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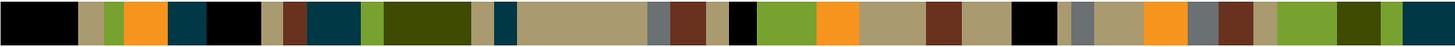
USAID Social Marketing for HIV Prevention Project: FY13 Annual Report
October 2012 - September 2013



New Chan Troi Moi materials encouraging couples HIV testing and counseling— incorporate pictures and testimonials from key population community representatives

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FY13 PROGRESS TOWARD OBJECTIVES, ACTIVITIES & INDICATORS

Result 1: Reduce HIV Transmission Risk Among Key Populations Through Social Marketing of Products & Related Risk Reduction Behaviors

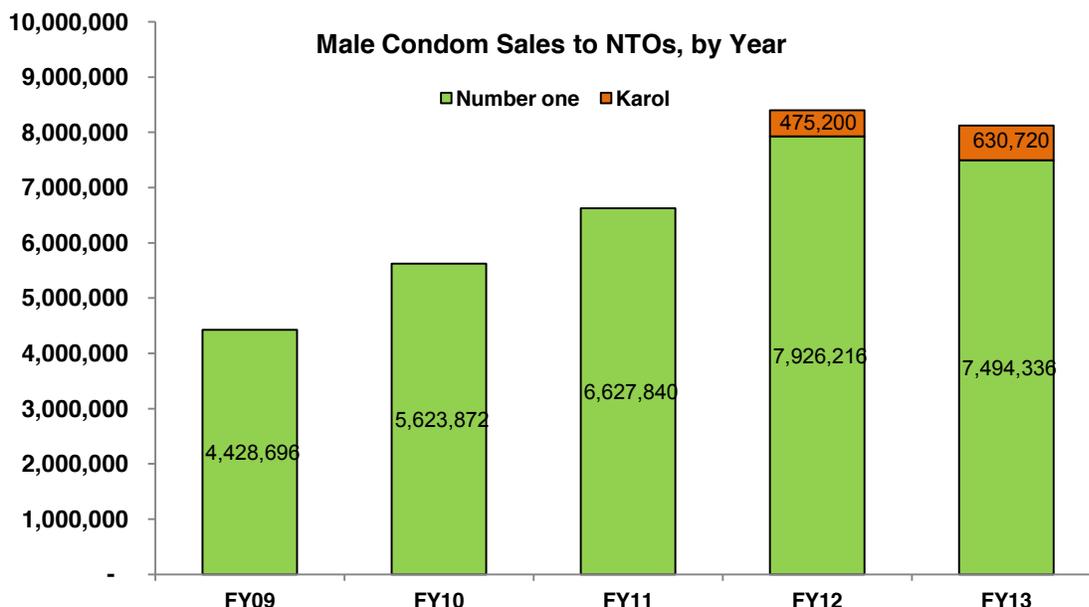
Overview and Key Achievements

During the reporting period, the social marketing project distributed 8,125,056 male condoms - 7,494,336 socially marketed Number One condoms and 630,720 commercial brand Karol condoms. They were distributed to 4,206 hotels/guesthouses (H/G) and other non-traditional outlets (NTOs) accessible to key populations in nine PEPFAR priority provinces. The project's FY13 condom sales result represents 90% of the annual target. Number One condom sales in FY13 were impacted by i) a stock out of Number One condoms in October-November 2012 due to delayed arrival of additional commodities; ii) significant pricing discounts and related promotions offered by the VIP+ condom social marketing project supported by DFID/WB; iii) Number One price increase implemented in May 2013. Karol sales were lower than expected in FY13 due to this brand's relatively high price, and low awareness among H/G operators given that prior to March 2012 Karol was only sold through pharmaceutical outlets. The project's targeted condom social marketing results achieved in FY13 contributed to further progress toward several key total market approach (TMA) indicators between 2010 and 2013 including i) increasing the percentage of H/G stocking any commercial condom brand from 14% to 25% and ii) reducing the percentage of H/G stocking Protector Plus fully-subsidized condoms from 5.5% to 2%. (2013 Outlet Survey)

The SM project achieved these remarkable results due to an experienced, NTO-focused, field-based sales team motivating hotels and guesthouses – where an estimated 90% of reported commercial sex takes place – to stock, visibly display, sell and promote multiple condom brands, including Karol commercial condoms. In addition to targeted sales and distribution efforts, trade and consumer marketing campaigns were used to motivate safer behaviors. The condom holding room key chain was improved in FY13 based on feedback from H/G operators and clients, to motivate routine condom provision to every customer. In addition, the SM Project collaborated with other partners to support the extension of 100% Condom Use Program activities in Nghe An and Lao Cai provinces in FY13.

During FY13, the SM project sustained placement of multi-channel condom campaigns to increase Karol brand awareness and appeal among H/G and their customers, increase informed demand for consistent condom use among key populations, and grow the total condom market. In December 2012, the SM project worked with the commercial partner TCS to develop and launch a marketing campaign to reposition Karol as the brand that “declares your style and adds flavor to your sexual life.” Brand positioning was based on insights from urban men, including male clients of sex workers, regarding perceived advantages and distinctions associated with Karol—including the potential to emphasize Karol's scent/flavor & dotted attributes. Campaign content was developed in close consultation with TCS. Campaign channels for the placement of the Karol brand promotion campaign were selected based on careful consideration of the following factors: i) channels accessible to Mr. Tuan (male client of SW) & Mr. Son (hotel owner); ii) the project's experience to date utilizing cost-efficient channels for campaigns targeting male clients; iii) TCS preferences and willingness to provide cost-share for campaign placement; iv) complementary campaign messages/channels being utilized to reach Mr. Tuan with HIV prevention messaging; and v) FY13 budget. After considering a wider range of possible placement channels with TCS, the following channels have been selected, with agreement from TCS to provide partial cost-share: (1) framed poster displays at 1500 H/G

reception areas in Hai Phong, HCMC, Hanoi, Can Tho & Nghe An from December 2012 – September 2013 in the most visible area of the reception desk; (2) from December to May 2013, Karol images in LCD format and placed following the final artwork approved by PSI and TCS at crowded and popular cafés in Hanoi (30 cafés), HCMC (90 cafés) & Hai Phong (6 cafés) with high visibility wall placements. (3) Karol posters were advertised in the major magazines & newspapers, in Football news, The Thao & Van hoa, Football & Life and Thanh Nien.



