



TANZANIA MARKETING AND COMMUNICATIONS FOR AIDS, REPRODUCTIVE HEALTH AND CHILD SURVIVAL

T-MARC ANNUAL REPORT

**PROJECT YEAR 3 FY 2007
OCTOBER 1, 2006 TO SEPTEMBER 30, 2007**

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Table of Abbreviations

ABC	Abstinence, Being Faithful, and Condom Use
ABCT	AIDS Business Coalition of Tanzania
ACT	Artemisinin Combination Therapy
ADDO	Accredited Drug Dispensing Organization
AED	Academy for Educational Development
ARSH	Adolescent Reproductive and Sexual Health
BCC	Behavior Change Communication
BOD	Board of Directors
CI	Campaign International
COP	Country Operating Plan
CSW	Commercial Sex Workers
DMO	District Medical Officer
DTT	Deloitte & Touche Tohmatsu
EOI	Expression of Interest
EGPAF	Elizabeth Glaser Pediatric AIDS Foundation
FHI	Family Health International
FMCG	Fast Moving Consumer Goods
FP	Family Planning
FY	Fiscal Year
HKI	Helen Keller International
IEC	Information, Education, and Communication
IHRDC	Ifakara Health Research and Development
IMCI	Integrated Management of Childhood Illnesses
IPC	Interpersonal Communication
IPTp	Intermittent preventive treatment during pregnancy
IRS	Indoor Residual Spraying
JHPIEGO	Johns Hopkins Program for International Education in Gynecology and Obstetrics
JHU	Johns Hopkins University
KIHOWEDE	Kiota Women Health and Development Organization
KABP	Knowledge, Attitudes, Behaviors and Practices
LO-ORS	Low Osmolarity Oral Rehydration Salts
MCH	Mother and Child Health
MD	Managing Director
MEWATA	Medical Women Association of Tanzania
MOHSW	Ministry of Health and Social Welfare
MRCC	Medical Research Coordination Committee
MSD	Medical Stores Department
MSH	Management Sciences for Health
MST	Marie Stopes Tanzania
NACP	National AIDS Control Programme
NGO	Non-governmental Organization
NHACAS	National HIV/AIDS Communication and Advocacy Strategy
NIMR	National Institute for Medical Research

NMCP	National Malaria Control Program
OCP	Oral Contraceptive Pills
PEPFAR	President's Emergency Program for AIDS Relief
PMI	President's Malaria Initiative
PMTCT	prevention of mother to child transmission
PO	Purchase Order
POS	Point of Sale
POUZN	Social Marketing Plus for Diarrhea Disease Control: Point-of-Use Water Disinfection and Zinc Treatment
PRINMAT	Private Nurse/Midwives Association of Tanzania
PSA	Public Service Announcement
PSI	Population Services International
PSP	Private Sector Program
RCHS	Reproductive and Child Health Section
RFA	Radio Free Africa
RFA	Request for Application
RFP	Request for Proposals
RH	Reproductive Health
TACAIDS	Tanzania Commission for AIDS
TAYOA	Tanzanian Youth Awareness Trust Fund
TOR	Terms of Reference
TFDA	Tanzania Food and Drug Authority
T-MARC	Tanzania Marketing and Communications for AIDS, Reproductive Health and Child Survival
TPI	Tanzania Pharmaceutical Industry
UMATI	Chama cha Uzazi na Malezi Bora Tanzania
UNICEF	United Nations Children's Fund
USP	United States Pharmacopoeia
VCT	Voluntary counseling and testing
WAD	World AIDS Day
WAPO	Word and Peace Organization
WHO	World Health Organization
WHOPES	WHO Pesticides Evaluation Section
ZMCP	Zanzibar Malaria Control Programme

Executive Summary

In FY 2007, the third year of the project, AED/T-MARC made significant achievements in the broad marketing, communication, partnership and cooperation to address issues in HIV/AIDS, family planning/reproductive health, child survival, infectious disease, and creation and growing of the T-MARC Company. Following is a summary of key achievements and results:

HIV/AIDS

AED/T-MARC launched two successful HIV/AIDS communication campaigns to promote two prevention strategies in Tanzania: faithfulness/partner reduction and correct and consistent use of condoms. T-MARC's Sikia Kengele: Tulia Na Wako faithfulness initiative was launched in March 2007 and uses large mobilization events to get communities that interact with high-risk groups in Tanzania to adopt healthy sexual behaviours by promoting partner reduction and faithfulness as a way of avoiding HIV infection. In addition, the VAA Kondom generic initiative to promote the correct and consistent use of condoms amongst high-risk population groups that work and live along key transport corridors communities was launched.

Family Planning/ Reproductive Health

AED/T-MARC continued to support family planning communication initiatives in Tanzania. Given the success of last year Mama Ushauri II radio program, AED/T-MARC developed and launched its Mama Ushauri III Radio Serial Drama. This radio serial drama supports the Ministry of Health and Social Welfare's (MOHSW) initiative to further enhance family planning knowledge amongst the public and to promote modern family planning methods. Twenty-six Mama Ushauri episodes were created this year.

The oral contraceptive pill (OCP) supported by T-MARC, Flexi P, continues to sustain its volume momentum and market position. This year Flexi P's sales performance totaled 938,220 cycles which is on target and represented a growth of 19% over last year sales achievements.

Child Survival

Through continued collaborative discussions with AED Point of Use Water Disinfection and Zinc Treatment (POUZN) project and Shelys, T-MARC supported the successful commercialization and launch of Shelys' Pedzinc and Save Lo-ORS products, to promote zinc and lo-osmolarity salts as new treatments of childhood diarrhea. These progressive efforts by the private sector to introduce zinc in Tanzania encouraged the MOHSW to fast track the revision of its national treatment guidelines to include zinc treatment.

Partnership and Collaboration

Partnerships are at the core of T-MARC's business model. AED/T-MARC continues to grow partnerships and collaborations outlined in the Marketing and Communications narratives below.

A new partnership was developed in the third quarter this year between T-MARC and the non-governmental organization (NGO) PharmAccess. Through this partnership, Dume and Lady Pepeta condoms and communications materials are expected to reach 3,500 military personnel through PharmAccess' worksite collaborative initiative. Additionally, T-MARC has formed a partnership with Private Nurse/Midwives Association of Tanzania (PRINMAT) for the distribution and promotion of FlexiP and Dume, to extend the reach of these products at the grassroots level. In return, T-MARC will promote PRINMAT clinics through the Mama Ushauri radio program and will co-sponsor PRINMAT's annual meeting.

Research, Monitoring and Evaluation

Research International conducted a retail audit survey and provided trend analysis for product categories to AED/T-MARC for most of the year. According to the survey, Dume's availability has grown positively, from a 21% base across retail outlets to a 38% base this year in June. Likewise, FlexiP oral contraceptives and Lady Pepeta brands also continue to make very good distribution coverage and availability gains. Overall, there was a steady market growth for all product categories in the past six months.

AED/T-MARC's study on the knowledge, attitudes, practices and behaviors (KAPB) of high-risk groups (for HIV transmission) revealed relatively high condom use rate. The Monitoring and Evaluation (M & E) department continued to track PEPFAR numbers on all HIV/AIDS activities implemented by the Marketing and Communication Departments.

Although T-MARC was without a Director of Monitoring and Evaluation during the third quarter, activities such as the retail audit and pre-testing of Vaa Kondom materials continued. T-MARC staff invested significant time in training contractors such as Mega Unity, Integrated Communications, and Target Marketing on how to monitor and report on their activities in the field. The new Monitoring and Evaluation Director will start on October 8, 2007.

