



**Year Nine Workplan  
October 2005 – September 2006  
Award Number HRN-A-00-97-00021-00**

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## I. LIST OF ACRONYMS

BCC	Behavior change communication
DOTS	Directly observed treatment
ICRW	International Center for Research on Women
IPC	Interpersonal communication
OI	Opportunistic infection
PMTCT	Preventing mother to child transmission
STI	Sexually transmitted infection
VCT	Voluntary counseling and testing

## **II. Year Nine: (October 2005 – September 2006)**

Population Services International (PSI) now has operating platforms in 64 countries. Of these, 21 countries are currently funded through AIDSMark. Fifty-one of PSI's programs include social marketing of branded condoms, while 16 deliver VCT services, 9 offer STI services or products, and 3 provide PMTCT services. All 64 of the countries where PSI is working incorporate behavior change communication campaigns.

In order to increase the impact of PSI's HIV/AIDS prevention activities, PSI's objectives during year nine of AIDSMark will be to:

- Summarize lessons learned during the AIDSMark project,
- Expand coverage of TRaC surveys and PSI's MAP project,
- Launch additional Delayed Debut campaigns,
- Support the development of new VCT programs, and
- Increase PSI's capacity, globally, to develop and implement high quality IPC programs.

During Year Nine, AIDSMark will focus on initiatives meant to evaluate and summarize the project to date. AIDSMark will also employ on-going strategies to reach the targets outlined above.

### **Focus Initiatives for Year 9**

#### **1) Lessons Learned**

The lessons learned project is ongoing and AIDSMark staff will continue to conduct background research and interviews with field and supporting staff to produce at least five additional lessons learned documents. As AIDSMark funding for many programs comes to an end, program evaluations will be carried out, the results of which will be incorporated into the lessons learned documents. As lessons learned documents are completed they will be posted on the AIDSMark website and will eventually be showcased during a stakeholder conference to be held in either 2006 or 2007.

#### **2) Research Support**

As it has done in the past, PSI research will continue to provide systematic literature reviews of the most current and updated HIV/AIDS epidemiological and programmatic findings as well as providing Tech Update services to the entire organization. With 2006 funding, AIDSMark, in addition to other PSI departments, will continue to enable PSI Research to achieve its goals and objectives. These include deepening the coverage of TRaC surveys, completing the 12 Social Marketing Research Series papers planned, as well as recruiting more trained and skilled researchers to PSI. Concept papers for Propensity Scoring, to improve evaluation, and Path Analysis, an analysis method to improve segmentation, are planned during the year. A series of "Lessons Learned" papers on Multi-Item Scales, MAP, TRaC and PSI's Dashboard analysis will also be developed and produced in 2006. More countries will be added to PSI's MAP project, with the ultimate goal of having achieved 100% coverage in PSI countries by 2007.

### **3) Address key behavioral constraints on a regional or global basis**

In 2006, five additional countries will launch the Delayed Debut campaign. These countries are: Rwanda, Cote D'Ivoire, Kenya, Cameroon, and the Central African Republic. All participating countries will continue to monitor and evaluate the campaign. Results from this research will be sent to AIDSMark where they will be analyzed and written up in a final report. In order to better disseminate information about, share lessons learned, and promote this campaign, AIDSmark will produce a CD-Rom that contains all final materials from all participating countries and all relevant M & E data analysis.

There is substantial country interest in another regional BCC campaign managed centrally by AIDSMark. Pending additional funding, AIDSMark will produce another regional mass media campaign.

### **4) Develop and replicate voluntary counseling and testing social marketing models**

AIDSMark will continue to support the development of VCT programs and expansion and growth of such programs. PSI hopes to launch new VCT programs in at least 3 countries in the next year and expand existing programs within countries to include innovative service delivery methods such as mobile, satellite and workplace VCT programs.

#### *Local capacity building in VCT*

Existing VCT programs are going to increase their work with local partner franchises and stakeholders to increase their ability to provide high quality VCT services in their communities. This will include franchise growth, training and support and implementation of innovative VCT programs such as provider-initiated counseling and testing. Social marketing campaigns will continue to focus on couples (especially discordant couples) and HIV+ clients.

AIDSMark will provide additional training and support to local staff to increase their ability to provide technical assistance throughout their regions. The HIV/AIDS Service Delivery Manager will establish and implement a strategic plan for VCT. Key to this plan is the development of locally based VCT experts through capacity building and training of local staff, in order to develop a more sustainable and economical model of VCT technical assistance.

#### *Information Sharing*

AIDSMark will develop tools and resources that will be shared through PSI's internal VCT toolkit and other internet based resources for VCT program managers to tap into. A Lessons Learned and best practice document will be developed, drawing from over 6 years of PSI VCT country experiences, and published for internal and external consumption. These documents will focus on successful tools used to operationalize VCT programs worldwide, including best practices such as social marketing of VCT, mobile VCT, franchising and integration of other health services to increase health impact. In addition, an internal PSI VCT newsletter will be created to facilitate information sharing.

### *Standardized tools and procedures*

AIDSMARK will provide technical assistance to the development of country program monitoring and evaluation tools, information systems and reporting mechanisms to improve these processes for internal and external reporting and data collection. This information will be used to ensure that all programs are using evidence based decisions in their programming and that programs are cost effective, and targeted to those who need them most. Information systems will also allow programs to follow up referrals to ensure that all clients access post test care and support (including TB DOTS, family planning, OI treatment, PMTCT and ART).

## **5) Interpersonal Communication (IPC)**

### *IPC Training*

AIDSMARK will develop an IPC training aimed at building local IPC capacity by giving PSI country program staff the skills needed to design IPC programs. The IPC toolkit, which was launched in 2005, will be the foundation of this training. The training will be pilot tested in two individual countries and rolled out on a regional basis in two separate geographical areas in 2006. Participants in the training will benefit by learning both how to design an IPC program from scratch and how to improve upon existing IPC program structure, activities, and message content.

### *AIDSMARK IPC Program Implementation*

AIDSMARK has developed two IPC programs. The Safe from Harm program was designed to increase and improve parent/child communication about sex and HIV AIDS, and can be implemented either as a stand-alone program or to complement the Delayed Debut Regional Campaign. The Trusted Partner IPC program was designed to improve adolescent risk perception, and is appropriate and relevant for implementation in countries regardless of whether they utilized the Trusted Partner Regional Campaign. This year, AIDSMARK will provide technical assistance for the roll out of these two programs in 5 countries. This may include assisting countries in finding funding to implement these programs.

### *IPC Technical Assistance*

AIDSMARK will also provide technical assistance and support as needed to countries currently implementing or that want to design IPC programs. Technical assistance may include conducting trainings, assisting with a pilot test, evaluating an existing IPC program, or improving monitoring and evaluation strategies.

## **6) Provide Enhanced Operational Support**

Operational support includes a gamut of activities including: providing support and guidance to programs that buy into the AIDSMARK mechanism; synthesizing, maintaining and reporting information about these projects to USAID; and facilitating consulting agreements and subprogram agreements with AIDSMARK partners. In the upcoming year the operations aspect of AIDSMARK will continue to provide field and donor support, including managing the close-out of AIDSMARK projects.

