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## **GHAR GHAR MAA SWASTHYA (GGMS)**

Annual Report

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Submitted by FHI 360

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## ACRONYMS AND ABBREVIATIONS

2CL	(Iodized Salt with) Two Child Logo
AIDS	Acquired immune deficiency syndrome
BOD	Board of directors
COR	Contracting Officer's Representative of USAID
CRS	Nepal CRS Company
ECP	Emergency Contraceptive Pills
ERP	Enterprise resource planning
FGD	Focus group discussion
FHD	Family health division
FHI 360	Family Health International
FP	Family planning
GIS	Geographic information system
GON	Government of Nepal
HECAF-Nepal	Health Care Foundation – Nepal
HIV	Human Immunodeficiency Virus
IDD	Iodine Deficiency Disorder
KAP	Knowledge, attitudes, and practices
MC	Mystery Client
MCH	Maternal and child health
MI	Micronutrient International
NHEICC	National Health Education and Communication Center
ORS	Oral rehydration salts
PMP	Performance Measurement Plan
RH	Reproductive health
RAI	Rural Access Initiatives
SBCC	Social and behavior change communication
SM	Social marketing
STI	Sexually transmitted infection
TSV	Technical Supervision Visit

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## **EXECUTIVE SUMMARY**

USAID's Ghar Ghar Maa Swasthya (GGMS) project, seeks to assist Nepal CRS Company (CRS) to move towards becoming a viable private sector company and to increase the availability and accessibility of health products and services in Nepal with focus in 49 selected hard-to-reach hills and mountain districts. GGMS consists of two components. Under the first component of GGMS, USAID funds CRS for social marketing activities promoting subsidized products in rural, hard-to-reach areas. Under the second component, USAID funds Family Health International (FHI 360) to provide technical assistance to CRS to improve its capacity to take the challenge of being more independent and proactive social marketing organization to work in areas of FP/MCH, HIV/AIDS etc.

FHI 360 has been providing technical assistance to CRS to strengthen its overall institutional capacity that includes human resources management and leadership capacity, commodity distribution system, SBCC and product marketing, and monitoring & evaluation system based on assessment using USAID-funded Capable Partners Institutional Development Framework (IDF). Semi-annual report covering period from August, 2014 to January, 2015 was submitted in February 2015. As per the reporting requirement of the contract, this report is expanded to cover three more months from February to April, 2015. The major areas of activities and brief of the status, during the period August 2014 to April 2015, follows.

### **PROJECT ACHEIVEMENTS**

Overall, GGMS project has satisfactorily progressed as planned during the first 9 months of the current planning period except extended time taken to complete processes to get required approvals from the Government delayed some of the activities. This report summarizes the status of planned activities for the planned period in table 1.

### **TECHNICAL ASSISTANCE TO CRS**

FHI 360 continued providing technical assistance to CRS during the reporting period. The areas of technical assistance included but not limited to personnel recruitment, consolidation of financial information, maintenance of ERP system, development of mobile-based information system, market research, development of marketing plan, product branding, design of communication campaigns, preparation of tender documents for procurement and quality testing of sanitary napkins.

FHI 360 also assisted CRS to revise its TSV tool and work towards preparing FP guidelines for use by private sector service providers. FHI 360 also continued assisting CRS to promote the use of condoms in hot-zones.

### **CAPACITY BUILDING**

FHI 360 closely worked with CRS to develop capacity of its staff in various areas. We conducted three leadership and management workshops, completed the report writing training, and assisted CRS to conduct three EPM (effective product marketing) and EDM (effective demand creation) training for its field staff, SPSS training, and Financial management training. FHI 360 concluded the activities planned to build capacity of journalists in health reporting by recognizing two journalists for their excellent contribution to health reporting, by Hon. Minister of Health and Population on the occasion of World Health Day, 2015.

## **MONITORING AND EVALUATION**

FHI 360 presented the findings of various researches (e.g. quality assessment of Sangini clinics and access to condoms in hot zones) to all CRS staff including field-based staff. These presentations highlighted gaps and identified areas where CRS needed to focus for improvement. CRS staffs are in the process of preparing action plans based on these presentations. We continued providing secondary sales data of FP/MCH commodity collected by AC Nelson Company across the urban centers of Nepal. CRS uses this data in designing and planning its activities related to sales and promotion of its products.

FHI 360 completed consumer study, supported by KfW, on ECPs among urban women in Nepal with an objective to better understand consumer awareness, attitudes towards and use of emergency contraceptive pills as part of a choice of all family planning options.

