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Bolivia Social Marketing Project

Year One Annual Report
June 1995 - June 1996

Prepared for:

USAID Bolivia

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Population Services International (PSI)
Bolivia Social Marketing Project

Summary of Year One Outputs
June 1995 - June 1996 (13 months)

Product Sales

Condoms sold (70% of targeted sales for life of project (LOP))	2,273,383	units
Oral contraceptives sold (126% of targeted sales for LOP)	349,549	cycles
Lubricants sold	37,154	units
Couple years of protection (CYPs) delivered (92% of targeted CYPs delivered for LOP)	49,622	
Condoms sold per SAM (Sexually active male)	1.36	
Oral contraceptives sold per MWRA (Married woman of reproductive age)	0.23	

Distribution Network

Pharmaceutical outlets		
Number of outlets (85% of total pharmacies nationwide)	Approximately	1,275
Percent of project condom sales	Approximately	65%
Percent of oral contraceptive sales		100%
Percent of lubricant sales		100%
Non-pharmaceutical outlets		
Percent of project condom sales	Approximately	30%
Community based distribution		
Percent of project condom sales	Approximately	5%

Communication Activities

4 T.V. sociodramas produced (26 minutes each)

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1. Introduction

The Bolivia Social Marketing Project (BSMP) has two purposes: 1) to increase modern contraceptive use among low income couples; and 2) to increase safer sexual behavior, specifically condom use, among populations at risk of transmitting or contracting STDs, including HIV/AIDS. The project's objectives are to:

A. Increase access to modern contraceptive methods for family planning purposes.

B. Increase access to condoms for prevention of STD/AIDS and unwanted pregnancies.

C. Increase knowledge of and demand for modern family planning methods.

D. Increase knowledge of and demand for STD/AIDS prevention condoms.

E. Improve coordination and enhance integration of governmental and non-governmental family planning and STD/AIDS prevention activities.

F. Establish a sustainable model of NGO-based Social Marketing.

The following sections present highlights of the achievements and challenges of year one of this project and key objectives for year two. For detailed discussions of each item, please refer to the quarterly reports.

2. Achievements in Year One

2.1 New Product Development and Sales

- Condom sales: 12 months into the 31-month project condom sales (2,270,014 units) have reached 70% of the total amount projected (3,284,821 units) over the life of the project. At the current rate, condom sales will exceed targeted levels by 100% at EOP.

- Oral contraceptive sales: 12 months into the project oral contraceptive sales (349,540 cycles) have reached 126% of the total amount projected (276,766 cycles) over the life of the project. At the current rate, OC sales will exceed targeted levels by 250% at EOP.

- Project contraceptives are available in 90% of pharmacies nationwide.

- 49,587 couple years of protection have been provided in the first year of the project (22,700 in condoms and 26,887 in oral contraceptives.)

- A new condom brand, Pantera®, was launched and changed the entire image of condoms in Bolivia. Well over 50% of Pantera sales, representing approximately 35% of total condom sales, occur in non-pharmaceutical outlets.

- A sexual lubricant product, Forplay®, was developed and launched -- a first in social marketing worldwide.

- The BSMP was one of five countries chosen for the first test marketing of the female condom Reality® in the developing world.

2.2 Social Communications in Reproductive Health

- A four-part television mini-series, *Historias del Vecino*, on reproductive health themes was produced and aired and received the highest audience ratings ever recorded for a Bolivian production. Rating studies conducted by an independent firm indicated that a cumulated 2.5 million viewers watched the series. These studies also show that the average viewer watched two episodes and thus we have reached, in effect, 1.25 million Bolivians with basic reproductive health messages.

- A series of radio novellas on reproductive health, adapted from *Historias del Vecino,* was produced and will be distributed in October for broadcast on all 300 local radio stations throughout the country.

- Four mobile video units (MVUs) were purchased, outfitted with audio-video equipment and screens, and sent on the road to implement the project's rural communication strategy. Each unit conducts an average of 20 community shows per month with an average audience of 1000 and thus the four units reach an average of 80,000 people per month, or 960,000 people per year.

- One video production studio was established in Santa Cruz and is functioning; a second one is planned for La Paz to start in September. Two video production teams were hired and trained and are producing socio-documentaries on reproductive health in rural communities.

- A Pantera® booklet for adolescents and young adults on sexuality and responsible sexual behavior was developed and will be produced in October for widespread distribution.

- 20,000 Minigynon® booklets for consumers on oral contraceptive use were printed and distributed through pharmacies during the reproductive health campaign of the National Secretariat of Health.

