

PD-ABR-800

AIDSMark
Social Marketing ✓ On Target, On Time
Year Two
Annual Report
(October 1998 - September 1999)

Submitted October 29, 1999

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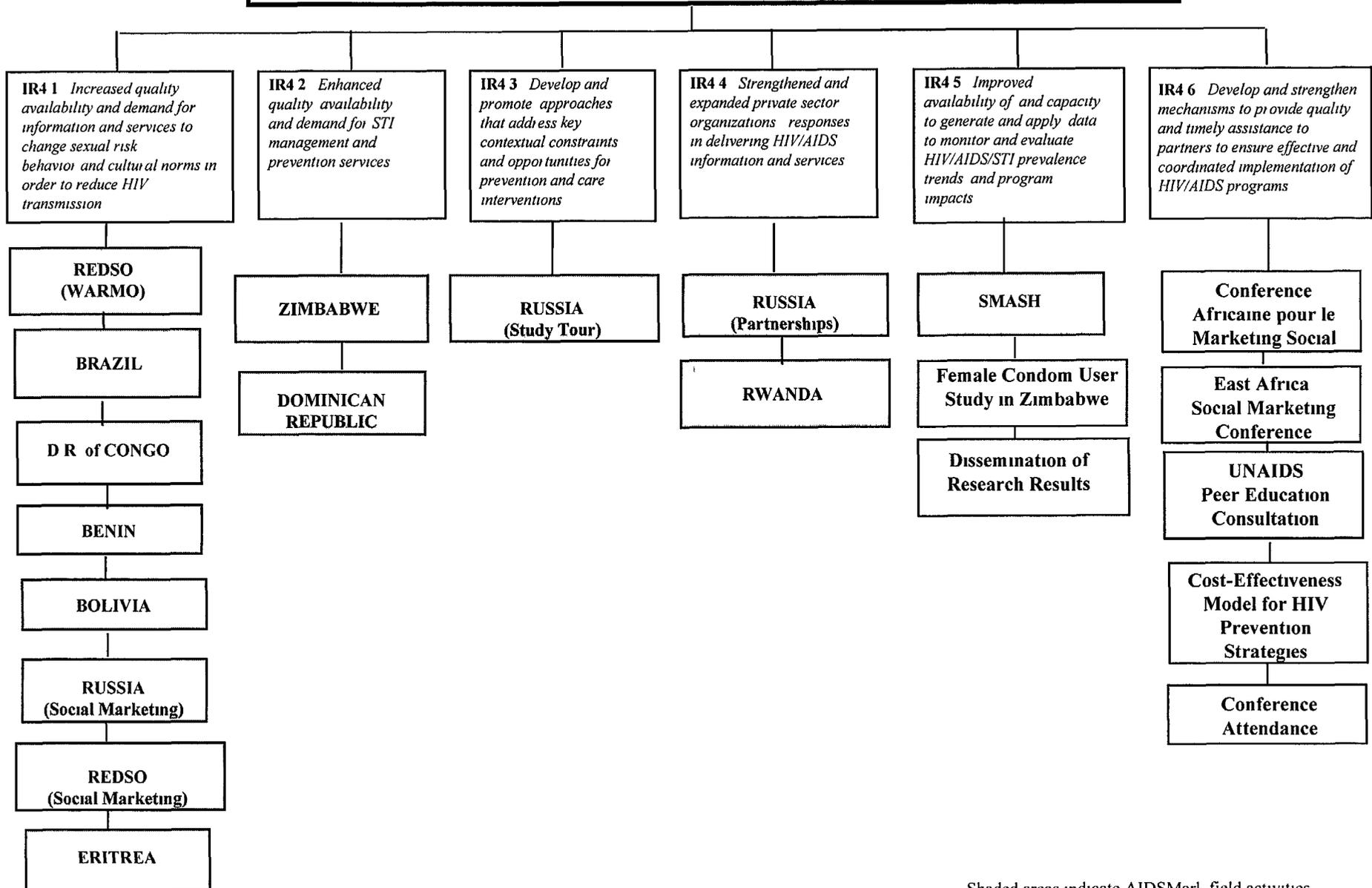
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Attachment 1 List of Acronyms

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



Shaded areas indicate AIDSMark field activities

AIDSMARK YEAR TWO ANNUAL REPORT (October 29, 1999)

IR	Activity	Scheduled in Year Two Workplan	Accomplished during Year Two
4 1	Benin — Expanding the Social Marketing of HIV/AIDS Prevention an integrated approach with multi-product interventions	Develop and test brand and instructions for ITN retreatment	Instructions and brand developed and tested
		Carry out mystery client survey for those trained in RH/FP	Mystery client survey conducted
		Increase consumer price of ORS to 150 F CFA	All of the requirements for increase have been met, however, the MOH is hesitant to allow an increase USAID and UNICEF are jointly pressing the GOB for a decision
		Carry out baseline KAP	Baseline KAP conducted
		Develop annual marketing plan	Marketing plan developed and approved for June 1, 1999 – December 31, 1999
		Launch ITN retreatment product	ITN retreatment product launched August 5, 1999
	Bolivia — Communication Activities with High Risk Groups	Recruit and train personnel	All necessary staff recruited and trained
		Identify locations and leaders among target audiences	All locations have been identified and the leaders among target groups have been chosen as have times and places to meet with them
		Produce videos	Initial versions have been reviewed and will be revised, pretested and completed in the next reporting period
		Purchase and install necessary audiovisual equipment for MCDUs	All necessary equipment has been acquired and installed
		Initiate MCDU promotional and communication activities	Completed
		Sign contracts with union group leaders of target groups	Contracts with military and transporters have been signed, verbal agreements in place with minors and police
		Conduct a follow-up survey	The research agency has been selected to conduct the research Development of the questionnaire is underway
Brazil — Sustainable Condom Social Marketing	Create support system for and begin direct sales of female condom	301 new sales points established	

IR	Activity	Scheduled in Year Two Workplan	Accomplished during Year Two
4 1	Brazil — Sustainable Condom Social Marketing	Train female condom promotion agents	Seven supermarket and 40 Carnival promoters trained
		Begin direct-mail order campaign to market Reality to OB/GYNs	Mail order campaign to 9,000 OB/GYNs started
		Reach 23 million in condom sales in four USAID target states in 1998	Condom sales in four USAID target states achieved 22.4 million in 1998
		Attain female condom sales of 360,000 in 1998	Female condom sales of 276,050 attained
		Introduce premium brand male condoms in USAID target states	Launched in May 1999
		Decrease the proportion of USAID funding to total program costs to 10% in 1998	Actual proportion of USAID funds to total program costs in 1998 was 8%
		Expand Market for flavored condoms	Launch delayed until 1/00 due to in-country product testing and registration by the MOH
	The Democratic Republic of the Congo—Expanded Condom Social Marketing and IEC for AIDS Prevention	Relaunch sales in Kinshasa province	Sales relaunched
		Produce TV/radio messages	New television and radio campaigns developed
		Begin TV/radio campaign	Campaign started
		Complete distribution survey	Survey completed and results analyzed, data used in development of marketing plans
		Complete consumer intercept survey	Pilot study completed, follow-on study in progress
		Launch condom sales in three other regional urban centers	Condom sales launched in seven regional centers
Eritrea — Condom Social Marketing	Activities TBD pending resolution of the conflict	Implementation plan developed and country representative chosen	
REDSO West Africa Regional Migrant Outreach	Implement the STIF bus campaign	STIF bus campaign implemented and final evaluation completed	

