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Maternal and Child
Survival Program

Haiti Social Marketing- End of Project Report

April 2014—September 2015



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The Maternal and Child Survival Program (MCSP)

The Maternal and Child Survival Program (MCSP) is a global, United States Agency for International Development (USAID) Cooperative Agreement to introduce and support high-impact health interventions with a focus on 24 high-priority countries with the ultimate goal of ending preventable child and maternal deaths within a generation. The Program is focused on ensuring that all women, newborns and children most in need have equitable access to quality health care services to save lives. MCSP supports programming in maternal, newborn and child health, immunization, family planning and reproductive health, nutrition, health systems strengthening, water/sanitation/hygiene, malaria, prevention of mother-to-child transmission of HIV, and pediatric HIV care and treatment.

This report is made possible by the generous support of the American people through USAID under the terms of the Cooperative Agreement AID-OAA-A-14-00028. The contents are the responsibility of MCSP and do not necessarily reflect the views of USAID or the United States Government.

Country Summary



Source: wikipedia.com

Selected Health and Demographic Data for Haiti	
GDP Per Capita (USD)*	819.90
Total Population (millions)**	10,317
Maternal Mortality Ratio (deaths/100,000 live births) (2015)*	359
Neonatal Mortality Rate (deaths/1,000 live births) (2015)*	25
Infant Mortality Rate (deaths/1,000 live births) (2013)*	52
Under-Five Mortality Rate (deaths/1,000 live births) (2015)*	69
Oral Rehydration Therapy for Treatment of Diarrhea (%) (2013)***	53
Modern Contraceptive Prevalence Rate (%) (2013)**	22
Total Fertility Rate **	3.1
Total Health Expenditure Per Capita (USD) (2013) *	77
Source: * World Bank, **WHO, Haiti 2013, *** EMMUS V, 2013	

Major Activities by Program

- **Behavior Change Communications for FP, WASH and MCH**
 - BCC activities
 - FP Hotline for youth
 - Mid-level BCC activities
 - Reinforcement of Health Services
 - Mass Level BCC Activities
 - Support to MSPP
- **Quality Products for FP, WASH, MCH**
 - Sales & Distribution of FP, WASH, MCH Branded Products
 - Promotion of Bon Sel Dayiti
 - Nutritional Peanut Butter
 - ORS+Zinc



Program Dates	April 2014—September 2015		
Funding	Total Mission Funding to Date	Total Core Funding to Date by Area	
	\$3,334,257	--	
Geographic Coverage	Country	No. of departments	No. of communities
	Haiti	10 National departments	--
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Abbreviations

ALRI	Acute Lower Respiratory Infections
BCC	Behavior Change Communication
BSD	Bon Sel Dayiti
CBO	Community Based Organization
CDC	Center for Disease Control and Promotion
CYP	Couple Years of Protection
DALY	Disability Adjusted Life Years
DHIS	Department Health Information System
DHS	Demographic and Health Surveys
DINEPA	Direction National de l'Eau Potable et de l'Assainissement
DSF	Direction de la Santé de la Famille
EMMUS	Enquête Mortalité, Morbidité et Utilisation des Services (also DHS)
EPCMD	Ending Preventable Child and Maternal Deaths
FP	Family Planning
HIV	Human Immunodeficiency Virus
IEC	Information, Education and Communication
IPC	Interpersonal Communication
IUD	Intra-Uterine Device
MAP	Measuring Access & Performance
MCH	Maternal and Child Health
MCSP	Maternal & Child Survival Program
MENFP	Ministère de l'Education Nationale et Formation Professionnelle
MFK	Meds & Food for Kids
MoH	Ministry of Health
MSP	Ministère de la Santé Publique et de la Population (MoH)
NGO	Non-Governmental Organization
OC	Oral Contraceptive
OHMaSS	Organisation Haitienne de Marketing Social pour la Santé
ORS	Oral Rehydration Solution
PBCC	Provider Behavior Change Communication
POZ	Promoteurs Objectif Zéro Sida
PSI	Population Services International
RMNCH	Reproductive, Maternal, Newborn and Child Health
SSQH	Services de Santé de Qualité pour Haïti (quality health services for Haiti)
TED	Traitement de l'Eau à Domicile (water based home treatment)
TRaC	Tracking Results Continuously
UND	University of Notre Dame
UNICEF	United Nations Children's Fund
USAID	United States Agency for International Development
WASH	Water, Sanitation and Hygiene
WHO	World Health Organization

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This report was made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of the Maternal and Child Survival Program (MCSP) and do not necessarily reflect the views of USAID or the United States Government.

MCSP partners, Population Services International (PSI) and its local network member, Organisation Haitienne de Marketing Social pour la Santé (OHMaSS), want to express their gratitude to the USAID mission team in Haiti, USAID/Washington, MCSP and PSI/DC for their commitment and support throughout this project, allowing us to pursue the activities and fulfill this project's objectives. MCSP would also like to acknowledge the close collaboration and contributions of the Ministère de la Santé Publique et de la Population (MSPP) of Haiti.

Executive Summary

From April 2014 to June 2015, MCSP implemented a social marketing program in Haiti. This social marketing program aimed to contribute to the reduction of maternal and child morbidity and mortality by improving health behaviors and increasing access to high quality health products for family planning (FP), water, sanitation and hygiene (WASH) and maternal and child health (MCH).

Over the course of the year-long project, MCSP conducted activities at community and national level across 10 departments, using a variety of social marketing approaches: inter-personal communication, telephonic counseling, cinemobile projections, radio and television broadcasts, and distribution of educational materials including brochures and fliers. A total of 271,610 persons were individually met and counseled on FP, WASH or MCH by trained support group members, 32,609 persons contacted the Hotline to ask FP-specific questions, an estimated 68,100 persons participated in MCSP cinemobile projections or special events, and 93,978 FP, MCH and WASH sensitization messages were broadcast on radio and television.

MCSP surpassed project targets in selling injectables and oral contraceptives, but found challenges selling intra-uterine devices (IUDs) to a population still unfamiliar with and uncertain about this newly introduced method. Nonetheless, additional support was leveraged to focus on IUD insertion and quality of care through private sector providers, and overall, an estimated 158,672 couple years of protection (CYPs) were provided by the project, resulting in approximately 44,687 disability-adjusted life years (DALYs) saved through the project's efforts¹.

MCSP successfully sold water treatment products and oral rehydration salts, which helped save another 7,630 DALYs. The successful sale of FP, WASH and MCH products was principally due to the promotional activities conducted during the year, which reached over 508,000 people in the country. The sales of FP, WASH and MCH products further contributed to the strengthening of the distribution network in Haiti.

