

A uniformed person demonstrates the use of one of the project's purifiers (PUR) in a military camp in Kabare, Sud Kivu

Advancing Social Marketing for Health in the Democratic Republic of Congo Task Order # GHH-I-05-07-00062-00

Programmatic Quarterly Report January – March 2011

Submitted by: Population Services International

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1

SUMMARY

I. Executive Summary
II. Description of activities performed4
III. Project Management
IV. Problems /Challenges faced during the reporting period18
V. Environmental Mitigation (IEE)
VI. FP and HIV policy compliance
VII. Planned activities versus progress (table)21
VIII. Key activities and challenges for the next quarter (table)27
IX. Annexes
IX.1- Project indicators
IX.2- Inventory on hand: stock
IX.3- Travel plan for the next quarter

I. Executive Summary

Organization:	Population Services International (PSI)/Association de Santé Familiale (ASF)		
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Program Title:	Advancing Social Marketing for Health in the Democratic Republic of Congo		
Agreement number:	GHH-I-05-07-00062-00		
Country:	Democratic Republic of Congo		
Time period:	January – March 2011 (Q2 FY11)		

Program Goal: To improve the health status of the people of the Democratic Republic of the Congo.

Program Purpose: To expand and build upon the achievements of USAID's previous social marketing programs in DRC by increasing the use of effective health products, services, and behaviors in the areas of HIV/AIDS/STI, family planning and reproductive health (FP/RH), maternal and child health (MCH) and water and sanitation.

Program Objectives: The proposed program has four main objectives:

- 1. Increase the supply and diversity of health products and services that are to be distributed and delivered through the private sector, in conjunction with the public sector, for disease prevention and control as well as integrated health service delivery.
- 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 to build an informed, sustainable consumer base.
- 3. Develop and/or enhance the ability of commercial/private sector entities to socially market health products and services including behavior change communication activities.
- 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.

Key success:

- 1. 4,461,744 male condoms were distributed in targeted health zones under AIDSTAR project.
- 2. 169,755 COC, 53,130 injectables, 305 IUD, 656 Cycle Beads and 22 *Jadelle* were distributed to women of reproductive age in project-targeted health zones.
- 3. 27,056 CYPs were generated by the FP products distribution over the quarter.
- 4. 1,868 Clean Delivery Kits were distributed.
- 5. 332,381 sachets of PUR and 576,608 tablets of Aquatabs were distributed, to treat 14,855,970 liters of water.

II. Description of activities performed

TASK 1: Increase the supply and diversity of health products and services that are to be distributed and delivered through the private sector, in conjunction with the public sector, for disease prevention and control as well as integrated health service delivery.

Cross Cutting

- 1. The wholesaler evaluation was completed and the final list of those which will directly collaborate with PSI/ASF as distributors was established. In order to strengthen the distribution network, the other wholesalers were linked to the selected distributors for their orders.
- 2. A tender was issued for the production of integrated sales materials. The service provider was selected and materials will be distributed in Q3 FY11 in both urban and rural targeted zones.
- 3. An assessment was conducted in Katanga, Sud Kivu and the two Kasaïs during Q2 FY11 to identify the "junction points" (which are mostly semi wholesalers) where bikers will be supplied, and the distribution network that will be used to supply rural and underserved health zones.

In the Health District of Haut Lomami (Katanga), in collaboration with the health authorities, several health zones were visited (Songa, Malemba Nkulu, Kolwezi) and two junction points were identified in Kamina.

In Sud Kivu, it was note that all the commercial retailers are supplied from Bukavu, where the junction points were established.

In Kasaï Oriental and Kasaï Occidental, the health zones of Luputa, Kanda Kanda, Mwene Ditu and Bulape, Tshimbulu, Luisa, Masuika, Luambo, Kalemba were assessed and distribution networks were established with already present suppliers for the existing bikers' associations.

A policy has been written to standardize how the provinces with rural targeted zones (Kasaï Occidental, Kasaï Oriental, Sud Kivu and Katanga) will identify and work with semi wholesalers and bikers (as mobile points of sale) to increase the availability of condoms in underserved areas.

4. Three supervision visits were conducted during Q2 FY11 from the national level to Bas Congo and Kasaï Oriental. One of these visits was conducted together with a technical team of 3 USAID people (the COTR, the Communication Specialist and the Monitoring and Evaluation Specialist). At the end of this supervision, recommendations were shared with the provincial team and will serve as actions to be implemented in the coming quarter.

HIV/AIDS/STI

1. At the beginning of Q2 FY11, there was a quantity of 10,531,665 male condoms in our warehouses throughout the six targeted sites ready for distribution. During this quarter, 15,003,000 Prudence[®] male condoms were received on February 3rd and 700,000 female ones on March 20th, from USAID. Among the 15,003,000 male condoms, 1,000,000 were allocated to the US Department of Defense (DoD)-funded project. A quantity of 4,179,600 Prudence[®] male condoms was shipped to Katanga, Sud Kivu, Kasaï Occidental and Kasaï Oriental provinces. At the end of this quarter, there are 20,008,821 Prudence[®] male condoms in PSI/ASF's warehouses throughout all the targeted sites. All the female condoms received are undergoing the sampling, testing, packaging and shipping processes. The distribution of female condoms will start in late May 2011.

Male Prudence	Distribution	Stock available, end of March 2011
KINSHASA	1,691,918	16,919,310
KATANGA	1,081,908	685,962
BAS CONGO	267,660	197,910
SUD KIVU	1,017,270	514,080
NORD KIVU		
PROVINCE ORIENTALE		
EQUATEUR		
KASAÏ OCCIDENTAL	281,488	959,499
KASAÏ OCCIDENTAL	121,500	732,060
MANIEMA		
TOTAL	4,461,744	20,008,821

2. The following table highlights the distribution of male condoms by province during Q2 FY11, and the inventory on hand at the end of March 2011:

3. In order to prepare for the launch of the existing PRUDENCE male condom with scent and color, to improve youth targeting, samples of different condoms have been ordered and should be received in DRC in May 2011. The selected protocol is to give samples to youth who will use them during a one month period. Based on their feedback, the youth preferred sample will be communicated to USAID for ordering.

Family Planning

1. In Q2 FY11, PSI/ASF sold a total of 169,755 cycles of Duofem, 53,130 injectables, 305 IUDs, 656 Cycle Beads and 22 *Jadelle* through its USAID-funded partner clinics and pharmacies.

Province	COC	POP	Injectable	IUD	CycleBeads	Jadelle
Kinshasa	107,295	0	26,290	200	6	20
Katanga	19,515	0	7,060	69	476	0
Bas Congo	17,340	0	7,610	5	5	2
Sud Kivu	9,780	0	3,020	6	0	0
Kasaï Occidental	3,195	0	1,270	6	33	0
Kasaï Oriental	3,780	0	0	0	134	0
Nord Kivu	2,595	0	3,690	0	0	0
Province Oriental	90	0	1,510	19	2	0
Equateur	5,760	0	2,680	0	0	0
Maniema	405	0	0	0	0	0
TOTAL	169,755	0	53,130	305	656	22

The following table highlights the distribution of products by province:

- 2. PSI/ASF continued to follow up with USAID concerning the registration of Microlut and Combination 3, for which Bayer (through Ethica) is responsible.
- 3. The *Jadelle* implant was successfully introduced in the *Confiance* distribution network. All partner clinics in the network received sufficient training and were able to participate in the distribution. The generic *Jadelle* was distributed at five (5) US\$ in all the provinces of intervention, after PSI received the certification from the local testing that the product meets the consumption requirements.
- 4. As part of the *Confiance* network expansion planned for this second year of project implementation, the new health facilities (25 clinics and 75 pharmacies) selection process started in Q2 FY11 in collaboration with the respective Health Zones' Chief Medical Officers and PNSR's coordinator in the provinces of Kinshasa, Katanga, Bas Congo, Sud Kivu, Kasaï Occidental and Kasaï Oriental. While waiting for the validation of clinics and pharmacies targeted by health authorities involved in this process in each of the provinces, PSI/ASF, backed by PSI's office in Washington, has been finalizing the updated version of the memorandum of understanding for these new network partners before starting their basic training at the beginning of the upcoming quarter.
- 5. During Q2 FY11, regular visits continued to be carried out by PSI/ASF staff in the partners' sites with an emphasis on quality assurance regarding counseling and FP care given to clients. These regular monthly visits, with particular focus on micro-trainings on site, contribute to the improved capacity of trained providers in partner clinics and pharmacies. These visits also serve to regularly supply network members in order to ensure contraceptive methods availability.

Maternal & Child Health

CDK

- 1. At the beginning of the reported period, a quantity of 2,647 CDKs (*Délivrans*[®]) were in stock. During Q2 FY11, 1,868 CDKs were distributed in all the provinces covered by PSI/ASF.
- 2. The following table highlights the distribution of *Délivrans*[®] by province during Q2 FY11, and the inventory on hand at the end of March 2011:

DELIVRANS	Distribution	Stock available, end of March 2011
Kinshasa	0	303
Katanga	386	258
Bas Congo	10	275
Sud Kivu	702	0
Nord Kivu	160	0
Province Orientale	0	0
Equateur	45	29
Kasaï Occidental	148	152
Kasaï Oriental	368	2,800
Maniema	49	52
TOTAL	1,868	3,869

DTK

- 1. The DTK packaging development process was completed after a workshop with the MoH and the approval from the USAID DRC mission. It was the last step before launching the DTK procurement process.
- 2. The DTK procurement process was launched. A total of 357,617 kits, including 3,576,170 dispersible tablets of Zinc (20mg) and 734,340 low-osmolarity orange-flavored ORS, will be purchased after submitting and obtaining the source/origin and pharmaceutical waiver from USAID/Global. The bidding process to identify a manufacturer for DTK production was prepared by PSI/WDC's procurement team and will be launched in early Q3 FY11.

The DTK will be pre-packaged by the selected firm to simplify and speed up the procurement process and make it possible to start distribution as soon as it is delivered to the field.

The Ora-Zinc[®] registration process will start as soon as samples and technical documents are provided by the selected manufacturer before delivery.

3. The DTK providers' training curriculum was designed and is still being fully developed.

Water and Sanitation

- 1. From January to March 2011, a total of 332,381 sachets of PUR and 576,608 tablets of Aquatabs were distributed in the main USAID-targeted provinces (Kinshasa, Katanga, Sud Kivu, Bas Congo, Kasaï Occidental and Kasaï Oriental). PUR and Aquatabs were distributed to health centers, pharmacies, retailers, wholesalers, NGOs and households. For household distribution, PSI/ASF's sale agents created demand and directed populations to existing and new points of sale.
- 2. 2.2 million sachets of PUR, purchased with P&G funding, are under clearing process and 2.2 million more are being shipped to DRC.
- 3. The clearing process for 6.6 million Aquatabs tablets is still ongoing. Meetings with the MoH were held to address this issue and we hope that in early Q3 FY11the Aquatabs will be cleared.
- 4. During Q2 FY11, 247 new PUR and Aquatabs points of sale were created in the 6 USAID-targeted provinces.
- 5. The following tables highlight the distribution of products by province during Q2 FY11, and the inventory on hand at the end of March 2011:

PUR	Distribution	Stock available, end of March 2011
Kinshasa	121,920	2,791,132
Katanga	110,834	394,247
Bas Congo	27,899	59,280
Sud Kivu	5,908	278,919
Kasaï Occidental	11,120	130,370
Kasaï Oriental	54,700	67,920
TOTAL	332,381	3,721,868

AQUATABS	Distribution	Stock available, end of March 2011
Kinshasa	167,112	5,135,210
Katanga	77,760	66,696
Bas Congo	27,416	175,360
Sud Kivu	224,960	452,549
Kasaï Occidental	46,080	479,896
Kasaï Oriental	33,280	10,720
TOTAL	576,608	6,320,431

	INDICATORS ¹	Year 2 Targets	Year 2 Achievement (numbers)	Year 2 Achievement	Comments
1	Number of male condoms distributed through the USG funded social marketing programs	30,712,971	8,870,807	29%	Year 2 target is the sum of remaining Year 1 condoms (5,712,971) and original contract year 2 target (25,000,000)
2	Number of female condoms distributed through the USG funded social marketing programs	700,000	0	0	Condoms were received from USAID in late March 2011, and were not available for distribution (need to be sampled, tested, packaged and shipped to provinces first).
3	Liters of water disinfected with point of use home water treatment solution to the USG funded social marketing programs	60,000,000	45,719,870	76%	An important amount of POU products were distributed in emergency situations by NGOs and UNICEF in Sud Kivu and Katanga.
5	Number of clean delivery kits distributed through the USG funded social marketing programs	30,000	2,781	9%	CDK communication campaign and the increase of the product availability by increasing the production will be intensified
6-1	Number of cycles of oral contraceptives (COC) distributed through the USG funded social marketing programs	850,000	355,801	42%	At the end of the reported period, a quantity of 12,100 was available in the main warehouse in Kinshasa, with the risk of stock shortage in the intervention sites. Combination-3 is not yet available to replace Duofem as proposed by USAID.
6-2	Number of cycles of oral contraceptives (POP) distributed through the USG funded social marketing programs	150,000	0	0	Stock out of Ovrette. We received Microlut from USAID in Q4 FY10 and are waiting for product registration and over-branding authorization from Bayer via USAID.
7	Number of injectable contraceptives distributed through the USG funded social marketing programs	200,000	92,860	46%	At the end of the reported period, we received from USAID 130,000 injectables doses whose packaging process is in progress.
8	Number of IUDs distributed through the USG funded social marketing programs	2,500	934	37%	Distribution will continue and be reinforced in Q3.
9	Number of Cycle Beads distributed through the USG funded social marketing programs	6,000	1,766	29%	Effort will be done during Q3 FY11 to boost the distribution
10	Number of implants distributed through the USG funded social marketing programs	1,300	22	2%	We started the distribution this quarter after receiving the AMM certificate and the results of local testing
11	Couple-years of protection (CYP) in USG-supported programs	140,217	53,813	38%	Distribution will continue and be reinforced in Q3, including new products such as implants.

¹ Any missing indicator in the table has no target to be reported for year 2 project.

Task Order # GHH-1-05-07-00062-00 / Advancing Social Marketing for Health in the Democratic Republic of Congo / Programmatic Quarterly Report / January – March 2011 9

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 to build an informed, sustainable consumer base.

