FY 2012 Workplan for the Advancing Social Marketing for Health in DRC

	Activity	People concerned by trips	2011												2012																																				Responsible	Institution
			OCT				NOV				DEC				JAN				FEB				MAR				APR				MAY				JUN				JUL				AUG				SEPT					
			W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4		
A	**Program Administration**																																																			
A-1	***General***																																																			
A-1-1	Meeting with USAID for work plan presentation							X																																										COP, Didier Adjoua	PSI/ASF
A-1-2	Reception of year 3 obligated amount from USAID							X																																										COP, Didier Adjoua	PSI/ASF
A-1-3	Project's year 3 work plan final version submitted to USAID											X																																						COP, Didier Adjoua	PSI/ASF
A-1-4	Project's year 3 budget final version submitted to USAID											X																																						COP, Didier Adjoua	PSI/ASF
A-2	***Trainings and Conferences***																																																			
A-2-1	International FP Conference / DRC-Dakar / 2 people	1-MCH Director, Albert Chikuru 2- Deputy MCH Director, Gaby Kasongo								X	X																																							MCH Director, Albert Chikuru	PSI/ASF
A-2-2	PSI/ASF Staff Exchange Visit on Social Franchising / DRC-Mali / 1 person	FP Social Franchising Coordinator, Luther Mokanga														X																																	Deputy MCH Director, Gaby Kasongo	PSI/ASF
A-2-3	PSI/ASF Staff Exchange Visit on PPIUD / DRC-Mali / 3 people	1- Deputy MCH Director, Gaby Kasongo 2- PNSR Director 3- PNSR FP Focal Point																									X																							Deputy MCH Director, Gaby Kasongo	PSI/ASF
A-2-4	PSI/ASF Staff Exchange Visit on Internal Audit of FP Activities Quality / DRC-Benin / 2 people	1- Deputy MCH Director, Gaby Kasongo 2- FP Quality Assurance Coordinator, Nancy Ntatukidi																				X																												Deputy MCH Director, Gaby Kasongo	PSI/ASF
A-2-5	FP Social Franchising Workshop /DRC-Mombassa/1 person	FP Social Franchising Coordinator, Luther Mokanga					X																																										Deputy MCH Director, Gaby Kasongo	
A-2-6	PSI/ASF Staff MCH Exchange visit / DRC- Cameroon / 1 person	1- MCH Director, Albert Chikuru																								X																							MCH Director, Albert Chikuru	PSI/ASF
A-2-7	ICASA 2011/ DRC-Addis Ababa / 3 people	1- COP, Didier Adjoua 2-M&E Specialist, Godé Mpanya 3-HIV project coordinator Frederic Mvunu									X																																						COP, Didier Adjoua	PSI/ASF
A-2-8	PSI/ASF Staff Exchange visits / DRC-Cameroon / 1 person	PSI/Cameroon 100%Jeune Coordinator																							X																								BCC Specialist, Aaphy Makuta	PSI/ASF
A-2-9	PSI/ASF Staff Exchange visits / DRC- Vietnam / 1 person	COP, Didier Adjoua																					X																										COP, Didier Adjoua	PSI/ASF
A-2-10	Management and Leadership Training / DRC - Washington, DC / 1 person	COP, Didier Adjoua																														X																	COP, Didier Adjoua	PSI/ASF
A-2-11	WCA Regional Financial Training/ DRC-Washington,DC / 1 person	Internal Audit Deputy Director, Titi Tudibenu																													X																		COP, Didier Adjoua	PSI/ASF
A-2-12	DELTA Social Marketing Leaders Training / DRC-TBD / 1 person	1- BCC Specialist, Aaphy Makuta																																				X											Marketing and Logistics Technical Advisor, Dipoko Degrando	PSI/ASF
A-2-13	DELTA Social Marketing capacity building / DRC-Benin / 1 person	BCC Specialist, Aaphy Makuta																									X	X																					Marketing and Logistics Technical Advisor, Dipoko Degrando	PSI/ASF
A-2-14	Capacity building for key personnel / DRC- Washington DC	1-COP, Didier Adjoua, 2-Social Marketing and logistics Technical Advisor, Dipoko Degrando																		X																			X										COP, Didier Adjoua	PSI/ASF
A-2-15	BCC capacity building for PSI/ASF's provincial Communication Managers																		X																														BCC Specialist, Aaphy Makuta	PSI/ASF
A-2-16	FP capacity building for PSI/ASF's provincial Clinics Network Managers																			X	X																												Deputy MCH Director, Gaby Kasongo	PSI/ASF
A-2-17	Sales capacity building for PSI/ASF's provincial Sales Managers																	X																														Sales and Provinces Coordination Deputy Director,	PSI/ASF
A-2-18	M&E capacity building for PSI/ASF's provincial M & E Managers																		X																														M&E Specialist, Gode Mpanya	PSI/ASF
A-2-19	Administration and Finance capacity building for PSI/ASF's provincial Administration and Finance Coordinators																															X																	Finance and Administration Specialist, Hery Ramangalahy	PSI/ASF
A-3	***Procurement/Equipment***																																																			
A-3-1	Advertize tenders PPIUD training materials (2 PPIUD manikins and 2 PPIUD kits) to implement PPIUD service delivery in five new clinics											X																																					Deputy MCH Director, Gaby Kasongo	PSI/ASF
A-3-2	Analyze and select suppliers, and purchase equipments																		X	X																													Finance and Administration Specialist, Hery Ramangalahy	PSI/ASF
A-4	***Technical Assistance Travel***																																																			
A-4-1	Program management supervision trip / Washington DC-DRC	PSI/WCA Deputy Regional Director, Jim Malster																																										X					COP, Didier Adjoua	PSI/ASF
A-4-2	FP Technical Assistance trip / Washington - DRC / 1 person	PSI/W Family Planning Technical Advisor, Maxine Eber																																										X					Deputy MCH Director, Gaby Kasongo	PSI/ASF
A-4-3	FP PPIUD Trainer trip / Washington -DRC / 2 people	TBD																											X	X																				Deputy MCH Director, Gaby Kasongo	PSI/ASF

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A-4-4	MCH/Watsan Technical Assistance trip / Nairobi -DRC / 1 person	PSI/Kenya MCH/Watsan Technical Advisor, Yves Cyaka																				X																													MCH Director, Albert Chikuru	PSI/ASF
A-4-5	HIV Technical Assistance trip / Cameroon - DRC / 1 person	PSI/Cameroon, HIV Director, Annie Michele Mvogo																X	X	X	X	X	X																												HIV Director	PSI/ASF
A-4-6	QED's project mid-term and M&E system evaluation trip / Washington DC - DRC / 2 people	Swedberg and Speyer, QED																						X	X	X																									M&E Specialist, Gode Mpanya	PSI/ASF
A-5	***Other Travels***																																																			
A-5-1	Relocation - Cameroon	Marketing and Logistics Technical Advisor, Dipoko Degrando + 1 dependent																																							X	X									Marketing and Logistics Technical Advisor, Dipoko Degrando	PSI/ASF
A-5-2	Flash FoQus study for the determination of youth male condom colors and scents / Benin - DRC / 2 people	1-PSI/WCA Regional Researcher, Joseph Inungu 2-PSI/Benin Research, M&E Manager, Cyprien Zinsou				X	X																																												M&E Specialist, Gode Mpanya	PSI/ASF
A-5-3	FoQuS on Marketing Planning study / Benin - DRC / 1 person	PSI/WCA Regional Researcher, Joseph Inungu																							X											X	X													M&E Specialist, Gode Mpanya	PSI/ASF
A-5-4	Program review and year 4 proposal writing / Washington DC - DRC / 1 person	PSI/W DRC Associate Program Manager, Elizabeth Regan																																													X	X	COP, Didier Adjoua	PSI/ASF
A-5-5	WCA Regional Research Training /DRC-Mali/ 3 people	1- Research, M&E Director 2-HIV Director 3- COP, Didier Adjoua																																											X					M&E Specialist, Gode Mpanya	PSI/ASF
A-5-6	Home Leave / DRC-Ivory Coast	COP, Didier Adjoua + 3 dependents											X	X	X																																			COP, Didier Adjoua	PSI/ASF
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 control as well as integrated health service delivery.**																																																		
B-1	***Cross-Cutting Activities***																																																			
B-1-1	Expand the distribution network to fast moving consumer goods distributors and their network		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
B-1-2	Reinforce presence of sales teams in the field to visit existing sales outlets, replace those that are not operational								X	X	X	X			X	X	X	X	X	X	X	X					X	X	X	X	X	X	X	X					X	X	X	X	X	X	X	X					Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
B-1-3	Hold distribution strategy meetings with wholesalers															X	X	X	X	X																															Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
B-2	***HIV/AIDS/STI Activities***																																																			
B-2-1	***Product***																																																			
B-2-1-1	Receive male and female condoms from USAID							X	X																X	X											X	X													Marketing and Logistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-2-1-2	Procure male and female condom packaging material										X	X	X	X	X	X																																			Marketing and Logistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-2-1-3	Sample, test and package male and female condoms										X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X												Marketing and Logistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-2-1-4	Ship condoms to provinces															X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X				Marketing and Logistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-2-2	***Placement/Distribution***																																																			
B-2-2-1	Distribute 30,000,000 male condoms		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