In November 2012, the SM project conducted a review of distribution system and trade marketing with assistance from Mr. Dragos Gavrilescu. The goal of this review was to identify strategies to achieve total market objectives—including sustaining condom coverage (any brand) at H/G and improving cost-efficiency of NTO condom distribution. Recommendations from this review informed the development and implementation of new trade-focused initiatives, including the roll-out of a new and improved, condom-holding key chain to motivate hotel and guesthouse decision-makers to display and provide condoms to all customers; and a welcome pack to motivate inactive H/G to stock and provide condoms to customers. In addition, distribution costs were reduced by 25% following the November 2012 review. A wholesaler-distribution experiment was designed and implemented to explore further opportunities to reduce costs without jeopardizing condom access at H/G.

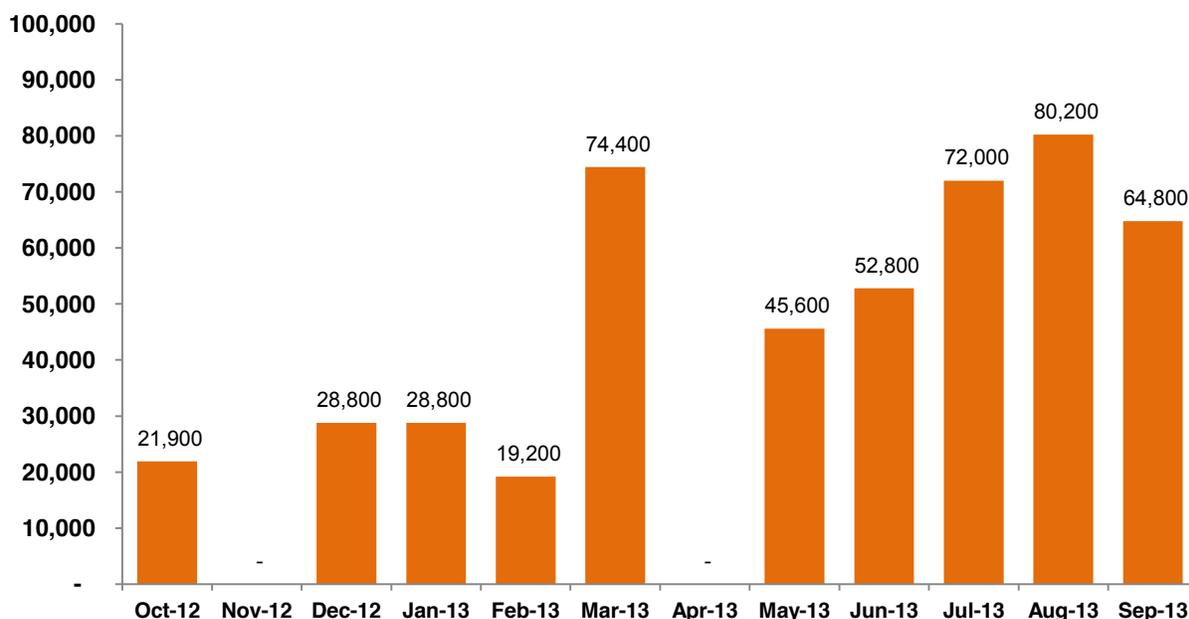
During FY13, the SM project facilitated condom coordination meetings in 8 provinces in partnership with DOH/PACs and other provincial stakeholders, including DOPS, DOLISA, MOCST and implementing partners representing PEPFAR and non-PEPFAR projects. In these meetings, the SM project shared total condom market data, SM product sales data, and facilitated province-specific estimates of the number of key populations with a need for fully-subsidized products, to further advocate for reduced and better targeted distribution of fully-subsidized condoms. As a result, the following 5 provinces identified no need for Protector Plus fully-subsidized condoms in FY13: Nghe An, Can Tho, An Giang, Hanoi, and Dien Bien. Meetings conducted in FY13 were marked by senior level PAC leadership and involvement. For example, Dr. Tuan, Director of PAC Hanoi, gave presentations explaining TMA objectives to

provincial and national audiences during the reporting period—a tangible sign of increased GVN support for TMA.

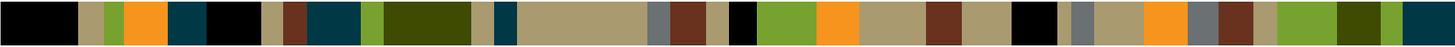
During the reporting period, 539,136 Number One Plus water based lubricant co-packaged with condoms were sold to venues accessible to men who have sex with men (MSM) and sex workers (SW) representing 108% of the annual FY13 target. Building on the FY12 water-based lubricant (WBL) consultative marketing strategy planning session, the SM project organized a December 2012 WBL marketing review meeting with strong participation from multiple MSM CSOs and Provincial AIDS Committees. This consultation contributed to the development of updated outdoor materials and community events designed to motivate high-risk MSM to consistently use condoms together with WBL.

