



Tanzania Marketing and Communications Project

Quarterly Report

FY 2010, Quarter 4

July 2010 to September 2010



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Table of Contents

Executive Summary	3
FY10 Quarter 4 Accomplishments	5
1. <i>HIV Platform</i>	5
2. <i>Mama Ushauri Platform (Reproductive Health and Family Planning, Child Survival, Maternal Health and Malaria)</i>	18
3. <i>Local Partnerships</i>	20
4. <i>Dynamic Collaboration</i>	24
5. <i>Monitoring and Evaluation</i>	24
5A. <i>HIV Platform</i>	24
5B. <i>Mama Ushauri Platform</i>	27
6. <i>Project Administration</i>	28
Appendices	32
<i>Appendix A. Indicator Tables</i>	32
<i>Appendix B. Photographs</i>	35

Executive Summary

This report is a summary of AED/T-MARC Project activities conducted in the fourth quarter of FY10. The report features activities generated under the HIV and *Mama Ushauri* platforms as well as local partnerships, dynamic collaboration, monitoring and evaluation, and project administration. Since this is the final quarter of the T-MARC project, many activities are winding down or stopping all together.

HIV Platform

T-MARC continued to strengthen *Dume* and *Lady Pepeta* brand availability and visibility activities nationally through the hybrid distribution strategy. Various activities, designed to reach non-traditional markets and increase product demand, continued; some of these include bicycle sales, C-Vending machines, product incentive schemes, telesales, road shows, sports tournaments and partnerships with local businesses and organizations. As in all T-MARC activities, people most at risk of HIV infection were targeted in order to maximize efficiency and impact. These high-risk populations include sex workers and women engaged in transactional sex, people with multiple partners, mobile populations, and people who interact with at-risk people (such as bar maids). Additionally, activities also continued which address the role of alcohol, PMTCT and male circumcision in the HIV epidemic.

More than three million *Dume* condom pieces were sold, representing 68% of quarter four's sales target; 275,940 *Lady Pepeta* condom pieces were sold which was 41% above the quarter four sales target.

T-MARC also continued activities to increase access to improved water and sanitation, particularly among HIV positive people by developing counselling and assessment cards which will be incorporated into the WASH module of a comprehensive positive prevention manual by FHI.

Mama Ushauri

Activities designed to support and create demand for oral contraceptives continued in the fourth quarter. Flexi-P yielded a sales performance of 551,844 cycles which was 23% above the quarter's sales target and 71% above the previous quarter's performance. The fifth and final season of *Mama Ushauri* was aired ending a successful series which provided practical education about family planning, maternal health, as well as children's health.

Local Partnerships/ Dynamic Collaboration

T-MARC Project worked to strengthen organizational capacity of the T-MARC Company through improving the organizational structure, job descriptions and by building organizational capacity. In addition the Company focused on improvements in filing, warehousing, and IT infrastructure. T-MARC furthered discussions to build

relationships with private sector corporations, particularly in the mining industry as a means to support workplace HIV prevention.

Monitoring and Evaluation

Activities in T-MARC's monitoring and evaluation department focused on two key areas this quarter: continuing to track sales and retail data for all of T-MARC's commodities and assessments of various interventions (Sikia Kengele, Jipende!, the CBD program, mass media, etc).

Project Administration

A few staffing changes took place this quarter, most notably being the start of the new Financial Director. Since the T-MARC Project is ending, most administrative activities focused on this area. The official closing date of the T-MARC Project will be 31st of October 2010. Individual meetings were held with all employees to discuss their future employment with the Company. All employees who were employed by the Project were informed of the benefits which they had accrued during their tenure with the Company.

FY10 Quarter 4 Accomplishments

1. HIV Platform

Objective 1.1 Create a cost-effective, marketing, sales and distribution network that extends availability of Dume and Lady Pepeta condoms in priority locations.

Activity 1.1.1 Continue developing hybrid strategy.

Activity 1.1.2 Seek private sector partners to hand over hybrid strategy to.

Activity 1.1.3 Finalise Shelys agreement for FY10.

Activity 1.1.4 Continue implementing *Dume* and *Lady Pepeta* trade and sales incentives and customer appreciation events.

Activity 1.1.5 Scale up sales of the cyclist program to cost-effectively enhance *Dume* and *Lady Pepeta's* sales and coverage and hand over the program to *Dume* agents.

Activity 1.1.6 Develop standard operating procedures manual for point of sale branding materials.

Activity 1.1.7 Recruit NGOs and institutional and corporate accounts for condom sales.

Activity 1.1.8 Implement pilot of telesales distribution management systems to service wholesalers and dealers of T-MARC products.

Activity 1.1.9 Improve visibility of the *Dume* design on dispensers.

Activity 1.1.10 Manage the warehousing and packing of T-MARC products.

Activity 1.1.11 Continue to implement regional trade promotions in priority regions for *Dume* and *Lady Pepeta*.

Through its hybrid distribution program, T-MARC continued to strengthen *Dume* and *Lady Pepeta* brand availability and visibility activities across eighty priority districts in twenty regions. The 15 sales cyclists continued to prime the market for *Dume* wholesale agents across ten priority regions through product upliftment and point of sale (POS) outlet branding activities. A total 1,732 *Dume* cartons were uplifted and sold in 11,091 outlet service calls in Mwanza, Shinyanga, Mara, Dodoma, Tabora, Arusha, Kilimanjaro, Iringa, Mbeya, Sumbawanga and Ruvuma.

Other dealer supported promotional activities included trade activation campaigns that were conducted under the *Dume* and *Lady Pepeta* road show and mobile cinema promotion as well as the "one in eight" *Dume* trade incentive scheme. T-MARC continued to oversee the packing activity of *Dume* and *Lady Pepeta* products both at the Shelys and T-MARC warehouses. There was a minor disruption in July due to a temporary stock-out on *Dume* packaging materials.

The Shelys collaborative agreement supplemented by the hybrid distribution activities delivered a sales performance achievement of 3,067,560 *Dume* condom pieces

representing 68% of quarter four's sales target and 275,940 *Lady Pepeta* condom pieces which was 41% above the quarter four sales target. *Dume* sales performance was challenged this quarter due to delays in TBS batch testing certification results and packaging material stock outs.

The installation of the telesales system was completed this quarter; over 200 customer calls were conducted to verify the credibility of data reported by the zonal coordinators, determine the frequency of sales call visits that customers receive, product and POS material availability, receive feedback/complaints and collect orders from customers. Key findings highlighted that there were program implementation shortcomings in some Northern Zone areas, where 20% of the customers called had not ever received direct product sales and several telephone numbers were not reachable. A field evaluation trip was planned to verify the same, and disciplinary action via a warning letter was sent to the employee in question.

Objective 1.2 Establish new partnerships to sell Dume and Lady Pepeta condoms

Activity 1.2.1 Introduce and evaluate the effectiveness of the condom vending machines for possible scale up.

Work under the C-Vendor pilot program continued; ninety-two vending machines have been installed in eighty bars and guest houses. *Dume's* vending machine sales since inception through September 30, 2010 remain modest at 16,663 pieces, suggesting the need for more marketing activities to build awareness, trial intentions and strategic machine locations. The Holy Month of Ramadan affected sales negatively during the reporting period.

Analysis of the outlet sales trends confirmed that bar outlets that have an adjacent guesthouse business operating were selling more *Dume* condoms through the machines than those that operated solely as bars or night clubs. The condom vending machines placed inside ladies washroom were underperforming significantly, suggesting that there are social and cultural biases influencing and limiting condom purchases amongst women.

The vending machines of any kind remain a relative novelty in Tanzania, and while there is a general acceptance of the concept (C-Vend machines are often referred to as "condom ATMs"), consumers often lack knowledge or understanding on how to operate the machines. To address this, T-MARC designed and pre-tested a set of step-by-step pictorial instructions on how to use the machines.