Cross-cutting activities

 The conception of the "Creative briefs" was finished in March 2011. The briefs were based on previous research results in order to drive the evidence-based communication campaign design. A bidding process will be launched to identify advertising agencies for the development and production of communication materials in the various project domains.

HIV/AIDS/STI

- 1. The first step of peer educator identification and selection is the choice of local NGOs (of which they will be members) and their institutional capacity building through our subcontractor, Social Impact. During Q2 FY11, the technical representative from Social Impact traveled in February and March, to six USAID-intervention provinces to identify local NGOs using the developed criteria. He is writing the final report to be submitted to PSI/ASF.
- 2. For the next quarter, communication activities are scheduled and will address all projecttargeted people, namely the military, the police, long-distance truck drivers, miners, sex workers, PLWHAs and the youth through interpersonal communications. The general population will also be addressed through MVUs. All these activities will be conducted by local NGOs, and PSI/ASF's teams will do more supervision to assure the services quality.
- 3. The needed and planned people to implement the abstinence activities, including the magazine *100%Jeune*, were selected.

Family Planning

- 1. During the previous quarter, PSI/ASF's FP Program continued its activities through the *Confiance* network which includes 115 private clinics (78 of them supported by USAID and the 37 others by the Dutch fund) and 366 pharmacies (277 of them supported by USAID and the 89 others by the Dutch fund) in 10 provinces (Kinshasa, Katanga, Bas Congo, Sud Kivu, Nord Kivu, Province Orientale, Equateur, Kasaï Occidental, Kasaï Oriental and Maniema). When the complementary Dutch funding ended in December 2010, a total of 99 clinics and pharmacies in Kasaï Oriental (8 clinics and 30 pharmacies), Kinshasa (20 clinics and 39 pharmacies) and Bas Congo (2 clinics in Boma) were incorporated in the USAID partners' network at the beginning of January 2011, as they were located in main USAID-intervention areas.
- 2. To reinforce the integration of HIV and FP messages, PSI/ASF's staff continues, during sessions of behavior change communication and of service providers and other FP-field actors' training, to promote among its target groups the condoms' dual protection: protection not only against sexually transmitted infections such as HIV, but also against unwanted pregnancies. This message is also included in some printed media such as the images box, and the training module.

Task Order # GHH-I-05-07-00062-00 / Advancing Social Marketing for Health in the Democratic Republic of Congo / Programmatic Quarterly Report / January – March 2011 10

- 3. To increase access to information on FP in the basic community, PSI/ASF developed two new spots for FP (generic and branded) with additional support from the Dutch fund. We requested the PNSR national office's validation of these spots. PNSR granted us formal permission to air these new spots, whose broadcasting campaign start is scheduled for the upcoming quarter.
- 4. In Q2 FY11, thanks to the important contribution of community-based educators and under the oversight of PSI/ASF's provincial staff, customary Interpersonal Communication (IPC) sessions as well as radio/TV broadcasts were done in USAID-intervention provinces. These activities, during which emphasis was put on FP-service users' testimonies, provided a framework for experience sharing in order to dispel the fear of side effects and rumors about modern contraceptives.

A total of 109,628 persons of reproductive age were reached with FP messages through educational talks in the basic community (churches, businesses, markets and health centers) and during home visits.

Province	Men	Women	Total
Kinshasa	7,095	24,242	31,337
Katanga	6,932	32,808	39,740
Bas Congo	1,401	3,080	4,481
Sud Kivu	366	11,710	12,076
Nord Kivu	753	3,211	3,964
Province Orientale	1,009	2,466	3,475
Equateur	342	2,105	2,447
Kasaï Occidental	2,334	8,332	10,666
Kasaï Oriental	305	1,137	1,442
Total	20,537	89,091	109,628

Number of people reached through FP interpersonal communication, by province (January-February-March 2011 – Q2 FY11)

- 5. In Q2 FY11, PSI/ASF, through its provincial teams in charge of its FP program, joined international and local NGOs in celebrating the International Women's Day 2011 (IWD 2011). The national theme was: "Equal access to training for men and women as well as boys and girls, equal access to same opportunities for an equally representative Congo". The celebration of this day lasted all of March and was marked by several FP-related awareness activities that were mainly oriented to women-of-reproductive-age and associations so as to create demand and direct them towards partner structures for receiving FP services. An estimated total of over 5,000 women were informed on the importance of FP on health and on the location of the Confiance network partners.
- 6. In Q2 FY11, the two hotline numbers (081 080 00 00 and 099 300 30 01) continued to be promoted by PSI/ASF's field staff, community-based educators and partners in all the existing *Confiance* network, through IEC activities and service delivery point visits accompanied by the distribution of printed communication materials having these hotline numbers. These hotlines that offer the target group confidential access to FP-related information, received a total of 1,313 calls during this quarter as shown in the table below.

Task Order # GHH-I-05-07-00062-00 / Advancing Social Marketing for Health in the Democratic Republic of Congo / Programmatic Quarterly Report / January – March 2011 1

Province	Ca		
Province	Men	Women	Total
Kinshasa	138	115	253
Katanga	418	50	468
Bas Congo	27	15	42
Sud Kivu	35	12	47
Nord Kivu	38	6	44
Province Orientale	45	8	53
Equateur	41	13	54
Kasaï Occidental	78	21	99
Kasaï Oriental	59	17	76
Maniema	101	15	116
Bandundu	46	15	61
Total	1,026	287	1,313

Number of calls received by FP hotline, by province (January-February-March 2011-Q2 FY11)

7. From January to March 2011, 20,955 people attended *Confiance* network clinics to receive FP counseling, for extensive discussions about birth spacing, prevention of unwanted pregnancies and other FP-related issues in the project-intervention areas.

Province	Men	Women	Total
Kinshasa	829	3,727	4,556
Katanga	485	2,683	3,168
Bas Congo	225	901	1,126
Sud Kivu	73	2,068	2,141
Nord Kivu	445	469	914
Province Orientale	138	357	495
Equateur	34	118	152
Kasaï Occidental	742	7,280	8,022
Kasaï Oriental	93	288	381
Total	3,064	17,891	20,955

Number of people reached through FP counseling visits, by province (January-February-March 2011-Q2 FY11)

8. Of all the clients seen during the reported period, 15,104 were recorded as new clients accepting modern contraceptive methods. The following table shows the distribution of these new clients by gender.

	Q2	FY11
Province	Men	Women
Kinshasa	0	8761
Katanga	20	825
Bas Congo	67	325
Sud Kivu	84	493
Nord Kivu	128	1298
Province Orientale	80	131
Equateur	0	1376
Kasaï Occidental	227	1127
Kasaï Oriental	9	153
Total per sex	615	14,489
Total	15,	104

Number of new clients recruited, by province (January-February-March 2011-Q2 FY11)

9. In Q2 FY11, 18 meetings with *Confiance* network trained pharmacists and clinicians were held (i.e. 9 meetings with the pharmacists and 9 others with clinicians in the targeted FP provinces). These regular meetings, held by PSI/ASF's staff, help to continuously build the trained providers' technical skills by discussing with them lessons learned, successes and concerns.

Maternal & Child Health

DTK

- 1. The DTK marketing plan was completed thanks to the technical assistance of the PSI/Rwanda MCH team in Kigali. This technical assistance was scheduled to take place in Kinshasa however, was reschedule for Kigali due to Kigali team's unavailability to travel.
 - The *Ora-Zinc*[®] marketing plan strategic priorities will focus on:
 - > Increasing the $Ora-Zinc^{\otimes}$ quality perception;

 - Ensuring the *Ora-Zinc*[®] coverage and access;
 Increasing the *Ora-Zinc*[®] knowledge among the targeted population and the providers.
- 2. The community-based educators (CBE) training curriculum on diarrhea treatment, water, and sanitation is still being completed. A workshop with the MoH for its completion and approval will be held before the launch of the new diarrhea treatment kit (Ora-Zinc[®]) planned for September 2011. The CBEs will be provided with a diarrhea prevention and treatment training package.

Water and Sanitation

1. A total of 439 interpersonal communication (IPC) sessions were conducted by communication agents in local markets, mobile video units, health clinics (during ante and post-natal sessions), churches and schools; and by community volunteers, with door to door sensitization. A total of 49,951 people, including mothers and caregivers with children under five, students, etc, were reached.

- 2. 462 radio spots with messages related to safe drinking water, hygiene and sanitation promotion were aired through both rural and urban radio stations.
- 3. The PUR children cartoon, produced with P&G funding, was approved by the MoH during a workshop held at PSI/ASF's national office. It will be aired during the summer holidays so as to reach as many children as possible. This communication tool will promote both point of use water treatment with PUR and hygiene messages.
- 4. The training curriculum for community-based educators (CBE) on water, sanitation and diarrhea treatment is still being created. A workshop with the MoH, for its completion and approval, will be held before the launch of the new diarrhea treatment kit (*Ora-Zinc*[®]). The CBEs will be provided with a diarrhea prevention and treatment training package.
- 5. Thanks to a Pooled Fund project in 3 rural health zones in Maniema (Lubutu, Obokote and Salamabila), IPC activities and radio spots broadcasting were done to expand household water treatment activities. It is the same situation in Mbandaka with P&G funding in 2 health zones (Wangata and Mbandaka). In Goma (Kirotche Health Zone), BCC activities were held in January and February when the UNICEF project closed.

Task 2 indicators: Situation as of end Q2FY11

	INDICATORS	Year 2 Targets	Year 2 Achievement (numbers)	Year 2 Achievement	Comments
12	Number of people reached during HIV/AIDS activities who are oriented to VCT site	4,364	153	4%	This indicator will be boosted in Q3 once local NGOs are selected and members trained to conduct IPC sessions.
13	Number of individuals reached with individual and/or small group preventive interventions primarily focused on abstinence and/or being faithful that are based on evidence and/or meet the minimum standards	17,717	0	0	The process of identifying and selecting NGOs will boost this indicator. It will be completed in Q3 FY11. This activity will begin in the next quarter.
14	Number of MARP reached with individual and/or small group level interventions that are based on evidence and/or meet the minimum standards	14,286	0	0	Contact with groups' leaders taken; peer educators to be trained are identified and selected, and agenda validated. In all sites the training will begin in April 2011.
15	Number of targeted condom service outlets	6,000	5,626	94%	Points of sale are cumulative.
16	Number of individuals who participated in communitywide event focused on HIV/AIDS	200,000	25,603	13%	This indicator too will be boosted in Q3, depending on local NGOs'action.
17	Number of media outlets including HIV/AIDS messages in their program	48	0	0	Media outlets have been identified and selected. Planned for the next quarter.
18	Number of media broadcasts that promote responsible sexual behavior	20,160	0	0	Airing spots will start in Q3.
19	Number of peer educators who successfully completed an in-service training program	300	0	0	Contact with groups' leaders taken; peer educators to be trained are identified and selected, and agenda validated. In all sites the training will begin in April 2011, and will be completed in Q3 FY11.
20	Number of FP service delivery points (pharmacies and clinics) added to the <i>Confiance</i> FP network with USG assistance	199	99	50%	To be continued.
21	Number of USG-assisted service delivery points experiencing stock-outs of specific tracer drugs (Depo provera)	68	50	74%	Each service delivery point has at least 1 of the two most used contraceptives (injectables and oral) included in the <i>Confiance</i> products. This indicator is reported cumulatively.
22	Numbers of people reached during outreach activities promoting the use of water purifier products	300,000	182,865	61%	To be continued
24	Numbers of service delivery points for social marketing delivery kits	400	481	120%	All partners (clinics, pharmacies) in <i>Confiance</i> network sell CDK.
25	Percentage of delivery points reporting stock-out of water purifier at any time	30	0	100	No stock out has been reported to the project.

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.

HIV/AIDS/STI

- 1. ASF's sale agents continued to carry out visits to wholesalers and points of sale to check product availability and merchandising, to verify the respect of price structure, and to inform new clients on site.
- 2. We continue to maintain the new distribution approach, taking into account wholesalers, semi wholesalers and retailers, following the fast moving consumer goods channel, with targeted promotion and advertising.

Maternal & Child Health, and Water and Sanitation

- 1. HOPE Consulting, one of our subcontractors in charge of identifying strategies to spin-off the CDK, completed its assessment. Here are some of their key findings :
 - a. There is no rational private sector company that will highly value PSI's CDK program;
 - b. Interviews with PATH and other experts indicate that even with intellectual property, a commercial spin-off is difficult and extremely time consuming;
 - c. The CDK should be kept in PSI portfolio as the only viable option, highlighting local content and cooperation with other Congolese organizations that exist today.

Task 3 indicators: Situation as of end Q2FY11

	INDICATORS	Year 2 Targets	Year 2 Achievement (numbers)	Year 2 Achievement	Comments
28	Number of trained/refreshed private sector distributors, NGOs, associations and community health workers trained in social marketing and/or BCC techniques	10	0	0	Local NGOs selection will start in Q3 FY11, followed by their training.

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.

Cross-Cutting

- 1. A meeting was held in late January 2011 with the COTR, the COP and PSI technical teams. The main points discussed were concerning the supplies status, the scented condoms to be launched, and the opportunity to continue product distribution in non-main-USAID-focused provinces.
- 2. In order to contribute to the RH/FP interventions in DRC, PSI/ASF's staff attended the meeting on the development of a mapping of stakeholders and interventions in the FP field in DRC. It was held in March 2011 in the UNFPA office under the PNSR lead. Given the fact that this

mapping-development process will go through several stages as indicated in the activities schedule, the final report will be available on July 31, 2011.

- 3. As part of the collaboration with partners intervening in the FP field, PSI/ASF attended a workshop that C-Change organized in Kisantu, Bas Congo, in March 2011 on the development of the communication strategic plan for social and behavior changes in connection with RH/FP. This workshop, which benefited from the participation of the majority of partners who are active in the RH/FP field, is part of the donor's vision to develop a collaborative mechanism for the implementation of USAID-funded activities.
- 4. PSI/ASF attended the Comité Intersectoriel de Lutte contre le Choléra (CILC) weekly meetings, along with the Comité National d'Action Eau et Assainissement (CNAEA), the Ministry of Health (4th Direction), and UNICEF. Besides the weekly cholera epidemiological analysis, the CILC Regulation and the CILC 2011 Work Plan were discussed.
- 5. A workshop with the MoH (PNLMD and the General Secretary) was held in order to approve the DTK package and instructions leaflet along with the PUR children cartoon.
- 6. PSI/ASF hosted the January 2011 WATSAN cluster monthly meeting which was under UNICEF's lead. The 2010 WATSAN cluster evaluation and the 2011 work plan were presented and discussed. The WATSAN partners and some of the Pooled Fund donors' representatives (ECHO, UNDP) were present.
- 7. PSI/ASF also attended two meetings with the IHP implementing partners, C-Change and OSC. Participants discussed about communication-tools sharing and setting up a common communication strategy that will take into account the specificity of each of the partners so as to increase the impact. Further meetings will clarify the way to proceed.

