

FY 2011 Workplan for the Advancing Social Marketing for Health in DRC

USAID GHH-00-07-0062-00 TOW5

Activity	People concerned by trips	2010												2011												Responsible	Institution
		OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT		
Program Administration																											
A-1	General																										
A-1-1	Meeting with USAID for work plan presentation																										
A-1-2	Year 2 project work plan final version submitted to USAID																										
A-1-3	Year 2 project budget final version submitted to USAID																										
A-2	Trainings and Conferences																										
A-2-1	WCA Regional Biannual PSI conference / DRC-Dakar / 6 people																										
A-2-2	PSIASF Staff Exchange visits / DRC-Cameroon / 2 people																										
A-2-3	PSIASF Staff Exchange visits / DRC-Nigeria / 1 person																										
A-2-4	PSIASF Staff Exchange visits / DRC-Zambia / 1 person																										
A-2-5	PSIASF Staff Exchange visits / DRC-Rwanda / 1 person																										
A-2-6	USAID Seminars / DRC-TBD / 2 people																										
A-2-7	Management and Leadership Training / DRC - Ivory Coast and Washington, DC / 2 people																										
A-2-8	Boards of Directors meeting / DRC-Ivory Coast / 2 people																										
A-2-9	USAID Financial Management workshops / DRC-Washington DC / 2 people																										
A-2-10	WCA Capacity Building training workshop / DRC-Mali / 2 people																										
A-2-11	DELTA Social Marketing Regional Training / DRC-TBD / 2 people																										
A-2-12	Program Management workshop with PSIASF Kinshasa HQ and Provincial offices																										
A-3	Procurement/Equipment																										
A-3-1	Advertiser tenders																										
A-3-2	Analyze and select suppliers																										
A-3-3	Procure vehicles and motos for program activities																										
A-3-4	Procure MNU equipment for communications activities																										
A-3-5	Procure furniture, computers and equipment for new staff																										
A-3-6	Procure medical and non medical furniture and equipment for Conference network sites																										
A-4	Technical Assistance Travel																										
A-4-1	Management supervision trip / Washington - Washington DC-DRC																										
A-4-2	Program Management Supervision trip / Washington-DRC / Regional Director																										
A-4-3	HIV Technical assistance trip / Washington DC - DRC / 1 person																										
A-4-4	FP Technical Assistance trip / Washington - DRC / 1 person																										
A-4-5	MCH/Watson Technical Assistance trip / Washington-DRC / 1 person																										
A-4-6	Research technical assistance trip / Washington - DRC / 1 person																										
A-4-7	Hope Consulting / USA-DRC / 4 trips																										
A-4-8	Social Impact / Washington DC-DRC / 1 trip																										





