



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



Building brand appeal for Karol condoms through a groundbreaking campaign positioning this Vietnamese commercial condom brand as a positive sign of a modern, male of style

Submitted by: Population Services International Vietnam
Program title: USAID Social Marketing for HIV Prevention Project
Contract #: GHH-I-02-07-00062-00
Date of submission: 30 April 2013
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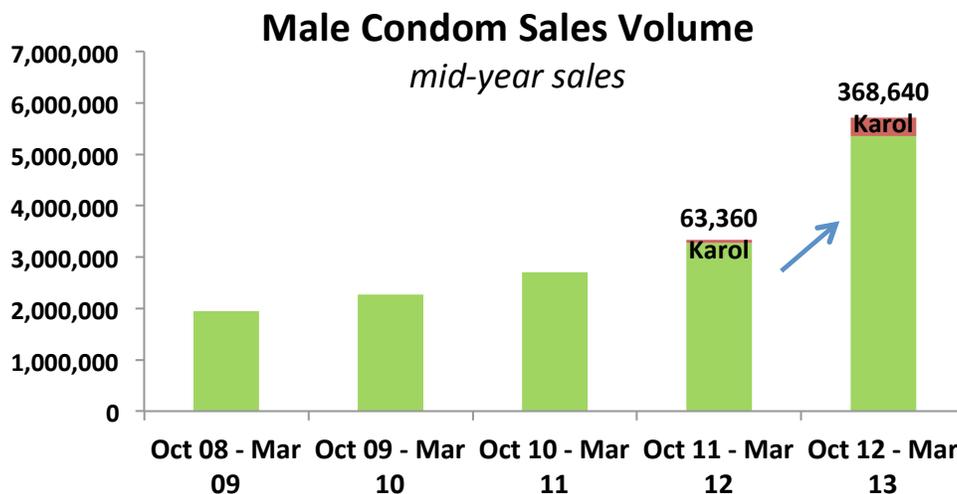
PROGRESS TOWARD OBJECTIVES, ACTIVITIES & INDICATORS *outlined in the FY13 work-plan*

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

Overview & Key Achievements

During the first six months of FY13, the SM Project worked with private, public and CSO partners to increase the use of health products, services and promoted essential behaviors to prevent HIV. During the reporting period, the SM Project sold 5,719,104 male condoms - including 5,350,464 Number One socially marketed male condoms and 368,640 Karol commercial condoms - to 3,424 hotels/guesthouses (H/G) and other non-traditional outlets (NTOs) accessible to key populations in 9 PEPFAR priority provinces. This represents a 71% increase compared to sales during the first six months of FY12 and 64% of the FY13 annual sales volume target: 9 million condoms, multiple brands. In the first six months of FY13, the SM Project sold 368,640 Karol commercial brand condoms to H/G and other NTOs accessible to key populations, representing 37% of the annual FY13 target. Factors affecting Karol sales during the reporting period included price (Karol is priced 2.5 times higher than other brands available to H/G) and limited brand awareness among hotel/guesthouse operators and their customers. Prior to March 2012, Karol condoms were distributed overwhelmingly through pharmacies. Findings from a representative survey of approximately 1,500 H/G revealed that the percentage of H/G stocking Karol increased from 0% to 14% after the initial 4 months of targeted distribution and promotion through targeted channels.

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. Condom category campaigns, such as the innovative “Yes! Condom” campaign designed to de-stigmatize condom purchase, carrying, use behaviors, were used together with a Karol brand promotion campaign, to increase commercial sector contributions to Vietnam’s total condom market. PSI negotiated for commercial partner contribution and cost-share equivalent to approximately \$23,000 for campaigns developed and placed during the reporting period.



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 increasing the percentage of H/G stocking condoms (any brand) from 88%



to 92%—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 to explore further opportunities to reduce costs without jeopardizing condom access at H/G.

During the reporting period, The SM Project facilitated condom coordination meetings in 7 provinces (Hanoi, Nghe An, Can Tho, An Giang, Dien Bien, Ho Chi Minh, Hai Phong) 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 the first half of 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, 324,864 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) representing 67% of the annual FY13 target and a 265% increase compared to sales during the first half of FY12. 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 the reporting period, more than 5,000 MSM were reached through 54 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 this round of events was reduced by 21% compared to similar events conducted in FY12.

During the first six months of FY13, the SM Project sold 173,100 low dead space needles/syringes (LDS N/S) representing 58% of the annual FY13 target. LDS N/S social marketing pilot activities resulted in the creation of 127 active outlets stocking LDS N/S including 49 NTOs and 78 pharmacies in districts/areas conveniently accessible to IDU in HCM and Hanoi. The SM Project worked with PACs, IDU 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 LDS N/S 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 LDS N/S to support LDS pilot costs. Complementary funding from non-PEPFAR sources secured during the reporting period facilitated the procurement of a 2ml LDS N/S product to better suit the needs of drug users in the north, and the geographical expansion of LDS N/S social marketing activities.

Using insights from the trade as well as IDU, the SM Project designed subtle, simple, color-coded items to both i) build business value for NTO operators and ii) communicate safe LDS N/S access to IDU. 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.



Ms. Nuoi, an 85 year-old tea stall owner in Hanoi stocks LDS N/S –in addition to tea, condoms and other fast-moving-consumer-goods. Her color-coded, battery operated light helps her grow her business and signals subtly to IDU that ‘LDS syringes are available here.’

During the reporting period, the SM Project reached 4,766 SWs in 4 provinces (Hai Phong, Quang Ninh, HCMC & Nghe An) with evidence-based, face-to-face HIV prevention messages, representing 140% of the FY13 annual target. Of the 4,766 SW reached, 846 were sex workers who also inject drugs (SW-IDU), representing 83% of the FY13 annual target for SW-IDU coverage. Approximately 1 out of every 5 SW reached during the reporting period 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-IDU coverage during the first half of FY13: the integration of peer driven approaches (HCM, Nghe An & Hai Phong) and mobile VCT service provision (HCM 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 HCM suggest that the SM project reached additional, previously underserved SW-IDU for an estimated cost of 68,000 VND or \$3.20 during the reporting period.

