

# Paraguay Social Marketing Project

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

Quarterly Report  
April-June 2001

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

August 2001

## **Highlights of Achievements**

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### **Sales/Marketing/Distribution**

- ▶ *Pantera* sales reach 294,720, best quarterly sales ever, and 109% of YTD target.
- ▶ Consumer Profile Survey completed; shows *Pantera* reaching young, poor and rural; 46% say they can buy a condom within 10-minute walk of their house.
- ▶ *Femy* female condom launched as second cross-subsidy product.
- ▶ Sell 19,567 boxes of *VitalDía*, 110% of YTD target.
- ▶ Sell 14,887 cycles of *Segura*, 133% of YTD target.

### **IEC/Arte y Parte**

- ▶ Mini telenovelas aired on Rysa buses during Holy Week and cable TV.
- ▶ PROMESA reaches 1,500 persons in week-long Eco Expo in Asunción.
- ▶ PROMESA and UNFPA train 25 journalists in Concepción.
- ▶ Present 49 Mobile Video Unit shows to 9,256 people.
- ▶ Air 14 *Arte y Parte* radio programs on Radio Rock & Pop and two other stations.
- ▶ Give 43 school presentations to 2,600 youth.

### **Institutional/Financial/Administration**

- ▶ Sociedad anónima becomes official.
- ▶ Executive director candidates interviewed and tested.
- ▶ Follow-on funding for PROMESA sought via CIRD and CMS.
- ▶ Research agency selected to conduct follow-up KAP.
- ▶ 4 staff members attend PSI Regional Retreat and training seminar in Guatemala.
- ▶ Finance/admin. manager attends PSI regional financial training in Washington.
- ▶ PSI raises \$120,000 for social marketing activities.
- ▶ Counterpart contributions reach almost \$700,000, 28% of total USAID funding.

### **Health Services (Alianza)**

- ▶ Alianza partners conduct internal strategic planning; finalize integrated work plan.
- ▶ Finish IEC plan and begin development of materials at all three sites.

## **Major Difficulties**

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- ▶ Future of PROMESA thrown into doubt due to USAID decision.
- ▶ Registration of sociedad anónima continues to drag on.
- ▶ *VitalDía* production problems limit sales potential.
- ▶ No advertising and limited promotion of *Pantera* done.
- ▶ Consumer Profile Survey delayed because of data analysis.
- ▶ Much anticipated new *Arte y Parte* radio program on Radio Atake is canceled after owner Hugo Javier tries to change program to Sunday.
- ▶ Local problems at regional hospital in Colonel Bogado delay IEC activities.

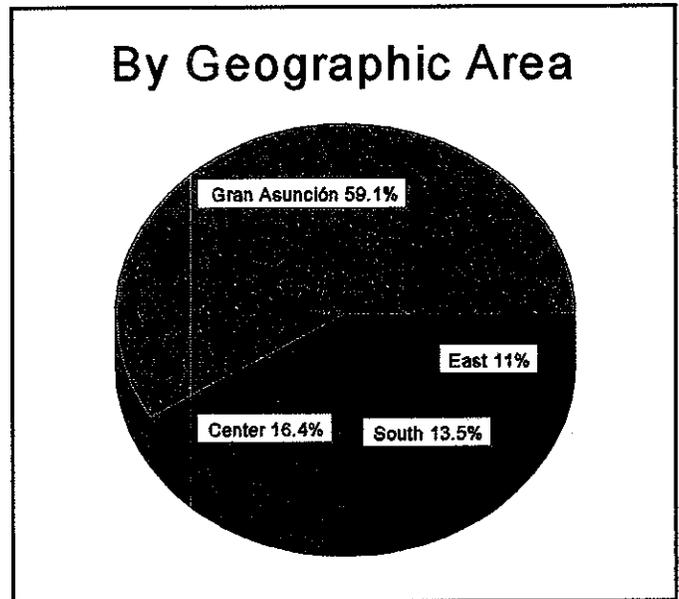
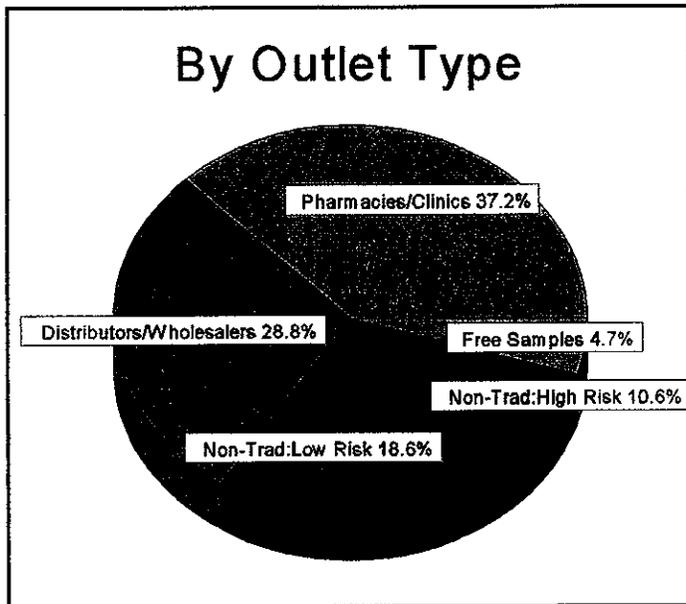
| Product  | Quarter Sales | 2001 YTD | 2000 YTD | % Change 2000-2001 | Total Since Launch | % of 2001 YTD Target |
|----------|---------------|----------|----------|--------------------|--------------------|----------------------|
| Pantera  | 294,720       | 589,406  | 383,241  | +54%               | 2,292,164          | 109%                 |
| VitalDía | 19,567        | 41,627   | 0        | NA                 | 53,641             | 110%                 |
| Segura   | 14,887        | 14,887   | 0        | NA                 | 17,887             | 133%                 |
| Femy     | 288           | 288      | 0        | NA                 | 288                |                      |
| CYPs     | 4,095         | 7,042    | 3,832    | +83%               | 24,070             | 118%                 |

