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**ZAMBIA**

# COMMUNICATIONS SUPPORT FOR HEALTH PROGRAM (CSH)

**QUARTERLY REPORT**

**OCTOBER-DECEMBER 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

## **EXECUTIVE SUMMARY**

In this quarter, rollout of major CSH-supported campaigns continued. The *Safe Love* campaign was expanded with two provincial launches and the publication of the first issue of the health newspaper insert, *Live Today*. The *STOP Malaria* campaign was launched in November. CSH and partners completed the strategy design for the safe motherhood campaign and developed a concept paper for the nutrition campaigns. To build capacity, GRZ health officials received training in BCC and participated in the formative research for the safe motherhood campaign. CSH also selected five local organizations to implement *Safe Love* campaign activities at community level.

Additionally, CHAMP and Afya Mzuri each made progress in implementing activities under the CSH grants. CHAMP hired new telephone counselors, while Afya Mzuri completed renovations and began testing of their new IT services and capabilities. Both organizations also reviewed their draft marketing strategies submitted by the marketing subcontractor, McCann.

### **Major Accomplishments**

- Supported MOH and NMCC launch of *STOP Malaria*, the integrated malaria, MNCH and nutrition campaign, in Mongu. Over 800 people were tested for malaria during the event, one of the largest single-site testing numbers ever recorded in Zambia.
- Initiated discussions with key stakeholders to develop the concept for the nutrition campaign.
- Launched the *Safe Love* campaign in two provinces, Lusaka and Luapula.
- Finalized episodes 1-3 of the *Safe Love* radio drama series, *Life at the Turn Off*.
- Supported NAC's second National Prevention Convention and presented a paper on the CSH BCC HIV prevention activities.
- Produced and circulated first issue of health newspaper insert, *Live Today*.
- Signed contracts with 5 CSOs selected to implement evidence based prevention interventions at community level.

### **Planned Activities not Undertaken**

- Printing and launching of National Malaria and HIV/AIDS Communication Strategies.
- Procurement of IT equipment for the Dziwani Health Communication Resource Centre and 990 Talkline.
- Production of second and third issues of *Live Today*.

### **Plans for Next Quarter**

- Engage CSOs to implement the rollout out of the *STOP Malaria* campaign.
- Launch National Malaria and HIV/AIDS Communication Strategies.
- Engage media houses and creative agencies to produce campaign products for the safe motherhood campaign and launch campaign end of March.
- Launch *Safe Love* radio drama series *Life at the Turn Off* on national radio in February. The *Safe Love* campaign will also be launched in two more provinces, Southern and Eastern.
- Produce and circulate second, third, and fourth issues of *Live Today*.
- Develop *Safe Love Clubs* curriculum
- Support NAC in redesigning their factsheets and newsletter.
- Conduct Training of Trainers (TOT) in formative research for GRZ staff and key partners.
- Support rollout of Behavior Centered Programming (BCP) trainings at provincial level.
- Review and revise 990 Talkline curriculum to include malaria, MNCH, reproductive health, family planning, and nutrition.

## 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***

On 14<sup>th</sup> November 2011, CSH supported MOH and NMCC launch of the *STOP Malaria* campaign in Mongu, Western Province. The launch coincided with the commemoration of the 2011 SADC Malaria Week. CSH produced a series of materials to be used and distributed during the campaign launch including a Malaria Q&A Booklet for health workers, a brochure about malaria treatment and prevention, a campaign factsheet, and t-shirts and banners.

During the launch, attendees had access to free malaria testing and treatment in addition to a variety of edutainment (music, drama, and dance). Over 800 people were tested for malaria. Only six people tested positive. Since the launch, NMCC and CSH have developed a rollout plan which will take the campaign to four provinces (Western, Northern, Eastern and Luapula). A group of civil society organizations will be selected to implement rollout activities. A monitoring and evaluation framework has also been developed and added to the campaign communication strategy.

#### **Products and Outputs:**

- Campaign launch
- Malaria Q&A Booklet
- Malaria treatment and prevention brochure
- Campaign factsheet
- 3 malaria skits (scripts and recordings) for radio
- 3 radio announcements
- Draft script for community theatre
- Bumper stickers
- Monitoring and evaluation framework
- Campaign rollout plan

#### **Challenges**

MNCH and nutrition were overshadowed by malaria during the campaign launch. There was also difficulty in producing products on time for the launch event.