Task 4 indicator: Situation as of end Q2 FY11

	INDICATOR	Year 2 Targets	Achievement Project Q2 (numbers)	Achievement Project Q2	Comments
29	Number of external technical/coordination meetings attended at national/provincial/district levels with stakeholders	93	49	53%	To be continued.

Research, Monitoring and Evaluation

HIV/AIDS/ST

1. Kinshasa and Bukavu HIV TRaC surveys are still being analyzed and results will be available in Q3 FY11.

Maternal & Child Health

1. The preliminary results of the PUR and Aquatabs TRaC were produced and used to develop PUR and Aquatabs "Creative Briefs". The analysis of the remaining provinces' TRaC is still ongoing and we hope that results will be shared during Q3 FY11.

Family Planning

1. The results of the Jadelle "Willingness to pay" survey were used to determine its selling prices.

III. Project Management

- 1. The MCH Director, Albert Chikuru, visited the Rwanda DTK project which allowed him to finalize the DTK marketing plan. Based on lessons learned and strengths from the 5-year-old project in Rwanda, the DTK plan identifies the implementation priorities and needs in regard to distribution and communication.
- 2. PSI/ASF's Country Representative, Nestor Ankiba, attended the management and leadership training in Benin with other western and central Africa PSI Country Representatives. This training workshop offered an opportunity to select with PSI headquarters top priorities for improving governance, reducing risk management, and increase the platform teams' involvement in achievements.
- 3. PSI/ASF's Country Representative, Nestor Ankiba, and its Board's President, Pr. Pascal Payanzo, attended the French-speaking boards of directors meeting held in Benin with the active participation of PSI CEO, Karl Hoffmann.
- 4. All tenders were launched to supply identified equipment for project's implementation (such as computers, vehicles, FP clinics materials, etc.). Most of this equipment was already delivered by the selected firms. Remaining ones will be delivered in Q3 FY11.
- 5. The western and central Africa Deputy Regional Director, Jim Malster, visited the PSI/ASF platform and activities. This oversight visit was dedicated to review project's implementation and achievements, and strategies to reinforce activities and capacities to deliver the expected results in a timely manner.
- 6. Social Impact's technical person, Jacques Katuala, started his position in DRC in January 2011. Since he was working in the same building as PSI/ASF, that improved coordination and joint planning mechanisms, and maximized resources management. Protocols to identify local NGOs which will benefit from institutional capacity building were validated, and NGOs' assessment began.

IV. Problems /Challenges faced during the reporting period

During the reporting period, the project faced the following challenges:

- 1. The stock of male condoms at the end of Q2 FY11 (20,008,821) will not be sufficient to cover the remaining target of male condoms to be distributed by the end of FY11 (21,842,164). The gap is 1,833,343 male condoms.
- 2. There was a stock out of female condoms during Q1 FY11. Received in late Q2 FY11, the AMM has not been issued by the MOH, which delayed the packaging of the product. This will undermine our ability to reach the target for FY11.

- 3. A new branded male condom, *OK*, distributed by *DKT*, has appeared in the market. They distribute their product only in points of sale created by PSI sales teams, instead of creating new ones. A meeting will be held in April 2011 with DKT representatives to discuss how to better coordinate and maximize efforts to increase the accessibility and availability for targeted populations.
- 4. The POP (*Ovrette*) has been stocked out since FY10, and the POP which will replace it (*Microlut*) has not yet received its approval for distribution in DRC (AMM, "*Autorisation de Mise sur le Marche*"). Consequently, the target group is limited in its choice of available contraceptive methods. There is a quantity of 42,989 pieces of COC *Duofem* in stock, which is insufficient to reach the remaining target of 494,199 pieces. The new COC (*Combination 3*) has not yet received its approval from the MOH. These two situations may impair the achievement of FY11 objectives for oral pills and PYPs.
- 5. Based on HOPE Consulting's conclusions, the spinning-off of the CDK to a private company or another NGO is not a good option. This means that this strategy, described in the contract, will not be implemented as planned.
- 6. The branding and marking plan was submitted to the Contracting Officer on November 30th, 2009, and approval is awaited for implementation. Also, indicators, logframes and PMEP are still not approved by USAID.
- 7. Pending approvals for requests submitted to USAID are still awaited.
- 8. The long delay to obtain the approval from the MoH ethical committee in FY10 impacted the completion of the TRaC survey and the availability of the results to initiate evidence-based communication. This situation delayed the production of specific messages addressing key determinants of behavior in order to reach the greatest impact.

V. Environmental Mitigation (IEE)

- 1. During on-site visits and regular meetings with clinicians, the provincial FP staff regularly reminds the clinicians of the importance and implementation of the national policy on biomedical waste management. PSI/ASF's provincial staff is making available the handbook entitled "*Data sheet for injections and samplings safety, and biomedical waste management*" in FP clinics for a continual application of this procedure in dealing with such waste.
- 2. PSI/ASF's local staff in charge of clinical supervision ensures regular supply of bins to the network clinics for collecting used needles and other waste generated by IUD or implant insertion. This approach offers more security to service providers while working, since it reduces the risk of handling such waste before their reaching the clinic incinerator, and it also contributes to environmental protection.
- 3. IEE regulations were recalled to the *Confiance* network providers during ongoing long lasting FP methods training. Guidelines for assuring IEE requirements are met in *Confiance* clinics have also been added to newly revised Quality Assurance checklists to be used by FP staff for partner site visits.

Task Order # GHH-I-05-07-00062-00 / Advancing Social Marketing for Health in the Democratic Republic of Congo / Programmatic Quarterly Report / January – March 2011 19

4. Condoms: Proper disposal of condoms, in a designated garbage can or latrine, is included in all community-based actors' trainings and condom messaging, including IEC and condom packaging.

VI. FP and HIV policy compliance

The Thiart Amendment and its requirements were recalled to all FP staff during service providers' meetings as well as supervision visits.

VII. Planned activities versus progress (table)

	FY 2011 Workplan for the	Advancing Social Marketing	fo	r H	lea	alt	h ir	۱D	R	C				
	Activity	People concerned by trips						20 1′						Status
	Activity				١N	1		FEE				MAR		
			W1	W2	wз	W4	W1 V	V2 W	зw	/4 V	N1 V	v2 w:	3 W4	
										-	-	-	-	
	Program Administration													
•			_											-
A-1	General													
\-2	Trainings and Conferences							_					_	
\-2-2	PSI/DRC Staff Exchange visits / DRC-Cameroon / 2 people	1- PSI/DRC HIV technical advisor, to Cameroon 2- PSI/Cameroon HIV Technical advisor, to DRC			х							x		Achieved
A-2-3	PSI/DRC Staff Exchange visits / DRC-Nigeria / 1 person	Marketing and Logistics Technical Advisor, Dipoko Degrando)	<					Postponed in Q3 FY11
-2-4	PSI/DRC Staff Exchange visits / DRC- Zambia / 1 person	COP, Didier Adjoua					\square	+		х		Ť	1	Postponed in Q3 FY11
-2-5	PSI/DRC Staff Exchange visits / DRC-Rwanda / 1 person	MCH Director, Albert Chikuru				Х								Achieved
-2-6	USAID Seminars / DRC-TBD / 2 people	1- COP, Didier Adjoua 2- M&E Specialist, Gode Mpanya												
-2-7	Management and Leadership Training / DRC - Ivory Coast and Washington, DC / 2 people	1- CR, Nestor Ankiba, to Ivory Coast 2- COP, Didier Adjoua, to Washington, DC)				х								Postponed in Q3 FY11
-2-8	Boards of Directors meeting / DRC-Ivory Coast / 2 people	1 - Professor Payanzo, PSI/ASF Board of Directors President 2- CR, Nestor Ankiba			х									Achieved
-2-11	DELTA Social Marketing Regional Training / DRC-TBD / 1 person	Marketing and Communication Director											х	Achieved
-2-12	Program Management workshop with PSI/DRC HQ and Provinces					x								Postponed in Q3 FY11
-3	Procurement/Equipment													
-3-1	Advertise tenders										_		_	
-3-2 -3-3	Analysize and select suppliers Procure vehicles and motos for program activities		v	х				_	_	_	-		-	Ongoing
-3-3 -3-4	Procure MVU equipment for communications activities			Â							-	-	-	Ongoing
-3-4 -3-5	Procure furniture, computers and equipment for new staff			Â				-	-		-	_	-	Achieved
-3-6	Replace purchases of computers/servers			x				-		-	-	-	-	Achieved
	Procure medical and non medical furniture and equipment for Confiance				-						-		1	
-3-7	network clinics		Х	Х	Х	Х	х	X	$\langle \rangle$	x				Ongoing
	Traduciael Assistance Travel													
-4	Technical Assistance Travel	CEO, Karl Hoffmann						-	-		_			
-4-1	Program Management supervision trip / Washington - DRC / CEO Program Management Supervision trip / Washington -DRC / Regionel	CEO, Nan Honmann	\vdash		-		\vdash	+	+	+	-	_	+	
-4-2	Director	Regional Director, Moussa Abbo								х		1	1	Achieved
-4-3	HIV Technical assistance trip / Washington DC - DRC / 1 person	PSI/W HIV Technical Advisor, Brian Pedersen			Х	Х		+		+	1		1	Postponed in Q3 FY11
-4-4	FP Technical Assisatnce trip / Washington - DRC / 1 person	PSI/W Family Planning Technical Advisor, Maxine Eber											х	Postponed in Q3 FY11
-4-6	Research technical assistance trip / Washington - DRC / 1 person	PSI/W Qualitative surveys expert, Megan Kays				х							1	Postponed in Q3 FY11
-4-8	Social Impact / Washington DC-DRC / 2 trips	Jasques Katula			Х	Х	Х	X)	$\langle \rangle$	Х	X	хх	Х	Ongoing
-5	Other Travel													
-5-1	Home Leave / DRC-Cameroon	Marketing and Logistics Technical Advisor,		х			ΙT				ſ		1	Achieved
		Dipoko Degrando + 1 dependent	1	$^{\prime}$										

Task Order # GHH-I-05-07-00062-00 / Advancing Social Marketing for Health in the Democratic Republic of Congo / Programmatic Quarterly Report / January – March 2011

в	TASK 1: Increase the supply and diversity of health products				del	ive	red	thr	ou	gh	th	e p	riv	ate	e sector, in conjunction
5	with the public sector, for disease prevention and control as	well as integrated health service delive	ery.		_		_					_		_	
D 4	Oness Outling Asthetics							_	_						
B-1	Cross-Cutting Activities		V	V	V	V	X	V	v	V	V	V	V	V	On an in a
B-1-1 B-1-2	Build capacity of distributors/networks to move social marketing products		X	Х	X	Х	X	X	X	X	X	X	Х	X	Ongoing
	Update the list of wholesalers as partners		v	V	v	v	v	v		v	V	v			
B-1-3	Create new points of sale and confirm existing							X	X	X	X	X	Х	X	Ongoing
B-1-4	Produce integrated sales materials		X	X	Х			V	v	V	V	V	V	V	Ongoing
B-1-5	Disseminate integrated sales materials								_						Ongoing
B-1-6-2	Integrate ASF/PSI sales & BCC teams across health areas rural (advanced strategy)		Х	Х		х	х	Х	х	х	х	х	Х	х	Postponed in Q3 FY11
B-1-6-1	Identify junction points and bikers at the health zones level				Х										Ongoing
B-1-6-3	Brief selected bikers on social marketing, products and price grids				Х										Ongoing
B-1-6-4	Distribute social marketed products in all rural target zones		Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Ongoing
B-1-6-5	Supervise bikers and junction points in each province		Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х		
B-1-7	Planning workshops with programmatic departments and provinces													Х	Postponed in Q3 FY11
B-1-8	National supervisions to provinces, and sales teams' capacity building		х	х	х	х	х	х	х	х	Х	х	х		Ongoing
B-1-9	Internal supervisions at provincial levels		Х	Х	Х	Х	Х	х	Х	Х	Х	Х	Х	Х	Ongoing
B-2	HIV/AIDS/STI Activities														
в-2 В-2-1	Product														
B-2-1 B-2-1-1	Receive male and female condoms from USAID		v	v	v	v	х	$\overline{\mathbf{v}}$	-					-	Ongoing
B-2-1-1 B-2-1-2	Socially market 30.712.971 male condoms								v	v	v	V	v	v	Ongoing
B-2-1-2 B-2-1-3	Socially market 700,000 female condoms							Â							Postponed in Q3 FY11
					X			<u> </u>	^	^	~	~	~	-	
B-2-1-4 B-2-1-5	Procure male and female condom packaging material		X	X				V	v	v	v	v	v	v	Ongoing Ongoing
	Sample, Test and Package male and female condoms		V	V	$\hat{}$	A V	$\hat{}$	\div	<u>^</u>	^ V	×	<u> </u>	×	$\stackrel{\wedge}{\vee}$	Ongoing
B-2-1-6	Shipp condoms to provinces Conduct focus group on male condom types to assess the need to change		X			X	X	~	×	X	X	X	X	Ň	Ungoing
B-2-1-7	current male condom specificities (color, odor)			Х	х										Postponed in Q3 FY11
D 0 0									_						
B-2-2	Price								_						
B-2-2-1	Evaluate male condom current price and price grid			X	Х			_	_					_	Postponed in Q3 FY11
D 0 0								_	_						
B-2-3	Placement/Distribution							_	_					_	
B-2-3-1	Distribute socially marketed male and female condoms (private sector, distribution network, wholesalers, semi wholesalers, retailers including		х	х	х	х	х	xþ	< 2	x	х	х	х	х	Only male condoms
B-2-3-2	pharmacies) Identify female friendly condom distribution outlets like hair dressing/ beauty		х	х	х	х	х	x)	< 1	х	х	х	х	х	Ongoing
B-2-3-3	shop for women Identify new commercial outlets and maximize product availability and visibility								_					_	Ongoing
	in hot spots (rural and urban)														
B-3	Family Planning Activities														
B-3-1	Product													1	
B-3-1-1	Socially market 1,000,000 Ocs		Х	Х	Х	Х	Х	х	х	Х	Х	Х	Х	Х	Ongoing
B-3-1-2	Socially market 200,000 injectable contraceptives		Х					Х							Ongoing
B-3-1-3	Socially market 2,500 IUDs			Х	Х	Х	X	X	X	Х	Х	Х	X	X	Ongoing
B-3-1-4	Socially market 6,000 CycleBeads							X				X			Ongoing
B-3-1-5	Socially market 1,300 implants							X							Ongoing
B-3-1-8	Ship products to provinces														Ongoing

