



T-MARC NEWSLETTER

SERVING COMMUNITIES, IMPROVING LIVES

Volume 1 • Issue 1 • 15 October 2009

Message from the Managing Director

This first issue of the quarterly newsletter presents a snapshot of the wide range of activities T-MARC Company is implementing to improve the health of Tanzanians. T-MARC Company is an indigenous organisation which grew out of a USAID funded project managed by the Academy for Educational Development (AED). Launched in 2007, the Company is implementing several products and initiatives which address HIV/AIDS, reproductive health, child survival and ma-



Diana Kisaka, T-MARC
Managing Director

laria. T-MARC staff have technical and programmatic experience in several areas, including behaviour change communications, social marketing and project design.

T-MARC's male condom, Dume, targets high risk populations while T-MARC's female condom, Lady Pepeta, targets women involved in sex work and transactional sex. Since they were launched, Dume has sold 33.3 million condoms and Lady Pepeta has sold 2.6 million. T-MARC's oral contraceptive pill, Flexi P, is distributed through a partnership with Shelys Pharmaceuticals and 4.8 million cycles have been distributed since 2005. T-MARC promotes the use of child survival products such as zinc and Oral Rehydration Solution (ORS).

T-MARC is implementing several successful campaigns which promote generic condom use, mobilise individuals to remain faithful, support family planning and fight malaria. Additional programmes address sex workers, alcohol and HIV, prevention of mother-to-child transmission (PMTCT), male circumcision, safe water and community-based distribution of health products and messages. T-MARC partners on four new projects as well: UHAI-CT, MAISHA, CHAMPION and Families Matter.

T-MARC is doing even more, as you will learn in future newsletter issues of this newsletter. We value your participation and support as we continue to improve the health of all Tanzanians.

Inside this Issue

Jipende! Programme
Trains Sex Worker Peer
Leaders

Using GPS to Track
Condom Distribution

ADDOS Workshops with
TFDA

Families Matter Project
Engages Parents to Help
Reduce Youth Sexual Risk



Marketing Manager Christine Lissu arranges T-MARC products at the Pharmaceutical Society Annual Scientific Conference in Dar es Salaam.

Jipende Focuses on Peer Educators for High-Risk Women

T-MARC Company has been implementing an initiative that seeks to provide risk reduction strategies for at-risk women, particularly sex workers and women engaged in transactional sex. With USAID funding, T-MARC is working through a network of nonprofit organisations to reach out and build life saving skills with this initiative.

Almost 300 sex workers and women engaged in transactional sex have been trained as peer educators.

The initiative has been aptly named Jipende, which translates to “love yourself,” and epitomises the skills and education that these women are getting to prevent them from contracting HIV. The programme aims to build condom negotiation skills, promote the use of the female condom and encourage STI screening and HIV counselling and testing. In June, T-MARC trained the programme officers of nine nonprofit or-

ganisations across Tanzania which have received Jipende grants to train peer educators among sex workers and women engaged in transactional sex. Since then, almost 300 peer educators have been trained through Jipende.

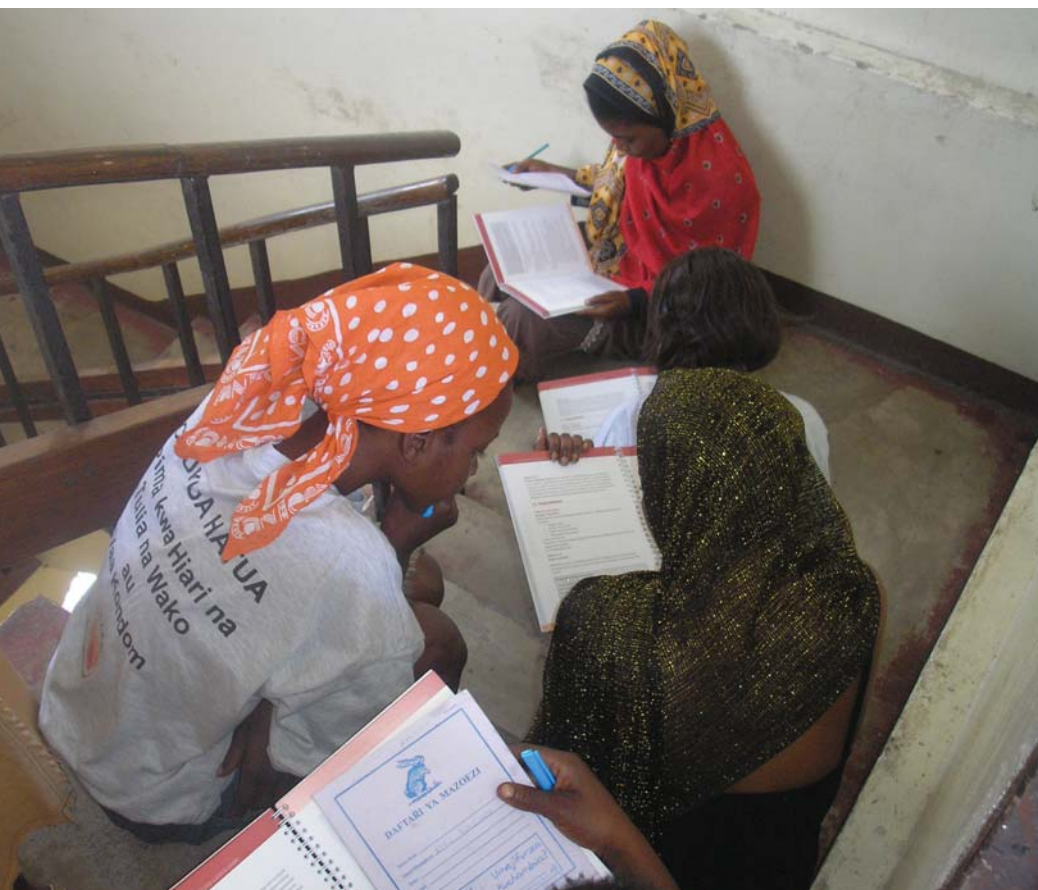
During a recent sex worker training conducted by one of the grantees, Chimaba, participants said that they were happy with the training because most of

“At the end of one workshop, 35 out of 67 participants agreed to have an HIV test.”

the topics were relevant to them, especially HIV/AIDS messages. Through the Jipende training, they were able to learn many things about HIV, such as the difference between HIV and AIDS.