## **7) Develop Publications to Share with Partners and Donors**

The following AIDSMARK publications have been produced to date:

- AIDSMARK, Changing Behavior, Improving Lives

- Behavior Change Communication catalogue
- Cross-Generational Relationships in Kenya: Couples' Motivations, Risk Perception for STIs/HIV and Condom Use
- Cross-generational and Transactional Sexual Relations in Sub-Saharan Africa (in collaboration with ICRW)
- Dangerous Liaisons: Young women in cross generational relationships underestimate risk
- Delayed Debut Brochure
- Haiti country profile
- Honduras country profile
- India country profile
- IPC Toolkit on CD-rom
- Lubricant Social Marketing: Lessons Learned
- Malawi country profile
- Male Circumcision: Current Epidemiological and Field Evidence
- Mozambique country profile
- Multi-country study of Trusted Partners among youth: Eritrea, Tanzania, Zambia, and Zimbabwe
- Nigeria country profile
- Reasons for Non-use of Condoms in Eight Countries in sub-Saharan Africa
- Russia country profile
- The Social Marketing Approach to PMTCT
- Social Marketing and the Role of Faith-Based Organizations
- VCT Toolkit on CD-rom
- VCT Brochure

The following publications will be designed and published in the next year:

- Version 3 of BCC Catalogue
- Continued maintenance and update of AIDSMark website ([www.aidsmark.org](http://www.aidsmark.org))

### **III. PROGRAM MANAGEMENT**

John D. Berman- Senior Director

Kate Tempest – Deputy Director

Dvora Joseph- STI/HIV/AIDS Service Delivery Manager

Jessica Greene – Research and Policy Analyst

Sarah Wyss – Communications Advisor

Lisa Yokoyama – Operations Manager



Activity Number	Activity Location	Activity Name, Start and End Dates	Expected Results	Major Milestones in FY 2006	Current Project Budget Total	Partners
<b>GLOBAL/CORE PROJECTS</b>						
1	Global	Behavior Change Communication and Interpersonal Communication 06/01-9/07	Delayed sexual debut. Increase PSI's capacity to implement IPC programming.	5 additional countries launch the delayed debut campaign. Conduct 2 IPC trainings.	Part of Core	
2	Global	Lessons Learned 4/05-9/07	Create AIDSMark lessons learned documents.	Interview PSI field and headquarters employees, review final reports, and analyze achievement of expected outcomes.	Part of Core	PATH, ICRW, MSH, FHI, JHPIEGO, PSI/Global
3	Global	Operational models for VCT 10/01-9/07	Encourage rapid scaling up of programs	Use models developed for delivery and promotion of VCT in PEPFAR countries.	Part of Core	
4	Global	Research Support 888 6/03-9/07	Evidence-based programming.	Complete 12 Social Marketing Research Series papers Expand Project MAP to additional countries.	Part of CORE	
5	Central Asian Republics	Evidence Based Behavior-change Targeting IDUs (Operation EBB TIDE) 8006 3/04-9/06	Increased Informed Demand for key safer behaviors, including, safe injecting behavior and safer sexual behavior. Increased awareness of branded BCC campaign "Clean Living" for the prevention of HIV	Develop module addressing SM techniques in BCC for IDUs Targeted campaign implemented with available and appropriate target media (posters, IEC materials, etc)	\$199,987	

Activity Number	Activity Location	Activity Name, Start and End Dates	Expected Results	Major Milestones in FY 2006	Current Project Budget Total	Partners
<b>REGIONAL PROJECTS</b>						
6	Central America	STI/HIV/AIDS Prevention in Central America 872 8/02-9/06 Belize, Costa Rica, El Salvador, Guatemala, Nicaragua, Panama	Reduced risk through the use of condoms by CSWs and MSM Reduced risk through change in sexual behavior Improved access to condoms in terms of availability and affordability		\$5,083,000	PASMO
7	Eastern Europe	Southeastern Europe Regional Project "RiskNet" 865 2/02-10/05 Bosnia and Herzegovina, Bulgaria, Croatia, Romania and Macedonia	Improved local capacity to implement effective HIV and STI prevention interventions and services Increased informed demand among target groups for safer sexual behavior information and risk/harm reduction services. Improved inter-country regional cooperation on HIV and STI-prevention	Explore cross border opportunities NGOs implement cross-border targeted activities	\$1,959,145.00	

Activity Number	Activity Location	Activity Name, Start and End Dates	Expected Results	Major Milestones in FY 2006	Current Project Budget Total	Partners
<b>AFRICA</b>						
8	Angola	AIDSMARK follow-on Program for AIDS Prevention in Angola 838 10/00-1/06	Increased access to condoms  Increased informed demand for condoms  Increased awareness and acceptance for delay of sexual debut and reduction in partners  Increased informed demand for VCT	Open new outlets and create agreements with existing distribution channels.  Branded and non-branded marketing activities.  Create and distribute BCC materials.	\$8,200,210	The US Angola Chamber of Commerce  CDC, Nike  UNICEF
9	Burundi	Condom Social Marketing for AIDS Prevention 864 10/01-12/06	Increased access to condoms  Increase demand for condoms  Strengthen foundations for sustainability	Strengthen nationwide distribution by opening new outlets, purchasing vehicles and reinforcing staff capacity  Promote Prudence (new positioning) in youth-friendly outlets, and include abstinence and fidelity messages in campaign	\$2,500,000	
10	Lesotho	VCT Activities 898 1/04-12/05	Increased access to high-quality VCT services in Lesotho  Improve knowledge, attitudes, and beliefs related to VCT among priority target groups	Provide mobile VCT services to outlying areas  Promotion and advertising of the services of the three model VCT centers will include television, radio, print and outdoor media.	\$1,617,723	
11	Malawi	Improving Health in Malawi through Social Marketing 869 4/02-3/07	Increased access for & demand to ITNs and retreatment  Improved access to reproductive health information to school aged children.  Increase the adoption and appropriate use of quality maternal and child survival products  Improved perception of condoms  Increased personal risk perception  Increased informed demand for ORS among mother/caregivers		\$6,767,415	KfW, UNICEF  PSI program income

Activity Number	Activity Location	Activity Name, Start and End Dates	Expected Results	Major Milestones in FY 2006	Current Project Budget Total	Partners
12	Namibia 8013	Voluntary Counseling and Testing Programs in Namibia 6/04-5/06	VCT services offered in government hospitals developed and improved.	Hire VCT expert.  Purchase HIV testing kits.	\$330,000	CDC  MoHSS
13	Nigeria 8015	Safe Water Systems/PMTCT Project 7/04 - 12/05	Reduced diarrheal incidence among pregnant women and nursing moms  Increased informed demand of SWS and knowledge of hygienic practices among families with children under 5 years of age  Increased access to SWS	Peer educators distribute WaterGuard to research groups and educate them on SWS  Develop, pretest and print branded IEC brochures on benefits of SWS and hygienic practices	\$495,000	
14	Rwanda 8017, 8019	Military Mobile VCT and HIV Prevention with Prisoners 9/04-12/05	Promoting and providing mobile VCT services to 7,000 servicemen who do not have access to VCT centers  Increase awareness of HIV/AIDS, adoption of safer sexual behaviors, and condom accessibility and usage among current and recently released prisoners.	Conduct outreach and mobile VCT visits in military camps and ingandos  Design, produce, and distribute IEC materials targeting current/ex prisoner population	\$520,000	
15	South Africa 8027	Corridors of Hope Activities in Border Town 10/04-12/06	Increased fidelity among married truckers.  Increased consistent use of condoms in high-risk groups.	Faithfulness messages will be delivered through promotional events, educational events, IPC activities.  Increasing accessibility of condoms in non-traditional outlets and opening new outlets in petro stations	\$300,000	Center for Positive Care  SHARP
16	Uganda 8023	Reduction in HIV Incidence 10/04-10/05	Increased motivation of target populations to adopt safer sexual behaviors  Increased ability of target populations to adopt safer sexual behaviors	Increase percentage of prostitutes, IDPs and the Military who believe that they can avoid HIV by reducing partners and/or using condoms consistently and correctly.  Increase the percentage of females aged 15-19 who believe they can refuse sex.	\$4,002,500	

