

PD-ABQ-846
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Bolivia Social Marketing Project

Year Three Annual Report

July 1997 - June 1998

Prepared for

USAID/Bolivia

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**PSI - Bolivia Social Marketing Project
Summary of Year Three Outputs
July 1997 - June 1998 (12 months)**

Product Sales & Distribution

1) Contraceptive Products	Year Three	Total Project
Condoms sold	5,406,945 units	10,755,959 units
Oral Contraceptives sold	473,789 cycles	1,249,044 cycles
Injectable Contraceptives Sold	11 379 injections	11 379 injections
Lubricants Sold	6 806 units	48,710 units
Female Condoms sold	7,217 units	33,809 units
 Couple Years of Protection (CYPs) delivered	 88,250	 194,821

Pharmaceutical Outlets

Percent of project condom sales	Approximately 60%
Percent of oral contraceptive sales	100%
Percent of injectable contraceptive sales	100%
Percent of lubricant sales	100%

Non-pharmaceutical outlets

Percent of project condom sales	Approximately 35%
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Community Based Distribution

Percent of project condom sales	Approximately 5%
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Communication Activities - Outputs

- Two documentaries about reproductive health produced and aired by PROSAL UD
- Pedagogical manuals and videos for medical practitioners and lab technicians in AIDS Diagnosis and counseling for *Proyecto Contra SID 1*
- Two concerts and CDs for *Musica Por la Vida 97*, around the theme of AIDS and Safe Sex
- Documentary footage filmed for videos targeting clients of CSW s
- Production begun for a 35-episode radionovella in Aymara called *Wila Kasta*
- Over 1,000 medical providers in Santa Cruz trained in injectable contraceptive technology and use of Depo Provera
- Preparations for *Musica Por La Vida 98* the second year of the concert series
- Production of *Tatuajes - Historias Que No Se Pueden Borrar* spots for a TV series about reproductive health for adolescents begun
- Educational materials about oral contraceptives and injectable contraceptives produced with the launch of Duofem and Depo Provera

- 182 visits by Mobile Video Units in the eastern part of the country to educate about reproductive health issues, including safer sexual practices, estimated attendance of 112 000 people

1 Introduction/Background

The Bolivia Social Marketing Project was begun in June 1995. The Project purposes are 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 the 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 nongovernmental family planning and AIDS prevention activities
- F Establish a sustainable model of NGO-based Social Marketing

The current project has received a cost extension until October 31, 1998, when the first phase of the project will end.

The following sections present highlights of the achievements and challenges of the third year of the project. Please refer to the quarterly reports for more detailed discussions of each activity.

2 Achievements in Year Three

2.1 New Product Development and Sales

- Condom sales in Year Two totalled 5 406,945 units, 75% above Year One sales. Average monthly sales for the period were 450,500 units per month. Total condoms sold during the 36 month project history are 10,755,959 units. An estimated 5,774,998 condoms are expected to be sold in Year Three.

- Oral Contraceptive Sales for the twenty-four months have exceeded last year's by 11%, much of this comes from the introduction of Duofem, the project's newest and most affordable pill. Oral contraceptive sales for Year Three are expected to reach 384 458 cycles. This downturn from the previous year includes a levelling-off of Duofem sales to normal levels.

(not including the launch) and lower sales for Minigynon, whose monthly demand has dropped

- Sales of Injectable Contraceptives introduced in January 1998 reached 11,379 for the period. The project expects to launch injectables nationally in the middle of the next project year and reach sales of 25,000 vials

- Project contraceptives are available in approximately 1,491 pharmacies, or 91.6% of pharmacies nationwide (PSI Pharmaceutical Distribution Survey)

- 88,250 couple years of protection were provided to Bolivians in year two of the project. These numbers are based on a new calculation of contraceptives per CYP: 105 condoms, 14 cycles of oral contraceptives, or four injections of the injectable contraceptive provide one CYP for these calculations. A total of 194,821 CYPs have been provided by the project's contraceptives since the project was begun

- A new oral contraceptive, Duofem, was introduced in August 1997. Positioned as the project's most affordable oral contraceptive at 2 Bs per cycle (US \$.36), Duofem is also the project's least expensive contraceptive at 28 Bs (or \$.50) per couple-year of protection

- Depo Provera was successfully introduced in January 1998 in a pilot project in Santa Cruz, Bolivia. In coordination with Pathfinder, over 1,000 medical providers have received an in-depth training for the product

2.2 Social Communications in Reproductive Health

- PROSALUD, with PSI assistance, completed two additional documentaries of a four-part series *Su Salud Ante Todo* dealing with reproductive health issues. The four videos include *Aprendiendo Acerca de Mí*, *Peligros y Conditos*, *Infección Letal*, and *El Sombrero*. The 15-minute videos address sexual and reproductive health issues for different audiences, including students and youth of different ages. Topics explored in the videos include sexual education, safe sex, STDs, HIV/AIDS, unwanted pregnancy and condom use. The videos have been used in PROSALUD's MVUs as well as with other NGOs, schools and clinics

- PSI worked with Proyecto Contra SIDA to edit pedagogical manuals and videos to be used to train medical practitioners and lab technicians in the diagnosis and counseling of HIV/AIDS, as well as lab techniques for working with the virus. Completion of these materials is estimated in the fall of 1998

- 182 visits by two of PROSALUD's Mobile Video Units (MVUs) spread IEC messages on reproductive health to Bolivia in year three of the project. Fewer visits were recorded this year compared to last due to the inactivity of the CIFS MVU program. Beginning with only one unit for Y3, the CIFS program was disbanded due to managerial problems, and was finally abandoned later in the year as PSI's relationship with CIFS changed

- Preparation of the previous year culminated in two successful concerts for *Musica Por la Vida 97*. Six amateur music groups were chosen to perform with three other well-known groups for the concerts in Santa Cruz and La Paz. The Santa Cruz series began at the Expo Fair, and attracted about 7,000 people. It was followed by a concert at the Santa Cruz women's prison. The final concert, took place for World AIDS Day in La Paz with over 8,000 people attending. CD's of the concert, sold in local record stores and distributed to radio stations continued to broadcast the messages of the artists about AIDS and sexuality throughout the country. Preparations have begun for *Musica Por la Vida 98*, which hopes to attract even more interest. The theme of the '98 campaign focusses entirely on AIDS with the slogan "Rompe el Silencio".

