi campaign encourages MSM and other MARP to ‘love enough to know’—emphasizing the emotional benefits of learning one’s HIV status twice a year**

The project conducted 18 VCT events designed to promote the benefits of regularly knowing one’s status – targeting MARP and their regular female sexual partners in 9 provinces. These events were attended by more than 7,600 MARP and MARP partners, including an average of 422 participants/event. Pre- and post-test scores indicate significant improvements in a number of key indicators, including the percentage of participants aware that knowing one’s HIV status early is linked to early access to HIV treatment/ability to live a long and healthy life which increased from 23% to 94% post-event. In consultation with VAAC and implementing partners, the project developed interactive IPC tools (8 games) and BCC materials (4 brochures) designed to be used by outreach workers and peer educators to promote the benefits of regular & early HIV testing among MARP. In FY 2012, 99 MSM, 529 IDU and 245 SW outreach workers/peer educators were trained to use new IPC/BCC materials and tools to promote VCT and related risk reduction behaviors among MARP. This represents close to 200% of the annual target.

In September 2012, the project organized VCT promotion lessons learned workshops in all 9 provinces to review previous Chan Troi Moi campaigns, introduce the Love Enough to Know campaign and brainstorm across partners and projects strategies to increase uptake of VCT services among MARP and their regular sexual partners. Provincial workshops were attended by PAC leadership (Directors & Vice Directors), PAC technical staff (representing communication and harm reduction units), VCT service delivery site staff, and implementing partners involved in supporting VCT service provision. The workshops included small group discussions to discuss specific strategies to strengthen linkages between Chan Troi Moi promotional efforts and service delivery uptake. Recommendations—including using promotional items to motivate/reward MARP who seek VCT services within 30 days of attending a VCT promotional event & developing a VCT appointment card to help service delivery teams record and reward MARP who learn their status twice a year—have been integrated into the FY13 workplan.

Multiple data sources indicate a positive correlation between exposure to Chan Troi Moi messages through various media channels (outdoor billboards, IPC/BCC tools, etc.) and increased uptake of VCT services among MARP. The project was invited to present results describing the positive correlation between exposure to Chan Troi Moi campaign messages and increased VCT uptake among male IDU, female sex workers and male clients, at the July 2012 International AIDS Conference in Washington, D.C. Subsequent to the conference, 2011 MSM Behavioral Survey data collected by the project in FY12 was analyzed, revealing further evidence that Chan Troi Moi social marketing campaigns are successfully increasing VCT uptake among MARP in Vietnam. According to the 2011 MSM Behavioral Survey, MSM who have been exposed to Chan Troi Moi campaign and are able to recall at least one key message and are significantly more likely to report seeking VCT services in the last month (36% vs. 16% among those not exposed to CTM campaign messages). Similar results have been achieved with other MARP sub-groups, including sex workers as shown in the graph below.



**Figure 2: Positive correlation between exposure to Chan Troi Moi campaign messages and increased VCT uptake among SW**

### Challenges & Lessons

- Reduced FY12 budget allocated to VCT promotion limited the project’s ability to increase Chan Troi Moi exposure and behavioral results in FY12.
- Stakeholder inputs into the FY12 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 in a timely manner.

### 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 of Vietnam, private sector and civil society

#### Overview & Key Achievements

During the reporting period, to strengthen the local environment to sustain HIV prevention commodity security and risk reduction behavior change, the project implemented numerous activities: formal

trainings, post-training support and monitoring, partnerships with commercial companies, and national/provincial meetings and related advocacy efforts.

During FY12, the project organized three 'Advanced Social Marketing and Behavior Change Communication' workshops designed to build provincial capacity in designing and implementing evidence-based communication strategies for HIV prevention; 46 individuals from DOH/PACs (overseeing PEPFAR as well as non-PEPFAR projects) and CSOs participated in these workshops. The project had also planned to conduct a workshop to build the capacity of Pathways Project CSO partners, but this workshop was delayed until early FY13 at the request of Pathways Project.

In March 2012, the project trained 44 provincial trainers - exceeding the annual target by 10% - from 9 PACs through an IPC training of trainers (TOT) designed to build provincial capacity in leading effective, participatory trainings and capacity to use IPC tools linked to multi-channel campaigns placed in FY12. All TOT graduates participated in facilitating roll-out trainings for outreach workers and peer educators - a strong indicator of project's successful efforts working with PACs to identify appropriate TOT participants. In August 2012, the project also conducted a similar training for 11 of the Pathways Project lead CSO partners. Feedback was very positive and included the following quote from one participant: *"I participated and highly appreciate this training which provided me with a comprehensive knowledge of TOT and direct communication skills required for effective communication with MARP."*

Subsequent to the completion of TOT, DOH/PACs conducted and led 33 roll-out training courses for outreach workers (OW) and peer educators (PE) of IDU, SW-IDU & MSM groups. A total of 529 OW/PE of IDU, 245 OW/PE of SW-IDU, and 99 OW/PE of MSM were trained on IPC skills and the use of MARP specific evidence-based IPC tools developed under the project. Based on results from a survey to measure training success, knowledge levels increased immensely following the training. For example, knowledge among participants regarding IPC sessions for SW/SW-IDUs and MSM rose from 55% to 100%. Further to this, the frequency of using IPC tools in the field has also increased as follows (4 = highest possible score): of 2.16-3.38 to 4.0 for IDU; from 1.57 – 3.69 to 4.0 for SW, and from 1.48 – 3.13 to 4.0 for MSM.