2.3 Collaboration with other institutions, private agencies and government

- PROSALUD's social marketing unit was expanded and reinforced to become a dynamic, well-motivated team of 12 that functions autonomously to distribute products and implement the project's rural communications strategy in the four departments of Santa Cruz, Tarija, Beni, and Pando.

- A social marketing unit was created at CIES to distributed Pantera condoms in non-traditional sales outlets and through community based distribution and to implement the project's rural communication strategy in the five departments of La Paz, Cochabamba, Oruro, Potosi, and Chuquisaca.

- Sponsorship of the government's media campaign on reproductive health, executed by the Johns Hopkins University/PCS project, resulted in the exposure of the project's branded contraceptives (Pantera®, Protektor®, and Minigynon®) on national mass media and in a variety of educational and promotional materials.

- Collaboration with USAID's STD and AIDS Prevention and Control Project has resulted in the production of comic books on reproductive health and safer sex for commercial sex workers, fluorescent Pantera® posters for nightclubs and brothels, pamphlets on STDs and HIV/AIDS for high-risk behavior target groups, and condom key chains with logos and IEC messages.

- A collaborative endeavor with CARE/Bolivia in Yacuiba and Save the Children in Inquisivi has provided for widespread distribution of Pantera® in these territories.

- PSI collaboration with CCH (Community and Child Health) produced a complete marketing plan for CLARO, the world's first socially marketed home-based water treatment system. The product is scheduled to be launched as a pilot endeavor in November in the district of Montero, north of Santa Cruz. A national launch is scheduled for February, 1997 after evaluation of marketing strategies.

- Close collaboration with private agencies for market research, product promotion and advertising, and production of IEC materials has resulted in the maximisation of output in a relatively short time period, the production of quality materials, and a strengthening of professional capacities within the agencies.

- Pharmaceutical distributor contracts have been renewed for distributors in La Paz, Cochabamba, and Santa Cruz and new contracts with distributors in Trinidad and Tarija to achieve complete national distribution coverage of the pharmaceutical sector.

2.4 Procurement of project assets and commodities

- PSI purchased 1 million condoms, Protektor Deluxe®, from Aladan and contributed them to the project in preparation for the graduation of the USAID-donated "blue and gold" Protektor® condom.

- Four Jeep Cherokee vehicles were purchased and outfitted with complete sets of audio visual equipment for large screen projections of video shows in rural communities.

- Four Honda motorcycles were purchased to provide transportation for non-traditional sector Pantera® sales promoters in La Paz, Cochabamba, Yacuiba, and Riberalta.

- USAID-donated contraceptives (900,000 "blue and gold"condoms and 2,164,000 "panther" condoms) were received by the project and over packaged for distribution and sale. The packaging was procured locally.

- Office furniture and computer equipment were purchased in June 1995 to provide for PROSALUD and CIES functioning social marketing operations.

2.5 Other donors

- Funds from private foundations ($35,000) in the U.S. allowed for pre-contract start-up operations by PSI/Bolivia from February through June, 1995.

- Funds from private foundations ($55,000) in the U.S. were secured for the purchase of the 1 million Protektor Deluxe® condoms donated to the project by PSI.

- Funding was secured from the Japanese International Cooperation Agency ($45,000) to partially support the production of the project's television mini-series, *Historias del Vecino*.

- Funds ($20,000) were received from Great Britain's Overseas Development Agency (ODA) for the test marketing of the Reality female condom under their Seedcorn Grant Program.

3. Challenges

- The collaboration of the project with the National Reproductive Health Campaign was intended to foster mutual support between the BSMP and the National Health Secretariat (SNS), a key objective of the project. Unfortunately, the appearance of the project's brand name contraceptives, particularly the high profile Pantera® condom, in the government campaign's publicity material resulted in public criticism of the SNS for what was perceived to be inappropriate "collusion" with the private sector, with suggested financial gain for supporting commercial brand name products. The result of this controversy was a pullback in the government's support of Pantera® and an official statement to the press that the SNS did not support the Pantera® campaign. Fortunately, only the national level of the SNS has taken this stance; at the regional and local levels of the Health Secretariat, there is considerable cooperation between authorities and project activities.

- The Pantera® campaign incited the national leadership of the Catholic Church to make a public statement against the use of condoms, although an overly strong statement drew out public opinion against their position. Not only did they condemn the use of condoms for family planning, they also condemned their use for STD/AIDS prevention, thus weakening their position and their credibility, according to many. Fortunately, at the community level the Church authorities not only refrain from condemning condoms and other contraceptives, they openly support project activities.

