

**AIDS**Mark  
Social Marketing: On Target, On Time  
Year Four  
Annual Report  
(October 2000 - September 2001)

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## **ATTACHMENTS**

DETAILED REPORTS FROM THE PROGRAMMATIC DATABASE



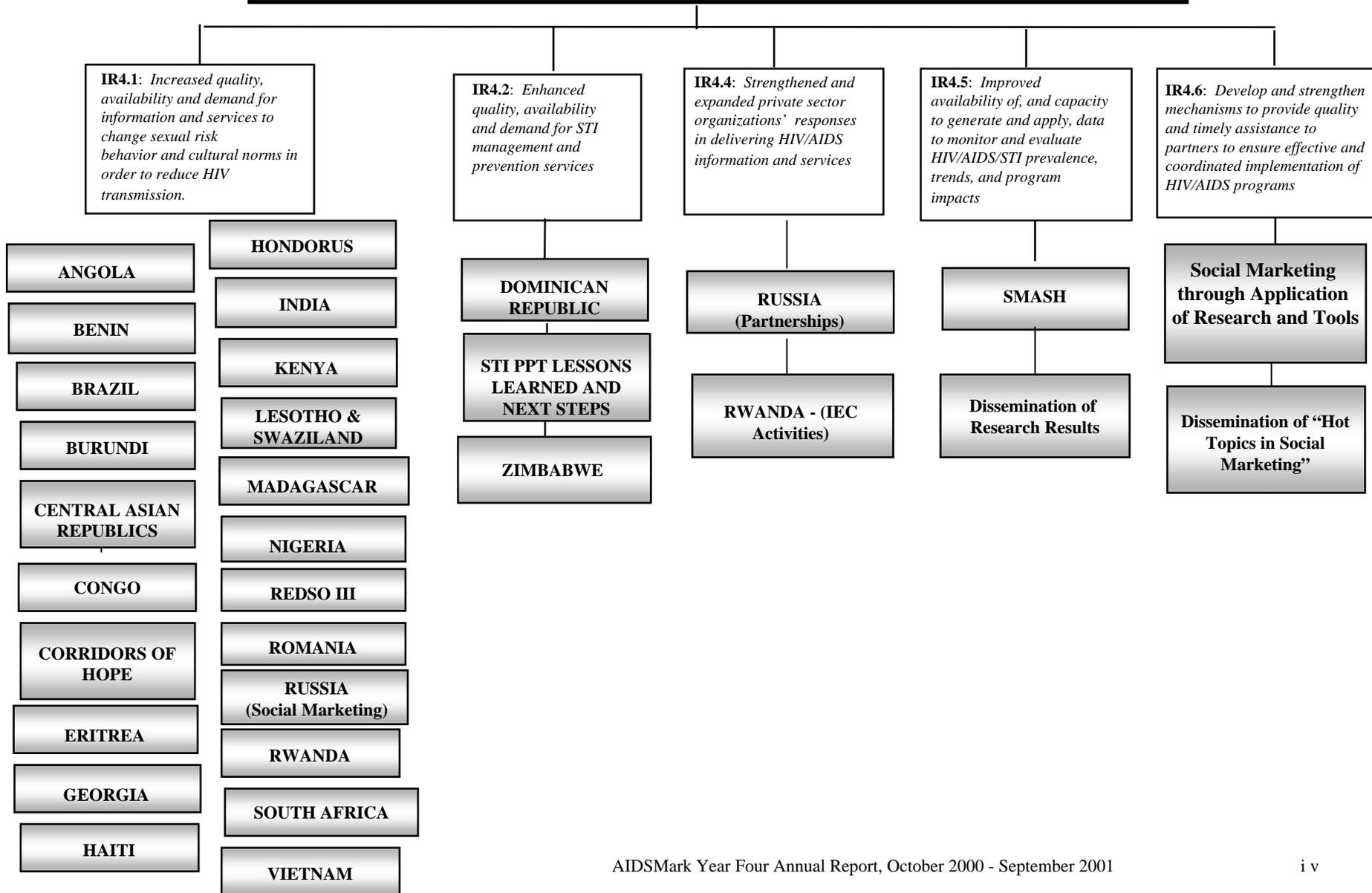
## LIST OF ACRONYMS

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
DIGECITSS	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)
DR	Dominican Republic
DRC	Democratic Republic of Congo
ESMG	Eritrea Social Marketing Group
FGD	Focus Group Discussion
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	Intravenous 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
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
PMLS	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 States 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



**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



# **I. INTRODUCTION/BACKGROUND**

## **SUMMARY PROJECT DESCRIPTION**

The AIDSMark program is designed to implement HIV/AIDS prevention and mitigation 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 disseminates messages and concepts relating to 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.

## **SUMMARY OF ACTIVITIES CARRIED OUT IN FY 2001**

This AIDSMark Year Four Annual Report covers 32 activities implemented in 27 countries. In Africa, activities were carried out in Angola, Benin, Botswana, Burundi, Cameroon, Congo, Eritrea, Guinea, Kenya, Lesotho, Madagascar, Nigeria, Rwanda, South Africa, Swaziland, Togo, Zambia, and Zimbabwe. In Southeast Asia, programs began in India and Vietnam. In East and Central Europe, projects continued in Georgia, Romania, and Russia. In Latin America and the Caribbean, activities were implemented in Brazil, the Dominican Republic, Haiti, and Honduras.

New activities included condom social marketing programs in Madagascar and among the military in Rwanda; a Mother-to-Child Transmission Prevention program in Haiti; a regional assessment in the Central Asia Republics; an expansion of the Corridors of Hope program; and a 5-year program in India's port communities.

## **PROJECT DIRECTOR'S GENERAL ASSESSMENT**

Year Four brought a marked increase in the volume of activities funded through AIDSMark. Our programs continue to meet and/or exceed expectations, even as we continue to expand our portfolio. Overall, AIDSMark continues to be an easy and effective funding mechanism through which USAID missions can support HIV/AIDS activities.

An increase in Core funding earlier this year enabled two new staff to join the AIDSMark team. Kim Longfield, Ph.D., MPH, is the new Associate Researcher and Dimitri Prybylski, Ph.D., MPH, is the program's first Epidemiologist.

## KEY ACCOMPLISHMENTS AND THEIR SIGNIFICANCE

AIDSMark activities increased significantly in FY 2002. Key accomplishments during the year include the following activities:

- The Social Marketing through Applied Research and Tools (SMART) Program began in earnest in December 2000. Extensive training for field staff took place through a series of regional workshops in Cameroon, Guatemala, India, Romania, and Togo, with a total of 186 participating. A final workshop was conducted at PSI Headquarters for staff in Washington, DC. In addition, a Research Tool Kit was developed, translated, and disseminated throughout the PSI international network.
- The STI Pre-Packaged Therapy (PPT) activity was completed in FY 2001. During the first half of the year, results from the Nigeria feasibility study were analyzed and disseminated. Later in FY 2002, an STI PPT Lessons Learned report was produced in English, translated into French, and distributed to USAID Africa Bureau/SD, AIDSMark Partners, and the PSI network. AIDSMark staff presented information about the STI PPT activity at a USAID meeting in July 2001.
- The operations research activity Social Marketing for Adolescents' Sexual Health (SMASH) ended in December 2000. Between 1998 and 2000, USAID Africa Bureau/SD provided funds to complete the research initially begun in 1994, synthesize results, and use the research findings for advocacy within the four target countries (Botswana, Cameroon, Guinea, and South Africa). In each target country, the SMASH program enabled PSI to enhance the quality of its programs, and to inform adolescent-focused activities throughout the PSI network. The final report, "Results of Operations Research in Botswana, Cameroon, Guinea, and South Africa," is available for further distribution.
- AIDSMark staff worked closely with PSI/India and the USAID Mission to develop a \$20 million, five-year program to expand condom social marketing in 12 key port communities, pilot STI service delivery in Mumbai, and develop large-scale behavior change programs that address key behavioral issues. The India program officially began in January 2001 and is currently the largest activity in the AIDSMark portfolio.
- PSI/Kenya launched a major, mass media and interpersonal campaign that addressed the issue of young women being infected by older men. This "cross generational infection" is now understood to be one of the main factors that results in the infection of young women aged 15-19 in Kenya. Given that the phenomena of cross generational infection is common throughout the region, PSI believes this is an important pilot program that has important implications for many other countries. The results of research conducted in Kenya on this issue will be analyzed in FY 2002 and will be used to inform regional behavior change communications campaigns in AIDSMark's fifth year of operation.

## II. PERFORMANCE REVIEW

### EVALUATIVE, FORMATIVE, AND BASELINE RESEARCH STUDIES

#### **The Conflict between Profits and Public Health: A Comparison of Contraceptive Social Marketing Models** by Dana Hovig (PSI Research Division Working Paper No. 43, 2001)

This paper describes two prevailing social marketing models for increasing private sector delivery of family planning products and services, and discusses the successes and failures of each. Evidence from over 30 years of social marketing programs indicates that the manufacturer's model has been successful in middle to upper income countries where contraceptive prevalence is relatively high. In countries with low income and low contraceptive prevalence rates, the social marketing organization model has been successful.

#### **Understanding Gender Differences in Condom Use Self-Efficacy among Youth in Urban Cameroon** by Dominique Meekers and Megan Klein (PSI Research Division Working Paper No. 42, 2001, Poster will be presented at the XXIV International Union for the Scientific Study of Population General Conference, Salvador, Brazil, August 18-24, 2001)

This study assesses the gender differences in condom use self-efficacy among youth aged 15-24 reporting a casual partner in the past twelve months. The paper uses a reproductive health survey conducted in 2000 among 2,096 youth, 1,102 of whom reported having a regular or casual partner in the past year. Perceived ability to discuss condom use with a partner and to convince a partner to use a condom are both high. However, females were less likely than males to report that they know how to use a condom correctly and that they would not be shy buying condoms. Perceived ability to use condoms is related to experience buying and using condoms, parental support, and exposure to condom advertising. Lower levels of shyness in buying condoms depend on experience buying condoms, and parental support.

#### **An Evaluation of the Effectiveness of a Peer Sexual Health Intervention Among Secondary School Students in Zambia** by Sohail Agha (PSI Research Division Working Paper No. 41, 2001)

This study assesses the changes in knowledge, attitudes, and beliefs about AIDS, condoms and perceived risk of HIV transmission after a peer sexual health intervention in secondary schools in Zambia. Students in the intervention group received an hour and 45 minute peer sexual health intervention, and those in the control group received an hour peer water purification intervention. Students in both groups were administered baseline and follow-up questionnaires to assess the potential changes in their knowledge, attitudes, and beliefs. Relative to the control group, students who received the intervention had improved attitudes toward abstinence and condom use as well as higher perceived risk for acquiring HIV/AIDS in the follow-up survey.