#### **Proposed Solutions**

Include specific activities to highlight MNCH and nutrition components of campaign in the rollout activities. The project will plan campaign material production well in advance of launch events.

#### **Plans for Next Quarter**

- Finalize all radio products (skits and announcements) and put them on air.
- Continue to develop campaign products (community flip chart, malaria video documentary).
- Prepare for campaign rollout to Northern and Western provinces.
- Engage CSOs to implement campaign rollout.
- Prepare an orientation package for CSOs.

*Sub-IR 1.2: Comprehensive HIV prevention campaigns expanded*

#### **Major Tasks**

##### ***Safe Love Campaign***

This quarter was dedicated to the expansion of the *Safe Love* campaign. Following pre-testing, episodes 1-3 of the radio drama series *Life at the Turn Off* went into final production and are now ready to be aired. Scripts for episodes 4-8 were reviewed and are now in production. 53,000 copies of the first issue of the health newspaper insert *Live Today* were inserted into *The Post* newspaper on 24 November, 2011. The insert provides a platform for discussion about HIV and sexual and reproductive health. Other notable achievements include:

- Launched *Safe Love* in Lusaka on 4 November, 2011, using the opportunity to engage the media and discuss their role in promoting awareness of HIV/AIDS issues in Zambia. At the launch, audiences were introduced to the *Safe Love All Stars* artist call to action. In addition, nearly 300 individuals were tested for HIV.
- Launched *Safe Love* in Mansa, Luapula on 1 December, 2011, as part of the GRZ's national commemoration of World AIDS Day. The launch also included a small *Safe Love* concert and fair at Mansa Central District Prison.
- Sustained *Safe Love* presence in the media through rebroadcast of teaser campaign on two TV stations (Muvi and ZNBC) and maintaining billboards.
- Held first design workshop with partners and Media 365 for the TV drama series and identified target audiences for the series.

### **Routine Activities**

Prevention Convention: Supported the NAC second national Prevention Convention in November through printing of T-Shirts, banners and social mobilization for the conference. CSH presented on the project's BCC HIV prevention activities at the conference. World AIDS Day (WAD): CSH supported NAC in the national commemoration of WAD in Mansa. CSH also supported the Lusaka district AIDS coordinators office to commemorate WAD.

### **Products and Outputs:**

- Safe Love
  - First issue of *Live Today*
  - Ready to air episodes 1-3 for *Life at the Turn Off* and draft scripts for episodes 4-8
  - Launch events in Lusaka and Mansa
  - Teaser campaign adverts on TV and billboards
- Prevention Convention
  - T-shirts
  - Banners
  - Social mobilization
- World AIDS Day
  - Entertainment
  - T-shirts
  - Exhibition during Mansa and Lusaka events

### **Challenges**

The signing of contracts with media houses and approval process for materials took longer than expected. This delayed the schedule of deliverables. There were also delays in procuring *Safe Love* merchandise in time for events.

## **Proposed Solutions**

The project shall improve planning and execution of activities to ensure there is adequate time for all the necessary reviews and approvals. The team will make projections for all the merchandise needed for the next year in order to procure merchandise in bulk.

## **Plans for Next Quarter**

- Produce ready to air episodes 4-12 for *Life at the Turn Off*.
- Produce and circulate second, third, and fourth issues of *Live Today*.
- Conduct two campaign provincial launches in Livingstone and Chipata, including launch of *Life at the Turn Off*, in February 2012.
- Develop concept papers for alcohol abuse, gender based violence, and youth mini campaigns.
- Produce storyline and first scripts for TV drama series.
- Support NAC with commemoration of national and traditional events (Ncwala Ceremony).
- Support dissemination of the National HIV/AIDS Communication and Advocacy Strategy.
- Engage graphic designer to redesign the NAC factsheets and newsletter.

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

## **Major Tasks**

### ***Safe Motherhood Campaign***

CSH and MOH conducted formative research for the Safe Motherhood campaign in three provinces (Eastern, Copperbelt, and Southern). The study identified factors that influence safe motherhood behaviors. Following the completion of the research, CSH organized a creative design workshop with MOH and key partners. At the workshop, participants reviewed the research findings and existing materials to inform the development of the campaign communication strategy.

