

AMAZON MALARIA INITIATIVE



QUARTERLY ACTIVITY REPORT

Reporting Period: October 1-December 31, 2013

Contract No. AID-527-C-13-00004



USAID
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Reporting Period: October 1-December 31, 2013

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April 30, 2014

Cover photos: Links Media, PAHO, Julie de Carvalho

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About Links Media

Links Media, LLC is a management consulting company based in the Washington D.C. metropolitan area, specializing in information technology and marketing communications. We provide advanced management consultation services to governments and private sector clients in the areas of health, environment, science and technology, biotechnology, governance, human rights, economic prosperity, conflict resolution, education, public engagement, risk and crisis management, and social entrepreneurship.

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Abbreviations and Acronyms

AMI	Amazon Malaria Initiative
CDC	United States Centers for Disease Control and Prevention
LAC	Latin America and Caribbean Region
MOH	Ministry of Health
NMCP	National Malaria Control Program
PAHO	Pan American Health Organization
RAVREDA	Amazon Network for the Surveillance of Antimalarial Drug Resistance
TA	Technical Assistance
US	United States of America
USAID	United States Agency for International Development

Background

The United States Agency for International Development (USAID) launched the Amazon Malaria Initiative (AMI) in 2001 to improve the control and treatment of malaria in partner nations of the Amazon basin. The initiative's mission is to (i) ensure that national malaria control programs in the Amazon Basin substantially incorporate selected best practices and (ii) promote lasting, evidence-based policy change in the partner countries. AMI began with the objectives of strengthening the partner countries' systems of antimalarial drug resistance surveillance and encouraging the evidence-based formulation of drug policies that promote the adequate use of effective antimalarials. Over time, however, the initiative has expanded to address other related issues, including diagnostic accuracy and access, drug quality, access to treatment, and vector control.

USAID established AMI as a collaborative partnership among organizations (the AMI *technical partners*) that provide technical and scientific expertise and collaborate with the nations' ministries of health (MOHs) and national malaria control programs to proactively address malaria prevention and control. AMI partner countries take an active role, working closely with USAID and AMI's technical partners at the regional and national levels, to ensure that positive impacts made in the reduction of malaria are sustained and sustainable. Partner countries also collaborate with one another and maintain an ongoing exchange of information and expertise (i.e., South-South collaboration).

The initiative's subregional approach benefits partner countries through (i) subregional training and technical assistance (TA), (ii) the development of standardized guidelines and protocols across all partner countries, (iii) the comparability of research and monitoring results within and across countries, and (iv) coordinated approaches to addressing cross-border problems.

This report describes Links Media's activities for this project for the period of October 1 through December 31, 2013. Also included is a summary of achievements and results, as well as suggested future activities, challenges, and solutions.

Activities

During the period from October 1 to December 31, 2013, the Links Media team launched its advocacy, knowledge dissemination, and communication technical assistance project to strengthen communication strategies for malaria control and prevention in participating Amazon basin and Central American countries. Links Media's activities are designed to position the Amazon Malaria Initiative (AMI) as a credible source of information regarding malaria prevention and control in the Amazon basin and Central America by increasing AMI's name recognition through a broadened and enhanced web presence, augmenting and strengthening its constituent base through increased digital outreach, and providing a robust central repository of updated materials, manuscripts, data, reports and other important documents and graphics via its website. Strategic fact-based advocacy, knowledge dissemination, and technical assistance activities carried out at the international, regional, and national levels also aim to advance the initiative's sustainability by promoting a strengthened base of support, adherence to evidence-based practices, and the institutionalization of its regional collaborative approach through legislative and fiscal adoption.

Contract kick-off activities included: (i) in-depth staff training, briefings, and mobilization, (ii) strategic planning and project development discussions with the client and international partners, and (iii) in-depth review and analysis of AMI documents, including the multi-year report "The Amazon Malaria Initiative: Goals and Accomplishments, October 2001–May 2009" (USAID 2010) and additional key documents, as well as other reference training materials and tools, such as "Strategic Communications – a review of Links Media's development, implementation and evaluation process" (Sánchez 2013). Links Media re-launched the usaidami.org website, re-engaged with AMI's online communities via Facebook, LinkedIn, and Twitter, created a new Flickr profile to share photographs, established a cloud presence on Google Drive for partner file sharing, and advanced communications planning.