#### **The Impact of a Targeted Radio Campaign to Prevent STIs and HIV/AIDS in Mozambique** by Andrew S. Karlyn (PSI Research Division Working Paper No. 40, 2001. A revised version of this paper is forthcoming in *AIDS Education and Prevention*, 13 (5) 2001.)

This study assesses the recall and impact of a radio campaign in Mozambique conducted to promote behavior change for the prevention of STIs and HIV/AIDS. The evaluation was carried out over a period of two weeks using a two-stage random sample of individuals considered to be at risk of acquiring HIV or STIs. The target groups include in-school youth, out-of-school youth, and adults found in locations associated with risk behaviors, such as venues for commercial sex and areas of high mobility. A total of 754 individuals between the ages of 13-49 were interviewed. The recall of both general and specific messages broadcast by the campaign was relatively high across target groups. However, all groups were exposed to several targeted messages, including those messages not targeted at them. This illustrates the difficulties in using radio to target a specific group with a corresponding

behavior change message. Even though the targeting of specific messages to specific groups was not effective, exposure to the radio campaign appears to have contributed significantly to changes in individual sexual behavior.

**“Consistent Condom Use among Sex Workers in Nigeria”** by Muyiwa Oladosu and Olaronke Ladipo. (PSI Research Division Working Paper No. 39, 2001. This paper was presented at the American Public Health Association 129th Annual Meeting in Atlanta, GA, October 21-25, 2001)

This study examines the factors influencing consistent condom use among sex workers in Nigeria. The study uses data collected from a nationally representative sample of 2,578 sex workers. This study uses logistic regression to predict the effect of exposure to advertising for “Gold Circle” and “Cool” brand condoms (two popular social marketed brands), knowledge of HIV transmission, number of regular partners, self-efficacy, risk perception, and demographic variables on consistency of condom use. The most important predictor of consistent condom use was self-efficacy. Sex workers who asked all their clients to use condoms were significantly more likely to consistently use condoms than those who did not ask all their clients to use condoms.

**“HIV Risk Among Street and Nightclub-based Sex Workers in Lusaka, Zambia: Implications for HIV Prevention Interventions.”** by Sohail Agha and Mwaba Chulu Nchima. (PSI Research Division Working Paper No. 38, 2001. This paper was presented at the American Public Health Association 129th Annual Meeting in Atlanta, GA, October 21-25, 2001)

This study uses qualitative data from in-depth interviews with 20 sex workers in Lusaka, Zambia to examine the social context for both street-based and nightclub-based sex workers. The study found that nightclub-based sex workers were less likely to practice preventive behaviors than those street-based. While nightclub-based sex workers were not willing to be acknowledged as sex workers, street-based sex workers had a professional identity, which seems to have made it easier to convince their clients to use condoms.

**“Patterns of Condom use in Urban Males in Zimbabwe: Evidence from 4,600 Sexual Contacts”** by Dominique Meekers. (PSI Research Division Working Paper No. 37, 2001)

This study reviews the dynamics of condom use with various partners among 222 men who work in urban Zimbabwe. The study included 9,324 person days and 4,601 sexual contacts. The study found that most acts with casual partners were protected consistently, but that only 40% of men with regular, non-marital partners consistently used condoms. The authors estimate that one in five men have more than 25 unprotected acts with regular, non-marital partners per year.

**“The Availability of Social Marketed Condoms in Urban Tanzania”** by Sohail Agha and Dominique Meekers (PSI Research Division Working Paper No. 36, 2000)

This study evaluates trends in the availability of social marketed condoms in urban Tanzania and assesses the effect of changes made to the distribution strategy of the program. The paper uses three rounds of retail outlet surveys, from 1997, 1998, and 1999. Multiple classification analysis was used to determine changes in condom availability. This paper observed simultaneous increases in the percentage of retail outlets serviced by wholesalers and in percentage of outlets that had been solicited by the social marketing program. Increasing the role of wholesalers allowed the sales team more time to solicit new outlets. While these changes in the distribution system took place, there was an increase in the availability of condoms in non-traditional outlets.

**“Exposure to ‘SIDA dans la Cité’ AIDS Prevention Television Series in Cote d’Ivoire, Sexual Risk Behavior, and Condom Use”** by David Shapiro, Dominique Meekers, and Basile Tambashe (PSI Research Division Working Paper No. 35, 2000)

This study uses a cross sectional survey of 2,150 respondents to assess the effect that exposure to the ‘SIDA dans la Cité’ TV soap opera has on condom use. A quarter of men and two fifths of women had seen more than ten episodes and two-thirds of the respondents had seen at least one episode. Logistic regression showed that women who had seen at least ten episodes were 1.7 times more likely to have used condoms in their last sexual act than those who were non-viewers. Men who had seen more than ten episodes were found to be 2.7 times more likely to have used a condom in their last sexual act.

**“The Role of Social Marketing in STD/HIV prevention in 4,600 Sexual contacts in Urban Zimbabwe”** by *Dominique Meekers* (*AIDS*, 15 (2): 285-287. An earlier version of this is available as *PSI Research Division Working Paper No. 34, 2000*)

This study reviews the percentage of sexual contacts that were protected by condoms among 222 men who work in urban Zimbabwe. The data show that about half of all contacts were protected by a condom and that condom use varied by partner type. Over half of all protected acts were protected by the social marketed brand. The paper finds that the social marketing program is benefiting those who are vulnerable and those engaging in risky behavior.

**“Changes in Casual Sex and Condom Use in Lusaka, Zambia: 1996-1999”** by *Sohail Agha* (*PSI Research Division, Working Paper No. 33, 2000*)

This study reviews changes in casual sex and reported condom use in Zambia between 1996 and 1999. The data show that there were large reductions in casual sex due to a change in the behavior of those not in marital or regular partnerships. The paper found that exposure to condom brand advertising was associated with higher condom use after controlling for other factors.

**“Equity in Access to Condoms in Urban Zambia”** by *Sohail Agha and Thankian Kusanthan* (*PSI Research Division, Working Paper No. 32, 2000*. A revised version of this paper is forthcoming in the *American Journal of Public Health*)

This study examines the degree of equity in access to condoms in urban Zambia by analyzing data from representative samples of men and women at households in urban Zambia and as well as data from providers at retail outlets. The data show that consumer access to condoms was higher for poorer than wealthier respondents as a function of greater condom availability in poorer neighborhoods. This paper finds that making condoms available in non-traditional outlets that are found in lower income neighborhood types can eliminate socioeconomic inequities in access to condoms.

**“Consistent Condom Use with Different Types of Partners: Evidence from two Nigerian Surveys”** by *Ronan Van Rossem, Dominique Meekers, and Zacch Akinyemi*, *AIDS Education and Prevention* 13 (3). An earlier version of this paper is available as “*Condom use in Nigeria: Evidence from two waves of a sexual behavior and condom use survey*” *PSI Research Division, Working Paper No. 31, 2000*)

This study uses data from two waves of a nation-wide survey of over 5,000 respondents to examine factors that influence consistency of condom use with various types of partners. Though overall condom use is low, the reported condom use with occasional and commercial sex workers is over 60 percent. Some evidence of an increasing trend in consistent condom use was also found. The two main factors influencing condom use are the awareness and concerns about HIV prevention and unwanted pregnancy. While the concern about unwanted pregnancy is the driving factor for condom use with stable partners, the concern of HIV infection is the strongest influence on condom use with casual and commercial sex workers. This paper finds that HIV prevention programs that focus more on personal risk perception and condom efficacy can further accelerate the observed positive trend in condom use.

## SUMMARY OF RESULTS ACHIEVED IN THE FISCAL YEAR, BY SS04 IR

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

AIDSMark continues to contribute significantly to **IR 4.1** through activities in Angola, Benin, Brazil, Burundi, Central Asian Republics, Democratic Republic of Congo, Eritrea, Haiti, Honduras, India, Kenya, Madagascar, Nigeria, Romania, Russia, South Africa, Southern Africa Corridors of Hope, and West Africa REDSO.

### ***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 STIs 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.

#### **Progress to Date**

The program officially began on October 1, 2000. Activities during the first half of the year focused on establishing and staffing the office, meeting with the government officials and non-government representatives, and conducting formative and qualitative research. During the second half of FY 2002, the PSI launched its branded condom (LEGAL) campaign, organized a youth concert, "Legal Esta Na Moda", and selected six local NGOs to work as partners on PSI's CSW communications campaign. Sales targets for FY 2001 were exceeded (see below).

<b>Scheduled in Year 4 Workplan</b>	<b>Accomplished During Year 4</b>
Place order for condoms	3 million condoms arrived in May 2001. A second order for 4,464,000 was placed in August 2001 due to higher than anticipated sales.
Formative research to develop brand, packaging, and positioning	Staff were trained to conduct research and research was completed by December 2000.
Qualitative research to develop communications campaigns for CSWs	The seroprevalence/behavior survey fieldwork and preliminary analysis completed by 30 September 2001. Findings used to develop questionnaire for focus groups and in-depth interviews to be conducted in FY 2002.
Assessment of local NGOs with capacity to collaborate in CSW BCC	25 potential NGO partners were identified and a meeting was held with all on 18 July 2001. 10 NGOs were further assessed and 6 were selected for implementation of CSW strategy. All NGOs have received financial mgmt. training and 5 of 6 participated in CWS research.
Launch ADPP for Kazenga Youth Campaign	This has been cancelled due to controversy surrounding ADPP.
Launch new condom brand	LEGAL condoms were launched on 14 June 2001. Second

	wave of the branded campaign was launched in August with TV spot. Outdoor campaign began in September.
Development of materials/training for CSW program component	This component has been delayed until the communication strategy, which is based on the CSW research conducted Aug-Sept 2001, is completed (October 2002).
Baseline KAP in Luanda	The baseline KAP survey was conducted in Feb-March 2001, as planned. Preliminary findings in use; waiting for final report from contractor.
Establishment of distribution system in Luanda	Opened more than 1,500 sales points (most non-traditional for condoms) in Luanda. System established and maintained principally through using 30 Community-Bases Sales Agents as one of five types of wholesalers. Condoms also available in at least five other provinces.

***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**).

**Progress to Date**

The project has prepared and launched a number of products (condoms, insecticide-treated bednets, retreatment kits, oral and injectable contraceptives) and initiated promotional campaigns. Distribution channels for these products have been greatly expanded. The revision to the community-based strategy was designed to ensure increased rural access to products.

