



T-MARC NEWSLETTER

SERVING COMMUNITIES. IMPROVING LIVES

Volume 1. Issue 5. January – June 2012

Message from the Managing Director

Dear Reader,

Welcome to the T-MARC Tanzania newsletter. This bumper issue covers two quarters of the year, which has seen T-MARC taking great strides to achieve its mandate of serving communities and improving the lives of Tanzanians.

In this period we have witnessed our collaboration with PSI Tz in the USAID supported Tanzania Social Marketing Program (TSMP) program taking root, sprouting and starting to bear fruit. We are well on the way to achieving the goals of the Total Market Approach (TMA) as outlined under TSMP. For example, we have registered success in smoothly outsourcing our product distribution, achieving satisfactory sales results in this transition period. Two of our flagship products, Dume male condoms and Flexi-P oral contraceptives are also being freshened up to meet the expectations of their new target audiences.

Meanwhile our other on-going projects, UHAI-CT, HUSIKA and Family Matters! continue to have positive impact in the lives of Tanzanians. UHAI-CT is on track to achieve its goals of providing outreach

HIV counselling and testing activities targeting most at risk populations (MARPS) and increasing condom use knowledge amongst these target populations. On its part, the HUSIKA project is conducting face to face female condom interpersonal communication (IPC) sessions and peer programs in high risk areas



Diana Kisaka, Managing Director,
T-MARC Tanzania

of the country, whilst our Family Matters! Project offers support to parents and guardians in Lindi and Mtwara regions, assisting them to effectively convey values and expectations about sexual behaviour and communicate important HIV, STD and pregnancy prevention messages to their children.

All these and more are highlighted in this issue of the T-MARC Newsletter. Wishing you insightful reading. Enjoy!

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T-MARC Outsources Distribution Activities to PSI

“PSI’s distribution team was also briefed on Dume and Lady Pepeta’s distribution strategies and sales targets,” Ms Rwezahura added.

In the second quarter (Q2) of 2012, TSMP sales and distribution activities were performed through the PSI distribution agreement at the RD level, which yielded a sales performance of 2,396,736 pieces for Dume male condoms (80% achievement against Q2

sales target) and 87,120 pieces of Lady Pepeta female condoms (45% achievement against Q2 sales target). Some 50,976 cycles of Flexi P’s duofem type pills were also sold (45% achievement of Q2 sales targets).

The TSMP project is supported by the American people through the United States Agency for International Development (USAID) and the Presidents Emergency Plan for Aids Relief (PEPFAR).

DUME Condom Increases Penetration Across Tanzania



A dume brand activator presents a box of condoms to the owner of a dukka. Dume condoms is now widely available across the country

Dume, the safe and reliable male condom marketed by T-MARC Tanzania has increased its penetration across Tanzania. This is according to the 2011 HIV MAP and MAP HRA quantitative research reports that monitor condom availability in fast moving consumer goods channels in high risk areas/zones.

The reports that were collaboratively analysed and shared with PSI/TZ in the second quarter of 2012 confirm that over time, Dume's national penetration has risen from a base of 33% in the 2010 MAP study to 45% in the 2011 study. Of notable achievement during this period is Dume's urban penetration which increased from 33% to 71%

'An important objective of T-MARC is to increase the availability and usage of condoms in and amongst most at risk groups in Tanzania to mitigate transmission of the HIV virus. With this in mind we are pleased that the Dume footprint is growing steadily,' T-MARC's HIV/AIDS Marketing Manager, Ms Lilian Sillingi said in response to the encouraging developments. She added that the overall goal as committed in Dume's financial year 2012 (FY12) Marketing Plan is to further increase the penetration to 50% by the end of this fiscal year and the urban penetration to 85%.

According to the studies, key regions driving Dume's overall penetration growth are those within the Coastal and Lake Zones. This strongly suggests the need for increased and prioritized Dume distribution

focus across the Southern, Central and Northern Zone. Whilst Dume's penetration across hot zone locations has increased from 17% to 20% in the MAP 2011 study, this trend is concerning as it is below standards that were achieved in some earlier years, such as 2007 when Dume was launched.

"The Southern zone regions appear to be the significant driver of this downward trend, and as such need prioritized distribution focus," the HIV/AIDS Manager said.