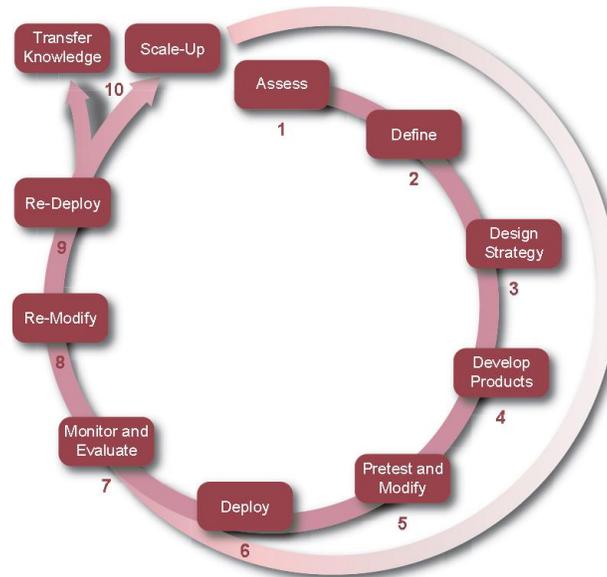
Following is a summary of other key activities carried out and progress towards the achievement of SARI objectives during this period:

Task 1. Design an AMI dissemination/communication strategy, and prepare annual dissemination/communication work plans.

- 1.1. Conducted preparation activities including staff mobilization, in-services, briefings, planning and review sessions, on-the-job training, staff coaching and mentoring, review of important documents, development of internal protocols and reports, generation of an inventory of AMI resources and tools, as well as training and systems preparation.
- 1.2. Advanced the development of the AMI annual communication and dissemination strategy for FY 2014, including a literature review and rapid assessment of recent partner activities in accordance with the communication planning and implementation schematic pictured in Figure 1, below. Conducted research based on relevant scientific publications, as well as new technical documents produced by USAID/AMI partners to date. Conducted initial brainstorming of approaches and activities to be included in the communication and

dissemination plan. Defined communication objectives, prioritized communication channels, segmented audiences and identified in advance all relevant activities and milestones that will take place over the course of FY 2014 to inform the development of strategic plans.

Figure 1: Communication Planning and Implementation



- 1.3. Completed the annual project work plan for FY 2014. The work plan was approved by the COTR on December 13, 2013.
- 1.4. The Technical Coordinator, who is based in Brazil, traveled to Links Media’s Rockville, MD office to receive an institutional in-service during the first half of December 2013 (refer to Travel Work Plan in Annex 3 for details).

Task 2. Communication strategies designed for each of six Amazon countries (Brazil, Colombia, Ecuador, Guyana, Suriname, Peru), and one communication strategy for the bloc of Central American countries (Belize, Guatemala, Honduras, Nicaragua, and Panama) (*i.e. Technical cooperation to support the design of communication strategies*).

- 2.1. Engaged in a preparatory and product development process in order to draft a template for communication strategy outline development. Conducted capacity building for staff that consisted of briefings, brainstorming sessions, review sessions, mentoring, coaching and training. Gathered information and generated profiles of malaria control structures currently in place in participating AMI countries.
- 2.2. Developed a template for country communication strategy outlines to be used for Brazil, Colombia, Ecuador, Guyana, Peru, and Suriname; the regional strategy for the Central American countries of Belize, Guatemala, Honduras, Nicaragua and Panama; as well as a communication strategy to support the regional response to the emergence of artemisinin resistance.

Task 3. Develop and produce messages, dissemination and communication materials and instruments.