The instructions were pre-tested among the target audience, and the re-designed to reflect respondents' comments. T-MARC printed the finalized instructions as stickers

with reflective UV- and water-proof surfaces to be applied to the front of the machines. The reflective surface and the bright background allows for high visibility and ease of reading in low-light conditions. The stickers were applied to all the machines in operation in early September. T-MARC received a number of anecdotal reports from proprietors and staff on the steep decline in the number of requests for assistance with using the machine. The C-Vendor, whose number is printed at the bottom of the instructional sticker, received a number of phone calls with requests for more information on the machines and other positive comments, along with a few good-natured prank calls. With this, it is clear that the consumers are understanding the instructions and paying attention to the information. This reduces the burden on proprietors and their staff. It is however yet to be seen whether presence of stickers will have an impact on sales.

As mentioned above, T-MARC detected clear trends in performance of condom vending machines based on their location and placement. The best-performing machines are those installed in guesthouse, particularly in the corridors and hallways, and the worst ones are the machines installed in ladies washrooms. The duration of machine's presence in a particular location does not appear to have a noticeable impact on sales over time. T-MARC recommends moving the machines to locations with the attributes detected to produce highest sales.

T-MARC worked with AED's design team to refine the graphics for the C-Vendor instruction stickers, using pre-test feedback from the target audience.

Objective 1.3 Establish beauty parlours as resource centres for HIV prevention and condom sales.

Activity 1.3.1 Evaluate the effectiveness of *Jipende!* NGO partners selling *Dume* and *Lady Pepeta* condoms

Activity 1.3.2 Conduct a feasibility study, identify and recruit beauty parlours in hot zones.

Activity 1.3.3 Integrate beauty parlours into a distribution network.

T-MARC continued to leverage 21 participating beauty salons under the *Jipende!* program, to further increase awareness and acceptance levels for *Lady Pepeta* female condoms amongst the brand's target audience. Program evaluation visits were conducted at 18 of the 21 participating outlets. Report findings from these visits indicate that some outlets are achieving high target audience reached numbers (as high as 100 individuals in one salon over a seven week implementation period), while it seems others have reported zero numbers. Upon further investigation, it was determined that those are due to poor reporting and recording practices due to lack of time on the part of the attendants. The recommended solution is to develop tear off cards that can be easily used by attendants to count numbers reached. The recorded sales numbers did

suggest that whilst product uptake is still relatively modest for *Lady Pepeta*, target audience interest and use intention is high once barrier issues (such as safety and convenience) are addressed. Before the end of the T-MARC Project, a mystery client survey will be conducted. Data collected from the survey will be used to assess the overall success and challenges of the pilot as well as recommendations for scale up.

Objective 1.4 Provide PUR water purification product and product awareness to HBC providers across 24 regions.

Activity 1.4.1 Procure and warehouse PUR products.

Activity 1.4.2 Distribute PUR.

Activity 1.4.3 Develop BCC materials for use of PUR product.

Activity 1.4.4 Conduct training of HBC implementing partners.

Activity 1.4.5 Research acceptability, feasibility and willingness to pay for PUR products.

T-MARC received a request from the FHI Roads project to deliver additional PUR supplies and conduct another training workshop in support of their expanded home based care implementing partner program. A total of 1,330 PUR cartons were procured and distributed to Kahama, Makambako, Tunduma and the Port of Dar; a PUR training workshop was implemented with 45 FHI Roads Project implementing partners. This concludes the activities under this objective which entailed procurement and distribution of PUR, BCC training and IEC materials for Home Based Care Providers on the use of the product.

Objective 1.5 Integrate behaviour change approaches for safe water, hygiene and sanitation into HIV/AIDS programmes.

Activity 1.5.1 Conduct focused formative assessment, including trials of improved practices (TIPs), in Morogoro and three regions (arid, coastal and lake zones).

Activity 1.5.2 Design and implement comprehensive WASH behaviour change approach with FHI and other stakeholders in Morogoro.

Activity 1.5.3 Identify and support broad WASH promotion and BCC in Morogoro in order to generalize the public's association with WASH products to reduce or avoid stigma (e.g., Global Hand Washing Day).

Activity 1.5.4 Build expanded capacity for WASH integration with FHI positive prevention programme, including TOT and cascade training in Morogoro.

Activity 1.5.5 Document and share learning's from WASH formative assessments and pilot experience within regions and nationally.

T-MARC/AED completed the design of the WASH Counselling and Assessment Cards with the help of a local graphic designer, Graphic Links. The graphics were pre-tested in Morogoro via focus groups with active volunteer home based care providers as participants. T-MARC/AED coordinated the activity closely with FHI. After the pre-test results were incorporated in the design, T-MARC/AED handed over the completed WASH module in Kiswahili and English to FHI for inclusion in the comprehensive Positive Prevention manual.

T-MARC/AED continued working with Access Leo Burnet to design a generic WASH media campaign, including posters and radio PSAs. These are expected to be implemented in October before project closeout.

T-MARC/AED continued planning WASH ToT trainings in target regions.

T-MARC/AED met with the multi-donor WASH team to discuss participation in the Global Hand Washing Day. Due to Tanzanian elections, the event was postponed from mid-October to the end of November. The elections are scheduled to take place on October 31, 2010, and the general consensus was that it would be challenging to conduct a high-profile event during the height of political campaigning. Due the current project end dates, T-MARC/AED was unable to offer any substantial involvement in the 2010 Global Hand Washing Day.

Objective 1.6 Bundle HIV prevention activities under one communication platform

Activity 1.6.1 Design and pre-test campaign brand and logo for HIV platform.

Activity 1.6.2 Develop and apply a strategy for integrating the brand and logo into HIV prevention materials and campaigns.

Activity 1.6.3 Develop and produce HIV prevention materials targeting specific groups.

Activity 1.6.4 Promote T-MARC HIV preventative products at public events.

T-MARC promoted *Dume* and *Lady Pepeta* during events for the international trade fair (*Saba Saba*) in Dar es Salaam and the agricultural fair (*Nane Nane*) in Arusha, Dodoma, Mwanza and Mbeya. Activities conducted during these events included engaging participants in brand detailing and promotions, small group HIV prevention education sessions using the *Jali Maisha* curriculum and edutainment activities such skits and games.

The number of people reached for Nane Nane is as follows:

Region	Male	Female	Total
Dodoma	289	207	496
Mwanza	302	99	401
Arusha	159	64	223
Mbeya	352	73	425
Total	1102	443	1545

Total number of participants reached for Saba Saba:

Male	Female	Total
435	380	815

T-MARC submitted promotional materials to USAID for final approval before printing. The materials include posters and a Z-fold brochure. Key messages that are being addressed include correct and consistent condom use, negotiating condom use with a partner and addressing common myths and misconceptions about condoms. These materials will be distributed during the risk reduction initiative in Nzega, Tabora in October that will target truckers, turn boys, miners, *mama lishas*, *ganaganas* (bicycle boys), barmaids, and sex workers.

During this quarter, T-MARC conducted *Jali Maisha* (care for your life) sessions during public events such as *Saba Saba*, *Nane Nane* as well as during the Uhuru torch activations in Mbeya and Shinyanga. These 45-60 minute sessions were conducted by a well-trained facilitator using the *Jali Maisha* curriculum. These educational sessions were also conducted during promotional activities supporting *Dume* and *Lady Pepeta*.

Objective 1.7 Aggressively market and promote Dume and Lady Pepeta condoms.

Activity 1.7.1 Expand *Dume* football tournament activities to five new regions.

Activity 1.7.2 Implement *Dume* and *Lady Pepeta* road shows and mobile cinema screenings.

Activity 1.7.3 Develop and air *Lady Pepeta* and *Dume* radio spots.

Activity 1.7.4 Design and produce FY10 branded POS and promotional materials for *Dume* and *Lady Pepeta*.

Activity 1.7.5 Print and place *Dume* and *Lady Pepeta* outdoor media.

Activity 1.7.6 Develop and broadcast *Dume* TV commercial for broadcast around the World Cup.