- PSI's production crew left on a trip to film footage for the production of six documentaries targeting CSWs and their clients. Each documentary targets a group identified as frequent users of commercial sex: miners, petroleum workers, migrant farm workers, military police and transport workers, and CSWs themselves. Once produced, the videos will be used by MVUs in targeted IEC activities.

- Production began for a 35-episode Aymara radionovella called *Wila Kasta* (the bloodline). A musical-radio series, *Wila Kasta* will target the altiplano indigenous populations and deal with sexual and reproductive health issues as seen in the community. Extensive research has taken place to determine what cultural beliefs and values influence this group. The production will incorporate these ideas in the themes of the programs as well as the characters developed for the series.

- Educational materials were produced to address knowledge and understanding of hormonal contraceptives. Consumer information booklets for Duofem and Depo Provera provide comprehensive consumer information about combined OC's and injectable contraceptives. Medical brochures were also produced for each product to enhance pharmacy provider knowledge about the products.

- An intensive training effort between PSI, Pathfinder and PROSAI UD trained over 1,000 doctors, nurses and pharmacists in injectable contraceptive technology. The training sessions, which lasted six hours, are considered a key factor in gaining product acceptance and understanding by the medical community for Depo Provera.

- Development and production was begun for a new television campaign about sexual and reproductive health issues targeting adolescents. The campaign titled "Tatuages" will present a series of TV spots and then a four-part series which deal with real-life issues faced by adolescents in sexual decision-making.

1.3 Research and Evaluation

- PSI completed a national distribution survey of the BSMP products in pharmaceutical outlets. The survey showed that the products have successfully entered the market in the areas observed: 91.6% of pharmacies carry Pantera, 70% carry Protector.

Deluxe, 90.1% carry Noriday, 94.8% carry Minigynon, and (at the time) newly launched Duofem had achieved a penetration of 63.7%. The survey showed that BSMP products carried the leading market share for its categories, with 87.5% of condom sales and 79.3% of pill sales in pharmacies being BSMP products.

- The project received its first evaluation which favorably discussed the project's results. Evaluators faced a challenge assessing the project however, due to lack of baseline research data.

- USAID and PSI agreed that Family Health International would oversee the implementation of a survey on knowledge, attitudes and practices towards reproductive health, and contraception. This survey is crucial to give the project a baseline data on which to measure reported condom, pill, injectable knowledge and use. By report writing, the questionnaire had been designed and sampling strategy selected.

2.4 Collaboration with other institutions, private agencies, and government

- PROSALUD's social marketing unit (PSMD) continues to grow strong in its management ability. This year, it successfully managed strong sales growth, launched two additional products and grew in size. The unit also opened its own offices in Y3, separate from the PROSALUD main offices. This physical separation allows the group to contain its management, sales, communication and warehousing teams to work in one location, facilitating communication and creating a strongly-linked team dedicated to the growth of the unit. The project plans to open PSMD satellite offices in La Paz and Cochabamba in the fall of 1998.

- PSI and Pathfinder forged a strong collaboration for the training of medical providers in injectable contraceptive technology. Pathfinder's strong experience and approach to this training proved to be a successful component of the launch activities. PSI and Pathfinder are finding openings to collaborate on future projects which require a strong training component.

- PSI, through USAID, has designed a program which will enable the PROCOSI network NGOs to utilize their existing community based distribution networks to social market CBD packs of Pantera and Duofem. The program has been announced to several NGOs and will be implemented during the next project year. The goal of this program is to provide a sustainable source of contraceptive commodities for these NGOs as USAID-donated products are phased out.

- At the request of the Ministry of Health, PSI donated condoms and promoted condom use during the Carnival season. The MOH distributed Pantera condoms through its health workers in Santa Cruz and Oruro, and PSI collaborated with the Ministry to produce ads which explained the dangers of unprotected sex, including HIV/AIDS and SIDS.

- PSI became a more active participant at the Sub-Comite de IEC de Salud Reproductiva Meetings. Groups within this committee have helped to develop and improve some of the IEC materials being developed by PSI.

- Continued collaboration with Schering for the promotion and advertising of Minigynon oral contraceptive provides an important experiment in the manufacturer's model of social marketing in Bolivia. Promotion and communication about Minigynon and oral contraceptives in general have created a sustainable market with satisfactory demand beyond that which the manufacturer had previously created.

- Collaboration with Pharmacia & Upjohn has enabled PSI to open the Santa Cruz market for Depo Provera. PSI's investment in training and publicity materials have surpassed previous efforts by the manufacturer. PSI's role to sensitize the government of Bolivia to relax the prescription requirements toward Depo Provera have also been instrumental.

- Continued collaboration with private agencies for market research, product promotion and advertising, as well as production of materials increases the local capacity for producing high quality goods and services in the Bolivian market, which in turn improves project impact.

- Pharmaceutical distributors, pharmacies, and retailers have been given additional attention as the product line of socially marketed products increases. Sales promoters continue to train retailers and distributors in selling techniques, as well as in reproductive health issues. Training these important partners increases the number of individuals knowledgeable about reproductive health issues, and products associated with them.

- Providing materials to medical providers is increasingly important, especially as the BSMP focusses its efforts on more ethical products. These materials improve the communication between the provider and patient, and can improve method continuation, as the provider is able to effectively counsel patients on reproductive health, secondary effects, and choice of birth spacing methods.

- PSI's relationship with CIES changed after the experiment to divide distribution territories with Prosalud proved unsuccessful. In the future PSI will strive to assist CIES with discrete marketing and communication activities.

