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COMMUNICATIONS SUPPORT FOR HEALTH PROGRAM (CSH)

QUARTERLY REPORT
APRIL-JUNE 2011

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Acronyms

BCC	Behavior Change Communication
CHAMP	Comprehensive HIV AIDS Management Program
COMPACT	Community Mobilization for Preventive Action project
CSH	Communications Support for Health
GDA	Global Development Alliance
GRZ	Government of the Republic of Zambia
HCRC	Health Communication Resource Center
IEC	Information, Education and Communication
ITN	Insecticide-treated nets
IYCN	Infant and Young Child Nutrition
M&E	Monitoring and Evaluation
MCP	Multiple and concurrent sexual partnerships
MDG	Millennium Development Goals
MOH	Ministry of Health
MNCH	Maternal, Newborn and Child Health
NAC	National HIV/AIDS/STI/TB Council
NASF	National AIDS Strategic Framework
NGO	Non-governmental organization
NMCC	National Malaria Control Center
PMTCT	Preventing Mother to Child Transmission
PMU	Project management unit
SAF	Strategic activities fund
SHARe	Supporting the HIV/AIDS Response in Zambia
STEPS-OVC	Sustainability through Economic Strengthening, Prevention and Support for Orphans and Vulnerable Children, Youth and other Vulnerable Populations Program
STIs	Sexually Transmitted Infections
TB	Tuberculosis
USAID	United States Agency for International Development
WAD	World AIDS Day
ZHECT	Zambia Health Education and Communications Trust
ZISSP	Zambia Integrated Systems Strengthening Program

1. EXECUTIVE SUMMARY

This quarter, CSH implemented a number of capacity building activities, initiated grants and continued coordinating communication activities for USAID partners. CSH also began implementation of the *Safe Love* campaign and, in collaboration with the GRZ, implemented activities for world malaria day and the VCT day.

Major Accomplishments

- The project conducted the first BCC Training of Trainers (TOT). The training was attended by GRZ partners from MOH health promotion unit, NMCC, NAC and ZISSP. At this meeting, the draft BCC tool kit was pretested and is currently being revised based on input from partners.
- CSH finalized and received USAID approval to enter into a grant agreement with Afya Mzuri to support the expansion of Dziwani Health Communication Resource Centre (HCRC).
- CSH finalized the subcontract with Danya International for the provision of IT support to the 990 Talkline and Dziwani HCRC.
- CSH supported the development of the National Communication Strategies for Malaria and HIV/AIDS. First drafts of the documents are being reviewed by partners.
- CSH developed Terms of Reference (TORs) and selection criteria for Technical Working Groups (TWGs) at MOH, NMCC and NAC.
- The CSH BCC specialist assigned to NMCC has been fully embedded and is fully supporting BCC activities at NMCC.
- CSH facilitated the 3rd IEC/BCC coordination meeting for USAID partners. Terms of reference for coordination were reviewed and revised. The M&E framework was also reviewed and proposals made. CSH will work on revising the framework and share with partners.

Planned Activities not Undertaken

- The CHAMP grant agreement has not been finalized.
- Standardized IEC/BCC guidelines for product development have been finalized but still need to be printed and distributed.
- Printing of TORs for TWGs and orientation not yet done
- Review and redesign of the NAC fact sheets and newsletter

Plans for Next Quarter

- CSH will conduct a second TOT using the BCC toolkit developed last quarter
- Orient BCC TWGs on the revised TOR and selection criteria
- Finalize, print, and launch the national HIV/AIDS and malaria communication strategies
- Launch *Safelove*, the HIV/AIDS campaign and select civil society organizations (CSOs) to implement HIV prevention interventions at community level as part of the campaign
- Conduct a rapid appraisal and re-design of *Your Health Matters* TV programme
- Conduct assessment of IEC/BCC courses offered in institutions of higher learning to identify areas for possible collaboration.

2. PROJECT ACCOMPLISHMENTS

IR 1: National health communications campaigns strengthened

Sub-IR 1.1: Integrated malaria, MNCH and nutrition campaigns expanded

Major Tasks

Integrated Malaria, MNCH and Nutrition Campaign

CSH supported MOH and NMCC formative research to inform the key behaviors that need to be targeted in the campaign. CSH consultants will share preliminary findings of the formative research with NMCC and partners for validation next quarter.

Routine Activities

World Malaria Day: CSH supported the commemoration of the World Malaria day in Mkushi through technical input in the development of messages and production of radio spots, TV spots, posters, fliers, and a documentary currently being finalized.