Activity Number	Activity Location	Activity Name, Start and End Dates	Expected Results	Major Milestones in FY 2006	Current Project Budget Total	Partners
<b>ASIA</b>						
17	China	Social Marketing of Targeted HIV/AIDS Prevention Products and Services 8005 6/03-3/06	<p>Increase body of client research.</p> <p>Increase community support</p> <p>Increase capacity of PSI affiliates to implement drug risk reduction programs.</p> <p>Increased access to quality HIV risk reduction products and services</p> <p>Increased comprehensive and correct knowledge about HIV/AIDS</p> <p>Increased capacity to implement social marketing interventions for HIV/AIDS prevention</p>	<p>Conduct targeted assisted sales campaign</p> <p>Conduct peer education for DIC</p> <p>Conduct peer education in Honghe</p> <p>Develop &amp; conduct campaign impact surveys</p>	\$385,000	Womens Development Center (WDC NGO); Yunnan Police Narcotics Bureau (PSB); Jiminy Wholesaler; DKT International; CDC Guangxi; CDC Dongxing; Maternal and Child Hospital-Mengzi
18	India	Operation Lighthouse: A Port-Based STI/HIV/AIDS Intervention in India 845 1/01 – 12/05	<p>Increased knowledge of and demand for STI/HIV/AIDS prevention products and services</p> <p>Improved access to high quality STI/HIV/AIDS prevention products and services</p> <p>Improve environment for sustainable STD/HIV/AIDS programs, products and services</p>	<p>Obtain Final HIV/AIDS Workplace Policy from Ministry of Shipping and implement at ports</p> <p>Launch mobile clinics in Kolkata/Haldia</p> <p>BCC mass media campaign in Mumbai</p> <p>2nd phase mystery client study of all clinics</p> <p>Implement intensive RLD client intervention program in Mumbai</p>	\$15,000,000	
19	India	Safe Water Systems, a pilot project 891 7/03-12/05	<p>Increased stakeholder understanding of drinking water practices and their health impact in participating communities</p> <p>Increased community involvement in the prevention and management of diarrheal diseases</p> <p>Improved health behavior and increased demand related to the prevention and management of diarrhea in participating communities</p> <p>Improved access to ORS and Safewat in participating communities</p>	<p>Mobile Video Shows</p> <p>Street Theater</p> <p>Water Source Improvements</p>	\$400,000	Government of Uttaranchal, EHP, IntraHealth, IntraClen

Activity Number	Activity Location	Activity Name, Start and End Dates	Expected Results	Major Milestones in FY 2006	Current Project Budget Total	Partners
<b>EASTERN EUROPE</b>						
20	Russia	Child Survival 859 4/01-12/05	Increased availability of and accessibility to condoms in Samara	<i>Favorite</i> launched  Events promoted Videos developed and integrated to 25 AIDS centers	\$4,250,000	

Activity Number	Activity Location	Activity Name, Start and End Dates	Expected Results	Major Milestones in FY 2006	Current Project Budget Total	Partners
<b>LATIN AMERICA</b>						
21	Haiti 8026	HIV Prevention and Positive Living in Haiti 12/04-12/05	Increased risk perception.  Knowing one's HIV status through voluntary counseling and testing (VCT).	Supporting IPC activities that will empower youth to protect themselves.  Train of peer educators in the benefits of VCT.	\$628,133	
22	Honduras 878	HIV/AIDS Prevention Social Marketing Program in Honduras 10/00-12/05	Direct condom marketing operations sustainable.  Reduced risky sexual behavior  Improved access to affordable condoms	Vivemovil operational and running promotions in Garifuna communities  BSS survey	\$2,072,149	PASMO  FHI
23	Mexico 890	AIDSMARK/PASMO Mexico Condom Social Marketing 7/03-3/06	Increased risk perception by target groups.  Increased knowledge and motivation for healthier behaviors.  Condoms available in more high risk outlets.  Increased HIV testing by MSM and CSW being performed by MoH increased.  Institutional capacity for implementing BCC and CSM increased.	Implementation of IPC activities.  Launch VIVE condom line.  Workshop on BCC best practices.	\$1,725,000	PASMO  National Center for the Prevention and Control of AIDS  (CENSIDA)

Activity Title	Activity Scope	Activity Identifiers	Intervention	Target Groups	Expected Outputs/Outcomes	Planned Indicators	USAID Budget and FY Obligation	Partners	Monitoring and Evaluation	Activity Rational	Country Representative
<b>CORE/GLOBAL</b>											
Behavior Change Communication	Global	Activity Number: 1 Start Date: 6/01 End Date: 9/07	Behavior Change Communication Campaign	Youth in Eastern and Southern Africa	<b>Outputs:</b> A. Develop a regional BCC campaign B. Pre-test campaign C. Disseminate HIV/AIDS BCC catalogue D. Develop lessons learned document <b>Outcomes:</b> 1. Sustained behavior change leading to safer sexual behavior.	<b>Output Indicators:</b> a. BCC campaign developed b. Campaign pre-tested c. Catalogue disseminated d. Lessons learned document developed <b>Outcome Indicators:</b> 1.1 % increase in reported condom use at last sex 1.2 % increase in target group who know that delaying sexual debut decreases chance of getting HIV 1.3 % increase in target group who can cite 3 methods of HIV transmission	<b>USAID Budget:</b> \$851,275 (part of core) <b>Cumulative Obligation to Date:</b> \$851,275	ScanAd	Use a regional behavior change communication campaign to facilitate real and sustained behavior change among youth in east and southern Africa.	Develop communications strategies that address common behavioral constraints within regions or larger geographic areas.	John Berman (202) 785-0072 jberman@psi.org
Lessons Learned	Global	Activity Number: 2 Start Date: 4/05 End Date: 9/07	Capacity building	USAID, PSI, NGO community	<b>Outputs:</b> A. Lessons Learned documents <b>Outcomes:</b> 1. Increased knowledge among cooperating agencies on implementation of HIV/AIDS prevention grants.	<b>Output Indicators:</b> a. Lessons learned papers written, printed, and distributed b. Partners forum held at close of project. <b>Outcome Indicators:</b> 1.1 # of lessons learned papers distributed.	<b>USAID Budget:</b> \$200,000 <b>Cumulative Obligation to Date:</b> \$50,000	FHI, ICRW, MSH, PATH		To summarize AIDSMark lessons learned through implementation and management of over 140 projects.	John Berman (202) 785-0072 jberman@psi.org
Operational Models for VCT and MTCT	Global	Activity Number: 3 Start Date: 10/01 End Date: 9/07	Voluntary Counseling and Testing (VCT) and Preventing Mother to Child Transmission (PMTCT) models developed	N/A	<b>Outputs:</b> A. Develop operational models and guidelines to rapidly scale up implementation of VCT and PMTCT programs <b>Outcomes:</b> 1. PSI field platforms will use models to integrate VCT and PMTCT services	<b>Output indicators:</b> a. Models developed <b>Outcome indicators:</b> 1.1 Implementation of: X # of VCT programs X # of MTCT programs	Part of core		N/A	To encourage rapid scaling up of programs, appropriate VCT and MTCT models and guidelines must be developed for use by country platforms.	John Berman (202) 785-0072 jberman@psi.org Dvora Joseph (202) 785-0072 djoseph@psi.org



