



**TANZANIA MARKETING AND COMMUNICATIONS
(T-MARC) PROJECT FOR HIV/AIDS, REPRODUCTIVE
HEALTH AND CHILD SURVIVAL**

ANNUAL REPORT

**PROJECT YEAR 4, FY 2008
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Table of Abbreviations

ABC	Abstinence, Being Faithful, and Condom Use
ABCT	AIDS Business Coalition of Tanzania
ACCESS	Access to Clinical and Community Maternal, Neonatal, and Women's Health Services
ACT	Artemisinin Combination Therapy
ADDO	Accredited Drug Dispensing Organization
AED	Academy for Educational Development
ARSH	Adolescent Reproductive and Sexual Health
BCC	Behavior Change Communication
BOD	Board of Directors
CI	Campaign International
COP	Country Operating Plan
CSW	Commercial Sex Workers
DMO	District Medical Officer
EOI	Expression of Interest
EGPAF	Elizabeth Glaser Pediatric AIDS Foundation
FHI	Family Health International
FMCG	Fast Moving Consumer Goods
FP	Family Planning
FY	Fiscal Year
HKI	Helen Keller International
IEC	Information, Education, and Communication
IHRDC	Ifakara Health Research and Development
IMCI	Integrated Management of Childhood Illnesses
IPC	Interpersonal Communication
IPTp	Intermittent preventive treatment during pregnancy
IRS	Indoor Residual Spraying
IT	Information Technology
JHPIEGO	Johns Hopkins Program for International Education in Gynecology and Obstetrics
JHU	Johns Hopkins University
KIHOWEDE	Kiota Women Health and Development Organization
KABP	Knowledge, Attitudes, Behaviors and Practices
LO-ORS	Low Osmolarity Oral Rehydration Salts
MCH	Mother and Child Health
MD	Managing Director
M&E	Monitoring and Evaluation
MER	Monitoring, Evaluation and Research
MEWATA	Medical Women Association of Tanzania
MOHSW	Ministry of Health and Social Welfare
MRCC	Medical Research Coordination Committee
MSD	Medical Stores Department
MSH	Management Sciences for Health
MST	Marie Stopes Tanzania
NACP	National AIDS Control Programme

NGO	Non-governmental Organization
NHACAS	National HIV/AIDS Communication and Advocacy Strategy
NIMR	National Institute for Medical Research
NMCP	National Malaria Control Program
OCP	Oral Contraceptive Pills
ORS	Oral Rehydration Salts
PEPFAR	President's Emergency Program for AIDS Relief
PMI	President's Malaria Initiative
PMTCT	prevention of mother to child transmission
PO	Purchase Order
POS	Point of Sale
POUZN	Social Marketing Plus for Diarrhea Disease Control: Point-of-Use Water Disinfection and Zinc Treatment
PRINMAT	Private Nurse/Midwives Association of Tanzania
PSA	Public Service Announcement
PSI	Population Services International
PSP	Private Sector Program
RCHS	Reproductive and Child Health Section
RFA	Radio Free Africa
RFA	Request for Application
RFP	Request for Proposals
RH	Reproductive Health
TACAIDS	Tanzania Commission for AIDS
TAYOA	Tanzanian Youth Awareness Trust Fund
TOR	Terms of Reference
TFDA	Tanzania Food and Drug Authority
T-MARC	Tanzania Marketing and Communications for AIDS, Reproductive Health and Child Survival
TPI	Tanzania Pharmaceutical Industry
UHAI	Universal HIV and AIDS Counseling and Testing
UMATI	Chama cha Uzazi na Malezi Bora Tanzania
UNICEF	United Nations Children's Fund
USP	United States Pharmacopoeia
VCT	Voluntary counseling and testing
WAD	World AIDS Day
WAPO	Word and Peace Organization
WHO	World Health Organization
WHOPEPES	WHO Pesticides Evaluation Section
ZMCP	Zanzibar Malaria Control Programme

I. Executive Summary

Fiscal Year 2008 marked the fourth year of the T-MARC project, and the first full year of operations for the T-MARC Company Limited. The T-MARC project produced significant achievements in FY08 in its core program components – marketing, communication, partnership and cooperation – and its core health thematic areas, HIV/AIDS, family planning/reproductive health, child survival, infectious disease (malaria). Key achievements and results are outlined below.

HIV/AIDS

The T-MARC project expanded and enhanced its two successful HIV/AIDS communication campaigns that address faithfulness/partner reduction and correct and consistent use of condoms, respectively. The T-MARC project's *Sikia Kengele: Tulia Na Wako* initiative continued to use large mobilization events to influence communities with relatively high proportions of *most-at-risk populations* (MARPs) to “be faithful” (resulting in partner reduction) to avoid HIV infection. The companion *Vaa Kondom* generic condom initiative promotes the correct and consistent use of condoms amongst MARPs that work and live along key transport corridors communities. These complementary generic BCC initiatives are major contributors toward the enactment of USAID/PEPFAR's “ABC” HIV prevention strategy in Tanzania. Through the *Vaa Kondom* and *Sikia Kengele* initiatives, the T-MARC project disbursed small grants to ten NGOs/FBOs to undertake specific HIV prevention activities. T-MARC project initiated a grants process for sex workers and women engaged in transactional sex (WETS) by issuing a request for “expressions of interest” this year. A preliminary workshop was conducted to introduce the subject matter and share the outcome of a formative assessment conducted by the T-MARC project. Participants from 35 NGOs/FBOs attended the workshop.