<b>Scheduled in Year 4 Workplan</b>	<b>Accomplished During Year 4</b>
Retrain CBDs with selected NGOs	After review with USAID/Benin, it was decided that PSI will focus on coordination and work with community-based retailers & not with CBDs.
Conduct PRISSM	PRISSM 3 was conducted in February 2001.
Conduct consumer profile survey	Study is being conducted by the local research firm, INSAE. The survey results have been collected and entered into SPSS. The initial analysis of the data has

Scheduled in Year 4 Workplan	Accomplished During Year 4
	been completed. The preliminary report was prepared and submitted by INSAE for PSI review.
Evaluate previous year's plan	Completed as part of preparations for 2001 marketing plans and PRISSM 3 process.
Increase price of ORS	Negotiations with MoH for price increase began in 1999. PSI/Benin sent formal letter requesting increase to MoH in March 2001. The second planned price increase for ORASEL went into effect on April 1, 2001.

### *Activity 3: 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 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**.

#### **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 and/or exceeded most of the targets. Both male condoms (standard and flavored) and female condoms have exceeded sales targets set at the beginning of the year.

In addition to its scheduled FY 2001 activities, the USAID mission also provided DKT do Brasil with additional funding in March 2001 to coordinate the annual USAID partners meeting, conduct specialized trainings, and coordinate a Forum on Social Marketing at the Annual Brazilian AIDS Conference in September 2001.

Scheduled in Year 4 Workplan	Accomplished During Year 4
45 million condoms sold (26 million in USAID priority areas) during 2001	By September 1, 2001, 34.7 million total condoms sold in USAID priority areas.
750,000 female condoms sold during 2001 (495,000 in USAID priority areas)	By September 2001, cumulative Reality sales are 1.3 million in total with 788,000 female condoms sold in USAID priority areas.
2.5 million flavored condoms sold in USAID priority areas by September 30, 2001	11 million flavored condoms sold in USAID priority areas.
Training of providers on female condom and flavored male condom	210 drug store sales clerks received training on female condoms

#### ***Activity 4: Burundi – Targeted Condom Social Marketing for HIV/AIDS Prevention***

##### **Description**

The overall goal of the program was to improve the sexual health of high-risk target populations in Bujumbura and four target provinces. PSI/Burundi aimed to increase the use of condoms among youth, CSWs and their clients, and internally displaced people--all groups that are particularly vulnerable to STI/HIV infection. PSI/Burundi sought to improve condom distribution by increasing the number of sales points and focusing on non-traditional outlets that are more accessible to the target groups. Various demand-creation activities were undertaken (mass media, public social/educational/entertainment events and inter-personal activities) to encourage people to purchase and use condoms.

##### **Progress to Date**

The program was initially planned for September 2000 – May 2001. However, at the request of USAID, technical assistance trips by senior PSI/W staff took place in December 2000 and February 2001. As a result of the TA trips, the program was redesigned and extended through September 2001. During the early part of the year, new condoms and packaging were procured, and new branded communications materials were developed in preparation for the re-launch of the Prudence condom brand. Distribution was enhanced with the arrival of a new 4x4 vehicle and the recruitment of two additional sales agents. The revised program plan incorporated more realistic benchmarks and indicators to monitor progress toward objectives. A final report of the project is available upon request.

Scheduled in Year 4 Workplan	Accomplished During Year 4
Re-launch Prudence condoms	Prudence condoms were re-launched on March 30, 2001 at L'Eden du Lac. The event was extremely well attended by key government officials including the Director of the

Scheduled in Year 4 Workplan	Accomplished During Year 4
	Department of the Ministry of Health as well as the director of the national AIDS prevention program.
Develop and implement CBD Programs	A training session for Provincial Coordinators and Local Distributors was held in December 2000. A total of 80 peer educators in 4 provinces were trained.
Expand distribution to rural areas	Beginning in May of 2001, sales efforts were expanded to rural areas. By August 30, 183 new sales outlets were created and 132 previous outlets were revisited. 88 new outlets have been created since the launch in rural areas.
Develop brand communications material	A number of communications materials have been produced and distributed in both French and Kirundi including: 3,000 brochures; 1,400 “Prudence Sold Here” signs; 11 radio shows; 3 televised commercials; sales and informational kiosk at local fair, and 3 musical shows/special events.

### ***Activity5: Central Asian Republics***

#### **Description**

The purpose of this program is to determine the need for and feasibility of a condom social marketing project for HIV/STI prevention in the Central Asian Republics of Kazakhstan, Kyrgyzstan, and Uzbekistan. The specific objectives of the assessment were to:

- Review priority needs in the field of HIV/STI prevention;
- Survey current public and private sector programs to address these needs, and determine the capacity and interest of implementing organizations to contribute to a social marketing program;
- Assess the current volume, distribution, availability, and pricing of condoms, to the extent possible;
- Evaluate the potential of social marketing to fill gaps in current HIV/STI programming and, if favorable, determine what initial steps would be necessary to design and implement a social marketing program; and
- Conduct an informal review of the potential for social marketing to contribute to other reproductive health and primary healthcare needs.

#### **Progress to Date**

The assessment was conducted during March-April 2001 and a report was submitted to USAID in May 2001. The report included: a summary of the activities and findings of the March-April 2001 assessment; recommendations to USAID/Central Asia concerning whether and how to proceed with a social marketing intervention; and a preliminary action plan for any such intervention.

## **Activity 6: Corridors of Hope - Zambia and Zimbabwe**

### **Description**

This one-year program (September 2000 – August 2001) was designed to expand and strengthen condom social marketing activities for the prevention of HIV/AIDS at key cross-border locations in Zambia and Zimbabwe. Activities focused on five high-priority target groups: commercial sex workers, truckers, informal traders, uniformed officials, and adolescent girls. During this one-year intervention, PSI expanded the number of outlets that sell social marketing condoms and implemented branded advertising and promotional activities. In addition, PSI developed information, education, and communication messages and materials to raise awareness about the risks of HIV and encourage the adoption of behaviors to prevent HIV infection among target groups. The intervention was implemented by PSI's local affiliates in Zambia and Zimbabwe; PSI/Zimbabwe and PSI/W shared overall management responsibilities. Family Health International will also contribute to the overall implementation of the Corridors of Hope project, and PSI will collaborate closely with both of these organizations.

### **Progress to Date**

The Corridors of Hope Project has increased the availability of male and female condoms in the border areas. However, not all IEC and promotional activities have been conducted as stated in the proposal. In Zambia, PSI works closely with World Vision to implement activities; in Zimbabwe, many IEC and promotional activities have been completed and several activities are ongoing.

<b>Scheduled in Year 4 Workplan</b>	<b>Accomplished During Year 4</b>
<b><u>Zambia</u></b> Sponsor promotional events	6 promotional events held through March 2001. During the fourth quarter, an "Edusport Day" was organized with approximately 1,100 people in attendance. 2,592 Maximum condoms were sold on that day. In addition, 2 "Care and Maximum" pool tournaments were held for CSWs and truckers
Paint 4 murals in Chirundu	Total of 5 wall murals completed; 3 large Maximum billboards put up; 5 mini-billboards were put up, each with directional signs to the drop-in center, the new COH logo, and a generic condom message on the back.
Develop promo materials & brochures	2 brochures for distribution at border posts have been produced. 450 Maximum and STD posters placed in and around Chirundu. In addition, Maximum promo materials developed include 300 caps, 300 t-shirts, 500 key rings, 500 pens, and 500 water bottles.
Develop a music tape with HIV prevention messages for truckers.	"Transit Tunes", an interactive music tape targeting truck drivers, was produced in the last quarter of the year. More than 2,000 copies distributed.

<b>Scheduled in Year 4 Workplan</b>	<b>Accomplished During Year 4</b>
Conduct 2 condom negotiation skills workshops	1 workshop held in December 2000 with 49 attendees.
Conduct 3-day training seminars for project staff and local authorities	Held in June 2001.
Organize condom promotions in bars/night clubs	Biweekly series of “bar promotions” conducted where peer educators participated in “contests” with bar patrons that highlight issues related to condom use.
Conduct sales promotions with petrol stations	Not feasible. Truckers do not refuel at Chirundu, Zambia. Funds redirected into additional bar promotions and sporting events.
Implement IEC activities: 4 MVU shows 30 theater activities	6 MVU shows targeting truckers and CSWs held along truck corridor during visit to Chirundu in 1Q of FY 2001. 3 MVU shows in Q3. 97 drama shows targeting CSWs, truckers, and community members held during project period.
Brand 30 trucks/taxis	Intervention was too expensive. In addition, govt. issued a decree forbidding painting of taxis. Funds were used to develop an A4 sized sticker/poster targeting truckers to be placed on taxis/trucks.
<b><u>Zimbabwe</u></b> Develop promo materials & brochures	T-shirts, caps, and rulers for distribution to truck drivers were designed and produced. All promotion materials are complete.
Sponsor promotional events	Netball and soccer competitions were conducted this quarter. Uniforms with condom messages provided by PSI/Zimbabwe.
Establish community health station in Beitbridge	Health station is operating since October. Refurbishing of station completed early December. The station provides one-on-one discussions on prevention, group talks, and video shows.
Recruit 50-60 CSWs and train them as program activists	60 activists trained to date.
Conduct outreach at schools for at risk youth	Activity put on hold as Matabeleland AIDS Council is already involved with the schools and is not willing to work in partnership with COH.
10 theater performances presented in Beitbridge	Completed by 3Q.
Produce 8 billboards	8 billboards were put up by 3Q.
3 day training seminar held	58 participants trained.
4 outlets in Chirundu selling Protector male condoms	Chirundu has at least four outlets selling PP.

Scheduled in Year 4 Workplan	Accomplished During Year 4
Protector male condoms sold in Beitbridge (12,000) and Chirundu (300,000)	94,140 sold in Beitbridge; 102,810 sold in Chirundu as of September 2001.
2,400 female condoms sold in Beitbridge and Chirundu	2,240 sold as of September 2001.

***Activity 7: The Democratic Republic of the Congo – Expanded Condom Social Marketing and IEC for AIDS Prevention***

**Description**

This three-year 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.

**Progress to Date**

Sales of condoms have far surpassed expectations, and as a result, the supply of condoms to be distributed by the project was 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 took place in April 2000 to address this situation. The program was extended to September 2002 and was redesigned to expand 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 have been phased out.