									1	1	1		1	I
B-3-1-9	Follow up registering process of new contraceptives (Microlut, Jadelle, Combination 3)													
	Introduce implants into existing Confiance FP system (co-funded with SALIN)													
B-3-1-10	pending registration	Х	Х	Х	Х	Х	х	Х	х	Х	Х	х	X	Ongoing
B-3-3	Placement/Distribution													
B-3-3-1	Distribute Confiance contraceptives through Confiance private sector network	х	х	х	х	х	х	х	х	х	х	х	x	Ongoing
	of partner clinics, pharmacies and wholesalers partners													
B-3-2-2	Expand Confiance network to 25 clinics and 75 pharmacies in total in the six targeted provinces (Kinshasa, Bas Congo, Kasai Oriental, Kasai Occidental,	х	х	х	_	х	x	v	х					Ongoing
D-3-2-2	Sud Kivu, Katanga)	^	^	^	^	^	1^	^	^					Ongoing
B-3-2-3	Train new clinics and pharmacies personnel	х	х	х	х	х	х	х	х					Ongoing
2020							, î	~						ongoing
B-4	Maternal & Child Health Activities													
B-4-a	Product: CDKs													
B-4-a-1	Product													
B-4-a-1-1	Establish an increased and sustainable production system	 Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Ongoing
B-4-a-1-2	Distribute 30,000 CDKs at cost-recovery (for PSI/ASF)	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Ongoing
					L	<u> </u>	<u> </u>				<u> </u>	<u> </u>		
B-4-a-2	Price				<u> </u>	—	<u> </u>	_		<u> </u>	<u> </u>	<u> </u>	<u> </u>	
B-4-a-2-1	Willingness to pay surveys to assess affordability													
B-4-a-3	Placement/Distribution													
														a .
B-4-a-3-1	Distribute CDKs through wholesalers, retailers, clinics and Confiance sites	х	Х	Х	Х	Х	X	Х	х	Х	х	х	X	Ongoing
B-4-a-3-2	Sell CDKs to NGOs/Int'l Organizations for subsidized/free delivery in rural	х	х	х	х	х	х	х	х	х	х	х	Y	Ongoing
D-4-a-3-2	sites (outside of cost-recovery distribution circuit)	^	^	^	^	^	^	^	^	^	^	^	^	Chigoling
B-4-b B-4-b-1	Product: Diarrhea Treatment Kits (DTK) Product													
B-4-b-1-1	Conduct focus-group protocol for DTK product development and messaging													
	Procure low osmolarity flavored 1-litre sachets ORS and 20 mg 10 tablet Zinc	v	v	v	v	v	v	v	v	v	v	v	v	Procurement process is on
B-4-b-1-2	blisters	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	going .
														Procurement process is on
B-4-h-1-3	Register DTK to the MOH					x	X	x	x	X	X	X	X	
B-4-b-1-3	Register DTK to the MOH	 				Х	х	х	х	Х	х	Х	Х	going
B-4-b-1-4	Design DTK packaging	Х	Х	Х	х	Х	х	х	х				X	Achieved (1 and 2)
B-4-b-1-4 B-4-b-1-5	Design DTK packaging (1)Develop, (2)pre-test and (3)purchase DTK packaging	 Х	Х	Х	х	X	X	X	X				X X	
B-4-b-1-4 B-4-b-1-5 B-4-b-1-6	Design DTK packaging (1)Develop, (2)pre-test and (3)purchase DTK packaging Package DTKs by selected firm and preparre distribution	Х	Х	х	x	X 	X	X	X				X X	Achieved (1 and 2)
B-4-b-1-4 B-4-b-1-5	Design DTK packaging (1)Develop, (2)pre-test and (3)purchase DTK packaging	X	X	X	X	X 	X	X	X				X X	Achieved (1 and 2)
B-4-b-1-4 B-4-b-1-5 B-4-b-1-6 B-4-b-1-7	Design DTK packaging (1)Develop, (2)pre-test and (3)purchase DTK packaging Package DTKs by selected firm and preparre distribution Launch DTK nationwide	x	x	X	X	X 	X	×	X				x	Achieved (1 and 2)
B-4-b-1-4 B-4-b-1-5 B-4-b-1-6	Design DTK packaging (1)Develop, (2)pre-test and (3)purchase DTK packaging Package DTKs by selected firm and preparre distribution	X	X	×	X	X 	X	X	X 				x	Achieved (1 and 2)
B-4-b-1-4 B-4-b-1-5 B-4-b-1-6 B-4-b-1-7 B-5	Design DTK packaging (1)Develop, (2)pre-test and (3)purchase DTK packaging Package DTKs by selected firm and preparre distribution Launch DTK nationwide Water and Sanitation	x	X	X	X	X 	X 	×	X				x	Achieved (1 and 2)
B-4-b-1-4 B-4-b-1-5 B-4-b-1-6 B-4-b-1-7	Design DTK packaging (1)Develop, (2)pre-test and (3)purchase DTK packaging Package DTKs by selected firm and preparre distribution Launch DTK nationwide Water and Sanitation Product	X	x	×	X	X	×	×	×				X	Achieved (1 and 2)
B-4-b-1-4 B-4-b-1-5 B-4-b-1-6 B-4-b-1-7 B-5	Design DTK packaging (1)Develop, (2)pre-test and (3)purchase DTK packaging Package DTKs by selected firm and preparre distribution Launch DTK nationwide Water and Sanitation Product Receive past procurement of Aquatabs (November 2010) and PUR (January							X 	X 				X	Achieved (1 and 2)
B-4-b-1-4 B-4-b-1-5 B-4-b-1-6 B-4-b-1-7 B-5 B-5-1 B-5-1 B-5-1-2	Design DTK packaging (1)Develop, (2)pre-test and (3)purchase DTK packaging Package DTKs by selected firm and preparre distribution Launch DTK nationwide Water and Sanitation Product Receive past procurement of Aquatabs (November 2010) and PUR (January and April 2011)	x	x	×	x	x	x	×	x	X		x		Achieved (1 and 2) Achieved Ongoing
B-4-b-1-4 B-4-b-1-5 B-4-b-1-6 B-4-b-1-7 B-5 B-5-1 B-5-1 B-5-1-2 B-5-1-3	Design DTK packaging (1)Develop, (2)pre-test and (3)purchase DTK packaging Package DTKs by selected firm and preparre distribution Launch DTK nationwide Water and Sanitation Product Receive past procurement of Aquatabs (November 2010) and PUR (January and April 2011) Shipping PUR and Aquatabs to provinces	x	xx	x	X	x	X	X	X	X	X	X	x	Achieved (1 and 2) Achieved Ongoing Ongoing
B-4-b-1-4 B-4-b-1-5 B-4-b-1-6 B-4-b-1-7 B-5 B-5-1 B-5-1 B-5-1-2	Design DTK packaging (1)Develop, (2)pre-test and (3)purchase DTK packaging Package DTKs by selected firm and preparre distribution Launch DTK nationwide Water and Sanitation Product Receive past procurement of Aquatabs (November 2010) and PUR (January and April 2011)	x	x	×	X	x	X	×	x	X		x	x	Achieved (1 and 2) Achieved Ongoing
B-4-b-1-4 B-4-b-1-5 B-4-b-1-6 B-4-b-1-7 B-5 B-5-1 B-5-1 B-5-1-2 B-5-1-3 B-5-1-4	Design DTK packaging (1)Develop, (2)pre-test and (3)purchase DTK packaging Package DTKs by selected firm and preparre distribution Launch DTK nationwide Water and Sanitation Product Receive past procurement of Aquatabs (November 2010) and PUR (January and April 2011) Shipping PUR and Aquatabs to provinces Socially market 2.2 million PUR sachets (P&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 X	X X X X	x	Achieved (1 and 2) Achieved Ongoing Ongoing Ongoing
B-4-b-1-4 B-4-b-1-5 B-4-b-1-6 B-4-b-1-7 B-5 B-5-1 B-5-1 B-5-1-2 B-5-1-3	Design DTK packaging [(1)Develop, (2)pre-test and (3)purchase DTK packaging Package DTKs by selected firm and preparre distribution Launch DTK nationwide Water and Sanitation Product Receive past procurement of Aquatabs (November 2010) and PUR (January and April 2011) Shipping PUR and Aquatabs to provinces Socially market 2.2 million PUR sachets (P&G purchased commodities) Socially market 2.2 million Aquatabs tablets (UNICEF & UNDP/Pooled Funds	x	xx	x	X	x	X X X	X	X	X	X	X	x	Achieved (1 and 2) Achieved Ongoing Ongoing
B-4-b-1-4 B-4-b-1-5 B-4-b-1-6 B-4-b-1-7 B-5 B-5-1 B-5-1 B-5-1-2 B-5-1-3 B-5-1-4	Design DTK packaging (1)Develop, (2)pre-test and (3)purchase DTK packaging Package DTKs by selected firm and preparre distribution Launch DTK nationwide Water and Sanitation Product Receive past procurement of Aquatabs (November 2010) and PUR (January and April 2011) Shipping PUR and Aquatabs to provinces Socially market 2.2 million PUR sachets (P&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 X	X X X X	x	Achieved (1 and 2) Achieved Ongoing Ongoing Ongoing
B-4-b-1-4 B-4-b-1-5 B-4-b-1-6 B-4-b-1-7 B-5-1 B-5-1-2 B-5-1-2 B-5-1-3 B-5-1-4 B-5-1-5 B-5-2	Design DTK packaging (1)Develop, (2)pre-test and (3)purchase DTK packaging Package DTKs by selected firm and preparre distribution Launch DTK nationwide Water and Sanitation Product Receive past procurement of Aquatabs (November 2010) and PUR (January and April 2011) Shipping PUR and Aquatabs to provinces Socially market 2.2 million PUR sachets (P&G purchased commodities) Socially market 2.2 million Aquatabs tablets (UNICEF & UNDP/Pooled Funds purchased commodities) Placement/Distribution	x x x x x								x x x x x	X X X X X	X X X X X		Achieved (1 and 2) Achieved Ongoing Ongoing Ongoing Ongoing Ongoing
B-4-b-1-4 B-4-b-1-5 B-4-b-1-6 B-4-b-1-7 B-5 B-5-1 B-5-1-2 B-5-1-2 B-5-1-3 B-5-1-4 B-5-1-5	Design DTK packaging (1)Develop, (2)pre-test and (3)purchase DTK packaging Package DTKs by selected firm and preparre distribution Launch DTK nationwide Water and Sanitation Product Receive past procurement of Aquatabs (November 2010) and PUR (January and April 2011) Shipping PUR and Aquatabs to provinces Socially market 2.2 million PUR sachets (P&G purchased commodities) Socially market 2.2 million Aquatabs tablets (UNICEF & UNDP/Pooled Funds purchased commodities) Placement/Distribution 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		Achieved (1 and 2) Achieved Ongoing Ongoing Ongoing
B-4-b-1-4 B-4-b-1-5 B-4-b-1-6 B-4-b-1-7 B-5 B-5-1 B-5-1-2 B-5-1-2 B-5-1-3 B-5-1-4 B-5-1-5 B-5-2	Design DTK packaging (1)Develop, (2)pre-test and (3)purchase DTK packaging Package DTKs by selected firm and preparre distribution Launch DTK nationwide Water and Sanitation Product Receive past procurement of Aquatabs (November 2010) and PUR (January and April 2011) Shipping PUR and Aquatabs to provinces Socially market 2.2 million PUR sachets (P&G purchased commodities) Socially market 2.2 million Aquatabs tablets (UNICEF & UNDP/Pooled Funds purchased commodities) Placement/Distribution											X X X X X		Achieved (1 and 2) Achieved Ongoing Ongoing Ongoing Ongoing Ongoing

Task Order # GHH-I-05-07-00062-00 / Advancing Social Marketing for Health in the Democratic Republic of Congo / Programmatic Quarterly Report / January – March 2011

