



Tanzania Marketing and Communications Project

Quarterly Report

FY 2010, Quarter 3

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Table of Contents

Executive Summary	3
FY10 Quarter 3 Accomplishments	6
1. HIV Platform	6
2. Mama Ushauri Platform (Reproductive Health and Family Planning, Child Survival, Maternal Health and Malaria)	16
3. Local Partnerships	18
4. Dynamic Collaboration	21
5. Monitoring and Evaluation	21
5A. HIV Platform	21
5B. Mama Ushauri Platform	23
6. Project Administration	24
Appendices	29
Appendix A. Indicator Tables	29
Appendix B. Matrix of Short Term Technical Assistance	33
Appendix C. Photographs	41

Executive Summary

This report is a summary of AED/T-MARC Project activities conducted in the third quarter of FY10. The report features activities generated under the HIV and *Mama Ushauri* platforms, as well as local partnerships, dynamic collaboration, monitoring and evaluation, and project administration.

HIV Platform.

T-MARC strengthened the hybrid distribution strategy for *Dume* and *Lady Pepeta* across non-traditional outlets in seventy districts in eighteen of Tanzania's twenty one regions. Sales of *Lady Pepeta* and *Dume* condoms surpassed last quarterly targets. During the transition period to Tanzania Social Marketing Program (TSMP), the *Dume* brand market segment is being reviewed. A routine batch testing delayed the packing of *Dume* and *Lady Pepeta* condoms. *Dume* and *Lady Pepeta* road shows appeared in 30 districts. The *Washauris*/CBDs continue to address common myths and misconceptions about condoms through education and sales.

For the C-Vendor pilot activity, AED and T-MARC developed an instruction poster to support and aid the correct use of the condom vending machines that are placed in bars and guesthouses. The pre-test requires the poster to be refined. Upon completion, T-MARC expects to print approximately 150 posters and place them across 79 participating outlets.

The *Jipende!* Centre for Women's Health rolled out its final training of peer educators. Twenty one salons were branded as *Jipende!* Centres for Women's Health and were provided with initial capitalized stock. Communication materials for the HIV and alcohol initiative and *Jali Maisha* including posters and z-fold brochures were developed and shared with NACP and TACAIDS. A team pre-tested these materials at a mining establishment in Kahama. A training curriculum entitled *Jali Maisha*, for most at risk populations (MARPS), was finalized and shared with AED before submission to USAID.

The evaluation and restructuring of *Sikia Kengele* was completed this quarter. The re-designed program will focus on training religious leaders as peer educators that can provide counselling, support and information to couples. The goal is to decrease the risk of HIV infection through partner reduction and faithfulness.

T-MARC distributed PUR sachets to Pathfinder International and an arrangement was made to send the remaining sachets to FHI. The WASH programme continued expansion activities in Dodoma and Mwanza.

Mama Ushauri episodes were aired on five national radio stations and supported by a series of newspapers columns in two national print publications. Technical errors prevented the completion of new radio jingles; older versions were aired on seven radio

stations. The fabrication of the condom billboards has started and is ready for placement. Zonal coordinators have overseen the implementation of condom wall paintings in their respective regions, via regional agents and local artists. T-MARC developed and finalized a set of communication materials to support a male circumcision (MC) campaign organized by Jhpiego in Iringa. T-MARC also participated in the national MC technical working group to review the national strategy for scaling up MC services in Tanzania. T-MARC will continue to provide technical input during the technical working group meetings. An opportunity that may arise out of this is the development of a national communication strategy after the national MC strategy is approved. T-MARC and AED finalized a BBC strategy for risk reduction in mining and transit corridors around the Shinyanga Region, Kahama regions. The preparatory activities started in June 2010 and activities are expected to start in August 2010.

Mama Ushauri Platform

Shelys and T-MARC introduced the “1 in 20” *Flexi-P* trade incentive scheme, yielding good sales performance. T-MARC worked with M&M Communication on the creative designs for the new *Flexi P* point of sale (POS) and promotional material designs, however, the new designs were rejected by Tanzania Food and Drug Administration (TFDA) in accordance to Section 96 of the TFDA Act of 2003. T-MARC has requested a meeting with TFDA to obtain better guidance on the non compliance issues pertaining to their advertising regulations and to use this feedback to refine the final designs accordingly. T-MARC conducted refresher training on reproductive and child health in the three *Washauri/CBD* pilot locations in Sengerema, Mara and Dodoma. AED STTA developed a comprehensive communications plan for Zinc and ORS, for which T-MARC developed and printed a set of communication materials to promote the use of zinc and ORS for treatment of diarrhoea in children. These have been distributed to various organizations.

Local Partnerships

In order to build capacity of AED’s local partner the T-MARC Company, various local experts and consultants were engaged to support administrative functions particularly for contracts and organizational capacity. Their reports were submitted and recommendations from the reports are under implementation. A number of AED STTA worked with T-MARC Company staff to strengthen skills and expertise in the area of Behaviour Change Communications as well as improve and strengthen procedures in procurement, finance and administration (Appendix B Matrix of STTA).

Monitoring and Evaluation

T-MARC continued to track sales and distribution of *Dume* and *Lady Pepeta* and track condoms sold through C-Vending machines. They also conducted on-site visits to ensure that data collected by partners is accurate, reliable and timely. Research International submitted reports of the retail audits. T-MARC used Tanzania All Media

Product Survey (TAMPS) to help improve planning by determining the extent to which radio spots are reaching the target audience.

Project Administration

The Company recruited two staff to replace staff that left. As of the end of the quarter, the total number of employees is 47. T-MARC Company participated in a one week platform assessment workshop for the forthcoming Tanzania Social Marketing Programme. T-MARC also held a second general staff meeting to discuss matters affecting the Company and staff welfare. Dr. Martin Alilio, the AED Project Director of the T-MARC Project has moved on to take a position at USAID. The new Project Director is Ms. Dee Bennett, Vice President in the Global Health Nutrition and Population Group at AED in Washington, D.C.

FY10 Quarter 3 Accomplishments

1. HIV Platform

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

Activity 1.1.1 Continue developing hybrid strategy.

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

Activity 1.1.3 Finalise Shelys agreement for FY10.

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

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

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

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

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

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

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

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

T-MARC continued to strengthen its hybrid distribution program for *Dume* and *Lady Pepeta* brands across non-traditional outlets. Seventy districts in eighteen of Tanzania's twenty one regions were reached and activated with outlet service calls, direct product sales, point of sale (POS) branding and merchandising activities. Thirty-eight dealers were recruited to support *Dume* in 17 districts across eleven regions. The cyclist program continues to facilitate rapid product movement from dealers to retail outlets. T-MARC also supported *Dume* dealers through regional trade promotions (trade activation) conducted by the zonal sales and marketing coordinators as well as the *Dume* and *Lady Pepeta* road show team in thirty districts across twelve regions. These trade activities collectively conducted direct door to door product sales of over 4,100 cartons of *Dume* from dealers to retail outlets. T-MARC continued to identify, recruit and activate additional institutional accounts with organizations and companies that employ *Dume* and *Lady Pepeta*'s high risk target audience, such as plantations and mining companies. Twenty-nine organizations were visited (including NGOs, mining, telecommunications and transportation sectors) of which eleven were recruited as *Dume* and *Lady Pepeta* corporate sales accounts in Morogoro, Mbeya, Iringa, Kagera, Mara, Tabora and Shinyanga regions. The *Dume* "one in eight" trade incentive scheme continued this quarter. These efforts, together with Shelys sales representative calls,

yielded a sales performance achievement of 3,701,520 *Dume* condom pieces, 82% of the quarter three target and 19% above quarter two sales. *Lady Pepeta* sold 133,560 pieces which represents 68% of this quarter's sales target and 50% above quarter two sales.

