
Fourth Quarterly Report

Enhancing HIV/AIDS Prevention and Improving
Reproductive Health in Zimbabwe (Phase II)

April - June 2002



July 31st, 2002

Submitted by PSI/Zimbabwe to:

Department for International Development (DfID)

United States Agency for International Development (USAID/Harare)

United States Agency for International Development/Washington/PPC/CDIE/DI

HIV and TB Programme, Ministry of Health and Child Welfare

National AIDS Council (NAC)

Zimbabwe National Family Planning Council (ZNFPC)

PSI/Washington

Development Experience Clearinghouse

QUARTERLY PROGRESS REPORT

| | | | |
|-------------------------------|--|------------|--|
| Name of Activity: | Enhancing HIV/AIDS Prevention and Improving Reproductive Health in Zimbabwe (Phase II) | | |
| Country: | Zimbabwe | | |
| PSI Project#: | Core: | 39-942-01 | |
| | Protector Plus Male Condom Social Marketing Project (MCSMP): | 39-947-01 | |
| | Care Female Condom Social Marketing Project (FCSMP): | 39-949-01 | |
| | ProFam Integrated Private Medical Sector (IPMS): | 39-950-01 | |
| | New Start Voluntary Counseling and Testing (VCT): | 39-945-01 | |
| | Targeted Communication Initiative (TCI): | 39-946-01 | |
| | Zimbabwe Social Marketing and BC Programme (DFID) | 39-2019-81 | |
| Implementing Agency: | PSI/Zimbabwe | | |
| Start Date: | 01 August 2001 USAID | | |
| | 01 February 2002 DFID | | |
| End Date: | 31 July 2005 USAID | | |
| | 31 January 2006 DFID | | |
| Total Budget: | \$17,500,000 USAID | | |
| | UKL 6,800,000 DFID | | |
| Current Obligation: | \$6,050,000 through 12/31/2002 USAID | | |
| Cost-Share Commitment: | \$4,414,825 | | |

| | |
|----------------------------------|-------------------------------|
| Reporting Period Covered: | 01 April 2002 -- 30 June 2002 |
| Date of Report: | July 31st, 2002 |

| | |
|--------------------------------|---------------|
| Country Representative: | Andrew Boner |
| Program Manager: | Katie Schwarm |

I. Executive Summary and Analysis of Quarterly Activities and Performance

a) Sales and Commodities:

Quarterly Sales Performance

| Product/Service | QUARTER 2, 2002 | | 2002 | | Project-to-date sales | Four -year LOP Target ** | % time burn | % target |
|-----------------------------|-----------------|------------------|------------------|----------------|-----------------------|--------------------------|-------------|----------|
| | Qtr Sales | Quarterly Target | Annualized Sales | Annual Target* | | | | |
| Protector Plus | 4,676,448 | 3,891,991 | 19,088,280 | 18,400,000 | 17,201,938 | 50,000,000 | 22.92% | 34.40% |
| Care Female Condom | 136,564 | 88,920 | 296,400 | 400,000 | 473,278 | 700,000 | 22.92% | 67.61% |
| Duofem oral contraceptive | 102,250 | 90,000 | 393,520 | 360,000 | 277,500 | | | |
| Marvelon oral contraceptive | 106,610 | 75,000 | 427,380 | 300,000 | 367,720 | | | |
| Exluton oral contraceptive | 74,160 | 45,000 | 268,720 | 180,000 | 213,230 | | | |
| Subtotal – Orals | 283,020 | 210,000 | 1,089,620 | 840,000 | 858,450 | | | |
| Depo-Provera injectable | 21,145 | 15,000 | 59,368 | 60,000 | 47,240 | | | |
| Hormonal CYPs | | | | | 48,608 | 160,000 | 22.92% | 30.38% |
| New Start VCT clients | 14,150 | 14,286 | 44,624 | 60,000 | 35,443 | 150,000 | 22.92% | 23.63% |

* Annual targets are internal to PSI/Z.

** The 4-year LOP targets are those established in the logframes.

Quarterly condom sales superceded targets in both male and female categories. Due to anticipated stock shortages of female condoms, lower targets were established for the early quarters than in subsequent quarters, which accounts for the fact that the annualized sales for CARE are projected below the annual target. Orals sales are well in excess of the target. All product and service sales are outperforming targets and indeed budgeted amounts.

The annual targets established represent considerable growth over 2001 sales in all categories. Despite the low projected annualized sales vs. the annual target for care, Depo-Provera and New Start clients, PSI/Z projects to meet its annual targets through initiatives that it is currently undertaking.

For New Start VCT, these initiatives include opening more centres to expand coverage and improving the service-delivery model of existing centres; conducting rotational service provision (outreach) to communities previously unsaved that offer post-test support; motivate demand by establishing "New Start Plus" at selected sites to offer FP/STI service provision after VCT, improving the quality of the service by

establishing a Quality Assurance department within the NS VCT structure and implementing a new, youth-oriented communications campaign.

For condoms, initiatives include improving brand appeal and equity by creating a new look for Protector Plus. A youth-oriented communications and advertising campaign was launched in the month of June during the World Cup Soccer 2002. This new campaign was also supported by public service announcements developed by PSI International in which top international rock musicians and groups endorse and encourage condom use. The interpersonal communications component for Care was strengthened through introduction and expansion of activities e.g. home cares parties, ladies club parties and hair salon promotions.

For ProFam, the addition of another distributor would help in ensuring increasing access and regular servicing of the pharmacies. Further dedicated emergency contraception product, cervical cancer testing, youth-friendly training and the introduction of the new implant Jadelle are expected to improve the comprehensiveness of the service and overall quality, which will enhance demand creation. ProFam continues to advocate for independent nurses to be able to dispense antibiotics for the treatment of STI drugs in an attempt to improve reproductive health service delivery, especially to lower-income groups seeking private sector services, a higher proportion of whom are traditionally served by the independent nurses.

All of the above initiatives are planned to be supported by our targeted communications campaigns which include generic behaviour change spots as well as radio (two youth programs) and TV shows (This is Life and a TV miniseries aimed at raising key behavioural issues in an entertaining format). "This is life", a 13 episode talk show, aimed at creating discussions on HIV/AIDS prevention and bring out the related issues out of the closet, has been launched.

b) Additional activities and highlights:

Zimbabwe's HIV and Malaria components of the CCP were accepted with few or no modifications necessary. PSI/Z recently met with Global Fund stakeholders to finalize responses to questions submitted on its US\$3.5 million proposals submitted as part of the larger proposals. Results of the PSI/Z's submission are being awaited. (The NAC is coordinating with partners on how the awards should be distributed).

PSI met extensively with the Permanent Secretary of Health and the Director of the HIV/AIDS & TB Unit to forge a common vision for New Start VCT in the coming year. Important areas of agreement included the establishment of new sites, continued provision of rotational VCT services to communities where post-test services are available, collaboration on pilot testing the establishment of VCT services at a number of district hospitals to be identified, and the creation of a new post in the HIV/AIDS Unit at the MOHCW whose primary responsibilities will include coordination of VCT service provision in Zimbabwe including acting as a liaison with PSI/Z on New Start VCT.

In order to commence the process of standardizing New Start integrated site operating agreements and set the stage for their renewal, a successful Site Principals Workshop was held on 25 June 2002 in Harare with each site being represented, along with representatives from PSI, USAID, and MOHCW.

In June, the New Start Network saw a new record total of 5,636 new clients.

PSI/Zimbabwe sponsored all 64 matches of the World Cup Soccer 2002 event during the month of June. This sponsorship helped PSI/Z reach out to its core target group "the youth" effectively with generic as well as brand messages in a highly cost effective manner. The event was used to launch two new brand campaigns (New Start Get Real campaign and Protector Plus smart wear campaign) and two generic campaigns (PSAs featuring international rock stars endorsing and encouraging condom and VCT use and the talk show This is Life).

Narrative Report by Activity

New Start Voluntary Counseling and Testing Services

I. Goals for this quarter and progress against those goals

Standardize integrated site operating agreements and host site managers' workshop for negotiation and renewal.

Site Principles meeting was held on 25 June 2002 in Harare with each site being represented. Site Operating agreements are being reviewed and new agreements signed in Q3.

Rent and renovate space, and hire staff, for Chitungwiza free-standing site.

Chitungwiza site has been secured and renovations are underway. Counselors for the center have been hired and currently attached at New Africa House in Harare.

Attempt to obtain consensus on priorities and action plan for the New Start Network from key officials of the Ministry of Health and Child Welfare, donors and other bodies within the Government of Zimbabwe.

An extensive meeting was held with the Permanent Secretary of Health and USAID to agree on a way forward regarding PSI/Ministry coordination, the establishment of new sites and the continuation of VCT rotational (outreach) services.

Host visitors from emerging PSI VCT programs from other countries in the region.

Judi Heichelheim of PSI Botswana, Scott Billy of PSI Swaziland/Lesotho, and Sue Holland of PSI Namibia jointly visited PSI Zimbabwe to learn about New Start VCT. All described their visits as highly informative.

Evaluate Hope Humana's Total Control of the epidemic (TCE) project.

This evaluation found some evidence of client coercion but such coercion was very minimal. TCE project was mentioned as a reliable source of information on HIV/AIDS including VCT.

Conduct Client Exit Survey.

This exercise was meant to assess client satisfaction with VCT services. Overall satisfaction was rated highly for all the VCT sites.