с	Task 2: Increase awareness of and demand for health produ				ch	hild	hoc	od i	llne	ess	ses	i, u	nin	ten	ded and unsafe
	pregnancies. HIV infection and STIs. and malaria and to build	an informed. sustainable consumer b	ase	э.	r –		_					-	_	_	
-1	Cross-Cutting Activities														
-1-1	Develop mass media campaigns (tv/radio/promo materials)		Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Ongoing
-1-2	Place mass media campaigns for all products		Х	Х	Х	Х	Х	X	Х	Х	Х	Х	Х	X	Postponed in Q3 FY11
-1-3	Collaborate with USAID-funded communications efforts		Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	X	Ongoing
	Engage with community influencers and leaders (e.g. schools and churches		~	~	~					~	~	~			Ongoing
-1-4	chiefs, local leadres, etc.) to generate community-level acceptance as well as correct and consistent use of products.		X	x	×	Ň	^	^	x	X	x	×	Ň	^	Ongoing
2-1-5	Conduct special events (World Women Day, World Population Day, Kinshasa										х	х	x	х	Achieved
	's Fair 2011, etc) with target population														
-2	HIV/AIDS/STI Activities							_							
-2-1	Promotion/Communication														
	Use branded point-of-sale materials, community events and outreach											1	1		
2-2-1-1	channels to announce availability and increase awareness & visibility of		\sim	\sim	v	v		\mathbf{v}	\mathbf{v}	v	\sim	v	_	~	Ongoing
-2-1-1	private and community outlets stocking social marketed male and female		^	^	^	^	^	^	^	^	^	^	^	^	Ongoing
	condoms.														
	Develop partnerships with/train local associations, local NGOs to promote			· · ·	·	, ,,			<u>,</u> ,						
-2-1-2	safer sex behaviors and ensure effective reach of targeted populations		Х	х	х	Х	X	X	Х	Х	х	Х	X	X	Postponed in Q3 FY11
												-			
	Design, develop and pre-test TV and radio spots		x	x	x	х	х	x	x	х					
	Design, develop and pre test i v and radio spots		^	^	^	L,			~	~					
															Ongoing
	Place and distribute branded communication materials to raise		Х	Х	Х	Х	х	Х	Х	Х	Х	Х	Х	х	
	consumer awareness (mass media, IPC community-reach, print)														
C-2-1-4	Collaborate with other partners in intervention areas in communications		х	х	х	х	х	х	х	х	х	х	x	х	Ongoing
	efforts to ensure complementary messaging.												· · ·		
	Conduct peer counseling sessions (IPC) and outreach mass communication				-	-					-				
-2-1-6	sessions (MVU, etc)		Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Postponed in Q3 FY11
	Air existing and new radio and TV spots (may include Delayed Debut spot														
	ABCD, Rien que la verité clip and domentary, youth video clip, Trusted									~					
-2-1-7	partner, female and male condom spots, Pincez Deroulez, VCT promotion						X	Х	Х	Х					Postponed in Q3 FY11
	spot)														
2	Family Danning Astivitian							_							
-3	Family Planning Activities				-										
-3-1	Promotion/Communication											1			
-3-1-1	Develop/disseminate branded point-of-services materials for FP brands		Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Ongoing
-3-1-2	Air spots (funded by Dutch SALIN) to the TV		Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Ongoing
-3-1-3	Air FP spots and films in the clinics of Confiance Network		Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Will start in Q3 FY 11
2-3-1-4	Conduct Inter personal communication and community mobilization by		х	x	x	x	x	x	х	x	x	x	x	x	Ongoing
	community-based agents														
-3-1-5	Ensure availability of two FP hotlines (<i>Ligne verte</i>)														Ongoing
-3-1-6	Incorporate HIV/STI messages into FP communications and training		X	Х	X	X	X	X	X	X	X	X	X	X	Ongoing
-3-1-7	Promote real-life stories from satisfied FP users to tackle rumors										х	Х	X	X	Ongoing
-3-1-8	Ensure complementary messaging with other USAID programs		Х	Х	X	Х	Х	Х	Х	Х	-	┢	┢		Ongoing
-3-2	Training/Capacity Building/Meeting		\vdash	-	\vdash	⊢		_				+	-	-	
)-/	manning/capacity building/meeting		1		Х	L	L				1	1	L	I	Ongoing

C-4	Maternal & Child Health Activities													
C-4-a	ORS/Zinc Activities													
C-4-a-1	Promotion/Communication													
	Produce, pre-test, place DTKs promotional materials including radio and tv								-		-			
C-4-a-1-1	spot according to PNLMD Policy)		Х	Х	Х	Х	Х	X	X	X	X	хγ		Postponed in Q3 FY11
C-4-b	CDK Activities												-	
C-4-b-1	Promotion/Communication													
C-4-b-1 C-4-b-1-1	Air existing CDKs radio and tv spot		v	v	v	v	х	$\overline{\mathbf{v}}$	-	-	$\overline{\mathbf{v}}$	х×		/
0-4-0-1-1			^	^	^	^	^	^	+	ť	^	^ _ ^	ť	
C-5	Water and Sanitation Activities (PUR and Aquatabs)													
C-5-1	Promotion/Communication													
C-5-1-1	Raise additional funds to expand Household Water Treatment activities		х	х	х	х	х	x I	x	X	x	хX		Ongoing
	Develop comprehensive, integrated multi-channel communication (mass													
C-5-1-2	media, IPC community-reach, print)		Х	Х	Х	Х	Х	X	X	X	X	XX	$\langle \rangle$	Ongoing
-	Placement PUR and Aquatabs radio spot (1 existing spot for PUR and 1													
C-5-1-2-1	new spot for Aquatabs)		Х	Х	Х	Х	х	×			X	XIX	$\left(\right)$	Ongoing
C-5-1-2-2	Produce, pre-test and finalize PUR children cartoon		Х	Х	Х	Х	Х	X D	X	X	X	хХ		Ongoing
C-5-1-2-3	Air PUR Children cartoon													
0.5.4.0.4	Develop and present community theatre around safe water, sanitation and		v	v	v	~	v	v .		<u> </u>	. /	v .	ί.	
C-5-1-2-4	hygiene for diarrhea prevention.		х	х	х	х	×	׼	X I	× I	X	×	9	(Ongoing
	Conduct IDC activities by communications acouts in local markets, makile													
05405	Conduct IPC activities by communications agents in local markets, mobile		v	v	v	v	v	νI,		<u> </u>	~	~ \	λ.	
C-5-1-2-5	video units, health clinics, pharmacies, churches and schools and by community volunteers in households with door to door sensitizations.		X	X	×	X	^	^ `	^ .	× ·	×	^ / ^	\mathbf{P}	Ongoing
C-5-2	Training/Capacity Building													
0.5.0.0	Train community volunteers (Relai communautaire) to provide referrals for		v	v	v	v	v	νI,		\mathbf{v}				
C-5-2-2	HWT and hygiene		X	X	×	X	х	^ `	^ .	^				Postponed in Q3 FY11
	Train NGO partners, key government project implementers, stakeholders on					_	_		+	+	+	_	+	
C-5-2-3	waterborne diseases, prevention and control		Х	Х	Х	Х	Х	X	X	X	X	хγ		Postponed in Q3 FY11
-														
	TAOK 0. Develop and/or only may the shifting f													leading as to a leading a strain
D	TASK 3: Develop and/or enhance the ability of commercial/p	orivate sector entities to socially market	t ne	alt	n p	roo	auci	is a	nd	se	rvio	ces	inc	iuding behavior change
	communication activities.													
							Т	Т	Т			T	Т	
D 4	Cross Cutting Activities							_					-	
D-1 D-2	Cross-Cutting Activities All health domains							_	_	-	+	_	+	
D-2	All nearth domain's												-	
D-2-1	NGOs/Associations/ community workers with reinforced capacities carryout		v	v			\mathbf{v}	۰I,		v .	\sim			Postponed in Q3 FY11
0-2-1	communication activities including MVU towards target populations		^	^	^	^	^	^ '	^	^	^	^ '	Υľ	
	Trained Private Sector distributors of Condoms and other social marketing							+	+	+	+		+	+
D-2-2	products sensitize and efficiently Social Market femenale and male condoms		x	x	x	x	x	\mathbf{x}	x	x	x	x	d	Postponed in Q3 FY11
0-2-2	in rural areas		^	^	^	^	^	^ '	\sim	^	^	$^{\prime}$	١ſ	
J														1

D-3	Maternal & Child Health Activities														
D-3-1	Identify options for CDKs spin-off														
D-3-2	Design a transition plan for CDKs to a private distribution company		х	х	х	х	х	х	х	х					Ongoing
E	TASK 4: Integrate service delivery and other activities, emph		cial	, d	istr	rict,	fa	cilit	y,	and	d co	om	mu	init	y levels through joint
	planning with the GDRC, other United States Government (U	SG), and non-USG partners.				_									
E-1	Cross-Cutting Activities								_					-	
-1-1	Hold strategic planning meetings with USAID			Х				Х	-			Х			Ongoing
-1-2	Integrate/harmonize interventions across PSI/ASF health areas				х	х	х		х	х			х	х	Ongoing
-1-3	Develop strong linkages and coordination with other USG-funded projects			X	X	X	X	X	X	X	X	X	X	X	Ongoing
E-1-4	Provincial coordination meetings with gov't partners, NGOs and associations		Х	Х	X	X	Х	Х	Х	Х	Х	Х	Х	X	Ongoing
E-1-5	Participate in technical groups meetings at national and provincial levels		Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Ongoing
-2	Capacity Building & Assessments														
E-2-1			х	v	х	v									Ongoing
:-2-1	Select 20 local associations for capacity building		X	X	X	X									Ongoing
-2-2	Conduct Capacity Assessments with local NGOs						Х	Х	Х	Х					Ongoing
-2-3	Develop curriculum for local NGOs									Х	Х	Х	Х		Ongoing
E-2-4	Train identified local NGO for instutional development													Х	Ongoing
_	Research Menitoring and Evaluation														
F	Research, Monitoring and Evaluation														
					1	Γ								1	
-1	Cross-Cutting Activities														
-1-2	Dissemination of MAP survey results			Х											Postponed in Q3 FY11
-2	HIV/AIDS														
-2-1	HIV TRaC Survey		Х	Х	Х	х									Ongoing
-3	Maternal and Child Health														
-3-1	DTK Focus Group for product development								Х	Х	Х				Achieved
-4	Family Planning														
-4-1	Mystery Client Surveys for FP points of sale and service delivery														
-5	Reporting														
-5-1	Quarterly Technical progress Reports Submitted (+30)					Х									Ongoing
-5-2	Quarterly Financial Reports Submitted (+45)							Х						1	Ongoing
	Subcontracts				1									1	
	Technical and Financial progress Reports Submitted (+15 after each period)		V	Х	V	l v	V	Х	V	V	V	V	V	V	
-5-5	Technical and Financial progress Reports Submitted (+15 after each benou)			~	~				~ 1			~ 1			Ongoing

	FY 2011 Wo	rkplan for the Advancing Soci	al	Ma	irke	etir	ng	foi	r H	eal	th			RC									
	Activity	People concerned by trips											011										Comments/Cahallenges
	, with the			JA				в			/AR			AP				AY		_	JUN	-	-
			W1	W2	N3 W	4 W1	W2	W3	W4	w1 w	2 W3	3 W4	W1	W2 V	V3 W4	4 W1	1 W2	W3	- h	V1 W	12 W	3 W4	
							-			-	-	-			-	-	-		-	-	-	-	
•	Program Administration			-				<u> </u>		-				<u> </u>			· · ·	<u> </u>					
4	Program Administration												_										
A-1	General																						
A-2	Trainings and Conferences																						
		1- CR, Nestor Ankiba																					
		2- COP, Didier Adjoua																					
		3- Director of Administration and Finance, Hery Ramangalahy																					
A-2-1	WCA Regional Bi-annual PSI conference / DRC-Dakar / 6 people	4- Monitoring and Evaluation Specialist, Gode)	<	
		Apanva																					
		5- HIV/TB Manager																					
		6- Marketing and Communication Manager																					
						1	T				T	1	Г			T	Ť						
A-2-2	PSI/DRC Staff Exchange visits / DRC-Cameroon / 2 people	1- PSI/DRC HIV technical advisor, to Cameroon			v						x												
4-2-2	PSI/DRC Stall Exchange visits / DRC-Cameroon / 2 people	2- PSI/Cameroon HIV Technical advisor, to DRC			^						1^												
A-2-3	PSI/DRC Staff Exchange visits / DRC-Nigeria / 1 person	Marketing and Logistics Technical Advisor,						х															
		Dipoko Degrando COP, Didier Adjoua		_		_	_		v	_	_	_				_					_	_	
A-2-4 A-2-5	PSI/DRC Staff Exchange visits / DRC- Zambia / 1 person PSI/DRC Staff Exchange visits / DRC-Rwanda / 1 person	COP, Didler Adjoua MCH Director, Albert Chikuru		_	x		-		Х	_	_	-			-	-	-			_	-	-	
		1- COP, Dider Adjoua		_	- ^	•	-			-	-	-			-	-	-		-	-		-	
A-2-6	USAID Seminars / DRC-TBD / 2 people	2- M&E Specialist, Gode Mpanya																		Х			
	Management and Leadership Training / DRC - Ivory Coast and Washington,	1- CR, Nestor Ankiba, to Ivory Coast																					1
A-2-7	DC / 2 people	2- COP, Didier Adjoua, to Washington, DC)			×	•											×						
		1- Professor Payanzo, PSI/ASF Board of																					
A-2-8	Boards of Directors meeting / DRC-Ivory Coast / 2 people	Directors President			Х																		
		2- CR, Nestor Ankiba								_										_			
A-2-11	DELTA Social Marketing Regional Training / DRC-TBD / 1 person	Marketing and Communication Director										X											
A-2-12	Program Management workshop with PSI/DRC HQ and Provinces				Х																		
									_	_	_									_			
<u>-3</u>	Procurement/Equipment					_				_	_	_			_	_	_			_	_	_	
N-3-1	Advertise tenders			_	_		-		_	_	-	-		\vdash	-	-	-		_	-		-	
4-3-2 4-3-3	Analysize and select suppliers Procure vehicles and motos for program activities	1	х	Y	_	+	+	\vdash			+	+	\vdash	\vdash	+	+	+	\vdash	+		+	+	
4-3-3 4-3-4	Procure Venicies and motos for program activities Procure MVU equipment for communications activities		Â			+	+	\vdash			+	+	\vdash	\vdash		+	┢	\vdash			+		
A-3-5	Procure furniture, computers and equipment for new staff		X				\top	H				1	\square	\vdash			1	H					
A-3-6	Replace purchases of computers/servers		Х			T					T		Г	T T		T	Τ				T		
A-3-7	Procure medical and non medical furniture and equipment for Confiance		v	\mathbf{v}	хx	v	V	v	х														
	network clinics		^	^	^ ^	· ^	^	^	^														
			LĪ					Ц										Ц					
A-4	Technical Assistance Travel	650 V																					
A-4-1	Program Management supervision trip / Washington - DRC / CEO	CEO, Karl Hoffmann	\square	\rightarrow		+	\vdash	Н	\square	_	+	+	\vdash	\vdash	+	+	┢	\vdash		_	+	_	
A-4-2	Program Management Supervision trip / Washington -DRC / Regionel Director	Regional Director, Moussa Abbo							Х			1					1						
A-4-3	HIV Technical assistance trip / Washington DC - DRC / 1 person	PSI/W HIV Technical Advisor, Brian Pedersen		-	~ ~	-	+	\vdash		_	_	-	+	\vdash	_	_	+		-		+	_	1