Currently there are three ongoing research studies: Condom and STI kit retail audit, Quality of service at Sangini outlets and Knowledge Attitudes and Practices (KAP) study on Family Planning and MCH products in GGMS Project Districts., Of these three studies, data analysis and tabulation of the first two studies are ongoing. For KAP study, data collection is completed. However, the data processing is delayed because of the earthquake. Once data processing is completed, data cleaning and tabulation and analysis will be carried out. FHI 360 is will share the findings of these studies with CRS staff.

## **BEHEVIOR CHANGE COMMUNICATION (BCC)**

FHI 360 continued working with relevant stakeholders to promote healthy behaviors through effective BCC campaigns to promote use of Zinc with ORS for treatment of diarrhea in under five children, chlorhexidine in cord care of newborns and iodized salt in households of low coverage districts Dolakha, Sindhupalchowk, and Rasuwa in central mountain region. While BCC campaigns on use of Zinc with ORS and Chlorhexidine in cord care of newborns are concluded, the final report of promotion of us of iodized salt is delayed because of the recent unfortunate earthquake.

## **PROJECT MANAGEMENT**

FHI 360 made number of procurements, through competitive bidding process, during this reporting period. The project saw the sudden departure of its Marketing and Communication Advisor in August 2014. FHI 360 promptly hired a consultant to fill this vacancy. Similarly, FHI 360 hired a short-term staff to substitute admin assistant who went on maternity leave. FHI360 sought the help of a local consultant to conduct Leadership and Management training. FHI 360 selected three applicants to do internship for a period of 3 months starting from February 2015, which was completed in April. Director of finance and administration resigned from the project effective first week of April, 2015. FHI 360 has assigned the responsibility of administration and finance to senior finance officer.

## **CHALLENGES**

The project management was smooth except few challenges in getting approval of BCC materials from NHEICC on time. FHI 360 spent considerable time in helping CRS to address the situation arising out of the requirement of spending PI fund within the project period. Sometimes, unplanned urgencies contradicted with the planned capacity building activities of CRS. FHI 360, however, tried to complete planned activities on time. During this reporting period, the project saw few strike days and major earthquake in Nepal which hampered the

office operations for a week (27- 30 April) and the electricity supply situation did not improve. FHI 360, however, managed its operation successfully.

## **NEXT STEPS**

Almost all of the activities planned from August 2014 to April 2015 to this reporting period has been completed, however some of the activities in the final stage of completion and GGMS will support some of the activities especially requested made by USAID and remaining three months will be focused on the closure of the project such as disposition of the assets, sending program and finance documents to HQ etc.

## **INTRODUCTION**

USAID's **Ghar Ghar Maa Swasthya (GGMS)**, or Healthy Homes project, seeks to graduate Nepal CRS Company (CRS) to become a viable private sector company and to increase the availability and accessibility of health products in 49 priority hill and mountain districts. The program will assist the Government of Nepal (GON) to expand the depth, reach, and impact of the private sector in social marketing, and provide low-cost maternal and child health (MCH), family planning (FP) and HIV prevention products and services.

GGMS consists of two components. Under the first component, USAID funds CRS for social marketing activities, focusing on sustainability through commercial marketing in urban areas and promoting subsidized products in the rural, hard-to-reach areas. Under the second component, USAID funds Family Health International (FHI 360) to assist CRS in developing and implementing business plans and behavior change communication activities, such as generic campaigns promoting FP best practices.

The GGMS project has four primary result areas:

**INTERMEDIATE RESULT 1:** Increased supply of selected high-quality FP, reproductive health (RH), and MCH commodities and services in hard to reach rural areas through private sector health providers

**INTERMEDIATE RESULT 2:** Increased availability of HIV/AIDS/STI prevention commodities and services among most-at-risk groups in designated hot zones

**INTERMEDIATE RESULT 3:** CRS achieves full cost recovery with at least two products and product cost recovery with at least another two products by the end of the project

**INTERMEDIATE RESULT 4:** Enhanced strategic behavior change communication materials and resources produced

This report comprises a description of results and activities for the period of August 1, 2014 to January 31, 2015.

## **COMPLIANCE WITH US POPULATION POLICIES**

FHI 360 gave significant importance to ensuring compliance with US population polices. FHI 360 conducted a mystery client study (detailed under Intermediate Result I below) to ascertain the degree to which providers are following FP service delivery protocols established by the project. Together with program monitoring data collected by Nepal

Fertility Care Center, CRS can use the data from this study to monitor CRS's management of compliance with US population policies and to improve the quality of FP service delivery.