To effectively measure and monitor Dume's coverage and penetration performance over time, PSI/TZ and T-MARC who are collaborating in the Tanzania Social Marketing Program (TSMP) have collectively agreed that MAP studies will now be undertaken bi-annually to effectively track and monitor Dume's coverage and penetration trends. This is to better inform, focus and award performance amongst both organizations' field teams. Incentive schemes to support and exceed the attainment of financial year 2012 targets have also been discussed and are being developed.

T-MARC, with support from the American people as part of the US President's Emergency Plan for AIDS Relief (PEPFAR) through the United States Agency for International Development (USAID), has been promoting use of the Dume condom brand through various mediums including radio, press, outdoor and experiential/interpersonal community activities.

Dume targets men of high social economic status including mobile businessmen, truck drivers, transport workers, plantation workers, construction workers and men who work in mines. Interventions prioritize urban and peri-urban areas, major highways and migrant transport routes. Research has shown that men with higher social economic status (SES) are more likely to have multiple sex partners and thus the HIV prevalence among this group is higher than that among the men with lower SES.

By building brand name awareness and brand equity for Dume products T-MARC aims to increase condom use and minimize HIV transmission.

T-MARCs Role at Saba Saba Trade Fair Hailed

Visitors to the recently held Board of External Trades (BET) Dar es Salaam International Trade Fair (DITF) popularly known as Saba Saba have hailed T-MARCs participation at the event.

Speaking at the event that ran from June 25th – July 8th, 2012, a cross section of visitors to T-MARC's booths at the trade fair expressed their satisfaction with the education and quality of services that was on offer.

"I have brought my girls here so they can learn how to protect themselves," said 39 year-old Mama Mussa, a resident of Manzese suburb of Dar es Salaam. Mama Mussa who was accompanied by her three daughters aged between 17 and 20 years said she felt the urge to educate her girls on appropriate HIV prevention methods.

"I cannot talk to them directly about condoms and related sexual issues at home. That is why I brought them here to receive first hand and professional information on these matters," the mother of four said, adding that the high prevalence of HIV amongst youth was a key driver behind her decision to bring her girls to the T-MARC booth.

She expressed satisfaction at the quality of health education provided by T-MARC and called for more efforts to be made to make this knowledge available to those who did not have an opportunity to attend the Sabasaba trade fair.

"We had four booths at the grounds," T-MARC's Technical Director Prisca Rwezahura revealed. T-MARC was also present at the Tanzania Commission for HIV and AIDS (TACAIDS) booth, where product detailing and demonstration for Dume and Lady Pepeta products was conducted. Dume and Lady Pepeta product detailing and demonstrations to restaurant (mama lishe) and bar staff were also conducted in and around the trade fair grounds.

The HIV Prevention and Jali Maisha booth implemented HIV prevention Jali Maisha sessions every two hours. T-MARC revised its Jali Maisha implementation strategy to encourage better audience participation and engagement. Key modifications included condensing (reducing and prioritizing) the HIV prevention messages and method of delivery through participatory activities/games.

The Product Display Booth displayed Dume, Lady Pepeta and Flexi products, handed out interpersonal education and communication (IEC) materials and provided product detailing, demonstration and sales. Visitors to this booth were directed to the family



Some of the young lady visitors to T-MARC's Jali Maisha tent at the Sabasaba trade fair pose with their free samples of Lady Pepeta

planning counseling sessions and Jali Maisha (value life) sessions depending on their interests. Target audience mobilization and engagement activities were also implemented where participants had a chance to win branded promotional give away items.

"I have received ample information about different family planning methods and can now make better decisions on methods that suit me," said 26 year old Bahati Saidi, resident of Chalinze.

With the theme "There is a right method for you", the Family Planning (FP) booth displayed Flexi P products & distribute branded Flexi P and Familia information brochures. Activities here included family planning awareness sessions discussing the importance and benefits of family planning whilst presenting an introduction and overview of all available modern family planning methods (with emphasis on Flexi P product detailing). Through these sessions, participants got to understand how each method works, the product benefits, possible side effects, how to use the products, who is supposed to use the method, who isn't and where the method is available. Question and answer sessions and referrals to the FP counseling booths for individuals or couples seeking private FP counseling to discuss specific problems or concerns were also available.

The Family Planning and Reproductive Health Counseling booth had a nurse who specialized in both FP and HIV. Individuals or couples with a need to address specific questions (related to HIV, FP and other reproductive health areas) privately were referred to this booth.

"We are evaluating performance and will reveal actual numbers reached," Prisca said.

Launched in 1963, Saba Saba has established itself as the shopping window for Tanzanian products as well as the products from other countries. T-MARC's participation in the Dar es Salaam International trade fair (DITF) started in year 2005 and has continued every year since.