Activity Title	Activity Scope	Activity Identifiers	Intervention	Target Groups	Expected Outputs/Outcomes	Planned Indicators	USAID Budget and FY Obligation	Partners	Monitoring and Evaluation	Activity Rational	Country Representative
Research Support	Global	Activity Number: 4 Start Date: 6/03 End Date: 9/06	Research	N/A	<p><b>Outputs:</b> Assist with research studies carried out by consultants and partners, including: ABC study, Male circumcision study, Cross-generational sex study, Nevirapine packaging study</p> <p>B. Conduct a systematic review of all M&amp;E components from AIDSMark programs to date</p> <p>C. Create the Box Score, a set of internationally comparable indicators of social marketing performance designed for decision-making by PSI senior managers</p> <p><b>Outcomes:</b> 1. Improved monitoring and evaluation practices.</p>	<p>A. <b>Output Indicators:</b> a. Research studies conducted b. Review of M&amp;E components conducted c. BoxScore created</p> <p><b>Outcome Indicators:</b> 1.1 Monitoring and evaluation indicators updated after systematic review</p>	<p><b>USAID Budget:</b> \$1,008,589 (part of core)</p> <p><b>Cumulative Obligation to Date:</b> \$1,008,589</p>	PATH ICRW	N/A	Define and measure social marketing performance and assist in knowledge management, technical assistance, and analysis.	John Berman (202) 785-0072 jberman@psi.org
Evidence Based Behavior-change Targeting IDUs (Operation EBB TIDE)	Central Asian Republics	Activity Number: 5 Start Date: 3/04 End Date: 9/06	Condom Social Marketing IEC/BCC/BCI	Injection-Drug Users	<p><b>Outputs:</b> A. Translate questionnaire into regional languages B. Write report utilizing information and key analytical findings from tracking surveys and program reports C. Develop/adapt draft modules on topics identified through research</p> <p><b>Outcomes:</b> 1. Increased informed demand for key safer behaviors, including, safe injecting behavior and safer sexual behavior 2. Improved access to Favorite condoms. 3. Increased awareness of branded BCC campaign "Clean Living" for the prevention of HIV</p>	<p><b>Output Indicators:</b> a. Questionnaire translated b. Report written c. Draft modules developed and adapted</p> <p><b>Outcome Indicators:</b> 1.1 Increased % of IDUs who report that sharing injecting equipment (needles/syringes) increases the likelihood of HIV/AIDS transmission 2.1 # of Favorite condoms sold by outreach workers and gatekeepers or distributed free of charge 3.1 Increased % of IDUs that have ever heard of 100% Clean program.</p>	<p><b>USAID Budget:</b> \$199,987</p> <p><b>Cumulative Obligations to Date:</b> \$199,987</p> <p><b>FY 2005 Obligations:</b> \$0</p> <p><b>FY 2006 Budget:</b> \$138,194</p>		Program records/MIS, mapping/DS, Tracking surveys	To reduce HIV incidence among IDUs in model sites (tentatively Osh and Bishkek, Kyrgyzstan) in Central Asia.	Marty Bell 011-7-3272-93-96-13 mbell@psi.kz

Activity Title	Activity Scope	Activity Identifiers	Intervention	Target Groups	Expected Outputs/Outcomes	Planned Indicators	USAID Budget and FY Obligation	Partners	Monitoring and Evaluation	Activity Rational	Country Representative
<b>REGIONAL</b>											
STI/HIV/AIDS Prevention in Central America	REGIONAL: <b>Central America</b> Belize, El Salvador, Guatemala, Nicaragua, Panama	Activity Number: 6 Start Date: 8/02 End Date: 9/06	Condom Social Marketing IEC/BCC/BCI	Commercial sex workers, Garifuna, Men who have sex with men, Military, People living with HIV/AIDS, Prisoners, Youth	<b>Outputs:</b> A. Strengthen local infrastructures B. Develop and distribute point of sale materials C. Hire and train additional staff for increased BCC activities <b>Outcomes:</b> 1.1 Risk Reduction measured by increased use of protection by CSWs and MSM 2.1 Risk Reduction measured by safer sexual behavior 3.1 Improved access to condoms in terms of availability & affordability 4.1 Improved regional capacity for sustaining HIV/AIDS social marketing efforts through institutional development and minimizing financial vulnerability	<b>Output Indicators:</b> a. Local infrastructure strengthened b. Point of sale materials developed and distributed c. Additional staff hired and trained <b>Outcomes Indicators:</b> 1.1 % of MSM reporting using condoms in the last sex act with all partners (male and female) 2.1 % of CSWs reporting that during the last month they had vaginal sex without using a condom 3.1 % of MSM reporting that condoms are not expensive 4.1 # of NGO partners demonstrating improved institutional capacity scores over 2002 baseline -- Guatemala, El Salvador, Nicaragua, Panama	<b>USAID Budget:</b> \$5,083,000 <b>Cumulative Obligation to Date:</b> \$5,083,000 <b>FY 2005 Obligations:</b> \$0 <b>FY 2006 Budget:</b> \$183,000	PASMO	KAP, sales report, MIS, distribution surveys, BSS, CSWs & MSM behavioral surveillance surveys	Decrease the incidence of HIV in Central America through behavior change communication leading to safer sexual behavior.	Michael Holscher 011-504-557-8099 mholscher@pasamo.com.gt
Southeastern Europe Regional Project "Risk Net"	Regional: <b>SE Europe</b> Bosnia-Herzegovina, Bulgaria, Croatia, Macedonia, and Romania	Activity Number: 7 Start Date: 2/02 End Date: 10/05	Workshops/ Conferences Human Capacity Building Development of HIV/AIDS materials and guidelines (non M & E)	Injection-Drug Users, NGOs, PVOs	<b>Outputs:</b> A. Review existing BCC brochures and determine if they need to be replaced B. Outreach workers continue to administer gatekeeper pre-and post tests C. Provide quarterly installments of small grants to partner NGOs for RiskNet implementation <b>Outcomes:</b> 1. Improved local capacity to implement effective HIV and STI prevention interventions and services 2. Increased informed demand among target groups for safer sexual behavior information and risk/harm reduction services 3. Improved inter-county regional cooperation on HIV and STI prevention	<b>Output Indicators:</b> a. BCC brochures reviewed b. Outreach workers administered tests c. Small grants provided <b>Outcome Indicators:</b> 1.1 STI Diagnosis and Treatment: # of people served 2.1 # of new clients attending drop-in centers referred by "gatekeepers" 3.1 # of local staff exchanges between countries (Study Trips)	<b>USAID Budget:</b> \$1,959,145 <b>Cumulative Obligation to Date:</b> \$1,959,145 <b>FY 2005 Obligation:</b> \$600,000 <b>FY 2006 Budget:</b> \$80,200		Each month, partner NGOs will be obligated to submit a monthly progress report. Each quarter, a financial report is required following PSI contract guidelines. The Administrative and Finance Officer at PSI Romania will verify the financial reports	Regional HIV and STI prevention and sexual health promotion program.	Jim Ayers 011-4021-230-7225 jayers@psi.ro

Activity Title	Activity Scope	Activity Identifiers	Intervention	Target Groups	Expected Outputs/Outcomes	Planned Indicators	USAID Budget and FY Obligation	Partners	Monitoring and Evaluation	Activity Rational	Country Representative
<b>AFRICA</b>											
The AIDSMark Follow-on Program for AIDS Prevention in Angola	Angola	Activity Number: 8 Start Date: 10/00 End Date: 1/06	Condom Social Marketing IEC/BCC/BCI Voluntary Counseling and Testing (VCT)	Commercial sex workers, Injection-Drug Users, Truckers, Youth	<b>Outputs:</b> A. Establish partnerships to set up CBD of condoms B. Develop and implement non-branded mass media campaign to address the three key barriers to condom use C. Work with FBOs and schools to develop and implement youth-targeted IPC activities to increase awareness and acceptance of delayed sexual debut as an effective means of AIDS prevention D. Incorporate promotion of VCT services into IPC activities implemented by partners <b>Outcome:</b> 1. Increased access to condoms 2. Increased informed demand for condoms 3. Increased awareness and acceptance of delayed sexual debut and reduction in the number of sexual partners 4. Increased informed demand for VCT services	<b>Output indicators:</b> a. # of partnerships established b. Mass media campaign developed and implemented c. # of partnerships established d. Promotion of VCT services incorporated into IPC activities <b>Outcome indicators:</b> 1.1 Increase % of bars and pensao selling Legal in the target provincial capitals from 0 to 50% 2.1 Increase % of Luandan CSWs who believe they are at risk for HIV/AIDS from 66% to 85% 3.1 Increase % of 15-24 year olds from Luanda, Huila, Huambo, Cabinda & Benguila who cite abstinence and delaying sexual debut as an acceptable and effective means of protection against HIV infection 4.1 Increase # of 15-24 year olds who know where they can obtain VCT services	<b>USAID Budget:</b> \$8,200,210 <b>Cumulative Obligation to Date:</b> \$7,285,000 <b>FY 2004 Obligations:</b> \$200,000 <b>FY 2005 Budget:</b> \$1,597,322	The United States-Angola Chamber of Commerce CDC Nike UNICEF	Baseline and follow up KAP surveys among the chief target groups of CSWs and youth, distribution surveys, sales reports will be used to verify the output indicators	To reduce HIV incidence in Angola by increasing safer sexual behavior among high-risk groups.	Louisa Norman 011-244-2-443-843 louisa@psiangola.org
Condom Social Marketing for AIDS Prevention in Burundi	Burundi	Activity Number: 9 Start Date: 10/01 End Date: 12/06	Condom Social Marketing IEC/BCC/BCI	Clients of sex workers, Commercial sex workers, Injection- drug users, Youth	<b>Outputs:</b> A. Development of annual marketing plans by PSI/Burundi staff B. Conduct regular pre & post testing of communications materials <b>Outcomes:</b> 1. Increased access to condoms 2. Increased informed demand for condoms 3. Increased knowledge and risk perception 4. Strengthened sustainability of PSI/Burundi	<b>Output Indicators:</b> a. Annual marketing plans developed b. Pre and post testing conducted. <b>Outcome Indicators:</b> 1.1 % of target population report Prudence are; a) easy to find, and b) affordable 2.1 % among all target population believe they would be at risk for HIV/AIDS if they did not use condoms correctly and consistently 3.1 % of the target populations that believes they would be at increased risk for HIV infection if they have multiple sexual partners 4.1 # of staff trained in marketing, communications and distribution.	<b>USAID Budget:</b> \$2,500,000 <b>Cumulative Obligation to Date:</b> \$2,500,000 <b>FY 2005 Obligations:</b> \$0 <b>FY 2006 Budget:</b> \$500,000	REDSO APECOG PNLS ABUBEF GIPA	PRISSM, pre-test BCC materials, pre and post test studies, distribution survey, KAP.	To support the Government's Strategic Plan to prevent HIV transmission through increased safer sexual behavior.	Isabelle Walhin 011-257-2-29466 iwalhin@psiburundi.org

Activity Title	Activity Scope	Activity Identifiers	Intervention	Target Groups	Expected Outputs/Outcomes	Planned Indicators	USAID Budget and FY Obligation	Partners	Monitoring and Evaluation	Activity Rational	Country Representative
Social Marketing of Voluntary Counseling and Testing in Lesotho	Lesotho	Activity Number: 10 Start Date: 1/04 End Date: 12/05	Voluntary Counseling and Testing (VCT) IEC/BCC/BCI	Adults, Mobile populations, Youth	<b>Outputs:</b> A. Formative qualitative research completed B. VCT Brand selected C. VCT site assessment conducted <b>Outcomes:</b> 1. Increased access to high quality VCT services in Lesotho 2. Improved knowledge, attitudes, and beliefs related to VCT among priority target groups 3. Strengthened referral network for VCT clients in Lesotho	<b>Output Indicators:</b> a. Research conducted b. Brand selected and used c. Site assessments completed <b>Outcome Indicators:</b> 1.1 Three integrated VCT sites established in year one of the project. One stand alone site established by EOP. 2.1 Increase from X% to Y% in the percentage of young people 15 – 24 in Lesotho who say they would be interested in being counseled and tested for HIV 3.1 30% of all clients and 90% of HIV positive clients receive and accept a referral for follow up services	<b>USAID Budget:</b> \$1,617,723 <b>Cumulative Obligation to Date:</b> \$1,617,723 <b>FY 2005 Obligations:</b> \$0 <b>FY 2006 Budget:</b> \$125,880	Ministry of Health	MIS, client intake form, client satisfaction surveys, site assessments, focus groups discussions, mystery client surveys, KAP surveys	Increased use of high quality VCT services by priority target groups in Lesotho.	Daniella Fanarof 011-266-22-326-825 dfanarof@psi.co.ls

Activity Title	Activity Scope	Activity Identifiers	Intervention	Target Groups	Expected Outputs/Outcomes	Planned Indicators	USAID Budget and FY Obligation	Partners	Monitoring and Evaluation	Activity Rational	Country Representative
Improving Health through Social Marketing in Malawi	Malawi	Activity Number: 11 Start Date: 4/02 End Date: 3/07	Condom Social Marketing IEC/BCC/BCI Insecticide-Treated Nets (ITN) Oral Rehydration Salts (ORS)	Children under 5, Pregnant women, Youth	<b>Outputs:</b> A. Establish relationships with schools nationwide through Youth Alert! program (HIV/AIDS) B. Distribute ITNs in rural areas through under-five and ante-natal clinics C. Procure additional ORS sachets <b>Outcomes:</b> 1. Increased personal risk perception for HIV/AIDS 2. Improved access to reproductive health information for school aged youth 3. Improved perception of condoms 4. Sustained high access to condoms 5. Increased access to ITNs and retreatment 6. Increased demand for ITN treatment 7. Increase the adoption and appropriate use of quality maternal and child survival products 8. Increased informed demand for ORS/ORT among mothers/ caregivers	<b>Output Indicators:</b> a. Relationship with schools established b. ITNs distributed c. ORS sachets procured <b>Outcome Indicators:</b> 1.1% of male and female youth (ages 14-25) who believe that healthy-looking individuals can transmit HIV 2.1 % of male and female secondary school pupils who believe that they can get infected with HIV from a single sexual act 3.1 % of male and female youth (15-24) who believe that condoms are effective in preventing HIV 4.1 % of youth who "could get a condom if the wanted to." 5.1 Increase % of commercial sector outlets with ITNs 6.1 Increase of mothers owning a net know how often to retreat it 7.1 % of mosquito nets reportedly treated more than once 8.1 % of mothers who can correctly	<b>USAID Budget:</b> \$6,767,415 <b>Cumulative Obligation to Date:</b> \$6,767,415 <b>FY 2005 Obligations:</b> \$0 <b>FY 2006 Budget:</b> \$75,120	KfW UNICEF PSI program income	KAP surveys, distribution surveys, sales report	Improve overall health status through social marketing by increasing the use of effective and sustainable responses to reduce HIV transmission and mitigate the impact of HIV/AIDS; also, increase the adoption and appropriate use of quality maternal and child survival products (ITNs & ORS)	John Justino 011-265-1-677-345 jjustino@psimalawi.org
Voluntary Counseling and Testing Programs in Namibia	Namibia	Activity Number: 12 Start Date: 6/04 End Date: 5/06	Voluntary Counseling and Testing (VCT)		<b>Outputs:</b> A. Hire an international expert to support development and expansion of VCT services B. Purchase furniture, equipment, and provide travel allowances C. Purchase HIV testing kits D. Promote New Start VCT Centers <b>Outcomes:</b> 1. VCT services offered in government hospitals developed and improved	<b>Output Indicators:</b> a. Expert hired b. Furniture and equipment purchased, travel allowances provided c. HIV testing kits purchased d. New Start VCT Centers promoted <b>Outcome Indicators:</b> 1.1 Number of clients served at government VCT centers	<b>USAID Budget:</b> \$330,000 <b>Cumulative Obligation to Date:</b> \$330,000 <b>FY 2005 Obligations:</b> \$0 <b>FY 2006 Budget:</b> \$244,180	CDC, MoHSS	KAP	Provide voluntary counseling and testing facilities in Namibia in order to spur a positive behavior change.	Libet Maloney 011-264-61-244-936 libet.maloney@SMA.org.na