Activity 1.7.7 Brand and promote *Lady Pepeta* at national netball tournament.

The contract for the implementation of the *Dume* football tournament was awarded to EXP momentum. Agency briefing, implementing team training and other pre-campaign activities have all been finalised. The roll out of the campaign is expected to take place in October across four districts in two mainland regions: Mwanza (Nyamagana and Geita) and Shinyanga (Shinyanga urban and Kahama). The competitions will be on a knock out basis with a regional winner and two runner ups for each region. Edutainment activities will take place before each game, during half time and at the end of games where the audience will be engaged in *Jali Maisha* sessions, *Dume* and *Lady Pepeta* detailing and demonstration as well as various educational skits, games and movies.

The *Dume* and *Lady Pepeta* road show and mobile cinema campaign continued across twenty-seven districts in nine regions: Kigoma, Shinyanga, Tabora, Singida, Dodoma, Morogoro, Iringa, Mbeya and Ruvuma. The campaign was postponed for a month in August due to sensitivities in promoting condoms during the holy month of Ramadan. The road show and mobile cinema activities comprise of *Jali Maisha* sessions (small group trainings on HIV prevention) brand detailing, educational skits, games and movies.

Individuals reached this quarter through the various roadshow interventions were as follows;

- 43,840 individuals during roadshow stage performances
- 1,124 during *Jali Maisha* sessions of these 72% were male participants
- 10,063 individuals during trade activation and product detailing activities.
- 13,163 individual during Cinema Screening and brand presentation sessions
- 3,828 individuals during mobile Public Announcement activities.

Collectively, a total of 72,018 individuals were reached. These activities are scheduled to end October 2010.

T-MARC worked with Mawingu Studio to finalise *Dume* and *Lady Pepeta* jingles. The productions were pre-tested with the target audience; these findings will aid in refining final jingle productions. T-MARC will then obtain stakeholder buy in and USAID

approval. T-MARC continued to air current *Dume* and *Lady Pepeta* radio productions on RFA, TBC FM, Times FM, Clouds FM and Ebony FM.

T-MARC worked with Lowe Scanad to develop two new television commercial story boards. However, the story boards will not be pre-tested because USAID has requested to halt all television commercial activities during the remaining project period.

T-MARC finalised and submitted the new *Dume* and *Lady Pepeta* creative designs using images of real Tanzanian models to USAID for final approval. Initial approval was already secured for the designs using “mock up”.

T-MARC worked with Scanad and Tanzania Sign Writers to design artwork and fabricate *Dume* and *Lady Pepeta* signboards using the current brand imagery. The artwork received logo approval from USAID and printing of the stickers was finalised this quarter as well as site selection for signboard placement in Dar es Salaam and upcountry. Eighty *Dume* and *Lady Pepeta* signboards are set to be placed in October 2010 across 54 districts in 19 regions.

Objective 1.8 Promote correct and consistent condom use among most at-risk populations.

Activity 1.8.1 Conduct risk reduction activities at ten truck stops on northern and southern corridors.

Activity 1.8.2 Conduct risk reduction sessions on market days in five priority regions.

Activity 1.8.3 Develop and print a BCC HIV prevention comic booklet.

AED STTA Fernando Garcia continued to work with T-MARC on the implementation of the risk reduction strategy in the Lake Zone. The AED/T-MARC team conducted a series of field visits to Kahama, Nzega, Geita, Kakora and Shinyanga Urban to continue preparations of the risk reduction activity. Briefing meetings were conducted with Geita Gold Mine, Golden Pride, and Petra Diamond mining companies as well as with the Truck Drivers Association of Tanzania. Due to time limitation with the close of the T-MARC project, a decision was made to revise the strategy and focus the activities in Nzega district in Tabora, which has a confluence of all the target groups for this intervention (truckers, miners, sex workers, bar maids and *ganaganas*). Part of the strategy was to form the community action committee in Nzega district, which will be responsible for overseeing the risk reduction activities as they progress after the end of the T-MARC project. The committee also has an objective of sourcing funds from local organizations such as mining companies and the truckers association, in order to continue with behaviour change communication activities. A health fair is planned for October which will mark as the official launch of the risk reduction program. As part of

the activities leading to this event, the “Protect Your Dreams” radio campaign will run in Radio Free Africa as of Monday, November 1, 2010. Two well known radio DJs and several local entertainers will be in charge of attracting and entertaining the crowd the day prior to and during the health fair. VCT services will be provided on site.

A contract for developing creative materials in support of the risk reduction program was awarded to JWT. The agency was tasked to develop several interpersonal communication materials including four posters (for miners, bar maids, truckers and sex workers), signage/pop up/kiosk stands for male and female condoms (to be placed in bars, truck stops, hotels and guest houses), booklet (for health workers and peer educators), training guide (for peer educators), an advocacy kit (packet and fact sheets) and supportive radio spots.

The theme of this program is “Protect your dreams”, which encourages people to protect themselves by wearing a condom correctly and consistently, so as to be able to live and achieve their goals. The designed materials were pre-tested in Nzega amongst truckers, miners, sex workers, bar maids and *ganaganas*. Changes were incorporated into the materials. Final artwork will be sent to USAID for approval during the next quarter.

A request for quotation (RFQ) for printing the materials was also sent out, and the contract will be finalized during the next quarter. As part of their scope of work, JWT advertising agency was also assigned to manage the health fair event.

During the formative meetings, T-MARC identified an organization that implements activities in Kahama, to implement peer education training. The organization, Student Integration Community Development (SICD), was awarded a sub contract and will be working under the supervision of T-MARC. During this quarter, T-MARC conducted a training of trainers with SICD master trainers in Shinyanga. It is expected that SICD will conduct peer trainings with miners, sex workers, truckers, bar maids and *ganaganas* using the risk reduction curriculum. Specifically, SICD will conduct test-training sessions with 10 peer educators and these peer educators in turn will train 120 truck drivers and tan boys, 60 *ganaganas*, 120 CSW and 120 *mama-lishes*. These test-training sessions are expected to be completed by November 28, 2010. Based on the feedback obtained from these sessions, AED will revise and finalize the peer educator training guides and will submit to the mission for final approval. The final approved guides will be made available to the mining companies and NGOs in the area.

Objective 1.9 Increase knowledge of sexual risk as a result of alcohol misuse.

Activity 1.9.1 Develop, test and print HIV/alcohol materials.

Activity 1.9.2 Develop and air HIV/alcohol radio spots.

During the last quarter, T-MARC received a directive from the mission which cancelled this program. However, the materials already developed will be shared with USAID.

During this quarter, AED conducted a BCC workshop with the T-MARC Company and other HIV prevention stakeholders including TACAIDS (this activity described below under Objective 3.2) A case study on developing a communications campaign for an HIV and alcohol program was an outcome of the workshop.

Objective 1.10 Increase knowledge of HIV and STIs through Jipende! programme.

Activity 1.10.1 With NGO partners, continue peer educator training with WETS and sex workers.

Activity 1.10.2 Develop and distribute support materials for the Jipende! programme.

Activity 1.10.3 Distribute Jipende! support materials to WETS and sex worker peer educators through NGO partners

Activity 1.10.4 "Lessons learned" workshop with NGO partners.

An end of project workshop was held in Dodoma to review the successes, challenges, opportunities and lessons learned of the *Jipende!* grants program. All nine grantees sent two representatives. T-MARC used this opportunity to conduct an assessment with the grantees. Key highlights of the workshop indicated that the topics included in the training manual were relevant and were easily understood. However, there were challenges with collecting information on activities conducted by peer educators during outreach including counselling and sales of condoms. This information will be used to develop a final report and inform the design of any follow-on activities with the grantees.

A total of 1,546 peer educators, consisting of sex workers and women engaged in transactional sex (WETS) have been trained since the project began in June 2009... Over 600 sex workers and WETS have tested for HIV since the start of the program..