- 3.1. As part of the preparation process to develop educational and press materials, reviewed existing styles, formats, and templates previously used by AMI. Assessed gaps and opportunities for improvement, such as stylistic elements, Website navigation, ease of finding documents, Website rank on search engines, purpose of social media engagement and suitability of using a variety of different platforms to enhance AMI's online presence. Developed a project baseline for initial coverage of AMI in traditional and social media defined as number of earned media mentions, as well as Website traffic to usaidami.org tracked by Google Analytics software, and size of AMI's social media following measured in number of friends (Facebook), followers (Twitter), and group members (LinkedIn).
- 3.2. Transferred the usaidami.org website domain from USAID/Peru, with Links Media assuming control of the domain name and hosting accounts with Network Solutions effective November 4, 2013. Re-launched the website at the official project URL usaidami.org, including AMI content created prior to the year 2013.
- 3.2 Conducted a review of website content and identified a) broken links; and b) outdated information in need of updating (e.g. references to Bolivia's participation in the AMI, as well as RTI International as a technical partner). Implemented removal of Bolivia information from interactive country map and other references on the homepage. Implemented site-wide removal of RTI from list of technical partners. Corrected outdated links to ministry of health websites on interactive country map. Implemented important website updates in a timely fashion; for example, in late December Links Media updated the "Malaria News & Events" section on the English and Spanish homepages with recent statistics from the World Malaria Report 2013 and related PAHO fact sheet in English and Spanish. Researched 508 compliance standards to integrate with AMI site. Adjusted content of "AMI Countries" section to reflect addition of Central American countries.
- 3.3. Attended the 2013 Malaria Day in the Americas Forum, "Defeating Malaria in the Americas: Perspectives on Costs, Resources, and Essential Investments," at PAHO on Wednesday, November 6, 2013 as a data and information gathering activity to inform the conduct of outreach to key audiences and development of strategic plans.
- 3.4. Disseminated information about the Malaria Champions of the Americas contenders in three languages via AMI's social media platforms in order to raise awareness about AMI.
- 3.5. Expanded AMI's reach with messages about malaria prevention and control among key target audiences including the United States Government, donors, cooperation agencies, research institutions, and the general public via regular engagement on Facebook, Twitter, and LinkedIn. Through proactive outreach and engagement, Links Media increased the Amazon Malaria Initiative's number of Facebook friends by twofold during the reporting period, from 167 to 339 friends by quarter's end.

Task 4. TA in the design and implementation of dissemination/communication strategies and/or activities provided to USAID and other AMI partners, including annual follow-up of

and limited consultancy in the implementation of countries' communication strategies developed through Task 2.

- 4.1. Held planning meetings with representatives of PAHO and MSH to ensure an understanding of Links Media's scope of work and discuss partners' anticipated limited technical assistance needs.
- 4.2. Held an introductory teleconference with the director of Brazil's NMCP, Ana Carolina Santelli, to present the upcoming technical assistance that will be provided by Links Media.

Task 5. Provide editorial support to other AMI partners for key dissemination/communication materials.

- 5.1. An inventory of recent AMI partner publications was compiled and updated using information gathered in preparation for this task. A review was conducted of Links Media's editorial services support process, and a tracking system was established to organize and prioritize partner requests for editorial and graphics support.
- 5.2. Initiated email communication to notify key contacts at AMI technical partners of the creation of a cloud presence on Google Drive. Numerous shared folders were created within the Google Drive "AMI Partners Shared Documents" folder, including:
 1. Quarterly progress reports
 2. Success stories
 3. Data sets
 4. Final materials for upload to AMI website
 5. Manuscripts in need of editing/graphics support
 6. Presentation templates
 7. Other

Links Media invited partners to upload progress reports, images and videos, graphics, success stories, and manuscripts for review and editorial and/or graphics support via the collaboration site.

Future Activities

The following are activities proposed for the period January 1 through March 31, 2014.

Task 1. Design an AMI dissemination/communication strategy, and prepare annual dissemination/communication work plans.

- Proceed with the communication development methodology outlined in Figure 1 above to continue planning and review process for drafting of an overall AMI communication/ dissemination strategy, to include: review of important documents, generation of an inventory of AMI resources and tools, development of internal protocols and reports,

conduct of staff coaching and mentoring, as well as convening of review and editing sessions.

- Submit an overall AMI communication/dissemination strategy to the COTR by January 17, 2013.
- Present Links Media's AMI communication/dissemination strategy and FY 2014 annual work plan to international partners at the March 2014 meeting.

Task 2. Communication strategies designed for each of six Amazon countries (Brazil, Colombia, Ecuador, Guyana, Suriname, Peru), and one communication strategy for the bloc of Central American countries (Belize, Guatemala, Honduras, Nicaragua, and Panama) (*i.e. Technical cooperation to support the design of communication strategies*).