Program Management

The USAID Mission in Tanzania approved the subcontract between AED and T-MARC Company on March 30, 2007, having right-sized the T-MARC Company. The T-MARC Company was launched as an official Tanzanian-owned and operated business and the subcontract with AED was signed on April 2 to mark the launch of T-MARC Company.

T-MARC Company filled two very important vacancies this year. Ms. Diana Kisaka was recruited T-MARC's Managing Director and Benjamin Igarabuza joined T-MARC Company on July 15, 2007, as the company's Finance and Administration Director.

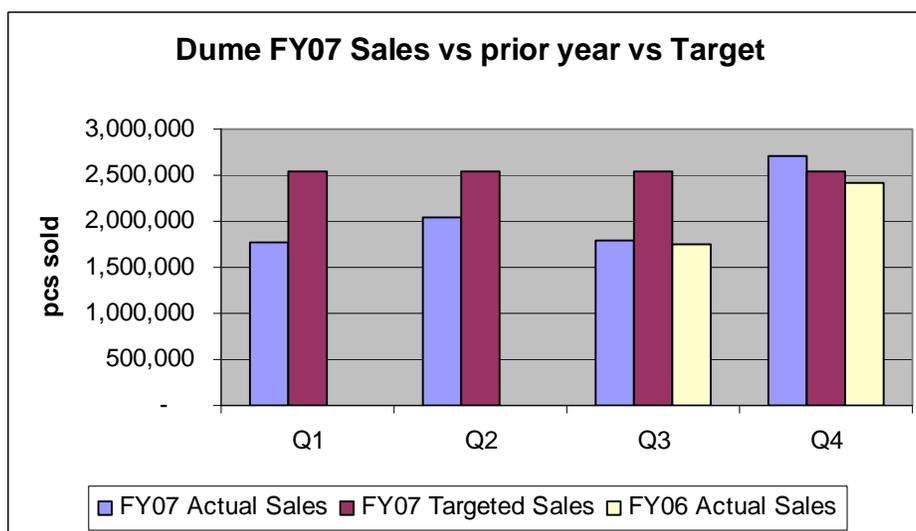
Marketing

HIV/AIDS PREVENTION: CONDOMS

Major Activities and Accomplishments

Dume Male Condoms

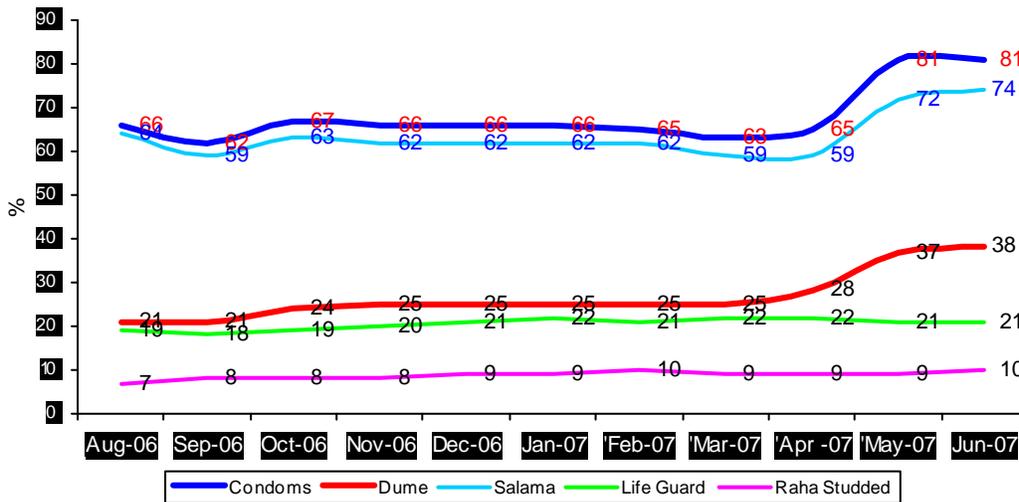
Demand for Dume among consumers continues to grow, despite some issues related to Shelys' distribution systems, which resulted in retail-level stock outs in limited areas. This year 8,302,058 Dume condoms were sold in spite of the distribution challenges encountered. This sales performance represents 81% of Dume's annual target of 10.2million condoms. Shelys and T-MARC held several collaborative discussions to address the distribution shortfalls experienced this year and all parties agreed on the need to expand Dume's reach and availability across key fast moving consumer goods (FMCG) regional wholesaler agents to address retail stock out situations. Dume's fourth quarter sales performance, which was 6% above target for the first time this year, suggests that these management decisions are already beginning to yield positive results.



Through Shelys sister company, Beta Healthcare Van sales, an aggressive trade activation brand campaign was implemented across 17 mainland regions. The total number of outlets recruited and maintained as Dume sales outlets was 32,400 this year. This outlet penetration achievement of 21,671 outlets above last year's base is 95% above target. Going forward, T-MARC expects to leverage the FMCG wholesale agent network base, which Shelys is developing through collaborative work with Sabuni Products Limited, a sister company under the Sumaria Group. The objective of this distribution coverage will be to reinforce the availability of condoms across key non-traditional channels such as bars, beer groceries and guesthouses.

Total condom market trends emphasize that since the launch of Dume, the availability of condoms in general have increased significantly from a moderate base of 66% to 81% through June this year, as demonstrated in the chart below from Research International’s June 2007 Retail Audit Report. Similar trends are evident in total condom category distribution numbers, with 2007 distribution number projecting 106 million condoms in circulation across Tanzania in all the three sectors (Public, Socially Marketed and Commercial) compared to last year’s base of 90 million condoms.

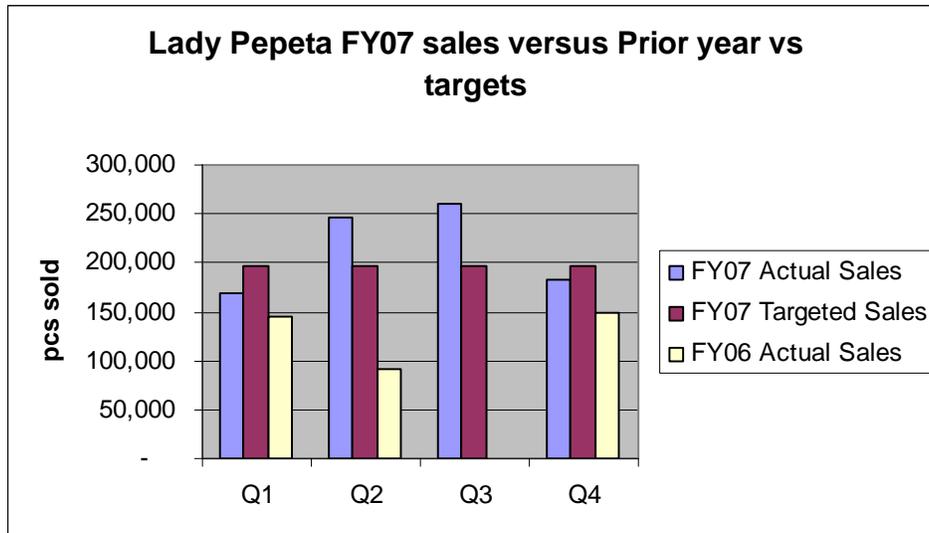
Condom Availability trends (Chart One)– (Research International June 2007 Retail Audit Report)



T-MARC continued to support the Dume brand with a number of activities designed to interact with Dume’s traders and target audiences in the social settings they frequent. Key brand activities implemented include, branding and trade penetration activities, bars and market storm promotions, Saba Saba and Nane Nane promotions during the 31st Dar es Salaam International Trade Fair and the 2007 Agriculture Fair, and participation during the 2007 Gender Festival event. Through these brand activities, Dume was able to interact with 723,759 target audiences.