Activity Title	Activity Scope	Activity Identifiers	Intervention	Target Groups	Expected Outputs/Outcomes	Planned Indicators	USAID Budget and FY Obligation	Partners	Monitoring and Evaluation	Activity Rational	Country Representative
Safe Water System - Preventing Mother to Child Transmission Project	Nigeria	Activity Number: 13 Start Date: 7/04 End Date: 12/05	IEC/BCC/BCI Safe Water Systems	Children under 5 and Pregnant women	<p><b>Outputs:</b></p> <p>A. Peer educators distribute WaterGuard to research groups and educate them on SWS</p> <p>B. Develop, pretest and print branded IEC brochures on benefits of SWS and hygienic practices</p> <p>C. Hire and train 6 canvassers in both target sites who will work with detailers to distribute WaterGuard.</p> <p><b>Outcomes:</b></p> <p>1. Reduced diarrheal incidence among pregnant women and nursing moms</p> <p>2. Increased informed demand of SWS and knowledge of hygienic practices among families with children under 5 years of age</p> <p>3. Increased access to SWS</p>	<p><b>Output Indicators:</b></p> <p>a. WaterGuard distributed to research groups</p> <p>b. Branded IEC brochures developed, pretested, and printed</p> <p>c. Canvassers hired and trained.</p> <p><b>Outcome Indicators:</b></p> <p>1.1 Number of pregnant women and nursing moms treating diarrheal diseases decrease by X%</p> <p>2.1 X% of pregnant women can cite two benefits of SWS</p> <p>3.1 Number of distributors selling SWS.</p>	<p><b>USAID Budget:</b> \$495,000</p> <p><b>Cumulative Obligation to Date:</b> \$495,000</p> <p><b>FY 2005 Obligations:</b> \$0</p> <p><b>FY 2006 Budget:</b> \$80,490</p>	CDC	Media impact survey, Nigerbus intervention sentinel survey, distribution survey	Reduction of diarrheal disease by increased informed demand for safe water systems.	Bright Ekweremadu 011-234-9-524-0831 bekweremadu@sfnigeria.org
Military Mobile VCT and HIV Prevention with Prisoners	Rwanda	Activity Number: 14 Start Date: 9/04 End Date: 12/05	Condom Social Marketing, IEC/BCC/BCI, Voluntary Counseling and Testing (VCT)	Military, Prisoners	<p><b>Outputs:</b></p> <p>A. Identify and train peer educators in community-based distribution of condoms</p> <p>B. Strengthen existing VCT referral system</p> <p>C. Design and air radio spot promoting VCT among military personnel</p> <p><b>Outcomes:</b></p> <p>1. Increase knowledge on HIV transmission.</p> <p>2. Increased VCT by military personnel.</p>	<p><b>Output Indicators:</b></p> <p>a. Peer educators selected and trained.</p> <p>b. VCT referral system strengthened</p> <p>c. VCT promotional materials produced.</p> <p><b>Outcome Indicators:</b></p> <p>1.1 Percent of current/ex prisoners aged 15–24 who both correctly identify ways of preventing the sexual transmission of HIV and who reject major misconceptions about HIV transmission</p> <p>2.1 Percent of active military personnel aged 18–49 receiving HIV test results in the last 12 months</p>	<p><b>USAID Budget:</b> \$520,000</p> <p><b>Cumulative Obligation to Date:</b> \$520,000</p> <p><b>FY 2005 Obligations:</b> \$0</p> <p><b>FY 2006 Budget:</b> \$39,730</p>	CNLS, ICRC, MININTER, MINALOC, MINIJUST, MIGEPROF, National Unity and Reconciliation Committee, Demobilization Committee, ARBEF	Baseline survey,	To increase awareness of HIV/AIDS, adoption of safer sexual behaviors, and condom accessibility and usage among current and recently released prisoners	Camilla Buch Larsen 011-250-503-481 camilla@psirwanda.org

Activity Title	Activity Scope	Activity Identifiers	Intervention	Target Groups	Expected Outputs/Outcomes	Planned Indicators	USAID Budget and FY Obligation	Partners	Monitoring and Evaluation	Activity Rational	Country Representative
Corridors of Hope Activities in Border Towns	South Africa	Activity Number: 15 Start Date: 10/04 End Date: 12/06	Condom Social Marketing, IEC/BCC/BCI, STI Treatment	Migrant Labor, Taxi and Truck Drivers, Vulnerable Women, Youth	<b>Outputs:</b> A. School visit programs will engage students through music and entertainment, blending these with HIV/AIDS prevention messages emphasizing abstinence and delayed debut B. Increasing accessibility of condoms in non-traditional outlets and opening new outlets in petrol stations. <b>Outcomes:</b> 1. Increased delayed debut of youth. 2. Informed demand for male condoms increased	<b>Output Indicators:</b> a. School programs conducted b. Condoms sold in petrol stations. <b>Outcome Indicators:</b> 1.1 Percent of youth reporting at least one sexual encounter in the past year. 2.1 % increase in target pop. that used a condom at last sex.	<b>USAID Budget:</b> \$3000,000 <b>Cumulative Obligation to Date:</b> \$300,000 <b>FY 2005 Obligations:</b> \$0 <b>FY 2006 Budget:</b> \$200,000			Promote safer sexual behavior among high risk target populations in the South African border towns of Mussina, Ladybrand and Ficksburg by making them aware of effective HIV/AIDS prevention strategies.	Katie Schwarm 011-27-11-484-5320 katie@sfh.co.za
Reduction in HIV Incidence	Uganda	Activity Number: 16 Start Date: 10/04 End Date: 10/05	Condom Social Marketing, IEC/BCC/BCI	Commercial sex workers, Internally displaced people, Military, Youth	<b>Outputs:</b> A. Peer education with wives of UPDF members. B. Distribution of targeted IEC materials to reinforce peer educator messages. C. Radio talk show programs will reach IDPs in camps to deliver targeted messages about the ABCs. <b>Outcomes:</b> 1. Increased motivation of target populations to adopt safer sexual behaviors 2. Increased ability of target populations to adopt safer sexual behaviors 3. Increased opportunity for target populations to adopt safer sexual behaviors	<b>Output Indicators:</b> a. Peer educators trained. b. IEC materials produced and distributed. c. Talk shows aired. <b>Outcome Indicators:</b> 1.1 Increase by 10 % the percentage of prostitutes, IDPs and the Military who believe that they can avoid HIV by reducing partners and/or using condoms consistently and correctly. 2.1 Increase the percentage of females aged 15-19 who believe they can refuse sex from X to Y 3.1 Increase retail outlets in high-risk urban and peri-urban areas that sell Protector condoms by 25%	<b>USAID Budget:</b> \$4,002,500 <b>Cumulative Obligation to Date:</b> \$4,002,500 <b>FY 2005 Obligations:</b> \$0 <b>FY 2006 Budget:</b> \$663,770	Office of the First Lady,	Follow-up Targeted KAP (IDPS, Prostitutes, Military) Surveys, PSI Consumer Tracking Survey – (To be added in 2004), Youth KAP	Reduced HIV incidence in Uganda.	Chastain Fitzgerald 011-256-41-233-982 cfitzgerald@psiu.co.ug