Scheduled in Year 4 Workplan	Accomplished During Year 4
Distribute male condoms in Lubumbashi	618,330 condoms distributed through March 2001
Distribute male condoms in Matadi	135,000 condoms distributed through March 2001
Distribute male condoms in military front lines	61,425 condoms distributed in Kokolo and Lubumbashi Police Dept.
Total condom sales average 1 million per month	Condoms rationed to avoid stock outage, March 2001 sales of 1.1 million
Military IEC program in Kinshasa completed	All peer educators recruited and trained by January 2001. However the assassination of the President has delayed inauguration of the IEC program

Scheduled in Year 4 Workplan	Accomplished During Year 4
Truckers IEC program in Lubumbashi implemented	Research underway for May 2001
CSW IEC program in Lubumbashi implemented	Community-based condom distribution by CSW underway
Targeted Intervention Zone activities implemented	<i>Action Prudence</i> team in the field
Design, pre-test, and produce radio and TV spots	Radio and TV spots being broadcast (Since August 2000)
Formative research	CSW focus groups completed in November 2000

### **Activity 8: Eritrea — Condom Social Marketing**

#### **Description**

PSI initiated social marketing activities in 1996 under a tripartite agreement with the MoH and the National Union of Eritrean Youth and Students (NUEYS) which created the Eritrean Social Marketing Group (ESMG). The original two-year program was extended through September 1999, with additional bridge funding through May 2000. In May 2000, USAID awarded sufficient funds to expand the program through September 2002. The objectives of this follow-on program are to scale up distribution activities to a national level, intensify communications campaigns designed to encourage condom use, and increase local capacity to manage a national social marketing program. The activity will target high-risk groups such as CSWs, truck drivers, and Eritrean youth through the NUEYS national network. 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**.

#### **Progress to Date**

Program implementation was delayed (i.e. hiring staff, conducting baseline and formative research) due to the outbreak of war with Ethiopia in May 2000. In addition, the program became involved in unplanned activities, such as IEC activities in camps for internally displaced people and in two military bases. However, towards the end of 2000, the operating environment was returning to normal, and ESGM was able to return to the planned activities. PSI/AIDSMARK/W TA in March 2001 provided training to marketing and communications staff and support for marketing and communications activities.

Scheduled in Year 4 Workplan	Accomplished During Year 4
Conduct household KAP survey	The KAP was postponed due to the war but was completed in March 2001. Results analyzed during the spring, and in September, copies were printed and bound for distribution.
High-risk focus group research	In 1Q, a 9-day research training course was completed and 12 focus group discussions (FGD) were conducted with youth in 3 zones. Results were disseminated to USAID/Eritrea and MoH.
Air radio ads and release press ads	Radio ads have been airing regularly (three times a week on national radio) since November 2000.
Air TV, radio, and cinema spots	ESMG developed new scripts for the new Abusalama brand. Ads completed in May 2001.

Scheduled in Year 4 Workplan	Accomplished During Year 4
Conduct promotional events	ESMG conducted several promotional events, including 6 concerts and drama productions. Sales agents were available at each event and sold condoms to the crowd. ESGM began use of an MVU in January 2001 to conduct presentations on the prevention of STI/HIV, while also showing people how to use condoms correctly. In September, the MVU gave 18 presentations targeting the military.
Conduct road shows	ESMG has not conducted any road shows due to lack of qualified staff.
Formulate IEC strategy and specific campaigns	<p>During the first quarter of 2001, an organizational workshop was conducted to determine which IEC activities would be conducted by each NUEYS zonal office. Results of the FGD research was incorporated into training NUEYS zonal staff.</p> <p>MoH and USAID scheduled a workshop for May 2001 with key stakeholders to discuss national IEC STI/HIV/AIDS strategy. ESGM finalized its campaign after the national workshop.</p>
Launch generic media IEC campaign	The content for generic messages was identified through FGDs mentioned above. Message development was completed following the national IEC workshop.
Launch print and outdoor advertising campaign	By January 2001, billboards featuring the new Abusalama logo were produced. Wallboards were painted after the re-launch in June 2001. Both Tigrinya and Arabic languages are used.
Launch “new and improved Abusalama” condom brand	Completed in June 2001. Continued extensive airing of the New Abusalama TV commercial.
Train sales and marketing manager	AIDSMark/W Marketing Manager provided technical assistance in March 2001. Unfortunately, the current marketing manager is also employed by the University, and therefore is not fully devoted to ESGM; the search for a replacement is underway.
Develop ESGM sustainability plan	Given the implementation delays caused by the war, this is premature, and has been postponed.
Train IEC coordinator	By November 2000, the IEC coordinator had received training in FGD and IEC methodology. In February, he traveled to Kenya where he received intensive training for seven days in IEC/BCC.
Conduct school education training	The school education training was postponed due to the outbreak of the war. In September, a two-day workshop was conducted for health professionals working in each sub-zoba. Workshop trainers were from the MoH and the ESGM IEC Dept. 50 participants attended, of which 32 were health professionals and the remainder were drama group leaders.
Submit marketing plan	The 2001 marketing plan was submitted and finalized in February 2001. In September, the plan was revised for FY2002.

Scheduled in Year 4 Workplan	Accomplished During Year 4
Train Program Director	The Program Director was assisted by the PSI Resident Advisor for one year. He received additional training during the PSI E/S Africa Retreat and marketing workshop in April 2001.

### **Activity 9: Georgia – Social Marketing Program**

#### **Description**

PSI designed a condom social marketing project following an initial needs assessment conducted between March and June 2000. The one-year program is for start-up activities for a condom social marketing project. The current one-year intervention forms part of a possible multi-year project, the goal of which is to decrease the spread of HIV and improve reproductive health, including a reduction of unintended pregnancies among young people in Georgia. More specifically, the project will increase access to and demand for condoms.

The project will develop and launch an affordable and accessible condom brand targeted at youth. A BCC campaign will be developed, with a focus on reducing high-risk behaviors and increasing knowledge and awareness of a variety of reproductive health issues. PSI will collaborate closely with JHU Population Communication Services on the content and dissemination of key reproductive health messages.

#### **Progress to Date**

PSI based a full-time Project Director in Tbilisi in November 2000. These first three months of project activity focused on setting up the office, hiring staff, and coordinating with local officials and other NGOs. During the second three months, the Project Director focused more on launching the brand (*Favorite* condom brand from Russia) and designing the promotional campaign. Condom launch was held in July 2001.

In September 2001, USAID approved a 4-month extension of the program and provided an additional \$180,000 to support activities in Georgia through January 2002.

Scheduled in Year 4 Workplan	Accomplished During Year 4
Assessment and design trips	The general design was completed by October 2000
Finalize workplan	The workplan was finalized in December 2000, with formal USAID/W approval given in March 2001
Identify office space	Office space identified in December 2000
Purchase office equipment	All necessary equipment purchased and office fully functional by December 2000
Meet with local officials	We continue to work with the National AIDS Center on a regular basis. Appropriate government representatives from specific ministries have been invited to participate in Regional HIV Conference.
Recruit/hire staff	Local accountant hired, 2 new project assistants hired to replace the Admin/Finance person who departed, and 2 temporary sales agents hired.

Train Finance/Admin Manager	Training was completed by February 2001.
Identify local GCMI NGOs for collaboration	There are no GCMI NGO's working specifically on HIV prevention. We are however working with Mercy Corps and MSH to assist with HIV education for NGOs working on health projects.
Register office	Registration completed by April 2001.
Recruit/brief research team/ad agency	JHU has primary responsibility for TV advertising, per USAID/Georgia mandate. PSI/Georgia is consulted and JHU makes final decision. PSI/Georgia distributed a brief to local agencies for a promotional campaign.
Conduct focus groups in Tbilisi	All were conducted as scheduled by March 2001.
Adapt messages from sub-region	FAVORITE package w/ instructions in Georgian designed and completed. Two IEC pamphlets, "Condom News" and "What you should know" (HIV/STD prevention brochure) designed, tested, printed, and distributed.
Register and import condoms.	Completed by March 2001.
Produce ads, develop concepts for promo materials, test and produce materials, and finalize packaging.	Completed by May 2001.
Hire distributor.	Agreements signed with 3 major distributors. Additional distributors will be added in the future.
Plan launch events, concerts, press conference in Tblisi	Press conference held on June 25; launch event held on June 29; youth concert attended by more than 10,000 people.
Develop a regional conference	Scheduled for week of November 12, 2001. Activities to continue in FY2002.
Launch project campaign	Launched in June 2001.
Conduct activities targeted toward youth/NGO	Two concerts have taken place, weekly radio program in process, street outreach to high-risk groups conducted.
Hold focus groups to evaluate initial impact of campaign	Media impact survey completed in collaboration with JHU.

### ***Activity 10: Haiti – Targeted Social Marketing***

#### **Description**

For the past 2 years, AIDSMark has been working through PSI/Haiti to conduct STI/HIV/AIDS prevention activities. The first activity funded through AIDSMark was implemented between August 1999-October 2000 and had two components. Under the first component, PSI/Haiti produced and distributed AIDS prevention IEC messages to the target groups of youth, commercial sex workers, and men. Under the second component, PSI/Haiti conducted 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.

In FY 2001, AIDSMark received funding to continue implementing HIV/AIDS prevention activities. The project period is July 2001- June 2002. The project will improve Pante brand image and awareness through a new mass media campaign and activity sponsorship, expand distribution to further penetrate rural areas, and build demand among youth through interpersonal communication activities. New emphasis will be placed on improving personal risk assessment and encouraging self-efficacy related to HIV prevention.

### Progress to Date

The new activity has had a strong start. In August, the packaging, brand image, and slogan were developed and tested for *Pante* condoms. HIV/AIDS prevention training sessions have been completed throughout the country, as well as trainings for Club Cool participants in all nine departments. During the first quarter of the project, 2,695,581 condoms were sold, which represents 21% of the annual condom sales target.

Scheduled in Year 4 Workplan	Accomplished During Year 4
Develop and test packaging and slogan for launch of <i>Pante</i> condoms	Completed August 2001.
Finalize new <i>Pante</i> image	Completed September 2001.
Sponsorship of events, Journal Jenn Yo	Ed.#9-Journal Jenn Yo in production and example distributed to USAID/Haiti in September.
Conduct 20 CSM and HIV/AIDS prevention training sessions	7 sessions completed by September 2001: 1. Port-de-Paix(14 health agents); 2. Petionville/ INSHAC (22 nursing students/UNDH); 3. Cap-Haitien (19 nurses/EINDS); 4. Cap-Haitien (11 nurses-Hospital Justinian); 5. Petit-Goave (doctors, nurses, pharmacists); 6. Saut D'Eau (37 health committee members-C/S); 7. Doumand/Boucarré Carre (50 young adults RGPD).
Conduct 12 trainings for peer educators for Club Cool	7 sessions completed by September 2001: Trainings in Gonaïve, Port-au-Prince, Cap-Haitien, Hinche, St. Louis de Nord, Cayes, and Jeremie.
Conduct 150 Club Cool sensibilization sessions	46 sessions completed (including all 26 Cool Club chapters).
13 million Pante condoms to be sold by EOP (June 2002)	In first 3 months of project, 2,695,581 condoms were sold.

### ***Activity 11: Haiti – Reducing Mother to Child Transmission of HIV/AIDS in Haiti***

#### **Description**

This 2-year activity, which began in September 2001, seeks to reduce vertical transmission of HIV in Haiti. In Phase I of the project, PSI/Haiti and AIDSMark staff will conduct an assessment in early FY2002. Once information is gathered and the initial analysis is complete, AIDSMark staff will travel to Haiti to participate in the project planning and design, drafting of an implementation plan and budget, and presentation of findings to USAID and other key stakeholders. During Phase II, a PMTCT activity will be implemented, based on the assessment findings.