Nutrition products: CSH supported the MOH Nutrition Unit and the National Food and Nutrition Commission by facilitating a creative design workshop to review and develop materials and messages to be used during child health week, breastfeeding week and the integrated malaria, MNCH and nutrition campaign.

Products and Outputs:

- World Malaria Day: Radio spots, television spots, 15-minute TV documentary on malaria and posters and flyers
- Integrated Malaria, MNCH and Nutrition Campaign: formative research protocol
- Nutrition development: Report on Creative design workshop

Challenges

The formative research for the integrated campaign did not take place according to schedule due to delayed clearance from the local ethical committee

Proposed Solutions

Plan for ethical clearance earlier.

Plans for Next Quarter

Disseminate the formative research findings during the design workshop for the integrated malaria, MNCH and nutrition campaign from 3-5 August, 2011 to develop goals, objectives, target audiences and creative briefs for the campaign.

Sub-IR 1.2: Comprehensive HIV prevention campaigns expanded

Major Tasks

Safe Love Campaign

CSH supported NAC and MOH development, pretesting, and production of materials for the *Safe Love* campaign. The campaign was launched on the 28th June, 2011 in Kapiri Mposhi. The campaign design team is currently working on the development of a radio drama series for the campaign.

Routine Activities

VCT day: CSH and NAC exhibited products from the *Safe Love* campaign at the National VCT Day commemoration in Namwala District on June 30, 2011. CSH also supported the day by printing the VCT toolkit, T-shirts, posters and flyers.

International Trade Fair: CSH and NAC exhibited products from the *Safe Love* campaign at the International Trade Fair in Ndola from July 1-4, 2011 .

Products and Outputs:

- Safe Love Campaign
 - Safe Love Song
 - Flyers about MCP and condom use
 - Chitengess
 - T-shirts
 - Bandanas,
 - Car stickers
 - Caps
 - Billboards
 - Pole lights
 - TV and radio spots

- Newspaper ads
- Bus branding
- VCT Day
 - Toolkit
 - TV radio spots
 - Flyers
 - Posters

Challenges

The rescheduled *Safe Love* campaign launch conflicted with VCT Day which was two days later. As a result, some of the stakeholders that were invited to the launch were unable to attend.

Proposed Solutions

Plan for adequate time to develop campaign materials so as not to delay campaign launch dates and other activities. Activities should also be implemented according to schedule so as not to conflict with other activities.

Plans for Next Quarter

- Produce radio drama series for *Safe Love* campaign
- Produce first issue of health newspaper insert
- Support NAC exhibits at the Commercial and Agricultural Trade Fair in Lusaka

Sub-IR 1.3 Evidenced-based multi-channel health communications campaigns increased

Major Tasks

Safe Motherhood Campaign

CSH and the MOH Reproductive Health unit facilitated a planning meeting to discuss the goals and objectives of the planned safe motherhood campaign scheduled to take place in October 2011. The planning meeting, which included USAID and other donor partners and projects, resulted in a review

of the concept paper for the proposed campaign and comments to proposed research protocols which were submitted for IRB approval at ICF Macro and the Zambia Ethics Review Committee.

Routine Activities

Child Health Week: CSH supported MOH in the launch of Child Health Week at Kanyama Clinic. The project provided technical assistance and funding for the development and production of drama performances, t-shirts, TV and radio spots, and launch activities.

Safe Motherhood Week: CSH supported an MOH creative design workshop to review existing materials and develop themes and messages to be used for the Safe Motherhood Week.

Breastfeeding Week: CSH supported an NFNC and MOH creative design workshop to develop materials and messages for nutrition including posters and community drama scripts. Some of these materials will be used in the week-long commemoration planned for August.

Products and Outputs:

- Child Health Week: drama performances, technical input for UNICEF TV spot, 500 t-shirts
- Safe Motherhood Campaign: Report on consensus building meeting for safe motherhood campaign, report on creative design workshop for safe motherhood week

Challenges

- The death of former President, Fredrick Chiluba, required some Child Health Week activities perceived to be of entertainment nature to be cancelled or postponed.
- The Child Health Unit at MOH was resistant to changing the way in which Child Health Week is implemented

Proposed Solutions

Continue working with MOH and ask them to be more open to implementing health campaigns and activities in new alternative ways.

