

Paraguay Social Marketing Project

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

Quarterly Report

July-September 2001

USAID Cooperative Agreement

526-00-A-97-00004-00

October 2001

Highlights of Achievements

Sales/Marketing/Distribution

- ▶ *Pantera* sales hit 333,273, best quarterly sales ever, and 123% of YTD target.
- ▶ Sell to major new distributor, Comisa, specializing in non-traditional outlets.
- ▶ *Pantera* now available in 4,047 sales outlets - 25% of them in rural areas.
- ▶ Sell 27,214 boxes of *VitalDía*, 104% of YTD target.
- ▶ Sell 19,006 cycles of *Segura*, 121% of YTD target.

IEC/Arte y Parte

- ▶ Air mini telenovelas on Telefuturo after "Menchi."
- ▶ Air telenovelas on three cable TV stations and major bus line.
- ▶ Generic messages aired on seven radio stations.
- ▶ Present 42 Mobile Video Unit shows to 8,627 people.
- ▶ Air 25 *Con S de Sexo* radio programs.
- ▶ Give 67 school presentations to 4,030 youth.

Institutional/Financial/Administration

- ▶ Comision Directiva appoints Sonia Marchewka as PROMESA executive director.
- ▶ Little progress made in obtaining funding via CIRD and CMS.
- ▶ PSI Paraguay S.A. becomes official and allowed to do advertising.
- ▶ Research agency does fieldwork on reproductive health KAP.
- ▶ Select research agency to conduct multivitamin KAP.
- ▶ PSI raises another \$205,000 for IEC and product social marketing.
- ▶ Counterpart contributions reach almost \$903,000, 36% of total USAID funding.

Health Services (Alianza)

- ▶ Deliver materials and assist in organizing of school workshops in San Miguel
- ▶ Assist in production of materials and organization of high school workshops in Coronel Bogado.

Major Difficulties

- ▶ No progress made on getting USAID funding through CIRD for IEC and Alianza; current project ends Sept. 30 and no new USAID funding assured.
- ▶ *VitalDía* production and sourcing problems limit sales.
- ▶ No advertising and promotion of *Pantera* allowed until late August.

Product	Quarter Sales	2001 YTD	2000 YTD	% Change 2000-2001	Total Since Launch	% of 2001 YTD Target
Pantera*	333,273	922,679	664,912	+39%	2,625,437	123%
VitalDía**	27,214	68,852	0	NA	80,866	104%
Segura***	19,006	33,893	0	NA	33,893	121%
Femy*	2,327	2,615	0	NA	2,615	74%
CYPs	4,818	11,860	6,649	+78%	28,888	122%

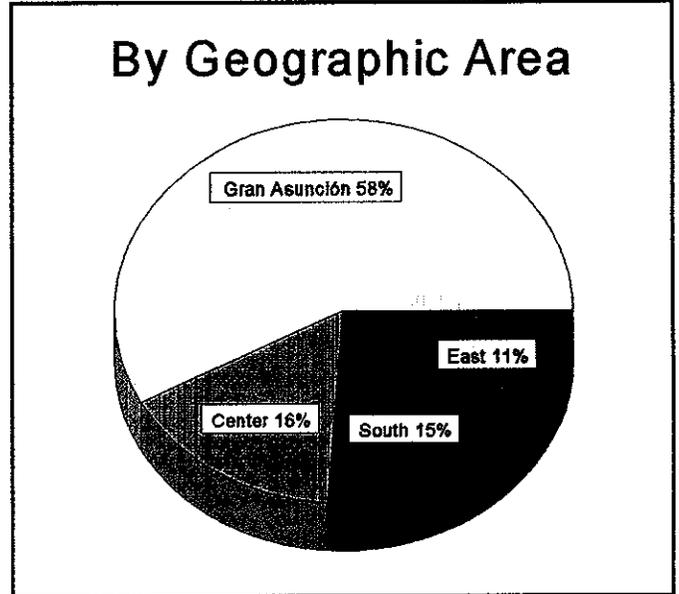
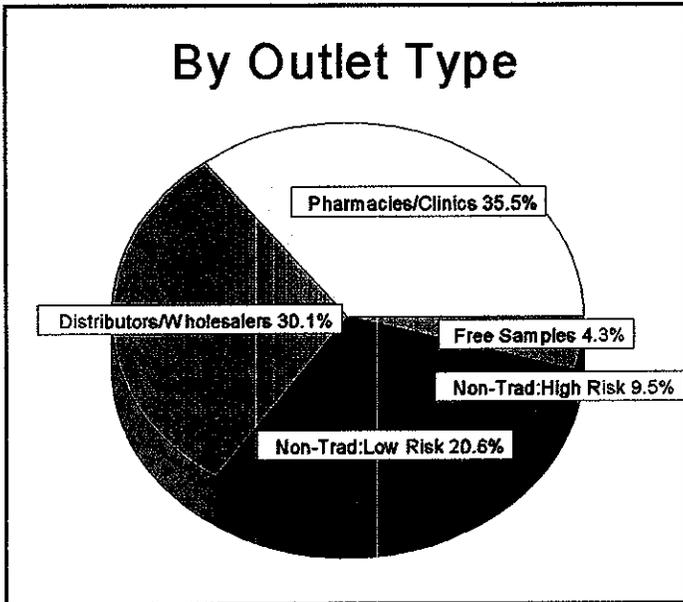
* Units of condoms, ** Boxes of 30 tablets, *** Cycles of oral contraceptives

