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## **BRIDGE II PROJECT**

**Johns Hopkins Bloomberg School of Public Health Center for  
Communication Programs and its partners:  
Save the Children US  
Pact Malawi  
International HIV/AIDS Alliance**

**FY 10 Annual Report: October 30, 2010**

**Five Year Project: March 2009 to February 2014**

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## List of Abbreviations

ADC	Area Development Committee
BCC	behavior change communication
BCI	behavior change intervention
CAC	Community Action Cycle
CBO	community-based organization
CAG	Community Action Group
CCP	Center for Communication Programs
CMT	Community Mobilization Team
DACC	District AIDS Coordinating Committees
DIACC	District Interfaith AIDS Coordinating Committees
EBT. Prev	Evidence Based Targeted Prevention
FBO	faith-based organization
GIS	Geographic Information System
IHHA	The International HIV/AIDS Alliance
MAICC	Mponela AIDS Information and Counseling Center
MIAA	Malawi Interfaith AIDS Association
M&E	monitoring and evaluation
MCP	Multiple Concurrent Partnership
MOH	Ministry of Health
NAC	National AIDS Commission
NAPHAM	National Association of People living with HIV/AIDS in Malawi
PLHIV	People living with HIV/AIDS
PMTCT	prevention of mother-to-child transmission (HIV)
PRA	Participatory Rural Appraisal
PTC	Program Technical Committee
PCV	Peace Corps Volunteers
SC	Save the Children in Malawi
SMS	Short Message Service
SMT	Senior Management Team
TA	Traditional Authority
TLFs	Traditional Leaders Forum
TORs	Terms of Reference
ToT	Training of Trainers
TWG	Technical Working Group
VAC	Village AIDS Committee
VDC	Village Development Committees
USG	United States Government
UNIMA	University of Malawi
YONECO	Youth Net and Counseling

## 1. Summary

The BRIDGE II Project is a partnership between Johns Hopkins Bloomberg School of Public Health Center for Communication Programs (CCP) is implementing the BRIDGE II project in partnership with Save the Children Federation (SC), Pact Malawi and The International HIV/AIDS Alliance (IHAA). Local partners include Corporate Graphics, Youth Net and Counseling (YONECO), Galaxy Media Consultants, Nanzikambe Art Theater, Story Workshop, National People Living with HIV/AIDS in Malawi (NAPHAM) and Malawi Interfaith AIDS Association (MIAA).

Highlights of the achievements of the BRIDGE II project and its partners during this fiscal year include:

### Project Management

- ✓ Extending BRIDGE II offices to the new wing was finalized
- ✓ 5 new contracts were awarded to local partners (Corporate Graphics, Youth Net and YONECO, Galaxy Media Consultants, Nanzikambe Art Theater and Story Workshop) to implements various activities on the project
- ✓ 4 Senior Management Team (SMT) meetings were conducted to guide the overall planning and implementation process of the project's activities
- ✓ Staff recruitment was conducted to ensure that all program areas are adequately covered
- ✓ Initial assessment for installation of the SMS system were conducted
- ✓ 4 quarterly meetings that involved all BRIDGE II partners were conducted
- ✓ Coordinated sharing of workplans between BRIDGE II partners every quarter

### Research, Monitoring and Evaluation

- ✓ A baseline survey was conducted. **1812 (889 males; 923 females)** respondents from the 11 BRIDGE districts were interviewed, **15** focus group discussions were conducted and **12** Key Informant were interviewed.
- ✓ A report on the qualitative assessment was finalized
- ✓ Quantitative data analysis was finalized and report writing initiated
- ✓ The Performance Monitoring Plan (PMP) was revised and data base developed and installed
- ✓ Monitoring visits were conducted to the BRIDGE II districts and all implementing partners
- ✓ 2 research proposals in response to the Public Health Evaluation call for proposals were submitted

### Tasankha Mass Media Campaign

- ✓ 40 people from the BRIDGE Team and national level partners participated in the message design and material design workshop
- ✓ 1 national *Tasankha* Campaign launch was conducted
- ✓ 5,652 *Tasankha* posters were printed and disseminated
- ✓ 269 T-shirts were printed and disseminated
- ✓ 2,900 stickers were printed and disseminated
- ✓ 1,000 bandanas were printed and disseminated

- ✓ **613** *Tasankha* radio spots were aired nationwide on MBC 1, MBC 2 and Zodiac radio stations.

#### Reality Radio Programming

##### **a) *Chenicheni Ntchiti?* (What is the reality?) Radio Program**

- ✓ **10** field radio producers were recruited and trained on how to record stories from the community members
- ✓ **6** episodes of the reality talk- show and **6** episodes of the feedback program were produced and aired nationwide on MBC 1 radio
- ✓ **24** radio listening groups were formed and facilitators facilitated discussions on issues coming out of the programs

##### **b) Radio Diary Program**

- ✓ **80** Radio Diary programs were produced and aired on Radio Maria, Radio Islam, Joy Radio, Transworld Radio and Power 101.
- ✓ **18** Radio Diarists and producers were trained in radio diary production

#### Transformative Tools

##### **a) Hope Kit**

- ✓ Production of **2,500** toolkits was finalized
- ✓ Over **358** Hope Kits were distributed to Trainers and Facilitators for *Tasankha* Village Discussion Groups in Thyolo, Phalombe and Chiradzulu; NAPHAM support groups, Pact Malawi partners, Counterparts for Peace Corps Volunteers and Workplace Peer Educators
- ✓ **97 (69 males; 28 females)** people were trained as Hope Kit Trainers. Participants were drawn from YONECO, Pact Malawi Partners and other local NGOs
- ✓ **139 (78 male; 61 females)** Hope Kit Community Based Facilitators were trained to facilitate small groups sessions
- ✓ **17** Peace Corps Volunteers and **12** PCV Counterparts were trained in how to use the Hope Kits

##### **b) Planting Our Tree of Hope: Positive Prevention Toolkit**

- ✓ Production of **1,000** toolkits was finalized
- ✓ **32 (23 males + 9females)** were trained on how to use the Planting Our Tree of Hope toolkit
- ✓ **102 toolkits** were distributed to Trainers and NAPAHM support groups in Lilongwe, Phalombe, Thyolo and Chiradzulu

#### Support to Workplace HIV and AIDS Interventions

- ✓ **267 (190 males; 77 females)** peer educators on how to use the Hope Kit
- ✓ **2,142 (1164 males; 978 females)** people were reached with Hope Kit small group interventions
- ✓ **2,722 (1,110 males; 1612 females)** people were reached with HIV prevention messages through community wide events

#### Engaging Community Leaders through Community Action Cycle (CAC)

- ✓ Successfully scaled up Community Mobilization activities from 2 TAs to 4 TAs in each of the six districts
- ✓ **21** people trained as Trainer of Trainers (TOTs) in community mobilization.

