

**Advancing Social Marketing for Health in the Democratic Republic of Congo  
Task Order # GHH-I-05-07-00062-00**

**Programmatic Quarterly Report  
October – December 2009**

**Submitted by:  
Population Services International (PSI) / Association de Sante Familiale (ASF)**

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## **I. Executive Summary**

**Organization:** Population Services International (PSI)/Association de Santé Familiale (ASF)

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**Program Title:** Advancing Social Marketing for Health in the Democratic Republic of Congo

**Agreement number:** GHH-I-05-07-00062-00 #5

**Country:** Democratic Republic of Congo

**Time period:** October – December 2009 (Q1 FY10)

**Program Goal:** To improve the health status of the people of the Democratic Republic of the Congo.

**Program Purpose:** To expand and build upon the achievements of USAID's previous social marketing programs in DRC by increasing the use of effective health products, services, and behaviors in the areas of HIV/AIDS/STI, family planning and reproductive health (FP/RH), maternal and child health (MCH) and water and sanitation.

**Program Objectives:** The proposed program has four main objectives:

1. Increase the supply and diversity of health products and services that are to be distributed and delivered through the private sector, in conjunction with the public sector, for disease prevention and control as well as integrated health service delivery.
2. Increase awareness of and demand for health products and services to emphasize prevention of childhood illnesses, unintended and unsafe pregnancies, HIV infection and STIs, and malaria and to build an informed, sustainable consumer base.
3. Develop and/or enhance the ability of commercial/private sector entities to socially market health products and services including behavior change communication activities.
4. Integrate service delivery and other activities, emphasizing prevention, at national, provincial, district, facility, and community levels through joint planning with the GDRC, other United States Government (USG), and non-USG partners.

### **Key success:**

1. All documents related to project implementation have been submitted to USAID. Budget and work plan have been approved.
2. All provincial leaders supervising USAID health zones have been briefed on project planning and implementation strategies and process.
3. 67,665 COC, 2,880 POP, 22,200 injectables, 373 IUD and 964 cycle beads have been distributed to women of reproductive age in project targeted health zones.
4. 803,965 sachets of PUR and 71,765 Aquatabs have been distributed.

## II. Description of activities performed

**TASK 1: Increase the supply and diversity of health products and services that are to be distributed and delivered through the private sector, in conjunction with the public sector, for disease prevention and control as well as integrated health service delivery.**

### *Cross-cutting*

1. A method of selection of wholesalers and intermediaries has been formalized. A list of selection criteria has been set up and validated in coordination with PSI provincial leaders, based on field experiences and technical support of Marketing and Logistics Technical Advisor. Letters have been prepared and ready to be sent next quarter to all existing wholesalers who have to be confirmed. New wholesalers will be identified directly by field teams and information related to their existence will be transmitted on a monthly basis to the national office. Then, each quarter, the selection committee will confirm new wholesalers to be integrated in the distribution system.
2. The first planning workshop for provincial leaders has been held in November 2009 in Kinshasa (18<sup>th</sup> – 24<sup>th</sup>), with the participation of all provincial leaders from USAID health zones, the Field Operations Manager and the COP. Main topics discussed during this capacity building and planning activity included integrating social marketing strategies, AIDSTAR project rules and requirements related to administrative management, finance, stock management and procurement, project goal, objectives and targets.

### *HIV/AIDS/STI*

1. A quantity of 2,999,100 male condoms and 499,900 female condoms are in stock in PSI principal warehouse of Kinshasa as of December 31st, 2009.
2. As during the first quarter of this project (Q1 FY10), the previous USAID-funded cooperative agreement # 623-A-00-05-00341-00 benefited of an extension of its term from September to December 2009, all activities including sales realized during this period will be reported under cooperative agreement # 623-A-00-05-00341-00. These quantities in stock on January 1st, 2010, will be starting points for distribution under GHH-I-05-07-00062-00.
3. Packaging has been purchased for both male and female condoms. Packaging and shipping of these quantities will be achieved next quarter.
4. Results obtained under cooperative agreement # 623-A-00-05-00341-00 are as follow:

Number of people reached through AB and OP promotion activities, by sex  
(Oct-Nov-Dec 2009 – Q1 FY10)

	AB		OP	
	Male	Female	Male	Female
Inter Personnel Communication	5,416	7,225	10,529	2,300
Mass Animation	126,019	85,154	1,743	1,047

In total, 259,281 male and 7,025 female condoms have been distributed in targeted health zones.

**Family Planning**

1. In Q1 FY10, the Confiance network continued its FP IEC, service delivery and product distribution activities started under the 5-year CA GHS-A-00-04-00009-00, implemented in 8 provinces (Kinshasa, Katanga, Bas Congo, South Kivu, North Kivu, Province Oriental, Equateur and Kasai Occidental). The Confiance network is a network of 78 private clinics and 277 pharmacies that provide quality FP services and information and distribute Confiance branded contraceptives. Providers at partner sites receive comprehensive FP training, on-going supportive supervision, and a guaranteed supply of Confiance contraceptives. Five contraceptive products (two oral pills, injectable, IUD and CycleBeads) are socially marketed through the network partners.
2. The following table highlights the distribution of products by province during Q1 FY10:

Province	COC	POP	Injectables	IUD	CycleBeads
Kinshasa	33,015	945	16,210	71	104
Katanga	11,820	30	1,180	53	322
Bas Congo	10,140	390	110	57	187
South Kivu	4,320	300	1,650	105	110
North Kivu	1,965	555	1,060	25	100
Prov. Oriental	1,620	540	730	40	86
Equateur	1,185	0	510	2	0
Kasai Occiden.	3,600	120	750	20	55
<b>TOTAL</b>	<b>67,665</b>	<b>2,880</b>	<b>22,200</b>	<b>373</b>	<b>964</b>

**Confiance Products - Q1 FY10**

Oct-Nov-Dec 2009

Product	Objective	Sales	Achievement in %
Duofem	150,000	67,665	45%
Ovrette	25,000	2,880	12%
Depo-Provera	25,000	22,200	89%
IUD	500	373	75%
CycleBead	1,000	964	96%

3. Over 156,600 people were reached with FP IEC messages, through group information sessions, household visits, sensitizations at health centers and churches and FP ‘open houses.’

Number of people reached through FP interpersonal communication, by province  
(Oct-Nov-Dec 2009 – Q1 FY10)

Province	Male	Female	Total
<b>Kinshasa</b>	20,179	34,785	54,964
<b>Katanga</b>	3,096	33,044	36,140
<b>Bas-Congo</b>	5,183	2,769	7,952
<b>Sud-Kivu</b>	161	10,647	10,808
<b>Nord-Kivu</b>	3,707	16,901	20,608
<b>Prov. Orientale</b>	640	2,037	2,677
<b>Equateur</b>	1,427	4,446	5,873
<b>Kasai-Occidental</b>	4,715	12,940	17,655
<b>Total</b>	39,108	117,569	156,677

Number of people reached through FP counseling activities, by province  
(Oct-Nov-Dec 2009 – Q1 FY10)

Province	Male	Female	Total
<b>Kinshasa</b>	2,545	8,580	11,125
<b>Katanga</b>	311	3,972	4,283
<b>Bas-Congo</b>	342	3,182	3,524
<b>Sud-Kivu</b>	62	1,186	1,248
<b>Nord-Kivu</b>	0	2,246	2,246
<b>Prov. Orientale</b>	148	373	521
<b>Equateur</b>	333	830	1,163
<b>Kasai-Occidental</b>	523	2,992	3,515
<b>Total</b>	4,264	23,361	27,625

4. Development of updated provider materials is underway and new materials will be distributed to all partner sites in Q3 FY10.
5. The *Confiance* FP hotline continued to prove highly popular. During Q1 FY10, the hotline received 3,409 calls. Men, as is always the case, accounted for the majority of these calls (86%).