A summary of the *Jipende!* program achievements is tabulated below:

	Sex Workers Trained	Women Engaged In Transactional Sex (WETS) Trained	Tested for HIV	Lady Pepeta Cartons Distributed	Dume Cartons Distributed
Quarter 1	238	149	80	434	258

Quarter 2	427	268	153	36	54
Quarter 3	285	179	427	80	50
Quarter 4	0	0	0	0	0
Total	950	596	660	550	362

T-MARC continued to finalize the IEC materials that were developed in support of the *Jipende!* program including three brochures on condom use and negotiation, STI detection, prevention and treatment and a comic booklet. USAID has been providing comments and these are expected to be printed during the next quarter. Once printed, these materials will be distributed to NGOs, Beauty Salons and the Risk Reduction training activities and health fair in Nzega. These condom promotional materials can be used by the T-MARC Company as accompaniment to T-MARC products under TSMP.

AED is currently documenting the success stories of the *Jipende!* program. Two grantees, DELIRA in Shinyanga and Umwema Group in Morogoro, have been selected for this exercise. Successes of the program will include the uptake and use of the female condom, testing for HIV and STIs among sex workers and women engaged in transactional sex. Bars and brothels in the catchment areas will be visited to check on availability of condoms.

Objective 1.11 Promote partner reduction and increase partner faithfulness through Sikia Kengele.

Activity 1.11.1 Evaluate the existing campaign and approach.

During the last quarter, T-MARC received approval from the Ministry of Health and Social Welfare to conduct HIV/ AIDS training sessions to religious leaders in Iringa and Mbeya regions. T-MARC also met with heads of Muslim and Christian organizations, namely *Baraza Kuu la Waislami Tanzania* (BAKWATA) the National Muslim Council of Tanzania, who are based in Dar es Salaam, as well as the Christian Council of Tanzania (CCT), who are based in Dodoma and briefed them about the *Sikia Kengele* program. Based on these meeting, letters of support were provided to introduce T-MARC to these religious organizations in Mbeya and Iringa. T-MARC travelled to Mbeya and Iringa regions to brief religious leaders about the revised *Sikia Kengele* program. This briefing was also used to identify the religious leaders who would be trained as master trainers. Twelve master trainers were identified and trained over three days (September 28th – 30th) in Morogoro. The objectives of this workshop were to equip these religious leaders with adequate information about HIV prevention, risky sexual behaviours that can lead to HIV transmission, correct and consistent use of male and female condoms, couple

communication, and most importantly the benefits of being faithful. AED contracted an STTA, Don Levy, to conduct the training. The master trainers will be expected to conduct cascade trainings next quarter in their respective regions with other religious and community leaders and equip them with skills to provide counselling on faithfulness and couples communications to couples in their communities.

During the quarter, a contract was issued to JWT to design training and support materials that will be used by religious leaders. A revised Sikia Kengele faithfulness curriculum, couples counselling guide and fact sheets have been developed and pre-tested. These will be produced next quarter and distributed to the trained religious leaders in Mbeya and Iringa. As part of data collection, a contract was issued to two organizations that specialize in using text messages for data collection, Secondmuse and Text to Change. A set of questions was developed and will be distributed to religious and community leaders for data collection and monitoring of counselling activities.

Objective 1.12 Continue to build public awareness of PMTCT services.

Activity 1.12.1 Conduct the national qualitative assessment on PMTCT and disseminate the findings.

Activity 1.12.2 Use findings to develop communication strategies to complement National Communication Strategy for HIV/AIDS.

Activity 1.12.3 Conduct PMTCT messages and materials workshops to develop messages, intervention activities and materials

Activity 1.12.4 Based on workshops develop PMTCT materials and radio vignettes that can be disseminated over five months.

Activity 1.12.5 Promote PMTCT services through Mama Ushauri Platform and HIV Platform.

Activity 1.12.6 Develop and air PMTCT radio vignettes on local radio stations.

In the last quarter AED hired Health and Development International Consultants, Ltd. to prepare and analyze the qualitative data collected during the formative assessment of PMTCT conducted in four regions. In this quarter, the consultant transcribed and translated transcripts for analysis and developed the draft report. This report has been formatted by AED and shared with the PMTCT section at the MOHSW. AED has also developed the cover design for the report. Comments have been received from the Ministry for incorporation. The report will be finalized during the next quarter. T-MARC is in discussions with the Ministry regarding the dissemination of the report and AED has discussed the report with John Hopkins University TCCP Project.

The fifth season of *Mama Ushauri* aired its final episode during this quarter. The radio drama has been airing on five national radio stations. The *Mama Ushauri* episodes include PMTCT as one of the sub-themes. Key issues addressed were couples HIV testing, partner and community support, exclusive breastfeeding, replacement feeding

at six months and family planning options for HIV+ couples. A total of eleven episodes (Episodes 42- 52) were aired including three question and answer episodes (Episodes 44, 48 and 52). One *Mama Ushauri* newspaper column appeared in both the *Mwananchi* and *Majira* newspapers. Below are samples of the Q & A questions and questions received through the SMS line.

Q & A episodes

1. What is PMTCT?
2. Is it possible to prevent HIV transmission from an infected mother to the child?
3. Why is an HIV positive mother advised to stop breast feeding her child abruptly soon after the baby is six months?

SMS questions

1. How is work Mama Ushauri, an HIV infected mother should breast feed her baby for how long before using substitute food supplements?

Objective 1.13 Improve knowledge of male circumcision.

Activity 1.13.1 Finalise and hand over male circumcision materials.

T-MARC has been providing communication support to the USG team in implementing the demonstration phase of the male circumcision (MC) project in Iringa and Kagera. Specifically, T-MARC supported Jhpiego in their 36-day campaign in Iringa to scale up MC. T-MARC assisted Jhpiego by developing three radio spots and several print brochures, posters and flyers.

T-MARC will continue to provide communications support to other USG partners implementing MC including ICAP (Kagera), DOD (Mbeya and Dar), IntraHealth (Tabora), Mbeya Referral Hospital (Mbeya) and Jhpiego (Iringa and Shinyanga).

During this quarter, T-MARC participated in the technical working group on male circumcision to review and provide comments to the draft MC National Strategy.

T-MARC participated in the UNAIDS-PEPFAR Southern and Eastern Africa Region Male Circumcision Communication Meeting in Durban, South Africa. Objectives of the meeting were to advance knowledge and share promising experiences and materials on communication to scale-up adolescent/adult male circumcision in Eastern and Southern Africa. This meeting focused primarily on demand creation, with related sessions on counselling and advocacy. Gender was addressed throughout the meeting in relation to specific topics. The meeting also brought together health professionals with expertise and/or interest in exploring how to improve the efficiency and

effectiveness of the male circumcision scale-up in Eastern and Southern Africa. This participation was funded through the T-MARC company funds.

2. Mama Ushauri Platform (Reproductive Health and Family Planning, Child Survival and Maternal Health, Malaria)

Objective 2.1 Maintain sales of Flexi P products at 1,440,000 to 1,700,000 cycles per fiscal year.

Activity 2.1.1 Package Flexi P using existing package stock.

Activity 2.1.2 Introduce Flexi P trade and sales incentive schemes.

Activity 2.1.3 Promote Flexi P at health professional conferences and public events along with all T-MARC supported brands.

Activity 2.1.4 Continue to promote Flexi P as sponsor of Mama Ushauri radio series. T-MARC Project's funding for family planning activities ended in Quarter Three and only some residual activities that have support from other funding streams have continued in the fourth quarter, i.e., sales of Flexi-P through the CBD pilot.

T-MARC continued to promote Flexi-P through the CBD program in Mwanza, Dodoma and Mara; sales through the clinics have more than doubled compared to the last performing quarter. Efforts to link the three participating PRINMAT clinics to a Flexi-P wholesale agent have begun to ensure continuation after program funding ends.

Objective 2.2 Through the Washauri/CBD pilot, expand the reach of family planning messages and increase the demand for family planning services in rural communities.

