

**AIDS**Mark  
Social Marketing: On Target, On Time  
Year Three  
Annual Report  
(October 1999 - September 2000)

Submitted October 31, 2000



**USAID**  
FROM THE AMERICAN PEOPLE



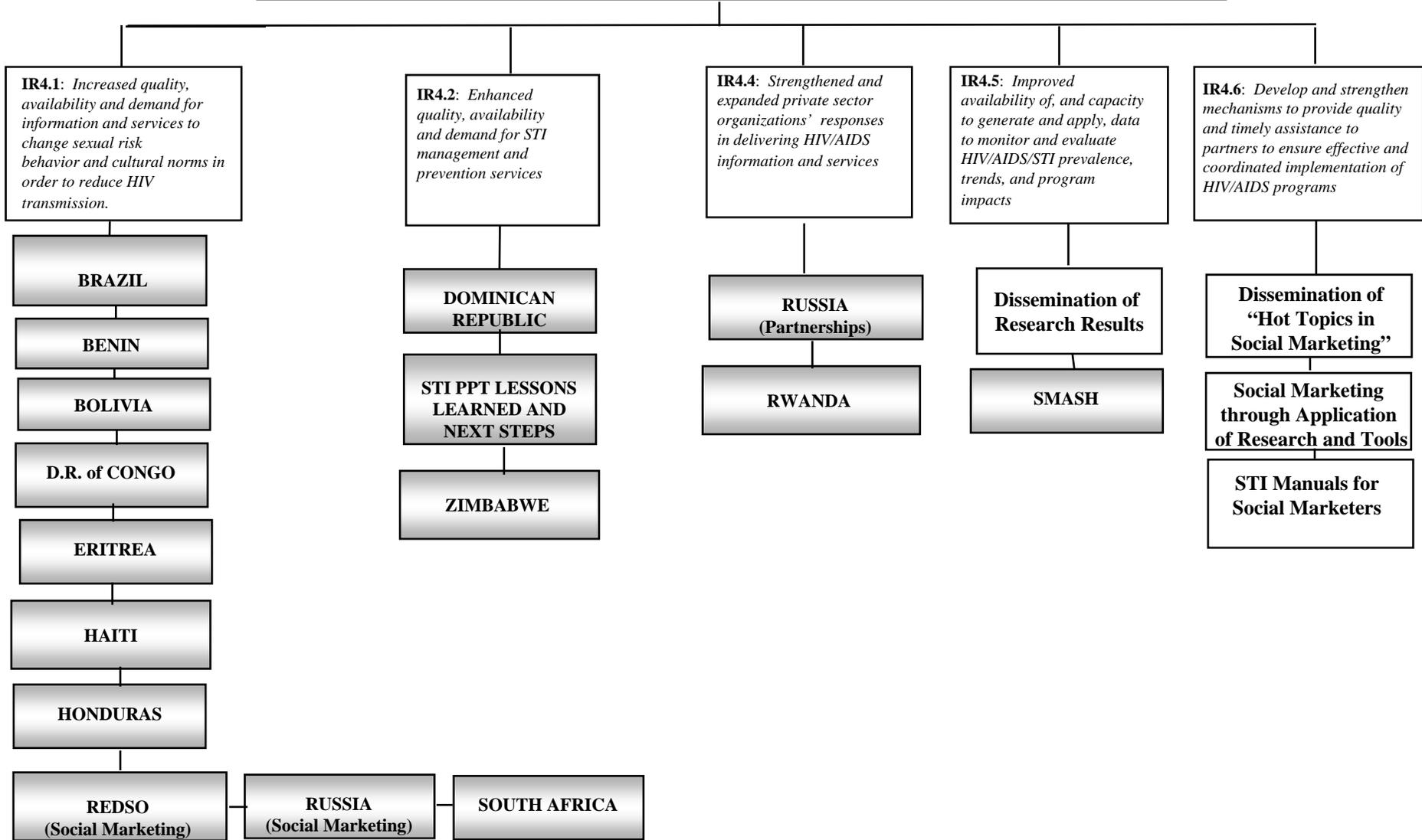
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**STRATEGIC OBJECTIVE 4:** Increased use of improved, effective and sustainable responses to reduce HIV transmission and to mitigate the impact of the HIV/AIDS epidemic



### AIDSMARK YEAR THREE ANNUAL REPORT (September 30, 2000)

IR	Activity	Scheduled in Year Three Workplan for first six months	Accomplished during Year Three
4.1	Angola	No activities planned	Program designed
4.1	Benin – Expanding the Social Marketing of HIV/AIDS Prevention: an integrated approach with multi-product interventions	Register <i>Depo-Provera</i>	Product registered in mid March 2000.
		Complete <i>Depo-Provera</i> marketing plan; prepare for product launch.	Launched in April 2000.
		Train health care professionals (HCP) on <i>Depo-Provera</i>	21 HCPs trained in contraceptive technology in March 2000; included module on injectable.
		Conduct training on HIV/AIDS and counseling for pharmacy personnel	Incorporated into training module for the 60 pharmaceutical personnel trained.
		Train CBDs with selected NGOs	CBDs with two NGO's were trained during year – strategy for CBD under review with USAID Benin.
		Conduct consumer profile survey	KAP survey data has been found to be adequate for designing marketing strategies. CPS to be conducted at a later date.
		Develop new mass media campaign for ORS	Media placement launched.
		Develop Year 2000 marketing plan for all products.	Plan developed and approved.
		Develop annual marketing plan	Completed in February 2000
		Expand distribution of ITN to Bourgou	Started in pharmaceutical sector in Jan 2000
		Revise ITN retreatment strategy	Done in conjunction with marketing plans
		Conduct mystery shopper study	Further research needs for programmatic improvement under review as massive CEFORP KAP data analyzed and interpreted. Other limited-scope surveys conducted. First Mystery Shopper Study expected in 2001.
4.1	Bolivia – Communications Activities with High Risk Groups (completed)	Evaluation of MDCU activities	This evaluation has been completed and a report is available upon request.
4.1	Bolivia (continued)	Design and produce a short video on condom quality control for use in rural areas	Due to delays from the production agency, a draft version of the video was finally received in early March 2000, subsequently, pretesting was conducted in the Altiplano and the Eastern region and a final version was completed

IR	Activity	Scheduled in Year Three Workplan for first six months	Accomplished during Year Three
		Produce, test, and distribute a discussion guide for use with videos for each target group	Pretesting has been completed and the final version was completed.
		Print additional 160,000 copies of the material on STIs for low and non-literate audiences	Pretesting has been completed and the final version was completed
		Produce/copy an additional 400 VHS cassettes with all 4 videos included for distribution to agencies working in STI/HIV programs	Tape completed with the 4 videos for target audiences and the condom quality control video. 500 additional copies will be produced and distributed.
		Design and implement a study to determine the effectiveness of the new <i>Pantera</i> condom package	The study was completed and the results are available upon request.
	Brazil – Sustainable Condom Social Marketing	Expand market for flavored condoms	Product launched in March 2000 during Carnival. Results to date exceed initial expectations and orders have doubled.
		Carry out markets share audits via Nielsen Data	Delayed due to negotiations with Nielsen. Negotiations now completed and Nielsen will develop report including backdata.
		Conduct mail order campaign about Reality to municipalities	Campaign sent out to 400 municipalities in Sao Paulo, and two distributors also enlisted in campaign to expand to Northeast and Rio de Janeiro
		Ongoing collaboration with local and international NGOs working in AIDS prevention	AIDSMARK/DKT continues to support local and international NGOs on a variety of programs underway through Brazil in priority districts
4.1	Burundi	Procure condoms	Condoms were shipped to Burundi in September; expected to arrive in October. Request for waiver to procure packaging from Kenya was submitted and granted in September; the packaging should arrive in Burundi in November.
	The Democratic Republic of the Congo – Expanded Condom Social Marketing and IEC for AIDS Prevention	Assure that at least 80% of planned IEC and other support activities by local implementing partners for report period are underway	210 secondary schools participating in “High School” program (apprx 180,000 students) 16,800 YTD participants in “Coffee Clubs” (42,000 projected)

IR	Activity	Scheduled in Year Three Workplan for first six months	Accomplished during Year Three
			210 secondary schools in "HS" program (approx. 180,000) 25,200 participants in "CC" Project to date participation: 259,200 young adults 13-21
		Receive new condom orders	3,723,607 condoms received by June 2000
		Recruit research coordinator	Jean-Lambert Mandjo employed 9/1/00
		Training and program curricula published (Targeted Intervention Zone activities)	Action Prudence sales promotion team trained and in field
		Project SIDA Commercial Sex Workers (CSW) Intervention initiated	Awaiting results of MOH reshuffle of Project SIDA and PNLs
		Distribute male condoms in Lubumbashi	180,000 condoms 3 <sup>rd</sup> quarter 2000
		Distribute male condoms in Matadi	10,000 condoms 3 <sup>rd</sup> quarter 2000
		Distribute male condoms in military front lines	Awaiting MOH and military authorities directives
		Recruit Action Prudence Team	Team recruited and trained
		Recruit marketing manager	Dede Watshiba employed
		Recruit and train 15 CSW peer educators	Awaiting MOH reshuffle of Project SIDA and PNLs
		Target intervention zone activities implemented	Action Prudence team in the field
4.1	Congo (continued)	Post test of Coffee Clubs	Data completed and analysis on-going
		Reach year 2 period outlet and sales goals: - PRUDENCE availability in, at least, 4,000 non-pharmaceutical outlets in Kinshasa - sales of 5 million condoms	Sales goal reached.
		Recruit CSW Specialist and/or CSW IEC assistant	Staff recruited.
		Project SIDA CSW implemented	Awaiting MOH reshuffle of Project SIDA and PNLs

IR	Activity	Scheduled in Year Three Workplan for first six months	Accomplished during Year Three
		Military IEC program in Kinshasa implemented	Awaiting MOH and military authority directives
		<b><u>Research</u></b>	Data collection completed 10/5
		Distribution study of Matonge	
		Mapping of target areas (CSW program)	Completed.
		Design and pretest TV & radio	Ongoing. TV & Radio spots being broadcast
		Retail audit of military base outlets	Completed.
		Produce radio & TV	TV & Radio spots being broadcast
		Mass Media Impact evaluation	Planned for 1 <sup>st</sup> quarter 2001
		CSW client survey baseline	Survey delayed due to limited School of Public Health capacity. Data collection to be completed by Nov. 12
		CSW baseline evaluation	Awaiting MOH reshuffle of Projet SIDA and PNLIS
		Military survey	Awaiting MOH and military authorities directives
Corridors of Hope	50 condom demonstrations by 8/01	30 conducted by 9/00	
	3 promotional events by 8/01	1 conducted by 9/00	
	100 drama activities conducted by 8/01	72 conducted by 9/00	
4.1	Corridors of Hope (continued)	25 outlets carrying SM condoms in Chirundu, Zambia by 8/01	8 outlets by 9/00
		70,000 SM condoms sold in Chirundu, Zambia per year	34,560 SM condoms sold by 9/00
		300 female condoms sold in Chirundu, Zambia per year	200 female condoms sold by 9/00
	Eritrea – Condom Social Marketing	Hire and train sales staff	Recruitment and training for 2 new sales staff completed. This has facilitated coverage of regions with high concentrations of commercial sex workers. ESMG will continue to expand and train up the sales force. It will also be necessary to recruit a new Sales and Marketing Manager to replace the previous incumbent who was conscripted into the army.

IR	Activity	Scheduled in Year Three Workplan for first six months	Accomplished during Year Three
		Complete formative research focus groups	Because of the war, focus group discussions were delayed until September but have now taken place. The results of the focus group discussions will be used to develop HIV/AIDS prevention messages targeting youth.
		Hire IEC coordinator	An IEC coordinator and assistant IEC coordinator have been hired. Both are now developing an HIV/AIDS IEC strategy and organizing IEC events.
		Formulate IEC strategy and generic behavior change communication campaigns	Development of IEC strategy has only recently begun following the hire of the new coordinators. Generic materials will be launched in the last quarter of 2000.
4.1	Eritrea (Continued)	Radio and Press advertising	<p>ESMG continues its popular weekly column in Eritrea's most widely read newspaper <i>Tirgita</i>. One article on HIV/AIDS is published each week along with Abusalama condom advertisements and cartoons related to HIV/AIDS.</p> <p>ESMG has produced its first continual publication named <i>Kisanet</i>, meaning tranquility. Five thousand copies of the 40-page magazine containing comprehensive HIV/AIDS messages were published and sold out within two weeks. An additional 10,000 copies have been published.</p> <p>Abusalama ads also appeared in the Asmara Art School yearbook, the University of Asmara yearbook, and the popular military publication, <i>Mekete</i>.</p> <p>ESMG's radio advertisement campaign has yet to be developed</p>
		T.V. & Cinema Advertising	ESMG is now airing its newest commercial dealing with the "embarrassment" issues associated with the purchase of condoms currently on air on the national television station <i>ERI TV</i> and in cinemas in the capital city.
		Launch "new and Improved Abusulama"	A new Abusalama logo and package has been chosen. The launch is scheduled for the beginning of 2001. ESGM is currently developing POP display materials to support the launch promotion.
		Identify regional distributors	ESMG determined that sales staff are capable of servicing retail outlets better than the limited number of distributors operating in Eritrea.

IR	Activity	Scheduled in Year Three Workplan for first six months	Accomplished during Year Three
4.1	Eritrea (Continued)	Conduct promotional events	The project has recruited a Special Events Coordinator to improve ESMG's capacity to handle the logistics of large promotional events. To date, ESMG has been present at all major national events including Festival 2000 (Eritrea's largest 10 day event) with a kiosk, banners and staffed by sales agents selling condoms, tee shirts, etc. Sporting events have also been held and holiday television productions sponsored by ESMG, which has provided good exposure of the Abusalama brand. It has not been possible to conduct the planned roadshows because of a lack of available qualified staff.
		Launch generic media IEC campaign	Generic messages will be developed in the last quarter of 2000 based on research results
		Launch print and outdoor advertising campaign	ESMG will be relaunching the new Abusalama condom in the early 2001 thus refraining from advertising any permanent displays of the current logo. ESMG is now working with a marketing company to produce exterior point of purchase displays, large stickers for buses and trucks, banners, etc. ESMG has also agreed with the Asmara Art School to use some of their more talented artist to paint wallboards throughout the country.
	Georgia	No activities planned	Feasibility study
	Haiti – Targeted Social Marketing	Produce 50 wall paintings at bus stations and truck stops	12 wall paintings completed in Port au Prince. Remaining sites to be completed by October 2000.
		Produce 2,000 music cassettes with <i>Pante</i> message	Songs donated by bands. Currently, bands are recording songs and will complete the cassette by October 2000.
		Print and distribute youth discount cards advertising <i>Pante</i>	Production initiated and samples distributed. Distribution on a limited scale began in July. Cards will be distributed at schools.
		Train youth leaders	Training is ongoing for youth clubs in condom distribution, STIs, family planning and income-generating activities.
		Conduct feasibility study for lubricant	Research undertaken in June. Study to be completed in October.