- ✓ **78 (57males, 21 females)** Area Development Committee members that belong to Community Mobilization Teams (CMTs) at TA level were trained in Community Mobilization.
- ✓ **130** Community Action Groups (CAG) in all the districts with a total membership of 1300 people
- ✓ **1,040** *Tasankha* Village Discussion Groups (TVDGs) and reached out to **26, 000 people** through *Tasankha* small group discussions
- ✓ **26** Chiefs' Councils were established
- ✓ **6** District AIDS Coordinating Committees (DACC) including their Behavior Change Intervention Sub-technical committees from the six BRIDGE districts were strengthened.
- ✓ **54 (42 male, 12 female)** people were trained in Behavior Change Intervention
- ✓ **341, 131** people were reached with *Tasankha* messages through community wide events

#### Engaging PLHIV networks

- ✓ **61 (28 males; 33 females)** community members were trained in how to facilitate small group discussion using the Hope Kit
- ✓ **433 (14 males; 359 females)** community members were reached with Hope Kit small groups intervention
- ✓ **60 (22 males ; 38 females)** community members were trained in how to facilitate small group discussions using the Planting Our Tree of Hope: Positive Prevention Toolkit
- ✓ **355 ( 225 females; 103 males)** community members were reached with Planting Our Tree of Hope: Positive Prevention Toolkit during small group intervention
- ✓ **63 (27 males; 36 females)** community members were trained in how to facilitate discussion in a Radio Listening Group
- ✓ **1,321 (253 males; 1,068 females)** community members were reached with HIV prevention messages through small group discussions after listening to a Radio Diary Program

#### Engaging communities through interactive drama

- ✓ **24** community theatre activators from 12 community drama groups from Thyolo, Phalombe and Chiradzulu were trained.
- ✓ **12** community theatre workshops for the 12 community drama groups were conducted in the three districts
- ✓ A total of 72 interactive drama performances were conducted reaching over 8,000 community members with *Tasankha* campaign messages

#### Engaging faith networks

- ✓ **25 (17 male, 8 female)** people from MIAA's MIAA's Program Technical Committee members on BRIDGE II activities
- ✓ **44 (35 male, 9 females)** District Interfaith AIDS Committees (DIACs) in the districts of Phalombe, Chiradzulu and Thyolo districts were introduced to BRIDGE II.
- ✓ **36 (29 males, 6 females)** people from various religious groups were oriented on BRIDGEII's transformative tools
- ✓ **463** community members from various choir groups were trained in how to creatively integrate *Tasankha* campaign messages in their songs

### Referral and Linkages

- ✓ **1** pilot for referral system initiated in Chiradzulu District
- ✓ **104** Community Referral Agents (CRAs) were identified and trained across the 4 targeted Traditional Authorities (TAs) in Chiradzulu District
- ✓ **4** people from health facility/ NGO Officers in charge were trained as trainers for CRAs
- ✓ Development of a referral manual, facilitators training guide, referral directories and other referral tools including referral form, data monitoring form and reporting form and referral guide
- ✓ **600** Referral Guides, **150** Referral Directories, **150** Referral Assessment Guides, **110** CRA Tshirts and CRA identity cards were developed, produced and distributed to the CRAs
- ✓ **1,200** referrals in the first month (September 2010) of implementing the pilot referral system were made

### Strengthening and Building the Capacity of CBO Networks

- ✓ **6** Organizational Network Analysis (ONA) surveys and 6 ONA feedback meetings were conducted in six BRIDGE II districts
- ✓ A total of **910** people representing **455** organizations attended the initial survey and follow-on feedback ONA meetings in all six districts
- ✓ **24** Community Based Organization (CBO) networking meetings were conducted

### Strengthening Behavior Change Communication Competency

- ✓ **30** participants drawn from across the country, both from local and international organizations that are implementing HIV prevention activities participated in this Malawi version of the CCP's course

### Collaboration and Coordination

- ✓ BRIDGE Team, PSI EBT-Prev Team, Pakachere, NAC and other partners working in HIV prevention continue to work towards ensuring harmonization of messages on Multiple and Concurrent Partnerships (MCP)
- ✓ BRIDGE II shared workplans with Peace Corps and identified Hope Kit as possible areas for collaboration in FY10. BRIDGE Team facilitated a Hope Kit training for Peace Corps Volunteers
- ✓ BRIDGE II worked with the National AIDS Commission senior management on a number of activities including the launch of the One Love campaign and the Annual NAC Joint Review. BRIDGE II also contributed to: the Global Fund response of their rejection of the National Strategy Application (NSA) proposal; to the development and completion of the full National Operational Plan which complements the National Prevention Strategy and, to putting together a response to the World Bank's queries about the status of Malawi's MAP II bid, the development of the round 10 Global Funds Proposal and participating in Triangulation workshop and Behavior Change Subtechnical Working Group
- ✓ The BRIDGE II Team attended the K4Health meetings and workshop and contributed towards the development of the vision for knowledge management in Malawi and contributed BRIDGE II toolkits to the K4H toolkit.

## **2. Introduction**

The BRIDGE II Project is an HIV prevention program aimed at promoting normative behavior change and increasing HIV preventive behavior among the adult population in Malawi. The program is implemented by Johns Hopkins Bloomberg School of Public Health Center for Communication Programs (CCP) in partnership with Save the Children Federation (SC), Pact Malawi and The International HIV/AIDS Alliance (Alliance). Local partners include Corporate Graphics, Youth Net and Counseling (YONECO), Galaxy Media Consultants, Nanzikambe Art Theater, Story Workshop, National People Living with HIV/AIDS in Malawi (NAPHAM) and Malawi Interfaith AIDS Association (MIAA). BRIDGE II is the next generation of prevention programming designed to scale up and deepen HIV/AIDS prevention activities in Malawi by removing barriers to individual action and confronting specific drivers of behavior at the normative/society level.

The BRIDGE II Project's emphasis districts, located in the southern region, are Nsanje, Chikhwawa, Mulanje, Phalombe, Thyolo, Chiradzulu, Blantyre, Zomba, Machinga, Neno and Mwanza. BRIDGE II project started implementing its activities in the first phase districts of Nsanje, Chikhwawa, Chiradzulu, Thyolo, Mulanje and Phalombe. Project activities will scale up to the remaining five districts in FY11.

## **3. BRIDGE II Program Objectives**

The overall program objective is to contribute towards the reduction of new HIV infections among the adult population in Malawi.

By 2014, we envision BRIDGE II will achieve the following outcomes:

- Men and women will have personalized understandings of their HIV risk, and believe they have the skills, knowledge, and motivation necessary to prevent infection.
- Supported by normative change, proactive services, and dynamic institutions, individuals are using available HIV services and adopting safer sexual behaviors, particularly those related to a key driver of the epidemic, Multiple Concurrent Partnership (MCP). Their behavior change is deep and lasting, and an inspiration to others.
- Norms are redefined to recognize, value, and reward couple communication about prevention and sero-status, compassion for those with HIV and AIDS, protection of self and others, gender equity, and rejection of cross-generational sex, alcohol/substance abuse, and harmful traditional practices.
- HIV and other health care providers never miss an opportunity to provide both HIV negative and positive clients with proactive information, counseling, and referral. They will do this through traditional venues, such as client visits, and new approaches, such phone hotlines, cell phone technology, and community events.
- Malawian institutions are taking the lead in HIV prevention in an atmosphere of coordination and collaboration, with a vibrant exchange of ideas, information, and best practices.

#### **4. Overall Progress of Program Activities**

Overall FY 2010 was a very busy year with a number of significant achievements that contribute towards achieving program objectives and targets; of particular note are the fielding of the baseline survey, finalizing the formative research report and using the findings during the message design and materials development workshop. Another notable achievement is the launch of the *Tasankha* (We choose/Choices) mass media campaign and *Chenicheni Nchiti?* (What is the reality?) Radio Program. In FY 10 the *Tasankha* campaign and *Chenicheni Nchiti?* Radio program began addressing issues around MCP and has provided a platform for people to discuss behaviors that contribute towards the spread of HIV and allow them to make positive choices. *Tasankha* messages and *Chenicheni Nchiti?* Radio Program are aired nationwide.

