



**HIV/AIDS Condom Social Marketing Program  
Dominican Republic  
April-Jun 2015 Quarterly Report**

**Submitted by:**

Population Services International

**&**

Society for Family Health Dominican Republic

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## **Section 1.**

### **Introduction**

This programmatic report summarizes the progress of the objectives and expected results of the Condom Social Marketing Program in the Dominican Republic, whose goal is to improve the sustainability and supply of high quality condoms, as well as to reduce risky behavior among the target populations through high-quality technical assistance for the development of behavior change interventions, aimed at the Advancing Partners and Community Project (APC).

The program actions and results for the April/June 2015 period are summarized under three sections regarding the SFH/PSI efforts to strengthen the governmental structure in the transition process of the logistics of storage and distribution of no-logo condoms, as well as the actions related to the sale and distribution of social marketing condoms and PSI/SFH effort to promote the national condom policy under coordination with the public and the non-governmental sectors; a second section referring to actions concerning the technical assistance offered to the APC project referring to the elaboration of evidence based methodologies through training activities with the network of NGOs that are part of it; and finally, the Monitoring and Evaluation narrative is included. Each section includes information on appropriate upcoming steps.

## **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) 1) 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:**

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

-Contributing 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.**

#### **Improve the sustainability of a high-quality, affordable condom supply in the Dominican Republic.**

#### **SFH/DR Sales:**

The results in distribution of bulk and packaged Pante condoms during the April/June 2015 quarter are presented below.

Presentation	Distribution (Condom Units)	Participation (%)
Bulk	920,000	64.2%
Yellow	465,120	32.5%
Black	47,280	3.3%
Total	1,432,400	100.0%

#### **Sales & Distribution Narrative**

As shown in the table above, SFH/PSI sold 1,432,400 Pante condoms during the current period. This volume reflects the adaptation process of the trade to the new prices of our product, formalized in March 2015. Since then, the Bulk and the Yellow presentations reduced their performance by at least 40%. This decrease was expected according to lessons learned by PSI in the LAC region, where sales are depressed over a period of 3 to 6 months due to the resistance of the wholesalers

The other Low Tier condom brands have increased sales by keeping their prices with very high margins to the trade, which exceed 150% to intermediaries and retailers. However, their condom quality, which does not meet the WHO standards, calls for high concern. Their Market Share<sup>1</sup> and national distribution coverage through the independent vendors network is expected to continue.

At the end of the period we are reporting, the Santo Domingo wholesalers who had exhausted their merchandise and presented resistance were restocked, in addition to marking the Yellow

<sup>1</sup> In the marketing area, Market Share is the fraction or percentage of the total market or the market segment available that is being supplied by a company. It can be expressed as a percentage of sales divided by the total sales available in the market. Market Share is one of the most common targets used to measure a brand or product category in terms of quality, advertising expenditure and distribution capacity.

Pante suggested price aided by the promotion using the SMS based Ecosystem that offered RD\$50.00 discounts per Yellow dispenser to the network of “Chuchero” vendors.

This strategy will also be implemented with northern region wholesalers in the Moca and Santiago markets. Further on at the next session, we will have more details on the progress with the SMS based ecosystem.

The bulk presentation which is also sensitive to price increases made, presents a greater challenge in the motel and cabin channels. In this quarter, an oversupply of contraband condoms with different brands or generic offered for less than half the price of Pante has been verified. In monitoring, these products can be found in major warehouses in Moca and Santiago. After an analysis, the PSI/SFH team prepared a report, which was shared with the APC teams.

The Black presentation is being distributed in pharmacies, where volume is much lower than in the “colmado” (small grocery store) channel, but its contribution to institutional sustainability is 3 times higher than that of other products. It is available in over 500 retail outlets in its Strawberry, Vanilla and Banana varieties. A gradual upturn in Pante sales is expected starting the 4<sup>th</sup> quarter supported by promotional activities. On the other hand, smuggling or contraband could be reduced since it is a known fact that it lasts a few months with high peaks and then the volume descends when the source is exhausted. As for the sales indicator, PSI/SFH has readjusted its target annual sales, from 14 to 10.5 million condoms in 2015 with a healthier financial performance to cover COGS (Cost of Goods Sold).