Activity Title	Activity Scope	Activity Identifiers	Intervention	Target Groups	Expected Outputs/Outcomes	Planned Indicators	USAID Budget and FY Obligation	Partners	Monitoring and Evaluation	Activity Rational	Country Representative
<b>ASIA</b>											
Social Marketing of Targeted HIV/AIDS Prevention Products and Services along the Chinese Border	China	Activity Number: 17 Start Date: 6/03 End Date: 3/06	Condom Social Marketing	Clients of sex workers, Commercial sex workers, Injection- drug users	<b>Outputs:</b> A. Develop, pre-test & produce product packaging B. Develop & implement BCC/BCI campaign for IDUs C. Develop behavior change counseling training <b>Outcomes:</b> 1. Increased access to quality HIV risk reduction products and services 2. Increased comprehensive and correct knowledge about HIV/AIDS 3. Increased capacity to implement social marketing interventions for HIV/AIDS prevention	<b>Output Indicators:</b> a. Product packaging developed and tested b. BCC campaign developed and implemented c. Harm reduction training developed <b>Outcome Indicators:</b> 1.1 Increase from x to y # of outlets in target zones selling Huxianghao-endorsed products 2.1 Increase from x% to y% of target populations that can cite 3 correct methods of HIV transmission 3.1 Number of strategic alliances with public, NGO and private sector stakeholders	<b>USAID Budget:</b> \$385,000 <b>Cumulative Obligation to Date:</b> \$385,000 <b>FY 2005 Obligations:</b> \$0 <b>FY 2006 Budget:</b> \$0	Womens Development Center (WDC NGO); Yunnan Police Narcotics Bureau (PSB); Jiminy Wholesaler; DKT International; CDC Guangxi; CDC Dongxing; Maternal and Child Hospital-Mengzi	Target group baseline and follow up survey, Project MIS, mapping, distribution survey, exit surveys	This project seeks to increase the contribution of social marketing to HIV/AIDS prevention along the Chinese border of the Mekong sub region.	Grace Hafner +(86-871) 316-4075 ghafner@psichina.org
Operation Lighthouse: A Port-Based STI/HIV/AIDS Intervention in India	India	Activity Number: 18 Start Date: 1/01 End Date: 12/05	Condom Social Marketing IEC/BCC/BCI Voluntary Counseling and Testing (VCT) STI Diagnosis and Treatment	Clients of sex workers, Commercial sex workers, Port workers, Truckers	<b>Outputs:</b> A. Launch mobile clinics in Kolkata/Haldia B. STI franchise in Mumbai C. BCC mass media campaign in Mumbai <b>Outcomes:</b> 1. Increased knowledge of and demand for STI/HIV/AIDS prevention products and services 2. Improved access to high quality STI/HIV/AIDS prevention products and services 3. Improved environment for sustainable STI/HIV/AIDS programs	<b>Output Indicators:</b> a. Mobile clinics launched b. STI franchise set up c. BCC media campaign launched <b>Outcome Indicators:</b> 1.1 Proportion believing they would be at risk for STI/HIV/AIDS if they did not use a condom with non-regular partners increases from x% to y% 2.1 85% of STI program-affiliated service providers follow standard protocols 3.1 Collaborative operations established between PSI and partner organizations for utilization of care and support services	<b>USAID Budget:</b> \$15,000,000 <b>Cumulative Obligation to Date:</b> \$15,000,000 <b>FY 2005 Obligations:</b> \$0 <b>FY 2006 Budget:</b> \$15,602		Monitoring and evaluation will be based on target group surveys, monthly sales reports, distribution surveys/retail audits, consumer profile surveys, monitor service quality, and qualitative research such as mystery client studies	Reduce STI/HIV incidence in port communities and increase preventive behavior among target population using behavior change communication and by increasing access to STI/HIV services.	Sanjay Chaganti 011-91-22-23063187, ;23096325;23063284,schaganti@psi.org.in



Activity Title	Activity Scope	Activity Identifiers	Intervention	Target Groups	Expected Outputs/Outcomes	Planned Indicators	USAID Budget and FY Obligation	Partners	Monitoring and Evaluation	Activity Rational	Country Representative
Safe Water Systems: A pilot project	India	Activity Number: 19 Start Date: 7/03 End Date: 12/05	Safe Water Systems IEC/BCC/BCI	Children under 5	<b>Outputs:</b> A. Inspect water sources B. Establish diarrheal disease data control C. Complete sanitary Inspection Forms <b>Outcomes:</b> 1. Increased stakeholder understanding of drinking water practices and their health impact in participating communities 2. Increased community involvement in the prevention and management of diarrheal diseases 3. Improved health behavior and increased demand related to the prevention and management of diarrhea in participating communities 4. Improved access to ORS and Safewat in participating communities	<b>Output Indicators:</b> a. Water sources inspected b. DD data control established c. Sanitary inspection forms completed <b>Outcome Indicators:</b> 1.1 Prevention and management of DD among under 5 recognized as a priority by stakeholders and officially supported 2.1 Community based action plans developed 3.1 Increased demand for counseling /information on DD prevention and management 4.1 # of retail outlets selling ORS and Safewat	<b>USAID Budget:</b> \$400,000 <b>Cumulative Obligation to Date:</b> \$400,000 <b>FY 2005 Obligations:</b> \$0 <b>FY 2006 Budget:</b> \$45,652	Government of Uttaranchal, EHP, IntraHealth, IndiaClen	Baseline survey, KAP, mid-term evaluation	Promotion of hygiene and household level safe drinking water systems through a community based approach to decrease water born diseases.	Tim McLellan 011-91-11-26278375 tim@psi.org.in

Activity Title	Activity Scope	Activity Identifiers	Intervention	Target Groups	Expected Outputs/Outcomes	Planned Indicators	USAID Budget and FY Obligation	Partners	Monitoring and Evaluation	Activity Rational	Country Representative
<b>EASTERN EUROPE</b>											
Child Survival	Russia	Activity Number: 20 Start Date: 4/01 End Date: 12/05	Condom Social Marketing IEC/BCC/BCI	Youth	<b>Outputs:</b> Create branded condom advertising campaign <b>Outcomes:</b> 1. Increase safer sexual behaviors among youth	A. <b>Output Indicators:</b> a. Advertising campaign created <b>Outcome Indicators:</b> 1.1 Increase % citing risk of HIV/AIDS as reason to delay sexual debut.	<b>USAID Budget:</b> \$4,250,000 <b>Cumulative Obligation to Date:</b> \$4,250,000 <b>FY 2005 Obligations:</b> \$0 <b>FY 2006 Budget:</b> \$348,440			Expansion of the behavior change communication campaign programming to Samara Oblast to increase safer sexual behavior in this region.	Anna Fedorova 011-7-095-212-2372 anna@psirusia.ru