¹ All CYPs and DALYs reported were calculated using the PSI Impact Calculator at <http://impactcalculator.psi.org/>

Introduction

The goal of USAID's flagship Maternal and Child Survival Program is to end preventable child and maternal deaths (EPCMD) within a generation. The global program is focused on ensuring that all women, newborns and children most in need have equitable access to quality health care services to save lives.

In Haiti, MCSP's social marketing program aims to increase coverage and utilization of evidence-based, high quality, maternal and child survival products and services at the household, community and health facility levels. The program deployed a social marketing approach that includes multi-channel behavior change communication and marketing, sales and distribution of related health products. These products include Pilplan (oral contraceptive), Confiance (3-month injectable), Confiance Plus (copper intra-uterine device), Sel lavi (oral rehydration salts) and Dlo lavi (water treatment chlorine tabs).

The program's overall goals are:

- To contribute to the reduction of maternal and child morbidity and mortality by increasing women's knowledge about child health (nutrition, immunization, diarrhea and hygiene) and improving women's information about and access to reproductive health and family planning services.
- To increase the number of couple years of protection (CYPs) generated from the sale and distribution of PSI family planning (FP) products and the number of disability adjusted life years (DALYs) saved through the sale and distribution of PSI maternal and child health (MCH) and Water, Sanitation and Hygiene (WASH) products.

To achieve the above goals, the program objectives are:

- Objective 1: Improve health behavior among the target audience through evidence-based and comprehensive behavior change communications.
- Objective 2: Increase access to high quality health products for WASH (safe water treatment), MCH (ORS and Zinc for diarrhea treatment) and FP products (oral and injectable contraceptives as well as long-term methods like IUDs).

The purpose of this report is to share the final results from the period spanning across 6 project quarters, from April 2014 to September 2015. Descriptions of the activities as well as the results are presented according to the objectives, activities and components: Family Planning (FP), Water Sanitation and Hygiene (WASH) and Maternal and Child Health (MCH).

Major Accomplishments

Objective I: Improve health behaviors through Behavior Change Communications

To generate demand for health-seeking behavior and service uptake, MCSP used three primary communication channels as defined by the program: interpersonal communications (IPC), mid-media and targeted radio. These channels are coordinated nationally across all departments of the country so that the general population and targeted groups are ‘surrounded’ by accurate and consistent messaging from trusted sources, including community leaders, health providers and the news media.

Interpersonal communications (IPC): trains and supports a network of peer educators who conduct small group sessions and one-on-one visits. Peer educators are equipped with IEC materials including toolkits, and brochures.

Mid-Media: uses its Cinemobile unit to reach larger groups of people in communities across all 10 departments. Teams of skilled and trained animators travel from town to town with a sound truck and audio-visual equipment, conducting interactive sessions in town squares and parks during daylight hours and projecting films with health messages after dark. Cinemobile events are always highly popular and well attended, particularly in more remote areas with limited access to television or other sources of entertainment. The departmental offices of the Ministry of Health coordinated with MCSP to select towns across the country most in need of health messaging, due to greater health burdens, large population sizes and lack of access to information. The same approach is used for special events, such as on Global Hand Washing day. The teams use a standard technique to develop consistent estimates of crowd sizes at each activity.

Mass Media: uses a nationwide network of regional and community radio stations it has developed to air sensitization messages. PSI uses media consumption data from a national study to help select the best radio stations and time of day to broadcast messages to reach the largest portion of the target audience.

MCSP utilized a three-pronged BCC strategy to motivate people to adopt healthier behaviors in FP, MCH and WASH. MCSP accomplished this by conducting a range of sensitization activities on radio, print and social media, and one-on-one outreach in communities.

Summary:

- MCSP developed a new BCC training curriculum integrating messages on MCH and nutrition, and trained 146 persons from 18 communes across 10 departments to conduct IPC activities across communities.
- Support group members conducted 4,296 FP IPC sessions, 3,509 WASH sessions, and 3,211 MCH sessions, reaching a total of 249,669 persons through the 10 departments within 20 communes through IPC.
- Model couples conducted 426 FP IPC sessions, and 318 MCH sessions, reaching 21,941 persons in the western department through IPC. Over half of calls originated from the western department.
- 32,609 persons called the FP Hotline, 65% of whom were female, and 77% between the ages of 15 and 24 years old.

- MCSP conducted 87 cinemobile projections across 42 communes within the 10 departments of Haiti, reaching an estimated 44,600 persons with FP, MCH, and WASH messages. In addition, 21 special events were organized, reaching about 23,500 people.
- MCSP provided support to MSPP by producing and distributing BCC videos to over 100 health centers, training 306 student nurses in IPC, and significantly contributing to the MSPP National FP Campaign.
- A total of 93,978 sensitization messages on FP, MCH and WASH were aired on radio and television.

Activity I.1 Implementation of IPC activities at Community Level

Review of BCC training curriculum

MCSP revised, updated and adapted a training curriculum used previously under USAID's PROMARK project. The revised training curriculum integrated a new segment on MCH and nutrition, and was used to train over 100 persons to conduct IPC activities in communities.

A single WASH & MCH training was designed to span across four days, and three days for FP, and includes multiple training methodologies, including presentations, discussions, simulations, and practice. In the revised syllabus, the WASH & MCH training contains seven additional modules (diarrhea, ORS, water, water-borne diseases, water treatment, hygiene, and IPC) in addition to the FP modules (FP methods, IPC, FP counseling), and learning effective communication techniques.

Training of Support Group Members

Model couples and support group members conducted IPC activities.

Support group members were selected for their previous work conducting IPCs under different projects, such as USAID's PROMARK. Other support group members were selected for their proven leadership in their communities, such as in the case of Adeline, a 39 year old married woman, who, before becoming a support group member, had organized a small community, female-empowering initiative called Association des Femmes Vaillantes (Association of Valiant Women), attempting to address issues and challenges plaguing her community. The departmental offices of the ministry of health coordinated with MCSP to select leaders of community based organizations across Haiti to be formally trained as support group members. Overall, support group members were selected from 18 different communes across the 10 departments.



Picture 1: Support Group member, Adeline, posing in front of her small shop

Using the revised training curriculum described above, a total of 146 persons were trained on IPC methods, and key health messaging in MCH, FP and WASH. Among those trained, 100 were retained to conduct IPC activities across communities in the 10 departments of the country. Twenty support groups were established, each composed of five trained members.