UHAI-CT lights up Uhuru torch events



A couple receives counseling and testing services at an UHAI-CT event

and Lady Pepeta interpersonal communication (IPC) interventions are to address condom use behavioural determinants and myths and misconceptions surrounding condom use.

The target is to reach 1500 MARPS through 'Jali Maisha' (value life) sessions and a further 250 sex workers (SW), women engaged in transactional sex (WETS) and men having sex with men (MSM) through Lady Pepeta IPC sessions. These sessions covered HIV prevention with emphasis on condom use issues including correct and consistent condom

T-MARC has conducted outreach HIV counselling and testing during the Uhuru Torch event across eight target regions of Tanzania under the UHAI-CT program.

Between May and June this year, T-MARC teams visited Iringa, Njombe, Rukwa, Shinyanga, Tabora, Mwanza, Mara and Manyara Regions that have disproportionately higher HIV prevalence rates when compared to national averages.

In this year's Uhuru Torch race, T-MARC conducted strategic demand creation activities specifically to the most at risk populations and couples. Implementing teams did not follow the race in every region/district that the torch shall travelled but remained a day or two longer in select areas to have more impact and reach more of the target audiences that had been sensitized to come for counseling and testing.

T-MARC used edutainment (educational entertainment) activities to mobilize and attract key most at risk populations (MARPS) to the HIV counselling and testing outreach services that are currently being offered during the Uhuru torch events. Given that the UHAI-CT outreach HIV counselling and testing activities target MARPS, through collaborative efforts T-MARC leveraged the UHAI-CT activities to extend the reach, brand awareness and condom use knowledge of Dume male condom and Lady Pepeta female condoms to these most at risk population with minimal mobilization costs.

Besides increasing condom use among men and women engaged in high risk sexual behaviour, other marketing objectives of the 2012 Uhuru Torch Dume

use, addressing condom use behavioral determinants as well as prevailing myths and misconceptions on condom use. Sample Dume and Lady Pepeta products as well as education and communication (IEC) material were distributed during these sessions.

"We are in the process of evaluating the success of the interventions and the report is expected at the end of this quarter," the UHAI-CT Senior Program Manager, James Chialo said.

T-MARC has participated in the Uhuru Torch celebrations since 2006. Last year (FY2011), T-MARC through the TSMP program, participated in seven Uhuru Torch events across Morogoro Urban, Pwani, Bagamoyo, Kibaha and Dar es Salaam regions. In Dar es Salaam, the torch had 3 stops in Temeke, Ilala and Kinondoni Districts.

Achievements registered by T-MARC in last year's Uhuru Torch celebrations included carrying out 55 HIV prevention 'Jali Maisha' (value life) sessions at the 'Mkesha wa Mwenge' (overnight torch events) in the districts visited, reaching 1,363 individuals (1,172 men and 191 women) with basic facts on HIV prevention. T-MARC also conducted 49 targeted sessions with barmaids in 49 bars and 8 sessions at sex worker hotspots like brothels, bars, nightclubs and lodges, reaching 575 people (567 women and 11 men) with HIV prevention messages.

First lit on top of Mount Kilimanjaro on December 9, 1961 by the late Mr. Alexander Nyirenda at the behest of founding Father of the Nation, Mwalimu Julius Nyerere, the Uhuru torch is a symbol of unity, love, freedom, solidarity and development in Tanzania.

Dume and Flexi-P Poised for Re-branding



A brand demonstrator displays some of the T-MARC products. Dume and Flexi-P are set for re-branding

New look Dume male condoms and Flexi P oral contraceptives are set to hit market soon.

Significant progress has been made in giving Dume Male condoms and Flexi P Oral Contraceptive pills a new look and feel that is in touch with the preferences of the growing target market. The T-MARC flagship brands are set for re-branding and repositioning later this year.

"We have taken care to include our partners and the target audience in discussions to confirm the message take out and acceptability of the improved look of both products and are satisfied with the progress made," Halima Mwinyi, T-MARCs Senior Program Manager for the TSMP Project added.

She revealed that for Dume condoms, the process has included finalization of the improved Dume packaging material designs, foil, insert, dispenser and cartons as well as their respective print specifications. The brand positioning of the brand will also be reviewed with the male condom now targeting males of high social economic status (SES) living in urban and peri-urban areas. This repositioning goes along with a price review that will be communicated

during the re-launch. The program team has developed a 360° integrated multi-media communication campaign that includes radio and television adverts, a reality TV show, a Dume song and dance and a print and outdoor campaign to promote the brand.