The development of the new *Dume* condom dispenser was placed on hold during this transition period to TSMP. T-MARC has had preliminary discussions with PSI regarding market segmentation of *Dume* and PSI's brand *Salama* in an effort to achieve the 'total market approach'. T-MARC will work with PSI to determine the market segment for *Dume*. Once the market segment for *Dume* is decided, T-MARC will hire an advertising agency to modify the dispenser to suit the new *Dume* segment.

T-MARC continues to update the customer database through its telesales officers, however, the completion of the installation of the telesales system was halted due to a delay in obtaining telephone lines from TTCL. The telesales operations are set to start in the fourth quarter.

T-MARC has been overseeing the packing of *Dume* and *Lady Pepeta* products at the Shelys and T-MARC warehouses, however, the activity was suspended towards the end of this quarter due to delays in TBS batch testing of the commodities. The batch testing is expected to commence early next quarter.

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

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

Activity 1.2.2 Evaluate the effectiveness of *Jipende!* NGO partners selling *Dume* and *Lady Pepeta* condoms.

T-MARC continues with the C-Vendor pilot initiative to install the remaining machines in bars and guesthouses in hot zone areas. Thus far, ninety-two vending machines have been installed in eighty bars and 36 guesthouses. T-MARC collaborated with AED's design team to develop graphics for the C-Vendor instructions poster. The poster was pre-tested and refined according to the feedback obtained. T-MARC is planning an official launch of the C-Vendor program in the next quarter where results, lessons learned, challenges and recommendations for potential scale up of the program will be shared.

T-MARC continues to receive orders for *Dume* and *Lady Pepeta* products from *Jipende* NGOs.

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

Activity 1.3.1 Conduct a feasibility study, identify and recruit beauty parlours in hot zones.

Activity 1.3.2 Integrate beauty parlours into a distribution network.

At the beginning of the quarter, AED STTA Lucia Kramer worked with the T-MARC team to refine the Jipende! Curriculum for the *Jipende!* Centre for Women's Health activity. The curriculum from the Jipende NGO grants program was adapted to include basic sales/business skills and more reproductive health topics. TOT were trained to use the revised curriculum sessions on HIV (including correct and consistent use of male and female condoms), reproductive health, family planning, breast and cervical cancer, business and effective communication skills, and in May 41 beauty attendants from 21 salons were trained and graduated to become 'Jipende! Ambassadors'. The pilot was rolled out across the 21 salons in hot zone areas of Dar es Salaam. The salon attendants were trained to provide correct information on these health topics to female clients frequenting the salons. The salons also serve as *Dume* and *Lady Pepeta* selling outlets. All 21 salons were provided with start-up capital of *Dume* and *Lady Pepeta* products, from which the sales revenue will be used as a revolving cash flow for additional product orders. The salons were branded with outdoor signage to enable customers to recognise these centres. Additionally, the beauty salon attendants were given a special uniform branded with the *Jipende!* Centre for Women's Health logo. T-MARC will incorporate lessons learned from this pilot to scale up the program to 25 additional salons in Dar es Salaam during the fourth quarter.

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

Activity 1.4.1 Procure and warehouse PUR products.

Activity 1.4.2 Distribute PUR.

Activity 1.4.3 Develop BCC materials for use of PUR product.

Activity 1.4.4 Conduct training of HBC implementing partners.

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

T-MARC completed the distribution of PUR products and related communication and training material last quarter to 17 HBC implementing partners with the exception of one of HBC partner, PASADA, who could not receive their consignment due to a lack of storage space. T-MARC obtained USAID approval to redistribute PASADA's consignment and IEC materials to other partners. This quarter, T-MARC shipped a

portion of PASADA's consignment (a total of 269,270 sachets with supporting IEC material) to Pathfinder International based on their request for additional PUR products. T-MARC plans to ship the rest of PASADA's consignment (319,200 sachets) to FHI's Roads project and will provide additional training as requested.

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

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

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

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

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

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

At the end of the last quarter, T-MARC began the trials of improved practises (TIPs) in Dodoma region. Dodoma was selected to represent the arid ecological zone in Tanzania. Four research sites were selected for this study: Chamwino and Kibaigwa for peri-urban, Kongwa for rural and Dodoma Municipal for urban. Sites in different environments were selected so that a variety of WASH practices/behaviours could be observed. As part of the TIPS process, home based care focal persons from the TUNAJALI program were trained as data collectors. Seventy-five respondents were involved in the research. The three key WASH behaviours assessed were safe drinking water, hand washing and safe faeces management.

At the end of May, T-MARC convened a preliminary TIPs stakeholders meeting in Mwanza, chaired by the Mwanza Regional Medical Officer. Key WASH stakeholders were identified and individual meetings were scheduled for June 8th. The joint HIV and WASH stakeholders meeting was held on 8th June as planned as participants included government and private organizations including people living with HIV/AIDS (PLWHA). A list of WASH small doable actions (SDAs) for the Lake Zone region was developed as an outcome of this meeting. The TIPs in Mwanza initiated focus group discussions with PLWHAs. Home visits were conducted to review current WASH practices. The SDA validation meeting is expected to be held in August and will be attended by the Regional Medical Officer, partners implementing WASH programs,

organizations implementing home based care programs and people living with HIV/AIDS.

During this quarter, the Morogoro TIPs narrative report was completed and approved by USAID.

As part of a comprehensive WASH behaviour change campaign in Morogoro, T-MARC identified two organizations, Plan International and World Vision, as potential partners. Draft MOUs were developed and will be finalised in the fourth quarter. T-MARC is also working closely with the World Bank's Water and Sanitation Program (WSP) who have developed several WASH radio spots which will be adapted and aired in Morogoro to support the BC campaign.

The Swahili version of the school WASH training materials was finalised. T-MARC has been actively participating in the quarterly national school WASH network meetings in order to gain insight for the school WASH behaviour change campaign in Morogoro.

T-MARC has received an invitation from UNICEF and SNV to attend the next WASH leadership forum in August 2010.

During this quarter, T-MARC participated in the training of trainers community based positive prevention (CBPP) refresher course in Morogoro organized by FHI. T-MARC facilitated the WASH session and, in collaboration with FHI, developed a draft of the CBPP and WASH facilitator's training guide, including pictorial job aids. The final copy is expected to be completed by July. The Swahili version of the training guide curriculum for home based care providers has been developed and is currently under revision by technical advisors. As part of sharing lessons learned from the formative assessment in Morogoro, T-MARC participated in the review of a draft national WASH policy in March convened by the Ministry of Health under the Water and Sanitation section. Stakeholders implementing WASH programs were also present.

Objective 1.6 Bundle HIV prevention activities under one communication platform

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

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

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

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

T-MARC finalized the development of outreach communication materials as part of the HIV platform. Materials developed include posters and a Z-fold brochure. Key

messages address correct and consistent condom use, negotiating condom use with a partner and addressing common myths and misconceptions about condoms. These materials will be distributed during the risk reduction initiative in Kahama that targets truckers, miners and sex workers. The materials were pre-tested with target audiences in Kahama and Nzega districts. Materials were shared with NACP and TACAIDS prior to being approved by USAID.

During this quarter, T-MARC finalized the *Jali Maisha* (Care for Life) training curriculum to provide risk reduction information in 45-60 minute sessions. The curriculum covers condom use, condom negotiation and HIV counselling and testing. The curriculum was shared with AED for technical input and improvements while feedback has come from the field as T-MARC has been pre-testing this curriculum via small group discussions that occur simultaneously to the *Dume* and *Lady Pepeta* road shows across 30 districts in Tanzania. In the next quarter a refined version of the curriculum will be used at road show and other community mobilizations in high risk areas such as the *Dume* football tournaments.