| Activities For The Reported Quarter  | Results   | Planned Activities For The Next Quarter                               |
|--|---|---|
| <b>Sales/Marketing/Distribution</b>  |   |   |
| Sales of <i>Pantera</i>  | Distributed 294,720 condoms in second quarter, best quarterly performance ever despite absence of advertising.    | Sell 300,000 condoms in next quarter.                                 |
|  | Pack changed from 2 to 3 condoms to save money.   |   |
| Distribution of <i>Pantera</i>   | <i>Pantera</i> available in 3,771 outlets (2,279 traditional and 1,492 non-traditional).                          | Sell <i>Pantera</i> in 1,651 non-traditional outlets.                 |
| Advertising and promotion of <i>Pantera</i>                                | No advertising of <i>Pantera</i> done due to agreement with two commercial competitors.                           | Advertising will resume when sociedad anónima is set up next quarter. |
| Consumer Profile Survey (to develop profile of condom users and non-users) | Field work done, data analyzed and data received by PROMESA.  | Final report presented.   |
|  | Profile of <i>Pantera</i> user: More often poorer and rural than users of other brands.                           |   |
|  | Data shows <i>Pantera</i> is condom most often used in last sex, especially among 15-19, poorest and rural people |   |
|  | 46% of respondents can buy condoms within 10-minute walk from their house.  |   |

| Activities For The Reported Quarter | Results   | Planned Activities For The Next Quarter                                   |
|-------------------------------------|---|---|
| Femy female condoms*                | Femy launched in late June as cross-subsidy product.*   | Sell 3,300 female condoms.  |
|                                     | Launch attracts media coverage; some promotion done in Asunción pharmacies.*  |   |
| Segura oral contraceptives*         | Distributed 14,887 cycles of Segura in second quarter.*   | Sell 16,850 cycles of Segura.*  |
|                                     | Medical detailers visit 845 health providers and 345 pharmacies.*   | Continue medical detailing.*  |
|                                     | Branded Segura print advertising to health providers and generic advertising to consumers.*                                       | Continue branded and generic promotion of OCs, particularly Segura.*      |
| VitalDía multivitamins*             | Distributed 19,567 boxes of 30 multivitamin pills, 110% of 2001 target. Sales limited by Lasca's ability to manufacture product.* | Sell 28,500 boxes of VitalDía.*   |
|                                     | All advertising suspended due to lack of product except for "La Mañana de Cada Día" on TV.*                                       | Full advertising will resume in August when product shortage is resolved. |
|                                     | PROMESA sponsors two nutritional seminars with Roche expert from Chile which are covered by mass media.*                          |   |
|                                     | Dr. Marta Sanabria, formerly of INAN, hired as nutritional advisor for PROMESA.*  | Dr. Sanabria will present nutritional seminars and write training manual. |
|                                     | Consumer price of VitalDía raised from Gs. 5,000 to Gs. 7,000.*   |   |