Activities For The Reported Quarter	Results	Planned Activities For The Next Quarter
Sales/Marketing/Distribution		
Sales of <i>Pantera</i>	Distributed 333,273 condoms in third quarter, best quarterly performance ever, by 13%.	
	Exceeded USAID 2001 target of 750,000 by 123%	
Distribution of <i>Pantera</i>	<i>Pantera</i> available in 4,047 outlets (2,365 traditional and 1,682 non-traditional): 53% urban, 25% rural and 22% peri-urban.	
	Comisa, major new distributor specializing in non-traditional outlets, buys <i>Pantera</i> .	
Advertising and promotion of <i>Pantera</i>	Re-launch advertising campaign of <i>Pantera</i> after S.A. is set up. Air 1,826 radio spots six stations.	
	Air 1,320 TV spots on closed circuit TV system in Asunción bus terminal.	
<i>VitalDía</i> multivitamins*	Distribute 26,974 boxes of 30 multivitamin pills, best quarterly sales ever, but product stocked out in September.*	
	Advertise <i>VitalDía</i> on TV program "Más Que Salud."	

Activities For The Reported Quarter	Results	Planned Activities For The Next Quarter
	Local supply problem solved but Roche/Brazil cannot fill order in time due to lack of zinc.	
	Advertising re-started in August with 103 radio spots but halted again in Sept due to stock-out.	
Segura oral contraceptives*	Distributed 19,006 cycles of Segura in third quarter. *	
	Launch Segura and Femy in Encarnación and Ciudad del Este; 200 health providers attend.*	
	Medical detailers visit 1,064 health providers and 424 pharmacies.*	
	Branded Segura print advertising to health providers in two magazines and one newspaper.*	
Femy female condoms*	Distributed 2,237 Femy condoms in third quarter; sales begin strong, then slow down.*	
Multiple product promotion*	PROMESA is main sponsor of first ever Feria de Farmacias with stand (voted best stand), made 4 presentations and promoted VitalDía, Segura and Femy.*	
	Promote products at Congreso Nacional de Obstretas attended by 200 health providers.*	
	Promote products at training attended by 80 gynecologists.*	
	Promote products at reproductive health fair in Coronel Oviedo attended by 200.*	