Activity 2.2.1 Produce and distribute Mshauri kwa Wote training and branding materials.

Activity 2.2.2 Sensitize communities in three districts to the CBD pilot.

Activity 2.2.3 Recruit 35 CBDs for each of the three districts and conduct training.

Activity 2.2.4 Conduct CBD supervisor training of PRINMAT clinic staff.

Activity 2.2.5 Roll out and evaluate CBD pilot in three districts.

During fourth quarter, T-MARC conducted two CBD monthly meetings with the Washauris (CBD agents) and their supervisors in the three locations to get feedback on successes and challenges and identify areas of improvement in knowledge which will enable them to better serve their communities. One hundred sixty-seven referral clients were received by PRINMAT clinics (at the three pilot locations) from Washauris. For the

period of July-September, there were 35 referrals for IUDs, 63 for Depo, six for anaemia, 27 for child health including diarrhoea, 30 for implants and six for permanent methods.

Objective 2.3 Increase public awareness and demand for modern family planning methods through mass media.

Activity 2.3.1 Air family planning messages through season five of Mama Ushauri radio drama.

Activity 2.3.2 Integrate SMS feature into Mama Ushauri newspaper column and print regularly.

Activity 2.3.3 Develop and place Mama Ushauri outdoor media.

Activity 2.3.4 Develop, print and distribute supportive IEC materials for family planning.

The fifth season of *Mama Ushauri* aired its final episode during this quarter. The radio drama has been airing on five national radio stations. The *Mama Ushauri* episodes included family planning messages as well as other sub-themes including PMTCT, vitamin A supplementation, zinc and ORS and maternal and newborn health. Issues addressed under family planning included use of modern methods of family planning, particularly focussing on the pill, addressing common myths and misconceptions of FP use, return to fertility, male partner involvement. A total of eleven episodes (Episodes 42- 52) were aired including three question and answer episodes (Episodes 44, 48 and 52). One *Mama Ushauri* newspaper column appeared in both the *Mwananchi* and *Majira* newspapers. Questions about the themes in *Mama Ushauri* were received from listeners through the SMS line (15711). The questions were answered during the radio drama Q&A episodes and in the newspaper columns. Below are samples of the Q & A questions and questions received through the SMS line.

Q and A episodes

1. Why is it important for a woman who had a baby to space children? What are the benefits of family planning?
2. Why is it important for couples to get FP counselling before starting a family?
3. Why is it important for couples to discuss about different FP methods that they can use to plan their family?

SMS questions

1. I need to know how long will it take for me to get pregnant again soon after I remove the implants; if three months pass without luck what should I do to get pregnant sooner? Please advise me Mama Ushauri.
2. Hi Mama Ushauri, my name is Zai and I had tubal ligation four years now, is it possible to reverse this procedure and get pregnant again?

3. I heard on the radio on how a woman can get a permanent FP method, is there a correct and safe permanent FP method for a man?

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3. Local Partnerships

Objective 3.2 Build T-MARC Company capacity and sustainability

Activity 3.2.1 Install, migrate, and go live with Microsoft Dynamic Serenic NAV Accounting Software.

Activity 3.2.2 Institutionalise improved internal financial procedure recommendations from external auditors and AED STTA.

Activity 3.2.3 Undergo financial review by USAID.

Activity 3.2.4 Undergo external financial audit.

Activity 3.2.5 Develop provisional NICRA and submit a request to USAID for approval.

Activity 3.2.6 Prepare and present project and financial reports to Board of Directors.

Activity 3.2.7 Establish Company asset register and stores management.

Activity 3.2.8 Establish filing archiving systems for the Company.

Activity 3.2.9 Review and refine Company organizational structure and job descriptions.

Activity 3.2.10 Conduct bi-annual board of director meetings.

Activity 3.2.11 Conduct ongoing staff needs assessment to identify gaps in capacity and plan activities to address the gaps.

Activity 3.2.12 Conduct staff development workshops and trainings.

Activity 3.2.13 Provide ongoing mentorship to Company Managing Director.

Activity 3.2.14 Conduct organizational assessment using OCAT (organizational capacity assessment tool) and develop a plan for addressing gaps.

Activity 3.2.15 Implement intervention based on OCAT and measure progress.

Activity 3.2.16 Research and schedule potential attendance at international conferences.

Activity 3.2.17 Promote T-MARC as a leader in social marketing and communications in Tanzania.

Activity 3.2.18 Develop and implement long-term PR strategies.

Activity 3.2.19 Produce Company brochure and stationery.

Activity 3.2.20 Release quarterly newsletter.

Activity 3.2.21 Promote T-MARC Company by hosting conferences and public events.

Activity 3.2.22 Develop yearly procurement planner/pipeline.

Activity 3.2.23 Institutionalise procurement recommendations from AED STTA.

Activity 3.2.24 Develop formats and guides for Company documents and graphic identity.

Activity 3.2.25 Conduct training on standardised formats for Company documents.

Activity 3.2.26 Train and institutionalise the use of strategic analysis in Project activity development.

Activity 3.2.27 Train and develop staff capacity to apply for donor funds.

Activity 3.2.28 Conduct market analysis and refine business plan.

A local consultant report updating on the asset register was reviewed by AED and T-MARC Company and was found to be unacceptable; consequently the consultant was paid off for the deliverables achieved. The Company amended and modified the report to generate Equipment Disposal Plans for Expendable and Non-Expendable Items; the report was then submitted to AED for onward transmission to USAID. The implementation of the filing systems in hard and soft copies increased in hard copy filing but is unfinished due to a freeze in supply procurement. Electronic filing was also delayed because staff were focused on activity implementation. The local consultant rehired in the previous quarter to oversee the implementation of the warehouse systems completed his assignment and participated in moving stocks to the additional warehouse facility acquired during this quarter and also took part in stock taking. A new warehouse supervisor was recruited; operations have improved significantly though there are still areas the Company is working on to implement recommendations from the AED Contracts Officer.

The local consultant assigned to prepare T-MARC's organizational structure and job descriptions submitted a report to management. It was discussed and adopted but was asked to include the new Tanzania Social Marketing Programme (TSMP). The Company is expecting to receive the modified report for presentation to the Board of Directors in November 2010.

The OCAT mentor, Dr. Maselle Maziku, coached T-MARC staff in implementation of the recommendations developed during the Organizational Capacity Assessment Tool training (OCAT). Three committees (Internal Cohesion, External Legitimacy and Unifying Vision) presented their findings and ways of resolving shortcomings. The consultant and the committees are compiling reports and identifying areas to be implemented in the short- and long-term.

After T-MARC's IT infrastructure modification and re-structuring, the IT unit has been observing and monitoring the performance of the infrastructure. System stability and uptime has improved. The unit continued to provide non-stop computing to the company operations and the uptime was maintained except in a few emergencies. The unit also managed the procurement of SQL Server 2008 R2 software from Microsoft.

This will be used for data storage and retrieval as it will be hosting HR and financial information.

This quarter, at the request of the Government of Tanzania's multi-sectoral coordinating body for HIV/AIDS, TACAIDS, AED conducted a training workshop to help develop the national guidelines for HIV/AIDS Behaviour Change Communications (BCC). The guidelines will be used by TACAIDS and their key stakeholders, including government ministries, NGO's and NACP, to ensure that all BCC activities conducted in Tanzania follow a standardized guideline. The workshop was conducted by AED STTA Don Levy and Anton Schneider on August 16 - 19, 2010 at the Movenpick Royal Palm Hotel in Dar es Salaam, Tanzania. The workshop was attended by approximately 30 participants including local and international implementing partners, UN, NGOs, representatives of the media, as well as GOT ministries.