During the reporting period, 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, HCM, 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 HCM beyond June 2013 to contribute to national and provincial HIV & HCV prevention goals.



SW-IDU learn about the benefits of low dead space syringes from Song Dep outreach workers, before receiving on-site VCT in the kiosk at this public park in HCM

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 the reporting period, 17,300 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 51% 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 6,000 free Dream condoms were distributed to street-based SW with the lowest willingness to pay, through targeted outreach channels.

During the reporting period, the SM Project conducted targeted community events among SW 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. During the reporting period, more than 900 SW were reached through 12 targeted events held in 4 provinces (Hanoi, Hai Phong, HCM and Can Tho). These events were successfully planned and organized in collaboration with 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 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 SM Project sold 5,719,104 male condoms - including 5,350,464 Number One socially marketed male condoms and 368,640 Karol commercial condoms - to 3,424 hotels/guesthouses (H/G) and other non-traditional outlets (NTOs) accessible to key populations in 9 PEPFAR priority provinces. This represents a 71% increase compared to sales during the first six months of FY12 and 64% of the FY13 annual sales volume target: 9 million condoms, multiple brands. In the first six months of FY13, the SM Project sold 368,640 Karol commercial brand condoms to H/G and other NTOs accessible to key populations, representing 37% of the annual FY13 target. Factors affecting Karol sales during the reporting period included price (Karol is priced 2.5 times higher than other brands available to H/G) and limited brand awareness among hotel/guesthouse operators and their customers. Prior to March 2012, Karol condoms were distributed overwhelmingly through pharmacies. Findings from a representative survey of approximately 1,500 H/G revealed that the percentage of H/G stocking Karol increased from 0% to 14% after the initial 4 months of targeted distribution and promotion through targeted channels.

During the reporting period, the SM Project secured written approvals from the Government of Vietnam to adjust the pricing structure for Number One condoms and to utilize revenue generated from the sale of HIV prevention social marketing products to support contract and national HIV prevention goals. These approvals were secured following years of advocacy, and in full compliance with USG regulations and MOH guidelines. New trade marketing initiative, including an improved condom-holding key chain design as well as a 'welcome pack' were used to motivate H/G operators to stock, visibly display and routinely provide condoms to every customer.



Condom-holding room key chains designed by PSI make it easier for H/G operators to routinely offer condoms to customers. “Nho Toi Moi Lan” (“Remember me every time”) logo on key chains & wall clock supports the MOH’s national 100% CUP campaign

Consistent with TMA long term objectives to decrease subsidy in the Vietnam condom market and increase commercial sector contributions, 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. The experiment was designed to inform PEPFAR transition planning by determining: 1) whether and how H/G can be motivated to purchase condoms from nearby wholesalers through which they may already procure toiletries and cleaning supplies; and 2) whether transition from direct sales support to wholesaler distribution channels impacts condom access at outlets where commercial sex occurs. Preliminary findings will be analyzed and shared with USAID in Q3 of FY13. As described in the overview section above, cost-cutting measures were implemented to reduce recurrent sales/distribution costs by 25% during the reporting period.

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

During the reporting period, the SM Project designed and implemented 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 and placement plan was developed in close consultation with TCS, resulting in consensus to utilize framed posters at H/G, print advertisements in newspapers/magazines popular among urban men, and LCD signs inside popular cafes. As indicated elsewhere in the report, TCS provided a significant cost-share—in addition to donating time to the creative design process—to support the campaign development and placement.

In addition to targeted Karol brand promotion, the SM Project invested in non-brand specific condom category promotion campaigns 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 placed through outdoor billboards in 3 provinces (Hanoi, Quang Ninh, An Giang) as well as posters in public restrooms and LCD panels in large office buildings (viewed by an estimated 37 million viewers.) In addition, large posters at bus stations were seen by 230,000 people every day. Yes! Condom campaign images printed in popular men’s magazines including The Thao Van Hoa, Thanh Nien, Bao Bong Da and Cuoc Song reached 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 during the reporting period, based on evidence highlighting the importance of peer influence in motivating consistent condom use among male clients of sex workers, even in cases where male clients have been drinking. Initially intended to launch as a separate campaign, following an extremely poor response to the peer influence campaign request for proposals (RFP), the peer theme was instead integrated with Phase II of the Yes! Condom campaign in order to drive cost-efficiencies and save time. Refreshed Yes! Condom campaign images/messages were developed in collaboration with a local creative agency, USAID and the target audience. Two new, interactive online games were developed to reinforce evidence-based campaign messages.

“Nho Toi Moi Lan” (“Remember me every time”) campaign messages continued to be disseminated through multiple channels during the reporting period—to address the misperception among key populations that HIV risk can be judged based on a partner’s outward appearance and/or familiarity. Campaign images/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.

1.1. c Improving convenient access to water-based lubricant

During the reporting period, 324,864 Number One Plus WBL co-packaged with condoms were sold to venues accessible to MSM and SW. This represents 67% of the FY13 target and a 265% increase over sales during the same period in FY12. The significant increase in coverage & sales of WBL was achieved as a result of three main strategies:

- Identification of and negotiation with a new, qualified pharmaceutical distributor with a more robust distribution network relative to the previous pharmaceutical distributor partner;
- Designation of two, dedicated & pharmacy-focused sales representatives (SRs) with a mandate to use trade marketing and pharmacy behavior change techniques to motivate pharmacies to stock, display and promote Number One Plus as well as Dream;
- Design/implementation of clip strips and other creative displays to increase outlet-level product visibility and motivate consumer uptake.

In the latter half of FY12 and Q2 of FY13, the SM Project conducted 5 pharmacy advocacy meetings in Nghe An, Hai Phong and Can Tho to motivate pharmacy operators to stock, display and promote WBL and other HIV products to MSM and other key populations. During the reporting period, the SM Project conducted a rapid assessment to measure the impact of these meetings. Based on meeting experience, subsequent results, and feedback from PACs, it was concluded that meetings are not a cost effective strategy to improving pharmacy results. During the remaining contract period, the SM Project will utilize trade marketing and pharmacy behavior change approaches to improve convenient access to HIV products at pharmacies.