Conduct an assessment of reasons why clients come for VCT during promotion.

This qualitative assessment utilizing in-depth interviews revealed that client visits during promotions are likely more a result of heightened media blitz than free service.

Develop/coordinate concept paper for longitudinal study following VCT clients post-test to determine impact of VCT service.
Collaboration with HORIZONS/USAID is in progress regarding writing a concept paper for a cohort study among VCT clients. The main objective of this study is to examine the long term preventive and care benefits of VCT and explore how Post Test Services affect these benefits.

Produce client profile manuscripts based on VCT data.
(Postponed to Q3).

Finalize production of youth mass media campaign materials.
The Get Real media campaign for the youth was completed running since early June. To date it has been an unmitigated success.

Develop scripts for the drama series.
A storyline for a drama series highlighting the issues of trusting one's partner without knowing their HIV status, and basing one's partner's HIV status on appearances has been developed and is now being typed.

Develop radio and television adverts for the Mother's day promotion.
The promotion was run between May 13 and 18, 2002 and a total of 630 new female clients were seen during the promotion.

Print VCT referral forms for the ProFam service providers.
A free service New Start VCT referral form was developed and distributed to ProFam providers.

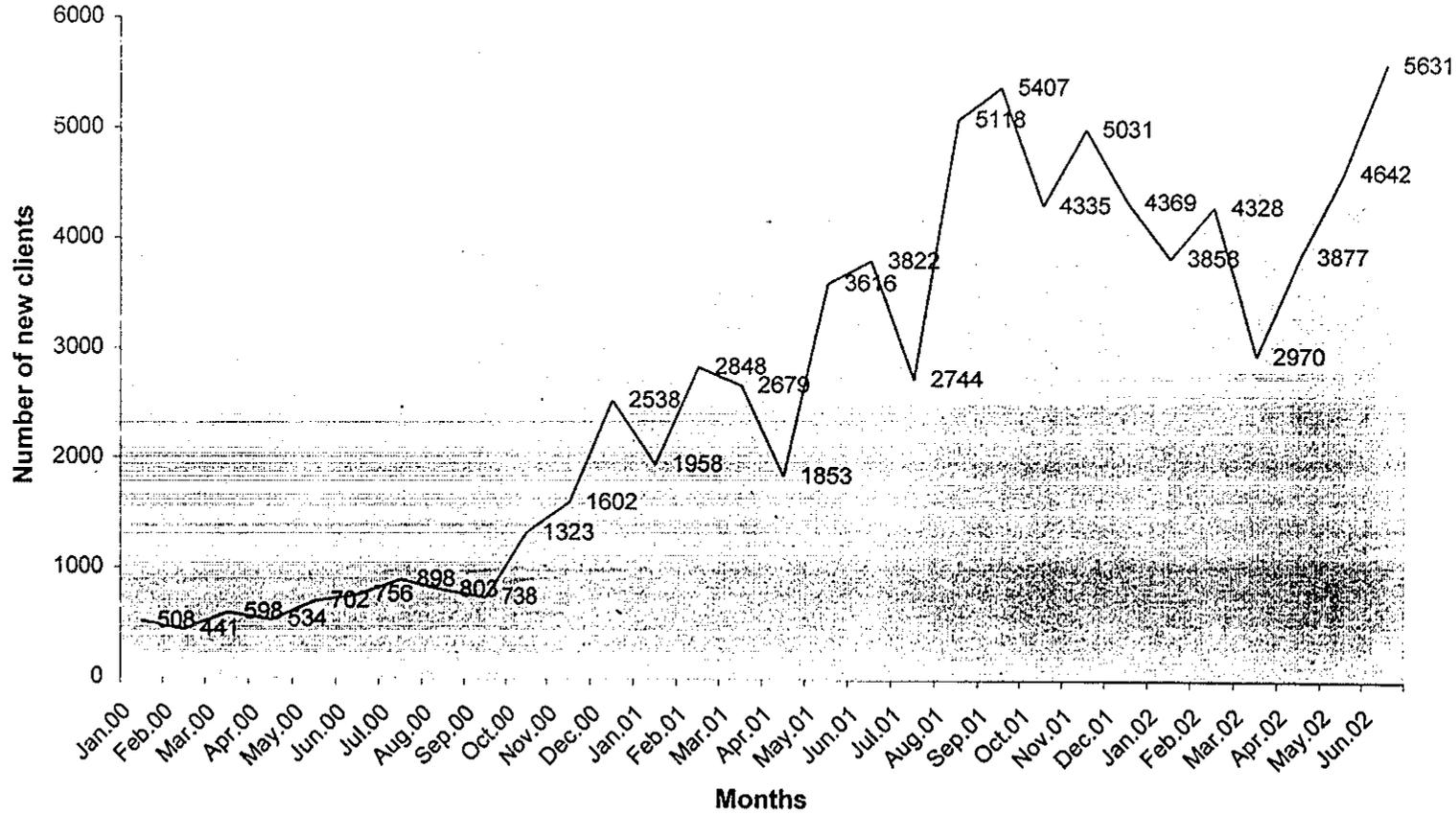
II. Highlights of work-in-progress; key strengths, weaknesses, opportunities and threats; and overall status of program.

The twelve New Start Centres, which are currently operational, are Harare City (Harare), Chinhoyi Hospital (Chinhoyi), Triangle Hospital (Triangle), Matabeleland AIDS Council (MAC) (Bulawayo), Wankie Colliery Hospital (Hwange), Bindura Hope Humana (Bindura), Mutare City (Mutare), Nkulumane Clinic (Bulawayo), Gweru City (Gweru), New Africa House (NAH) Harare, Bulawayo Direct Site (BDS) (Bulawayo) and Gwanda Hospital (Gwanda). The table below shows the cumulative new visits from 1999 to June 2002, and the graph shows monthly client figures from January 2000 for the twelve centres.

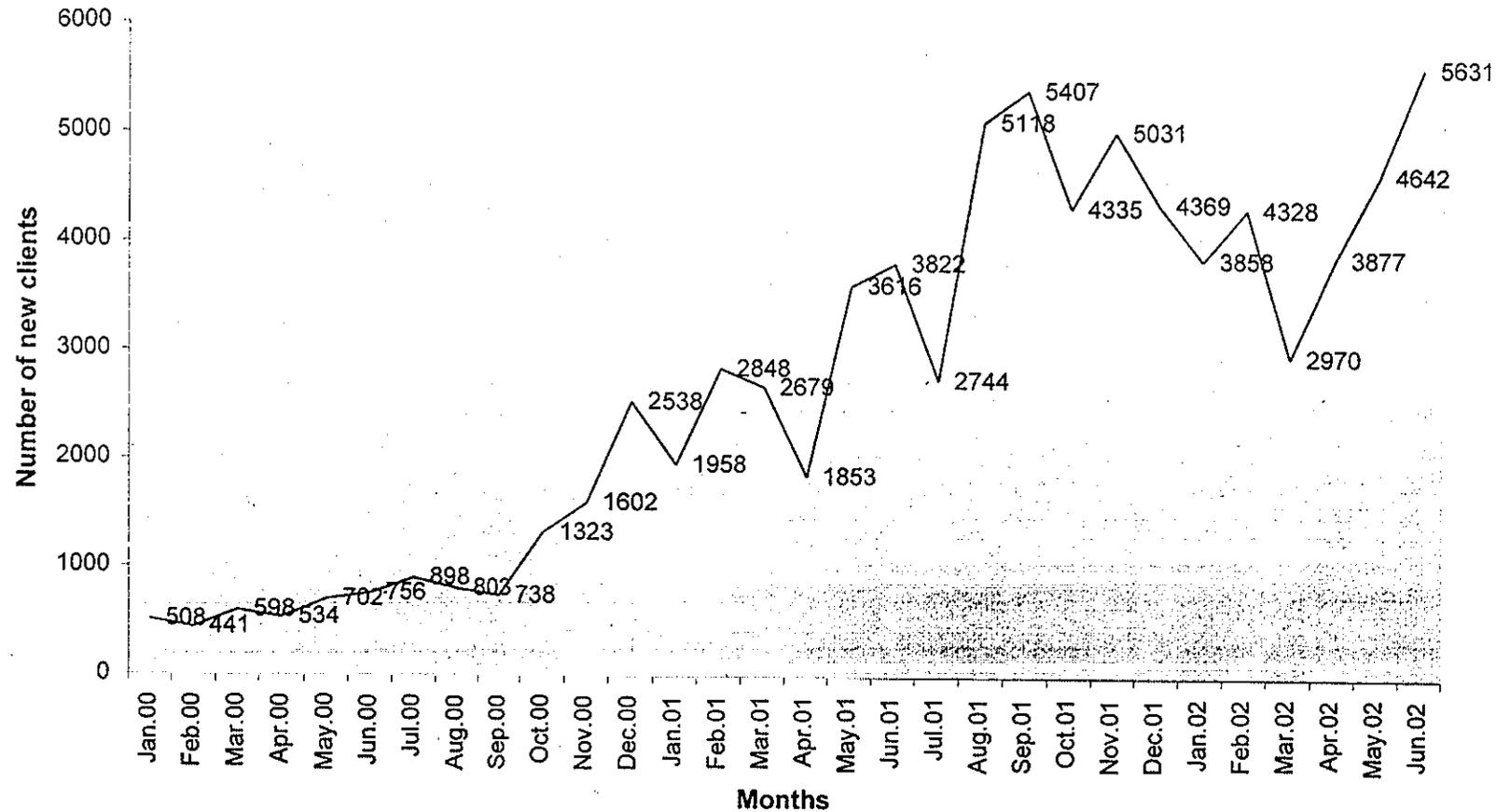
Table I. New client visits by site by month (January 2001 to June 2002).