4. Key Objectives for Year Two

Critical objectives for PSI and the BSMP for the second year of the project include the following. Please refer to the attached work plan for year two detailed activities.

- Increase condom sales from a current monthly average of 186,682 units to a monthly average of 250,000 units by June 30, 1997.

- Increase oral contraceptive sales from a current monthly average of 27,000 cycles to a monthly average of 35,000 cycles by June 30, 1997.

- Launch a new condom, Protektor Deluxe®, and sell 500,000 units by June 30, 1997.

- Secure additional funding and product from UNAIDS to expand the Reality® female condom research and marketing activities.

- Launch a new oral contraceptive, Duofem, and sell 60,000 cycles by June 30, 1997.

- Develop one (Depo Provera) and possibly two (Depo Provera and Cyclofem) injectable contraceptive products to implement test marketing activities in a limited geographical area.

- Develop operations research program to evaluate the feasibility of launching socially marketed antibiotics for treatment of STDs.

- Conduct feasibility studies for possible social marketing of other non-contraceptive products, such as impregnated mosquito nets, multiple vitamin and mineral supplements, and home pregnancy tests.

- Establish a project office in La Paz that will allow for the centralization of project activities and facilitate the provision of technical assistance to all NGO partners and government agencies independently of PSI's two primary partners, PROSALUD and CIES.

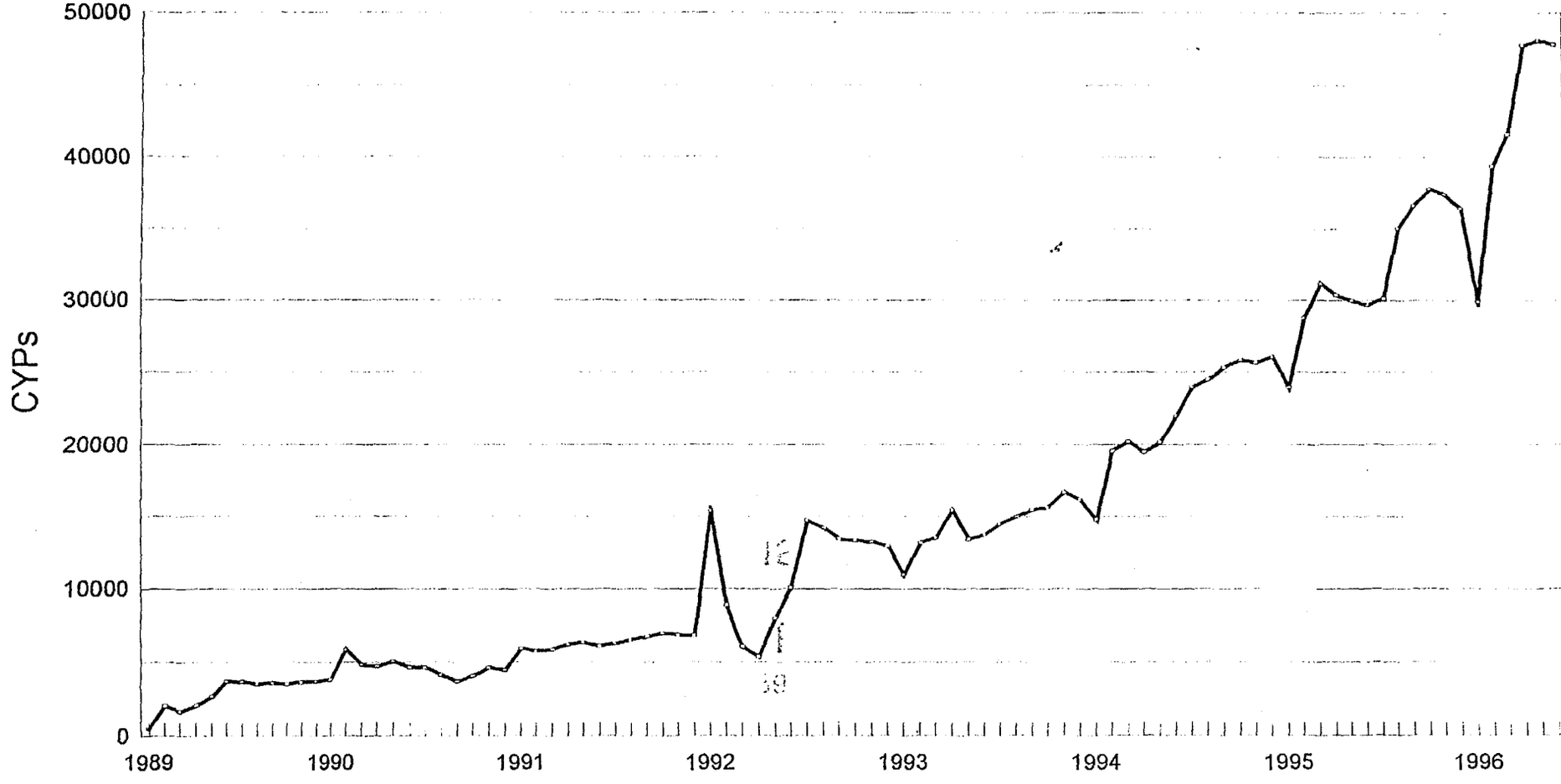
- Work closely with a wide network of NGOs nationwide to become outlets for social marketing products. This will involve the phaseout of "no logo" condoms and the phase in of Pantera® condoms, and the establishment of revolving funds and training of outreach agents for other NGOs included in the expanded Bolivia Social Marketing Program.