IR	Activity	Scheduled in Year Three Workplan for first six months	Accomplished during Year Three	
4.1	Haiti (continued)	Conduct feasibility study for PPT	Research undertaken in June. Study to be completed in October.	
		Training of CSWs in key cities on condom peer distribution	Training is ongoing with CSWs on promotion and sales of the female and male condom	
		Advertise POZ Help Line in youth newsletter, Journal Jenn Yo	POZ Help Line has been advertised in each edition of Journal Jenn Yo	
	Honduras – Assessment of NGO Condom Distribution (completed)	Research and disseminate findings on the distribution of condoms in Honduras	Completed	
	Lesotho	No activities planned	Program designed	
	Nigeria	<b><u>NGO Collaboration</u></b> Identification of contraceptive needs	Identified needs in 3 <sup>rd</sup> quarter 2000.	
			Delivery of product by SFH (as needed)	Supplied to PF and FHI.
			<b><u>Junction Town Drama and Monitoring</u></b> Development of creatives	Creatives developed.
			Recruitment of service provider	Will be completed in 4 <sup>th</sup> quarter 2000.
			Purchase/modification of vehicles	Vehicles purchased.
Hiring/training of staff			Hiring and training of staff half completed.	
4.1	REDSO III	<b><u>Cameroon</u></b>		
		Hold Road Race	Road race held	
		<i>Prudence Plus</i> marketing plan developed and implemented	Marketing plan developed being implemented.	
		First youth radio show broadcast	Radio show began in May 2000.	
		Hold religious leader seminar	Seminar held with religious leaders. A report is available upon request.	
		Develop CSW peer education training guide (PEP)	Training guide developed.	
		CSW peer education team training completed in HIV/AIDS prevention in conjunction with local NGOs (PEP)	Team training completed. Under PE program, 5,517 people participated in 156 sensitization sessions.	

IR	Activity	Scheduled in Year Three Workplan for first six months	Accomplished during Year Three
4.1	REDSO III (continued)	Train CSWs in sales techniques and HIV/AIDS prevention in conjunction with local NGO that works with CSWs (PEP)	CSWs trained in sales techniques made 802 visits to points of sale that resulted in 15,360 condoms sold. It is hoped that the relationship between these CSW-targeted points of sale and PMSC will result in greater sales to CSW and clients.
		Final report completed of focus group results from CSWs	7 focus groups conducted: two with low-income CSWs, two with middle-income CSWs, two with clients of CSWs and one with English-speaking CSWs.
		12-week intensive condom distribution complete in 300 points of sale in Douala and Yaounde	The activity is in progress in Yaoundé, we have completed eight weeks. Because of time constraints it hasn't yet been implemented in Douala but will be during FY01 using SFPS funds. The extra funds for this activity were used to hire an outside agency to monitor the quality of CSW activities being conducted by our partner NGO, a local association of CSW's call Amis de la Prudence.
		Create sustainability implementation plan	A strategic plan will be developed during the second quarter of FY01.
		<b><u>Togo</u></b>	
		Produce branded packaging	Branded packaging produced and distributed
		Implement Protector Plus nights	10 Protector Plus nights conducted.
		Develop TV show content for 3 "Priorite Sante" shows	Developed.
		Complete evaluation of MIVADO activities	Evaluation completed.
		Conduct evaluation of youth activity	Evaluation completed.
		Implement 90 promotional activities	Completed.
Conduct 30 Sales and promotional trips nation wide	Completed.		
4.1	Romania	<b><u>OC</u></b> Formative research for OC – brand development conducted	Focus group discussion conducted and analyzed.

IR	Activity	Scheduled in Year Three Workplan for first six months	Accomplished during Year Three
		OC product identified and registration process is underway	Negotiations still underway with producers. The selection process will be completed by 10/00, with registration in Romania.
		<b><u>Condoms</u></b> Add additional national FMG distributor	Agreement reached with Joe Distribution Company
		Assistant sales manager hired	Hired in July
		<b><u>IEC</u></b> POP Promotional materials for condoms developed, produced, and placed	"Love Plus" flags produces and sited.
		Develop and place mass media condom promotions	Television, Radio, and press promotions in hand.
		3 weeks of seaside condom promotions conducted	"Love Plus Police Academy" conducts sampling exercise and parties promoting condoms.
	Russia – Social Marketing for STI/HIV/AIDS Prevention	Finish baseline youth KAP Survey (Saratov)	Completed in July 2000.
		Launch youth campaign in Saratov	Launched in Dec 1999.
		Identify and train peer educators for youth campaign in Saratov	Peer educators identified and trained. Used in key events to distribute materials and act as promoters of safe sex behavior among their peers.
		Develop radio program plan	PSI/Saratov selected a radio station and piloted the program in late April 2000. A six-month contract was then signed after positive testing of the pilot. The program is now airing weekly.
		Produce Federal level mass media campaign	Testing of spots took place in Saratov in September 2000. Broadcasting anticipated for November 2000.
		Conduct baseline survey on CSW and IVDU in Saratov	IVDU baseline completed in May 2000; CSW baseline completed in August 2000.

IR	Activity	Scheduled in Year Three Workplan for first six months	Accomplished during Year Three
4.1	Russia (continued)	Produce and distribute IVDU materials	First issue of drug user journal produced and distributed. Health brochure developed and pretested in December 1999. Revisions made as per MOH, USAID/Moscow and USAID/W comments – pending USAID approval or alternative funding for printing. Second issue of drug user journal developed, pretested and ready to print. Also awaiting USAID approval or alternative funding. Materials production for IVDU ongoing throughout project period.
		Produce and distribute CSW materials	AIDS Info Share materials were pretested in February 2000. Draft booklets are being developed and will be ready for pre-testing in November 2000.
		Produce and distribute MSM materials	Project delayed due to need for an appropriate collaborator from the gay community to pre-test the documents.
		Develop youth anti-drug strategy	Strategy initially discussed with MOH and USAID. Concept development postponed until 2001 after the evaluation of the safe sex campaign.
		Conduct communications workshop	Due to no clear demand by the partners for this activity, this workshop was canceled.
		Develop annual communications plan	A two-year workplan was submitted to USAID in mid-March 2000, which includes an annual communications plan. Detailed Communications Plans developed for CSW, MSM and IVDU activities in 6/00.
		Round Tables in Saratov	Series of discussion groups with community leaders are being conducted to develop a greater understanding of policies and programs to prevent HIV/STD prevention among those engaged in high-risk behaviors. Three round tables were carried out in Saratov in Year Three.

IR	Activity	Scheduled in Year Three Workplan for first six months	Accomplished during Year Three
4.1	Russia (continued)	Conduct special youth events held in Moscow/Saratov	Participation in 8 Days of Knowledge in Saratov and Moscow; included safe sex sketches, games and distribution of HIV/AIDS materials. Series of 6 summer camp events with training of camp counsellors completed and follow on events for youth. (Saratov Oblast). Several youth events including Snowboarding competition (March 2000) and Street Festival for youth (September 2000) carried out in collaboration with the local administration in Saratov.
	South Africa – Expanded Condom Social Marketing for AIDS Prevention	Recruit IEC Field Coordinator	SFH transferred an experienced IEC Coordinator to Mpumalanga from another Region.
		Hold IEC staff workshops	SFH's IEC Coordinator completed workshops as planned. Next workshop scheduled for 4 <sup>th</sup> quarter 2000.
		Design IEC campaign	IEC campaign designed.
		Begin three months of IEC road show	IEC road show on-going (see below)
		Recruitment and training of Sales reps.	Representatives were recruited and trained and have been selling in target provinces since October 1999.
		Finish community analysis	Community analysis completed.
		Conduct research on youth	FGD among youth completed in Mpumalanga.
		Test print materials	Billboards, branded taxis/trucks, and promo materials ordered and received. Abacha Phezula flyer developed and produced. <i>Lovers Plus</i> flyer in local languages still under development. <i>Care</i> materials developed, tested, and available.
		Complete placement of TV ad	TV ads programmed on both E TV and SABC. Project has obtained highly favorable broadcast rates from both media outlets.
		Conduct PRISSM	Full scale PRISSM now scheduled for end of 2000.
	Conduct audit	Draft audit submitted and reviewed. Still awaiting final report.	
	Development of new POP	On sale here stickers ordered. Delivery expected in October. Hanging Stands produced and being distributed.	
4.1	South Africa (continued)	Conduct special topic focus group studies	Focus group research on brand packaging for low priced condom and pricing strategies nearing completion.

IR	Activity	Scheduled in Year Three Workplan for first six months	Accomplished during Year Three
		Begin two months of Road Show	A month of roadshows completed with Puppets Against Aids. Completed an SFH/Sony partnership on Paint City Red Campaign. Regularly scheduled promotional events on-going. Planning partnership with Sony Summer Sounds Festival (series of 8 concerts to be held nationwide during last 2 months 2000).
		Conduct focus group on condom preference	Condom preference included in focus group studies on low priced condom option, also information obtained from quantitative study conducted 2 <sup>nd</sup> quarter 2000.
4.2	Dominican Republic – Strengthen STI Prevention and Control Capacity of PROCETS	<u>VCT</u> Conduct participatory activity with key stakeholders to design viable VCT model(s)	The workshop was conducted 11/15/99 – 11/17/99. The final report was finalized in June 2000.
		Propose viable VCT model(s) to PROCETS	PROCETS presented a design for MTCT, which includes VCT in 2 maternities in St. Domingo. FHI & DIGECITTS (ex-PROCETS) are reviewing the design for VCT. PSI's role in promoting VCT services is on hold until the design is finalized.
		Provide on-site training in Zimbabwe at VCT project to strengthen local capacity	Due to the above delays, this activity will be reevaluated for implementation.
		Determine how to use social marketing to increase demand for VCT and market VCT services	Due to delays in the planning process for the implementation of the VCT model, this activity will be rescheduled for the next quarter.
		Determine and assist with training needs	Training was conducted in April 2000.
		<u>PPT</u> Design PPT monitoring tool	PROCETS staff reviewed and approved monitoring tools by 4/30/00.
		Provide logistical guidance during the implementation of the project	Launch of the PPT pilot project was delayed until August because of insufficient supply of antibiotics. By the end of August, the pilot PPT intervention had begun in all three clinics.

IR	Activity	Scheduled in Year Three Workplan for first six months	Accomplished during Year Three
4.2	Dominican Republic (continued)	<u>Condom Promotion</u> Reassess communication efforts	PROCETS and USAID/DR agreed to postpone this activity indefinitely pending the purchase of quality condoms by PROMESE and the arrival of the new director for DIGECITTS. The quality of the public sector condoms continues to remain an issue and this directly affects any government-sponsored condom promotion campaign. The role of PSI/AIDSMark in this activity continues to be under review.
		Propose community-level strategy	Postponed.
		Develop appropriate messages and campaign	Postponed.
		Provide technical assistance to implement campaign	Postponed.
4.2	STI Pre-Packaged Therapy (PPT) Lessons Learned and Next Steps	Develop lessons learned and “key questions” documents	Collection and review of documents from MSTOP in Cameroon clear seven and three public sector STI PPT interventions were completed. Site visit to Uganda for Clear 7 conducted in May 2000. Draft lessons learned and FAQ documents were circulated for comments. The document will be finalized by Dec 2000.
		Conduct first stage of Nigeria feasibility study	The feasibility study conducted in March/April 2000. Results and recommendations were drafted and circulated for comments in Aug 2000
	Zimbabwe – Voluntary Counseling and HIV Testing	A total of 11,000 people receive VCT services at all VCT sites by 2/01	A total of 8176 clients have been tested to date; 7277 in this period.
		Nine centers open by 12/99; eleven open by 2/01	Nine centers operational
		<u>VCT</u>	
		Hold community influencer workshops	Ongoing
		Continue client monitoring	Ongoing
		Renovate Direct and Gwanda Centers	Complete for Autonomous Site; 80% complete for Gwanda Site

IR	Activity	Scheduled in Year Three Workplan for first six months	Accomplished during Year Three
4.2	Zimbabwe (continued)	Complete Retrospective testing of Rapid Test Kits	Completed
		Recruit and hire new staff	Completed
		Recruit and hire staff for Direct and Gwanda Centers	Completed
		Train staff of Direct and Gwanda	Completed
		Develop advertising campaign	In progress
		Complete Prospective testing of Rapid Test Kits	Prospective evaluation of rapid test kits completed at GU Centre and at Zimbabwe AIDS Prevention and Support Organisation (ZAPSO)
		<b><u>IRHP</u></b> Conduct consumer profile survey	Completed
		Develop advertising campaign	50% complete
4.4	Russia – Partnerships	Develop partnership public relations materials with USAID	USAID has approved the Partnerships Overview document developed by PSI. This document will be updated every six months. In addition, PSI developed a Lessons Learned document after the Year End workshop.
		Coordinate Year End Workshop	PSI conducted a End-of-Year-One Workshop in Moscow in early June 2000.
		Form a 3 <sup>rd</sup> Partnership	PSI selected a Russian partner (ACCENT) in May 2000. PSI/W circulated an RFA for the US Partner (USP) in July, and applications were received in August. An external review committee read the applications and made their recommendations by early September. PSI selected Stonewall Recovery Services (SRS) as the USP for the new partnership. An award letter was sent out to SRS at the end of September 2000.
4.4	Rwanda – Health Communications Center and IEC Activities	Print production and print management assessment conducted	One conclusion for establishing high-quality graphic design production in Rwanda is the lack of high-quality printers and printing equipment.