Following the August 2012 MSM PEPFAR meeting presentations which highlighted the importance of increasing coverage of high-risk MSM, the SM Project redesigned MSM events to increase attendance by younger, high-risk MSM. During FY13, more than 8,000 MSM were reached through 81 targeted MSM events conducted in HCMC, Can Tho, An Giang, Hai Phong and Hanoi. More than 60% of event participants reported multiple partners, close to 40% reported selling commercial sex and close to 30% reported using injecting drugs in the past 6 months. The cost per MSM reached through these events was reduced by 21% compared to similar events conducted in FY12. The events conducted were notably successful in encouraging testing, as 19% of event participants sought VCT within one month following events participation.

LDSS Sales to Distributors Covering NTOs in Hanoi & HCMC by Month



During FY13, the SM Project sold 488,500 low dead space needles/syringes (LDSS) to commercial distributors covering non-traditional outlets accessible to key populations. This achievement represents 163% of the annual FY13 target for LDSS pilot social marketing activities. PSI sales agents motivated 279 tea stalls, cigarette carts and other non-traditional outlets accessible late at night after pharmacies close to stock LDSS (in Hanoi & HCMC.) The SM project worked with PACs, PWID CSOs and implementing partners to design all aspects of



the LDSS pilot—including the identification of appropriate districts and outlet types. The SM project succeeded in negotiating with LDSS manufacturer BBVN to provide Omnican 40 1 ml LDS product to commercial sub-distributors working with PSI at the price of VND 1,860 per N/S—representing the lowest wholesaler price offered to date in Vietnam. In addition, the SM project secured a cost-share from BBVN of VND 7 million as well as 5,000 free LDSS to support LDS pilot costs. Complementary funding from non-PEPFAR sources secured during the reporting period facilitated the procurement of a 2ml LDSS product to better suit the needs of drug users in the north, and the geographical expansion of LDSS social marketing activities. Using insights from the trade as well as PWID, the SM project designed subtle, simple, color-coded items to both i) build business value for NTO operators and ii) communicate safe LDSS access to PWID. For example, color-coded battery operated lanterns help tea stall operators in the north sell more items at night due to an improved, brighter ambiance—and simultaneously communicate to injecting drug users that ‘safer syringes are available for sale here.’ Two new, evidence-based IPC tools were developed to enable outreach workers to emphasize the benefits of LDS compared to high dead space products, including less risk of losing drugs and less pain/scaring.

During the reporting period, the SM Project reached 7,377 SWs in 4 provinces (Hai Phong, Quang Ninh, HCMC & Nghe An) with evidence-based, face-to-face HIV prevention messages, representing 124% of the FY13 annual target. Of the 7,377 SW reached, 1,195 sought VCT services. Approximately 1 out of every 5 SW reached during FY13 were successfully referred for VCT services—a dramatic improvement compared to less than 1% of all SWs reached referred to VCT in FY12.

Two main strategies were used to improve SW-PWID coverage during FY13: the integration of peer driven approaches (HCMC, Nghe An & Hai Phong) and mobile VCT service provision (HCMC only). Both strategies were designed and integrated into Song Dep operation in close consultation with PACs. Analysis of initial peer driven recruitment results and costs in HCMC suggest that the SM project reached additional, previously underserved SW-PWID for an estimated cost of 68,000 VND or \$3.20 during the reporting period. The SM Project’s PDI initial results and lessons were shared with multiple stakeholder forums in FY13, in hopes of informing and advocating for greater use of PDI approaches to increase SW and SW-PWID coverage—including a meeting led by HCMC PAC on 1 October 2013.

During FY13, the SM project made critical advances in gaining commitment from provincial partners as well as complementary funding to sustain Song Dep outreach beyond June 2013. Both Nghe An and Quang Ninh PACs provided written commitments to utilize national resources to compensate Song Dep outreach workers at lower, nationally approved levels beginning 1st July 2013. Additionally, PACs in Hai Phong, HCMC, Nghe An and Quang Ninh offered in-kind training support through the provision of training venues and facilitators which enabled the SM Project to reduce training expenditures. Alternative funding was secured to sustain modified Song Dep outreach in HCMC beyond June 2013 to contribute to national and provincial HIV & HCV prevention goals.

In September 2012, consistent with SM Project TMA objectives, the female condom was re-launched as a priced brand – Dream – and positioned as an alternative HIV prevention product with potential to enhance sexual sex and increase overall levels of protection through its potential for female & receptive MSM partners to control use. During FY13, 29,400 Dream female condoms were sold at the recommended consumer price of 10,000 VND or approximately \$0.50 per pack of two Dream condoms. This represents 86% of the FY13 annual target—a remarkable achievement considering this is the first time female condoms have been



sold through pharmacy and fast moving consumer goods outlets in Vietnam. During the same time period, close to 7,000 free Dream condoms were distributed to street-based SW with the lowest willingness to pay, through targeted outreach channels. Additionally, 220 SW-focused outreach workers and 94 MSM-focused peer educators were trained to utilize evidence-based IPC tools to motivate female condom use in cases where the male condom use is not feasible.

More than 900 SW were reached through 12 targeted community events designed to increase Dream brand awareness, appeal, perceived product benefits, and motivate correct use in cases where the male condom is not feasible e.g. during menstruation or when a partner refuses to use the male condom. These events were implemented in Hanoi, Hai Phong, HCMC and Can Tho, with strong collaboration from PACs, CSOs serving SWs and implementing partners including the Pathways Project & SMART TA. Lessons from the first round of *Dream* targeted events were used to drive cost per SW-reached through FY13 events down by 27% during the reporting period.