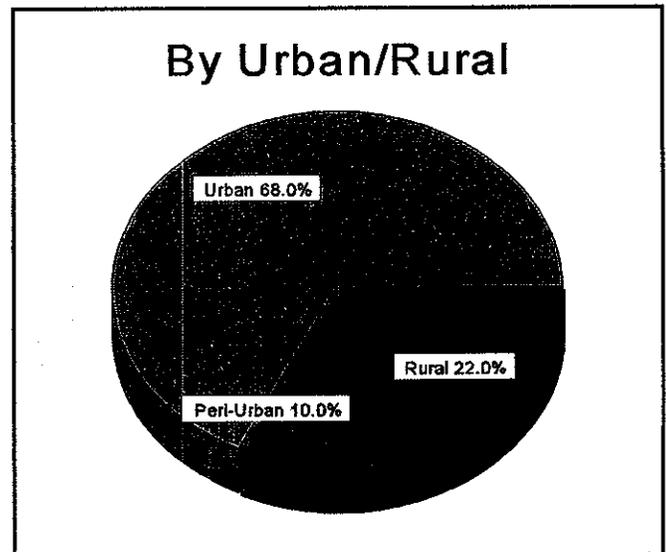
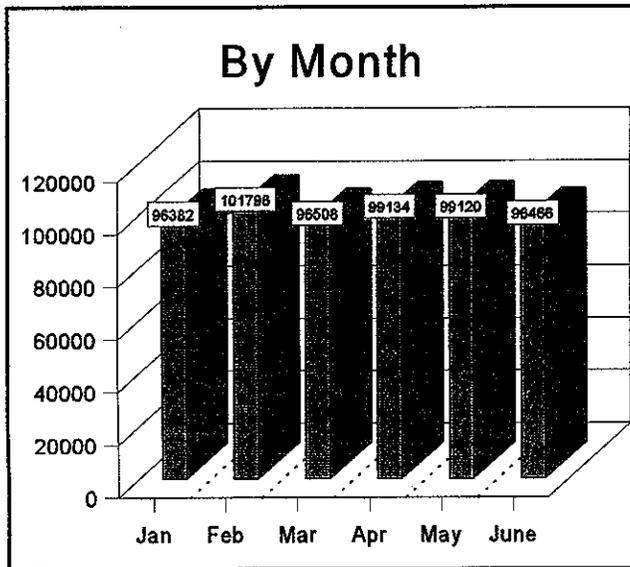
**\*Funding for these activities, although related to the condom social marketing project, came from non-USAID sources.**

# Breakdown of Pantera Sales, Jan.-June 2001



**Non-Traditional: Low Risk:** Autoservicios, despensas, peluquerias, librerias, casa deporte, vendedores ambulantes, servicentros, supermercados. **Non-Traditional: High Risk:** Prostibulos, moteles, saunas, pubes, discotecas, restaurantes, bares, paradores

**Gran Asunción:** GA, Paraguari, Cordillera, Presidente Hayes  
**Center:** Concepción/Amambay/San Pedro/ Caaguazú/Guaira  
**South:** Neembucú/Misiones/Itapúa/Caazapá  
**East:** Alto Paraná/Canindeyú/Caazapá



Rural and peri-urban sales are actually higher than this graphic shows because most sales to urban distributors, who resell in rural and peri-urban areas, are recorded as "Urban."

