

PSI/Benin

Annual Report

Fiscal Year 2005 (Oct. 2004 – Sept. 2005)

**Enhancing HIV/AIDS Prevention and
Improving Integrated Family and
Reproductive Health in Benin**

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List of Acronyms

ABMS	Association Béninoise pour le Marketing Social et la Communication pour la Santé.
BCC	Behavior Change Communications
CAME	Central d'Achat des Medicaments Essentiels
CSW	Commercial Sex Worker
DED	Deutscher Entwicklungsdienst
DSF	Direction de la Santé Familiale [MOH]
DNPS	Direction Nationale de la Protection Sanitaire [MOH]
FP	Family Planning
GOB	Government of Benin
IC	Injectable Contraceptive
IEC	Information, Education and Communication
IPMS	Integrated Private Medical Sector Initiative
ITN	Insecticide Treated Mosquito Net
ITN-2	Private Sector ITN Market Development Initiative
KfW	Kreditanstalt für Wiederaufbau
MOH	Ministry of Health
NGO	Non Governmental Organization
OC	Oral Contraceptives
ORS	Oral Rehydration Salts
PCV	Peace Corps Volunteer
PNLP	Programme National de Lutte contre le Paludisme [MOH]
PNLS	Programme National de Lutte contre le SIDA [MOH]
PSAMAO	Prévention du SIDA sur les Axes Migratoires de l'Afrique de l'Ouest
PSI	Population Services International
PSSMD	Product and Services Social Marketing and Distribution
STI	Sexually Transmitted Infection
TCI	Targeted Communications Initiative for HIV/AIDS Prevention
US	United States
USAID	United States Agency for International Development
VCT	Voluntary Testing and Counseling
WARP	West Africa Regional Project

Executive Summary

PSI/Benin's USAID-funded project, "Enhancing HIV/AIDS Prevention and Improving Integrated Family and Reproductive Health in Benin", which officially began in July of 2003, had a number of notable accomplishments in FY05, despite periodic slowdowns in activity due to disruptions in funding.

The project's Targeted Communication Initiative was highlighted by the growing popularity and reach of the *Amour et Vie* youth-run weekly call-in radio show and youth magazine. These two activities are complemented by the *Project Panther* out-of-school youth project implemented in collaboration with the US Peace Corps. At the same time, PSI/Benin continued to implement the PSAMAO project ("Prevention du SIDA sur les Axes Migratoires de l'Afrique de l'Ouest"), targeting commercial sex workers, clandestine sex workers, truckers, taxi and moto-taxi drivers with HIV/AIDS prevention messages. Along with these two key initiatives, PSI/Benin continued to air numerous generic radio and television spots with messages on HIV/AIDS prevention, family planning, malaria prevention, and diarrheal disease management and prevention. These mass media activities were complemented by a wide variety of interpersonal communication activities carried out by PSI/Benin behaviour change communication (BCC) specialists and partner NGOs.

PSI/Benin also organized several special events during FY05. Of particular note was the series of activities conducted in conjunction with the 17th annual World AIDS Day, celebrated on December 1, 2004. This year's event was highlighted by the launch of the new Prudence Plus® condom. In addition to launching its new condom brand, PSI/Benin organized a series of activities related to the 2004 World AIDS Day theme – "Women, Girls and HIV/AIDS". Events included, among other things, a skit contest involving over 16,000 secondary school students, a reception offered by the German Ambassador to honor the private sector wholesalers who play a key role in the distribution of Prudence Plus® condoms, and a secondary school rap competition held between secondary schools from the Cotonou/Calavi areas.

PSI/Benin's targeted communications initiatives were complemented throughout FY05 with intensive nation-wide promotion and distribution activities of the project's various health products and services. Of particular note this fiscal year, along with the launch of Prudence Plus® condoms, was the inclusion of a number of our products within the public sector CAME distribution channel, the addition of Cyclebeads natural family planning method to our product portfolio, and the continued reinforcement of our distribution network. Despite the price increase that accompanied the launch of the project's new condom brand, PSI/Benin was able to surpass its annual sales objective for male condoms in FY05. Sales of the project's oral contraceptive and its two insecticide treated bednets for malaria prevention met or exceeded their established sales targets, while the project's injectable contraceptive and oral rehydration salt fell just shy of meeting this year's sales goals.

This past fiscal year was also marked by the launch of PSI/Benin's targeted malaria prevention activity in the Donga Department with support from the US Government and UNICEF. The project was launched by the Minister of Health on African Malaria Day in April 2005. FY05 also saw an intensification of PSI/Benin's HIV/AIDS prevention activities with the Benin armed forces, which included a variety of activities aimed at increasing awareness, promoting the adoption of health behaviors, and reinforcing VCT activities. The project is supported by USAID and a grant from the US Department of Defense HIV/AIDS Prevention Program (DHAPP).

This past year also saw the end of the pilot phase of the ProFam® reproductive health clinic social franchise project. This fiscal year was therefore dedicated to improving the quality standards of the ProFam® network, conducting a variety of training activities among clinic providers, and carefully monitoring and evaluating the network's progress during this pilot phase. PSI/Benin received an additional grant at the end of FY05 to help reinforce the ProFam® network by implementing a select number of "best practices" among the network's participating clinics.

Targeted Communications Initiative (TCI) for HIV/AIDS Prevention

The Targeted Communications Initiative (TCI) for HIV/AIDS prevention includes two principal programs: the *Amour et Vie* youth-targeted IEC/BCC program promoting healthy adolescent reproductive health, with a particular emphasis on HIV/AIDS prevention; and the "Prevention du SIDA sur les Axes Migratoires de l'Afrique de l'Ouest" (PSAMAO) program targeting truck drivers, other mobile populations, and commercial sex workers (CSW) along Benin's principal transportation routes. These two main activities are complemented by a variety of interpersonal communication activities implemented throughout the year by PSI/Benin staff and a cadre of trained assistants.

***Amour et Vie* Radio Program**

The *Amour et Vie* adolescent reproductive health program radio program aired its first live episode on January 14, 2004. Produced in collaboration with the National Broadcast Station ORTB, this weekly call-in show targeting in and out-of school youth continued to be broadcast to a nationwide audience at a "youth prime-time hour" every Wednesday at 4 pm throughout FY05.

Each week the radio show features topics dealing with the lives of youth, with special emphasis placed upon reproductive and general health issues. Professional journalists have helped train PSI-educators who host the show with youth who have been trained in behavior change communication techniques. The weekly topics are developed by a group of young people who also provide feedback on and suggestions for improving the radio program. To further complement the show, specialists on the topic of the week are invited to each show to provide in-depth insight, commentary and feedback to the listeners and those who call-in. Each program also includes several "micro-trottoir" events in which interviews with young people from various regions around the country are pre-recorded and used during the live broadcast. Each program is then followed by post-program meetings to review and comment on each program. These meetings are also an occasion for the team to evaluate previous shows, as well as receive feedback from the young people with regard to the printed magazines *Amour et Vie*.

During FY05, a total of 42 live radio shows were aired. The project was unable to air the originally planned 52 weekly shows due to various strikes at ORTB. Some of the topics discussed during the year included:

- "Women, young girls, and HIV/AIDS" (to coincide with World AIDS Day 2004),
- "Virginity and Chastity: Advantages and Difficulties"
- "My Boyfriend Doesn't Want to Use a Condom Anymore"
- "Youth, the internet and HIV/AIDS"
- "The role of religion in preventing unwanted pregnancies among youth"
- "The impact of sexual relations on the development of young people in high school"
- "How to promote fidelity among young people"
- "The advantages of delaying the debut of one's sexual activity"

The program continues to generate considerable interest and feedback, with numerous youth calling in from around the country during the show, and letters and emails pouring in every week.

Amour et Vie Magazine

The *Amour et Vie* Magazine is an educational publication produced by PSI/Benin for youth and distributed nationwide. The magazine includes information on a wide range of topics affecting today's Beninese youth, with an emphasis on HIV/AIDS and teen sexual and reproductive health, but also includes information and entertainment on a variety of topics including sports, culture, fashion and music, thereby attracting a wider readership.

The FY05 *Amour et Vie* magazine campaign, Volume 5, consisted of four different editions distributed at various times during the academic year. Initially planned for a total of 160,000 copies (40,000 per edition), increased demand resulted in the distribution of 174,755 copies. The first edition of this year's campaign, which coincided with 2004 World AIDS Day activities, was dedicated to the theme "sexuality in the schools" and featured the famous rap group "Ardiesse Posse", the group that was also the star of the latest *Amour et Vie* television spot. This first edition also contained the results of the FY04 *Amour et Vie* write-in contest which was highly popular among our readership. The different winners were awarded prizes which included 6 mountain bikes (1 winner per each of the 6 geographical departments), and 100 radios and 100 t-shirts. The prizes were distributed on December 12, 2004 as part of the events surrounding World AIDS Day and the finals of the *Amour et Vie* Rap Contest. The event was held on the beach of Fidjrosse, and was presided over by the Director of the PNLS and the Cabinet Director of the MOH.

The second edition of this year's campaign was released in March, and had as its principal theme "unplanned pregnancies". The third edition was published in April and focused on the subject "sexual abstinence, virginity, chastity". The fourth and last edition of this year's magazine campaign addressed the subject of "the role of the parents in the sexual education of young people", which had generated a lot of discussion and interest among the target audience. The launch of this last edition was done in conjunction with a youth-focused entertainment event that allowed the PSI/Benin communications team to conduct numerous activities related to the magazine, including several "coin d'info" booths, the promotion of the *Amour et Vie* radio program, a series of question-and-answer games focusing on STI/HIV/AIDS awareness and prevention, and performances by several popular artists. Two other highly popular events among youth during the 4th quarter, "Podium Vacances" and a soccer tournament, were also used as vehicles for promoting the magazine *Amour et Vie* and for reaching youth with positive behavior change messages.

The magazine *Amour et Vie* is increasingly used by various NGOs and other partners as a tool for supporting their various IEC activities. For example, the Programme National de Lutte contre le SIDA (PNLS), APESAD and the Peace Corps Volunteers use it throughout the country.

The *Amour et Vie* Project Panther

The *Amour et Vie* sponsored Project Panther is another one of PSI/Benin's activities aimed at reaching out-of-school youth with HIV/AIDS prevention messages. In collaboration with the US Peace Corps, Project Panther provides support to rural communities via activities conducted by trained peer educators. Under the supervision of community advisors and Peace Corps Volunteers, these peer educators organize various educational activities on STI/HIV/AIDS. In order to further motivate these peer educators, PSI/Benin offers them a small performance-based stipend at the end of their term to help defray some of the costs of their activities.

Each year a new group of peer educators and community advisors are brought together for several days of training. This year's workshop was held October 13-17 in Porto Novo, and included representatives from the 9 participating communities. Representatives from last year's team from Malanville also assisted in the training, providing valuable lessons learned from their experience as Project Panther peer educators. The training consists of basic education on HIV/AIDS, the roles and responsibility of each team member, and behaviour change and interpersonal communication techniques. After completing their training, each team returned to their communities where they commenced their activities by conducting a baseline survey.

Regular supervisory visits were conducted throughout the year by PSI/Benin staff who visit the participating communities, meet with the Peace Corps Volunteers and the peer educators, observe various activities organized with out-of-school youth, and provided feedback to the teams. Follow-up refresher training was organized for peer educators, the community advisors and the Peace Corps Volunteers halfway through the year in order to strengthen their intervention capacity. All community volunteers attended the training and actively participated in a lively exchange of experiences.

A final supervision tour conducted in the 4th quarter of the year allowed PSI/Benin staff to assess the success of the program in new communities and reward those communities and volunteers deemed most successful with technical training scholarships for peer educators as well as 20,000 CFA (about \$us 40) for every community counselor. Toward the end of each fiscal year, Peace Corps helps identify communities to participate in the successive year's program, and by June 2005 nine communities had already been identified to participate in the upcoming FY06 Project Panther campaign.