## OPERATIONAL ENVIRONMENT

During this period, FHI 360 experienced minimal disruption in activities due to the operational environment in the country except few days of strike and major earthquake in last week of April and continuous aftershocks. Load shedding remained a constant feature during the winter months, but FHI 360 maintained adequate back up and generator systems to ensure smooth operation of its office. GGMS office was closed during 27-30 April, after the earthquake on 25<sup>th</sup> April. The office was resumed from first of May and then again interrupted by the earth quake on 12 May. GGMS staff showed great courage during these difficulty days.

## PROJECT ACHEIVEMENTS

### WORK PLAN AND STATUS OF PLANNED ACTIVITIES

Overall, the GGMS project has progressed as planned during the first six months of the project. Table 1 summarizes FHI 360's progress on planned major activities.

SN	Activities	Current Status/ Indicator	Remarks
1.	FHI 360 Internship program	Completed	2 Interns completed in November and 3 more selected for next phase starting from February 2015 which was completed in April.
2.	Conduct report writing workshop for CRS staff	Completed	7 senior level staff from HQ and 6 mid-level managers from the field are trained on report writing
3.	Conduct leadership and Management Development workshops for CRS staff	All 3 workshops out of the total 3 planned are completed	Third and Final phase of the workshops was conducted from February 8-11 2015 at Sauraha, Chitwan.
4.	Develop mobile based system to track field activities including sales	Completed	FHI 360 provided 36 mobile sets to CRS. CRS is regularly receiving the data from the field. CRS is plotting the data in geographical maps to monitor the coverage of services.
5.	Hold quarterly performance review meeting with CRS	Completed	Reviewed the performance plan and discussed about the future work in Dhulikhel.
6.	Participate in joint monthly meetings with CRS and USAID	Progressing satisfactorily ( <i>meetings planned to attend during the reporting period 6; attended –8</i> )	FHI 360 is actively participated in all the joint meetings of CRS/USAID/FHI 360. Recently the meeting is being organized on bi-monthly basis.
7.	Conduct period strategic updates with key DOHS officials and partners; Participate in DOHS family planning and maternal and neonatal health sub-committee meetings, representing	Progressing satisfactorily ( <i>Meeting planned to attend in the reporting period –3; attended – 3). Attended many other unplanned</i>	FHI 360 staff participated in FP sub-committee meetings and other meetings with Government and other development partners.

	the private sector	<i>meetings called by FHD.</i>	
8.	Provide technical assistance to CRS to introduce sanitary napkins in the market	CRS decided not to introduce Sanitary Napkins	FHI 360 provided technical assistance in preparing marketing plan of Sanitary Napkins including product branding, development of promotional materials, preparation of tender documents etc.; FHI 360 also assisted CRS to conduct quantitative and qualitative perception survey on Sanitary napkins.
9.	Produce and place on-shop boards and other promotional materials for the promotion of D'zire condoms	Completed	The installation of on-shop boards is completed by the end of March y 2015.
10.	Provide technical assistance to CRS field staff to actually use the skill learned through EPM/EDC training courses in the field	Assisted CRS staff to conduct 3 EPM/EDC refresher training	The field staff actually used the learnings from this training in the field to promote CRS's products and services in the community.
11.	Provide technical support to prepare FP guidelines including long-term contraceptives for SM and private sectors	Not completed	FHI 360 and CRS are closely working on this. A set of questionnaire was distributed by FHD to assess the current FP practices in private sector. The planned a workshop in March with all stakeholders to finalize the outline/content of the guideline could not be held because CRS was not ready for it due to the finalization of agreement with USAID.CRS should build upon the work so far done.
12.	Revise TSV instruments, if necessary, and train CRS staff to enable them to conduct TSV after 2015 February	Revised TSV tools; Finalized the TOR for QA officers to be hired by CRS	One day training on general QOC and use of revised TSV was planned in March 2015 but CRS's QA officers could not be brought on board and the interview planned for 27 <sup>th</sup> April could not be organized due to earthquake on 25 <sup>th</sup> April, 2015.
13.	Conduct study visit for BOD in project areas of CRS in/outside Kathmandu Valley	It was planned in March 2015, but could not be completed.	This activity could not be done because the Board and staff were very busy in the finalizing the agreement with USAID in this period and hiring of new management staff was delayed.
14.	Work with NHEICC to promote ORS + Zinc	Completed	FHI worked with CHD, FHD, NHEICC and MI to finalize the BCC materials to promote the use of Zinc with ORS in the treatment of simple diarrhea of under 5 years of age. Media Campaign started from August 2014 and ended in April 2015.
15.	Work with NHEICC to promote use of Chlorhexidine in cord care of newborns	Completed	There was considerable delay in getting approval from NHEICC. It approved the campaign in January 2015 after several months of waiting.  In line with our plan, we have recently started the campaign with TVC and PSA broadcast from local TV/FM stations in 41 districts (note: TV network is available only in 21 districts but FM is available in all 41 districts). Printing materials have been distributed in 10 districts. On request from CNCP program, we initiated the printing of additional materials and gave it to CNCP. CNCP has

