Paraguay Social Marketing Project

Implemented by
Population Services International (PSI) &
Promoción y Mejoramiento de la Salud (PROMESA)

Quarterly Report
Oct.-Dec. 2000

USAID Cooperative Agreement
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Highlights of Achievements

Sales/Marketing/Distribution

- *Pantera* sales exceed USAID 2000 target of 750,000 and reach new high of 871,976, 66% over 1999 sales.
- *Pantera* now available in 2,056 traditional and 1,323 non-traditional outlets.
- Air 11,042 *Pantera* radio jingles and 1,395 TV spots.
- Use sales revenues to purchase used vehicle to support sales effort.
- Promote *Pantera* at 21 events.

IEC/Arte y Parte

- Air long-awaited mini telenovelas on national television.
- Conduct reproductive health workshop for 37 journalists in Central.
- Air 4,128 IEC radio spots and 276 TV spots.
- Conduct communications workshops for GTZ and Peace Corps.
- Present 32 Mobile Video Unit shows to 4,160 people.
- Air 23 *Arte y Parte* radio programs on two radio stations.
- Give 31 school presentations to 1,484 youth.

Institutional/Financial/Administration

- Launch *VitalDía*; sales for first two months are 12,014 boxes.
- Sign agreement with commercial competitors.
- Begin process of setting up sociedad anónima.
- Conduct internal assessment (PRISSM) and strategic planning process.
- Complete 1999 program audit and distribute it to USAID, PSI and PROMESA.
- Resolve *Segura* product registration opposition; obtain permission to use name.
- Complete mid-term evaluation; recommendations now being implemented.

Health Services (Alianza)

- Sign agreements with Boqueron, San Miguel and Coronel Bogado.
- Assist three health centers to begin drafting IEC plans.
- Participate in Alianza strategic planning.

Major Difficulties

- **Commercial competitors disrupt *Pantera* sales efforts for seven weeks due to decree forbidding NGOs to engage in commercial activities.**
- Sociedad anónima not finalized before Christmas as expected.
- *Segura* product registration opposed.
- Weather conditions and usual end-of-year activities reduce MVU attendance; MVU presentations cancelled one week due to illness of MVU communicator.
- Holiday season delays implementation of Consumer Profile Survey.

Quarter Sales	2000 YTD	1999 YTD	% Change 1999-2000	Total Sales since 8/98	% of 2000 YTD Target
207,064	871,976	526,002	+66%	1,702,758	116%

Activities For The Reported Quarter	Results	Planned Activities For The Next Quarter
Sales/Marketing/Distribution		
Sales of *Pantera*	Sales suspended for 7 weeks due to legal threat from commercial competitors encouraged by decree forbidding NGOs to engage in commercial activities.	Create "sociedad anónima" to handle commercial activities.
	Despite disruption to sales, 2000 sales target is exceeded.	Sell 250,000 *Pantera* condoms in next quarter.
Distribution of *Pantera*	*Pantera* available in 3,379 outlets (2,056 traditional and 1,323 non-traditional).	Sell *Pantera* in 1,615 non-traditional outlets.
	Buy used four-wheel drive vehicle to support sales efforts	Deploy sales vehicle to support sales in interior.
	Hold half-day distribution work-shop to devise strategies for reaching each target group.	Implement new distribution strategies.
Pantera advertised through radio and TV	8,396 branded radio spots aired on 19 radio stations.	Develop new radio spots and new radio campaign.
	Additional 2,646 branded spots and 9,040 live mentions aired on *Atake*, cachaka radio show, on 14 radio stations.	Continue with *Atake* program on radio and TV.
	1,395 branded TV spots aired on closed circuit system in Asunción Bus Terminal.	Bus terminal spots will continue through January 2001.
	Pantera sponsors Paraguay-Peru soccer match.	
Consumer Profile Survey (to develop profile of condom users, non-users)	Sent out research brief, received proposals and chose agency to implement CPS.	Field work conducted, data analyzed, report prepared. Use data to develop plans.

Activities For The Reported Quarter	Results	Planned Activities For The Next Quarter
Pantera promoted through special events	*Pantera* promoted at 13 *Atake* fiestas in Asunción, Central, Caazapá, Cordillera, Paraguayi, Misiones, Itapúa and Presidente Hayes reaching 15,650 people.	*Atake* promotions will continue in new year.
	Pantera was promoted in 7 other events attended by 8,000 people.	Promote *Pantera* in appropriate events in 2001.
	IEC manager promotes *Pantera* and talks about AIDS prevention in Worlds AIDS Day appearance on *Atake* TV show.	

IEC/Arte Y Parte		
Mini telenovelas	Two mini telenovelas - "Villa Ko'eyú" and "La Decisión de Nora" - produced and aired on highly rated television program, over two weeks.	Mini telenovelas will be broadcast on commercial TV and other media such as intercity buses and the Mobile Video Unit.
Generic radio and TV campaign	4,128 IEC radio spots aired on 19 stations (2 spots in Spanish, 1 in Guaraní).	
	276 testimonial TV spots aired on closed circuit system at Asunción Bus Terminal.	Campaign will continue through January 2001.
Training	With UNFPA, organized reproductive health workshop for 37 journalists in Departamento Central, the largest in country.	Organize similar workshops in other regions.
	Conducted communications workshop for 60 Peace Corps volunteers & local counterparts.	
	Train 50 GTZ adolescent peer educators in contraceptive methods and communication for a small profit.	

Activities For The Reported Quarter	Results	Planned Activities For The Next Quarter
Video shows presented by Mobile Video Unit (MVU)	32 MVU shows presented to 4,160 people in Asunción, Caaguazú, Central, Cordillera, Misiones and San Pedro.	Video shows continue with increased number of shows and increased attendance at each show.
	Condom demo video in Guaraní wins honorable mention in video awards.	
Analyze cost-effectiveness of *Arte y Parte* school charlas and MVU shows in 2000	Average cost of an MVU show ($215) is greater than school charlas ($135) but the cost per person is less with MVU ($1.62) than school charlas ($2.41) This is due to cost of materials distributed at schools. Also noted much lower cost per participant and per presentation and higher number of participants and charlas with new communicator hired in May.	Continue to monitor cost-effectiveness of these and other activities and adjust program to increase impact while minimizing cost.
Arte y Parte radio programs	23 programs developed and presented on Rock & Pop and Conquistador radio stations.	Develop and air 26 new programs and new show for out-of-school youth.
Arte y Parte high school presentations	31 presentations given in high schools for 1,484 youth.	Continue three or more presentations per week.
	Publish 3,000 copies of third edition of *Hablemos Claro Sobre Sexualidad*	Distribute booklet in school presentations.
Advice column in "Top Teen" magazine	*Pagina de Arte y Parte* appears in three issues of Top Teen.	*Arte y Parte* column will appear each month.
Arte y Parte outreach	Featured in 6 radios, 1 newspaper and one magazine article.	
	Coordinator & chicos travel to Ciudad del Este for interviews on TV station and 5 radios.	
	Reached 45 adolescents in two charlas in Chacarita, very poor barrio of Asunción.	

Activities For The Reported Quarter	Results	Planned Activities For The Next Quarter
Institutional/Financial/Administration		
VitalDía launched as cross-subsidy product*	*VitalDía* launched at event attended by 80 people with extensive media coverage.*	Medical detailers start promoting and selling *VitalDía* to medical providers.*
	Sell 12,014 boxes of 30 tablets in first two month.*	
	Launch branded ad campaign through radio, TV and print.*	
Commercial competitors disrupt sales efforts	PROMESA signs agreement agreeing to stop selling and advertising *Pantera.*	
	PSI takes steps to set up sociedad anónima to handle commercial activities.*	Set up sociedad anónima and begin commercial operations under S.A.*
PROMESA public relations	IEC manager gives interviews to 3 TV shows, 4 radio shows and 4 newspapers on telenovelas, social marketing and Alianza.	Continue to promote PROMESA's program through free coverage in mass media.
	Print new version of PROMESA brochure which includes all product logos.*	Print newer version of brochure.*
Internal review and strategic planning	Senior staff use PRISSM tool to evaluate program quality with technical assistance from PSI/W.	Finalize and disseminate PRISSM action plan to key stakeholders.
	Senior staff holds strategic planning workshop to update five-year plan; present proposed plan to board and full staff.	Finalize and disseminate strategic plan to key stakeholders.
Segura oral contraceptive social marketing*	*Segura* product registration opposition resolved.*	Product registration completed, product procured and launched.*
	Medical detailers and medical advisor recruited and hired.*	
	Obtain permission to use brand name *Segura.**	

Activities For The Reported Quarter	Results	Planned Activities For The Next Quarter
Femy female condom product development*	No opposition presented to *Femy* brand name. Registration almost complete.*	Waiting for creation of sociedad anónima before ordering product. Launch expected in next quarter.*
Program audit	Audit completed and distributed to USAID, PSI and PROMESA.	
PROMESA cohesion	Hold all-staff meeting to review current activities and issues.	
	Board of Directors hold monthly meeting. Vice president resigns to move back to Chile.	Hold annual general assembly.
Contacts with prospective donors	PSI agrees to provide $65,826 for 2001 VitalDía advertising campaign from its own funds.	Ad campaign will be implemented starting in January 2001. Look for funds for generic campaign.
	Present PROMESA to Agencia Española de Cooperación, which advises us to link up with Spanish NGO.	Contacts being made with Spanish NGOs.
	Present PROMESA to Fundación La Caixa, which also requires link with Spanish NGO. Receive favorable response from one.	Send concept papers for *Arte y Parte*, *VitalDía* and second Mobile Video Unit.
	Present *Arte y Parte* concept paper to GTZ which says it might have some funds.	Meet with GTZ in late January/early February to pursue possible funding.
	Present PROMESA to Embassy of France.	
Mid-Term Evaluation	Evaluation report finished and recommendations translated and shared with staff. Many recommendations implemented.	Implement other recommendations.

***Funding for these activities, although related to the condom social marketing project, came from other sources, not the project that is the subject of this report.**

Activities For The Reported Quarter	Results	Planned Activities For The Next Quarter
Promotion of Health Services (Alianza)		
Formalize Alianza	Sign agreements with the Gobernación de Boqueron and health centers in San Miguel and Coronel Bogado.	Implement agreements
Design IEC plans	Begin designing IEC plans in Boqueron, San Miguel and Coronel Bogado with hospital personnel, community leaders and youth.	Provide technical assistance for planning and implementation of IEC campaigns at all sites.
Improve communication skills of health center personnel		Conduct follow-up courses to strengthen communication skills.
Alianza project planning	Attend strategic planning retreat to develop mission, vision, values and indicators.	
Alianza project publicized	Two newspaper articles on Alianza are published.	Seek further publicity for Alianza.

Project Financial Information (estimated through Dec. 2000)

	Project Budget	Cumulative thru Sept. 30	Balance
Result 1: Sales and distribution	**886,116**	**792,546**	**93,570**
Result 2: improved IEC services	**837,089**	**621,185**	**215,904**
Result 3: Sustainability	**816,940**	**728,285**	**88,655**
TOTAL	**2,540,145**	**2,142,016**	**398,129**

NOTE: At the request of USAID/Paraguay, we have changed the way we report on our budget performance. Although the totals listed above should be accurate (although they are unofficial), the other figures are illustrative only. The cumulative figures were calculated in this way: The last two years of local financial data, which is recorded roughly according to the categories listed above, was analyzed by the percentage falling into the three results listed above. Then those same percentages were applied to the current financial data for both U.S. and local expenses to come up with cumulative spending to date by the three results. The same method was used for dividing up the figures in the "Project Budget" column. In this way, we have a rough idea how much was expended on the three USAID results.

Counterpart Funds/In-Kind Contributions Raised by PSI/PROMESA (through Dec. 2000)

Project	Donor	Date	Amount
Iodized Salt Communications Project	UNICEF	Dec. 1997	$42,544
Paraguay Social Marketing Project (donated a four-wheel drive vehicle)	Local NGO	Dec. 1997	$1,208
Early Pregnancy Prevention	Fund. Ricardo Boettner	Apr. 1998	$4,991
Paraguay Social Marketing Project	Bergstrom Foundation	July 1998	$40,000
Director Attends PSI Retreat	PSI	July 1998	$3,000
Iodized Salt Communications Project	UNICEF	Aug. 1998	$74,997
Paraguay Social Marketing Project	Brush Foundation	Aug. 1998	$20,000
Paraguay Social Marketing Project	Campbell-Hall Fund	Sep. 1998	$10,000
Paraguay Social Marketing Project (sales commissions)	Condom sales revenues	1998	$2,010
Paraguay Social Marketing Project	Weyerhaeuser Foundation	Jan. 1999	$20,000

Support for cost of Arte y Parte and Iodized Salt Project Director	PSI	1997-1999	$27,940
Support for cost of micronutrient coordinator (Maria Inés López)	PSI	1999	$7,350
Marketing and research technical assistance	Department of International Development (UK)	1999	$14,537
Iodized Salt Communications	UNICEF	July 1999	$66,000
Arte y Parte page in teen magazine	Top Teen magazine	Aug-Dec 1999	$2,717
Paraguay Social Marketing Project (sales commissions)	Condom sales revenues	1999	$9,439
Arte y Parte page in teen magazine	Top Teen magazine	Jan-Dec 2000	$6,211
OC social marketing	Bergstrom Foundation	Jan. 2000	$125,000
Paraguay Social Marketing Project (computer)	Condom sales revenues	Feb. 2000	$960
Arte y Parte replication manual	PSI	Apr. 2000	$1,378
Multivitamin and oral contraceptive registration costs	PSI	May 2000	$2,100
Paraguay Social Marketing Project (sales commissions)	Condom sales revenues	Jan-Sept 2000	$3,534
Pantera packaging	Condom sales revenues	August 2000	$4,119
Arte y Parte adolescent radio shows (free air time)	Radio Rock & Pop Radio Conquistador	10/1999-12/2000 4/2000-12/2000	$12,150 $5,184
Free air time for IEC spots Free Pantera and VitalDía spots	Radio Top-FM Radio Horizonte	4/2000-12/2000 4/2000-12/2000	$4,374 $600
1992 Nissan Terrano	Condom sales revenues	Nov. 2000	$11,362
TOTAL			**$523,705**