As a follow up to the above activity, AED worked with the Tanzania AIDS Commission (TACAIDS) to identify and finalize guidelines on behavior change communication (BCC) related to HIV/AIDS. Approximately 17 participants from the previous workshop were selected for this five-day retreat to finalize the examples and scenarios/content that supported the guidelines. Specifically, participants were asked to take content from the August workshop and put those in a guidelines format. The retreat was held at the Beachcomber Hotel and Resort on September 20 - 24, 2010 in Dar es Salaam, Tanzania and AED STTA Don Levy facilitated. By the end of October 2010, an independent writer and graphic designer will finalize the content and create a design/layout for the BCC guidelines booklets.

To develop capacity in research design, AED provided TMARC Company's technical staff with training on research design. From August 12 - 13, 2010, AED STTA Anton Schneider and Dr. Nadra Franklin conducted a workshop at the Movenpick Royal Palm Hotel in Dar es Salaam. The overall intent of the workshop was to introduce T-MARC Company staff as well as selected partners and stakeholders to best practices in research design and how to get maximum utility from research studies. The workshop, *Research Design: Developing Consumer Insights through Research* was attended by approximately 30 participants from T-MARC Company and other partner organizations. Session topics included an overview of different types of research, both qualitative and quantitative, with an emphasis on practical approaches to research problems. Facilitators provided lively, hands-on, and participatory exercises and discussions to round out practical, results-oriented presentations designed to improve participants' familiarity with research tools that they can use to conduct more insightful research, and produce the kinds of findings that lead to significant marketing and program improvements. Question and answer sessions proved to be especially interactive as participants sought to have their questions answered and address key research issues they are currently facing.

In August, AED hired a consultant, Mr. Russ Baker, to work with T-MARC Company to design and execute a stakeholder survey to inform the development of a public relations and corporate communications strategy. The consultant worked with T-MARC to conduct a stakeholder survey to better understand external audiences before developing the strategy. The results of this survey, which were shared with the management team, generated ideas for improvement business performance and communications. The survey also captured perceptions from potential clients for each of the T-MARC consultancy services proposed in the 2009-2013 business plan to help inform business planning decisions. By October it was determined by T-MARC and AED to hold off on further development of the PR and communication strategy until the business plan review has been completed. This work had been scheduled earlier in the year and is planned to continue under PSI.

From August 16-August 28, Mr. Harry Dare, a distribution expert from South Africa, provided STTA to the T-MARC Company's Marketing Department. Mr. Dare reviewed existing distribution models and systems used to supply Dukas, ADDOs, shops and non-traditional outlets to stock, replenish, and sell TMARC's products and based on his findings made recommendations of distribution models that can be adapted and implemented by the TMARC Company. He also examined the current distribution methods used by the T-MARC Project including Shelys, the "Hybrid Model" and the the T-MARC Project pilot initiatives testing alternative sales and distribution methods such as the Community Based Distributors (CBDs) and condom vending machine franchise model. The results of his review and recommendations were included in a 12 page report that was shared with USAID as well as with the TSMP Project.

From 18 - 26 September 2010 three T-MARC Company staff from the senior management travelled to Nepal to visit and exchange ideas and experiences with the AED N-MARC Project and N-MARC's local Nepalese social marketing partner Contraceptive Retail Sales (CRS). The overall aim of this study tour was to provide T-MARC Company with an opportunity to observe and discuss with a similar indigenous social marketing organization in order to gain insights, exchange ideas and learn of best practices that could be adapted in Tanzania. The T-MARC Company visiting team were Diana Kisaka - Managing Director, Prisca Holmes - Marketing Director and Halima Mwinyi - Marketing Manager.

Dynamic Collaboration

Objective 4.1 *Serve as a social marketing resource for private sector corporate social responsibility efforts.*

Activity 4.1.1 **Develop at least two private sector relationships for providing corporate social responsibilities.**

As reported above, AED/T-MARC Project continued discussions with mining companies in the Lake Zone concerning support for workplace HIV prevention activities which will be implementing in October through the risk reduction initiative. Particularly, T-MARC will be working with the Golden Pride mining company in Nzega, Tabora. This is an opportunity for the T-MARC Company to further develop a relationship with this sector around the mutual goal of work place HIV prevention with high risk groups.

Objective 4.2 *Maintain a relationship with the RCHS section of the Ministry of Health.*

Activity 4.2.1 **Work as a secretariat to the RCHS technical working group for behaviour change communications.**

No meetings were conducted during the quarter.

5. Monitoring and Evaluation

5A. HIV Platform

Objective 5A.1 **Monitor and evaluate sales, distribution and promotion of *Dume* and *Lady Pepeta* condoms.**

Activity 5A.1.1 **Conduct monthly sales and retail audit of *Dume* and *Lady Pepeta*.**

Activity 5A.1.2 **Conduct spot site visits to verify data provided by implementing partners**

Activity 5A.1.3 **Monitor and verify *Dume* and *Lady Pepeta* PSAs.**

Activity 5A.1.4 **Continue monitoring *Dume* and *Lady Pepeta* media reach using TAMPS.**

Activity 5A.1.6 **Monitor monthly sales of condoms from C-Vending machines.**

T-MARC continued to track sales and distribution of *Dume* and *Lady Pepeta* through monthly sales reports; the data was stored in the database and used to determine sales

trends and areas needing improvement. T-MARC also conducted continuous tracking of condom sales through the retail audit. Through this audit T-MARC was able to track changes in total category condom availability trends as well as those of Dume and Lady Pepeta's nationally as well as across key purchasing channels. Key findings from this quarter's retail audit report which were brought to the marketing department's attention included the need to address Dume's availability shortcoming across Bar's, and Guesthouses. Although the availability of condoms in general has increased significantly over time, from 65% in 2006 to 88% in 2010; and Dume has enjoyed similar gains overall from 21% in 2006 to 65% by August 2010, Dume remains underrepresented in the channels listed with a distribution coverage of <50%..

T-MARC conducted monitoring supportive visits to verify activations of *Dume* and *Lady Pepeta* road shows, mobile cinemas and trade activation campaigns. The verification in Bukombe, Shinyanga Region focused on the execution of small group sessions, *Jali Maisha* sessions and on the accuracy, reliability, timeliness and correct use of the curriculum. However during the session it was discovered that time for training was not enough to cover all the topics in the curriculum

T-MARC tracked and verified all *Dume* and *Lady Pepeta* radio spots and produced weekly and monthly reports. Using mobile phones, radio monitors sent alerts to T-MARC if spots were not aired allowing for immediate steps to be taken with radio stations. During this quarter all radio spots were aired as booked. Monthly radio reports are stored in the T-MARC database.

T-MARC used Tanzania All Media Product Survey (TAMPS) to establish the number of people reached by each T-MARC radio spot. The reports helped T-MARC in planning and determining the extent to which radio spots are reaching the target audience. See indicator table below.

T-MARC continued to track condoms sold through 92 C-Vending machines in Dar es Salaam region; condom sales for July to September amounted to 1,834 pieces of *Dume* condoms.

Objective 5A.4 Monitor and evaluate impact of risk reduction sessions activities among the most at-risk populations.

Activity 5A.4.1 Verify participation and results of small groups risk reduction sessions.

T-MARC's monitoring and evaluation team conducted a pre-test of training and IEC materials, including posters that will be used in risk reduction sessions. The pre-test was conducted in Nzega district, Tabora region with various target audiences including

mama lishas, truck drivers and sex workers. Small group sessions are underway and T-MARC is in preparation to evaluate the impact by randomly selecting names/phone numbers of participants listed as having attended a risk reduction session.

Objective 5A.6 Monitor and evaluate impact of *Jipende!* activities to increase knowledge of HIV and STIs among SW and WETS.

Activity 5A.6.2 Conduct site visits to verify data provided by implementing NGOs.

T-MARC conducted visits in July to NGOs in Shinyanga and Kigoma to verify data for accuracy, reliability and timeliness. During the visit MER team verified the list of peer educators sent by NGOs to T-MARC by visiting the participants in their respective areas. MER also verified products received and sales from the NGO's ledger books that are used for keeping records, and it was verified that all the data provided by the NGOs was accurate.