#### **Progress to Date**

Currently, a PSI/Washington staff member is in Haiti to identify and hire a consultant to assist with the initial assessment for the project and develop a timeline and scope of work.

### ***Activity 12: Honduras – PASMO’s HIV/AIDS Prevention Social Marketing Program***

#### **Description**

In March 2000, at the request of the USAID/Honduras, AIDSMark conducted an assessment to determine (a) where condoms that USAID/Honduras supplies for AIDS prevention are distributed; (b) how their distribution is being managed by Fundación Fomento en Salud (FFS) and the Ministry of Health (MOH); (c) how effectively they are reaching the priority risk groups. Partially based on this assessment, AIDSMark developed a two-year program to include Honduras in the regional AIDS prevention program (PASMO) starting in October 2000.

The goal of the two-year program is to improve the sexual health of high-risk groups in Honduras. The purpose of the program is to increase safer sexual behavior, including condom use, by high-risk groups. The program has two main components: increase access to an affordable condom in Honduras, and increase knowledge of HIV among high-risk groups in Honduras. The priority high-risk groups are: MSM, CSWs and their clients, *garifunas*, mobile populations, men in uniform, and youth. Both the mass media and interpersonal IEC for both branded and generic communications will be used. This activity contributes toward USAID/Central America **IR 3.1, 3.2, and 3.3**.

#### **Progress to Date**

During the first half of FY 2001, implementation began in earnest. Priority regions were identified, potential NGO partners were contacted, *Vive* condom brand was launched, and *Vive* branded and generic IEC communications were designed.

<b>Scheduled in Year 4 Workplan</b>	<b>Accomplished During Year 4</b>
Establish a distribution agreement with a national importer/distributor to increase distribution in traditional channels throughout Honduras	Agreements with CEFA and FFS
Complete product registration	Both Brand and Health Registration Certificates obtained

Scheduled in Year 4 Workplan	Accomplished During Year 4
	in February 2001
Establish sub-distribution agreements with NGOs and private entities that have the capacity to increase condom sales in non-traditional channels in identified high-risk zones	<p>San Pedro Sula:</p> <ol style="list-style-type: none"> <li>1) Marie Stopes</li> <li>2) Comunidad Gay Sampedrano</li> </ol> <p>La Ceiba:</p> <ol style="list-style-type: none"> <li>1) COCSIDA</li> <li>2) Proyecto Duari</li> </ol> <p>Tegucigalpa:</p> <ol style="list-style-type: none"> <li>1) Alternativas y Oportunidades</li> <li>2) Colectiva Violeta</li> <li>3) FFS</li> </ol>
Local product manager to establish distribution networks, develop non-traditional distribution channels, and train sub-distributors in CSM	<ol style="list-style-type: none"> <li>1) 7 NGOs selling VIVE in non-traditional</li> <li>2) 2 sub-distributors selling VIVE in non-traditional.</li> <li>3) 107 sales promoters from NGOs and distributors trained in CSM</li> </ol>
Conduct country and program situation analysis	Presented in 2001 Marketing Plan
Prepare behavior change strategy	Presented in 2001 Marketing Plan
Establish promotion and point of purchase program	Presented in 2001 Marketing Plan
Implement a mass media brand communication campaign to generate demand for <i>Vive</i> condoms	<ol style="list-style-type: none"> <li>1) 181 TV spots on 3 different stations</li> <li>2) 2,747 Radio spots on 9 different stations</li> </ol>
Establish IEC and condom sales output objectives for each high-risk zone	Presented in 2001 Marketing Plan and IEC plans
Implement generic “condom culture” mass media campaigns	<ol style="list-style-type: none"> <li>1) 140 TV spots on 3 different stations</li> <li>2) 2,747 Radio spots on 9 different stations</li> </ol>
Begin “Push Money” sales incentive program	Push money program began in November with pharmacies.
Conduct target group analysis	<p>MSM &amp; CSW KAP: Report completed, presentation given on July 17, 2001 in Tegucigalpa.</p> <p>Mass media campaign post-test completed in La Ceiba, SPS, and Tegucigalpa.</p>
Conduct strategic analysis	Presented in 2001 Marketing Plan and IEC plans
Conduct distribution survey	Report presented to mission in November 2000
Review promotion and point of purchase program	Completed by March 2001. VIVE Seguro Consumer promotion launched in April and lasted thru June 2001.

Scheduled in Year 4 Workplan	Accomplished During Year 4
Identify high-risk zones in Tegucigalpa, San Pedro Sula, and La Ceiba	High-risk zones identified and will be updated periodically as necessary.
Establish MIS system to monitor the sales of <i>Vive</i> condoms in non-traditional sales points in high-risk zones	MIS system in place
Develop and test interpersonal IEC models segmented to different high-risk populations	VIVE la Vida Loca and VIVE Lotteria have been tested and are being implemented.
Establish IEC contracts with 4-6 NGOs who target high-risk populations in specific high-risk zones	10 NGOs selling VIVE
Establish cooperative relationship with FFS in order to implement CSM with NGOs in different geographic zones	USAID determined that FFS would not participate in the distribution. FFS established monitoring system for NGOs with PASMO agreements. Monitoring will begin next quarter.
Train NGO promoters and managers of NGOs with IEC contracts in interpersonal communications	Trained promoters of Comunidad Gay Sampedrana, Marie Stopes (3 locations), Duari and Colectivo Violeta. NGOs delayed training due to other commitments.
Provide IEC materials to NGOs with IEC contracts to distribute condom promotions and demonstrations	16 NGOs with agreements have received education and distribution materials.
Conduct media post-test survey	Report completed and presented to USAID in April.
Implement generic TV campaign	Rotated the 4 TV spots on 3 different stations for a total of 140 spots by December 2000. Through post-tests, it was determined that the campaigns had high recall and spots are still being used (instead of developing new campaign, as planned).
Establish IEC and condom sales output objectives for each high-risk zone	Presented in 2001 Marketing and IEC plans
Develop and Test IEC model: <i>VIVE la Vida Loca</i>	22 activities have been implemented, reaching more than 100 beneficiaries. Other MSM being recruited to start project in new locations next quarter.
Develop and Test IEC model: Lotteria con seguridad	Lotteria is being used by 3 PASMO consultants in La Ceiba, SPS, and Tegucigalpa. Implemented at least 7 Lotteria activities this quarter.
Develop and Test IEC model: Negociacion de su vive	Model is being revised to be tested with CSWs in Tegucigalpa in October 2001.
Develop VIVEMOVIL to use in	Vehicle registration completed in May. Promoter hired

Scheduled in Year 4 Workplan	Accomplished During Year 4
Noche VIVE and high-risk area activities	and trained. Promoter implemented 35 activities with the VIVEMOVIL in high-risk areas.
Implement Noche VIVE activities in border and port areas with truckers, CSWs and uniformed men	Implemented 66 activities (target was 32).
Correct and consistent condom use activities in high-risk areas	To date, 165 activities conducted with target populations.

### ***Activity 13: India – Operation Lighthouse: A Port-based STI/HIV/AIDS Intervention***

#### **Description**

In February-March 2001, a PSI/AIDSMark inter-disciplinary team travelled to India to assist in designing an STI/HIV/AIDS intervention targeting 11 major port communities. This project will build on the momentum, knowledge base, resources, and infrastructure of PSI/India's successful social marketing project. Through Operation Lighthouse, condom social marketing will be expanded to all areas; powerful behavior change campaigns will be implemented; and, initially focusing on Mumbai (Bombay), the overall delivery of and demand for STI services will improve. The most at-risk sub-populations will be targeted (port workers, CSWs, and truckers). More specifically, this five-year program will aim to:

- (1) Increase reported condom use among target populations;
- (2) Decrease the number of sex acts with non-regular partners;
- (3) Increase correct STI diagnosis and treatment among target populations;
- (4) Increase the number of outlets providing condoms and other HIV/AIDS products and services available where and when the target populations need them;
- (5) Shift the environment making it more comfortable for those most at risk *and* the general population to talk frankly and intelligently about AIDS;
- (6) Shift significantly policies and perspectives toward prevention and care and support from port management and increase involvement of key stakeholders such as the All India Motor Transport Congress.

#### **Progress to Date**

The five-year proposal was submitted and approved in May 2001, retroactive to January 2001. Since May, key personnel arrived and activities began in earnest in August 2001.

Scheduled in Year 4 Workplan	Accomplished During Year 4
Technical team established	More than half of the key personnel have been deployed to Mumbai and New Dehli. It has been challenging identifying good staff at NGO wages.
Expand Mumbai operations	Staff issue has limited expansion.
Develop BCC strategy	Underway in August 2001.

**Activity 14: Kenya – Social Marketing of Male Condoms to Reduce HIV Prevalence Among Kenyan Youth, Hormonal Contraceptives to Improve Reproductive Health of Kenyan Women, and Bednets and Re-dipping Services and Other Products to Improve Child Survival**

**Description**

PSI/Kenya implements social marketing and behavior change communications activities to (1) increase the adoption of safer sexual practices among youth age 15 – 24 and among women of reproductive age in a monogamous relationship; and (2) increase sustainable use of ITNs among children under 5 and pregnant women in the Coast Province of Kenya. The program began in May 2000.

**Progress to Date**

KAP research results and slightly lower than expected funding levels led PSI/Kenya to approach USAID/Kenya to revise program outcomes. The PERSUAP remains under review by USAID/Kenya.

Scheduled in Year 4 Workplan	Accomplished During Year 4
<u>Condom Social Marketing (CSM)</u> Qualitative research conducted and analyzed to continuously inform implementation	On-going throughout FY2001.
Monitor and provide training to sales staff	Hormonals detailing team trained in 4Q by Pharmacia and attended Wyeth OC training in Dar in August. ITN sales team trained at sales retreat in March. Two internal trainings conducted for Power Tab for micro-distributors.
Hold sales contests	On-going.
Expand rural outlets	Sampling program and recruitment complete. Rural extension is expected to account for 6% of 2001 sales.
Collaboration with GTZ, FHP, and other organizations with large CBD networks	Collaboration with FHI/Impact partners to increase distribution at work sites and other areas PSI/K sales force does not reach.
Develop generic behavior change communications campaign (trusted partner issue, cross-generation infection)	X-gen TV and radio creative currently airing. New Trusted Partner and Stigma concepts developed on creative brief. Pre-tests completed. Production for Trusted Partner and Stigma scheduled for Nov. 2001.
Develop brand advertising campaign for Trust condoms	New creative concepts developed by agency and approved by PSI. Production began in early Sept.
<u>Hormonals</u> Participate and promote <i>femiplan</i> products at professional medical and pharmaceutical meetings	PSI/Kenya participates in every major professional conference.
Develop generic IEC activities for hormonal contraceptives	This is a controversial issue with the MoH. Trial mass media brief developed. Dummy tape completed and will be forwarded to MoH in November.

Professional training for pharmacists, clinical providers, and medical doctors	Proposal received from Kenya Medical Assoc. for second round of training for 500 providers. Second KMA training began in July and continued into Aug.
Mystery client surveys	Delayed pending methodology from PSI/W
<u>ITNs</u> Expand retail distribution of <i>SUPANET</i>	<i>SUPANET</i> is now sold nationally. Re-launch of <i>SUPANET</i> and launch <i>Power Tab</i> insecticide took place on April 27 <sup>th</sup> . 120 new wholesalers customers have purchased.
Launch of <i>SUPANET</i> and <i>Power Tab</i> home re-dipping kit	Launch took place on April 27 <sup>th</sup> , as planned.
Develop branded campaign for <i>SUPANET</i> products	Completed.
CPS Surveys	PSI/K determined that CPS not needed this year in light of KAP results.
Develop and implement generic behavior change communication	A general strategy has been developed based on KAP results. However, currently there is not sufficient funding to proceed with development.
Introduce various types of nets (size, shape, color)	PSI/K introduced one type of net, blue conical, in April. Additional net types to be introduced with support from DFID.
Expand re-dipping network	PSI/K no longer supports the re-dipping service in light of launch of <i>Power Tab</i> self-treatment.
<u>Multi-Product</u> KAP Surveys	KAP survey fieldwork, data analysis, and cleaning completed December 2000. Final report writing and dissemination underway.

### ***Activity 15: Lesotho and Swaziland – Condom Social Marketing***

#### **Description**

Funds from USAID were used to initiate condom social marketing activities in Lesotho and Swaziland, as an extension to the PSI program in South Africa. The activities will be continued in a five-year regional social marketing program to be funded by DFID. The intervention was implemented by PSI's local NGO affiliate in South Africa, the Society for Family Health (SFH).

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

#### **Progress to Date**

This project was completed in December 2000.

<b>Scheduled in Year 4 Workplan</b>	<b>Accomplished During Year 4</b>
Establish offices in Swaziland and Lesotho	Offices operational in both Manzini (Swaziland) and Maseru (Lesotho). Essential furniture and equipment procured. Incorporation completed.
Selection of brand name and logo	Formative research completed in Swaziland, Lesotho and South Africa in October 2000. Brand names, images, package structures, and prices pre-tested. "Trust" brand selected in November 2000. Brand registrations filed.
Develop and produce packaging	Package production completed.
Create promotional materials	"Trust" television and radio spots ordered from PSI/Kenya for adaptation. Creation and production handled through SFH/RSA for quality control and economies of scale.
Hire and train sales/communications staff	In Swaziland, office manager, sales representative and BCC coordinator hired and trained in January 2001. In Lesotho, two sales reps and officer manager hired.

***Activity 14: Madagascar – Social Marketing of Male Condoms to Reduce HIV Prevalence Among Adolescents and Hormonal Contraceptives to Improve Reproductive Health of Women***

**Description**

The primary objective of the program is to reduce the transmission of STI/HIV/AIDS through the social marketing of male condoms. The program also seeks to increase the use of family planning and other health products and services through private sector partners and commercial strategies in order to address maternal and child mortality and morbidity in Madagascar.

The program will continue the social marketing of condoms and hormonal contraceptives that began in 1996, and explore ways to strengthen linkages with Madagascar's commercial sector for the promotion and distribution of products through social marketing. The specific activities outlined in the current one-year workplan are marketing of condoms, oral contraceptives, and injectable contraceptives; a feasibility analysis for new products or services (pending available funds); and introduction of at least one new social marketing product or service (pending available funds).

**Progress to Date**

This is a new activity for AIDSMark. Part way through FY 2001, USAID/Madagascar decided to shift funding from the Commercial Marketing Strategies (CMS) Project to AIDSMark. Given limited USAID funds for health sector activities in Madagascar, USAID/Madagascar determined that this shift would maximize funds for in-country implementation (the CMS Project contractual obligations require a fee structure that is not applicable for AIDSMark). After extensive discussions between CMS and PSI/AIDSMark, and USAID/Madagascar and USAID/Washington, a decision was made, with the formal change effective retroactively to

April 2001. Currently, PSI/Madagascar is on an annual funding cycle with USAID/Madagascar. Therefore, the effective dates for this activity will be April 2001 – March 2002.

In September, PSI/Madagascar launched SUPER MOUSTIQUAIRE and sold almost 5,400 nets. In conjunction with the launch, the project held a press conference in Tana and the first local launch on the coast in Tamatave. Five more mini-launches will take place in October and four in November. Also in September, PSI received the data set for the KAP study. And for the first time, the project sold condoms to the military.

<b>Scheduled in Year 4 Workplan</b>	<b>Accomplished During Year 4</b>
Sell Protector condoms	2,697,479 condoms sold to date
Increase number of new POS selling Protector	1,547 recruited to date (229 in capitol, 1,318 outside capitol)
Advertise Protector condoms by radio	28 spots on 16 radio stations in 12 towns; 15 programs in 15 radio stations in 5 towns
Promote Protector condoms to wholesalers, retailers	On-going
Educate consumers about correct condom use	On-going

### ***Activity 16: Nigeria – Targeted HIV Prevention campaign and Support for Family Planning***

#### **Description**

PSI has a long-standing program in Nigeria with a history of support from USAID, dating back to 1993, when USAID invested in PSI and its Nigerian affiliate, the Society for Family Health (SFH) to create a nation-wide contraceptive social marketing program. Since then the operation has grown with the support of USAID and other donors to become a major national resource in the effort to increase safe sexual practices and promote voluntary family planning in Nigeria.

The current project has expanded the scope and impact of HIV prevention activities targeted to high-risk audiences and continued to support voluntary family planning among people at low risk of contracting HIV. Specifically, PSI/Nigeria has implemented the following key activities:

- (1) Increased contraceptive (especially condoms) introduction to key audiences through collaboration with USAID implementing partners and local NGOs;
- (2) Expanded the Junction Town drama into all major regions;
- (3) Designed and aired a new mass media campaign for condom promotion;
- (4) Supported the use of USAID-supplied injectables, oral hormonal contraceptives, and IUDs among audiences at low-risk of HIV infection.

#### **Progress to Date**

Nearly all activities were implemented according to schedule. The program in Nigeria continues to meet or exceed expectations. This activity will conclude in December 2001, and a new activity will be approved for implementation.

<b>Scheduled in Year 4 Workplan</b>	<b>Accomplished During Year 4</b>
<u>NGO Collaboration</u> Identification of contraceptive needs	Needs identified.
Delivery of product by SFH (as needed)	Supplied (PF,FHI)
<u>Junction Town Drama and Monitoring</u> Development of creatives	Completed
Recruitment of service provider	Completed
Purchase/modification of vehicles	Completed
Hiring/training of staff	Completed
Launch activity	Completed
Monitor/adjust activity	Ongoing
4 drama rigs functioning	Completed
<u>Mass Media Campaign</u> Assess data from previous activity	Switch to funding of Future Dreams Campaign (Current year)
Draw conclusions and creative brief	Completed
Develop new campaign	Completed
Do necessary advocacy	Completed
Plan air-time; contract with stations	Completed
Produce campaign	Completed
Launch campaign	Completed
Assess reach and impact via Nigerbus	Completed
<u>Family Planning Initiatives</u> Assess data from previous year radio drama	Completed
Contract scripting	Completed
Design key messages	Switch to funding of current year drama
Import OCs	Completed

Scheduled in Year 4 Workplan	Accomplished During Year 4
Produce contraceptive packaging	Completed
Produce dramas in Igbo, Yoruba, Hausa	Completed
Import <i>Depo Provera</i>	Originally scheduled for August 2000. Delayed until September/October 2000.
Import IUCDs	Received
Complete clearing and packaging of donated contraceptives	All in the warehouse
Increased voluntary use of modern contraceptives for family planning	Condom sales of 107,911,92 million in FY2001, exceeding target of 70 million annual sales  CYPs of 1,664,095 achieved in FY2001, which is a 54% increase over FY2000 CYPs

***Activity 17: REDSO III–Strengthening Sustainable Condom Social Marketing in Cameroon and Togo for HIV/AIDS Prevention***

**Description**

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

This activity contributed 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.

**Progress to Date**

This activity ended on September 30, 2000. The final report was submitted to USAID/W and USAID/REDSO at that time. However, there were minimal funds remaining, and a brief scope of work was written to account for the remaining funds, which were fully expended by December 2000. During the additional three months, PSI/Togo and PSI/Cameroon continued to support the mass media and other IEC activities. The comprehensive final report is available upon request.

## ***Activity 18: Romania – Social Marketing for STI/HIV/AIDS Prevention***

### **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 builds upon the existing foundation of the Romania Social Marketing Program that has been in place since 1997. It was originally approved for implementation from July 2000 – December 2000 and was granted an extension through December 2001. This activity will contribute to G/PHN's IR 4.1

### **Progress to Date**

As of September 30, 2001, condom distribution reached 3,219,781. These sales have exceeded the total sales for 2000 and put PSI Romania on track to reach annual goal of 4,000,000 condoms sold. In terms of condom marketing and promotions, 120,000 Love Plus Pleasure lube pillows reached Romania by the end of October. For research, the field team is presently conducting national KAP and the distribution survey is set to start in November.