IR	Activity	Scheduled in Year Two Workplan	Accomplished during Year Two
41	REDSO West Africa Regional Migrant Outreach	Install billboards in Togo	Billboards installed in Togo and officially inaugurated on World AIDS Day
		Launch the Togo extension activity	Official launch held on World AIDS Day
		Establish 190 new condom sales points	301 new sales points established
	REDSO/WCA II Condom Social Marketing Capacity Building and IEC	Strengthen institutional capacity of local social marketing programs	PSI/Togo - Hired more staff - Conducted consultants training - Purchased necessary equipment - Conducted PRISSM PMSC (Cameroon) - Purchased necessary computers and software
		Conduct IEC campaign	PSI/Togo - 4 PSAMAO billboards installed - Hosted Marathon de l'Espoir for World AIDS Day - 6 Protector Plus billboards installed - Aired 192 television spots - Conducted 12 Protector Plus parties - Launched West Africa Regional Migrant Outreach/Togo PMSC (Cameroon) - Delays experienced with production of radio spots and billboards due to difficulties in finding an advertising agency, - Conducted "Toujours Prudent" promotion
	Russia Social Marketing for STI/HIV/AIDS Prevention	<u>Communications for Youth</u> Complete formative research on youth, condom use and basic HIV/AIDS awareness	Formative research completed
Develop ad brief for mass media campaign		Ad brief developed	
Develop STI materials		Materials are not yet developed, this has been delayed until the KAP has been conducted and the projects working with high-risk groups are underway	

IR	Activity	Scheduled in Year Two Workplan	Accomplished during Year Two
4 1	Russia Social Marketing for STI/HIV/AIDS Prevention	Develop shows for youth campaign, pretest shows for youth	Theater skits developed, modifications still underway Shows will be pretested and ready for airing in November 1999
		Begin distribution of teen handbooks and condom leaflets	Ongoing
		Identify and train peer educators for youth campaign in Saratov	Peer educators trained
		<u>Targeted communications</u> Finish formative research regarding drug use, CSWs and MSMs	Formative research completed for drug users and MSMs Research among CSWs will take place at the same time as baseline surveys
		Conduct targeted audiences baseline survey	Survey on MSMs & MSM-CSWs in Moscow completed, results being analyzed Research protocols and survey instruments for CSW and IVDU survey completed, survey to be conducted in November 99
		Develop MSM print/promo materials	Design text and format 80% complete, need to pretest and make adjustments
		Develop IVDU materials	Health brochure and journal developed, materials development ongoing
		Develop CSW print materials	Will be developed following results of baseline survey and formative research
		<u>Local capacity building</u> Develop annual communications plan	Annual communications plan delayed, will be completed first week of November
		Conduct communications workshop	Communications workshop delayed until 1 st quarter of 2000
		Conduct Saratov round tables	To be conducted after project launch in Saratov
		Select partner NGOs	Partner NGOs selected for all projects except MSM project
		Conduct formative research training	Training completed
		Begin participatory skills transfer	Ongoing throughout course of project
		Conduct PRISSM	Completed
4 2	Dominican Republic Strengthen STI Prevention and Control Capacity of PROCETS	<u>Voluntary Counseling and Testing</u> Examine current availability of HIV testing and counseling services	Assessment trip completed

IR	Activity	Scheduled in Year Two Workplan	Accomplished during Year Two	
		Examine ethical and legal constraints that would affect VCT	Assessment trip completed	
		Contract local VCT consultant	Consultant contracted	
		Conduct participatory activity with key stakeholders to design viable VCT model(s)	VCT workshop planned, delayed until November 1999	
		Propose viable VCT model(s) to PROCETS	To be proposed following the workshop	
		Pre-Packaged STI Therapy (PPT) Create consensus for PPT with key stakeholders	Presentation made at PROCETS/STI workshop	
		Identify local PROCETS counterpart	Counterpart identified	
		Design Pilot Project	Pilot project designed	
		Develop Packaging for Kits and materials	Packaging developed	
		Determine and assist with training needs	Training needs identified, assistance ongoing	
		Condom Use Promotion TA Assess current communications efforts	Delayed to early 2000 pending action by MOH	
		Zimbabwe Voluntary Counseling and HIV Testing	Assess testing capabilities for STIs and HIV and approve testing protocol	Approved by Technical Committee, awaiting final approval by Permanent Secretary
			Assess promotion and marketing of VCT centers and services and potential sustainability needs	Assessment completed and used to develop a communications strategy
			Hold an orientation workshop for VCT sites	Workshop held in late January
			Develop counseling protocol	Counseling protocol developed
Develop monitoring and evaluation criteria	Monitoring and evaluation criteria developed			
Develop and test communications strategy	Communications strategy developed, to be launched in June			
4 2	Zimbabwe Voluntary Counseling and HIV Testing	Open first three VCT centers	First three centers opened	
		Open three Middle start sites	Two middle start sites opened	
4 3	Russia HIV/AIDS Delegation to U S	Already completed	Already completed	

IR	Activity	Scheduled in Year Two Workplan	Accomplished during Year Two
4 4	Russia Partnerships	Complete management tools (framework document) and Gantt Chart	Completed management tools (framework document) and Gantt Chart
		Survey sites and select Russian partners	Surveyed sites and selected Russian partners
		Conduct assessment of Russian partners' areas of interests and needs	Conducted assessment of Russian partners areas of interests and needs
		Develop and disseminate US RFA and obtain applications from interested US partners	Developed and disseminated US RFA and received applications from interested US partners
		Prepare selection committee for review of US NGO applications	Prepared selection committee for review of US NGO applications
		Recommend US NGOs to USAID for review and approval	Recommended US NGOs to USAID for review and approval
		Selected US NGOs	Selected US NGOs
		Set up US Partnerships administration	Set up US Partnerships administration
		Facilitate participatory analysis of Russian baseline	US and Russian partners met for an intensive workshop to develop a joint workplan
		Formalize first year workplan to submit to PSI	Moscow workplan and budget are approved, Saratov workplan has preliminary approval and budget is pending changes
	Rwanda Health Communications Center	Health Communications Center Select, procure, and install audio and visual equipment for Center	Selection and procurement of audio/visual equipment installation due in June
4 4	Rwanda Health Communications Center	Provide qualified technical advisor	Technical advisor hired and began work in-country
		Construct the Center	Construction completed and staff moved into the Center in March
		PSI/Rwanda IEC Activities Record and air soap opera for IEC	Soap opera recorded and aired in September

IR	Activity	Scheduled in Year Two Workplan	Accomplished during Year Two
		Conduct special events for IEC	Trained Hair salon staff in HIV /AIDS prevention
		Conduct focus group for print campaign for IEC	One more round of focus group to be conducted
4 5	Female Condom User Study in Zimbabwe	Complete fieldwork and disseminate data	Fieldwork completed and final report pending preparation by Horizons
	Dissemination of Research Results	Monitor research activities and disseminate data as it becomes available	Surveys completed in Benin, Bolivia, Congo and REDSO activity Reports received from Benin (KAP survey), Bolivia (MDCU Target Group Baseline Survey), Congo (Distribution Survey and Consumer Profile Survey) and REDSO (West African Migrant Survey Report)
	Social Marketing for Adolescents Sexual Health in Africa Operations Research and Advocacy (SMASH) Botswana, Cameroon, Guinea, South Africa	Complete Cameroon and Guinea papers and four-country synthesis paper	Cameroon and Guinea papers completed Draft of four-country synthesis paper completed and submitted to USAID and PRB
		Hold stakeholders' workshops in the four countries	Workshops held in South Africa, Botswana, Guinea, and Cameroon
		Begin advocacy dissemination activities	SMASH findings presented at CAMS meeting in April and at African Adolescent Reproductive Health SOTA (State of the Art Training) course on Johannesburg in September
4 6	Conference Africaine pour le Marketing Social	Conduct a Best Practices Symposium in conjunction with the XIth International Conference on AIDS/STDs in Lusaka, Zambia	In lieu of this symposium, co-funded the Conference Africaine pour le Marketing Social
	East Africa Social Marketing Conference	Contribute to conference in October 1998	Conference conducted in October 1998
4 6	UNAIDS Peer Education Consultation	Conference preparation	Preparation for the conference and selection of participants
	Cost effectiveness Model for HIV Prevention Strategies	Explore collaboration with the London School	No activities conducted
	Conference attendance	Conference Attendance	Attended the East Africa Social Marketing Conference in October 1998

IR	Activity	Scheduled in Year Two Workplan	Accomplished during Year Two
			Attended a seminar entitled "AIDS as a Global Pandemic Building Bridges" in March 1999
			Attended the Population Association of America conference in March 1999
			Attended the Conference Africaine pour le Marketing Social in April 1999
			Attended the XI International Conference on AIDS and STDs in Africa in September 1999
			Sponsored a round table addressing social marketing for HIV/AIDS prevention at the VI Pan-American AIDS Conference

I. INTRODUCTION

SUMMARY PROGRAM 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 PLANNED FOR THE PERIOD

As of September 30, 1999, the AIDSMark portfolio contained 15 add-ons. Our portfolio focus on supporting IR 4.1 continues, and during the year, we developed new field interventions that support Haiti, Eritrea, and South Africa. But we also began planning new STI management and prevention interventions supporting IR 4.2, one with support from the Africa Bureau and one with FHI/Impact. The following is a summary of results achieved in the larger AIDSMark interventions.

- The Benin program was successfully launched in February. No significant constraints were encountered in the early phases of the program implementation, and results to date have exceeded most of the workplan targets set for the first year.
- In the Democratic Republic of Congo, AIDSMark suffers from its own success, with the biggest constraint being a shortage of funding necessary to supply condoms to meet demand. If efforts to increase funding for condom supply are not successful, the most likely planning scenario will be to shorten the life of the intervention, and to reallocate program funds to allow for the shipment of additional condoms. PSI has met its aggressive match in the supply of condoms for the program, by expending a total number of \$146,820 in private monies, and by mobilizing other donor support to bring in over 4 million condoms in this reporting period.

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- In Zimbabwe, the “New Start” Voluntary Counseling and Testing (VCT) program currently operates a network of five sites, with five more set to open by the end of the year. Because the Government of Zimbabwe has stated they wish to open a center in every province, plans are now being developed to expand the number of sites from the original six to as many as eleven. The number of clients seen at the centers has doubled since the launch in late August.
- In the first year of the program in Russia, both the Partnerships and Social Marketing programs have gotten off to a good start. U.S. and Russian partners had a successful planning workshop in Russia and both U.S. partners have hosted their Russian counterparts to begin skills transfer activities. Research on target groups has provided the basis for the social marketing activities and the program is making good progress on developing communications materials and events.
- In Rwanda, we have agreed with the mission not to extend AIDSMark after March 2000.

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

During this reporting period, AIDSMark supported the dissemination of HIV/AIDS prevention social marketing best practices through a number of fora: 1) The East Africa Social Marketing Conference, 2) the Conference Africaine pour le Marketing Social, 3) a UNAIDS Peer Education Consultation, and 4) the VIth Pan-American AIDS Conference.

Program marketing for last year included trips to Haiti, Nigeria, South Africa, and Russia. By the end of the reporting period, Russia, South Africa, Ghana and Haiti had committed to adding on to AIDSMark. Detailed information on all AIDSMark field activities is included in this report.

PROJECT DIRECTOR’S GENERAL ASSESSMENT

AIDSMark’s progress has been excellent. With the exception of Rwanda, where an evolving program design does not fit well with our mission and expertise, our programs have consistently met and/or exceeded a series of demanding expectations in the implementation of HIV/AIDS prevention and mitigation social marketing interventions.

II. PERFORMANCE REVIEW

INTERMEDIATE RESULT 4 1 Increased quality, availability, and demand for information and services to change sexual risk behavior and cultural norms in order to reduce HIV transmission

AIDSMark continues to contribute significantly to **IR 4 1** through activities in Benin, Bolivia, Brazil, Democratic Republic of Congo, Russia, West Africa, and Eritrea. The activity in Benin is the most recent AIDSMark add-on whereas the West Africa Regional Migrant Outreach activity is recently completed.

Activity 1 Benin – Expanding the Social Marketing of HIV/AIDS Prevention an integrated approach with multi-product interventions

Description

This three-and-a-half year, \$7.2 million 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. These 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).

Scheduled in Year Two Workplan for Year Two	Accomplished during Year Two
Develop and test brand and instructions for ITN retreatment	Instructions and brand developed and tested
Carry out mystery client survey for those trained in RH/FP	Mystery client survey conducted
Increase consumer price of ORS to 150 F CFA	All of the requirements for the increase have been met, however, the MOH is hesitant to increase. USAID and UNICEF are jointly pressing the GOB for a decision.
Carry out baseline KAP	Baseline KAP conducted
Develop annual marketing plan	Marketing plan developed and approved for June 1, 1999 – December 31, 1999
Launch ITN retreatment product	ITN retreatment product launched August 5, 1999

Progress to Date

During the time period covered the project was to prepare and launch a number of products and initiate promotional campaigns. All planned activities were completed successfully, though there were delays in some tactical areas (the MOH blocked a projected price increase for ORS, for example). The program is currently adjusting activities as increased amounts of research are generated and feedback from customers is analyzed.

Activity 2 Bolivia – Communication Activities with High Risk Groups

Description

AIDSMARK is implementing a \$150,000 activity that will help to scale up PSI/Bolivia condom social marketing efforts. AIDSMARK funds will equip two additional Mobile Distribution and Communications Units (MDCUs) that will air educational videos about HIV/AIDS/STI prevention coupled with condom distribution. PSI/Bolivia is using these MDCUs and communication messages to reach high-risk target groups, such as clients of commercial sex workers, long-distance truck drivers and populations who work away from home. The total target population is estimated at 80,000 people.

This activity addresses USAID/Bolivia's Secondary IR 1.1 Increased design, dissemination, and use of culturally accessible CS and RSH messages and social marketing products for defined populations. All of these activities will lead to greater knowledge of HIV/AIDS/STI prevention, thus contributing to G/PHN's IR 4.1.

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

Scheduled in Year Two Workplan for Year Two	Accomplished during Year Two
Recruit and train personnel	All necessary staff recruited and trained
Identify locations and leaders among target audiences	All locations have been identified and the leaders among target groups have been chosen
Produce videos	Initial versions have been reviewed and will be revised, pretested and completed in the next reporting period
Purchase and install necessary audiovisual equipment for MDCUs	All necessary equipment has been acquired and installed
Initiate MCDU promotional and communication activities	Completed
Sign contracts with union group leaders of target groups	Contracts with military and transporters have been signed, verbal agreements in place with minors and police
Conduct a follow-up survey	Development of the questionnaire is underway

Progress to Date

AIDSMARK recently revised the indicators and timeline for this activity. This activity will continue through December 1999. Despite early delays in implementation, this activity has reached more than 60,000 individuals in the target groups through MDCU presentations. However, the MDCU team resigned after PSI/Bolivia uncovered some discrepancies in expense reconciliation forms provided by the team. PSI/Bolivia will request that PROSALUD, a partnering NGO, include these target groups within their MDCU presentations so as to reach the target number proposed by AIDSMARK. The originally planned evaluation of the MDCU activities will take place as scheduled.

Due to these current difficulties, the AIDSMARK implementation plan will be altered with the input of the mission to reflect a revised SOW for the funds not yet expended.

Activity 3 Brazil — Sustainable Condom Social Marketing

Description

In Brazil, AIDSMARK is working with IMPACT and other Cooperating Agencies in HIV/AIDS prevention. The Cooperating Agencies develop all annual workplans together and carry out program monitoring jointly. AIDSMARK developed a four-year, \$1.5 million 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 Brazil is implementing this activity with the participation of several other NGOs in the four USAID target states of São Paulo, Rio de Janeiro, Ceara 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 Brazil, in collaboration with Associação Saude 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 Ceara. Together, these activities contribute materially to G/PHN's IR 4.4.

As part of this agreement, DKT/Brazil, through a subcontract to ASF, is conducting condom distribution surveys in the four target states to measure progress in condom accessibility and levels of use. This work contributes to G/PHN's IR 4 5

Scheduled in Year Two Workplan for Year Two	Accomplished during Year Two
Create support system for and begin direct sales of female condom	Created support system for and began direct sales of female condom
Train female condom promotion agents	Seven supermarket and 40 Carnaval promoters trained
Begin direct-mail order campaign to market Reality to OB/GYNs	Mail order campaign to 9,000 OB/GYNs started
Reach 23 million in condom sales in four USAID target states in 1998	Condom sales in four USAID target states achieved 22.4 million in 1998
Attain female condom sales of 360,000 in 1998	Female condom sales in 1998 attained 276,050
Introduce premium brand male condoms in USAID target states	Launched in May 1999
Expand market for flavored condoms	Launch delayed until 1/00 due to in-country product testing and registration by the MOH
Decrease the proportion of USAID funding to total program costs to 10% in 1998	Actual proportion of USAID funds to total program costs in 1998 was 8%

Progress to Date

DKT do Brazil, the implementing partner of this activity, has encountered a number of setbacks this year due to the economic crisis in Brazil. Despite these setbacks, DKT do Brazil has completed many of the activities on schedule and has met some of the targets. During 1998, DKT do Brazil sold 41 million condoms, with 22.4 million of these sales taking place in the four USAID target states. To date, in 1999, DKT do Brazil has sold 31 million condoms, with three months remaining to reach the target of 40 million.

The economic downturn has harmed female condom sales and has increased the ratio of USAID funds to total program costs. In 1998, total female condom sales were 276,050 in comparison to the anticipated 360,000. This was due to projected sales to municipal and other public and noncommercial sectors that did not materialize because of budget cuts in the health sector. Cumulative female condom sales to date for 1999 are 270,000, and projected sales through the end of 1999 are 350,000. This falls short of the target of 500,000 because of the reductions in the public health budgets of municipal health sectors. Finally, the overall ratio of USAID funds to total program costs has increased to 10% though the target was set for 7.5%. This increase is due to the devaluation of the Brazilian currency and a resulting increase in the cost of importation.

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

Description

This three-year, \$5 million 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 also supports the development of messages to increase awareness of the care and support needs of persons living with HIV/AIDS.

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

Scheduled in Year Two Workplan for Year Two	Accomplished during Year Two
Relaunch sales in Kinshasa province	Sales relaunched
Produce TV/radio messages	New television and radio campaigns developed
Begin TV/radio campaign	Campaign started
Complete distribution survey	Survey completed and results analyzed, data used in development of marketing plans
Complete consumer intercept survey	Pilot study completed, follow-on study in progress
Launch condom sales in three other regional urban centers	Condom sales launched in seven regional centers

Progress to Date

The project has been highly successful in its sales relaunch, and has substantially beaten its sales target, so much so that it now faces a problem in being able to meet demand. The program will arrange for a design mission in Q4 '99 to address this situation. Research data and user profiles are nearing completion, and these will be useful for developing more targeted IEC campaigns that the project is set to undertake during year 2000.

Activity 5 Eritrea — Condom Social Marketing

Description

In March of 1998, the USAID mission in Eritrea obligated funds for AIDSMark to conduct a nationwide KAP survey to provide baseline information for the PSI/Eritrea social marketing program. The mission chose to add \$200,000 on to AIDSMark, bringing total funding to

\$275,000, to conduct a bridging CSM activity through February 2000. 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.

Scheduled in Year Two Workplan for Year Two	Accomplished during Year Two
Activities TBD pending resolution of the conflict	Implementation plan developed and country representative chosen

Progress to Date

AIDSMARK has developed an approved implementation plan and has chosen a country representative to implement this activity. Activities will begin during the fourth quarter of 1999.

Activity 6 REDSO – West Africa Regional Migrant Outreach

Description

This activity includes HIV/AIDS education and condom promotion/distribution among migrant populations and their sexual partners along major transportation routes in Ivory Coast and Burkina Faso. This intervention also extends targeted HIV/AIDS prevention activities to additional at-risk migrant groups and their sexual partners in Togo.

The West Africa Regional Migrant Outreach activity contributes directly to REDSO/WCA's Strategic Objective for SFPS, the regional family health and AIDS prevention activity funded by USAID/REDSO/WCA, which includes "improved health in target areas through reduced HIV transmission" by supporting Result 2: Increased use of condoms. It also contributes to Result 4: Increased capacity for program development and implementation among regional partner institutions.

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

Scheduled in Year Two Workplan for Year Two	Accomplished during Year Two
Implement the STIF bus campaign	STIF bus campaign implemented and final evaluation completed
Install billboards in Togo	Billboards installed in Togo and officially inaugurated on World AIDS Day
Launch the Togo extension activity	Official launch held on World AIDS Day
Establish 190 new condom sales points	301 new sales points established

Scheduled for life of the activity	Accomplished during the activity
Peer educators used to reach 5,000 individuals	Peer educators reached 34 088 individuals total
Establish 190 new condom sales points	301 new sales points established
Hostesses reach 15,000 drivers and passengers	Hostesses reached 36,675 drivers and passengers
Audio tape reaches 25,000 drivers and passengers	Audio tape reached 12,307 drivers and passengers
Sell 220,000 condoms through program	Over 700,000 condoms sold through program

Progress to Date

The West Africa Regional Migrant Outreach (WARMO) activity ended September 30, 1999. This activity surpassed many of its original targets. Both the number of peer educators and the number of individuals reached through peer education surpassed the targets set in the implementation plan. Throughout Côte d'Ivoire and Togo, there were more than 300 new condom sales points created through WARMO. This AIDSMark activity did not produce all of the mass media originally intended, however, through this activity, more interpersonal activities took place than planned and over 34,000 people were reached through peer education.

The STIF bus initiative formed an innovative part aspect of the WARMO activity. In this component, Family Health and AIDS Prevention/West and Central Africa (FHA/WCA) and the STIF bus company cooperated to provide HIV/AIDS prevention information to bus drivers and passengers on international bus routes. During this activity, hostesses gave IEC demonstrations given by hostesses and played cassette recordings of "Radio PSAMAO," an audiotape portraying two moderators as talk show hosts discussing HIV/AIDS. Originally, the target for this activity was to reach 40,000 people through this activity, however, fewer than 25,000 traveled on the targeted routes during the campaign period. One-half of these people were reached through the audiocassette and nearly 20,000 were reached through presentations and discussions led by the hostesses. A final report of the STIF activity is available.

Activity 7 REDSO/WCA II Condom Social Marketing Capacity Building and IEC

Description

This 12-month, \$285,000 activity provides supplemental funding for established condom social marketing activities in Togo and Cameroon. This funding increases the staff capacity of PSI's condom social marketing affiliates in Togo and Cameroon through hiring more staff and supports the upgrading of office equipment and facilities. AIDSMark also provides increased funding for IEC activities promoting HIV/AIDS awareness and condom use.

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

Elements of this activity also support G/PHN's IR 4 4

Scheduled in Second Year Workplan for Year Two	Accomplished during Year Two
Strengthen institutional capacity of local social marketing programs	PSI/Togo - Hired more staff - Conducted consultants' training - Purchased necessary equipment - Conducted PRISSM PMSC (Cameroon) - Purchased necessary computers and software
Conduct IEC campaign	PSI/Togo - 4 PSAMAO billboards installed - Marathon de l'Espoir hosted for World AIDS Day - 6 Protector Plus billboards installed - Air 192 television spots - Conduct 12 Protector Plus parties - Launch West Africa Regional Migrant Outreach/Togo PMSC (Cameroon) - Delays experienced with production of radio spots and billboards due to difficulties in finding an advertising agency, - 'Toujours Prudent' promotion conducted

Progress to Date

This activity ended September 30, 1999, however, follow-on activities will take place through an additional add-on to AIDSMark through September 30, 2000 This activity strengthened institutional capacity of PSI/Togo and PSMC, PSI-affiliated social marketing organizations in Togo and Cameroon as well as support IEC activities within the two countries

Through AIDSMark, PSI/Togo developed IEC materials, supported a mass media campaign and launched the Togo portion of the West Africa Regional Migrant Outreach activity PSI/Togo also hired additional staff and purchased needed equipment for the office Follow-on activities in Togo will be conducted through an additional AIDSMark add-on

Through AIDSMark, PMSC (Programme de Marketing Social de Cameroun) conducted a number of IEC activities and strengthened the institutional capacity of the program Due to budgetary constraints and unexpectedly higher costs for some activities, PMSC did not conduct all of the mass media activities mentioned within the original implementation plan However, PMSC did conduct a three-month national sales promotion entitled "Toujours Prudent" in

collaboration with the National AIDS Committee This event included televised discussions led by the Chairman of the National AIDS Committee and a contest about AIDS Prevention

PMSC also worked in conjunction with CARE International to increase condom usage among transport workers and CSWs along the Yokadouma – Douala axis PMSC also continued to target commercial sex workers through working with a local CSW organization to promote condom sales among its members and through conducting IEC activities targeted to CSWs Finally, AIDSMark also improved the operational capacity of PMSC through supporting salaries, purchasing needed computers and software and redesigning the Prudence Plus packaging

Activity 8 Russia – Social Marketing for STI/HIV/AIDS Prevention

Description

This activity built upon the visit of the Russian delegation to the US in March of 1998 (see IR 4 3) A design team including members from PSI/Washington and PSI/Russia provided assistance in developing the Mission’s HIV/AIDS prevention strategy, in collaboration with the Mission and AID/Washington

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

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

Scheduled in Second Year Workplan	Accomplished during Second Year
<u>Communications for Youth</u>	
Complete formative research on youth, condom use and basic HIV/AIDS awareness	Formative research completed
Develop ad brief for mass media campaign	Ad brief developed
Develop STI materials	Materials are not yet developed this has been delayed until the KAP has been conducted and the projects working with high-risk groups are underway
Develop shows for youth campaign pretest shows for youth	Theater skits developed, modifications still underway Shows will be pretested and ready for airing in November 1999
Begin distribution of teen handbooks and condom leaflets	Ongoing

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Scheduled in Second Year Workplan	Accomplished during Second Year
Identify and train peer educators for youth campaign in Saratov	Peer educators trained
<u>Targeted communications</u>	
Finish formative research regarding drug use, CSWs and MSMs	Formative research completed for drug users and MSMs Research among CSWs will take place at the same time as baseline surveys
Conduct targeted audiences baseline survey	Survey on MSMs & MSM-CSWs in Moscow completed, results being analyzed Research protocols and survey instruments for CSW and IVDU survey completed, survey to be conducted in November 99
Develop MSM print/promo materials	Design, text and format 80% complete, need to pretest and make adjustments
Develop IVDU materials	Health brochure and journal developed, materials development ongoing
Develop CSW print materials	Will be developed following results of baseline survey and formative research
<u>Local capacity building</u>	
Develop annual communications plan	Annual communications plan delayed until 4 th quarter 1999
Conduct communications workshop	Communications workshop delayed until 1 st quarter of 2000
Conduct Saratov round tables	To be conducted after project launch in Saratov
Select partner NGOs	Partner NGOs selected for all projects except MSM project
Conduct formative research training	Training completed
Begin participatory skills transfer	Ongoing throughout course of project
Conduct PRISSM	Completed

Progress to Date

During this first year, offices were opened and project staff hired in Moscow and Saratov, the project sites In addition, the team conducted formative research for communications activities in both sites PSI/Russia developed a communications campaign concept that was rejected subsequently by the Russian MOH due to its similarity to the branded condom campaign A new concept is being developed Printed materials will be developed following the review and approval of both USAID in Moscow and the Russian Ministry of Health A condom-use sketch was developed for the peer education component

Formative research was completed for two of the three high-risk groups and baseline surveys conducted for MSMs, including a group of MSM-CSWs Research protocols for the two high-risk groups in Saratov (IVDUs and CSWs) were developed and these surveys will be fielded shortly Materials development for MSMs and CSW-MSMs in Moscow is continuing, a health brochure and journal were developed for IVDUs in Saratov Difficulties in gaining access to

CSWs in Saratov have delayed developing materials this group, however these will be developed based on the results of the baseline survey

Formative research training was completed and partner NGOs were selected in Saratov. The communications workshop was delayed by the inability to find a convenient date for most NGOs to attend, it will be held in the first quarter of 2000

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INTERMEDIATE RESULT 4 2 Enhanced quality, availability and demand for STI management and prevention services

The two AIDSMark activities that address this **IR** are underway in Zimbabwe and the Dominican Republic

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

Description

While IMPACT focuses on improving PROCETS’ institutional capacity, AIDSMark will examine the feasibility and, if possible, pilot test three innovative HIV/AIDS/STI interventions AIDSMark will explore the feasibility of (1) voluntary counseling and testing (VCT), (2) prepackaged therapy for STI control (PPT), and (3) community-level generic condom promotion

Scheduled in Second Year Workplan	Accomplished during Second Year
Voluntary Counseling and Testing Examine current availability of HIV testing and counseling services	Assessment trip completed
Examine ethical and legal constraints that would affect VCT	Assessment trip completed
Contract local VCT consultant	Consultant contracted
Conduct participatory activity with key stakeholders to design viable VCT model(s)	VCT workshop planned delayed until November 1999
Propose viable VCT model(s) to PROCETS	To be proposed following the workshop
Pre-Packaged STI Therapy (PPT) Create consensus for PPT with key stakeholders	Presentation made at PROCETS/STI workshop
Identify local PROCETS counterpart	Counterpart identified
Design Pilot Project	Pilot project designed
Develop Packaging for Kits and materials	Packaging developed
Determine and assist with training needs	Training needs identified assistance ongoing
Condom Use Promotion TA Assess current communications efforts	Delayed to early 2000 pending action by MOH

Progress to Date

AIDSMark participated in the National Strategic Plan Stakeholder sessions in February with 100 representatives from the public, private and NGO sectors One of the results was the development of a consensus for the need to increase access to and demand for STI treatment and services, and for pre- and post- test counseling

In May, AIDSMark and IMPACT assisted PROCETS in assessing current counseling and testing practices, and opinions and concerns were discussed with the MOH and PROCETS Plans were

made for a workshop with key stakeholders on VCT, which was delayed from September to November. At this workshop, VCT implementation plans will be developed.

Four pre-packaged therapy (PPT) kits were developed for distribution through the public sector. The objective of the intervention is to use syndromic management and PPT to improve STI management for the three syndromes most common. A four-day STI workshop was held in May at which AIDSMark presented a variety of PPT strategies. In coordination with PROCETS, AIDSMark developed an assessment tool and criteria for pilot sites. Three sites were selected for the pilot project.

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

Activity 2 Zimbabwe – Voluntary Counseling and HIV Testing

Description

At the request of USAID/Zimbabwe, a design team composed of representatives of AIDSMark, FHI, IMPACT, Horizons, the Nationals AIDS Coordination Program (NACP) of Zimbabwe and PSI/Zimbabwe together laid the groundwork in 1998 for a four-year, \$3.1 million, multi-site voluntary HIV/AIDS counseling and testing (VCT) AIDSMark activity.

This activity is establishing and promoting a network of at least nine 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. Horizons is designing an operations research project 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 four communities. These activities will improve data availability to evaluate program impacts, thus contributing to G/PHN's IR 4.5

Scheduled in Year Two Workplan for Year Two	Accomplished during Year Two
Assess testing capabilities for STIs and HIV and approve testing protocol	Approved by Technical Committee awaiting final approval by Permanent Secretary
Assess promotion and marketing of VCT centers and services and potential sustainability needs	Assessment completed and used to develop a communications strategy
Hold an orientation workshop for VCT sites	Workshop held in late January
Develop counseling protocol	Counseling protocol developed
Develop monitoring and evaluation criteria	Monitoring and evaluation criteria developed
Develop and test communications strategy	Communications strategy developed to be launched in June
Open first three VCT centers	First three centers opened
Open three Middle start sites	Two middle start sites opened

Progress to Date

During the past year, the VCT activity in Zimbabwe moved from the planning stage to implementation. The network of centers has been named "New Start" with a logo featuring a rising sun. This image was developed based on consumer research that found that associating testing with the ability to plan for the future gave the centers a positive image.

A number of activities were conducted to establish the VCT program. Pre-implementation assessments were conducted for all nine sites, including an evaluation of current staffing and facilities, needed inputs, a SWOT analysis, cost analysis, and revenue and cost projections. The VCT team developed operating agreements for five sites and developed a communications strategy. A stakeholders' meeting was held in February which clarified roles and responsibilities of NACP/PSI and the sites, implementation issues and project concepts. The group reached a consensus on important issues such as pricing for VCT services, integration of services, testing issues and monitoring and evaluation. FHI drafted a counselor's training manual and the VCT team drafted a procedural manual for the sites. The first counselor training session was held in early March. FHI also drafted the monitoring and evaluation protocols, and an MIS system is now in place that can be used to generate monthly reports with client statistics.

The grand launch of New Start was held on August 28 with the Minister of Health and the U.S. Ambassador in attendance. Client figures have gone up substantially since the launch and the initiation of communications activities. Government support has been crucial to the success of the activity and it is hoped that a New Start center can be opened in every province.

INTERMEDIATE RESULT 4 3 Develop and promote approaches that address key contextual constraints and opportunities for prevention and care interventions

Under this **IR**, AIDSMark organized a study tour of US-based HIV/AIDS prevention programs for Russian policy-makers

Activity 1 Russia – HIV/AIDS Delegation to U S

Description

The purpose of this visit of high-level policy-makers was to highlight a variety of HIV/AIDS prevention interventions in the United States. The objective was to create an informed team of Russian HIV/AIDS specialists who could then participate in the design of a national HIV/AIDS prevention strategy.

This activity contributed directly to G/PHN's **IR 4 3**, and addresses USAID/Russia's IR 1 2 of its Strategic Objective for HIV/AIDS "Improved local capacity to design, implement and evaluate HIV/AIDS prevention programs."

Scheduled in Second Year Workplan	Accomplished in first six months
Already completed	Already completed

Progress to Date

During a ten-day study tour, the Russian delegation visited HIV/AIDS control and prevention programs in four cities. The visitors also met with HIV/AIDS prevention specialists at USAID, the Centers for Disease Control, the National Center for Infectious Diseases, the White House and several NGOs. The activity was completed in March 1998.

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. These include an activity in Russia partnering US and Russian NGOs in HIV/AIDS prevention and a Health Communications Center in Rwanda.

Activity 1 Russia – Partnerships

Description

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

Scheduled in Second Year Workplan for Year Two	Accomplished during Year Two
Complete management tools (framework document) and Gantt Chart	Completed management tools (framework document) and Gantt Chart
Survey sites and select Russian partners	Surveyed sites and selected Russian partners
Conduct assessment of Russian partners' areas of interests and needs	Conducted assessment of Russian partners' areas of interests and needs
Develop and disseminate US RFA and obtain applications from interested US partners	Developed and disseminated US RFA and received applications from interested US partners
Prepare selection committee for review of US NGO applications	Prepared selection committee for review of US NGO applications
Recommend US NGOs to USAID for review and approval	Recommended US NGOs to USAID for review and approval
Selected US NGOs	Selected US NGOs
Set up US Partnerships administration	Set up US Partnerships administration
Facilitate participatory analysis of Russian baseline	US and Russian partners met for an intensive workshop to develop a joint workplan
Formalize first year workplan to submit to PSI	Moscow workplan and budget are approved, Saratov workplan has preliminary approval and budget is pending changes

Progress to Date

In the first half of the reporting period, AIDSMark focused on program design, management planning and Russian and US partner selection. Highlights of activities from this period include the development of program management tools, selection of Russian and US partners, and development of PSI's Partnerships administrative structure, including the hire of a Moscow-based Partnerships Manager. In late May, the US and Russian partners met for an orientation in Russia in the form of a participatory assessment process, facilitated by a consultant from MSH. This meeting resulted in a workplan and indicators by which the progress of the activity may be monitored. Following the orientation workshop the documents developed were revised and, along with budgets for each partnership, submitted to USAID.

In late August, two representatives from NAN in Moscow traveled to the US and spent approximately two weeks with their US partners, the Lower East Side Harm Reduction Center in New York City. During their visit, the NAN representatives observed day to day activities at LES as well as participated, or watched, a variety of outreach activities being conducted by LES staff and volunteers. The NAN representatives also had the opportunity to visit other organizations in New York City involved in HIV/AIDS prevention, including the Open Society Institute and the Lindesmith Center. Additionally, representatives from NAN and LES continued to work together to finalize components of their two-year workplan and budget.

Activity 2 Rwanda — Health Communications Center and IEC Activities

Description

A two-year, \$1.8 million activity will deliver an equipped and staffed facility to develop, produce, and evaluate health-promoting communications, including HIV/AIDS/STI prevention messages, for private and public institutions in Rwanda. Funds also were obligated to PSI/Rwanda to purchase some of the Center's products. This activity addresses USAID/Rwanda's SO2 "Increase the utilization of basic health and social services and change behaviors related to STIs by building Rwanda's service capacity."

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

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

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

Scheduled in Year Two Workplan for first six months	Accomplished during first six months
<u>Health Communications Center</u> Select, procure, and install audio and visual equipment for Center	Selection and procurement of audio/visual equipment, installation due in June
Provide qualified technical advisor	Technical advisor hired and began work in-country
Construct the Center	Construction completed and staff moved into the Center in March
<u>PSI /Rwanda IEC Activities</u> Record and air soap opera for IEC	Soap opera recorded and aired in September
Conduct special events for IEC	Trained Hair salon staff in HIV /AIDS prevention
Conduct focus group for print campaign for IEC	One more round of focus group to be conducted

Progress to Date

Both the mission and AIDSMark have agreed not to extend AIDSMark technical assistance to the Rwanda Health Communications Center beyond March 2000. As of this writing, AIDSMark is working with the mission to develop a workplan for activities for the remaining period.

INTERMEDIATE RESULT 4 5 Improved availability of, and capacity to generate and apply, data to monitor and evaluate HIV/AIDS/STI prevalence, trends, and program impacts

The four AIDSMark activities that address this **IR** are Social Marketing for Adolescents' Sexual Health in Africa Operations Research and Advocacy (SMASH), the Female Condom User Study in Zimbabwe and the Research Results Dissemination activities

Activity 1 Female Condom User Study in Zimbabwe

Description

AIDSMark collaborated with Horizons on a consumer profile study of female condom users, male condom users, and nonusers. Issues addressed included factors related to the initiation, negotiation, and continued use of the female condom, key characteristics of users and nonusers, the impact of female condom use on male condom use and on protection from HIV transmission, and the impact of the social marketing media campaign on condom use.

Scheduled in Year Two Workplan for Year Two	Accomplished during Year Two
Complete fieldwork and disseminate data	Fieldwork completed and final report pending preparation by Horizons

Progress to Date

Kerry Richter presented a poster on the female condom at the Population Association of America conference in New York. This research has been completed, pending preparation of a final report by Horizons.

Activity 2 Dissemination of Research Results

Description

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

Scheduled in Year Two Workplan for Year Two	Accomplished during Year Two
Monitor research activities and disseminate data as it becomes available	Surveys completed in Benin, Bolivia, Congo, and REDSO activity. Reports received from Benin (KAP survey), Bolivia (MDCU Target Group Baseline Survey), Congo (Distribution Survey and Consumer Profile Survey) and REDSO (West African Migrant Survey Report)

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Progress to Date

A brief research report was prepared on the Bolivia research. Longer working papers are planned using data from Benin and Congo as these reports are finalized.

Activity 3 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.

Scheduled in Year Two Workplan for Year Two	Accomplished during Year Two
Complete Cameroon and Guinea papers and four-country synthesis paper	Cameroon and Guinea papers completed. Draft of four-country synthesis paper completed and submitted to USAID and PRB.
Hold stakeholders' workshops in the four countries	Workshops held in South Africa, Botswana, Guinea, and Cameroon.
Begin advocacy dissemination activities	SMASH findings presented at CAMS meeting in April and at African Adolescent Reproductive Health SOTA (State of the Art Training) course on Johannesburg in September.

Progress to Date

The following papers have been completed as part of PSI's working paper series:

Van Rossem, Ronan and Dominique Meekers. 1999. An Evaluation of the Effectiveness of Targeted Social Marketing to Promote Adolescent and Young Adult Reproductive Health in Cameroon. PSI Research Division Working Paper No. 19.

Calves, Anne E. 1999. Condom Use and Risk Perceptions among Male and Female Adolescents in Cameroon: Qualitative Evidence from Edea. PSI Research Division Working Paper No. 22.

Van Rossem, Ronan and Dominique Meekers. 1999. An Evaluation of the Effectiveness of Targeted Social Marketing to Promote Adolescent and Young Adult Reproductive Health in Guinea. PSI Research Division Working Paper No. 23.

The four-country technical synthesis paper is being edited and disseminated by PRB

Workshops have been held in all four countries (South Africa, Botswana, Cameroon and Guinea) These participants included policy-makers, representatives from organizations involved in adolescent programming as well as other key decision-makers The workshop in Cameroon was deemed particularly successful as interest in follow-on activities was expressed

SMASH findings have been disseminated at the CAMS meeting in April and at the African Adolescent Reproductive Health SOTA course in September

INTERMEDIATE RESULT 4 6 Developing and strengthening mechanisms to provide quality and timely assistance to partners to ensure effective and coordinated implementation of HIV/AIDS programs

AIDSMark contributes to **IR 4 6** through a variety of activities. During this reporting period, AIDSMark co-sponsored the East Africa Social Marketing Conference, the Conference Africaine pour le Marketing Social (CAMS) and the UNAIDS Peer Education Consultation. AIDSMark hosted a round table at the VI Pan-American AIDS Conference in Brazil, and team members attended and presented research at additional conferences.

Activity 1 Conference Africaine pour le Marketing Social

Description

In the Year Two Workplan, AIDSMark planned to host a Best Practices Symposium in conjunction with the XIth International Conference on AIDS/STDs in Lusaka, Zambia. AIDSMark modified the Workplan in March 1999 to contribute to the second Conference Africaine pour le Marketing Social (CAMS) to take place April 12-14, 1999 in Abidjan, Côte d'Ivoire in lieu of sponsoring the Best Practices Symposium. CAMS brings together social marketing practitioners from Haiti and West and Central African countries to discuss better practices in social marketing and to exchange lessons learned.

Scheduled in Year Two Workplan for Year Two	Accomplished during Year Two
Conduct a Best Practices Symposium in conjunction with the XIth International Conference on AIDS/STDs in Lusaka, Zambia	In lieu of this symposium, co-funded the Conference Africaine pour le Marketing Social

Progress to Date

AIDSMark co-funded the second Conference Africaine pour le Marketing Social (CAMS) in April 1999. This conference drew 90 social marketing practitioners from 17 African countries and Haiti to discuss promising practices in social marketing. Throughout the conference, participants presented and discussed nearly 40 topics pertinent to social marketing, identified ways of integrating lessons learned into current activities and discussed forms of collaboration. AIDSMark presented an overview of the Zimbabwe "New Start" VCT activity. This event marked the first time that a social marketing model of VCT was presented in a meeting of social marketers. It created much interest among the participants. A final report of CAMS is available.

Activity 2 East Africa Social Marketing Conference

Description

AIDSMark co-sponsored the East Africa Social Marketing Conference held in Arusha, Tanzania, in October 1998. This conference brought together high-level policy-makers, donors, and social marketing practitioners from Kenya, Tanzania, and Uganda. Conference objectives were to enhance the implementation of social marketing programs, highlight strategic issues with policy makers and donors, explore opportunities for collaboration and improve implementation of programs through sharing lessons learned in light of the current policy context.

Scheduled in Year Two Workplan for first six months	Accomplished during first six months
Contribute to conference in October 1998	Conference conducted in October 1998

Progress to Date

This conference was deemed a success, bringing together social marketing practitioners, policy-makers, and other stakeholders from Kenya, Tanzania, and Uganda. These participants discussed social marketing activities within their own countries, lessons learned and possibilities for future collaboration among these organizations. This conference led to an increased knowledge and understanding of social marketing programs among stakeholders as well as to an agreement among stakeholders regarding the future of social marketing in each of the three countries. Participants identified key strategic and policy issues within each country and collectively identified next steps.

Activity 3 UNAIDS Peer Education Consultation

Description

UNAIDS documented the state-of-the-art of peer education interventions worldwide in preparation for a consultation meeting for those designing, implementing and managing peer education strategies. The purpose of this meeting was to map future directions for the next generation of peer education programs. AIDSMark sponsorship helped to fund participants' fees to attend the consultation.

Scheduled in Year Two Workplan for Year Two	Accomplished during Year Two
Conference preparation	Preparation for the conference and selection of participants

Progress to Date

AIDSMark assisted in the development of the Peer Education Consultation agenda, reviewed meeting documents, attended planning sessions and helped to coordinate participant nomination and selection. AIDSMark sponsored participants for the summit held in April 1999. The Peer Education Consultation allowed for an exchange of ideas among peer educators and managers of peer educators from around the world.

Activity 4 Cost-effectiveness Model for HIV Prevention Strategies

Description

AIDSMark is considering whether or not to provide support to the London School of Hygiene and Tropical Medicine to work with PSI's Technical Services department to develop a computer model to estimate the effectiveness of HIV/AIDS prevention interventions. This activity would include refining PSI's economic and financial analysis of unit costs in condom social marketing programs, collecting and analyzing data to estimate costs per HIV case averted, assessing the feasibility of such model-based cost estimates in PSI's social marketing programs, and recommending other practical applications of incremental cost-effectiveness analysis in managing these programs.

Scheduled in Year Two Workplan for Year Two	Accomplished during Year Two
Explore collaboration with the London School	No activities conducted

Progress to Date

AIDSMark decided not to proceed with this activity. PSI has, with support from USAID's BHR/PVC, developed a framework for the analysis of condom social marketing unit costs. Refinement of that framework is planned as an output under an extension of that grant.

Activity 5 Conference attendance

Description

AIDSMark team members will attend international conferences on HIV/AIDS prevention and related areas. AIDSMark intends to use these conferences as opportunities for dissemination of lessons learned from AIDSMark programs, to promote AIDSMark, to discuss possible collaboration with others working in HIV/AIDS prevention and to keep up-to-date with new developments in HIV/AIDS prevention worldwide.

Scheduled in Year Two Workplan for Year Two	Accomplished in Year Two
Conference Attendance	Attended the East Africa Social Marketing Conference in October 1998
	Attended a seminar entitled AIDS as a Global Pandemic Building Bridges in March 1999
	Attended the Population Association of America conference in March 1999
	Attended the Conference Africaine pour le Marketing Social in April 1999
	Attended the XI International Conference on AIDS and STDs in Africa in September 1999
	Sponsored a round table addressing HIV/AIDS prevention at the VI Pan-American AIDS Conference

Progress to Date

AIDSMARK has been represented at five conferences during Year Two. Peter Clancy, the director of AIDSMARK, attended the East Africa Social Marketing Conference that was partially sponsored by AIDSMARK. Jim Sitrick, AIDSMARK program manager attended a conference entitled "AIDS as a Global Pandemic Building Bridges" held in March 1999. This conference addressed global issues of HIV/AIDS including access to HIV/AIDS prevention services of target groups and access to treatment in developing countries. Kerry Richter, AIDSMARK Research and Evaluation Coordinator, presented data about female condom use in Zimbabwe at the Population Association of America conference held in New York in March 1999.

In April 1999, Melissa Martin represented AIDSMARK at the Conference Africaine pour le Marketing Social that was co-sponsored by AIDSMARK. At the conference, Melissa Martin gave a presentation on the Zimbabwe VCT activity that sparked much interest among the participants. In September 1999, AIDSMARK hosted a round table on condom social marketing at the VI Pan-American AIDS Conference. This round table brought prevention to the forefront in a conference focused primarily on medical detection and treatment. Finally, AIDSMARK representatives attended the XI International Conference on AIDS and STDs in Africa in September 1999, and Melissa Martin presented research on care and support activities for PLWHA (People living with HIV/AIDS) in West Africa.

III PROBLEMS/CONSTRAINTS

MAJOR PROBLEMS ENCOUNTERED DURING THIS PERIOD AND THEIR RESOLUTIONS

Problems and Constraints

In our most recent semi-annual report, AIDSMark identified two constraints 1) limited access to regional bureau staff and 2) lack of understanding/clarity about S04 among selected mission/PHN staff

The first constraint, limited access to regional bureau staff, has been addressed through an improved IWG format (in which regional bureau staff present portfolios and needs) and through additional contacts made by AIDSMark (often facilitated by our CTO)

The second constraint, lack of understanding about S04 among mission HPN staff, continues to be a concern, although this has also been in part addressed by the publication and mailing of a descriptive AIDSMark brochure and various DHIV communications to mission staff. We expect that with the ramping up of the Synergy project, additional progress will be achieved in educating missions about what we can offer. We also hope that Synergy will act as a resource to enable AIDSMark to better understand mission needs and priorities

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IV FINANCIAL REPORT

Financial data is not yet available through September 30, 1999 for AIDSMark activities
This information will be provided by November 20, 1999

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Attachment 1

LIST OF ACRONYMS

ASF	Associação Saude da Família – Brazil
BHR/PVC	Bureau of Humanitarian Response/Private and Voluntary Cooperation
CAMS	Conference Africaine pour le Marketing Social
CBO	Community-Based Organizations
CS	Child Survival
CSW	Commercial Sex Worker
DKT	DKT International
D/HIV	Department of HIV/AIDS of the Global Bureau (USAID)
DR	Dominican Republic
DRC	Democratic Republic of Congo
FHA/WCA	Family Health and AIDS Prevention/West and Central Africa
FHI	Family Health International
FP	Family Planning
G/PHN	Center for Population, Health, and Nutrition of the Global Bureau (USAID)
IEC	Information, Education, and Communication
IMPACT	Implementing AIDS Prevention and Care Project
IR	Intermediate Result
IVDU	IV Drug Users
KAP	Knowledge, Attitudes, and Practices
MCH	Maternal and Child Health
MDCU	Mobile Distribution and Communications Unit
MOH	Ministry of Health
MSM	Men who have Sex with Men
NACP	National AIDS Coordination Program (Zimbabwe)
NGO	Non-governmental organization
PHN	Population, Health, and Nutrition
PPT	Pre-packaged therapy
PRB	Population Reference Bureau
PRISSM	Promoting Improvements in Sustainable Social Marketing
PROCETS	Control program of Sexually Transmitted Diseases and AIDS
PSAMAO	Prevention du SIDA sur les axes migratoires du l'Afrique de l'Ouest
PSI	Population Services International
REDSO/WCA	Regional Economic Development Services Office/West and Central Africa
RFA	Request for Applications
RSH	Reproductive Sexual Health
SFPS	Sante Familiale et Prevention du SIDA (REDSO/West Africa)
SMASH	Social Marketing for Adolescents' Sexual Health
STD	Sexually Transmitted Disease
STI	Sexually Transmitted Infection
SWOT	Strengths, Weakness, Opportunities and Threats
VCT	Voluntary Counseling and Testing
WARMO	West Africa Regional Migrant Outreach