| Activities For The Reported Quarter                         | Results  | Planned Activities For The Next Quarter  |
|---|--|--|
| <b>IEC/Arte Y Parte</b>                                     |  |  |
| Mini telenovelas "La Decisión de Nora" and "Villa Ko'eyú"   | Aired on all Rysa buses in Paraguay during Holy Week.  |  |
|   | Aired on cable TV in Concepción, Guarambaré, San Pedro.  | Air telenovelas in prime time on Telefuturo.   |
| Special events  | PROMESA reaches 1,500 in all socio-economic classes at week-long Eco Expo in June.   |  |
|   | PROMESA and UNFPA train 25 journalists in Concepción in reproductive health rights.  |  |
| Video shows presented by Mobile Video Unit (MVU)            | 49 MVU shows presented to 9,256 people in Alto Paraná, Caazapá, Central, Itapúa and Misiones.  | MVU shows continue with increased presentations and attendance.                                      |
| Analyze cost-effectiveness of MVU shows                     | Total cost of MVU shows increased 8.6% from 1st half of 2000 to 2001 but attendance more than doubled. Cost per spectator dropped from \$2.41 to \$0.98 & cost per presentation from \$348 to \$189. | Continue to monitor cost-effectiveness of MVU to increase impact while minimizing cost.              |
| Arte y Parte radio programs                                 | 14 programs developed and presented - 12 on Rock & Pop, 1 on Atake and 1 on Atyrá.   | Develop and air 26 new programs.   |
| Arte y Parte high school presentations                      | 43 presentations given in high schools for 2,600 youth.  | Continue three or more presentations per week.   |
| Analyze cost-effectiveness of Arte y Parte school workshops | The workshops in 2001 were less expensive than 2000 - \$131 per workshop instead of \$156. The total cost in 2001 was 18% less than 2000 but the # of presentations increased from 59 to 61.         | Continue to monitor cost-effectiveness of school workshops to increase impact while minimizing cost. |
| 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.  |

| <b>Activities For The Reported Quarter</b> | <b>Results</b>  | <b>Planned Activities For The Next Quarter</b>   |
|--|---|--|
| PROMESA in the media                       | Featured 25 times in TV, radio and print media.   | PROMESA media coverage will continue.            |
|  | PROMESA nutrition advisor interviewed weekly on "La Mañana de Cada Día" talking about nutrition and VitalDía. | Appearances continue on "La Mañana de Cada Día." |

| <b>Institutional/Financial/Administration</b> |   |  |
|---|---|--|
| Sociedad anónima                              | Sociedad anónima becomes official.  | Finalize details of S.A.   |
| Recruit local executive director              | Recruitment agency Manpower interviews and tests candidates and submits report with eight candidates.               | PROMESA Board of Directors will short-list candidates, interview them and make its decision. |
| Search for follow-on funding for PROMESA      | PROMESA and CIRD executive directors meet to discuss funding possibilities. PROMESA presents draft one-year budget. | CIRD executive director said he will talk to USAID. Then PROMESA, CIRD and USAID will meet.  |
|   | Draft proposal and budget for technical assistance through CMS sent to PSI/Washington.                              | PSI will review and send to CMS which will submit to USAID/Paraguay.                         |
|   | PSI/PROMESA counterpart contributions reach almost \$700,000, 28% of total USAID funding.                           | PSI/PROMESA will continue to seek aggressively new counterpart contributions.                |
| Training of PROMESA staff                     | Four staff members attend PSI Regional Retreat in Guatemala.  |  |
|   | Four staff members attend PSI social marketing training seminar in Guatemala.                                       |  |
|   | Finance/administration manager attends PSI regional financial training in Washington.                               |  |

| Activities For The Reported Quarter   | Results   | Planned Activities For The Next Quarter   |
|---|---|---|
| Contacts with prospective donors  | Arte y Parte proposal submitted to Embassy of Japan.  | Receive response to proposal.   |
|   | \$20,000 proposal for OC social marketing to Conservation, Food and Health Foundation approved. | Will spend money August to October to support social marketing of <i>Segura</i> . |
|   | \$100,000 proposal for social marketing to PSI Discretionary Fund approved.                     | Money will be available from July 2001 to June 2002.                              |
| Follow-up Knowledge, Attitudes and Practices study to measure impact of project | Brief sent to five research agencies; ICA again selected to conduct study.                      | Field work is done and data analyzed  |

| Promotion of Health Services (Alianza) |   |                                    |
|--|---|------------------------------------|
| Alianza project planning               | Conduct internal strategic planning; identify strengths, opportunities, weaknesses and threats to Alianza.  |                                    |
|  | Finalize integrated work plan.  | Implement work plan.               |
|  | Develop concept of decentralization.  |                                    |
| Implement IEC plan at Boqueron         | Finish IEC plan and begin development of materials. "La Decisión Esta en Tus Manos" developed as campaign theme. <i>VitalDía</i> and <i>Segura</i> presented to staff.        | IEC plan implementation continues. |
| Implement IEC plan at San Miguel       | Finish IEC plan and begin development of materials. Campaign launched with development of materials. PROMESA makes MVU presentations and promotes products at Sheep Festival. | IEC plan implementation continues. |

| <b>Activities For The Reported Quarter</b> | <b>Results</b>   | <b>Planned Activities For The Next Quarter</b> |
|--|--|--|
| Implement IEC plan at Coronel Bogado       | Finish IEC plan and begin development of materials. Despite serious internal problems, hospital goes ahead with IEC campaign | IEC plan implementation continues.             |