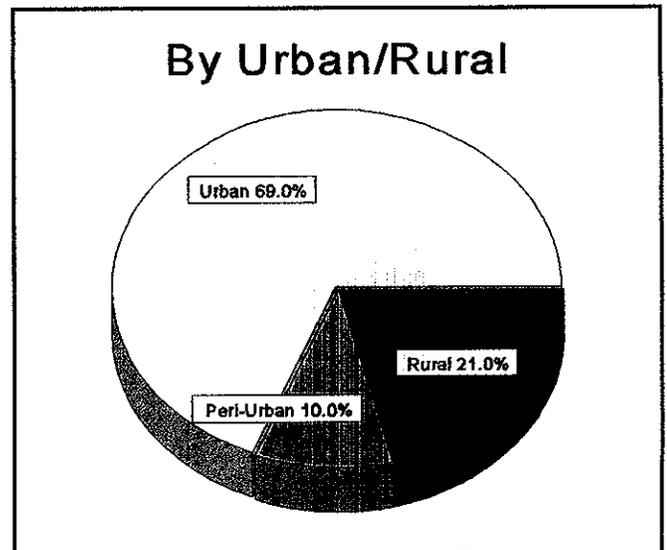
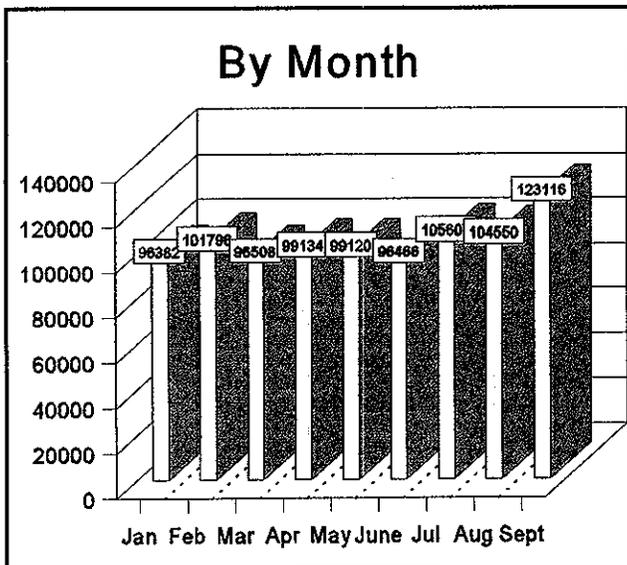
*Funding for these activities, although related to the condom social marketing project, came from non-USAID sources.

Breakdown of Pantera Sales, Jan.-Sept. 2001



Non-Traditional: Low Risk: Autoservicios, despensas, peluquerías, librerías, casa deporte, vendedores ambulantes, servicentros, supermercados. **Non-Traditional: High Risk:** Prostibulos, moteles, saunas, púbes, 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
IEC/Arte Y Parte		
Mini telenovelas "La Decisión de Nora" and "Villa Ko'eyú"	Telefuturo aired telenovelas (and PROMESA testimonials during breaks) nationally after highly-rated show "Menchi" for free. One telenovela obtains 43% rating and the other 32%.	
	Air telenovelas on cable TV in Guarambaré, San Pedro and Pedro Juan Caballero 3 times a day for one week.	
	Rysa bus company continues to show telenovelas on its bus routes nationwide.	
Generic IEC messages*	2,084 radio messages aired on 7 radio stations*	
	Aired messages at Expo Rural through Expo radio and TV.*	
	4 generic advertisements published in <i>El Popular</i> .	
Video shows presented by Mobile Video Unit (MVU)	42 MVU shows presented to 8,627 people in Alto Paraná, Boqueron, Caaguazú, Caazapá, Cordillera, Itapúa, Misiones and Presidente Hayes.	
Analyze cost-effectiveness of MVU shows	Total cost of MVU shows increased 4% from 2000 to 2001 but attendance increased by 70%. Cost per spectator dropped from \$1.62 to \$0.96 & cost per presentation from \$215 to \$189.	
Arte y Parte radio programs	25 programs developed and presented - 13 on Rock & Pop on 12 on Atyrá.	

Activities For The Reported Quarter	Results	Planned Activities For The Next Quarter
Arte y Parte high school presentations	67 presentations given in high schools for 4,030 youth.	
Analyze cost-effectiveness of Arte y Parte school workshops	The workshops in 2001 were less expensive than 2000 - \$97 per workshop instead of \$135. The total cost in 2001 was 18% less than 2000 even though the number of presentations increased from 113 to 124.	
Advice column in "Top Teen" magazine	<i>Pagina de Arte y Parte</i> appears in three issues of Top Teen.	Arte y Parte column will appear each month.
PROMESA in the media	Featured 30 times in TV, radio and print media.	
	PROMESA nutrition advisor interviewed weekly on "La Mañana de Cada Día" talking about nutrition and VitalDía.	