Number of calls received by FP hotline, by province  
(Oct-Nov-Dec 2009 – Q1 FY10)

Province	Calls		Total
	Male	Female	
<b>Kinshasa</b>	456	194	650
<b>Katanga</b>	1,475	115	1,590
<b>Bas-Congo</b>	104	28	132
<b>Sud-Kivu</b>	74	8	82
<b>Nord-Kivu</b>	48	13	61
<b>Prov. Orientale</b>	222	46	268
<b>Equateur</b>	261	39	300
<b>Kasai-Occidental</b>	297	29	326
<b>Total</b>	2,937	472	3,409

6. In 2009, PSI/ASF leveraged USAID support to secure complementary funding to obtain funding from the Dutch government for FP activities. This new Dutch funding enabled ASF to launch an extension of the *Confiance* network and distribution of *Confiance* products in Mbuji-Mayi and Kindu, and expand the network within Kinshasa in late 2009. The Dutch project, which runs through December 2010, will also fund implant training for all *Confiance* sites in Q2 and Q3 FY10, allowing USAID's implants to be introduced into the *Confiance* network in FY10 at no additional cost beyond product provisions. The Dutch-funded project also includes the purchase of 200,000 Depo-Provera injectables, 7,000 Jadelle implants and 8,000 CycleBeads, which will be distributed in the extension sites and also used to complement sales at all *Confiance* partner sites where current product availability is insufficient.
7. Quarterly meetings were held in each of the eight FP provinces with partner clinicians and mobile educators (meetings with pharmacists are held on a bi-annual basis and will be held next quarter), for a total of 16 meetings with network partners. These meetings provide an opportunity for PSI/ASF-trained clinicians and mobile educators to meet together to discuss lessons learned, present successes and difficulties, share ideas and receive technical updates from PSI/ASF staff. These meetings ensure that previously trained partners have up-to-date information on FP products and services and that information given to clients is standardized throughout the *Confiance* network.
8. During Q1 FY10, regular supervisions were carried out by PSI/ASF staff in partner clinics and pharmacies. At least once a month each *Confiance* partner clinic and pharmacy was visited by PSI/ASF FP support staff. In clinics, these visits focus on quality assurance of counseling and information given to clients and reinforcing the capacity of PSI/ASF-trained clinicians. In partner pharmacies these visits focus on evaluating staff FP knowledge and reinforcing the capacity of PSI/ASF-trained pharmacists, with particular emphasis on micro-formations given to all pharmacy staff by PSI/ASF FP agents.
9. PSI/ASF has been actively engaged with Bayer-Schering to facilitate the registration of the implant Jadelle in DRC. Although Bayer will be responsible for the actual registration of Jadelle, PSI/ASF is providing guidance on necessary documents and points of contact in DRC. PSI/ASF is also reviewing and renewing autorisation de mise sur le marché (AMM) documents for all its current and future (e.g. Microlut, Jadelle) products.

### **Maternal & Child Health**

1. A total of 912 CDKs have been distributed during QI FY10.
2. A purchase order for 1.85 millions sachets of PUR has been placed under Procter and Gamble and MCHIP (Mother and Child Health Integrated Program - USAID) funds.
3. From October 1<sup>st</sup> to December 31<sup>st</sup>, 2009, 803,965 sachets of PUR and 71,765 Aquatabs have been distributed (see annex 9.2) in USAID targeted provinces (Kinshasa, Katanga, South Kivu, Bas Congo, Western Kasai, Eastern Kasai). PUR and Aquatabs have been distributed to health centers, pharmacies, retailers, wholesalers, NGOs and households. For household distribution, PSI sale agents create demand and direct populations to exist points of sale to get supplied. An important amount of POU products were distributed in emergency situations by NGOs and UN agencies during cholera out break in South Kivu in November 2009.
4. 195 new points of sales for PUR and Aquatabs have been created in the 6 targeted USAID provinces.

### **Task 1 indicators: Situation as of end QIFY10**

	INDICATORS	Year 1 Targets	Achievement Project Q1 (numbers)	Achievement Project Q1 (%)	Comments
1	Number of male condoms distributed through the USG funded social marketing programs	20,000,000	0	0.00%	All product sales are reported to cooperative agreement n° 623-A-00-05-00341-00
2	Number of female condoms distributed through the USG funded social marketing programs	500,000	0	0.00%	All product sales are reported to cooperative agreement n° 623-A-00-05-00341-00
3	Liters of water disinfected with point of use home water treatment solution to the USG funded social marketing programs	33,000,000	16,219,090	49.15%	An important amount of POU products were distributed in emergency situations by NGOs and UN agencies.
4	Number of Diarrhea Treatment Kits containing 2 low-osmolarity flavored ORS sachets plus a 10-blister pack of zinc distributed through the USG funded social marketing programs	0	0	NA	Distribution will start in year 2
5	Number of clean delivery kits distributed through the USG funded social marketing programs	20,000	912	4.56%	In process. Sales will be reinforced next quarter.
6	Number of cycles of oral contraceptives distributed through the USG funded social marketing programs	700,000	70,535	10.08%	In process. Sales will be reinforced next quarter.
7	Number of injectable contraceptives distributed through the USG funded social marketing programs	100,000	22,200	22.20%	In process
8	Number of IUDs distributed through the USG funded social marketing programs	2,000	373	18.65%	In process. Sales will be reinforced next quarter.
9	Number of cyclebeads distributed through the USG funded social marketing programs	4,000	964	24.10%	In process
10	Number of implants distributed through the USG funded social marketing programs	500	0	0.00%	No quantity has been received yet. Service providers will be trained with complementary Dutch FP funds.

**Task 2: Increase awareness of and demand for health products and services to emphasize prevention of childhood illnesses, unintended and unsafe pregnancies, HIV infection and STIs, and malaria and to build an informed, sustainable consumer base.**

***Family Planning***

1. Messaging regarding HIV/STI prevention has always been a core part of PSI/ASF's FP messaging and training. The dual protection of condoms (against unwanted pregnancies and HIV) is promoted by both the FP and HIV programs. Additionally, FP messaging (on product packaging, in provider trainings and IEC messages) clearly states that all non-condom contraceptives do not protect against HIV/STIs.
2. Given the increasing popularity of the Zain carrier across DRC, PSI/ASF has decided to add it as a second carrier and second line to the FP hotline. Two meetings have already been held with Zain representatives and PSI/ASF is in the final stages of negotiations with Zain to add a Zain number to the FP hotline. This will increase access to the toll-free hotline to callers beyond the Vodacom network, to which it is currently limited.

