

**HIV/AIDS Condom Social Marketing Program
Dominican Republic
Annual Report Oct. 2014-Sept. 2015**

Submitted by:
Population Services International
&
Society for Family Health Dominican Republic
Member of the PSI Global Network



Primary Contact:
Wendy Alba, Executive Director
Society for Family Health Dominican Republic
Calle 9 # 7 Esq. Pedro Agustín Morel, Mirador Norte
Santo Domingo, Dominican Republic
T: +1 809532-5848 Fax: 809-535-1370
Email: walba@psidr.org.do

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Section 1. **Introduction**

This report summarizes the progress of the Condom Social Marketing Project in the Dominican Republic, including actions and results for the Oct. 2014-Sept. 2015, which are summarized under three main sections:

In the first place, actions regarding sales and distribution of social marketing condoms, including strengthening the governmental structure in the transition process of storage and distribution of no logo condoms in the Ministry of Health and our leadership role in boosting the national condom strategy among the public and the non-governmental sectors.

Secondly, actions regarding technical assistance in communications for behavior change provided by SFH/PSI to the APC project referring to the elaboration of evidence based methodologies through training activities among the network of NGOs that are part of it.

Finally, the monitoring and evaluation narrative is included. Each section includes information regarding appropriate next steps to be taken.

Section 2 **Goals, Objectives and Results**

The goal of the project is to reduce HIV and STI infection rates in the DR, in line with the prevention goals set forth by PEPFAR. This goal will be achieved through the establishment of a high-quality, affordable condom supply combined with technical assistance for high-quality behavior change communication interventions.

Program objectives are to:

- a) Improve the sustainability of a high-quality, affordable condom supply in the DR
- b) Reduce risky behaviors and increase health-seeking behaviors among key populations through high-quality technical assistance for behavior change communications.

Expected project results are to:

- Increase reported access to free condoms by key populations and low-income individuals;
- Improve reported access to, and availability of, social marketing condoms to individuals at risk of HIV and other STIs in the DR;
- Increase cost-recovery of Panté condoms to support sustainability of a high-quality, affordable condom supply in the DR;
- Increase consumer and trade awareness of the importance of using high-quality condom products (as opposed to substandard products);
- Develop evidence-based, culturally appropriate behavior change communication methodologies for key populations;

-Contribute to increased health-seeking behaviors by key populations with a focus on condom use, HIV testing, HIV care and treatment, and STI screening and treatment.

Section 3

Improving the sustainability of a high-quality, affordable condom supply in the Dominican Republic.

SFH/DR Sales:

Panté condom distribution in bulk and packaged presentations results during the Oct. 2014-Sept. 2015 period is presented below.

Distribution Summary (in condom units)						
Presentation	Q1	Q2	Q3	Q4	TOTAL	Participation (%)
Bulk	4,824,800	1,268,000	920,000	2,336,000	9,348,800	70%
Yellow	-	1,702,080	465,120	792,000	2,959,200	22%
Black	853,916	220,320	47,280	8,216	1,129,732	8%
Total	5,678,716	3,190,400	1,432,400	3,136,216	13,437,732	100%

SALES & DISTRIBUTION NARRATIVE

PSI/SFH distributed 13,437,732 Panté condoms during the Oct.2014-Sept.2015 period. This volume reflects de adaptation process of the trade to the new Panté condom prices, which became official in March 2015. Since then, the Bulk and the Yellow presentations reduced their performance at midyear, but during the last quarter we observed an increase in sales by 65%, as a result of the withdrawal of bonuses to distributors. This rebound normalizes distribution to the usual volumes for these dates.

Other Low Tier condom sales have decreased in recent months, as a result of actions taken by the Ministry of Health, which has begun to recall condoms that do not meet WHO

standards, however they remain in the market and deserve monitoring by parts such as drugs and pharmacies. We expect them to have a declining Market Share and that Panté continues increasing national distribution through a network of distributors and independent retailers.

Also during this period, SFH has begun the process of direct sales from its offices, thereby improving income and ensuring Panté presence in remote locations in the country. Additionally, monitoring in motels has been increased to ensure their timely supply in these high-risk areas.

The bulk presentation remains a challenge in the motel channel. We continue to verify an oversupply of smuggled or generic condoms, which are being offered at less than half the price of Panté. In monitoring, these products have been found in major outlets in Moca and Santiago. In this respect, we have worked with partner organizations that receive generic condoms requesting their support from their own monitoring. More additional formal measures are planned for upcoming periods, while the generic condoms are being distributed for free. We also expect that the effort made by the Ministry of Health to remove from the market those products that do not meet standards has ongoing monitoring to prevent their return to the market.

The Black presentation is being only distributed in pharmacies, where the volume is much lower than the “colmado” channel, but its contribution is 3.5 higher than that of other products to contribute to institutional sustainability. It is available in over 538 outlets and this past quarter it the pharmacy chain Los Hidalgos was incorporated, covering the main provinces in the country.

We have placed an order for 18,144,000 condoms which will be periodically received between November 2015 through July 2016, in order to avoid a stock out and keep inventory volumes according to the established criteria.