			taken the responsibility to distribute these additional materials in other districts.
16.	Work with NHEICC to promote use of 2CL iodized salt at households	Completed	The program is targeted in low use of 2CL salts districts in eastern mountain districts: Rasuwa, Sindhupalchowk and Dolakha. The activities completed in April but the final report was due by April and final payment was due by May 15, 2015. However, the final report and the payment are delayed due to earthquake.
17.	Monitor the health reporting by Journalists	Completed	Last filed visit by journalists in Kathmandu conducted in November 2014
18.	Training on analysis and interpretation of the financial	Completed	TR Upadhaya Company conducted 4 days training from February 23-26 in Kathmandu for 10 CRS finance staff.
19.	Award to Media Journalist for health reporting	Completed	Two journalists were awarded on the occasion of World Health Day by Honorable Minister of Health
20.	Data Analysis Using SPSS	Completed	FHI organized five days workshop from April 20-24, 2015 in Kathmandu.
21.	Initiated SOCIAL MARKETING CONFERENCE in Nepal with a theme of "Improving health and well-being of people of Nepal through Social Marketing"	It was decided not to organize the conference.	As GGMS/FHI 360 project was closing in April 2015, it was realized that there was not enough time to organize this event. Substantial planning was made for this activity, which will be documented for future reference.

Details of achievements for each intermediate result area are as below.

## INTERMEDIATE RESULT 1: INCREASED SUPPLY OF SELECTED HIGH-QUALITY FP, RH, AND MCH COMMODITIES AND SERVICES IN HARD TO REACH RURAL AREAS THROUGH PRIVATE SECTOR HEALTH PROVIDERS

### TECHNICAL INPUTS INTO MARKETING ACTIVITIES

FHI 360 provided technical input into the development of marketing tactics for CRS's product portfolios. Most efforts focused on market research, designing and pre-testing the branding, packaging, promotion and launching for CRS's sanitary napkins.

### PARTICIPATION IN GON TECHNICAL MEETINGS

FHI 360 staff participated in a broad range of technical working groups and committees in FP, RH and MCH technical areas. Such groups included National Family Planning Sub-committee, CB-IMCI/NCP Partners' Meeting and FP planning meeting organized by FHD and UNFPA. FHI 360 staff also attended various meeting with NHEICC in regards of BCC

activities to promote the use of Zinc with ORS in the treatment of normal diarrhea of children under 5 years and use of Chlorhexidine in cord care of newborns and campaign for the promotion of Iodized salt in three mountain districts of Nepal. FHI 360 also participated in meeting with CHD, NHEICC, and other development partners in connection with the designing and implementing IDD campaign for three central mountain districts: Rasuwa, Sindhupalchowk, and Dolakha.

## QUALITY ASSURANCE

In continuation to its assistance to help CRS improve the quality of services at Sangini outlets, FHI 360 provided technical assistance to CRS in organizing two workshops one each in Kathmandu and Pokhara with Sangini service providers from respective regions to seek their suggestions and concerns regarding TSV. Based on the outcomes of the workshops and further discussions with CRS, FHI360 has revised the TSV tools. The revised tools are ready for further implementation. FHI 360 planned a training of QA officers of CRS on the use of revised TSV tool in March 2015. CRS has opened vacancies for these positions, however, the staff hiring process of QA Officers was delayed therefore, this activity could not be completed.