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

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

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

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

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

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

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

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

T-MARC re-issued the RFP for the *Dume* football tournament and short listed two vendors who were engaged to refine their technical proposal and budget through a series of best and final offers (BAFO) questions, however, the SOW has to be changed and scaled down to a few districts around the mining areas in the Lake Zone, so a new RFP will be issued. This activity will then help to reinforce the BCC campaign with Truckers and Miners that will be taking place at the same time in the same districts.

The *Dume* and *Lady Pepeta* road show and mobile cinema campaign took place in thirty districts in Pwani, Tanga, Kilimanjaro, Manyara, Arusha, Singida, Tabora, Shinyanga, Mwanza, Mara, Kagera and Kigoma regions. (Target audience attendance and participation during key campaign elements was positive and encouraging. To date a total of 1,425 male individuals and 690 female individuals participated during the 45 minute *Jali Maisha* HIV prevention education sessions. Furthermore through the 25

road show performances, approximately 11,924 individuals residing in high risk communities were exposed to various Dume and Lady Pepeta skits, games and stage performances. These address prevailing condom use myths and misconceptions as well as constructive debates on the topics.

T-MARC worked with Mawingu Studio to develop new scripts for radio jingles and commercials for *Dume* and *Lady Pepeta*. Five *Vaa Kondom* PSAs were modified to *Dume* and *Lady Pepeta* radio commercials. The commercials have been pre-tested with target audiences and the results will be used to refine final versions. The recording of the radio jingles was delayed due to Mawingu's recording system failure. The system has since been fixed and the jingles will be finalised this quarter. While waiting for the new radio productions to be finalised, T-MARC aired current *Dume* and *Lady Pepeta* radio productions on RFA, TBC FM, Times FM, Clouds FM and Ebony FM.

The TV commercial script developed last quarter was submitted to USAID, however, it was rejected. In spite of that, T-MARC will ensure the script refinements and the required approval are obtained so that the production can be carried forward to the next project (TSMP). T-MARC worked with Scanad to develop two alternative script options. The story boards for the scripts have been developed and will be pre-tested this quarter.

Dume and *Lady Pepeta* creative design direction received USAID approval this quarter and were finalised using images of real Tanzanian models.

T-MARC contracted Tanzania Sign Writers to implement *Dume* and *Lady Pepeta* outdoor signboard placements. The implementation plan for this activity was developed and signboard fabrication has begun. The placement of the signboards will take place in quarter four. Through the zonal coordinators, T-MARC rolled out eleven *Dume* and *Lady Pepeta* wall branding paintings in eight districts across in Mwanza, Shinyanga, Arusha, Dodoma, Iringa and Mbeya.

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

Activity 1.8.1 Conduct risk reduction activities at 10 truck stops on northern and southern corridors.

Activity 1.8.2 Conduct risk reduction sessions on market days in 5 priority regions.

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

AED STTA Fernando Garcia and a Tanzanian research consultant conducted a series of discussions and interviews with miners, truckers and commercial sex workers. The discussions centred on their understanding and practices associated with condom use

to prevent HIV. The meetings were conducted at two mines in the Kahama and Geita districts. The insights from the interviews will be used to develop the behaviour change campaign.

AED and T-MARC finalized the BCC strategy for the truck drivers and miners activity in Kahama which was presented to USAID and approved for implementation. The target audiences for this activity are truck drivers, turn boys, miners, sex workers, women engaging in transactional sex (WETS) and other potential sex partners in the surrounding communities. The three targeted behaviours are: increased condom use; making the condom a normal part of any sexual activity and increasing usage of VCT services. During this activity, T-MARC will recruit organizations to work closely with the target groups to reinforce positive behaviours. This will be done through mass media, community group discussions, counselling and testing facilities, increased condom availability, training and developing IEC materials among stake holders. In end of this last quarter, AED STTA and T-MARC visited the Kahama area and identified the mining centres and truck stops where the activity will be conducted. The identified mining companies include Geita Mines, Golden Pride (Resolute) and Barrick Gold Mines. The truck stops located near these mining areas include Nzega and Isaka truck stops. T-MARC conducted a stakeholders meeting with representatives from the mining companies and truck drivers association. AED issued an RFP for creative development and media services which was awarded to JWT. All risk reduction activities are expected to start and continue during the next quarter.

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

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

Activity 1.9.2 Develop and air HIV/alcohol radio spots.

During the third quarter T-MARC worked with Scanad to finalize communication materials for the HIV/alcohol initiative; the materials were pre-tested and shared with NACP and TACAIDS prior to USAID approval. Printing of the materials will be finalized in the fourth quarter.

The USAID-funded Strategic Radio Communication for Development (Stradcom) Project has developed and recorded spots that support the initiative. The tagline developed, pre-tested and shared with NACP is “*Chonde Chonde, Pombe Noma!*” (Be careful, alcohol is bad). In order to maintain synergy, T-MARC has also used this tagline in their materials.

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

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

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

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

Activity 1.10.4 "Lessons learned" workshop with NGO partners.

All nine *Jipende!* grantees continued to conduct trainings and peer educator outreach activities with sex workers (SW) and women engaged in transactional sex (WETS); these included sensitizing SW and WETS about HIV counselling and testing, correct and consistent use of condoms, prevention and treatment of common STIs and providing them skills to negotiate safer sex.

A total of 1,500 peer educators have been trained to work with SWs and WETS in various regions. A total of 427 SWs and WETS were tested for HIV after attending the *Jipende!* peer education trainings during this quarter.

T-MARC has also developed three brochures on condom use and negotiation, STI detection, prevention and treatment and a comic booklet; all of which are part of communication materials for the *Jipende!* programme. The materials were edited and pre-tested; final approval is pending from USAID. Printing and production will take place during fourth quarter.

A total of 500 cartons of *Dume* and 800 cartons of *Lady Pepeta* were distributed to *Jipende!* grantees. Other materials distributed included branded promotional materials for *Vaa Kondom*, *Dume* and *Lady Pepeta*, *Sikia Kengele* and *Mama Ushauri*.

T-MARC will conduct an evaluation of impacts and challenges workshop in Dodoma next quarter with all nine *Jipende!* sub-grantees to review successes, challenges and opportunities, along with the possibility providing additional funding to the NGOs to continue with activities for a few more months.

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

Activity 1.11.1 Evaluate the existing campaign and approach.

During the last quarter, T-MARC with the help of AED STTA with expertise in BCC (Tennyson Levy and Fernando Garcia) developed and refined the redesigned strategy and work plan for *Sikia Kengele*. This was submitted to USAID. This activity will shift the focus from short-term mass interventions to long-term community-based interaction between religious leaders and couples to increase the adoption of healthy behaviours, in particular fidelity and partner reduction to prevent HIV. This direction will adopt an interpersonal approach and will focus on the Iringa and Mbeya regions. The *Sikia*

Kengele training guides will be adapted into a packet that will be handed out to religious leaders during a training workshop. AED has started the process of drafting and issuing an RFP for development of training and communication materials, media and event management.

Objective 1.12 Continue to build public awareness of PMTCT services.

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

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

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

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

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

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

During this quarter, AED hired a consultant, Health and Development International Consultants, Ltd. to prepare and analyze the qualitative data collected from the formative assessment of PMTCT conducted in four regions. The consultant transcribed and translated transcripts for analysis and will develop a report at the beginning of the fourth quarter.