***Maternal & Child Health***

1. Negotiation started with UNICEF for the first Pooled Fund 2010 allocation, with an expected threshold of \$500,000.

**Task 2 indicators: Situation as of end Q1FY10**

	<b>INDICATORS</b>	<b>Year 1 Targets</b>	<b>Achievement Project Q1 (numbers)</b>	<b>Achievement Project Q1 (%)</b>	<b>Comments</b>
11	Number of people reached during HIV/AIDS activities who are oriented to a VCT site	4,364	0	0.00%	All activities are reported to cooperative agreement n° 623-A-00-05-00341-00
12	Number of individuals reached with individuals/small group preventive interventions primarily focused on abstinence and/or being faithful that are based on evidence and/or meet the minimum standards	16,106	0	0.00%	All activities are reported to cooperative agreement n° 623-A-00-05-00341-00
13	Number of MARP reached with individual and/or small group level interventions that are based on evidence and/or meet the minimum standards	12,987	0	0.00%	All activities are reported to cooperative agreement n° 623-A-00-05-00341-00
14	Number of targeted condom service outlets	1,800	0	0.00%	All activities are reported to cooperative agreement n° 623-A-00-05-00341-00
15	Number of individuals participated in community-wide event focused on HIV/AIDS	166,667	0	0.00%	All activities are reported to cooperative agreement n° 623-A-00-05-00341-01
16	Number of media outlets including HIV/AIDS messages in their programs	0	0	NA	Activities will be carried out in project year 2.
17	Number of media broadcasts that promote responsible sexual behavior	0	0	NA	Activities will be carried out in project year 2.
18	Number of peer educators who successfully completed an in-service training program	100	0	0.00%	Activities will be carried out in project year 1 Q2.
19	Number FP service delivery points (pharmacies and clinics) integrated with USG assistance	0	0	NA	Activities will be carried out in project year 2.
20	Percentage of service delivery points (pharmacies, clinics and wholesalers) reporting stock out of any contraceptive commodities offered by the facility at any time	50%	50%		
21	Number of people reached during outreach activities promoting the use of water purifier products	50,000	0	0.00%	Activities are planned to start in early project Q2.
22	Number of people reached during outreach activities promoting the use of ORS sachets to treat diarrhea	0	0	NA	Activities will start in project year 2.
23	Number of service delivery points social marketing delivery kits	200	345	172.50%	All partners (clinics, pharmacies) in <i>Confiance</i> network sell CDK.
24	Percentage of wholesaler service delivery points reporting no stock out of water purifier at any time	60%	0%		No stock out has been reported to the project.
25	Percentage of wholesaler service delivery points reporting no stockouts of ORS/zinc tablets at any time	0	0	NA	Product distribution will start in project year 2.

**TASK 3: Develop and/or enhance the ability of commercial/private sector entities to socially market health products and services including behavior change communication activities.**

***Cross-cutting***

1. An ASF board of directors meeting has been held during the first quarter of the project, with the participation of PSI Executive President, Mr Karl Hofmann, on October 23rd, 2009.
2. The internal financial assessment department of PSI conducted three trips to provincial offices (Western Kasai, Eastern Kasai and Bas Congo) during this period, with other donor funds, to look at financial and administrative systems.

***Maternal & Child Health***

1. We continue to maintain the new distribution approach, taking into account wholesalers, semi wholesalers and detailers, following the fast consuming goods channel, with targeted promotion and advertising.

***Task 3 indicators: Situation as of end Q1FY10***

	INDICATORS	Year 1 Targets	Achievement Project Q1 (numbers)	Achievement Project Q1 (%)	Comments
26	Number of socially marketed health products or services transitioned to the private sector	0	0	NA	
27	Number of trained/refreshed private sector distributors, NGOs, associations and community health workers trained in social marketing and/or BCC techniques	0	0	NA	

**TASK 4: Integrate service delivery and other activities, emphasizing prevention, at national, provincial, district, facility, and community levels through joint planning with the GDRC, other United States Government (USG), and non-USG partners.**

***Cross-Cutting***

1. During Q1 FY10, three strategic meetings have been held with USAID mission on specific topics: kick off meeting, commodities planning and introduction for COP.
2. Several email exchanges and conference calls have been performed with team partners (Hope Consultancy, Social Impact and QED) to finalize sub contracts signature, validate scope of work, budgets and work plans, provide technical assistance.
3. During the provincial leaders workshop held in November 2009 strategies to integrate activities at the provincial level have been raised. Based on experiences cumulated and lessons learned shared between provinces during the implementation of HIV (# 623-A-00-05-00341-00) and FP (GHS-A-00-04-00009-00) cooperative agreements, field roll out has been planned with all programs technical advisors, head of administration and finance, project COP and PSI Country Representative. This opportunity has been taken to discuss selection criteria for NGOs who will be reinforced by Hope Consultancy under this project. A list of potential NGOs has been selected, to be proposed for review with Hope.

- PSI FP technical team participated in early December 2009 into a national conference held in Kinshasa, under the leadership of the Reproductive Health National Program in coordination with USAID and UNFPA, for FP repositioning in DRC. Accordingly to Millennium Objectives, advocacy has been made to policy makers and donors to revitalize FP interventions.

**Task 4 indicators: Situation as of end Q1FY10**

	INDICATORS	Year 1 Targets	Achievement Project Q1 (numbers)	Achievement Project Q1 (%)	Comments
28	Number of external technical/coordination meetings attended at national/provincial/district levels with stakeholders	60		0.00%	Meetings are planned to start in Q2 FY10

**Research, Monitoring and Evaluation**

**Cross-Cutting**

- QED had reviewed and evaluate project indicators and M&E plan, providing written feed back and technical guidance. Projects indicators and PMP have been revised accordingly, before submission to USAID mission on November 30th, 2009. Meetings are planned in early January 2010 to get USAID feed back for M&E documents finalization and approval.
- The Monitoring and Evaluation Specialist (Mr Godefroid Mpanya) and his deputy (Mr Simon Mutundo) participated into a regional research training organized by PSI in Douala – Cameroon from November 9th to 14th, 2009. Training consisted of building capacity in the following areas : data quality insurance, protocol writing and data analysis methods.

**HIV/AIDS/ST**

- Study protocols for TRaC survey, including questionnaires, have been written, in coordination of PSI Research Regional Department, for each component of the five target groups: commercial sex workers, clients of CSW, truckers, uniformed personnel and youth.
- The protocol, with the questionnaire, for the MAP coverage survey (Condom coverage including in hot spot areas) has been developed under PNMLS/World Bank funding. The next step will be the data collection, envisioned in next quarter if funds available.

**Family Planning**

- Under the cooperative agreement # GHS-A-00-04-00009-00, a TRaC survey (second round) has been orchestrated in Kinshasa, Nord Kivu (Goma ), Equateur (Mbandaka) and Katanga (Lubumbahsi, Kolwezi and Kasumbalesa). This End Of Project TRaC Survey was carried out in the final quarter of the program’s activities, prior to Q1 FY10. Results can be reviewed in research report for further details. Associated to a mystery client survey conducted in pharmacies in Kinshasa, the final report of the project is in finalization.