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 MSM community, VAAC/PACs, commercial and CSO partners to design, implement and monitor social marketing interventions that 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 about what to do, the SM Project used positive approaches, emotional insights and a deep understanding of the issues most important to MSM to design MSM social marketing campaigns for MSM and by MSM. Water based lubricant with condoms was 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/preparedness and consistent use. MSM communication objectives, key messages and materials were developed in close consultation with the MSM community and other stakeholders.

During the reporting period, more than 5,000 MSM were reached through 54 MSM events conducted in HCMC, Can Tho, An Giang, Hai Phong and Hanoi. More than 60% of MSM who attended events during the first half of FY13 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 in the first half of FY13, 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 MSM. Through a combination of word-of-mouth and more formal event promotions, the SM Project was able to reach a significant number of high risk MSM through this targeted channel.

The cost per MSM reached through events organized in the first half of FY13 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 the reporting period, the SM Project also placed 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 promote consistent use.

1.1e Female condom social marketing

In September 2012, the SM Project re-launched the female condom as Dream—the first priced female condom brand available in the Vietnam market. During the reporting period, 17,300 Dream female condoms were sold at the recommended consumer price of 10,000 VND, approximately \$0.50, per pack of two Dream condoms. This represents 51% 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 6,000 free Dream condoms were distributed to street-based SW with the lowest willingness to pay, through targeted outreach channels.

During the reporting period, the SM Project conducted targeted community events among SW 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. During the reporting period, more than 900 SW were reached through 12 targeted events held in 4 provinces (Hanoi, Hai Phong, HCM and Can Tho). These events were successfully planned and organized in collaboration with PACs, CSOs serving SWs and implementing partners including the Pathways Project and SMART TA. Lessons from the first round of Dream targeted events were used to drive cost per SW-reached through events down by 27% during the reporting period.

In December 2012, the SM Project implemented a referral program designed to increase Dream brand awareness and product trials among new users by incentivizing product advocates and promotion of nearby commercial outlets stocking Dream. Unfortunately, the referral initiative was not successful due to challenges associated with motivating outreach workers to shift from free distribution to promoting nearby commercial outlets stocking Dream.

In addition, the SM Project developed 4 evidence-based IPC tools focused on addressing product misperceptions and motivating trials among key populations. During the reporting period, 220 SW focused outreach workers and 94 MSM focused peer educators were trained to utilize the new tools to motivate female condom use in cases where the male condom use is not feasible.

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

During the reporting period, the SM Project facilitated condom coordination meetings in 7 provinces: Hanoi, Nghe An, Can Tho, An Giang, Dien Bien, Ho Chi Minh and Hai Phong. Meetings were planned and conducted in partnership with DOH/PAC partners and were generally well attended by other provincial-level stakeholders including DOPS, DOLISA, MOCST and implementing partners from PEPFAR and non-PEPFAR projects involved in condom distribution and promotion. In FY13, only one condom coordination meeting was planned per province for the year, representing further efforts to achieve cost-efficiencies as these meetings were held quarterly in FY11 and twice a year in FY12. FY13 condom coordination meetings differed from previous rounds in that they included:

- Review of progress toward provincial TMA decisions taken during FY12 condom coordination meetings;
- Dissemination and analysis of 2012 outlet survey data findings;
- Quantification of the estimated number of fully-subsidized condoms needed (any brand) to meet the needs of key populations with the lowest willingness to pay;

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- High level leadership from PAC/DOH partners, including presentation of TMA objectives

The primary result of condom coordination meetings held in the first half of FY13 was the decision by 5 PACs (Nghe An, Can Tho, An Giang, Hanoi, Dien Bien provinces) not to order any Protector Plus condoms (PEPFAR-supported fully subsidized brand) this year.

Challenges & lessons

- Price undercutting and expensive trade promotions targeting H/G outlets (motorbike campaign, buy X receive Y free items, etc.) implemented by the VIP+ project led to the duplication of efforts and challenges to TMA goals including decreasing overall market subsidy, and increasing commercial sector contributions.
- Price sensitivity and limited brand awareness/appeal among H/G operators and customers has affected Karol coverage in the H/G channel
- As expected with any new product introduction, Dream remains a nascent brand requiring more time and targeted support to build brand appeal with both pharmacy/FMCG traders and end users
- Resistance from provincial authorities in 5 of 8 provinces where 'Yes Condom' phase I campaign billboards were not approved, even with a written supporting letter from PAC, as well as similar challenges faced by other projects—e.g. VIP+ television commercial that was not approved and therefore not placed--indicate that mass media condom promotion continues to be sensitive in the VN context.
- A consultative campaign creative development process affects timeline, costs, and results. During the reporting period, the number of creative agencies bidding on project campaign RFPs dropped from 11 to 4; anecdotal feedback from agency partners suggests they are frustrated by the tension between the project's commitment to consultation (longer timelines, more opportunity and direct costs) and best practices in marketing. A more flexible consultative process with input/review from stakeholders at particular, defined stages (e.g. creative brief development) could drive cost-efficiencies and more closely aligns with private sector practices.

Priorities remaining contract period

- Sustain targeted consumer and trade marketing to achieve HIV prevention and TMA goals, including increasing percentage of H/G stocking any brand condom, increasing commercial brand availability at H/G, and motivating routine condom provision to every H/G customer
- Analyze and disseminate wholesaler experiment to inform future efforts to sustain condom coverage at H/G for less cost
- Adjust pricing for Number One, Number One Plus and Dream condoms to reduce the future subsidy required to sustain convenient access to quality HIV prevention products, without jeopardizing affordability among key populations
- Conduct TMA review exercise and stakeholder dissemination to discuss key findings
- Conduct events targeting key populations to reinforce other channels and engage in participatory discussions related to safer behaviors



Result 1. 2: Learning model SW intervention Overview & Key Achievements

During the first four and a half months of FY13, the SM Project reached 4,766 SW/SW-IDUs in HCM, Nghe An, Hai Phong, and Quang Ninh provinces—representing 140% of the entire annual target for FY13, and a 35% increase compared to the first six months of FY12. Of those reached 846 were sex workers who also inject drugs (SW-IDU)—representing 83% of the FY13 target for SW-IDU coverage, and a 90% increase compared to the first six months of FY12. During this period, 823 sex workers--17% of the total reached--were referred to VCT services. These results were achieved during slightly more than 4 months out of the 6-month reporting period. Delays in USAID/RDMA approval of FY13 subcontracts resulted in delays to Song Dep outreach activities until mid-November 2012.