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

During the reporting period, the social marketing project distributed 8,125,056 male condoms - 7,494,336 socially marketed Number One condoms and 630,720 commercial brand Karol condoms. They were distributed to 4,206 hotels/guesthouses (H/G) and other non-traditional outlets (NTOs) accessible to key populations in nine PEPFAR priority provinces. The project's FY13 condom sales result represents 90% of the annual target.

Consistent with TMA long term objectives to decrease subsidy in the Vietnam condom market and increase commercial sector contributions, the SM project designed and implemented a wholesaler distribution experiment to assess the feasibility of reducing longer-term distribution costs by connecting H/G directly with wholesale markets for condom supply. Ultimately two wholesale distributors were retained, increasing access to condoms in target areas and reducing costs.

During the second half of FY13, the SM Project redesigned the Number One dispenser to better respond to the clients' needs and preferences for single condom provision (vs. packs of 3), ultimately reducing packaging costs by 81%.

In September 2013, the SM Project organized a consultative condom TMA review exercise with input from international TMA expert Mr. Bruce Mackay. The TMA review included in-depth interviews with key GVN, commercial and civil society partners; market visits and data review. The review culminated in a stakeholder workshop attended by representatives from condom manufacturers, importers/distributors and traders as well as GVN, UN, civil society and implementing partners. The FY13 condom TMA review highlighted the increase in the number of subsidized brands and volumes of subsidized condoms distributed/sold since the initial TMA assessment conducted in 2010, indicating a need for greater central level coordination across projects and partners, including non-PEPFAR funded condom distribution. The TMA review stakeholder consultation held on 20th September 2013 included a lively discussion between commercial, GVN and civil society partners with a stake in the condom market. Several issues were highlighted including the need to prevent further market distortions for large and untargeted distribution of subsidized brands; and the need for increased condom quality oversight and monitoring.

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

In addition to targeted Karol brand promotion, the SM Project invested in non-brand specific condom category promotion campaigns in FY13 including “Yes! Condom” and “Nho Toi Moi Lan.” Yes! Condom campaign placement (described in the FY12 end of year report) was sustained to motivate increased condom purchase, carrying and discussion among urban 18-32 year olds, including key populations, by repositioning condoms as a sign of modern, positive life. During the reporting period, Yes! Condom campaign images/messages were installed on outdoor billboards in 3 provinces (Hanoi, Quang Ninh, An Giang) alongside posters in public restrooms and LCD panels in large office buildings (seen by an estimated 37 million viewers.) In addition, large posters at bus stations were seen by an average of 230,000 people daily. Yes! Condom campaign images printed in popular men’s magazines including The Thao Van Hoa, Thanh Nien, Bao Bong Da and Cuoc Song, reaching an estimated 13 million men. Online banners (posted on high traffic websites such as: 24h.com.vn; dantri & vnexpress) generated almost 200,000 non-duplicated clicks during a three-month period.

Phase II of Yes! Condom campaign was developed and placed during the second half of FY13. This campaign extension was based on evidence highlighting the importance of peer influence in motivating consistent condom use among male clients of sex workers, including in cases of heavy alcohol use. Yes! Condom Phase II placement included: (1) refreshed outdoor billboard images at high traffic areas in 7 provinces; (2) interactive online game related to condom purchase: use and peer influence behaviors were placed at popular man website (24h.com.vn) which attract nearly 40,000 visits every 3 months. (3) 37 events at beer halls in 7 provinces promoting condom purchase, carrying behaviors and peer reminders to use condoms every time--especially in the context of heavy alcohol. An estimated 4,836 individuals attended 37 events in 7 provinces during the second half of FY13, representing an average of 131 male client (MC) participants per event. Pre/post test responses reflect significant improvements in attitudes regarding condom purchase, carrying and use. For example, post-attendance at these events, there was a dramatic increase in percentage of event participants who reported that buying condom is easy as buying other modern products such as hair gel, or cologne. In addition, post-event attendees agreed that good friends always remind each other to use condoms with SWs in any circumstances. Lastly, the Yes! Condom campaign song was integrated through online placement to emphasize key campaign messages.

“Nho Toi Moi Lan” (“Remember me every time”) campaign messages continued to be disseminated through multiple channels during the reporting period. This campaign was endorsed by the MOH in conjunction with the national 100% Condom Use Program, to address the misperception among key populations that HIV risk can be judged based on a partner’s outward appearance and/or familiarity. During FY13, campaign images and messages continued to be placed using outdoor billboards, online games, posters, point-of-sale materials for use at NTO receptions for optimal viewing (e.g. calendars, wall clocks, pen holders etc.) The SM project developed 9 different interactive IPC tools with accompanying BCC materials (leaflets) based on evidence, and each tailored to a distinct sub-key population group. The SM project provided training support to enable outreach workers (OW) managed by PACs across partners/projects to utilize these IPC/BCC materials to motivate increased consistent condom use among key population in the PEPFAR priority provinces.

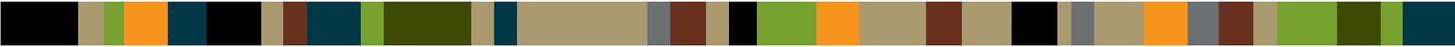


Yes! Condom campaign interactive events at Bia Hoi (Beer Halls) engage participants in games and discussions to reposition condoms as a positive sign of a modern life and to motivate peer support for condoms, even in the context of alcohol use

1.1 c - Improving convenient access to water-based lubricant

During FY13, the SM project distributed 539,136 Number One Plus, co-packaged water-based lubricant and condom packs, representing 108% of the annual target. The SM project significantly increased N1+ targeted distribution during FY13, using an expanded commercial distribution network targeting pharmacies and non-traditional outlets accessible to MSM in multiple provinces. As of end September 2013, there were more than 1,400 commercial outlets stocking N1+, including 453 pharmacies and 958 non-traditional outlets. Improvements in convenient access to N1+ in FY13 were achieved through a combination of strategies including intensified distribution, trade marketing and sales promotional activities. During FY13, the SM Project used a variety of creative trade marketing approaches to motivate increased display of Number One Plus branded and related behavior change communication messages including hanging 'dummy packs'; clipstrip display units and a sales promotion rewarding new outlets purchasing 2 dispensers of Number One Plus for VND 120,000 with a cell phone top-up card valued at VND 50,000. In FY13, the SM Project also placed posters emphasizing the importance of condom/lube preparedness at 120 saunas and other outlets accessible to MSM.