From the 29-30 July 2010 in Dodoma T-MARC conducted a lessons learned workshop with all of the *Jipende* NGO grantees. During the workshop, T-MARC conducted a survey with the NGOs to assess the quality of the training provided to SW and WETS and to determine the sales of condoms through NGOs. A structured questionnaire was administered to 16 NGO representatives (two representatives from each NGO except for the two NGOs that only had one representative each) during the workshop. The results of the questionnaire were analyzed and will be used to gauge successes and challenges encountered during implementation of the *Jipende* Program and also highlighted issues that need to be addressed in future work with these NGOs.

Objective 5A.8 Use GIS to accurately identify outlets in high risk areas for ensuring T-MARC product coverage and accessibility.

Activity 5A.8.2 Map outlets along transport corridor, around mining areas and in high risk areas in urban areas in priority regions

Activity 5A.8.4 Share GIS data on outlets in hotspots with sales coordinators to ensure coverage with *DUME* and *Lady Pepeta* condoms

T-MARC is working closely with zonal coordinators to map outlets along the transportation corridor and in mining and high risk areas. T-MARC shared the GIS outlet data with coordinators in their respective zones. Specifically, T-MARC developed a geo-database to capture the locations of potential condom outlets around hot spots in truck stops along the transport corridors, around mining sites, and high-risk urban areas. T-MARC trained the regional sales coordinators in Mwanza, Mbeya and Dodoma

on the use of GPS devices and GIS data to ensure outlets mapped within hotspots have condoms. This data will be used to ensure *Dume* and *Lady Pepeta* condoms and POS materials are stocked and available.

5B. Mama Ushauri Platform

Objective 5B.1 Track the sales and availability of Flexi P products.

Activity 5B.1.1 Conduct monthly sales and retail audit of Flexi P.

Objective 5B.2 Evaluate the effectiveness of the CBD pilot to increase awareness and demand of family planning services in rural communities.

Activity 5B.2.1 Assess the effectiveness of CBD pilot program

T-MARC is using the Washauri's monthly sales reports to analyse data for a final assessment on the pilot. The analysis will include number of clients counselled, gender, product sales, type of education that was conducted to clients, referrals, and finally the location of where the counselling was conducted.

Objective 5B.3 Evaluate the impact of mass media activities to increase public awareness and demand for modern family planning methods.

Activity 5B.3.1 Monitor and verify broadcast of *Mama Ushauri* episodes
Activity 5B.3.2 Continue monitoring the media reach of *Mama Ushauri* using TAMPS. Through the radio monitors, T-MARC continued to monitor *Mama Ushauri* across five national radios: Clouds FM, TBC, RFA, Radio One and Zenj FM. T-MARC used Tanzania All Media Product Survey (TAMPS) to establish the number of people reached by the *Mama Ushauri* serial drama. The TAMPS data provides (see indicator table below) information on the extent to which *Mama Ushauri* is reaching the target audience; this quarter *Mama Ushauri* reached over two million people men and women of reproductive age across the country

6. Project Administration

Objective 6.1 Continue Management Activities.

Activity 6.1.1 Identify staffing gaps and hire and train new staff.

Activity 6.1.2 Conduct performance appraisals, adjust salaries and provide bonuses as appropriate.

Activity 6.1.3 Develop performance objectives for individual staff.

Activity 6.1.4 Prepare leave schedule for 2010.

Activity 6.1.5 Continue to revise HR policies and manual.

Activity 6.1.6 Continue to conduct Project management meetings.

Activity 6.1.7 Report on Project activities.

Activity 6.1.8 Finalise registration of Project brands, campaigns and Company name.

During this quarter, T-MARC Company recruited four staff: the Finance Director, ICT Support Officer, Human Resource Officer and Warehouse Supervisor. The case of forgery and misappropriation of money opened at the District Magistrate Court against the former Programme Manager for WASH is not yet ruled out. The police are still compiling evidence for charges. This staff member was terminated last quarter on gross misconduct for protracted absence from work. The same staff member also opened three cases in the Ministry of Labour's Commission for Mediation and Arbitration accusing the T-MARC of holding his personal property, defamation and wrongful termination. As of the end of the quarter, he had dropped two cases, remaining is the case of wrongful termination, which is at the Arbitration's hearing stage. Two staff from the marketing hybrid strategy were terminated on grounds of misconduct, one staff, the MER Data Entry Management Officer (who was on prolonged sick leave) was terminated and two staff, the Procurement Manager and FMP Regional Coordinator for Mtwara, resigned. The total number of employees at the end the quarter was 46.

T-MARC continued to work towards achievement of work plans for the Tanzania Social Marketing Programme (TSMP) derived from a one week "platform assessment" workshop conducted by PSI to assess the Company's strengths and weaknesses and come up with action plans.

Management continued to hold weekly senior staff meetings and one general staff meeting to give an official announcement of the closure of the T-MARC Project on 31st October 2010, its impact on employees, accrued benefits and the processes to be undertaken for the close out of the project and transition to TSMP. Subsequently, management held consultative meetings with each employee to discuss in detail how the closure affects their employment and the actions taken by management to secure future employment for staff not transitioning to the TSMP.

Objective 6.2 Execute Project closeout

Activity 6.2.1 Develop detailed closeout plan with HQ and modify as needed.

Activity 6.2.2 Inform stakeholders of Project closeout with note of appreciation.

Activity 6.2.3 Monitor remaining Project activities for completion.

Activity 6.2.4 Audit and submit reporting/deliverables requirement.

Activity 6.2.5 Submit first and final drafts of final report.

Activity 6.2.6 Plan for end-of-project cost commitment management.

Activity 6.2.7 Use monthly commitment report to schedule subs administrative closeout.

Activity 6.2.8 Collect subs closeout certifications and releases.

Activity 6.2.9 Plan funding level for payment of all field office commitments.

Activity 6.2.10 Make and execute a plan for staff termination.

Activity 6.2.11 Develop and execute a plan and schedule for office closedown.

Activity 6.2.12 Develop a plan for repatriating expat staff and execute if necessary.

Activity 6.2.13 Conduct final debriefing for USAID staff.

Activity 6.2.14 Disseminate final report to USAID, partners and counterparts.

The quarter closed with preparations for T-MARC Project close out. Health activities, especially family planning, were closed out by 15th of July 2010, while HIV activities are scaling down for close out; all activities will end on or before 31st October 2010.

Additionally, the company notified all vendors and stakeholders through daily news papers and the company website on the closure of the T-MARC project. Procurement and technical staff informed vendors on the importance of completing the tasks at hand timely before the closure period.

Warehouse management and stock taking exercise has been strengthening, monthly stock count is managed and numbers are provided to AED. The final report from the company on commodity and product stock count will be on 31st October 2010.

For the close out activities, the Company continued to liaise with AED to finalize the Equipment Disposal Plan for Expendable and Non-Expendable Items for onward transmission to USAID. The procurement and finance staff completed photocopying and filing old documents by vendors as per recommendations by AED; remaining are current and ongoing procurements and payments.

As previously mentioned, the Company's management held a meeting with all staff to notify them of the closure of the project on 31 October 2010. Management also held consultative meetings with each staff to discuss the impact of the closure on their employment and measures taken by management to minimize retrenchment of employees not transitioning to the TSMP. Staff were informed of their entitled benefits accrued out of the T-MARC Project. All these processes were followed by letters to each

individual staff for their records. During the month of October 2010, management will finalize the calculations of payments to staff and make payments, and issue them with Certificate of Service in the T-MARC Project and a statement of social security contributions made to relevant organizations.

As an outcome of this process, the T-MARC Company managed the staff transition process as follows: Out of 48 current company and projects positions, seven (7) positions will not be transferring to TSMP. These are: 1 Communications Manager - HIV, 1 Communications Manager - CBD, 1 Grants Programme Officer, 1 Communications Officer, 1 Wash Programme Officer, 2 Procurement Officers. Six (6) new positions are being created for the Company to effectively implement TSMP. These positions are: Compliance Manager, TSMP Programme Manager, Communications Manager, Business Analyst, Administrative Assistant, Motor cycle Driver.