VIII. Key activities and challenges for the next quarter (table)

		DOIAN Frank, Directory Tradical Advisor	1	_			-	-	1	r r	- T	-	-	1	r r	-	-	-	-	-	-	г	- 1	
A-4-4	FP Technical Assisatnce trip / Washington - DRC / 1 person	PSI/W Family Planning Technical Advisor, Maxine Eber										×	(
A-4-5	MCH/Watsan Technical Assistance trip / Washington -DRC / 1 person	PSI/W MCH/Watsan Technical Advisor, Megan Wilson																	Х					
A-4-6	Research technical assistance trip / Washington - DRC / 1 person	PSI/W Qualitative surveys expert, Megan Kays				х																		
A-4-8	Social Impact / Washington DC-DRC / 2 trips	Jasques Katula			X	X)	хΧ	ίx	Х	х	XÜ	хХ	ίX	X	Х	XÜ	хD	κİΧ	X	X	Х	х	Х	
A-5	Other Travel																							
A-5-1	Home Leave / DRC-Cameroon	Marketing and Logistics Technical Advisor, Dipoko Degrando + 1 dependent		х															Ι					
в	TASK 1: Increase the supply and diversity of health product		d a	nd o	deliv	vere	ed t	hro	ugh	the	pri	ivat	e se	ecto	r, ir	n co	nju	nct	ion	wi	h th	ne p	bub	lic sector, for disease
в	prevention and control as well as integrated health service of														<i>.</i>									,
B-1	Cross-Cutting Activities																							
B-1-1	Build capacity of distributors/networks to move social marketing products		Х	Х	X	X)	хΧ	ίX	Х	Х	XĽ	хΧ	(X	Х	Х	XĽ	X)	x x	X	Х	Х	х	Х	
B-1-2	Update the list of wholesalers as partners										T			1			Ť		1	T	1			
B-1-3	Create new points of sale and confirm existing		X	х	X	X)	хİх	(X	X	х	X	хX	(X	X	х	XI	x)	x x	X	X	X	х	Х	
B-1-4	Produce integrated sales materials				X			1	1	<u> </u>	Ť.	Ť	1	1	<u> </u>	- T	Ť	Ť		1	1			
B-1-5	Disseminate integrated sales materials		1					X	X	х	X	х×	(X	X	х	X	хÞ	x x	X	X	X	x	х	
B-1-6-2	Integrate ASF/PSI sales & BCC teams across health areas rural (advanced strategy)		х			_	_	-	-	Х	_	x x			~	<u>, ,</u>						~	~	
B-1-6-1	Identify junction points and bikers at the health zones level			v	Х	-	-				-	-	-	-		-	-	-	-	-	-		-	
B-1-6-3	Brief selected bikers on social marketing, products and price grids		v		X	v	-	-			-	-	-	-		-	-	-	+	-	-		-	
B-1-6-3 B-1-6-4	Distribute social marketed products in all rural target zones						~ ~	/ v	v	х	V ·	~ ~	/ v	V	v	v	+	-	-	-	-		_	
										X							<u>, ,</u>	/ v	- v	v	v	х	V	
B-1-6-5	Supervise bikers and junction points in each province		~	^	<u> </u>	~ /	^ _ ^	<u> </u>	^	-	^ _	$\frac{1}{2}$		-	^	^	<u>~ ′</u>	<u>`</u>	- ^	- ^	^	^	^	
B-1-7	Planning workshops with programmatic departments and provinces						-		-		-	-	-	-	_	-	_	_	_	_	-		_	
B-1-8	National supervisions to provinces, and sales teams' capacity building									х														
B-1-9	Internal supervisions at provincial levels		Х	Х	X	X)	ΧХ	X	Х	Х	X	ΧХ	X	Х	Х	X	XV	κX	X	Х	Х	Х	Х	
B-2	HIV/AIDS/STI Activities																							
B-2-1	Product																							
B-2-1-1	Receive male and female condoms from USAID				X																			
B-2-1-2	Socially market 30,712,971 male condoms		Х	Х	X	X)	ΧХ	X	Х	Х	X	ΧХ	(X	Х	Х	X	X)	κX	X	Х	Х	Х	Х	
B-2-1-3	Socially market 700,000 female condoms		Х	Х	X	X)	ΧХ	X	Х	Х	X	ΧХ	(X	Х	Х	X	X)	κX	X	Х	Х	Х	Х	
B-2-1-4	Procure male and female condom packaging material		Х		X																			
B-2-1-5	Sample, Test and Package male and female condoms									Х														
B-2-1-6	Shipp condoms to provinces		Х							Х					Х	X	X)	K X	X	Х	Х	Х	Х	
D 0 4 7	Conduct focus group on male condom types to assess the need to change			\mathbf{v}	v																			
B-2-1-7	current male condom specificities (color, odor)		1	х	х																1			
			1					1				1		1						1	1			
B-2-2	Price						1			T T		1	1	1					1	1	1			
B-2-2-1	Evaluate male condom current price and price grid		1	х	Х			1				1		1				1		1	1			
<u> </u>		i	1	· `			1	1	1			1	1	1			+	1	1	1	1			
B-2-3	Placement/Distribution							1		\square			1	1			+		1	1	1			
	Distribute socially marketed male and female condoms (private sector,									\square							1		1	1	1			
B-2-3-1	distribute socially marketed mark and remain condoms (private sector,		x	х	x	x x	x	x	x	хþ	x	(x	x	x	x	x	(x	×	x	x	x	x	хI	
5201	pharmacies)		<u>^</u>		r ľ	` I^	ì	Ê	l î	ŕ`ľ	ΞĽ	ì	Ê	Ê		ΠĹ	ìľ	Ϋ́	ľ.	Ê	Ê	r I		
	Identify female friendly condom distribution outlets like hair dressing/ beauty							+		\vdash	+	-	-	+	\vdash	+	+	+	-	+	1		-	
B-2-3-2	shop for women		Х	х	X>	K X	СX	Х	X	хÞ	× ×	(X	Х	х	Х	X X	(X	X	Х	Х	х	Х	Х	
			1					_	1	$ \rightarrow $	_	_	_	+		_			_	-	-		_	
	Identify new commercial outlets and maximize product availability and visibility																							
B-2-3-3	Identify new commercial outlets and maximize product availability and visibility in hot spots (rural and urban)		х	х	x>	k x	сx	х	х	x)	х×	(X	х	х	X	x >	(X	x	х	х	Х	Х	Х	

9-1 Prime Samuely and market accounted with setting No. 1		En el El entre Antonio				-	-			-	_	-	-	1 1	-	-				-		
8-1-1 Socially market 1.0000000 Conservation X<	B-3	Family Planning Activities			_				_												_	
8-1-1 Socially market 1.0000000 Conservation X<					_	_			_	_			_		_	_	_			_	_	
8-1-2 Socially market 2300 (2) excludes X																						
B3-14 Socially material 63:00 (OpeBeads X			X	X	XX	X	X	X	XX	X	X	XX	X	X	X	XX	X	X				
8-14 Socially market 3.00 CycleBeads X			X	X	XX	X	X	X		- A	X	XX	Ň	Ň	X	XX	X	X	X	XX		
B3-14 Socially marker 1.300 markers Socially marker 1.300 markers X																						
B3-16 Produce conceptive products packaging material Products conceptive products provides N																						
Bal-10 Backage contraceptive products X			х	Χ.	X X	Х	Х	Χ.	X X	. X	X	XX	. X	X	X	X X	. X	Х	X	хх	(X	
Balte products to provinces X						_				_			_		_		_					
B3-10 ending capacitation oxiging Confignee PP system (co-lunded with SALNN) x <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>_</td> <td></td> <td></td> <td></td> <td>_</td> <td></td> <td></td> <td>_</td> <td>_</td> <td></td> <td></td> <td></td> <td></td> <td></td>									_				_			_	_					
Ba-100 A X <td>B-3-1-8</td> <td></td> <td>Х</td> <td>X</td> <td>хх</td> <td>Х</td> <td>Х</td> <td>X</td> <td>х х</td> <td>X</td> <td>Х</td> <td>хх</td> <td>X</td> <td>Х</td> <td>Х</td> <td>XX</td> <td>X</td> <td>Х</td> <td>X</td> <td>хх</td> <td>(X</td> <td></td>	B-3-1-8		Х	X	хх	Х	Х	X	х х	X	Х	хх	X	Х	Х	XX	X	Х	X	хх	(X	
perturn registration perturn r	B-3-1-10		x	x	x x	x	x	x	хIх	x	x	x										
B-3-21 Conduct a price case study for Jaddelle Image: Conduct a	00110	pending registration	~	~ `	~ ^	~	~	~ `	^ ^	· _ ^	<u>^</u> .	^										
B-3-21 Conduct a price case study for Jaddelle Image: Conduct a																						
Base metric billion Base metric billion<																						
B-3-0 Distribute Contraceptives through Confiance private sector network X	B-3-2-1	Conduct a price case study for Jadelle																				
B-3-0 Distribute Contraceptives through Confiance private sector network X																						
B-3-1 of partner clinks, pharmacles and wholesalers partners A </td <td>B-3-3</td> <td></td>	B-3-3																					
Control Contro Control Control	P 2 2 1		v		~ ~	l v	νT	v .	~ _~	- I v	ΙvΓ	v v		ΙvΤ	νE	~ I ~		ΙvΤ		$\sqrt{1}$	/ / _	
B-3-2.3 taringeted provinces (Kinshasa, Bas Congo, Kassai Oriental, Kasai Occidental, X	0-0-0-1		^	^	^ _^	^	^	^ ·	^^	· ^	^	^_^	1^		^	^_^	^	^	^ '	$^{\prime}$	`_^	
Sud Kvu, Kanga) Sud Kvu, Kanga)		Expand Confiance network to 25 clinics and 75 pharmacies in total in the six																				
B3-2-2 Train new clinics and pharmacies personnel X <	B-3-2-2	targeted provinces (Kinshasa, Bas Congo, Kasai Oriental, Kasai Occidental,	Х	X	хX	Х	х	X	X				1				1	11				
B-4 Maternal & Child Health Activities Additional activities Additis Additis		Sud Kivu, Katanga)																				
B-4-a Product: CDKs DM A Product D A </td <td>B-3-2-3</td> <td>Train new clinics and pharmacies personnel</td> <td>Х</td> <td>X</td> <td>ΧХ</td> <td>Х</td> <td>Х</td> <td>X</td> <td>Х</td> <td></td>	B-3-2-3	Train new clinics and pharmacies personnel	Х	X	ΧХ	Х	Х	X	Х													
B-4-a Product: CDKs DM A Product D A </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>																						
B-4-a-1 Product N <	B-4	Maternal & Child Health Activities																				
B-4-a-1 Product N <																						
B4-a-1-1 Establish an increased and sustainable production system x <t< td=""><td>B-4-a</td><td>Product: CDKs</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<>	B-4-a	Product: CDKs																				
B4-a-1-1 Establish an increased and sustainable production system x <t< td=""><td>B-4-a-1</td><td>Product</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<>	B-4-a-1	Product																				
B-4-a-12 Distribute 30,000 CDKs at cost-recovery (for PSI/ASF) X			X	X ·		V	V	V.		· ·	v		· V	V	V	V V	· v	V	V V	× .	/ V	
B-4-a-2 Price <																						
B-4-2-1 Willingness to pay surveys to assess affordability Image: Control of the second	B-4-a-1-2	Distribute 30,000 CDKs at cost-recovery (for PSI/ASF)	~	× .	~ ^	~	^	× .	^ ^	· · ·	<u> </u>	^ ^	. ^	^	<u> </u>	^ _ ^	. ^	~	× ,	~ ^	· · ·	
B-4-2-1 Willingness to pay surveys to assess affordability Image: Control of the second					_	-				_			_		_	_	_			_	_	
B-4-a-3 Placement/Distribution Image: Amage: A	B-4-a-2	Price			_			_	_	_		_	_		_	_	_		_	_	_	
B-4-a-3 Placement/Distribution Image: Amage: A	B-4-a-2-1	Willingness to pay surveys to assess affordability																				
B-4-a-3-1 Distribute CDKs through wholesalers, retailers, clinics and Confiance sites X		5 ; ;			_	_				_			_		_		_				_	
B-4-a-3-1 Distribute CDKs through wholesalers, retailers, clinics and Confiance sites X					_					_			_		_		_					
B-4-a-3-2 Sell CDKs to NGOs/Int'l Organizations for subsidized/free delivery in rural sites (outside of cost-recovery distribution circuit) X	B-4-a-3	Placement/Distribution				_				_					_		_					
B-4-a-3-2 Sell CDKs to NGOs/Int'l Organizations for subsidized/free delivery in rural sites (outside of cost-recovery distribution circuit) X	B-4-a-3-1	Distribute CDKs through wholesalers, retailers, clinics and Confiance sites	х	x	хIх	X	х	x	хIх	x	x	хİх	X	l x l	x	хIх	X	x	x	хİх	< X	
B-4-a-3-2 sites (outside of cost-recovery distribution circuit) x		-			. ^	1	Ĺ		·· / ^	1	Ĥ	·· / ^	1	L I		·· / ^	1			·· / ^		
B4-b Product: Diarrhea Treatment Kits (DTK) Image: Construct on the construct on	B-4-a-3-2		х	x	хIх	X	х	x	хIх	x	x	хİх	X	l x l	x	хIх	X	x	x	хİх	< X	
B-4-b-1 Product Image: Conduct for DTK product development and messaging Image: Conduct for DTK product development and messading Image: Conduct for DTK pr	5.402	sites (outside of cost-recovery distribution circuit)	~	~ .		~	~	~ .		· / ^	~	~ ^		<u>^</u>	~	~ ^		~	~ ^		· ^	
B-4-b-1 Product Image: Conduct for DTK product development and messaging Image: Conduct for DTK product development and messading Image: Conduct for DTK pr						1					\square		1				1				_	
B-4-b-1-1 Conduct focus-group protocol for DTK product development and messaging x											\square											
B-4-b-1-2 Procure low osmolarity flavored 1-litre sachets ORS and 20 mg 10 tablet Zinc x	B-4-b-1	Product									\square											
B-4-b-1-2 Procure low osmolarity flavored 1-litre sachets ORS and 20 mg 10 tablet Zinc x	B-4-b-1-1	Conduct focus-group protocol for DTK product development and maccoging				1	11						1				1	11				
B-4-b-1-2 bilisters A	0-4-0-1-1																					
B4-b1-3 Register DTK to the MOH Image: State St	B-4-b-1-2		Y	v ·	v v	Y	¥	v ·	v v	· V	ΙvΓ	v v	1 _x	Ι _Υ Τ	γĒ	$\sqrt{\sqrt{2}}$	· v	$ _{\mathbf{v}}$		1		
B-4-b-1-4 Design DTK packaging X <td< td=""><td>0-4-0-1-2</td><td></td><td> ^</td><td>^ '</td><td>$^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{$</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></td<>	0-4-0-1-2		 ^	^ '	$^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{$																	
B-4-b-1-5 (1)Develop, (2)pre-test and (3)purchase DTK packaging B-4-b-1-6 Package DTKs by selected firm and preparre distribution	B-4-b-1-3	Register DTK to the MOH			T	Х	Х	X	XX	X	Х	х х	X	Х	Х	XX	X	Х				
B-4-b-1-6 Package DTKs by selected firm and preparre distribution	B-4-b-1-4	Design DTK packaging	Х	X	XX																	
	B-4-b-1-5	(1)Develop, (2)pre-test and (3)purchase DTK packaging							X	X	X	ΧХ	X	Х	X	ХX	X	Х				
	B-4-b-1-6	Package DTKs by selected firm and preparre distribution														XX	X	Х	X	ΧХ	< X	