### ***Nutrition Campaign***

The project, in collaboration with MOH and partners, developed a concept paper for the 1,000 days nutrition campaign. The draft concept paper will be presented to the National Nutrition Working Group for review next quarter.

## **Products and Outputs**

- Safe Motherhood Campaign
  - Formative research report
  - Draft campaign communication strategy (including implementation plan)
- Nutrition Campaign
  - Draft concept paper

## **Challenges**

Attendance of the safe motherhood campaign design workshop was negatively impacted by disagreements over what allowances CSH should provide attending partners. When developing the nutrition campaign concept paper, it was also challenging to meet with some partners and gather their input due to the upcoming Christmas holiday season.

## **Proposed Solutions**

The project must come to a final conclusion over which allowances are permissible and urge MOH to include CSH activities in their work plan to ensure staff receive necessary support. The project shall also get partner input for the nutrition campaign concept paper in the next quarter.

## **Plans for Next Quarter**

- Engage media houses and creative agencies to produce safe motherhood campaign products.
- Launch the safe motherhood campaign in March 2012.

- Finalize the nutrition campaign concept paper and conduct formative research
- Hold design workshop with partners for nutrition campaign.

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

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

### **Major Tasks**

#### **National HIV/AIDS M&E Framework Strengthened**

CSH supported the development of the draft NAC Activity Reporting Form (NARF) to ensure that it captures BCC indicators that were included in the new National HIV/AIDS M&E Plan for 2011-2015. This activity will be completed by February 2012.

#### **National HIV/AIDS M&E Theme Group**

CSH participated in the quarterly meetings of the National HIV/AIDS M&E Theme Group at NAC. CSH also supported the Theme Group in its reporting for the United Nations General Assembly Special Session on HIV/AIDS (UNGASS).

#### **PMEP Indicator Tracking Template**

CSH refined the project's PMEP indicator tracking template. The revisions included the development of:

- The PMEP Indicator sheet to include all indicators
- The data entry sheet to be used to update the indicator sheet
- The summation sheet which will automatically aggregate the entries from the data entry sheet
- The overall performance sheet which will display the performance on each indicator

#### **Campaign Tracking Database**

CSH engaged a consultant to develop a campaign tracking database. The database will track national health campaigns of the GRZ as well as other communication activities done by MOH, NAC and NMCC. The activity is expected to be complete by June 2012.

#### **CSO Reporting Instruments**

CSH developed reporting instruments for CSOs who have been engaged to implement community outreach activities for the *Safe Love* campaign. The instruments will be pretested and ready to use by the CSOs next quarter.

### **Plans for Next Quarter**

- Operationalize M&E campaign tracking database.
- Rollout reporting system for CSOs. This will include pre-testing the reporting instruments and training CSOs on how to use them.
- Support NAC through the national TWG in finalizing the NARF, including training of provincial and district TWGs.
- Provide technical assistance to NAC to report on relevant core indicators for the UNGASS.

*Sub-IR 2.2: GRZ capacity to conduct formative research to develop national health communications campaigns improved*

### **Major Tasks**

#### ***Formative Research Training Rollout***

Based on the results of the first round of training, CSH revised the Formative Research Training Curriculum for use in training the remaining GRZ staff. The final curriculum includes a step-by-step Facilitators Guide and a Participant's Guide including support materials, such as sample focus group and interview guides, research plans, budgets, and note taker templates.

### **Formative Research Studies**

CSH, in partnership with MOH, developed research protocol and instruments to assess public perception of the TV program, *Your Health Matters*. The study protocol and instruments were submitted for Ethics approval at ICF International's Institutional Review Board (IRB) and the local ERES Converge ethics committee. The study will be conducted jointly with MOH to ensure research skills transfer.

### **Products and Outputs**

- Formative Research Training Roll Out
  - Revised Formative Research Training Curriculum
- Your Health Matters
  - Research protocol and tools

### **Plans for Next Quarter**

- Conduct second formative research TOT workshop for GRZ staff and partners, including MOH, NAC, and NMCC.
- Conduct research study to assess *Your Health Matters*.

## **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**

#### ***CHAMP 990 Talkline***

CSH continued to provide support to CHAMP to carry out the expansion of the 990 Talkline. During this quarter, additional telephone counselors were recruited and trained in basic HIV counseling services. However, the new counselors are yet to be trained in the new health topics. McCann developed a draft marketing strategy that assesses the position of the 990 Talkline in the Zambian market and proposes plans to promote the Talkline's services to the Zambian public.

#### ***Afya Mzuri Dziwani Health Communication Resource Centre (HCRC)***

This quarter, Afya Mzuri implemented a number of grant activities. The garage area was renovated and is ready to be used as a communication materials archiving area. The outdoor *insaka* (thatched covered area) was completed and is ready to be used for learning activities. The resource center recorded an increase in public access from 1,977 users by end of September, to 2,331 by end of December 2011. Several out of stock IEC/BCC materials (posters, leaflets, brochures and handbook) were also reprinted. Afya Mzuri also held a meeting with stakeholders to identify potential partners to provide satellite services in other parts of the country.

#### ***Sub-contracts to provide IT and Marketing services to grantees***

Since the award of the sub-contract for IT support services, Danya International has conducted a thorough assessment of the current information technology (IT) infrastructures at Afya Mzuri and CHAMP. Through Danya's subcontract, the HCRC is currently testing a prototype web portal which will enable remote access to all of the center's information about projects implementing IEC/BCC activities and their materials. The prototype web portal includes a back-end management tool. This allows Afya Mzuri technical staff to easily update and manage the portal. Afya Mzuri and CSH are providing feedback and on the prototype to Danya.

## **Challenges**

It has taken longer than expected to finalize the marketing strategies, partly due to the delayed responsiveness of grantees. This will in turn delay the production of marketing products and their actual placement. The procurement of IT equipment has also been delayed due to approval processes at USAID. Completion of activities set out in the work plan will be delayed.

## **Proposed Solutions**

A meeting will be arranged with the grantees and sub-contractors to review expectations and revise the timelines. CSH will expedite the procurement of IT equipment once approval is given to avoid further delays.

## **Plans for Next Quarter**

- Finalize the marketing strategies.
- Continue to monitor and provide technical support to grantees and sub-contractors through monthly activity reports and feedback.
- Hold meetings to revise timelines to ensure that activities lagging behind are expedited.
- Review current 990 Talkline counselors training manual to include additional health areas.

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

## **Major Tasks**

### ***IEC/BCC Pretesting Guidelines***

CSH held a meeting with MOH, NMCC and NAC, to review and validate guidelines for pretesting IEC/BCC materials.

### ***TOT Behavior Centered Programming (BCP) Training***

CSH and MOH conducted the fourth BCP TOT training for fourteen Provincial AIDS Coordinating Advisors (PACA) and District AIDS Coordinating Advisors (DACA), including their IT and M&E officers. The participants developed action plans to rollout the BCP training to their districts and communities. The PACAs will lead the rollout of the trainings at district and community level.

## **Products and Outputs:**

- IEC/BCC Pretesting Guidelines
  - Revised pretesting guidelines
- TOT BCP Training
  - 14 individuals trained

## **Challenges**

The TOT was postponed several times due to NAC's other engagements.

## **Proposed Solutions**

CSH will continue to engage partners and urge them to commit to agreed upon programs and timelines.

## **Plans for Next Quarter**

- Revise and finalize IEC/BCC pretesting guidelines.
- Support BCP rollout trainings at provincial level.
- Conduct BCP training for the national TWGs.

*Sub-IR 3.3: Private Sector Participation Increased*

## **Major Tasks**

### ***Civil Society Organizations (CSOs)***

CSH selected five CSOs from a pool of 140 to implement *Safe Love* campaign activities at community level. The selected CSOs are Latkings Outreach Program, Pride Community Health Organization, Action for Social Development Foundation, SAFAIDS, and Luanshya Support Group. CSH is in the process of contracting three additional CSOs, Petauke Explorers Radio Station, Hope for Africa International, and Restless Development.

### **Products and Outputs**

- 5 CSO contracts.
- Monthly progress reports from CSOs on startup activities in their communities.

