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Maternal and Child Health  
Integrated Program

## Maternal and Child Health Integrated Program

### *MCHIP/Mali*

## Urban Outreach and Social Marketing Project



## QUARTERLY REPORT

January – March 2013

Submitted by:

**PSI MALI**

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## **EXECUTIVE SUMMARY:**

The goal of the project is to reduce maternal and under-five child mortality rates 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.

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 have achieved the following during this quarter:

- Provided 9,027 women of reproductive age with access to implants and IUDs, 147,756 injectables, and 355,550 Oral Contraceptives,
- Tested more than 3,188 people for HIV, and in line with its' combination prevention approach referred those in need of additional services to proper care. And, distributed 4,462,080 male condoms,
- Provided families with more than 779,500 units of safe drinking water products, and 24,497 lifesaving oral rehydration salts for young children.

The current report covers the period of January 1<sup>st</sup> to March 31<sup>st</sup>, 2012.

Please refer any questions you might have about this report to PSI's country Director, Rodio Diallo, reachable to [rdiallo@psi.org](mailto: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 in collaboration with the community health centers, ASACOs, and the private sector family planning providers; and through its network of mobile and fixed VCT centers have achieved the following results during the period:

### a) Family Planning

- **Improving long-term methods service delivery** The quarter was marked by the introduction of mobile teams to promote family planning with a focus on long term methods in the health districts of Sikasso, Kignan, and Yélimané.

From January to March 2013, PSI held 541 IPC sessions in community health centers and ProFam network clinics in the health districts of Bamako, Kayes, Yélimané, Segou, Sikasso, Kigna and Koutiala. These promotional activities have reached more than 23,000 women of reproductive age including 9,027 who spontaneously accepted long-term methods (4, 409 Intra Uterine and, 4,618 Jadelles Implants bringing the acceptability rate to 38%.

- **Capacity building through training** of service providers: 42 providers were trained in contraceptive technology in districts with mobile teams to ensure service provision beyond mobile teams' event days. PSI also equipped 52 health facilities with insertion and removal kits in Kayes (5), Yelimane (15), Kignan (8) and Sikasso (27) . In Bamako 10 community health centers providers were trained in Post Partum IUD care.
- **Services provided:** After receiving comprehensive counseling on the range of FP methods available during group and individual IPC sessions, private and public sector providers inserted 9,027 IUD and implants, please see table 1 below for breakdown

**Table 1: Services provided through public and private sector in Q1, 2013**

	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)
<b>Jan</b>	164	6710	625	446	102	1233	2406
<b>Feb</b>	178	7674	792	752	152	1403	3099
<b>March</b>	199	9415	718	1076	109	1619	3522
<b>Total</b>	<b>541</b>	<b>23799</b>	<b>2135</b>	<b>2274</b>	<b>363</b>	<b>4255</b>	<b>9027</b>

## **b) HIV/AIDS prevention**

- **Ongoing HIV/AIDS Counseling and Testing activities:** In the 2nd quarter of project implementation, HIV/AIDS activities were mainly focused on HCT activities in Bamako and Sikasso. Five mobile teams worked at 27 MARPs sites; testing 3,188 among whom 32 clients are HIV positive. 56% of clients tested were female, and approximately 84% of PLHIV were referred to specialized support services. Additionally, in order to increase HCT service access to areas of the country where fixed centers are nonexistent, PSI has trained two new mobile team staff members to cover Kayes and Koutiala.
- PSI and its partner ARCAD-SIDA facilitated a workshop to develop appropriate communication materials for people living with HIV (PLHIV). The workshop was based on a situation analysis enriched by existing data in Mali and West Africa the region, including the formative research study discussed in the previous report on sexual and health seeking behaviors among PLHIV in Bamako, Kayes, Koulikro, and Sikasso. The workshop brought together WHO, UNAIDS, different implementers including local NGOs, PLHIV, and representatives from la Cellule Nationale de Lutte contre le VIH. The workshop recommendations for communication materials and messages include 4 main points; having simple messages in the local languages on PLWH rights and duties, the importance of treatment adherence, participation in support group activities, and highlighting the benefit of a healthy lifestyle, and the prevention of opportunistic infections. Next steps include the development of materials, and pretesting.
- Besides its' HCT activities', PSI is also helping local organization cope with the political crisis that has led to their funding suspensions. PSI supported the NGO Soutoura, by providing 1,600 HCT test kits which has allowed continuation of HCT activities for commercial sex workers in Bamako.
- **Innovative HCT promotion and HIV prevention channel:** Innovative prevention activities through youth radio and the Facebook page are ongoing. This quarter PSI has received assistance from a successful Beninese program, Amour et Vie managed by Association Beninoise de Marketing Social, ABMS, which target youth with sexual reproductive health messages, and HIV. The program demonstrated effective results in reaching out to youth and opening communication windows to discuss HCT, stigma, discrimination, and gender based violence among families in Benin. ABMS technical assistance will help PSI launch its youth radio program and strengthen its' Facebook outreach.
- It is important to note that communication activities with mobile video unit (MVUs) and sponsorship activities are still suspended due to the state emergency declared by local authorities since the beginning of the year.