Lady Pepeta Female Condoms

Lady Pepeta’s sales performance continued to sustain its positive growth trend throughout this year with sales totaling 856,680 condoms. This sales performance is 9% above target and 123% above prior year achievements. Managed commodity stock out situations, and improved Lady Pepeta outlet penetration helped to drive this sales growth. Through Shelys distribution network, Lady Pepeta’s regional coverage increased from a base of four regions in 2006 to eight mainland priority regions this year, as Lady Pepeta’s sales and distribution activities were finally integrated across Shelys Beta health Van sales activities.



By leveraging Dume’s branding and channel availability activities in cross-cutting priority regions, Lady Pepeta’s penetration made good inroads across key commercial channels and is now available in 926 retail outlets, which is a significant increase over last year numbers base of 307 outlets. Through Shelys 16 Medical Representatives, the focus next year will be to improve Lady Pepeta availability and distribution numbers across private health facilities, as these outlets continue to attract significant female audience numbers.

AED/T-MARC had to terminate its contract with Campaign International Ltd., who was commissioned to implement Lady Pepeta brand activities, due to non-performance. However, in spite of this challenge, by piggybacking on Dume and Flexi P interventions, Lady Pepeta successfully implemented some of its work plan marketing activities, which included the following:

- Brand promotions across 322 market days and 500 bars across six mainland regions
- Channel branding and outlet penetrations activities across eight regions
- Awareness campaigns during 66 market day activations in five regions including Zanzibar
- Brand talks, product demonstrations, edutainment dramas and sales during three high publicity events Saba Saba, Nane Nane and the 2007 Gender Festival
- Participation during the 2007 International Female Condom conference

Problems Encountered and Remedial Action

- T-MARC supported Shelys’ efforts to identify and link complimenting hybrid FMCG network base of sub-wholesalers to its existing route so as to address product availability gaps that were limiting Dume’s reach across non-traditional outlets which require convenient re-supply points beyond Shelys’ network of pharmaceutical wholesale agents. Unfortunately, T-MARC received very few responses against two sub-wholesaler expression of interest (EOI) issued this year. In addition, bad debtor situations with some wholesale agents and fleet distribution limitations resulted in lost Dume sales opportunities in Q2 as Shelys suspended the supply of all its products to four of its main wholesalers in Mbeya, Iringa,

Ruvuma and Rukwa. Through collaborative discussions with Sabuni Products Limited (SPL), they agreed to support the Dume brand by allowing it to leverage its extensive network of FMCG wholesale agents as additional replenishment centres for Dume so as to address some of the distribution gaps experienced this year.

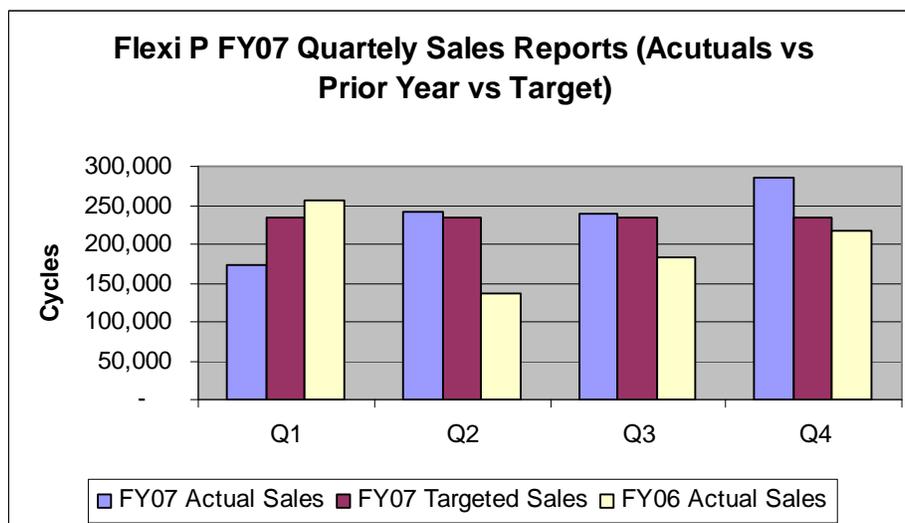
- The departure of two key managers at Shelys who were overseeing both the strategic direction and operational activities pertaining to T-MARC brands delayed the roll out of some Dume and Lady Pepeta marketing work plan activities. Through partner discussion with Shelys’ senior management, T-MARC was able to convince Shelys CEO to finalise the recruitment of a dedicated Strategic Unit Manager to oversee the above responsibilities.
- A significant portion of Dume and Lady Pepeta FY07 demand creation brand activities had to be put on hold because of the interim budget constraints.
- Campaign International’s failure to fully deliver against Lady Pepeta’s main experiential activity in 2006 resulted in very low consumer awareness and trial levels for Lady Pepeta female condoms, which reduced the traders’ confidence in the brand. Many commercial channels targeted for Lady Pepeta distribution are still not willing to stock the product or to replenish stock, as they see no business proposition to do so.

FAMILY PLANNING AND REPRODUCTIVE HEALTH: HORMONAL CONTRACEPTIVES

Major Activities and Accomplishments

Flexi-P Oral Contraceptive Pills

Flexi P’s sales were 938,220 cycles this year, an achievement that not only surpassed last year’s sales by 18% but was also on target. This trend is an indication that the Flexi P’s uptake is increasing overtime and thus gaining relevance amongst its target audience.



Through Shelys network of 16 regional medical representatives and four regional business unit managers, T-MARC's focus this year was to enhance Flexi P's availability and visibility across permissible channels. According to the retail audit study, these channel branding and outlet penetrations seem to have yielded positive results since Flexi P's reach this year achieved significant gains, as penetration numbers peaked to 72% across Pharmacy Type I outlets.

To further enhance Flexi P's accessibility through other commercial channels, T-MARC took a leadership role in calling a second round of meetings to review progress made on the letter submitted to Tanzania Food and Drug Authority (TDFA) requesting a policy change to allow oral contraceptive pills to be available over the counter for re-supply at Duka la Dawa Baridi level. T-MARC also availed market information data to help develop the proposal.

In spite of the limited funding that was available to implement most of Flexi P's work plan marketing activities, by co-funding complimentary demand creation activities with Dume and Lady Pepeta, the following brand interventions listed below were implemented:

- Sixty-six market day "Flexi P Family planning awareness campaigns" were implemented in Dar es Salaam, Zanzibar, Singida, Tabora and Shinyanga that reached 5032 men and 4,639 women.
- Quarterly "Trade Activation" campaigns were implemented to stimulate product sales through van sales, product detailing calls and channel branding activities. This activation covered 17 mainland regions and reached 2,232 Pharmacy Type I & II with Flexi P branding material, of which 353 permissible outlets were developed into Flexi P sales outlets. A total of 6,341 Duka la Dawa owners and behind the counter personnel were reached with brand talk messages and product detailing information.
- Through Shelys network of 16 Medical Representatives, 2,071 product detailing service calls were made across Pharmacy Type I outlets, district hospitals and health centres offering family planning services to build and sustain product stock levels and branded print material presence.
- Flexi P participated during the Saba Saba and Gender festival events and reached 522 and 786 individuals that visited the pavilion seeking family planning advice and information.