IR	Activity	Scheduled in Year Three Workplan for first six months	Accomplished during Year Three
		Provision of technical training for RCHC staff in the operation and maintenance of software applications, graphic design techniques and operation of audio and video equipment	Technical training provided for all appropriate staff.
		External financial and management audit conducted	Ernst & Young/Kenya have conducted an external financial and management audit.
		Provision of technical training for establishing HIV/AIDS, IEC and general health documentation and library services	Training provided for all appropriate staff.
		Sponsoring Opening Day for the Center	The Center did not open within this time period as the partners did not receive concurrence from the MOH.
		Provision of assistance for including People Living with HIV/AIDS (PLWHAs) in the development of the RCHC's HIV/AIDS documentation facility and IEC training and materials development	This activity has included providing small support for establishing an extra office near the HIV/AIDS documentation library at the RCHC. AIDSMARK has donated some office equipment and office space rental until the end of the AIDSMARK activity. The office is fully equipped and available. Usage of the office pending Ministry of Health authorization and organization of PLWHA local networks.
		Provision of technical assistance to establish a photo library for creating SCOPE and other IEC materials	Completed
		Provision of technical assistance for the development of a core donor, potential client and regional contact database	Completed
		Print campaign designed (includes billboards, stickers, etc.)	Print materials for hair salons completed. Billboard design approved. Billboards will be posted in November 2000
4.5	Dissemination of Research Results	Monitor research activities and disseminate data as it becomes available	Ongoing research activities in Benin, the Congo, and Russia

IR	Activity	Scheduled in Year Three Workplan for first six months	Accomplished during Year Three
4.5	Social Marketing for Adolescents' Sexual Health in Africa: Operations Research and Advocacy (SMASH) – Botswana, Cameroon, Guinea, South Africa	Complete Synthesis Technical Paper	Draft completed and submitted to USAID and PRB September 1999.
		Hold Workshop about including parents in adolescent activities in Cameroon	Workshop held.
		Assessment of South Africa peer education programs	Final report submitted.
		Disseminate policy document	Disseminated via PRB and PSI mailing lists
		Begin advocacy dissemination activities	Presented at African Adolescent Reproductive Health SOTA (State of the Art Training) course on Johannesburg: September 1999. Presented at USAID/Washington in 2 <sup>nd</sup> quarter 2000. Participated in USAID Gender Working Group on male involvement. Presented at donor meetings, international conferences, and workshops with implementing partners.
		Publish synthesis publication	Disseminated 3 <sup>rd</sup> quarter 2000.
		Conduct Washington, DC dissemination workshop	Presented at USAID/W and to two DC audiences of donors, and policymakers.
		Conduct Africa dissemination workshop	Submitted concept to Ethiopia conference.
		Presentation of SMASH results	See dissemination activities above.
		Establish radio program for youth in Cameroon and Guinea	Radio program development occurred in 2 <sup>nd</sup> quarter 2000 with external TA. The first program aired in 3 <sup>rd</sup> quarter 2000. The program is ongoing and will be replicated in a second city.
	Establish AIDS hotline in Cameroon	This is no longer part of the SMASH/Cameroon workplan. The radio program will include a “call in” element, but there will not be a separate—stand alone hotline created because there is a shortage of phone access among teens.	
4.6	Dissemination of “Hot Topics in Social Marketing”	Paper preparation.	Documents disseminated.

IR	Activity	Scheduled in Year Three Workplan for first six months	Accomplished during Year Three
4.6	Social Marketing through Application of Research and Tools (SMART)	Review of available data & selection of 3 countries	Country selection completed in Jan 2000.
		Development of research brief & analysis plan	Completed.
		Analysis/Report of 2 countries by consultant, 1 by PSI Research Staff	The consultant was contracted in Feb 2000. Review and analysis of available data has begun and is ongoing.
		Modify PSI research tool kit to include BC indicators	This was scheduled for the next reporting period. However in March 2000, PSI Research staff drafted modified indicators to include BC for quantitative surveys. The revisions for qualitative surveys are underway.
		Provisional list & outline of tools to be created	Eight items comprise the provisional list of tools to be created was prepared in Jan 2000. Progress has been made in drafting all 8 guidelines and templates.
		<b>Output a. Impact</b> Analysis/Report of 3 countries	Analysis of two countries ongoing
		Dissemination of key findings and conclusions	Development of working papers ongoing
		<b>Output b. Capacity</b> Decision-making matrix (for Durban & Retreat)	Completed
		Guide to BC Framework	Guide in final draft form. Projected completion date of Dec. 2000
		Revise marketing plan template after initial trial	Revised marketing plan template drafted Dissemination to PSI field offices is planned for Oct 2000
		Guidelines for interpretation of research	Guidelines in final draft form
		Guidelines for market-research tools	Guidelines under development
		Guidelines for communication briefs	Guidelines under development
		Interpersonal Communication Guide	Development of guide ongoing
		Guidelines on product positioning & distribution	Development of guidelines ongoing
	Dissemination of tools at PSI global retreat	Dissemination of lessons via presentation, tools to be disseminated later	
4.6	SMART (continued)	Training curriculum developed for workshops	Training curriculum under development. First workshop to take place in December or 2000.

<b>IR</b>	<b>Activity</b>	<b>Scheduled in Year Three Workplan for first six months</b>	<b>Accomplished during Year Three</b>
	STI Manual for Social Marketers	Develop and disseminate STI Manual for Social Marketers	Developed and disseminated STI Manual for Social Marketers

# I. INTRODUCTION

## SUMMARY PROGRAM DESCRIPTION

The AIDSMark program is designed to implement HIV/AIDS prevention social marketing interventions worldwide for USAID, both on a regional and country-specific basis. AIDSMark social markets essential health products and services and also develops and motivates behavior change.

AIDSMark supports the Global Bureau's Population, Health, and Nutrition (G/PHN) six intermediate results (IRs) under USAID's Strategic Objective (SO) 4. The AIDSMark contribution consists of: (1) enhanced and expanded social marketing of barrier methods, (2) social marketing applied to STI management and prevention worldwide, (3) effective advocacy for contextual changes as a result of and in favor of social marketing, (4) strengthened and expanded private sector involvement in STI/HIV social marketing projects, (5) increased availability and use of information on the effectiveness of social marketing for STI/HIV prevention and management, and (6) worldwide leadership in social marketing for STI/HIV prevention and management.

## PROJECT DIRECTOR'S GENERAL ASSESSMENT & KEY ACCOMPLISHMENTS

AIDSMark's progress continues to be good; our programs have consistently met and/or exceeded a series of demanding expectations. As of September 30, 2000, the AIDSMark portfolio contained 23 add-ons in 25 countries.

Our portfolio focus on supporting **IR 4.1** continues, and during the past six months, we developed new field interventions that support Angola, Burundi, Honduras, Kenya, Nigeria, Romania, South Africa, and two Southern Africa regional cross-border initiatives (Zimbabwe and Zambia border areas, and Lesotho and Swaziland). In five cases, Benin, DR Congo, Eritrea, Russia, and Zimbabwe, existing AIDSMark activities were redesigned during FY00 in response to changing country-level circumstances and increased funding. An assessment and a design mission to Georgia were conducted. In addition, we developed two new STI management and prevention interventions supporting **IR 4.2**; one with support from the Africa Bureau to review the experience of PPT kits and one with FHI/Impact to conduct a feasibility study for social marketing of PPT kits in Nigeria. Using CORE funds, we designed an acceptability study in Cote d'Ivoire for a new condom, Double Springer.

The following is a summary of results achieved in the larger AIDSMark interventions.

- The Kenya program was designed and began implementation. This integrated social marketing intervention includes behavior change communications as a key component, based on extensive and on-going qualitative and quantitative data collection. The targeted program interventions are to decrease HIV transmission, to increase contraceptive choice through hormonal contraceptive products, and to improve child survival through promotion of ITNs and re-treatment. We expect it to be a model for other programs to follow.

- The Benin program was redesigned to incorporate more behavioral outcomes, and to more accurately reflect anticipated outcomes based on data collected through improved research and monitoring.
- The Democratic Republic of Congo program was redesigned into a highly targeted condom social marketing program, with an enhanced research component to monitor impact on the sexual behaviors of the target groups. During the reporting period, condom distribution expanded out of the capital city of Kinshasa, helping to improve condom supply in other major urban areas of the country.
- The Zimbabwe program was redesigned to fully integrate the “New Start” Voluntary Counseling and Testing (VCT) program, the social marketing of products, and family planning services components.
- The Russia program was extended and expanded. The partnership program with American AIDS prevention organizations entered its second phase with three new partnerships being established during the reporting period.
- In support of **IR4.6**, the operations research and advocacy activity for Social Marketing for Adolescent Sexual Health in Africa (SMASH) culminated with the publication of the report synthesizing the results of the intervention. The analysis of lessons learned through the SMASH project has been presented in various USAID international fora.
- Also in support of **IR4.6**, the Social Marketing through Applied Research and Tools (SMART) initiative began in earnest. The research and marketing tools were finalized and disseminated to PSI field programs, and the marketing training curriculum for PSI field staff was completed.
- During FY00, three AIDSMark activities came to an end. Our contribution to the Rwanda Health Communications Center ended in March. The activity in Bolivia promoting “One Bolivia Without AIDS” targeting high-risk groups concluded in February. During the 18 month intervention, specific printed communications materials and videos were disseminated throughout the country targeting truck drivers, miners, migrant farm workers, and military and police personnel. The Western Africa regional intervention to strengthen sustainable social marketing for AIDS prevention in Cameroon and Togo was completed in September.

Detailed information on other AIDSMark field activities is included in this report.

## II. PERFORMANCE REVIEW

**INTERMEDIATE RESULT 4.1:** Increased quality, availability, and demand for information and services to change sexual risk behavior and cultural norms in to order to reduce HIV transmission.

AIDSMARK continues to contribute significantly to **IR 4.1** through activities in Angola, Benin, Bolivia, Brazil, Burundi, Corridors of Hope, Eritrea, Haiti, Honduras, Kenya, Nigeria, REDSO, Romania, Russia, South Africa

### **Activity 1: Angola – Condom Social Marketing for AIDS Prevention**

#### **Description**

The two-year pilot project will support the Government of Angola’s National Strategic Plan and one of its two major objectives – to reduce the transmission of STDs and HIV, particularly among high-risk groups – through the implementation of a pilot condom social marketing project. The purpose of the project is to increase the use of condoms, particularly among commercial sex workers, and youth in Luanda, where one-fourth of the population is residing. The project will achieve this purpose by increasing access to and demand for condoms through the strategy of social marketing, initially restricted to Luanda.

#### **Progress to Date**

The two-year pilot program entitled “Condom Social Marketing for AIDS Prevention in Angola” began officially on October 1<sup>st</sup>. As such, no activities were scheduled for FY00. However, in late September, during the period covered by this report, the PSI Resident Advisor arrived in Angola and begin initial start-up activities, including introductory meetings with USAID, MoH, National AIDS Control Program, and other interested stakeholders. Activities will begin in earnest during the next reporting period.

### **Activity 2 : Benin - Expanding the Social Marketing of HIV/AIDS Prevention: an integrated approach with multi-product interventions**

#### **Description**

This three-and-a-half year activity aims to expand the social marketing of HIV/AIDS/STI prevention information and condoms, while integrating their distribution with the delivery of related family health information, products and services.

This activity supports USAID/Benin’s Strategic Objective 2: Increased use of STD/HIV/FP/MCH services and prevention measures within a supportive policy environment in each of its four Intermediate Results. The Intermediate Results are: improved policy environment (**IR 1**); increased access to FP/MCH/STD/HIV services and products (**IR 2**); improved quality of FP/MCH/STD/HIV management and prevention services (**IR 3**); and, increased demand for and practices supporting use of FP/MCH/STD/HIV services, products and prevention measures (**IR 4**).

<b>Scheduled in Year Three Workplan for Year Three</b>	<b>Accomplished</b>
Register <i>Depo-Provera</i>	Product registered in mid March 2000.
Complete <i>Depo-Provera</i> marketing plan; prepare for product launch.	Launched in April 2000.
Train health care professionals (HCP) on <i>Depo-Provera</i>	21 HCPs trained in contraceptive technology in March 2000; included module on injectable.
Conduct training on HIV/AIDS and counseling for pharmacy personnel	Incorporated into training module for the 60 pharmaceutical personnel trained.
Train CBDs with selected NGOs	CBDs with two NGO's were trained during year – strategy for CBD under review with USAID Benin.
Conduct consumer profile survey	KAP survey data has been found to be adequate for designing marketing strategies. CPS to be conducted at a later date.
Develop new mass media campaign for ORS	Media placement launched.
Develop Year 2000 marketing plan for all products.	Plan developed and approved.
Develop annual marketing plan	Completed in February 2000
Expand distribution of ITN to Bourgou	Started in pharmaceutical sector in Jan 2000
Revise ITN retreatment strategy	Done in conjunction with marketing plans
Conduct mystery shopper study	Further research needs for programmatic improvement under review as massive CEFORP KAP data analyzed and interpreted. Other limited-scope surveys conducted. First Mystery Shopper Study expected in 2001.

### **Progress to Date**

The project prepared and launched a number of products and initiated promotional campaigns. Distribution channels for these products were also greatly expanded.

### **Activity 3: Bolivia - Communication Activities with High Risk Groups**

#### **Description**

This activity scales-up targeted condom social marketing efforts by equipping two additional Mobile Distribution and Communications Units (MDCUs). These aired educational videos about HIV/AIDS/STI prevention coupled with condom distribution. PSI/Bolivia uses these MDCUs and communication messages to reach high-risk target groups, including the military,

police, agricultural workers, and long-distance truck drivers. The total target population is estimated at 80,000 people.

This activity addresses USAID/Bolivia's Secondary IR 1.1: Increased design, dissemination, and use of culturally accessible CS and RSH messages and social marketing products for defined populations. All of these activities contribute to G/PHN's **IR 4.1**.

As this activity also focuses on individuals in key target groups who are often difficult to reach with information and the necessary commodities to protect themselves from HIV/AIDS/STIs, this activity contributes to G/PHN's **IR 4.3** as well.

Scheduled in Year Three for Year Three	Accomplished
Evaluation of MDCU activities	This evaluation has been completed and a report is available upon request.
Design and produce a short video on condom quality control for use in rural areas	Completed
Produce, test, and distribute a discussion guide for use with videos for each target group	Completed
Print an additional 160,000 copies of STI materials for low and non-literate audiences	Completed
Produce/copy an additional 400 VHS cassettes with all four target group videos for distribution to agencies working in STI/HIV programs	Tape completed with the four videos for target audiences and the condom quality control video. 500 additional copies will be produced and distributed.
Design and implement a study to determine the effectiveness of the new <i>PANTERA</i> condom package	The study was completed and the results are available upon request.

The following chart represents evaluation indicators achieved at the end of the project.