FY 2011 Workplan for the Advancing Social Marketing for Health in DRG

Activity	People concerned by Hips	2010												2011					Responsible	Institution							
		OCT		NOV		DEC		JAN		FEB		MAR		APR		MAY		JUN			JUL		AUG		SEPT		
		W	M	W	M	W	M	W	M	W	M	W	M	W	M	W	M	W			M	W	M	W	M	W	M
<b>B-3</b>																											
<b>B-3-1</b>	Family Planning Activities																										
	Product																										
B-3-1-1	Socially market 1,000,000 Ocs	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B-3-1-2	Socially market 200,000 injectable contraceptives	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B-3-1-3	Socially market 2,500 IUDs	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B-3-1-4	Socially market 5,000 Cyclebonds	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B-3-1-5	Socially market 1,300 implants																										
B-3-1-6	Procure conceptive products packaging material					X	X	X																			
B-3-1-7	Package contraceptive products					X	X	X	X																		
B-3-1-8	Ship products to provinces	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B-3-1-9	Follow up registering process of new contraceptives (Microfil, Jadelle, Combination 3)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B-3-1-10	Introduce implants into existing Contraceptive FP system (contracted with SALUN) pending registration					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B-3-2	Procurement/Distribution																										
B-3-2-1	Distribute Contraceptive contraceptives through Contraceptive private sector network of partner clinics, pharmacies and wholesalers partners	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B-3-2-2	Expand Contraceptive network to 25 clinics and 75 pharmacies in total in the six targeted provinces (Kishese, Bas Congo, Kasai Oriental, Kasai Occidental, Sud Kivu, Katanga)					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B-3-2-3	Train new clinics and pharmacies personnel					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
<b>B-4</b>	Material & Child Health Activities																										
B-4-1	Product: CDKS																										
B-4-a-1	Establish an increased and sustainable production system	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B-4-a-1-2	Distribute 30,000 CDKS at cost-recovery (for PSA/ASF)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B-4-a-2	Price																										
B-4-a-2-1	Willingness to pay surveys to assess affordability					X																					
B-4-a-3	Procurement/Distribution																										
B-4-a-3-1	Distribute CDKS through wholesalers, retailers, clinics and Contraceptive sites	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B-4-a-3-2	Follow up on distribution of CDKS by new commercial sector agents					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B-4-a-3-3	Sell CDKS to NGO/Profit Organizations for subsidized/free delivery in rural sites (outside of cost-recovery distribution circuit)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B-4-b	Product: Diarrhea Treatment Kits (DTK)																										
B-4-b-1	Product																										
B-4-b-1-1	Conduct focus-group protocol for DTK product development and messaging					X	X	X																			
B-4-b-1-2	Submit request for source/origin and pharmaceutical waivers to USAID					X	X	X																			
B-4-b-1-3	Procure low osmolarity flavored 1-liter sachets ORS and 20 mg/10 label zinc tablets					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B-4-b-1-4	Register DTK to the MOH					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B-4-b-1-5	Design DTK packaging					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B-4-b-1-6	(1) Develop, (2) pre-test and (3) purchase DTK packaging					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B-4-b-1-7	Package DTKs by selected firm and prepare distribution					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B-4-b-1-8	Launch DTK nationwide					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