## INTERMEDIATE RESULT 2: INCREASED AVAILABILITY OF HIV/AIDS/STI PREVENTION COMMODITIES AND SERVICES AMONG MOST-AT-RISK GROUPS IN DESIGNATED HOT ZONES

### ASSESEMENT OF ACCESS AND QUALITY OF ACCESS TO CONDOMS IN HOT-ZONES USING GEOGRAPHIC INFORMATION SYSTEM (GIS) TECHNOLOGY

FHI 360 has already obtained approval from IRB (Internal Review Board of FHI 360) for conducting survey to assess the access and quality of access to condoms in hot zones using GIS technology and assessment of quality at Sangini clinics. FHI 360 FHI 360 is currently analyzing the data collected. The result of the analysis will be presented to CRS during June, 2015.

## COORDINATION WITH SAATH-SAATH PROJECT

FHI 360 facilitated meetings between CRS and the Saath-Saath project to identify opportunities for collaboration, particularly in social marketing of condoms through Saath-Saath's drop in centers (DICs). CRS and Saath-Saath staffs are meeting regularly. Though the strategy of selling CRS condoms through DICs did not seem feasible, CRS and Saath-Saath are exploring how to share BCC materials and strategies to promote CRS products and use of dual protection FP methods among MARPs.

## PROMOTION OF D'ZIRE CONDOMS IN HOTZONES

While CRS is focusing on the electronic media (TVCs and radio) to promote D'zire, FHI 360 produced on-shop boards and other promotional materials for promoting sales of D'zire in hot zones. The installation of on-shop boards was completed and other promotion materials (Wall clock, Diaries, Pen, Key-chains) were handed over to CRS.

## INTERMEDIATE RESULT 3: CRS ACHIEVES FULL COST RECOVERY WITH AT LEAST TWO PRODUCTS AND PRODUCT

## **COST RECOVERY WITH AT LEAST ANOTHER TWO PRODUCTS BY THE END OF THE PROJECT**

### **NEW PRODUCT LAUNCHING**

FHI 360 provided technical assistance to CRS in conducting research, branding and developing promotional materials, and preparing marketing plan for introducing sanitary napkins in the market. FHI 360 also worked with CRS to prepare product specification and tender document.

### **CAPACITY DEVELOPMENT IN REPORT WRITING**

A key focus under the GGMS project is to build CRS's capacity in order to strengthen its position as Nepal's leading company for availing health products and services. CRS's extensive history in social marketing in the country has made it nearly a household name in Nepal. As CRS moves into a new era focused on greater independence, establishing a strong relationship with donors and other partners, suppliers, as well as consumers will be critical to its success. An important element to establish, and build such relationship is to have effective mechanism in which CRS is able to communicate well with their existing and possible stakeholders. This requires that the staff at CRS have strong skills in writing reports.

FHI 360 contracted a local organizational development company, ODC Inc., to conduct a participatory workshop to develop skills of CRS staff in writing reports. ODC and CRS have completed this activity. Both senior staff at head quarter and field participated in a series of workshops conducted by ODC.

## **INTERMEDIATE RESULT 4: ENHANCED STRATEGIC BEHAVIOR CHANGE COMMUNICATION MATERIALS AND RESOURCES PRODUCED**

### **PROMOTION OF HEALTHY BEHAVIOR THROUGH GENERIC BCC**

#### **PROMOTION OF USE OF ZINC WITH ORS**

National Health Educational and Information Center (NHEICC) approved the BCC materials developed by GGMS approved television commercials (TVC), radio jingles and other printed materials for the promotion and use of zinc with ORS, developed by GGMS working closely with other development partners and NHEICC. GGMS is currently disseminating TVC and radio jingles in Nepali and other five languages (Maithili, Bhojpuri, Awadhi, Tharu and Tamang) from September 2014. GGMS has documented the entire process of developing these BCC materials in a 5-minute video, which is ready for sharing with interested development partners working in the areas of Behavior Change Communications (BCC). This campaign ended in March 2015.

#### **PROMOTION OF USE OF CHLORHEXIDINE GEL IN PREVENTING NEONATAL INFECTION**

FHI 360, in coordination with concerned GoN departments (NHEICC, CHD, and FHD) and in partnership with USAID's Navi Care Program (CNCP) managed by JSI has started a campaign to raise awareness on the exclusive use of Chlorhexidine gel on the stump of neonates immediately after birth.

JSI/CNCP has been successfully working in the implementation of the project. FHI 360 is augmenting the efforts of CNCP program through a BCC campaign. The campaign also

aims to inform Female Community Health Volunteers (FCHVs) to recommend use of Chlorhexidine at health facilities and to inform mothers and family members not to apply anything else on the chord after the Chlorhexidine gel is applied.