Additionally, in FY13 the SM project effectively reduced the future subsidy required to sustain access to this critical HIV prevention product by raising the end-user price of Number One Plus from 5,000 to 7,500 VND.



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

During the reporting period, the SM Project worked closely with the men who have sex with men (MSM) community, VAAC/PACs, commercial and CSO partners to design, implement and monitor targeted community events among MSM. The goal of these events was to effectively motivate MSM to adopt healthier behaviors, including consistent use of condoms together with WBL and HTC/VCT uptake. Key messages were developed based on insights from MSM. Instead of lecturing key populations, the SM project used positive approaches, emotional insights and a deep understanding of the issues most important to the target group to design social marketing campaigns for MSM and by MSM. Water-based lubricant and condom packs were positioned as a way to make sex more pleasurable. Emphasis was placed on motivating preparedness ('carry condom in case of unplanned sex') based on data indicating a strong correlation between condom carrying and consistent use. MSM communication objectives, key messages and materials were developed in close consultation with the target community and other stakeholders.

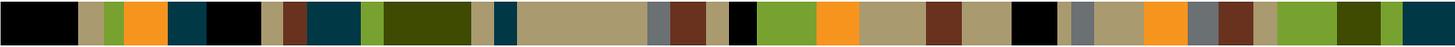
During the reporting period, almost 8,000 MSM were reached through 81 events conducted in HCMC, Can Tho, An Giang, Hai Phong and Hanoi. More than 60% of attendees reported multiple partners, close to 40% reported selling commercial sex and close to 30% reported using injecting drugs in the past 6 months. Coverage of high-risk MSM through targeted events increased as a result of the SM project's active collaboration with MSM CSO networks to invite and attract younger and higher risk MSM. The SM project also worked closely with the MSM community to design event content and tools to meet the needs and preferences of the target group. Through a combination of word-of-mouth and formal event promotions, the SM project was able to reach a significant number of high-risk MSM through targeted channels. FY13 events were organized in saunas and other outlets identified by the MSM community as appropriate—the community's involvement in event location selection facilitated greater coverage of high risk MSM through FY13 events. During the May 2013 MSM events, the project used a VCT referral card to motivate participants to seek VCT service immediately after attending the event. Within a month after the events, 503 VCT referral cards were received by VCT sites in 2 provinces – representing 19% of total event participants.

The cost per MSM reached through events organized in the reporting period was reduced by 21% compared to MSM events organized by the project in FY12. According to 2011 MSM Behavioral Survey data as well as pre/post test results from the events, MSM exposed to SM project social marketing activities are more likely to practice safer behaviors and more likely to demonstrate improvements in motivations related to safer behaviors e.g. intent to carry condoms for unplanned sex; belief that it is important to learn one's HIV status every 6 months, etc.

During FY13, the SM Project sustained placement of outdoor billboards for Number One Plus in high traffic areas of Hanoi, Hai Phong, HCMC, Can Tho and An Giang to highlight nearby commercial outlets stocking the product and to promote consistent use.

1.1 e - Dream social marketing

During FY13, the SM project distributed 29,400 Dream condoms, comprising 86% of the annual target. Close to 7,000 free Dream condoms were distributed through targeted outreach



channels serving key populations with the lowest willingness to pay, including street-based SW. 220 SW-focused outreach workers and 94 MSM-focused peer educators were trained to utilize evidence-based IPC tools to motivate female condom use in cases where the male condom use is not feasible. In addition, targeted events were used to introduce and promote the distinct advantages of Dream in select provinces as described elsewhere in this report.

1.1 f - Improving coordination of provincial level condom distribution in TMA context

In FY13, the SM project in conducted 9 condom coordination meetings in partnership with DOH/PACs and other provincial stakeholders, including DOPS, DOLISA, MOCST and implementing partners representing PEPFAR and non-PEPFAR projects. The meetings served as an opportunity to review progress against TMA & 100% CUP goals including free condom distribution to appropriate target groups (defined as street-based SW and/or PWID with lowest willingness to pay), to coordinate efforts with DFID-WB, GFATM & PEPFAR supported CSM programs, and to carefully forecast provincial needs of fully-subsidized condoms.

Successful provincial level condom TMA advocacy led to significantly reduced distribution of Protector Plus fully-subsidized condoms in FY12 & FY13. As a result, there was a projected balance of more than 4.3 million remaining Protector Plus condoms to be distributed in non-PEPFAR provinces before the SM Project's close-out 30 November 2013. Between April and September 2013, PSI worked closely with VAAC leadership as well as representatives from the GFATM and CDC supported projects to analyze condom needs by province, distribution channel and target groups – consistent with PEPFAR free condom distribution norms and TMA principles. USAID & CDC provided guidance and consultation throughout the planning process. The final distribution plan was approved by USAID for implementation before 30 November 2013.