PSAMAO Project

PSAMAO is a regional HIV/AIDS prevention project targeting the major West African transportation routes. The project is coordinated by the regional USAID AWARE project, based in Accra, Ghana. In Benin, it is implemented by PSI/Benin via 3 local NGOs and 1 Project at four sites: in Sèmè Krake (on the Benin-Nigeria border) by the NGO Jeunesse Ambition, in Cotonou (commercial Capital of Benin) by the Project SIDA 3, in Hillacondji (on the Benin-Togo border) by the NGO GRADDUR, and in Parakou (a large city at the main crossroads in northern Benin) by the NGO OSV-JORDAN. Within the framework of this project PSI/Benin conducts interpersonal communication activities for the benefit of long-distance truck drivers, interurban taxi drivers, motorcycle taxi drivers, and people linked to the commercial sex industry.

During this past fiscal year, the four NGOs conducted 18,588 individual interviews and 18,080 educational sessions benefiting in total 176,488 people, of whom 88,759 were long-distance truck drivers, 18,495 sex workers, 46,428 interurban taxi drivers, and 22,806 motorcycle taxi drivers. Our contract with these four organizations came to an end in September FY05 and we decided not to renew contracts with GRADDUR and Jeunesse Ambition because they are located in border regions already significantly covered by the World Bank Corridor Project. In FY06, we will consider redeploying these activities along other trucking routes that are currently underserved. In the coming months we will work to identify target sites and organizations capable of implementing IEC/BCC activities in these areas.

PSAMAO Clinic

PSI/Benin and OSV-Jordan continue to collaborate on providing HIV voluntary counseling and testing (VCT) and STI case management services in the north of Benin via the project's PSAMAO clinic in Parakou. The clinic was launched in May 2003 in collaboration with the PNLs, and the clinic's

activities are targeted towards truck drivers, commercial sex workers (CSWs) and those who live near the clinic.

During the course of this past fiscal year, 2,075 people, comprised of 942 men and 1,133 women, visited the clinic for advice and STI treatment. In all 1,236 people were provided VCT services, of which 586 were men and 650 were women. Of those tested, 97 were HIV positive (a rate of roughly 8% of those tested). In order to increase client flow and reach greater numbers of people with VCT services, OSV-Jordan continued to implement an outreach strategy of going to areas where the target groups congregate, such as truck stops, and offering VCT services on location.

Other Interpersonal Communication (IPC) Activities

A wide variety of interpersonal communication activities were carried out by PSI/Benin communications staff during FY05. For example, PSI/Benin educators and promoters conducted 5,690 "coins d'information"¹ sessions, reaching 70,854 individuals who participated in discussions of HIV/AIDS transmission routes and correct condom use demonstrations, as well as receiving information on STI prevention. These activities are conducted in highly trafficked areas such as markets, major intersections, and near bus and taxi stops. Also during this past year PSI/Benin staff conducted 2,989 "boite à image"² sessions with small groups of individuals that addressed the risk factors for HIV/AIDS. In keeping with the programs identified target groups, these sessions were attended by 954 CSWs, 9,594 workers/artisans between the ages of 15 and 24, 1,330 agricultural workers, 8,541 students of both sexes, and 3,410 truckers.

Our interpersonal communication activities included interactive games and video presentations, which allowed PSI/Benin behaviour change communication (BCC) specialists to reach segments of our target population with entertaining and educational activities. Interactive games used included "feu de brousse" and "jeu de risques", often coupled with the showing of the documentaries "Epidemie de l'ombre" and "Seropositifs." Each session was followed by question-and-answer sessions. Also during this quarter, we reached an additional 10,929 people through our mobile video unit (MVU) sessions. The subjects discussed after the sessions were specific to the target group, taking into account the risk factors particular to the age group as well as the group's knowledge as indicated in PSI/Benin's KAP survey.

HIV/AIDS Prevention Activities with Benin Armed Forces

Another one of PSI/Benin's key target groups for HIV/AIDS prevention activities is men and women in the uniformed services. The activities carried out during FY05 were supported jointly by funding from USAID and funding PSI/Benin received directly from the US. Department of Defense HIV/AIDS Prevention Program (DHAPP).

Over the course of the year, this funding allowed PSI/Benin to implement a variety of activities aimed at increasing awareness of HIV/AIDS, promoting the adoption of health behaviors, and reinforcing the VCT activities conducted by the Benin military. Some of the key activities carried out this year included the training of 30 military health personnel in HIV rapid testing techniques, monitoring and evaluation activities of the 44 Decentralized Units for the Fight Against HIV/AIDS that exist across the different military forces, development of training curricula to be used in HIV/AIDS prevention

¹ "Coins d'Information" or "Information Kiosks", are portable stands that are erected in key areas (markets, truck stops, heavily trafficked intersections, etc.), which are then staffed by PSI/Benin educators who provide HIV/AIDS prevention messages and information.

² "Boite a Image" is an interpersonal communication technique based upon a flipchart presentation that contains detailed information and pictograms relating information of the risk factors associated with HIV/AIDS transmission

activities within the military, and a behavioral and serological surveillance study of military personnel. The fiscal year culminated with a conference entitled “HIV/AIDS Prevention in the Benin Armed Forces”, the first ever conference of its kind in Benin. The three-day conference, which was attended by over 100 military personnel, including representatives of all 44 Decentralized Units for the Fight Against HIV/AIDS, touched on such themes as HIV Prevention and Peacekeeping Missions, and HIV Testing and Military Recruitment, as well as reviewing results from the VCT activities and the sharing of best practices with regard to HIV/AIDS prevention. Terrence Wong, a representative of the US Department of Defense, flew in from Washington to participate in the conference.

Specific HIV / AIDS Awareness Events

World AIDS Day Activities

The first quarter of FY05 was marked by the celebration of the 17th World AIDS Day on December 1, 2004. PSI/Benin developed a series of World AIDS Day-related events spanning the period from November 18 through December 12, 2004. This fiscal year PSI/Benin focused the majority of its World AIDS Day activities in the Oueme-Plateau and Littoral Departments. In accordance with the theme chosen by ONUSIDA for 2004 World AIDS Day – “Women, Girls and HIV/AIDS” -- the goal of all these activities was to raise awareness, especially among women and young girls, about the risks of HIV/AIDS. Particular emphasis was placed upon improving risk perception and awareness of risk factors among the target groups in order to promote the adoption of healthy behaviors.

Among the numerous activities organized around World AIDS Day, of particular note were: a skit contest among the secondary schools in the Oueme Department, which brought together over 16,000 students in Porto Novo; the official launch of Prudence Plus® condoms in Porto Novo, which was celebrated in conjunction with the finals of the skit contest; a reception offered by the German Ambassador to honor the private sector wholesalers who play a key role in the distribution of Prudence Plus® condoms; a variety of interpersonal communication activities centered on the themes of World AIDS Day reaching 437 women from over 29 women’s groups from the Porto Novo area; behavior change communication activities with 579 commercial sex workers and 20 of their regular partners (boyfriends) in Cotonou and Porto Novo; awareness-raising activities of an estimated 200 mid-wifery students and nurses from the Institut Medico-Social; and the secondary school “*Amour et Vie*” rap competition held between secondary schools from the Cotonou/Calavi areas.

PSI/Benin also conducted several large scale educational events about HIV/AIDS, which included the showing of educational films to large crowds in and around the Porto Novo area. Using the project’s mobile video unit (MVU), PSI/Benin educators showed the films “Epidemie de l’ombre” (“epidemic in the shadows”) and “Les Seropositifs” (The HIV Positive Ones”), which show the consequences of sexually transmitted infections and how HIV can quickly spread and affect the heart of any community. Each session was then followed by a discussion with the audience. During the course of the World AIDS Day activities, a total of five MVU sessions were held, reaching an estimated 2,239 people.

At the request of the USAID mission, PSI/Benin also organized separate HIV/AIDS awareness sessions with the US Peace Corps, the American Cultural Center and a group of Beninese journalists in conjunction with World AIDS Day 2005. A total of 108 individuals attended these sessions that included the viewing and discussion of the HIV/AIDS film “Les Seropositifs” as well as the interactive game “Feu de Brousse” (“Brush Fire”).

Sponsorship

Throughout FY05, PSI/Benin collaborated with various local organizations via sponsorship of certain activities targeting young people in Cotonou and surrounding neighborhoods in conjunction with

certain holidays and special events. For example, PSI/Benin supported the NGO Maison Dogbo during an AIDS awareness activity that involved the large-screen projection of the HIV/AIDS concert organized by Nelson Mandela.

During the last quarter of the year, PSI/Benin collaborated with local groups by sponsoring festivals and special events targeting young people in Cotonou and its environs. Similarly, the NGOs AJAD-CAJ and A2PA PRODUCTION benefited from PSI/Benin support for organizing respectively a soccer tournament and arts contest. These activities permitted us to reach 4200 young people, 840 of whom were girls. These events were also used to promote the *Amour et Vie* magazine and radio programs. Activities also focused on diffusing messages on delaying sexual debut, particularly during our "Podium Vacances" activities.

Finally, PSI/Benin sponsored the creation of an HIV/AIDS prevention RAP / HIP HOP song and music video clip called "Preserve Your Life" by the group H2O Assouka, a very popular group in Cotonou. PSI/Benin will use this clip for its World AIDS Day 2005 activities.

Mass Media

PSI/Benin aired numerous generic radio and television spots with messages on how to prevent the transmission of HIV/AIDS as well as promotional spots for Prudence Plus® condoms during this past fiscal year. All told 8,805 generic spots (STI/HIV/AIDS) and 4,135 Prudence Plus® spots were aired via 27 different radio stations based all over the country. During the same period 237 generic and 140 Prudence Plus® spots were aired on television.

During the first quarter of FY05, two new television spots were developed. One spot was a generic spot related to the *Amour et Vie* youth program, entitled "Finishing my Education", which focuses on cross-generational sexual relations (older men with younger girls) which are a key factor in HIV transmission in the region. The second spot was a promotional spot tied to the launch of the new Prudence Plus® brand condoms. At the same time, the previously aired spot, "Building a future with Prudence" was re-adapted to fit the new Prudence Plus® brand. The "Trusted Partner Campaign" radio and television spots were also shown throughout the country at numerous times during the year, as part of PSI's regional campaign to address issues around low risk perception with regard to HIV. The re-broadcast of the entire "SIDA Dans La Cite 3" series, which was shown every Saturday morning since August, came to an end in November 2004.

Numerous radio and TV spots, both branded and generic, but with particular emphasis on messages targeting youth, were aired during the CAN Juniors 2005 soccer tournament, which was held in Benin during the 2nd quarter of this fiscal year (January 2005). The Benin soccer team made it to the semi-finals, thus ensuring wide viewership of both our branded and generic HIV/AIDS prevention messages aimed at this target audience. During the third quarter of FY05, the World Junior Soccer Championship, in which the Benin youth team participated in Netherlands, was televised, drawing large viewership across the country, and creating an excellent opportunity for PSI/Benin to place several generic TV commercials on HIV / AIDS prevention aimed at youth.

Based on extensive research, PSI's global AIDSMark project developed a "Delayed Debut" communications strategy for addressing the issue of early onset of sexual activity among African youth. As part of this initiative, PSI/Benin was involved in the pre-testing of the communications campaign. PSI/Benin received the draft radio and television spots in February and conducted pre-tests of the messages with focus groups comprised of the target audience. Comments were sent to

AIDSMARK, where they were synthesized with comments from various countries around the region prior to finalizing the campaign. The Delayed Debut campaign will air in Benin in early 2006

Commercial Market Development for ITNs (ITN-2)

PSI/Benin continues to implement its segmented market strategy for insecticide treated bednets (ITN's) following the launch of the Famille Protégée® bed net dedicated to rural markets in FY04. The initial goal was for the project's ITN, Super Moustiquaire, to serve the urban markets of Cotonou, Porto Novo, and Parakou and stimulate involvement of the private sector in ITN delivery, while a lower-priced ITN, Famille Protégée®, was designed to increase the availability of affordable ITN's in rural zones beyond the targeted UNICEF intervention zones. Both of these products were priced at cost-recovery levels given the lack of USAID funding to support commodities. The consumer price of Famille Protégée® ITN's has been further reduced to 2,500 FCFA per net which will increase access of a high quality 3-person net to the consumer.

