

PROJECT Sur'Eau (PSE)

Award No.: 687-A-00-00-00197-00, from September 15, 2000 to December 14, 2002

PSI Madagascar

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BP 7748 - Antananarivo - MADAGASCAR



FINAL REPORT

(September 15, 2000 through December 14, 2002)

SUMMARY

A cooperative agreement with Population Services International (PSI) was signed under the Award N°: 687-A-00-00-00197-00 by the U.S. Agency for International Development (USAID) to provide support as supplemental funding for activities of Project Sur'Eau (PSE) for a twenty-two month period from September 2000 to June 2002. In July 2002, The completion date of the cooperative agreement was extended to December 14, 2002.

1. OBJECTIVES

The objective of the contract is to enable PSI to accelerate the production, extend commercial distribution nationwide and to increase household use of Sur'Eau to mitigate the spread of cholera and other water-borne diseases in cyclone-affected and cyclone-vulnerable areas in Madagascar (except Tamatave province). Over a twenty-eight month period, PSI's global objectives and realizations under PSE are:

OBJECTIVES	RESULTS
<input checked="" type="checkbox"/> Increase the monthly production capacity of Sur'Eau from 27,500 bottles in March 2000 to 252,000 bottles in June 2002.	<input checked="" type="checkbox"/> Total production capacity has been increased to 300,000 bottles per month since April 2001.
<input checked="" type="checkbox"/> Open 4,000 new retail and 155 new wholesale points of sale recruited by June 2002.	<input checked="" type="checkbox"/> 9,816 new retail and 605 new wholesale points of sale were recruited by December 2002.
<input checked="" type="checkbox"/> Sell more than 600,000 bottles of Sur'Eau by June 2002.	<input checked="" type="checkbox"/> 698,839 bottles of Sur'Eau were sold by December 2002.

2.- TIMELINE

- March 2000** PSI launched Sur'Eau in collaboration with CDC Atlanta and CARE Mahavita. The goal was to improve household water quality and decrease diarrheal disease among mothers with children under 5 years old in thirty of Antananarivo's poorest neighbourhoods.
- September 2000** PSI signed the contract for PSE with USAID.
- October 2000** PSI signed a cooperative agreement for the extension of the distribution of Sur'Eau to Tamatave with UNICEF.
- December 2000** Sur'Eau is distributed in all 6 provinces of Madagascar.
- April 2001** Privatisation of the production of Sur'Eau with "Société de Fabrication de l'Océan Indien" (SFOI).
- March 2002** Budget realignment granted, including the creation of new line items "consultants" and "subcontracts" within the budget and without increase of the total amount of the cooperative agreement.
- July 2002** The completion date of the cooperative agreement was extended from July 15, 2002 to December 14, 2002 at no additional cost and with a realignment budget.

3.- HIGHLIGHTS

3.1.- Program Progress

3.1.1.- Increased use of services and health behaviour

3.1.1.1.- Progress Indicator n°1: Number of bottles sold by province

116% of the objectives have been met for the total period.

Cumulative progress by year against expected results is below:

Sales	2000	2001	2002	Total
Objectives	66,000	327,264	163,632	600,000
Achievements	129,100 196%	357,429 109%	212,310 130%	698, 839

(Please see ANNEX A for more details.)

3.1.1.2.- Progress Indicator n°2: Number of bottles produced each month

119% of the objectives have been met for the total period.

In April 2001, negotiations with local private industry SFOI to take over the production were completed. In July 2002, SFOI modified the system of bottling to improve the quality of the bottle plug. Total production capacity is 300,000 bottles per month (since April 2001).

Monthly production capacity	2001	2002
Objectives	-	252,000 per month
Achievements	300,000 per month	300,000 per month

3.1.2.- Increased community participation leading to improved health and food security:

3.1.2.1.- Progress Indicator n°3: Number of wholesalers selling SUR'EAU

390% of the objectives have been met for the total period.

Cumulative progress by year against expected results is below:

Recruitment of wholesalers	2000	2001	2002	Total
Objectives	-	84	71	155
Achievements	252	256	97	605

(Please see ANNEX B for more details.)

3. 1.2.2. - Progress Indicator n°4: Number of retailers selling SUR'EAU

245% of the objectives have been met for the total period.

Cumulative progress by year against expected results is below:

Recruitment of retailers	2000	2001	2002	Total
Objectives	-	2,184	1,816	4,000
Achievements	5,632	3,195	989	9,816

(Please see ANNEX B for more details.)

3.2. -Promotion, Advertising and IEC Campaign:

Activity	2000	2001	2002	Total number	Comments
Sponsoring such as fair, festival or concert	3	12	8	23	Including animation of the Mobile Video Unit (MVU), special events and sponsoring
MVU Projections	-	40	78	118	2001: 31,850 people reached 2002: 38,000 people reached
MVU Promotions sales	-	168	220	388	-
Creation of radio spots	-	24	10	34	Including educational, promotional and Hotely Sur'E radio spot. All spot are adapted in 8 dialects.
Creation of TV spots	-	1	4	5	Including educational, promotional TV spot.
Articles in magazine/newspapers	-	18	2	18	In national daily newspapers and periodical magazine
Airings of radio spots	-	19,281	9,826	29,107	Including educational, promotional and Hotely Sur'E radio spot.
Airings of video spots	-	255	523	778	Including educational, promotional TV spot.