Activity Title	Activity Scope	Activity Identifiers	Intervention	Target Groups	Expected Outputs/Outcomes	Planned Indicators	USAID Budget and FY Obligation	Partners	Monitoring and Evaluation	Activity Rational	Country Representative
<b>LATIN AMERICA AND THE CARIBBEAN</b>											
HIV Prevention and Positive Living in Haiti	Haiti	Activity Number: 21 Start Date: 12/04 End Date: 12/05	Condom Social Marketing, IEC/BCC/BCI, Voluntary Counseling and Testing (VCT)	Commercial sex workers, Police, Truckers, Youth	<b>Outputs:</b> A. Drivers will be targeted at station depots with IPC. B. Broadcasting a media campaign designed to empower young girls to negotiate their sexual behaviors C. Training of peer educators and community leaders in the benefits of VCT and their promotion <b>Outcomes:</b> 1. Increased risk perception due to having multiple sexual partners 2. Increased ability to negotiate protective behaviors, focusing on abstinence and its negotiation and fidelity. 3. Increased testing.	<b>Output Indicators:</b> a. IPC for truck drivers developed. b. Campaign developed and tested c. Peer educators selected and trained. <b>Outcome Indicators:</b> 1.1 Percent of target population understanding HIV transmission. 2.1 Percent of youth stating they feel able to talk to their partner about sex. 3.1 Percent of target population receiving VCT in the past year.	<b>USAID Budget:</b> \$628,133 <b>Cumulative Obligation to Date:</b> \$628,133 <b>FY 2005 Obligations:</b> \$0 <b>FY 2006 Budget:</b> \$129,440		Baseline survey	The overall goal of the program is to reduce incidence of HIV/AIDS and to create a more supportive environment for those infected and affected by HIV/AIDS among groups of core transmitters, youth and young adults and people living with HIV/AIDS (PLWHA).	Sam Nganga 011-509-245-6235 snanga@psihaiti.org
PASMO's HIV/AIDS Prevention Social Marketing Program in Honduras	Honduras	Activity Number: 22 Start Date: 10/00 End Date: 12/05	Condom Social Marketing IEC/BCC/BCI	Commercial sex workers, Garifunas, Men who have sex with men, Mobile populations, Uniformed services, Youth	<b>Outputs:</b> A. Implement 535 BCC activities with MSM B. Launch new brand campaign <b>Outcomes:</b> 1. Risk Reduction measured by safer sexual behavior of high risk populations 2. Improved access to condoms in terms of availability & affordability 3. Direct condom marketing operations sustainable	<b>Output Indicators:</b> a. BCC activities implemented b. New brand campaign launched <b>Outcome Indicators:</b> 1.1 CSW: % reporting using condoms in the last sex act with all clients (composite indicator of use with regular and non-regular clients), 2.1 The % of high-risk outlets selling condoms 3.1 PASMO fully established as both an NGO and company, with distributors and ad agencies sub-contracted to assist in sales/distribution and marketing	<b>USAID Budget:</b> \$2,159,000 <b>Cumulative Obligation to Date:</b> \$2,159,000 <b>FY 2005 Obligations:</b> \$0 <b>FY 2006 Budget:</b> \$450,990	PASMO FHI	A pre- and post-target group will provide information to evaluate progress made toward planned targets. The program will be monitored through data produced by a MIS system and through monthly, quarterly reports, KAP & BSS. Distribution survey.	Improved sexual health of high-risk populations in Honduras through exposure to behavior change communication campaigns resulting in safer sexual behavior.	Stephanie Wallach 011-504-232-9078 swallach@multivisionhn.net

Activity Title	Activity Scope	Activity Identifiers	Intervention	Target Groups	Expected Outputs/Outcomes	Planned Indicators	USAID Budget and FY Obligation	Partners	Monitoring and Evaluation	Activity Rational	Country Representative
AIDSMARK/ PASMO Mexico Condom Social Marketing	Mexico	Activity Number: 23 Start Date: 7/03 End Date: 3/06	Condom Social Marketing IEC/BCC/BCI	Commercial sex workers, Men who have sex with men, Migrants, Youth	<b>Outputs:</b> Implement 200 Noche VIVE activities per year <b>B.</b> Produce manuals, posters, brochures, other print materials and games <b>C.</b> Establish a national distribution network will be established to support these brands <b>Outcomes:</b> 1. Increased risk perception by target groups 2. Increased knowledge and motivation for healthier behaviors 3. Condoms available in more high risk outlets 4. Increase access to condoms 5. Lubricant sales increased 6. Increased HIV testing by MSM and CSW being performed by MoH increased 7. Institutional capacity for implementing BCC and CSM increased	A. <b>Output Indicators:</b> a. Noche VIVE activities implemented b. Print materials produced c. Distribution network established <b>Outcome Indicators:</b> 1.1 % of MSM and CSW who perceive themselves to be at high risk of contracting HIV 2.1 % of MSM and CSW able to cite at least three prevention methods 3.1 # of new high risk outlets opened by PASMO 4.1 % of MSM and CSW reporting that condoms are not expensive 5.1 VIVE lubricant sales increased 6.1 # of tests performed by MoH for MSM and CSW 7.1 PASMO established as a legal entity with staff monitoring the entire project area	<b>USAID Budget:</b> \$2,997,570 <b>Cumulative Obligation to Date:</b> \$600,000 <b>FY 2005 Obligations:</b> \$0 <b>FY 2006 Budget:</b> \$108,990	PASMO, National Center for the Prevention and Control of AIDS (CENSIDA)	National STI/HIV incidence (CENSIDA), MSM BSS conducted by FHI with USAID funding in 2003 and 2005, in collaboration with CENSIDA., FHI and CENSIDA BSS for MSM and CSW.	This targeted behavior change communication (BCC) and national condom social marketing (CSM) in Southern Mexico program aims to reduce HIV incidence in Mexico.	Luis Martinez 011-52-55-52-07-3130 lfmartinez@psimex.net

## Attachment 3

Activity Number	Country and Project	Number of Trips	Number of Individuals per trip	Destination Country
<b>GLOBAL/CORE</b>				
1-5	Core projects	8	1	various
<b>REGIONAL</b>				
6	Central America	0	N/A	N/A
7	Eastern Europe	0	N/A	N/A
<b>AFRICA</b>				
8	Angola	0	N/A	N/A
9	Burundi	3	1	USA, Burundi
10	Lesotho	0	N/A	N/A
11	Malawi	0	N/A	N/A
12	Namibia	0	N/A	N/A
13	Nigeria	0	N/A	N/A
14	Rwanda	0	N/A	N/A
15	South Africa	0	N/A	N/A
16	Uganda	0	N/A	N/A
<b>ASIA</b>				
17	China	0	N/A	N/A
18	India-Operation Lighthouse	0	N/A	N/A
19	India-Safe Water	0	N/A	N/A
<b>EASTERN EUROPE</b>				
20	Russia	2	3	USA, Kazakhstan
<b>LATIN AMERICA</b>				
21	Haiti	0	N/A	N/A
22	Honduras	3	1	Honduras
23	Mexico	0	N/A	N/A