B-2-2-2	Distribute 1,222,840 female condoms (Year 2 remaining target-222,840; year 3 target -1,000,000)								X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
B-2-2-3	Scale up distribution into rural areas (involve partners community-based outreach workers/ NGOs/ Associations and commercial bikers)																		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
B-2-2-4	Continue to identify female friendly condom distribution outlets like hair dressing/ beauty shop for women										X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
B-3	***Family Planning Activities***																																																			
B-3-1	***Product***																																																			
B-3-1-1	Receive FP products from USAID		X	X	X	X	X	X																			X	X	X	X									X	X	X	X									Marketing and Logistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-3-1-2	Revise oral contraceptives packaging to insert three blisters in one pack replacing the existing one-blister pack															X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X													Marketing and Logistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-3-1-3	Revise CycleBeads packaging and adapt it to shipping constraints															X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X													Marketing and Logistics Technical Advisor, Dipoko Degrando	PSI/ASF

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B-3-1-4	Procure FP packaging material										X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X													Marketing and Logistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-3-1-5	Sample, test and package FP products										X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					Marketing and Logistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-3-1-6	Ship products to provinces		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					Marketing and Logistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-3-1-7	Follow up registration process of new contraceptives (AMM for Microlut and Overbranding for Combination 3)		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X																																	Marketing and Logistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-3-2	***Placement/Distribution***																																																			
B-3-2-1	Distribution of *Confiance* contraceptives through pharmaceutical wholesalers and partner clinics		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
B-3-2-2	Distribute 1,800,282 OCs = (1,200,000 Yr 3 + 600,282 Yr 2 gap)										X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
B-3-2-3	Distribute 217,960 injectable contraceptives = (200,000 Yr 3 + 17,960 Yr 2 gap)		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
B-3-2-4	Distribute 2,750 IUDs		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
B-3-2-5	Distribute 6,000 CycleBeads		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
B-3-2-6	Distribute 2,500 implants		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
B-4	***Maternal & Child Health Activities***																																																			
B-4-a	***Product: CDKs***																																																			
B-4-a-1	***Product***																																																			
B-4-a-1-1	Produce 5,159 CDKs (With PSI funds)				X	X	X	X	X	X	X	X	X	X	X	X	X	X																																	Marketing and Logistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-4-a-1-2	Ship CDKs to provinces										X	X	X	X	X	X	X	X	X	X	X	X																													Marketing and Logistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-4-a-2	***Placement/Distribution***																																																			
B-4-a-2-1	Distribute 18,008 CDKs at cost-recovery (for PSI/ASF)		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
B-4-b	***Product: Diarrhea Treatment Kits (DTK)***																																																			
B-4-b-1	***Product***																																																			
B-4-b-1-1	Follow up the source/origin and pharmaceutical waiver requested to USAID		X	X	X	X	X	X	X	X	X	X	X	X																																					Marketing and Logistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-4-b-1-2	Procure pre-packaged low osmolarity flavored 1-liter sachets ORS and 20 mg 10-tablet Zinc blisters														X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X									Marketing and Logistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-4-b-1-3	Register DTK to the MOH																						X	X	X	X	X	X	X	X	X	X	X																	Marketing and Logistics Technical Advisor, Dipoko	PSI/ASF
B-4-b-1-4	Test DTK																																										X	X	X	X					Marketing and Lcgistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-4-b-1-5	Ship DTK to provinces																																														X	X	X	X	Marketing and Lcgistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-5	***Water and Sanitation Activities***																																																			
B-5-1	***Product***																																																			