1.5 Project Expansion and Additions

- PSI was awarded funding to continue the female condom pilot project launched in Santa Cruz last year. Funds totalling \$88,000 from UNAIDS will be used to procure commodities and fund consumer research on the female condom. A national launch for the product is planned in the future, with enhanced media efforts.

- PSI's RH project developed a project to social market a women's daily multivitamin which was funded by Academy for Educational Development under the Linkages contract. This project will begin in July 1998, and proposes a pilot project in the Department of Santa Cruz over a two-year time period.

- PSI Received \$150,000 in funding from AIDSMARK to finance IIC materials targeted to high risk groups starting in October. A special MVU activity is planned to address the issue, with videos and materials developed for the high risk groups.

2.6 Procurement of Project Assets and Commodities

2.6.1 Project Commodities

- 2 million male condoms (Protektor Deluxe) purchased by Prosalud using funds from the revolving fund during the previous quarter were received.

- USAID donated contraceptives in this year included
 - 7.5 million "panther foil" condoms
 - 600,000 cycles of Duoferm oral contraceptives
 - 30,000 vials and syringes of Depo Provera Injectable contraceptives
 - 12,000 Reality Female Condoms

- 80,000 Female condoms were procured with UNAIDS funding.

1.5.2 Project Assets

- Five Jeep Cherokee vehicles. One purchased with insurance money recovered after last year's vehicle accident. One of the vehicles will be registered to PROSALUD for the Social Marketing Department.
- Audio visual equipment to equip the Mobile Video Units
- Photocopier for PROSALUD
- Video Editing hardware and software (Media 100)
- Various pieces of office furniture
- Personal computers and printers to replace stolen items¹

**Note: A robbery to the project in May 1998 resulted in the loss of approximately \$65,000 worth of project equipment which included personal computers and printers, telephones, a photocopier, video filming equipment, video projection equipment, and video editing equipment. The goods were insured and PSI has filed a claim to compensate the project for their loss and replacement. A local insurance policy has covered \$12,500 of this loss. It is hoped that the remaining loss will be covered by a PSI Institutional Insurance account.*

1.6 Key Objectives for Year Four (see the attached workplan for a detailed breakout of planned activities)

- Expand non-traditional points of sale
- Open PROSALUD social marketing offices in La Paz and Cochabamba
- Produce and broadcast a radionovella series for Altiplano populations
- Expand RH training activities for private sector practitioners
- Expand distribution of Depo Provera and Reality to La Paz and Cochabamba
- Increase distribution of Pantera and Duofem using NGO CBD networks
- Conduct nationwide KAP survey

Population Services International
Bolivia Social Marketing Project
Product Sales 1989 - 1998

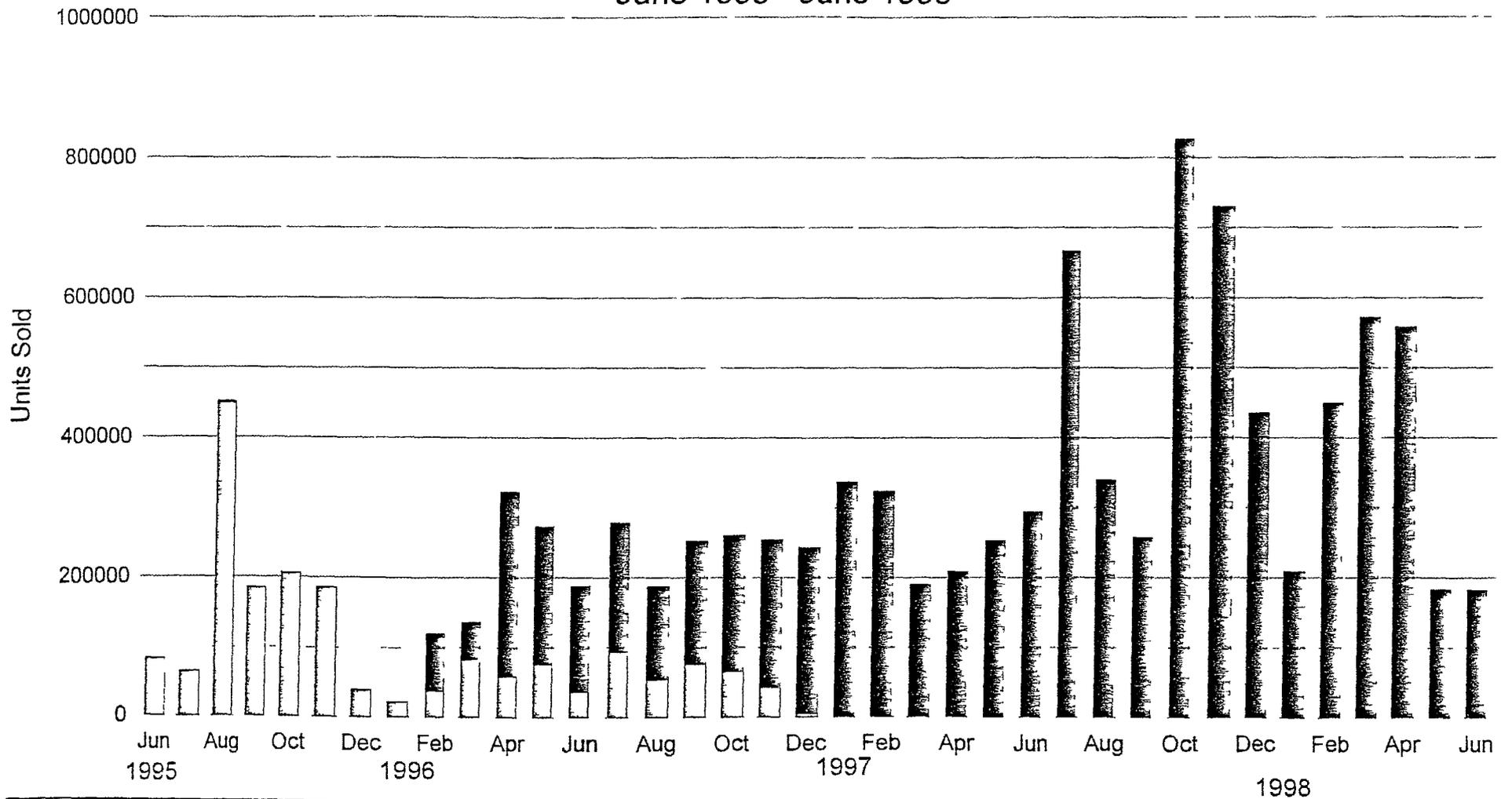
Product/Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Avg/Mth
CONDOMS														
Pantera 1998	189 844	420 031	559 903	200 923	166 018	163 311							1 700 030	283 338
Pantera 1997	213 910	202 518	161 254	186 716	182 929	227 960	615 657	292 305	202 353	212 561	726 098	431 665	3 655 926	304 661
Pantera 1996	Begin Feb	81 940	52 649	263 712	197 101	152 100	185 195	132 586	176 315	195 183	210 875	124 002	1 771 658	161 060
P Deluxe 1998	19 023	29 388	11 665	356 440	17 085	18 780							452 381	75 397
P Deluxe 1997	122 766	120 891	28 830	21 960	69 924	65 808	50 523	47 364	54 636	613 740	3 672	3 960	1 204 074	100 340
P Deluxe 1996	Begin Dec	---	---	---	---	---	---	---	---	---	---	111 851	111 851	111 851
Protektor 1996	22 248	37 728	82 944	58 608	75 672	36 000	93 600	54 216	75 600	64 800	43 209	6 102	650 727	54 227
Protektor 1995	82 080	82 800	57 600	61 200	64 368	79 200	64 080	450 720	184 680	206 136	185 688	38 808	1 557 360	129 780
Protektor 1994	7 200	46 080	33 840	14 400	19 440	94 896	58 752	64 080	74 880	91 440	21 600	53 280	579 888	48 324
Protektor 1993	Begin Nov	---	---	---	---	---	---	---	---	---	52 560	8 640	61 200	5 100
TOTAL														
CONDOMS 1998	208 867	449 419	571 568	557 363	183 103	182 091							2 152 411	358 735
CONDOMS 1997	336 676	323 409	190 084	208 676	252 853	293 768	666 180	339 669	256 989	826 301	729 770	435 625	4 860 000	405 000
CONDOMS 1996	22 248	119 668	135 593	322 320	272 773	188 100	278 795	186 802	251 915	259 983	254 034	241 955	2 534 236	211 186
CONDOMS 1995	82 080	82 800	57 600	61 200	64 368	79 200	64 080	450 720	184 680	206 136	185 688	38 808	1 557 360	129 780
CONDOMS 1994	7 200	46 080	33 840	14 400	19 440	94 896	58 752	64 080	74 880	91 440	21 600	53 280	579 888	48 324
CONDOMS 1993	Begin Nov	---	---	---	---	---	---	---	---	---	52 560	8 640	61 200	5 100
CONDOMS 1992	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ORAL CONTRACEPTIVES														
Nonday 1998	14 046	5 403	12 398	11 043	3 638	9 023							55 551	9 259
Nonday 1997	22 005	117 991	16 191	11 848	3 829	4 520	7 529	1 275	2 543	6 420	4 044	4 543	202 738	16 895
Nonday 1996	6 003	18 000	14 120	14 000	12 305	10 760	7 200	7 024	15 030	10 700	12 100	10 303	137 545	11 462
Nonday 1995	10 800	15 800	14 000	9 800	13 800	9 000	9 000	7 960	14 000	16 000	2 000	12 000	134 160	11 180
Nonday 1994	7 000	14 800	10 800	6 000	10 800	13 800	19 600	9 500	12 800	13 800	10 800	13 500	143 200	11 933
Nonday 1993	6 000	12 600	9 000	16 080	0	8 200	14 844	12 705	10 270	8 605	11 550	1 300	111 154	9 263
Nonday 1992	8 534	1 102	0	0	19 890	22 010	33 024	9 085	6 010	6 000	6 000	6 010	117 665	9 805
Nonday 1991	6 413	6 028	6 703	7 766	7 715	5 005	8 187	8 914	8 788	10 182	6 063	7 170	88 934	7 411
Nonday 1990	4 094	8 656	2 874	4 787	6 807	2 916	4 776	755	18	7 641	11 641	2 988	57 953	4 829
Nonday 1989	528	3 912	930	3 434	5 631	9 369	3 931	2 730	4 427	3 204	5 012	4 498	47 606	3 967
Minigynon 1998	1 630	4 314	4 016	2 734	7 326	6 910							26 930	4 488
Minigynon 1997	16 275	9 774	17 297	10 300	9 044	19 439	13 316	14 783	67 615	48 153	4 210	7 490	237 696	19 808
Minigynon 1996	23 686	20 644	19 208	19 401	8 507	16 967	19 174	5 042	17 020	22 027	14 037	27 545	213 258	17 772
Minigynon 1995	5 278	10 573	17 982	13 103	9 307	11 418	19 073	13 526	17 035	10 902	12 628	11 397	152 222	12 685
Minigynon 1994	8 128	6 069	8 486	11 020	11 763	8 346	12 060	13 311	12 916	8 060	12 688	13 668	126 515	10 543
Minigynon 1993	5 844	4 012	6 320	6 982	5 493	8 389	5 913	7 218	11 078	9 277	11 831	9 696	92 053	7 671
Minigynon 1992	8 099	1 434	467	3 637	359	0	12 886	2 109	1 834	7 832	6 946	4 684	50 287	4 191

**Population Services International
Bolivia Social Marketing Project
Product Sales 1989 - 1998**

Product/Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Avg/Mth
Duofem 1998	3 954	1 966	11 394	6 401	3 325	13 130							40 170	6 695
Duofem 1997	Begin Aug	—	—	—	—	—	—	130 622	23 519	9 964	4 250	862	169 217	54 702
TOTAL OC														
TOTAL OC 1998	19 630	11 683	27 808	20 178	14 289	29 063							122 651	20 442
TOTAL OC 1997	38 280	127 765	33 488	22 148	12 873	23 959	20 845	146 680	93 677	64 537	12 504	12 895	609 651	50 804
TOTAL OC 1996	29 689	38 644	33 328	33 401	20 812	27 727	26 374	12 066	32 050	32 727	26 137	37 848	350 803	29 234
TOTAL OC 1995	16 078	26 373	31 982	22 903	23 107	20 418	28 073	21 486	31 035	26 902	14 628	23 397	286 382	23 865
TOTAL OC 1994	15 128	20 869	19 286	17 020	22 563	22 146	31 660	22 811	25 716	21 860	23 488	27 168	269 715	22 476
TOTAL OC 1993	11 844	16 612	15 320	23 062	5 493	16 589	20 757	19 923	21 348	17 882	23 381	10 996	203 207	16 934
TOTAL OC 1992	16 633	2 536	467	3 637	20 249	22 010	45 910	11 194	7 844	13 832	12 946	10 694	167 952	13 996
CONTRACEPTIVE INJECTION														
D Provera 1998	3 178	2 159	3 049	568	922	1 503							11 379	1 897
Begin Jan														
FEMALE CONDOM														
Realty 1998	136	133	382	863	217	411							2 142	357
Realty 1997	2 030	231	463	1 535	407	657	391	2 147	47	194	2 262	29	10 393	866
Realty 1996	Begin Aug	—	—	—	—	—	—	14 034	2 622	1 308	2 752	558	21 274	4 255
LUBRICANT														
Forplay 1998	953	459	1 623	574	1 288	192							5 089	848
Forplay 1997	727	133	217	1 134	172	355	65	812	127	377	48	288	4 455	371
Forplay 1996	Begin Apr	—	—	27 971	486	8 697	524	528	51	466	294	149	39 166	4 352
WATER TREATMENT														
Claro 1996 (ves)	Begin Nov	—	—	—	—	—	—	—	—	—	793	971	1 764	882
Claro 1996 (sol)	Begin Nov	—	—	—	—	—	—	—	—	—	919	2 068	2 987	1 494

Population Services International Bolivia Social Marketing Project

Monthly Condom Sales June 1995 - June 1998



PROTEKTOR

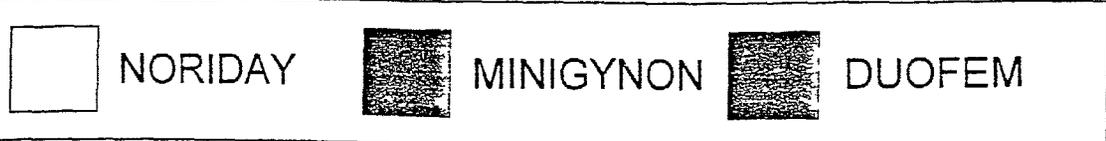
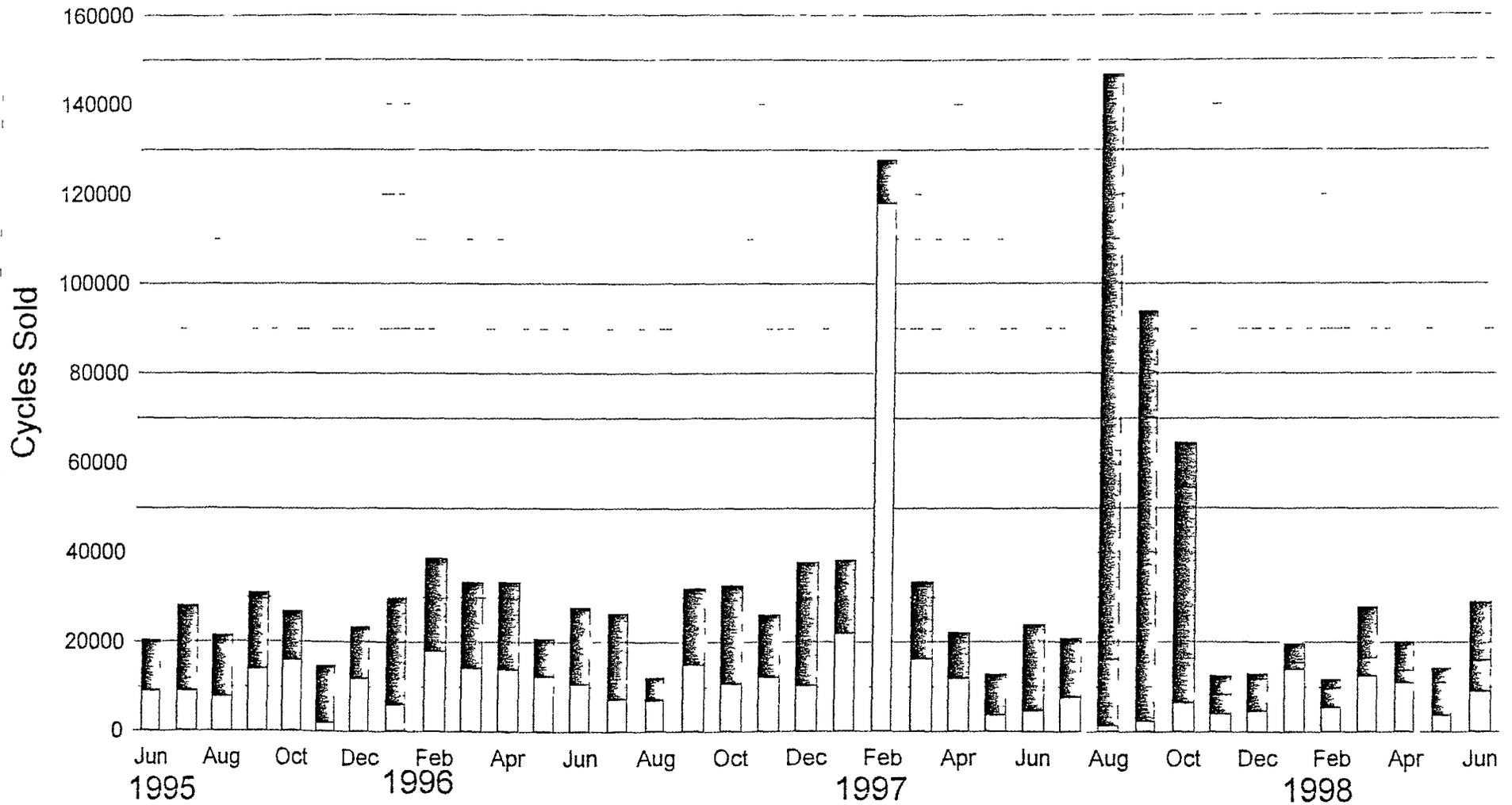
PROT DELUXE

PANTERA

Population Services International
 Funded by USAID
 Grant # 511-0568-G-00-5062-00

Population Services International Bolivia Social Marketing Project

Monthly OC Sales June 1995 - June 1998

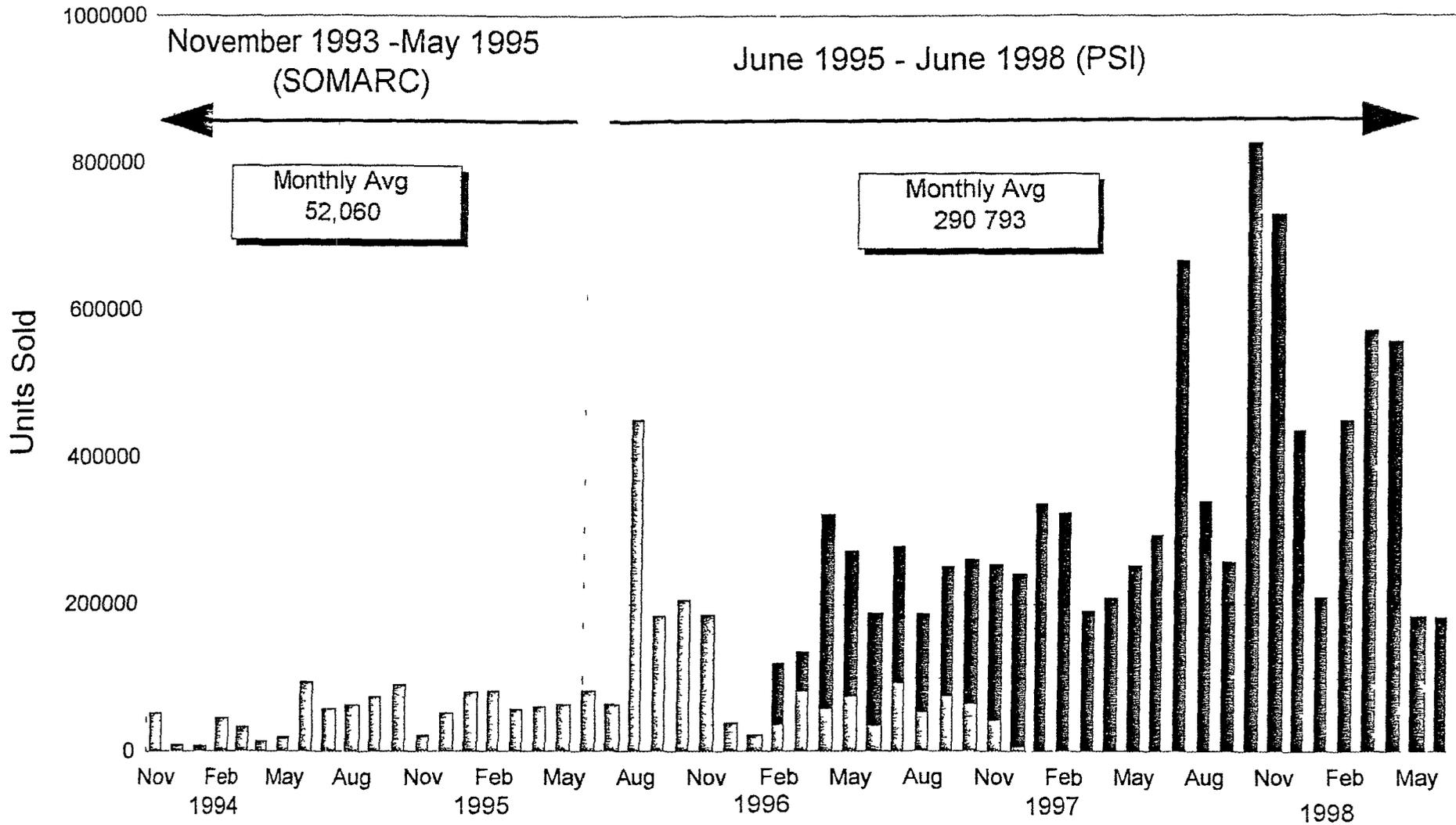


Population Services International
Funded by USAID
Grant # 511-0568 G-00 5062-00

Bolivia Social Marketing Project

Monthly Condom Sales

Initial launch to present



PROTEKTOR



PROT DELUXE



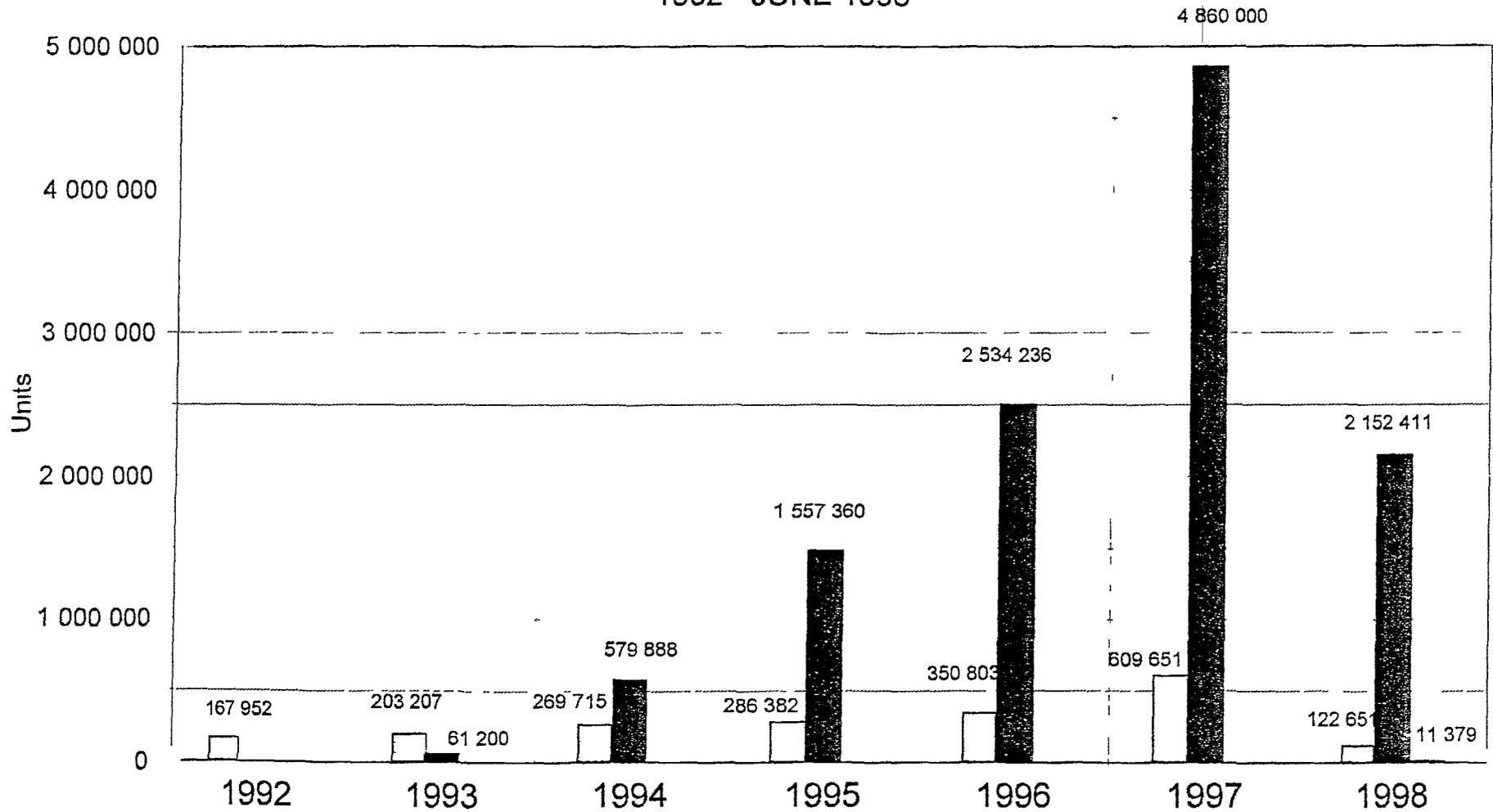
PANTERA

Population Services International
 Funded by USAID
 Grant # 511-0568 G-00-5062-00