- Conduct a rapid assessment of the current malaria control situation and the communication and advocacy needs of the eleven participating AMI countries by administering a telephone questionnaire to NMCP directors and relevant staff. Other individuals, such as PAHO field staff, may be invited to participate in these initial conversations. Additionally, introduce Links Media's role as AMI's international communication partner in terms of communication strategy development and limited technical assistance for implementation.
- Deliver a standardized communication strategy outline with a basis in the overall AMI communication/dissemination strategy.
- Hold meetings with NMCP directors and other relevant staff on the sidelines of the March 2014 AMI/RAVREDA meeting in Nicaragua to discuss the design of country and regional communication strategies. Links Media will follow up via virtual means such as telephone, email, and Skype to further engage with the NMCPs, and will also seek to convince NMCP staff of the potential benefits of developing and executing communication and advocacy strategies for malaria control.
- Hold meetings with COTR and other key informants to orient the development of a communication strategy in response to the emergence of artemisinin resistance in the Americas. Links Media will seek to review relevant strategy documents from recent meetings, such as the October AMI meeting held in French Guyana. Links Media staff may consider attending the national workshop in Suriname on February 26, 2014 to discuss the knowledge, attitudes and practices (KAP) study that MSH conducted with the goal of assessing access to, and use of, antimalarial medicines in Suriname gold mining areas.
- Complete a communication strategy to support the regional response to the emergence of artemisinin resistance by March 31, 2014 (expected), pending the receipt of additional inputs from the COTR and other partners regarding the overall strategy for containment of possible drug resistance.

Task 3. Develop and produce messages, dissemination and communication materials and instruments.

- Propagate messages about AMI in accordance with the key messages defined in the overall communication and dissemination strategy. Messages to be disseminated via media outreach, social media engagement, and AMI publications will be strategically oriented towards the achievement of communication objectives detailed in the overall AMI strategy.
- Distribute the first quarterly bulletin of FY 2014 to the COTR by January 21, 2014, followed by distribution to stakeholders by January 31, 2014.
- Implement weekly website updates. In addition:
 - Additional partner documents will be uploaded to “Malaria News & Events” and “AMI News,” “Resources” sections of the website for dissemination purposes.
 - Outdated Flash components of the usaidami.org website such as the gallery of images will be transferred to a responsive, mobile-friendly format.
 - A search function will be added to the “Resources” section of the website.
 - An annual calendar of events will be added to the website, to include both AMI meetings and external conferences of interest to technical and country partners.
- Offer technical assistance to USAID and PAHO to support the preparation of the March 2014 international partners meeting.
- Convene international partners during the March 10-14 AMI/RAVREDA meetings in Nicaragua to discuss priorities for AMI’s annual achievement report development. Links Media will continue to encourage international partners to contribute to the Partners’ Shared Documents folder on Google Drive; in addition to direct requests for information via email, Links Media will collect relevant public information about AMI activities in the international media and on the partners’ websites.
- Develop a new AMI brochure by March 31, 2014.
- Design a poster for World Malaria Day in advance of the annual commemoration on April 25, 2014.

Task 4. TA in the design and implementation of dissemination/communication strategies and/or activities provided to USAID and other AMI partners, including annual follow-up of and limited consultancy in the implementation of countries’ communication strategies developed through Task 2.

- Plan and coordinate with international partners on an ongoing basis, as well as complete a needs assessment with NMCPs via telephone in conjunction with the rapid assessment described under “Future Activities” for Task 2. Secure COTR’s written approval prior to initiation of ad hoc support activities.
- Develop and deliver the first virtual training activity, slated to cover the topic of communication strategy design.

Task 5. Provide editorial support to other AMI partners for key dissemination/communication materials.

- Use Links Media’s system for tracking requests and its editorial services support process to structure partner requests for editorial and graphics services. Secure COTR’s written approval prior to initiation of ad hoc support activities.
- Provide manuscript support to AMI partners. Activities currently being considered for Links Media’s editorial and graphics support include:
 - Translate to English MSH’s “Practical Guidelines for the Reduction of Temperature in Pharmacies Located in Tropical Areas” (in Spanish) and adapt for use in Guyana and Suriname, including recreation and layout of illustrations in a similar graphical format.
 - Review and edit Portuguese language text for MSH’s “Deployment of the local supervision methodology for malaria diagnosis and treatment facilities as a reinforcement of Brazil’s control strategy” (in Portuguese).