The main focus of the above interventions was to increase public awareness and acceptance for modern family planning products, especially oral contraceptive pills, to encourage male involvement in family planning decisions/issues, to build brand equity for Flexi P products and to enhance Flexi P's brand visibility across all pharmacies and health centres offering mother and child health services.

Problems Encountered and Remedial Actions

- The departure of Shelys Sales and Marketing coordinator, and the absence of a dedicated product manager to oversee and manage Flexi P's deliverables and strategic direction, delayed the roll out of key marketing activities that were to be implemented through this year's collaborative agreement. In September, Nitin Bangale was hired to oversee Flexi P strategic direction and Alfred Kohi was recruited to manage Flexi P's operational and logistic issues.

- Interim budgetary constraints meant that a significant portion of Flexi P's marketing activities scheduled for implementation this year were significantly scaled down or put on hold awaiting new funds. T-MARC has developed a comprehensive FY08 marketing support plan to bridge last years demand creation gaps, and will aim to accelerate the roll out of all pending Flexi P marketing activities not implemented in FY07
- Whilst over the counter advocacy efforts for OCP across Duka La Dawa baridis have begun, not much progress has been made on this, as the TDFA proposal to request a policy change is still in the development phase. T-MARC will hold follow up discussions with Family Health International (FHI) and Futures Group to help finalize the proposal.

CHILD SURVIVAL: ZINC AND NEW FORMULA ORAL REHYDRATION SALTS (ORS)

Major Activities and Accomplishments

Zinc

In responding to World Health Organizations (WHO) guidelines that recommend zinc and lo-osmolarity oral dehydration salts (lo-ORS) as the most effective treatment of childhood diarrhea, Shelys' successfully launched PedZinc and Save this year. Since the launch in April, PedZinc has sold 28,629 doses and 100,400 sachets of Save, the lo-ORS product. Both products are currently available in 462 Pharmacy Type I outlet.

Through collaborative discussions focused on Integrated Management of Childhood Illnesses (IMCI), POUZN persuaded the MOHSW to revise its national treatment guidelines to include zinc treatment by June 2007.

Shelys continued to support the sales, distribution and marketing activities of its PedZinc brand and funding from POUZN allowed implementation of the following demand creation activities:

- Doctor meetings and doctor /nurse detailing presentations were held across 650 health facilities in 19 mainland regions (Dar, Kilimanjaro, Tanga, Arusha, Manyara, Mwanza, Kagera, Mara, Shinyanga, Tabora, Morogoro, Iringa, Dodoma, Singida, Mbeya, Rukwa, Mtwara and Lindi) and the Islands (Unguja and Pemba). These activities reached a total of 5,820 Doctors (GPs : 4,542 and Paediatricians: 791) and Nurses (487).
- Conducted pharmacists detailing visits across four mainland regions (Kilimanjaro, Tanga, Arusha and Manyara) in 21 Pharmacy Type I and 1,332 Pharmacy Type II outlets, which co-promoted PedZinc and Save as the new treatment of childhood diarrhoea that can be purchased in Tanzania.
- Implemented outlet branding activities in 45 hospitals and 1353 Pharmacy Type I and Type II Outlets.

Problems Encountered and Remedial Actions

- The MOHSW has not communicated the approval of zinc as a first line treatment of childhood diarrhoea to its district or regional medical officers (DMO/RMO) or doctors across

the various public health facilities, and will only do so once the funding to rollout product supplies have been secured. As such, many doctors are unable to actively respond to some of the product detailing activities that Shelys has been implementing. Through collaborative work with POUZN, T-MARC will follow-up discussions with MOHSW to persuade them to circulate a notification letter regarding the change in childhood diarrhoea treatment policy.

- Overall awareness for zinc treatment is low and this is directly impacting PedZinc's sales, which declined significantly this quarter. Shelys, T-MARC and POUZN are identifying areas where all parties can work collaboratively to increase public awareness for zinc treatment by launching a radio media campaign and co-funding zinc product detailing and branding activities in regions not yet covered.

Communications

HIV/AIDS PREVENTION

Major Activities and Accomplishments

AED/T-MARC launched two successful HIV/AIDS communication campaigns to promote two prevention strategies in Tanzania: faithfulness/partner reduction and correct and consistent use of condoms. T-MARC's Sikia Kengele: Tulia Na Wako faithfulness initiative was launched in March 2007 and uses large mobilization events to get communities that interact with high-risk groups in Tanzania to adopt healthy sexual behaviors by promoting partner reduction and faithfulness as a way of avoiding HIV infection. In addition, the VAA Kondom generic initiative to promote the correct and consistent use of condoms amongst high-risk population groups that work and live along key transport corridors communities was launched.

T-MARC also continued to participate in national events as well sponsoring high value events including the annual Dar es Salaam International Trade Fair and the annual agricultural fair where we participated in all the three regions where celebrations were taking place. T-MARC used these events to promote health behaviors and practices that prevent communities from being infected with HIV/AIDS.

In the past year, T-MARC also held a pre-proposal workshop for NGOs/FBOs that will be participating in the small grants programs. AED/T-MARC has allocated grants that will be distributed through Africare to the organizations to implement Sikia Kengele and Vaa Kondom initiatives and support activities being implemented by various partners on the ground.

T-MARC also continued with its participation in the annual Uhuru Torch race whose main theme is the fight against HIV/AIDS. This symbolic torch travels around all the districts and regions in Tanzania. T-MARC has used this opportunity to sensitize and educate communities by promoting healthy behaviors and practices targeting groups engaging in high-risk sexual activities. T-MARC also continued to participate in the annual World Aids Day to support the government activities in marking this important day.

VAA Kondom Initiatives

The Vaa Kondom campaign was launched in May at the border town of Tunduma in Mbeya region. It was a joint initiative between FHI Roads SafeTstop project and T-MARC. This generic condom campaign uses popular Swahili sayings to reach groups engaging in high-risk sexual activities and generate discussions about the importance of using condoms. The campaign promotes correct and consistent condom use. Various activities including outreach to truckers and mobile businessmen via edutainment, small group discussions, outdoor branding and mass media have been used to reach targeted populations.

T-MARC continued to participate in events including the annual Dar es Salaam International Trade Fair (DITF) which took place in Dar es Salaam in July 2007 and the Agricultural Day (Nane Nane) which took place in three regions; Arusha, Mbeya and Morogoro in August 2007. T-MARC's communications team used this opportunity to promote both its Sikia Kengele and Vaa Kondom campaigns.

To amplify the campaign messages to the public, T-MARC utilized multiple platforms to engage with the audiences including open space activation, T-MARC pavilion displays and demonstrations, question and answer sessions at the Shelly's pavilion, as well as bar activations in and around high traffic bars in the Saba Saba and Nane Nane grounds. Through a local experiential marketing firm, T-MARC was able to create skits, poems, dances and drama that supported the communication campaigns as well as product marketing activities. T-MARC also identified high traffic bars as avenues to communicate the importance of safe sex including demonstrations on the correct use of condoms at both the Saba Saba and Nane Nane grounds where 426,369 individuals were reached.

T-MARC continued its participation in the annual Uhuru Torch race which was officially launched on May 30, 2007 in Mjini Magharibi region in Zanzibar, and the race will be finalized on October 13 2007 in Arusha Municipal. This year the theme for the Uhuru Torch was focused on the fight against corruption and the fight against the spread of HIV/AIDS. T-MARC joined these races this year with the focus and support on the fight against the spread of HIV/AIDS by supporting the government initiatives through its Vaa Kondom initiative.