During the reporting period, the SM Project focused on three main priorities related to result 1.2:

- **Increasing SW and SW-IDU coverage and results**, including increased referrals for VCT using peer driven recruitment as well as strengthened linkages with complementary product social marketing activities supporting Dream female condoms, LDS N/S, and linkages to mobile VCT provision. All programmatic refinements were designed and implemented in close consultation with the PAC HCM. Successful piloting of peer driven recruitment led to PAC support to extend this approach in HCM, and integrate it into Hai Phong and Nghe An Song Dep teams as well.
- **Advocating with PACs to increase commitments to providing financial and increased leadership for Song Dep** in FY13 and beyond. During the reporting period, PACs from all four provinces provided in-kind support for training costs in the first half of FY13, including training facilitators and venue costs, enabling the SM Project to realize significant cost savings compared to training activities conducted in previous years. Nghe An and Quang Ninh PACs committed to utilize national target program resources to compensate Song Dep outreach workers beginning 1st July 2013. In Nghe An, the PAC submitted a plan to provincial authorities to expand Song Dep outreach to three additional districts with national/provincial resources. PSI secured complementary funding to support the extension of a revised Song Dep outreach model in HCM beginning 1st July 2013.
- **Documenting and disseminating Song Dep lessons and tools** to inform broader efforts to strengthen outreach coverage & results across projects and provinces. The Song Dep tool package outline was developed in consultation with VAAC & PACs. One of several strong provincial-level results in this area, is the SM Project's successful advocacy to integrate LDS N/S communication objectives and training materials into the working agenda for all outreach workers under PAC's supervision in HCM.

1.2.a Increasing face-to-face coverage of SW and IDU-SW

During the reporting period, Song Dep outreach workers reached 4,766 individual SWs and IDU-SWs in 4 provinces (Hai Phong, HCMC, Quang Ninh, and Nghe An), surpassing the FY13 annual target by 40%. Following delays in USAID/RDMA approvals for sub-contracts with PACs, Song Dep teams worked hard during the remaining 4.5 months of the reporting period to maximize outreach coverage and results. UIC monitoring data suggests that 19,545 face-to-face evidence-based behavior change communication sessions designed to prevent initiation of injecting drug use and motivate increased harm reduction behaviors were conducted by Song Dep outreach teams during the reporting period—an increase of 33% compared to the number conducted during the first half of FY12.

With an objective to increase coverage among hard to reach SW-IDU, the SM Project worked closely with PACs in HCM —and later, Nghe An and Hai Phong---to integrate peer driven approaches into Song Dep outreach. During the initial 6 months of piloting peer driven approaches in HCM, an additional 150 SW-IDU were reached for an average cost of \$3.20. Of these, close to half were successfully referred for VCT services. Lessons from the initial pilot experience were discussed with the HCM PAC, leading to agreement regarding the need to organize VCT service provision during more convenient locations/times,



and the need to identify more appealing incentive (compared to the phone card initially used at the HCM PAC's request) to increase likelihood of future sustainability. These early lessons will be used to further strengthen SW-IDU coverage in HCM, Nghe An, and Hai Phong during the remaining contract period. HCM PAC support for mobile VCT provision at sites where Song Dep teams provide outreach services was critical in increasing the proportion of SW-IDU reached who learned their HIV status.

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

The SM Project collaborated with PACs to provide annual refresher trainings to Song Dep outreach workers to build their capacity to use new IPC tools and BCC materials related to Dream condoms, LDS N/S, and other HIV prevention behaviors. Trainings were organized with increased PAC leadership during the reporting period (compared to previous years) following commitment from all four PACs to take full responsibility for overseeing and providing in-kind contributions for the training activities this year. Training curricula and lesson plans were developed in consultation with PACs. Trainings were facilitated by PAC staff who had previously completed the SM Project's IPC-TOT course. During the reporting period, the SM Project observed that provincial trainers demonstrated improved capacity in training skills as well as in their confidence and ability to engage others in discussions regarding HIV prevention behaviors.

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

In FY12, the SM Project and PACs from the Song Dep provinces agreed on an initial transition plan to increase provincial support to sustain Song Dep results beyond June 2013. The transition plan included commitments from all PACs to increase their responsibility in managing, as well as providing technical and financial support, for Song Dep outreach. During the first half of FY13, the SM Project held follow-up advocacy meetings with Quang Ninh, Nghe An and HCMC PACs to plan for increased PAC ownership beyond June 2013. As discussed above, all three PACs provided significant in-kind support for trainings held during the reporting period. In addition, Nghe An and Quang Ninh PACs agreed to sustain Song Dep Outreach beyond FY13 by integrating the outreach into national program-supported outreach. PSI also secured complementary funding to sustain a revised Song Dep outreach model in HCM beginning 1 July 2013 through 2015. The SM Project provided technical support to Nghe An PAC to expand Song Dep outreach to three additional districts and also worked closely with the PAC to develop and submit a proposed expansion plan to the provincial leaders for their review.

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

In FY12, the SM Project provided training support to all outreach projects/partners under PAC to use UIC to improve the quality of outreach monitoring coverage. During the reporting period, the SM Project organized follow-up consultations with PAC HCM to assess progress toward implementing UIC across all partners and projects. One of the key outcomes of this consultation was an agreement that the SM Project would provide support to analyze initial UIC data—while waiting for data to be updated and integrated into the PAC's updated MIS system later this year.