Challenges and Solutions

No major challenges were encountered at this time.

Financials

Report on accrued expenditure will be submitted separately.

Environmental Compliance

All activities under the contract fall within those covered by the categorical exclusion as per ETD LAC-IEE-11-60.

Annex 1: Updated AMI Web Site (English)

AMAZON MALARIA INITIATIVE

[Español](#) | [Português](#) | [Site Map](#)

HOME

ABOUT AMI

AMI COUNTRIES

TECHNICAL AREAS

RESOURCES

NEWS

PARTNERS





The **Amazon Malaria Initiative (AMI)** is a six country regional program in the Amazon Basin implemented in Brazil, Colombia, Ecuador, Guyana, Peru, and Suriname with the support of the U.S. Agency for International Development. AMI was launched in 2001 with the overall goal of preventing and controlling malaria in the Amazon Basin. [Read More.](#)

Malaria News & Events

- ▶ **World Malaria Report 2013 shows major progress in fight against malaria, calls for sustained financing** December 23, 2013. [Read More.](#)

AMI News

SAVE THE DATE! THURSDAY, SEPTEMBER 15, 2011

AMI+RAVREDA

Celebrating 10 Years of Collaboration Looking into the Future Together



Country Activity



BRAZIL

Brazil is undertaking the task of standardizing practices for prescribing and dispensing antimalarials throughout the country. [Read More.](#)



COLOMBIA

Colombia is encouraging its citizens to seek more immediate treatment for malaria symptoms throughout outreach activities. [Read More.](#)



ECUADOR

Ecuador is currently addressing issues with patient adherence to drug protocols, a problem identified by AMI studies conducted by MSH/SPS. [Read More.](#)



GUYANA

Guyana has been faced with growing infestations of *P. falciparum*, despite an aggressive program of distributing bed nets. [Read More.](#)

Success Stories

Advancements in Colombia: Strengthening prevention and control of malaria in Chocó, Colombian Pacific Coast, 2006 – 2009

The experience in Chocó with AMI/RAVREDA highlights the importance of cooperation projects that strengthen and support self-sustainability through local capacity building. This new approach also recognizes that epidemiological and entomological intelligence should be the guiding light for decisions. [Read more.](#)

Countries of the Americas have reduced malaria deaths by 70% since 2000, but 145 million people in the region remain at risk

Access the PAHO fact sheet on "Malaria in the Americas" for a summary of key points from the World Malaria Report 2013.

[Download or View the PDF](#)

INICIATIVA AMAZÓNICA CONTRA LA MALARIA

[PÁGINA PRINCIPAL](#) [ACERCA DE AMI](#) [PAÍSES DE AMI](#) [ÁREAS TÉCNICAS](#) [RECURSOS](#) [NOTICIAS](#) [SOCIOS](#)



Países Participantes

A través de AMI, la USAID colabora con una red de Programas Nacionales de Prevención y Control de Malaria en la cuenca del Amazonas y Centroamérica, analizando y enfrentando cuestiones de interés mutuo acerca de la prevención y control de la malaria (paludismo). Como ejemplo, AMI apoya la investigación y la vigilancia para evaluar cuáles medicamentos antimaláricos son eficaces en la región. De esa manera posibilita que los Ministerios de la Salud monitoreen sus estoques de medicamentos antimaláricos para poder intercambiar los mismos y evitar la falta o pérdida de medicamentos por su expiración. Todos los países de AMI han llevado a cabo políticas que prescriben el uso de terapias combinadas basadas en la artemisinina (TCAs) para el tratamiento de la malaria causada por el parásito *P. falciparum* y asimismo monitorean la eficacia de tales medicamentos.

Estos esfuerzos regionales parecen haber dado resultados. Los países participantes de AMI tuvieron un descenso de 58% en el número de casos de malaria entre 2000 y 2011. En la cuenca del Amazonas, los países de AMI son:

- ▶ Brasil
- ▶ Colombia
- ▶ Ecuador
- ▶ Guyana
- ▶ Perú
- ▶ Surinam



Historias desde los países

[Fortalecimiento de la prevención y control de la malaria en Choacó, 2008 - 2009](#)



Una microscopista toma una muestra de sangre para diagnosticar malaria en Choacó, Colombia, 2009.

[Piura trabaja para mejorar el almacenamiento de medicamentos](#)



Después de la estación térmica, las zonas de carga y descarga del almacén fueron protegidas con un techo del clima y del tiempo.

[Colaboración entre laboratorios oficiales de control de medicamentos](#)



Representantes de los OMCa que asistieron, en septiembre de 2009, al taller subregional organizado por la

Annex 2: Social Media Engagement

Facebook



Amazon Malaria Initiative

November 20, 2013

¡Felicitamos al Proyecto Malaria Colombia que fue escogido como el Campeón contra el Paludismo en las Américas del año 2013! El jurado de la Organización Panamericana de la Salud (OPS/OMS) en Washington divulgó el resultado del concurso en el 6 de noviembre, durante la conmemoración anual del Día del Paludismo en las Américas. Vea el video sobre el proyecto ganador: <http://vimeo.com/77532088>

Parabéns para o Projeto Malária Colombia que foi escolhido como o Campeão contra a Malaria nas Américas 2013! O jurado da Organização Panamericana da Saúde (OPS/OMS) divulgou o resultado do concurso no dia 6 de novembro em Washington, durante a comemoração anual do Dia da Malária nas Américas. Assista o vídeo sobre o projeto: <http://vimeo.com/77532088>

Like · Comment · Promote · Share

7 2



Amazon Malaria Initiative changed his cover photo.

November 27, 2013



Like · Comment · Stop Notifications · Promote · Share

3 1

Facebook



Amazon Malaria Initiative
December 17, 2013

Sintam-se à vontade para compartilhar informações, estudos, fotos, links, etc. sobre a prevenção e o controle da malária na região das Américas! Queremos a sua participação!

Like · Comment · Promote · Share 👍 4 💬 2

Twitter



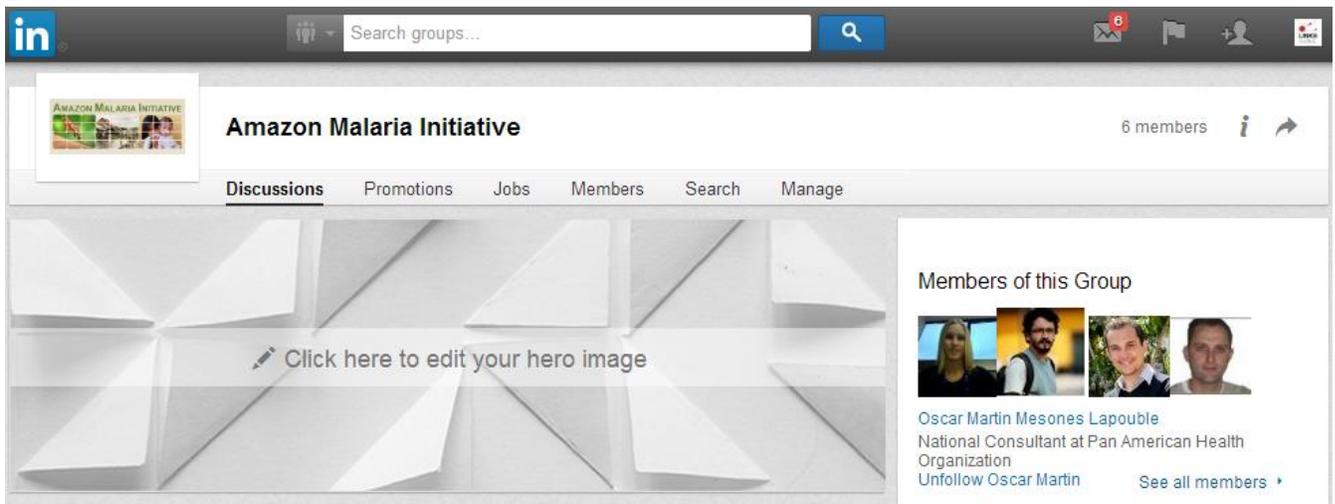
Tweets
Following
Followers
Favorites
Lists