At community level, BRIDGE II scaled-up the Community Action Cycle (CAC) from being implemented in 2 Traditional Authorities (TAs) to 4 TAs in the six BRIDGE II districts and establishing over 1,000 *Tasankha* Village Discussion Groups in which community members discuss messages from the mass media campaign and other related issues that affect their lives.

This reporting year BRIDGE II saw the finalization of procurement and packaging of 2,500 Hope Kits and 1,000 Planting Our Tree of Hope Toolkits. Hope Kit is being used during the small group discussions while the Planting Our Tree of Hope Toolkit is used during PLHIV group therapy sessions. This quarter also saw the scaling-up of BRIDGE II tools (the Hope Kit) to the northern and central regions of Malawi, through Pact Malawi partners. These toolkits allow community members to discuss messages from the mass media campaign.

Another notable achievement is the referral system that BRIDGE II began piloting in Chiradzulu. During its first month of piloting, 1200 people were referred for various services. BRIDGE II conducted Organizational Network Analysis (ONA) for CBOs in all the six implementing districts. The ONA feedback meetings assisted CBOs to see gaps in their networking and areas that need strengthening. BRIDGE II supported CBO network meetings and provided opportunities for capacity building in areas such as proposal writing and BCI.

BRIDGE II trained 30 people from various local and international NGOs in Leadership in Strategic Health Communication. During FY10 contracts for five additional local partners were signed and partners started implementing their planned activities.

Although the project registered a number of achievements this reporting year, it also experienced challenges that saw the delay in finalization of data collection because of fuel shortages. As such the message design and material development workshop and launch of the campaign were also delayed. BRIDGE Team also experienced challenges in formation monitoring of the over 1,000 *Tasankha* Village Discussion Groups because of transport problems at community level. The Traditional Authority level Community Mobilizations Teams had to travel long distances to assist in formation and monitor the groups. This challenge led to forming about 8 small groups per Group Village Headman. Some of the groups that were formed had more than 25 people as a result this data was reported on the community wide event indicators because participants exceeded the 25 limit for small group discussion. This contributed to BRIDGE II not reaching some of the PEPFAR indicators (see annex B).

## **5. Highlights of Program Activities and Achievements**

### **Program Management**

BRIDGE II Project has a Senior Management Team (SMT) that comprises senior staff members: the Project Director, the BCC Advisor, the Monitoring, Evaluation and Research Advisor, and representatives from Save the Children Federation, Pact Malawi and IHAA. The Team is mandated to review and guide program progress; plan for and support institutional integration of activities; and provides input and/or support for specific challenges. At the beginning of the year, the SMT identified sharing of work plans amongst BRIDGE II partners to promote collaboration as very critical for program success. Consequent to this identification, the project placed much emphasis on partnership and sharing of work plans, conducting joint stakeholders meetings including DACC meetings the year to ensure effective collaboration as partners implement activities at the community level. Joint planning and review meetings that were conducted held every quarter. BRIDGE II project managed to have four partner review and planning meetings in the year 2010. During the second quarter, the SMT discussed the project's strategy for community mobilization and how partners can ensure effective collaboration at community level. The team also deliberated on research opportunities and how best the project can document processes as the project unfolds. CCP shared with the team the proposed three arm study that the project is yet to conduct.

BRIDGE II project plans to use an SMS based management support system to enhance networking, coordination, information sharing, and timely data collection across the whole project. In FY' 10, the project carried out preliminary activities towards establishment of this system by carrying out investigations and discussions with some partners who have ever used the system such as MSH and St Gabriel Mission Hospital. The BRIDGE II Team saw how SMS is used to follow up patients at community level.

Recruitment of new staff continued during year two of the project with Save the Children bringing on board most of its staff members in preparation for scaling up to 5 new districts.

- Early in the year, Save the Children engaged a total of 8 new staff members: the Community Mobilization and Capacity Building Manager, the Community Mobilization and Capacity Building Coordinator, two Community Mobilization and Capacity Building Officers and 5 Community Mobilization and Capacity Building Facilitators. Save the Children however replaced the Community Mobilization and Capacity Building (CM&CB) Manager after resignation of the previous staff member in the course of the year.
- Towards the end of the year, Save the Children created and filled the position of Community Mobilization Specialist which is based in Lilongwe, two Zonal Coordinators based in Blantyre and Zomba, five Community Mobilization and Capacity Building Officers, five Community Mobilization and Capacity Building Facilitators and a Driver. These recruitments were done in preparation for scale up to the remaining five districts.

- IHAA recruited its Linkages and Referrals Program Officer who is based within the BRIDGE II offices in Lilongwe. The Program Officer went on maternity leave and a temporary Program Officer covered for her.
- Procurement of vehicles, motorbikes and purchase of laptop computers and furniture for the new staff was finalized.
- Lilongwe BRIDGE II office was extended to accommodate the expanded staff and the project now occupies two wings of the same building.

### **Research Monitoring and Evaluation**

The Research, Monitoring and Evaluation portfolio made a lot of gains during the year that has just ended. The department finalized data collection for the formative assessment and data entry and analysis for the quantitative survey. Findings from the qualitative formative assessment formed the basis for the message development workshop held in February 2010.

In an effort to maintain quality of data that the project submits to USAID, BRIDGE II project carried out several monitoring and evaluation activities, including: developing a Program Monitoring Plan (PMP) which suits new PEPFAR indicators; refined a standard Activity Participation Form for collecting data and aligned it to the new PEPFAR indicators and oriented all its implementing partners on the PEPFAR indicators that the project is tracking. The project continued collecting routine data to feed into the PEPFAR indicators. Other achievements worth highlighting are as follows:

- A baseline survey was conducted. **1812 (889 males; 923 females)** respondents from the 11 BRIDGE districts were interviewed, **15** focus group discussions were conducted and **12** Key Informant were interviewed.
- A report on the qualitative assessment was finalized
- Quantitative data analysis was finalized and report writing initiated
- The Performance Monitoring Plan (PMP) was revised and data base developed and installed
- Monitoring visits were conducted to the BRIDGE II districts and all implementing partners
- **2** research proposals in response to the Public Health Evaluation call for proposals were submitted. The titles are: a) Real Media for Social Change: Using Reality Programming to Promote HIV Risk Reduction in Malawi. b) Testing HIV Negative as a Gateway to Behavior Change: An Intervention to Reduce High-Risk Behaviors in Malawi.
- Conceptualized an operational research study that will examine the validity of community mapping as a focal prevention intervention. The study will have three study arms:
  - Studying an intensive level of implementation in BRIDGE II communities, involving the CAC, the mapping exercise, and support interventions by MIAA (for the faith based communities), NAPHAM (providing self-efficacy work for their network of support groups), conducting highly interactive, reality based dramas addressing MCP and sexual networks, and training a cadre of 144 Hope Kit trainers to address HIV prevention in the broader area of social norms and expectations.

- Studying another group of communities in which the only local BRIDGE II activities will be the CAC cycle using the maps as a catalyst for collective planning and action.
- Studying communities in the same districts or nearby districts in which there are no BRIDGE II activities.
- BRIDGE II project also conducted four quarterly meetings that brought together all BRIDGE II implementing partners to review the projects’ achievements against PEPFAR targets. Partners shared and refined work plans on how best they can work towards achieving the set targets. These meetings also emphasized the importance of filling for Institutional Review Board (IRB) approval whenever the project is collecting data from non BRIDGE staff.

### **Tasankha Mass Media Campaign**

BRIDGE II Team in partnership with Corporate Graphics finalized developing the mass media campaign concepts. The campaign builds on the original *Nditha!* (I can!) theme from BRIDGE I Project, which increased people’s sense of self efficacy and hope, but moves the agenda ahead through the new slogan *Tasankha* (We choose/Choices). The new slogan demonstrates the shift in emphasis from *potential* action to *firm* action—We have decided or chosen to do something. This slogan further promotes collective efficacy to prevent HIV amongst community members and even between husbands and wives. The intention is to help people understand the idea that CHOICES are central to behavior. Things do not just happen. People make choices. If people understand the notion of personal choices, then we can address the issue of *what kinds of choices* will help people stay safe and protect themselves and their loved ones. This shift is pivotal in helping both individuals and communities to make better choices around HIV prevention. The themes of the campaign are drawn in three overlapping and interrelated phases. The first phase focuses on *family values*, which intends to motivate people to cherish, support and protect their loved ones. The next phase is *know your risk*, which aims at increasing people’s risk perception regarding multiple and concurrent partnerships and other related behaviors that increases peoples risk to HIV. Messages under this phase will help people understand that the choice to have more than sexual partner can put them in sexual network that puts them and their loved ones at risk of HIV. The final phase is *reduce your risk* whose messages focus on reduction of sexual partners and leaving the sexual network. The campaign was launched on July 30, 2010 in Chiradzulu District. The Principle Secretary for HIV and Nutrition in the Office of President and Cabinet, Dr. Mary Shawa was the guest of honor graced the launch of the campaign. Other achievements are as follows:

- **40** people from the BRIDGE Team and national level partners participated in the message design and material design workshop
- **1** national *Tasankha* Campaign launch was conducted
- **5,652** *Tasankha* posters were printed and disseminated
- **269** T-shirts were printed and disseminated
- **2,900** stickers and **1,000** bandanas were printed and disseminated
- **613** *Tasankha* radio spots were aired nationwide on MBC 1, MBC 2 and Zodiac radio stations.

## **Reality Programming**

Reality programming is an approach that synergizes mass and interpersonal communication techniques with the aim of empowering and allowing real people to share their real life experiences as well as strengthen exchange of ideas on communities' cultural traditions and norms affecting HIV-related behaviors. BRIDGE II project has two Reality Radio programs: *Chenicheni Nchiti?* (What is the reality?) and the Radio Diaries Program.

### **a) “Chenicheni Nchiti?” (What is the Reality?) Radio Program**

BRIDGE II project in partnership with Story Workshop designed and developed a reality radio program called “*Chenicheni Nchiti?*” that started airing on MBC radio 1 this year. *Chenicheni Nchiti?* is BRIDGE IIs' flagship radio program that moves people beyond abstract understanding of HIV risk to personalized understanding of the risk.

The *Chenicheni Nchiti* radio program is designed for maximum reach and as such is aired three times in a week. The initial broadcast is followed by a repeat program after two days and then there is a pre –recorded feedback radio program where listeners' questions are answered and clarified by experts. The project has a string of field producers in all the six phase one districts that were trained on how to identify and capture stories on what BRIDGE II project is doing in the communities. Each of the field producers is equipped with a recorder. Achievements include:

- **10** field radio producers were recruited and trained on how to record stories from the community members. The field producers were provided with recording equipment.
- **6** episodes of the reality talk- show and **6** episodes of the feedback program were produced and aired nationwide on MBC 1 radio
- **24** radio listening groups were formed and facilitators facilitated discussions on issues coming out of the programs. The listening groups were also formed to monitor and provide feedback to the project regarding content as well as quality of the program.

### **b) Radio Diaries radio Program**

The Radio Diaries program is an innovative and practical way of addressing critical issues that People Living with HIV (PLHIV) face by airing real life stories shared by PLHIVs. In FY 2010, BRIDGE II renewed its contract with Galaxy Media Consultants who have been managing the Radio Diaries program since it started during BRIDGE I project. In the year that just ended, Galaxy Media Consultants in collaboration with NAPHAM engaged several individuals with different educational levels, social status and religious. One diarist worth mentioning in particular is lecturer at the University of Malawi who is also pursuing her PhD studies; another diarist is a Chief Executive Officer for one of the District Council. Other project highlights include:

- **80** Radio Diary programs were produced and aired on Radio Maria, Radio Islam, Joy Radio, Transworld Radio and Power 101.
- **18** Radio Diarists and producers were trained in radio diary production

The radio program has had impact on many lives as evidenced by some radios such as Radio Maria continuing airing the Radio Diaries program even in the absence of BRIDGE II finances due to increased demand.

## **Promoting Dialogue through Use of Transformative Tools**

BRIDGE II is scaling up the use of transformative tools that were developed during BRIDGE I project. Transformative tools are designed to stimulate community discussions and allow individuals and couples to develop their own strategies for risk reduction and make positive health choices for behavior change. The two tool kits that the project has started scaling up are the “*The Journey of Hope Tool Kit*” and “*Planting Our Tree of Hope*” Positive Prevention Tool Kit.

### **a) The Journey of Hope Tool Kit**

*The Journey of Hope* Tool Kit is a package of interactive, practical and easy to use tools for guiding individual and community groups to develop personal and appropriate HIV prevention strategies. In the past year, the project finalized reproducing the Hope Kit, refined the roll out plan, ensured that the dissemination plan is aligned with small group level methodology of facilitation and conducted a Trainer of Trainers Workshop for the Hope Kit.

The project also contracted YONECO through a competitive bidding process to scale up the Hope Kit in three of BRIDGE II phase one districts: Phalombe, Thyolo and Chiradzulu Districts. YONECO trained Community Based Facilitators to facilitate small group Hope Kit activities within Village Discussion Groups that comprise of 25 people, male and female.

PACT Malawi took the Hope kit beyond BRIDGE II districts, to the northern and central regions. PACT Malawi sub granted three sub partners who disseminated the Hope Kit among Pact’s network of HIV/AIDS service providers which was established through Pact’s Community REACH project. The small grants provide a low-cost way to expand the reach of the BRIDGE II tools, methodologies and approaches beyond the 11 focus districts.

Achievements include:

- Production of **2,500** toolkits was finalized
- Over **358** Hope Kits were distributed to Trainers and Facilitators for *Tasankha* Village Discussion Groups in Thyolo, Phalombe and Chiradzulu; NAPHAM support groups, Pact Malawi partners, Counterparts for Peace Corps Volunteers (PCVs) and Workplace Peer Educators
- **97 (69 males; 28 females)** people were trained as Hope Kit Trainers. Participants were drawn from YONECO, Pact Malawi Partners and other local NGOs
- **139 (78 male; 61 females)** Hope Kit Community Based Facilitators were trained to facilitate small groups sessions
- **17** PCVs and **12** PCVs’ Counterparts were trained in how to use the Hope Kits

### **b) Planting Our Tree of Hope -Positive Prevention Tool Kit**

The Planting Our Tree of Hope tool kit is a set of practical, experiential learning activities designed to help people living with HIV and AIDS and their partners and families address a range of HIV and AIDS related issues. The kit has two parts: a flip chart and Facilitator’s Guide. The flip chart contains a series of real personal stories of men, women and couples who have overcome barriers and are living positively. The personal stories serve as positive role models and elicit discussions around the various issues pertaining to positive prevention.