Several sex workers acknowledged that they did not always use condoms when having sex. The training emphasized the importance of using condoms correctly and consistently and taught the women how to negotiate for condom use, especially with clients who are reluctant to use them.

At the end of one workshop, 35 of the 67 participants agreed to visit Mwanayamala Health centre and have an HIV test. This was indeed a testament to the impact of the trainings as most of these women had never taken an HIV test before.



Peer educators study from their Jipende manuals during a training workshop.

T-MARC Introduces GPS to Improve Services in Hot Zones

T-MARC recognises the importance of employing innovative strategies to fight against HIV/AIDS. One such strategy T-MARC has introduced, with the assistance of USAID funding, is HIV hot spot mapping using Geographical Positioning System (GPS) units.

Hot spots are places where sex negotiation or sexual activity takes place, such as bars, brothels and guesthouses. T-MARC is collecting GPS coordinates of these

hot spots and using Geographical Information Systems (GIS) to analyse the data. This innovative research, coupled with a retail outlet audit, is measuring condom coverage, quality of coverage and access to condom distribution points within the zones surrounding the hot spots.

Using the data collected in the Kinondoni, Dar es Salaam pilot study, T-MARC is identifying gaps and addressing issues of product visibility and availability. The data is also helping T-MARC develop benchmarks for marketing strate-

gies targeting at-risk populations. The pilot study was such a success, T-MARC plans to expand to other areas in the near future.

Of the hot spots mapped in the pilot study, 81% are within 100 metres of a condom selling outlet.



Monitoring and Evaluation Manager Ninian Kalenyula takes GPS coordinates at a hot spot in Dar es Salaam.

ADDOS: A New Outlet for Flexi P

In its efforts to increase the availability of modern family planning methods, the Government of Tanzania, through the Tanzania Food and Drugs Authority (TFDA), introduced Accredited Drug Dispensing Outlets (ADDOS) in 2003. By converting *duka la dawa*

baridis (DLDBs, over-the-counter pharmacy) into ADDOs (*duka la dawa muhimu* in Swahili), the government is increasing access to quality and affordable health products to all Tanzanians.

Trainings, inspections and accreditations are currently underway for DLDB owners and dispensers across Tanzania to convert them to ADDOs. By January 2011, all DLDB will have been transformed to ADDOs. Using USAID funding, T-MARC has been supporting this training by participating in family planning sessions and sponsoring ADDOs signboards with T-MARC's contraceptive pill, Flexi P.

The introduction of ADDOs is good news as it provides an excellent avenue for distribution, availability and visibility of Flexi P, which was unavailable in DLDBs. T-MARC, together with Shelys Pharmaceuticals, is coming up with new strategies on how to supply this huge market, meet the unmet demand for modern family planning methods and thereby contribute to the government's efforts to increase use of modern family planning methods.



ADDOS owners and dispensers learn about family planning during a workshop session.



*Serving Communities,
Improving Lives*

The **Tanzania Marketing and Communications (T-MARC) Company Ltd.** is an independent, Tanzanian-led and controlled organization dedicated to improving the health status of Tanzanian families and reducing the transmission and impact of HIV/AIDS. T-MARC employs a dynamic approach, bringing together public and private stakeholders in order to develop and expand consumer markets for a broad range of health products and promote behaviour change that will improve public health. These products and campaigns are achieving a demonstrable and sustainable health impact and are specifically targeted at vulnerable, at-risk and low-income audiences.

T-MARC Newsletter
Jovina Tibenda, Production Manager
jtibenda@tmarc.or.tz

T-MARC Company Ltd.
Plot #383, Ndovu Road/Garden Road
Mikocheni B, P.O. Box 63266
Dar es Salaam, Tanzania
Phone: +255 22 2700772/4
Fax: +255 22 2700773
E-mail: info@tmarc.or.tz

www.tmarc.or.tz

OTHER DONOR-SUPPORTED PROJECTS AND ACTIVITIES

Families Matter: Engaging Parents in Sexual Risk Prevention Efforts

T-MARC's Families Matter Project is an evidence-based intervention for parents, guardians and other primary caregivers of children between the ages of 9 and 12-year-olds. The programme promotes positive parenting and effective parent-child communication on sexual topics. It supports parents so they can convey their values and expectations about sexual behaviour to their children and provide them with important messages related to HIV, sexually transmitted infections (STIs) and pregnancy prevention.

Families Matter is currently conducting workshops with caregivers in targeted regions and is receiving positive feedback from the caregivers as well as local government authorities.

This five year project is funded by the President's Emergency Plan for AIDS Relief (PEPFAR), through the U.S. Centers for Disease Control and Prevention (CDC). The project receives continuous technical assistance from a team of experts from both the CDC headquarters in Atlanta and the field office in Tanzania.



Parents participate in an informational workshop in Ruvuma.