Institutional/Financial/Administration		
Recruit local executive director	Comisión Directiva interviews four candidates; selects Sonia Marchewka as new E.D.	
Search for follow-on USAID funding for PROMESA	PROMESA and CIRD continue to meet to discuss funding possibilities for PROMESA for IEC and Alianza but little progress is made.	
	PROMESA, PSI and CMS prepare detailed draft scope of work and budget for PROMESA institutional strengthening but USAID does not review it.	
	PSI/PROMESA counterpart contributions reach \$903,000, 36% of total USAID funding.	

Activities For The Reported Quarter	Results	Planned Activities For The Next Quarter
Sociedad anónima established	S.A. becomes official in July and gets permission to advertise in late August.	
	Negotiate termination agreements with 14 PROMESA employees who sign new contracts with S.A.	
Training of PROMESA staff	Two PROMESA staff attend workshop on lobbying.	
	2 Arte y Parte peer educators attend conference on youth policies.	
Contacts with prospective donors	Bergstrom-funded oral contraceptive project ends; new emergency contraception proposal submitted to Bergstrom Foundation.	
	PSI grants \$42,500 from Tosa Foundation for Arte y Parte.	
Research studies	ICA research agency does field work for reproductive health KAP.	
	IPOBE research agency selected to conduct multivitamin KAP.*	
	Receive final report of Consumer Profile Survey.	

Activities For The Reported Quarter	Results	Planned Activities For The Next Quarter
Promotion of Health Services (Alianza)		
Implement IEC plan at San Miguel	Deliver materials and assist in production of street banners, flyers and stickers.	
	Assist in organizing of high school workshops.	

Implement IEC plan at Coronel Bogado	Deliver materials and assist in organizing of high school workshops.	
Implement IEC plan at Boqeron		

Project Financial Information (estimated through Sept. 2001)

	Project Budget	Cumulative thru Sept. 30	Balance
Result 1: Sales and distribution	979,883	979,883	0
Result 2: Improved IEC services	798,219	798,219	0
Result 3: Sustainability	762,043	762,043	0
TOTAL	2,540,145	2,540,145	0

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 September 2001)**

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 Interna- 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 (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
Multivitamin social marketing	PSI	Jan-Dec 2001	\$65,825
Arte y Parte page in Top Teen magazine	Top Teen magazine	Jan-Sept 2001	\$4,659
Arte y Parte adolescent radio show (free air time)	Radio Rock & Pop	Jan-Sept 2001	\$7,290
Sales driver's salary	Sales revenues	July-Sept 2001	\$405
Sales commissions	Sales revenues	Jan-Sept 2001	\$37,759
Packaging/packers' salaries	Sales revenues	Jan-Sept 2001	\$12,796
Benefits	Sales revenues	July-Sept 2001	\$1,356
Sales travel expenses	Sales revenues	April-Sept 2001	\$5,716
Pantera advertising & promotion	Condom sales revenues	Jan-Sept 2001	\$9,233
Sales training	Condom sales revenues	Jan-Mar 2001	\$1,126
Pharmaceutical regent salary	Sales revenue	Jan-Sept 2001	\$761
Manufacture of VitalDía tablets	VitalDía sales revenues	Jan-Sept 2001	\$36,382
Purchase and launch of Femy	Pantera sales revenue	April-Sept 2001	\$8,676
IEC activities, including telenovela	Pantera sales revenues	April-Sept 2001	\$21,765
Social marketing of four products	PSI	July 2001-2002	\$100,000
Arte y Parte	Tosa Foundation	July 2001-2002	\$42,500
Pantera packaging	Pantera sales revenue	Aug 2001	\$443
Customs clearance of Duofem	Segura sales revenue	Aug-Sept 2001	\$2,238
Oral contraceptive social marketing	Conservation, Food and Health Foundation	August 2001- April 2002	\$20,000
Costs of creating sociedad anónima	Pantera sales revenue	Sept 2001	\$452
TOTAL			\$903,087