The implementation of the segmented cost-recovery strategy, however, is being negatively impacted by the large quantities of highly subsidized ITNs that are being widely distributed by the MOH/Global Fund project. Originally intended to be targeted to pregnant women and children under five, these highly subsidized nets are being made available to the general population, thereby having considerable impact on the sales of all PSI/Benin's cost-recovery ITN products (Super Moustiquaire® and Famille Protégée®). Wide-scale re-impregnation campaigns conducted by the MOH and UNICEF have also depressed sales of PSI/Benin's Alafia® retreatment kits.

In early December 2004 the Roll Back Malaria (RBM) committee met to discuss harmonization of ITN prices. There was unanimous support among all partners to increase the level of subsidization for ITNs for the target population (pregnant women and children under five), by reducing the price of these nets to 500 F. However, PSI/Benin and UNICEF continued to stress the need to ensure that these subsidies be targeted, while maintaining some semblance of cost recovery for the nets sold to the general population. Additional meetings were held with the Ministry of Health and the other malaria partners during the months of December and January to discuss the pricing strategies. Based on these discussions, the Ministry released its official policy for the pricing of bednets, establishing that the price of subsidized 2-person nets delivered via health clinics to pregnant women and children under five was to be dropped from 1,500F to 500F, while the price to the non-target population for a 2-person net was to be reduced to 1,000F. This reflects the government's desire to aggressively push its current stock of Global Fund supported ITNs in hopes of meeting the 2005 Abuja targets. However, re-supply of the nets via the public sector has been somewhat unreliable, resulting in shortages in certain areas.

Also during the second quarter of FY05, the World Bank announced that it will be implementing a malaria "booster" program designed to achieve rapid impact in the malaria field in selected countries, and Benin has been chosen to be one of the countries included in phase one of this program. Initial ideas put forth by the PNLN were to use these funds to procure large quantities of long-lasting insecticide treated nets (LLITNs) and malaria treatment medication (Coartem).

With the possibility of large quantities of LLITNs being brought into the country at highly subsidized prices in the near future, and the lack of movement on the detaxing issue of ITNs, it is increasingly evident that it will be difficult to involve Benin's private commercial sector in the purchase and importation of ITNs anytime soon. Given this context, the project has altered its ITN strategy, placing increasing emphasis on working with the GOB to improve the distribution of subsidized nets to the

target populations across the country. However, health impact in Benin with regard to malaria prevention would be greatly improved with the introduction of long-lasting insecticide treated nets (LLITNs). Thus, to continue to reinforce the commercial sector, and begin creating demand for LLITNs in the country, PSI/Benin is in the process of switching its Super Moustiquaire® ITNs from a pre-treated net to an LLITN. Negotiations started with Vestergaard to procure Permanets and to develop a clear partnership with this manufacturer. It is estimated that the product will be in country in time to launch among the commercial sector distribution channels by the beginning of the 2006 rainy season.

UNICEF/PSI Targeted Malaria Prevention Projects

Also during FY05, PSI/Benin continued to implement its targeted subsidy programs (« Projet de distribution ciblée des Moustiquaires Imprégnées avec insecticide »), which provides subsidized nets to pregnant women and children under five years of age via the public health clinics in the Zou/Collines Department with support from UNICEF. Based on the positive results of the Zou/Collines activity, the US Government provided funding to PSI/Benin via UNICEF to replicate the project in the Donga Department.

This project was launched in conjunction with Africa Malaria Day on April 26, 2005 presided over by the Minister of Health. Over 2,000 people attended the launch which included a traditional cavalier group, song and dance presentations based upon key malaria prevention messages by three local women's groups, and various speeches by ministry officials, representatives of key donor and partner organizations (USAID, UNICEF, WHO, UNDP/Global Fund) and the PSI/Benin country director. The launch event was preceded by a re-impregnation blitz campaign carried out in Djougou (capital of the Donga Department) by PSI/Benin staff and communication agents. All told, 1,850 nets were re-impregnated and 5,346 people participated in re-impregnation awareness and demonstration events.

Since the start of the Donga project through to the end of FY05, PSI/Benin has distributed a total of 31,700 Bonne Maman® ITNs among the target group, of which 1,800 we provided as free started stock to the participating health centers. During the 4th quarter alone, the project showed excellent results, with 18,900 ITNs distributed among the target group, or 53% above our projected sales target.

Integrated Private Medical Sector Initiative (IPMS)

PSI/Benin's Integrated Private Medical Sector Initiative, (IPMS), was launched toward the end of FY04 under the brand name ProFam®. This was achieved in close collaboration with the Ministry of Health, and in particular the DSF, the DNPS and the CAME, as well as various other partners. Fiscal year 2005 was marked by numerous activities aimed at improving the quality standards of the network, conducting a variety of training activities among clinic providers, and carefully monitoring and evaluating the network's progress during this pilot phase. Quarterly meetings among the ProFam® Advisory Committee, consisting of representatives from the MOH and other stakeholders from the public and private sectors, were held throughout the year to monitor progress and share best practices. The PSI/Benin team also conducted a wide variety of IEC/BCC activities with clinic members throughout the year, as well as regular monitoring and evaluation visits to the 23 ProFam® member clinics.

Monitoring and Supervision

Regular supervisory visits conducted by PSI/Benin's ProFam® staff helped identify different aspects for improvement within the network, such as the need to reinforce the network's sanitary protocols to

prevent infections, and to reinforce client confidentiality standards. To address these issues, ProFam® organized working sessions with the relevant clinic owners to encourage improved services.

Unfortunately, two of the original 23 ProFam® clinics have decided to withdraw from the network for reasons related to the lack of availability of their trained providers. The clinics' decision was accepted, and PSI/Benin has proceeded to collect all the support materials and ProFam® signs from these clinics, while at the same time leaving open the possibility that the clinics could rejoin the network once their situations change.

The majority of the clinics reported having restocked products via the CAME system, thus indicating that the project has successfully overcome some of the earlier problems with ProFam® clinics having access to the CAME. At the beginning of this fiscal year, 13 clinics were still having difficulty obtaining official authorization from the DNPS, but ProFam® staff helped organize visits to each of the clinics with DNPS staff in order to review the status of each clinic, and by the end of the fiscal year, only two clinics were still waiting to obtain the necessary authorizations, which are expected to be approved in early FY06.

Training

In July, PSI/Benin worked in collaboration with Minister of Public Health and IntraHealth to train previously untrained network service providers to be able to accomplish the following:

- Identify clients in need of reproductive health services, in particular family planning and HIV/AIDS/IST prevention
- Apply Benin's current service protocols for family health on a case-by-case basis
- Provide services following standards defined by the ProFam® Network

Research and Evaluation

On February 8, the ProFam® team, along with our technical partner INTRAH Health, presented the results of the mid-project survey of ProFam® providers. In attendance were staff from the various ministries, partners, and participating ProFam® clinics. Notable results of the survey were that ProFam® clinics were pleased with: 1) the IEC sessions conducted in their areas, reporting a small, but noticeable increase in client flows; 2) the provision of IEC materials; and 3) the on-going training and supervision of the providers by ProFam® staff.

A follow-up meeting was held with all of the ProFam® clinic owners to discuss how best to implement the various recommendations that came out of the 6-month project survey. The meeting concluded with the elaboration of an action plan for the coming quarters. One activity within the plan, a meeting to share best-practices among the various clinics, was held on May 19th and 20th, 2005. These meetings were characterized by lively debates and discussions about the quality of the services, and provided PSI/Benin with valuable input on project implementation. The positive impact of the ProFam® network is witnessed by the fact that 21 clinics of the network renewed their membership for the coming year.

The evaluation of the pilot phase of the project took place from July 18th until August 12th, 2005. This evaluation sought to understand the perception of clinic owners and the communities surrounding these same clinics regarding ProFam® activities as well as the quality of the services provided by the clinics. Improvements were noted in terms of the quality of the services offered and the qualifications of service providers. However, the overall number of clinic visits did not change in a significant way. Overall, PSI/Benin notes that the bigger problem to address is the need to standardize clinic quality of

services and products throughout all member clinics. In order to do so, the project will develop several approaches to ensure the involvement and continued interest of network members and ensure network promotion to the public.

AWARE Funding

PSI/Benin applied for a grant for financial support from AWARE-RH project (Action for West Africa Region - Reproductive Health) to respond to some of the weaknesses identified in the project evaluation and to help reinforce the ProFam® network by implementing a select number of “best practices” among social franchises. Early in the fourth quarter of this year, PSI/Benin was informed that it had been awarded a grant, which will provide the resources necessary to enlarge the number products and services offered by member clinics as well as increase the communities' awareness of the network.

To select the new products and services to be integrated into the ProFam® member clinics, a survey was conducted amongst clinic owners or their designated deputies. The results of this survey showed that clinic owners prioritized Active Management of the Third Stage of Labor (AMTSL), IUD insertion, and nutritional counselling and services for pregnant women and mothers of young children. In addition to these new services, PSI/Benin will develop and lead promotional media campaigns to increase the public's awareness of the network's clinics. This new phase of the ProFam® social franchise program will allow all members to improve the quality of services offered as well as to increase client flow and visits.

Cyclebeads

PSI/Benin, with support from the Institute for Reproductive Health (IRH-Benin), is currently implementing a social marketing project of the Standard Days Method of family planning under the brand name Cyclebeads. In October 2005, PSI/Benin and IRH held a Cyclebeads provider training workshop for all members of the ProFam® clinic network, three non-affiliated clinics, as well as two staff members from PSI/Benin. The objective of the workshop was to provide training on the provision of Cyclebeads. Additional training was provided to public sector providers in November. All told, 46 providers were trained in this standard-days family planning method.

The month of November was spent finalizing and producing various educational and support materials. The product was official launched at the Ministry of Health on December 7 with the involvement of representatives from the MOH, USAID, IRH, PSI/Benin, ProFam® member clinics as well as journalists and representatives of national and international NGO's. And January marked the first recorded sales of Cyclebeads.

On March 21 - 23, PSI/Benin, along with IRH and the MOH conducted a monitoring activity of Cyclebeads sales among ProFam® clinics. Results from this activity showed that there was a relatively low level of understanding of this family planning method, and that while each clinic had the necessary supporting materials few of the clinics were using them. Providers felt that promoting the method required a heavy time investment, and that in the end many possible clients were eventually turned off by the eligibility criteria. These are likely some of the main reasons why sales of Cyclebeads continue to be quite low. Now that all providers are adequately trained in this method, key activities in FY06 will include a more intensive promotional campaign as well as the inclusion of the pharmacy sector for wider distribution of this product.