### III. Project Management

1. A post award meeting with the USAID mission has taken place on October 13th, 2009, with the participation of USAID representatives, PSI/W Program Manager and ASF staff and PSI staff.
2. Final contract has been signed by both parties (USAID and PSI) on September 30th, 2009, and amendment #1 related to section C, G and H of the contract was approved on November 17th, 2009. The revised budget has been approved by the CO and the project work plan, by the COTR on November 13th 2009. All monitoring and evaluation documents (Annex A- Distribution Targets; Annex B- Performance Milestones; Annex C- Log frames; Annex D- Performance Monitoring and Evaluation Plan) and the Branding Strategy and Marking Plan have been submitted to USAID mission for approval.
3. During the first quarter of the project (Q1 FY10), approvals have been obtained from the Contracting officer on November 18th, 2009, to subcontract with two US small businesses. Hope Consulting will conduct a situation analysis and ensure a successful spin-off of clean delivery kits (CDKs) to a private sector entity. Social Impact will work with 6 local organizations over the life of the project to build their operational capabilities in areas such as strategy and planning, finance and administration and key skills. QED is in charge of providing technical assistance for with PMEP development, during development and implementation of baseline data collection and a mid-term project evaluation in project year 3.
4. The Chief of Party of this task order (Dr Didier Adjoua) started at his position on November 9<sup>th</sup>, 2009. He participated into induction training in PSI Washington November 10th to 12th, 2009. Meetings with all technical departments, including administration and finance, have been held. During this trip, the COP took part of a specific training organized by PSI on AIDAR and FAR regulations. The planned induction for the Director of Administration and Finance (Mr Hery Ramangalahy, Key personnel), is reprogrammed in March 2010, due to visa issues.
5. Before starting the procurement process for furniture/equipment to be purchased in Yr 2, we began to first complete the inventory assessment to verify what PSI has on hand in all offices and its condition. An annual audit of all PSI equipment in its national office in Kinshasa and all its provincial offices has been completed at the end of the year 2009, with other donor funding. The report will allow prioritizing and planning furniture/equipment for project year 2.
6. PSI/DRC received, during the period of October 10th to 30th, 2009, the technical assistance of its Program Manager from PSI Washington, Gina Smith, in absence of COP, who helped the project team to complete year 1 work plan, revise year 1 budget based on funding sources per health area and get approval by USAID, submit TCN waivers & international travel request to USAID TOCO/COTR, participate in meeting on project commodities.

#### **IV. Problems /Challenges faced during the reporting period**

During the reporting period, several challenges have been faced by the project:

1. Activities did not fully start until after the workplan approved.
2. FP service providers were notified of limited funds available to renew their medical equipment. The postponement and the reduction of equipment replenishment until year 2 appear to have affected their motivation for service delivery.

#### **V. Environmental Mitigation (IEE)**

1. Needles from injectables: Part of the pre-selection criteria for partner clinics was that they had, at the time of selection, a place established where hazardous waste, including needles, was burned and safely disposed of. This is also a requirement of the MOH requires for all clinics/health centers. Verification of proper procedures for disposing of hazardous waste at clinics will be added to all clinic supervisions in Q2 FY10.
2. Condoms: Proper disposal of condoms, in a designated garbage can or latrine, is included in all community-based actors trainings and condom messaging, including IEC and condom inserts.
3. Packaging and materials: PSI/ASF does all it can to ensure that product packaging and IEC materials are properly disposed of. This is particularly true following events where samples, brochures, stickers or other promotional and IEC, where materials are often discarded or left lying around.

#### **VI. FP and HIV policy compliance**

As for HIV, to ensure that all FP program activities adhere to the Tiahrt Amendment requirements, all FP staff are briefed on the Tiahrt requirements and given examples of hypothetical situations to determine whether they are in compliance with Tiahrt. Provincial Leaders (LPs) are also briefed on Tiahrt at the bi-annual LP retreats, to ensure that understanding of the Tiahrt Amendment is at all levels and not restricted only to FP staff, as LPs and other staff often work with FP activities.

## VII. Planned activities versus progress (table)

Activity	2009													
	OCT				NOV				DEC					
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4		
<b>Program Administration</b>														
Post award meeting with USAID Mission		X												Achieved
Follow-up with USAID on final contract revisions		X												Achieved
Finalize request for approval of subcontractors Hope Consulting & Social Impact					X	X	X							Achieved
Finalize sub-agreement with Hope Consulting and Social Impact									X					Will be achieved in Q2 FY10
Finalize sub-agreement with QED				X										Achieved
Finalize PSI/ASF Y1 workplan DUE OCT. 30				X										Achieved
Finalize PSI/ASF Y1 PMEP and logframes DUE NOV. 30								X						Achieved. Submitted to USAID on time for approval
Brand and Marking Plan DUE Nov. 30								X						Achieved. Submitted to USAID on time for approval
<b>Trainings and Conferences</b>														
PSI Induction Training (Hery Ramangalahy and Didier Adjoua) DRC-Washington DC					X									Didier Adjoua held. Hery Ramngalahy will participate in the next induction round planned in March 2010
PSI Country Representative Annual Conference (Theresa Gruber-Tapsoba) DRC-TBD														
USAID Financial Management workshops (Hery Ramangalehy + 2 accountants) DRC-														
<b>Procurement/Equipment</b>														
Inventory Assessment	X	X	X	X	X	X	X	X	X	X	X	X	X	Porcess begun. Planned to be completed in February 2010
Determine and validate new terms of reference for Y2 procurement														
Advertise tenders														
Analysis and selection of suppliers														
<b>Technical Assistance Travel</b>														
Program Management project planning trip (Gina Smith) Washington DC-DRC	X	X	X											Achieved
Program Supervision trip by Regional Director (Moussa Abbo) Washington DC-DRC														
DELTA Social Marketing training trip (Frederick Parsons) Benin-DRC														
Rural Strategy Assessment trip (Sali Adamou) Cameroon-DRC														
MCH/Wat Technical Assistance trip (Megan Wilson) Washington DC-DRC														
Monitoring & Evaluation Technical Assistance trip (Edouard Talnan) Benin-DRC														
Program Management trip (Gina Smith) Washington DC-DRC														
Rural Strategy Assessment Consultancy trip (Carol Squire) India-DRC														
QED (Melinda Pitts) Washington DC-DRC														
Hope Consulting (Hope Neighbor x 2) San Francisco-DRC														
Social Impact (Tuthill) Washington DC-DRC														
<b>Other Travel</b>														
Home Leave (Dipoko Degrande + 1 dependent) DRC-Cameroon														
R&R (Didier Adjoua+2 dependants) DRC-Paris														
R&R (Hery Ramangalehy) DRC-Paris														