B-5-1-1	Receive already ordered Aquatabs (funded by Pooled Fund and Unicef)																				X	X	X	X																											Marketing and Logistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-5-1-2	Test Aquatabs in Kinshasa																								X	X	X	X																							Marketing and Lcgistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-5-1-3	Package Aquatabs																												X	X	X	X																			Marketing and Lcgistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-5-1-4	Ship Aquatabs to provinces																																X	X	X	X	X	X	X	X	X	X	X	X	X					Marketing and Lcgistics Technical Advisor, Dipoko Degrando	PSI/ASF
B-5-1-5	Ship existing PUR stock to provinces															X	X	X	X																		X	X	X	X											Marketing and Lcgistics Technical Advisor, Dipoko Degrando	PSI/ASF

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B-5-2	***Placement/Distribution***																																																			
B-5-2-1	Distribute 2 million PUR sachets through commercial wholesalers, health zones, NGOs and other institutions		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
B-5-2-2	Distribute 2 million *Aquatabs* through commercial wholesalers, health zones, NGOs and other institutions		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
C	**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 to build an informed, sustainable consumer base.**																																																			
C-1	***Cross-Cutting Activities***																																																			
C-1-1	Share in special events (International Women's Day, World Population Day, Kinshasa 's Fair 2012, World AIDS Day, etc) with target population			X					X		X												X	X	X	X													X	X	X	X	X	X	X	X			X	Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
C-1-2	Duplicate the different communication materials produced during the life of the project on CDs and DVDs, and distribute them to USAID partners, implementing partners and GDRC for dissemination during their communication activities																X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			BCC Specialist, Aaphy Makuta	PSI/ASF
C-2	***HIV/AIDS/STI Activities***																																																			
C-2-1	***Media Communication and Supports' Development***																																																			
C-2-1-1	Pretest communication materials (TV, radio spots and prints) for Prudence male and female condoms														X	X	X	X	X	X	X	X																													BCC Specialist, Aaphy Makuta	PSI/ASF
C-2-1-2	Produce and distribute branded printed communication materials to support Prudence male and female condoms' mass media campaigns														X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	BCC Specialist, Aaphy Makuta	PSI/ASF
C-2-1-3	Air radio and TV spots														X	X	X	X	X	X	X	X					X	X	X	X	X	X	X	X					X	X	X	X	X	X	X	X				BCC Specialist, Aaphy Makuta	PSI/ASF
C-2-1-4	Develop and produce promotional materials to support behavior change communication messages targeting uniformed personel (T-shirts and caps)										X	X	X	X	X	X	X	X																															BCC Specialist, Aaphy Makuta	PSI/ASF
C-2-1-5	Develop and produce flipchart for uniformed personnel, commercial sex workers and MSM										X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X																							BCC Specialist, Aaphy Makuta	PSI/ASF
C-2-1-6	Develop and produce a short film for truckers to be screened outdoors (parkings)														X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X																			BCC Specialist, Aaphy Makuta	PSI/ASF
C-2-1-7	Translate in local languages existing short films (from PSI Côte d'Ivoire) targeting commercial sex workers																X	X	X	X	X	X	X	X	X	X	X	X																					BCC Specialist, Aaphy Makuta	PSI/ASF
C-2-1-8	Air short films targeting commercial sex workers																																		X	X	X	X					X	X	X	X				BCC Specialist, Aaphy Makuta	PSI/ASF
C-2-1-9	Produce and place billboards on Kinshasa's main roads and on roads leading to provinces (city of Kinshasa, Kinshasa-Matadi axis, Lubumbashi-Kasumbalesa axis, Bukavu-Uvira axis, Mbuji Mayi, Kananga)										X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X																							BCC Specialist, Aaphy Makuta	PSI/ASF
C-2-2	***100%Jeune***																																																			
C-2-2-1	Launch *100%Jeune magazine*																	X																																BCC Specialist, Aaphy Makuta	PSI/ASF
C-2-2-2	Produce and distribute the magazine every 2 months				X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	BCC Specialist, Aaphy Makuta	PSI/ASF
C-2-2-3	Promote each *100%Jeune* magazine issue with a small event												X						X								X								X								X							BCC Specialist, Aaphy Makuta	PSI/ASF
C-2-2-4	Insert *100% Jeune* communication messages in existing TV/radio programs on a monthly basis												X					X			X					X			X				X				X					X			X					BCC Specialist, Aaphy Makuta	PSI/ASF