In addition to the above, the following positions were modified: Public Relations and Communications Officer to replace Media Relations and Communications Officer, Technical Director to replace Marketing Director, Business Development Director Finance Officer, Operations Director in place of the current in charge of Human Resources Development and Administration, Contracts Manager to upgrade the position of Procurement Manager, Procurement Assistant to Procurement Officers, Logistics Manager from Logistics Officer.

AED Contracts Officer Barry Armstrong made a third visit to Tanzania to focus on contract administration; technical assistance to T-MARC operations on logistics and procurement ; close out activities and general support to the T-MARC Project and T-MARC Company operations. He reviewed and worked on fleet management, warehouse and stock management, asset management and inventory management. He noticed significant improvement though there are still some areas that need further effort.

In October, AED staff from HQ will be on the ground to assist the T-MARC Company close out all financial obligations and ensure that all deliverables have been met as well as closing out the AED T-MARC Project in Tanzania. AED will procure a company to conduct an end of project program audit.

An “end of project” report was written in this quarter and is being finalized in the next quarter for dissemination at the end of the T-MARC Project. Additionally, preparations for a “booklet” began this quarter. The booklet documents, through first hand testimonials, the impacts of four pilot initiatives that were implemented by the T-MARC Project (CBD, C-Vendor, Jipende beauty salons and Jipende NGOs).

Objective 6.3 Continue Financial Management Activities.

- Activity 6.3.1 Monthly financial reports/invoices.**
- Activity 6.3.2 Install and implement Microsoft Dynamic Serenic NAV Accounting Software.**
- Activity 6.3.3 Generation of quarterly project accrual reports.**
- Activity 6.3.4 Conduct external financial audit.**
- Activity 6.3.5 Presentation of final reports to BOD.**
- Activity 6.3.6 Preparation of T-MARC Project Close out**
- Activity 6.3.8 Overseas Financial Operations Guideline (OFOG).**

The Company continued to generate monthly financial reports and invoices for funds to implement activities as well as quarterly accrual reports, the last quarterly invoice will be sent on 12th of October 2010 for the period that ended 30th September 2010.

A new Finance Director was recruited and began at the beginning of the fourth quarter. Quarterly financial reports were presented to the Board of Directors by the new Finance Director. Also presented to the Board were the internal audit reports sanctioned by AED. This audit report was presented by Ernst and Young, Kenya. AED continued to send Financial STTA to assist in financial reporting and preparation for the T-MARC Project close out.

T-MARC Project financial authorization for activities became very minimal as the project zeroed in to the last stretch of its operation; most financial activities were geared towards establishing the outstanding amounts for vendor payments and staff terminal benefits.

In the beginning of this quarter T-MARC commenced transactional posting into the Microsoft Dynamic Serenic NAV Accounting Software together with the HR based payroll. The posting of these financial transactions are still on-going alongside the previous accounting system. T-MARC Company envisages that the financial reports for the quarter ending 31st December 2010 will be produced and audited under the new accounting software. The HIV and Family Planning Platforms under Tanzania Social Marketing project will have all transactions recorded in the new accounting software and not QuickBooks accounting system.

The Company finalized accounts for 2009 and had an external audit conducted from mid-May to mid-June; the Company has completed the audit report which will be distributed to stakeholders after ratification by the auditors and the Board of Directors.

T-MARC Company's management will be presenting the fourth quarter financial reports to the Board of Directors in the International Financial Reporting Standards (IFRS) format for adoption by the Board together with FY10 and FY 11 budgets.

Appendix A--Indicator Tables

Indicators	Jul-Sept	Annual target	Comments
Indicator #P8.1.D <u>Number of the targeted population reached with individual and/or small group level HIV prevention interventions that are based on evidence and/or meet the minimum standards required.</u>	5,050	48,840	<i>Dume and Lady Pepeta</i> roadshows under <i>Jali Maisha</i> continued. Small group sessions conducted during Uhuru torch, <i>Saba Saba</i> and <i>Nane Nane</i> in Dar es Salaam, Arusha, Dodoma, Mwanza, Shinyanga and Mbeya and individuals reached by <i>CBD Washauri</i> .
Indicator #P8.2.D Subset of Indicator #P8.1.D Number of the targeted population reached with individual and/or small group level HIV prevention interventions that are primarily focused on abstinence and/or being faithful, and are based on evidence and/or meet the minimum standards required.	0	(19,200)	Master trainers were identified and trained; these will conduct cascade training and will be expected to reach individuals in their respective regions
Indicator #P8.3.D <u>Number of MARPs reached with individual and/or small group level preventive interventions that are based on evidence and/or meet the minimum standards required.</u>			
Commercial sex workers	700	1,800	Sex workers reached by other sex workers through peer education
Other vulnerable populations (see guidance for specific populations included in this definition)	0	1,000	No activity was done
Indicator #P8.4.D <u>Number of targeted condom service outlets.</u>	749	33,886	FY 09 outlets 33,086 + 800 new outlets in FY10 = 33,886
Indicator # H2.2.D <u>Number of community health and para-social workers who successfully completed a pre-service training program</u>	109	1,530	Total
Outreach with the general population	97	1,260	Risk reduction training activities with truck drivers, gana gana, Mama lische, sex workers, barmaids and religious leaders for Sikia Kengele and participants of lesson learnt workshop from Jipende NGOs

Outreach with MARPs (other sexual prevention)	12	270	No activity was done
Indicators	Jul -Sept	Annual target	Comments
Number of people attending community mobilization	68,098	15,540	<i>Dume</i> and <i>Lady Pepeta</i> road shows, mobile cinema, trade activation and public announcement,
Sales of <i>Dume</i> condom (pieces)	3,067,560	18,000,000	Target is established on a 12 month basis but T-MARC marketing activities ending earlier may affect sales
Sales of <i>Lady Pepeta</i> (pieces)	275,940	780,000	Same as above for <i>Dume</i> .

On average each *Dume* and *Lady Pepeta* road show, mobile cinema, trade activation and public announcement was able to pull a crowd of 1,500 individuals per event; this exceeded set target of 400 individuals per event.

T-MARC Indicator reporting sheet (PMI, MCH, FP/RH) 2010

Indicators	July-September		Annual target		Comments
	F	M	F	M	
<u>Output Indicator Mal 15</u> Number of people trained in case management ACTs	0	0	1000	1000	No activity
<u>Output Indicator MCH 2</u> Number of individuals trained in child healthcare and child nutrition through USG-supported health area programs (zinc, ORS)	0	0	1200	800	There were no activities implemented this quarter
<u>Number of individuals trained in FP/RH</u>	0	0	70	48	No activity
<u>Indicator FPRH 2</u> Couple-years of protection (CYP) in USG-supported programs	64,653		180,000		
<u>Indicator FPRH 3</u> Number of individuals who have seen or heard a specific USG-supported FP/RH Message	1,300,120*	850,000	4,125,000	1,375,000	*include Mama ushuri listeners of 4 national radios

Additional data

Indicators	July-September			Annual target	Comments
Percent of sales of ACT (artemisinin based mono-therapy) and SPs in private sector in five regions (retail audit data)		July	Aug		Sales of artemisinin based mono-therapy are dropping and sale of ACT is fluctuating.
	Act	2.3	1.1		
	Mono	0.4	2.0		
	SP	86.6	71.4		
Number of cycles of Flexi-P sold	551,844			1,800,000	Target is established on 12 months basis but T-MARC promotional activities will end in June which may affect sales
Number of providers receiving IEC materials on malaria prevention therapy	0			2,000	No activity

Appendix B – Photographs



SICD Trainers conducting training with bar maids in Kahama, Shinyanga



Jipende! grantees attending the end of project workshop in Dodoma



A Jali Maisha session during the Nane Nane Agricultural Show in Dodoma



Sikia Kengele religious leaders briefing session in Mbeya



Members of the community action committee in Nzega