Indicator Proposed	Target and Date	Result		
		Baseline data	Target	Follow-up survey among those who saw the MDCU
Percentage of MDCU participants working as miners, police, and military reporting using a condom in their last sexual encounter	Increased by 20% by December 31, 1999	Military: 31.8% Miners: 17.9% Police: 38.9%	38.2% 21.5% 46.7%	Military: 38% * Miners: 19% Police: 32.1%

Indicator Proposed	Target and Date	Result		
Number exposed to program IEC messages	80,000 by December 31, 1999	83,623 *		
Percentage of MDCU participants working as police and military who can state the relationship between STDs and HIV/AIDS in a post intervention survey	Increased by 50% over baseline by December 31, 1999	<u>Baseline data</u> Military: 26.1% Police: 21.4%	<u>Target</u> 39.15% 32.1%	<u>Follow-up survey among those who saw the MDCU</u> Military: 28.4% Police: 18.5%
Percentage of MDCU mining participants who can state the relationship between STDs and HIV/AIDS in a post intervention survey	Increased by 70% over baseline by December 31, 1999	<u>Baseline data</u> Miners: 3%	<u>Target</u> Miners: 5.1%	<u>Follow-up survey among those who saw the MDCU</u> Miners: 41.2% *
Percentage of MDCU participants who recognize their personal risk for HIV/AIDS	Increased by 20% over baseline by December 31, 1999	<u>Baseline data</u> Military: 20.1% Miners: 17.2% Police: 27.6%	<u>Target</u> 24.12% 20.6% 33.1%	<u>Follow-up survey among those who saw the MDCU</u> Military: 1.5% Miners: 11.8% Police: 33.3% *
Percentage of MDCU participants who can identify at least 2 signs associated with STDs	Increased by 50% over baseline by December 31, 1999	<u>Baseline data</u> Military: 60.8% Miners: 29.3% Police: 50%	<u>Target</u> 90.4% 44% 75%	<u>Follow-up survey among those who saw the MDCU</u> Military: 27.8% Miners: 21.1% Police: 7.1%

\* Target met.

### Progress to Date

The AIDSMark/Bolivia activity ended in February 2000. This activity primarily consisted of equipping MDCUs, developing high-quality materials for high-risk groups and conducting MDCU presentations for these high-risk groups. In addition, PSI/Bolivia sold more than 6000 condoms, 460 tubes of lubricant and 100 *Reality* female condoms to individuals in high-risk situations and trained staff in appropriate research methods, sales techniques, and video production. Not all of the benchmarks were accomplished on time due to delays in completing initial research, an unrealistic timeframe for developing quality materials, and difficulties reaching the armed forces and police organizations.

Some of the key targets were achieved. The MDCUs reached over 80,000 people and other select targets were met (indicated by an asterisk in the chart above). However, some targets were not met, for several reasons. Delays in outfitting the vehicles resulted in fewer shows conducted with each target group. As behavior change requires constant and frequent reinforcement over an extended period, this limited exposure to program messages greatly impacted the effect that the messages had. Also, the mobility of the target groups themselves affected the number of times that individuals were exposed to the messages. Finally, differences in the way that target groups were sampled and the administration of some survey questions may have affected the research results.

As a result of this activity, a series of lessons have been learned. It appears that two MDCUs are insufficient to cover a large region of Bolivia in a short timeframe. In the future, these activities should focus on a smaller geographic area with more frequent presentations. Also, increased efforts will be made to make methodologies for baseline and follow-up research consistent. A copy of the final report is available upon request.

#### **Activity 4: Brazil — Sustainable Condom Social Marketing**

##### **Description**

AIDSMark developed a four-year program in Brazil to expand availability of both male and female condoms to high-risk populations and to strengthen private sector HIV/AIDS prevention entities and efforts. DKT do Brasil is implementing this activity with the participation of several other NGOs in the four USAID target states of São Paulo, Rio de Janeiro, Ceará, and Bahia.

During the four years of this activity, the goal is to increase project sales of male condoms from 34 million in 1997 to at least 45 million by the year 2001. Such sales, with the accompanying condom promotion and HIV/AIDS education, will contribute significantly to the achievement of G/PHN's **IR 4.1**. This activity also constitutes USAID/Brazil's principal activity under its IR 3: Sustainable condom social marketing.

Under another component of this activity DKT do Brasil, in collaboration with Associação Saúde da Família (ASF), has continued to advocate for changes in commercial regulations and taxation practices that impede condom distribution and accessibility in Brazil. These efforts contribute to G/PHN's **IR 4.3**.

DKT collaborates with ASF to identify and improve the capacity of other indigenous NGOs to carry out effective HIV/AIDS prevention activities in the states of Rio de Janeiro and São Paulo. DKT also works with Pathfinder to achieve the same objectives in the northeastern states of Bahia and Ceará. Together, these activities contribute materially to G/PHN's **IR 4.4**.

As part of this agreement, DKT/Brazil, through a subcontract to ASF, is conducting condom distribution surveys in the four target states to measure progress in condom accessibility and levels of use. This work contributes to G/PHN's **IR 4.5**.

Scheduled in Year Three Workplan for Year Three	Accomplished
Expand market for flavored condoms	Product launched in March 2000 during Carnival. Results to date exceed initial expectations and orders have doubled.
Carry out markets share audits via Nielsen Data	Delayed due to negotiations with Nielsen. Negotiations now completed and Nielsen will develop report including backdata.
Conduct mail order campaign about Reality to municipalities	Campaign sent out to 400 municipalities in Sao Paulo, and two distributors also enlisted in campaign to expand to Northeast and Rio de Janeiro
Ongoing collaboration with local and international NGOs working in AIDS prevention	AIDSMark/DKT continues to support local and international NGOs on a variety of programs underway through Brazil in priority districts

### Progress to Date

DKT do Brasil, the implementing partner of this activity, is recovering well from setbacks experienced in 1999 due to the Brazilian economic crisis. Despite these setbacks, DKT do Brasil completed many of the activities on schedule and met most of the targets. In 1999, DKT do Brazil sold 42 million condoms, with 21 million sold in USAID priority areas. DKT sold over 12.5 million male condoms in the 1<sup>st</sup> quarter of 2000, and increase of 52% from the previous year. From January 2000 to September 2000, DKT has sold more than 50 million male condoms, an increase of 30% over 1999 sales. Sales in USAID priority areas are up by 30%.

In March 2000, DKT launched flavored male condoms during Carnival. These condoms have been met with great success and sales have exceeded expectations. Sales to date are 6,548,832.

Cumulative female condom sales in 1999 were 501,000. Sales were high in the final quarter of 1999 as municipal health sectors placed many orders as public health budgets must be spent by the end of the year. From January 2000 to September 2000, DKT has sold more than 600,000 female condoms, an increase of 104% over 1999 sales. Sales in USAID priority areas are also up by more than 100%.

DKT continues to support a number of local and international NGOs in a variety of AIDS prevention programs. Recently, DKT launched two new mobile van projects involving mobile vans providing educational materials and condoms to groups at risk.

Finally, in 1999, the overall ratio of USAID funds to total program costs has increased to 10% though the target was set for 7.5%. This increase is due to the devaluation of the Brazilian currency and a resulting increase in the cost of importation. To date in 2000, the ratio of USAID funds to total program has decreased to 7%.

## Activity 5: Burundi

### Description

AIDSMark began a condom social marketing program in September to improve access and availability of condoms, improve the individual risk perception, and improve beliefs in condom effectiveness and self-efficacy of condom use. The activity will focus on youth aged 15 – 24.

Scheduled in Year Three Workplan for Year Three	Accomplished
Procure condoms	Condoms were shipped to Burundi in September; expected to arrive in October. Request for waiver to procure packaging from Kenya was submitted and granted in September; the packaging should arrive in Burundi in November.

### Progress to Date

The AIDSMark-funded social marketing program in Burundi began September 1<sup>st</sup>. During the month, preliminary discussions took place regarding key start-up activities (identification of non-traditional points of sale, identification of CBDs and NGOs, preparations for focus group discussions, etc). During the next quarter, activities will be fully underway.

Monthly financial and narrative reports have been submitted to PSI/W on schedule.

## Activity 4: The Democratic Republic of the Congo: Expanded Condom Social Marketing and IEC for AIDS Prevention

### Description

This activity extends and sustains the social marketing of condoms in major urban centers throughout the Democratic Republic of the Congo (DRC) and promotes condom use and positive behavior change through both commercial advertising and interpersonal communications.

This activity contributes to USAID/Congo's Focal Area 2: Support efforts to revitalize health service through the redevelopment of good governance structures for the public health sector.

Scheduled in Year Three Workplan for Year Three	Accomplished
Assure that at least 80% of planned IEC and other support activities by local implementing partners for report period are underway	210 secondary schools participated in high school program (approx. 180,000 students) 25,200 out-of-school youth participated in coffee club program Total participation: 259,200 young adults 13-21

<b>Scheduled in Year Three Workplan for Year Three</b>	<b>Accomplished</b>
Receive new condom orders	3,723,607 condoms received by June 2000
Recruit research coordinator	Jean-Lambert Mandjo employed 9/1/00
Training and program curricula published (Targeted Intervention Zone activities)	Action Prudence sales promotion team trained and in field
Project SIDA Commercial Sex Workers (CSW) Intervention initiated	Awaiting results of MOH reshuffle of Project SIDA and PNLS
Distribute male condoms in Lubumbashi	180,000 condoms 3 <sup>rd</sup> quarter 2000
Distribute male condoms in Matadi	10,000 condoms 3 <sup>rd</sup> quarter 2000
Distribute male condoms in military front lines	Awaiting MOH and military authorities directives
Recruit Action Prudence Team	Team recruited and trained
Recruit marketing manager	Dede Watshiba employed
Recruit and train 15 CSW peer educators	Awaiting MOH reshuffle of Project SIDA and PNLS
Target intervention zone activities implemented	Action Prudence team in the field
Post test of Coffee Clubs	Data completed and analysis on-going
Reach year 2 period outlet and sales goals: - PRUDENCE availability in, at least, 4,000 non-pharmaceutical outlets in Kinshasa - sales of 5 million condoms	Sales goal reached.
Recruit CSW Specialist and/or CSW IEC assistant	Staff recruited.
Project SIDA CSW implemented	Awaiting MOH reshuffle of Project SIDA and PNLS
Military IEC program in Kinshasa implemented	Awaiting MOH and military authorities directives

Scheduled in Year Three Workplan for Year Three	Accomplished
<b>Research</b> Distribution study of Matonge	Data collection completed 10/5
Mapping of target areas (CSW program)	Completed.
Design and pretest TV & radio	Ongoing. TV & Radio spots being broadcast
Retail audit of military base outlets	Completed.
Produce radio & TV	TV & Radio spots being broadcast
Mass Media Impact evaluation	Planned for 1 <sup>st</sup> quarter 2001
CSW client survey baseline	Survey delayed due to limited School of Public Health capacity. Data collection to be completed by Nov. 12
CSW baseline evaluation	Awaiting MOH reshuffle of Projet SIDA and PNLS
Military survey	Awaiting MOH and military authorities directives

### Progress to Date

Sales of condoms in the DRC have far surpassed expectations, and as a result, the supply of condoms originally planned to be distributed by the project were used by April 2000 (approximately fifteen months prior to the end-date of the activity). This condom supply issue and various economic changes in the country (currency and other local cost issues) required PSI to undertake a review to determine the best means of sustaining the impact of the project given the current realities and environment. A redesign TDY was completed in April 2000 to address this situation. The project was redesigned to expand condom distribution to Lubumbashi and Matadi and to reach high-risk groups including the military, truck drivers and CSWs through a focus on Targeted Intervention Zones (TIZ). The youth programs for high school and out-of-school youth have been phased out. An additional 29 million condoms will be distributed through the redesigned program, which has been extended to September 2002.

### Activity 6: Southern Africa Corridors of Hope

#### Description

To decrease risky sexual behavior among high-risk groups in order to reduce HIV transmission along the Beitbridge – Lusaka transport corridor from Zimbabwe - Zambia. Activities will focus on five main target groups: CSWs, long distance trucker drivers, uniformed forces at border posts, female informal traders, and adolescents females. The primary activities in this one-year project include expanding condom social marketing activities and increasing awareness of HIV and prevention methods. The number of outlets that sell social marketing condoms will increase, sales of condoms will be promoted through branded advertising and promotional activities. IEC

messages and materials will be developed to raise awareness about the risks of HIV and encourage the adoption of behaviors to prevent HIV among target groups.

<b>Scheduled in Year Three Workplan for Year Three</b>	<b>Accomplished</b>
50 condom demonstrations by 8/01	30 conducted by 9/00
3 promotional events by 8/01	1 conducted by 9/00
100 drama activities conducted by 8/01	72 conducted by 9/00
25 outlets carrying SM condoms in Chirundu, Zambia by 8/01	8 outlets by 9/00
70,000 SM condoms sold in Chirundu, Zambia per year	34,560 SM condoms sold by 9/00
300 female condoms sold in Chirundu, Zambia per year	200 female condoms sold by 9/00

### **Progress to Date**

The Corridors of Hope Project along the Beitbridge – Lusaka route began in September 2000. Initial activities have begun in both Zambia and Zimbabwe, a few details regarding Zimbabwe are below.

- During the month of September, following notification that the project had received approval, negotiations took place with the partner in Zimbabwe, Development Aid for People to People (DAPP). A sub-award was signed between DAPP and PSI/Zimbabwe and \$10,000 was transferred; the balance of funds for full-scale implementation should be available by the end of October. DAPP have recruited a Health Station Manager, and are in the process of recruiting outreach officers. DAPP is also in the process of identifying accommodations for the staff, the center and the clinic.
- PSI/Zimbabwe has begun stocking outlets with Protector Plus male condoms and care female condoms by PSI/Zimbabwe Regional Officer.
- Various logos have been developed by an advertising agency which are being pre-tested in Beitbridge, Zimbabwe.

### **Activity 7: Eritrea — Condom Social Marketing**

#### **Description**

PSI initiated its social marketing activities in 1996 as part of a tripartite agreement with the MOH and the National Union of Eritrean Youth and Students (NUEYS) to create the Eritrean Social Marketing Group. The original 2-year program was extended through to September 1999, with further bridging funding from the USAID mission in Eritrea through to May 2000. In May 2000, USAID awarded \$1,725,280 to the expansion of the program, the objective of which is to improve reproductive health by reducing the transmission of STD's, including HIV/AIDS, among sexually active populations.

This activity will contribute to USAID/Eritrea's S.O.1: Increased use of sustainable, integrated primary health care services by Eritreans. This activity will also contribute to G/PHN's **IR 4.1**.