Before designing the campaign, FHI 360 conducted in-depth-interviews of nine FCHVs, six VDCs in Nawalparasi in the Terai region, and three VDCs in Baglung in the hilly region. FHI 360 organized several meetings with GON partner's agencies and other stakeholders and organized two workshops including FCHVs and representative members of the mother groups comprising 6 language speakers to take a decision for designing the messages and materials.

After a long wait, FHI 360 finally received approval for the Communication Campaign from NHEICC in January 2015. The communication campaign comprises of TVC, two radio spots, flex banners, and poster targeted to caregivers and the service providers. In line with our plan, we have started the campaign from 16 February with TVC and PSA broadcast from local TV/FM stations in 41 districts (*note: TV network is available only in 21 districts but FM is available in all 41 districts*). Printed materials were distributed in 10 districts. On request from CNCP program, we have printed additional materials. CNCP has taken the responsibility to distribute these additional materials in other districts. The campaign continued till the end of April 2015.

### **PROMOTION OF IODIZED SALT (2CL) THROUGH SOCIAL MARKETING IN LOW COVERAGE MOUNTAIN DISTRICTS**

In addition to providing TA to CRS, a major objective of GGMS project is to work in behavior change communication focused on topics outside of the domain of social marketing carried out by CRS, and as directed by the COR of USAID/Nepal.

After the approval from COR, FHI 360 contracted MaxPro, through a competitive bidding, to conduct a BCC campaign to increase the consumption adequately iodized salt packaged with "Two Child Logo" (2CL) Rasuwa, Sindupalchowk and Dolakha districts from the central mountain region of Nepal, especially targeted to women of reproductive age, pregnant women, and children. The campaign builds on improving coordination with concerned agencies, effective and tailored Behavior Change Communication (BCC), advocacy, community mobilization and networking interventions. The program has strong monitoring, supervision of the activities and qualitative evaluations. FHI 360 team visited the project site, Rasuwa in the month of March and Dolakha in April. During the visit it was found that BCC intervention has proven to be effective in raising awareness on importance of intake of iodized salt however a longer term interventions are required to initiate and sustain the behavior change. A number of factors namely level of awareness, pricing, availability are crucial for people to shift from phoda salt to iodized salt consumption. The campaign continued till the end of April 2015.

### **CAPACITY DEVELOPMENT OF HEALTH JOURNALIST**

In November 2014, FHI 360 facilitated an observation tour, for a group of Journalists, around USAID's HIV/AIDS project in Kathmandu area to enable them to understand firsthand account of the project activities and results. They interacted with beneficiaries at outreach sites (Massage Parlors and Dance Restaurant) and visited Traditional and Non-Traditional Outlet (NTO) to observe the availability and accessibility family planning (FP) products and services provided through social marketing by CRS.

This is an ongoing activity of FHI 360 to build capacity of Journalists of Nepal in health reporting. The objective of the program is to enable journalists to report responsibly accurate, balanced, impactful, critical, and health stories. This program expects to create an opportunity for USAID to clearly communicate objectives, activities, and achievements of its health and family planning (HFP) projects as well as establish potential long-term

media relationship.

FHI 360 organized, in close collaboration with USAIDs' communication unit, a sharing and interaction meeting in February 2015 where media and health experts of Nepal reviewed the articles and reports published by the participating journalists.

The project concluded with awarding Health Reporting Award 2014-2015 to two outstanding journalists (Ms. Nisha Rai and Mr. Arjun Poudel by Honorable Minister of Health on the occasion of World Health Day 2015 program at Nepal Administrative Staff College, Jawalkhel on 15<sup>th</sup> April, 2015.

## PROJECT MANAGEMENT

### PROCUREMENT OF SERVICES

FHI 360 used competitive process for all procurements during this reporting period. The major contracts awarded through competitive bids during the reporting period included

1. The Nielsen Nepal Company for RMS subscription;
2. Key Advertising for Media placement of ORS + Zinc in National network
3. Ultimate Marketing for printing of BCC materials of Zinc and Chlorhexidine gel
4. Blitz Media Pvt. Ltd. For media (TV and PSA) placement of ORS + Zinc in Regional networks
5. MaxPro Private Ltd. for designing and implementing BCC to socially market Iodized (2 Child Logo) salt in low coverage mountain districts of Nepal
6. The Writing Workshop for building capacity of Journalists in health reporting
7. Outreach Nepal for designing BCC campaign for Chlorhexidine gel
8. ODC Pvt. Ltd. for capacity building of CRS staff on report writing
9. The Nielsen Nepal Company for conducting Condom and STI kit retail audit
10. Blitz Media Pvt. Ltd. for assessment of quality of service at Sangini outlets in 49 GGMS prioritized districts
11. Valley Research Group for conducting end line (KAP) study on FP and MCH products among married women of reproductive age in 49 GGMS priority districts.