The fifth season of *Mama Ushauri* continues to be aired from five national radio stations. The *Mama Ushauri* episodes include PMTCT as one of the sub-themes. A total of thirteen episodes (Episodes 33- 41) were aired including four question and answer episodes (Episodes 36 and 40). Three *Mama Ushauri* newspaper columns appeared in the *Mwananchi* and *Majira* newspapers.

Objective 1.13 Improve knowledge of male circumcision.

Activity 1.13.1 Finalise and hand over male circumcision materials.

T-MARC developed and finalized a set of communication materials to support a male circumcision (MC) campaign organized by Jhpiego in Iringa. These materials will also be adapted to support other US government MC partners including ICAIP, Mbeya Referral Hospital and Department of Defence. T-MARC participated in the national MC technical working group to review the national strategy for scaling up MC services in Tanzania.

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

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

Activity 2.1.1 Package Flexi P using existing package stock.

Activity 2.1.2 Introduce Flexi P trade and sales incentive schemes.

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

Activity 2.1.4 Continue to promote Flexi P as sponsor of Mama Ushauri radio series.

In collaboration with Shelys, T-MARC introduced the “1 in 20” Flexi-P trade incentive scheme, yielding a sales performance of 323,424 cycles, a 90% achievement of the quarter three sales target and 16% above last quarter’s sales performance.

T-MARC continued to work with M&M Communication to finalize the creative designs for the new Flexi P’s POS and promotional material designs. These designs were pre-tested and the results were shared with partners, however, the new designs were rejected by TFDA in accordance to Section 96 of the TFDA Act of 2003. T-MARC will meet with officials to gain clarity on the act and plan on a way forward.

T-MARC continued to promote Flexi P through program sponsorship of 33 Mama Ushauri episodes.

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

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

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

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

Activity 2.2.4 Conduct CBD supervisor training of PRINMAT clinic staff.

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

During this quarter, T-MARC conducted refresher trainings on reproductive and child health to the three Washauri pilot locations in Sengerema, Mara and Dodoma. One hundred and three Washauris were trained. T-MARC also conducted two monthly meetings with the Washauris and their supervisors to get feedback about successes, challenges and recommendations for improving the programme. Three advocacy

meetings were conducted with local pharmacies, private and public clinics (where *Washauris* operate) to sensitize the various stakeholders providing health services about the programme. Attendees included the District Medical Officers (DMOs) and District Reproductive and Child Health (RCH) Coordinators as well as ninety-two pharmacists and eight health centres officers. There was heavy emphasis on the need for collaboration and partnership between the *Washauris* and all health stakeholders in the area.

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

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

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

Activity 2.3.3 Develop and place *Mama Ushauri* outdoor media.

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

Activity 2.3.5 Conduct *Mama Ushauri* outreach during market days and other public events.

The fifth season of *Mama Ushauri* continued to be aired through five national radio stations. The *Mama Ushauri* programmes included family planning messages as well as other sub-themes including PMTCT, vitamin A supplementation, zinc, ORS and insecticide treated nets.

Thirteen episodes (Episodes 33- 41) were aired including four question and answer episodes (episodes 36 and 40). Three newspaper columns appeared in the *Mwananchi* and *Majira* newspapers. Questions about the themes in *Mama Ushauri* were received from listeners through the SMS line (15711). The questions were answered during the radio drama Q&A episodes and in the newspaper columns.

Objective 2.4 Increase the awareness and acceptance of zinc and Lo-ORS.

Activity 2.4.1 Develop and distribute generic zinc detailing toolkit and materials.

Activity 2.4.2 Train private service providers in zinc use across 10 priority regions with Flexi P

Activity 2.4.3 Conduct *duka la dawa baridi* (DLDB) zinc awareness campaign.

Activity 2.4.4 Promote zinc during public events and conferences and *Mama Ushauri* outreach

Activity 2.4.5 Produce and air zinc PSAs.

This quarter AED STTA Dawn Soisson was in country to meet with stakeholders and develop a comprehensive strategic communications plan for ORS and Zinc covering both the short term and the long term. The communications plan was presented to USAID and approved for implementation of short term activities including development of materials. T-MARC developed and printed a set of communication materials to promote the use of zinc and ORS for treatment of diarrhoea in children. The materials include a job aid for health care workers; give-aways for caretakers of children under five, posters for the clinic and POS materials for drug sellers. These materials will be distributed to *Washauris*, local pharmacies. They have already been distributed to CHMTs during trainings that POUZN and MSH conducted in Shinyanga. There are future plans for CHMT trainings in Mwanza, Dodoma and Iringa. Additionally, the materials have been distributed to WHO, UNICEF, MSH, MOH/IMCI Department. Plans also include providing these materials to Save the Children for distribution. The materials were presented to the Zinc Task Force as well.

The fifth season of *Mama Ushauri* continued to be aired on five national radio stations: TBC, Clouds FM, RFA, Zenji FM and Radio One. The episodes include zinc and ORS messages; 13 episodes were aired including two question and answer episodes.

Objective 2.5 Promote ACT among drug sellers.

Activity 2.5.1 Produce toolkit for providers and use to conduct product detailing.

During this quarter, T-MARC submitted a work plan and budget for a follow-on activity on sensitising drug sellers on ACTs in 11 regions. This work plan was shared with USAID for approval, however, the activity was cancelled due to the close deadline for all health activities.

3. Local Partnerships

Objective 3.1 Strengthen existing partnerships and develop new partnerships

Activity 3.1.1 Establish at least eight additional private sector partnerships.

As already reported above on recruitment of the Jipende Beauty Salons as a partner to sell T-MARC condoms as well as provide health messaging to at risk groups – these are 21 small private sector partnerships that T-MARC has established this quarter alone.

Objective 3.2 Build T-MARC Company capacity and sustainability

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

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

Activity 3.2.3 Undergo financial review by USAID.

- Activity 3.2.4 Undergo external financial audit.**
- Activity 3.2.5 Develop provisional NICRA and submit a request to USAID for approval.**
- Activity 3.2.6 Prepare and present project and financial reports to Board of Directors.**
- Activity 3.2.7 Establish Company asset register and stores management.**
- Activity 3.2.8 Establish filing archiving systems for the Company.**
- Activity 3.2.9 Review and refine Company organizational structure and job descriptions.**
- Activity 3.2.10 Conduct bi-annual board of director meetings.**
- Activity 3.2.11 Conduct ongoing staff needs assessment to identify gaps in capacity and plan activities to address the gaps.**
- Activity 3.2.12 Conduct staff development workshops and trainings.**
- Activity 3.2.13 Provide ongoing mentorship to Company Managing Director.**
- Activity 3.2.14 Conduct organizational assessment using OCAT (organizational capacity assessment tool) and develop a plan for addressing gaps.**
- Activity 3.2.15 Implement intervention based on OCAT and measure progress.**
- Activity 3.2.16 Research and schedule potential attendance at international conferences.**
- Activity 3.2.17 Promote T-MARC as a leader in social marketing and communications in Tanzania.**
- Activity 3.2.18 Develop and implement long-term PR strategies.**
- Activity 3.2.19 Produce Company brochure and stationery.**
- Activity 3.2.20 Release quarterly newsletter.**
- Activity 3.2.21 Promote T-MARC Company by hosting conferences and public events.**
- Activity 3.2.22 Develop yearly procurement planner/pipeline.**
- Activity 3.2.23 Institutionalise procurement recommendations from AED STTA.**
- Activity 3.2.24 Develop formats and guides for Company documents and graphic identity.**
- Activity 3.2.25 Conduct training on standardised formats for Company documents.**
- Activity 3.2.26 Train and institutionalise the use of strategic analysis in project activity development.**
- Activity 3.2.27 Train and develop staff capacity to apply for donor funds.**
- Activity 3.2.28 Conduct market analysis and refine business plan.**

A report on updating the asset register was received from the consultant and is being reviewed for adoption. The implementation of the filing systems for hard and soft copies of documents is taking shape at a slower pace due to staff constraints. Filing cabinets and bookshelves have been procured for hard copy documents and a dedicated staff person is working with department heads to identify documents to file. Electronic

folders and sub-folders have been placed on the Company's server and staff are working to identify documents for inclusion. A consultant hired in the 1st quarter to design warehouse procedures, systems for tracking and control of stock was rehired in this quarter to expedite the implementation of the systems designed following the resignation of warehouse supervisor.