<b>Scheduled in Year 4 Workplan</b>	<b>Accomplished During Year 4</b>
<b><u>Oral Contraceptives</u></b> Formative research for OC – brand development conducted	Focus group discussions conducted and analyzed.
OC product identified and registration process is underway	Trinordiol 21, produced by Wyeth Lederle, selected. Product registered in Romania. Registration of new trade name complete. Packaging registration not complete due to regulatory complications created by overbranding.
Public and private sector distribution strategy for OCs developed	Strategy developed by December 2000.
OC brand developed	Coral 21 selected as trade name.
Launch OCs	Launch delayed from June until October due to slow product delivery and registration by Wyeth.
<b><u>Condoms</u></b> 2 field agents for rural and nontraditional outlet distribution hired	Sales increasing steadily. Distribution has improved so expense of extra agents deemed unnecessary at present. Will reassess based on distribution survey.
Sales to publicly funded family planning clinics initiated	Distributor given discount for sales to public clinics. 100,000 condoms sold to National AIDS Commission for distribution in public clinics.
Methodology for research on condom pricing for rural areas developed and conducted	Issues included in KAP survey conducted in September.
Methodology for research of condom	Decision taken to maintain present position (based on

Scheduled in Year 4 Workplan	Accomplished During Year 4
positioning developed and conducted	steadily increasing sales).
Implement condom promotions and distribution	Safer sex outreach conducted by peer health promoters at summer resorts. 35,000 young people reached during one month of outreach. An additional 10,000 young people attend 6 safer sex parties.
<b>IEC</b> POP Promotional materials for condoms developed, produced, and placed	“Love Plus” flags, promotional stickers, and window displays placed by December 2000.
Develop and place mass media condom promotions	Television, radio, print promotions of safer sex/condom promotion events conducted. Music video and band testimonial promoting condoms produced and placed.
World AIDS Day concert conducted	Attended by over 7,000 young people, received extensive media coverage.
Taking it to the Streets program implemented	80 Romanian teachers trained as program facilitators. 500 videos and facilitator guides produced.
6 safer sex caravans conducted	“Taking it to the Streets” youth safer sex caravans went to 16 cities around Romania.
2 risk reduction safer sex parties for MSMs piloted	“House” party and “Rainbow” party in club piloted.
Distribute and promote USAID produces women’s reproductive health booklet nation-wide	300,000 brochures received; approx. 150,000 distributed, including 80,000 inserted in a women’s magazine.
Implement “Taking it to the Streets” safer sex promotion for youth in schools	Piloted with more than 800 youth in 14 schools. Facilitators guide completed and training of trainers conducted for 80 teachers. Two-year memorandum of collaboration signed between PSI, MoH, and MoE to implement in schools.
Implement MSM safer sex program	“House” party and “Rainbow” party in club implemented. Ongoing collaboration with ACCEPT (gay rights organization) and condom distribution at gay club.
Conduct/support reproductive health/safer sex educational media, events and promotional activities nation-wide	Branded and unbranded (generic) safer sex/condom promotion television advertising placed on television, radio, print. Safer sex events sponsored. Condoms and 150,000 women’s health brochures distributed.
<b>Skills Building</b> Pharmacist skills building strategy researched	Plan to work with existing Howard University managed pharmacy training program.
Training program for distributors and sales force developed	Major distribution partners received training.
Distributors and sales force (at least 30 people) trained about reproductive health issues and effective social	Delayed due to change in distribution companies and PSI sales staff. Will be implemented in CY 2001.

Scheduled in Year 4 Workplan	Accomplished During Year 4
marketing	
<b>Research</b> Monitor Target Index group Survey	Will be monitored throughout 2001. Survey showed that Love Plus condoms are used by 23% of condom users. OCs introduced into survey at PSI request.
Implement Target Group Survey	Implemented and analysis underway.

**Activity 19: 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. In the fourth quarter of FY2001, this activity received additional funding and an extension through September 2002.

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.”

**Progress to Date**

During the past 15 months, PSI/Russia has implemented a behavior change communications campaign in Saratov, Moscow and at the Federal level under the slogan and accompanying logo “Take it With You.” From April 2000 to March 2001, PSI/Russia implemented a series of events in Moscow and Saratov Oblast to complement and reinforce the mass media “Take it With You” campaign. Activities included extreme sports events, street festivals, photo exhibit, concerts, club events, and summer camp training. These youth outreach events featured safe sex skits, music, competitions, condom distribution, and information on HIV/AIDS and were supported by trained peer educators.

Scheduled in Year 4 Workplan	Accomplished During Year 4
Develop youth anti-drug strategy	Strategy development has been postponed in favor of developing educational videos with MoE.
Special youth events held in Moscow and Saratov.	World AIDS Day concert and club events held in Moscow and Saratov. St. Valentine’s promotions conducted. Mel C concert co-supported in Moscow and events in smaller towns in the Saratov oblast implemented. Participation in Gorky Park festival in Moscow and river boat parties in Saratov promoted safe sexual behavior.
Host round tables in Moscow and Saratov.	Round Table on CSWs, HR, and AIDS Prevention in Saratov. Press Conference on Safe Sex Campaign held in Moscow.

Scheduled in Year 4 Workplan	Accomplished During Year 4
SM for IVDUs in Samara: Provision of Favorite condoms & IEC materials to NGOs	Condoms provided to NAN/Balakvo to continue outreach. Draft of hepatitis brochure text and design completed for approval by USAID & MoH/Federal.
Enhance/expand outreach to IVDUs	New subcontract with NAN/Balakovo negotiated in June. Explored subcontract potential with NGOs in Engels and Saratov. Signed new subcontract with NAN/Balakovo in September.

***Activity 20: Rwanda – HIV/AIDS Prevention Among the Military***

**Description**

This activity began in September 2001 and its goal is to reduce HIV prevalence among the Rwandan military. This project includes targeting the military through an integrated BCC campaign, which is based on extensive focus group discussion with soldiers. Using this qualitative research, messages will be developed in various formats, materials will be distributed through IPC sessions (100 total), and a special event will be held to launch the BCC campaign. The Strong Man Body Building Competition will link the image of strong, healthy, “real” men with condom use.

**Progress to Date**

In its first month of operation, focus group discussions were held with members of the military and message development workshop was held with the target population. A launch event is currently scheduled for December 2001.

***Activity 21: South Africa – Expanded Condom Social Marketing for AIDS Prevention***

**Description**

This is a three-year program to reduce the transmission of STDs (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.

### Progress to Date

During the reporting period, PSI/SFH South Africa successfully introduced a second lower-priced condom brand, "Trust," and developed advertising spots for it. In the meantime, promotion of Lovers Plus continued.

Scheduled in Year 4 Workplan	Accomplished During Year 4
Develop new point of purchase materials for Lovers Plus	Various materials ("on sale here" stickers, hanging stands) produced and distributed starting in October 2000.
Finish radio placement	Contract with SABC Nelspruit radio station finalized. Lovers Plus spots playing regularly since November 2000.
Print ads for Lovers Plus	Print ads placed in Vibe magazine in November and December 2000. (Billboards had been placed nationwide in September 2000.)
Two months of Road Show	Road Shows conducted with "Puppets Against AIDS". Partnership with Sony completed for "Paint City Red" campaign. This partnership included festival of series of 8 concerts nationwide during November/December 2000.
Hold IEC staff workshops	3-day IEC workshop held in January 2001 in Johannesburg.
Conduct special topic focus group studies	Conducted PSI/MTV surveys in lieu of focus groups.
Conduct consumer user profile survey	Research firm identified and contracted. Omnibus consumer study to be conducted by Neilson in November. Questionnaire completed and is currently being tested. Expected results in January 2002.

### *Activity 22: Vietnam – Establishment of a Condom Café in Hanoi*

#### **Description**

The purpose of the activity is to establish a "Condom Café" in Hanoi, Vietnam, for youth. This project is being implemented by Health Ed based in Fairfax, Virginia and its local partner in Vietnam, NUEYS.

#### **Progress to Date**

At the time of this report, the project director from Health Ed was travelling to Vietnam for an extended period of time to assist with the start-up phase of the project. The project period for this activity is June 2001 – September 2003.

**Intermediate Result 4.2:** Enhanced quality, availability, and demand for STI management and prevention services.

AIDSMark activities that address this IR are underway in the Dominican Republic and Zimbabwe. AIDSMark has also documented lessons learned on STI pre-packaged therapy in West Africa.

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

**Description**

After two years of implementation, AIDSMark and USAID/DR revised the scope of work to focus on PPT interventions and the condom promotion campaign. A cost extension through December 2001 was submitted and approved.

**Progress to Date**

VCT

In FY 2001, AIDSMark and IMPACT prepared for and organized the second consultative workshop to discuss how to incorporate VCT services into the Dominican health system. Workshop participants included public sector entities, NGOs, and the commercial sector (laboratories, pharmacists, and providers). The first consultative workshop hosted by PSI and FHI in October 1999 included only public sector participants, which was determined to be a weakness, given the role the NGO and private sectors play in overall health care in the country. A second workshop was held in April 2001 with a broader group of representatives. Upon submission of the final report, PSI's role in support to DIGECITSS (the National AIDS Control Program of the MoH) in the area of VCT will end under the current scope of work.

PPT

The PPT pilot was completed and expectations for next steps have not been clearly articulated.

Condom Promotion Campaign

It was agreed that PSI should conduct qualitative research in order to collect information directly from the target audience about condom use. The AIDSMark Dominican consultant prepared the draft focus group guide that has been reviewed by AIDSMark/W. The focus groups were completed.

<b>Scheduled in Year 4 Workplan</b>	<b>Accomplished During Year 4</b>
<b><u>VCT</u></b> Determine how to use social marketing to increase demand for VCT and promote/market the VCT services	USAID, FHI and PSI agreed to have a second consultative workshop to discuss VCT services in the DR. Invitees included NGO and private sector representatives, including the pharmaceutical sector. The workshop was held in April.
<b><u>PPT</u></b> Provide logistical guidance during the implementation of the	The pilot phase was completed. As part of the evaluation, the end-of-project in-depth interviews were conducted with the staff of the three STI clinics. The

Scheduled in Year 4 Workplan	Accomplished During Year 4
project	summary of the interviews will be completed in April, followed by the final evaluation report and recommendations for expansion of PPT intervention.
<p><b><u>Condom Promotion</u></b> Re-assess communication efforts</p>	USAID is working closely with several CAs to address the condom supply and use problem in the DR. The role of a PSI mass media campaign is not clear, in light of the campaigns being designed by the NGO consortium managed by AED, and the NGO condom revolving fund supported by the CMS Project. The role (scope and magnitude) of a PSI campaign was discussed during the PSI/W visit to the DR in April.
Propose community-level strategy	Actual parameters of the condom promotion communications strategy will be based on literature review and appropriate qualitative research conducted during 3 <sup>rd</sup> and 4 <sup>th</sup> quarters of FY01.
Develop appropriate messages and campaign	The qualitative research was conducted with the target audience. Focus group transcripts will be available in at the end of CY01, thereby enabling the development of the communications brief for the eventual campaign.
Provide technical assistance to implement campaign	TA needs will be determined during first quarter of FY02.

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

### **Description**

This activity increased the knowledge that exists about the social marketing of STI pre-packaged therapy in Africa; disseminated that information to policy-makers, social marketing practitioners, and donors; and provided for a feasibility study in Nigeria. A no-cost extension was approved through September 2001.

### **Progress to Date**

A “Lessons Learned” document was circulated for technical review and completed in the final quarter of the fiscal year. Published in English and French, the document draws from STI PPT interventions in social marketing in Cameroon and Uganda, an integrated public/private/NGO program in Cote d’Ivoire, and the public sector in South Africa and Mozambique. Gathering comprehensive information has been challenging, as there is a lot of “gray literature” and little published information.

Scheduled in Year 4 Workplan	Accomplished During Year 4
Develop lessons learned and “key questions” documents	The document was prepared and sent for technical review. Discussions with the designer and printer commenced.
Conduct first stage of Nigeria feasibility study	The feasibility study report was finalized and disseminated to USAID/W and stakeholders in Nigeria.
Translate document into French and disseminate	Document was translated and disseminated in English and French to USAID/AFR/SD, AIDSMark partners, and the PSI international network.