C-2-2-5	Produce new *100%Jeune* TV and radio spots																						X	X	X	X																								BCC Specialist, Aaphy Makuta	PSI/ASF
C-2-2-6	Air new *100%Jeune* TV and radio spots																																		X	X	X	X												BCC Specialist, Aaphy Makuta	PSI/ASF
C-2-2-7	Develop and produce gadgets										X	X	X	X	X	X	X	X																																BCC Specialist, Aaphy Makuta	PSI/ASF
C-2-2-8	Work with existing youth clubs in provinces to promote HIV messages during their monthly meetings (Kinshasa, Katanga and Sud-Kivu)																X				X				X				X				X				X					X			X			X	BCC Specialist, Aaphy Makuta	PSI/ASF
C-2-2-9	Organize *100% Jeune* special events (1 soccer tournament, 1 health walk and 1 HIV prevention concert...)										X									X				X							X							X					X							BCC Specialist, Aaphy Makuta	PSI/ASF
C-2-3	***Interpersonal Communication***																																																			
C-2-3-1	Sign contracts with 9 NGOs selected during Year 2 for the implementation of IPC activities by peer educators (PEs)					X	X																																											Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
C-2-3-2	Continue awareness campaign activities through IPC with NGOs already collaborating with PSI/ASF						X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
C-2-3-3	Select new PEs in collaboration with new NGOs, PNMLS and PNLS																		X	X	X	X																												Sales and Provinces Coordination Deputy Director,	PSI/ASF

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C-2-3-4	Identify persons to be trained as PEs' trainers, in collaboration with government partners																X	X																																	Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
C-2-3-5	Update refresher and training modules for PEs																X	X	X	X	X	X																													HIV Director	PSI/ASF
C-2-3-6	Provide the training of PEs' trainers in Kinshasa																				X	X																													HIV Director	PSI/ASF
C-2-3-7	Retrain the 200 existing PEs who will work with target groups (youth, CSW, uniformed personnel and MSM)																						X	X	X	X																									HIV Director	PSI/ASF
C-2-3-8	Train the 300 new PEs who will work with target groups (youth, CSW, uniformed personnel, MSM, truckers and PLWHAs)																						X	X	X	X																									HIV Director	PSI/ASF
C-2-3-9	Conduct peer counseling sessions (IPC) and mass outreach sessions (MVU, etc)						X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
C-2-3-10	Refer target groups to existing counseling and testing centers in the different provinces, and organize regular meetings with these centers for reference and counter reference follow-up		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
C-3	***Family Planning Activities***																																																				
C-3-1	***Promotion/Communication***																																																				
C-3-1-1	Revise existing flipchart to incorporate new modern contraceptive methods								X	X	X	X	X	X	X	X	X	X	X	X	X	X																													BCC Specialist, Aaphy Makuta	PSI/ASF
C-3-1-2	Produce new flipchart to be distributed to clinics providers and community-based educators (CBEs)																						X	X	X	X																									BCC Specialist, Aaphy Makuta	PSI/ASF
C-3-1-3	Develop and produce radio programs to leverage users testimonials and correct false beliefs																				X	X							X	X							X	X							X	X					BCC Specialist, Aaphy Makuta	PSI/ASF
C-3-1-4	Broadcast radio programs																						X								X								X								X				BCC Specialist, Aaphy Makuta	PSI/ASF
C-3-1-5	Develop promotional materials (leaflets, wall calendars, posters, wall paints, signages, lab coats)						X	X	X	X	X	X	X	X	X	X	X	X																																	BCC Specialist, Aaphy Makuta	PSI/ASF
C-3-1-6	Produce developped promotional materials																		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X																		BCC Specialist, Aaphy Makuta	PSI/ASF
C-3-1-7	Air existing branded and generic TV spots																X	X	X	X	X	X	X	X								X	X	X	X	X	X	X	X											BCC Specialist, Aaphy Makuta	PSI/ASF
C-3-1-8	Conduct interpersonal communication and community mobilization by CBEs															X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Sales and Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
C-3-1-9	Ensure availability of two FP hotlines (*Ligne verte*)		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	MCH Deputy Director, Gaby Kasongo	PSI/ASF
C-3-2	***Training/Capacity Building/Meeting***																																																				
C-3-2-1	Hold quarterly meetings with clinics										X												X											X												X				Deputy MCH Director, Gaby Kasongo	PSI/ASF
C-3-2-2	Hold FP quarterly meetings with CBEs at provincial level																							X											X												X			Deputy MCH Director, Gaby Kasongo	PSI/ASF