Based on their training, support group members then delivered key health messages on FP and water treatment to Haitian households, promoted best behavior practices to the targeted population, and linked them to existing health centers to address needs or concerns in FP, MCH and WASH. Populations targeted



Picture 2: Training of support group members on good hygiene practices

by support group members included pregnant women, mother of children under the age of 5, care givers, and adolescents. Across the span of a year, the 20 support group members reached a total of 92,874 persons for FP, 90,092 for WASH, and 66,703 for MCH. These IPC activities took place in health centers, schools, women's associations and water-collection sites. Additionally, a total of 8,586 families with children under the age of five were reached with WASH messages, and 7,906 for MCH, during IPC household visits. To learn more about the work and impact of support group members, see *Success Stories*, in the appendix.

Training of Model Couples

MCSP additionally used its *model couples* to bring FP and MCH messages to communities, health centers, women's associations, and particularly, churches. A *model couple* is a married couple that belongs to the Haitian Christian community and that has used FP methods for some years. MCSP trained 3 model couples in FP, on the various methods available in the country, including OCs, injectables, and IUDs. Couples were additionally trained to conduct IPC activities addressing MCH. Couple models are well regarded in their communities, and generally welcomed by pastors to conduct BCC activities in local churches. Over the year, model couples reached 12,683 persons for FP, and 8,258 for MCH.

Conducting IPC activities at community level

1. Family Planning (FP)

CBO Support Groups: The 20 trained support groups conducted 4,296 IPC sessions across 10 departments and 21 communes on FP and reached 92,874 people, including 31,508 men, 61,242 women and 124 children. A total of 24,479 brochures were also distributed during these activities.

Support groups and activities were supervised by MCSP field coordinators over the course of 30 monitoring trips between April 2014 and March 2015. Supervisory visit reports show that messages transmitted during IPC sessions were very clear and well received by participants. The supervisions also highlighted that participants asked many questions on modern family planning methods. Hospitals and health centers were grateful, especially as they lack the staff and capacity to conduct these activities on their own. At the end of each session, the support groups always provided referral information for family planning services.

Over the course of this project, MCSP's model couples conducted 426 outreach sessions on FP reaching 12,683 persons in a number of settings, including health centers, churches, and women's associations. MCSP supervised these model couples to ensure quality control to correct any issues that arose.

2. Water, Sanitation and Hygiene (WASH)

CBO Support Groups: The support groups conducted a total of 3,509 IPC activities and 8,586 home visits, reaching 90,092 people including 28,789 men, 53,056 women and 8,247 children. The themes discussed during IPC sessions included hand washing, hygiene, water treatment, use of latrines and the preparation



of ORS. IPC activities took place in health centers, schools, women’s associations and water collection points, across the country. 19,725 brochures on hygiene were distributed.

These activities, called *Lakay Timoun*, started in January of 2013, as part of the USAID/Haiti PROMARK project and continued with the RMNCH project. The overall goal was to provide target groups with information about diarrhea prevention, such as water treatment, regular hand washing, use of oral rehydration salts in case of diarrhea illnesses, and other hygiene related guidance to ensure and protect family health. 27 supervision sessions took place, issues and questions were addressed as needed, and quality of IPC activities ensured and reinforced.

Picture 3: Support group member visits a household and demonstrates good WASH practices

3. Maternal & Child Health (MCH)

CBO Support Groups: IPC sessions and home visits for the MCH started in June 2014, and support groups conducted a total of 3,211 outreach activities, and 7,906 household visits reaching a total of 66,703 people, including 19,756 men and 46,841 women. Following the success of the Lakay Timoun activity for the WASH project, MCSP decided to conduct the same type of activity for MCH, focusing on delivering key messages on child nutrition and immunization, pregnancy follow-up and facility-based delivery with a skilled birth attendant. Twenty-five sessions were supervised by management to ensure the quality and clarity of message delivery.

Couples: The couples conducted 318 outreach sessions reaching 9,258 persons on MCH (Maternal and Child Health) in various places like health centers, churches, and women’s associations across the 10 departments.

Table 1: Total number of FP, MCH and WASH IPC activities conducted by support groups and persons reached by project quarter

Quarter	Number of activities carried out	Number of persons reached			Number of Brochures distributed
		M	F	Children	
1	1597	12,981	24,746	2,011	18,904
2	3,484	24,422	56,987	1,818	18,838
3	2,853	19,097	36,302	2,549	2,529
4	2578	20,081	36,860	1,892	0
5	504	3,472	6,244	207	3,933
6	-	-	-	-	-
Total	11,016	80,053	161,139	8,477	44,204

Activity 1.2 Implementation of Hotline for Youth

Hotline activities occurred through March 2015. Eight counselors from POZ received refresher trainings on family planning counseling, methods and management of side effects. The hotline received a total of 32,609 calls. The hotline primarily targeted young girls that struggle finding and receiving FP information in health centers, and indeed 65% of callers were female and 77% were between the ages of 15 to 24 years.

Picture 4: A group of children watch a WASH cinemobile projection in their local community

Table 2: Total number of calls received on Hotline by project quarter

Quarter	# Calls Received	Male	Female	Department		Age				
				West	Others	10-14	15-19	20-24	25-34	35+
1	8,236	3,291	4,945	3,605	4,631	362	3,916	2,530	1,178	227
2	9,306	2,891	6,415	6,372	2,934	355	3,601	3,341	1,711	288
3	7,995	2,627	5,368	5,045	2,950	400	3,332	2,817	1,189	256
4	7,072	2,535	4,537	3,948	3,124	393	3,127	2,278	1,029	245
5	-	-	-	-	-	-	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-
Total	32,609	11,344	21,265	18,970	13,639	1,510	13,976	10,966	5,107	1,016
%	100	35	65	58	42	5	43	34	16	3

Activity 1.3 Implementation of Mid-Level BCC Activities

Conducting Cinemobile Projections in Communities

The *Cine mobile* strategy, an “edu-entertainment” activity, consists of a film screening and interactive discussion on a topic of interest, such as FP. Following the screenings, MCSP led discussions with filmgoers, asking them questions and facilitating discussion in order to focus on the key messages to be retained. MCSP worked with peer education network groups during the life of the program to conduct *Cine mobile* activities that allowed the program to reach a large number of consumers with messages on behavior change and promoting the use of FP products. Films included *Planifeye la viv*, and *Projection de Samy*.

A total of 87 cine mobile events were organized and conducted across 42 communes in the 10 departments. Communes were selected based on MoH selections that targeted highly populated communities and/or remote communities with lack of access to important health messages. Films presented and delivered key FP, WASH and MCH messages to wide audiences, promoted healthy behaviors, linked population to existing services, and encouraged product sales. An estimated 44,600 persons were reached in these cinemobile activities.

1. Family Planning (FP)

Sixteen cinemobile activities were conducted across 12 communes and 10 departments to promote FP reaching a total of 5,950 persons. The messages diffused in family planning cinemobile projection, among many, included the secondary effects of certain FP methods, how FP improves a family's quality of life, how it promotes community development and economic stability and helps prevent undesired pregnancies, and how it is appropriate for all women of reproductive age.