Plans for Next Quarter

- Support GRZ formative research for Safe Motherhood Campaign
- Support GRZ World Breastfeeding Week activities during the first week August
- Support GRZ Safe Motherhood Week activities during the last week of August

IR 2: GRZ use of evidence-based health communications approaches increased

Sub-IR 2.1: M&E framework for IEC/BCC interventions strengthened

Major Tasks

National HIV & AIDS M&E Plan 2011-2015

CSH helped NAC develop BCC indicators and indicator definitions with data sources and timeframes for the new 2011-2015 National HIV&AIDS M&E Plan. The earlier plan developed by NAC had no IEC/BCC indicators, making it difficult to monitor the national AIDS response. The timing was opportune given current national health strategic plans, national M&E frameworks, and communication strategies for these GRZ entities (MOH, NAC and NMCC) expired at the end of 2010. CSH support ensures IEC/BCC components of the new national strategic documents were appropriately strengthened.

Joint Annual Programme Review

CSH provided technical support to NAC and partners in conducting the Joint Annual Programme Review (JAPR). The process brought together all organizations implementing HIV&AIDS programs in Zambia. The JAPR exercise is part of the learning and evaluation agenda of the GRZ through NAC.

National HIV & AIDS M&E Theme Group

CSH worked with NAC to revamp the National HIV&AIDS M&E theme group. Two monthly meetings were held in May and June 2011.

Formative Research Trainer of Trainers

CSH, in collaboration with ICF Macro, conducted a formative research Trainer of Trainers workshop for GRZ staff. The aim of this initial training was to pretest and finalize the Formative Research training curricula and strengthen the capacity of local CSH and GRZ staff in formative research.

Plans for Next Quarter

- As a follow-up to the first formative research training, ICF Macro will create additional Training of Trainers (ToT) modules on how to conduct a workshop on formative research. Selected participants from the first training will attend the ToT sessions and will then conduct further trainings with GRZ staff and partners, including MOH, NAC, and NMCC.
- CSH will print 5,000 copies of the newly developed national HIV&AIDS M&E plan 2011-2015 and help finalize the National Malaria M&E Plan 2011-2015.
- CSH will engage a consultant to develop a BCC and campaign tracking database to provide a mechanism for the GRZ to monitor and track all health BCC interventions. The data collected will be used to inform future campaigns and act as a databank for the Health Promotion Unit at MOH. The database will also act as a data source for the monitoring and evaluating of health promotion activities of the GRZ.

IR 3: Local Capacity to Support Sustained Implementation of IEC/BCC Activities Strengthened

Sub-IR 3.1: Capacity of HCRC and Talkline to manage information on IEC/BCC interventions improved

Major Tasks

Afya Mzuri and CHAMP

The sub-grant to support the expansion of the Dziwani HCRC at Afya Mzuri was finalized and approved by USAID. The CHAMP grant agreement documents have been submitted to USAID for final approval. Scopes of work for IT subcontractor support for the grantees were also completed.

Plans for Next Quarter

- Work with SAF to prepare first disbursement to Afya Mzuri.
- Conduct orientation workshop for all sub-grantees.
- Obtain USAID approval for CHAMP sub-grant agreement.

Sub-IR 3.2: Capacity of MOH and NMCC to manage IEC/BCC interventions improved

Major Tasks

MOH BCC Action Plan

During the quarter CSH supported MOH Health Promotion Unit to monitor and review the implementation of the consolidated IEC/BCC action plan, which was developed at the beginning of

the year to guide the Health Promotion Unit's activities. Most of the planned activities were on course and others had been completed.

ToT BCC Training

CSH conducted the first BCC ToT training for GRZ and ZISSP. A total of 21 staff was trained. The training was also used to review the draft BCC training tool kit which has since been revised.

Technical Working Groups

TORs and selection criteria for IEC/BCC TWGs at MOH, NAC, and NMCC have been revised. The PS at MOH has appointed members to the national TWG based on the revised selection criteria.

Communication Strategies

CSH helped NAC and NMCC develop communication strategies aligned to the new strategic frameworks for 2011-2015. CSH supported two workshops to review the previous strategies and agree on a framework for the new ones. CSH has engaged consultants to write the communication strategy documents on behalf of GRZ.

Support MOH and NAC stakeholder and public information efforts through communications plan development and revamped reporting

CSH is supporting the process of reviewing and redesigning the current *Your Health Matters* programme. Also up for redesign are NAC fact sheets and newsletter.