As part of its communications activities, T-MARC collaborated with the Marketing Department and conducted highly targeted bar activations and high traffic market storms in Arusha, Dar es Salaam, Mbeya, Kilimajaro, Mwanza, Shinyanga and Tabora. During the bar activations, venues were branded with Vaa Kondom materials and 566,578 people were reached.

Collaborations and partnerships to promote Vaa Kondom continued through:

- **STRADCOM Project:** A major contribution to the implementation of the Vaa Kondom initiative has been T-MARC's partnership with STRADCOM for airing of the radio spots. T-MARC worked closely with the STRADCOM project to develop four radio spots to support the launch and mobilization activities on the ground. The spots were pre-tested and then aired on four radio stations and two regional stations during peak listenership hours for a

period of three weeks. Using ratings estimated by the Steadman Group, T-MARC expects to have reached 2,863,680 during the three-week period. These public service announcements (PSAs) continue to be used to support on-the-ground mobilization activities including bar activations and market storms.

- **Safe Passages Initiative:** In enhancing partnerships between USAID funded partners working in prevention of HIV/AIDS, T-MARC started collaborations with FHI/Ujana project and STRADCOM to implement the Safe Passages Initiative reaching high-risk youth, local NGOs and local government entities to deepen the impact and expand the reach to additional audiences. At a meeting convened for partners to share their work plans, areas identified as overlapping were Iringa, Morogoro and Dar-es-Salaam.
- **Marie Stopes & PSI Tanzania:** T-MARC collaborated with two organizations to provide free condoms to be distributed during the Vaa Kondom bar activations as part of promoting overall condom use. T-MARC used several branded condoms during its bar activations including Salama, Raha, Preventor and T-MARC's Dume and Lady Pepeta.

Problems Encountered and Remedial Action

- President Kikwete was the invited guest of honor for the Vaa Kondom launch. It was only at the last minute that he confirmed his inability to participate and offered Dr. Siyame as an alternative.
- Reviews, clearances and approvals for Vaa Kondom messages and materials went through multiple rounds with the NACP, TACAIDS and USAID. T-MARC chose not to use some materials during the initial phase to allow them to go through additional pre-testing (so as to test their sensitivity).
- The T-MARC team that was coordinating the Uhuru Torch race for Mwanza was involved in a road accident near Singida town. T-MARC pulled out of the Mwanza activations.
- The Communications Department encountered delays in getting approvals for the various activations to commence.
- Key learning from the bar activations indicate that most bars have more customers during the weekends than weekdays. The teams did however manage to reach sufficient crowds by adjusting their schedules.
- Fluctuating number of audiences in different outlets coupled with unpredictable weather conditions forced the teams to change outlets often, which lengthened the hours worked.
- In Iringa, the team was not allowed to hold promotions at night. The last promotion was to end before eight o'clock.

Next Steps

- Continue Vaa Kondom market and bar storms and guesthouse branding and activations.
- Continue development of Vaa Kondom materials to support the NGOs implementing the small grants program and to be used by our experiential marketing firms implementing the bar activations and market storms.
- Develop contracts for wall paintings and stone branding to enhance the campaign's outdoor visibility.
- Develop the mechanism and campaign elements to support the SMS message promotion activity in collaboration with Selcom.

Sikia Kengele Initiatives

T-MARC launched the Sikia Kengele; Tulia na Wako faithfulness initiative at an event in Chalinze that involved national and local artists and musicians including the popular Mr. Ebo, who unveiled a special thematic song to support the Sikia Kengele Initiative.

After the successful launch, the national rollout of the bell ringing activities began in the third quarter. Community mobilization events and road show “big bell” activities took place in Mbeya, Pwani, Morogoro, Iringa, Lindi and Mtwara regions, covering communities and business centers along the southern transportation corridor with messages promoting partner reduction and faithfulness as a way of avoiding HIV infection. These sessions were also used to promote voluntary counseling and testing (VCT) services, “knowing your status”, as an important element in choosing to be with one uninfected faithful partner.

These big bell activations were driven by the interpersonal communications of “bell ringers” who are outreach workers, peer educators and other community leaders (i.e. politicians, religious and health leaders). Bell ringers were charged with igniting talk on the dangers of having multiple sexual partners and the benefits of remaining HIV-free, advocating for and leading open discussions on the subject, and encouraging people to know their HIV status.

In the four regions where the rollout took place, the big bell activities and bell ringers worked for a full week to ignite discussions about faithfulness. Church and mosque leaders were briefed as bell ringers and asked to announce the campaign was ongoing in their region and to invite their congregations to join the main “Big bell ringing” event. Various faith-based leaders, district officials and local leaders attended this event. The event also involved various local NGOs who supported the on-the-ground activities by participating in the mobilization and sensitizations and planning for the “Big bell ringing” event. Various media covered these events with the Sikia Kengele PSAs being air on the local radio stations to provide aerial support. In the Southern transportation corridor regions that were activated during phase one of the national rollout, 62,693 people were reached with the big bell ringing events and mobilization activities.

T-MARC continued to participate in events including the annual Dar es Salaam International Trade Fair, which took place in Dar es Salaam in July 2007, and the Agricultural Day in August 2007 where they promoted both Sikia Kengele and Vaa Kondom campaigns.

Like Vaa Kondom, T-MARC utilized multiple platforms to engage with the audiences including pavilion displays and demonstrations, question and answer sessions at the Shelly’s pavilion, as well open space activations in the Saba Saba and Nane Nane grounds. T-MARC worked with a local firm to create skits, poems, dances and drama that were supporting the communication campaigns as well as product marketing activities and reached 141,929 individuals.

During the second quarter, the T-MARC continued working with and supporting the Word and Peace Organization (WAPO) mission to finalize a curriculum and training program for its peer educators. WAPO has trained a cadre of laypersons to implement the Tosheka Naye (Stay with your Spouse) initiative under the umbrella of Sikia Kengele. The training materials and

curriculum for the training of trainers were developed by T-MARC with the help of a consultant and pre-tested with a group of 25 peer educators at a training that took place in Dar es Salaam during the second quarter.

T-MARC worked with the Health Information Project (HIP) to develop an article promoting faithfulness that reached over 180,000 people at risk of HIV in its February 2007 edition. HIP/FEMA peer educators were also asked to use the article to include messages about faithfulness during their communication outreach activities in Iringa, Mbeya, Morogoro, Lindi, Mtwara and Dodoma.

As with Vaa Kondom, T-MARC will be implementing a small grants program to implement the Sikia Kengele initiatives. An initial pre-proposal workshop was organized and co-coordinated by Africare and T-MARC in Dodoma from August 15th to 17th. Eighteen NGOs representatives participated in the workshop whereby the Sikia Kengele and Vaa Kondom communications concepts were presented. At the end of the workshop, the request for proposal document was submitted to all NGOs to send proposals. The submission deadline was set for August 31st. Proposals have been received from 15 NGOs and evaluations and awards will be conducted during the 2nd week of October.