Photos and videos

AMI
@AmazonMalaria
AMI is working to prevent and control malaria in the Amazon basin and bring lessons learned to other countries in the region and around the globe.
Washington, DC · usaidami.org/index.shtml

852 TWEETS 2,001 FOLLOWING 508 FOLLOWERS [Edit profile](#)

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Amazon Malaria Initiative 6 members

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National Consultant at Pan American Health Organization
[Unfollow Oscar Martin](#) [See all members](#)

Annex 3: Travel Work Plan and USAID Approval

**WORK PLAN FOR TECHNICAL COORDINATOR'S TRAVEL TO
ROCKVILLE, MD FROM DECEMBER 1-11, 2013**

**Communications Support for SARI
Contract Number: AID-527-C-13-00004**

Submitted to:
Jaime Chang, COTR
USAID/Peru
jachang@usaid.gov

Submitted by: Julie de Carvalho, Lead Activity Manager
Links Media, LLC
jdecarvalho@linksmedia.net

November 25, 2013



Links Media wishes to request approval for proposed travel to Rockville, MD for international staff member Rosane Lopes, Technical Coordinator for Communications Support for SARI, from December 1, 2013 through December 11, 2013. This work plan is provided as supporting documentation, outlining the need for Ms. Lopes' travel to the United States and detailing how Links Media intends to use Ms. Lopes' time towards the completion of key deliverables according to its 2013-2014 Communications Support for SARI Work Plan.

1. Purpose of Proposed Visit

Links Media's Technical Coordinator will travel from Rio de Janeiro, Brazil, to receive corporate training regarding principles, protocols and procedures. She will be involved in continuity of operations planning and development, be briefed in field technical assistance protocols and tools, receive quality assurance for work plan implementation, and be trained for TA, program and materials development, monitoring and assessment related to the Communications Support for SARI contract. As the designated SARI project expert on health communication, she will also participate in strategy sessions and contribute to the development of the AMI Dissemination Plan, as well as plan for the country and regional communication strategies to be developed under contract number AID-527-C-13-00004. The quality of Links Media's key deliverables, such as the AMI Dissemination Plan, will depend in large part on the shared vision of the Technical Coordinator and other team members in developing and executing a cohesive "master plan" that can serve as a reference for the AMI country communication strategies and for the Central America regional strategy. This will require guidance from the Links Media corporate office.

2. Objectives of Links Media's participation during the proposed site visit

The main objectives for this visit can be summarized as follows:

- a. Increase Technical Coordinator's understanding of Links Media policies and procedures, as well as enhance her knowledge of prior involvement with the Amazon Malaria Initiative (AMI) and related efforts for continuity of operations.
- b. Train Technical Coordinator in preparation for work plan implementation, field delivery of TA, program and materials development, as well as monitoring and assessment of project tasks.
- c. Finalize the AMI Dissemination Plan (*Deliverable 1.2, Annual AMI Communication and Information Dissemination Plan 2013-2014*).
- d. Introduce Technical Coordinator to key representatives of the Washington, DC area technical partners.
- e. Generate the following outlines required in the SOW:
 1. communication strategy to support the response to the emergence of resistance to artemisinin in the Americas;
 2. strategies for each of the six Amazon countries' strategies; and,
 3. strategies for the set of Central American countries.

3. Scope of work

It is essential that the Technical Coordinator be an integral part of Links Media's project start-up and planning team, to ensure smooth and professional execution of the Communications Support for SARI contract. The Technical Coordinator will engage in the following activities during her time at the Links Media office:

- Learn more about Links Media's previous work with AMI, as well as receive training in specialized corporate techniques for communication strategy development, through technical in-services.
- Conduct a baseline rapid assessment of the current situation in AMI countries together with the Lead Activity Manager, using a diagnostic survey as the primary qualitative research instrument in order to identify the countries' communication and technical assistance needs.
- Analyze results of baseline rapid assessment.
- Lead strategy session with other Links Media staff to develop approaches for the AMI Dissemination Plan.
- Finalize the AMI Dissemination Plan, incorporating results from the rapid assessment with AMI countries and technical partners.
- Meet with technical partner representatives based in the U.S., including PAHO, USP, and MSH.