**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

**Steady demand for ORS/Zinc, Aquatabs and contraceptives:** As scheduled last quarter, to increase demand for ORS/Zinc and Aquatabs, an extensive proximity campaign was launched in January. The campaign was successful in boosting sales. It also allowed distributors the general public and women in particular, to be aware of the new product for the treatment and prevention of diarrhea, and also reinforce messages around Aquatabs use for water treatment in preparation of the upcoming rainy season. This campaign will contribute to the overall objectives of the desired behavior change. Next steps include another campaign in priority areas to improve the penetration of Orasel Zinc for which we cannot do mass media communication at this point due to public institution restrictions.

**Partnership with local CBO, PCKII, for community based distribution:** During the next period, 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.

**Table 2. Social marketed products distribution in Q1, 2013**

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

Months/Products	Male Condoms	Oral Contraceptives	Injectables	Aquatabs	ORS/Zinc
January	1619520	138825	50716	42379	9301
February	1442560	147300	49116	305621	11879
March	1400000	69425	47922	431500	3317
<b>Total quantity distributed via social marketing channels</b>	<b>4 462 080</b>	<b>355 550</b>	<b>147 756</b>	<b>779 500</b>	<b>24 497</b>

**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;

- **Financial management training:** Members of the ProFam network have expressed the desire to acquire skills in finance and basic accounting as it will help them better manage their business overall. To respond to their needs PSI is working with its' finance team and has also approached other private companies, that will want to devote volunteer time, to help build the clinics owners skills in financial management.
- **Communication messages and material development workshop:** The workshop as described in the HIV section of this report helped build local CBOs capacity in behavior change communication messages and material development following PSI's DELTA process. One of the objectives was to help local CBOs understand the research process that is needed to inform communication, and ensure that communication activities and messages are tailored to the group to reach, in this case people living with HIV in Mali. The first step of the workshop, situation analysis section, was data and programmatic experiences presented by UNAIDS, WHO, National HIV agency, and PSI. The next steps of this capacity building include local CBOs participation in material and messages pretest with the target group, and material finalization for use in upcoming activities. In addition, preparations for the next DELTA workshop, communication capacity building toward MSM, are underway despite small delays due to the unavailability of sufficient qualitative and quantitative data on MSM in Mali.

### **Way forward**

**PSI Mali hopes to achieve the following activities during the next quarter:**

- FP activities will intensify during the national FP month, additionally midwives will be trained in cervical cancer screening
- HIV activities will focus on the the youth radio show to be launched during the month of May, and the MSM DELTA workshop is scheduled to take place in June.
- Communication activities will move forward to increase community promotion of ORS/Zinc and aquatabs in preparation for the raining season.

**Annex 1: MCHIP indicators table Project Q2 (see attachment).** This table shows the second quarter progress on all project indicators. Half way through the project, the trends of all indicators are positive despite the political situation that has delayed or suspended some start up activities. We are confident that the project is on track to meet its' deliverables.