Collaborations and partnerships to promote Sikia Kengele are similar to Vaa Kondom with:

- **STRADCOM Project:** A major contribution to the implementation of the VAA Kondom initiative has been T-MARC's partnership with STRADCOM for airing of the radio spots. T-MARC worked closely with the STRADCOM project to develop six radio spots to support the launch and mobilization activities on the ground. The spots were pre-tested and then aired on three national radio stations during peak listenership hours for a period of two weeks. Using ratings estimated by the Steadman Group, T-MARC expects to have reached 2,600,000 during the three-week period. These PSAs continue to be used to support on-the-ground mobilization activities including big bell events. STRADCOM project has committed to providing support for T-MARC's Sikia Kengele campaign as it rolls out in the northern transportation corridor. STRADCOM has allocated \$10,000 for the initial rollout.
- **Safe Passages Initiative:** In enhancing partnerships between USAID funded partners working in prevention of HIV/AIDS, T-MARC started collaborations with FHI/Ujana project and STRADCOM to implement the Safe Passages Initiative reaching high-risk youth, local NGOs and local government entities to deepen the impact and expand the reach to additional audiences. In order to avoid duplication, a meeting was convened for partners to identify overlapping areas prior to implementation.

Problems and Remedial Actions

- The WAPO Sikia Kengele training curriculum was not finalized in the third quarter due to resource constraints and the sheer number of other activities being implemented.
- The scope of Sikia Kengele was scaled back until the fourth quarter when additional resources were expected. One route covering the northern corridor and lake zone was dropped and replaced by Lindi and Mtwara.

Next steps

- Work with Africare to develop the call for proposals for small grants and award grantees.
- Continue community bell ringing and big bell events for Sikia Kengele in the northern transportation corridor.
- Develop media schedule and placement for stations reaching communities along the northern transportation corridor.
- Produce additional materials for the upcoming campaigns and increase outdoor visibility through special signage.
- Coordinate promotion via text messages and radio.
- Finalize the editing and translations into Kiswahili for the WAPO manual and print copies.

FAMILY PLANNING (FP)/ REPRODUCTIVE HEALTH (RH)

Major Activities and Accomplishments

T-MARC launched the Mama Ushauri III Radio Serial Drama in the high density neighborhood of Tandale in Dar es Salaam on March 9 with Mama Regina Lowassa as the guest of honor. Starting the same week, the 26 episode Mama Ushauri Radio Serial Drama began airing on three national radio stations (Radio One, Radio Free Africa, and Radio Tanzania) six times per week.

T-MARC collaborated with other USAID implementing agencies to organize an effort to make OCP available over-the-counter.

T-MARC continued consultative meetings with key family planning and child survival stakeholders to solicit their interest and commitment regarding possibilities of contributing resources that can be used to expand the current Mama Ushauri program to include and/or address broader reproductive and child health issues.

T-MARC is the secretariat to the Reproductive and Child Health Section (RCHS) BCC Working Group. T-MARC convened the first meeting this quarter with participation from EngenderHealth, Population Services International (PSI), FHI, Johns Hopkins Program for International Education in Gynecology and Obstetrics (JHPEIGO), Marie Stopes, IntraHealth, PRINMAT, and MOHSW with facilitation by RCHS.

Mama Ushauri III

In the fourth quarter, T-MARC continued to work closely with the MOHSW and PRINMAT on the implementation of the Mama Ushauri Radio Serial Drama. The Mama Ushauri radio drama continued to air on the same three national radio stations six times per week. A total of 10 different episodes were aired during this quarter. In addition, a question and answer show was organized to address listener comments received by e-mail. The answers to the questions were jointly developed with EngenderHealth and PRINMAT. PRINMAT's Executive Director, Ms. Keziah Kapesa and Dr. Angelo Sanga from Engenderhealth were on-air as our family planning experts together with Mama Ushauri. The questions answered during the show addressed:

- Condom use among married couples.
- Benefits of using OCP as well as addressing myths and misconceptions that are a barrier to their use.
- Benefits of male vasectomy and female sterilization and myths and misconceptions related to these methods that are a barrier to their use.
- Address the fear behind the myth that vasectomy can cause impotence.

According to data supplied by Steadman Media Group, it is estimated that Mama Ushauri has reached 5.1 million Tanzanians in the fourth quarter.

T-MARC has developed media plans and negotiated with various media houses to re-air Mama Ushauri III as plans get underway to develop Mama Ushauri IV. T-MARC hopes to consolidate the listenership of the episode nationally by airing on 2 national stations and also focus on regional stations and stations covering Zanzibar. The episodes will be re-aired from the 2nd week of October for a period of three months on Radio Free Africa, Radio One, Ebony FM and Radio Zanzibar.

Mama Ushauri IV

T-MARC continued consultative meetings with key family planning and child survival stakeholders to solicit their interest and commitment regarding possibilities of contributing resources that can be used to expand the current Mama Ushauri program to include and/or address broader reproductive and child health issues. During this quarter, T-MARC has developed scopes of work for the T-MARC company to be contracted by the various partners who will have their broader reproductive and child health issues covered in the fourth edition of the Mama Ushauri series. The partners who have committed to participate in Mama Ushauri IV are:

- AED/POUZN Project – Zinc Treatment for Diarrhea
- JHPIEGO/ACCESS – Intermittent Preventive Treatment for Pregnant Women (IPTp),
- Elizabeth Glazier Pediatric Aids Foundation - PMTCT, and
- Helen Keller International (KI)/A2Z Project – Vitamin A Promotion and Deworming

A consultative stakeholder's workshop will be convened in October to develop storylines and messages to be addressed in Mama Ushauri IV. Stakeholders invited are from EngenderHealth, HKI, JHPIEGO, FHI, POUZN and MOHSW-RCHS. T-MARC has sole sourced Media for Development Initiative to develop and coordinate the scriptwriting for Mama Ushauri IV. Through their lead consultant, John Riber, who developed the scripts for the current Mama Ushauri series, T-MARC forwarded justifications for the organization's hire.

RCHS BCC Working Group

T-MARC is the secretariat to the BCC working group convened by the RCHS and convened the first meeting the fourth quarter with participation from EngenderHealth, PSI, FHI, JHPEIGO, Marie Stopes, IntraHealth, PRINMAT, and MOHSW. The agenda for the first meeting was the

sharing of partner's activities with a focus on BCC activities. The technical working group was also tasked with suggesting elements that should be included in the terms of reference. T-MARC has been tasked with developing a draft terms of reference for the technical working group with partners inputs that will be shared in October. The next meeting will be held during the second week of December and will be hosted and coordinated by T-MARC.

Oral Contraceptive Over the Counter

At the request of USAID, T-MARC took a leadership role in a joint agency effort to make OCP available over the counter for re-supply. T-MARC convened several meetings with PSI, FHI and Constella/Futures Group and in early quarter three. The efforts led to a meeting with the Managing Director of the Tanzania Food and Drug Administration (TFDA). T-MARC and the other groups will prepare an official letter requesting the changes to the TFDA and submit and follow up the request.

Next Steps

- Contract with the radio stations to repeat the 26 episodes of Mama Ushauri III and III episodes of question and answer series during the 1st week of October as preparations for Mama Ushauri IV are underway.
- Finalize on draft terms of reference for the reproductive health technical working group to be shared to all partners during the 4th week of October.
- Organize the next BCC meeting to be held during the 2nd week of December.
- Finalize contract documents with partners regarding their commitment to provide resources for Mama Ushauri IV.
- Convene stakeholders for the development of goals and objectives including storylines and priority messages to be included in Mama Ushauri IV.
- Issue RFP for the recording of Mama Ushauri IV.
- Issue RFP for the development of support materials for Mama Ushauri IV including posters, banners, and brochures for each partner's reproductive and child health issue covered.
- Develop final scripts for Mama Ushauri IV after inputs from partners including translations into Kiswahili.
- Issue a contract to a script-writing agency for Mama Ushauri IV.
- Develop media plans and negotiate placements for airing Mama Ushauri IV.