For Flexi-P, the packaging material designs have been revised. Flexi P is also changing its active formulation from Duofem to Combination 3. The communication material in support of Flexi-P's repositioning and new formulation launch have been developed through a creative agency and pre-tested with the target audience and other stakeholders for key inputs. The Ministry of Health and Social Welfare (MoHSW) and USAID have also been consulted in finalising the communication material.

The anticipated upgrades are in line with the Tanzania Social Marketing Program's (TSMP) "Total Market Approach" (TMA) that aims to correct market inequalities and develop more sustainable solutions to health problems by providing customers with

wider and more effective choices. The goal of the TMA is to achieve a marketplace where all segments of society are reached with high quality products and services according to their ability to pay.

"In a balanced TMA, the poorest access products and services through free distribution, those with some disposable income through subsidized products, and those with greater ability to pay through commercially-distributed products," T-MARCs Technical Director, Prisca Rwezahura explains.

Social marketing organizations like T-MARC are essential to growing the overall market volume by attracting new user groups into the market and opening up new markets, particularly in rural areas through community-based distribution.

Both Dume and Flexi P are supported by the American people through the United States Agency for International Development (USAID). The two brands are part of the products that are being socially marketed under the TSMP collaborative agreement with PSI.

Families Matter Project – Supporting HIV Prevention for Youth in Tanzania



A FMP participant talks to her child using the FMP curriculum

The Family Matter! Project continues to make a difference in the lives of parents and youth in Lindi and Mtwara regions of the country.

The Government of Tanzania (GoT) has highlighted youth HIV prevention as a top strategic priority. This is reflected in the current National Multi-Sectoral Framework on HIV/AIDS 2008-2012.

To support of this goal, T-MARC Tanzania with the support from the American people through the Centers for Disease Control (CDC) is implementing the Families Matter! Project (FMP) in Ruvuma and Mtwara regions of the country. FMP is an evidence-based, parent-focused intervention designed to promote positive parenting and effective parent-child communication about sexuality and sexual risk reduction. The project targets parents and guardians of preteens (9-12 year old children).

To date, the FMP project has trained a total of 9,575 parents and guardians of pre-teens in both regions, these being 2,035 males and 5,540 female.

The ultimate goal of FMP is to reduce risky sexual behavior among adolescents, and promote delayed onset of sexual debut by giving parents the necessary training to deliver primary prevention to their children. FMP aims at enhancing protective parenting practices, overcoming communication barriers and

promoting parent-child discussions about sexuality and sexual risk.

FMP recognizes that many parents and guardians may need support to effectively convey values and expectations about sexual behavior and communicate important HIV, STD and pregnancy prevention messages to their children.

FMP aims to bring about a difference in Youth HIV/AIDS prevention efforts by targeting parents of pre-adolescents and equipping them with the necessary skills and knowledge about sexuality and risky sexual behaviours, encouraging abstinence and enhance delayed onset of sexual debut. In so doing, the program hopes to reduce the number of HIV infections among youth, reduce the number of school dropouts due to pregnancies, and reduced infection with other STIs.

Working in collaboration with its local partner Human Development Trust (HDT) in Mtwara and Ruvuma regions the project is also strengthening organizational and institutional capacity of local organizations working in HIV prevention to significantly contribute towards reaching the objectives of the program. T-MARC also works in collaboration with CDC-Tanzania and the Ministry of Health and Social Welfare (MoHSW).

HUSIKA Project Taking a Stance Against the HIV Pandemic

The Husika Project continues to take a stance against the HIV pandemic with the implementation of a series of face to face female condom interpersonal communication (IPC) sessions and peer programs in high risk areas of the country.

The overall goal of the Husika Project is to reduce HIV prevalence in Tanzania by preventing HIV transmission between at risk populations, MARPS and their sexual partners.

The face to face female condom interpersonal communication (IPC) sessions which rolled out in April/May 2012 reached 218 sex workers (SW) and 392 bar maids in three priority districts of Ilemela, Nyamagana and Geita in Mwanza region. Amongst these, T-MARC selected and recruited 30 sex workers and 52 bar maids as female condom sales agents and potential sex worker peer educator candidates for upcoming training. A total of 16,380 pieces of female condoms were also distributed alongside branded merchandise and health information brochures.