The small do-able actions provided by the personal stories are then reinforced through a series of activities presented in the Guide. The personal stories form the centrepiece of each session in the Guide and serve to ground the discussions in the reality of people's lives. The kit is being rolled out through NAPHAM who promote positive living amongst people living with HIV and AIDS in Malawi. A total of six NAPHAM Support Groups in Phalombe, Thyolo and Chiradzulu districts used the kit to facilitate small group discussions during their group therapy sessions. Other achievements include:

- Production of **1,000** toolkits was finalized
- **32 (23 males + 9females)** were trained on how to use the Planting Our Tree of Hope toolkit
- **102 toolkits** were distributed to Trainers and NAPAHM support groups in Lilongwe, Phalombe, Thyolo and Chiradzulu

### **Supporting workplace HIV intervention**

BRIDGE II is supporting six HIV workplace programs in Mulanje, Thyolo and Chikwawa districts. The broad objective of these activities is to strengthen Behavior Change Interventions where HIV workplace programs are already in existence and advocate with those that have not yet established HIV workplace programs or whose commitment is low to implement them. In FY 09, BRIDGE II identified Illovo Sugar Company, African Parks Majete, Conforzi Tea Estate, Makwasa Tea Estate, Chitakale Tea Estate and Minimini Tea Estate. A needs assessment to determine the type and quality of existing HIV interventions and identify gaps that need strengthening was conducted. The project then held a strategy development workshop with all the six workplaces to plan how BCC interventions could best be delivered within these workplaces.

In FY10 BRIDGE II continued to hold individual advocacy meetings with five of the institutions where there was some hesitancy in maintaining HIV workplace programs. These meetings helped management to appreciate the current HIV burden in their workplaces, especially the tea and sugar plantations and the potential increase in productivity if they sustain an active HIV workplace program. BRIDGE II project disseminated an advocacy fact sheet that indicates National AIDS Commission Statics on the HIV prevalence by groups and a cost benefit analysis that was conducted within Malawi and the neighboring Zambia.

The BRIDGE Team worked with the Tea Association to disseminate their HIV workplace policies which were available but had not yet been disseminated to management and workers. The project linked African Parks Majete (AP) to ILO where they participated in an orientation on HIV/AIDS workplace policy development and the institution is currently developing its workplace policy.

Other achievements include:

- **267 (190 males; 77 females)** peer educators on how to use the Hope Kit
- **2,142 (1164 males; 978 females)** people were reached with Hope Kit small group interventions
- **2,722 (1,110 males; 1612 females)** people were reached with HIV prevention messages through community wide events

- Advocacy document was developed, printed and disseminated to the management teams of the six institutions

### **Engaging Community Leaders through Community Action Cycle (CAC)**

Community mobilization is a capacity-building process through which communities, individuals, groups, or organizations plan, carry out, and evaluate activities on a participatory and sustained basis to improve their health and other needs, either on their own initiative or stimulated by others. The activities under community mobilization focus on helping the communities to adopt social norms, attitudes and values that reduce vulnerability to HIV. In year two, BRIDGE II made tremendous progress and managed to take its communities through the whole process of community mobilization following the Community Action Cycle. Specific achievements include:

- Successfully scaled up Community Mobilization activities from 2 TAs to 4 TAs in each of the six districts
- **21** people trained as Trainer of Trainers (TOTs) in community mobilization.
- **78 (57males, 21 females)** Area Development Committee members that belong to Community Mobilization Teams at TA level were trained in Community Mobilization.
- **130** Community Action Groups (CAG) in all the districts with a total membership of 1300 people
- **1,040** *Tasankha* Village Discussion Groups (TVDGs) and reached out to **26, 000 people** through *Tasankha* small group discussions.
- **26** Chiefs' Councils were established
- **6** District AIDS Coordinating Committees (DACC) including their Behavior Change Intervention Sub-technical committees from the six BRIDGE districts were strengthened.
- **54 (42 male, 12 female)** people were trained in Behavior Change Intervention
- **341, 131** people were reached with *Tasankha* messages through community wide events
- **48** mentor CBOs who were chosen to guide fellow CBOs in implementing HIV prevention activities. These CBOs facilitated a total of **24** CBO networking meetings in each district where they shared information, experiences and activities with other CBOs. These forums also provide an opportunity to strengthen linkages and referral for various services.

### **Engaging People Living with HIV (PLHIV)**

BRIDGE II capitalized on the presence of NAPHAMs' broad network of support groups in Phalombe, Thyolo and Chiradzulu districts to extend HIV prevention activities to People Living with HIV and AIDs (PLHIVs). NAPHAM mainstreamed BRIDGE II activities in a total of six support groups which were further divided into 30 small groups where PLHIVs implemented BRIDGE II activities. Specific achievements are:

- **61 (28 males; 33 females)** community members were trained in how to facilitate small group discussion using the Hope Kit
- **433 (14 males; 359 females)** community members were reached with Hope Kit small groups intervention

- **60 (22 males ; 38 females)** community members were trained in how to facilitate small group discussions using the Planting Our Tree of Hope: Positive Prevention Toolkit
- **355 ( 225 females; 103 males)** community members were reached with Positive Prevention small group intervention
- **63 (27 males; 36 females)** community members were trained in how to facilitate discussion in a Radio Listening Group
- **1,321 (253 males; 1,068 females)** community members were reached with HIV prevention messages through small group discussions after listening to a Radio Diary Program
- **33 (13 males; 20 females) PLHIVs** were trained in interactive drama.

### **Engaging Faith Based Organization Leaders and Communities**

BRIDGE II project worked with Malawi Interfaith AIDS Association to promote HIV prevention within the faith based community. MIAA experienced delay in start up of implementation at community level since much time was spent on introducing the project to its structures from national to community level before activities could get underway. However, after re-planning and setting new deadlines MIAA's performance was very slow. BRIDGE II plans to engage FBO at district level to implement its FBO activities.

Achievements this reporting year include:

- **25 (17 male, 8 female)** people from MIAA's Program Technical Committee members on BRIDGE II activities
- **44 (35 male, 9 females)** District Interfaith AIDS Committees (DIACs) in the districts of Phalombe, Chiradzulu and Thyolo districts were introduced to BRIDGE II.
- **36 (29 males, 6 females)** people from various religious groups were oriented on BRIDGEII's transformative tools
- **463** community members from various choir groups were trained in how to creatively integrate *Tasankha* campaign messages in their songs
- Development of the Marriage Counselling Guide was initiated

### **Engaging Communities in HIV preventive activities through Interactive Drama**

BRIDGE II identified and contracted Nanzikambe Arts Group to implement the Interactive Community Program with the broad aim of strengthening the capacity of community-based theatre groups in Chiradzulu, Thyolo and Phalombe districts. Lessons learnt from BRIDGE I indicate that involving communities in interactive drama performances is an effective and efficient way of promoting dialogue amongst community members and helps in transforming knowledge into decisions and actions that are likely to reduce the risk of the spread of HIV.

Specific achievements are as follows:

- **24** community theatre activators from 12 community drama groups from Thyolo, Phalombe and Chiradzulu were trained.
- **12** community theatre workshops for the 12 community drama groups were conducted in the three districts
- A total of **72** interactive drama performances were conducted reaching over 8,000 community members with *Tasankha* campaign messages

### **Service referral and linkages**

BRIDGE II in partnership with International HIV /AIDS Alliance implemented a pilot referral system aimed at improving uptake and health seeking behaviors and ensures that a coordinated approach exists in service delivery of HIV prevention services in Chiradzulu district. Based on the findings of the mapping exercise on referral systems conducted in year 1 in Chiradzulu district, IHAA came up with a referral model that aims at addressing the gaps identified during the exercise. The referral model focuses at creating positive role models and advocates identified from the community, trained and linked to various service providers such as health facilities or NGOs/CBOs across the district to support the two way referral of people and increase their awareness and understanding of services available to them.