Activity	2009													
	OCT				NOV				DEC					
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4		
<b>TASK 1: Increase the supply and diversity of health products and services that are to be distributed and delivered through the private sector, in conjunction with the public sector, for disease prevention and</b>														
<b>Cross-Cutting Activities</b>														
Creation of new distribution system through ethical and non ethical product distributors										X	X	X	X	In process
Build capacity of distributors/networks to move social marketing products				X	X	X	X	X	X	X	X	X	X	Will be completed in Q2 FY10
Formalize method of selection of wholesalers and intermediaries	X	X	X	X	X	X								Achieved
Develop selection criteria & Select new wholesalers and confirm existing	X	X	X	X	X	X								Selection criteria developed. Process for new wholesalers selection and confirming existing will start in Q2 FY10
Create new points of sale and confirm existing	X	X	X	X	X	X								New points of sale have been created for POU water products this quarter. The process will continue in Q2 FY10..
Update/provide sales materials	X	X	X	X	X	X								Will be completed in Q2 FY10
Field training of wholesalers														
Evaluate pricing grid														
Integrate ASF/PSI sales & support teams across health areas and products				X	X	X	X	X	X	X	X	X	X	Will be completed in Q2 FY10
Assess MIS	X	X	X	X										Will be completed in Q2 FY10
Standardization of MIS					X	X								Will be completed in Q2 FY10
Field training of sales agents									X	X	X	X		Will be completed in Q2 FY10
Restructuring of product supply system to provinces					X	X	X	X	X	X	X	X	X	Will be completed in Q2 FY10
Reevaluate MIS														
Planning workshops for provincial leaders						X	X							Achieved
Provincial supervision trips		X				X				X				Financial supervision trips have been realized.
Lawson Preparation & Implementation														
<b>Price</b>														
Willingness to pay surveys to assess affordability														
<b>HIV/AIDS/STI Activities</b>														
<b>Product</b>														
PSI/ASF receives male and female condoms from USAID										X	X	X	X	All results reported under CoAg #623-A-00-05-00341-00
Socially market 20 million male condoms Y1										X	X	X	X	All results reported under CoAg #623-A-00-05-00341-00
Socially market 500,000 female condoms Y1										X	X	X	X	All results reported under CoAg #623-A-00-05-00341-00
Procure condom packaging material										X	X	X	X	All results reported under CoAg #623-A-00-05-00341-00
Packaging of male and female condoms														
Shipping condoms to provinces														
<b>Price</b>														
<b>Placement/Distribution</b>														
Distribution of social marketed male and female condoms (private sector, distribution)														
Intensify distribution into rural areas (involve/ partners community based outreach)														
Identify female friendly condom distribution outlets like hair dressing/ beauty shop for										X	X	X	X	All results reported under CoAg #623-A-00-05-00341-00
Identify new commercial outlets and maximize product availability and visibility in hot	X	X	X	X	X	X	X	X	X	X	X	X	X	All results reported under CoAg #623-A-00-05-00341-00

Activity	2009												
	OCT				NOV				DEC				
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	
<b>Family Planning Activities</b>													
<b>Product</b>													
Socially market 700,000 OCs Y1	X	X	X	X	X	X	X	X	X	X	X	X	Product has been sold. Please refer to sales report included in the Q1 FY10 project report.
Socially market 100,000 injectable contraceptives Y1	X	X	X	X	X	X	X	X	X	X	X	X	Product has been sold. Please refer to sales report included in the Q1 FY10 project report.
Socially market 2,000 IUDs Y1	X	X	X	X	X	X	X	X	X	X	X	X	Product has been sold. Please refer to sales report included in the Q1 FY10 project report.
Socially market 4,000 CycleBeads Y1	X	X	X	X	X	X	X	X	X	X	X	X	Product has been sold. Please refer to sales report included in the Q1 FY10 project report.
Register new contraceptives					X	X	X	X	X	X	X	X	Registration process started
Introduction of implants into existing <i>Confiance</i> FP system (co-funded with SALIN)													
Socially market 500 implants Y1													
Ship products to provinces	X	X	X	X	X	X	X	X	X	X	X	X	Realized
<b>Placement/Distribution</b>													
Private sector distribution of <i>Confiance</i> contraceptives through <i>Confiance</i> network of					X	X	X	X	X	X	X	X	Realized
<b>Maternal &amp; Child Health Activities</b>													
<b>Product: CDKs</b>													
<b>Product</b>													
Establish an increased and sustainable production system					X	X	X	X	X	X	X	X	On time
<b>Price</b>													
Willingness to pay surveys to assess affordability													
Distribute 50,000 CDKs at cost-recovery (for PSI/ASF)					X	X	X	X	X	X	X	X	Distribution realized
<b>Placement/Distribution</b>													
Distribute CDKs through wholesalers, retailers, clinics and <i>Confiance</i> sites					X	X	X	X	X	X	X	X	On time
Sell CDKs to NGOs/Int'l Organizations for subsidized/free delivery in rural sites					X	X	X	X	X	X	X	X	On time
<b>Product: PUR and Aquatabs, HWTS</b>													
<b>Product</b>													
Procure PUR and <i>Aquatabs</i> including shipping, handling and sampling (Co-funded by					X								Purchase order has been placed
Receive PUR													
Shipping PUR to provinces	X	X	X	X	X	X	X	X	X	X	X	X	On time
Socially market 1 million PUR sachets Y1 (P&G purchased commodities)	X	X	X	X	X	X	X	X	X	X	X	X	On time
Socially market 1.15 million <i>Aquatabs</i> Y1 (UNICEF & UNDP/Pooled Funds)	X	X	X	X	X	X	X	X	X	X	X	X	On time
<b>Price</b>													
Willingness to pay surveys to assess affordability													
<b>Placement/Distribution</b>													
Create new points of sales for PUR and <i>Aquatabs</i>	X	X	X	X	X	X	X	X	X	X	X	X	On time
Distribute PUR and <i>Aquatabs</i> to commercial wholesalers, health zones and	X	X	X	X	X	X	X	X	X	X	X	X	On time

Activity	2009												
	OCT				NOV				DEC				
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	
<b>Product: Diarrhea Treatment Kits (DTK)</b>													
<b>Product</b>													
Prepare focus-group protocol for DTK product development and messaging													
Design DTK packaging													
Develop, pre-test and buy DTK packaging													
Packaging DTKs by selected firm and preparation for distribution													
Launch DTK nationwide with sales of 2.75 million kits over LOP													
<b>Placement/Distribution</b>													
Distribute DTKs through commercial medical wholesalers, health zones, NGOs and													
<b>Task 2: Increase awareness of and demand for health products and services to emphasize prevention of childhood illnesses, unintended and unsafe pregnancies, HIV infection and STIs, and malaria and to build</b>													
<b>Cross-Cutting Activities</b>													
Develop mass media campaigns (tv/radio/promo materials)													
Place mass media campaigns													
Collaborate with USAID-funded communications efforts				X	X	X	X	X	X	X	X	X	Existing sub contrat with FHI for one project implementation targeting uniformed personnel and families, under DOD funding.
Engage with community influencers and leaders (e.g. schools and churches chiefs,				X	X	X	X	X	X	X	X	X	Will start in Q2 FY10
<b>HIV/AIDS/STI Activities</b>													
<b>Promotion/Communication</b>													
Use branded point-of-sale materials, community events and outreach channels to													
Develop partnerships with/train local associations of youths, PLWHA, local NGOs to													
Develop comprehensive, integrated multi-communication channel (mass media, IPC													
Design, develop and pre-test radio spots													Production radio media (Design, develop and produce the
Place and distribute branded point-of-use and other communication materials to													
Collaborate with other partners in intervention areas in communications efforts to													
<b>Family Planning / Reproductive Health</b>													
<b>Promotion/Communication</b>													
Raise additional funds to expand HWT activities	X	X	X	X	X	X	X	X	X	X	X	X	Activity to be deleted from Family Planning interventions
Develop/disseminate branded point-of-sale materials for FP brands													
Develop, pretest and place generic and branded TV/radio spots and programs to													
Promote real-life stories from satisfied FP users to tackle rumors													
Develop/distribute provider materials					X	X	X	X	X	X	X	X	On time
Incorporate HIV/STI messages into FP communications and training					X	X	X	X	X	X	X	X	On time
Ensure complementary messaging with other USAID programs					X	X	X	X	X	X	X	X	On time
Expand FP Hotline ( <i>Ligne Verte</i> ) to a second line or second provider					X	X	X	X	X	X	X	X	On time
<b>Training/Capacity Building</b>													
Hold provincial technical meetings with FP partners and gov't agencies					X	X	X	X					Will start in Q2 FY10
Regular technical workshops for pharmacy and clinic partners									X	X	X	X	Will start in Q2 FY10