Child Survival

Major Activities and Accomplishments

T-MARC participated in the zinc task force meeting organized by HKI. T-MARC participated in developing workplans for the rollout of zinc treatment in the public sector. T-MARC in collaboration with the POUZN project was working closely with the MOHSW – IMCI section to coordinate the stakeholders launch for the zinc treatment in Tanzania. This has been tentatively scheduled for April 2008.

T-MARC worked for POUZN project in the development of radio jingles and radio spot advertisements for the promotion of zinc treatment. The winning agency will be chosen and briefed during the first quarter of the next fiscal year. POUZN set aside a budget of \$50,000 for radio advertisements. T-MARC will develop a media plan for these placements over a three month period starting in November.

Shelys continued to support the sales, distribution and marketing activities of PedZinc brand and sold 3,639 doses of PedZinc and 100,400 sachets of Lo- ORS Save. Forty-five hospitals and 1353 Pharmacy Type I and Type II Outlets were branded with PedZinc and Save print materials. Also, doctor and nurse one-on-one PedZinc product detailing sessions which also promoted zinc in general as a treatment of childhood diarrhoea were conducted across 650 health facilities in 19 mainland regions. These activities reached a total of 5,820 doctors (GPs: 4,542 and Paediatricians: 791) nurses (487). Also, pharmacists detailing was completed across the mainland in 21 Pharmacy Type I and 1,332 Pharmacy Type II outlets.

T-MARC participated in the zinc task force meeting organized by HKI. During the meeting, T-MARC participated in developing workplans for the rollout of zinc treatment in the public sector. T-MARC, in collaboration with the POUZN project, worked closely with the MOHSW – IMCI section to coordinate the stakeholders launch for the zinc treatment in Tanzania. This has been tentatively scheduled for April 2008.

T-MARC developed work plans for child survival including the promotion of zinc treatment for diarrhea and low osmolarity ORS and malaria, which were shared with USAID. Feedback was received on the child survival workplans which will be updated to accommodate USAID's comments.

T-MARC held a meeting with USAID towards the end of this quarter to review the malaria workplan and share the direction that T-MARC had proposed on the development of a campaign targeting drug sellers, pharmacists and duka attendants on promoting effective combination therapy (ACT) treatment for malaria while discouraging the dispensing of monotherapy treatment in particular artemisinin monotherapy. The drug sellers will also be trained on effectively communicating the benefits of this treatment and providing alternative treatments to patients and those buying the medicines. USAID is still assessing the severity of monotherapy treatments in Tanzania and will advise T-MARC on its priorities and what activities should be planned for the funds allocated for malaria.

Problems and Remedial Actions

- There has been a delay by the Ministry of Health and Social Welfare in including diarrhea treatment in the national treatment guidelines. However, this is expected to be included this quarter.

Next Steps

- T-MARC will develop a media plan to support the zinc treatment in Tanzania. Media is anticipated to break in early November.
- T-MARC will develop a generic communications campaign targeted at health providers promoting zinc treatment.

Partnership and Cooperation

Partnerships and collaborations with the private sector as well as the public/ NGO sector are growing and evolving. T-MARC is actively examining new opportunities to create win-win partnerships.

T-MARC has formed a partnership with PRINMAT for the distribution and promotion of FlexiP and Dume. In return, T-MARC will promote PRINMAT clinics through the Mama Ushauri radio program and co-sponsor PRINMAT's annual meeting.

T-MARC also held partnership discussions with MSH on the introduction of over-branded ACT (Coartem) in accredited drug dispensing organizations (ADDOs).

T-MARC continued to work with Tanzania Commission for AIDS (TACAIDS) on the launch and implementation of the National HIV/AIDS Communication and Advocacy Strategy (NHACAS). TACAIDS asked T-MARC to provide sample materials that could be placed on TACAIDS' website for reference purposes. T-MARC was also identified as a partner for initial training and orientation on the NHACAS for district councils and other stakeholders.

T-MARC held consultations with numerous partners regarding collaboration and partnership opportunities. These meetings involved FHI/UJANA Project, Management Sciences for Health (MSH), Walter Reed/United States Department of Defense, PRINMAT, Marie Stopes/Tanzania (MST), Chama cha Uzazi na Malezi Bora Tanzania (UMATI), and EngenderHealth. T-MARC also responded to a World Bank Market Place request for proposal by submitting two concept papers designed to solicit additional resources to deepen USAID-funded interventions.

Partnerships are at the core of T-MARC's business model. T-MARC continued to consult with various organizations regarding collaboration and partnership opportunities, keeping a special look-out for opportunities that can be actualized with the launch of the T-MARC Company, in the next quarter and well as partnerships that can help expand T-MARC's current communications initiatives. These meetings involved among others: PRINMAT, Marie Stopes/Tanzania, UMATI, EngenderHealth, Barrick Mining, STRADCOM, and the FHI/UJANA Project.

T-MARC continues to work with Shelys to finalize the inclusion of Lady Pepeta in the Collaborative Agreement. Working in collaboration with Shelys, T-MARC conducted courtesy visits to thirty of its pre-existing key institutional account customers to introduce Shelys as the official distributor of Lady Pepeta products and to generate new FY07 product orders from these accounts.

Other T-MARC partnership activities included the preparation of a response to TACAIDS' call for proposals for Global Fund Round Seven, the submission of an abstract and the acceptance of that abstract as a poster presentation to the PEPFAR Implementers' Meeting held in Kigali, Rwanda in June, and participation the bi-monthly PMI partners' meeting.

A new partnership was developed between T-MARC and the NGO PharmAccess in the third quarter. As a result Dume and Lady Pepeta condoms and communications materials are expected to reach a total of 3,500 military personnel through PharmAccess' worksite collaborative initiative.

Another example of the growing collaborations was T-MARC's consultative meetings with key family planning and child survival stakeholders to solicit their interest and commitment regarding possibilities of contributing resources that can be used to expand the current Mama Ushauri program to include and/or address broader reproductive and child health issues. All the groups approached, EngenderHealth, JHPIEGO, FHI/UJANA Project, Elizabeth Glaser Pediatric AIDS Foundation (EGPAF), and HKI, expressed interest in collaborating on Mama Ushauri IV.

Another new partnership was developed between T-MARC and STRADCOM, a major contribution to the implementation of the Sikia Kengele initiative for airing of the radio spots. The STRADCOM project has committed to providing support for T-MARC's Sikia Kengele campaign as it rolls out in the northern transportation corridor. STRADCOM has allocated \$10,000 for the initial rollout. In enhancing partnerships between USAID funded partners working in prevention of HIV/AIDS, T-MARC started collaborations with FHI/Ujana project and Stradcom to implement the Safe Passages Initiative reaching high-risk youth.

Effective and mutually beneficial partnerships and collaboration are the center of T-MARC's programs. Most of these have been expanded upon in the Marketing and Communications section of this report. The following is a list of some of the most important partnerships in the current T-MARC Project that have been mentioned in detail above.

Public Sector

- TACAIDS
- NACP
- NMCP
- RCHS

NGOs and CBOs

- Marie Stopes Tanzania
- PharmAccess
- HIP-Femina
- UMATI
- Constella Futures
- John Snow International
- FHI/ROADS Project
- STRADCOM
- FHI/UJANA Project

- Walter Reed Medical Center
- Word and Peace Organization
- PRINMAT
- Helen Keller International
- JHPIEGO
- EngenderHealth
- Elizabeth Glazer Pediatric AIDS Foundation
- PSI

Private Sector

- Shelys Pharmaceuticals
- Beta Health Care
- AIDS Business Council of Tanzania

Next Steps

- Continue to maintain current partnerships and develop additional partnerships that add value to T-MARC initiatives.
- Finalize and attain signoff on the T-MARC/Shelys Partnership Collaborative Agreement.