B-5	Water and Sanitation																1	1					
B-0				-			-	-								+	+				-		
B-5-1	Product				-		-	-		-	-					+	+	-			-		
B-3-1	Procure PUR and Aquatabs new stock including shipping, handling and		_			_	_			_	_	-		_	_	+	+	-			_	_	
B-5-1-1	sampling (Co-funded by P&G and Pooled Funds)																			х	Х	хх	
B-5-1-2	Receive past procurement of Aquatabs (November 2010) and PUR (January and April 2011)		х	х	x			x						x									
B-5-1-3	Shipping PUR and Aquatabs to provinces		Х	Х	X	X)	(X	X	Х	X)	κX	X	Х	X	хΧ	< X	X	Х	Х	Х	Х	ХХ	
B-5-1-4	Socially market 2.2 million PUR sachets (P&G purchased commodities)		х	х	x :	x)	< x	x	х	x)	< X	x	х	x	××	< X	x	х	х	х	х	хx	
B-5-1-5	Socially market 2.2 million Aquatabs tablets (UNICEF & UNDP/Pooled Funds purchased commodities)		х	х	x :	x >	< X	x	х	x)	< X	x	х	x	××	< x	x	х	х	х	х	хx	
B-5-2	Placement/Distribution																						
B-5-2-1	Create new points of sales for PUR and Aquatabs		Х	Х	XX	X)	X	X	Х	X)	κX	X	Х	X	хХ	(X	X	Х	Х	Х	Х	XX	
B-5-2-2	Distribute PUR and Aquatabs to commercial wholesalers, health zones and workplaces, NGOs and other institutions																					хx	
<u> </u>	Task 2: Increase awareness of and demand for health produ	cts and services to emphasize prevent	ion	of	chil	dh	bod	illn	ess	es, I	unir	nten	dec	an	d ur	nsa	fen	oreo	ina	nci	es.	HIV	infection and STIs, and
C	malaria and to build an informed, sustainable consumer base									,											2,		.
		-		T		1	Т			Т	Т	Т			Т	Т	Т	Г					
C-1	Cross-Cutting Activities									-													
C-1-1			V	V	~ `	~ ``	/ v	X	v	~ `	/ v	· V			-	+	+	-			_	_	
	Develop mass media campaigns (tv/radio/promo materials)		X	X	X	X		Ň	X	X /		X											
C-1-2	Place mass media campaigns for all products		Х	Х	X	X)	(X	. Х	Х	X	< X	X	Х	X.	X X		. X	X	х	Х	Х	ХХ	
C-1-3	Collaborate with USAID-funded communications efforts		Х	Х	X	X)	(X	X	Х	X	< X	X	Х	X	хх	< X	X	Х	Х	Х	Х	ХХ	
C-1-4	Engage with community influencers and leaders (e.g. schools and churches chiefs, local leadres, etc.) to generate community-level acceptance as well as		х	х	x	x	< x	x	х	x	< x	x	х	x	××	< x	x	х	х	х	х	x x	
	correct and consistent use of products.					_	_	_		_	_	_		_	_	_	-	_				_	
C-1-5	Conduct special events (World Women Day, World Population Day, Kinshasa 's Fair 2011, etc) with target population									x	< X	x											
C-2	HIV/AIDS/STI Activities																						
-																							
C-2-1	Promotion/Communication																						
021	Use branded point-of-sale materials, community events and outreach				-		-				-						1						
C-2-1-1	channels to announce availability and increase awareness & visibility of private and community outlets stocking social marketed male and female		x	х	x	x	< x	x	х	x	< X	x	x	x	××	< x	x	х	х	x	x	x x	
	condoms. Develop partnerships with/train local associations, local NGOs to promote										+	+				+	+	+					
C-2-1-2	safer sex behaviors and ensure effective reach of targeted populations		х	х	X	x	(X	X	х	x ;	< X	X	Х	Χ.	××	< X	X	X	х	х	х	хх	
	Design, develop and pre-test TV and radio spots		х	х	x	×>	< x	x	х														
	Place and distribute branded communication materials to raise		х	х	x x	(x	x	х	х	x x	x	x	х	x>	(x	x	x	х	х	х	х	x x	
	consumer awareness (mass media, IPC community-reach, print)				_					_	_			_	_	_	_					_	
C-2-1-4	Collaborate with other partners in intervention areas in communications efforts to ensure complementary messaging.		х	x	x	x	< x	x	x	x	< x	x	х	x	××	< x	x	х	х	x	x	x x	
							_			4	_	_					_					_	
C-2-1-6	Conduct peer counseling sessions (IPC) and outreach mass communication sessions (MVU, etc)		х	х	хх	X	Х	Х	х	x x	X	х	х	X >	×	X	х	х	х	х	X	x x	
C-2-1-7	Air existing and new radio and TV spots (may include Delayed Debut spot ABCD, Rien que la verité clip and domentary, youth video clip, Trusted partner, female and male condom spots, Pincez Deroulez, VCD promotion)	x x	x	x						××		x						

C-3	Family Planning Activities									1 1											
C-3	Faining Flaining Activities							-													
C-3-1	Promotion/Communication		-								_	-						-	-		-
C-3-1-1	Develop/disseminate branded point-of-services materials for FP brands	Х	x	хх	x	x	x	XX	x x	x	x	-									
	Air spots (funded by Dutch SALIN) to the TV	X	x								X >	(X	x	x :	хX	X	х	х	X	хX	
C-3-1-3	Air FP spots and films in the clinics of <i>Confiance</i> Network		X	XX									X							XX	
	Conduct Inter personal communication and community mobilization by		~					_	_		_							_			
C-3-1-4	community-based agents	х	х	х х	X	х	х	X)	х	х	X >	(X	х	X	x x	X	х	Х	X	хх	
C-3-1-5	Ensure availability of two FP hotlines (Ligne verte)	Х	х	хx	X	Х	х	X)	хΧ	Х	XX	(X	X	x)	хX	X	х	х	X	хX	
C-3-1-6	Incorporate HIV/STI messages into FP communications and training	X	X	XX	X	X		XX				X		XX	XX	X	X			XX	
C-3-1-7	Promote real-life stories from satisfied FP users to tackle rumors	Х	Х	хх	X	Х	Х	X)	хΧ	Х	XX	ίx	х	X)	хх	X	Х	Х	X	хх	
C-3-1-8	Ensure complementary messaging with other USAID programs	Х	Х	ХХ	X	Х	Х	Х													1
																					1
C-3-2	Training/Capacity Building/Meeting																				1
	Procure training models for IUD and implant insertions funded by Dutch																				1
C-3-2-1	SALIN project																				
C-3-2-2	Regular technical meetings with pharmacy and clinic partners	Х	Х	ХХ	X	Х	Х	XX	хΧ	Х	X>	(X	Х	X)	х х	X	Х	Х	X	х х	
C-4	Maternal & Child Health Activities																				
C-4-a	ORS/Zinc Activities																				
C-4-a-1	Promotion/Communication																				
04-44	Produce, pre-test, place DTKs promotional materials including radio and tv	V	\mathbf{v}	v v	· .	V	~	v .	. v	.	x >	/ v		ν .	v .			v	x :	хx	
C-4-a-1-1	spot according to PNLMD Policy)	х	x	XX	X	х	х	x	x x	X	×	(IX	X	׼	× ×	×	х	х	X	×	
C-4-b	CDK Activities																				
C-4-b-1	Promotion/Communication																				1
C-4-b-1-1	Air existing CDKs radio and tv spot	Х	х	хх	X	Х			хх	х	X >	(X			хх	X	х	х	х		
								-r						- F							
C-5	Water and Sanitation Activities (PUR and Aquatabs)																				
C-5-1	Promotion/Communication																				1
C-5-1-1	Raise additional funds to expand Household Water Treatment activities	Х	Х	ΧХ	X	Х	Х	X)	хΧ	Х	X>	(X	х	X)	х х	X	Х	Х	X	х х	
0540	Develop comprehensive, integrated multi-channel communication (mass	~	~	v v		v	v	v .	. v	v.	~ 、	/ v	~	v .			v	~	v .	<u> </u>	
C-5-1-2	media, IPC community-reach, print)	х	х	XX	X	x	x	× /	×	×	x	(X	×	׼	× ×	×	x	x	X	× ×	
C-5-1-2-1	Placement PUR and Aquatabs radio spot (1 existing spot for PUR and 1	х	v	x x	, v	v			~ ~	v	x >	/ v			~ ~	. v	х	v	v		1
0-5-1-2-1	new spot for Aquatabs)																^	^	^		
C-5-1-2-2	Produce, pre-test and finalize PUR children cartoon	Х	Х	ХХ	X	Х	Х	XX	ΧХ	Х	X>	(X	Х	X	ΧХ						
C-5-1-2-3	Air PUR Children cartoon																	Х	Х		
C-5-1-2-4	Develop and present community theatre around safe water, sanitation and	х	Y	x v	, v	Y	x	× \	x v	Y	x >	(y	Y	v ,	v v	X	Y	¥	x :	хx	
0-0-1-2-4	hygiene for diarrhea prevention.	^	^	^ ^	· ^	^	^	<u>^ </u>	<u>`</u>	$^{\circ}$	$^{\prime}$	`_^		^ /	$^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{$	1^		^	^ '	$^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{$	
	Conduct IPC activities by communications agents in local markets, mobile																				
C-5-1-2-5	video units, health clinics, pharmacies, churches and schools and by	¥	x	x x	×	Y	x	x y	x x	x	x >	(x	x	v I	x x	×	x	x	× ·	x x	
0-3-1-2-3	community volunteers in households with door to door sensitizations.	^	^	^ ^	. ^	^			` l ^	$^{\circ}$		` ^	$^{\circ}$	ΛĽ	1	^	^	^	^ ^	$^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{^{$	
													\square			1					
C-5-2	Training/Capacity Building						\square			\square			\square			1	\square				4
						1										1					
0 5 0 0	Train community volunteers (Relai communautaire) to provide referrals for	~		v .				~								1					
C-5-2-2	HWT and hygiene	х	×	х х	X	X	×	х													
						1										1					
	Train NGO partners, key government project implementers, stakeholders on		+	+	-	+	\vdash	-+-	+-	+	+	+-	\vdash	+	+	1	+	+	+		1
C-5-2-3	waterborne diseases, prevention and control	Х	Х	х х	X	х	х	X	хΧ	х	x>	(X	х	x)	хIх	X	х	Х	X	хIх	
	waterborne uiseases, prevention and control					1				1						1					

D	TASK 3: Develop and/or enhance the ability of commercial/p	private sector entities to socially marke	t he	alt	h pr	odı	ucts	and	d se	rvic	es	inc	ludi	ng	beh	avio	or c	har	nge	cor	nm	uni	icat	ion activities.
D-1	Cross-Cutting Activities																							
D-1-1	Build ASF Institutional Capacity Conduct Annual Financial Assessment and Technical Assistance					_	_	-		_	+	+	-		_	-	+	+	-					
D-1-1-1	Washington (Mali-DRC)																							
D-1-1-2	Conduct Annual External Audit																			Х	Х	Х		
D-1-1-3	Hold ASF Board Meeting					_				_	_	_	_				_	_	X					
D-2	All health domains									-	+	+			-		+	-	-					
													1											
D-2-1	NGOS/Associations/ community workers with reinforced capacities carryout communication activities including MVU towards target populations		х	х	× :	×)	< X	X	х	X	<)	< X	X	х	Х	x ;	××	×	X	х	х	х	х	
D-2-2	Trained Private Sector distributors of Condoms and other social marketing products sensitize and efficiently Social Market femenale and male condoms in rural areas		х	х	X X	×>	< X	х	х	x	<	< X	x	х	x	x	××	×	×	х	х	х	х	
D 0	Martaneard O. Oblight Haardight Aardightaa			_		_	_			_						_	_	_						
D-3	Maternal & Child Health Activities										+	+					+		-					
D-3-1	Identify options for CDKs spin-off					_	_			_	_	_			_		_	_	_		_	_		
D-3-2	Design a transition plan for CDKs to a private distribution company		х	х	X X	x)	×	X	х	+					+									
D-3-3	Turn over kit production to chosen company															;	×	×	x	х	х	х	х	
											T				1				1					
E	TASK 4: Integrate service delivery and other activities, empl States Government (USG), and non-USG partners.	nasizing prevention, at national, provin	cial	, di	istrio	ct, f	acil	lity,	and		mm	uni	ity le	evel	ls th	rou	igh	joii	nt p	lanı	nin	g w	vith	the GDRC, other United
E-1	Cross-Cutting Activities			_		-	-			+	+	+			-	-	+	+	-		_			
E-1-1	Hold strategic planning meetings with USAID			х			X				ĸ			х			X	(Х			
E-1-2	Integrate/harmonize interventions across PSI/ASF health areas				X		(X													Х		Х	~	
E-1-3	Develop strong linkages and coordination with other USG-funded projects			Х	X															-	Х	Х	Х	
E-1-4	Provincial coordination meetings with gov't partners, NGOs and associations		х	х	X	x)	< X	Х	х	X	<)	< X	X	х	х	x)	×Х	(X	X	х	х	х	х	
E-1-5	Participate in technical groups meetings at national and provincial levels		Х	Х	X	X)	κx	Х	Х	XX	X >	< X	Х	Х	Х	X)	хΧ	(X	X	Х	Х	Х	Х	
E-2	Capacity Building & Assessments			_		_	_			_		_	_		_	_	_	_	_					
												+			-				-					
E-2-1	Select 20 local associations for capacity building		х	х	X																			
E-2-2	Conduct Capacity Assessments with local NGOs)	<u> </u>			x	<i>.</i>	_	_			_	_	_	_					
E-2-3 E-2-4	Develop curriculum for local NGOs Train identified local NGO for instutional development					-	-		^	~ /	4	Υx	x		-	-	+	+	-					
												Ť												
F	Research, Monitoring and Evaluation																							
F 4	One of Original Articleton								L		1						+			\square				
F-1 F-1-1	Cross-Cutting Activities WCA Regional Research Training, Kinshasa											-			-		-							
F-1-2	Dissemination of MAP survey results			Х		1		L			T	T												
F-2 F-2-1	HIV/AIDS HIV TRaC Survey		Y	Х	×,	·				_		-			_	-	+	-	-		_	_		
F-2-2	FoQus on Traders			~	Ĺ					X X	<u>x</u> >	<u>< x</u>												
						Т	T			T	T	T				T	T	Г		\square				
F-3 F-3-1	Maternal and Child Health DTK Focus Group for product development							X	X	x		-			-		-	-	-					
1-3-1				-		+	+	1	^	^	+	+			+	+	+	+	+	+				
F-4	Family Planning										Ţ	1												
F-4-1	Mystery Client Surveys for FP points of sale and service delivery				\square	+	+	+	\square	-	+	+	+	H	_	_	+	+	1	Х	Х	Х	Х	
F-5	Reporting										+	+					+							
F-5-1	Quarterly Technical progress Reports Submitted (+30)					x						L				х								
F-5-2	Quarterly Financial Reports Submitted (+45)						Х										X	(\square				
F-5-3	Year 1 Technical Report Submitted (+30)			_		╇	_	+	\square	+	+	+	+		_	+	+	+	+	+	_	_	_	
F-5-4	Year 1 Financial Report Submitted (+30)			-	+	+	+	+		+		+	+		+	+	+	+	+	+				
	Subcontracts																							
F-5-5	Technical and Financial progress Reports Submitted (+15 after each period)		х	х	X	x)	< X	х	х	X	x)	< X	X	х	X	X	××	X	X	х	х	х	х	