- Obtain funding from UNFPA to expand IEC activities of the project.

Bolivia Social Marketing Project

Couple Years of Protection (CYPs)

January 1989 - June 1996



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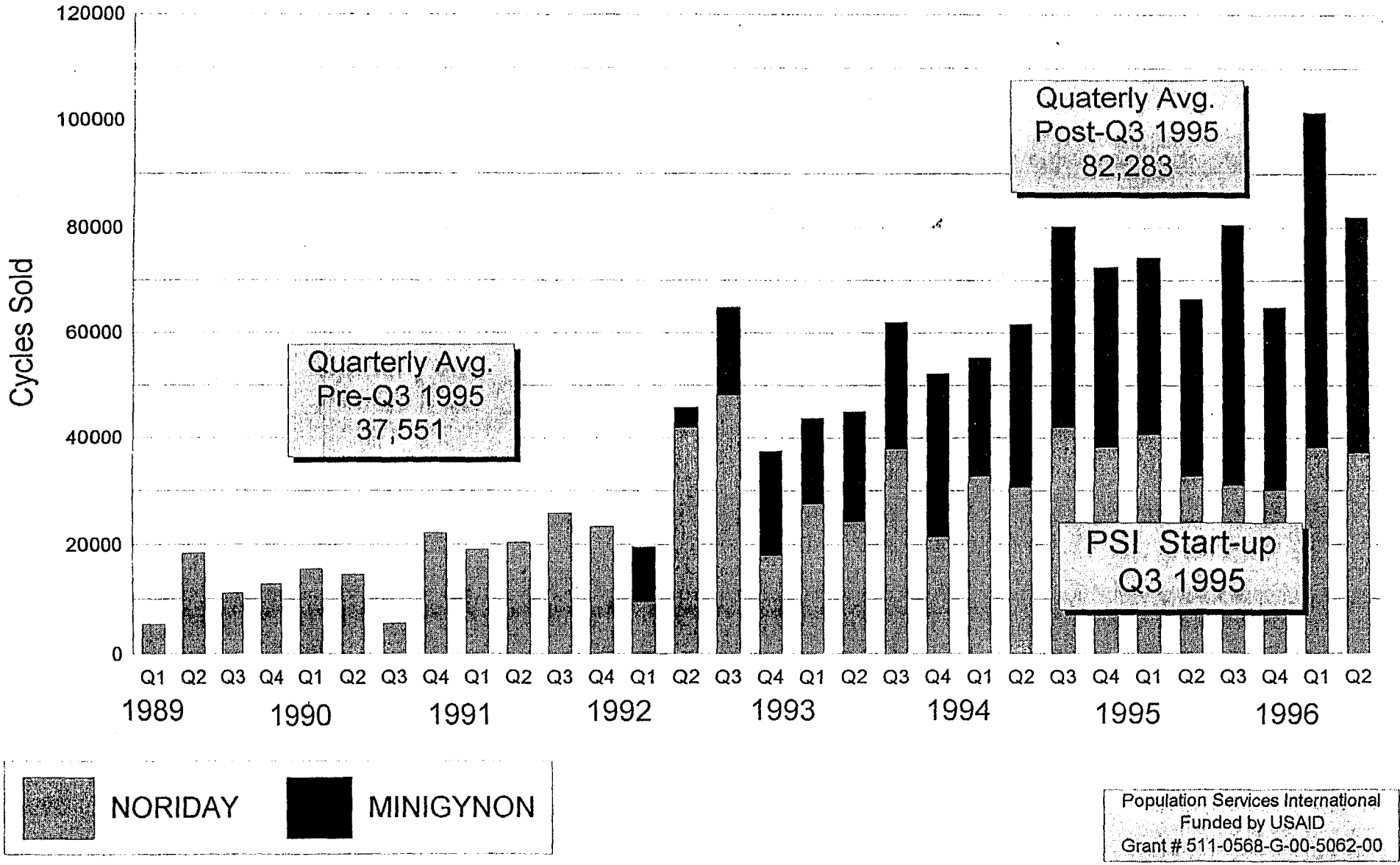
Bolivia Social Marketing Project