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	OCT		NOV		DEC		JAN		FEB		MAR				APR		MAY		JUN		JUL		AUG		SEPT	
	W1	W2	W1	W2	W1	W2	W1	W2	W1	W2	W1	W2			W1	W2	W1	W2	W1	W2	W1	W2	W1	W2	W1	W2
<b>B-5</b> <b>Water and Sanitation</b>																										
<b>Product</b>																										
B-5-1-1 Procure PUR and Aquatabs new stock, including shipping, handling and sampling (Co-funded by PR&G and Pooled Funds)																									Marketing and Logistics Technical Advisor, Dipoko	PSI/ASF
B-5-1-2 Receive past procurement of Aquatabs (November 2010) and PUR (January and April 2011)			X	X	X				X	X	X	X	X	X											Marketing and Logistics Technical Advisor, Dipoko	PSI/ASF
B-5-1-3 Shipping PUR and Aquatabs to provinces		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Field Operations Manager, Justin Bagula	PSI/ASF
B-5-1-4 Socially market 2 million PUR socks (PR&G purchased commodities)		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Field Operations Manager, Justin Bagula	PSI/ASF
B-5-1-5 Socially market 2 million Aquatabs tablets (UNICEF & UNDP-provided funds purchased commodities)		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Field Operations Manager, Justin Bagula	PSI/ASF
B-5-2 <b>Placement/Distribution</b>																										
B-5-2-1 Create new points of sales for PUR and Aquatabs		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Field Operations Manager, Justin Bagula	PSI/ASF
B-5-2-2 Distribute PUR and Aquatabs to commercial wholesalers, health zones and workshops, MSOs and other institutions		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Field Operations Manager, Justin Bagula	PSI/ASF
<b>C</b> <b>Task 2: Increase awareness of and demand for health products and services to emphasize prevention of childhood illnesses, unintended and unsafe pregnancies, HIV infection and STIs, and malaria and to build an informed, sustainable consumer base.</b>																										
<b>C-1</b> <b>Grass-Rooting Activities</b>																										
C-1-1 Develop mass media campaigns (video/promo materials)					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Behavior Change Communication Specialist	PSI/ASF
C-1-2 Place mass media campaigns for all products					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Behavior Change Communication Specialist	PSI/ASF
C-1-3 Collaborate with USAID-funded communications efforts		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Behavior Change Communication Specialist	PSI/ASF
C-1-4 Engage with community influencers and leaders (e.g. schools and churches chiefs, local leaders, etc.) to generate community-level acceptance as well as correct and consistent use of products		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Field Operations Manager, Justin Bagula	PSI/ASF
C-1-5 Conduct special events (World Women Day, World Population Day, Kinsasa 5 <sup>th</sup> Fair 2011, etc) with target population					X																				All leaders of programs Field Operations Manager, Justin Bagula	PSI/ASF
<b>C-2</b> <b>HIV/AIDS/STI Activities</b>																										
C-2-1 <b>Promotion/Communication</b>																										
C-2-1-1 Use branded point-of-sale materials, community events and outreach channels to increase availability and increase awareness & visibility of product and community outlets stocking social marketed male and female condoms		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Field Operations Manager, Justin Bagula	PSI/ASF
C-2-1-2 Develop partnerships with/in local associations, local NGOs to promote safer sex behaviors and ensure effective reach of targeted populations		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Field Operations Manager, Justin Bagula	PSI/ASF
C-2-1-3 Develop comprehensive, integrated multi-communication channel (mass media, IPC community-reach, print)																									Behavior Change Communication Specialist	PSI/ASF
					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Behavior Change Communication Specialist	PSI/ASF
					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Field Operations Manager, Justin Bagula	PSI/ASF
C-2-1-4 Collaborate with other partners in intervention areas in communications efforts to ensure complementary messaging		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Behavior Change Communication Specialist	PSI/ASF
C-2-1-5 Reinforce capacities of field actors for age-based safe behaviors and consistent and correct condom use promotion																										
					X	X																			Field Operations Manager, Justin Bagula	PSI/ASF
					X	X																			Field Operations Manager, Justin Bagula	PSI/ASF
					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Field Operations Manager, Justin Bagula	PSI/ASF
					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Field Operations Manager, Justin Bagula	PSI/ASF
C-2-1-6 Conduct peer counselling sessions (IPC) and outreach mass communication sessions (MMU, etc)		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Field Operations Manager, Justin Bagula	PSI/ASF
C-2-1-7 At existing and new radio and TV spots (may include Delvay Dubut spot ABCD. Rien que la vente clip and demerany, youth video clip, Trained partner, female and male condom spots, Picer, Devotek, VCT promotion spot)		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Behavior Change Communication Specialist	PSI/ASF



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	OCT		NOV		DEC		JAN		FEB		MAR				APR		MAY		JUN		JUL		AUG		SEPT					
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4			W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
C-3																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-3-1																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-3-1-1																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-3-1-2																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-3-1-3																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-3-1-4																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-3-1-5																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-3-1-6																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-3-1-7																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-3-1-8																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-3-2																													Finance and Administration Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-3-2-1																													Finance and Administration Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-3-2-2																													Finance and Administration Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-4																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-4-1																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
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C-4-1-10																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-4-1-11																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-4-1-12																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-4-1-13																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-4-1-14																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-4-1-15																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-4-1-16																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-4-1-17																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-4-1-18																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-4-1-19																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-4-1-20																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-4-1-21																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-4-1-22																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-4-1-23																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-4-1-24																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF
C-4-1-25																													Behavior Change Communication Specialist * Family Planning Director Gaby Kasongo	PS/IASF

