

USAID Bilateral (RFA No. 519-08-0A-007) Second Quarter Report (Feb 09 – Apr 09)

Executive Summary

All program activities scheduled for the second quarter of the cooperative agreement were accomplished including: Starting the process to create improved material and approaches to address MSM populations in coordination with the NAP; Planning and managing in coordination with the NAP the beginning of the Nurses auxiliary personnel training in HIV/AIDS and VCT; The media campaign “Hombres de Verdad” was launched with the support from the NAP and the visit of Miss Universe. BCC activities are on-going and future activities were coordinated with the USAID mission and the NAP. PASMO has worked closely with the NAP, meeting regularly with Dr. Guillermo Galvan, Director, NAP to incorporating his priorities.

Program Objectives

With support from USAID, PASMO intends to expand HIV/AIDS prevention activities in El Salvador, thereby maximizing the impact of existing resources from the Regional HIV/AIDS Prevention Program. This project will build upon the lessons learned, research, trained staff, and communication materials developed with support from the Regional HIV/AIDS Prevention Program. Specific activities of this project will include:

1. Increasing knowledge among most at risk populations (MARPS)) about prevention of HIV/AIDS;
2. Strengthening the capacity of MOH personnel & key stakeholders to provide improved HIV/AIDS prevention and services; and
3. Developing of new materials and approaches to address MSM populations.

Description of Activities

Each activity has been developed and implemented in coordination with the NAP and are in line with USAID’s Strategic Objectives. All activities are designed to be complementary to the current regional and bilateral USAID support provided in the area of HIV/AIDS in El Salvador. In recent years PASMO has established a strong, cooperative relationship with the National HIV/AIDS Program of the Ministry of Health (MSPAS). PASMO coordinates activities and strategies with the NAP, resulting in measurable health impact.

Project Objective 1: Increased knowledge of prevention of HIV/AIDS among most at-risk populations.

During the period between February and April, the coordination with the NAP to prepare the launching of the campaign “Hombres de Verdad” where finalized. The campaign was presented to all the CCE in order to have more support for the campaign.

PASMO launched the “*Hombres de Verdad*” campaign on the 27th of April. To the launching event attended the former Vice President Ana Vilma de Escobar who gracefully gave a speech in the event; other personalities as the Minister of Health, USAID and USA Embassy representatives, NGO representatives, other authorities and media attended to the launching. As a guest of Honor Dayana Mendoza, Miss Universe 2008, participated in the launching event offering a press conference, sharing some words about the importance of the campaign during the launching event. She also participated in other event during her visit: she was

present in the TV show “Hablando de Sida” in channel 10 and in the interview morning show from TCS “Frente a Frente”. She also attended the launching of the new SIDATEL service in the Ministry of Health and attended BCC activities with Bus driver’s and with Sexual Workers. She made a visit to Benjamin Bloom Hospital to the HIV/AIDS children attention department.



Photos from the Press Conference, Launching Event, SIDATEL event, Bus driver’s activity, Frente a Frente interview, activity with sexual workers.

Whit all these activities Miss Universe 2008 gave a lot of attention to the event and enhanced the impact we expected from the launching of the campaign.

TV spots, radio spots and street advertisement and bus billboards started on the 27th of April and with the collaboration of the NAP will be aired to June. The spots regarding HIV testing will be used to promote the National HIV Testing day on the 26th of June. Is important to

mention that the NAP will finance the HIV Testing spots and the stigma and discrimination spots of this campaign, this will represent more air time and more coverage.

Project Objective 2: Strengthening the Capacity of MOH Personnel & Key Stakeholders to Provide Improved HIV/AIDS Prevention and Services

During this period the coordination's with the NAP for the training of Nurses have continued. The training started on March and will be performed until September. These trainings are being held with the participation of Margarita de Monroy from the Georgetown University. Margarita de Monroy has a vast experience in VCT training and has worked with several occasions in collaboration with the NAP. The trainings started in the San Salvador area and will be conducted in the future to other cities such as San Miguel, Santa Ana, Sonsonate, etc.

Project Objective 3: Improved Materials and Approaches to Address MSM Populations

PASMO has contracted consultant Omar Baños, who was recommended by the NAP. He started his work during March developing new materials for MSM Populations. For this purpose several coordination meetings with Dr. Guillermo Galvan and Omar Baños have been taken. During this period Omar Baños performed a number of focus groups with different MSM populations that included: Transsexuals, masculine gays, not assumed gays and bisexuals. The intention of these focus groups is to understand and gather information about the characteristics of each type of MSM and how can they be addressed achieving more impact. At the end of these focus groups Omar Baños produced a report with his findings's (document attached). This report has been shared with NGO that participated in the process, and with their imputes Omar Baños will start with the creation and design of the materials.

Conclusions

During this second quarter PASMO has performed actions to achieve several of the objectives for the balance of the project. The "*Hombres de Verdad*" launch event *campaign* was a success and gathered more of the attention we were expecting from the media towards the campaign. The participation and support for this event of the local authorities is also of great relevance because it resembles the commitment of them regarding HIV/AIDS. The design and develop new materials for outreach to the MSM community has already started to take shape with a close collaboration between the NAP, PASMO and Omar Baños. BCC outreach activities are on-going, and Nurses training has begun with a strong foot.

It is important to mention that the H1H1 Influenza can be a treat in short term, because is getting a lot of attention from the Ministry of Health. If the influenza spreads to El Salvador and we have an emergency situation, some activities can be delayed, also taking in consideration the possible outcome of the presidential elections.