1. 2: Learning Model Sex Worker Intervention

1.2 a - Increasing face-to-face coverage of SW & SW-PWID

In FY13, the SM project reached 7,377 SW in 4 provinces as HCMC, Hai Phong, Nghe An and Quang Ninh, among which 1,267 are SW-PWID, representing 124% of annual target. During this period 1,195 SW were referred for VCT service – representing a 305% increase from FY12. In order to increase coverage among most hidden group of sex workers injecting drugs, the SM Project used peer driven approaches in HCMC. Between January and June 2013, PDI techniques helped the project to reach 134 new SW-PWID, of which 91 (68%) were successfully referred to VCT. The reached SW-PWID participated in communication sessions to promote safe injection and using low dead space syringe. Collaboration with HCMC PAC to design and implement the PDI—including integrating mobile VCT service provision—greatly facilitated the SM Project's increased SW-PWID coverage in FY13.

1.2 b - Training for outreach workers to promote HIV/AIDS prevention behavior change

The SM Project provided annual refresher training for 44 Song Dep outreach workers in FY13. In FY13, PACs led the development of the training plan and facilitated trainings with Training of Trainer (TOT) graduates who had previously been supported by the SM Project to build their capacity to lead participatory IPC trainings. In addition to providing lead trainers, PAC partners covered all logistical costs associated with the trainings in FY13.

1.2 c - Developing and implementing a plan to phase out project support for Song Dep PWID outreach

In FY12, the project and PACs HCMC, Hai Phong, Nghe An and Quang Ninh agreed on initial transition plan beyond June 2013, in which PACs committed to increase their responsibility on management as well as technical/financial support.

PACs Nghe An and Quang Ninh made commitments to sustain Song Dep beyond FY13 with National Program budget support. PAC Nghe An reported to and got an agreement from Provincial People Committee to integrate the Song Dep model to the existing Dien Chau district outreach intervention on a trial period.

1.2 d - Strengthen monitoring of outreach intervention by providing UIC training to other partners

At the request of Hanoi PAC, the SM project provided UIC training for 40 outreach team leaders and supervisors affiliated with all implementing partners in Hanoi to improve field-level oversight of UIC data collection. In FY13, HCMC PAC requested PSI to analyze 2012 UIC data collected by CDC and USAID supported projects to assess possible duplication. The results showed that in six months (July - December 2012), 4,186 SW UICs were reached by CDC outreach program. Among them, only 31 UICs (or less than 1%) were also reached by Song Dep.

Result 1.3: Low Dead Space Syringe Social Marketing

1.3 a - Improve convenient access to LDSS

During FY13, the SM project distributed 488,500 LDSS through commercial distributors serving tea stalls and other commercial outlets conveniently accessible to PWID, representing 163% of annual target. PSI's field-based sales team motivated 279 outlets accessible to PWID in Hanoi and HCMC to stock LDSS, representing 140% of annual LDSS coverage target.

The SM project worked with PACs, PWID CSOs and implementing partners to design all aspects of the LDS pilot—including the identification of appropriate districts and outlet types. The SM project succeeded in negotiating with LDSS manufacturer BBVN to provide Omnican 40 1 ml LDS product to commercial sub-distributors working with PSI at the price of VND 1,860 per N/S—representing the lowest wholesaler price offered to date in Vietnam. In addition, the SM project secured a cost-share from BBVN of VND 7 million as well as 5,000 free LDSS to support LDS pilot costs. Complementary funding from non-PEPFAR sources secured during the reporting period facilitated the procurement of a 2ml LDSS product to better suit the needs of drug users in the north, and the geographical expansion of LDSS social marketing activities. Using insights from the trade as well as PWID, the SM project designed subtle, simple, color-coded items to both i) build business value for NTO operators and ii) communicate safe LDSS access to PWID. For example, color-coded battery operated lanterns help tea stall operators in the north sell more items at night due to an improved, brighter ambiance—and simultaneously communicate to injecting drug users that 'safer syringes are available for sale here.' Two new, evidence-based IPC tools were developed to enable outreach workers to emphasize the benefits of LDS compared to high dead space products, including less risk of losing drugs and less pain/scaring.

1.3 b - Increase informed demand for LDSS among PWID

During the reporting period, the SM project used behavioral and emotional insights to develop evidence based IPC tools to promote the benefits of LDSS and related safer injecting practices among PWID. The SM project worked closely with PWID community members as well as multiple CSO/PAC/implementing partners to develop appropriate IPC tools. The following tools were produced and introduced in FY13 through trainings for use by outreach workers affiliated with multiple projects in Hanoi and HCMC:

- “Do you know about the new generation syringe”: introducing advantageous benefits of LDSS
- “Buy what from where”: highlighting after-hours access at NTOs with the color-coded, subtle signs.
- “Benefits Tool”: designed to emphasize the benefits of LDSS in terms that resonate with PWID; and to introduce 1ml & 2ml options
- “Trust Tool”: designed to emphasize the reality that even trusted, familiar injecting partners/friends may be at risk of HIV

Result 2: Increase Demand for HIV Counseling & Testing Among Key Populations

During the reporting period, placement of the “Love Enough to Know” campaign continued in 9 PEPFAR priority provinces through multiple targeted channels accessible to key populations including outdoor billboards, mid-media events, and IPC tools with accompanying BCC materials. This was the fourth round of the Chan Troi Moi campaign developed since the SM Project began in October 2008, and the first to be endorsed by the Ministry of Health. Developed in close consultation with VAAC and other partners, the campaign goes beyond functional benefits e.g. price location, provider attitudes, to emphasize emotional benefits of learning one’s HIV status, e.g. freedom from worry, finding the confidence to move forward in life, and bringing love and safety for your partner. The campaign aims to increase regular HIV testing among key populations and their regular partners by encouraging testing every 6 months and by re-positioning regular VCT as a way to access life saving treatment sooner.