<b>Scheduled in Year Three Workplan for Year Three</b>	<b>Accomplished</b>
Hire and train sales staff	Recruitment and training for 2 new sales staff completed. This has facilitated coverage of regions with high concentrations of commercial sex workers. ESMG will continue to expand and train up the sales force. It will also be necessary to recruit a new Sales and Marketing Manager to replace the previous incumbent who was conscripted into the army.
Complete formative research focus groups	Because of the war, focus group discussions were delayed until September but have now taken place. The results of the focus group discussions will be used to develop HIV/AIDS prevention messages targeting youth.
Hire IEC coordinator	An IEC coordinator and assistant IEC coordinator have been hired. Both are now developing an HIV/AIDS IEC strategy and organizing IEC events.
Formulate IEC strategy and generic behavior change communication campaigns	Development of IEC strategy has only recently begun following the hire of the new coordinators. Generic materials will be launched in the last quarter of 2000.
Radio and Press advertising	<p>ESMG continues its popular weekly column in Eritrea's most widely read newspaper <i>Tirgita</i>. One article on HIV/AIDS is published each week along with Abusalama condom advertisements and cartoons related to HIV/AIDS.</p> <p>ESMG has produced its first continual publication named <i>Kisanet</i>, meaning tranquility. Five thousand copies of the 40-page magazine containing comprehensive HIV/AIDS messages were published and sold out within two weeks. An additional 10,000 copies have been published.</p> <p>Abusalama ads also appeared in the Asmara Art School yearbook, the University of Asmara yearbook, and the popular military publication, <i>Mekete</i>.</p> <p>ESMG's radio advertisement campaign has yet to be developed</p>
T.V. & Cinema Advertising	ESMG is now airing its newest commercial dealing with the "embarrassment" issues associated with the purchase of condoms currently on air on the national television station <i>ERI TV</i> and in cinemas in the capital city.
Launch "new and Improved Abusulama"	A new Abusalama logo and package has been chosen. The launch is scheduled for the beginning of 2001. ESMG is currently developing POP display materials to support the launch promotion.
Identify regional distributors	ESMG determined that sales staff are capable of servicing retail outlets better than the limited number of distributors operating in Eritrea.

Scheduled in Year Three Workplan for Year Three	Accomplished
Conduct promotional events	The project has recruited a Special Events Coordinator to improve ESMG's capacity to handle the logistics of large promotional events. To date, ESMG has been present at all major national events including Festival 2000 (Eritrea's largest 10 day event) with a kiosk, banners and staffed by sales agents selling condoms, tee shirts, etc. Sporting events have also been held and holiday television productions sponsored by ESMG, which has provided good exposure of the Abusalama brand. It has not been possible to conduct the planned roadshows because of a lack of available qualified staff.
Launch generic media IEC campaign	Generic messages will be developed in the last quarter of 2000 based on research results
Launch print and outdoor advertising campaign	ESMG will be relaunching the new Abusalama condom in the early 2001 thus refraining from advertising any permanent displays of the current logo. ESMG is now working with a marketing company to produce exterior point of purchase displays, large stickers for buses and trucks, banners, etc. ESMG has also agreed with the Asmara Art School to use some of their more talented artist to paint wallboards throughout the country.

### Progress to Date

The implementation plan has been significantly hampered by the difficult conditions caused by the war. Evacuation of PSI personnel in May and the fragile political climate in the ensuing months has meant the delay of key activities such as research.

During this period, ESMG, in consultation with the MOH, has also been involved in unplanned IEC activities in the displacement camps (for internally displaced people) and, at the invitation of the army, 2 military bases.

Despite the difficult operating environment, most of the recruitment and training is now complete and the first of the formative research projects has also been completed. This will inform the creation of generic communications for Q1 2001. Likewise, the preparation for the relaunch of the "Abusalama" condom early 2001 is well in hand.

## **Activity 8: Georgia - Caucuses Social Marketing Program**

### **Description**

We are working with the mission to develop a social marketing program in Georgia for HIV/AIDS prevention.

### **Progress to Date**

To date, we have conducted a feasibility study. Copies of which are available upon request. We have also worked with the mission on developing a design. It is expected that a final workplan will be developed in 4<sup>th</sup> quarter 2000.

## **Activity 9: Haiti – Targeted Social Marketing**

### **Description**

Since August 1999, AIDSMark has worked through PSI/Haiti to conduct STI/HIV/AIDS prevention activities. This activity has two components. Under the first component, PSI/Haiti is producing and distributing AIDS prevention IEC messages to the target groups of youth, commercial sex workers, and men. Under the second component, PSI/Haiti is conducting feasibility studies and qualitative research to determine whether STI Pre-packaged Therapy (PPT) kits and/or lubricants could be successfully introduced in Haiti to prevent the transmission of HIV.

Under this activity, PSI/Haiti collaborates with CARE MORR and IMPACT as well as with several local NGOs. This activity contributes primarily to global **IR 4.1**.

<b>Scheduled in Year Three Workplan for Year Three</b>	<b>Accomplished</b>
Produce 50 wall paintings at bus stations and truck stops	12 wall paintings completed in Port au Prince. Remaining sites to be completed by October 2000.
Produce 2,000 music cassettes with <i>Pante</i> message	Songs donated by bands. Currently, bands are recording songs and will complete the cassette by October 2000.
Print and distribute youth discount cards advertising <i>Pante</i>	Production initiated and samples distributed. Distribution on a limited scale began in July. Cards will be distributed at schools.
Train youth leaders	Training is ongoing for youth clubs in condom distribution, STIs, family planning and income-generating activities.
Conduct feasibility study for lubricant	Research undertaken in June. Study to be completed in October.

Conduct feasibility study for PPT	Research undertaken in June. Study to be completed in October.
Training of CSWs in key cities on condom peer distribution	Training is ongoing with CSWs on promotion and sales of the female and male condom
Advertise POZ Help Line in youth newsletter, Journal Jenn Yo	POZ Help Line has been advertised in each edition of Journal Jenn Yo

### Progress to Date

AIDSMark activities in Haiti continue for all three target groups. These include training for Club Cool members on STI prevention, condom promotion and family planning, *Relayite* female condom peer distribution training for commercial sex workers, and wall paintings with AIDS prevention messages targeting the male population.

PSI/Haiti conducted initial research on pre-packaged therapy for STI prevention and on lubricants in June. PSI/Haiti will incorporate the findings of this research in feasibility studies to be completed by October 2000. AIDSMark received a no-cost extension for the Haiti program from July 31, 2000 to October 31, 2000.

### Activity 10: Honduras - Assessment of NGO Condom Distribution

#### Description

At the request of the USAID Mission in Honduras, AIDSMark conducted an assessment to determine where condoms that USAID/Honduras supplies for AIDS prevention are distributed, how their distribution is being managed by Fundación Fomento en Salud (FFS) and the Ministry of Health (MOH), and how effectively they are reaching the priority risk groups.

Scheduled in Year Three Workplan for Year Three	Accomplished
Research and disseminate findings on the distribution of condoms in Honduras	Completed.

### Progress to Date

AIDSMark completed this activity in March 2000. This report presents the findings as to where condoms supplied by the USAID Mission in Honduras for AIDS prevention are being used and an assessment of the Fundación Fomento en Salud and the Ministry of Health's distribution of these condoms. The document also includes recommendations for an exit strategy from providing free condoms to NGOs and for improving access to condoms for under-served populations or high-risk groups. Partially based on this report, AIDSMark developed a two-year program to include Honduras in the regional AIDS prevention program starting in October 2000.

## **Activity 11: Lesotho and Swaziland**

### **Description**

PSI/SFH will develop a low-priced, branded condom to sell in Lesotho & Swaziland. The newly developed condom will be introduced in a variety of traditional and non-traditional outlets. PSI/SFH will promote sales of the condoms through branded advertising and promotional activities. In addition, PSI/SFH will develop information, education, and communication (IEC) messages and materials to raise awareness about the risks of HIV and encourage behavior change to prevent HIV among target groups.

<b>Scheduled in Year Three Workplan for Year Three</b>	<b>Accomplished</b>
No activities scheduled until October 2000.	

### **Progress to Date**

Office space has been located and contracts have been established. The Lesotho program will be working out of the CARE office until November 2000 when space and incorporation will be finalized.

## **Activity 12: Nigeria - Targeted HIV Prevention Campaign and Support for Family Planning**

### **Description**

PSI and SFH will increase the scope and impact of HIV prevention activities targeted to high risk audiences and continuing the support of voluntary family planning among audiences at low risk of contracting HIV. The project will implement four key activities: 1.) Increase contraceptive introduction to key audiences through collaboration with USAID Implementing Partners and local NGOs. PSI/SFH will work with the other implementing partner to provide contraceptives (particularly condoms) for introduction to key audiences. 2.) Expand the Junction Town Drama. This interpersonal activity has been piloted successfully in the southwest of the country, effectively targeting sex workers and clients in junction towns. This activity will be expanded to all major regions of Nigeria. 3.) Design and air a new mass media campaign for condom promotion. SFH annually designs mass media campaigns for the promotion of condom use. 4.) Support the use of USAID-supplied injectables, oral contraceptives, and IUDs among audiences at low-risk of HIV.

<b>Scheduled in Year Three Workplan for Year Three</b>	<b>Accomplished</b>
<b><u>NGO Collaboration</u></b> Identification of contraceptive needs	Identified needs in 3 <sup>rd</sup> quarter 2000.
Delivery of product by SFH (as needed)	Supplied to PF and FHI.
<b><u>Junction Town Drama and Monitoring</u></b> Development of creatives	Creatives developed.
Recruitment of service provider	Will be completed in 4 <sup>th</sup> quarter 2000.
Purchase/modification of vehicles	Vehicles purchased.
Hiring/training of staff	Hiring and training of staff half completed.

### **Progress to Date**

This project is successfully launched and running on schedule. PSI/SFH continues to work with and support NGO collaboration in identifying contraceptive needs and delivery of products. The interpersonal campaign, Junction Town Drama, is beyond the development phase and awaiting the launch of the activity.

### **Activity 13: REDSO III - Strengthening Sustainable Condom Social Marketing in Cameroon and Togo for HIV/AIDS Prevention**

#### **Description**

This activity targets sexually-active men and women throughout Cameroon and Togo. This activity is a follow-on to the REDSO I and II activities and supports the on-going condom social marketing programs in each country. AIDSMark supports the continued compensation of local field staff, a portion of the cost of project infrastructures and advertising and promotion for condom brands to the target populations.

This activity contributes directly to REDSO/WCA's Strategic Objective for SFPS which includes "improved health in target areas....through....reduced HIV transmission" by supporting Result 2: Increased use of condoms. It also contributes to Result 4: Increased capacity for program development and implementation among regional partner institutions.

Elements of this activity also support G/PHN's **IR 4.5**.

<b>Scheduled in Year Three Workplan for first six months</b>	<b>Accomplished</b>
<b><u>Cameroon</u></b>	
Hold Road Race	Road race held
<i>Prudence Plus</i> marketing plan	Marketing plan developed being implemented.

<b>Scheduled in Year Three Workplan for first six months</b>	<b>Accomplished</b>
developed and implemented	
First youth radio show broadcast	Radio show began in May 2000.
Hold religious leader seminar	Seminar held with religious leaders. A report is available upon request.
Develop CSW peer education training guide (PEP)	Training guide developed.
CSW peer education team training completed in HIV/AIDS prevention in conjunction with local NGOs (PEP)	Team training completed. Under PE program, 5,517 people participated in 156 sensitization sessions.
Train CSWs in sales techniques and HIV/AIDS prevention in conjunction with local NGO that works with CSWs (PEP)	CSWs trained in sales techniques made 802 visits to points of sale that resulted in 15,360 condoms sold. It is hoped that the relationship between these CSW-targeted points of sale and PMSC will result in greater sales to CSW and clients.
Final report completed of focus group results from CSWs	7 focus groups conducted: two with low-income CSWs, two with middle-income CSWs, two with clients of CSWs and one with English-speaking CSWs.
12-week intensive condom distribution complete in 300 points of sale in Douala and Yaounde	The activity is in progress in Yaoundé, we have completed eight weeks. Because of time constraints it hasn't yet been implemented in Douala but will be during FY01 using SFPS funds. The extra funds for this activity were used to hire an outside agency to monitor the quality of CSW activities being conducted by our partner NGO, a local association of CSW's call Amis de la Prudence.
Create sustainability implementation plan	A strategic plan will be developed during the second quarter of FY01.
<b><u>Togo</u></b>	
Produce branded packaging	Branded packaging produced and distributed
Implement Protector Plus nights	10 Protector Plus nights conducted.
Develop TV show content for 3 "Priorite Sante" shows	Developed.
Complete evaluation of MIVADO activities	Evaluation completed.
Conduct evaluation of youth activity	Evaluation completed.
Implement 90 promotional activities	Completed.
Conduct 30 Sales and promotional trips nation wide	Completed.

## Indicators

	<b>Target</b>	<b>Result</b>
<b>Cameroon</b>		
Number of Moslem religious leaders who attend seminar on HIV/AIDS issues	30	60 religious leaders attended the seminar from 2/22 – 2/24.
Number of CSW peer educators trained in HIV/AIDS prevention	20	15 have received initial training and 10 will receive advanced training.
Number of youth radio shows aired	6	Shows held weekly since June 14 <sup>th</sup> .
Number of new points of sales opened in urban areas where CSWs and clients meet	100	150 new points of sale operational.
Number of CSWs trained in sales techniques and who have supplies of condoms for distribution	15	5 were trained in Yaounde. This number was deemed sufficient to cover the additional points of sale.
Number of condoms social marketed through public and private sectors	12 million	In the 12 month period from October 1, 1999 to September 30, 2000, 13,597,886 were distributed
<b>Togo</b>		
Number of IEC activities regarding HIV/AIDS prevention conducted by MIVADO project in villages	8	8 IEC activities conducted.
Number of IEC campaigns regarding HIV/AIDS prevention carried out in Jr/Sr high schools in Lome	14	14 conducted.
Number of radio and TV shows aired regarding HIV/AIDS with topics focusing on adolescents, women and migrants	3 radio and 3 tv shows	3 radio and 3 tv shows aired
Number of promotional and TV advertisements for <i>Protector Plus</i> condoms	180	180 TV advertisements aired.
Number of social marketed condoms sold	6.8 million	In the one year period from October 1, 1999 to September 30, 2000, 6,818,592 condoms were sold.

## **Progress to Date**

PMSC (Programme de Marketing Social Camerounais) and PSI/Togo have completed most activities successfully and on-time. These activities focus primarily on IEC and targeted peer communication.