### **Challenges**

Due to the large number of responding CSOs, the review and selection process took longer than anticipated.

Major *Safe Love* campaign products to be used by the CSOs, such as the radio drama series, have yet to be completed.

### **Proposed Solutions**

The project will consider extending the CSO's contracts.

### **Plans for Next Quarter**

- Orient CSOs on the CSH BCP approach.
- Develop a standard training package for community facilitators.
- Finalize engagement of three additional CSOs.
- Select more CSOs to implement *Safe Love* and *STOP Malaria* campaign community activities.

### ***Sub-IR 3.4: IEC/BCC Capacity Building Program for local Institutions Strengthened***

#### **Major Tasks**

##### ***Assessment of Local Training Institutions***

CSH identified a consultant to assess existing IEC/BCC courses offered in local training institutions. The assessment will identify the gaps and needs in existing BCC trainings in institutions of higher learning in Zambia. CSH will then support the review and strengthening of existing BCC training curricula. A research protocol has been developed and submitted to ICF International's Institutional Review Board and the Local Ethics Board for approval.

#### **Products and Outputs**

- Final research protocol.
- Signed contract with research consultants.

#### **Challenges**

Delays in IRB approval of the research tools has delayed the conducting of the actual research

#### **Plans for Next Quarter**

- Conduct research study to assess BCC curricula in training institutions in Zambia.
- Based on assessment results, determine capacity building needs for IEC/BCC courses.

### **IR 4: Coordination of IEC/BCC activities between USG projects increased**

#### ***Sub-IR 4.1: IEC and BCC planning between USG bilateral programs increased***

#### **Major Tasks**

##### ***IEC/BCC USG Partners Coordination Meeting***

USG partners held a coordination meeting on 8<sup>th</sup> December at ZPI. The meeting discussed production and distribution of IEC/BCC materials. The Dziwani HCRC was identified as a central distribution hub. Partners also recognized the need to be more involved and supportive of NAC in holding national events such as the HIV Prevention Convention and WAD.

### ***Partner Coordination***

CSH supported ZISSP to develop a behavior change communication framework for the community level to guide the development, implementation, and evaluation of community BCC campaigns. CSH also provided technical assistance to ZISSP at a workshop to increase the capacity of Safe Motherhood Action Groups (SMAGS) to address the safe motherhood health needs of mothers at the community level. The project also assisted CIDRZ to pretest posters and brochures about diarrhea and hand washing.

### **Products and Outputs:**

- USG partner coordination meeting report

### **Challenge**

Consistent attendance by all partners during the scheduled partner meetings remains a challenge and impedes partner coordination.

### **Proposed Solution**

CSH should continue to provide adequate notice for meetings and follow up with discussions to get attendance confirmation.

### **Plans for Next Quarter**

- Hold USG partners IEC/BCC coordination meeting.
- Finalize USG IEC/BCC M&E coordination framework.
- Publish first IEC/BCC USAID Partners News Bulletin.
- Commence implementation of work plans for IEC/BCC activities planned for 2012.

## **3. OPERATIONS AND ADMINISTRATION**

### **Major tasks,**

#### ***Strategic Activity Fund (SAF)***

During the quarter, CSH signed and awarded contracts to several media houses worth over US\$1.3million. The media houses include: Media 365 to develop a 26 episode TV drama series and online component for the *Safe Love* campaign, ZNBC and MUVI TV to air *Safe Love* teasers, and Primetime Productions for the production of *STOP Malaria* radio spots. Other contracts were awarded to CSOs engaged to implement *Safe Love* activities at community level. The CSO contracts amounted to US\$81,000. The SAF team has also conducted pre-award assessments for the next five CSOs to be engaged in the next quarter.

#### ***General***

Chemonics home office conducted a Financial Accounting and Compliance Team (FACT) field audit of CSH. CSH recruited a long term Civil Society Specialist who joined the Capacity Building team. An M&E Specialist was also recruited to fill an existing vacancy.

### **Plans for Next Quarter**

- Engage and award short term contracts to CSOs who have had pre-award assessments conducted.
- Recruit IT Specialist and any other vacant positions that may arise.
- Appraise the proposals and award a contract for a design agency to develop products for the safe motherhood campaign.