### **Condom Social Marketing-Pante Brand**

A list of actions implemented in promotion and publicity during the months of April through June 2015 to continue repositioning the Pante brand in different distribution channels for its 3 products: Bulk, Yellow and Black is highlighted below.

- PSI/SFH develops a sampling program for Pante Black focused on the target population, covering polygons of C and D socio-economic classes in Santo Domingo, Santiago, San Francisco de Macorís and Espaillat with scheduled weekend outings visiting “colmados”, bars, pool halls, discotheques, areas such as “el Malecón”. These provinces account for over 80% of the population and the major wholesale markets. Five activities were conducted during that quarter, distributing 25,500 condom samples to an estimated 12,750 persons. These are developed by the PSI/SFH team to reduce the investment cost. The emblematic photos are uploaded to the Pante social networks: <https://www.facebook.com/condonespante?fref=ts> and also <http://condonespante.com/>
- The sampling program is complemented by lectures at universities, performing an activity in the UASD in San Francisco de Macoris, highlighting its student enrollment. During this period the conference *STD Prevention and Condom Use* was conducted with Psychology students in the Universidad Tecnológica de Santiago (UTESA), with the

support of its faculty. Likewise, the most important moments are uploaded to the social networks.

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- The accompaniments of sales reps to wholesalers, pharmacies and motels continued every fifteen days. These provide insight into the performance of the distributors and the competition, as well as allowing the identification of strategies to optimize sales results.
- Four marketing promoters were hired for the Santo Domingo, Santiago and Moca markets who will assist clients explaining why Pante is a good business for distribution and especially highlighting its quality characteristics to achieve greater confidence. This team also has the task of optimizing space at the points of sale, replacing the merchandise, arranging the displays, placing promotional materials and maintaining

brand visibility. The promotion training took place in the month of April at the SFH offices.

- Participation in the monthly meetings of the Profarma pharmacies team, showing the sales team promotion actions including the incentive to pharmacy clerks (Push Money). The accompaniments by the PSI/SFH team continue, in addition to implementing the Mystery Shopper activity to contribute to achieve the goal of 800 pharmacies with Pante Negro
- Mid-term sales and promotion meeting with the participation of promoters and salespeople to wholesalers. The agenda included the following topics: work standards, work tools, visits program, teamwork dynamics, semester analysis, preceding period comparative, 2015 goal to reach, Pante is business, Pante is quality and individual presentations.

The second major pilot for the use of the SMS Based Ecosystem as tool to assist in Pante promotions and the two-way communication (SMS) with “chucheros”, warehousemen, “colmaderos” and final users was successfully completed during the quarter we are reporting. Some results:

- More than 250 promotion coupons were redeemed
- These redeemed coupons translate to over 160,000 condom units sold during the four weeks of promotion

Figure 1.1 shows the total number of coupons redeemed by warehouse.