Under this program, PMSC conducted three primary activities. PMSC has conducted a seminar on AIDS prevention with Moslem religious leaders, implemented a youth radio show, and trained CSWs to develop sales points and act as peer educators and. In February, PMSC conducted a seminar focusing on HIV/AIDS issues for Moslem religious leaders in the North of Cameroon. This collaboration between PSI's condom social marketing campaign and religious leaders is key for increased effectiveness in the Northern region. PMSC developed a youth radio show that began airing weekly in June. Finally, PMSC trained CSWs in social marketing techniques and in peer education techniques. Through these skills, the CSWs have developed 150 new points of sale resulting in over 15,000 additional sales. Also, they have contacted over 5,000 people through peer education. It is hoped that continued support to these CSWs will result in higher condom usage among these key groups.

PSI/Togo completed all activities on target and on time. PSI/Togo conducted a number of IEC activities such as the "Carrefour" radio show and the *Protector Plus* nights to create demand for the social marketed condom. These were supplemented with radio and TV shows airing information about HIV/AIDS as well as promotional and TV advertisements for *Protector Plus* condoms. PSI/Togo also conducted outreach efforts with rural women through the MIVADO activity by presenting these women with STI/HIV/AIDS prevention messages. Finally, PSI/Togo reached the goal of 6.8 million condoms sold from October 1999 – September 2000.

This activity ended on September 30, 2000. When final financial figures are available, a brief SOW will be developed to account for any remaining funds.

## **Activity 14: Romania - Integrated HIV Prevention and Reproductive Health Promotion**

### **Description**

The purpose of this project is to increase the consistent and correct use of condoms for HIV/STI prevention and modern contraceptive methods for birth spacing in Romania. This will be achieved by increasing accessibility to condoms and oral contraceptives and by raising awareness of, improving knowledge about, and promoting positive attitudes towards safer sexual practices. The project, running from July through to December 2000, will build upon the existing foundations of the Romania Social Marketing Program which has been running since 1997 and will provide the foundations for further social marketing initiatives in 2001. This includes the preparation of a launch strategy for a new OC.

This activity will contribute to G/PHN's **IR 4.1**

<b>Scheduled in Year Three Workplan for Year Three</b>	<b>Accomplished</b>
<b><u>OC</u></b> Formative research for OC – brand development conducted	Focus group discussion conducted and analyzed.
OC product identified and registration process is underway	Negotiations still underway with producers. The selection process will be completed by 10/00, with registration in Romania.
<b><u>Condoms</u></b> Add additional national FMG distributor	Agreement reached with Joe Distribution Company
Assistant sales manager hired	Hired in July
<b><u>IEC</u></b> POP Promotional materials for condoms developed, produced, and placed	“Love Plus” flags produces and sited.
Develop and place mass media condom promotions	Television, Radio, and press promotions in hand.
3 weeks of seaside condom promotions conducted	“Love Plus Police Academy” conducts sampling exercise and parties promoting condoms.

### **Progress to Date**

Sales during the period August – September 2000 were severely disrupted because of payment problems with the primary FMCG distributor. Negotiations are underway to contract a new distributor, along with a bank guarantee. Sales for July through September are therefore slightly behind target (651,887 versus 750,000), but this should be quickly redressed once the distribution pipeline is reopened.

This was a busy period for promotional activities – including sampling, press and radio promotions. PSI was also successful in negotiating free placement of the generic condom /HIV prevention advertisement in 40 cinemas. Preparations are underway for the safer sex youth caravan for October. The caravan will combine safer sex promotional rock concerts with the “Taking it to the streets” educational programs in outlying cities.

### **Activity 15: Russia - Social Marketing for STI/HIV/AIDS Prevention**

#### **Description**

This activity expands generic condom social marketing to reach vulnerable populations. Included in the design are safe sex campaigns using mass media and interpersonal behavior change communications. These campaigns target young people aged 15-25 as well as those groups most likely to transmit HIV/AIDS, including IV drug users, commercial sex workers (CSWs), men who have sex with men (MSM) and STI clinic patients.

This activity contributes directly to USAID/Russia’s Health Strategic Objective: “Improved effectiveness of selected social benefits and services” by supporting IR1: “Improved capacity to deliver services to reduce STI/HIV/AIDS transmission in selected vulnerable populations.”

<b>Scheduled in Year Three Workplan in Year Three</b>	<b>Accomplished</b>
Finish baseline youth KAP Survey (Saratov)	Completed in July 2000.
Launch youth campaign in Saratov	Launched in Dec 1999.
Identify and train peer educators for youth campaign in Saratov	Peer educators identified and trained. Used in key events to distribute materials and act as promoters of safe sex behavior among their peers.
Develop radio program plan	PSI/Saratov selected a radio station and piloted the program in late April 2000. A six-month contract was then signed after positive testing of the pilot. The program is now airing weekly.
Produce Federal level mass media campaign	Testing of spots took place in Saratov in September 2000. Broadcasting anticipated for November 2000.
Produce and distribute IVDU materials	First issue of drug user journal produced and distributed. Health brochure developed and pretested in December 1999. Revisions made as per MOH, USAID/Moscow and USAID/W comments – pending USAID approval or alternative funding for printing. Second issue of drug user journal developed, pretested and ready to print. Also awaiting USAID approval or alternative funding. Materials production for IVDU’s ongoing throughout project period.
Produce and distribute CSW materials	AIDS Info Share materials were pretested in February 2000. Draft booklets are being developed and will be ready for pre-testing in November 2000.
Produce and distribute MSM materials	Project delayed due to need for an appropriate collaborator from the gay community to pre-test the documents.
Develop youth anti-drug strategy	Strategy initially discussed with MOH and USAID. Concept development postponed until 2001 after the evaluation of the safe sex campaign.
Conduct communications workshop	Due to no clear demand by the partners for this activity, this workshop was canceled.

Scheduled in Year Three Workplan in Year Three	Accomplished
Develop annual communications plan	A two-year workplan was submitted to USAID in mid-March 2000, which includes an annual communications plan. Detailed Communications Plans developed for CSW, MSM and IVDU activities in 6/00.
Round Tables in Saratov	Series of discussion groups with community leaders are being conducted to develop a greater understanding of policies and programs to prevent HIV/STD prevention among those engaged in high-risk behaviors. Three round tables were carried out in Saratov in Year Three.
Conduct special youth events held in Moscow/Saratov	Participation in 8 Days of Knowledge in Saratov and Moscow; included safe sex sketches, games and distribution of HIV/AIDS materials. Series of 6 summer camp events with training of camp counsellors completed and follow on events for youth. (Saratov Oblast). Several youth events including Snowboarding competition (March 2000) and Street Festival for youth (September 2000) carried out in collaboration with the local administration in Saratov.

### Progress to Date

This past year, PSI has continued substantial work on the Russia Social Marketing program. In December of 1999, PSI organized the official opening ceremony for the HIV Social Marketing project in Saratov. The slogan, "Vozmii Saboi" (Take it with you) was featured on promotional items that were distributed at the launch press conference and a nightclub event for youth (Balakovo). In Moscow, PSI sponsored eight "Days of Knowledge" reaching approximately 11,700 people from 16 institutes as well as youth in general at a nightclub event. In Saratov, PSI conducted a series of eight "Days of Knowledge" among students of the various institutes and universities. Approximately 4,000 youth were reached through these events.

In February of 2000, PSI underwent a change of country representative and also began the process of transitioning the program's headquarter office from St. Petersburg to Moscow. A search is also underway for an appropriate collaborator from the MSM community. During this time, a new work plan was developed to support activities from April of 2000 through March of 2002.

During the 2<sup>nd</sup> and 3<sup>rd</sup> quarters of 2000, PSI has completed many of the activities outlined in the work plan. The IVDU baseline was completed in May 2000, the youth baseline KAP in July 2000 and the baseline on CSWs in August 2000. During this period, PSI has developed draft

CSW materials to be pre-tested in November 2000 and has initiated activities for distributing such materials through organizations engaged in outreach to CSWs. There have been delays surrounding the MSM materials as an appropriate collaborator has not been located who can coordinate pre-testing. IVDU materials were developed, but are awaiting USAID approval. PSI has developed and began airing a youth radio program in Saratov and has developed and pre-tested the Federal TV campaign. The TV campaign is expected to launch in November. Finally, PSI continues to support many events targeted to providing youth with appropriate HIV/STD prevention information.

### **Activity 16: South Africa – Expanded Condom Social Marketing for AIDS Prevention**

#### **Description**

This is a three year program to reduce the transmission of STD's (especially HIV), in specific provinces (Mpumalanga, Northern Province, and North West Province), among black youth ages 15-25 by increasing condom use. This purpose ties in directly with USAID/South Africa's Results Framework by addressing **IR 3.2** for the increased use of HIV/AIDS prevention and mitigation services and practices. This is being achieved by increasing the availability and accessibility of condoms through the increased sales of *Lovers Plus* and *Care* female condoms. PSI's local affiliate, SFH (Society for Family Health) creates demand for condoms through brand advertising and interpersonal communications activities conducted in a community-based campaign. SFH uses more interpersonal communications activities to address the specific myths and attitudes that prevent the adoption of safer sex behavior by young people.

<b>Scheduled in Year Three Workplan for Year Three</b>	<b>Accomplished</b>
Recruit IEC Field Coordinator	SFH transferred an experienced IEC Coordinator to Mpumalanga from another Region.
Hold IEC staff workshops	SFH's IEC Coordinator completed workshops as planned. Next workshop scheduled for 4 <sup>th</sup> quarter 2000.
Design IEC campaign	IEC campaign designed.
Begin three months of IEC road show	IEC road show on-going (see below)
Recruitment and training of Sales reps.	Representatives were recruited and trained and have been selling in target provinces since October 1999.
Finish community analysis	Community analysis completed.
Conduct research on youth	FGD among youth completed in Mpumalanga.
Test print materials	Billboards, branded taxis/trucks, and promo materials ordered and received. Abacha Phezula flyer developed and produced. <i>Lovers Plus</i> flyer in local languages still under development. <i>Care</i> materials developed, tested, and available.
Complete placement of TV ad	TV ads programmed on both E TV and SABC. Project has obtained highly favorable broadcast rates from both media outlets.

<b>Scheduled in Year Three Workplan for Year Three</b>	<b>Accomplished</b>
Conduct PRISSM	Full scale PRISSM now scheduled for end of 2000.
Conduct audit	Draft audit submitted and reviewed. Still awaiting final report.
Development of new POP	On sale here stickers ordered. Delivery expected in October. Hanging Stands produced and being distributed.
Conduct special topic focus group studies	Focus group research on brand packaging for low priced condom and pricing strategies nearing completion.
Begin two months of Road Show	A month of roadshows completed with Puppets Against Aids. Completed an SFH/Sony partnership on Paint City Red Campaign. Regularly scheduled promotional events on-going. Planning partnership with Sony Summer Sounds Festival (series of 8 concerts to be held nationwide during last 2 months 2000).
Conduct focus group on condom preference	Condom preference included in focus group studies on low priced condom option, also information obtained from quantitative study conducted 2 <sup>nd</sup> quarter 2000.

### **Progress to Date**

The IEC mass media campaign is the cornerstone of this project. An updated workplan, to be completed in the next quarter, will define the communication campaign more thoroughly.

**INTERMEDIATE RESULT 4.2:** Enhanced quality, availability, and demand for STI management and prevention services.

The AIDSMARK activities that address this **IR** are underway in the Dominican Republic, STI PPT Lessons learned and next steps, and Zimbabwe.

### **Activity 1: Dominican Republic Strengthen STI Prevention and Control Capacity of PROCETS**

#### **Description**

While IMPACT focuses on improving DIGECITTS' (PROCETS was renamed after the elections in August 2000) institutional capacity, AIDSMark will examine the feasibility and, if possible, pilot test three innovative HIV/AIDS/STI interventions. AIDSMark will explore the feasibility of (1) voluntary counseling and testing (VCT), (2) pre-packaged therapy for STI control (PPT), and (3) community-level generic condom promotion. This activity has been granted a no-cost extension through December 2000.

<b>Scheduled in Year Three Workplan for Year Three</b>	<b>Accomplished</b>
<b><u>VCT</u></b> Conduct participatory activity with key stakeholders to design viable VCT model(s)	The workshop was conducted 11/15/99 – 11/17/99. The final report was finalized in June 2000.
Propose viable VCT model(s) to PROCETS	PROCETS presented a design for MTCT, which includes VCT in 2 maternities in St. Domingo. FHI & DIGECITTS (ex-PROCETS) are reviewing the design for VCT. PSI's role in promoting VCT services is on hold until the design is finalized.
Provide on-site training in Zimbabwe at VCT project to strengthen local capacity	Due to the above delays, this activity will be reevaluated for implementation.
Determine how to use social marketing to increase demand for VCT and market VCT services	Due to delays in the planning process for the implementation of the VCT model, this activity will be rescheduled for the next quarter.
Determine and assist with training needs	Training was conducted in April 2000.
<b><u>PPT</u></b> Design PPT monitoring tool	PROCETS staff reviewed and approved monitoring tools by 4/30/00.
Provide logistical guidance during the implementation of the project	Launch of the PPT pilot project was delayed until August because of insufficient supply of antibiotics. By the end of August, the pilot PPT intervention had begun in all three clinics.
<b><u>Condom Promotion</u></b> Reassess communication efforts	PROCETS and USAID/DR agreed to postpone this activity indefinitely pending the purchase of quality condoms by PROMESE and the arrival of the new director for DIGECITTS. The quality of the public sector condoms continues to remain an issue and this directly affects any government-sponsored condom promotion campaign. The role of PSI/AIDSMark in this activity continues to be under review.
Propose community-level strategy	Postponed.
Develop appropriate messages and campaign	Postponed.
Provide technical assistance to implement campaign	Postponed.

## **Progress to Date**

AIDSMARK facilitated a workshop with key stakeholders to design a viable VCT model(s) for the DR. As a result of a number of scheduling conflicts, the workshop dates had to be moved from September to November 1999. Due to the threat of Hurricane Lenny, only 15 of the 40 invitees attended the workshop. A number of key organizations (for example, Red Cross, private laboratories, Ministry of Health representatives from other provinces) were not present. The facilitators prepared a draft report, which was circulated in December, and was finalized for dissemination in June 2000.

Additionally, in late March 2000, PROCETS presented PSI and FHI a plan to include VCT services in 3 maternities as part of the overall MTCT program. FHI and DIGECITTS (PROCETS was renamed after the August 2000 elections) continue to review the design of VCT, perhaps to be integrated into MTCT programs. Until the design is finalized, any IEC and promotional activities by PSI/AIDSMARK are postponed.