Finalization of the redefined organizational structure with job descriptions has not been completed. The consultant hired by the T-MARC Company will finalize it next quarter.

T-MARC Company engaged an "OCAT mentor" to coach T-MARC staff in implementation of the recommendations developed during the Organizational Capacity Assessment Tool training (OCAT) conducted last quarter.

T-MARC's IT infrastructure was modified and re-structured to meet the demand for expansion and inclusion of latest IT technology.

T-MARC received technical support, assistance and mentoring from the AED Contracts Officer Barry Armstrong on procurement procedures and best practices as well as best practices in warehouse management, inventory management, fleet management and asset management.

AED identified a local consultant who will work with the T-MARC Company on a public relations strategy for the Company. His assignment begins in the next quarter.

This quarter AED provided several BCC experts to work with the T-MARC Company staff to develop effective and feasible strategies for BCC campaigns to promote: risk reduction among miners, truckers and their sex partners in two high risk mining areas; faithfulness among younger couples in two regions of high incidence of HIV (Sikia Kengele); use of ORS and Zinc to treat childhood diarrheah; promotion of use of female condoms to prevent HIV and sexually transmitted diseases. Through this assistance T-MARC Company Communications and marketing staff have received hands on mentoring on how to develop a comprehensive BCC strategy using multiple channels of communication for reaching defined target audiences. Tennyson Levy also provided a brown bag presentation on BCC best practices for all of the T-MARC Company senior management staff.

To complement this mentoring, AED STTA and BCC experts Tennyson (Don) Levy and Anton Schneider designed and conducted a four day workshop on Behaviour Change Communications entitled "Changing Ideas into Action". The work shop took place at the New Africa Hotel from June 8-11, 2010. In addition to T-MARC staff, representatives from TACAIDS, NACP, selected local and international NGOs participated in the workshop. Creative staff from local creative communications agencies were also in attendance. The workshop used "HIV and Alcohol" as the topic

for developing a behavior change communications strategy and included “special guests” i.e., sex workers, bar maids, religious leaders, etc. who provided personal experience input and context. The workshop was very well received and TACAIDs requested a follow on for TACAIDs staff that will be conducted by AED in the fourth quarter.

4. Dynamic Collaboration

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

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

As reported above, AED/T-MARC Project has initiated discussions with mining companies in the Lake Zone concerning support for workplace HIV prevention activities through the risk reduction initiative with miners and truckers that T-MARC will be implementing in the fourth quarter. This is an opportunity for T-MARC Company to further develop a relationship with this sector around the mutual goal of work place HIV prevention with high risk groups.

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

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

No meetings were conducted during the quarter.

5. Monitoring and Evaluation

Objective 5.1 Measure the impact and changes in behaviour as a result of exposure to T-MARC products and campaigns.

Activity 5.1.2 Analyze and disseminate KAPB results.

The findings of the study will be publicly disseminated next quarter.

5A. HIV Platform

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

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

Activity 5A.1.2 Conduct spot site visits to verify data provided by retail auditors.

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

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

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

T-MARC continued to track sales and distribution of *Dume* and *Lady Pepeta* through monthly sales reports; sales data was stored in the database and was used to determine trends as well as identify areas needing improvement. Continuous tracking of condom sales and market share was also calculated through the retail audit which tracked changes in the retail market of condoms by providing data on stocking condoms, price, etc. Outlets were sampled from Dar es Salaam, Morogoro, Mbeya, Mwanza and Arusha.

T-MARC conducted site visits to ensure data collected by partners is accurate, reliable and timely. A supportive visit to verify retail audit data was conducted in Mbeya. Results were shared by partners (Research International). A follow up trip to Mbeya to address the issues that were found is planned with the T-MARC representative and Research International field manager. A re-verification report will be jointly prepared by T-MARC and RI.

Tracking and verification of all radio PSAs for *Dume* and *Lady Pepeta* will begin next quarter. T-MARC used Tanzania All Media Product Survey (TAMPS) to establish the number of people reached by each T-MARC radio spot. The data has helped the programs both plan and determine the extent to which radio spots are reaching the target audience. *Dume* and *Lady Pepeta* radio spots have reached over 4.5 million people.

T-MARC continued to track condoms sold through C-Vending machines; sales data analysis will be conducted in the next quarter and results will be used to address any issues that may arise.

Objective 5A.5 Monitor and evaluate the impact of activities to increase knowledge of sexual risk as a result of alcohol misuse

Activity 5A.5.1 Monitor media reach of HIV/alcohol.

Activity 5A.5.2 Monitor and verify HIV/alcohol PSAs.

The activity is cancelled from the work plan

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

Activity 5A.6.1 Conduct post-training feedback survey with SW and WETS peer educators

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

T-MARC conducted visits to NGOs in Shinyanga and Kigoma to verify data collected for accuracy, reliability and timeliness.

T-MARC will conduct an assessment of the training provided to SW and WETS to determine the impact of the training during lessons learnt workshop which is planned to take place in July 2010 .A structured questionnaire will be administered to NGO representatives during the workshop. The results will be used to gauge successes and challenges encountered during implementation of activities highlight issues that need to be addressed in future trainings. Plans for an impact assessment are underway for implementation in the next quarter. The assessment will randomly sample SW and WETs for in-depth interviews to assess how they used the peer education training, how many peers they reached and in what context, as well as whether condom sales are a feasible income generating activity for them.

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

Activity 5A.8.1 Create geo-database system for mapping of outlets and hotspots in priority regions

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

Activity 5A.8.3 Build capacity of regional sales coordinators to use GPS devices and GIS data

With help of a local consultant who worked on the GIS pilot study, T-MARC developed a geo-database to capture the locations of potential condom outlets around hot spots in truck stops along the transport corridors, around mining sites, and high-risk urban areas. T-MARC trained the regional sales coordinators in the use of GPS devices and GIS data in order to map data points and find outlets that have been mapped condom outlet data will be used to ensure *Dume* and *Lady Pepeta* condoms and POS materials are stocked and available. Mapping of outlets along the transport corridor, mining areas and high risk areas will take place in the next quarter.

5B. Mama Ushauri Platform

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

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

Activity 5B.1.2 Conduct site visits to verify data provided by partners.

T-MARC continued to track monthly sales and distribution of *Flexi-P* in pharmacies. T-MARC also conducted continuous tracking of *Flexi-P* through retail audit to determine availability and market share. The results indicate that FlexiP market share in Pharmacy type 1 is at 94.8% and in ADDOs is at 76.5%. Outlets being tracked through retail audit are sampled from Dar es Salaam, Morogoro, Mbeya, Mwanza and Arusha.

T-MARC conducted supportive field visits of CBDs to observe and verify activities to promote family planning. T-MARC also collected routine information on community activities geared at addressing modern family planning.

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

Activity 5B.3.1 Monitor and verify broadcast of *Mama Ushauri* episodes.

Activity 5B.3.2 Continue monitoring the media reach of *Mama Ushauri* using TAMPS.