Task Order # GHH-I-05-07-00062-00 / Advancing Social Marketing for Health in the Democratic Republic of Congo / Programmatic Quarterly Report / January – March 2011

Challenges

Family Planning

- 1. Tracking the registration process of the new oral contraceptives (Combination-3 and Microlut, replacing Duofem and Ovrette which are out of stock) by the donor until the AMM Certificate is obtained, which will determine these products distribution.
- 2. Tracking the over-branding request for the new FP products: *Jadelle*, Combination-3 and Microlut; although *Jadelle* is already in the distribution channel under its generic presentation.

IX. Annexes

IX.1- Project indicators

Annex A: Product Distribution Targets

	Annex A	: Product D	istribution	Targets		
	PRODUCTS		YEA	ARS		TOTAL
	PRODUCIS	1	2	3	4	
>	Male Condoms	20,000,000	25,000,000	30,000,000	32,000,000	107,000,000
NIH	Female Condome	500,000	700,000	1,000,000	1,200,000	3,400,000
	Oral Contraceptives	700,000	1,000,000	1,200,000	1,500,000	4,400,000
	Depo-Provera (3-month)	100,000	200,000	200,000	250,000	750,000
문	IUD	2,000	2,500	2,750	3,000	10,250
	Cycle Beads	4,000	6,000	6,000	6,200	22,200
	Implants	500	800	1,200	1,500	4,000
ws	Clean Delivery Kits	20,000	30,000	0	D	50,000
2	ORS+Zinc Diarrhea Treatment Kit	0	0	1,250,000	1,500,000	2,750,000
MCH	PUR	1,000,000	2,000,000	2,000,000	2,000,000	7,000,000
MC	Aquatabə	1,150,000	2,000,000	2,000,000	2,100,000	7,250,000

Annex B: Annual Performance Milestones

	Annex B: An		<u> </u>				
INDI	ATORS	YEAR 1	YEAR 2	YEAR 3	YEAR 4	TOTAL	Comments/Assumptions
Task	1: Increase supply and diversity of health services a	nd products					
1	Number of male condoms distributed through the USG funded social marketing programs	20 000 000	25 000 000	30 000 000	32 000 000	107 000 000	Based on universe of needs calculation (including baseline percentage of targeted people using the product, estimated impact of the project on product used-related behavior change, estimated riks occasions) and previous project achievements.
2	Number of female condoms distributed through the USG funded social marketing programs	500 000	700 000	1 000 000	1 200 000	3 400 000	Based on universe of needs calculation (including baseline percentage of targeted people using the product, estimated impact of the project on product used-related behavior change, estimated riks occasions) and previous project achievements.
3	Liters of water disinfected with point of use home water treatment solution to the USG funded social marketing programs	33 000 000	60 000 000	60 000 000	62 000 000	215 000 000	Based on quantities planned. Year 1 target is based on previous project last year achievement. Year 2, 3 and 4 targets have been updated, based on year 1 achievements. Concurrent interventions of other NGOs in same health zones are anticipated to decrease targets in year 3 and 4. Expected results are based on other donors supplying products.
4	Number of Diarrhea Treatment Kits containing 2 low-osmorality flavored ORS sachets plus a 10- blister pack of zinc distributed through the USG funded social marketing programs	0	0	1 250 000	1 500 000	2 750 000	Based on universe of needs calculation (including baseline percentage of targeted people using the product, estimated impact of the project on product used-related behavior change, estimated riks occasions) and similar project achievements in other PSI countries.
5	Number of clean delivery kits distributed through the USG funded social marketing programs	20 000	30 000	0	0	50 000	Based on quantities planned. Quantities for years 3 and 4 will be distributed by the private company to be identified, according to the work plan. Additionnal market analysis will be carried out in year 1 to criticaly assess the feasability to turn CDK promotion and distribution into a formal private company.
6	Number of cycles of oral concraceptives distributed through the USG funded social marketing programs	700 000	1 000 000	1 200 000	1 500 000	4 400 000	Based on universe of needs calculation (including baseline percentage of targeted people using the product, estimated impact of the project on product used-related behavior change) and previous project achievements.
7	Number of injectable contraceptives distributed through the USG funded social marketing programs	100 000	200 000	200 000	250 000	750 000	Based on universe of needs calculation (including baseline percentage of targeted people using the product, estimated impact of the project on product used-related behavior change) and previous project achievements. Year 2 target has been updated, based on year 1 achievements
8	Number of IUDs distributed through the USG funded social marketing programs	2 000	2 500	2 750	3 000	10 250	Based on universe of needs calculation (including baseline percentage of targeted people using the product, estimated impact of the project on product used-related behavior change) and previous project achievements.

Task Order # GHH-I-05-07-00062-00 / Advancing Social Marketing for Health in the Democratic Republic of Congo / Programmatic Quarterly Report / January – March 2011 35

9	Number of cyclebeads distributed through the USG funded social marketing programs	4 000	6 000	6 000	6 200	22 200	Based on universe of needs calculation (including baseline percentage of targeted people using the product, estimated impact of the project on product used-related behavior change) and previous project achievements. Year 2 target has been updated, based on year 1 achievements.
10	Number of implants distributed through the USG funded social marketing programs	0	1 300	1 200	1 500	4 000	Based on universe of needs calculation (including estimated impact of the project on product used-related behavior change). Year 2 target has been updated, as there was no distribution in year 2 due to registration issue.
11	Couple-years of protection (CYP) in USG-supported programs	103 607	140 217	155 825	190 650	590 299	Based on year 1 achievements, and expected family planning products availability.
Task	2: Increase the awareness of and demand for health	products and	services				
12	Number of people reached during HIV/AIDS activities who are oriented to a VCT site	0	4 364	4 800	5 280	14 445	National reference is 11% for this activity (DHS 2007). Project efforts will increase this target to 15% of people reached during AB and OP promotion.
13	Number of individuals reached with individuals/small group preventive interventions primarily focused on abstinence and/or being faithful that are based on evidence and/or meet the minimum standards	0	17 717	19 488	21 437	58 642	Year 2 targets are based on previous project achievements. A 10% yearly progression is anticipated. Targets are related to available budget.
14	Number of MARP reached with individual and/or small group level interventions that are based on evidence and/or meet the minimum standards	0	14 286	15 714	17 286	47 286	Year 2 targets are based on previous project achievements. A 10% yearly progression is anticipated. Targets are related to available budget.
15	Number of targeted condom service outlets	1 800	6 000	6 250	6 500	6 500	Previous project achievement was 1,500 condom service outlets. Targets are based on the extension planning of condom service outlets network in Health Zones. Years 2, 3 and 4 targets have been updated, based on year 1 achievements. Cumulative indicator.
16	Number of individuals participated in community- wide event focused on HIV/AIDS	0	200 000	300 000	400 000	900 000	Year 2 targets are based on previous project achievements. Yearly progression is anticipated. Targets are related to available budget.
17	Number of media outlets including HIV/AIDS messages in their programs	0	48	20	15	48	Based on budget available. Each TV and radio station used for messages airing is considered as one media outlet, and is counted only once. Cumulative indicator.
18	Number of media broadcasts that promote responsible sexual behavior	0	20 160	1 800	1 350	23 310	Based on budget available. Special efforts will be made in year 2 because (1) no activities were carried on in year 1 due to budget constraints, (2) budget will be reduced in year 3 and 4, (3) year 2 is key to drive sustainable behavior change for following years.
19	Number of peer educators who successfully completed an in-service training program	0	300	300	0	600	Based on budget available.

						-	
20	Number of FP service delivery points (pharmacies and clinics) added to the <i>Confiance</i> FP network with USG assistance	0	199	0	0	199	Dutch SALIN funded newly established <i>Confiance</i> clinics (30) and pharmacies (69) will be incorporated into the USG funded network in year 2. Additionnally, New clinics (25) and pharmacies (75) will be integrated in <i>Confiance</i> network and supported with USG funding in year 2.
21	Number of USG-assisted service delivery points experiencing stock-outs of specific tracer drugs (depo provera)	100	68	45	45	45	Contingent upon consistent product supply from the donor. Indicator has been corrected, based on USAID's list of indicators
22	Number of people reached during outreach activities promoting the use of water purifier products	50 000	300 000	250 000	200 000	800 000	Based on past achievements.
23	Number of people reached during outreach activities promoting the use of ORS sachets to treat diarrhea	0	0	100 000	125 000	225 000	Based on estimated quantities of product to be distributed.
24	Number of service delivery points social marketing delivery kits	200	400	0	0	400	Years 1 and 2 are based on current levels of distribution and existing service delivery points. In years 3 and 4, product will become commercially marketed by a private company. Additionnal market analysis will be carried out in year 1 to criticaly assess the feasability to turn CDK promotion and distribution into a formal private company.
25	Percentage of service delivery points reporting stock out of water purifier at any time	40%	30%	20%	15%	15%	Based on anticipated project efforts. In year 1, wholesalers were considered as service delivery points. For year 2, 3 and 4, the indicator is corrected: service delivery points are retailers.
26	Percentage of service delivery points reporting stockouts of ORS/zinc tablets at any time	_	_	60%	40%	40%	Based on anticipated project efforts.
inclu	3: Develop and/or enhance the ability of commercia ding behavior change communication activities	I/private secto	r entities to so	cial market hea	alth products a	nd services	
27	Number of socially marketed health products or services transitioned to the private sector	0	0	1	0	1	Based on project work plan.
28	Number of trained/refreshed private sector distributors, NGOs, associations and community health workers trained in social marketing and/or BCC techniques	0	10	8	2	20	Based on project work plan.
	4: Integrate service delivery and other activities, em throught joint planning with GDRC, other USG and r			onal, provincial	, district, facitli	ty, and community	
29	Number of external technical/coordination meetings attended at national/provincial/district levels with stakeholders	60	93	110	110	373	Based on budget available, and past experience on coordination.

IX.2- Inventory on hand: stock

Provinces	HIV Produ	ucts			FP	Products			MCH Products	WatSan	Products
Provinces	Prudence Male	Prudence Female	сос	РОР	Injectable	IUD	Cycle Beads	Jadelle	DELIVRANS	PUR	AQUATABS
Kinshasa	16, 919,310	699,800	12,100	0	137,591	2,234	101,844	160	303	2, 791,132	5, 135,210
Katanga	685,962	0	15,540	0	12,050	20	388	200	258	394,247	66,696
Bas Congo	197,910	0	1,515	0	7,400	146	1,115	98	275	59,280	175,360
Sud Kivu	514,080	0	2,820	0	10,939	524	0	500	0	278,919	452,549
Nord Kivu	NA	NA	0	0	0	0	0	0	0	NA	NA
Province Orientale	NA	NA	0	0	2,310	31	388	0	0	NA	NA
Equateur	NA	NA	0	0	3,420	0	0	0	29	NA	NA
Kasaï Occidental	959,499	0	3,414	0	6,550	114	467	100	152	130,370	479,896
Kasaï Oriental	732,060	0	10	0	4,920	0	366	200	2,800	67,920	10,720
Maniema	0	0	7,590	0	0	0	0	0	52	0	
Total	20, 008,821	699 <i>,</i> 800	42,989	0	185,180	3,069	104,568	1,258	3,869	3, 721,868	6, 320,431

The table below highlights PSI/ASF's current stock levels for each product in each targeted province of the project.

IX.3- Travel plan for the next quarter

Trip subject	Person	Place	Anticipated period	Codes
WCA Regional bi-annual	1.CR, Nestor Ankiba	Senegal	June 2011	A-2-1
PSI conference/ DRC-	2.COP, Didier Adjoua			
Dakar /	3.DAF, Hery Ramangalahy			
	4.M&E, Godefroid Mpanya			
	5.HIV/TB, Jo Bakualufu			
	6.Marketing&Com,Aaphy			
	Mukuta			
PSI/ASF Staff Exchange	PSI/ASF HIV Technical	Cameroun	May 2011	A-2-2
visits	Advisor,-1 person			
	PSI/Cameroun HIV Technical	DRC	May 2011	A-2-2
	Advisor,-1 person			
PSI/ASF Staff Exchange	Marketing and Logistics	Nigeria	May 2011	A-2-3
visits	Technical Advisor,			
	Dipoko Degrando- 1 Person			
PSI/ASF Staff Exchange	COP, Didier Adjoua- 1 person	Zambia	June 2011	A-2-4
visits				
HIV Technical assistance	PSI/W HIV Technical Advisor, -	DRC	May 2011	A-4-3
trip/ Washington DC	1 person			
MCH/Watsan Technical	PSI/ W MCH/Watsan technical	DRC	May 2011	A-4-5
assistance trip/	Advisor,- 1 person			
Washington DC				

Several trips planned for past quarter are reported for Q3 FY11: