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Maternal and Child Health Integrated Program

MCHIP/Mali

Urban Outreach and Social Marketing Project

QUARTERLY REPORT

October – December 2012

Submitted by:

PSI MALI

Date Submitted: 1/31/2013

EXECUTIVE SUMMARY:

The goal of the project is to continue to reduce maternal and under-five child mortality by increasing the availability and use of high quality modern contraceptive methods among women of reproductive age; to reduce infant and child morbidity and mortality due to diarrhea by increasing the employment of point of use (POU) water treatment, oral rehydration salts (ORS), and zinc; and to reduce morbidity and mortality due to HIV/AIDs by increasing access to and use of safer-sex products in Mali.

Due to political instability in Mali some activities were reduced or were halted. For instance the USG advised against collaboration with the Ministry of Communication therefore the targeted Television spots were not implemented. Despite Mali's unstable socio-political situation, PSI and its' partners have been able to get started on the project's main deliverables, while being conscious of the program restrictions and under guidelines provided by the USAID mission team in country.

Through its' focus on research based behavior change communication, and social marketing PSI and its' partners;

- Provided 5,665 women of reproductive age with access to implants and IUDs, 179,316 injectables, and over 422,975 Oral Contraceptives,
- Tested more than 4,000 people for HIV, and in line with its' combination prevention approach referred those in need of additional services to proper care. And, distributed 4,988,640 male condoms,
- Provided families with more than 1,600,000 units of safe drinking water products, and 8,000 lifesaving oral rehydration salts for young children.

The current report covers the period of October 1st to December 31th, 2012.

Please refer any questions you might have about this report to PSI's country Director, Rodio Diallo, reachable to rdiallo@psi.org

QUARTERLY RESULTS BY OBJECTIVES

Objective 1: Increase the availability of modern family planning and HIV products and services through social marketing.

Quarterly results – PSI/Mali worked with the ASACOs and the private sector for family planning; and through its network of mobile and fixed VCT centers to achieve the following results

a) Family Planning

- **Improving long-term methods service delivery** in community health centers and clinics: Between October 2012 to December 2012, PSI held 432 IPC sessions to promote FP in Bamako, Kayes, Segou, Sikasso and Koutiala. 14,904 women of reproductive age were reached; among whom 5665 accepted long-term method FP method (2141 Intra Uterine Device, 3524 Implants).
- **Capacity building through training** of service providers: 15 providers were trained in postpartum IUD insertion. Additionally, an initial stock of 20 IUD kits was offered to the each of 5 FP units in the community health centers that participated in the training, to ensure that post training activities are ongoing.
- **Services provided:** Upon comprehensive counseling on the range of FP methods available during group and individual IPC sessions, private and public sector providers inserted 5,665 IUD and implants, please see table 1 below for breakdown.

	Number of IPC sessions provided	Number of women reached	IUD insertions Private sector	IUD insertions public sector	Implant insertion private	Implant Insertion public	Cumulative number of insertions (IUD+implants)
October	144	3890	512	69	91	835	1507
November	140	5276	569	228	136	1256	2189