The IHAA worked hand in hand with Save the Children to build its work on the established community level structures. Thus the referral model was piloted in 4 Traditional Authorities where Save the Children had already developed community mobilization structures. Specific achievements during this reporting period include:

- **1** pilot for referral system initiated in Chiradzulu District
- **104** Community Referral Agents (CRAs) were identified and trained across the 4 targeted Traditional Authorities (TAs) in Chiradzulu District
- **4** people from health facility/ NGO Officers in charge were trained as trainers for CRAs
- Development of a referral manual, facilitators training guide, referral directories and other referral tools including referral form, data monitoring form and reporting form and referral guide
- **600** Referral Guides, **150** Referral Directories, **150** Referral Assessment Guides, **110** CRA Tshirts and CRA identity cards were developed, produced and distributed to the CRAs
- **1,200** referrals in the first month (September 2010) of implementing the pilot referral system were made

### **Strengthening CBO networks**

BRIDGE II partner Pact Malawi took the lead in using Pact Malawi's Organizational Network Analysis (ONA) methodology to determine patterns of interaction among network members within BRIDGE II districts. The tool analyses social relationships between organizations in terms of *nodes* and *ties*. Nodes are the individual organizations within a network, and ties are the relationships between those organizations. The results of an ONA application are also informative for discussions about network effectiveness and/or network strengthening.

- **6** Organizational Network Analysis (ONA) surveys and 6 ONA feedback meetings were conducted in six BRIDGE II districts
- A total of **910** people representing **455** organizations attended the initial survey and follow-on feedback ONA meetings in all six districts
- **24** Community Based Organization (CBO) networking meetings were conducted

### **Strengthening Behavior Change Communication Competency**

BRIDGE II is mandated with the role of strengthening BCC competence across the spectrum of groups and organizations working in HIV prevention in Malawi. The team plans to use numerous approaches to achieve this objective. In FY 09 BRIDGE II began discussions with AfriComNet (a broad-based network for improving BCC competence across the region) on developing a course with University of Malawi (UNIMA) on gender and HIV. BRIDGE II Team held meeting with the University of Malawi Registrar and Chancellor College to discuss on how best the project can link AfriComNet to the University of Malawi. Initial discussions were initiated between AfriComNet and BRIDGE. Subsequent discussions have been planned during the first quarter of year three.

BRIDGE II also held a meeting with Department of Journalism at the Polytechnic. The main objective was to identify ways in which the students can use the planned BRIDGE II program activities to build their skills in journalism and behavior change communication. The Department of Journalism shared with BRIDGE II their BCC curriculum for feedback.

BRIDGE II conducted a Leadership in Strategic Health Communication Workshop in June 2010 at Hippo View Lodge. Thirty (30) participants drawn from across the country, both from government and local and international organizations that are implementing HIV prevention activities participated in this Malawi version of the Johns Hopkins Center for Communications course. The theme of this workshop was “*How We Do What We Do Is What Makes the Difference*”. Participants use CCP’s planning tool called SCOPE to developed BCC programs that can be implemented in Malawi.

### **Collaboration and Coordination**

One of BRIDGE II’s agenda is to contribute to coordinated implementation of HIV preventive activities at national, district and community levels by various players. At national level, the project met with other implementing partners and USAID partners to share ideas, strategies and work plans on HIV prevention activities. These meetings enabled BRIDGE II interventions to build on ground work that other partners are already doing or plan to do, and to ensure that activities are coordinated with other USG and USAID partners such as PSI and Pact Malawi among others.

To enhance coordination and collaboration, the Project remained an engaged participant in Technical Working Groups (TWGs) and technical sub-committee meetings in the year that has just ended. The BRIDGE II Project used these forums as an opportunity to provide technical assistance to the wider community on strategic behavior change interventions, to harmonize activity plans and message strategies, and to share project information and disseminate materials.

The project further worked with the National AIDS Commission senior management on a number of activities including the launch of the One Love campaign and the Annual NAC Joint Review. The project also contributed to the Malawi response to the Global Fund’s rejection of the National Strategy Application proposal: to the development and completion of the full National Operational Plan which complements the National Prevention Strategy

and to putting together a response to the World Bank's queries about the status of Malawi's MAP II bid.

BRIDGE II team attended the K4Health dissemination workshop and contributed to towards the development of the vision for knowledge management in Malawi. BRIDGE II team also held a meeting with K4Health to identify areas of collaboration when BRIDGE II starts to work with NAC on improving their website. Further to this, the project was one of the national task force members that worked towards development of various tool kits in trying to promote knowledge sharing in Malawi. Some of these tool kits are now available on the K4Health website.

Other activities at national level include participation in the development and review of the Integrated Annual Work Plan (IAWP); preparation for the World AIDS Day and Candle Light Memorial; participation in message design workshop for Pakachere and many others.

At district level, BRIDGE II supported District Assemblies in the preparation and commemoration of World AIDS Day (WAD) in all six districts. In addition to that, BRIDGE II took its WAD campaigns to 2 communities in each one of the six districts under the theme "Universal access and human rights". Other collaboration efforts include:

- Participation in a Global Health Initiative (GHI) meeting that was held at Public affairs auditorium in City centre. The GHI is a U.S. Presidential Initiative to support partner countries in improving health outcomes through strengthened health systems with a particular focus on improving the health of women, newborns, and children through programs including infectious disease, nutrition, maternal and child health, and safe water. The meeting was consultative in nature where by the GHI is asking partner Institutions to collaborate and make use of all the missed opportunities that come due to working in isolation as individual institution.
- A series of meetings with the PSI EBT-PrevTeam and Pakachere to share work plans and ensure harmonization of messages on MCP
- BRIDGE II participated and contributed to the development of the Multiple and Concurrent Sexual Partner (MCP) One Love Campaign.
- A meeting with Land O Lakes to share transformative tools and develop plans to include their partners (Milk Banking Groups) in trainings was conducted. 4 people from Land O Lakes Milk Banking Groups (that are also Pact Malawi partners) were trained in how to facilitate group discussions using Bambo Wachitsanzo Hope Kit update package.
- A meeting with Peace Corps was conducted to brief the team on BRIDGE II project and identify areas of possible collaboration.

## **6. Challenges, Solutions and Action Taken**

### **Delays in Data Collection for the Baseline Survey**

At the end of FY09, the BRIDGE II baseline protocol was approved by the National Health Sciences Research Committee. This was followed by the JHU Institutional Review Board. BRIDGE II trained Research Assistants and immediately began data collection. But data collection was delayed because of fuel shortages that the country experienced in November 2009. Further delay was experienced because of fertilizer coupon distribution that the

government undertook during the same period the survey was fielded. The delay has led to postponement of the message design workshop to next quarter. In order to avoid further delays in message development, the BRIDGE II Research Team dedicated most of its time on qualitative data analysis to make sure that reports are ready for the message design workshop.

### **Delays in implementing activities that support BCC in workplace**

This reporting period activity to support workplace BCC intervention saw a lot of challenges. Early in the year, BRIDGE II activities coincided with the tea leaf plucking season in Tea Estates where we implement workplace activities. As such the Tea Estate Managers could not release workers for trainings that were planned by BRIDGE II. The BRIDGE II Team continued to contact the institutions and agreed to reschedule training activities to next quarter. The managers also agreed to appoint desk officers to oversee BCC activities within the institutions. Towards the end of the reporting year some of the institutions did not follow through the plan agreed on previously. The project is therefore planning to hold individual advocacy meetings with the existing six workplaces during the first quarter of FY11 and to be strategic when scaling up HIV workplace interventions.