Activity	2009												
	OCT				NOV				DEC				
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	
<b>Maternal &amp; Child Health Activities</b>													
<b>PUR and Aquatabs, HWTS</b>													
<b>Promotion/Communication</b>													
Raise additional funds to expand HWT activities	X	X	X	X	X	X	X	X	X	X	X	X	On time, with UNICEF.
Placement PUR and Aquatabs radio spot													
Produce, pre-test and place PUR children cartoon													
<b>Training/Capacity Building</b>													
Design training for communittee volunteers and parnters for HWT and hygiene													
<b>ORS/Zinc Activities</b>													
<b>Promotion/Communication</b>													
Raise additional funds to expand HWT activities	X	X	X	X	X	X	X	X	X	X	X	X	Will start in Q2 FY10
Design and develop DTKs generic communication materials(flip chart, generic leaflets,													
<b>TASK 3: Develop and/or enhance the ability of commercial/private sector entities to socially market health products and services including behavior change communication activities.</b>													
<b>Cross-Cutting Activities</b>													
<b>ASF Institutional Capacity Building</b>													
Annual Financial Assessment and Technical Assistance Washington (Mali-DRC)									X	X	X	X	Achieved
Annual External Audit													
ASF Board Meetings			X										Achieved
Provincial systems assessment visits					X								Realized
<b>HIV/AIDS/STI Activities</b>													
Trained master trainers of partners train P.E and NGO'S on Social Marketing activities									X	X	X	X	Will be completed in Q2 FY10
NGOs/Associations/ community workers with reinforced capacities carryout													
Trained Private Sector distributors of Condoms and other social marketing products					X	X	X	X	X	X	X	X	Will be completed in Q2 FY10
<b>Maternal &amp; Child Health Activities</b>													
Establish sustainable distribution system though wholesalers; continue with targeted				X	X	X	X	X	X	X	X	X	On time
Research market opportunities for transfer of clean delivery kit to commercial sector													
Launch call for offers to potential enterprises to take over CDK production													
Develop business plan													
Turn over procurement of kit components and assembly into kit private company													
Turn over distribution of kit to chosen company													
Turn over specific promotion/advertising of CDKs to company; continue promotion of													
Maintain contact, support and supervision to CDK production company													
Analyze additional opportunities to turn other products over to private sector													

Activity	2009												
	OCT				NOV				DEC				
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	
<b>TASK 4: Integrate service delivery and other activities, emphasizing prevention, at national, provincial, district, facility, and community levels through joint planning with the GDRC, other United States</b>													
<b>Cross-Cutting Activities</b>													
Hold strategic planning meetings with USAID								X					Completed
Coordination meetings with team partners				X	X	X	X	X	X	X	X	X	In process
Integration/harmonization across PSI/ASF health areas	X	X	X	X	X	X	X	X	X	X	X	X	Completed
Review lessons learned from ASF/PSI's previous USAID HIV/AIDS & FP programs	X	X	X	X	X	X	X	X	X	X	X	X	Completed
Discussions with stakeholders - GDRC, civil society, academia, & community									X	X	X		Will start in Q2 FY10
Develop strong linkages and coordination with other USG-funded projects				X	X	X	X	X	X	X	X		On time
Plan field roll out				X	X	X	X	X	X	X	X		On time
Disseminate findings of project research and reports					X	X	X	X					Will be completed in Q2 FY10
Provincial coordination meetings with gov't partners, NGOs and associations (qtl)													
Participate in strategic planning and policy exercises with MOH as invited									X	X	X	X	Will be completed in Q3 FY10
Harmonization of commodity security for FP and HIV									X				Participated in commodity security meeting with USAID.
Participate in Technical Working Groups									X	X	X	X	Will start in Q2 FY10
Repositioning family planning workshop									X				Completed
<b>Capacity Building &amp; Assessments</b>													
Select 6 local associations for capacity building								X	X	X	X	X	Proces started.
Conduct Capacity Assessments with local NGOs													
Develop curriculum for local NGOs													
<b>Research, Monitoring and Evaluation</b>													
<b>Cross-Cutting Activities</b>													
Evaluation of indicators and M&E plan					X	X	X	X	X	X			Completed
Regional Research Training (Godefroid Mpanya and Simon Mutundo) DRC-Cameroon						X							Completed
Dissemination of Research results													
<b>HIV/AIDS/STI</b>													
HIV TRaC Survey													
Evaluation of baseline data collection				X	X	X	X	X	X	X	X	X	Data collected. Report to be completed in Q2 FY10
MAP (Condom coverage including in hot spot areas) with PNMLS/World Bank funding												X	
Complete final report for prior project													
<b>Maternal and Child Health</b>													
MCH/WATSAN TRaC Survey (funded by other donors)													
<b>Family Planning</b>													
Complete final report for prior project	X	X	X	X	X	X	X	X					To be completed in January 2010
<b>Reporting</b>													
Quarterly Technical progress Reports Submitted (+30)													
Quarterly Financial Reports Submitted (+45)													
Completion Report Submitted (+60)													
<b>Subcontracts</b>													
Quarterly Technical progress Reports Submitted (+15)													
Monthly Financial Reports Submitted (+15)													
Completion Report Submitted (+30)													
Special Reports													

## **VIII. Key activities and challenges for the next quarter**

### ***HIV***

#### *Key activities*

- Reach 5,368 people through IPC interventions promoting abstinence and being faithful adoption;
- Reach 4,329 people through IPC interventions promoting other means of prevention;
- Reach 55,555 people during mass events;
- Train 100 peer educators among militaries, police officers, truckers, CSW, PLWHA, members of NGOs targeting youth;
- Create 100 new condom points of sale and maintain 1,500 existing without stock out;
- Distribute 6,6 millions male and 166,000 female condoms in USAID targeted health zones.

#### *Challenges*

- For Q2 FY10, PSI/ASF will need the remaining 17 millions of male condom from USAID to have sufficient stock to be distributed and avoid stock out on field;
- No money has been budgeted in year 1 project for IPC and mass animation to reach target populations with prevention messages. PSI/ASF will request USAID approval to use program income generated under Co Ag # 623-A-00-05-00341-00 to fund peer educators and IEC agents activities;
- New points of sale will be created in new rural zones. Messages for informed demand will need to be reinforced and largely disseminated at rural zones level.

### ***Family Planning***

#### *Key activities*

- In Q2 FY10, PSI/ASF will continue with its standard FP service, product delivery, IEC and quality assurance activities. In addition, the program will begin nation-wide trainings in Jadelle insertions and removals, accompanied by a refresher training in IUD insertion/removal. Training assistance will be provided by PSI/Togo, who has offered to send a staff member experienced in implant trainings to assist with the first training.

#### *Challenges*

- Registration of Jadelle, necessary to begin trainings and product distribution, remains a challenge, given the administrative and government processes required. PSI/ASF will continue to actively assist Bayer in all registration-related activities.
- PSI/ASF's current order of 7,000 Jadelle, as well as clinic and training equipment, is stuck in customs due to issues surrounding exoneration. Clearing these products and goods is key to all Q2 activities but remains a serious challenge.