PROMESE agreed to participate in the PPT activity by providing antibiotics and condoms, establishing sales prices, and distributing kits. The packaging and IEC materials were designed, validated, and completed by May 1<sup>st</sup>, 2000. The distribution and monitoring plan was developed. The PPT communication strategy was designed which included: promotion of and information on PPT to health providers and other personnel; and, information on STIs to the general public. The refresher training course in syndromic management and PPT was postponed until June 2000. The launch of the PPT activity in the three pilot sites was postponed until August 2000, primarily because of the delay in availability of antibiotics for the kits.

Condom promotion activities have been delayed indefinitely due to concerns about the quality of public sector condoms. Activities will begin when the MOH procures better quality condoms.

## **Other Activities**

At the request of USAID/DR, PSI conducted surveys of a selection of motels, brothels and *colmados* (small neighborhood shops) to determine the extent of the availability of Panté condoms (the social marketing brand in Haiti) in the DR. The survey was conducted in March; results were analyzed in April 2000. At the request of USAID/DR, the PSI/Haiti Deputy Representative traveled to Santo Domingo in May to meet with USAID to discuss the issue of cross-border Panté sales. PSI/Haiti will continue to monitor its distributors in an effort to reduce cross-border sales. However, ultimately, a Dominican solution is needed for the condom supply problem in the DR.

In June, PSI/AIDSMARK contracted a local consultant to provide daily management and administrative support for the activities. Since July, she has managed primarily the PPT pilot project, as the other two interventions are postponed.

## **Activity 2: STI Pre-Packaged Therapy (PPT) Lessons Learned and Next Steps**

### **Description**

This activity will increase the knowledge that exists about the social marketing of STI pre-packaged therapy in Africa, disseminate that information to policy-makers, social marketing practitioners, and donors, and provide for a feasibility study in Nigeria.

<b>Scheduled in Year Three Workplan for Year Three</b>	<b>Accomplished</b>
Develop lessons learned and “key questions” documents	Collection and review of documents from MSTOP in Cameroon clear seven in Uganda and three public sector STI PPT interventions were completed. Site visit to Uganda for Clear 7 conducted in May 2000. Draft lessons learned and FAQ documents were circulated for comments. The document will be finished by Dec 2000.
Conduct first stage of Nigeria feasibility study	The feasibility study conducted in March/April 2000. Results and recommendations were drafted and circulated for comment in Aug 2000

### **Progress to Date**

The lessons learned and FAQ documents will be drawn from STI PPT interventions in Cote d’Ivoire, Cameroon, Uganda, Cote d’Ivoire, and two public sector interventions in Mozambique and South Africa . The intervention in Cote d’Ivoire is supported by the Canadian International Development Agency (CIDA), and is being implemented in private and public clinics in four major industrial sites.

Under AIDSMark, SFH/Nigeria (the PSI local affiliate) and FHI have collaborated on a feasibility study of the social marketing of STI PPT in Nigeria. The findings from all the components of the feasibility study will be completed during the next quarter.

## **Activity 3: Zimbabwe: Voluntary Counseling and HIV Testing (VCT)/ Integrated Reproductive Health Program (IRHP)**

### **Description**

This activity is establishing and promoting a network of eleven counseling and HIV testing sites to provide AIDS prevention counseling and HIV testing to the general and high-risk populations of Zimbabwe.

Based on the experience of VCT centers elsewhere in Africa, it is expected that knowledge of one’s HIV status combined with high-quality counseling services will lead to behavior change towards risk reduction. Thus this activity will contribute to USAID/Zimbabwe’s Results

Package 5: Behavior change resulting from improved HIV/AIDS preventive measures. This activity will also contribute to G/PHN's **IR 4.1**.

An additional and important component of the Zimbabwe activity will be to promote the sustainability of VCT services in the country by working with the centers to enhance their institutional development and financial sustainability. Achieving these goals will strengthen these organizations' responses in delivering HIV/AIDS information and services, and thus contribute to G/PHN's **IR 4.4**.

AIDSMARK used formative research to design services that are responsive to consumer preferences. In partnership with FHI, monitoring and evaluation activities have been developed to maintain a high quality of service delivery and evaluate behavior change among high-risk groups. USAID/Zimbabwe is funding a coordinating activity to strengthen the capacity of community-based organizations (CBOs) to provide community-based counseling and referral (CCR) services that will promote and support VCT in New Start communities. These activities will improve data availability to evaluate program impacts, thus contributing to G/PHN's **IR 4.5**.

The provision of integrated reproductive health services enhances the success of any program aiming to reduce the transmission of HIV/AIDS and minimize its impact. In Zimbabwe, where one in four sexually active adults is currently HIV positive, integrated RH services provide an opportunity for health care providers to target the sexually active population for family planning, STI prevention and treatment, and HIV prevention simultaneously.

Scheduled in Year Three Workplan for Year Three	Accomplished
A total of 11,000 people receive VCT services at all VCT sites by 2/01	A total of 8176 clients have been tested to date; 7277 in this period.
Nine centers open by 12/99; eleven open by 2/01	Nine centers operational
<b><u>VCT</u></b>	
Hold community influencer workshops	Ongoing
Continue client monitoring	Ongoing
Renovate Direct and Gwanda Centers	Complete for Autonomous Site; 80% complete for Gwanda Site
Complete Retrospective testing of Rapid Test Kits	Completed
Recruit and hire new staff	Completed
Recruit and hire staff for Direct and Gwanda Centers	Completed
Train staff of Direct and Gwanda	Completed
Develop advertising campaign	In progress

Scheduled in Year Three Workplan for Year Three	Accomplished
Complete Prospective testing of Rapid Test Kits	Prospective evaluation of rapid test kits completed at GU Centre and at Zimbabwe AIDS Prevention and Support Organisation (ZAPSO)
<b><u>IRHP</u></b> Conduct consumer profile survey	Completed
Develop advertising campaign	50% complete

### Progress to Date

In the past year, New Start faced a number of challenges. The high inflation rates experienced in Zimbabwe have resulted in serious budgetary constraints. Increasing salaries nationwide have affected the salaries paid to VCT staff at the sites; in addition there have been major increases in the costs of goods and services, including phenomenal increases in advertising and fuel costs. Initial under-budgeting for test kits has resulted in the re-alignment of the budget, thus cutting down on essential components such as training, communications, and site support. The increase in the number of sites from six to nine without any changes in the amount allocated for the project put a strain on management staff and on the possible amount of financial support to each site.

Partly in response to these factors USAID/Zimbabwe decided to shorten the life of the current cycle of funding for the intervention by 15 months, bringing it to a close in February 2001 versus May 2002. The budget for the intervention includes the original budget of US\$3.1 million, plus US\$250,000 that was obligated in April 2000 to offset some of the burden imposed by the addition of an integrated reproductive health component. Total funds of US\$3.4 million will be spent more quickly than originally anticipated: by February 2001. This will happen by 1) increasing support to the nine existing VCT centers; 2) allowing for addition of a tenth center in Gwanda; 3) opening a direct site; and 4) continuing the support for a complementary integrated reproductive health component.

The program has also sought funding from several other donors. Negotiations on behalf of New Start are continuing between the Zimbabwe Broadcast Corporation, the Government of Zimbabwe and USAID, in an effort to reduce the placement rates for the VCT programmes on both radio and television. The Government has also taken over some program components that do not have adequate funding, such as training. Continuing interpersonal communication (IPC) activities with community participation lessons learnt from other programs are being utilized to improve promotion of the centers.

Preparations for opening a direct site (i.e. not integrated into existing services) are nearly completed. One of the features of this site will be longer and more flexible hours of operation, therefore making it more easily accessible to the VCT target groups. Quality control will also be facilitated by the fact that the direct site will be managed directly by New Start.

Results of the New Start program was presented at the XIII International AIDS Conference in Durban, South Africa, in two poster presentations entitled “*New Hope with “New Start”*: Social Marketing of Voluntary Counseling and Testing for HIV Prevention” and “*New Start Voluntary Counseling and Testing for HIV Prevention in Zimbabwe: Effectiveness At Reaching Target Populations*”.

**INTERMEDIATE RESULT 4.4:** Strengthened and expanded private sector organizations’ responses in delivering HIV/AIDS information and services.

AIDSMark has developed three activities to address **IR 4.4**. These include an activity in Russia partnering US and Russian NGOs in HIV/AIDS prevention and the establishment of a Health Communications Center in Rwanda.

### **Activity 1: Russia - Partnerships**

#### **Description**

As one component of the AIDSMark response to the growing HIV/AIDS epidemic in Russia, the partnerships program has been designed to respond to the need to empower local organizations. It works primarily with NGOs to provide the support necessary to formulate a response to the epidemic. The goal of the Partnerships Program is to improve local capacity to design, implement, and evaluate HIV/AIDS programs as stated in the Russia Mission’s IR1.2. The most important means by which this is to be accomplished is through skills transfer in STI/HIV/AIDS prevention as a result of partnering Russia organizations with complementary US organizations.

<b>Scheduled in Year Three for Year Three</b>	<b>Accomplished</b>
Develop partnership public relations materials with USAID	USAID has approved the Partnerships Overview document developed by PSI. This document will be updated every six months. In addition, PSI developed a Lessons Learned document after the Year End workshop.
Coordinate Year End Workshop	PSI conducted a End-of-Year-One Workshop in Moscow in early June 2000.
Form a 3 <sup>rd</sup> Partnership	PSI selected a Russian partner (ACCENT) in May 2000. PSI/W circulated an RFA for the US Partner (USP) in July, and applications were received in August. An external review committee read the applications and made their recommendations by early September. PSI selected Stonewall Recovery Services (SRS) as the USP for the new partnership. An award letter was sent out to SRS at the end of September 2000.

## Progress to Date

During this reporting period, the Russia Partnerships Program conducted a series of exchanges and skills transfers. In Moscow, these include exchanges between Lower East Side (LES) and No to Alcohol and Narcotics (NAN). In Saratov, these exchanges have taken place between the US partners, Whitman Walker Clinic (WWC), Helping Individual Prostitutes Survive (HIPS), and Metro Teen AIDS (MTA), and the Russia partners, No to Alcohol and Narcotics (NAN/Balakovo), the Center for International Understanding (CIU) and the AIDS Center.

In the final quarter of 1999, LES traveled to Moscow to train five of NAN's outreach workers and seven representatives from other NGOs in harm reduction and street-based education. During the 1st quarter of 2000, the outreach workers continued working among students at institutes and in dormitories. During the 2<sup>nd</sup> and 3<sup>rd</sup> quarters of 2000, LES traveled to Moscow to provide technical assistance on data gathering and evaluation as well as to conduct an assessment of progress to date against objectives in the LES/NAN partnership.

LES and NAN have collaborated on translating and adapting a series of existing educational materials. NAN also conducted an anti-drug event reaching 800 young people with materials on HIV/AIDS prevention and safe sex. NAN has shown a steady increase in the number of clients coming to their center (Yasen Center) for counseling and testing since the beginning of the project. Finally, NAN continues to work with local administrative bodies in order to gain their support for harm reduction and HIV/STD prevention activities.

Activities are ongoing as well in the Saratov partnership. In late January 2000, representatives from the US-based partners, Whitman Walker Clinic and Metro Teen AIDS, traveled to Saratov for approximately one week to provide training on harm reduction and peer education. Following the workshop, MTA representatives traveled to Balakovo with NAN to train their outreach workers for three days. During this visit, MTA also trained the NAN staff on the STEPS program of Narcotics Anonymous and Alcoholics Anonymous. NAN/Balakovo has established an agreement with local health professionals to provide medical care to IVDUs within the framework of a harm reduction program.

Based on the training conducted by the US partners in January, CIU has developed a sensitivity training curriculum which has been used since to train a variety of people involved with high-risk groups, including administrative officials, NGO representatives, volunteers, prisoners and prison officials. In addition, CIU has provided training to other NGOs in fundraising, grant writing, and the basics of marketing and financial management so that NGOs working in HIV/AIDS and STD prevention will be better equipped to raise new funds.

In the 2<sup>nd</sup> quarter of 2000, the US-based partners traveled to Saratov and Balakovo to provide technical assistance to the Russian partners. MTA worked with NAN/B to discuss volunteerism and techniques on conducting support groups. HIPS worked with the AIDS Center on developing a strategy for working with CSWs. WWC conducted a three-day advanced harm reduction seminar with the Russian partners and collaborators. All three RPs continue to use and expand upon the techniques shared by the USPs during training and working sessions.

There have been many developments to the administrative side of the program as well. PSI conducted an end-of-year-one workshop in June 2000 with all of the partners. PSI developed a

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lessons learned document based on the first year of experience and discussions of the end-of-year-one workshop. After discussions with USAID, PSI decided to develop a third partnership. PSI selected a Russian partner (ACCENT) in May 2000. PSI/W circulated an RFA for the US Partner in July, and applications were received in August. An external review committee read the applications and made their recommendations by early September. In early September PSI sent out letters to clarify information in the applications, and upon satisfactory response from the best and final list of organization, PSI selected Stonewall Recovery Services (SRS) as the USP for the new partnership. An award letter was sent to SRS at the end of September 2000.

## **Activity 2: Rwanda - Health Communications Center and IEC Activities**

### **Description**

A two-year, \$1.8 million activity delivered an equipped and staffed facility to develop, produce, and evaluate health-promoting communications, including HIV/AIDS/STI prevention messages, for private and public institutions in Rwanda. Funds also were obligated to PSI/Rwanda to purchase some of the Center's products. The development of the Center is now complete; however, there are ongoing activities with funds obligated to PSI/Rwanda to conduct IEC activities. This activity addresses USAID/Rwanda's SO2: "Increase the utilization of basic health and social services and change behaviors related to STIs by building Rwanda's service capacity."

This activity also contributes to G/PHN's **IR 4.1**. As the creation of the center addressed constraints created by the 1994 Rwanda war, including destruction of infrastructure and human resource talent in communications, it also contributed to G/PHN's **IR 4.3**.

The objective was for the center to function as a private sector, nonprofit, fee-for-service facility, with the goal of attaining a degree of financial stability over time. Achievement of this goal contributed to the G/PHN's **IR 4.4**.

Finally, this activity contributed to G/PHN's **IR 4.5** by improving the ability of Rwandans to generate and apply data to evaluate the effectiveness of the center's health messages.

<b>Scheduled in Year Three for Year Three</b>	<b>Accomplished</b>
Print production and print management assessment conducted	Conducted.
Provision of technical training for RCHC staff in the operation and maintenance of software applications, graphic design techniques and operation of audio and video equipment	Technical training provided for all appropriate staff.
External financial and management audit conducted	Ernst & Young/Kenya have conducted an external financial and management audit.
Provision of technical training for	Training provided for all appropriate staff.