Population Services International Bolivia Social Marketing Project

CONTRACEPTIVE SALES

1992 - JUNE 1998



OC's



CONDOMS



INJECTABLES

Population Services International
Funded by USAID
Grant # 511-0568-G-00-5062-00

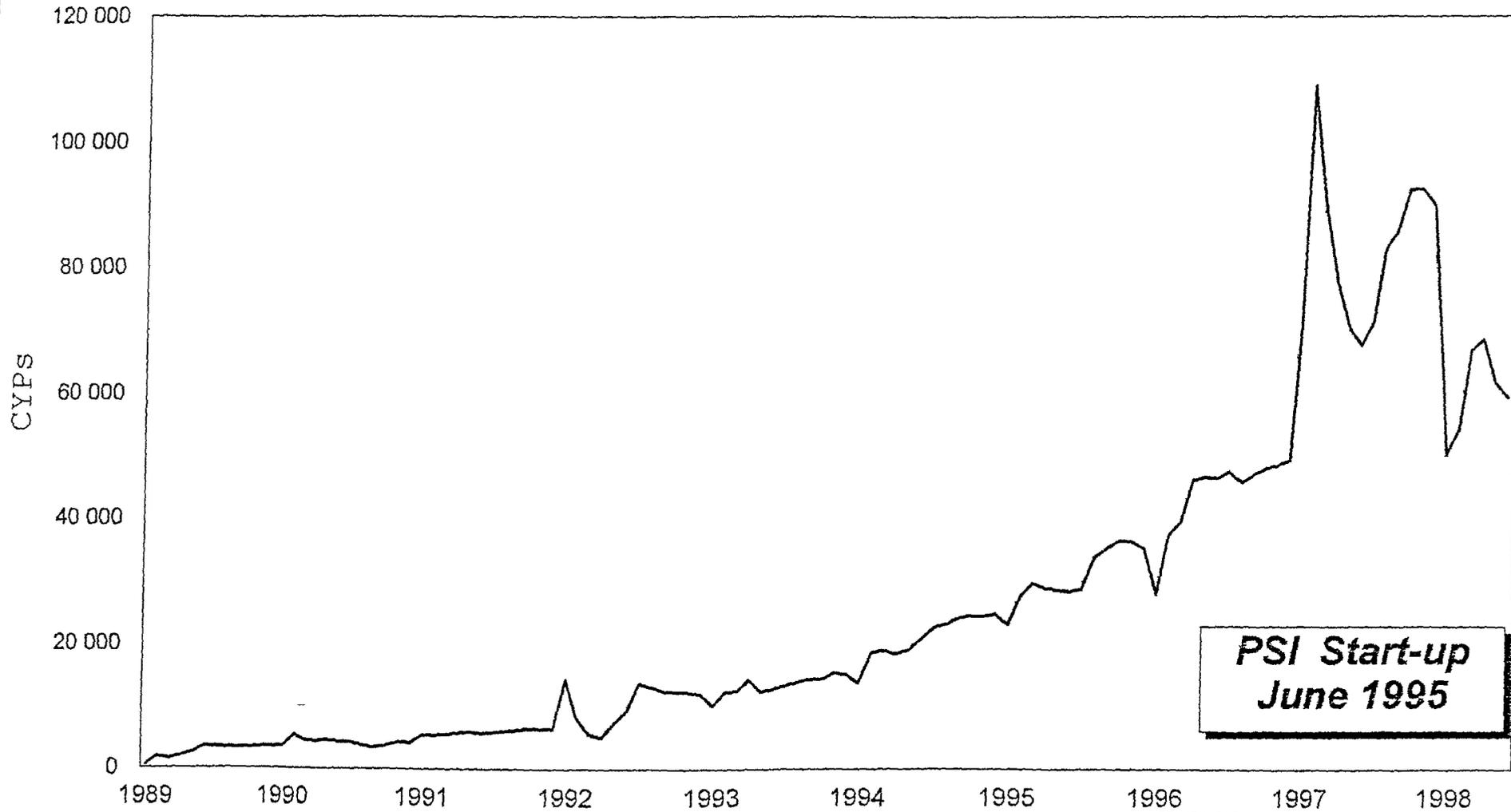
Bolivia Social Marketing Project

Couple Years of Protection (CYPs)

Initial launch to present

January 1989 - May 1995 (SOMARC)

June 1995 - June 1998 (PSI)



One Couple Year of Protection (CYP) 105 Condoms, 14 cycles of oral contraceptives, 4 Contraceptive Injections

Population Services International
Funded by USAID
Grant # 511-0568-G-00 5062-00

**Population Services International
Bolivia Social Marketing Project
Work plan July 1998 - June 1999**

PRODUCTS

1- Pantera Condom

Expand NGOs CBD Distribution Network
Receive New Shipment (4 M)
Order New Packaging
Launch Trade Promotion

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun



2- Protektor Deluxe Condom

Receive Shipment (3 M)
Order Packaging
Launch Trade Promotion

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun



3- Reality Female Condom

Develop Marketing Plan for 1999
Order Packaging (80,000 units)
Launch Reality Nationwide
Promote Reality Nationwide

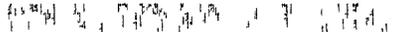
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun



4- Noriday Pill

Maintain Sales Level until stock out

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun



5- Duofem Pill

Receive 600,000 Cycles
Launch NGO CBD Distribution Network
Design/Produce Generic Pill Advertising Campaign
Launch Nationwide Advertising Campaign
Launch Trade Promotion

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun



6- Minigynon Pill

Design 1998 Campaign w/ Schering
Produce 1998 Campaign
Launch 1998 Campaign

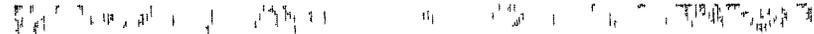
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun



7- Forplay Lubricant

Maintain Sales Level until stock out

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun



8- Depo Provera Injectable

Plan Nationwide Training Program
Start Nationwide Training Program
Design Nationwide Launch
Launch Depo Provera Nationwide

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun



9- Home Pregnancy Tests

Conduct Feasibility Study
Go or 'No Go' decision made to Launch

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun



17

COMMUNICATIONS

1- Una Mujer Como Tu

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

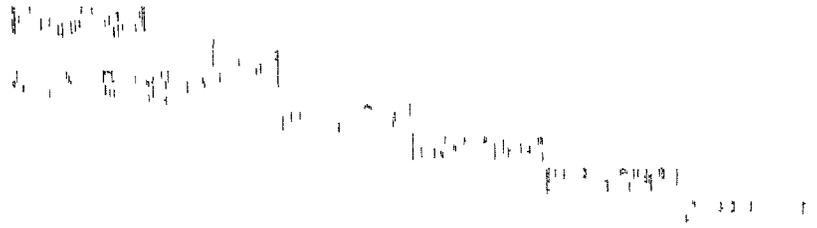
Broadcast UMCT the Movie on TV
Distribute Video Copies of UMCT the Movie
Rerun of UMCT the Movie on TV



2- Tatuajes Television Mini Series

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

Validate spots
Launch Spots
Mini-series Research, Script Writing and Validation
Production
Post Production
Broadcast of the Mini Series



3- Indigenous Radio Novella Wila Kasta

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

Research and Script Writing (35 episodes)
Pre Production
Production
Validation
Broadcast of the Radio Novella



4- Musica por la Vida 98

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

Select and advertise the Winners
Record Songs and Produce CD
Produce TV Spots & video clips
Broadcast Songs, TV Spots and Video Clips
Santa Cruz, La Paz & Sucre Concerts



5- Mobile Video Units Program

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

Install Equipment in PSI Units (3)
Launch PSI Units Activity Plan
Evaluate PSI Units Activities
Continue Prosalud Units Activities (2)
Expand Operations- Cochabamba & El Alto Units



6- Assistance to Proyecto contra Sida (Manuals)

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

Finalize STD/AIDS Diagnostic and Treatment
Finalize STD/AIDS Laboratory Techniques
Finalize STD/AIDS Counseling



7 AIDS MARK Activities

Produce & Edit Documentaries for 5 target groups
Recruit & train communicators
Begin to broadcast on MVUs
Produce Other Material



MANAGEMENT

1- Distribution

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

Expand Soc Mktng Package to Other NGOs
Develop relationship with non-pharma distributors
PSMD opens offices in La Paz and Cochabamba

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2- Personnel

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

Hire local Communications staff -PSI/B & Prosalud
PSI IEC Specialist arrives at post
Prosalud hires Marketing & Comm Manager

'' ''

3 Training

PSMD Marketing Retreat
Rreg CBD training in Soc Mktng & Logistics wrkshps

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