2. Water, Sanitation and Hygiene (WASH)

44 cine mobile activities were conducted to promote WASH reaching a total of 24,825 persons in 22 communes distributed across the country's 10 departments. Over the course of this project, a particular focus was put on WASH activities due to floods experienced in a number of cities. The MSPP informed and advised MCSP to emphasize on WASH messages and provide messages on hygiene and cholera prevention.

3. Maternal & Child Health (MCH)

27 cine mobile activities were conducted to promote MCH reaching a total of 13,825 persons in 14 communes distributed across the country's 10 departments. Due to the floods mentioned above, MCSP conducted numerous MCH-focused activities as well, particularly stressing on use of ORS for diarrhea treatment, and prevention of cholera and other water-borne diseases.

Table 3: Total number of FP, WASH and MCH Cinemobile projections and persons reached by project quarter

Quarter	# of Projections	Department(s)	# of persons reached
1	-	-	-
2	18	8	12,500
3	17	4	10,245
4	47	8	19,905
5	5	2	1,950
6	-	-	-
Total	87	10	44,600

Organizing Special Events across Communities



Picture 5: MCSP conducts outreach activity in town center

A total of 21 special events were conducted, where key FP, WASH and MCH messages were delivered to wide audiences. One such event, for example, was the Global Hand Washing Day, that MCSP organized in cooperation with the WHO, UNICEF, MSPP, DINEPA, MENFP, and support groups. The slogan of the campaign was: « *Mwen Chwazi la Sante, Mwen Lave Men'm ak Dlo ak Savon* » in other words "I chose health, I wash my hands with water and soap." MCSP organized outreach activities for Global Hand Washing day in the departments of the Center, North and Artibonite, where hand washing stations were set up and 2,636 people practiced washing their hands.

Including the numbers reached on Global Hand Washing Day, a total of 23,500 persons were reached through special events organized throughout the year.

Table 4: Total number of Special events and persons reached by project quarter

Quarter	Subject	# of Activities	Department(s)	# of Persons Reached
1	-	-	-	-
2	MCH	4	4	7,900
3	-	-	-	-
4	FP	5	3	4,600
	WASH	5	3	4,600
	MCH	7	3	6,400
5	FP	1	1	600
6	-	-	-	-
Total		21	8	23,500

Activity 1.4 Reinforcement of Public Health Services

Reinforcing Services with BCC videos

MCSP provided support to MoH public health centers by providing them with video documentaries that can be displayed and projected in waiting rooms. The documentaries were developed and filmed by MCSP communication team, and addressed different health messages promoted by the project, regarding WASH, HIV and FP. Films portrayed struggles and health solutions for people living in rural areas, so that viewers may relate and identify themselves in the films.

These BCC videos were then reproduced and distributed to its network of NGO partners, SSQH and all health centers that have the capacity of project videos to patients and families lingering in the waiting room. The videos were distributed to the appropriate health centers by the MoH departmental offices. A total of 100 health centers were equipped with films.

Training Nurses IPC skills

As additional support to the MoH, MCSP provided training to students of nursing school in communication skills and IPC counseling. 306 student nurses from public nursing schools were trained on IPC communication techniques on subjects such FP, cholera and MCH.

Supporting MSPP National FP campaign

MCSP continued to support the second phase of the MoH National FP campaign. This support involved the production and diffusion of TV and radio spots, the promotion of the campaign during the football world cup, the creation of billboards, and a contest for youth to determine the next MoH slogan for a family planning campaign.

Radio and TV spots: MCSP produced a TV spot promoting family planning using three artists highly popular and esteemed by Haitians, particularly among youth: Baky Popilè, a young Haitian rapper, Misty Jean, and Rutshell Guillaume, two young Haitian women who perform in world music. MCSP also produced one radio spot promoting the double protection of condoms, and one radio spot encouraging men to support their sexual partners in adopting a modern family planning method.

World Cup Campaign: During the FIFA world cup, three short voice messages promoting FP were produced and broadcasted via cell phone network. Over the course of the month of July, the three voice

messages were sent to 1,482,710 persons nationwide, of which 1,025,361 (69%) picked up the call and listened to the message.

Radio and TV spots were broadcasted across two TV stations and ten radio stations. Spots were aired a total of 2,353 times during football world cup period.

Six animated banners were produced and broadcasted on Tele Caraïbes and the National TV RTNH, promoting the various FP methods available in Haiti.

During halftimes, artists Baky Popilè and Misty Jean, played the role of FP ambassadors, and shared key FP messages, encouraging viewers and listeners alike to adopt modern FP methods and to take control of their lives and future. The two ambassadors realized nine live talks, including six that were played during halftime, and three that were aired on Haiti’s most popular radio shows (Haiti Matin Caraïbes, Train Matinale).

Based on an audience assessment done by Dagmar agency, we estimate that over three million people were reached by the messages broadcasted during the world cup.

Billboards: Fifteen billboards were installed in twelve cities in all ten departments of the country, and strategically placed in high-traffic points such as the entrance of the cities, public spots, and markets.

Contest: A total of 345 posters were installed and distributed in different places to promote the MoH FP contest. In this contest, MCSP asked people, and particularly youth, to develop and submit a slogan, jingle, or drawing that best reflect the key messages of the MoH National FP Campaign. Winners were promised prizes and certificates.

In addition to the posters, different media interventions were conducted and a spot was aired promoting the contest on different radio stations. A total of 24 submissions were made, including 14 jingles, seven drawings, and three slogans.

The contest’s jury was composed of artists Philippe Saint Louis and Richard Vieux, OHMaSS’ staff members Ricardo Mathieu and Jennifer Legitime, and MSPP’s/DSF member Dr. Reynold GrandPierre. The jury deliberated on October 23, 2014 and the results were announced on October 30th. In the presence of members of the press the six winners received their prizes and certificates.

Activity 1.5 Implementation of Mass-Level Activities

Broadcasting Key Messages

MCSP worked with 54 radio stations, among which 39 were commercial and 15 community-based radio stations, and 4 TV stations. On June 2nd 2014, MCSP launched its new media plan, and as requested by USAID/Haiti, shared 40% of its air time with the MoH to broadcast health messages and spots promoting healthy behavior in line with the MCSP and MoH strategies. Over the four quarters of this project, 133,587 spots were aired, including 90,901 (68%) product specific radio promotions, and 41,178 (30%) generic health radio spots.

