

FY 2013 Workplan for the Advancing Social Marketing for Health in DRC																												
Activity	2012																2013										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		
A Program Administration																												
A-1 Planning 2013																												
A-1-1	Organize a 2013 activity-planning workshop for the AIDSTAR project with USAID, the Ministry of Health through its technical programs (National Reproductive Health Program (PNRS), National AIDS Control Program (PNLS), National Multi-Sectoral Program against AIDS (PNMLS) and National Program to Combat Diarrheal Diseases (PNLMD)) and implementing partners (USAID/PROVIC, USAID/PROSANI)																											
A-1-2	Submit the final version of the 2013 action plan to USAID for approval																											
A-2 AIDSTAR project's closeout																												
A-2-1	Create a closeout plan and send to USAID																											
A-2-2	Create an inventory of equipment acquired for the project																											
A-2-3	Develop an equipment disposition plan and submit for USAID approval																											
A-2-4	Take an preliminary inventory of remaining products in all provinces at the end of the project																											
A-2-5	Develop a product disposition plan and submit for USAID approval																											
A-2-6	Manage a progressive separation of project staff based on project objectives																											
A-2-7	Organize a closeout workshop with USG partners, National Programs (PNLS, PNMLS, PNRS, PNLMD, PNSA, etc.) to share project's lessons learned																											
A-3 International trips																												
A-3-1	Conduct a short term technical assistance to review the design and the implementation of the ASF's institutional development plan (PSI Washington to DRC)																											
A-3-2	Participate in the Dar es Salaam Conference on the use of mobile technology to improve FP and RH (DRC to Tanzania)																											
A-3-3	Participate in PSI-West and Central Africa's biannual regional retreat for capacity building and experience sharing (DRC to TBD)																											
A-3-4	Participate in the West and Central Africa's regional stock management training workshop (DRC to TBD)																											
A-3-3	Conduct a short term technical assistance trip in connection with the Willingness-to-Pay survey on "Prudence" products (PSI Washington to DRC)																											
A-3-4	Participate in three sessions of capacity building training : PSI Induction, DELTA Marketing Leaders, Foundations of Leadership (DRC to PSI Washington)																											
A-3-5	Conduct an R&R trip (DRC to France)																											
A-3-7	Conduct a short-term technical assistance trip to prepare for project closeout																											
A-3-6	Conduct short-term technical assistance trips to finalize analyses on end-of-project surveys																											
A-3-7	Conduct a relocation trip for the COP (DRC to Cote d'Ivoire)																											
A-3-8	Conduct a relocation trip for the F&A Specialist (DRC to Madagascar)																											
A-3-9	Conduct a relocation trip for the Social Marketing and Logistics Specialist (DRC to Cameroon)																											
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																												
B-1 Cross-Cutting Activities																												
B-1-1	Continue collaboration with wholesalers and distributors																											
B-1-2	Continue working with sales forces in a timely and targeted way to support the distribution of social marketing products																											

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B-1-3	Visit points of sale based on social marketing performance (MAP) criteria	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X													Dipoko Degrande, Marketing and Logistics Technical Advisor	PS/IASF	
B-1-4	Organize annual strategic meetings with distributors/wholesalers																																							Dipoko Degrande, Marketing and Logistics Technical Advisor	PS/IASF
B-1-5	Inventory all rural strategy materials in provinces and continue the rural strategy		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X													Dipoko Degrande, Marketing and Logistics Technical Advisor	PS/IASF
B-2	HIV/AIDS/STI Activities																																								

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B-4-a-1	Placement/Distribution																																																	
B-4-a-1-1	Complete the distribution of the remaining stock of CDKs																																																	
B-4-b	Product: Diarrhea Treatment Kits (DTK)																																																	
B-4-b-1	Product																																																	
B-4-b-1-1	Receive samples of low-osmolarity ORS 1-liter packets and packs of ten 20-mg Zinc tablets as well as technical documents																																																	
B-4-b-1-2	Request market entry authorization for DTKs from the third directorate of the Ministry of Public Health																																																	
B-4-b-1-3	Receive DTKs at the national level																																																	
B-4-b-1-4	Test the DTKs																																																	
B-4-b-1-5	Order the DTKs wholesalers packaging																																																	
B-4-b-1-5	Package the DTKs																																																	
B-4-b-2	Placement/Distribution																																																	
B-4-b-2-1	Dispatch DTKs to the provinces																																																	
B-4-b-2-2	Distribute DTKs through social marketing																																																	
B-5	Water and Sanitation Activities																																																	
B-5-1	Product																																																	
B-5-1-1	Test Aquatabs in Kinshasa																																																	
B-5-1-2	Order Aquatabs packaging																																																	
B-5-1-3	Package Aquatabs																																																	
B-5-2	Placement/Distribution																																																	
B-5-2-1	Dispatch Aquatabs to the provinces																																																	
B-5-2-2	Dispatch PUR stock to the provinces																																																	
B-5-2-3	Distribute PUR packets to endo-epidemic cholera sites in partnership with affected health zones																																																	
B-5-2-4	Distribute Aquatabs tablets to commercial distributors/wholesalers, health zones, NGOs and other institutions																																																	
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 various communication materials developed on CD and DVD and approved by the Ministry of Health with governmental and non governmental partners																																																	
C-1-2	Produce a documentary on the AIDSTAR project integrating pictures from activities in the provinces, in order to document best practices and lessons learned for future projects																																																	
C-2	HIV/AIDS/STI Activities																																																	
C-2-1	Media Communication and Supports Development																																																	
C-2-1-1	Finalize distribution of remaining communication materials produced in 2012																																																	
C-2-1-2	Broadcast "Prudence" reminder radio and TV spots developed in 2012 (5")																																																	
C-2-1-3	Print key messages (such as correction of false beliefs) on posters to be distributed with targeted communities																																																	
C-2-1-4	Organize interpersonal communication sessions with PNLS, PNMLS, HZs and local implementing NGOs																																																	
C-2-1-5	Plan mass communication sessions with PNLS, PNMLS, HZs and local implementing NGOs (MVU, etc.)																																																	
C-2-1-6	Organize BCC activities coupled with VCT in collaboration with PROVIC and other partners where PROVIC is not present																																																	
C-2-1-7	Design the promotion media campaign for the new condom "Prudence Sensuel"																																																	
C-2-1-8	Produce communication materials (TV and Radio spots, posters, etc.) for the promotion of "Prudence Sensuel" to the distribution network and target groups																																																	
C-2-1-9	Organize the launch of the new male condom "Prudence Sensuel"																																																	
C-2-2	100%Jeune																																																	
C-2-2-1	Produce and distribute 100%Jeune magazine (including FP messages)																																																	
C-2-2-2	Explore the need for the development of an electronic edition of 100%Jeune																																																	
C-2-2-3	Increase the number of followers on the 100%Jeune Facebook page to involve youth in discussions about their health issues																																																	

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C-3	Family Planning Activities																																													
C-3-1	Promotion/Communication																																													
C-3-1-1									X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X													Gaby Kasongo, RH/FP Deputy Director	PSIASF				
C-3-1-2	X	X	X	X	X	X	X	X																																					Gaby Kasongo, RH/FP Deputy Director	PSIASF
C-3-1-3					X	X	X	X	X	X	X	X																																	Gaby Kasongo, RH/FP Deputy Director	PSIASF
C-3-1-4									X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X																	Gaby Kasongo, RH/FP Deputy Director	PSIASF
C-3-1-5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X													Aaphy Makuta, BCC Specialist	PSIASF
C-3-1-6					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X																	Aaphy Makuta, BCC Specialist	PSIASF