### ***Maternal & Child Health***

#### *Key activities*

- Distribute 250 200 sachets of PUR to commercial wholesalers, health zones and workplaces, NGOs and other institutions;
- Distribute 280 000 Aquatabs tablets to commercial wholesalers, health zones and workplaces, NGOs and other institutions;
- Distribute 8 102 000 liters of treated water to Congolese;
- Receive 1.85 millions of sachet of PUR ordered with P&G and MCHIP-USAID funding;
- Receive 6 millions tablets of Aquatabs ordered with Pooled Fund funding in August 2009;

- Create 40 new points of sales for PUR and Aquatabs;
- Diffuse a PUR and Aquatabs radio spot through a nationwide channel.

### *Challenges*

- The long international shipping and clearing process for goods is susceptible to delay availability of PUR sachets, which could result in product stock out;
- The long distance between interventions sites result in logistical difficulties to access sites;
- Existing free chlorination in epidemic and endemic cholera zones reduces sales of social marketing POU water products;
- Maintenance of sufficient stock of point of use water treatment products in health zones is critical so as to address quickly water borne diseases outbreaks.

## IX. Annexes

### IX.1- Project indicators

#### Annex A: Product Distribution Targets

Annex A: Product Distribution Targets						
	PRODUCTS	YEARS				TOTAL
		1	2	3	4	
HIV	Male Condoms	20,000,000	25,000,000	30,000,000	32,000,000	107,000,000
	Female Condoms	500,000	700,000	1,000,000	1,200,000	3,400,000
FP	Oral Contraceptives	700,000	1,000,000	1,200,000	1,500,000	4,400,000
	Depo-Provera (3-month)	100,000	150,000	200,000	250,000	700,000
	IUD	2,000	2,500	2,750	3,000	10,250
	Cycle Beads	4,000	5,000	5,700	6,200	20,900
	Implants	500	800	1,200	1,500	4,000
MCH / WS	Clean Delivery Kits	20,000	30,000	0	0	50,000
	ORS+Zinc Diarrhea Treatment Kit	0	500,000	1,000,000	1,250,000	2,750,000
	PUR	1,000,000	1,320,000	1,650,000	1,800,000	5,770,000
	Aquatabs	1,150,000	1,540,000	1,925,000	2,100,000	6,715,000

#### Annex B: Annual Performance Milestones

Annex B: Annual Performance Milestones							
INDICATORS	YEAR 1	YEAR 2	YEAR 3	YEAR 4	TOTAL		
<i>Task 1: Increase supply and diversity of health services and products</i>							
1	Number of male condoms distributed through the USG funded social marketing programs	20,000,000	25,000,000	30,000,000	32,000,000	107,000,000	
2	Number of female condoms distributed through the USG funded social marketing programs	500,000	700,000	1,000,000	1,200,000	3,400,000	
3	Liters of water disinfected with point of use home water treatment solution to the USG funded social marketing programs	33,000,000	44,000,000	55,000,000	60,000,000	192,000,000	
4	Number of Diarrhea Treatment Kits containing 2 low-osmolarity flavored ORS sachets plus a 10-blister pack of zinc distributed through the USG funded social marketing programs	0	500,000	1,000,000	1,250,000	2,750,000	
5	Number of clean delivery kits distributed through the USG funded social marketing programs	20,000	30,000	0	0	50,000	
6	Number of cycles of oral contraceptives distributed through the USG funded social marketing programs	700,000	1,000,000	1,200,000	1,500,000	4,400,000	
7	Number of injectable contraceptives distributed through the USG funded social marketing programs	100,000	150,000	200,000	250,000	700,000	
8	Number of IUDs distributed through the USG funded social marketing programs	2,000	2,500	2,750	3,000	10,250	
9	Number of cyclebeads distributed through the USG funded social marketing programs	4,000	5,000	5,700	6,200	20,900	
10	Number of implants distributed through the USG funded social marketing programs	500	800	1,200	1,500	4,000	

<b>Annex B: Annual Performance Milestones</b>						
<b>INDICATORS</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>TOTAL</b>	
<b>Task 2: Increase the awareness of and demand for health products and services</b>						
11	Number of people reached during HIV/AIDS activities who are oriented to a VCT site	4,364	4,800	5,280	5,808	<b>20,253</b>
12	Number of individuals reached with individuals/small group preventive interventions primarily focused on abstinence and/or being faithful that are based on evidence and/or meet the minimum standards	16,106	17,717	19,488	21,437	<b>74,748</b>
13	Number of MARP reached with individual and/or small group level interventions that are based on evidence and/or meet the minimum standards	12,987	14,286	15,714	17,286	<b>60,273</b>
14	Number of targeted condom service outlets	1,800	2,500	4,000	5,500	<b>5,500</b>
15	Number of individuals participated in community-wide event focused on HIV/AIDS	166,667	200,000	300,000	400,000	<b>1,066,667</b>
16	Number of media outlets including HIV/AIDS messages in their programs	0	15	20	25	<b>25</b>
17	Number of media broadcasts that promote responsible sexual behavior	0	1,800	1,800	1,350	<b>4,950</b>
18	Number of peer educators who successfully completed an in-service training program	100	300	300	0	<b>700</b>
19	Number FP service delivery points (pharmacies and clinics) integrated with USG assistance	0	103	0	0	<b>103</b>
20	Percentage of service delivery points (pharmacies, clinics and wholesalers) reporting stock out of any contraceptive commodities offered by the facility at any time	50	40	30	15	<b>15</b>
21	Number of people reached during outreach activities promoting the use of water purifier products	50,000	100,000	150,000	180,000	<b>480,000</b>
22	Number of people reached during outreach activities promoting the use of ORS sachets to treat diarrhea	0	0	75,000	150,000	<b>225,000</b>
23	Number of service delivery points social marketing delivery kits	200	250	0	0	<b>0</b>
24	Percentage of wholesaler service delivery points reporting no stock out of water purifier at any time	60%	70%	80%	80%	<b>80%</b>
25	Percentage of wholesaler service delivery points reporting no stockouts of ORS/zinc tablets at any time	-	-	70%	80%	<b>80%</b>
<b>Task 3: Develop and/or enhance the ability of commercial/private sector entities to social market health products and services including behavior change communication activities</b>						
26	Number of socially marketed health products or services transitioned to the private sector	0	0	1	0	<b>1</b>
27	Number of trained/refreshed private sector distributors, NGOs, associations and community health workers trained in social marketing and/or BCC techniques	0	6	0	0	<b>6</b>
<b>Task 4: Integrate service delivery and other activities, emphasizing prevention, at national, provincial, district, facility, and community level through joint planning with GDRC, other USG and non-USG partners</b>						
28	Number of external technical/coordination meetings attended at national/provincial/district levels with stakeholders	60	93	110	110	<b>373</b>

## IX.2- Inventory on hand

The tables below highlight PSI/ASF's distribution numbers and current stock levels for each product in each targeted province of the project.