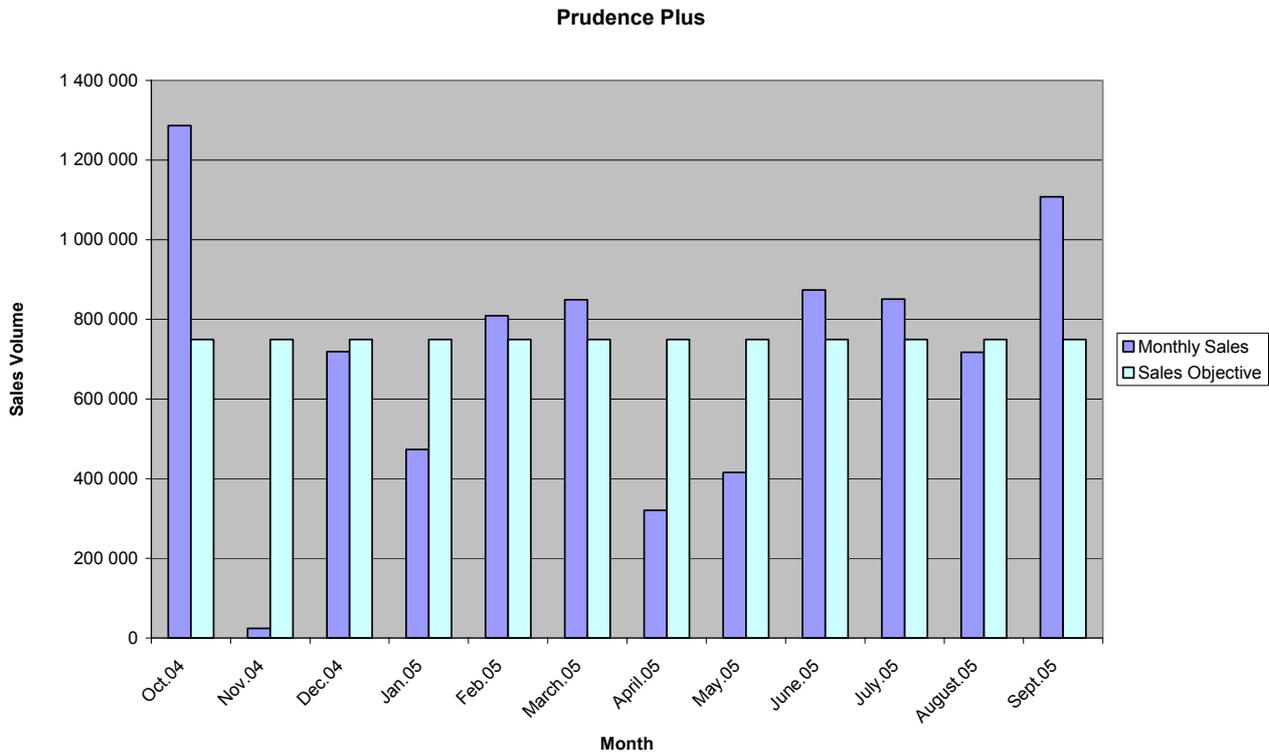
Product and Services Social Marketing and Distribution (PSSMD)

This past fiscal year included a number of important events within the product social marketing component of the project. Of particular note was the launch of Prudence Plus® condoms in November 2004, the inclusion of a number of our products within the CAME distribution channel, the addition of Cyclebeads to our product portfolio, and the continued reinforcement of our distribution network. Overall sales of our various products, with the exception of malaria-related products, remained strong and on target, although certain months were adversely affected by interruptions in funding.

A. HIV/AIDS Prevention Interventions

Prudence Plus® Condoms

Sales and Distribution: The project sold 9,025,000 condoms during FY05, thereby achieving 100% of our stated annual sales target of 9,000,000 (see graph below).



It should be noted also that 564,576 units were given out as promotional items. In addition to this, 255,160 units were given to the PNLs in support of their activities. A further 595,008 units were taken from the warehouse in order to create special “sample condoms” with correct use instructions, and were used to support numerous activities throughout the year.

The first quarter was marked by an intensive effort to sell off all remaining stocks of Prudence Plus® condoms by the end of October 2004, thus paving the way for the introduction of the new brand,

Prudence Plus®. This transition between brands, and the emptying of the pipeline, explains the low sales in November.

Condom sales were also affected to some degree in January because of some lingering problems with our packaging provider. These problems were resolved by the end of the month, and sales rebounded nicely in February and March. The decline in sales during the months of April and May was primarily attributable to the reduction of promotion and informed demand creation activities and limited follow-up of the distribution network. The slow down in activities was due to limited funding available from USAID, as mentioned previously. Despite these disruptions, the annual sales target was exceeded, which is further proof that the project continues to succeed in developing an effective and efficient distribution network, and continues to develop informed demand for condoms among the population.

Proposed Price Increase of Prudence Plus® Condoms

With the launch of Prudence Plus® in November 2004, the consumer price of the project's social market condom was increased from 50 FCFA to 100 FCFA for a packet of 4 condoms. Prior to this, the price of the social marketed condoms in Benin had not increased for over 10 years, despite currency devaluations and inflation. Thus it was decided that a price increase was warranted in order to improve cost recovery as well as to address the growing "poor quality" perception associated with the product's extremely low price. The recent price increase of the social marketed condoms in Nigeria, was another factor making FY05 the right time to initiate a price increase of the project's condom, thereby maintaining a relative "equilibrium" in condom prices in the sub-region and limiting cross-border sales with both Togo and Nigeria. In addition to this key determinant, the project recently signed a procurement contract with a new condom supplier following an international tender carried out with financing from KfW's contraceptive commodity support project. These new condoms will be packaged in a standard regional condom foil that sports a completely different look and style from the project's existing foil, and will be branded as "Prudence Plus®", thus requiring a change in the existing outer packaging.

All of these factors came together to present the project with the best opportunity it has had in recent years to implement a price increase, address quality perception issues, increase cost recovery and sustainability, and move to minimize the possibility of cross-border sales. PSI/Benin also took this opportunity to improve the wholesaler and retailer margins used to help motivate the distribution of this social market condom brand. The issue of raising the price was fully vetted with USAID, KfW and the Ministry of Health, with all stakeholders agreeing with the logic behind raising prices at this time, and was supported by consumer research studies that gauged the public's perception of Prudence's previous price level.

In spite of the 100% price increase in early FY05, the evolution of strong sales (see graph above) is evidence of effective demand creation activities, which translates into increased condom use. Also, we continue to hear reports that our wholesalers are increasingly motivated to move the product given the improved margins, which further mitigates any impact of the price increase.

Support of Sales Network: The marketing and distribution team continued to pursue the three principal network support activities comprised of: creating informed demand (see section on IEC activities), creating new sales points and monitoring existing sales points to ensure that products were visible and available, and continuing promotional activities around these sales points. Significant brand advertising was also conducted during this quarter to further reinforce acceptance and recognition of the new brand and pricing structure.

Along with the usual daily activities, the Marketing and Distribution team also initiated a series of late-night monitoring activities to reinforce condom distribution within the Hotel, Restaurant, and Café (HORECA) distribution network in key areas within Cotonou. Our distribution team had discovered a relatively high stock-out rate within this sector and determined that numerous HORECA distributors do not re-stock in the same manner as other traditional sales points. Instead, some of these retailers receive their goods delivered directly by suppliers while others go directly to the market to buy their goods. Due to these peculiarities, the stock-out levels within the HORECA distribution chain will always run the risk of being relatively high unless a specific delivery system is established. PSI/Benin is assessing several possibilities to address this phenomenon.

At the end of FY05 the total number of Prudence Plus® sales points stood at 16,907 (with at least 25 sales points in all of the nations 77 sous-prefectures). Throughout the year, PSI/Benin sales staff regularly conducted visits to the various sales points to verify stock levels, ensure the existence of sales point items such as “en vente ici” stickers, and to guarantee the visibility of the product. During these visits, PSI/Benin promoters encouraged the key commercial partners to be vigilant about re-stocking via their wholesalers.

The PSI/Benin staff also conducted numerous promotional activities throughout FY05 to promote the work of Prudence Plus® sellers and to direct consumers to Prudence Plus® sales points in their area. These events, conducted by PSI/Benin educators, were usually held in front of key sales points, and included demonstration of correct condom use and the distribution of various IEC materials.

Promotion and Demand Creation: Along with the events mentioned above, PSI/Benin educators and promoters carried out a host of activities aimed at reaching the key target groups with messages about abstinence, fidelity and correct and consistent condom use, often times using the project’s HIV/AIDS transmission risk factors flip chart (“boite a image”). All told, these events reached a total of 22,329 members of our key target groups during educational sessions.

In addition, promotional teams conducted 949 “coins d’information” sessions reaching over 38,666 people. A “coin d’information” is a portable stand that marketing teams install temporarily in highly trafficked locations or in locations that allow for the targeting of certain groups, such as outside of night clubs or taxi parks. Specially trained assistants then conduct education sessions with flip charts, animate educational activities that require the participation of those attending, and conduct condom use demonstrations. In addition, the portable stands serve as a way to distribute brochures and other educational materials.

B. Promotion of Family Planning

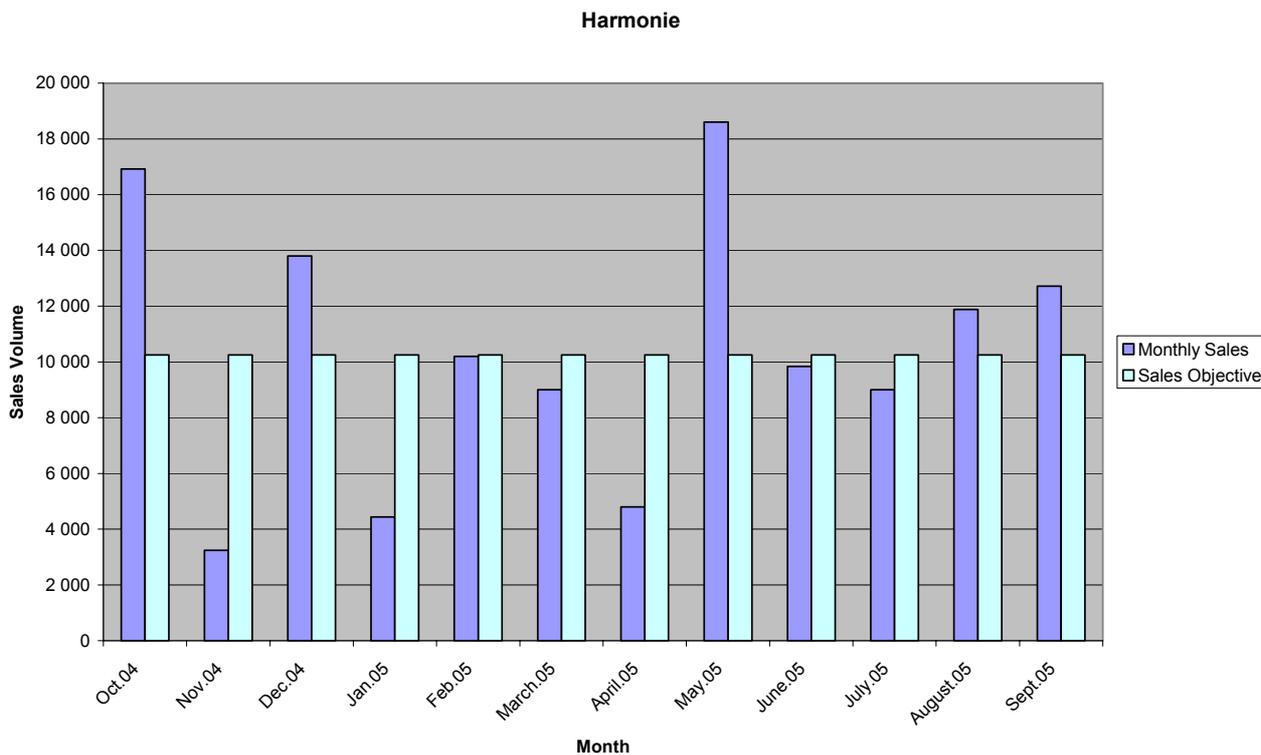
PSI/Benin continued to promote modern family planning methods during FY05, with particular emphasis on the project’s branded oral and injectable contraceptives, Harmonie® and Equilibre®. These promotional activities centered around the nation's private pharmacies, as PSI/Benin's medical detailers conducted regular visits to these establishments to discuss the various product attributes, help the providers manage client questions and side effects, and ensure a fluid re-supply of the products. At the same time, demand creation for modern family planning methods continued a pace in FY05.

It is important to note that both of PSI/Benin’s hormonal contraceptive products, Harmonie® and Equilibre®, have been integrated into the CAME public sector distribution network as of August 2004, and the PSI/Benin team of medical delegates has actively promoted these products during their visits to

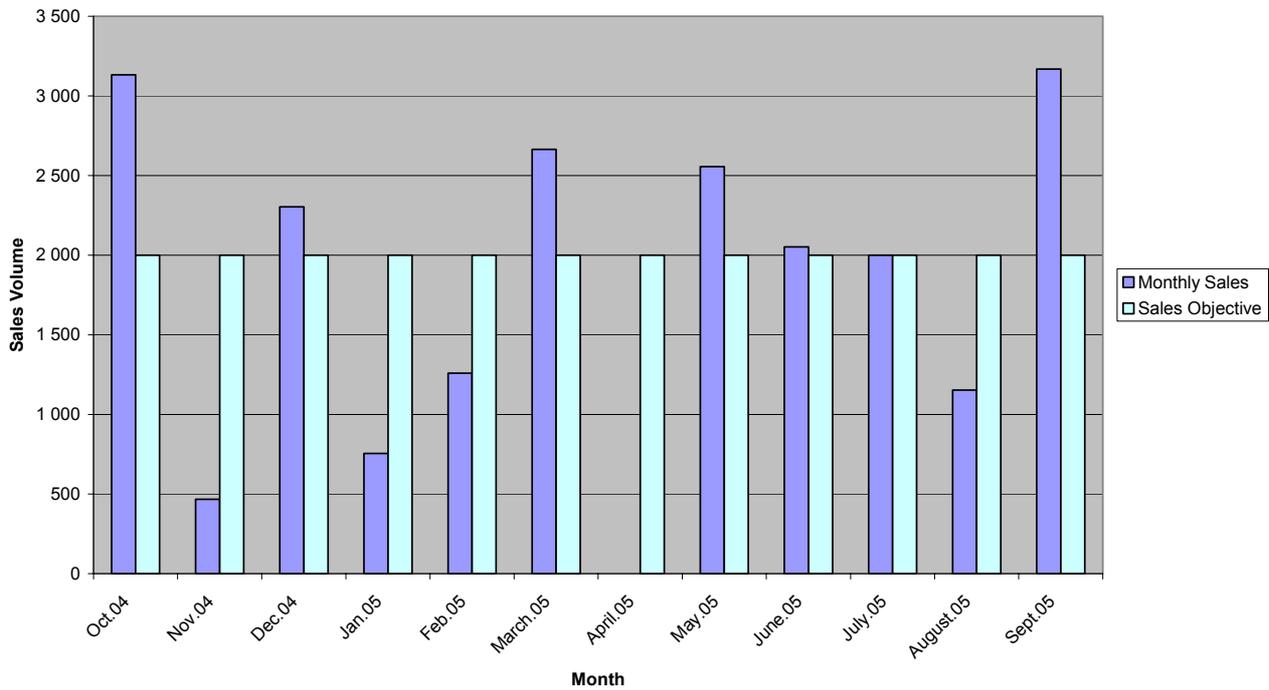
clinics in order to increase the number of points of sale on a national scale, especially among the public health centers. As a result, purchases of Équilibre® and Harmonie® through the CAME continue to improve and have led to a marked increase in the number of public sales points. However, the MOH and DSF continue to be reluctant to promote the Equilibre® 3-month injectable, claiming that MOH staff are not trained in this method and have difficulty managing the side effects, preferring the MOH-provided 2-month injectable Noristerat, even though this product has suffered lengthy stock-outs over the past several years with the CAME distribution network.

Harmonie ® Oral Contraceptives and Equilibre® Injectable Contraceptives

Sales and Distribution: The sale of Harmonie® oral contraceptives (OCs) and Equilibre® injectable contraceptives (ICs) were just about on target with established sales objectives, with expected fluctuations across the different months as witnessed in the following graphs. More specifically, during FY05, a total of 124,440 cycles of Harmonie® OCs were sold via the country’s five private pharmaceutical wholesalers, as compared to a stated sales objective of 123,000 cycles for the year. Sales of project’s Equilibre® injectable contraceptive product reached 21,512 units during FY05, which is about 10% below our stated goal of 24,000 units (see tables below for details).



Equilibre



Points of Sale: A review of family planning sales points at end of FY05 revealed 241 sales points for Harmonie® (153 pharmacies, 46 pharmaceutical warehouses, and 42 clinics) and a total of 219 sales points for Équilibre® (153 were pharmacies, 26 pharmaceutical warehouses, and 40 clinics).

Medical Promotion and Demand Creation: The team of medical detailers conducted visits to 663 clinics and reached 1021 health care providers to promote the project’s brand of contraceptives as well as the other health products during FY05. In addition, the team visited 220 sales outlets (pharmacies and depot pharmacies) and verified stock levels, the presence of product brochures and point of purchase promotional materials. The medical detailers also responded to technical questions and concerns raised by pharmacy staff.

This past fiscal year was also marked by a re-design of the packaging of both of PSI/Benin’s hormonal contraceptive products. The new packaging involves a more “pharmaceutical” look which corresponds better to the positioning of this product

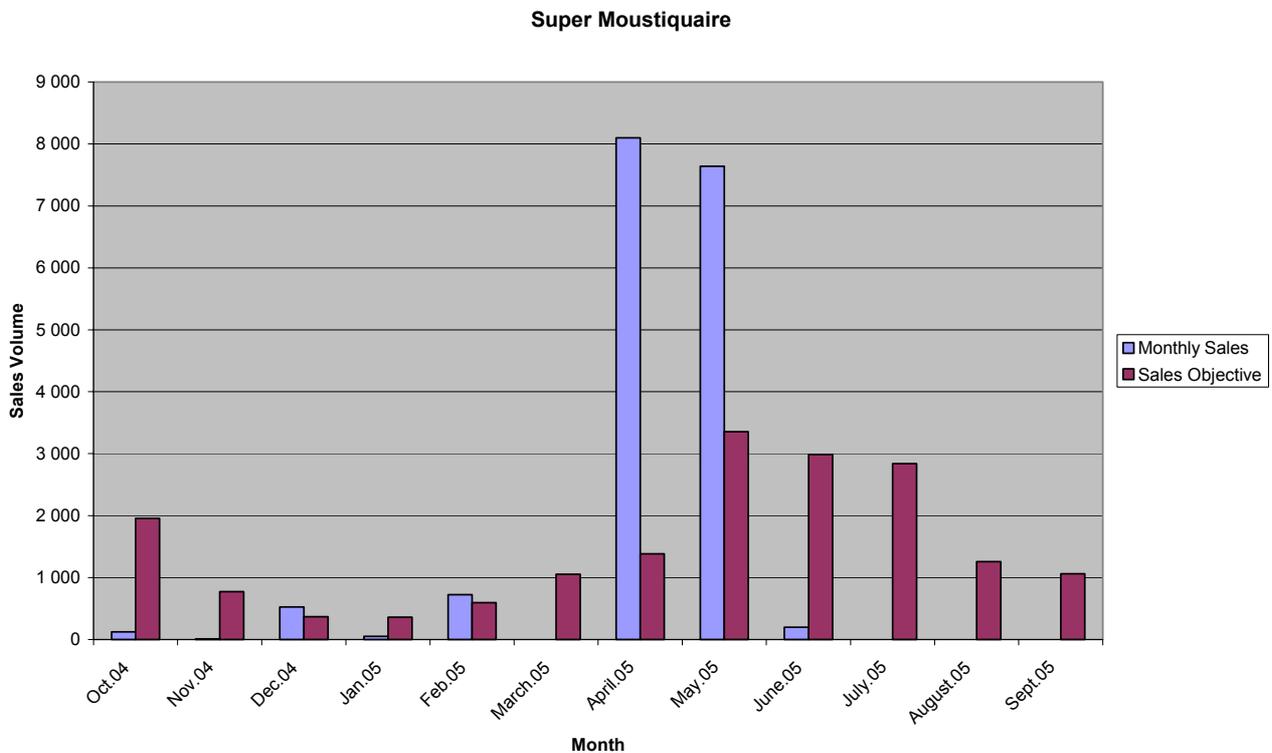
During FY05, a total of 2,385 radio and 99 television spots were aired to promote modern family planning methods. In addition, as part of the social franchising project, the PSI/Benin team conducted information and demand creation sessions in the various neighborhoods where ProFam® clinics are situated. A team of four trained assistants were hired to intensify these activities in tight collaboration with the 23 ProFam® clinics. As a result, IEC sessions were conducted in 19 different neighborhoods in Cotonou and surrounding areas. All told, there were 182 “coins d’informations” reaching 15,045 people.

C. Malaria Prevention Interventions

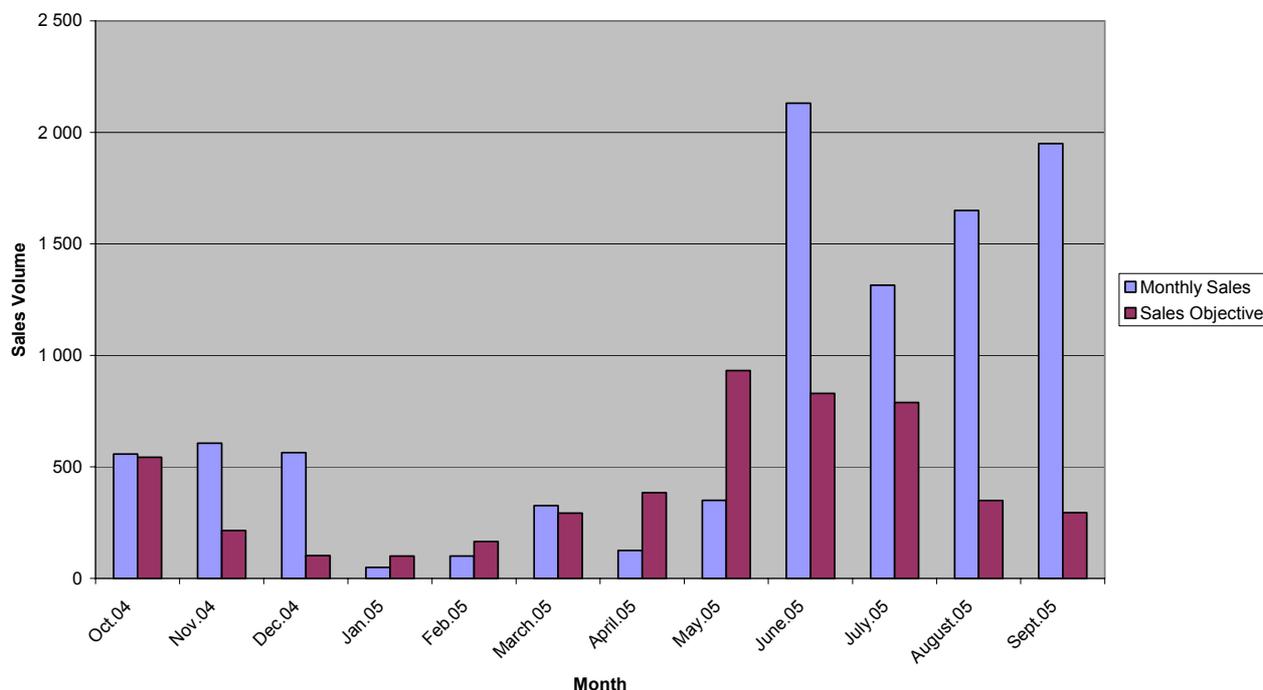
Super Moustiquaire® and Famille Protégée® ITNs

Sales of both ITN's and retreatment kits were adversely affected in FY05 by the nationwide distribution of highly subsidized ITNs, as discussed previously. Given this increased level of subsidization within the ITN market, PSI/Benin began altering its malaria prevention strategy in FY05. This included aggressive promotion of our Super Moustiquaire® pre-treated net, in order to eliminate existing stocks to pave the way for the introduction of LLITNs in FY06, as witnessed by the spike in sales during the months of April and May (see graph below). As a result, we have been successful in selling off all remaining stocks of Super Moustiquaire, which is why there were no recorded sales of this product during the fourth quarter of FY05, and no additional nets were to be procured given our strategy to phase out this pre-treated net. Overall, sales of Super Moustiquaire® ITNs were 17,376 units for the year, or 97% of the annual objective of 18,000 units.

Meanwhile, sales of Famille Protégée®, PSI/Benin's targeted rural ITN, which is sold right at cost recovery levels (2,500 FCFA to the consumer), were strong during the final months of the fiscal year. Sales of this net are highly affected by the level of availability of MOH-Global Fund subsidized nets, which are sold to the general population for 1,000 FCFA. When MOH-GF nets are in abundance, sales of Famille Protégée® nets are heavily impacted, as consumers naturally gravitate to the lower-priced net. However, when there are stock or distribution problems with the MOH nets, as was the case towards the end of the year, Famille Protégée® nets have filled this void. Recognizing the impact that highly subsidized nets are having on sales of PSI/Benin cost-recovery products, the annual sales target for Famille Protégée® nets was only 5,000 units. Nevertheless, we exceeded this goal in FY05 with total sales of 9,725 units.

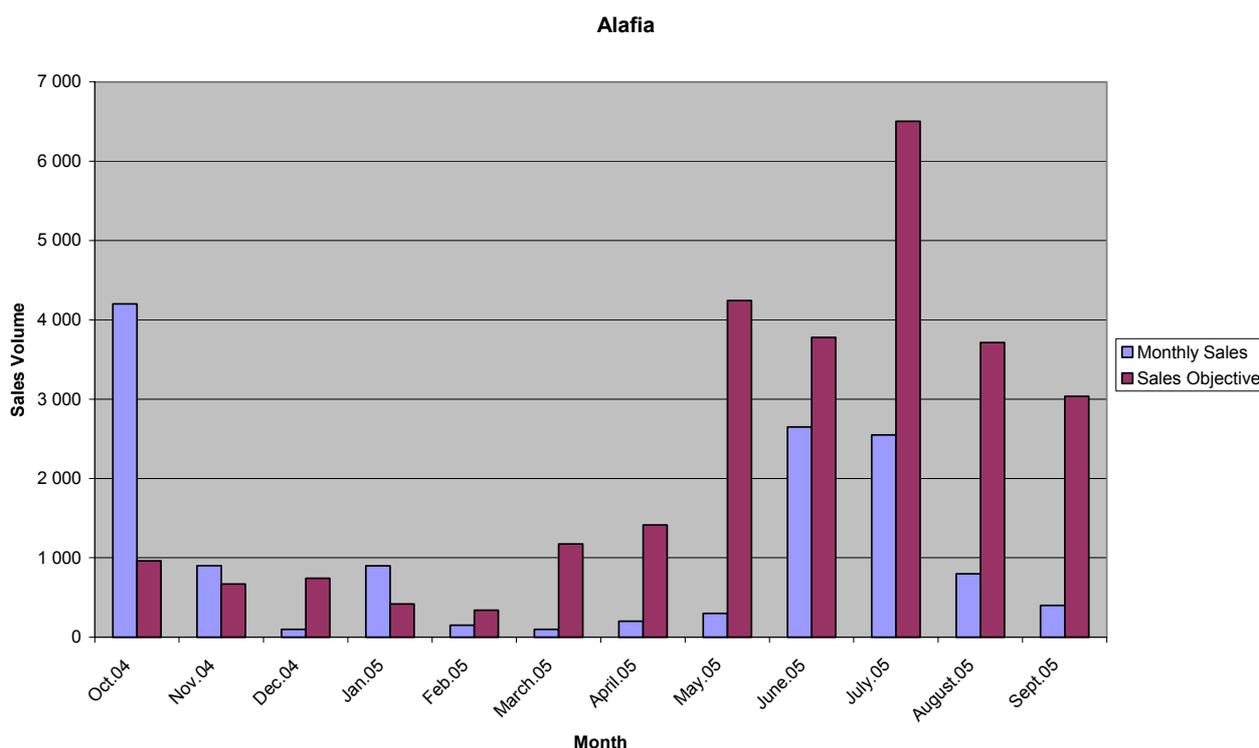


Famille Protégée



Alafia® Insecticide Treatment Kits

Sales of Alafia® retreatment kits continued to show depressed levels throughout the year, primarily due to the fact that the MOH and UNICEF continue to implement massive free impregnation campaigns, thus hindering any attempt to create sales of retreatment kits via the commercial sector. However sales did pick up in June and July (see graph below) as a result of intensive BCC/IEC activities promoting the use of the product, coupled with a “buy two, get one free” promotional campaign organized by PSI/Benin in Cotonou to push Alafia® sales through the pharmacy outlets. Sales for Alafia® retreatment kits for FY05 were 13,251, which translates to 49% of the stated sales objective of 27,000 units.



Promotion and Demand Creation:

During this past fiscal year, the project used mass media to disseminate various generic and branded malaria prevention messages. A total of 2,590 generic radio spots featuring popular Beninese artists broadcast the key message that “mosquitoes transmit malaria and that malaria kills”. The television spot promoting Super Moustiquaire® was broadcast 66 times, while the spot promoting Alafia® was aired 56 times. In addition, 2,925 radio spots were aired to promote Alafia® and reinforce the importance of retreatment the bed nets. Similarly 3,755 branded radio spots that focus on malaria transmission and prevention were broadcast. These included a new radio spot that promotes regular and consistent net (re) treatment every six months.

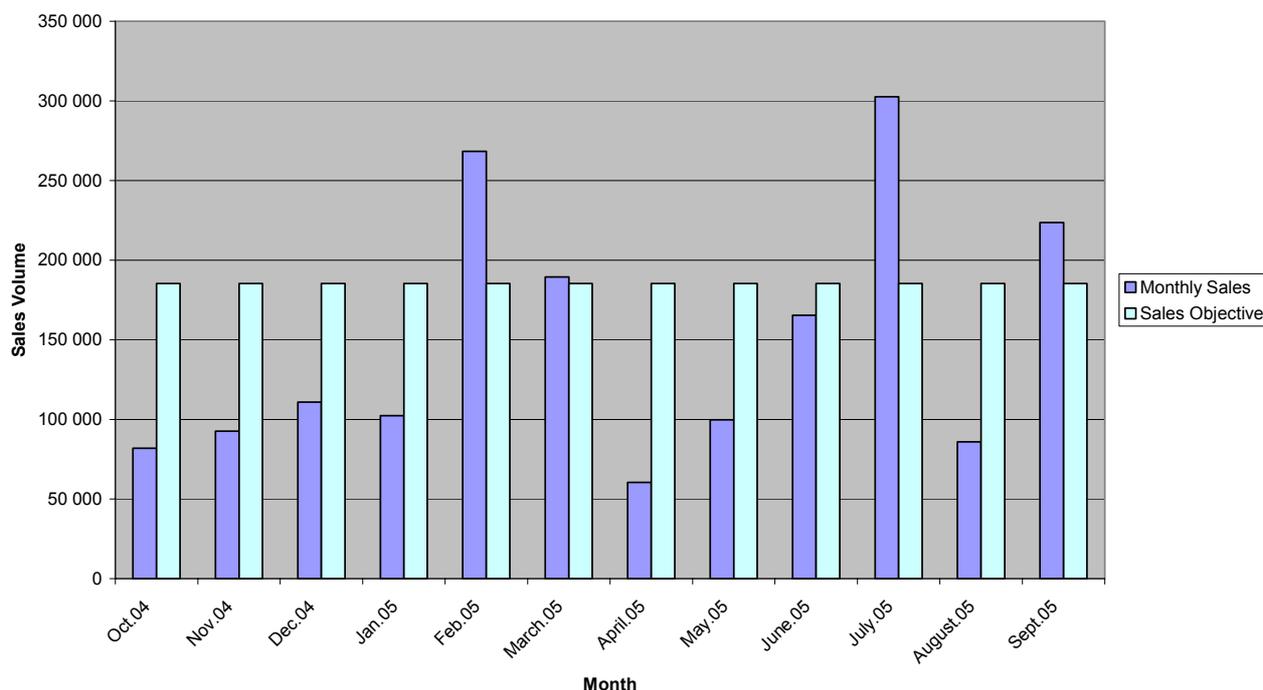
D. Child Survival Interventions

Sales of Orasel® oral rehydration salts fell slightly in FY05 as compared to the record sales levels achieved in FY04. Nevertheless, sales of this product remained strong despite limited resources dedicated to the promotion and marketing of ORS. The drop in sales may also be related to increased efforts to limit the possibilities of cross-border sales into Nigeria.

Orasel ® Oral Rehydration Salts

Sales and Distribution: During FY05, the project sold 1,783,467 sachets of Orasel®, which represents 80% of the FY05 annual sales objective of 2,223,000 sachets. Certain spikes in sales for certain months (see graph below) reflect significant purchases of Orasel® by the GOB’s Centrale d’Achat des Medicaments Essentiels (CAME), and overall sales of Orasel® via the CAME were strong over the past year.

Orasel



Over the past year, only limited promotional activities were dedicated to Orasel®, particularly during the first part of the year when the emphasis was on promoting the launch of the new condom brand, Prudence Plus®. Orasel® sales also fell in April and May, along with many of our other products, due primarily to a cut-back on all promotional and distribution activities as a result of limited USAID funding availability. Sales rebounded somewhat in June as promotional and IEC/BCC activities were re-initiated.

Throughout the year, the project used mass media (the broadcast of TV and radio spots) to educate consumers of health risks and stimulate the use of ORS, as well as of generically promoting oral rehydration therapy (ORT). Overall, branded spots aired 64 times on the national television channel. In addition, 1,495 generic radio spots promoting ORT aired in 5 languages on 15 stations nationally, and 955 branded Orasel® radio spots aired in 6 languages on 16 radio stations across the country. In addition, a special focus was given to visiting the nation’s public health centers to promote the sale of Orasel® and consistent re-ordering via the CAME.

Research, Monitoring and Evaluation

During the course of the year, the PSI/Benin research department provided technical assistance to the communications staff with pre-testing a variety of communications materials, including the regional “Delayed Debut” TV and radio spots produced by AIDSMark, the new *Amour et Vie* spots, and the Prudence Plus® promotional materials. The research department also played a key role in designing the monitoring and evaluation activities of the ProFam® project. The PSI/Benin research staff also provided technical support to the MOH with preparations for the quantitative portion of the ESCB-2.

In December, PSI/Benin Research Director Bruno Djagba, Regional Research Coordinator Virgile Capo-Chichi, and Country Director Jim Malster attended a PSI regional research workshop held in Kinshasa, at which time PSI Research Director Steve Chapman presented various new methodologies being adopted by PSI to increase the efficiency and utility of our research efforts. This training is important for not only our research staff, but our communications and marketing departments as well, and therefore an in-house workshop was conducted to share this information with the relevant PSI/Benin staff.

At the beginning of the third quarter, the PSI/Benin Research Department prepared the baseline study for the targeted ITN distribution project in the Donga Department. After a tendering process, the research agency CEFORP was chosen to conduct the study on the bid. Based on the results, a “dashboard” has been developed that will provide the behavioral indicators to be used to measure and evaluate project progress during the following two years.

In the fourth quarter of FY05, the PSI/Benin research department prepared the project evaluation of the ProFam® pilot project, our reproductive health social franchise program. As in the past, IntraHealth provided technical support with this evaluation by providing us with an expert consultant.

The fourth quarter was also dedicated to conducting a follow-up Knowledge, Attitude and Practice (KAP) study of the social marketing project, since over two years have passed since our last KAP and it was time to conduct the follow-up survey in conjunction with the end of the current project. Earlier this fall, PSI/Benin launched a tender with three research bureaus -- CEFORP, INSAE, and CERTI. Eventually INSAE was selected to conduct the study. The field research took place from August 8 to September 6, 2005, and the data analysis was ongoing by the end of the fiscal year. Results will be finalized in FY06 at which time they will be presented to USAID, the MOH and our other partners. In addition to the overall KAP study of 2005, PSI-Benin also conducted additional surveys of two of our key HIV/AIDS target populations: sex workers and truck drivers. This study was conducted by CEFORP and took place during almost the same time frame as the KAP study, and the results will be presented along with the project KAP.

MIS

PSI/Benin rolled out its new commodity management software, “Business Vision”, which is being implemented by PSI globally to improve our stock management and tracking capabilities. The MIS staff held two Business Vision training sessions with the PSI/Benin staff in preparation for launching Business Vision by May of 2005. Two PSI/Benin staff traveled to Mali in early April for a Business Vision workshop in advance of implementing the system in Benin.

Project Administration and Logistics

Personnel

On December 1, 2004, Jean Affo, PSI/Benin’s long-time Communications Director, was seconded to the AWARE regional project based in Ghana. Serge Attolou, a long-time PSI/Benin employee formerly working as an assistant within the Communications Department, was named to replace Jean AFFO as manager of the Communications Department.

PSI/Benin's long-time technical advisor, Angelika Kobilke, was promoted to Country Representative of PSI/Guinea. She departed PSI/Benin at the end of June for her new position, and Frédéric Persoons was hired to replace her as PSI/Benin's new Technical Advisor.

In FY04, PSI/Benin had applied to host a University of Michigan/USAID Population Fellow to further reinforce our reproductive health portfolio. The application was approved in early FY05, and based on the scope of work developed by PSI/Benin, four candidates were identified, of which two were selected for interview. Ultimately, Heather Robinson was nominated and accepted for the position. Heather arrived in September 2005, and will now spend the next two years focusing on reinforcing our family planning activities, with particular emphasis on the ProFam® network.

Project Administration

In October, after an exhaustive search, PSI/Benin signed a lease on a new building to house the project headquarters. The search for a new building was necessitated by the continuing degradation of PSI/Benin's previous location, and the unwillingness of the landlord to make the necessary repairs. The transfer to the new location took place during the last two weeks of December.

External Audit

After an open bidding process, the auditing firm CEFAB was selected to conduct PSI/Benin's financial audit covering the period January 1st, 2003 through December 31st, 2004. The audit took place during the months of June and July, and the final report was received in early September.

Logistics

The project continued to effectively manage the various procurement processes required to keep the project running. This includes KfW-financed procurements of condoms and hormonal contraceptives. During the course of this fiscal year, the project received the following KfW-financed commodity shipments:

<u>Product</u>	<u>Brand</u>	<u>Quantity</u>	<u>Delivery Date</u>
Male Condoms	Prudence Plus®	3,456,000	November 2004
Oral Contraceptive	Harmonie®	60,000	December 2004
Male Condoms	Prudence Plus®	3,456,000	February 2005
Injectable Contraceptive	Equilibre®	30,000	March 2005
Male Condoms	Prudence Plus®	3,456,000	June 2005
Oral Contraceptive	Harmonie®	60,000	June 2005

In October and November, leading up to the launch of Prudence Plus® condoms, numerous problems were encountered with the quality of the Prudence Plus® packaging that was produced by the local printing company, B3P. Initial problems revolved around the dispenser, but additional problems were encountered in early November with the delivery of the condom packs. These issues were brought to the attention of the supplier, who recognized the defects and took the necessary steps to correct them.

The three-month injectable contraceptive, Megestron, was finally approved by the MOH in FY05. Megestron is produced by Organon, and is identical to Depo-Provera in composition. PSI/Benin moved ahead with registering this product in order to have an additional 3-month injectable hormonal product registered in the country, given previous supply problems with Depo Provera. The availability of a second product registered in Benin will also allow the project to competitively bid all future procurements of this contraceptive product.

PSI/Benin took delivery of the shipment of 1,350,000 sachets of Orasel® ORS ordered via PSI/Washington towards the end of FY05. In the meantime, the 518,400 sachets of ORS procured from PSI/Burundi arrived in port on July 28th, but delays with the arrival of the original shipping documents kept the material in port until August.

External and Donor Relations

Government of Benin / Ministry of Health

Relations with the Government of Benin, and in particular the Ministry of Health, continue to be very positive. Throughout the year, numerous working sessions were held with various departments within the MOH in preparation for the launch of Prudence Plus® condoms and the coordination of the various World AIDS Day activities, as well as the launch of Cyclebeads. Coordination with the Direction de la Santé Familiale (DSF) and the Direction de la Protection Sanitaire (DNPS) were particularly critical to ensuring the ongoing success of the pilot social franchising project, ProFam®.

PSI/Benin staff also participated in a variety of meetings with the PNLs in order to prepare the upcoming Behavior Surveillance Survey (ESC-II). PSI/Benin was also active in regular meetings with the PLNP to discuss strategies and coordinate efforts with GOB and other partners in the malaria prevention activities. There was also very close collaboration with PNLP with regard to our targeted malaria prevention programs in the Donga and Zou/Collines departments, where subsidized ITNs are distributed via public health centers. At the same time, PSI/Benin participated in various meetings and workshops organized by the Ministry of Health within the framework of developing proposals to be submitted to the Global Fund, the preparation for the next National Strategic Plan for the Fight against HIV/AIDS, and the World Bank malaria “Booster” program.

USAID

Relations with the USAID mission continue to be very positive. During this first quarter of FY05, the USAID mission conducted a review of all the activities carried out by PSI/Benin’s Social Marketing Program during FY04. The meeting was an opportunity to review project results as compared to established goals, and to analyze the various problems and difficulties encountered by the project during the course of the year.

In Mid-November the project CTO conducted a three-day field visit, which included participation in various BCC activities, visits to the Parakou PSAMAO clinic, meetings with various wholesalers, visits to points of sale, and a video-club presentation.

In February, PSI/Benin was informed that the next obligation of funds would likely arrive in July or August, despite the fact that it had been projected that the current obligation would be exhausted by May/June. Thus PSI/Benin was forced to curtail certain activities during the months of April and May of 2005. A similar slowdown in activities occurred in August as we awaited the final obligation for the current cooperative agreement.

On March 23-24, the USAID mission director conducted a combined site visit with PSI/Benin and BHAPP, the two projects which comprise the bulk of USAID/Benin's HIV/AIDS prevention efforts. Over the two-day period, PSI/Benin showcased a number of our activities, including HIV/AIDS and family planning interpersonal communication techniques, our distribution network, and our targeted

ITN project. The visit provided the PSI/Benin team an excellent opportunity to engage with and receive useful feedback from the USAID director and technical staff regarding our work.

At the end of April, Mr. Nicodème Conde, the project's CTO retired and Mr. Pascal Zinzindohoue, leader of the family health team, was named as new CTO for our project.

During May, PSI/Benin participated in the annual partners meeting, which was held this year in Parakou. Organized by the family health team, this provided an opportunity for USAID and all its partners to share ideas about project implementation, future strategies, impact measurement and other areas related to strengthening the work and collaboration of all USAID health projects. In June, USAID also conducted the annual Activity Implementation Review (AIR) with PSI/Benin, at which time PSI/Benin staff met with key USAID health team members to review FY05 progress to date, address key problems, and discuss strategies for the remainder of the year.

After a series of discussions with USAID regarding the scheduled end-date of the current cooperative agreement, USAID announced their intention to put out a bid for the continuation of all its current health activities either this year or early in 2006. Given this context, and based on discussions between PSI and USAID, PSI/Benin presented a request to extend the current cooperative agreement through March / April, 2006. Thus in June PSI/Benin presented USAID with a formal request and budget realignment. The request and budget realignment were approved at the end of September 2005, extending the project until March 31, 2006.

On August 2-4 the USAID Director, Rudolph Thomas, along with our CTO, Pascal Zinzindohoue, conducted a site visit of PSI/Benin activities in the Borgou and Donga departments. Over the course of the three days, PSI/Benin showcased its HIV/AIDS prevention activities in Parakou, with an emphasis on the work being done with our NGO partner OSV-Jordan and the STI and VCT clinic, as well our malaria prevention activities in the Donga department with support from USAID and UNICEF. During the three days, the USAID officials witnessed a variety of interpersonal communication activities (IPC) conducted by PSI/Benin behavior change communication specialists that touched on the areas of HIV/AIDS prevention, family planning, malaria and diarrheal disease prevention.

KfW

Relations with KfW continue to be good and the project's logistical and administrative teams continue to effectively manage the procurement and financial issues linked with the program. PSI/Benin has also been identified by KfW as the implementing agency for a cross-cutting HIV/AIDS prevention project to be incorporated into existing GTZ development projects that are active in the areas of access to potable water, decentralization and natural resource management. Various collaborative meetings were held to design a project proposal that will be submitted to KfW and GTZ in early FY06. A preliminary situation analysis for this project was launched in early June. A local consulting firm "Alpha Omega Consultants" was hired to conduct this study. Preliminary findings were presented at the end of FY05, the results of which will orient the intervention and be the basis for designing the project work plan.

At the request of KfW, PSI/Benin Chief of Party Jim Malster visited KfW headquarters in Frankfurt in January. March 14-18, a KfW delegation, comprised of Wolfgang Theis, Kai Gesing and Stephan Lechner conducted a supervisory visit to Benin. The objectives of the visit were to review progress on the current social marketing project, assess the funding situation and future commodity supplies, and discuss plans for PSI/Benin to implement the cross-cutting HIV-AIDS prevention project in coordination with other KfW/GTZ supported activities. Results of the mission were very positive, with

KfW funding available to cover the social marketing project's commodity needs (condoms and hormonal contraceptives) through the end of 2007. The KfW delegation, however, did express grave concerns about the expected gap in USAID operational funds (see above).

UNICEF

Relations with UNICEF also continue to be positive with regard to the implementation of the targeted ITN distribution project in Zou/Collines. Based on the positive results of the Zou/Collines activity, the US Government has provided funding to UNICEF to have PSI/Benin replicate the project in the Donga Department. As mentioned earlier, this project was launched in conjunction with African Malaria Day at the end of April 2005. After only six months of implementation, demand for the project's ITNs and IPC activities have exceeded expectations, and PSI/Benin has already begun discussions with UNICEF with regard to ensuring continued support for this project beyond September 2006, although yet again this will depend on the availability of donor funding.

By the end of FY05, a follow-on proposal for the UNICEF-funded targeted ITN distribution project in the Zou/Collines was presented to UNICEF for consideration. The proposed activity involves a more integrated child survival project, building upon the success of the previous malaria prevention activity, but incorporating additional health messages and products to accompany our malaria work (hygiene, exclusive breastfeeding, diarrheal disease management, etc.) as well as the launching of LLITNs to replace the traditional nets and retreatment regimes.

US Peace Corps

Collaborations with the US Peace Corps continue to go well as we work jointly to implement the Project Panther HIV/AIDS prevention activity with out-of-school youth in rural areas of Benin. A new Peace Corps Volunteer seconded to PSI began working with the project in October 2004.

DED

During FY05, PSI/Benin maintained its formal partnership with the German Service of Development, DED, as DED Technical Assistant, Klaus Van Briel, continued to reinforce PSI/Benin's communications staff. However, in early FY06 Mr. Briel will take over a new position with the Union of the Journalists of Benin. By the end of FY05 PSI/Benin and the DED had successfully recruited a suitable replacement who was due to arrive in Benin in October. After a brief introductory period, she will begin working at PSI/Benin by mid-November 2005. At the same time, an additional DED intern has also been named to work with PSI/Benin for one year, and this person will also begin work in mid-November.

Global Funds

In June the MOH submitted its 5th round proposal to the Global Fund. With regard to the HIV/AIDS component, the priorities of the MOH focused on medical treatment/drugs/diagnosis/PMTCT. PSI/Benin was successful in lobbying the MOH to include funds for the procurement of male and female condoms into the proposal in order to secure commodities supply for 2008 and beyond given that KfW commodity support for condoms will cease at the end of 2007. PSI/Benin was also involved with the preparation of the malaria component, which was done in conjunction with a proposal to the World Bank "Booster" program. Unfortunately the MOH and the World Bank involved the various partners to only a limited extent while preparing these proposals, but PSI/Benin took every opportunity to stress the importance of implicating key partners in the implementation of these projects.

World Bank/Corridor Project

During the last quarter of FY05, PSI learned that Moriah Trust, an organization based in Nigeria, had been awarded the contract to implement the condom social marketing component of the Corridor Project. (It is worth noting that the consortium of PSI and the Ghana Social Marketing Foundation (GSMF) had submitted to the World Bank various “expressions of interest” to implement this activity, in response to the World Bank’s public offering. However, despite repeated requests, we never received a response from the World Bank on these letters, nor did we receive clarification as to why PSI and GSMF were not included on the eventual list of organizations asked to bid on this project.) In September, Moriah Trust contacted PSI/Benin, requesting to purchase 500,000 of our Prudence Plus® condoms for distribution at the two Corridor border sites in Benin. In response, PSI/Benin organized a meeting with Moriah Trust to discuss their strategy in hopes of ensuring strong coordination between the two projects. Of particular concern was the fact that they are considering launching a new condom brand along the Corridor. PSI/Benin strongly advised against this, as it would be highly costly and counter-productive to all donor supported condom social marketing projects and brands already in existence along the Corridor.