C-3-2-3	Train PPIUD trainers																												X	X																					Deputy MCH Director, Gaby Kasongo	PSI/ASF
C-3-2-4	Train the staff of new *Confiance* network PPIUD clinics																															X	X																	MCH Director, Albert Chikuru	PSI/ASF
C-3-2-5	Retrain existing *Confiance* network clinics providers																						X	X																											Deputy MCH Director, Gaby Kasongo	PSI/ASF
C-3-2-6	Hold provincial workshops with *Confiance* network clinics managers for reviewing managerial challenges during FP implementation											X																																						Deputy MCH Director, Gaby Kasongo	PSI/ASF
C-3-2-7	Update FP supervision check list and identify reference sites for adverse event management																X	X	X	X																															Deputy MCH Director, Gaby Kasongo	PSI/ASF
C-3-3	***FP capacity building for PMTCT Acceleration Plan***																																																				
C-3-3-1	Select, with partners, people working in USAID and CDC's PMTCT and CT implementing partner sites to be trained in FP															X	X	X	X	X	X	X																													Deputy MCH Director, Gaby Kasongo	PSI/ASF
C-3-3-2	Train FP trainers/supervisors for PMTCT Acceleration Plan																						X	X	X	X	X	X																							Deputy MCH Director, Gaby Kasongo	PSI/ASF
C-3-3-3	Train PMTCT and CT services providers in FP																												X	X	X	X	X	X	X	X	X	X													Deputy MCH Director, Gaby Kasongo	PSI/ASF
C-4	***Maternal & Child Health Activities***																																																				
C-4-a	***ORS/Zinc Activities***																																																				
C-4-a-1	***Promotion/Communication***																																																				
C-4-a-1-1	Complete Ora-Zinc and Diarrhea communication campaign concept creation		X	X	X	X	X	X	X	X	X	X	X																																					BCC Specialist, Aaphy Makuta	PSI/ASF
C-4-a-1-2	Launch the socially marketed new DTK *Ora-zinc*																																													X	X	X	X	BCC Specialist, Aaphy Makuta	PSI/ASF
C-4-a-1-3	Place Ora-Zinc and Diarrhea radio and TV spots																																													X	X	X	X	BCC Specialist, Aaphy Makuta	PSI/ASF

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C-4-a-1-4	Develop and produce a new flipchart for diarrhea care targeting children under five caregivers																X	X	X	X	X	X	X	X	X																									BCC Specialist, Aaphy Makuta	PSI/ASF
C-4-a-1-5	Conduct IPC activities by community-based educators and mobile video units for targeted population																																														X	X	X	X	Sales and Provinces Coordination Deputy Director Justin Bagula	PSI/ASF
C-4-b	***CDK Activities***																																																			
C-4-b-1	***Promotion/Communication***																																																			
C-4-b-1-1	Place the CDK short film developped in year 2										X	X	X	X																																					BCC Specialist, Aaphy Makuta	PSI/ASF
C-5	***Water and Sanitation Activities***																																																			
C-5-1	***Promotion/Communication***																																																			
C-5-1-1	Complete PUR and Aquatabs communication campaign development		X	X	X	X	X	X	X	X	X	X	X	X																																					BCC Specialist, Aaphy Makuta	PSI/ASF
C-5-1-2	Air TV and radio spots (PUR & Aquatabs)																	X	X	X	X						X	X	X	X	X	X	X	X					X	X	X	X	X	X	X	X					BCC Specialist, Aaphy Makuta	PSI/ASF
C-5-1-3	Air existing PUR children cartoon produced under P&G-funded project										X	X	X	X	X																																					BCC Specialist, Aaphy Makuta	PSI/ASF
C-5-1-4	Produce IPC printed communication and promotional materials														X	X	X	X	X	X	X	X	X	X	X	X																									BCC Specialist, Aaphy Makuta	PSI/ASF
C-5-1-5	Conduct IPC activities		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
C-5-2	***Training/Capacity Building***																																																			
C-5-2-1	Produce community-based distribution agents' (CBDAs) curricula as regards diarrhea prevention and treatment, to be approved by the MoH																		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X																	MCH Director, Albert Chikuru	PSI/ASF
C-5-2-2	Select trainers of trainers in partnership with the MoH																																		X	X	X	X	X	X											MCH Director, Albert Chikuru	PSI/ASF
C-5-2-3	Train the trainers in each provincial capital																																										X	X	X	X	X	X				MCH Director, Albert Chikuru	PSI/ASF
D	**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.**																																																			
D-1	***Cross-Cutting Activities***																																																			
D-1-1	Ensure that NGOs/Associations/ community-based educators with reinforced capacity carry out communication activities including MVU towards target populations						X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