| Site | Date of Opening | Cum. 99 | Cum. 00 | Jan 01 | Feb. 01 | Mar 01 | Apr. 01 | Ma. 01 | Jun. 01 | Jul. 01 | Aug. 01 | Sep. 01 | Oct. 01 | Nov. 01 | Dec 01 | Jan. 02 | Feb. 02 | Mar. 02 | Apr. 02 | May 02 | Jun 02 | Total |
|-------------|-----------------|---------|---------|--------|---------|--------|---------|--------|---------|---------|---------|---------|---------|---------|--------|---------|---------|---------|---------|--------|--------|--------|
| NAH | 9 Oct' 00 | - | 2182 | 929 | 1705 | 1614 | 1031 | 2097 | 2128 | 1411 | 2347 | 2559 | 1875 | 2169 | 2039 | 2015 | 2096 | 1446 | 2079 | 2256 | 2813 | 36 791 |
| BFS | 1 Aug.01 | - | - | - | - | - | - | - | - | - | 926 | 880 | 742 | 739 | 740 | 618 | 546 | 361 | 529 | 788 | 951 | 7 820 |
| Harare City | 31 Mar '99 | 1219 | 2836 | 219 | 185 | 191 | 182 | 250 | 275 | 259 | 201 | 322 | 269 | 244 | 253 | 245 | 313 | 264 | 243 | 287 | 341 | 8 598 |
| Gweru | 2 May' 00 | - | 480 | 70 | 123 | 90 | 80 | 204 | 240 | 131 | 168 | 225 | 142 | 226 | 246 | 161 | 208 | 115 | 177 | 228 | 245 | 3 559 |
| Mutare | 17 Feb' 00 | - | 827 | 150 | 142 | 121 | 92 | 213 | 235 | 137 | 241 | 231 | 191 | 267 | 331 | 250 | 279 | 190 | 261 | 376 | 439 | 4 973 |
| Nkulumane | 10 Apr' 00 | - | 388 | 64 | 88 | 83 | 52 | 131 | 162 | 67 | 154 | 162 | 138 | 180 | 171 | 102 | 127 | 93 | 97 | 138 | 139 | 2 536 |
| MAC | 18 Aug '99 | 647 | 2363 | 308 | 313 | 368 | 231 | 416 | 466 | 485 | 266 | 334 | 201 | 362 | 201 | 199 | 262 | 203 | 182 | 237 | 262 | 8 306 |
| Bindura | 26 Jan '00 | - | 1390 | 122 | 123 | 79 | 141 | 138 | 143 | 169 | 568 | 354 | 568 | 600 | 228 | 111 | 259 | 182 | 159 | 133 | 160 | 5 627 |
| Chinhoyi | 16 Apr '99 | 158 | 387 | 37 | 70 | 33 | 18 | 97 | 105 | 31 | 119 | 227 | 95 | 155 | 68 | 67 | 94 | 41 | 60 | 68 | 136 | 2 066 |
| Gwanda | 29 Aug01 | - | - | - | - | - | - | - | - | - | 29 | 56 | 47 | 23 | 22 | 23 | 51 | 19 | 25 | 59 | 81 | 435 |
| Triangle | 20 Apr '99 | 167 | 487 | 46 | 88 | 81 | 20 | 42 | 59 | 38 | 84 | 44 | 56 | 51 | 54 | 54 | 78 | 44 | 54 | 63 | 64 | 1 674 |
| Wankie | 23 Aug 99 | 26 | 101 | 13 | 11 | 19 | 6 | 28 | 9 | 16 | 15 | 13 | 11 | 15 | 16 | 13 | 15 | 12 | 11 | 9 | 5 | 359 |
| Total | | 2217 | 11441 | 1958 | 2848 | 2679 | 1853 | 3616 | 3822 | 2744 | 5118 | 5407 | 4335 | 5031 | 4369 | 3858 | 4328 | 2970 | 3877 | 4642 | 5636 | 82 749 |

VCT new clients by month: January 2000 to June 2002



VCT new clients by month: January 2000 to June 2002



A cumulative figure of 82 749 new clients was seen from April 1999 to June 2002 of which 69 131 were seen between January 2001 and June 2002. A total of 14 155 new clients were seen during this quarter compared to 11 156 seen last quarter, an increase of 27 %. The high number of new clients attained over the period in the New Start Network is primarily attributable to the effects of special price promotions, launch of the Get Real advertising campaign and a slight calming of the country situation since the March elections.

New Africa House (NAH) contributed the highest percentage (51%) to the total number of clients seen during the second quarter of 2002, while Bulawayo Direct Site (BDS) contributed 16%. The two direct sites contributed 67% of the total new clients seen this quarter. It can be

observed that NAH had an increase of 28.6% (5557 to 7148), Mutare 49.7% (719 to 1076), Nkulumane 16.2% (322 to 374), Gweru recorded an increase of 21.9% (484 to 590), MAC 2.6% (664 to 681) this quarter when compared to the previous reporting period. Chinhoyi recorded an increase of 30.7% (202 to 264); Gwanda 93 to 165 (77.4%) this quarter. Triangle recorded an increase of 2.8% (176 to 181); Harare City had an increase of 7.3% (766 to 822), in the number of new clients seen during the first quarter of 2002 when compared to the fourth quarter of 2001. Bindura recorded a decrease of 18% (552 to 452).

Table 2. Promotion figures: New individual female client visits by site during the Mother's promotion - 13 to 18 May 2002.

MOTHER'S DAY PROMOTION.

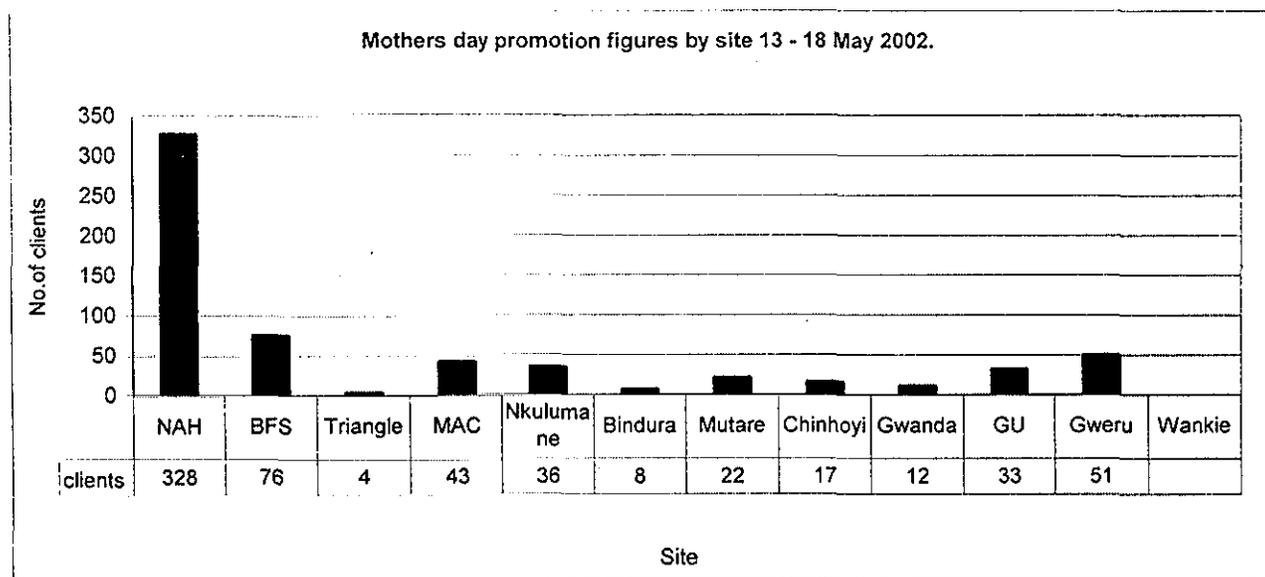
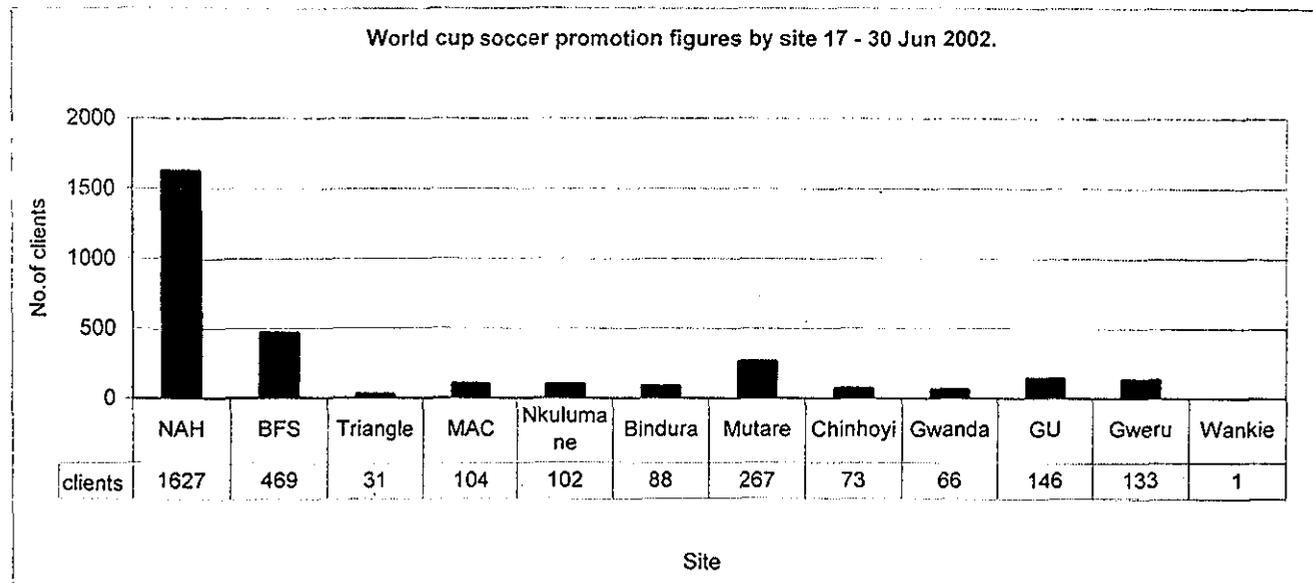