Table 5: Summary of Radio and TV broadcasts for FP, WASH and MCH by project quarter

Media	Messages	# of Broadcasts					
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 5	Quarter 6

Radio	FP, MCH, WASH Products	2,368	31,401	25,892	31,240	-	-
	Generic	1,678	-	19,784	19,716	3*	-
TV	Generic	400	518	590	-	-	-
Total		4,446	31,919	46,266	50,956	-	-

* Contracts with radio stations came to a term by quarter 5, but OHMaSS staff conducted 3 radio interviews on FP and WASH in the month of May.

MCSP monitored and visited radio stations belonging to its media network. A total of 34 radio stations were visited, 19 of which were commercial radio stations, and 15 of which were community based radio stations.

Production of IEC materials

MCSP produced a range of different IEC and promotional materials to support program activities (see appendix D for list of IEC materials produced in MCSP project), including IPC activities, special events, and promotional activities conducted across the country.

Carnival in Jacmel

MCSP participated in the popular carnival festivities in Jacmel by conducting promotional and awareness activities before and during the carnival's day.

On February 6th and 7th, MCSP implemented campaign activities in three radio stations in the city of Jacmel to promote program's health products. Meanwhile, during the same period the project's promotion and sales teams were present at Marigot and Cayes Jacmel to promote Dlo Lavi Tab and Sel Lavi. During the day of the Carnival on February 8th, the complete team was mobilized on the carnival circuit to organize taste-testing activities for Dlo Lavi Tab and Sel Lavi. This event was very successful because it allowed MCSP to sell in retail over 6,000 Dlo Lavi tablets to hundreds of people by allowing them to enjoy free water treated with the product. More than 100,000 people were reached by our activities during the period.

MCSP team also used different radio stations to promote health products supported by the program. During the reporting period, a total of 6 activities were conducted and conducted mostly around the carnival period to promote products and to discuss the prevention of sexual violence against women, the MOH chosen health theme for 2015 carnival activities.

Objective 2: Expand access to quality WASH, MCH and FP products

Summary:

- MCSP conducted 945 promotional activities, including sound truck announcements and market place presentations, reaching an estimated 508,866 persons.
- Over 1.45 million units of FP products, including injectables, OCs, and IUDs were sold across the county's 10 departments, helping to avert 44,687 DALYs, and provide 158,672 CYPs.
- Over 2.7 million water treatment tablets and 642,240 ORS units were sold helping to avert approximately 7,630 DALYs.
- MCSP helped 2 partners, University of Notre Dame and Meds & Food for Kids to design the promotional materials, campaign, and studies on *Bon Sel Dayiti* and nutritional peanut butter.
- MCSP developed artwork and packaging for a new ORS + Zinc product that is waiting to be introduced in Haitian market.

Reported DALYs and CYPs were calculated using PSI's *Impact Calculator*. PSI's chlorine tablet and ORS impact model is based on the Lives Saved Tool (LiST) and the 2010 Global Burden of Disease study. Estimates for the health impact of family planning uses a methodology developed by Marie Stopes International (MSI) and uses USAID's couple years of protection conversion factors to calculate CYPs. To learn more about the model visit impactcalculator.psi.org

Activity 2.1 Expansion access to Quality WASH, MCH and FP Branded Products (Sales and Distribution)

Continuing and reinforcing Promotional activities of FP, WASH and MCH products

1. Pilpan, Confiance & Confiance+

For Pilplan (oral contraceptive) and Confiance (3-month injectable), the sales force carried out 413 promotional activities in public markets and among women's groups, reaching an estimated 145,196 persons across ten departments. Promotional activities are conducted in large public areas such as in markets where promotional agents promote and demonstrate the use of product to customers and merchants, and in city centers with the use of sound trucks that deliver and emit promotional messages.

2. Sel Lavi & Dlo Lavi

For Dlo Lavi Lavi (water treatment chlorine tabs) and Sel Lavi (oral rehydration salts), the sales force conducted 532 promotional activities in public markets and IDP's camps in the West. An estimated 363,670 persons were reached across the country.

Table 6: Summary of promotional activities and persons reached in FP and WASH by project quarter

Quarter	Family Planning		WASH	
	# of Activities	# of persons reached	# of Activities	# of persons reached
1	83	19,969	102	21,220
2	98	36,150	104	87,200

3	110	62,150	158	172,700
4	98	18,527	103	58,550
5	24	8,400	65	24,000
6	-	-	-	-
Total	413	145,196	532	363,670



Producing Promotional Billboards for FP

MCSP communication's team in country produced 25 billboards to promote the brand Confiance and Pilplan.

Customer Service / Telemarketing

Customer Service makes the link between MCSP wholesalers, retailers, consumers and sales force, in order to address any gaps and issues with procurement or stocks. Over this project, MCSP received a total of 106 calls and SMS.

Sales and Distribution of Branded Products

MCSP's five branded products were distributed through its network of more than 6,000 sales points served by 142 wholesalers at a national level. Sales of products surpassed the project's targets for Confiance by 57%, Pilplan by 33%, Dlo Lavi by 47%, and for Sel Lavi by 100%. Sel Lavi was funded by PSI's Social Enterprise, and was not only successful in meeting sales targets but moreover a cost-recoverable product. Only Confiance +, the copper IUD co-funded by KfW, proved to be a difficult product to sale, one that has not yet gained traction in the market, and that requires continued efforts in marketing and promotion across sectors, particularly targeting providers through provider behavior change communication (PBCC).

Table 7: Summary of Sales per product by project quarter

Quarter	1	2	3	4	5	6	Total
Confiance (3-month injectable)	44,600	43,400	60,600	69,100	49,800	59,500	327,000
Pilplan (oral contraceptive)	177,500	174,100	177,900	207,400	141,600	244,900	1,123,400
Dlo Lavi (Water treatment tabs)	240,000	366,000	1,020,000	420,000	357,000	369,000	2,772,000
Sel Lavi (ORS)	93,360	60,720	169,920	60,960	191,520	65,760	642,240
Confiance + (Copper IUD)	103	103	138	50	28	19	441

At the end of this project, MCSP was asked by the donor to transfer any remaining health products to SCMS. MCSP organized and completed the transfer of USAID commodities to SCMS (see appendix for inventory of products transferred to SCMS)

Supporting Partners in the Social Marketing of their Health Products

MCSP met several times with the University of Notre Dame (UND) and Meds & Food for Kids (MFK) partners under the leadership of USAID/Haiti. The main objective of the partnership was to support UND and MFK in developing and distributing their products using social marketing strategies.

1. MCSP/UND

In partnership with the University of Notre Dame (UND), and the private company in charge of distribution, CARRIBEX, MCSP helped to ensure the promotion and development of the brand “Bon Sel Dayiti.” This product is packaged, clean salt combined with iodine and Diethyl Carbamazine (DEC). The iodine is essential for the neurological development of children, while DEC is an anti-filariasis drug.