### *Family Planning products*

<b>DUOFEM</b>	<b>Consumption</b>	<b>Inventory on hand</b>
KINSHASA	33,015	960,945
KATANGA (LUBUMBASHI)	11,820	816
BAS CONGO ( MATADI )	10,140	660
SUD KIVU ( BUKAVU)	4,320	4
NORD KIVU ( GOMA )	1,965	2,355
PROVINCE ORIENT(KISA)	1,620	1,980
EQUATEUR ( MBANDAKA)	1,185	2,055
KASSAI OCC. ( KANANGA )	3,600	0
<b>TOTAL</b>	<b>67,665</b>	<b>968,815</b>

<b>OVRETTE</b>	<b>Consumption</b>	<b>Inventory on hand</b>
KINSHASA	945	1,102
KATANGA(LUBUMBASHI )	30	2,130
BAS CONGO ( MATADI )	390	0
SUD KIVU ( BUKAVU)	300	420
NORD KIVU ( GOMA )	555	525
PROVINCE ORIENT( KISA )	540	660
EQUATEUR ( MBANDAKA )	0	720
KASSAI OCC. ( KANANGA )	120	600
<b>TOTAL</b>	<b>2,880</b>	<b>6,157</b>

<b>DMPA</b>	<b>Consumption</b>	<b>Inventory on hand</b>
KINSHASA	16,210	219,931
KATANGA ( LUBUMBASHI )	1,180	6,740
BAS CONGO ( MATADI )	110	0
SUD KIVU ( BUKAVU)	1,650	630
NORD KIVU ( GOMA )	1,060	860
PROVINCE ORIENT( KISA )	730	590
EQUATEUR ( MBANDAKA )	510	690
KASSAI OCC. ( KANANGA )	750	810
<b>TOTAL</b>	<b>22,200</b>	<b>230,251</b>

<i>IUD</i>	<i>Consumption</i>	<i>Inventory on hand</i>
KINSHASA	71	8,061
KATANGA ( LUBUMBASHI )	53	63
BAS CONGO ( MATADI )	57	25
SUD KIVU ( BUKAVU)	105	114
NORD KIVU ( GOMA )	25	25
PROVINCE ORIENT( KISA )	40	33
EQUATEUR ( MBANDAKA )	2	48
KASSAI OCC. ( KANANGA )	20	30
<b>TOTAL</b>	<b>373</b>	<b>8,399</b>

<i>CYCLEBEADS</i>	<i>Consumption</i>	<i>Inventory on hand</i>
KINSHASA	104	2
KATANGA (LUBUMBASHI)	322	0
BAS CONGO ( MATADI )	187	0
SUD KIVU ( BUKAVU)	110	0
NORD KIVU ( GOMA )	100	0
PROVINCE ORIENT(KISA)	86	30
EQUATEUR ( MBANDAKA)	0	100
KASSAI OCC. ( KANANGA )	55	33
<b>TOTAL</b>	<b>964</b>	<b>165</b>

Stock out have been reported for:

- DUOFEM: in Sud Kivu and Kasai Occidental
- OVRETTE: in Bas Congo
- DMPA: in Bas Congo
- Cyclebeads: in Katanga, Bas Congo, Sud Kivu and Nord Kivu.

#### *Mother and Child Health products*

<i>DELIVRANS</i>	<i>Consumption</i>	<i>Inventory on hand</i>
KINSHASA	0	856
KATANGA (LUBUMBASHI)	342	474
BAS CONGO ( MATADI )	39	1
SUD KIVU ( BUKAVU)	140	0
NORD KIVU ( GOMA )	200	0
PROVINCE ORIENT(KISA)	19	756
EQUATEUR ( MBANDAKA)	157	0
KASSAI OCC. ( KANANGA )	15	35
<b>TOTAL</b>	<b>912</b>	<b>2,122</b>

<b>PUR</b>	<b>Consumption</b>	<b>Inventory on hand</b>
KINSHASA	287,460	679,147
KATANGA ( LUBUMBASHI )	47,784	1,121,375
SUD KIVU (BUKAVU )	376,079	304,641
KASAI OCC ( KANANGA )	34,750	181,230
BAS CONGO ( MATADI)	34,612	79,908
KASAI ORIENT ( MBUJI MAYI)	23,280	120,720
<b>TOTAL</b>	<b>803,965</b>	<b>2,487,021</b>

<b>AQUATABS</b>	<b>Consumption</b>	<b>Inventory on hand</b>
KINSHASA	5,128	1,159,606
KATANGA ( LUBUMBASHI )	8,484	125,478
SUD KIVU ( BUKAVU )	34,300	70,810
BAS CONGO( MATADI )	12,960	34,645
KASAI OCC (KANANGA )	10,893	94,707
KASAI ORIENT (MBUJI MAYI)	0	10,080
<b>TOTAL</b>	<b>71,765</b>	<b>1,495,326</b>

Stock out have been reported only for DELIVRANS in Bas Congo, Sud Kivu, Nord Kivu and Equateur.

All necessary efforts will be in Q2 FY10 to avoid stock out of social marketing in all targeted provinces.

### **IX.3- Success story**

#### Highlights of USAID-funded FP activities presented at the International Family Planning Conference in Kampala, Uganda in November 2010

In November 2009, PSI/ASF's FP Technical Advisor, National Manager and Quality Assurance program attended the Gates Foundation sponsored 2009 International Family Planning Conference: Research and Best Practices, in Kampala, Uganda. The program had submitted, and had accepted two presentations based on PSI/ASF's FP success under the USAID-funded CA GHS-A-00-04-00009-00 (2004-2005) and highlighted USAID's on-going support for and program success with FP in the DRC.

The first presentation, "Toll-free hotline spreads family planning information throughout the DRC", highlighted the success the *Confiance* FP hotline has had as a low-cost FP intervention in a challenging and resource-poor setting. The presentation covered the inception, implementation, costs and current call data from the hotline. It also identified both the hotline and the PSI/ASF's FP program as financed by USAID. Since its inception in 2004, the hotline has received over 75,000 calls, the majority (over 80% of them) from men, a point which received several questions and comments from audience members following the presentation. An IPS news story on the hotline presentation was written during

the week of the conference and has been published on several news sites around the world, including the Helsinki Times, allAfrica.com, and the Brunei Times. The original IPS article can be found at: <http://ipsnews.net/africa/nota.asp?idnews=49343>

The second presentation, titled “The *Confiance* Family Planning Network: using a social marketing network to re-establish FP in a post-conflict DRC,” explained the enormous unmet need for FP following the DRC’s civil conflict, the approach of the USAID-funded *Confiance* network to re-introduce FP products and services in DRC’s urban areas and the remarkable product distribution numbers from the life of the project, which surpassed 200% of the project objectives.

The conference provided not only the opportunity to promote of the important work USAID and PSI/ASF are doing with FP in the DRC and to share our lessons learned, but it also offered a unique opportunity to learn about other FP programs, approaches and successes. The Conference allowed the PSI/ASF staff the unique opportunity to meet and share with FP implementers and policy makers from other PSI programs and from programs around the world. PSI/ASF staff attended conference sessions and presentations on FP advocacy, HIV and FP integration, social franchising, recent trends in FP and contraceptive use in Africa, among others. They also visited PSI/Uganda’s FP network clinics and talked with local staff their about their approach, services, products and challenges.

#### **IX.4- Travel plan for the next quarter**

Several trips have been during the next quarter (Q2 FY10):

Trip subject	Person	Place	Anticipated period
Participation to the induction training	PSI/DRC Director of Finance and Administration	Washington	March, 2010
DELTA Marketing Training	PSI Technical Advisor	DRC	March 2010
Rural Strategy Assessment	2 persons - TBD	DRC	March 2010
Monitoring & Evaluation Technical Assistance	PSI Research, M&E Technical Advisor	DRC	March 2010
Baseline Data Collection Technical Assistance	QED – 1 person	DRC	March 2010