The primary focus of these sessions was to increase female condom awareness, uptake and access levels whilst addressing HIV/STI prevention knowledge gaps, and condom use misconceptions. The intervention hopes to reduce the incidences of unprotected high risk sexual encounters among these at risk populations.

In this period, T-MARC also contracted two consultants to develop a peer educator training of trainers' (TOT) curriculum and manual that adapted and replicated best practice modules published by FHI360 and UNFPA. Thereafter 18 HIV prevention IPC educators were recruited and trained by the consultants in a five-day (TOT) SW peer educator training workshop held in Dar es Salaam.

T-MARC also revisited sex worker hot spots reached last year under the Tanzania Social Marketing Program (TSMP) to screen and recruit Lady Pepeta female condom ambassadors and sales agents to participate in a three day Sex Worker Peer Educators Training Program. Preparations are complete for a training workshop targeting 76 sex workers recruited from Kinondoni, Ilala and Temeke districts of Dar es Salaam.

In Mbeya region, 44 sex workers from 21 hot spot locations were recruited and participated in the peer educator program where 40 graduated as Husika Program Ambassadors and Sex Worker Peer



Condoms demonstration during HUSIKA face to face peer education training in Mwanza - Ilemela

Educators. The training exposed the sex workers to basic principles, roles and responsibilities of being a peer educator, basic facts and questions on HIV/AIDS transmission, prevention, treatment and care concerns, basic facts on STI symptoms, prevention and treatment, male and female condom demonstrations, interpersonal communication skills, basic facts on family planning and modern family planning methods, condom negotiation skills, and HIV/AIDS service referrals contacts.

7,200 Lady Pepeta female condoms were distributed with each trained Husika Sex Worker Peer Educator receiving a carton of Lady Pepeta products to act as seed capital. The peer educators were trained in female condom sales to enhance the accessibility of these products to their peers and develop entrepreneurial skills.

The HUSIKA Project is a call to action for everyone to take a stance and address the HIV epidemic among populations whose needs have largely been unmet. T-MARC has been awarded the sub-agreement by PSI to support the implementation of USAID's five year HIV Prevention Project with Most at Risk Populations (MARPs). T-MARC has been given the mandate to implement interpersonal communication interventions targeted at sex workers, women engaged in transactional sex and clients of sex workers so as to strengthen the protective behaviours of this at risk group.



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T-MARC Tanzania is an independent, Tanzanian, not for profit, non-governmental organization (NGO) working in Tanzania, for the benefit of Tanzanians. T-MARC employs a dynamic approach that brings together public and private stakeholders to develop and expand consumer markets for a broad range of social products.

T-MARC also promotes behaviour change through evidence based practices that contribute to a positive health and social impact within the development field. These practices, products and strategies are in the areas of infectious diseases like HIV/AIDS and malaria, family planning and reproductive health, child survival, water & sanitation, and nutrition. The interventions are specifically targeted at vulnerable, at risk and low income audiences.

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T-MARC Welcomes New Members



Some of the T-MARC Tanzania staff and Board Members pose for a group photo during a recent event held at the T-MARC offices.

T-MARC has engaged the services of new members of staff in the final quarter and first half of this year.

Tumaini Kimasa joins the T-MARC team as the Director of Operations. Tecla Mendile joins the team as the Programs Assistant for HUSIKA project. Edgar Mwakyusa joins the team as a Motorcycle Driver in charge of office deliveries. Beatrice Kamugisha joins the team as the Business Development Manager, while Nisile George joins the team as a Program Accountant.

T-MARC was also happy to welcome new members courtesy of staff weddings and new-borns. Staff that were blessed with babies in in this period were Ninian Kalenyula (Monitoring and Research Manager), Hamid Al Halawy (Program Manager - FMP), Lulu Masasi (ICT Support Officer), Alex Leornard (Contracts Manager), Gwandumi Mpoma (Zonal Co-ordinator Southern Zone) and Zubery Mdachi (Zonal Co-ordinator Eastern Zone). Staff that said goodbye to living single were T-MARC's Zonal Co-ordinator for Central Zone, Zephaniah Zakayo and the Zonal Co-ordinator for Northern Zone, Grace Shayo.

Staff that have left the T-MARC team include Majiji Nsuntemi (Program Accountant FMP Project), Fidelis Mligo (Procurement Assistant), Magdalene Mmbando (Program Accountant TSMP) and drivers Frank Mushi, Valentine Mseza, Steven Ngowi and Maurice Gama. We wish them well in their pursuits.