The VAAC and other key implementing partners were closely involved in the development of campaign messages and materials. Love Enough to Know events were designed with input from key populations, PACs, CSOs and implementing partners to ensure location, content and other logistical considerations met the needs and preferences of the target audience and were culturally appropriate.

Another great example of collaboration for enhanced campaign impact during the reporting period was the development of a VCT referral card –with input from HCMC PAC and other partners—to motivate key populations to learn their HIV status within one month of attending a Love Enough to Know event. Earlier in FY13, VAAC sent electronic copies of campaign images and messages to all 63 provinces and encouraged provincial authorities to utilize other resources to place the Chan Troi Moi campaign to further contribute to national HIV prevention efforts. Feedback from VAAC’s Social Mobilization and Communication Unit indicates that provinces are utilizing non-PEPFAR resources to implement “Love Enough to Know” materials to increase VCT uptake among key populations beyond the 9 PEPFAR priority provinces. In support of national HIV testing month, the SM project participated in MOH-organized & activities in both Hanoi and Can Tho. Love Enough to Know campaign images and messages were integrated into MOH events in both provinces—generating significant cost savings, while

simultaneously increasing campaign coverage and credibility.

In conjunction with national HIV testing month, the SM project conducted 44 Chan Troi Moi events to promote the benefits of learning one's HIV status with a focus on reaching SW, PWID and their regular partners. The events reached more than 6,300 SW, PWID & partners—representing an average of 140 participants per event at less than \$10/participant. Monitoring data revealed that 80% of event participants had not previously attended a similar type of event. Analysis of pre/post event questionnaire results reflect the events' success in building beliefs and intentions essential to increase knowledge of HIV status among key populations. Monitoring data collected from nearby VCT sites reveals that at least 30% of SW & PWID who attended this round of events sought HIV counseling and testing services at a Chan Troi Moi site within one month following the event. An estimated 1,900 referral cards were submitted to nearby VCT sites during the month following events. Two key factors contributed to the success of FY13 Chan Troi Moi events:

- The use of branded promotional items (e.g. wallets, raincoats, helmets) as incentives for VCT uptake within a month following event attendance. Whereas previously the SM project distributed branded promotional items as an incentive for attending and participating in events, in FY13, the SM Project used promotional items as an incentive/reward for seeking services.
- Active collaboration with CSOs targeting PWID and SW as well as PACs and SMART TA for advance promotion of events through established SW & PWID networks.

The SM Project developed 9 new evidence-based IPC tools and 4 BCC materials to promote regular HIV testing among key populations during FY13. These tools/materials were linked to the 'Love Enough to Know' campaign objectives and themes—and were developed based on the distinct insights and needs for each distinct key population sub-group in order to encourage them to go for HIV testing. Following pretesting with the target audience and incorporation of feedback from other partners (VAAC, CSOs, etc) the SM Project rolled out IPC tools in 7 provinces. During the reporting period, the SM Project trained 233 OW/PE in 7 provinces to use these innovative tools with key affected population.

During the first half of FY13, the SM Project also organized a direct marketing campaign to promote VCT uptake among SW linked to H/G, other NTOs, and street locations accessible to SW. A team of trained communicators visited 9,377 H/G, cafés, karaoke, bars and street locations accessible to SW during an 8-week period to conduct small group discussions with women working at these locations regarding the benefits of learning one's HIV status at least once a year. During the campaign, more than 16,000 women were reached through small group discussions conducted at 9,377 outlets in 7 provinces with a low cost of almost \$1.38/ person reached. Evidence-based IPC tools & BCC materials were used to raise individual risk perception for HIV and to build motivation among SW to seek HIV services regularly. VCT referral cards were also distributed to promote VCT uptake.

During the reporting period, the SM Project worked with VAAC, USAID, CDC, SMART TA, and Life GAP to develop a new set of couple counseling tools and materials to be used by outreach workers/peer educators as well as by HIV providers, to support national efforts to increase HTC uptake among key populations and their regular partners. The SM Project worked closely with VAAC to collect and review all existing HTC tools and materials—across projects and partners—prior to initiating the development of new materials. This review confirmed that no couples counseling materials exist in Vietnam. In-depth interviews were conducted among PWID, SW



and MSM in four provinces to identify insights to inform the development of couples HTC tools and materials. Based on a creative brief developed with input from key populations and partners, a set of couples HTC tools and IEC materials were developed, pre-tested and produced during FY13. The materials include key population representatives as models—an innovation which the SM Project believes will increase the appeal of tools and related messages with the target audience.

During the second half of FY13, the project utilized global best practices and guidance from USAID, CDC and other implementing partners to develop two new counseling tools: one for use with individuals and one for use with couples. Drafts were pre-tested with HIV providers in multiple provinces, and revised based on pre-test feedback. The final flipcharts have been produced and will rolled-out through trainings conducted in collaboration with other HIV service provision projects/partners.

Result 3: Strengthen the Local Environment to Sustain HIV Prevention Commodity Security & Risk Reduction by Engaging with & Building Capacity of Key Stakeholders including the Government of Vietnam, Private Sector & Civil Society

In FY13, a total of 349 (199%) OW/PE of PWID, 280 (187%) OW/PE of SW, and 108 (144%) OW/PE of MSM were trained on the use of MARP specific evidence-based IPC tools promoting HIV prevention products, services and behaviors, especially the IPC tools linked to “Nho Toi Moi Lan” and “Du Yeu Thuong De Biet” (Love Enough to Know) campaigns and the IPC tools to promoting female condom and LDS syringes. Trainings were led by DOH/PAC staff who graduated from TOT exercises conducted by the SM project in FY11 and FY12.

