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SOMARC TRAINING
under the Russian Women's Reproductive Health Project (RWRHP)
Quarterly Report

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I. BACKGROUND

The Social Marketing for Change (SOMARC) program works in Russia within the framework of a larger USAID-funded reproductive health project, the Russian Women's Reproductive Health Project (RWRHP). The RWRHP is designed to reduce maternal mortality and morbidity through increasing knowledge about and use of modern methods of contraception. In 1995, SOMARC started work as part of a buy-in to the RWRHP project. The two main objectives of SOMARC's work in Russia are to:

- Improve pharmacists' attitudes toward and knowledge of modern methods of contraception.
- Improve pharmacists' knowledge of marketing and quality customer service principles.

These objectives are being accomplished through training of pharmacists in three out of six USAID project demonstration oblasts.

II. MAJOR ISSUES

During this period, SOMARC conducted a final training at the Chemical Pharmaceutical Institute (CPI) in St. Petersburg. The major issue was how much of the curriculum developed would be used and who would use it. Peter Foley and Alexis Gradishar met with Dr. Helen Lissiovszkaya, head of the Pharmacology Department; Ekaterina Machenko, head of the EPO Department; and Taitiana Puchinina, Head of the QCS and Marketing Program within EPO. Dr. Lissiovszkaya said that CPI had implemented contraceptive technology and family planning courses prior to the SOMARC program. Nevertheless, she said that the SOMARC training and materials has been added to the curriculum. In addition, CPI has instituted a contraceptive marketing lesson taken directly from the materials SOMARC developed. Quality customer service (QCS) is included in the course work.

III. MAJOR IMPLEMENTATION ACCOMPLISHMENTS

Peter Foley and Alexis Gradishar met with the heads of CPI to make sure that SOMARC curriculum was being used. Alexis Gradishar also followed up to reinforce participatory teaching methods.

Ms. Gradishar, a SOMARC consultant, trained thirteen key professors and educators at CPI. Out of this number, seven had already participated in SOMARC training in June of 1998. Three of the educators teach the contraceptive technology and family planning courses in the Pharmacology Department. Three other professors teach contraceptive marketing and QCS in the Pharmacy and Economics and Organizations Department. The training consisted of a three-day workshop. The first two days of the workshop provided lessons in participatory teaching methods. Topics used in these lessons were contraceptive technology and quality customer service.

IV. ACTIVITY CONTRIBUTIONS TO MEETING WORK PLAN

- A follow-up workshop was conducted over three days that focused on contraceptive technology, quality customer service, and communication skills and marketing.
- Final discussions were held on the use of SOMARC-developed materials and an assessment of CPI's implementation of materials and methodologies from the June 1998 Teaching Methodologies and Curriculum Development Workshop held at CPI.

Other: Peter Foley met with Liese Sherwood-Fabre on September 9, 1998, and he agreed to submit a final report and final accounting no later than October 15, 1998. He also agreed to arrange for the printing and delivery to USAID/Moscow of seven copies of the curriculum by September 25, 1998.

Peter Foley asked Willa Pressman to take a Canon color printer that was to be picked up by CPI in Moscow at the USAID office. Unfortunately, the messenger with the printer arrived too late at the USAID/Washington office. When Ms. Pressman returns, arrangements will be made to send the printer to CPI.