Within this partnership, MCSP helped design the promotional plan of the product. The plan included three levels of intervention: 1) high-level intervention in the commune of Croix-des-Bouquets, where 70% of all promotional activities, including household visits, took place, 2) mid-level intervention in metropolitan area, representing about 30% of promotional activities, and 3) low-level intervention in Arcahaie, where the product was simply sold and not promoted. This approach was chosen in order to measure the effect of promotion on the marketing success and sales of the product.

In 2015, MCSP trained seven of UND’s sales agents to conduct promotional activities in Croix des Bouquets. From January 05th to February 28th 2015, these agents conducted 24 promotional activities in the public market, reaching an estimated 48,000 people. Moreover, MCSP secured two wholesalers and 25 retailers to sell 600 bales (each bale containing 24 small sachets of Bon Sel Dayiti) in Croix des Bouquets.

In terms of communication, MCSP produced a radio spot and a jingle that were broadcasted on four radio stations of Port-au-Prince (Kiskeya, Zenith, Energie, Lumiere). Moreover, MCSP produced the branded materials and transferred the remaining stock to UND (see appendix E for inventory).

In a post-project evaluation study of the project, conducted by MCSP, it was found that the majority of respondents recognized Bon Sel Dayiti as a quality and clean product, and two-thirds of respondents recognized the product as helpful in order to avoid illnesses. Study participants who had been most exposed to the promotion (in Croix des Bouquets), had the greatest level of knowledge regarding the product. The most successful aspects of the promotional campaign included the promotions conducted in markets, and the face-to-face IPC household visits conducted in Croix des bouquets. As for radio spots, participants in Port au Prince and Arcahai heard these, but the information was rarely retained.

2. MCSP/MKF

Since mid-April, 2014, MCSP had been working with MFK to identify a potential way of introducing energy food to undernourished children in Haiti. MFK was put in contact with MCSP by USAID to collaborate in the social marketing aspect of the product. MFK wanted to launch a new low cost brand of peanut butter affordable to low income families, and that contains less aflatoxin and good nutritional balance. MFK launched a brand of peanut butter, sold in small sachets of 30 grams for \$ 5.00 HTG. MCSP designed the product's packaging and conducted a pretest of all four flavors of the peanut butter. On July 4th, MCSP shared the results of the pre-test with MFK, and MFK decided to do a follow-up study on the two flavors most favored in the first pre-test.

While the launch of the product was forecasted for January 2015, a new law in Haiti was passed which forbids NGOs to sell products. MFK asked MCSP to use funds for a market study of the peanut butter, however the funds were not approved for this study.

Activity 2.2 Launch of New Products

Launch SRO Plus (ORS + Zinc)

Under the umbrella of this project, USAID requested MCSP to introduce a new Oral Rehydration Salt (ORS) with Zinc in the market. ORS with zinc supplementation is the WHO recommended method of treatment for diarrhea and ALRI, and is not available yet in the country. In preparation for the launch of this new product the MCSP team convoked a panel of consumers of ORS zinc to get information on their favorite taste, smell and other criteria of selection. This process allowed MCSP to choose the name and develop the artwork for the packaging of the new product. Moreover, MCSP calculated the commercial price structure and developed the "Go To Market" plan. MCSP procured the ORS zinc product.

Cross-Cutting Themes

Data for Decision Making

From April 2014 to September 2015, three TRaC studies were conducted to collect, analyze, and report relevant MCSP data to partners.

TRaC study on Water Treatment Behavior and Practices in Haiti, 2014

This national TRaC study was the third round of a series of TRaC studies that had been conducted in 2009 and 2012 respectively, with the objective to monitor changes in WASH behaviors and attitudes. In this national study, MCSP interviewed 1,082 mothers or guardians of children under the age of five, 60% of whom live in rural areas. On a national level, 75% of respondents reported collecting water in less than 30 minutes, though 17% of respondents living in rural areas reported having to journey over one hour to collect water. Respondents are increasingly using private water companies to procure drinking water, particularly in the metropolitan area of Port-au-Prince where 83% reported purchasing drinking water from a private company. Though 36.6% of rural respondents collect drinking water from unprotected water sources, the majority (66.6%) believed the water to be potable. Water treatment practices have declined since 2012, with a little over half of respondents having treated drinking water in the year prior to the study. Sensitization on water treatment remains essential.

A preliminary analysis and report of the TRaC study was presented at the DINEPA WASH Cluster meeting on April 29th. Partners were very interested in the study's findings and were given a summary PowerPoint of the report in October.

Family Planning TRaC amongst Men above 25 years of age in South East and North West of Haiti, 2015

Under the KfW project encouraging men to support their partners in using a modern method of FP, baseline and end-line surveys was conducted in the two areas of project implementation (South East and North West). Data collection for the end-line survey took place in April 2015, and 1,040 men were interviewed in the North West, as well as 1,306 men in South East department. In the South East, the percentage of men declaring being able to support their partners to use a contraceptive method had risen from 30.2% in 2013 to 51% in 2015, and in the North West, the percentage had grown from 41% to 93.3%. Moreover, the end-line also showed progress in current use of FP methods: where 39.8% of men and their partners in the South East and 49.9% in the North West were using contraceptives in 2013, today rates stand at 55.5% and 58.4% respectively.

Family Planning TRaC amongst Women between 15-49 years in Haiti, 2015

This study was conducted on national scale among women ages 15 to 49. A total of 2,145 women were interviewed on their behaviors, beliefs and practices on FP. On average respondents were of 29 years of age, 50% had accomplished secondary education and were in formal union during the time of the study. 56.1% of the women interviewed were in need of family planning. Though many deemed 23 to be the best age for having their first pregnancy, the majority of respondents who had already been pregnant had had their first child at age 21. 83% had already heard about a modern method of contraceptive, 63% knew a location to find contraceptives, and 58.1% of women in need of contraceptive were using a FP method at the time of the study. Condoms and injectables continue to be the most frequently used FP methods among respondents.