<b>Scheduled in Year Three for Year Three</b>	<b>Accomplished</b>
establishing HIV/AIDS, IEC and general health documentation and library services	
Sponsoring Opening Day for the Center	The Center did not open within this time period as the partners did not receive concurrence from the MOH.
Provision of assistance for including People Living with HIV/AIDS (PLWHAs) in the development of the RCHC's HIV/AIDS documentation facility and IEC training and materials development	This activity has included providing small support for establishing an extra office near the HIV/AIDS documentation library at the RCHC. AIDSMARK has donated some office equipment and office space rental until the end of the AIDSMARK activity. The office is fully equipped and available. Usage of the office pending Ministry of Health authorization and organization of PLWHA local networks.
Provision of technical assistance to establish a photo library for creating SCOPE and other IEC materials	Completed
Provision of technical assistance for the development of a core donor, potential client and regional contact database	Completed
Print campaign designed (includes billboards, stickers, etc.)	Print materials for hair salons completed. Billboard design approved. Billboard will be posted in Nov 2000.

### **Progress to Date**

The AIDSMark contribution to the Rwanda Health Communications Center ended on March 31, 2000. During the final six months of this activity, all necessary staff was trained in the appropriate technical areas, and the Center procured the final equipment and a market assessment was conducted. Under this activity, all major benchmarks were achieved except the opening of the Center. This did not occur within the time period allotted due to a lack of concurrence among the partners.

PSI/Rwanda has continued to use a small portion of the funds originally budgeted for their use as the first client of the Center. These funds have been used to produce AIDS prevention IEC materials, to support a radio show and to conduct awareness-raising events.

AIDSMark is coordinating with the mission on developing a SOW for the use of remaining funds.

**INTERMEDIATE 4.5:** Improved availability of, and capacity to generate and apply, data to monitor and evaluate HIV/AIDS/STI prevalence, and program impacts.

The two AIDSMark activities that address this **IR** are the Social Marketing for Adolescents' Sexual Health in Africa: Operations Research and Advocacy (SMASH), and the Research Results Dissemination activities.

**Activity 1: Dissemination of Research Results**

**Description**

Data from several AIDSMark interventions became available in the past year. These data will be analyzed and disseminated in the form of research working papers.

Scheduled in Year Three Workplan for Year Three	Accomplished
Monitor research activities and disseminate data as it becomes available	Ongoing research activities in Benin, the Congo, and Russia

**Progress to Date**

A brief research report was prepared on the Bolivia research. Longer working papers, using data from Russia, Benin, and Congo, will be finalized by late 2000.

**Activity 2: Social Marketing for Adolescent Sexual Health (SMASH): Operations Research and Advocacy in Botswana, Cameroon, Guinea, South Africa**

**Description**

This activity increases awareness among policy-makers and other decision-makers of the potential effectiveness of social marketing activities in reducing the vulnerability of adolescents to HIV/AIDS. SMASH provides an analysis and synthesis of lessons learned on the effectiveness of social marketing programs for HIV/AIDS prevention among adolescents in sub-Saharan Africa.

Scheduled in Year Three Workplan for Year Three	Accomplished
Complete Synthesis Technical Paper	Draft completed and submitted to USAID and PRB September 1999.
Hold Workshop about including parents in adolescent activities in Cameroon	Workshop held.
Assessment of South Africa peer education programs	Final report submitted.

Scheduled in Year Three Workplan for Year Three	Accomplished
Disseminate policy document	Disseminated via PRB and PSI mailing lists
Begin advocacy dissemination activities	Presented at African Adolescent Reproductive Health SOTA (State of the Art Training) course on Johannesburg: September 1999. Presented at USAID/Washington in 2 <sup>nd</sup> quarter 2000. Participated in USAID Gender Working Group on male involvement. Presented at donor meetings, international conferences, and workshops with implementing partners.
Publish synthesis publication	Disseminated 3 <sup>rd</sup> quarter 2000.
Conduct Washington, DC dissemination workshop	Presented at USAID/W and to two DC audiences of donors, and policymakers.
Conduct Africa dissemination workshop	Submitted concept to Ethiopia conference.
Presentation of SMASH results	See dissemination activities above.
Establish radio program for youth in Cameroon and Guinea	Radio program development occurred in 2 <sup>nd</sup> quarter 2000 with external TA. The first program aired in 3 <sup>rd</sup> quarter 2000. The program is ongoing and will be replicated in a second city.
Establish AIDS hotline in Cameroon	This is no longer part of the SMASH/Cameroon workplan. The radio program will include a “call in” element, but there will not be a separate—stand alone hotline created because there is a shortage of phone access among teens.

### Progress to Date

The major activities for this project have been completed. There is ongoing advocacy and dissemination of project lessons and research findings. The radio program in Cameroon and Guinea continues to be success and will begin airing in a second city.

**INTERMEDIATE RESULT 4.6:** Developing and strengthening mechanisms to provide quality and timely assistance to partners to ensure effective and coordinated implementation of HIV/AIDS programs.

AIDSMark contributes to **IR 4.6** through a variety of activities. During this reporting period, AIDSMark contributed to the Dissemination of “Hot Topics in Social Marketing,” Social Marketing through Application of Research and Tools (SMART), and an STI Manual for Social Marketers.

## **Activity 1: Dissemination of “Hot Topics in Social Marketing”**

### **Description**

AIDSMark will develop and disseminate brief summaries of "Hot Topics in Social Marketing." These will include, but are not limited to, papers on social marketing of the female condom, innovative approaches to the social marketing of STI PPT, and the social marketing of VCT. These documents will be disseminated within the PSI network as well as to stakeholders and policymakers within the field of social marketing.

<b>Scheduled in Year Three Workplan for Year Three</b>	<b>Accomplished</b>
Paper preparation.	Documents disseminated.

### **Progress to Date**

A PSI Profile was published on “New Hope with New Start: Social Marketing Motivates Behavior Change Through Voluntary HIV Counseling and Testing in Zimbabwe.” The AIDSMark Research Tool Kit was disseminated to all field offices and program staff. Four of the tool kit papers were also published as working papers; these covered guidelines for contracting research, the distribution survey, the consumer profile survey, and focus group discussions. The guide to STIs, titled, “STD/HIV 101: Identifying Country-Appropriate STD Treatment/Prevention Interventions to Decrease HIV Transmission” was disseminated throughout PSI’s worldwide programs, as was the think piece on “Lessons Learned in Marketing the Female Condom”.

## **Activity 2: Social Marketing through Application of Research and Tools**

### **Description**

The S.M.A.R.T. Marketing Initiative is designed to improve PSI’s understanding of the nature of the impact condom social marketing (CSM) can have on HIV/AIDS prevention. S.M.A.R.T. will refine ways of measuring impact, develop tools (and improve the capacity to use them) to guide project activities to maximize desired impact, and to investigate how PSI’s CSM model can be modified to increase its ability to target specific populations. This activity started January 2000, therefore, accomplishments listed below are for the first three months of implementation.

<b>Scheduled in Year Three Workplan for Year Three</b>	<b>Accomplished</b>
Review of available data & selection of 3 countries	Country selection completed in Jan 2000.
Development of research brief & analysis plan	Completed.

<b>Scheduled in Year Three Workplan for Year Three</b>	<b>Accomplished</b>
Analysis/Report of 2 countries by consultant, 1 by PSI Research Staff	The consultant was contracted in Feb 2000. Review and analysis of available data has begun and is ongoing.
Modify PSI research tool kit to include BC indicators	This was scheduled for the next reporting period. However in March 2000, PSI Research staff drafted modified indicators to include BC for quantitative surveys. The revisions for qualitative surveys are underway.
Provisional list & outline of tools to be created	Eight items comprise the provisional list of tools to be created was prepared in Jan 2000. Progress has been made in drafting all 8 guidelines and templates.
<b><u>Output a. Impact</u></b> Analysis/Report of 3 countries	Analysis of two countries ongoing
Dissemination of key findings and conclusions	Development of working papers ongoing
<b><u>Output b. Capacity</u></b> Decision-making matrix (for Durban & Retreat)	Completed
Guide to BC Framework	Guide in final draft form. Projected completion date of Dec. 2000
Revise marketing plan template after initial trial	Revised marketing plan template drafted Dissemination to PSI field offices planned for Oct 2000
Guidelines for interpretation of research	Guidelines in final draft
Guidelines for market-research tools	Guidelines under development
Guidelines for communication briefs	Guidelines under development
Interpersonal Communication Guide	Development of guide ongoing
Guidelines on product positioning & distribution	Development of guidelines ongoing
Dissemination of tools at PSI global retreat	Dissemination of lessons via presentation, tools to be disseminated later
Training curriculum developed for workshops	Training curriculum under development. First workshop to take place in December or 2000.

### **Progress to Date**

The S.M.A.R.T Initiative is being implemented with a few delays according to the schedule. All items planned for the January – June 2000 period began as scheduled, with some completed. The PSI and AIDSMark technical staff has collaborated closely in order to move forward with the S.M.A.R.T. implementation plan.

The three countries for data review and analysis were identified immediately, as was the external consultant. Review of existing data for one case study proved to be problematic. Analysis will proceed for two countries. AIDSMark expects the data review and analysis to be completed early in the next reporting period.

The provisional list of eight tools includes:

- Decision-making matrix
- Guide to BC framework
- Revised marketing plan template
- Guidelines for interpretation of research
- Guidelines for market-research tools
- Guidelines for communications briefs
- Guidelines to develop communications products: theatre guide and interpersonal communications guide
- Guidelines on product positioning and distribution

PSI/AIDSMark technical staff has begun drafts of each of the eight tools. This list will likely be adjusted as analysis of existing data proceeds, and more information is gathered about which interventions have the greatest impact on behavior change.

### **Activity 3: STI Manual for Social Marketers**

#### **Description**

AIDSMark developed and disseminated a guide to Sexually Transmitted Diseases (STDs), their relationship to the spread of HIV, and an overview of possible interventions to reduce STI prevalence. This manual is intended to increase levels of knowledge among social marketing practitioners and to spark interest in developing additional STI-related activities. This manual contributes to G/PHN’s **IR 4.2**.

<b>Scheduled in Year Three Workplan for Year Three</b>	<b>Accomplished</b>
Develop and disseminate STI Manual for Social Marketers	Developed and disseminated STI Manual for Social Marketers

#### **Progress to Date**

AIDSMark developed the STI Manual for Social Marketers in the last quarter of 1999. The manual has been disseminated throughout the PSI network and to interested partners to promote

a better understanding of STD's relationship to HIV and to outline possible social marketing interventions.

### **III. PROBLEMS/CONSTRAINTS**

#### **MAJOR PROBLEMS ENCOUNTERED DURING THIS PERIOD AND THEIR RESOLUTIONS**

##### **Problems and Constraints**

The primary constraint identified by AIDSMark is keeping up with growth of the portfolio. The project added seven new country level activities during the latter six months of FY00; as we look to the immediate future, we anticipate a few more activities in the first quarter of FY01. The evolving nature of AIDSMark's AIDS prevention portfolio necessitates increased capacity in research, marketing, and epidemiology. Increasing staff capacity is directly related to core resources available.

We feel that this constraint can be addressed by an increase to the core budget.

#### **IV. FINANCIAL SUMMARY**

Financial data is not yet available through September 30, 2000 for AIDSMark activities. This information will be presented when available.

## Attachment 1

### LIST OF ACRONYMS

ASF	Associação Saúde da Família – Brazil
BC	Behavior Change
CAMS	Conférence Africaine pour le Marketing Social
CBD	Community Based Distributor
CBO	Community Based Organization
CCR	Community Based Counseling and Referral Services
CIDA	Canadian International Development Agency
CIU	Center for International Understanding
CS	Child Survival
CSM	Condom Social Marketing
CSW	Commercial Sex Worker
DAPP	Development AID for People to People
DIGETITTS	Spanish Acronym for government of Dominican Republic National AIDS Control Program
DKT	DKT International
D/HIV	Department of HIV/AIDS of the Global Bureau (USAID)
DMELLD	Design, Monitoring and Evaluation, Lessons Learned Dissemination
DR	Dominican Republic
DRC	Democratic Republic of Congo
ESMG	Eritrea Social Marketing Group
FFS	Fundacion Fomento en Salud
FHA/WCA	Family Health and AIDS Prevention/West and Central Africa
FHI	Family Health International
FMCG	Fast Moving Consumer Goods
FP	Family Planning
G/PHN	Center for Population, Health, and Nutrition of the Global Bureau (USAID)
HIPS	Helping Individual Prostitutes Survive
IEC	Information, Education, and Communication
IMPACT	Implementing AIDS Prevention and Care Project
IR	Intermediate Result
IRHP	Integrated Reproductive Health Integrated Health
IVDU	IV Drug Users
KAP	Knowledge, Attitudes, and Practices
LES	Lower East Side
MCH	Maternal and Child Health
MDCU	Mobile Distribution and Communications Unit
MOH	Ministry of Health

MSM	Men who have Sex with Men
MTA	Metro Teen AIDS
MTCT	Mother to Child Transmission
NACP	National AIDS Coordination Program (Zimbabwe)
NAN	No to Alcohol and Narcotics
NGO	Non-governmental organization
NUEYS	National Union of Eritrean Youth and Students
PHN	Population, Health, and Nutrition
PLWHA	People Living with HIV/AIDS
PMSC	Programme de Marketing Social Camerounais
PNLS	Programme National De Lutte Contre le SIDA
PPT	Pre-packaged therapy
PRB	Population Reference Bureau
PROCETS	Control Program of STDs and HIV
PSAMAO	Prévention du SIDA sur les axes migratoires du l' Afrique de l'Ouest
PRISSM	Promoting Improvement in Sustainable Social Marketing
PSI	Population Services International
RCHC	Rwanda Center for Health Communications
REDSO/WCA	Regional Economic Development Services Office/West and Central Africa
RFA	Request for Applications
RH	Reproductive Health
RP	Russia Partner
RSH	Reproductive Sexual Health
SFH	Society for Family Health
SFPS	Santé Familiale et Prevention du SIDA (REDSO/West Africa)
SMASH	Social Marketing for Adolescents' Sexual Health
SO	Strategic Objective
SOW	Scope of Work
SRS	Stonewall Recovery Services
STD	Sexually Transmitted Disease
STI	Sexually Transmitted Infection
TIZ	Targeted Intervention Zone
USAID	United Station Agency for International Development
USP	US Partner
UNAIDS	Joint United Nations Programme on AIDS
VCT	Voluntary Counseling and Testing
WARMO	West Africa Regional Migrant Outreach
WWC	Whitman Walker Clinic

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