Monitoring, Evaluation and Research

Major Activities and Accomplishments

A retail audit survey undertaken by Research International was submitted and provided a trend analysis for T-MARC product categories. According to the survey, the Dume condom brand has grown positively. Likewise, FlexiP oral contraceptives and Lady Pepeta brands also have promising market shares. Overall, there was a steady market growth for all product categories in the past three months.

T-MARC's study on the knowledge, attitudes, practices and behaviors (KAPB) of high-risk groups (for HIV transmission) revealed relatively high condom use rate. An aggregate 89% of surveyed police, truck drivers, commercial sex workers (CSWs), bar maids, and miners said they used a condom the last time they had sex with a non-regular partner. Condom use at last high risk sex was highest among CSWs and bar maids at 92% and 90% respectively, followed by truckers (86%), miners (75%), and in last place, the police (56%). Target groups reported they use either Salama or Dume brands. Despite being recently launched, T-MARC campaigns on HIV are being recognized. Communication materials for Vaa Kondom were pre-tested and the results were used to finalize the materials in collaboration with the advertising firm Z-K.

The Monitoring and Evaluation (M & E) Department continued to track PEPFAR numbers on all HIV/AIDS activities implemented by the Marketing and Communication Departments. In this quarter, 7,623 condom service outlets were reached and more than 57,000 people were reached through bar activations. "Being faithful" HIV/AIDS messages reached 2,666 individuals

through community activities and 69 individuals were trained at the community level to deliver “B” messages as bell ringers. Further, approximately 2,600,223 individuals were reached with radio messages promoting Sikia Kengele (Listen to the Bell) messages. Since Mama Ushauri began airing, the radio serial drama has reached an estimated 1.7 million Tanzanians.

The new Monitoring and Evaluation Director is expected to report to work on the October 8, 2007. Monitoring and Evaluation Director, Jovina Tibenda was selected and has signed the offer letter and joined the organization. Nevertheless, the product marketing team did an intensive field visit this quarter to assess and verify the product reach, execution effectiveness and impact of the trade fair and Nane Nane activations. Dume bar and market storm promotions that had been implemented by an agent in the following regions and district: Mbeya Town, Kyela, Chunya, Mbozi Ileje, Njombe, Mufindi, Iringa Town, Arusha Town, Hai, Rombo, Himo, Holili, Mwanga, Same and Moshi Town. Visits were also made to other Shelys wholesale agents in each of the above towns to assess the stock holding inventory of Dume, Flexi P and Lady Pepeta. The field visits findings were used to debrief our implementing partners on the successes and shortcoming of their deliverables.

Likewise, the distribution insights obtained during retail outlet visits and wholesale agent courtesy calls also exposed issues to be addressed in Shelys’ distribution like strengthening the FMCG wholesale agent base. The inconsistent and unreliable availability of these products in those outlets affects overall sales.

Research International retail audit firm was contracted up to the end of June 2007. T-MARC issued a retail audit RFQ to three research companies in Tanzania to undertake retail audit activities for T-MARC in the next financial year 2007/ 2008. Research International was short-listed and selected as the preferred vendor to undertake this activity in 2007/ 2008.

Project Management

Major Activities and Accomplishments

The T-MARC Company Board of Directors will meet in October to review its governance role and responsibilities, review project progress, elect a chair, and establish various subcommittees to perform key Board functions. These subcommittees oversee recruiting staff and the company’s financial management.

While acknowledging the value of strong and motivated staff to manage and implement program activities, AED determined that the future T-MARC Company needed to have a smaller, leaner organizational structure to enhance its prospects for sustainability and to fulfill its mission to work through local partners to implement activities and meet program objectives. As such, the T-MARC project staff level was reduced from 26 to 15.

T-MARC proposed the following financial and budget tracking reforms to USAID:

- Quarterly Financial Reviews: AED proposed to conduct monthly financial reviews with USAID and add a financial review component to its formal quarterly reviews with the

Mission. In addition, T-MARC stated it will provide brief explanatory narratives with the quarterly accrual worksheets it submits to USAID.

- Management: AED created a new management, finance, and operations backstop structure for T-MARC at AED headquarters, and tightened AED management oversight and accountability in the field.

The T-MARC Project subcontract between AED and T-MARC Company was approved by the USAID Mission in Tanzania on March 30, 2007. The document was signed on April 2 and marked the launch of T-MARC Company operations. The Chairman of the T-MARC Board, T-MARC Company staff, and USAID and AED representatives attended the signing event.

T-MARC had the honor of hosting the quarterly USAID Chief of Party meeting, during which time Hally Mahler presented for a group of 50+ key individuals on T-MARC's process, successes and opportunities for collaboration. As a result of that meeting, several organizations have approached T-MARC to develop mutually beneficial partnerships.

T-MARC's new Managing Director, Ms. Diana Kisaka, was approved during the May 4, 2007, T-MARC Board of Directors Meeting. On the same day, the T-MARC Company held a launch event which was covered by Tanzanian media. In other employment efforts, T-MARC's new Director for Finance and Administration, Benjamin Igarabuza, joined T-MARC on July 15, 2007. The Monitoring and Evaluation Director has signed an offer letter and will be reporting in October. T-MARC continues to recruit for one key position, Director of Communications that became available at the end of September 2007. The position has been advertised in the daily newspaper, the Guardian. A number of applications have been received, and we are in the process of interviewing the candidates applied. T-MARC has paid the outstanding incremental arrears to 11 members of staff as of September 2007.

AED Visits for Technical assistance

AED T-MARC Program Officer, Jennifer Barker, worked in the field with the T-MARC project for 10 weeks. The extended assignment, providing operational, technical and management support, included:

- Drafting a 40 page Operations Manual including Financial, Administrative, and Procurement issues.
- Conducting a procurement audit and performed training exercises in procurement and subcontract.
- Acting as Secretary in the T-MARC Company Board of Directors meeting to finalize Articles of Association, Board By-Laws, Board Roles and Responsibilities
- Drafting a website structure with 25 pages of content for the T-MARC Company
- Working with staff and providing capacity building on technical budgets, procurement, and development of templates.
- Drafting a 60-page manual for faithfulness initiative intended for faith-based trainers and audiences

AED Contracts Manager, Margaret McGunnigle, visited T-MARC Company to provide technical support and training to the Procurement Department and all staff on the subcontract between AED and T-MARC Company.

Kevin Peddie, AED's South Africa-based Regional Marketing Director for the NetMark Project and a Marketing Consultant for T-MARC visited T-MARC from September 3- September 8, 2007 to provide technical assistance to the Marketing Department. The objective of his visit was three fold:

- To review, propose amendments and gain management consensus and feedback on the Shelys-T-MARC Collaborative Agreement for FY08/09;
- To move forward distributorship discussions with the Sumaria Group to gain consensus and sign off on the proposed Sabuni Products Limited distribution mechanism to further enhance Dume's and Lady Pepeta's reach across key non-traditional channels on a consistent and sustainable basis; and
- To attend T-MARC FY08 brand plan presentations and offer technical guidance and strategic input against the same.

Next Steps

- Recruitment of one of the key position for the Company, the Communications Director.
- Hold the next T-MARC Board of Directors meeting in December 2007.