**Figure 1.1** Total redeemed coupons by Warehouse.

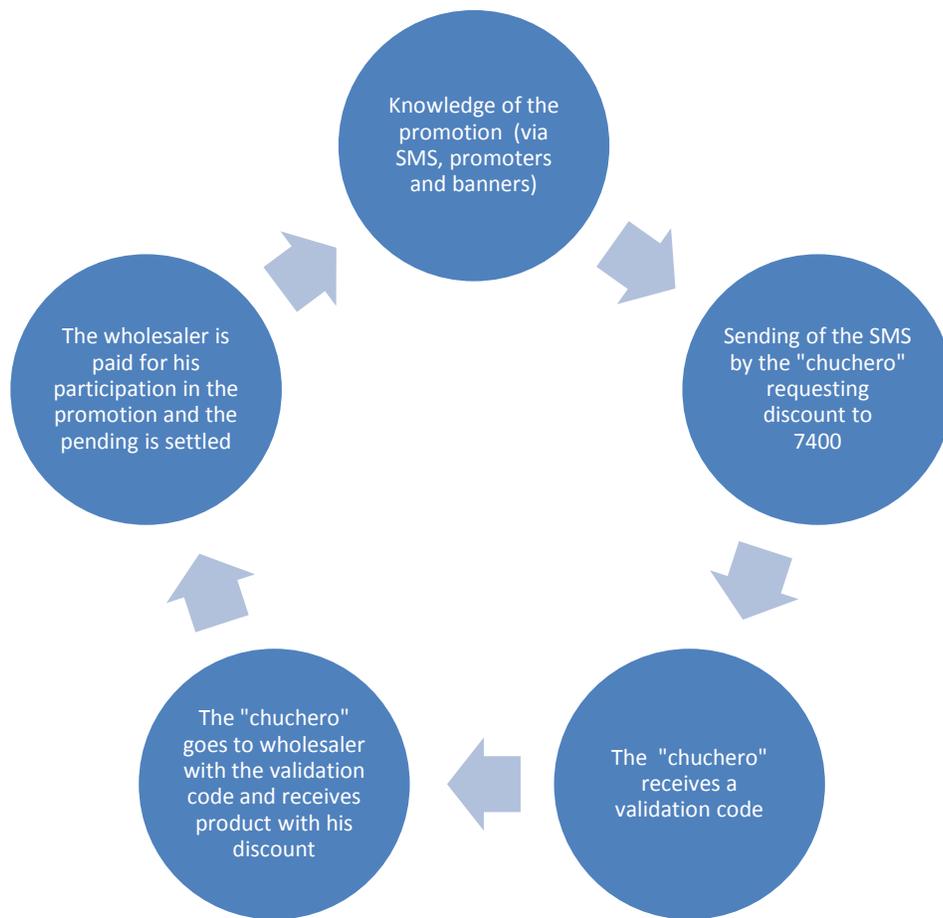
Nombre Almacen	Zona	Cantidad de Cupones	% Participación	% Participación
Union Tejada	Villa Consuelo	42	16.03%	72.90%
Max Comercial	Villa Consuelo	25	9.54%	
Almacenes Juancho	Villa Consuelo	19	7.25%	
Comercial Angel Marte, SRL	Villa Consuelo	19	7.25%	
Comercial Abishua - B	Villa Consuelo	18	6.87%	
DIMTA	Villa Consuelo	17	6.49%	
Comercial Los Castillos	Villa Consuelo	15	5.73%	
Somos Triple A - B	Villa Consuelo	13	4.96%	
Surtidora Ferreiras Torres - C	Moca	12	4.58%	
Chuchería El Sol - B	Villa Consuelo	11	4.20%	
Loson Imports - B	Villa Consuelo	10	3.82%	20.23%
Germosen I	Villa Consuelo	9	3.44%	
Inversiones Germosen II	Villa Consuelo	7	2.67%	
Distribuidora Difasa	NO ZONIFICADO	6	2.29%	
Dicofa 2	Villa Consuelo	4	1.53%	
Comercial Leo Lantigua 3	Mercado Nuevo Duarte	4	1.53%	
Comercial Urigonza	Los Minas	4	1.53%	
Ariel Comercial	Mercado Nuevo Duarte	3	1.15%	
Loson Imports	Villa Consuelo	3	1.15%	
Almacenes Hnos. Collado	Villa Consuelo	3	1.15%	
Almacenes J.A. Reynoso	Villa Consuelo	3	1.15%	6.87%
Max Comercial - C	Villa Consuelo	3	1.15%	
Almacenes Germosen 2 - B	Villa Consuelo	3	1.15%	
Almacenes Hnos. Collado - B	Villa Consuelo	2	0.76%	
Leo Lantigua 1 - C	Mercado Nuevo Duarte	2	0.76%	
DISMECA	NO ZONIFICADO	2	0.76%	
Comercial Los Pinos	Villa Consuelo	1	0.38%	
Union Tejada - C	Villa Consuelo	1	0.38%	
Almacenes Polanco 2	Sabana Larga	1	0.38%	
<b>Total</b>		<b>262</b>	<b>100.00%</b>	

### Logistics of the promotion based on the SMS Ecosystem for marketing

The promotion consisted of a discount when buying Yellow Pante dispensers. The target was the “chucheros” and the discount was offered by the warehouseman when selling the Yellow Pante dispenser to the “chucheros”. In order to obtain the discount, the “chuchero” had to send a text message (free of cost) to 7400, indicating the amount of dispensers he wanted to buy. After sending this text message, the “chuchero” received a message with a validation code that should be taken to the warehouseman, here the warehouseman verified that the code was valid and offered the discount to the “chuchero”. The team of promoters has served as liaison support in the use of promotion through the SMS app, given that at this early stage this technology is starting (pilot) and is not entirely mastered by the “chucheros”.