We expect a larger rebound of Panté sales performance in Q1 FY2. As for the sales indicator, PSI/SFH redesigned its annual goal of 10.5 million condoms in 2015 with a healthier financial performance to cover COGS (Cost of Goods Sold).

CONDOM SOCIAL MARKETING - PANTE BRAND:

The actions implemented in promotion and advertising during the reported year in order to continue repositioning the Panté brand in the different distribution channels for its 3 presentations: Bulk, Yellow and Black are listed below.

- We continue development of a sampling program for Panté Black focused on the target population, covering polygons of socio-economic classes C and D in Santo Domingo, Santiago and Espaillat, with scheduled weekend visits to “colmadoes”, bars, pool halls, clubs and areas like the Malecón. 80% of the population and major wholesale markets are concentrated in these provinces. Emblematic photos are uploaded to the Panté social networks.: <https://www.facebook.com/condonespante?fref=ts> <http://condonespante.com/>
- Lectures on STDs and samplings at the universities are carried out during the entire period, emphasizing the participation in all sexual health and reproductive health fairs conducted by DIGEMIA at the UASD in the Santo Domingo, Barahona, San Juan de la Maguana, San Francisco de Macoris and Santiago campuses. Similarly, SFH integrated UTESA University to these visits and activities in the Moca and Santo Domingo campuses. The remaining universities were intervened during visits to peripheral areas.
- LGBT Pride Parade, for the second consecutive year and in support of sexual diversity, we participated in the 7th Gay Pride Parade, being the only brand to support that activity. A massive sampling was performed in different areas of Santo Domingo. During that activity 16,000 condom and lubricant samples were distributed.
- Los Hidalgos Pharmacy Chain Convention. We actively participated in the annual convention carried out by Los Hidalgos pharmacy chain during the month of September, who recently introduced Panté Black to their product line. We were the only condom brand participating in the convention and we intervened 300 pharmacy clerks in STD prevention, as well as pharmacy customer approach techniques.
- Promotions in Trade Oct. 2014-Sept.2015. During this period various promotion formats to capture the attention of independent vendors (“chucheros”) took place.
 - During Nov-Dec 2014 1+1 for Panté Black. For the purchase of one dispenser you take an additional one.
 - In Dec 2014 - *Win a tablet in Christmas*. Addressing the “chucheros”, in order to develop a database and contacting the “chucheros” on future promotions.

- In May – June 2015 - *Win with Panté*. We used an SMS based ecosystem in March 2015 with a RD\$50.00 discount per dispenser by sending a text message with the number 7400 and the word Panté.
 - In July-August 2015 - *Take 2 and receive a free calling card*, with the aim of moving the Moca and Santiago markets.
 - As a result of all the promotions, 85% of wholesale outlets restocked and marked the suggested price in their stores.
 - The accompaniments of sales reps to the wholesale channels, pharmacies and motels continued every fifteen days. These provide insight on the performance of distributors and the competition, as well a identifying strategies to optimize sales results.
 - Two merchandise promoters and two additional ones hired in a timely manner for the Santo Domingo, Santiago and Moca markets who assisted clients explaining why Panté is a good business for distribution and above all emphasizing its quality characteristics to achieve greater confidence. This team also has the task of optimizing spaces in the point of sales, replenishing merchandise, organizing shelves, placing promotional material and maintaining brand visibility. Regular meetings are held with the team to keep us updated on the market situation.
- **Meetings with distributors:** Were conducted throughout the entire period, which allows support of product improvement and market strategies. An example of this is our participation in the monthly Profarma team meeting, where we showed the pharmacy sales teams promotion actions that include the incentive of pharmacy sales clerks (Push Money). Continuing the accompaniment by the PSI/SFH team was recommended.

SUSTAINABILITY

We have continued closely conducting sustainability follow-up meetings with the regional team in Guatemala, analyzing sales, product costs, bonuses, Push Money and finally reviewing Sales Policies. Below the table indicating COGS recovery in the 2015 4th quarter is presented:

Period	Consolidate Reference Year 2014	July 2015	August 2015	September 2015
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COGS Recovery	656,435.00	242,842.00	38,179.91	32,106.64
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The PSI/SFH team is coordinating strategies for this sales cost recovery reaching 100% (breakeven) by the end of 2015, as per actions that include continuing eliminating sales subsidies and Panté price adjustments.

CONDOM POLICY AND ADVOCACY:

- On October 14, 2014 a meeting was held at the Ministry of Health (MoH) with Jose Mordan and Loyda from the DIGEMIA team (Maternal, Child and Adolescent Health Programs) to discuss the Condom Quality Test. The agenda was focused on the steps to implement the study and the MoH internal coordination with the quality assurance team to evaluate further actions with the study results.
- On October 24, 2014 a meeting was held with the new DIGEMIA Director, Dr. Liliam Fondeur. PSI/SFH technical team had the opportunity to resume the USAID workplan in terms of STI/HIV/AIDS prevention. It was agreed as a next step a meeting with the DIGEMIA technical team.
- On December 9, 2014 a meeting was held in DIGEMIA offices at the Ministry of Health (MoH), in which participated the technical team responsible for the Reproductive Health and Family Planning programs. The topics concentrated in the timeline to transfer No Logo condoms to the MoH, Condom Quality Test, the DAIA Committee strategic plan, hiring the facilitators to actualize the Strategic Plan and the Condom National Policies document.
- On December 15, 2014 PSI/SFH participated in DAIA Committee meeting as part of its support to the DIGEMIA team to improve access to modern contraceptives and quality condoms. PSI/SFH participated in the working groups that developed the Incidence Plan addressing key issues like the public financing for the purchase of contraceptives and condoms.
- On February 11, 2015 a meeting was held with Carolina Piña, HIV/AIDS Program Management Specialist at the Health Office (USAID) and the DR PSI/SFH local team. This meeting allowed the socialization of budget related topics and how to reorient the program intervention based on the necessities of both USAID and APC.

- On March 3, 2015 a meeting was held at the PSI/SFH offices with Claudia Valdez from Management Sciences for Health (MSH), responsible for implementing SUGEMI (Sistema Único de Gestión de Medicamentos e Insumos) for the Ministry of Health (MoH). The agenda covered the free distribution condoms technical specifications in the DR, review activities to transfer No Logo condoms to the MOH and timeline to support MSH workplan including NGOs agreements with the Dirección de Fortalecimiento de los Servicios Regionales (REDES) responsible for providing the free condoms and to plan a meeting with REDES the same month.
- On March 18, 2015 Claudia Valdez from MSH and PSI/SFH team met at the Dirección de Fortalecimiento de los Servicios Regionales (REDES) with Gregorio Tapia, technical advisor of the institution to explain the project of transferring the No Logo condoms to the MOH as a part of the USAID 2 year extension to the institution. As a next step was agreed to present a 2015 workplan and to coordinate a meeting with the Dirección de Fortalecimiento de los Servicios Regionales de Salud (REDES) Chief of the institution, Dr. Guerrero, and to start the working plan and agreements in the next quarter.
- March 19 to 20, The Leadership, Management and governance workshop sponsored by DIGEMIA was provided to all the institutions and members of the DAIA committee. The workshop was given by Dr. Hector Colindres, international consultant of Management Science for Health (MSH). The objective of this workshop was focused on four topics:
 - Introduce and motivate participants in the use of best practices in leadership, management and governance.
 - Support and motivate members of the central and regional committee to identify and fulfill their roles and functions for the implementation of the incidence plan, according to the 2015 priorities.
 - Promote an effective monitoring to fulfill the incidence plan of both the Central and regional Committee applying effective tools for it.
 - Share a practical tool to identify practices of leadership, management and governance needed to be strengthened primarily in the DAIA Committee members.
 - Finally, PSI/SFH team is looking for a consultant to work on the DIGEMIA Strategic Plan. It's expected conduct a workshop on April 2015 with a group of DIGEMIA managers and technical coordinators to strengthen the strategies and main objectives for the next 3 years.

On April to September 2015, PSI/SFH participated in several DAIA's Committee meeting as part of its support to the DIGEMIA team to improve access to modern contraceptives and quality condoms.

In September the Ministry of Public Health and the UNFPA conducted a meeting with stakeholders of the national response to HIV. This activity was conducted with the aim of initiating talks to update the document to adapt to the new needs of the system. SFH actively participated with a presentation on the social marketing of condoms. These actions are part of the work plan of SFH / PSI will develop in the next period, with the objective of reviewing the national strategy of condoms with the participation of decision makers.

DAIA Strategic Plan Committee

As developments in the work with the DAIA Committee, consultant José Urbina was hired to lead the design process of the 2015-2020 Strategic Plan, whose actions in general respond to the global country effort as part of the National Response to HIV, the National Plan for Prevention of Teen Pregnancy, and in compliance with the national development objectives.

The first phase of work consisted of interviews and consultations which have cast an overview that highlights the contributions of the organizations to the DAIA process, the challenges facing the committee in the Dominican Republic, the identified obstacles, problems and barriers in the provision of contraceptive methods including condoms, as well as recommendations from the interviews with stakeholders that included, Sonia Brito (Capacity Plus-USAID), Víctor Terrero (CONAVHISIDA), Liliam Fondeur (DIGEMIA), Anabella Sánchez (Deliver) y Carolina Piña (USAID), among others.

Historical documentation about DAIA in the Dominican Republic was shared with the consultant as input for his work. An important arrangement was the work methodology and the team that will accompany him during the development of the new plan. He was also put in contact with other spaces such as DIGEMIA and MSH.

An important activity during this period was the Workshop for the DAIA Strategic Plan 2015-2020, which took place on June 18 and 19 at Hotel Lina aiming to reach a consensus on the strategic actions and the vision required for the new plan, with the attendance of the following institutions: Ministry of Public Health, USAID, UNFPA, MSH, INSALUD, Profamilia, CONAPOFA and PSI/SFH. The final document was completed and was delivered to the DIGEMIA, this will be socialized with stakeholders in October.

- **Transfer No Logo Condoms**

SFH/PSI was inserted in the SUGEMI agenda through MSH for the inclusion of condoms to be distributed by the Regional Health Services (Dirección de Fortalecimiento de los Servicios Regionales de Salud – SRS) within the Single Management System for Medicines and Supplies (Sistema Único de Gestión de Medicamentos e Insumos - SUGEMI) considering the transfer of free distribution condoms (No Logo) to the Ministry of Public Health, participating in meetings to determine coordination with the MSH, SRS, SENASA and Promese-cal teams.

As a step in this same line of no logo condoms transfer, the following actions that serve this objective were developed, which were:

- SFH/PSI technician training in the Matrix to be used in the National Programming of medicines, medical supplies and lab materials of the National Public Health System for 2016.
- Accompaniment and team participation with DIGEMIA technicians, responsible for family planning and reproductive health programs, who are in charge of the rectory of contraceptives and condoms issues in the country from the Ministry of Public Health. Leaving the 2016 condom forecast programmed, which will be inserted in the regional health offices, this planning took place in July.
- Ongoing meetings with stake holders, especially with SRS and MSH to advocate for the first pilot process with the transfer of free distribution condoms (No Logo) to the Ministry of Public Health.

CONDOM SOCIAL MARKETING MONITORY AND EVALUATION:

Below we show the supervisions of distribution channels and visits to establishment within the different distribution channels employed by Panté including wholesalers in the Key Accounts Program.

Supervision Visits	Number of Supportive Supervision Visits FY-2015 GOAL	Supportive Supervisions Completed October 2014 - September 2015
Supportive Supervisions FY-2015 Goal	24	50
Points of Sales (POS)	Number of Establishments GOAL	Establishments Visited
FY-2015 GOAL	192	408 233 wholesalers 68 grocery stores

4. Reducing risky behaviors and increasing health-seeking behaviors among key populations through high-quality technical assistance for behavior change communications

As part of the goal of reducing risky behaviors among the key populations, Society for Family Health Dominican Republic (SFH/PSI DR) is providing technical assistance through the Advancing Partners and Community (APC) project, that is being implemented by JSI Research & Training Institute. Technical assistance is concentrated from SFH in the promotion and distribution of condoms and lubricants, as well as in terms of design and evaluation of effectiveness in the implementation of behavior change methodologies, through research tools that allow data use in a scientific manner.

Coordination meetings

Several socialization and coordination spaces facing the implementation of the Advancing Partners & Community (APC) were conducted during this first year.

These interagency coordination spaces allowed defining lines for immediate action, with regard to the various consortia that form the implementing structure of the APC project.

Around 14 meetings were held during this period, in order to monitor the process of updating methodologies of the sex work and MSM components in the APC project. Among the issues or actions addressed are: the DELTA coordination processes, the participation in advisory groups, the training of organizations in the Eastern consortium in the hitherto existing methodologies for sexual work, delivery of educational materials to sex workers (prepared by SFH in the previous project period), and, finally, the close coordination for dispatching no-logo condoms and lubricants to partner organizations implementing the project in the different intervention areas, among other items of interest.

From these spaces, intended to socialize advances in the implementation, challenges and future actions, we have insured a close coordination with the organizations responsible for the sex workers and MSM component. In addition, USAID provided, at the beginning of these processes, meetings between both organizations and a meeting

with all the organizations involved in the APC project, both those implementing as well as those giving technical assistance, allowing learning the PEPFAR guidelines and strengthening work synergies.

An important event that tested the capabilities of both organizations was regarding the finding by Panté condom brand promoters in warehouses in the city of Moca, Espaillat province, where in follow-up visits 15 cases of 3,000 no-logo condoms were found, adding up to 45,000 units. This caused both teams to be alert, given the large amount of dispatch made to the organizations implementing the Advancing Partners and Community project, taking measures referring to their dispatch and handling to minimize risk.

As the organization responsible for the distribution of free supplies to vulnerable populations in the country, actions that can ensure that these health products reach their final destination who are the people intervened in the various free educational activities were defined through the organizations responsible for the implementation of these interventions.

Based on what was socialized with the APC technical team, a series of measures to correct this situation were recommended, in their requests for no-logo condoms and lubricants, the project implementing organizations must: request supplies for no more than 3 months; identify the number of activities to be conducted during that period; identify the projected number of people to be reached during that period, divided by population sub-groups; identify areas of intervention. After receiving the request, SFH will proceed to verify the dispatch protocol and to corroborate the corresponding number of condoms according to the projected metrics. This situation is being closely monitored and said coordination allows improvement in the process.

DELTA processes

Delta is a PSI/SFH marketing tool that has allowed, through technical assistance, support in the planning of strategic guidelines of the Advancing Partners & Community (APC) project, with the participation of partner NGOs and stakeholders among the target population. The DELTA process is based on extensive formative research and additional sources; it is used to understand the behaviors of the target population and the motivations behind these behaviors, in order to maximize project profitability on issues of behavior change.

Two DELTA processes were performed this year of technical assistance, the various organizations responsible for the approach of sex workers and MSM participated in them.

A total of 32 persons participated in the sex workers DELTA activity, of which 7 were from the target population, including representatives from Jehovanisi, MOSCTHA, CEPROSH, MODEMU, COIN, ADOPLAFAM, Clínica de Familia, as well as JSI/APC and SFH/PSIDR.

From the sex workers DELTA, we achieved defining the new guidelines and intervention strategies for the next two years of the APC program. This includes approaching a vulnerable and complimentary new population segment of sex workers, being able to cover a larger high risk population and improve condom use with trusted partners, access to STI services, HIV testing, SRH services and treatments, all fundamental aspects of this intervention. This population segment is the Haitian sex worker, for whom the pseudonym “Marlene” will be used, we also continue to intervene “Carmen”, the sex worker in traditional businesses, the sex worker operating in street points, called “Jenny”, the trusted partner and clients called “Quico”. This process took place under a close link with the APC project indicators.

The DELTA process with MSM involved the participation of the various organizations responsible for the approach of Gays, Trans and Men who have Sex with Men. A total of 28 persons attended the activity, representatives from GAYP, FROGTH, TRANSSA, UNIDI, ASA, Este Amor, REVASA, UGTHV as well as from JSI and SFH/PSIDR. The training allowed us to define the methodological package that will give rise to the intervention for this population of population segments to be approached. These populations characterized by the following pseudonyms: “Alexander”, the male sex worker or Man who has Sex with Men (MSM), “La Shory”, archetype used to identify transsexuals, “Gregory” who represents Dominican gays and finally “Jean Pierre”, archetype defined for the Haitian gays.

There are challenges related to the progress with the MSM populations that are being worked on jointly with APC, this includes the need to socialize the DELTA summary document in order to validate what was produced thus being able to start the design of educational materials. APC and SFH have proposed discussing these with the MSM advisory groups in order to advances in this process. USAID has supported these negotiations that will allow the completion of these deliverables. Regarding the Sex Workers DELTA, we are ending the design phase of the educational materials and they will be presented to the organizations in October, without having presented delays.

Both DELTA processes have significant inputs that allow the development of two basic tools for the project: the Dashboard to Decision Making (DDM) and the Marketing Plan, tools that summarize the intervention based on the indicators, goals and action scope.

Development and/or updating of Sex Workers Methodologies

This first year of implementation allowed the beginning of methodology design for the Sex Worker component, whose main focus is that they respond to the new PEPFAR 90-90-90 strategy. In this regard, the SFH technical team interviewed 24 sex workers who are community service users in testing and sex workers living with the condition who are

enrolled in ARV treatment, allowing better and greater inputs that will be incorporated in those methodologies.

To update the directory of health centers that offer services to key populations, we contacted the General Directorate for the Control of Sexually Transmitted Infections and AIDS (DIGECITSS), in order to obtain the updating permit. Other inquiries were made to the regional PSI/PASMO team, to incorporate activities in the methodological package responding to the APC project indicators, as well as the 90-90-90 strategy, taking into account the characteristics and needs of key populations..

Along with the APC technical team, the structure of the methodological package was defined with the following tools:

- **Decisions** - Face-to-face or group interventions based on a model of life situations that allows a cognitive and emotional analysis, focused on the promotion of testing, the search of community services and violence issues.
- **Service Promesa stories** - Face-to-face meetings developed through direct intervention where “Jenny” and “Marlene” are approached in their work spaces and/or places where they live or sleep through short-effective exposures with emphasis on pre-counseling and STI/HIV testing services, for these purposes a PROMESE (role model) story allowing us to introduce a social norm to this population is produced, these stories are individually distributed to independent sex workers in street points.
- **Brochure Test** – Through this we seek motivating sex workers to search for community services for STI/HIV testing.
- **SNS** – Is a tool focused on the use of social networks as a promotion mechanism for HIV testing among the sex workers population.
- **Decalogues, Posters, User Duties and Rights** – To be placed mainly on fixed and mobile services.

Condom dispatch:

During the course of this year **932,584** condom units and **318,454** lubricant sachets were distributed through consortia that form the APC project implementing structure. The following chart gives a perspective of the number of supplies distributed.

Organization/Consortium:	Condoms:	Lubricants:

ADOPLAFAM	349,584	30,000
Clínica de Familia	60,000	
COIN	200,870	95,260
INSALUD	43,956	58,608
CEPROSH	185,706	89,946
REDOVIH	92,468	44,640
Totals:	932,584	318,454

External supply donations:

An important aspect defined in the responsibilities of SFH/PSIDR is the donation of health supplies (Condoms and Lubricants) to Non-governmental organizations working in the field of HIV/SRH. During this period, **212,500** condoms and some **14,000** lubricant sachets were supplied to various organizations to be used in activities in the prevention projects conducted.

External Organizations	# No Logo Condoms:	# of Lubricants:
FURJUG	6,000	8,000
GENESIS FOUNDATION	20,000	*

Vaccination Unit	10,000	5,000
Heartland Alliance.	48,000	*
Grupo Lluvia de bendiciones	6,000	*
Plan RD	6,500	*
PROMUS	6,500	*
Grupo Paloma	6,500	*
COSALUD	6,500	*
Cruz Roja Dominicana	27,000	*
UGTHV	6,000	*
COOVIDA	10,000	1,000
Waves Health	3,000	*
Dirección General de prisiones.	15,000	*
IDEV	20,000	*
FURJU	9,000	*
FUNDOREDA	6,000	*
KOIKA	500	*
Totals	212,500	14,000

Section 5 Monitoring and Evaluation

5.1 Information exchange between APC/JSI y SFH

SFH and APC have worked in a constant information exchange, including the Monitoring and Evaluation area (where scientific information, evidence and experience based data collection tools have been shared by the two organizations for the effective monitoring of partner NGOs). Meetings, document exchanges, mail and telephone conversations have been held to monitor the supplies delivered and generated. One of the forms worked on and adapted for APC is the workshop evaluation form, a quantitative tool containing the basic workshop variables that measures participant perception of these variables. The general variables are, material quality, educator quality, premise quality, food quality and general workshop positive and negative aspects.

Likewise, supervision forms have been shared, (for example, the Monitoring and Supervision Form for NGOs v2013.2) previously created for the MODEMU, COIN and CEPROSH NGOs, which has been used by certain NGOs and represents a standardized tool for measuring quantitative variables that are important to the project.

Finally, an instrument adapted from the University of Rhode Island and the CDCs for evaluation of the stages of behavior change in key populations was shared. This instrument quickly assesses the stage of behavior change of different populations relating to services and condom use. It consists of certain mutually exclusive items that when completed places the user in one of the categories pre-established by Prochaska y Diclemente Portillo (Pre-contemplation, contemplation, preparation/action and maintenance). This instrument enables decision makers (mainly IPC) to adapt the key message of intervention from the state of change of individuals.

5.2 Previous period indicator summary

Table 1.1 presents the results of the indicators related to technical assistance M&E activities related to the target populations.

Table 1.1 TA indicators influencing key populations

Indicator	Y1
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% of implementing NGOs that attended the DELTA process (Sex Workers)	100%
% of implementing NGOs that attended the DELTA process (GTM)	100%
100% of implementing NGOs trained and with the necessary tools to evaluate their activities and IPC	0% ¹
Number of in situ supervision visits to implementing NGOs while the IPC activities are being conducted	N/A ²
% of IPC agents measured through supervision/accompaniment using previously developed quantitative tools	N/A ³

The table above shows that 100% of the population working with sex workers and MSM attended the corresponding process. This represents the full achievement of the set goal. The three missing indicators in the table above will be completed for the next fiscal year, since during this period the activities related to IPC Deep Dive are being completed and will continue until FY2 Q1. After completing these activities we will proceed in implementing the IPCDD and performing the appropriate supervisions.

5.3 DDM (Dashboard for Decision Making) Status for GTM y Sex Workers

- The DDMs for both populations were completed during this period. Below we present the final behavior determinants approved by APC/JSI within the framework of the APC project:

Behavior determinants for Sex Workers:

- Within the motivation component: risk perception *“Concerned/suspects having had an STI during the last 12 months”*

¹ This process is scheduled to start in FY2 Q1/Q2.

² This process is scheduled to start in FY2 Q1/Q2, after IPC training.

³ This process is scheduled to start in FY2 Q1/Q2, after IPC training.

- Within the opportunity component: Quality of Service *“I don’t trust the HIV results of the mobile unit”*
- Within the motivation component: threat *“I won’t get tested because I am afraid of results”*
- Within the skill component: self-efficacy *“It would be easy for me to request condom use with someone with whom I have previously have had sex without a condom”*
- Within the motivation component: beliefs *“Many men don’t want to use a condom because they don’t feel when they use them”*

Behavior determinants for GTMs:

- Within the motivation component: threat *“I won’t get tested because I am afraid of results”*
- Within the motivation component: beliefs *“Many GTMs (mainly MSMs) feel it is not necessary to do HIV testing every 12 months or less”*
- Within the opportunity component: Quality of service *“I don’t trust the HIV results in the mobile unit”*
- Within the skill component: self-efficacy Dentro del componente de habilidad: autoeficacia *“It would be easy for me to request condom use with someone with whom I have had sex without a condom before”*
- Within the motivation component: beliefs *“Many men think it is not necessary to sue a lubricant during sex, even with a condom”*

5.4 Marketing Research:

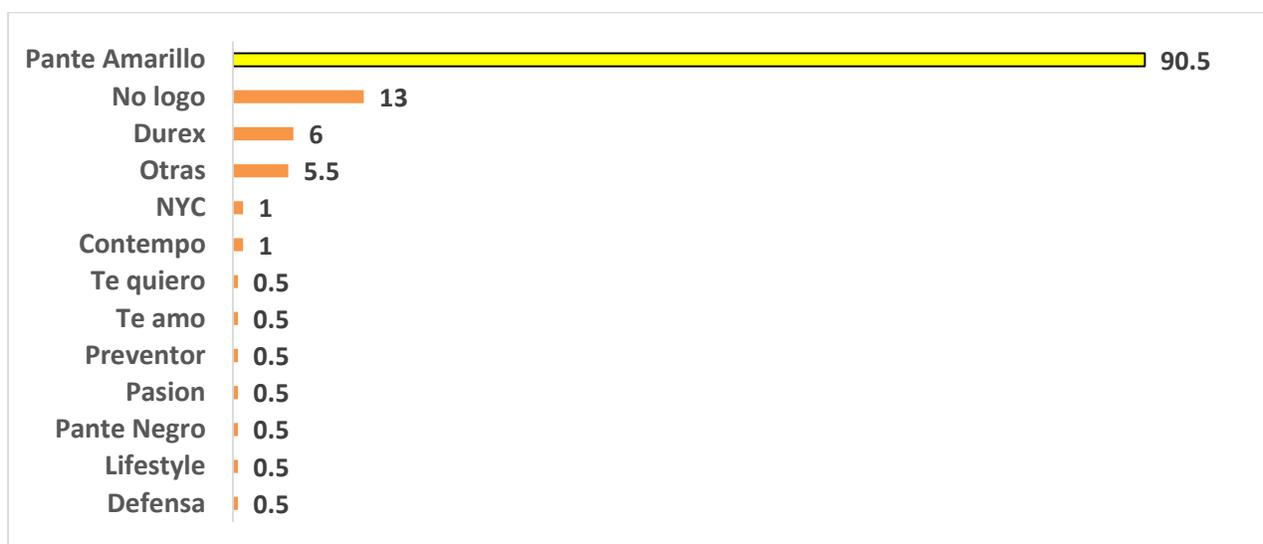
PSI/SFH is committed to the use of evidence for decision making, both in social programs as well as the condom social market. That is why we have completed condom distribution

checking in the three main channels: “colmados”, pharmacies and motels in the months of June, July and August, 2015. A summary of these findings is presented below.

5.5.1 On the motel channel

It is estimated that there are over 400 motels in the Dominican Republic that are being used for having sex “in passing” (PSI, 2011). SFH conducted a distribution study in over 200 motels to determine condom presence. Figure 1.1 presents the results of the Panté distribution check (2015).

Figure 1.1 Condom presence in motels (data expressed in percentages)



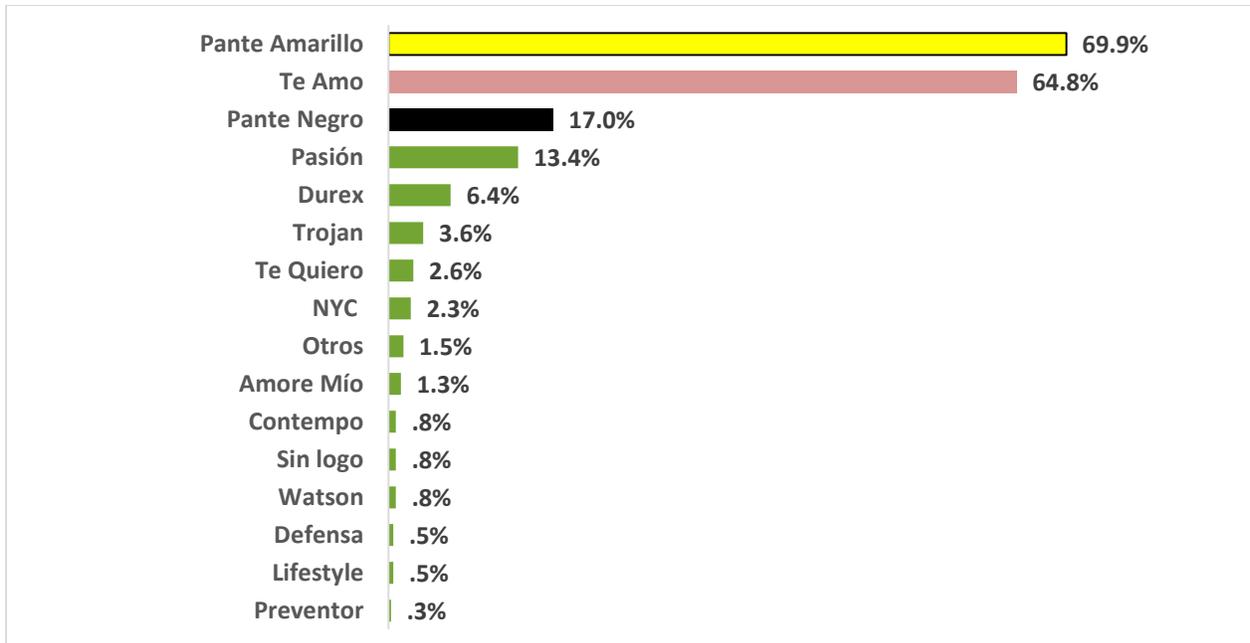
5.5.2 On the “colmado” channel

In sheer volume it is estimated that the “colmado” channel represents the greatest product number and volume (product rotation). Research studies conducted by private organizations (Newlink Research, 2010) have placed the number of “colmados” to over 40,000. However, data from the National Bureau of Statistics and the “Colmado” and Supermarket Association estimates that there are between 50,000 and 75,000 “colmados” in the country. The geographic areas with the largest number of grocery stores or “colmados” are Santo Domingo, Santiago, La Altagracia, La Romana and other southern and northern provinces in the Dominican Republic.

Condoms are usually one of the mass products commonly sold in “colmados”. It must be noted that the commonly sold condoms in “colmados” are “low-tier” and in some of the

larger “colmados” “mid-tier”. Figure 1.2 discloses the Panté presence in “colmados” according to the distribution check conducted by PSI in 2015.