Quarterly Oral Contraceptive Sales

January 1989 - June 1996



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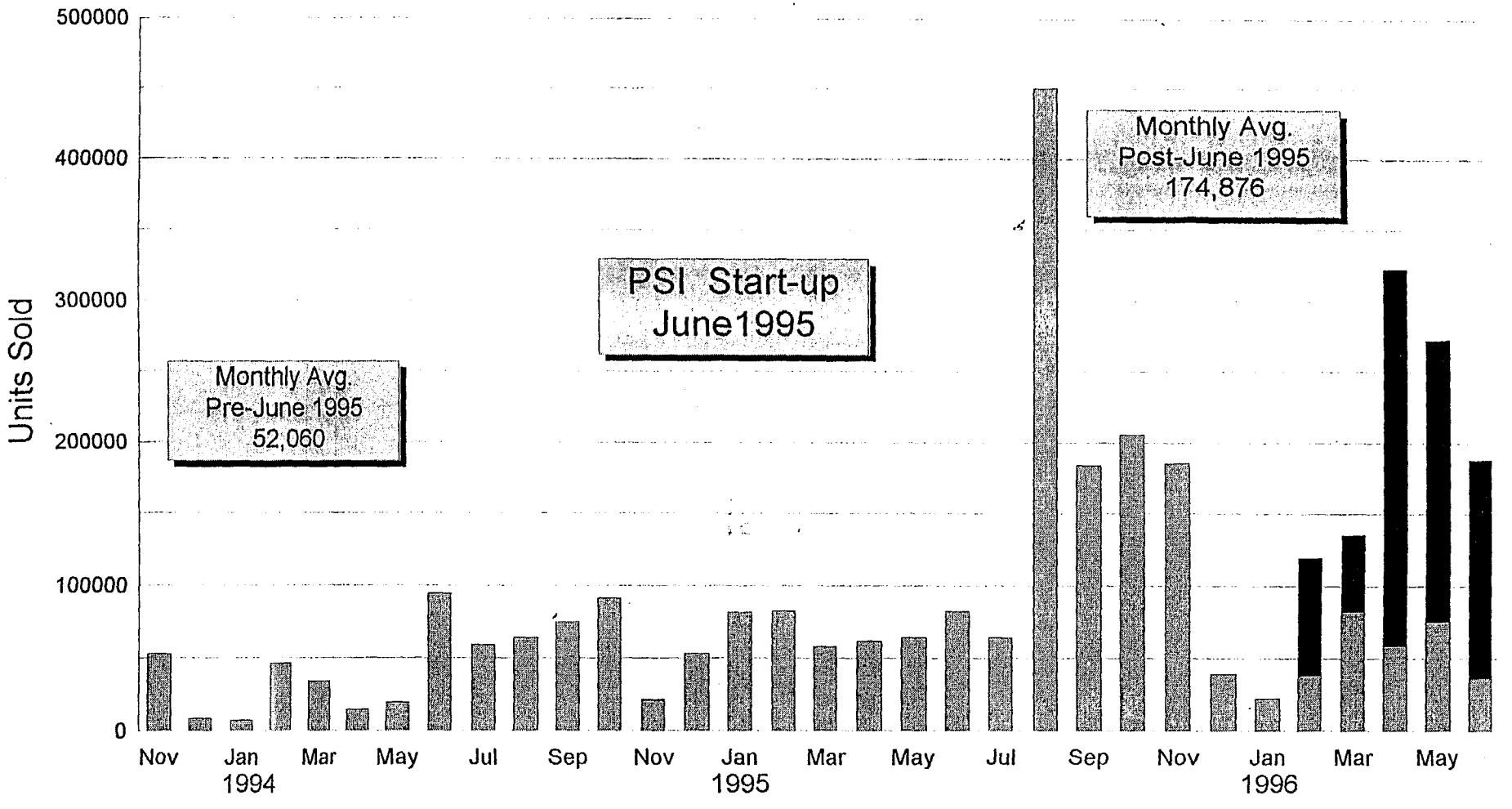
Bolivia Social Marketing Project

Monthly Condom Sales

November 1993 - June 1996



PROTEKTOR PANTERA

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