### **Supervision and Monitoring at District and community level**

The BRIDGE II team observed that it was difficult for the Save Community Mobilization and Capacity Building Coordinator who was based in Blantyre to coordinate and supervise all six districts. Therefore the project moved the Save Community Mobilization and Capacity Building Manager who was based in Lilongwe to Blantyre to support supervision in the districts. The project further reviewed the structure and created another position of Community Mobilization & Capacity Building Coordinator in readiness for phase two scale up. These coordinators will be responsible for five and six districts each. In order to ease the challenges with monitoring of the small group interventions, BRIDGE II has distributed bicycles to the Community Mobilization Teams at Traditional Authority level. These teams will also be supported by the district level Community Mobilization Teams.

### **Staff turnover**

The Community Mobilization and Capacity Building Manager under Save the Children resigned some months after being recruited. This slowed down supervisory activities. Save the Children recruited a replacement for this position.

### **Procurement of project motorbikes**

A delay in obtaining tax exemption approval from Malawi Revenue Authority (MRA) delayed procurement of project motorbikes. This affected supervision and implementation of activities to the districts. USAID assisted BRIDGE II in following up a response from MRA on tax exemption for the purchase of these motorbikes. Though late, motorbikes were eventually purchased.

### **Recruitment of Program Officer for Alliance**

The process for recruiting a Program Officer for IHHA took longer than anticipated. This slowed down implementation of activities to pilot referral system in Chiradzulu. Alliance engaged a consultant to work on some of the activities to ensure that some progress is made towards achieving the objectives.

## **7. Activities for first quarter in FY 11**

BRIDGE II project has lined up various activities to be implemented in the first quarter of year three of the project. Major activities are as bulleted below:

### **Program Management**

- Continue the recruitment of new staff for phase two districts.
- Continue to hold Senior Management Team meetings.
- Submit all project reports (PEPFAR APR, Annual Report).
- Hold a joint planning meeting with all implementing partners and strategize on FY11 activities.
- Install the SMS modem and test the system
- Renew contracts for implementing partners

### **Research, Monitoring and evaluation**

- Conduct Data Quality Assessment to all partners and certify the data before submission to USAID
- Orient new district Coordinators in BRIDGE M & E
- Develop FY11 Database
- Produce BRIDGE II newsletter

### **Mass media**

- Continue running the *Tasankha* mass media campaign
  - Reprint and distribute **9,000** *Tasankha* posters through Corporate Graphics, the advertising agency that support BRIDGE II project in mass media.
  - Continue airing *Tasankha* radio spots
- Start strategizing on the next focus of the campaign.

### **Reality Programming**

- Continue airing the *Chenicheni Nchiti?* radio program
- Conduct one editorial meeting
- Continue airing the radio diaries program

### **Transformative Tools**

- CCP will start working on updating the African Transformation tool kit and add two profiles. . One profile will address Multiple and Concurrent Partnerships while the other will focus on Male Circumcision.
- YONECO will continue rolling out the Hope Kit and finalizing year two activities that were carried forward. CCP will offer technical support.
- NAPHAM will also continue rolling out the Positive Prevention Tool Kit in its support groups that had not yet started doing so. CCP will offer technical support.

### **Capacity Building and Community Mobilization**

- Introduce BRIDGE II to district stakeholders in the five new districts of Blantyre, Mwanza, Neno, Machinga and Zomba
- Hold a consensus building workshop with stakeholders drawn from the new districts

- Continue conducting CBO Network Meetings for knowledge sharing and capacity building
- Facilitate discussions using Hope Kit in *Tasankha* Village Discussion Groups\
- Finalize the Community Mobilization manual and print it
- Facilitate exchange visits between Community Action Groups within and between TAs in the district
- Harmonize and standardize training manuals
- Commemorate the 2010 World Aids Day in BRIDGE II communities
- Carry out preliminary activities towards development of a new teachers' radio program that will assist in building self efficacy amongst teachers in teaching Life Skills lessons. The project will initiate talks with the Ministry of Education on this initiative

### **Service Referral and Linkages**

- Participate in the Review and planning meeting for BRIDGE II project.
- Conduct monitoring visit and meet with stakeholders: taskforce members, Mentor CBOs, CBO network and some of the CRAs.
- Review and analyse feedback gathered in Sept/Oct and develop alternative models if need be for scaling up the referral scheme
- Translate the CRA manual into Chichewa
- Print Chichewa CRA manuals & distribute to CRAs
- Continue with monthly monitoring of the Chiradzulu scheme
- Hold a quarterly meeting of CRA representatives with the CBO network and a DAC meeting.

### **Build virtual and live communities of practice**

- Develop SOW and renew contract for Pact Malawi
- Conduct first ONA meetings in three expansion districts in the south
- Monitor Hope Kit activities implemented by Pact partners and provide support

### **Strengthen BCC Competency**

- Continue to participate in National Technical Work Group meeting and collaborate with other partners on HIV prevention activities.
- Continue to discuss with AfriComNet on the establishment of a gender and HIV course with the University of Malawi. Hold meetings with the University of Malawi.

### **Support Workplace HIV prevention**

- Finalize Hope kit trainings for Illovo that were not completed in the year that has just ended.
- Monitor Hope Kit small group sessions in all the six workplaces that BRIDGE II project is supporting.
- Carry out preliminary activities in preparation for scaling up to one or two workplaces that are industrial in nature like the breweries company.

## BRIDGE II Project FY 10 Workplan and Achievements

Activity	Illustrative Benchmark	Implementing Partner	Months (October to September)												Notes/Achievements since October 2009	
			O	N	D	J	F	M	A	M	J	J	A	S		
<b>Project Management</b>																
Expand, renovate and furnish office space for BRIDGE II Team	- Office move complete	JHU/CCP		✓												New offices identified and renovations completed
Hold SMT Meetings	- Meetings held Quarterly/Meeting Minutes	JHU/CCP PACT SC Alliance	✓	✓			✓					✓				4 SMT held
Recruitment of the M&E Officer and Program Officer for Alliance	- Officers recruited	JHU/CCP Alliance			✓											Recruitment process finalized. Officer to start work in April.
Submit Work plan for Approval	- Annual Work plans Submitted to USAID	JHU/CCP											✓			FY 11 work plan submitted
Investigate SMS based management systems	- Available systems identified	JHU/CCP			✓											SMS modern procured
<b>Research, Monitoring &amp; Evaluation</b>																
Field work baseline survey	- Data collected	JHU/CCP		✓												Data collection for both qualitative and quantitative components completed
Analyze data from formative research	- Research Completed	JHU/CCP	✓													Data analysis for formative research done
Write report on formative research	- Report written	JHU/CCP										✓				Report written
Clean and analyze data from quantitative research	- Analysis completed	JHU/CCP										✓				Data cleaned.
Report writing on baseline	- Research report	JHU/CCP										✓				To be done next quarter
Disseminate reports to partners	- Reports disseminated	JHU/CCP					x									Dissemination moved to FY 11
Revise and incorporate new PEPFAR indicators to the Draft PMP for approval	- Draft PMP submitted to USAID	JHU/CCP		✓												Comments on draft PMP received
Revise Monitoring Systems for BRIDGE II to match new PEPFAR indicators	- Monitoring system refined	JHU/CCP		✓												Monitoring system revised
Conduct orientation for BRIDGE II Partners on Monitoring System	- Partners oriented	JHU/CCP			✓											Initial orientation conducted Monitoring visits to all partners conducted in quarter 2.
<b>Objective One: Individual Level</b>																
<b>Mass Media Campaign</b>																
Package Formative Research findings for MD/MD	- Reports	JHU/CCP		✓												Packaging of formative research findings for the message design workshop done.