DHAPP

As mentioned previously, PSI/Benin was identified by the USAID mission and the US Embassy as a strong candidate for implementing HIV/AIDS prevention activities with the Benin military with financial support from the US Department of Defense DHAPP project. PSI/Benin presented a proposal to the DOD in October 2004. The proposal was approved by the DOD in early December, and on January 5th PSI signed a contract with the US Department of Defense to implement HIV/AIDS prevention activities through the end of FY05.

PSI/Benin applied for and has been approved to receive additional funding from DHAPP for FY06 activities, although by the end of FY05 the contract was still unsigned due to procedural issues at the US Department of Defense that have delayed the implementation of all DHAPP FY06 activities. We expect this to be resolved early in FY06 in order to be able to continue this important initiative with the Benin military.

ANNEX I

SALES AND DISTRIBUTION INFORMATION

ANNEX I: SALES AND DISTRIBUTION INFORMATION

**SO 2 : Increased Use of Family Health Services and Prevention Measures within a Supportive Policy Environment
DISTRIBUTION**

A. USAID and KfW financing

Prudence
Annual Sales Objective
9 000 000

	2004			2005									TOTAL
	Oct.04	Nov.04	Dec.04	Jan.05	Feb.05	March.05	April.05	May.05	June.05	July.05	August.05	Sept.05	TO DATE
Monthly Sales	1 286 400	24 000	719 040	473 280	809 280	849 120	320 640	415 680	873 600	850 560	717 600	1 108 160	8 447 360
Promo	10600	255160	11920	4 800	106 720	30 096	1 968	7 200	22 992		57 120	56 000	564 576
PNLS		255160		0	0								255 160
Other Dist.	562560	13188	2606	3 066	4 181		3 275	743				5 389	595 008
Sales Objectif	750 000	750 000	750 000	750 000	750 000	750 000	750 000	750 000	750 000	750 000	750 000	750 000	9 000 000
Distr. Total	1859560	547508	733566	481 146	920 181	879 216	325 883	423 623	896 592	850 560	774 720	1 169 549	9 862 104

Harmonie
Annual Sales Objective
123 000

	2004			2005									TOTAL
	Oct.04	Nov.04	Dec.04	Jan.05	Feb.05	March.05	April.05	May.05	June.05	July.05	August.05	Sept.05	TO DATE
Monthly Sales	16 920	3 240	13 800	4 440	10 200	9 000	4 800	18 600	9 840	9 000	11 880	12 720	124 440
Promo	200		80	0	150	126	120		150	10		120	956
Other Dist.				0	6			4					10
Sales Objectif	10 250	10 250	10 250	10 250	10 250	10 250	10 250	10 250	10 250	10 250	10 250	10 250	123 000
Distr. Total	17120	3240	13880	4 440	10 356	9 126	4 920	18 604	9 990	9 010	11 880	12 840	125 406

Equilibre
Annual Sales Objective
24 000

	2004			2005									TOTAL
	Oct.04	Nov.04	Dec.04	Jan.05	Feb.05	March.05	April.05	May.05	June.05	July.05	August.05	Sept.05	TO DATE
Monthly Sales	3 132	468	2 304	756	1 260	2 664	0	2 556	2 052	2 000	1 152	3 168	21 512
Promo	72		36	0	82	160	72		72	10		72	576
Other Dist.				0	39	1		11					51
Sales Objectif	2 000	2 000	2 000	2 000	2 000	2 000	2 000	2 000	2 000	2 000	2 000	2 000	24 000
Distr. Total	3204	468	2340	756	1 381	2 825	72	2 567	2 124	2 010	1 152	3 240	22 139

ORASEL
Annual Sales Objective
2 223 000

	2004			2005									TOTAL
	Oct.04	Nov.04	Dec.04	Jan.05	Feb.05	March.05	April.05	May.05	June.05	July.05	August.05	Sept.05	TO DATE
Monthly Sales	81 900	92 610	110 880	102 375	268 380	189 441	60 480	99 792	165 375	302 589	85 995	223 650	1 783 467
Promo				315		6	318		3 150	5 013	51 575	61 815	122 192
Other Dist.	3370	5040		0								99	8 509
Sales Objectif	185 250	185 250	185 250	185 250	185 250	185 250	185 250	185 250	185 250	185 250	185 250	185 250	2 223 000
Distr. Total	85270	97650	110880	102 690	268 380	189 447	60 798	99 792	168 525	307 602	137 570	285 564	1 914 168

Super Moustiquaire ITN *
Annual Sales Objective
18 000

* urban, commercial segment

	2004			2005									TOTAL
	Oct.04	Nov.04	Dec.04	Jan.05	Feb.05	March.05	April.05	May.05	June.05	July.05	August.05	Sept.05	TO DATE
Monthly Sales	125	11	525	50	725		8 100	7 640	200	0	0	0	17 376
Promo	26	8	1	0		9	178	166		25			413
PNLP				0									0
Other Dist.				0	11		22						33
Sales Objectif	1 954	774	369	360	596	1 056	1 384	3 356	2 988	2 839	1 259	1 064	18 000
Distr. Total	151	19	526	50	736	9	8 300	7 806	200	25	0	0	17 822

SM Famille Protegee ITN *
Annual Sales Objective
5 000

* rural, social marketing segment

	2004			2005									TOTAL
	Oct.04	Nov.04	Dec.04	Jan.05	Feb.05	March.05	April.05	May.05	June.05	July.05	August.05	Sept.05	TO DATE
Monthly Sales	558	606	564	50	100	327	125	350	2 130	1 315	1 650	1 950	9 725
Promo	22	8	17	50	10	90	1	1	75	150	2	20	446
PNLP				0									0
Other Dist.													0
Sales Objectif	543	215	103	100	166	293	385	932	830	789	350	295	5 000
Distr. Total	580	614	581	100	110	417	126	351	2 205	1 465	1 652	1 970	10 171

Alafia
Annual Sales Objective
27 000

	2004			2005									TOTAL
	Oct.04	Nov.04	Dec.04	Jan.05	Feb.05	March.05	April.05	May.05	June.05	July.05	August.05	Sept.05	TO DATE
Monthly Sales	4 200	901	100	900	150	100	200	300	2 650	2 550	800	400	13 251
Promo		24	2	50		2	5 051	901		150	100	400	6 680
PNLP				0									0
Other Dist.	23992	1219	16025	0			5 300	16 000					62 536
Sales Objectif	960	672	743	418	341	1 177	1 415	4 242	3 778	6 503	3 716	3 035	27 000
Distr. Total	28192	2144	16127	950	150	102	10 551	17 201	2 650	2 700	900	800	82 467

Collier du Cycle SDM
Annual Service Target

1502

	2004			2005									TOTAL
	Oct.04	Nov.04	Dec.04	Jan.05	Feb.05	March.05	April.05	May.05	June.05	July.05	August.05	Sept.05	TO DATE
Collier SDM				12	48	24	0	512	12	48	12	420	1 088
Promo									2			10	12
Sales Objectif				167	167	167	167	167	167	167	167	166	1 502
Total				12	48	24	0	512	14	48	12	430	1 100

A. USAID and KfW financing (continued)

Amour et Vie
Annual Sales Objective
135 000

	Oct.04	Nov.04	Dec.04	Jan.05	Feb.05	March.05	April.05	May.05	June.05	July.05	August.05	Sept.05	TOTAL TO DATE
Monthly Sales	800	1 600	39 715	800	4 361	20 109	26 410	34 055	17 488	28 467	320	630	174 755
Promo	500	1500	3947	500	931	3 930	3 424	5 662	7 216	9 885	1 200	500	39 195
Other Dist.			291	100	118	100	164						773
Sales Objectif	11 250	11 250	11 250	11 250	11 250	11 250	11 250	11 250	11 250	11 250	11 250	11 250	135 000
Distr. Total	1300	3100	43953	1 400	5 410	24 139	29 998	39 717	24 704	38 352	1 520	1 130	214 723

Amour et Vie radio show
Annual Call Objective
52

	Oct.04	Nov.04	Dec.04	Jan.05	Feb.05	March.05	April.05	May.05	June.05	July.05	August.05	Sept.05	TOTAL TO DATE
Monthly Sales	4	4	4	2	3	5	4	4	2	2	4	4	42
Promo				0									0
Other Dist.				0									0
Sales Objectif	4	4	4	4	4	6	4	4	4	4	4	4	52
Distr. Total	4	4	4	2	3	5	4	4	2	2	4	4	42

ISTOP Kit
Annual Sales Objective
100

	Oct.04	Nov.04	Dec.04	Jan.05	Feb.05	March.05	April.05	May.05	June.05	July.05	August.05	Sept.05	TOTAL TO DATE
Monthly Sales		30		0	0		100		0	0	0	0	130
Promo				0	0	2	1						3
Other Dist.				0	0								0
Sales Objectif	8	8	8	8	8	8	8	8	8	8	8	8	100
Distr. Total	0	30	0	0	0	2	101	0	0	0	0	0	133

VCT
Annual Service Target
500

	Oct.04	Nov.04	Dec.04	Jan.05	Feb.05	March.05	April.05	May.05	June.05	July.05	August.05	Sept.05	TOTAL TO DATE
VCT1	31	34	257	38	39	127	64	163	103	118	166	96	1 236
Sales Objectif	42	42	42	42	42	42	42	42	42	42	42	42	500
Total	31	34	257	38	39	127	64	163	103	118	166	96	1 236

STI - Counseling Services
Annual Service Target
1000

	Oct.	Nov.	Dec.	Jan.05	Feb.05	March.05	April.05	May.05	June.05	July.05	August.05	Sept.05	TOTAL TO DATE
Couns./Test	47	293	108	131	184	262	202	132	210	146	206	154	2 075
Sales Objectif	83	83	83	83	83	83	83	83	83	83	83	83	1 000
Total	47	293	108	131	184	262	202	132	210	146	206	154	2 075

IR 2 : Increased Access to Services and Products

Cumulative Points of Sale to Date	Cum Sales Pts end 2004	New Sales Pts Objective 2005	2004			2005								Cum Pts To-date
			Oct.	Nov.	Dec.	Jan.05	Feb.05	March.05	April.05	May.05	June.05	July.05	August.05	
Prudence	16 907	500	16 907	16 907	16 907	16 907	16 907	16 907	16 907	16 907	16 907	16 907	16 907	0
Harmonie	236	25	236	236	236	236	236	236	236	236	236	236	236	0
Equilibre	214	25	214	214	214	214	214	214	214	214	214	214	214	0
Orasel	3 308	500	3 308	3 308	3 308	3 308	3 308	3 308	3 308	3 308	3308	3308	3308	0
Super Moustiquaire	769	100	769	769	769	769	769	769	769	769	769	769	769	0
SM Famille Protegee	208	500	208	208	208	208	208	208	208	208	208	208	208	0
Alafia	1 066	1 000	1 066	1 066	1 066	1 066	1 066	1 066	1 066	1066	1066	1066	1066	0
Communes with ≥25 Prudence sales pts	77	77	77	77	77	77	77	77	77	77	77	77	77	77

Stock Outs % estimated (% en rupture / no. of outlets sampled)

													Averages
In Cotonou													
No. of sales points out of stock	0	0	0	0	210	75	0	0	12	0	80	78	455
No. of sales points sampled / visited	0	0	0	0	3056	510	0	0	112	0	423	552	4 653
Percentage of sales points out of stock	0.00%	0.00%	0.00%	0.00%	6.87%	14.71%	0.00%	0.00%	10.71%	0.00%	18.91%	14.13%	9.78%
Outside Cotonou / Other													
No. of sales points out of stock	22	15	9	42	9	19	0	35	40	71	0	78	340
No. of sales points sampled / visited	237	318	215	332	215	312	0	257	446	561	0	197	3 090
Percentage of sales points out of stock	9.28%	4.72%	4.19%	12.65%	4.19%	6.09%	0.00%	13.62%	8.97%	12.66%	0.00%	39.59%	11.00%