Recommendations and Way Forward

Lessons Learned from Field Experience

- **A strong and deep relationship and partnership with the MSPP is key to success.** Only with very close collaboration with the MSPP can we ensure we are supporting implementation of the country's public health strategy, and achieving maximum impact by avoiding any duplication and ensuring full complementarity of public and social marketing activities.
- **NGOs and CBOs have deep community ties, which are critical to the success of communications activities.** Peers used to conduct IPC activities should continue to be recruited from among existing networks of community leaders that have existing deep community ties and respect from peers.
- **The Hotline was a successful initiative to reach youth and to effectively communicate and scale up BCC information on FP.** Indeed, during the span of the project, 32,609 calls were made to the hotline, 65% of which were made by female callers, and 77% of which were from callers between ages 15 to 24 years.
- **IUDs are not yet a fully recognized and appreciated method of FP and require a total market effort, working across sectors, particularly targeting health providers.** MCSP did not meet project targets in sales of IUDs, though initially, IUD services were welcomed and communities showed much interest. MCSP was unable to increase use of this method by women of reproductive age. There is a need for intense marketing campaign of this long-term method, and a greater need for PBCC activities focusing on FP, management of side effects and emphasis on long term methods.
- **Social marketing approach is severely challenged by the constant flow of donated products and materials.** In fact, during IPC activities, people frequently demanded free water treatment and ORS products in order to apply and maintain safe habits and hygiene practices.

Recommendations Based on Research

- **Male sexual partners are important influencers in women's use of FP and should be included and occasionally targeted in SRH and FP campaigns.** Parallel to the MCSP project, OHMaSS was also conducting activities funded by KfW that sought to empower women by targeting men. The project used male and couples peer educators to improve men's knowledge of FP methods available, and to address and overcome the barriers that prevent them from actively supporting their partner in the selection and consistent utilization of a FP method. This project was conducted in the South East and North West department in Haiti. Based on the Men FP TRaC study, both the support offered by men to their sexual partners in using FP and the actual use of FP had increased since 2012 in both departments.
- **Sensitization and marketing efforts should further target and tailor FP messages to young women and women in union.** Based on the National TRaC study conducted among women aged 15 to 49, the matrimonial status of being *in union* diminished the probability for a woman to be using a modern method of contraception. Moreover, results indicated that women between 25 and 34 years of age include more users of modern FP methods.
- **WASH sensitization activities remain imperative as Haitian families treat drinking water less and less since 2012 and believe their water to be potable.** In the 2014 MCH TRaC study

conducted by OHMaSS, only 57.6% of respondents had treated their drinking water in the last 12 months, and 66.6% of respondents collecting water from unprotected water sources believed the water to be potable.

Appendix A: Indicator Matrix

INDICATORS	Disaggregated by	Project Target	EOP Results	% Achievement
FAMILY PLANNING				
Number of public school Nurses trained in counseling for Family planning	Sex	300	306	102%
Number of people trained in Family planning	Sex	106	154	145%
Number of women support groups put in place to help women correctly use FP method		20	20	100%
Number of people receiving information about FP through IPC by our support groups and model couples	Sex	125,000	105,557	84%
Number of people receiving information about FP through the Hotline	Sex	30,000	32,609	109%
Number of oral contraceptive units sold		713,300	1,123,400	157%
Number of injectable contraceptive units sold		245,385	327,000	133%
Number of IUD sold		1,770	441	25%
Couple Year Protection (CYP) provided through contraceptive sales		117,041	158,672	136%
Water Sanitation and Hygiene				
Number of people trained in WASH	Sex	100	140	140%
Number of women support group put in place to help Family with good WASH practices		20	20	100%
Number of people receiving information about WASH through IPC by our support groups	Sex	110,000	90,092	82%
Number of Households visited with children under 5		6,500	8,586	132%
Number of branded clean water product units sold for TED		1,940,400	2,772,000	143%
Maternal and Child Health				
Number of people trained in MCH	Sex	100	140	140%

INDICATORS	Disaggregated by	Project Target	EOP Results	% Achievement
Number of women support group put in place to provide MCH information to Family and pregnant women		20	20	100%
Number of people receiving information about MCH through IPC by our support groups and model couples	Sex	110,000	75,970	69%
Number of Household visited with pregnant women or family with children under five		6,500	7,906	122%
Number of branded ORS product units sold		311,500	642,240	206%
Number of branded ORS + Zinc product units sold		75,000	Product to arrive after close of project	0%
MARKETING INDICATORS				
Number of promotional activities realized for our branded products		700	945	135%
Number of persons reached through our promotional activities	Sex	350,000	508,866	145%
Number of mass activities / Special events /Cine mobile conducted		115	109	95%
Number of people reach through mass sensitization activities / cine mobile		225,500	168,700	75%
Number of New Wholesalers (Pharmaceutical agency and Grand Commerce) registered for the period		140	142	101%

Appendix B: Success Story

In the central plateau of Haiti, one of the poorest and driest departments of the country, MCSP's team of support group members visits a remote and hard-to-reach community named Sapaterre, literally meaning "Not in this world." The team's task for the day is to visit households across the community and speak with its members on issues regarding water, hygiene and sanitation, promoting the adoption of healthy habits in order to reduce cases of life-threatening water-borne diseases, such as cholera, which has swept through Haiti since 2010.



A woman is dressed with a skirt mounted above her breasts, as she holds her sleeping baby. The woman is known as Ti Mamoun and happily welcomes Flavie, one of the support group members, into her home. She's a 30 years old mother of 3, and doesn't work. Though she runs a very poor and frequently sick household, it is her dream to see her children grow in good health.

Ti Mamoun first heard of MCSP when Flavie had previously visited her at her home. They had discussed issues of hygiene, the health risks posed to her children all under the age of 5, and the importance of treating drinking water either with chlorine or by boiling. The community agent had carried with her pictures and brochures summarizing key points on water, sanitation and hygiene. She had also brought samples and demonstrated the use of *Dlo Lavi*, a water treatment tablet that effectively treats 5 gallons of water at a time, and *Sel Lavi*, oral rehydration salts that can lower the mortality rate of diarrhea by as much as 93%.

"I was glad for all the information and wanted to apply these lessons," explained Ti Mamoun. And though she was motivated, Ti Mamoun didn't own a water bucket to store and treat drinking water like it had been demonstrated. On this trip, however, Flavie returned with a water bucket, and reiterated the importance of adopting these practices to ensure her family's health. Flavie directed Ti Mamoun to the nearest location where she could procure chlorine tablets and ORS as needed.

Ti Mamoun readily applied these new habits: "as a family, we decided to apply these hygiene lessons and to always treat water we want to drink." Today she notes the improvement in her children's health and adds: "This has been important to our lives and for the health of the community." Indeed, over the course of a year, support group members, including Flavie, visited over 8,586 homes, conducting one-to-one sensitization sessions with over 90,000 people. Encouraging individuals to adopt new healthy behaviors that are unfamiliar and uncommonly practiced in communities is not an easy task and requires repeated efforts on multiple levels of communication channels. But as experienced by MCSP, and as demonstrated by Flavie's efforts, one-to-one sessions are particularly effective: they allow programs to offer and deliver messages catered to the specific needs, concerns, questions, and context of people's lives. It is therefore our conviction, that to address and reduce outbreaks of diseases, such as cholera, on a national level, change begins with an individual and her family, like Ti Mamoun, and a conversation lead by Flavie, driven by sensitivity and the ability to offer solutions.