FY 2014 Workplan for the Advancing Social Marketing for Health in DR Congo

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	2010						2011							
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT		
C-5-1-2-6	Conduct BC activities by communications agents in local markets, mobile video units, health clinics, pharmacies, churches and schools and by community volunteers in households with door to door sensitizations.												Field Operations Manager, Juisin Bagula	PS/IASF
C-5-2	<b>Training/Capacity Building</b>													
C-5-2-1	Design training for committee volunteers and partners for Household Water Treatment and Hygiene												MCH Director, Albert Chikuru	PS/IASF
C-5-2-2	Train community volunteers (Relais communautaires) to provide referrals for HIV and Hygiene												* MCH Director, Albert Chikuru * Field Operations Manager, Juisin Bagula	PS/IASF
<b>D</b>	<b>TASK 3: Develop and/or enhance the ability of commercial/private sector entities to socially market health products and services including behavior change communication activities.</b>													
D-1	<b>Cross-Cutting Activities</b>													
D-1-1	Build ASF Institutional Capacity												Inanna Auditor, Tin Todemou, Hani Bombokally	PS/IASF
D-1-1-1	Conduct Annual Financial Assessment and Technical Assistance (Maiti DRC)												* Finance and Administration Specialist, Henry Ramangalahy * Finance Manager, Paulin Dinda C/R, Nestor Anamba	PS/IASF
D-1-1-2	Conduct Annual External Audit													
D-1-1-3	Hold ASF Board Meeting													
D-2	<b>All Health domains</b>													
D-2-1	NGOs/Associations community workers with reinforced capacities carryout communication activities including MVU towards target populations efficiently, social market products in rural areas												Field Operations Manager, Juisin Bagula	PS/IASF
D-2-2	Inform private sector distributors of social marketing products sensitive and efficiently social market products in rural areas												Field Operations Manager, Juisin Bagula	PS/IASF
D-3	<b>Mutual &amp; Child Health Activities</b>													
D-3-1	Identify options for CDKs spin-off												Hope Consulting	Hope Consulting
D-3-2	Design a transition plan for CDKs to a private distribution company												Hope Consulting	Hope Consulting
D-3-3	Turn over kit production to chosen company												* Hope Consulting * PS/IASF Juisin Bagula	* Hope Consulting * PS/IASF
<b>E</b>	<b>TASK 4: Integrate service delivery and other activities, emphasizing prevention, at national, provincial, district, facility, and community levels through joint planning with the GDRC, other United States Government (USG), and non-USG partners.</b>													
E-1	<b>Cross-Cutting Activities</b>													
E-1-1	Hold strategic planning meetings with USAID												GDR, Didier Adova	PS/IASF
E-1-2	Integrate/harmonize interventions across PS/IASF health areas												Field Operations Manager, Juisin Bagula	PS/IASF
E-1-3	Develop strong linkages and coordination with other USG-funded projects												* GDR, Didier Adova * Heads of Programs * Field Operations Manager, Juisin Bagula	PS/IASF
E-1-4	Provincial coordination meetings with govt partners, NGOs and associations												Heads of Programs Field Operations Manager, Juisin Bagula	PS/IASF
E-1-5	Participate in technical groups meetings at national and provincial levels												Heads of Programs Field Operations Manager, Juisin Bagula	PS/IASF
E-2	<b>Capacity Building &amp; Assessments</b>													
E-2-1	Select 20 local associations for capacity building												* Social Impact * Field Operations Manager, Juisin Bagula	* Social Impact * PS/IASF
E-2-2	Conduct Capacity Assessments with local NGOs												Social Impact	Social Impact
E-2-3	Develop curriculum for local NGOs												Social Impact	Social Impact
E-2-4	Train identified local NGO for national development												Social Impact	Social Impact

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																2010			2011								
	WI	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4				WI	W2	W3	W4	WI	W2						
<b>Research, Monitoring and Evaluation</b>																											
F-1	Cross-Cutting Activities																										
F-1-1	WICA Regional Research Training, Kribasa																										
F-1-2	Dissemination of MAP survey results																										
F-2	HIV/AIDS																										
F-2-1	HIV TRAC Survey																										
F-3	Maternal and Child Health																										
F-3-1	DTK Focus Group for communication materials																										
F-4	Family Planning																										
F-4-1	Mystery Client Surveys for FP points of sale and service delivery																										
F-5	Reporting																										
F-5-1	Quarterly Technical progress Reports Submitted (4-30)																										
F-5-2	Quarterly Financial Reports Submitted (4-15)																										
F-5-3	Year 1 Technical Report Submitted (4-30)																										
F-5-4	Year 1 Financial Report Submitted (4-30)																										
F-5-5	Subcontracts																										
Technical and Financial progress Reports Submitted (* 15 after each period)																											