Challenges & lessons

- Peer driven recruitment has potential to increase coverage of SW-IDU
- PAC leadership and support for mobile VCT service provision at locations where outreach sessions are conducted and conveniently accessible to SW & SW-IDU has the potential to increase VCT uptake among key populations
- Delays in USAID/RDMA approval for FY13 subcontracts led to a 1.5 month gap in outreach activities
- Multiple requests (from multiple partners) for provincial/national resources to sustain/cost-share HIV prevention activities suggests sustaining effective HIV prevention activities such as Song Dep – the



only intervention in the country currently reaching SW-IDU, with demonstrated behavioral results – may require a longer transition planning timeline

Priorities for remaining contract period

- Implement modified peer driven recruitment strategies to increase SW-IDU coverage; analyze/disseminate results at both national and provincial levels
- Advocate with Hai Phong DOH to integrate Song Dep outreach into national program-supported outreach
- Work closely with HCM PAC to modify and sustain Song Dep Outreach model beyond FY13

Result 1. 3: Low Dead Space Syringe Social Marketing

Overview & Key Achievements

During the first six months of FY13, the SM Project sold 173,100 LDS N/S (58% of the annual FY13 target) to 127 outlets (78 pharmacies, 49 NTOs) in 6 districts of HCM and Hanoi. PACs, CSOs and IDU representatives were involved in designing this first-ever LDS N/S pilot. The SM Project negotiated favorable terms with LDS N/S manufacturer B. Braun (BBVN) to improve access to affordable, quality LDS products without utilizing PEPFAR resources for commodity procurement. The SM Project successfully negotiated the lowest recorded wholesaler price for the Omnican 40 1ml product and linked BBVN with commercial sub-distributors affiliated with PSI. Significant time and resources were dedicated to recruiting and mentoring two dedicated Sales Reps willing and capable of working with IDU and outlets conveniently accessible to IDU. Insights from IDU and the trade were used to design appropriate consumer/trade marketing materials to improve convenient access and highlight LDS advantages perceived by IDU. Consultative partner meetings were organized in both Hanoi and HCM—co-facilitated by PAC senior staff—to solicit input from multiple implementing partners into the design and implementation of the pilot. In addition, the SM Project presented LDS N/S pilot preliminary results and lessons to a national CSO meeting organized by VCSPA in December 2012. LDS N/S pilot activities were limited to two provinces, following USAID request that pilot results in Hanoi and HCM be reviewed prior to pilot expansion.

1.3.a Improve convenient access to LDS N/S

The SM Project, in partnership with PACs, CSO and IDUs, identified appropriate districts and outlets to target with LDS N/S in order to improve convenient after-hours access to the product. In addition to NTOs, pharmacies- close to drug purchase points and shooting galleries were also identified and integrated into the LDS N/S pilot for product sale and related trade marketing/pharmacy behavior change efforts to motivate increased stock, display and promote single syringe sale behaviors. The SM Project developed trade marketing initiatives (such as rechargeable lanterns) to motivate pharmacies and NTO to stock, display and promote LDS N/S to IDU. As of end March 2013, the SM Project had successfully convinced 49 NTOs in 6 districts of Hanoi and HCM to make quality, affordable safer injecting equipment conveniently accessible to IDU—a remarkable achievement in a context where injecting drug behavior is treated as a “social evil.”

To inform the design and monitor results linked to pharmacy behavior change efforts, the SM Project implemented a simple audit of 200 pharmacies near shooting galleries in HCM and Hanoi (100 pharmacies in each city). The audit was repeated after 3 months of targeted pharmacy behavior change interventions implemented by the SM Project. Results revealed insights regarding motivations of pharmacy operators—including stigma and misperceptions regarding IDU—but also clearly demonstrated the potential of pharmacy behavior change to motivate improved LDS N/S stocking and single unit sales to IDU. The percentage of pharmacies stocking LDS N/S increased significantly from 17% to 38% following 3 months of targeted social marketing support from PSI’s field-based LDS officers. In addition,



the proportion of pharmacies willing to sell a single syringe to an IDU (using a peer educator mystery client approach) increased from 59% to 71%.

1.3.b Increase informed demand for LDS N/S 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 LDS N/S and related safer injecting practices among IDU. The SM Project worked closely with an IDU representative as well as multiple CSO/PAC/implementing partners to develop the first IPC tools designed to promote LDS N/S. Two new tools were produced and introduced through trainings for use by outreach workers affiliated with multiple projects in Hanoi and HCM:

- “Do you know about the new generation syringe” - introducing advantageous benefits of LDSS and
- “Buy what from where”- highlighting after-hours access at NTOs with the color-coded, subtle signs.

Challenges & lessons

- Targeted pharmacy behavior change interventions can successfully motivate pharmacy operators to stock, display and sell single N/S products to IDU
- Price is a barrier for a relatively small proportion of IDU to use LDS N/S, therefore, free N/S should be highly targeted to ensure IDU with the lowest willingness to pay for N/S have access to sterile injecting equipment
- Limited support from local authorities for LDS N/S social marketing activities, particularly NTO access;

Priorities for remaining contract period

- Conduct meetings with district security teams to build support for pilot activities
- Share pilot lessons, results and challenges with VAAC as well as PAC partners to influence broader harm reduction efforts and support a further shift from HDS N/S procurement/distribution to LDS
- Develop additional IPC/BCC tools/materials for trade and IDU roll-out in collaboration with PAC, CSO and implementing partners
- Integrate new, 2ml LDS N/S product into sales/distribution in Hanoi and other provinces in the North to meet the needs/preferences of drug users in the North
- Conduct a follow-on pharmacy audit to further inform efforts to improve convenient and sustainable access to LDS N/S
- Expand to additional provinces pending results from the market assessment, pilot lessons learned, and USAID approval

Result 2: Result 2: Increase demand for HIV counseling and testing among key populations

Overview & Key Achievements

During the first six months of FY13, 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, emphasizes the 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 appropriate in the Vietnam context. Another great example of collaboration for enhanced campaign impact during the reporting period was the development of a VCT referral card –with input from HCM PAC and other partners—to motivate key populations to learn their HIV status within 1 month of attending a Love Enough to Know event. 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 other 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 targeted events to promote the benefits of learning one's HIV status with a focus on reaching SW, IDU and their regular partners. The events reached more than 6,300 SW, IDU & 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 & IDU 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 this round:

- 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, this round the promotional items were provided at nearby VCT sites, following VCT service provision.
- Active collaboration with CSOs targeting IDU and SW as well as PACs and SMART TA to promote events among SW & IDU in advance, and using word-of-mouth through the community to increase event attendance and subsequent VCT uptake among key populations.

The SM Project developed 9 new evidence-based IPC tools and 4 BCC materials to promote regular HIV testing among key populations during the reporting period. 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 reporting period, 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

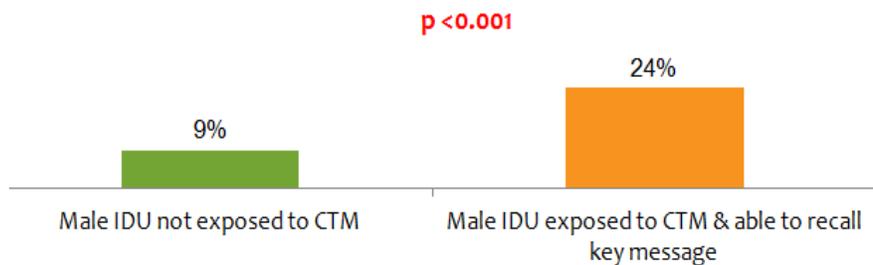
benefits of learning one's HIV status at least once a year. During the campaign, more than 16,000 women were reached through small group discussions conducted at 9,377 outlets in 7 provinces with a low cost of almost \$1.38/ person reached. Evidence-based IPC tools & BCC materials were used to raise 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 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 IDU, SW and MSM in four provinces to identify insights to inform the couples HTC tools and materials. PSI marketing staff also conducted interviews with HIV service providers at MMT and VCT sites in multiple provinces to learn more about the practical needs among providers for couples counseling tools. One key take away from the provider interviews was a clear preference for tools that can be used in various settings e.g. a small flip chart that does not require a table, as well as materials to be able to give to clients who test HIV positive to return with or refer their partner for HTC immediately. Qualitative insights from key populations, input from HIV providers based on HIV service delivery site visits and other relevant evidence were used to develop a creative brief for the couples HTC materials, in consultation with all partners listed above.

Couples HTC tools and materials will be finalized, produced and disseminated—in conjunction with outreach worker/HIV provider training—with collaboration from VAAC, PACs, SMART TA and Life GAP in the remaining contract period.

Since the project began in 2008, exposure to Chan Troi Moi campaigns has resulted in significant increases in VCT uptake among key populations. Behavioral results linked to exposure to CTM among SW, SW IDU, MSM and male clients were presented at the International AIDS conference in Washington D.C. in 2012. Recent data collected among male IDU further demonstrated a strong correlation between exposure to Chan Troi campaign and an increase in VCT uptake among this critical key population.

Male IDU Exposed to CTM are close to 3 times more likely to have received VCT services in the past 6 months



Source: PSI, Male IDU BS, December 2012

Challenges & lessons

- Collaboration with partners at the campaign design phase can jeopardize time, cost and impact of the creative development process. Focusing partner input at key points (e.g. defining campaign objectives through the creative brief development process) can improve cost-efficiency of the consultation process and ensure consistency with best practices in BCC



- Active collaboration with VAAC/PACs, CSOs targeting key populations and other implementing partners at the campaign execution stage—particularly for community events and IPC tool/BCC materials dissemination—can increase campaign coverage and results.
- Promotional materials can be used effectively as an incentive to motivate VCT uptake among key populations.
- Reduced FY13 annual VCT budget relative to increased stakeholder expectations for VCT promotion. The SM Project was able to support only a portion of the true need for VCT promotion among key populations during the reporting period due to funding limitations.

Priorities for remaining contract period

- Finalize and roll-out couple HTC tools and materials together with VAAC/PACs, SMART TA, Life GAP and other partners.

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

Overview & Key Achievements

During the reporting period, the SM project continued to provide technical assistance to TCS Vietnamese commercial condom brand distributor to strengthen its supply chain management and social marketing capacity. Onsite monitoring and supply chain management (SCM) capacity building visits conducted during the reporting period revealed that TCS has made significant progress in SCM best practices as follows:

- Implemented an electronic stock bin card management system to generate more timely updates for each product transaction; enter and retrieve data; generate practical reports; and plan/procure additional stocks to avoid stock-outs.
- Improved filing of documentation and use of stock notebook system, using a full range of required forms designed by PSI in line with TCS's needs/practices; completion and use of a general book for recording daily transactions.
- Comprehensive inventory checks are periodically conducted in accordance with best practices, as guided by PSI.
- Reorganized and clearly labeled storage areas, following warehousing best practices, to save space/costs and facilitate first-expiry-first-out principles.
- Equipped basic equipment (computer, printer) and recruited staff (with TCS funds) to support warehouse management practices.

To sustain this strong performance and help TCS to further minimize the risk of stock-outs and other costly consequences of inadequate supply chain management, the SM Project identified the following additional areas in need of continued improvement by TCS:

- Regularly update product transactions (e.g. entry data into stock bin card) at least 2 times per month.
- Add recipient name/company to the column "From Whom Received/To Whom Issued" of Karol stock bin card.
- Check and rearrange the warehouse on a quarterly basis or as needed (after a big issuance or packaging for new imported products, follow the direction for upright criteria).
- Follow best practices for dispatch procedures, namely First Expiry, First Out. As of January 2013, for example, there were two Karol boxes with shorter expiry date than others--these should be priority issued in the next transaction.

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- Implement the use of a new general log book for use with all brands--to be designed by PSI in consultation with TCS – to replace the handwritten Goods Received Note/ Goods Issued Notes and the current book.

These areas will form the basis of SM Project's capacity building support to commercial partner TCS during the remaining contract period. A follow-up SCM assessment will be conducted in June 2013 to assess progress since the original May 2012 SCM assessment. In addition to ongoing SCM support, the SM Project strengthened efforts to involve TCS in campaign design to strengthen Karol appeal among H/G and their customers. In addition, a joint field visit was conducted during the reporting period to improve TCS's understanding of the unique challenges associated with improving Karol uptake through non-pharmacy outlets.