December	148	5738	756	7	133	1073	1969
Total	432	14 904	1837	304	360	3164	5665

Table 1. Services provided through public and private sector in Q4, 2012

b) HIV prevention

- **Ongoing HIV Counseling and Testing activities:** PSI Mali tested over 4,000 people, among whom 78 positive (63 female and 15 male) and with a referral rate to post-test care of 93.5% in Bamako, Koutiala and Sikasso through its' network of fixed centers. It is important to note that current activities are funded through KFW because of the unavailability of US funding in relation to the political situation. However, PSI was able to continue briefing and exchanging its' sub-recipient, ARCAD-SIDA, on the project deliverables to allow rapid deployment once funds are available. PSI worked closely with ARCAD-SIDA to review a quantitative study protocol that will provide quantitative data on sexual and health seeking behaviors on PLWHIV in Bamako, Kayes, Koulikro, and Sikasso. This formative research will help inform the implementation of activities targeting PLWHIV.
- **Innovative HCT promotion and HIV prevention channel:** PSI created an HIV counseling and prevention Facebook page targeted at urban young males—among the most at risk for HIV according to the last DHS round. Currently there are about 213,220 Facebook users in Mali, 2/3 are youth, and 79% male. The Facebook page aims at engaging urban youth around risk perceptions of vulnerability, and providing them with prevention resources such as referrals to Bamako's "Eveil" counseling and testing centers, and/or other centers offering a wide range of health services. The page has attracted a growing number of fans and viewers. PSI hopes to also use this page as a medium to raise awareness, advocate, and refer to existing resources on family planning, gender based violence, and discrimination against PLWHIV.

Objective 2: Increase demand and access to specific socially marketed health commodities and services among key populations, including: ORS/Zinc, Aquatabs, comprehensive FP options, and condoms

Quarterly results-- PSI/Mali worked in coordination with other MCHIP programs for community distribution of Orasel/Zinc and Aquatabs, including PCKII to achieve the following

- **Raising demand for male condoms:** PSI's distribution system reported a 14% increase in wholesalers and distributors' demand for male condoms over the last quarter.
- **Steady demand for ORS/Zinc, Aquatabs and contraceptives:** The current demand for these much needed social marketed products could not be stimulated due to delays

created by the fact that communication activities programmed to air on the national TV and radio, ORTM broadcasts commercials had to be suspended. However, PSI reprogrammed the BCC campaigns through community radios in 5 regions and a private television channel, Africable TV, in order to continue activities linked to this key component of the program. In addition, a serie of focused mid-media communication campaigns, and point of sales demonstration targeting nurses and mothers at the market place will be rolled out during the next quarter to boost ORS/Zinc demand.

- Partnership with local CBO ,PCKII, for community based distribution: Over the next few months, PSI will start working with local NGOs in priority districts in the regions of Sikasso and Segou for increased community-based promotion and distribution of Aquatabs and ORS/Zinc

The table below shows distribution of products over the past three months

Months/Products	Male Condoms	OC	Injectable	Aquatabs	ORS/Zinc
October	1,214,240	145,050	71,988	384,200	1,639
November	1,540,000	162,375	54,728	150,000	1,782
December	2,234,400	115,550	52,600	1,071,000	4,782
Total quantity distributed via social marketing channels	4,988,640	422,975	179,316	1,605,200	8,203

Table 2. Social marketed products distribution in Q4, 2012

Objective 3: Increase the capacity of local partners (ProFam network providers, and community based organizations communications teams) to provide high quality services, and develop high quality communication tools targeted to vulnerable groups.

Quarterly Results – PSI started working on capacity building with ProFam network members and local CBO to accomplish the following;

- **Successful marketing training:** An initial performance improvement training was offered to a selected number of ProFam clinic owners to help them identify and prioritize skills that they need to develop to reinforce their business. 10 providers

were trained on marketing techniques to attract and retain clients. The majority of participants reported being satisfied by the training and appreciated the case study style and concrete output, i.e.—realistic marketing plan for their clinic—that they developed during the training.

- **Ongoing formative research to inform communication material capacity** building sessions based on DELTA. Although training activities with local CBOs have not yet started the preliminary formative research needed to inform these activities is well underway, the research protocol was approved by the ethics committee of the INRSP¹. The process of recruitment and training of interviewers was completed by a local research agency with support from PSI's research department. Data collection is ongoing, clearance and data analysis will be completed in the next quarter.

¹ INRSP: Mali National Institute for Research

QUARTERLY REPORT

October – December 2012

Annex 1: Indicators table

INDICATOR	DATA SOURCE	FREQUENCY OF COLLECTION	TARGET	QUATER 1 ACHIEVEMENT OCT 12-DEC 12	%
OBJECTIVE 1: Improve access to family planning, through the provision of outreach services					
Number of insertions Implants	PSI MIS data	Monthly	19 000	3 524	19%
Number of insertions IUDs	PSI MIS data	Monthly	12 000	2 427	20%
Number of providers trained in PPIUD insertion	PSI reports	Quarterly	30	15	50%
Number of providers trained on contraceptive technology & counseling	PSI reports	Quarterly	70	0	0%
Number of meeting with DSR sponsored	PSI reports	Quarterly	0	0	
Number of Radio airings	PSI s MIS data	Quarterly	18 000	5 628	31%
Number of TV airings	PSI s MIS data	Quarterly	120	180	150%
Number of FP Micro Program airings on radio	PSI s MIS data	Quarterly	0	0	0
Number of "ma femme, mon amie" shows aired	PSI reports	Quarterly	21	0	0%
Number of FP brochures produced	PSI reports	Quarterly	10000	0	0%
Number of FP Flipcharts produced	PSI reports	Quarterly	500	250	50%
Number of MVU films produced	PSI reports	Quarterly	1	0	0%
OR completed (evaluation studies)	PSI reports	Quarterly	1	0	0%
Number of providers trained in cervical cancer screening and treatment	PSI reports	Quarterly	7	0	0%
Number of providers Number of Profam Plus owners trained in accounting and finance	PSI reports	Quarterly	30		0%
Percent of WRA who know the IUD	DHS 2012	5 years			
OBJECTIVE 2 : Increase the demand for, and consumption of FP, RH, HIV and diarrhea-related health commodities through effective and innovative social marketing					
FP/RH					
Number of cycle Beads distributed	PSI sales report	Monthly	2 000	198	10%
Number of Pilplan-OC distributed	PSI sales report	Monthly	1 370 972	422 975	31%
Number of Confiance Injectable distributed	PSI sales report	Monthly	540 529	179 316	33%
Percent of WRA that know at least one modern method contraception	DHS 2012	5 years			
HIV AIDS					

Number of condoms Protector Plus distributed	PSI sales report	Monthly	14 500 000	4 988 640	34%
Number of Positive Living Kits distributed to PLHIV	PSI reports	Monthly	10 000	0	0%
Number of people tested by VCT team	PSI reports	Monthly	16 800	4 200	25%
Number of inschool youth reached with integrated FP/HIV messages	PSI reports	Monthly	1 000	0	0%
Number of HIV Posters produced	PSI reports	Quarterly	0	0	0
Number of HIV Brochures produced	PSI reports	Quarterly	0	0	0
Number of Radio airings	PSI reports	Quarterly	0	9 360	0
Number of TV airings	PSI reports	Quarterly	0	97	0!
Number of events sponsored	PSI reports	Quarterly	0	0	0
Baseline study PLWHA	PSI reports	Quarterly	1	0	
Percent of men who know where to procure condoms	DHS 2012	5 years			
Water Supply and Sanitation					
Number of Aquatabs distributed	PSI sales data	Quarterly	7 500 000	1 605 200	21%
Number of Radio airings (hand washing)	PSI reports	Quarterly	18 000	17100	95%
Number of TV airings(hand washing)	PSI reports	Quarterly	100	97	97%
Number of Radio airings(Aquatabs)	PSI reports	Quarterly	16 000	0	0%
Number of TV airings(Aquatabs)	PSI reports	Quarterly	70	0	0%
Number of DELTA workshop completed	PSI reports	Quarterly	3	0	0%
Number of community activities sponsored	PSI reports	Quarterly	0	0	0
Maternal and Child Health					
Number of Diarrhea Treatment Kits distributed	PSI sales data	Quarterly	500 000	8203	2%
Number of Radio airings	PSI reports	Quarterly	16 000	0	0%
Number of TV airings	PSI reports	Quarterly	120	0	0%
Number of ORS/ZINC Micro Program airings on radio	PSI reports	Quarterly	300	0	0%
Number of promotion activities sponsored	PSI reports	Quarterly	0	0	
Percent of women who know about ORS	DHS 2012	5 years			