Through the project's partnership with TCS, PSI/Vietnam is providing technical assistance to build TCS capacity in supply chain management, marketing, and targeted distribution to NTOs. A May 2012 supply chain assessment of TCS identified several opportunities to strengthen systems and practices in order to reduce future stock-outs and strengthen TCS's long-term capacity to sustainably contribute to Vietnam's total condom market. The pictures below visually illustrate TCS upgrades in stock-keeping and organization as a result of the project's technical support in FY12 to improve TCS inventory management:



**Image 4a: Product Storage Status May 2012  
September, 2012**

*[Packed/unpacked and multiple brands mixed]*



**Image 4b: Product Storage Status**

*[Products arranged separately by brands  
in compliance with the PSI SCM checklist]*

In FY13, the project will continue to work closely with TCS to build their capacity in managing a new warehouse management system and continuing to build on components of the supply chain management and marketing continuum. A follow-on SCM review will be conducted to assess improvements since the initial SCM review was conducted in FY12.

During the reporting period, representatives the government, commercial sector, and civil society partners were involved in PSI's DELTA marketing planning process for numerous campaigns and brands, including Condom TMA (June 2012), Chan Troi Moi (December 2011) and Dream condom (May 2012). Through their involvement in the DELTA workshops and outcomes, partners gained an improved understanding of international best practices in social marketing, insights among MARP in Vietnam, and methods for applying evidence-based social marketing principles to the Vietnamese context.

As described earlier in this report, in FY12, the project facilitated 14 condom coordination meetings in nine provinces to increase communication and coordination across all partners—PEPFAR and non-PEPFAR supported—involved in distributing and promoting condoms. Results of the FY12 meetings included a dramatic reduction in the estimated needs for fully subsidized Protector Plus condoms and written guidance from 5 PACs to eliminate free condom distribution to H/G and other outlets where fee-for-service is the norm; such that distribution for fully subsidized products can be targeted to select MARP sub-groups with the lowest willingness to pay.

The project contributed to national as well as provincial advocacy in support of total market approach (TMA) objectives through the provincial condom coordination meetings as well as contributions to related national forums including presentations at VAAC, DFID/WB and MOCST sponsored national meetings and the publication and dissemination of a four-page TMA summary report. The TMA summary report was designed to respond to requests from stakeholders for more information about what TMA means, and what the project is doing to address TMA objectives. The report was disseminated widely across partners and projects in both English and Vietnamese and will be used to support related national and provincial discussions in FY13.

#### **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. 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. After the DQA exercise, the project invested in developing a MIS online portal to help collecting and analyzing data more efficiently. Online MIS portal will further provide support to provincial partners in analyzing and applying trends to programs resulting in better informed decisions. 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 safer behaviors; 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. In Q3 of FY12 study findings were disseminated in a national meeting co-chaired by VAAC. In September 2012, study finding were shared with SW working group.

### **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. Preliminary findings were shared with variety of SI stakeholders in Q3 of FY12 and shared with partners in Q4 of FY12 at the various national forums attended by VAAC, PAC, CSO, UN , USAID/PEPFAR and implementing partners--including the PEPFAR MSM Meeting, MSM TWG Meeting.

### **Male Client Behavioral Survey, Round III**

Conducted 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 preliminary results were used to inform the June 2012 condom TMA DELTA exercise.

### **Willingness to Pay Study**

Designed in collaboration with Poverty Action Lab, this study focused on assessing willingness to pay for Number One condom among H/G 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. The analysis was completed in May 2012. Preliminary results were used to inform the June 2012 condom TMA workshop. Results were discussed with stakeholders during the consultative workshop as well as the stakeholder meeting in June 2012. Findings were also shared with DFID, WB, VAAC, and WHO to inform broader condom pricing planning across brands.

### **Outlet Survey Round II**

This was a follow-up survey (Round II) intended to assess trends in condom availability at hotel, guesthouses and nearby pharmacies by subsidy type and brand. Results were compared with 2010 Outlet Survey findings to monitor progress toward condom TMA objectives including reducing distribution of fully-subsidized condoms to outlets where fee for service is the norm, increasing commercial brand availability at venues where commercial sex takes place, and increasing condom and condom messaging visibility at the same venues. Data collection was completed in July 2012 and preliminary findings were shared with USAID/PEPFAR in August 2012. Analysis was further refined based on input from USAID/PEPFAR and other reviewers. Key findings were shared with VAAC, PACs, WHO/DFID/WB at a meeting in Nha Trang in September 2012. VAAC received a full summary of the findings and has asked the project to plan a meeting to discuss the findings and their programmatic implications in November. Findings will be further disseminated and discussed through a written report and condom coordination meetings in FY13.

### **Challenges/lessons**

- Significant time required for stakeholder consultative process at multiple stages--study design/objectives/methodology, agency procurement, analysis plan, and questionnaire development.
- Involving MSM in fieldwork planning, organization and supervision contributed positively to efficient and effective MSM behavioral survey fieldwork.