Activity 5B.3.3 Conduct site visits to verify data on community outreach activities provided by implementing partners.

Through radio monitors, T-MARC continued to monitor *Mama Ushauri* aired across five national radios: Clouds FM, TBC, RFA, Radio One and Zenj FM. T-MARC used Tanzania All Media Product Survey (TAMPS) to establish the number of people reached by the *Mama Ushauri* radio serial dram. The data provides information on the extent to which *Mama Ushauri* is reaching the target audience, this quarter *Mama Ushauri* reached nearly three million people.

Objective 5B.5 Monitor impact of ACT promotion among drug sellers.

Activity 5B.5.1 Conduct retail audit of anti-malarial drugs in the private sector

T-MARC continued to conduct retail audit to determine the trends in the availability of ACT, artemisinin based mono-therapy and SPs .Results indicate that ACTs are on the rise, Artemisinin based monotherapy phasing out, while SPs still rampant in the outlets.

6. Project Administration

Objective 6.1 Continue management activities.

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

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

Activity 6.1.3 Develop performance objectives for individual staff.

Activity 6.1.4 Prepare leave schedule for 2010.

Activity 6.1.5 Continue to revise HR policies and manual.

Activity 6.1.6 Continue to conduct project management meetings.

Activity 6.1.7 Report on project activities.

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

This Quarter marked a major transition in the AED T-MARC Project leadership as the AED Project Director Dr. Martin Alilio accepted a position with USAID in Washington, D.C. and Ms. Dee Bennett, AED Vice President in the Global Health Nutrition and Population Group accepted the role of T-MARC Project Director until the conclusion of the Project.

With this change, there were also a number of other changes in personnel supporting and backstopping the T-MARC Project in the AED Home Office. Dee Bennett visited Tanzania twice this quarter to ensure a smooth transition in the Project's management as well as to work with the AED Resident Advisor and T-MARC Company to plan for implementation of the activities still outstanding in the FY10 work plan.

During this quarter, T-MARC Company recruited one short-term staff member to replace the Monitoring and Evaluation Data Entry Management Officer who is on a prolonged leave. A new Finance Director was recruited this quarter and is expected to start in July 2010. Two staff, a Warehouse/ Storekeeper and Human Resources Manager, resigned; they will be replaced next quarter. One staff member, the Programme Manager for WASH, was terminated for gross misconduct for protracted absence from work. The same staff person is also being sued for forgery and misappropriation of money. The terminated employee opened cases in the Ministry of Labour's Commission for Mediation and Arbitration accusing the company of defamation and wrongful termination. As of the end of the quarter, the total number of employees was 47. AED has identified and hired an experienced short term consultant living in Dar es Salaam, Mr. Andrei Sinioukov, who will assume the responsibility of managing the WASH activities until completion.

T-MARC participated in a one week "platform assessment" workshop for the forthcoming Tanzania Social Marketing Programme conducted by PSI to assess the Company's strengths and weaknesses and determine action plans. In the next quarter the Company will be working towards achieving the plans.

Management continued to hold weekly meetings for coordination and updating on programme and management activities. The company also held a second general staff meeting to discuss matters affecting the Company and staff welfare. Issues of the staff welfare club are also discussed.

Objective 6.2 Continue financial management activities.

Activity 6.3.1 Monthly financial reports/invoices.

Activity 6.3.2 Install and implement Microsoft Dynamic Serenic NAV Accounting Software.

Activity 6.3.3 Generation of quarterly project accrual reports.

Activity 6.3.4 Open a bank account to deposit products' sales proceeds.

Activity 6.3.5 Conduct external financial audit.

Activity 6.3.6 Presentation of final reports to BOD.

Activity 6.3.7 Consultant to establish company assets management.

Activity 6.3.8 Preparation of T-MARC Project Close out.

The Company continued to generate monthly financial reports and invoices for funds to implement activities as well as quarterly accrual reports.

During the second quarter T-MARC Company engaged Ernst and Young, a financial firm, to provide financial consultancy services and also to cover for the vacant position of the Finance Director.

The consultant trained the finance team on preparing financial reports and ensuring their compatibility with the IFRS and generally accepted accounting standards. The finance team was also trained on maintenance of accounting records, analyzing and accumulating information for financial reporting, and drafting financial disclosure notes.

AED STTA Tony Davenport returned to assist continue assisting T-MARC with their financial reporting to AED.

T-MARC signed the functional requirement document (FRD) for the finance team to progress the configuration and implementation of the Microsoft Dynamic Serenic NAV Accounting Software together with the HR based payroll. T-MARC has completed the training for the new accounting software and will begin to post transactions as of 1 July 2010.

T-MARC Company has finalised the registration of all brands and the Company Board of Directors with BRELA. T-MARC is now able to pursue the opening of the hybrid sales distribution bank account.

The Company finalized accounts for 2009 and had an external audit conducted in May and June; the Company is currently preparing the audit report which we will be distributed to stakeholders. Prior to the annual audit, AED engaged Ernst & Young to conduct in internal audit. The internal audit findings recommended strengthening the procurement department processes. AED STTA was mobilized to assist with this. In order to facilitate completion of Project activities while procurement systems are being shored up, AED will oversee and approve all procurements needed for implementing T-MARC Project activities for the remainder of the Project.

The Company's management team presented financial reports to the Board of Directors in the International Financial Reporting Standards (IFRS) format; the reports were adopted by the Board together with FY10 budgets for period ending 30th June 2010.

The consultant who designed and updated the asset register and its' market value completed this assignment in the first month of this quarter operational logistics.

The quarter closed with preparations for the T-MARC Project close out. Health activities, including family planning, will be closed out by 15th of July 2010, while other HIV activities are already in the scale down process for close out by the end of the fourth quarter.

PSI, who is the prime for the new TSMP project, (a follow up for the T-MARC project) conducted an organization assessment as a prelude to signing a new sub-contact agreement with T-MARC Company.

Objective 6.3 Execute Project closeout

Activity 6.3.1 Develop detailed closeout plan with HQ and modify as needed.

Activity 6.3.2 Inform stakeholders of Project closeout with note of appreciation.

Activity 6.3.3 Monitor remaining Project activities for completion.

Activity 6.3.4 Audit and submit reporting/deliverables requirement.

Activity 6.3.5 Submit first and final drafts of final report.

Activity 6.3.6 Plan for end-of-project cost commitment management.

Activity 6.3.7 Use monthly commitment report to schedule subs administrative closeout.

Activity 6.3.8 Collect subs closeout certifications and releases.

Activity 6.3.9 Plan funding level for payment of all field office commitments.

Activity 6.3.10 Make and execute a plan for staff termination.

Activity 6.3.11 Develop and execute a plan and schedule for office closedown.

Activity 6.3.12 Develop a plan for repatriating expatriate staff and execute if necessary.

Activity 6.3.13 Conduct final debriefing for USAID staff.

Activity 6.3.14 Disseminate final report to USAID, partners and counterparts.

In preparation for the T-MARC Project close out the Company compiled the Equipment Disposal Plan for Non-Expendable Items and submitted this to AED for editing and onward transmission to USAID. The procurement and finance staff embarked on photocopying and filing documents by vendors according to recommendations by AED. This work is ongoing and is expected to be finalized next quarter. AED STTAs assisted in the execution of these activities.

The company has requested their lawyers (GRK) for advice on how staff shall be laid off as the project closes down. The lawyers have provided guidance with respect to the Tanzanian labour laws. The process will start in August 2010.

The external auditors, Ernst and Young, conducted an audit of the company for fiscal year 2009; the audit report will be circulated once approved by the Board of Directors.