Activity	Illustrative Benchmark	Implementing Partner	Months (October to September)												Notes/Achievements since October 2009	
			O	N	D	J	F	M	A	M	J	J	A	S		
Hold message, material and methods design workshop	- Strategy designed	JHU/CCP		✓												Done
Develop and Pre-test Materials	- Materials pre-tested & reports	JHU/CCP			✓											Done
Produce materials	- Materials produced	JHU/CCP										✓	✓			Done
Launch mass media campaign and distribute materials to partners and districts	- Materials distributed	JHU/CCP											✓	✓		Campaign lunch moved to July 2010
<b>Real Real</b>																
Continue Radio Diary program with existing diarists	- Diary programs Aired	JHU/CCP		✓	✓	✓	✓									Completed airing first phase of the Radio Diary Program on Radio Maria, Capital FM, Power 101, Transworld Radio, Radio Islam
Review Radio Diary programs and develop way forward	- Review report	JHU/CCP	✓													Review conducted
Hold Real Real strategy meeting	- Strategy document	JHU/CCP		✓												Strategy development meeting conducted.
Redesign Diaries to integrate Real Real features (magazine format) and air programs	- Magazine Formats implemented	JHU/CCP										✓	✓	✓	✓	Done and continuing to air programs on radio
Develop mentoring process for contracted radio station producers	- Meetings held	JHU/CCP												✓	✓	To be conducted once the programs have commenced
Develop SMS Listener feedback and response methods	- SMS system in use	JHU/CCP			✓	✓	✓									Done through the Chenicheni Ntchiti? (What is the reality?) Radio Program
<b>Transformative Tools</b>																
Finalize re-production of Hope Kits	- 2,500 Hope Kits Produced	JHU/CCP			✓											2,500 Hope Kits produced
Roll out Hope Kits to the 6 district	- Hope Kits disseminated	JHU/CCP				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Done and continuing
Re-produce the Positive Prevention toolkit	- 1,000 Positive Prevention Toolkits Produced	JHU/CCP										✓				1000 PwP toolkits produced
Roll out the Positive Prevention Toolkit	- Positive Prevention Toolkits disseminated	JHU/CCP NAPHAM							✓	✓	✓	✓	✓	✓	✓	Done and continuing
<b>Support workplace intervention</b>																
Conduct advocacy meeting with workplace institutions	- Advocacy flier developed	JHU			✓											Advocacy flier developed and meetings conducted
Roll-out Hope Kit-train peer educators	- Peer Educators Trained	JHU								✓	✓	✓	✓	✓	✓	Done and continuing
<b>Objective Two: Community Mobilization</b>																
<b>Empowering leaders</b>																



Activity	Illustrative Benchmark	Implementing Partner	Months (October to September)												Notes/Achievements since October 2009	
			O	N	D	J	F	M	A	M	J	J	A	S		
strengthening pre- and in-service HIV IPC/C																
<b>Objective Four: Leadership</b>																
<b><i>Build and strengthen virtual and live communities of practice and networks</i></b>																
Conduct Partner Organizational Network Analysis (ONA) assessment	- ONA assessment report	PACT			✓			✓		✓	✓	✓				Done
Disseminate ONA findings							✓		✓	✓	✓	✓				Done
Develop institutional strengthening action plans based on the ONA	- Action plans developed	PACT/JHU					✓		✓	✓	✓	✓				Done
Meet with NAC and other partners to discuss establishment of online community of practice	- Gaps identified	JHU/CCP			✓											Held first meeting with NAC. To continue discussions in FY11
<b><i>Strengthen BCC competency</i></b>																
Begin discussions with AfriComNet on developing a course with UNIMA on gender and HIV	- Processes initiated	JHU/CCP UNIMA			✓							✓	✓			Discussion initiated with Africomnet, The Polytechnic and Chancellor College will continue in year 3
Participate in National Technical Working Groups	- Harmonized action plans	JHU/CCP NAC MOH PSI		✓	✓		✓		✓	✓	✓		✓			Participated in various task force groups.
Link with other USAID and other USG funded partners			✓				✓									Meeting conducted with Peace Corps, Catholic Relief Services, MSH, PACT
Conduct coordination meetings with EBT-Prev Team			✓			✓			✓				✓			Meetings with EBR-Prev Team conducted

NOTE: ALL ticks (✓) represent that the activity has been done or completed.

**Annex B: BRIDGE II PROJECT PEPFAR INDICATORS PROGRESS REPORT**

<b>Essential Reported Indicators</b>								
Indicator	Target			Achieved				
	Total	Men, 15+	Women, 15+	Total	Men, 15+	Women, 15+		
<b>P7.1D</b> <i>Number of People Living with HIV/AIDS (PLHIV) reached with a minimum package of Prevention with PLHIV (PwP) interventions</i>	<b>2,070</b>	1,035	1,035	<b>355</b>	103	252		
<b>P8.1D</b> <i>Number of the targeted population reached with individual and/or small group level HIV prevention interventions that are based on evidence and/or meet the minimum standards</i>	<b>78,587</b>	39,294	39,293	<b>66,223</b>	29,465	36,758		
<b>P8.2D</b> <i>Number of the targeted population reached with individual and/or small group level HIV prevention interventions that are primarily focused on abstinence and/or being faithful, and are based on evidence and/or meet the minimum standards required.</i>	<b>77,587</b>	33,915	33,916	<b>56,734</b>	24,103	32,631		
<b>P8.6D</b> <i>Exposure: % of population who recall hearing or seeing a specific message</i>	<b>1,215,000</b>	0	0	<b>0</b>	0	0		
<b>P8.7D</b> <i>Exposure: % of target population reached: No. of people estimated to have been reached by channel (radio or TV) divided by the estimated size of the target population</i>	<b>1,215,000</b>	0	0	<b>0</b>	0	0		
<b>H2.3D</b> <i>Number of health care workers who successfully completed an in-service training program</i>	<b>30</b>	15	15	<b>0</b>	0	0		
<b>Recommended Indicators</b>								
Indicator	Target			Achieved Quarter 1+2+3				
	Total	Men, 15+	Women, 15+	Total	Men, 15+	Women, 15+		
<b>P8.5D</b> <i>Number of individuals from target audience who participated in community wide events.</i>	<b>720,013</b>	360,006	360,007	<b>973,998</b>	381,506	592,492		
<b>P10.2D</b> <i>Estimated number of people reached through workplace programs</i>	<b>17,000</b>	8,500	8,500	<b>5,572</b>	2,654		2,918	
	Total	Men, 15+	Women, 15+	Total	Men		Women,	
					15-24	24+	15-24	24+
<b>P12.1.D</b> <i>Number of people reached by an individual, small group, or community level intervention or service that explicitly addresses norms about masculinity related to HIV and AIDS.</i>	<b>1,590</b>	795	795	<b>3,510</b>	0	1,880	0	1,630
<b>Custom Indicators</b>								
	Total	New	Repeat	Total	New	Repeat		
<i>Number of community members/volunteers trained to promote HIV/AIDS prevention through AB and/or other behavior change</i>	<b>8,635</b>			8,953	<b>7,677</b>	1,276		
<i>Number of local organizations (CBOs &amp; NGOs) strengthened to support HIV prevention</i>	<b>70</b>			1,165	<b>746</b>	419		

NOTE: \* Estimated number of adults in the implementation district. \*\* The percentage of the adult population will be calculated after the baseline survey. These indicators will be measured at midterm.