During FY13, in partnership with Pathways project, the SM project conducted an assessment to identify and respond to SM/BCC capacity building needs among CSOs. Five out of 11 CSO across four provinces (Hai Phong, HCMC, Hanoi and Quang Ninh) were included in this participatory assessment. The assessment identified specific recommendations to equip CSO partners with the knowledge and skills needed to i) design and implement a Strategic Communication Plan, and ii) to develop and implement supportive supervision efforts to increase outreach coverage and quality. Based on the assessment recommendations, the SM project designed and conducted a three-day SM/BCC training workshop on for Pathways CSO in March 2013 in Hanoi. A total of 20 CSO member sas well as Pathways Project staff participated in the training workshop. Training participants learned together and collectively built and applied their knowledge and skills through a hands-on, highly interactive training. They were equipped with the knowledge and skills needed to prepare and implement a Strategic Communications Plan including the following components:

- Situation analysis describing audience profile, SWOT and strategic priorities).
- Strategic communication objectives and measurable indicators for change at the behavior and factors associated with safer behavior levels.
- List of targeted communications channels and activities that respond to strategic priorities.
- Creative communication plan consistent with evidence base and strategic communications priorities.
- Methods to assess creative concepts to ensure they are consistent with the creative brief, and a plan for pre-testing materials with members of target beneficiaries.



In FY11 & FY12, the SM project hosted SM/BCC training workshops to build the government and civil society partners' understanding of key concepts related to SM/BCC and how to develop and implement SM/BCC strategies, campaigns and materials. In FY13, as mentioned above, the SM project conducted a similar training workshop for 21 (105%) Pathways CSO members. To strengthen and sustain SM/BCC capacity, the SM project recommended building capacity of SM/BCC for Centers for Health Communication and Education (CHCE) at both national and provincial levels - government agencies belonging to MOH/DOH with the key function of health communication and education. A plan of building capacity of SM/BCC for National and Provincial CHCE was presented in the USAID-PSI monthly meeting in March 2013.

In June 2013, the project conducted a training of master trainers for PACs with the participation of 23 PAC staff who had completed previous TOT courses and/or been involved in facilitating trainings or supervision efforts among OWs/PEs. During the training, the participants were provided with opportunities to practice supportive supervision skills, including coaching and using a checklist during a supportive supervision visit. Their training capacity was also improved through exercises of selecting appropriate training methods. All participants highly appreciated the training content and methods.

Result 4: Provide strategic information to support evidence-based programming & evaluation (FY13 Research Surveys)

Provide Strategic Information to Support Evidence-Based Programming & Evaluation

During FY13, the SM Project continued routine monitoring activities focused on collecting, analyzing and applying MIS data, including the use of UIC to track the actual coverage of SW & SW-PWID, assess sales, marketing and BCC coverage and effectiveness, including cost per contact. The SM Project conducted two behavioral surveys in FY13: MSM & Male PWID; and one Outlet Survey. In addition, the project designed a targeted survey among Male PWID in Hanoi, HCMC and Thai—to be implemented before 30 November—to assess LDSS pilot results and inform future harm reduction programming.

2013 MSM Behavioral Survey (Round II)

The study was designed to monitor changes in key PMEP indicators over time, evaluate the correlation between exposure and risk reduction behaviors (consistent condom use by partner type, HIV testing, VCT uptake and lubricant use) and inform TMA programming by collecting data regarding the condom and lubricant purchase practices and condom availability at hot spots. During the reporting period, the research findings were disseminated to donors, SI team, and other stakeholders through multiple presentation and programming discussions.

2013 Outlet Survey (Round III)

The study was designed to monitor progress toward CSM/TMA objectives, namely improving convenient access to condoms and visibility of condom messaging at H/G. During the reporting period, the research findings were disseminated and presented with donors, PACs of HCMC, Lao Cai, Nghe An, Hai Phong, implementing organization and other commercial partners in a TMA workshop conducted in September 2013.



2013 Male PWID Behavioral Survey (Round III)

The study was designed to assess coverage and results achieved during the first year of LDSS social marketing activities in select provinces, and to inform future LDSS social marketing and expanded harm reduction programming. During the reporting period, the survey design was developed in consultation with USAID/CDC, VAAC and other SI partners. Data collection, analysis and dissemination will take place in November and December 2013.

Dissemination of Research Findings

- Four abstracts related to project surveys among SW-IDU, male PWID, MSM and pricing randomize study accepted for presentation in ICAAP11 in November in Thailand.
- Complete disseminations of research findings from SW/SW-PWID, MSM and outlet surveys to donors and stakeholders in July, August and September.
- Condom market data, including results of the first two rounds of Outlet Surveys, was accepted for oral presentation at the Global Social Marketing Conference in Canada.
- The SM project is planned to complete summary reports for remaining surveys conducted earlier in FY13 by 30 November, with the exception of the LDSS pilot evaluation findings which will be completed before the end of the calendar year

Monitoring

During the reporting period, the SM Project continued to generate monthly MIS reports for all products including Number One, Number One Plus, Karol, Dream and LDSS—as well as outreach and marketing results. Independent field level monitoring trips were conducted in accordance with DQA standards and guidelines, to verify activities and to strengthen data collection practices. A web-based MIS reporting system was launched in January 2013, facilitating more robust and timely monitoring of sales activities.

Future priorities

As a result of an approved two month, no-cost-extension period, the USAID Social Marketing for HIV Prevention Project will end November 30, 2013. All program activities are scheduled to be completed by the 15 November 2013, with operational and administrative close out finalized by 30 November 2013. The no-cost-extension period was approved based on the intent to ensure a seamless transition to the Healthy Markets Project recipient and to minimize disruption of HIV prevention product and service provision during the transition period.

A final project report describing results and lessons achieved during the entire contract period will be submitted to USAID by 31 December 2013.