Appendix C: List of Presentations at International Conferences and Publications

Not applicable.

Appendix D: List of Materials and Tools Developed or Adapted by the Program

- Family Planning:
 - o IPC Training Manual
 - o IPC Training Pre-test
 - o IPC Training Post-test
 - o IPC Training attendance sheets
 - o IPC session attendance sheets
 - o IPC supervision sheets
 - o Call Log registers for PLIS Kontwol
 - o Flipcharts
 - o Brochure Pran Tan'w
 - o Brochure Mwen gen anpil rev nan lavim
 - o Cinemobile *Yon Rèv*
 - o Cinemobile Planifye Lavi'w
 - o Cinemobile Technical Sheet

- WASH & MCH:
 - o IPC Training Manual
 - o IPC Training Pre-test
 - o IPC Training Post-test
 - o IPC Training attendance sheets
 - o IPC session attendance sheets
 - o IPC supervision sheets
 - o Flipcharts
 - o Brochure Kijan pou nou evite dyare
 - o Cinemobile *Sammy*
 - o Cinemobile Technical Sheet

List of IEC materials produced in MCSP project

Subject	Placement	Name	Department(s)
Family Planning	FP methods	Brochures	70,000
	FP health centers reference list	Flyers	63,000
	Confiance Plus	Leaves	300
		T-shirts	120
		Posters	500
		Brochures	20,000
	Pilplan	Brochures	10,000
	Confiance	Brochures	10,000
	Plis Kontwol	T-shirts	336
Flyers		700	
WASH	Hygiene	Flipchart	100

	Dlo Lavi	T-shirts	180
		Banners	2
MCH	Sel Lavi	T-shirts	180
		Banners	2
	Bon Sel Dayiti	Kepis	700
		T-shirts	120
		Aprons	200
		Bracelets	900
		Stickers	400
		Flyers	20,000

Appendix E: List of Products and Materials Transferred to Partners at End of Project

Inventory of Products transferred to SCMS on behalf of USAID.

Designation/dosage/form	Unity	Lot number	Expiration Date	Theoric Stock	Physical Stock
Confiance Not Packaged	Vials	A09060	Sep-18	115,900	115,900
Confiance Not Packaged	Vials	J89992	May-19	172,800	172,800
Dlo Lavi Tab Not Packaged	Tab	D769	Oct-18	678,000	678,000
Pilplan Not Packaged	Tab	41985A	Feb-19	17,400	17,400
Pilplan Not Packaged	Tab	41986A	Feb-19	134,000	134,000
Pilplan Not Packaged	Tab	44832A	Aug-19	224,000	224,000
Pilplan Not Packaged	Tab	44845A	Aug-19	199,000	199,000
Pantè Not Packaged	Pack	N09140726	Jun-19	81,720	81,720
Confiance Packaged	Vials	Y-04453	Mar-16	37	37
Confiance Packaged	Vials	ZO-9377	Aug-17	20	20
Confiance Packaged	Vials	A-09060	Sep-18	30,200	30,200
Dlo Lavi Tab Packaged	Tab	C773	Sep-17	400	400
Dlo Lavi Tab Packaged	Tab	D769	Oct-18	453,000	453,000
Pantè Packaged	Pack	2C061	Feb-17	351	351
Pantè Packaged	Pack	2C062	Feb-17	357	357
Pantè Packaged	Pack	2C059	Feb-17	126	126
Pantè Packaged	Pack	2C058	Feb-17	240	240
Pantè Packaged	Pack	2C057	Feb-17	105	105
Pantè Packaged	Pack	2C056	Feb-17	234	234
Pantè Packaged	Pack	2C054	Feb-17	3	3
Pantè Packaged	Pack	DBAID-11N557	Jan-16	120	120
Pantè Packaged	Pack	DBAID-11N559	Jan-16	18	18
Pantè Packaged	Pack	DBAID-11N561	Jan-16	66	66
Pantè Packaged	Pack	DBAID-11N565	Jan-16	66	66
Pantè Packaged	Pack	N09140732	Jun-19	120	120
Pantè Packaged	Pack	N09140720	Jun-19	144,240	144,240
Pantè Packaged	Pack	N09140726	Jun-19	350,280	350,280
Pilplan Packaged	Tab	32971B	Nov-17	40	40
Pilplan Packaged	Tab	945AE	Oct-17	26	26
Pilplan Packaged	Tab	34878A	Aug-18	10	10
Personal Lubricant Water Based 4,5G/sachet	Pcs	14010101DR1	12/1/2017	415	415

Designation/dosage/form	Unity	Lot number	Expiration Date	Theoric Stock	Physical Stock
Personal Lubricant Water Based 4,5G/sachet	Pcs	14010101DR2	12/1/2017	404	404
Personal Lubricant Water Based 4,5G/sachet	Pcs	14010103DR1	12/1/2018	750	750
Personal Lubricant Water Based 4,5G/sachet	Pcs	14030106DR1	2/1/2018	32000	32000
Personal Lubricant Water Based 4,5G/sachet	Pcs	14030108DR1	2/1/2018	108000	108000
Personal Lubricant Water Based 4,5G/sachet	Pcs	14060113DR1	5/1/2018	103000	103000
Personal Lubricant Water Based 4,5G/sachet	Pcs	14080111DR1	7/1/2018	195000	195000
Personal Lubricant Water Based 4,5G/sachet	Pcs	14080112DR1	3/1/2018	199000	199000
Personal Lubricant Water Based 4,5G/sachet	Pcs	15041401DR1	3/1/2018	194000	194000
Personal Lubricant Water Based 4,5G/sachet	Pcs	15041403DR1	3/1/2018	198000	198000
Personal Lubricant Water Based 4,5G/sachet	Pcs	15021403DR1	3/1/2018	97000	97000
Personal Lubricant Water Based 4,5G/sachet	Pcs	14110108DR1	10/1/2018	11000	11000
Personal Lubricant Water Based 4,5G/sachet	Pcs	14110109DR1	10/1/2018	99000	99000
Personal Lubricant Water Based 4,5G/sachet	Pcs	14110110DR1	10/1/2018	198000	198000
Personal Lubricant Water Based 4,5G/sachet	Pcs	14110110DR1	10/1/2018	203000	203000

Branded materials produced and transferred to UND

Item	Quantity Produced	To UND
Flyers	20,000	9,800
Stickers (“on sale here!”)	200	
Stickers (vehicles)	1,000	267
Bracelets	900	59
Kitchen aprons	200	20
T-shirts	1,200	528
Mesh	8	8
Caps	700	280