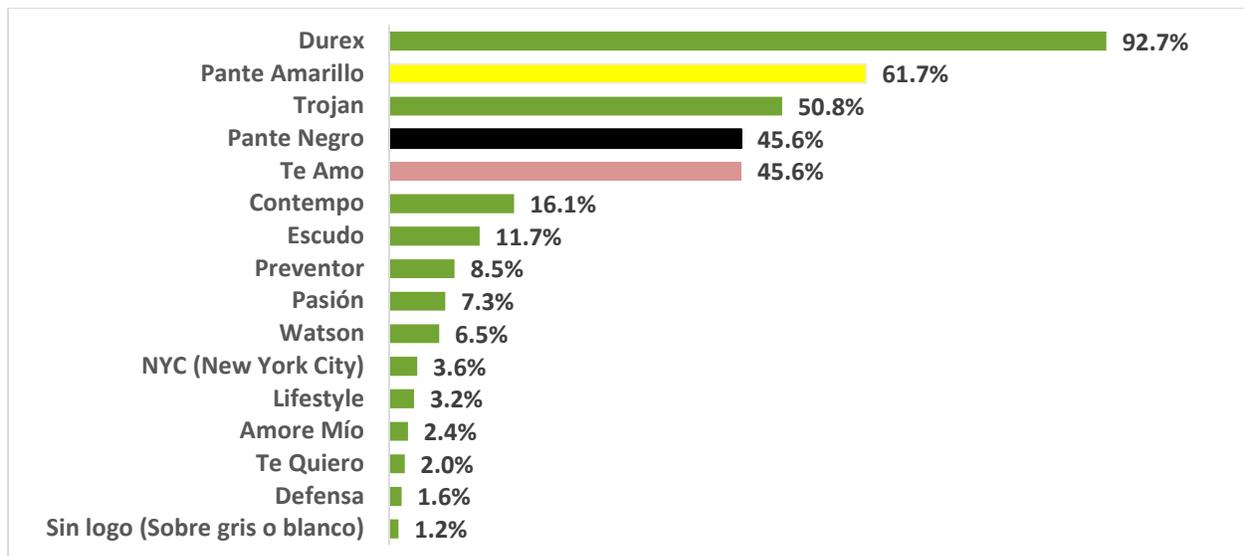
Figure 1.2 Condom presence in “colmados” (data expressed in percentages)



5.5.3 On the pharmacy channel

The pharmacy channel is the ideal channel for the sale of condoms located in the “high-tier”. It is estimated that there are around 1,069 authorized to sell controlled medications (DNCE, 2015), meaning pharmacies that meet certain minimum requirements established by the Dominican government. However, according to the Ministry of Public Health (2012) there are 3,192 pharmacies in the Dominican Republic. The chart points out how Panté Yellow sneaks in this channel due to the informal distribution by the “chucheros” and how Panté Black is gradually growing.

Figure 1.3 Condom presence in pharmacies (data expressed in percentages)



5.6 Other market research studies

Parallel to distribution checks in the three main sales channels (see sub-chapter 5.5), SFH conducted several research studies to determine:

- Panté Black and Panté Yellow user archetype
- “Chuchero” archetype
- Manager/hotel owner archetype (one for Dominicans and one for Oriental)
- Pharmacy sales clerk archetype
- Store owners archetype
- Packaging evaluation (users, store owners/wholesalers and “colmaderos”)
- Condom sales in stores (data collected during June 2015)

Below is a view of one of the tables shown in the “condom store sales” report.

Table 1.1. Percentage of dispensers sold by brand during June and July 2015.

Brand	June 15 Week	June 22 Week	June 29 Week	July 06 Week	July 13 Week	Percentage x Dispenser
Panté Yellow	40.8%	32.53%	42.35%	30.43%	37.4%	37.33%
Panté Black	14.39%	10.84%	15.29%	14.49%	7.09%	11.79%
Panté Bulk	8.79%	10.84%	15.29%	8.69%	31.61%	17.02%
Te Amo	14.39%	12.04%	14.11%	21.73%	7.74%	12.95%
Pasión	5.60%	4.81%	1.17%	5.79%	1.29%	3.48%
Te Quiero	4.8%	4.81%	-	-	-	1.93%
Amore Mío	-	-	-	-	-	-
El Fuerte	11.20%	24.09%	11.76%	18.84%	-	11.02%
No logo	-	-	-	-	14.83%	4.44%
TOTAL x Week	100%	100%	100%	100%	100%	100%

5.7 Use of the SMS based ecosystem for marketing

PSI/SFH continued implementing the second part of the SMS based ecosystem for marketing with major improvements. All the activities related to the ecosystem may be summarized in coding and optimization of ecosystem operations, including updating algorithms, database tables and user-friendly interface.

The best incurred may be summarized as:

- Creating a name and logo for the ecosystem (“Breeze”).
- Improvement of ecosystem interface, including a key indicator dashboard.
- Creation of a tool for programming and managing key words and campaigns/subscriptions
- Creation of a tool to create ecosystem reports consisting of a link to DHIS2 and a tool for automatic report delivery by email
- Presentation of M&E products to the team on September 29th and 30th
- Creation of ecosystem technical guidebook
- Creation of ecosystem final user guidebook
- Training of the M&E team on improvements and tools