T-MARC Project Senior Operations Manager, Chad Blain; T-MARC Project Finance Officer, Asli Failmezger; and T-MARC Program Associate, Tara Geiger travelled to Tanzania to work with T-MARC Company on closing out the T-MARC Project. Their activities included reviewing current T-MARC Company subcontractors and vendors for close out, assisting T-MARC Company develop a Property Disposition Plan, meetings with T-MARC Managing Director to review deliverables or reports that were not submitted by T-MARC Company as well as ensure clarity on final deliverables and work with the T-MARC Company Procurement Manager to ensure that end-of-project courtesy memos and/or announcements are developed for both AED and T-MARC Company. Additionally they verified the extent to which project (pre-2007) documents are housed at the T-MARC Company office and oversaw the organization and shipment of documents to the AED Home Office. In Finance, Ms Failmezger worked on closing out finances from the Health and Population activities and worked on determining the sub-de obligation of unused funds for PMI and Child Survival. Additionally she reviewed contracts and current status for Jipende small grants and worked with T-MARC Company staff on a tracking sheet to assist in milestone and payment tracking.

AED Contracts Officer Barry Armstrong travelled twice to Tanzania to work with T-MARC procurement staff to organize to organize all procurement files, ensure they are complete and prepared for close out and provided mentoring to the T-MARC Company Procurement Department. Mr. Armstrong also reviewed current T-MARC Company procedures and developed written reports with recommendations for improvements in the areas of: Fleet Management, Warehouse and Stock Management, Asset Management and Inventory Management. These recommendations were presented to the T-MARC Company Managing Director as well as the staff responsible for managing those areas.

In April, T-MARC Project Director Dr. Martin Alilio was in Tanzania and worked with the T-MARC Company Managing Director to prepare termination letters for staff under the T-MARC Project. Dr. Alilio also briefed the T-MARC Company's Board Chairman about the follow-on TSMP project and the need to ensure a smooth transition between the T-MARC project and TSMP at the Board level.

In order to capture all of the activities and accomplishments for an End of Project Report on the AED/T-MARC Project, AED STTA Cindi Cisek travelled to Tanzania in June to meet with and interview stakeholders, T-MARC staff, GOT counterparts and USAID about the T-MARC Project.

Appendix A Indicator Tables

HIV Indicator Table

Indicators	April-June	Annual target	Comments
Indicator #P8.1.D <u>Number of the targeted population reached with individual and/or small group level HIV prevention interventions that are based on evidence and/or meet the minimum standards required.</u>	4,625	48,840	<i>Dume and Lady Pepeta</i> shows under <i>Jali Maisha</i> commenced this quarter. Women reached by peer educators who are women engaged in transactional sex. Individuals reached by <i>CBD Washauri</i>
Indicator #P8.2.D Subset of Indicator #P8.1.D Number of the targeted population reached with individual and/or small group level HIV prevention interventions that are primarily focused on abstinence and/or being faithful, and are based on evidence and/or meet the minimum standards required	0	(19,200)	Redesigned <i>Sikia Kengele</i> activities will resume in fourth quarter.
Indicator #P8.3.D <u>Number of MARPs reached with individual and/or small group level preventive interventions that are based on evidence and/or meet the minimum standards required</u>			
Commercial sex workers	610	1,800	Sex workers reached by other sex workers who are trained peer educators.
Other vulnerable populations (see	0	1,000	Risk reduction activities with truck

guidance for specific populations included in this definition)			drivers and miners begins in fourth quarter.
Indicator #P8.4.D <u>Number of targeted condom service outlets.</u>	2,023	33,886	FY 09 outlets 33,086 + 800 new outlets in FY10 = 33,886
Indicator # H2.2.D <u>Number of community health and para-social workers who successfully completed a pre-service training program</u>	888	1,530	
Outreach with the general population	792	1,260	Training of women engaged in transactional sex (443), hair salon workers (42), CBD supervisors (13), and community and religious leaders as <i>Sikia Kengele</i> outreach educators (50)
Outreach with MARPs (other sexual prevention)	96	270	Peer education training with sex workers

Additional data

Indicators	April -June	Annual target	Comments
Number of people attending community mobilization	31,823	15,540	<i>Jali Maisha</i> road show, mobile cinema, trade activation
Sales of <i>Dume</i> condom (pieces)	3,701,520	18,000,000	Target is established on a 12 month basis but T-MARC marketing activities ending earlier may affect sales
Sales of <i>Lady Pepeta</i> (pieces)	133,560	780,000	Same as above for <i>Dume</i> .

**Mama Ushauri Indicator Table
(PMI, MCH, FP/RH)**

Indicators	April-June		Annual target		Comments
	Female	Male	Female	Male	
<u>Output Indicator</u> <u>Malaria 15</u> Number of people trained in ACT case management			1000	1000	Training of providers has started in November and was completed in Feb 2010
<u>Output Indicator</u> <u>MCH 2</u> Number of individuals trained in children's healthcare and nutrition through USG-supported health programs (zinc, ORS)	0	0	1200	800	There were no activities implemented this quarter
<u>Number of individuals trained in FP/RH</u>	74	61	70	48	<i>CBD Washauri</i> were retrained this quarter
<u>Indicator FPRH 2</u> Couple-years of protection (CYP) in USG-supported programs	53,521		180,000		
<u>Indicator FPRH 3</u> Number of individuals who have seen or heard a specific USG-supported FP/RH message	1,080,270*	1,700,108*	4,125,000	1,375,000	*Includes <i>Mama Ushauri</i> listeners on four national radio stations

Additional data

Indicators	April-June			Annual target	Comments
Percent of sales of ACT, Artemisinin-based mono-therapy and SPs in private sector in five regions (retail audit data)		Apr	May		Sales of artemisinin based monotherapy are dropping while sales of ACT are increasing. This quarter's data is still being analysed pending verification
	Act				
	Mono				
	SP				
Number of cycles of <i>Flexi-P</i> sold	323,424			1,800,000	Target is established on a 12 month basis but T-MARC promotional activities will end in June which may affect sales
Number of providers receiving IEC materials on malaria prevention therapy	0			2,000	Service providers received the IEC materials during drug detailing and workshop.
<i>Save</i> sales (sachets)	10,800			3,700,000	
<i>Pedzinc</i> sales courses	300,030			300,000	

Appendix B. Matrix of Q 3 Short Term Technical Assistance

FY 10 - 3rd Quarter Short Term Technical Assistance provided to T-MARC

Name	Dates of STTA	Type of Technical Assistance	FY 10, Q3 Activities
Sona Karia	January - November, 2010	Logistics and procurement	- Provided logistics and procurement for Jipende beauty salon pilot, C-Vendor pilot, CBD pilot, and BCC workshop.
Lucia Kramer	April 14 -21, 2010	Behaviour Change Communications	- Worked with T-MARC on the design of training manual for Jipende! Center for Women's Health program and facilitate Training of Trainers for T-MARC staff to train beauty salon attendants on health topics and interpersonal communication skills.
Eleonore Seumo	May 19- June 8, 2010	WASH/TIPS	<ul style="list-style-type: none"> - Worked with FHI on the integration of WASH into the training manual of PP program for community-based volunteers. - Followed up on WASH TIP activities in Dodoma. - Conducted abbreviated formative assessment in Mwanza. - Orientated for consultant taking over tasks of WASH Manager. Worked on WASH BCC campaign activities.
Andrei Sinioukov	June 1- June 30, 2010	WASH/TIPS C-Vendor	- Worked on WASH illustrations for PP manuals and coordinated WASH