### 12. STAFFING AND CONSULTANT

The project saw the sudden departure of its Marketing and Communication Advisor in August 2014. FHI 360 promptly hired a consultant to fill the position. FHI 360 promptly hired a short-term staff to substitute for admin assistant who went to maternity leave. Finance and Administration director resigned effective first week of April. GGMS assigned this responsibility to senior accountant. This has not affected the operation of GGMS in any way.

FHI360 also sought the help of a local consultant to conduct the Leadership and Management training.

### INTERNSHIP

FHI 360 selected three applicants to do internship for a period of 3 months starting from February 2015 and was completed in April. These three individuals worked in the areas of social and behavioral change communication, monitoring, evaluation and research

and facilitation. Out of two interns previously completing six months of their internship in this reporting period, one of them got placement with Health Care Waste Management (HECAF).

## **MONITORING AND EVALUATION**

### **RESEARCH**

FHI 360 completed and presented the findings of (MC based study of Sangini outlets to CRS central level staff and field staff including GON partners and other stakeholders. CRS has used the findings of the MC study to inform and persuade NFCC about the areas it needs to focus during the technical supervision areas (TSVs).

FHI 360 provided technical support to CRS to conduct qualitative study through FGDs to assess the consumer behavior and preference pertaining the use sanitary napkins by assisting. CRS has completed the study.

FHI 360 has been providing secondary sales data of FP/MCH commodity collected by AC Nelson Company across the urban centers of Nepal. CRS uses this data in designing and planning its activities.

In October 2014, FHI 360 completed consumer study on ECPs among urban women in Nepal with an objective to better understand consumer awareness, attitudes towards and use of emergency contraceptive pills as part of a choice of all family planning options. The study also examined the behavioral differences between different categories of women: those who are unaware of ECPs, those who are aware but have never used and those who have used ECPs, with the aim of formulating strategies to best help these women increase their understanding and proper use of ECPs and making it available to them, when desired, to avoid unwanted pregnancies. KfW funded this research. FHI 360 sent the final report to KfW and CRS and presented the findings of the study with the stakeholders including GoN, External Development partners, and INGOs working in the area of family planning.

FHI 360 planned for a number of researches for the next reporting period. We have already received approval from FHI 360's internal review board for research ethics (IRB) in relation to conduct survey to assess quality of care at CRS's Sangini outlets using mystery client approach and conduct an assessment of access and quality of access to condoms in hot zones using GIS technology. FHI 360 also planned to conduct KAP survey on FP/MCH products in 49 districts of hills and mountains of Nepal.

**DATA ANALYSIS USING SPSS** CRS requested technical assistance in the field of data analysis, so that it can identify the market status through data and determine its progress and achieve the predetermined objectives.

Realizing the importance of data management in CRS, FHI organized five days workshop on Data Analysis using Statistical Package for the Social Sciences (SPSS) to strengthen the capacity of the CRS staff to meet the future challenges in the field of data management from April 20-24, 2015 at Hotel Tibet, Lazimpat, and Kathmandu. There were 9 participants from CRS from mid-level managers to director's level.

The objective of the workshop was to introduce SPSS and its use for statistics and interpretation of survey data. This workshop emphasized at hands on experience to SPSS software to facilitate researchers in handling survey data using different statistical methods, develop their skill on quantitative data analysis through practical experience by using “learning by doing” method.

## **CAPACITY BUILDING**

### **DEMAND CREATION AND PRODUCT MARKETING**

FHI 360 provided technical support to CRS to conduct Effective Product Marketing (EPM) and Effective Demand Creation (EDC) refresher training. In order to refresh existing skills of CRS’s Mid and Far Western region staff on demand creation and product marketing, three days EPM/EDC refresher training was organized in Dhangadhi, Kailali. The overall objective of the training was to improve capacity to design and implement effective community-based communication activities that will result in increased knowledge and concern about HIV/AIDs, FP/RH and MCH issues; actions taken to address problems and concerns related to these areas; sales of CRS products as solutions to these issues and exploring new business opportunities. CRS conducted similar type of refresher training for central region field staff in Kathmandu in September and in Biratnagar in January for eastern region field staff.