Table 2 above shows the number of new individual female seen by site during the Mother's Day promotion (13 to 18 May 2002). Thus a total of 630 clients seen during the promotion of which 64% were seen at the two freestanding sites.

Table 3. Promotion figures: New individual male client visits by site during the World Cup Soccer promotion - 17 to 30 June 2002.

WORLD CUP SOCCER PROMOTION.



A total of 3 106 new clients were seen during the World cup soccer promotion in the network over the promotion period of which 67.5% were seen at the two freestanding sites.

Challenges of the quarter and actions taken to address them:

1. Prepared for New Start special promotions in May and June 2002.
 - Communicated with sites on the forth-coming special promotion.
 - Distributed extra supplies needed for the promotion.
 - Developed mass media campaign for the Mother's Day and World Cup soccer tournament free promotion.
2. Preparations for renovations of new sites started
 - Identified and secured premises in Victoria Falls and Chitungwiza.
 - Commitment obtained from city health authorities and site renovations have started in Victoria Falls.
 - Tender floated for Chitungwiza site renovations.

III Goals for following quarter (July – September, 2002)

- Assist MOHCW with hiring and orientation of person in new position for VCT coordination
- Assist MoHCW in preparing a VCT pilot initiative at selected district hospitals
- Overcome the absence of the long-time VCT Director whose resignation became effective at the end of the current quarter.
- Prepare and launch new Chitungwiza and Victoria Falls sites
- Further standardize and expand rotational service provision (outreach)
- Coordinate with integrated sites for the renewal of operating agreements
- Coordinate with ZAPSO and MOHCW for Nelson Mandela Avenue site transferal to New Start
- Finalize proposal and budget for the VCT longitudinal study
- Conduct mystery client exercise to assess quality of service offered at New Start centres
- Evaluate the impact of promotions on demand for New Start VCT services
- Publish extended versions New Start VCT abstracts presented at the XIV international AIDS conference

INTEGRATED PRIVATE MEDICAL SECTOR (IPMS) AND AIDSCORP

1. Executive Summary

- a. **Advocacy** – Health Sector Reform Programme - The Parliamentary Health Committee is engaged in a research project on health sector reforms. One of the main objectives of this research is to assess the role of the private sector in the reform of the health sector. Consultations will be done with Association of Private Hospitals, the Zimbabwe Association of Church-related hospitals, NAMAS, PSMAS, Association of Pharmacists, Zimbabwe Medical Association, Zimbabwe Nurses Association and other Non-Governmental Organisations of which PSI/Z is one. The plight of the nurses' dispensing license and NAMAS claim number will be one of the agenda items. The Deputy Director Technical Services has already received a copy of the proposal. Meanwhile, Dr Zinanga of the Futures Group is still working on the argument paper submitted to him by the independent nurses.

b. ProFam Expansion

- **Screening of Cancer of the Cervix** – Preparations are at an advanced stage to integrate screening of Cancer of the Cervix using acetic acid in the Doctors' IUD/Norplant Practical course to be held on 5th – 7th August 2002. The University of Zimbabwe Department of Obstetrics and Gynaecology who are spearheading the training have already submitted a budget for this. Plans are also underway for nurses to go through the same course.
- c. **Jadelle (two rod levonorgestrel implant)** - Registration is currently in progress. ProFam trained providers were oriented in insertion and removal in the two Experience Sharing Seminars held in Harare (25th May) and Mutare (1st June) respectively. 100 free Jadelle implants and training materials were received from the manufacturer Schering to assist in the orientation of private medical providers.
- d. **Depo Provera** – Sales figures for Depo Provera had tremendously improved despite the negative article, which appeared in the Chronicle of 17th June 2002. The high sales were necessitated by the fact that Geddes had worked tirelessly in distributing the product and also that the full ProFam team was now on board. Sales figures were way above the quarterly target with a total of 20 911 vials sold against a target of 15 000 vials. A press statement responding to the false information on Depo Provera has already appeared in all newspapers. Specialists from the University of Zimbabwe's department of Obstetrics and Gynecology and the Medical Allied Council prepared this.

11. Narrative Report by Activity

Goals for this quarter and progress against those goals

IPMS

a. Sales and Distribution

- Sell through Geddes and Field Support Specialists a target of 15000 vials of Depo Provera, 25 000 cycles Marvelon, 30 000 cycles Duofem and 15 000 cycles Exluton.
- Increase the price of Marvelon by 1st June 2002
- Obtain sales figures every month to monitor progress against targets

b. Training

Conduct:-

- Experience Sharing seminar Harare on 25th May and Mutare 1st June 2002
- Pharmacist Reproductive Health Course Harare on 18th – 19th May and Bulawayo 8th – 9th June 2002.
- Nurses HIV Counselling and STI Management Refresher Bulawayo on 21st - 24th May 2002.
- OTC VCT Orientation and IPC Skills Gweru on 21st April, Bulawayo 16th May and Harare 14th June 2002
- Nurse Aid VCT Orientation and IPC Skills Harare on 13th June 2002

c. Support and Follow Up

- FSS to continue with support and follow-up visits of ProFam network members
- FSS to continuously recruit more private medical providers into the network.

d. Product Marketing

- Merchandise outlets continuously
- Conduct trade visits
- FSS to organize monthly ProFam neighborhood meetings with service providers
- Sell products to trained service providers

e. I E C

- Continue distribution of posters and brochures

f. Advocacy

- Lobby for independent nurses NAMAS claim number and approval to procure, prescribe and dispense antibiotics.
- Lobby for non-dispensing doctors to be granted permission to stock and dispense contraceptives by MCAZ.

AIDSCORP

a. Training

Educate high-risk groups in colleges, estates, mines, and companies i.e. youth, truckers, CSWs, uniformed officials and informal traders on STD/HIV/AIDS prevention

b. Modules

Revise and update the AIDSCORP training modules.

Highlights of work-in-progress; key strengths, weaknesses, opportunities and threats; and overall status of program

Key Accomplishments

I P M S

1. SUPPORT AND FOLLOW UP ACTIVITIES

Field Support Specialists and Training Officers have been able to breakthrough to commercial sex workers and the youth, enabling the project to acquaint these two groups on the roles and functions of New Start Centers and also on the correct and consistent use of condoms.

2. SALES

- Sales figures for Marvelon of 103 480 cycles, Duofem 99 860 cycles, Exluton of 72 040 cycles and Depo Provera 20,911 vials were above the quarterly sales targets of 75 000, 90,000, 45 000 cycles and 15 000 vials respectively.
- Marvelon price was increased from \$12,79 a cycle to \$22,80 a cycle as from 1st June 2002.

3. TRAINING

- Two Pharmacists' Reproductive Health courses were held in Harare and Bulawayo on 18th – 19th May and 8th – 9th June 2002 and sixteen (16) and twelve (12) participants attended respectively.
- Two Experience Sharing Seminars for ProFam network members were held in Harare and Mutare on 25th and 1st June 2002. Twenty (25) and Sixteen (16) participants attended respectively.
- OTC and Nurse Aides VCT Orientation and IPC Skills courses were held in Gweru (21st April), Bulawayo (16th May) and Harare (13th and 14th June). A total number of 95 participants were trained.
- A Doctors' Reproductive Health Course was held on 20th – 23rd June 2002 and a total of 34 new doctors were trained.

4. MARKETING

- Identified a health journalist to work with the marketing department to produce a ProFam Quarterly Newsletter.

5. WORKPLAN

- The August 2002 to July 2003 workplan was compiled and submitted.

AIDSCORP

The department was currently in the process of redefining AIDSCORP activities. A brochure indicating the goal and activities of the AIDSCORP is underway for the market. The department is also in the process of revising and updating the AIDSCORP training modules.

Institutional Trainings

A lot of interest has been shown by companies as regards institutional training as evidenced by the MOUs signed by the following companies:-

- Colbro Beitbridge
- GDC Transport
- Holiday Inn Express Beitbridge
- Vashandiri Study Centre
- Kwekwe Technical College
- Midlands State University
- Tiger Reef Mines
- Bondolfi Teachers College
- Ilala Lodge – Victoria Falls
- Victoria Falls Hotel

The Country Director expressed his gratitude and commended the department for a job well done.

