

# USAID Bilateral (RFA No. 519-08-0A-007) Third Quarter Report (May 09 – July 09)

## Executive Summary

The activities scheduled for the third quarter of the cooperative agreement have been developing with some delays due to the change of government and to the H1N1 influenza. The “Hombres de Verdad” media campaign has received very good comments, all the airing scheduled for the months of May, June were accomplished. The training process for nurses auxiliary has been developing relative with normality; there have been some delays on the schedules due to the emergency of Influenza but in general the training has running accordingly. Regarding the Materials and Approaches to Address MSM Populations we have received from Omar Baños several materials to review and feedback has been sent back from the NAP, PASMO and other participants to further improve and add value to the materials.

## 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 May and June the “Hombres de Verdad” mass media campaign was aired in local television channels such as: TCS channels 2, 4 and 6 most popular in the country also channel 12. The campaign was also aired in radios such as ABC, YXY, Scan, VOX FM, Chevere and other popular radios. The campaign was also shown in movie theaters. As a part of the campaign adds where shown in Mupies, Buses back posters.

The campaign included two spots with the participation of Dayana Mendoza (Miss Universe 2008) and one spot with Juanes a famous Colombian singer recently involved with Youth Aids.

BCC activities continue their schedule and are reinforcing the campaign message as a part of the strategy. New materials specifically for masculinity will be add to our methodologies to produce a stronger impact in the men we address in our interventions exposing them

repeatedly to the campaign messages and learn about how they can take right choices to protect themselves.



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

During this period the training of Nurses has continued. The trainings have reached the cities of San Miguel and Santa Ana. These trainings keep being supported by Margarita de Monroy from the Georgetown University. These trainings are focusing on VCT and how to reveal diagnose to a reactive patient. Stigma and discrimination to MARP's have also relevant space in the trainings.





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

During this quarter we received from Omar Baños the first version of Guides to address MSM population each referring to a population of MSM, the guides included: Transvestites, Non assumed MSM and Gay men. With the first drafts we are requesting imputes of the NAP and the NOG that collaborated with the focus groups in the last quarter. Omar has received feedback from the NGO during this period that he will take in consideration for a final draft. Because of the government change and the H1N1 Influenza there have been some delays in the revision of documents on behalf of the NAP. Because of the government change the NAP has been busy creating reports and informing the new authorities. Although at the end of the period we received the imputes from the NAP that will be taken inconsideration for a final draft of the materials.

### **Conclusions**

During this third quarter PASMO has performed actions to reach the objectives for the agreement. The “*Hombres de Verdad*” media campaign was a success and has gathered a lot of good comments from the populations that we address in our activities. In combination with BCC work we have created awareness in many men that participate in our activities reassuring that the message of the campaign is considered and accepted by them.

We can also conclude that the Nurses trainings in HIV, VCT, Stigma and Discrimination have been a success reaching more than 1500 nurses in the process. Despite of the emergency of Influenza and the government change this training has moved forward to reach their goals. This will mean a increase in quality in the attention of MARPS in the National Health Network.

The design and development of new materials to address MSM population is advancing and the process is considering the opinion and ideas from the same communities and the NAP. In the next quarter the final drafts will be presented to the NAP and USAID for final approval on the materials.