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Bolivia Social Marketing Project

Year Two Annual Report

July 1996 - June 1997

Prepared for

USAID/Bolivia

Prepared by

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**Population Services International (PSI)
Bolivia Social Marketing Project**

**Summary of Year Two Outputs
July 1996 - June 1997 (12 months)**

Product Sales

	Year Two	Total Project
1) Contraceptive Products		
Condoms sold	3,079,000 units	5,352,000 units
Oral Contraceptives sold	425,715 cycles	775,000 cycles
Lubricants Sold	4,750 units	41,000 units
Female Condoms sold	26,597 units	26,597 units
Couple Years of Protection (CYPs) delivered ¹	63,802	113,400
Condoms sold per sexually active male (SAM)	1.62	
Oral Contraceptives sold per MWRA	24	
2) Water Treatment (Pilot)		
Claro Vessels	1,764	
Claro Retreatment Solution	2,987	

Distribution network

Pharmaceutical Outlets	
Number of outlets	Approximately 1800 (95% of pharmacies nationwide)
Percent of project condom sales	Approximately 60%
Percent of oral contraceptive sales	100%
Percent of lubricant sales	100%
Non-pharmaceutical outlets	
Percent of project condom sales	Approximately 35%
Community Based Distribution	
Percent of project condom sales	Approximately 5%

¹ Based on 100 condoms (male or female) and 13 cycles of oral contraceptives make up one couple year of contraceptive protection (CYP)

Communication Activities

- 6 Television socio-dramas produced and aired *Historias del Vecino* Ciclo 2
- Discussion Guides for NGOs, schools, and Universities for *Historias del Vecino*
- One feature-length video about AIDS produced *Una Mujer Como Tu*
- Three documentaries about reproductive health produced and aired by PROSALUD
- A national musical contest, concert series, and future CD begun around the theme of AIDS called *Musica Por la Vida 97*
- 569 visits by Mobile Video Units throughout the country to educate about reproductive health issues, including safer sexual practices , estimated attendance of 253,000 people

1 Introduction

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

2 Achievements in Year Two

2.1 New Product Development and Sales

- Condom sales in Year Two totalled 3,079,000 units. Twenty-four months into the thirty-one month project, condom sales have surpassed the total estimated sales (3.2 million units) for the life of the project (LOP) by 67%. At the current rate an additional 4.8 million condoms will be sold in year three.

- Oral Contraceptive Sales for the twenty-four months have exceeded project expectations (276,000) by 181%. At the current rate, PSI expects to sell an additional 700,000 cycles in year three of the project.

- Project contraceptives are available in approximately 95% of pharmacies nationwide.

- 63,802 couple years of protection were provided to Bolivians in year two of the project, in two years, 113,400 CYPs have been provided by the project's contraceptives (53,785 from male and female condoms, and 59,615 from oral contraceptives)

- The Protektor brand was relaunched as Protektor Deluxe in December 1996. The new brand was positioned toward couples and sold exclusively in pharmacies. The relaunch has revitalized the brand, which is now selling approximately 20% more than the previous Protektor brand. Sales of the revitalized brand have not affected sales of Pantera.

- A special twelve pack of Pantera has been developed for NGO sales for clinics and community based distribution (CCBD). The special packaging and pricing has been designed to give an advantage to clinic and CBD customers and to prevent leakage into the commercial sector.

- A new and improved packaging for Pantera condoms was introduced which included aluminium foil condoms and a newer and more convenient dispenser. The new packaging served to animate the popular brand to consumers and to retailers. The new packaging was introduced in January, before the Carnaval sales period.

- Product development activities for the new Duofem Oral Contraceptive were completed in June 1997. An August launch of the product is expected. Duofem will be positioned as the project's most affordable oral contraceptive, and will feature extensive information for consumers and providers about oral contraceptives in addition to a popular media campaign.

- Approval was received from the Ministry of Health to market Depo Provera as a contraceptive. With such news, the BSMP arranged a pilot project with the cooperation of Pharmacia & Upjohn to social market the injectable contraceptive in Santa Cruz, Bolivia. Preparations began for the launch of Depo Provera.

- BSMP completed a pilot test market in Santa Cruz for the Reality Female Condom. 26,597 units were sold between August 1996 through June 1997. The pilot project included product promotion and IEC materials which were targeted to female university students and commercial sex workers in the city of Santa Cruz. After satisfactory results, the project is awaiting funding to procure additional female condoms and to continue publicity for the female condom. Depending on supplies received, the project will evaluate the possibility of expanding female condom availability to other cities.

2.2 Social Communications in Reproductive Health

- A six-episode series of *Historias del Vecino* was produced and aired in the first and second quarters of 1997. The series was a continuation of the first four episodes previously aired, and explores reproductive health issues that affect average Bolivians. According to rating studies, 2.4 million Bolivians viewed the second series.

- Production began to develop *Una Mujer Como Tu - La Pelicula*, Bolivia's first feature length video about AIDS. Taken from the three episodes in the *Historias del Vecino*, with additional footage, the feature length video will be ready to air in 1998.

- 569 visits by Mobile Video Units (MVUs) spread IEC messages on reproductive health to Bolivia in year two of the project. The Chiquitania province (Santa Cruz Department) was opened up for MVU visits, extending the reach of reproductive health communications into the Amazon basin. Additional efforts were made to include Military groups and expand the general coverage in the areas visited. The MVU program opens up communication to rural areas that would not normally be accessible to popular media, creating an interpersonal IEC program to needy populations.

- The PROSALUD video production team produced three 15 minute dramas on reproductive health targeted to university students, and another for high school students. These dramas were developed with students from a local university, and were tested and aired in the communities. The dramas were used for local television broadcast, as well as with the project's MVUs.

- Tens of thousands of new print brochures were produced and distributed for World AIDS Day. These included a) a Pantera booklet on sexuality, pregnancy, STDs and condom use, b) a brochure on HIV/AIDS, and c) a brochure on STDS. The latter two were produced in collaboration with the Proyecto Contra SIDA.

- Development of discussion guides about *Historias del Vecino* was begun. The discussion guides will offer NGOs, high schools, and universities guidelines and questions to stimulate interactive discussions on the reproductive health issues presented in each episode of *Historias del Vecino*.

- Phases of development of *Musica Por la Vida '97* were begun. The event will encourage amateur music artists in Bolivia to develop songs with the themes of safe sex and the consequences of AIDS, which will be broadcast to the public via concerts, television, radio and printed media. The project will culminate in a large concert for World AIDS Day 1997 in LaPaz.

- A three-spot television campaign for Pantera was produced and aired. Based on follow-up interviews conducted in La Paz among target groups, Pantera ads were recalled by 97% of those interviewed. Of those having the opportunity to view the ads, 80% believed the messages to be positive and effective for delivering messages of protection and prevention.

- A two-spot television campaign for Protektor Deluxe was produced and aired simultaneously with the Pantera campaign. One spot featured a couple dancing tango and the other one dancing salsa. Both spots featured the positioning of the brand (for couples in union), the new brand name and logo (Protektor Deluxe) and the slogan (Proteccion en pareja).

2.3 Collaboration with other institutions, private agencies, and government

- PROSALUD's social marketing unit has grown stronger in its ability to manage a social marketing project in year two. Significant on-site technical assistance has been provided by PSI so that the PROSALUD unit now effectively manages its staff, distribution, video production and IEC activities that it undertakes as well as the subgrant it is receiving from PSI for these projects. PROSALUD has enhanced their activities in the departments of Santa Cruz, Tarija, Beni, and Pando. Additionally, PROSALUD has worked on pilot projects such as the Female Condom, and will work on the upcoming pilot to social market Depo Provera. PROSALUD successfully implemented the relaunch of Protektor Deluxe, and will implement the launch and distribution activities for Duofem.

- Year two for CIES has been a volatile one. One of CIES' two MVUs was totalled in an accident. Having only one operational MVU unit affected CIES' ability to implement an expansive IEC campaign in its territories in La Paz, Cochabamba, Oruro, Potosí and Chuquisaca. Additionally, building social marketing expertise within CIES has been challenging due to the management of the social marketing project within CIES. Despite these obstacles, CIES has been able to expand their market for condoms positively and carry out IEC programs in their territory. Most recently, CIES, CARE and PSI are working together on a year-long reproductive health and social marketing campaign in El Alto. PSI and CIES are working together to design an effective strategy to create a more autonomous social marketing unit within CIES so that it can strengthen its social marketing activities.

- Collaboration with the Ministry of Health on Proyecto Contra SIDA resulted in the design and production of two different brochures discussing HIV/AIDS, and AIDS. Additionally, the project printed 5000 copies each of three comic books on various reproductive health issues for CSWs.

- Collaboration with USAID AIDS Prevention and Control Project and CCH to produce training materials for doctors, nurses, community health workers, counselors and laboratory technicians in the diagnosis and treatment of AIDS. Three sets of training materials are being produced: a) laboratory techniques for the diagnosis of STDs, b) clinical management of STDs-diagnosis and treatment, and c) counseling for HIV testing

- PSI provided technical assistance to CCH's CLARO project, a home-based water treatment system. A memorandum of understanding was signed by CCH, SNS, CDC and PSI to test market the CLARO® products in a pilot area north of Santa Cruz, with PSI responsible for the marketing plan and product launch and CDC responsible for the evaluation research. PSI produced materials including television advertising spots, a 15-minute documentary on water and its treatment, as well as numerous print materials for advertising and for community education on the product. The product launched in November 1996, and promotion continued through January 1997. Funding for PSI's assistance to this program has ended, and USAID funding for this program is temporarily suspended until evaluation of its results is completed.

While outside the project's scope of reproductive health, the CLARO project proved an important opportunity for collaborating with the Ministry of Health, and demonstrating the application of social marketing to other health products and communications.

- The project is working with other NGOs, such as AYUFAM, Combase, Profema, and other PROCOSI organizations who wish to initiate social marketing activities. PSI will be working with these organizations to market Pantera and Duofem, as free USAID-donated products are phased out and no longer available in Bolivia.

- Collaboration with municipal governments has been undertaken with MVU visits in rural towns and villages. Eight MOU's have been signed by community leaders supporting the goals of the reproductive health communications project. Community support such as this ensures that community leaders will support the message and goals of the BSMP even after the MVUs have left their towns.

- 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 have created a sustainable market with satisfactory demand beyond that which the manufacturer had previously created.

- Collaboration with Pharmacia & Upjohn will enable PSI and PROSALUD to pilot market Depo Provera for an affordable price in Bolivia. By implementing an extensive IEC program for the product among providers and consumers, the project will

inform Bolivians of another choice in contraception, and create a higher demand for Depo Provera than that which currently exists

- 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 focuses its efforts on 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

2.4 Procurement of project assets and commodities

- PSI purchased 2 million Protektor Deluxe condoms from London International (formerly Aladan Corp). These condoms were to replenish the stock after the launch of the brand. Condoms were purchased with funds generated by PROSALUD sales of social marketed Protektor

- Equipment was purchased to outfit the project's Graphic Arts Department, as well as a Video Production Center

- USAID donated contraceptives included 2.5 million "panther" condoms, which were overpackaged with Pantera packaging. 174,820 cycles of Noriday oral contraceptives were received from USAID as the last installment of supplies before it was phased out

3 Key Objectives for Year Three

In June 1997, USAID approved a time and cost extension of the Bolivian Social Marketing Project, as implemented by PSI. The extension will fund activities through July 31, 1998. The following objectives are part of the approved extension:

- Expand pharmaceutical coverage for the project's products
- Increase condom sales from the current monthly average of 256,000 units to a monthly average of 400,000 by July 31, 1998
- Increase oral contraceptive sales from a current monthly average of 35,400 to a monthly average of 37,500 cycles by July 31, 1998
- Implement a social marketing pilot project for Depo Provera injectable contraceptive, which will include design of an injectable training program for medical providers including materials, training of medical personnel and pharmacists, design and production of IEC material for consumers about injectable contraceptives, packaging development for Depo Provera, sales of 10,000 vials during the pilot phase, and evaluation of the pilot program
- Expand the fleet of MVU units to focus on reaching rural sector populations with education on reproductive health issues and demand creation for contraceptive products. Three additional MVU units will be added to the project fleet to achieve these goals
- Distribute video copies and discussion guides of the ten-episode of *Historias del Vecino* throughout the country to universities, high schools, civic groups and NGOs, to encourage discussion of the reproductive health issues introduced in the series
- Produce and air a feature-length video about AIDS: *Una Mujer Como Tu*
- Produce and broadcast a new radionovella series covering reproductive health issues in Spanish and Aymara languages targeted to Altiplano populations who are underserved by television
- Produce and air a new television series targeting young adults and addressing a variety of daily life issues in the areas of reproductive and sexual health
- Complete a series of public education campaigns in Bolivian border towns (such as Yacuiba, Puerto Suarez, and Guayamirín) which will focus on AIDS awareness, STD prevention and condom use. The campaign will include interactive communication

activities, as well as the production and distribution of educational material. This initiative will be completed with the collaboration of other NGOs working in these communities on health initiatives.

- Produce a Rock music contest, a CD, a series of video clips and a concert tour in Bolivia which will encourage amateur artists to compose music to the theme of safe sex and AIDS. The event will nurture original material from Bolivians, and popularize it through media and concert events.

- Continue education efforts on hormonal contraceptives through additional material development for Depo Provera, as well as continued education through use of the project's MVU units throughout the country.

- Secure funding from UNAIDS to continue the social marketing and operations research activity of the Reality female condom.

- Conduct a nationwide survey on knowledge, attitudes and practices of Bolivians toward sexual and reproductive health.

- Design and begin a pilot project for the social marketing of a multivitamin designed for women of reproductive age in the Department of Santa Cruz.

- Continue to provide technical assistance to all local NGO partners and the Government of Bolivia, as well as continued assistance to BSMP partners PROSALUD, and CIES.