STRENGTHS

IPMS

1. Attendance for all workshop/courses lined up for the quarter was quite encouraging.
2. ZNFPC is currently facilitating the registration of Jadelle with MCAZ in liaison with IPMS department.

OPPORTUNITIES

1. The organisation has identified Independent Health Care, a distribution company to compliment the distribution of ProFam products by Geddes.
2. The possibility of introducing Marvelon and Exluton in the public sector is being pursued with ZNFPC.
3. The Rural Outreach programme is also under consideration and the possibility of setting up a mobile clinic in areas not serviced by ZNFPC is being explored. A follow up meeting is to be held between ZNFPC and PSI/Z.
4. The department has managed to breakthrough in the police force on STI/HIV/AIDS prevention. A meeting was held in May 2002 to work out the logistics.
5. Discussions on setting up a Health Portal system is in progress and hopefully will be done in August/September 2002.
6. Introduction of the Emergency Contraception is underway as PSI/W managed to source funds for the project.

AIDSCORP

Strengths

- Companies as evidenced by the numerous MOUs signed showed a lot of interest in institutional training.

Opportunities

- 1 To penetrate the mines and estates to reach commercial sex workers
- 2 Reach the police force nationwide as some of them fall under the high-risk groups
- 3 Reach Hotel staff in tourist resort areas.

TABLE 1: Trainings Conducted - April - June 2002

| Date | Venue | Name of Course | No of Pax Trained During Qrt | No. Of Pax Trained as at August 1 2001 (i.e. Start Of Phase II) | No. of Pax Trained During Life of Activity (Cumulative) |
|--|------------------------------|--|------------------------------|---|---|
| 21 st April 16 th May 14 th June 2002 | Gweru Bulawayo Harare | OTC VCT Orientation and IPC Skills | 64 | 102 | 515 |
| 13 th June 2002 | The Cresta Jameson Harare | Nurse Aides VCT Orientation and IPC Skills | 30 | 60 | 137 |
| 21 st - 24 th May | Bulawayo Rainbow Hotel | Nurses HIV Counseling and STI Management Refresher | 18 | 76 | 267 |

| | | | | | |
|--|---------------------------------------|------------------------------|----|----|-----|
| 20 th – 23 rd June | Kadoma Hotel and Conference Centre | Doctors IRH Comprehensive | 34 | 34 | 212 |
| - | - | Doctors IRH Practical | - | 22 | 149 |
| - | - | Doctors IRH Refresher | - | 11 | 85 |
| 18 th – 19 th May 8 th – 9 th May | New Ambassador Bulawayo Rainbow | Pharmacist IRH Comprehensive | 28 | 46 | 199 |
| - | - | Pharmacists IRH Refresher | - | - | 65 |
| 11 - 15 Feb 02 18 – 22 Feb 02 | Holiday Inn Harare Bulawayo Rainbow | Youth Friendly Training | 43 | - | 43 |
| 25 th May 02 1 st June 02 | Cresta Jameson Hre Holiday Inn Mutare | Experience Sharing Seminar | 41 | 41 | 41 |

| HIV/AIDS PREVENTION INSTITUTIONAL TRAINING AS AT AUG 2001 TO JUNE 2002 | | | | | | | |
|--|-------------|---------------------|--------------------------|---|---|--|------------------|
| DATE | VENUE | TYPE OF INSTITUTION | | # of people reached During Quarter (cumulative) | # of people reached as of Aug 2001 (i.e. start of phase II) | # of people reached during life of activity (cumulative) | sessions done |
| | | COLLEGE | COMPANY | | | | |
| Aug-01 | Marondera | | Surrey Farm | 602 | 120 | 120 | 1st session |
| | Harare | | Stanbic Bank | | 34 | 154 | 1st session |
| Sep-01 | Harare | | First Mutual Life | | 120 | 274 | 1st session |
| | Harare | Danhiko College | | | 250 | 524 | 2nd session |
| Oct-01 | Bulawayo | | United Bottlers Bulawayo | | 33 | 557 | 1st session |
| | Harare | Danhiko College | | | 45 | 602 | 1st session |
| Nov-01 | Harare | | First Mutual Life | | 37 | 639 | 1st session |
| | Harare | | Southampton | | 250 | 889 | 1st session |
| | Harare | | Eversharp | | 80 | 969 | 3rd session |
| | Bulawayo | | Paint and Allied Service | | 56 | 1025 | 1st session |
| | Harare | Trust Academy | | | 35 | 1060 | 1st session |
| Dec-01 | Bulawayo | | Stanbic Bank | | 15 | 1075 | 1st session |
| | Mutare | | Stanbic Bank | | 12 | 1087 | 1st session |
| | Harare | | Stanbic Bank | | 40 | 1127 | 1st session |
| Jan-02 | Harare | | Southampton | | 775 | 1377 | 1st session |
| | Shamva | Frontline Institute | | | 200 | 1577 | 1st session |
| | Harare | Morgan Zintec | | | 380 | 1957 | 1st session |
| | Chitungwiza | Seke Teachers | | 100 | 2057 | 1st session | |

| | | | | | | | |
|---------|----------------|-----------------------------|----------------------------|------|-----|------|-------------------------|
| | Harare | Morgan Zintec | | | 550 | 2607 | 2nd session |
| | Chitungwiza | Seke Teachers | | | 460 | 3067 | 2nd session |
| | Bulawayo | | United Bottlers | | 67 | 3134 | 1st session |
| Feb-02 | Harare | | Pioneer Trucking | | 40 | 3174 | 1st session |
| | Harare | | Livestock Trucking | | 20 | 3194 | 1st session |
| | Bulawayo | United College of Education | | | 25 | 3219 | 1st session |
| | Harare | Danhiko College | | | 340 | 3559 | 1st session |
| Mar-02 | Harare | Morgan Zintec | | | 45 | 3604 | 1st session |
| | Shamva | Frontline Institute | | | 260 | 3864 | 2nd session |
| | Chitungwiza | Seke Teachers | | | 550 | 4414 | 2nd session |
| | Gweru | Gweru Technical | | | 187 | 4601 | 1st session |
| | Mutare | Africa University | | | 30 | 4631 | 1st session |
| | Harare | Belvedere Teachers | | 3814 | 560 | 5191 | 1st session |
| | | | | | | | |
| | Harare | Seke Teachers | | | 44 | 5235 | 1 st session |
| June 02 | Masvingo | | Flamboyant Hotel | | 34 | 5269 | 1 st session |
| | Victoria Falls | | Ilala Lodge Victoria Falls | | 14 | 5283 | 1 st session |
| | Victoria Falls | | Victoria Falls Hotel | | 14 | 5297 | 1 st session |
| | Beitbridge | | Colbro Transport | | 25 | 5322 | 2 nd session |
| | Bulawayo | | Tiger Reef | | 47 | 5369 | 1 st session |
| | Kwekwe | Kwekwe Technical College | | | 344 | 5713 | 2 nd session |
| | Bulawayo | Hillside Teachers College | | | 269 | 5982 | 1 st session |
| | Bulawayo | United College of Education | | | 872 | 6854 | 1 st session |
| | | | TOTAL | 6854 | | 6854 | |

TABLE 3: Sales and Sales Targets per Quarter April - June 2002

| PRODUCT | SALES IN QRT | TARGET THIS QRT | CUM. SALES (PHASE I) | CUM. CYPs PHASE II | CUM SALES (Life of Activity) | CUMULATIVE CYPs (Life of Activity) |
|--------------|--------------|-----------------|----------------------|--------------------|------------------------------|------------------------------------|
| Marvelon | 103 480 | 75 000 cycles | 471,200 | 36,246 | 1 097,969 | 84,459 |
| Duofem | 99,860 | 90 000 cycles | 377,360 | 29,027 | 391,820 | 30,140 |
| Exluton | 72,040 | 45 000 cycles | 285,270 | 21,943 | 580,287 | 44,637 |
| Depo Provera | 20,911 | 15 000 cycles | 68,151 | 17,037 | 89,046 | 22,261 |
| TOTAL | N/A | N/A | N/A | 104,253 | N/A | 181,497 |

TABLE 4: April - June 2002 Visits Done By Field Support Specialists

| Region | Visited | No: Visited During Qrt | No: Visited During Phase II |
|-------------------|-------------|------------------------|-----------------------------|
| Northern Region | Doctors | 102 | 290 |
| | Nurses | 43 | 97 |
| | Pharmacists | 78 | 266 |
| Southern Region | Doctors | 90 | 307 |
| | Nurses | 94 | 259 |
| | Pharmacists | 65 | 239 |
| Manicaland Region | Doctors | 33 | 85 |
| | Nurses | 29 | 82 |
| | Pharmacists | 21 | 53 |

Numbers visited during the Life of Activity

| | |
|-------------|---------|
| Doctor | = 2 469 |
| Pharmacists | = 2 234 |
| Nurses | = 1 350 |

111: IPMS and AIDSCORP Goals for following quarter

1. Trainings

Conduct the following trainings

- Nurses HIV Counseling and STI Management Refresher Course 9th – 12th July 2002
- Doctors' HIV Counselling and STI Management Refresher course 20th – 21st July 2002
- Doctors Reproductive Health Practical Course 5th – 7th August 2002
- Experience Sharing workshops for Masvingo and Bulawayo (dates to be advised)
- OTC/Nurses Aides VCT Orientation and IPC Skills all towns September (date to be advised).