### **Project Financial Information (estimated through June 2001)**

|   | <b>Project Budget</b> | <b>Cumulative thru June 30</b> | <b>Balance</b> |
|---|-----------------------|--------------------------------|----------------|
| <b>Result 1: Sales and distribution</b> | <b>979,883</b>        | <b>914,080</b>                 | <b>65,803</b>  |
| <b>Result 2: Improved IEC services</b>  | <b>798,219</b>        | <b>769,752</b>                 | <b>28,467</b>  |
| <b>Result 3: Sustainability</b>         | <b>762,043</b>        | <b>721,642</b>                 | <b>40,401</b>  |
| <b>TOTAL</b>                            | <b>2,540,145</b>      | <b>2,405,474</b>               | <b>134,671</b> |

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 (by result) 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 June 2001)

| Project   | Donor   | Date         | Amount    |
|---|---|--------------|-----------|
| Iodized Salt Communications Project                                       | UNICEF  | Dec. 1997    | \$42,544  |
| Paraguay Social Marketing Project<br>(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<br>(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<br>Iodized Salt Project Director     | PSI   | 1997-1999    | \$27,940  |
| Support for cost of micronutrient<br>coordinator (Maria Inés López)       | PSI   | 1999         | \$7,350   |
| Marketing and research technical<br>assistance                            | Department of Interna-<br>tional 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<br>(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<br>(computer)                           | Condom sales revenues                             | Feb. 2000    | \$960     |
| Arte y Parte replication manual   | PSI   | Apr. 2000    | \$1,378   |
| Multivitamin and oral contraceptive<br>registration costs                 | PSI   | May 2000     | \$2,100   |

|  |  |                                   |                     |
|--|--|-----------------------------------|---------------------|
| Paraguay Social Marketing Project<br>(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<br>(free air time)         | Radio Rock & Pop<br>Radio Conquistador | 10/1999-12/2000<br>4/2000-12/2000 | \$12,150<br>\$5,184 |
| Free air time for IEC spots<br>Free Pantera and VitalDía spots | Radio Top-FM<br>Radio Horizonte        | 4/2000-12/2000<br>4/2000-12/2000  | \$4,374<br>\$600    |
| 1992 Nissan Terrano  | Condom sales revenues                  | Nov. 2000                         | \$11,362            |
| Multivitamin social marketing                                  | PSI                                    | Jan-Dec 2001                      | \$65,825            |
| Arte y Parte page in <i>Top Teen</i> magazine                  | Top Teen magazine                      | Jan-June 2001                     | \$3,106             |
| Arte y Parte adolescent radio show<br>(free air time)          | Radio Rock & Pop                       | Jan-June 2001                     | \$4,860             |
| Sales commissions  | Sales revenues                         | Jan-June 2001                     | \$21,061            |
| Packaging/packers' salaries                                    | Sales revenues                         | Jan-June 2001                     | \$11,905            |
| Sales travel expenses  | Sales revenues                         | April-June 2001                   | \$4,245             |
| Pantera advertising & promotion                                | Condom sales revenues                  | Jan-June 2001                     | \$8,669             |
| Sales training   | Condom sales revenues                  | Jan-Mar 2001                      | \$1,126             |
| Pharmaceutical regent salary                                   | Sales revenue                          | Jan-Mar 2001                      | \$592               |
| Manufacture of <i>VitalDía</i> tablets                         | <i>VitalDía</i> sales revenues         | Jan-Mar 2001                      | \$27,540            |
| Purchase and launch of <i>Femy</i>                             | <i>Pantera</i> sales revenue           | April-June 2001                   | \$8,561             |
| IEC activities, including telenovela                           | <i>Pantera</i> sales revenues          | April-June 2001                   | \$13,193            |
| <b>TOTAL</b>   |  |                                   | <b>\$694,388</b>    |