

Paraguay Social Marketing Project

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

Quarterly Report
July-Sept. 2000

USAID Cooperative Agreement
526-00-A-97-00004-00

October 2000

Highlights of Achievements

Sales/Marketing/Distribution

- ▶ *Pantera* sales increase 42% from last quarter and are more than double that of last year. YTD sales are 125% of 2000 target of 750,000.
- ▶ Major promotion launched on *Atake* radio show and weekend *cachaka* parties.
- ▶ New smaller dispenser and new sales commission policy implemented to favor sales to small, non-traditional outlets.
- ▶ *Pantera* display racks completed and placed in shops
- ▶ 11,033 *Pantera* radio jingles aired.
- ▶ 450 *Pantera* TV spots aired in Asunción Bus Terminal.

IEC/Arte y Parte

- ▶ *Arte y Parte* evaluation presented to stakeholders with good press coverage.
- ▶ PROMESA granted free time on highly-rated TV show to air "unitarios."
- ▶ Conduct reproductive health workshop for journalists with UNFPA.
- ▶ 4,307 IEC radio spots aired on 19 radio stations.
- ▶ 90 testimonial TV spots aired at Asunción Bus Terminal.
- ▶ 50 Mobile Video Unit shows presented to 8,077 people in interior.
- ▶ 26 *Arte y Parte* radio programs aired on two radio stations.
- ▶ 54 school presentations given to 2,976 youth.

Sustainability/Administration

- ▶ PSI/PROMESA audit of 1999 accounts is completed.
- ▶ *VitalDía* product registration nears completion.
- ▶ Product registration of oral contraceptive and female condom continues.
- ▶ PROMESA all-staff training in time management and reproductive health.
- ▶ Two-year Sustainability Matching Grant project comes to an end.

Health Services (Alianza)

- ▶ Program description and budget submitted to USAID Regional Office.
- ▶ PROMESA signs project agreement with USAID, CIRD and CEPEP.
- ▶ Communications skills workshops conducted at three sites.
- ▶ Qualitative research conducted at Boqueron.

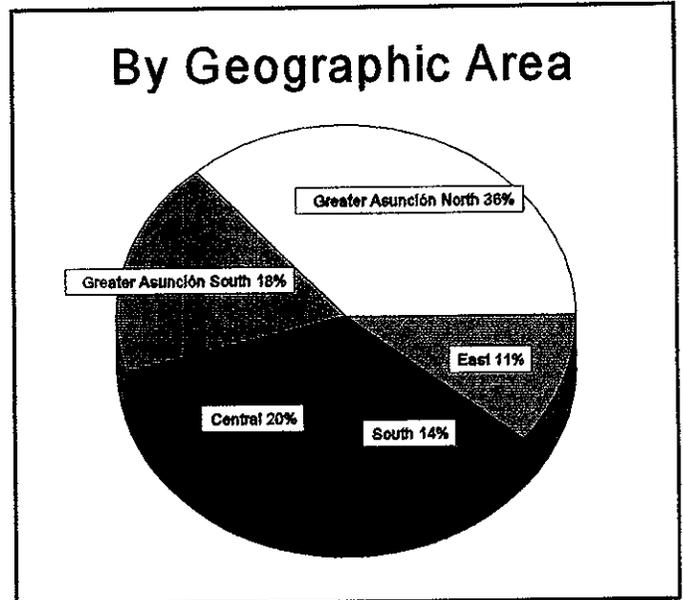
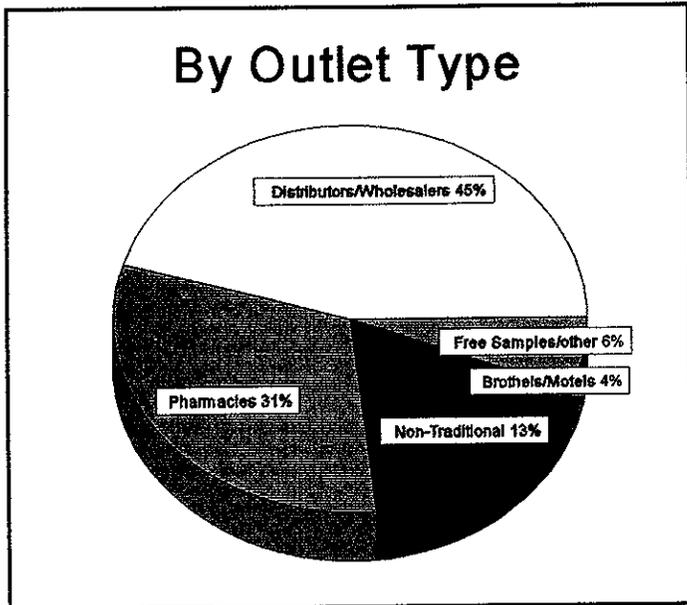
Major Difficulties

- ▶ Sales suspended on Sept. 27 due to decree forbidding NGOs to engage in commercial activities.
- ▶ Production of *Pantera* display racks greatly delayed.
- ▶ MVU shows reduced in July by weather and school vacations.

Quarter Sales	2000 YTD	1999 YTD	% Change 1999-2000	Total Sales since 8/98	% of 2000 YTD Target
281,535	664,912	324,550	205%	1,495,558	125%

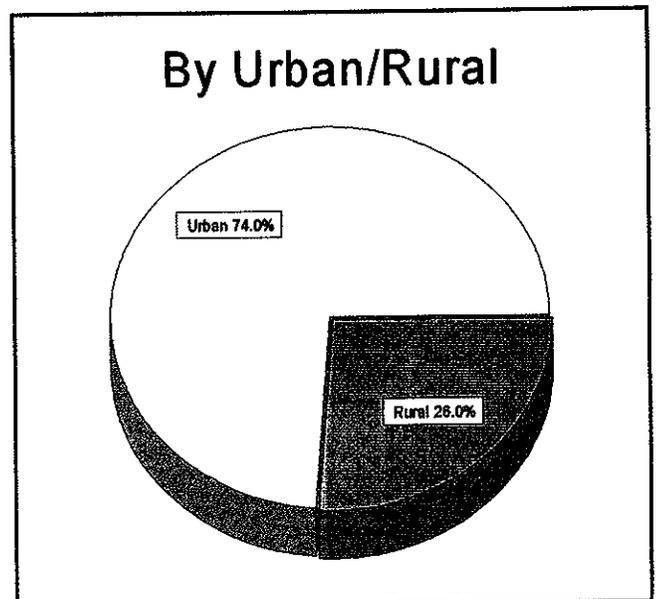
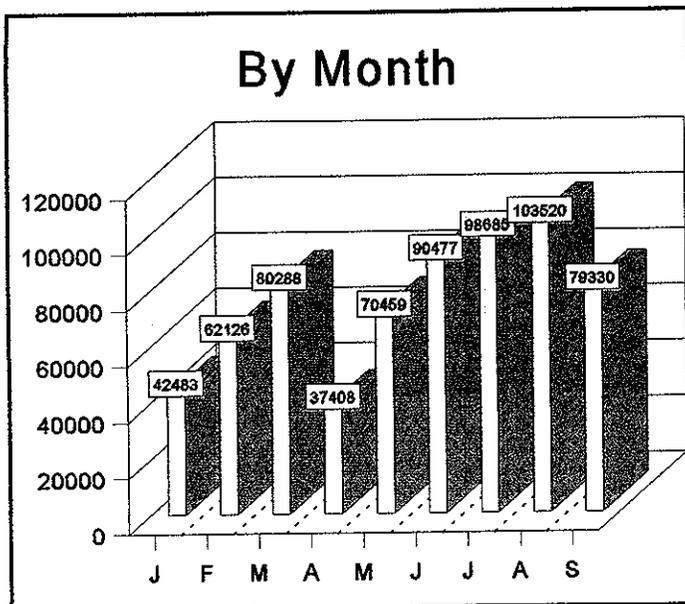
Activities For The Reported Quarter	Results	Planned Activities For The Next Quarter
Sales/Marketing/Distribution		
Sales of <i>Pantera</i>	281,535 condoms distributed, a 42% increase over last quarter.	Sell 148,000 <i>Pantera</i> condoms.
	Sales commissions were changed to favor non-traditional outlets.	Monitoring of new sales commission scheme.
	New mini-dispenser is launched in an effort to sell to more small outlets like kiosks, pancheros.	
	Sales suspended on Sept. 27 due to decree forbidding PROMESA to engage in commercial activities.	Resume selling through other entity. Create "sociedad anónima" to handle product sales.
Distribution of <i>Pantera</i>	<i>Pantera</i> available in 1,802 outlets (994 traditional and 808 non-traditional) and 29% of "auto-servicios" in Gran Asunción.	<i>Pantera</i> being sold in 2,000 outlets.
Advertising of <i>Pantera</i>	9,185 branded radio spots aired on 19 radio stations.	Radio spots continue through end of year.
	Additional 1,848 branded spots and 6,305 live mentions aired on <i>Atake</i> , cachaka radio show, on 14 radio stations.	<i>Atake</i> radio spots continue through end of year.
	450 branded TV spots aired on closed circuit system in Asunción Bus Terminal.	Bus terminal spots will continue through January 2001.
	Advertising started in <i>Bomba</i> , a new magazine directed at our target group.	Monthly ads will continue through end of year.
Distribution of point-of-sale material	<i>Pantera</i> display racks are completed and placed in shops.	Continue production of new material.

Breakdown of Pantera Sales, Jan.-Sept. 2000



Note: Distributor/wholesaler sales are resold to other kinds of outlets including both pharmacy and non-traditional outlets but our distributors/wholesalers do not provide us with information on the specific destination of these sales.

Greater Asunción North: GA, Cordillera
 Greater Asunción South: GA, Paraguari
 Central: Concepción, Amambay, San, Pedro, Caaguazú, Guaira
 South: Neembucú, Misiones, Itapúa, part of Caazapá
 East: Alto Paraná, Canindeyú, part of Caazapá



Activities For The Reported Quarter	Results	Planned Activities For The Next Quarter
Promotion of <i>Pantera</i>	Scratch & Win promotion in which consumers can win prizes for buying <i>Pantera</i> continued through September.	Promotion is finished.
	Signed agreement with Hugo Javier, popular cachaka conductor, to sponsor his daily radio show <i>Atake</i> and semi-weekly fiestas. 25,700 people attended 16 events.	<i>Atake</i> promotions will continue through end of year.
	<i>Pantera</i> was promoted in eight other events, including the Expo, attended by 28,000 people.	<i>Pantera</i> will continue to be promoted in appropriate events.
	<i>Pantera</i> sponsors Paraguay-Venezuela soccer match and two matches in Korea-Japan playoffs.	
Change in sales personnel	Edgar Cólman, interim Sales and Marketing Manager, is appointed permanent S/M Manager.	

Activities For The Reported Quarter	Results	Planned Activities For The Next Quarter
IEC/Arte Y Parte		
Arte y Parte evaluation	Evaluation presented to stakeholders. Event was well covered by major dailies and TV stations.	
Generic radio and TV campaign	4,037 IEC spots aired on 19 radio stations (2 in Spanish, 1 in Guaraní).	IEC radio campaign will continue through year.
	Hugo Javier incorporates info on reproductive health into his radio and TV shows for free.	RH messages will continue.
	90 testimonial TV spots aired on closed circuit system at Asunción Bus Terminal.	Campaign will continue into January 2001.

Activities For The Reported Quarter	Results	Planned Activities For The Next Quarter
Telenovela	Project is granted free time on "El Trece Para Todos," highly rated television program, to air "unitarios" (shorter version of telenovela). Script revision and pre-production begins.	Production of unitarios will be completed.
Training of journalists	With UNFPA, co-organized a reproductive health workshop for 30 journalists in Alta Paraná. Numerous interviews aired.	Similar workshop with journalists in Gran Asunción being organized.
Video shows presented by Mobile Video Unit (MVU)	50 MVU shows presented to 8,077 people in Asunción, Caaguazú, Central, Cordillera, Guairá and San Pedro.	Video shows continue with increased number of shows and increased attendance at each show.
Arte y Parte radio programs	26 programs developed and presented on Rock & Pop and Conquistador radio stations.	Develop and air two new programs per week.
Arte y Parte high school presentations	54 presentations given in high schools for 2,976 youth.	Continue three or more presentations per week.
Advice column in "Top Teen" magazine	Página de Arte y Parte appears in three issues of Top Teen.	Arte y Parte column will appear each month.
Arte y Parte outreach	Arte y Parte presented four theatrical skits at Expo 2000.	
	Arte y Parte reached 1,166 adolescents through street theater and school workshops.	

Sustainability/Administration		
Program audit	Audit completed.	Audit report will be finalized and submitted.
PROMESA institutional image*	PROMESA brochure and institutional folder updated.*	New brochure and folder printed and distributed.

Activities For The Reported Quarter	Results	Planned Activities For The Next Quarter
Brand development of <i>VitalDía</i> as cross-subsidy product.*	<i>VitalDía</i> product registration nears completion.*	<i>VitalDía</i> registration completed and product launched on the market.
	Advertising agency selected to develop campaign.*	
	Multivitamin product manager visits PSI/Bolivia project.*	
Oral contraceptive social marketing*	<i>Segura</i> product registration continues; opposition filed.*	Opposition resolved, product registration completed and product procured through USAID.
	Package design approved by PSI and presented to M of H.	
	Training materials for health providers being developed.*	
	Marketing plan developed.*	
Brand development of female condom as cross-subsidy product.*	<i>Femy</i> product registration continues.*	Product registered and ordered.
Training of PROMESA staff	All staff attend time management training.*	
	PROMESA staff, including <i>Arte y Parte</i> , attend four presentations on pregnancy and contraceptive methods, sexual abuse, family violence and self-esteem.	
	Executive director attends financial training and PSI International Senior Retreat.	
Sustainability Matching Grant Project*	This project, which has funded many sustainability activities over last two years, ends on Sept. 30.*	
Contacts with prospective donors	Meeting held with UNICEF to present concept paper on multi-vitamin social marketing project.	Follow up

Activities For The Reported Quarter	Results	Planned Activities For The Next Quarter
Development of board of directors	Board meets in August. Topics discussed: New products, health services and anti-NGO decree.	Monthly meetings continue
Mid-Term Evaluation	Implementation of sales and marketing recommendations begins. Work continues on rest of evaluation.	Evaluation report finished and distributed

***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)		
Program description and budget	USAID requests program description. This is submitted to USAID Regional Office in La Paz.	Amendment to cooperative agreement between USAID and PSI will be finalized and signed.
Health services project formalized	PROMESA signs agreement governing project with USAID and two local NGOs.	
Improving communication skills of local health center personnel.	Communications skills and reproductive health workshops (total of 16 hours) conducted by PROMESA at Boqueron, Coronel Bogado and San Miguel.	Work begins on design of IEC plans for each site.
Qualitative research	Interviews and focus groups conducted with clients in Boqueron to provide qualitative information for design of IEC plans.	Research continues at Boqueron and begins at other sites.

Project Financial Information (estimated through Sept. 2000)

	Project Budget	Cumulative thru Sept. 30	Balance
Result 1: Sales and distribution	886,116	728,182	157,934
Result 2: Improved IEC services	690,558	567,479	123,079
Result 3: Sustainability	816,940	671,336	145,604
TOTAL	2,393,614	1,966,997	426,617

NOTE: At the request of USAID/Paraguay, we have changed the way we report on our budget performance in this quarterly report. Although the totals listed should be quite accurate, the other figures are illustrative and should not be viewed as official. 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 Raised by PSI/PROMESA (through Sept. 2000)

Project	Donor	Date	Amount
Iodized Salt Communications Project	UNICEF	Dec. 1997	\$42,544
Paraguay Social Marketing Project	Local NGO	Dec. 1997	\$1,208
Early Pregnancy Prevention	Fundación Ricardo Boettner	Apr. 1998	\$4,991
Paraguay Social Marketing Project	Bergstrom Foundation	July 1998	\$40,000
Project Director Attends PSI International 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 Charity 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	Oct. 1997 - Jan. 1999	\$27,940
Support for cost of micronutrient coordinator (Maria Inés López)	PSI	Jan.-Jun. 1999	\$7,350
Iodized Salt Communications	UNICEF	July 1999	\$66,000
Paraguay Social Marketing Project (sales commissions)	Condom sales revenues	1999	\$9,439
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-June 2000	\$960
TOTAL			\$459,877