In addition to the SM Project's efforts to build commercial partner capacity, efforts to collaborate closely with VAAC and PACs were also strengthened during the reporting period. Regular meetings and the first joint VAAC-SM Project field visit were organized during the first half of FY13 to review project results and goals. As described earlier in this report, both VAAC and PAC partners played a critical role in contributing to the design and implementation of multiple behavior change communication campaigns, as well as research activities. A few tangible examples of evidence of the SM Project's increased efforts to engage with VAAC and PAC partners during the reporting period:

- 8 out of 9 FY13 PAC sub-contracts were signed by PAC partners immediately following RDMA/USAID approval—a result achieved through more close consultation with PAC partners during the FY13 work-planning phase in late FY12.
- Attendance and active participation at research dissemination meetings—including the 2012 Male IDU Behavioral Survey meetings—by representatives from multiple departments within VAAC including Scientific Research & M/E.
- MOH approval to adjust the pricing structure for Number One condoms and to utilize program income to support project deliverables and national HIV prevention goals.
- Increased PAC leadership and active participation in TMA advocacy across partners and projects, as evidenced by PAC Director-led TMA presentations during PEPFAR SW meeting in HCM as well as multiple condom coordination meetings held during the reporting period.

During the reporting period the SM Project collaborated with the Pathways Project to assess SM/BCC capacity building needs among CSO partners with specific attention to capacity for: i) strategic communication design and implementation; and ii) outreach supportive supervision. Results from the capacity building assessment were used by the SM and Pathways Projects to revise SM/BCC training content to address identified areas for improvement toward achieving these two objectives.

In FY11 and FY12 the SM Project hosted multiple SM/BCC training workshops to build government and CSO understanding of key SM/BCC concepts. Building on prior efforts, in March 2013, the SM Project designed and conducted a three-day, participatory training workshop in Hanoi for Pathways CSOs to strengthen capacity in SM/BCC. Training participants included 10 CSO members directly involved in the management, development and implementation of SM/BCC campaigns and programs, as well as a representative from the Pathways Project. Using a collaborative, hands-on approach, the training required participants to collectively prepare and implement a communications plan targeted to a specific audience and behavior using an evidence-based planning process. Participants designed a communications strategy using basic principles and best practices in SM/BCC program development, ranging from situation analysis preparation (including audience profile, SWOT, etc) to setting strategic communication objectives, identifying appropriate delivery channels, designing relevant activities that responds to strategic priorities, and, finally, developing a creative brief reflective of communications plan findings and priorities. Through the remainder of the award, the SM Project will follow up the CSO trained participants to ensure they receive adequate support to successfully roll-out their communication plans.

To further strengthen government capacity for SM/BCC program development and implementation, the SM Project recommended a capacity building plan for the Centers for Health Communication and



Education (CHCE); the agency responsible for developing national and provincial level health communication and education materials. The proposed capacity building plan was presented to USAID in March 2013 to inform transition and follow-on project planning.

During the reporting period, the SM Project conducted 17 training courses for OW/PE working with IDU, SW and MSM. A total of 449 (110 IDU, 245 SW, 94 MSM) OW/PE – 112% of the FY13 target – were trained to use IPC tools and BCC materials promoting HIV prevention products, services and behaviors, e.g. ‘Nho Toi Moi Lan’ AND ‘Love Enough to Know’ campaigns, Dream female condoms, and LDS N/S. Leveraging government capacity and to continue skills strengthening, training facilitators were chosen from DOH/PAC staff who graduated from training of trainer workshops conducted by the SM Project in FY11 and FY12.

Challenges/lessons

- Perceived tension between short-term revenue/profit potential and compliance with international SCM standards can pose a challenge to SCM strengthening efforts with commercial sector partners
- Selection of appropriate CSO participants is essential to institutionalize training benefits through the CSO and achieve concrete results

Priorities for remaining contract period

- SCM review of TCS to assess changes compared to May 2012 baseline SCM assessment
- Organize Master Trainer training for Provincial AIDS Committee representatives to further build provincial capacity to lead SM/BCC trainings
- Conduct an advanced TOT for representatives from Pathways Project lead partners to further build CSO capacity to lead SM/BCC trainings
- Support CSO partners to develop evidence-based strategic communications plans

Result 4: Provide strategic information to support evidence-based programming & evaluation

During the reporting period, the SM Project continued to collect, analyze and apply MIS data, including the use of UIC to track the actual coverage of SW & SW-IDU, assess sales, marketing and BCC coverage and effectiveness, including cost per contact. A pharmacy audit was also conducted during the reporting period, to inform and monitor pharmacy behavior change efforts linked to the LDS N/S pilot in HCM and Hanoi. In addition, the SM Project conducted 2 behavioral surveys among key populations (male IDU & SW/SW-IDU) and designed the RD II MSM behavioral survey-- to inform ongoing social marketing and related HIV prevention programming across partners and projects in Vietnam.

Dissemination of FY12 research findings

2012 Outlet Survey findings were disseminated and discussed with Provincial AIDS Committees and other partners across projects in Nghe An, Can Tho, Dien Bien, Quang Ninh. In addition, findings were shared with VAAC representatives overseeing GFATM & WB projects as well as with the Scientific Research & Management department of VAAC. The final report was disseminated to all relevant stakeholders in December 2012. The survey findings were also accepted for oral presentation at the 2013 International Social Marketing Conference in Toronto, Canada in April 2013.

An abstract titled “The effect of price on condom purchase by hotels and guesthouses in Vietnam:- findings from a randomized pricing study” based on the willingness to pay study conducted by the SM



Project was accepted for oral presentation at the International Health Economics Association conference organized in Sydney during July 2013.

During the reporting period, the SM Project shared MSM Behavioral Survey Round I findings with the national and provincial stakeholders through a variety of forums including: PEPFAR MSM meeting in Hanoi, VAAC meeting in Nha Trang and provincial dissemination meetings in Hai Phong & HCMC.