This promotion system allows the creation of a “chuchero” and wholesaler database to which personalized information (product promotions) or informative messages (about HIV prevention, scientific data about condoms, etc.) can be submitted. This database will be used in the upcoming Pante promotions, since through it we can send direct messages to “chucheros” without large amounts in the traditional media (billboards, radio and television).

**Figure 1.2** Promotion flowchart



## Sustainability

A follow-up meeting with the regional team from Guatemala was held on 04/15/2015 to analyze sales, product costs, bonuses, push-money and finally to review Sales Policies. A table reflecting financial indicators, including the recovery of COGS in the 3<sup>rd</sup> quarter of 2015, is presented below:

Period	Year 2014 Consolidated	April 2015	May 2015	June 2015	3rd Quarter 2015
Income from Sales	356,799	15,912.50	19,885.92	12,780.77	48,580
COGS <sup>2</sup>	656,435	15,913	19,886	12,781	54,657
Gross Margin <sup>i</sup>	-84.0%	-2.2%	-22.4%	-9.9%	-12.5%
COGS Recovery <sup>ii</sup>	54.4%	97.8%	81.7%	91.0%	88.9%

The PSI/SFH team coordinates strategies so that cost recovery in monthly sales reach 100% (breakeven) to the month of December 2015, according to actions that include reduction of sales bonuses and adjustment in the price of Panté Bulk. Up to the third quarter of this year, PSI/SFH has achieved an 88% recovery.

### Condom Policy and Advocacy:

#### o 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.

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<sup>i</sup> Gross margin is the difference between [revenue](#) and [cost](#) before accounting for certain other costs. Generally, it is calculated as the selling price of an item, less the [cost of goods sold](#) (production or acquisition costs, essentially). The purpose of margins is "to determine the value of incremental sales, and to guide pricing and promotion decision.  
<sup>ii</sup> Financial index that measures payback in relation to product sales revenue.

<sup>2</sup> Cost of goods sold (COGS), refer to the carrying value of goods sold during a particular period. Costs include all costs of purchase, costs of conversion and other costs incurred in bringing the inventories to their present location and condition. Costs of goods made by the business include material, labor, and allocated overhead.

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 will be agreed on in July 2015 for its subsequent presentation in plenary along with its operating and monitoring plan.

#### ○ **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 (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, REDES, 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 will take place in July.
- Participation in the next MSH workshop.

### **Dispatching No Logo Condoms:**

- During Q3 of FY1 a total 273,460 condom units and 161,276 lubricant sachets were distributed through the consortia that form the implementing structure of the APC project. The following table can give a perspective of the amount of supplies distributed:

Organization/Consortium:	Condoms:	Lubricants:
<b>ADOPLAFAM</b>	120,000	30,000
<b>Family Clinic</b>	20,000	
<b>COIN</b>	18,100	11,100
<b>INSALUD</b>	43,956	58,608
<b>CEPROSH</b>	22,746	9,811
<b>REDOVIH</b>	48,838	43,370
<b>Totals:</b>	<b>273,460</b>	<b>153,249</b>

- **External supply donations:**

An important aspect defined in SFH/PSIDR responsibilities is the free placement of health supplies (condoms and lubricants) in non-governmental and state organizations. During this period, 13,000 condoms and 1,000 units of lubricants were supplied to various civil society organizations, specifically to COOVIDA and Waves of Health.

### **CONDOM SOCIAL MARKETING MONITORING AND EVALUATION:**

Below is a list of the supervisions of distribution channels and the visits to organizations within the different distribution channels used by Panté including wholesalers in the Key Accounts Program.

Supervision Visits	Number of Supportive Supervision Visits FY-2015 GOAL	Supportive Supervisions Completed April - June 2015
Supportive Supervisions FY-2015 Goal	24	4
Points of Sales (POS)	Number of Establishments GOAL	Establishments Visited
FY-2015 GOAL	192	91 44 wholesalers 12 grocery stores 28 pharmacies 7 motels

**Condom Social Marketing and Advocacy Next Steps:**

- Educational Lectures at two Universities in the country.
- Sampling in bars, nightclubs, “colmadoes”, universities and public spaces of concentration of the target population.
- Completion of revision of the DAIA strategic plan and its validation.
- Preparation of DELTA (Marketing plan), defining the strategies that will support the Pante brand in the coming months.

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

## **Project implementation coordination meetings**

Three socialization and coordination spaces facing the implementation of the Advancing Partners & Community (APC) project took place during this quarter.

The first meeting in this period was held with the goal of tracking the updating processes in the methodologies of the sexual work component in the APC project. Key points of this meeting were the review of the intervention matrix with which the methodological aspects for the sexual work component were defined, as well as the final DELTA report, a document that summarizes the process carried out months ago with the organizations that conduct educational activities with sex workers.

During the second meeting conducted, issues relating to the organization and preparation of the DELTA GTH were addressed. This space allowed the APC and SFH teams to define logistical issues, as well as to socialize data extracted from research and studies used in this DELTA process. Similarly, the organizations that would be participating in the activity and the agenda to be developed were defined during this meeting.

The last meeting of the post DELTA period allowed evaluating process development, lessons learned and input obtained from it. During this meeting the last draft of the DELTA TRSX report and the Interventions matrix were seen, allowing us to perform a graphic exercise of the methodologies to be used during educational interventions with Sex Workers and the logistical, budgetary and interagency coordination associated with their development.

Another important issue socialized in this meeting concerns the findings made by Pante brand condom promoters in warehouses in the city of Moca, Espaillat province. During monitoring visits to these establishments 15 cases of 3,000 units of No Logo condoms were found, for a total of 45,000 units. It was established that since during the last periods important amounts of dispatches were made to the organizations that implement the Advancing Partners and Community Project, although we were unable to establish who the lots of cases found belong to.

As an 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, that are the people intervened in the various free educational activities, through the different organizations responsible for the implementations of these interventions, were defined through the organizations responsible for the implementation of these interventions.

From what has been socialized with the APC technical team in this updating and coordination meeting between both organizations, a series of measures that allow correction of this situation were recommended. In their requests for No Logo condoms and lubricants, the project implementing organizations must:

- Order supplies for no more than 3 months.

- Identify the number of activities to be conducted during the period.
- Identify the projected number of persons to be reached during the period divided by population subgroup.
- Identify the areas of intervention.
- After receiving the request, SFH will verify the delivery protocol and confirm the number of condoms that correspond according to the projected metrics.



## **DELTA GTH PROCESS DEVELOPMENT**

Delta is a process of planning the strategic lines of the Advancing Partners & Community project (APC) with the participation of partner NGOs and stakeholders in the target population. Its purpose is to ensure clarity project objectives and the actions required to achieve them. The DELTA process is based on extensive formative research and additional sources, it is used to understand the behavior of the target population and the motivations behind those behaviors. In order to maximize project profitability, DELTA takes advantage of existing research on behaviors and motivations of the GTH population. This process is a methodological tool for understanding in detail the various program components for which it applies.

The DELTA GTH population process was held recently as part of the APC implementation process. Different organizations responsible for the approach to Gays, Trans, Lesbians and Men who have Sex with Men participated in it. A total 28 persons attended the activity, representatives of GAYP, FROGTH, TRANSSA, UNIDI, ASA, Este Amor, REVASA, UGTHV as well as JSI and SFH/PSIDR.

From it we were able to define new guidelines and intervention strategies for the next two years of APC program. This includes addressing a new population segment in the vulnerable GTH population and complimentary to encompass a greater high-risk population, access to STI services, HIV testing and improve condom use with the trusted partner, all key aspects in these interventions. This process enabled defining the population segments to be approached from this

project, *Alexander*, the male Sex Worker or Man who has sex with Men, *La Shory*, pseudonym used to identify transsexuals, *Gregory*, who represents Dominican gays and finally *Jean Pierre*, archetype to define Haitian gays.

Input from this workshop will allow the development of two basic tools for the project, the i) Dashboard to Decision Making (DDM) and the Marketing Plan, tools that summarize the intervention from key indicators and methodologies selected for intervention.

### **Development and/or Updating Methodologies for Sex Work (TRSX)**

During this period the necessary preparations were made to start the design of methodologies for the TRSX component. In that sense, we benefitted from the presence of community methodology expert Johnny Andia, from CDC Atlanta, who as requested by CDC/Dominicana developed, during one week, an internal training process for the SFH/PSI technical team, with the goal of strengthening PEPFAR projects implementation processes in the new methodologies proposed for approaching populations in a vulnerability context.

In this regard, it was decided, along with APC, that the methodological package be composed of the following tools:

\* **Decisions:** face-to-face or group interventions based in a model of life situations that enable a cognitive and emotional analysis, focused on the promotion of testing, search for 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 “pensiones” (places where they live or sleep) through short and effective expositions with an emphasis on pre-counseling and HIV/STI testing services. A PROMESA (role model) story is developed for these purposes, which allows introducing a social norm in this population. These stories are distributed individually to the independent workers in street points.
- **Brochure Test;** through this we seek to motivate the TRSX to search for community services for HIV/STI testing.
- **SNS;** tool focused on the use of social networks as a mechanism to promote HIV testing among the sex worker population.
- **Decalogue, Posters, User Duties and Rights.**

### **Q3 Fy-1 Next steps:**

- DELTA GTH Report delivery.
- TRSX Methodology design.
- GTH Methodologies start.

## **Section 5.**

### **Monitoring and Evaluation**

#### **Information exchange between JSI y SFH**

Information exchange between JSI and PSI/SFH has continued, including the Monitoring and Evaluation area (where scientific populations, collection of evidence and experience based data from the two organizations in effective monitoring of partner NGOs have been shared). Small meetings have been held and telephone calls made to continue monitoring supplies delivered to JSI and partner NGOs. The Monitoring and Supervising Form for NGOs v2013.2, previously created for the MODEMU, COIN and CEPROSH NGOs has been used by certain NGOs and represents a standardized tool for measuring different quantitative variables, which are important to the project.

Similarly, an instrument adapted from the University of Rhode Island and the CDC for the evaluation of the stages of behavior changes among key populations was shared. This instrument quickly assesses the state of change of different populations relating to services and condom use behavior. It consists of certain mutually exclusive items, which when completed cast users in one of the categories pre-established by Prochaska and Diclemente Portillo (Pre-contemplation, contemplation, preparation/action and maintenance). This instrument enables decision makers (mainly CPI) to adapt the key message in the interventions form the state of change of individuals.

#### **M&E in the DELTA GTH Workshop**

The M&E team completed the preparation of the documentary analysis of the GTH, which was successfully used in the DELTA GTH. This situation analysis included a bibliographic review of relevant scientific literature that could shed some light on the current GTH situation

The documentary analysis included:

- General and health facts about the Dominican Republic
- HIV in the Dominican Republic
- GTH in the Dominican Republic
- GTH demographics the Dominican Republic
- HIV and STI prevalence in the GTH in the Dominican Republic
- Condom use, risk behaviors and vulnerability factors of the GTH in the Dominican Republic
- Variables related to HIV and ITS testing among sex workers in the Dominican Republic.

The main sources of information for the preparation of this situation analysis were: ENDESA (2013), ONUSIDA (2013), the PLACE (2014) study, the Second Survey of Epidemiologic

Surveillance with Serological Linkage (2012), a research study by Amigos Siempre Amigos (2011) where the total GTH population is estimated, Estada and Vargas (2010), Johnston, Vaillant, Dolores and Vales (2013), Rojas et al. (2011), the LGBTTI collation report of the Dominican Republic (2014) and a research conducted by PSI (2011) related to condom use and HIV in the GTH population. One of the most important researches was the one conducted by PSI (2011), as it presents a qualitative perspective regarding access to health services (HIV) among GTH populations.