### **LEADERSHIP AND MANAGEMENT**

FHI 360 conducted a residential Leadership and Management Training (Phase I) from August 5- 8, 2014 and (Phase II) from November 11-14, 2014 for CRS mid-level managers. The main objective of the workshop was to improve the leadership and management skill and practices of CRS to help it to promote and practice result oriented leadership development model. The participants learnt skill around creating positive work environment, active listening skill and effective change management which all are very essential skills for an effective and efficient leader. They also learnt the importance of good governance, coaching and mentoring skill, and creating trust worthy environment in the organization. Working in four groups, participants took challenge projects in the first workshop. Each group shared the progress of its challenge project in subsequent workshops.

FHI 360 conducted a three and a half day (third and final phase) residential Leadership and Management Training for CRS mid-level managers from November February 8-11 2015 at Sauraha, Chitwan. The participants learnt skill around facilitation, conflict resolution and negotiation during this phase which all are very essential skills for an effective and efficient leader. Each four group shared the final update on progress of their respective group challenge project which was initiated during the first phase.

### **TRAINING ON ANALYSIS AND INTERPRETATION OF THE FINANCIAL STATEMENT**

FHI 360 provided training on analysis and interpretation of the financial statement to CRS 10 finance staff. TR Upadhaya & Company conducted 4 days training from February 23-26 in Kathmandu.

### **FINANCIAL MANAGMENT**

FHI 360 provided technical assistance to CRS to calculate payback period and develop cost allocation guidelines for CRS products and services. FHI 360 consultants met with

staff of controller office of USAID to discuss these matters and discussions are going on to accommodate the suggestions of USAID to finalize the cost allocation tools to address the changing needs of CRS as it moves ahead. Further, FHI 360 provided assistance to CRS on financial matters as and when required and requested. This activity is still continuing.

## HUMAN RESOURCE MANAGEMENT

FHI 360 worked very closely with CRS in drafting job descriptions of various positions, participated in interviews and selection process of selected staff. FHI 360 was involved in the selection of Human Resource Manager, M&E Manager, and an Area Manager. FHI360 drafted TOR for Quality Assurance Officer, for which CRS has recently published vacancy notice. Since the hiring process was not completed by CRS, This activity could not be completed as planned.

## PREPARATION FOR CONDUCTING SOCIAL MARKETING CONFERENCE IN NEPAL

FHI360 and CRS initiated and finalized the concept note after extensive discussions with USAID. After approval of the concept note including budget, FHI 360 sought EOI from the event management organizations and published request for proposal. FHI 360 formed an advisory committee chaired by a high official from the Ministry of Health and Population, selected prospective organization for event management; almost finalized the agenda and contacted few International speakers. Unfortunately, the conference could not materialize due to time constraints and other administrative reasons. As CRS was involved throughout the process, this experience would be useful should CRS pursue to organize SM conference in future.

## CHALLENGES AND NEXT STEPS

### CHALLENGES

FHI 360 faced some challenges especially for getting approval of BCC materials, including Zinc+ORS and Chlorhexidine, from NHEICC. The project saw few strike days organized by the political parties in the course of Constitution making process, but GGMS project took actions to mitigate the effects of these challenges on delivering project results. Electricity supply did not improve from last reporting period. FHI 360, however, managed its operation with a standby generator. Nepal was struck with a series of earth quakes starting 25 April, 2015. GGMS office was closed for few days (26-30 April) to allow time for the management to assess the safety of building before working from the office building.

### ALIGNMENT OF TECHNICAL ASSISTANCE PRIORITIES

FHI 360 spent considerable time in helping CRS to address the situation arising out of the requirement of spending PI fund within the project period. Sometimes, unplanned urgencies contradicted with the planned capacity building activities of CRS. FHI 360, however, tried to complete planned activities on time.

### NEXT STEPS

Since FHI 360 has entered into its closure period/phase before its contract ends in 31 July, 2015. Some of the areas that FHI 360 will work during the closure period include the following.

- Finalize research work to assess coverage and quality of access to condoms in hot zones, KAP survey for FP/MCH product and services in 49 hard-to-reach areas and assess quality of care at Sangini outlets and present the findings to CRS
- Provide TA to CRS on pre-shipment quality and lab testing of Panther condoms procured by CRS
- Prepare closeout plan including handing over the project assets to the organizations as directed by USAID
- Preparation of final reporting