Products and Outputs:

- ToT BCC Training: BCC Tool kit
- TWGS: TORs and selection criteria for IEC/BCC TWGs
- Communication Strategies: Draft National HIV/AIDS Communication Strategy and Draft National Malaria Communication Strategy

Challenges

The process of finalizing the HIV/AIDS and malaria communication strategies has taken long due to competing priorities in GRZ. Often the document review process took longer than planned because staff were out in the field conducting other national duties.

Proposed Solutions

Encourage GRZ to provide necessary information and input for the development process of products and activities in a timely manner. The BCC embedded staff should work closely with NAC and NMCC to expedite the process and better anticipate GRZ staff travel.

Plans for Next Quarter

- Print, distribute and orient BCC staff on standardized guidelines for development and review of IEC/BCC products.
- Finalize and print the BCC tool kit.
- Conduct second ToT using the revised BCC tool kit.
- Print TWGs TORs and selection criteria. Orient TWGs members on revised TORs.
- Finalize, print and launch HIV/AIDS and Malaria communication strategies
- Support provincial ToT on BCC for MOH, NMCC and NAC provincial staff.
- Hold quarterly review and planning meeting with management of MOH, NMCC and NAC.

Sub-IR 3.3: Private Sector Participation Increased

Major Tasks

Private Sector Partnerships

Meetings have been held with local telecommunication companies (Airtel and MTN) to explore areas of collaboration in supporting GRZ health communications campaigns. Current discussions have focused on the *Safe Love* campaign. Discussed products include bulk SMS health messages, campaign theme song ring tone, and campaign logo wallpaper. To test the response to health message SMS, Airtel sent a *Safe Love* message to all their employees on VCT day (June 30, 2011) encouraging them to know their HIV status. CSH is currently awaiting approval from the Zambia Information Communication Telecommunication Authority (ZICTA) to send bulk SMS health messages to the entire customer base of both Airtel and MTN.

Civil Society Organizations (CSOs)

Request for proposals (RFP) have been issued to engage Civil Society Organizations (CSOs) to support national health campaigns by implementing components of the campaigns at community level. Responses have been received and the review and selection of organizations will be done in the next quarter.

Products and Outputs:

RFPs to CSOs finalized and circulated in the national print media.

Plans for Next Quarter

- Review Civil Society Organization proposals to select implementing partners
- Sign contracts with successful organizations to implement HIV prevention interventions at community level
- Engage local communication companies to support health communication campaigns

IR 4: Coordination of IEC/BCC activities between USAID projects increased

Sub-IR 4.1: IEC and BCC planning between USAID bilateral programs increased

Major Tasks

IEC/BCC USAID Partners Coordination Meeting

- The third IEC/BCC USAID partner's coordination meeting was held on June 22, 2011. Partners shared and discussed various IEC/BCC activities implemented within the last quarter. During the meeting the group's TOR for coordination and M&E framework were also reviewed. The meeting also introduced the concept of the IEC/BCC success newsletter to partners. The newsletter will serve the purpose of informing USAID of IEC/BCC success stories across various projects. The first issue will be published next quarter.

Plans for Next Quarter

- Plan and hold fourth quarter IEC/BCC USAID partner's coordination meeting
- Finalize the M&E coordination framework
- IEC/BCC Success Stories Newsletter for USAID

3. OPERATIONS AND ADMINISTRATION

This quarter, CSH recruited, and hired candidates for positions that had been vacant, notably the Finance and Administration Director and the Finance and Administrative Assistant. With the recruitment for the above mentioned positions finalized, the operations team is now fully staffed.

Two local subcontracts were successfully awarded during the period. The two subcontracts are part are with Dapeg Limited and Draft FCB for printing of Safe love Campaign materials. The other two is signed with McCann Healthcare Worldwide and Danya who will be working with the two sub grantees namely CHAMP and Afya Mzuri. During the same period CSH signed and awarded a sub grant to Afya Mzuri and are in the process of finalizing the grant award to CHAMP which is awaiting approval as well as the other sub contract to.

The operations team also participated in USAID Rules and Regulations- Contracts training that took place in Lusaka and was delivered by InsideNGO. This was a very good training; it was educative, informative and enlightening for the team. The training covered issues regarding the management of contracts and compliance related matters.

Plans for next quarter

CSH looks forward to signing and awarding the second sub grant to CHAMP and sub contract to McCann as well as work with the other identified Civil Society Organizations which will enable the project accelerate program implementation. To ensure compliance, CSH will also conduct orientation sessions with these organizations to review systems, processes and procedures so as to abide with the applicable rules and regulation. Operations staff will participate and provide logistical support to the proposed work planning session envisaged for September.