- Limited access to services by the GTH population.
- Continuous discrimination by health care providers to the GTH.
- Continuous discrimination by workers in health centers to the GTH (not only the health care providers).
- Frequent psychological abuse by health care providers at the moment of HIV testing by the GTH (making them believe they are HIV positive and later giving the correct results).

### Indicator Summary from the previous period

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

**Table 1.1** TA indicators affecting key populations

Indicator	Y1
% of implementing NGOs that attended the Delta (TRSX) process	100%
% of implementing NGOs that attended the Delta (GTH) process	100%
100% of implementing NGOs trained and with the necessary tools to evaluate their activities and their IPC	0% <sup>3</sup>
Number of in situ supervision visits to implementing NGOs while IPC activities are conducted	N/A <sup>4</sup>
% of IPC agents measured through supervision/accompaniment using previously developed quantitative tools	N/A <sup>5</sup>

<sup>3</sup> This process is scheduled to start in Q3-Q4, after completion of all DELTAs.

<sup>4</sup> This process is scheduled to start in Q3-Q4, after completion of all DELTAs.

<sup>5</sup> This process is scheduled to start in Q3-Q4, after completion of all DELTAs.

The preceding table shows that 100% of the populations working TRSX and GTH attended the appropriate DELTA process. This constitutes the achievement of the set goal. The three missing indicators in the table above will be completed as the corresponding processes are finalized (scheduled for Q3 and Q4 of FY1). Los tres indicadores faltantes de la tabla anterior serán completados a medida que los procesos correspondientes a los mismos sean finalizados (pautados para el Q3 y Q4 del FY1).

### **DDM (Dashboard for Decision Making) Status for GTH**

The necessary information to complete the DDM linked to GTH was collected during this period. This DDM has some of the pre-selected indicators to be implemented in HTC\_TST and GP\_PREV activities for the GTH populations. The DDM seeks to summarize in one document those statistically significant indicators (from collected evidence) that are related to the two key components it seeks to obtain (correct and consistent condom use and access/retention to STI/HIV related services).

In the next quarter discussions with the JSI team will be held to obtain de final version of these indicators and thus prepare the final DDM report.

### **Market Research**

PSI is committed to the use of evidence for decision making, both in social programs as well as in the social marketing of condoms. That is why three major market research studies are being simultaneously conducted to obtain updated information on the Pante brand status. Below is a summary:

- **Distribution check of Yellow Panté in motels:** Seeking to determine the presence of Yellow Panté in motels, as well as other marketing variables related to sales, product preference, competition, purchase frequency and other brand attributes. Data collection in over 200 motels across the country and data entry was finalized in the quarter we are reporting and the preparation of the final report was started. A results summary will be presented during next quarter.
- **Distribution check of Yellow/Black Panté in “colmados” and pharmacies:** Seeking to determine Yellow/Black Pante brand condoms presence in “colmados” and pharmacies, as well as other market variables related to sales, product preference, competition and other brand attributes. Just like the Distribution Check in motels, during the quarter we are reporting, data collection in over 500 establishments across the country was finalized. Data entering was started and during the next quarter a results summary will be presented.

- These two major studies will serve to describe the current situation of the Panté brand in the three basic sales channels (motels, “colmados” and pharmacies). From this input, we will be able to re-define strategies to ensure even more brand sustainability in the medium and long term. We expect to have all final reports in the next quarter.

### **DHIS-2 implementation for marketing**

The implementation of DHIS-2 for marketing was successful in the pilot. However, the company QuickBooks version was updated to QuickBooks Enterprise for NGOs. This new version allows the integration of “units” to the system, that is, using warehouse data and integrating it to the accounting system. Thus obtaining in a single program, both the stock (inventory) as well as sales, sale records and other data pertaining to accounting.

This new QuickBook requires a new script to export data to DHIS-2. In the coming quarters we will work with the PSI/DC team on ways to perform this migration and reduce staff time used in preparing the reports.

### **Monitoring and Evaluation:**

The next steps are related to the completion of all DELTA GTH products. Later on, the next meetings with the M&E team from APC will take place to determine the next steps in the systematization of monitoring tools to be used by APC, including tools and progress indicator analysis. The completion of all market research studies and the incursion of a result summary is also expected.

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