2. ProFam Expansion

- Reposition ProFam
- Follow up feedback on the nurses' position with Dr Zinanga - Futures Group.

3. Provider Relations

- Hold a Quarterly Review meeting with ZNFPC end of August (date to be advised)
- Hold a Project Coordinating Committee meeting in September (date to be advised)

4. Research Monitoring and Evaluation

- Conduct dummy client (mystery) exercise to evaluate quality of service offered by trained service providers.
- Conduct an assessment of the impact of training of providers on the provision of youth friendly services.

5. Marketing

- Develop new repositioning strategy and communication campaign for ProFam
- Run small referral competitions for the service providers.
- Continue flighting the ProFam adverts on television and radio.

Male and Female Condom Social Marketing (M/FCSMP)

Sales Highlights

Protector Plus (PP) sales by outlet type

| Outlet type | Qty 1 2002 | Qty 2 | Change (%) |
|----------------------|------------------|------------------|------------|
| LQ – Liquor | 627,940 | 562,680 | -10 |
| SU – Supermarket | 913,050 | 948,330 | 4 |
| TU – Tuck-shop | 35,460 | 27,270 | -23 |
| SE - Service Station | 298,730 | 316,890 | 6 |
| HE - Health Care | 761,890 | 437,310 | -43 |
| HO – Hotel | 57,150 | 59,850 | 5 |
| OR – Organization | 175,140 | 28,350 | -84 |
| WH – Wholesale | 1,852,320 | 2,172,190 | 17 |
| OT – Other | 23,720 | 10,638 | -55 |
| IN – Individual | 7,950 | 2,700 | -66 |
| SA – Samples | 18,720 | 110,240 | 489 |
| TOTAL | 4,772,070 | 4,676,448 | -2 |

Care sales by outlet type

| Outlet type | Qty 1 2002 | Qty 2 2002 | Change (%) |
|----------------------|---------------|----------------|------------|
| LQ – Liquor | 1,560 | 2,060 | 32 |
| SU – Supermarket | 3,500 | 2,800 | -20 |
| TU – Tuck-shop | 0 | 760 | 100 |
| SE - Service Station | 80 | 1,680 | +100 |
| HE - Health Care | 21,360 | 34,620 | 62 |
| HO – Hotel | 200 | 100 | -50 |
| OR – Organization | 26,420 | 1,880 | -93 |
| WH – Wholesale | 8,100 | 9,820 | 21 |
| OT – Other | 10,160 | 55,264 | +100 |
| IN – Individual | 1,500 | 2,260 | 51 |
| SA – Samples | 1,220 | 25,320 | +100 |
| Total | 74,100 | 136,564 | 84 |

PP and Care sales against target, Quarter 2 and Year-to-Date 2002

| Product | Sales | Target | % variance | Year-to-Date Sales | Year-to-date Target | % Variance |
|----------------------|------------------|------------------|------------|--------------------|---------------------|------------|
| PP | 4,676,448 | 3,899,990 | 20 | 9,448,518 | 7,799,981 | 21 |
| Care | 136,564 | 98,800 | 38 | 210,664 | 165,400 | 27 |
| Total condoms | 4,813,012 | 3,998,790 | 20 | 9,659,182 | 7,965,381 | 21 |

I. Highlights of the Quarter

- Appointment of a new Assistant Regional Officer
- New market opportunities for care realized following the training of Commercial sex workers (CSWs) in several centres of region 6

- The CARE sales promotion in Hair salons in Mutare, Harare & Chitungwiza continued to gain popularity. More Hair salons in Harare and Chitungwiza joined promotion.
- To further increase Care sales, merchandisers have been recruited and trained to merchandise Care in sixteen supermarkets, pharmacies and wholesalers.
- PP Sales for this quarter were slightly below last quarter (-2%) owing to stock shortages experienced during the months of April and May.
- The new mass media campaign for Protector Plus comprising two television adverts and two radio commercials were launched during the last week of the World Cup sponsorship. The campaign is aimed at revamping the brand's image to make it more youthful and trendy. The pay-off-line, "What Smart Guys are wearing" portrays use of condoms as part of smart thinking, the brand user as part of the new smart and confident generation. The campaign also features young girls' appreciating PP users for their smart thinking traits as also girls urging their partners to think smart and use condoms - thus encouraging girls to take the responsibility of negotiating condom use.
- A product pre-testing of the new packaging and campaign for protector plus was conducted. The study was aimed at assessing attitudes and perceptions towards the campaign jointly with the new Protector Plus Package. Findings from this study are being incorporated into the new PP designs
- The PSA television and radio adverts by pop stars; Shaggy and Destiny's Child were launched during the World Cup. The adverts feature the popular artists endorsing Protector Plus and New Start brand messages as well as generic messages on condoms and VCT.

| | |
|--|---|
| <p style="text-align: center;"><u>Strengths</u></p> <ol style="list-style-type: none"> 1. Protector Plus now well established brand in the market 2. Affordable price (Z\$6.00 for three) compared to other commercially available brands (roughly Z\$800.00 for three). 3. Extensive distribution coverage in the urban/peri-urban areas. 4. Strong advertising support. | <p style="text-align: center;"><u>Weaknesses</u></p> <ol style="list-style-type: none"> 1. Care perceived as not user-friendly. 2. PP stock-outs experienced in Apr-May 3. Present vehicle fleet not permitting effective and quality Distribution of condoms |
| <p style="text-align: center;"><u>Opportunities</u></p> <ol style="list-style-type: none"> 1. Possible Distribution Partnership with Companies like Natbrew and Lever Brothers. 2. Design work in progress for new packaging for PP and care | <p style="text-align: center;"><u>Threats</u></p> <ol style="list-style-type: none"> 1. Delay in signing up with coke for the distribution partnership. 2. Low stocks of PP coupled with delayed arrival of imported consignment could result in stock-outs. |

II. Goals for next quarter

Sales targets for 3rd Quarter 2002

| Product | Jul | Aug | Sep | Total |
|--------------|------------------|------------------|------------------|------------------|
| PP | 1,527,200 | 1,637,600 | 1,711,200 | 4,876,000 |
| CARE | 37,200 | 39,200 | 42,000 | 118,400 |
| Total | 1,564,400 | 1,676,800 | 1,753,200 | 4,994,400 |

- Launch the new Protector Plus print campaign.
- Erect billboards highlighting the new mass media campaign.
- Complete product pretesting of the new protector plus variant with any or all of the following attributes; color, flavor and texture.

Targeted Communications Initiative (TCI)

Executive Summary

- Generic Communications** – Preparations for the launch of the TV soap series focusing on behavioral change problems affecting the youths are at an advanced stage. Casting for actors is in progress. In the meantime, eight of a total of thirteen episodes have already been recorded for the talk show This is Life which is already being telecast on ZBC since June.
- Hair Salon Promotion** – The ongoing Care promotion in hair saloons was scaled up by increasing the number of participating salons in both Harare and Mutare. The hairdressers were also trained on VCT to enable them to refer clients to the centers.
- Home meetings** – Home meetings targeting women have been scaled up to cover all the major towns of Harare, Chitungwiza, Bulawayo, Mutare and Masvingo. During the meetings, women discuss issues pertaining to Care and New Start in a relaxed and friendly environment

I. Goals for this quarter and progress against those goals

- Launch the Hair salon promotion in Harare.
The hair salon promotion was launched in Harare in April 2002. It has since been scaled up to include more participating salons in both Harare and Chitungwiza.
- Train the participating hairdressers on New Start so that they can refer their clients to VCT.
A training session on New Start was conducted in Mutare and Harare for the hairdressers.

- Continue with the home meetings.
Home meetings are on going. To date 57 home meetings have been conducted in Harare and in Bulawayo. The next quarter should record more home meetings following the training of Group Africa ladies on how to conduct home meetings.
- Erect Corridors of Hope (COH) billboards for Victoria Falls and Hwange.
The billboards have been erected
- Produce an STI brochure for the COH programme.
The brochure was produced and distributed.

II. Highlights of work-in-progress; key strengths, weaknesses, opportunities and threats; and overall status of program.

Results Reporting

- A total of 57 home meetings have been conducted in Harare and Bulawayo. Group Africa ladies have been trained to conduct home meetings nationwide. This should result in a significant increase in the number of home meetings to be conducted in the next quarter.
- Hairdressers in Harare and Mutare were trained on VCT to enable them to refer clients for the service. A total of 60 hairdressers are now participating in the Care and New Start promotions.
- Eight programmes have been recorded for the TV talk show; "This Is Life." Editing is in progress.
- Billboards with new messages are being erected in the Corridors of Hope areas.

Goals for the following quarter (July –September 2002)

- Finalize casting for the TV soap series.
- Commence rehearsals for the TV soap series.
- Record five programmes for the TV talk show "This is Life" in Bulawayo.