Others:

- Points of Purchase (POP) materials: stickers, forex signs placed at sales points.
- Promotional materials distributed: Tee-shirt, caps, pens, flyers and medical pamphlet.

3.3.- HOTELY Sur'E (HSE) operation:

Sur'Eau use among « Hotely »¹ was encouraged. PSI provides these « Hotely » with a starter packet including a container for safe water storage, an external visual promotional support, and an internal banner and advertisements on radio. In exchange the « Hotely » agrees to systematically use Sur'Eau, so that the water, which they use for preparing meal, washing utensils and drinking will be safe and sure. Continuous monitoring by PSI employees of the treatment level of the water in the Hotely is conducted in order to assure compliance with Sur'Eau use.

Recruitment of Hotely Sur'E	2001	2002	Total
Tananarive	100	(12)	88
Fianarantsoa	-	9	9
Tuléar	-	30	30
Mahajanga	-	15	15
Diego	-	30	30
	100	72	172

¹ Malagasy low-cost and restaurants.

3.4- Training:

Training sessions for NGO's, community association and group, target group of mother with kids under 5 years old included information on transmission and prevention in diarrheal disease as well as Sur'Eau promotion, in 5 provinces.

	2000	2001	2002	Total
Training session	-	8	65	73
People attending	-	196	2,850	3,046

3.5- Research activities:

- 2001 – 2002** Pre-testing of all radio spot before airings.
- August 2001** Mid-term evaluation (KAP survey) was conducted. Results have shown that urban people are more concerned with hygiene than rural people and that one of the blocking factors is the cost, which target groups from the countryside cannot afford.
- April 2002** Survey of incentive of purchase and use was conducted.
- November 2002** Distribution survey was conducted. Results have shown that the large majority of point of sale, either in rural or urban location, know the brand. However, a low percent 30% of them sold the product. Low sales volume is a problem, especially in rural area because of insufficient demand, not enough cash and low turnover.

3.5- Other achievements:

- July 2002** Launched a new program of independent salesman, called "Intermediate Vendors" of Sur'Eau associated with the other products of PSI (condoms and nets).
- September 2002** Recruited a new brand coordinator of Sur'Eau.

3. – MAJOR PLANNED ACTIVITY:

- Increase use and knowledge among resident in rural areas via new packaging and pricing mechanisms.
- Obtain funds to reinforce PSE activity in 2003.

ANNEXES

- Annex A: Sales report
- Annex B: Recruitment report

PSI Madagascar - Project SUREAU

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ANNEX A : SALES REPORT

IR 2.1 Family level : Increased use of services and healthy behaviors

Number of bottles sold each month

General objectives (Sep. 00 - Dec. 02): 600,000 bottles sold in 5 provinces except Tamatave.

	Sales for Sept. to Dec. 2000	Sales for year 2001	Sales for year 2002	Grand total Sept. 2000 to Dec. 2002
Objectives	66,000	327,264	163,632	600,000
Tananarive	29,181	117,973	109,638	256,792
Diego Suarez	19,260	64,565	38,359	122,184
Majunga	7,327	24,781	12,597	44,705
Fianarantsoa	45,549	92,003	35,407	172,959
Tular	27,783	58,107	16,309	102,199
Total sales PSE	129,100	357,429	212,310	698,839
Tamatave (UNICEF)	39,274	86,033	44,122	169,429
Total sales PSE+Tamatave	168,374	443,462	256,432	868,268

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ANNEX B : RECRUITMENT REPORT

IR 2.2 Community level : Increased community participation leading to improved health and food security

Number of new wholesalers and retailers selling SUR'EAU

General objectives (Sep. 00 - Dec. 02) : 155 new wholesalers and 4,250 new retailers to recruit in 5 provinces except Tamatave.

		Recruitment from Sept. to Dec. 2000	Recruitment for year 2001	Recruitment for year 2002	Grand total Sept. 2000 to Dec. 2002
Objectives	wholesalers	-	84	71	155
	retailers	-	2,184	1,816	4,000
Tananarive	wholesalers	89	104	61	254
	retailers	2,448	530	294	3,272
Diego Suarez	wholesalers	58	25	7	90
	retailers	1,616	373	74	2,063
Majunga	wholesalers	49	18	11	78
	retailers	237	459	197	893
Fianrantsoa	wholesalers	9	9	5	23
	retailers	197	932	157	1,286
Tulear	wholesalers	47	100	13	160
	retailers	1,134	901	267	2,302
Total recruitment PSE	wholesalers	252	256	97	605
	retailers	5,632	3,195	989	9,816
Tamatave (UNICEF)	wholesalers	127	41	27	195
	retailers	2,252	1,056	387	3,695
Total recruitment PSE+Tamatave	wholesalers	379	297	124	800
	retailers	7,884	4,251	1,376	13,511