2012 Male IDU Behavioral Survey

During the reporting period, the second round Male IDU Behavioral Survey was designed and implemented to monitor changes in risk reduction behaviors and related determinants over time among male IDU, to evaluate changes in key PMEP behavioral and determinant indicators; and to provide data/evidence to support the social marketing of Low Dead Space (LDS) syringes and 4) describe behavior determinants and population characteristics associated with types of syringe used. Data collection was completed in November. Preliminary findings and field lessons were shared with USAID/CDC, VAAC, WHO, SMART TA, the Hanoi School of Public Health and other SI partners during a December 2012 consultative meeting. A national dissemination meeting was held in March 2013 with participation from three departments of VAAC (Harm Reduction, Scientific Research & M&E) as well as USAID, CDC and other implementing partners.

2013 SW & SW-IDU Behavioral Survey

During the reporting period, the third round SW & SW-IDU Behavioral Survey was designed and implemented to monitor changes in key PMEP indicators over time, including risk reduction behaviors and related determinants; to evaluate project exposure, as well as correlation between exposure and risk reduction behaviors (use of low dead space syringes, male/female condom use, VCT); and to inform low dead space syringe & condom TMA programming. The study was designed in collaboration with USAID/CDC, WHO, UNAIDS, VAAC, PACs and other stakeholders. Data collection was completed in March 2013. Data analysis and dissemination will occur during the remaining contract period.

Pharmacy Audit to Monitor Pharmacist Behavior Change related to LDS N/S Access

During the reporting period, the SM Project designed and analyzed Pharmacy Audit data to monitor progress against trade marketing objectives designed to improve convenient access to LDS N/S at pharmacies in HCM and Hanoi. Data collection was completed in November 2012 and preliminary results were shared with HCMC Provincial AIDS Committee as well as other national & provincial stakeholders during the VCSPA meeting held in Hue during December 2012. The SM Project plans to share findings more broadly with national and international stakeholders during the remaining contract period.

2013 MSM Behavioral Survey (Round II)

The study is 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 condom TMA programming by collecting data regarding the condom and lubricant purchase practices and condom availability at hot spots. 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 Q3 FY13.

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, which will facilitate more robust and timely monitoring of sales activities. The SM Project analyzed and disseminated province-specific data for the Condom Coordination meetings in 5 provinces as well as SM/BCC training results.

Challenges/lessons

- Time associated with consultative stakeholder review process at multiple stages including study design, questionnaire development and data analysis.

Priorities for remaining contract period

- Analysis & dissemination of SW & SW-IDU Behavioral Survey data Round III; and continued dissemination of data collected in FY12.
- Design & conduct Outlet Survey Round III, MSM Behavioral Survey Round II & the LDS N/S pilot evaluation i.e. Male IDU Behavioral Survey in select provinces

Result 5: Project Transition Planning & Close Out

During the reporting period, the SM Project notified all sub-partners of project close out and initiated detailed transition & close out discussions. A request for a 3-month no cost extension was submitted to USAID in March 2013 to facilitate a seamless transition to the follow-project, reduce the risk of interruption of critical HIV prevention product delivery/services and utilize remaining contract resources in the most effective manner possible. During the first half of FY13, a detailed guidance and a checklist tool was developed to facilitate project-close out with sub-partners. Official guidance will be disseminated to sub-partners during the second half of the year, pending resolution of the requested 3-month no cost extension. Four positions were phased out during the reporting period—representing approximately 1/8th of contract-supported staff.

In support of the project's transition goal of sustaining results during FY13 and beyond with reduced funding levels, PSI: i) negotiated with commercial partners for cost-share contributions; ii) planned pricing adjustments for three HIV prevention social marketing brands; and iii) secured complementary funding from other funders. As stated above, through consistent, sustained advocacy, the SM Project also secured commitment from multiple PACs (Nghe An and Quang Ninh) to sustain Song Dep Outreach beyond FY13 by integrating the outreach into national program-supported outreach. PSI also secured complementary funding to sustain a revised Song Dep outreach model in HCM beginning 1 July 2013 through 2015.

In February 2013, the SM Project successfully secured MOH approval to adjust the pricing structure for Number One – socially marketed male condoms and use the program income generated from the sale of social marketing projects to support national HIV prevention goals. This approval was secured in compliance with USG regulations, following extensive negotiations with MOH. Further pricing adjustments planned for the remainder of the contract period will be made in consultation with both MOH and USAID, following necessary approvals.

Cost Share

During the reporting period, PSI secured the following cost-share contributions from commercial partners to support project objectives:

BBVN (LDSS manufacturer) contributed \$900 including: 7 million VND (\$350) toward branded promotional items used to motivate pharmacies to stock/display/promote LDS N/S; as well as 50 dispensers (5,000 syringes) free LDS valued at 11 million VND (\$550.)

TCS (Karol commercial condom partner) contributed 64 million VND (\$3,200) to support Karol brand promotion campaign placement.

Clipper Indochina (media agency) discounted campaign creative costs by \$20,000 to support “Yes! Condom” campaign development.



Careful negotiations and transparent procurement procedures with suppliers as well as the implementation of sales/distribution cost-cutting measures, enabled the project to save close to \$45,000 during the reporting period. The November 2012 sales/distribution system review conducted with support from consultant Mr. Dragos Gavrilescu, resulted in a 21% reduction in sales/distribution costs. The SM Project also reduced travel costs by 28% during the reporting period by implementing a revised travelling policy; and negotiated for a 15% reduction in office rental fee.

Challenges/lessons

- Maintaining team morale and commitment through the end of the contract period.

Priorities for remaining contract period

- Finalizing a detailed transition plan, pending guidance from USAID/RDMA regarding a 3-month no cost extension
- Determinations on use of program income to support contract objectives, including potential procurement of HIV prevention commodities to support a seamless transition to the follow-on project.
- Implementing additional transitional activities including pricing adjustments and wholesaler distribution experiment analysis, to reduce subsidies required to sustain SM results in future.
- Implementing close out procedures in compliance with USG policies and local law.