E	**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.**																																																			
E-1	***Cross-Cutting Activities***																																																			
E-1-1	Hold strategic planning meetings with USAID						X				X				X				X				X				X				X				X				X				X				X				COP, Didier Adjoua	PSI/ASF
E-1-2	Hold provincial coordination meetings with government partners, NGOs and associations											X												X												X													X		* Heads of Programs * Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
E-1-3	Participate in technical groups meetings at national and provincial levels											X												X												X													X		* Heads of Programs * Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
E-1-4	Hold HIV specific coordination meeting with ProVIC to harmonize activities agenda to insure complementary programming for the target group's benefit																	X												X												X									* HIV Director * Sales and Provinces Coordination Deputy Director, Justin Bagula	PSI/ASF
E-2	***Capacity Building & Assessments***																																																			
E-2-1	Organizational capacity building of NGO/Networks of the 9 NGOs selected during Year 2										X	X	X	X	X	X	X	X																																	* Social Impact * Sales and Provinces Coordination Deputy Director, Justin Bagula	* Social Impact * PSI/ASF
E-2-2	Organizational Capacity Assessment of 11 remaining NGOs selected during Year 2																		X	X	X	X	X	X	X	X																									* Social Impact * Sales and Provinces Coordination Deputy Director, Justin Bagula	* Social Impact * PSI/ASF
E-2-3	Organizational Cap. Building of 11 remaining NGOs selected during Year 2																														X	X	X	X	X	X	X	X	X	X	X	X									* Social Impact * Sales and Provinces Coordination Deputy Director, Justin Bagula	* Social Impact * PSI/ASF
E-2-4	Build capacity of ASF as a local NGO partnering with PSI																																																			
E-2-4-1	Restructure the ASF Board of Directors		X	X	X	X																																													COP, Didier Adjoua	PSI/ASF

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E-2-4-2	Build capacity of ASF's local Senior Staff as Leaders and Managers in Family Planning, Marketing and Communication																										X	X	X	X	X	X	X	X																	COP, Didier Adjoua	PSI/ASF
E-2-4-3	Build capacity of ASF's local staff for USAID proposal writing (project's year 4)																																																X	X	COP, Didier Adjoua	PSI/ASF
F	**Research, Monitoring and Evaluation**																																																				
F-1	***Cross-Cutting Activities***																																																				
F-1-1	Disseminate HIV survey results																	X	X																																M&E Specialist, Gode Mpanya	PSI/ASF
F-1-2	Conduct a project mid-term and M&E system evaluation																						X	X	X	X																									QED	QED
F-1-3	Perform provincial supervision trips																		X	X	X	X									X	X	X	X									X	X	X	X					All heads of technical departments at HQ level	PSI/ASF
F-1-4	Conduct a "willingness to pay" survey for HIV, FP, MCH and Watsan products and adjust price grids if necessary																		X	X	X	X	X	X																											M&E Specialist, Gode Mpanya	PSI/ASF
F-1-5	Conduct Focus Group for communication materials											X	X		X	X																																			M&E Specialist, Gode Mpanya	PSI/ASF
F-2	***HIV/AIDS***																																																				
F-2-1	Conduct a flash foQuS study on male condom types to assess the need to change current male condom specifications (color, scent)					X	X	X																																											M&E Specialist, Gode Mpanya	PSI/ASF
F-2-2	Conduct a FoQuS on Marketing Planning																																		X	X	X	X													M&E Specialist, Gode Mpanya	PSI/ASF
F-3	***Family Planning***																																																				
F-3-1	Conduct Exit Interview Surveys for FP points of sale and service delivery																		X	X																															M&E Specialist, Gode Mpanya	PSI/ASF
F-4	**Reporting**																																																				
F-4-1	Quarterly technical progress reports submitted (+30)					X												X												X											X											COP, Didier Adjoua	PSI/ASF
F-4-2	Quarterly financial reports submitted (+45)							X												X												X												X								Finance Department	PSI/W
F-4-3	Year 2 technical report submitted (+30)					X																																															COP, Didier Adjoua	PSI/ASF
	Subcontracts																																																				
F-4-4	Technical and financial progress reports submitted (+15 after each period)		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Associate Program Manager, Elizabeth Regan	PSI/W