			<p>Guide and Training Curriculum preparation and Translation.</p> <ul style="list-style-type: none"> - Met with World Vision to explore WASH collaboration opportunities. - Met with Brian Grant, C-Vendor consultant and Passian Isidori, C-Vendor implementer, to discuss next steps and areas of need.
Dawn Soisson	March 25 - April 7, 2010	Behavior Change Communications	<ul style="list-style-type: none"> - Conducted desk review of t research, background material ,GOT communications strategy on Zinc and ORS. -Commissioned focus group sessions with target audiences to identify behavioral gaps and generate appropriate messages. -Met with stakeholders, T-MARC and POUZN staff. -Developed comprehensive long term and short term Behavior Change Communications Strategy for ORS and Zinc and presented strategy to USAID.
Tennyson Levy	April 5 - April 26, 2010 June 3 - June 22, 2010	Behavior Change Communications	<ul style="list-style-type: none"> -Provided mentoring and technical assistance to the T-MARC Company Communications Department staff on how to develop of effective BCC strategies for risk reduction activities. -Developed and conducted workshop entitled "Changing Ideas into Action" on

			Behavior Change Communications for select T-MARC staff, GOT staff and T-MARC partners
Anton Schneider	June 6- June 17, 2010	Behavior Change Communications	- Developed and conducted workshop entitled “Changing Ideas into Action” on Behavior Change Communications for select T-MARC staff, GOT staff and T-MARC partners.
Fernando Garcia	April 26 - June 8, 2010	Behavior Change Communications	- Assisted T-MARC Communications Department research local environment, conduct FGD with target audiences, and meet with local stakeholders in the Lake Zone in order to develop a strategy for reaching truckers, miners, and sex workers. - Developed and presented the strategy to USAID.
Julien Denapko	April 23 - May 8, 2010 May 28 -August 1, 2010	Operations Management	-Managed procurements and production of ORS and Zinc materials. - Worked on setting up treasury for AED payments in Tanzania. - Helped manage and conduct the BCC workshop. - Worked on WASH procurement issues. - Managed final production of materials for male circumcision. - Manage contract with HDIC on PMTCT research.
Efua Orleans-Linsay	May 5 - May 28, 2010	Operations Management	- Finalized procurements and production of ORS and Zinc materials.

			<ul style="list-style-type: none"> - Managed procurements and production of BCC materials for Male circumcision. Logistics and preparation for the BCC workshop.
Tony Davenport	March - April, 2010 June 24 - July 11, 2010	Financial Management	<ul style="list-style-type: none"> - Finalized of T-MARC Company's QuickBooks financial data and oversight of ongoing entries. - Mentorship to T-MARC Company Finance Manager for reviewing transactions, proper data entry into an accounting system, financial reporting, and other general financial management tasks. - Introduced finance policies to promote efficiency, security, and compliance for the Company in the areas of Finance and Procurement. - Trained the Company's two Accountants and Data Entry Clerk on QuickBooks Software and general accounting procedures.
Barry Armstrong	April 29 - May 27, 2010 June 19 - July 2, 2010	Procurement	<ul style="list-style-type: none"> - Worked closely with the T-MARC Company Procurement Department to organize all procurement files, ensure they are complete and prepared for close out. -Reviewed current T-MARC Company procedures and developed written reports with recommendations for improvements in the areas of: Fleet

			Management, Warehouse and Stock Management, Asset Management and Inventory Management.
Martin Alilio	April 7 - April 28, 2010	Project Management	<ul style="list-style-type: none"> - Worked with the T-MARC Company Managing Director to prepare termination letters for staff under the T-MARC Project. - Briefed the TMARC Company's Board Chairman about the follow-on project and the need to ensure a smooth transition between the T-MARC project and TSMP at the Board level. - Met with Resident Advisor and AED staff in the field to discuss the project and the progress activities implemented during the current Quarter. - Provided T-MARC Project briefing and presented accomplishments and lessons learned to the Tanzanian Prime Minister Mr. Peter Mizengo Pinda as part of the project's partnership-building efforts. - Briefed the T-MARC Project CTORs Ms. Laura Skolnik and Mr. Timothy Manchester.
Dee Bennett	April 3 - April 24, 2010 June 17 - July 1, 2010	Project Management	-Identified technical and operations staff has been to support the strategies and plans developed by TMARC

		<p>Company staff and AED technical staff in Tanzania and Washington. These include Julien Denakpo, Efua Orleans-Lindsay, Jessica Talbot, Fernando Garcia, Trudy Farnum, Andrea Arkin, Tennyson (Don) Levy, Dawn McCown, and Cynthia Arciaga.</p> <p>-Contracted HDIC for transcribing and translation of the focus group discussions and in-depth interviews conducted for the PMTCT research.</p> <p>- Developed BCC plans for HIV/ AIDS and ORS + Zinc activities and initiated procurement for Male Circumcision, HIV/ AIDS, ORS + Zinc activities including design, training, printing, media buys.</p> <p>-Began discussions with TMARC/Tanzania and GHPN/Washington on how to move money quickly into TMARC in Tanzania so trainings and activities can happen on schedule.</p> <p>-Briefings and Meetings with USAID on status and progress of T-MARC Project activities.</p> <p>- Meetings with T-MARC staff and</p>
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			AED Resident Advisor to transition to role as T-MARC Project Director and to review work plan activities going forward.
Jessica Talbot	June 15 - June 30, 2010	Operations	<ul style="list-style-type: none"> -Trained new WASH coordinator (Andrei Sinioukov) on AED procurement process and procedures. - Provided assistance to AED and T-MARC staff with procurements and administrative procedures. - Liaised with HQ on procurements and contracts to vendors.
Tara Geiger	May 19 - June 4, 2010	Close out	<ul style="list-style-type: none"> -Reviewed current T-MARC Company subcontractors and vendors for close out. - Worked with TMARC to develop Property Disposition Plan. - Met with T-MARC Managing Director to review deliverables or reports that were not submitted by T-MARC Company as well as ensure clarity on final deliverables. -Worked with the T-MARC Company Procurement Manager to ensure that end-of-project courtesy memos and/or announcements are developed for both AED and T-MARC Company. - verified the extent to which project (pre-2007) documents are housed at the
Chad Blain	May 16 - June 4, 2010	Close out	

			T-MARC Company office and oversaw the organization and shipment of documents to Home Office.
Asli Failmezger	May 15 - June 4, 2010	Financial Management	-Worked on closing out finances from the Health and Population activities. Worked on accruals and the sub-de obligation of unused funds for PMI and Child Survival. - Reviewed contracts and current status for Jipende small grants and worked with T-MARC Company staff on a tracking sheet to assist in milestone and payment tracking.
Cindi Cisek	June 20- July 1, 2010	End of Project Report	- Meetings and Interviews with AED/T-MARC staff and T-MARC Project stakeholders for preparation of End of Project Report

Appendix B Pictures



Group photo of the Jipende! Centre for Women's Health participants and T-MARC Company staff



Participants of Jipende! Centre for Women's Health during a family planning training session



Dr. Meshack Massi - Regional Medical Officer conducting the opening remarks at the WASH and HIV stakeholders meeting at La Kairo Hotel, Mwanza.



A TIPS participant in Dodoma using the tippy tap



DMO, Tarime district, talking to service providers from maduka ya dawa, health centres and dispensaries during an advocacy meeting: Washauri/CBD activity

The Sengerema District DMO and DRCHCO during an advocacy meeting: Washauri/CBD activity



Participants from Sengerema District during Washauri/CBD advocacy meeting



Signboard on a Washauri's house in Sengerema:
Washauri/CBD activity



A CBDs training session in Tarime, Mara



Road shows – small group discussion in Bukombe, Shinyanga: Jali Maisha



Outreach - Dume and Lady Pepeta condoms road show in Mererani, Arusha