Appendix I: Benchmarks

The Program Benchmarks represent key milestones or activities on the way to achieving the broader program objectives established in the logframes. These benchmarks are not necessarily contractual requirements but they help track progress against key activities represented in the workplans. Benchmarks that have been completed remain in the quarterly report as a permanent record of the activities of the overall program.

| Key Benchmarks for Program Implementation | Target Completion Date | Status at time of report (C or %C) | Reason for Incomplete Status (if applicable) |
|---|------------------------|------------------------------------|---|
| <u>New Start VCT</u> | | | |
| Open Third Direct Site | Q3 2002 | | |
| Operating Agreements with Indirect Sites Revised | Q2 2002 | | |
| Redesign/reopen Hwange Site | Q3 2002 | | |
| Redesign/reopen Bindura Site | Q3 2002 | | |
| Integrate FP/STI services into 2 New Start Direct Sites | Q2 2002 | 70% | Unanticipated delays due to approvals required from various authorities. |
| Integrate New Start VCT services into ZNFPC FP clinic | Q2 2002 | 50% | Outreach performed. Site assessment being conducted in Q3 |
| Launch New Start VCT outreach integrated with ProFam services | Q3 2002 | | |
| Launch New Start advertising campaign | Q4 2002 | 70% | Revising campaign materials to incorporate pre test research results. |
| Establish ELISA testing capacity at NAH | Q3 2002 | | |
| Launch TV mini-series to address benefits of VCT | Q4 2002 | 60% | Storyline has been developed in conjunction with the broadcasting authority. Budgets and scripts to follow in next quarter. |
| <u>IPMS</u> | | | |
| Integrate ProFam services into New Start Outreach | Q3 2002 | 0% | Integration will start with 3 rd NSC direct site by August 2002 in Chitungwiza. Success of the integration at the 3 rd site will lead into integrating STI/FP services into the mobile VCT. |
| Launch redesigned communications | Q3 2002 | 100% | Decision made to continue flying the old TV & radio adverts, as |

| | | | |
|---|---------|------|---|
| campaign | | | they had not been exposed to the public for a long period because of budgetary constraints. |
| Add two new products/services to ProFam basket (e.g.) 1. EC | Q4 2002 | 0% | Still working out workplan which involves <ul style="list-style-type: none"> - sensitizing the Ministry of Health and Child Welfare - Identifying pharmaceutical manufacturing company - Register product under PSI/Z with the (MCAZ) Medicines Control Authority Zimbabwe - Identify distributing pharmaceutical company in Zimbabwe - Launch product by 4th quarter |
| 2. Pap Smears | | 100% | Theory has been included since 2001 trainings. Practicals using acetic acid to start in August 2002 |
| 3. PTKs | | 0% | It was agreed that PTKs will not be ideal for the private sector |
| Register Dr. Reddy's Female Condom with MCAZ | Q3 2002 | 0% | Need to get samples to send to MCAZ for registration. |
| Targeted Communications and Condom Social Marketing | | | |
| Launch new Protector Plus brand packaging | Q4 2002 | 50% | New square condoms to arrive in December 2002. Meanwhile to use new design on the rectangular pack. |
| Launch new PP ad campaign | Q4 2002 | 70% | TV and radio campaigns were developed and launched. |
| Launch new care brand packaging | Q3 2002 | 80% | New pack design is being finalised. |
| Launch new care ad campaign | Q3 2002 | 80% | Campaign is being developed. |
| Generic BC Campaign launched | Q3 2002 | 50% | Talk show has been launched. TV soap series is under production. |
| Evaluate PP ad campaign | Q3 2002 | 50% | Planned for August 2002. |
| Evaluate care ad campaign | Q3 2002 | 50% | Campaign is still being developed |
| Evaluate BC campaign | Q4 2002 | 50% | Planned for next quarter. |
| Sustainability and other Core Objectives | | | |
| Revise Strategic Sustainability Plan | Q3 2002 | | |
| Management Retreat | Q2 2002 | | |

Appendix II: Logframes

The logical framework submitted to DFID in late 2001 differed from that submitted to USAID earlier in the same year. Consequently, there are two logframes that govern essentially the same activity. The reason for this is that the logframe submitted to USAID did not benefit from the research conducted by PSI/Z in mid-2001. Consequently, some targets were set too low, others too high. The logframe submitted to DFID contained the baseline figures and therefore more realistic targets. Furthermore, the logframe submitted to DFID consolidated or changed some indicators and is therefore more streamlined than the current USAID logframe.

In the interest of working against a single logframe over the life of our activity, PSI/Z will convene a meeting in the near future between PSI/Z, USAID and DFID to get consensus on a consolidated logframe and submit that to the respective contracts officers for approval. Both DFIDCA and USAID/H are supportive of such a meeting but until the changes can be agreed upon, the below logframes identify indicators and targets specific to the particular contract. This accounts for the appearance of different targets against the same indicator in some places or indeed for contract-specific indicators.

Program Indicators (2001 – 2005)

New Start Voluntary Counseling and Testing Services

| Indicators | Date of Completion | Progress to Date | Comments |
|--|---------------------|---|----------|
| 1. 150,000 clients counseled at New Start centers. | 1. July 2005 | 1. 9,400 clients seen during quarter; 24,260 seen during phase II; 57,438 clients seen during life-of-activity. | |
| 2. 86% (DFID), 50% (USAID) of New Start clients are LSM 1-6 | 2. July 2005 | 2. 53% KAP 2001 | |
| 3. Recurrent (DFID) Cost-per-client decreases to \$36 in final year of project. | 3. July 2005 | 3. TBD | |
| 1.1 Increase from 10% to 70 % of target group who can cite at least one place where s/he could obtain VCT services (USAID only). | 1.1 – 4.1 July 2005 | 1.1 92.7% in KAP 2001 | |
| 1.2 93% of target group can cite correctly at least one place where s/he could obtain VCT services (DFID only) | | 1.2 92.7% in KAP 2001 | |

| | | | |
|---|--|--|--|
| <p>1.3 Increase from 54% to 65 % (USAID) (46% to 86%- DFID) of target group who report that they are likely to utilize VCT services.</p> <p>1.4 60% of target group who are aware of <i>New Start Centers</i> believe that the centers provide confidential services.</p> <p>1.5 No significant differences in above indicators by LSM in target areas</p> <p>2.1 (10 – USAID) (7 – DFID) <i>New Start</i> integrated VCT centers operational through LOP.</p> <p>2.2 3 <i>New Start</i> direct VCT centers operational by EOP.</p> <p>2.3 80% (USAID) and 85% (DFID) of <i>New Start</i> counselors attend at least 3 refresher training courses during LOP.</p> <p>2.4 75% (USAID) and 85% (DFID) of clients report satisfaction with counseling and testing services.</p> <p>2.5 Rapid Test Kits introduced in all <i>New Start Centers</i>.</p> <p>2.6 60% (USAID) and 86% (DFID) of target group who are aware of <i>New Start Centers</i> believe that the services are affordable.</p> <p>3.1 15% (USAID) and 80% (DFID) of clients are offered information on at least one community group to provide follow-up support.</p> <p>4.1 Report on population-based data on attitudes and practices related to <i>New Start</i> VCT disseminated</p> | | <p>1.3 45.6% in KAP 2001</p> <p>1.4 89.2% in KAP 2001</p> <p>1.5 KAP 2001</p> <p>2.1 Twelve (12) centers currently operational</p> <p>2.2 Two (2) currently in operation</p> <p>2.3 41% (MIS)</p> <p>2.4 89% (Client Exit survey 2001)</p> <p>2.5 10 out of 12 centers have rapid test kits</p> <p>2.6 85.8% in KAP 2001</p> <p>3.1 15%, KAP 2001</p> <p>4.1 TBD</p> | |
|---|--|--|--|

Integrated Private Medical Sector Program (IPMS)

| Indicators | Date of Completion | Progress-to-date | Comments |
|--|------------------------|---|----------|
| <p>1.1 60% (USAID), 40% (DFID) of <i>ProFam</i> contraceptive users are LSM1-6.</p> <p>1.2 Sales of <i>ProFam</i> supported contraceptives provide 160,000 CYPs</p> <p>1.3 Modern method CPR among LSM1 – 6 remains stable or increases over LOP</p> <p>1.4 Feasibility of engaging independent nurses in STI treatment assessed.</p> | 1.1 – 1.4 July 2005 | <p>1.1 27%, KAP 2001</p> <p>1.2 27,057 CYPs in this quarter; 155,087 CYPs over LOP (phases I&II)</p> <p>1.3 TBD</p> <p>1.4 37% (KAP 2001)</p> | |
| <p>1.1 Proportion of LSM 1-6 who can relay the message of at least one <i>ProFam</i> campaign increases from 63% to 83%.</p> <p>1.2 70% of target population aware of services offered by <i>ProFam</i> members.</p> <p>1.3 80% of target population currently using contraceptives familiar with at least one <i>ProFam</i> contraceptive method.</p> <p>1.4 Proportion of LSM 1-6 reporting demand for <i>ProFam</i> increased from X% to Y% (DFID only)</p> <p>1.5 Proportion of <i>ProFam</i> users from LSM 1-6 increased from X% to Y% (DFID only)</p> | 1.1 – 1.3 July 2005 | <p>1.1 10% (KAP 2001)</p> <p>1.2 80% (KAP 2001)</p> <p>1.3 50% (KAP 2001)</p> | |
| <p>2.1 90% of urban pharmacies offer at least 4 <i>ProFam</i> family planning brands at prices < 2.5% of per</p> | 1.5 – 1.5 January 2006 | <p>1.4 TBD (DFID only)</p> <p>1.5 TBD (DFID only)</p> | |
| | 2.1 – 3.2 July 2005 | <p>2.1 90% (KAP 2001)</p> | |

| | | | |
|---|--|--|--|
| capita GDP for one CYP. | | | |
| 2.2 At least 80% of <i>ProFam</i> trained providers score 80% retention six months after training. | | 2.2 80% (Training follow up survey 2001) | |
| 3.1 Appropriate referrals to <i>New Start</i> clinics by <i>ProFam</i> providers are made 75% of the time | | 3.1 TBD | |
| 3.2 Policy change allows Independent Nurses to prescribe and dispense antibiotics. | | 3.2 TBD | |

Note: LSM refers to Living Standard Measures. LSMs provide a state-of-the-art means for categorizing people into groups that describe their net worth in terms of assets and amenities. Surveyed populations are divided evenly between eight (8) LSMs. LSM 1 represents the poorest segment of the population, LSM 8 the wealthiest. X & Y values for these indicators will be determined following a baseline KAP to be conducted during year one of the proposed intervention (see below).

Note: all indicators are to be met by the end of the project unless otherwise specified.

Targeted Communications and Condom Social Marketing

| Indicator s | Date of Completion | Progress-to-date | Comments |
|--|----------------------------|--|----------|
| <p>1. Condom use in last sex act with non-spousal partner increased from:</p> <p>a. 42% to 62% (USAID), 70% (DFID) among urban male youth aged 15-25 and 12% to 30% (USAID), 66% (DFID) among rural male youth aged 15-25</p> <p>b. 29% to 39% (USAID), 72% (DFID) among urban single women aged 15-34</p> <p>c. 72% to 92% among truckers in project areas (USAID only)</p> <p>2. Percent of people having more than one partner in past 12 months decreased from:</p> <p>a. 30% to 15% (USAID), 82% to 50% (DFID) among urban male youth aged 15-25 and 14% to 9% (USAID), 76% to 50% (DFID) among rural male youth aged 15-25</p> <p>b. 31% to 21% (USAID) and 66% to 50% (DFID) among urban single women aged 15-34 (USAID), 15-25 (DFID).</p> <p>c. 79% to 69% among truckers in project areas (USAID only).</p> <p>3. 50 million <i>Protector Plus</i> condoms sold.</p> <p>4. 700,000 <i>care</i> female condoms sold</p> | <p>1 - 4 July 2005</p> | <p>1.</p> <p>a. 79% among urban and 66% among rural youths (KAP 2001)</p> <p>b. 72% (KAP 2001)</p> <p>c. 75% (KAP 2001)</p> <p>2.</p> <p>a. 82% and 76% among urban and rural youths respectively (KAP 2001)</p> <p>b. 66% (KAP 2001)</p> <p>c. 79% (KAP 2001)</p> <p>3. 4,676,448 condoms sold during this quarter; 17,201,938 sold during Phase II; 50,032,216 sold during LOP.</p> <p>5. 210,664 pieces sold this quarter; 473,278 pieces sold during Phase II; 1,264,858 sold during LOP</p> <p>6.</p> | |
| <p>1.1 <i>Protector Plus</i> available in 80% of liquor related and other night outlets</p> <p>1.2 80% of pharmacies stock <i>care</i>.</p> <p>1.3 <i>Care</i> is available in 30% (USAID) and 25% (DFID) of outlets (e.g. Bars/Night clubs and Hotels) in CSW project areas.</p> | <p>1.1 - 3.4 July 2005</p> | <p>1.1 40% (Distribution Survey 2001)</p> <p>1.2 60% (Distribution Survey 2001)</p> <p>1.3 5% (Distribution Survey 2001)</p> | |

| Indicator s | Date of Completion | Progress-to-date | Comments |
|--|--------------------|---|----------|
| <p>1.4 Percent of people who know of at least one specific source of <i>care</i> increased from (USAID only):</p> <p>a. 43% to 63% among urban single women aged 15-34</p> <p>b. 40% to 80% among CSWs in project areas.</p> <p>c. 13% to 53% among LSM1-6</p> | | <p>1.4</p> <p>a. 16%(KAP 2001)</p> <p>b. 40% (CSW study 2001)</p> <p>c. 13% (KAP 2001)</p> | |
| <p>2.1 <i>Protector Plus</i> perceived as affordable by:</p> <p>a 75% (USAID) and 89% (DFID) urban male youth aged 15-25 and 50% (USAID) and 84% (DFID) rural male youth aged 15-25</p> <p>b 61% (USAID) and 90% (DFID) among urban single women aged 15-34 (USAID and 15-25 (DFID).</p> <p>c 80% (USAID) and 70% (DFID) among CSWs in project areas.</p> <p>d 81% among truckers in project areas (DFID only)</p> <p>e 84% among LSM1-6</p> | | <p>2.1</p> <p>a. 89% and 84% among urban and rural youths respectively (KAP 2001)</p> <p>b. 78% KAP 2001</p> <p>c. 40% (CSW study 2001)</p> <p>d. 81% (KAP 2001)</p> <p>e. 84% (KAP 2001)</p> | |
| <p>2.2 <i>Care</i> perceived as affordable by:</p> <p>a. 73% (USAID) and 50% (DFID) among urban single women aged 15-34 (USAID) and 15-25 (DFID).</p> <p>b. 80% (USAID) and 70% (DFID) among CSWs in project areas.</p> <p>c. X% among LSM1-6</p> | | <p>2.2</p> <p>a. 53% (KAP 2001)</p> <p>b. 60% (KAP 2001)</p> <p>c. 61% (KAP 2001)</p> | |
| <p>3.1 Agreement with the statement: "I believe condoms are effective against HIV" increased from:</p> <p>a. 63% to 80% (USAID) and 86% (DFID) among urban male youth aged 15-25 and 35% to 60% (USAID) and 86% (DFID) among rural male youth aged 15-25.</p> <p>b. 61% to 80% (USAID) and 83% (DFID) among urban single women aged 15-34 (USAID) and 15-25 (DFID).</p> | | <p>3.1</p> <p>a. 86% for urban and rural (KAP 2001)</p> <p>b. 83% (KAP 2001)</p> | |

| Indicator s | Date of Completion | Progress-to-date | Comments |
|--|--------------------|---|----------|
| <p>c. 80% among LSM1-6</p> <p>3.2 Among those who did not use condoms in the last sex act with a casual partner, % of risk perception increased from (USAID):</p> <p>a. 35% to 55% among urban male youth aged 15-25 and 14% to 20% among rural male youth aged 15-25.</p> <p>b. 36% to 55% among urban single women aged 15-34.</p> <p>c. 42% to 52% among truckers in project areas.</p> <p>d. X% to Y% among LSM1-6</p> <p>3.3 Percent of people who report that their peers support using a condom increased from:</p> <p>a. 31% to 46% (USAID), 33% to 50% (DFID) among urban male youth aged 15-25 and 26% to 31% (USAID), 34% to 50% (DFID) among rural male youth aged 15-25</p> <p>b. 46% to 66% (USAID), 22% to 45% (DFID) among urban single women aged 15-34 (USAID), 15-25 (DFID).</p> <p>c. 20% to 50% among LSM1-6</p> <p>3.4 Percent of people who think it is acceptable for a woman to request use of a condom increased from:</p> <p>a. 57% to 75% (USAID), 46% to 76% (DFID) among urban males aged 15-25 and 25% to 30% (USAID), 48% to 78% (DFID) among rural males aged 15-25.</p> <p>b. 46% to 66% (USAID), 46% to 71% (DFID) among truckers in project areas.</p> <p>c. 45% to 70% among LSM1-6</p> | | <p>c. 80% (KAP 2001)</p> <p>3.2</p> <p>a. 28% and 26% for urban and rural respectively (KAP 2001)</p> <p>b. 37% (KAP 2001)</p> <p>c. 42% (Truckers study 2001)</p> <p>d. 36% (KAP 2001)</p> <p>3.3</p> <p>a. 33% and 34% among urban and rural respectively (KAP 2001)</p> <p>b. 22% (KAP 2001)</p> <p>c. 20% (KA 2001)</p> <p>3.4</p> <p>a. 46% AND 48% among urban and rural youths respectively (KAP 2001)</p> <p>b. 46% (Truckers study 2001)</p> <p>45% (KAP 2001)</p> | |

Sustainability LogFrame

| Indicators | Date of Completion | Progress-to-date | Comments |
|---|--|--|----------|
| 1. Successful achievement against Purpose-level indicators in above indicators 2. Follow-on funding commensurate with sustained or increased program operations secured | 1. - 2. July 2005 | 1. TBD 2. TBD | |
| 1. Consistent improvements in PRISSM assessments, 2001-2005 2. GoZ health strategies embrace social marketing 3. Donors intend to provide funding sufficient to support planned activities beyond EOA | 1. On-going 2. On-going 3. July 2005 | 1. Positive 2. Positive 3. TBD | |
| 1.1 70% of local PSI/Z staff report they are applying increased skills acquired in previous year 2.1 Key GOZ officials consider PSI/Z critical collaborative partner for achievement of health objectives. 3.1 Continuing collaborative operations considered successful by PSI/Z and NGOs 4.1 Follow-on funding proposals negotiated with donors 4.2 PSI/Z expenditure in line with approved budgets 4.3 Positive reports from annual external audits | 1.1 Annual; on-going 2.1 On-going 3.1 On-going 4.1 2004-5 4.2 On-going 4.3 Annually | 1.1 See training schedule 2.1 Positive 3.1 Positive 4.1 TBD 4.2 TBD 4.3 TBD | |