4. Timeline of activities

Monday, December 2:

- Receive a contractual/administrative briefing to cover corporate policies and procedures pertaining to Links Media's contract with USAID/Peru
- Participate in technical in-services regarding Links Media's tools and approaches:
 1. Corporate approach used in prior regional work with pandemic influenza, possible replication for AMI
 2. Process for drafting conceptual briefs

Tuesday, December 3:

- Participate in technical in-service regarding Links Media's tools and approaches:
 3. Overview of transcreation process
- Conduct rapid assessment surveys with National Malaria Control Programs (NMCPs) via telephone

Wednesday, December 4:

- Continue to conduct rapid assessment surveys with National Malaria Control Programs (NMCPs) via telephone
- Hold contract technical review -- 4 pm conference call with Jaime Chang to discuss M&E and work plans

Thursday, December 5:

- Conduct interviews with technical partners in Washington, DC area

1. Keith Carter and Maria de la Paz Ade of PAHO
2. Edgar Barillas, MSH
3. Victor Pribluda, USP

Friday, December 6:

- Analyze data collected via interviews and rapid assessment surveys

Saturday, December 7: OFF

Sunday, December 8: OFF

Monday, December 9:

- Lead strategy session for SARI Dissemination Plan development

Tuesday, December 10:

- Finalize dissemination plan draft with approaches developed during strategy session

Wednesday, December 11:

- Generate outlines for country communication strategies, based on AMI Dissemination Plan
- Generate outline for communication strategy for emergence of artemisinin resistance, based on AMI Dissemination Plan

5. Logistics

The Technical Coordinator will be arriving in Rockville, MD, on/or about December 1, 2013 and will depart on/or about December 11, 2013. Flight itinerary and hotel reservations are pending confirmation from USAID/Peru. No additional Mission assistance is requested.

6. Funding

The traveler will be supported through the respective Communications Support for the South American Regional Infectious Disease (SARI) program budget.

7. Action

USAID/Peru should inform Links Media whether approval is granted for the travel to take place as proposed. Please reply via e-mail to the attention of Julie de Carvalho at jdecarvalho@linksmedia.net. Please send carbon copies to Rosane Lopes at rlopes@linksmedia.net and Brian Kubiak at Bkubiak@linksmedia.net.

Julie de Carvalho

From: Jaime Chang [jch3117@gmail.com]
Sent: Thursday, November 28, 2013 9:35 AM
To: Julie de Carvalho; Myriam(PERU/HPN) Sarco
Cc: Jaime Chang; Brian Kubiak; rlopes@linksmedia.net
Subject: Re: Technical Coordinator travel to the U.S.

Dear Julie,

Please consider Rosane Lopes' trip approved.

Beware I will be back at office on December 09 and that we need to arrange any call for that week (I have to take leave time the week of December 16).

Cordially,

Jaime

Jaime

On Mon, Nov 25, 2013 at 5:23 PM, Julie de Carvalho <jdecarvalho@linksmedia.net> wrote:

Dear Jaime,

Sure, not a problem. I am attaching here a work plan for the proposed trip. In light of the long list of objectives we would like to accomplish, the dates have been adjusted to December 1-11, 2013. Thanks for having the flexibility to review this quickly, despite your own travel plans!

Please let us know if you will be available for a brief phone call once you are back, on Tuesday, December 3. We can call you at your office number at 4 pm, or another time if you prefer.

Saludos,

Julie

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From: Jaime Chang [<mailto:jachang@usaid.gov>]
Sent: Monday, November 25, 2013 1:48 PM
To: Julie de Carvalho
Subject: Re: Technical Coordinator travel to the U.S.

Dear Julie,

It would be necessary to have a work plan that justifies the trip (send it cc jch3117@gmail.com)

I will start traveling tomorrow until December 01, but I will review the work plan and send feedback this week.

Jaime

On Tue, Nov 19, 2013 at 4:54 PM, Julie de Carvalho <jdecarvalho@linksmedia.net> wrote:

Dear Jaime,

Links Media would like to bring Rosane Lopes, our Technical Coordinator based in Rio de Janeiro, to Rockville, MD from December 1-6, 2013 to do a technical in-service for our AMI work.

Is there any specific documentation you would need from me in order to approve this as an allowable project expense? Please advise.

Best regards,

Julie

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