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

**Description**

This activity established and promoted a network of 12 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 behavior change 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**.

**Progress to Date**

Although some operational challenges continued, the New Start program continued to grow and expand. The direct site in New Africa House was opened and has the highest client flow of any VCT site. USAID/Zimbabwe had intended to end the AIDSMark intervention in February 2001. However, delays in finalizing the bilateral cooperative agreement led to the request of a cost-extension through December 2001 with an additional \$1 million.

<b>Scheduled in Year 4 Workplan</b>	<b>Accomplished During Year 4</b>
<u>VCT</u> A total of 11,000 clients tested by February 2001	43,703 clients tested by June 2001
Total of 10 sites operational by February 2001.	12 VCT sites operation by October 2001
Total 98 counselors trained by February 2001	158 VCT counselors trained by September 2001.
Develop advertising campaign	New IEC materials developed produced and disseminated. Radio call-in show launched.
Begin use of rapid test kit in all sites	Use of Rapid Test Kits now implemented at ten of twelve sites. The two remaining, Bindura and Hwange, have been put on hold indefinitely due to doubts about their capacity to implement effectively.
Conduct mystery client survey at all VCT sites	2 completed and third remaining to be conducted in October/November 2001
Follow-up training for all staff of sites	Two week training for BDS counselors was conducted for the period 2 to 13 July 2001. Ten participants attended the course from BDS and twelve others from other sites. 2 <sup>nd</sup> week basic training conducted has been scheduled for 19-23 November 2001.
<u>IRHP</u> Develop advertising campaign	Completed. Billboards erected. IEC materials disseminated.
Conduct mystery client survey	To be conducted in October/November 2001.
Conduct private provider training	Workshops conducted: for 46 OTC and 35 nurses aides in VCT, IPC skills; 36 nurses in STI management and HIV counseling; 10 pharmacists in FP; 6 nurses in STI management; 6 IRHP staff in TOT.

**Intermediate Result 4.4:** Strengthened and expanded private sector organizations' responses in delivering HIV/AIDS information and services.

AIDSMARK has developed two activities to address **IR 4.4**. They are as follows:

**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 U.S. organizations.

**Progress to Date**

During this reporting period, the Russia Partnerships Program conducted a series of exchanges and skills transfers. A third partnership was formed in November 2000.

Scheduled in Year 4 Workplan	Accomplished During Year 4
Design a partnership public relations strategy with USAID	PSI updated the PP overview document and submitted to USAID for approval in March 2001. The document was approved and the Russian version is being updated. The document will continue to be circulated to promote the PP. The lessons learned document from the end of Year One was submitted to USAID and has been used to facilitate activities under the third US-Russia partnership. PR activities were on-going throughout the year.
Expand replication efforts of partnerships with Russia	PSI has initiated discussions for a Russia-to-Russia partnership to take place among Russian NGOs. Russian partners from the first round of the PP are to submit proposals for Russia-to-Russia partnerships during March/April 2001.
Develop PR materials with USAID	Ongoing. See above.
Facilitate workshop between ACCENT and SRS	A planning workshop was held between Accent and SRS in November 2000. A draft workplan, indicators, and calendar of activities were developed during the workshop and finalized by the end of the quarter.
Establish 3 partnerships by March 2001	Two partnerships were established and completed by March 2001. The third partnership was formed in November 2000 and will run through March 2002.

Scheduled in Year 4 Workplan	Accomplished During Year 4
<p><b><u>Moscow</u> -</b>            1) 8 training sessions for staff in HIV/AIDS Prevention and Harm Reduction</p> <p>2) Distribution of NAN-produced HP/HR literature</p> <p>3) Development of counselor checklist with specified protocols with HP/HR information for dissemination</p>	<p>1) LES staff conducted several trainings on HIV/AIDS, harm reduction, outreach, database management, and leadership.</p> <p>2) Materials developed and distributed (approximately 10,000 pieces distributed).</p> <p>3) Checklist developed and in place.</p>
<p><b><u>Saratov</u> -</b>            1) Establishment of CSW drop-in services through the Rehabilitation fund associated with the Oblast AIDS Services</p> <p>2) Training on Harm Reduction and Sensitivity</p> <p>3) Outreach program based on peer education model designed and implemented</p>	<p>1) Services established in August 2000.</p> <p>2) Training conducted</p> <p>3) Outreach designed and implemented in both Saratov and Balakovo.</p> <p>PSI received the final report from the US-based partner Whitman Walker Clinic (WWC) in August 2001.</p>
<p><b><u>ACCENT</u></b>            Conduct TOT training</p>	<p>Training workshop carried out with major focus on case management and recovery readiness.</p>

***Activity 2: Rwanda – Health Communications Center and IEC Activities***

**Description**

This project was originally designed as a two-year, \$1.8 million activity to create a 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. 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.

**Progress to Date**

The AIDSMark contribution to the Rwanda Health Communications Center ended on March 31, 2000. At the request of USAID/Rwanda, remaining funds were used to support several distinct activities:

- Support the data collection phase of the 2000 DHS
- Coordinate and install the NGO exhibit for the First Ladies of Africa HIV/AIDS Conference
- Support Family Health Day for USAID/Rwanda staff and their families

- Sponsor training for a Rwandan provincial health officer
- Design a qualitative research survey for rural health animators.

When final financial figures are available which cover the above five activities, a final scope of work will be developed in collaboration with USAID/Rwanda for any remaining funds.

<b>Scheduled in Year 4 Workplan</b>	<b>Accomplished During Year 4</b>
Support World AIDS Day activities	Complete
Support for 2000 DHS	Data Collected for the three provinces but copy of raw data has not been presented to PSI
Coordinate and install exhibition hall for first ladies summit	All local and international NGOs designated by the First Lady, exhibited their activities at the exhibition hall coordinated and installed by PSI.
Organize and support Family Health and Fun day for USAID Rwanda's staff and family.	Complete and video of event is available.
Sponsor Dr. Richard Mihigo's training in the USA at USAID request	All costs have been paid. Dr Mihigo completed his training in August.
Health Animator Research	Protocol designed and approved Qualitative questionnaire designed and approved. Qualitative data collected.

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

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

### ***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.

#### **Progress to Date**

See pages 3-5 of this report for specific titles.

***Activity 2: Social Marketing for Adolescents - Sexual Health in Africa: Operations Research and Advocacy (SMASH) – 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. In summary, the four countries carried out the SMASH projects differently, but each engaged young people by concentrating on three main methods of implementation: 1) peer education; 2) “youth-friendly” condom outlets and services; and 3) other promotional activities.

**Progress to Date**

The SMASH activity officially ended in December 2000. The final report was prepared and submitted to USAID/W at that time. The lessons learned during the multi-country, multi-year intervention can be summarized as follows:

- 1) Changing adolescent behavior may require intensive program efforts of at least two to three years.
- 2) Social marketing program targeting youth are most effective if they include a carefully designed mix of mass media promotion and interpersonal (face-to-face) communication.
- 3) A better understanding of the different sexual health concerns of young men and women is likely to increase the effectiveness of adolescent interventions.
- 4) The promotion of condoms for STI or HIV/AIDS prevention requires careful communication strategies to reduce the stigmas associated with condom use.
- 5) Youth involvement in program design is beneficial, but guidance and facilitation may be necessary to keep adolescents focused on critical issues.
- 6) Social marketing programs targeting youth should have measurable objectives and clearly identified assumptions about behavior change.
- 7) Evaluation is needed to measure the impact of program activities.
- 8) Greater collaboration among NGOs is needed to advocate successfully for policy change.

The complete comprehensive final report is available on request.

**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.

In FY 2001, AIDSMark contributed to **IR 4.6** through two primary activities: the Dissemination of “Hot Topics in Social Marketing” and Social Marketing through Application of Research and Tools (SMART).

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

**Description**

AIDSMark developed and disseminated brief summaries of "Hot Topics in Social Marketing." Examples include papers on "What Works in HIV/AIDS Prevention Social Marketing," social marketing of the female condom, innovative approaches to the social marketing of STI PPT, and the social marketing of VCT. These documents were disseminated within the PSI network as well as to stakeholders and policymakers within the field of social marketing.

**Progress to Date**

During the course of Year 4, “Lessons Learned in Marketing the Female Condom” was finalized and disseminated throughout PSI’s international network, USAID/W, and USAID field missions. Other topics will be circulated more widely when finalized.

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

**Description**

The S.M.A.R.T. Marketing Initiative was 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. was expected to 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.

**Progress to Date**

Five S.M.A.R.T regional workshops were implemented for field between December 2000 and May 2001. The final workshop was for PSI/Washington-based staff.

Scheduled in Year 4 Workplan	Accomplished During Year 4
Modify PSI research tool kit to BC indicators	Completed on schedule (by December 2000). Incorporated BC indicators in KAP questionnaires other quantitative tools in research tool kit.
Test 3 research tools in 1 country each	On-going. Research tool kits have been tested in a number of countries from mid-2000 through 2001.
Guide to BC Framework	Anticipate completion by December 2001. Will be submitted to USAID for review.

<b>Scheduled in Year 4 Workplan</b>	<b>Accomplished During Year 4</b>
Training on how to use tools – 4 regional workshops	6 regional workshops were completed between December 2000 and May 2001 in India, Romania, Togo, Guatemala, South Africa and the USA. A total of 186 PSI/local affiliate staff participated.
Guidelines for market-research tools (qualitative & evaluative)	In draft. Completion anticipated in FY2002 1 <sup>st</sup> Q.
Guidelines for communication briefs	In draft. Completion anticipated in FY 2002 1 <sup>st</sup> Q.
Theater Guide (Kate hammer concept paper)	Kate Hammer no longer with PSI. This activity is under review.
Interpersonal Communication Guides (Gates)	John Harris began work on this with TA to PSI's youth-oriented social marketing project in Cameroon in early 2000. Examples of youth peer education guides are available. Formal guide not yet completed.
Guidelines on product positioning & distribution	In draft. Completion anticipated in FY 2002 1 <sup>st</sup> Q.
Dissemination of tools to PSI marketing staff	S.M.A.R.T. Marketing binder will be disseminated once Youth IPC Guide is completed.

### **III. COUNTRY SUMMARIES**

All country-specific information is contained in Section II and the PBD document attached.

### **IV. PROBLEMS & CONSTRAINTS**

The major constraint that AIDSMark faced at the beginning of FY 2001 was the need for additional Core funding. An increase in Core in April 2001 provided funds to hire new technical staff (an Epidemiologist, a Research Associate), both of whom joined PSI in June 2001.

### **V. FINANCIAL SUMMARY**

Financial information for FY 2001 will be sent under separate cover as soon as available.