The T-MARC project's primary commercial partner, Shelys Pharmaceuticals, distributed 11 million Dume condoms this year. The Dume brand retained 24% market share according to retail measurement surveys. Shelys sold 800,000 units of the Lady Pepeta female condom brand during the reporting period, despite distribution and transshipment challenges. Through activities such as brand activations, barber shop activations, and barmaid and sex worker workshops, Lady Pepeta was promoted heavily this year particularly in eight regions of Tanzania where HIV is most prevalent.

Family Planning/ Reproductive Health

Flexi P, the oral contraceptive pill (OCP) distributed by Shelys and supported by the T-MARC project, continued to gain volume momentum and strengthen its market position. Shelys met its annual sales performance target for Flexi-P, achieving sales of 1,055,016 cycles for the reporting period, representing 12% growth over last year's achievement.

The T-MARC project continued to support family planning communication initiatives in Tanzania. Following the success of last year's “Mama Ushauri III” radio serial drama, with an airing of 26 episodes, the T-MARC project developed and launched “Mama Ushauri IV”. In the past fiscal year, the T-MARC project invited partners to contribute thematic health storylines to the radio drama series, which included prevention from mother to child transmission (EGPAF), prevention of malaria for pregnant women (JHPIEGO ACCESS), the use of zinc and ORS for

childhood diarrhea (POUZN project), enhanced modern family planning methods (T-MARC project), and promoting vitamins A to Z (HKI). This radio serial drama supports the Ministry of Health and Social Welfare's (MOHSW) goal to build health knowledge among the public. The T-MARC project created and aired 52 story lines in the past fiscal year.

Child Survival

Through collaborative discussions with the AED-managed Point of Use Water Disinfection and Zinc Treatment (POUZN) project and Shelys, the T-MARC project continued to support the sales and distribution of locally manufactured Lo-ORS (SAVE brand) and zinc treatment (PedZinc brand) products. These progressive efforts by the private sector to introduce zinc in Tanzania encouraged the MOHSW to fast track the revision of its national treatment guidelines to include zinc treatment. Efforts to enlist Accredited Drug Dispensing Outlets (ADDOs) as PedZinc model outlets were implemented in the fourth quarter. A total of 707,500 PedZinc and 3,049,989 SAVE sachets were sold this year. The Mama Ushauri radio drama series had 25 storylines that featured diarrheal disease and promoted the use of zinc therapy for treatment and Lo-ORS to prevent dehydration.

Malaria

The T-MARC project, in collaboration with Steadman Research, conducted a mystery client and retail measurement survey to establish the knowledge, behavior, attitudes, and practices of drug sellers in *duka la dawa baridi* and ADDOs in Dar es Salaam, Mwanza, Tanga, and Morogoro (ADDOs only). The outcome of the research was shared with USAID and the data will be used to develop behavioral change interventions that will seek to improve dispensing practices for over-the-counter drugs to treat malaria. In collaboration with Research International, T-MARC worked to include within the retail survey a measurement for determining the level of malaria treatment that is accessed through private drug sellers. Data was produced for four regions included Dar es Salaam, Mwanza, Mbeya, and Arusha. The outcome of this study was shared during the monthly President's Malaria Initiative (PMI) partners meeting in collaboration with the National Malaria Control Program (NMCP).

Partnership and Cooperation

Partnerships are at the core of the T-MARC project's "business model." The T-MARC project continues to grow and strengthen partnerships and cooperation as outlined in the following narrative. New partnerships and cooperative relationships were developed this year between the T-MARC project and ten NGOs / FBOs under the small grants program managed by Africare that supports implementation of *Sikia Kengele* and *Vaa Kondom* activities. In addition, 35 NGOs/ FBOs participated in workshops on sex workers and women engaging in transactional sex.

Monitoring, Evaluation and Research

The monitoring, evaluation and research (MER) department implemented various activities in FY08. Some major activities include the formative assessment of sex workers and women engaged in transactional sex, the mystery client survey on retail anti-malarial dispensing practices, and a data quality assessment (DQA). The objectives of the DQA were to assess strengths and weaknesses in data collection, compilation, and reporting at all levels, from service delivery points to reporting to USAID. The DQA also sought to improve M&E systems (and

ultimately the quality of data reported by implementing partners) and to strengthen the capacity of staff to continue to carry out data quality assessments without external support.

Program Management

This year the T-MARC Company signed a memorandum of understanding (MOU) with AED and a subcontract for implementing the T-MARC project for the year 2007/2008. The company convened two Board of Director meetings, with the board finalizing and adopting required documents such as by-laws, roles and responsibilities, memorandum and articles of association, and a plan for business development. The T-MARC Company received approval from USAID to transfer project assets registered under AED to the company, streamlined processes and systems internally, provided international-standard financial reports, adopted new internal financial, procurement, and administrative procedures, and instituted a performance appraisal policy for staff.

The T-MARC Company acquired four new projects in positions as both prime and sub agencies: UHAI CT, MAISHA, CHAMPION, and Families Matter. The company responded to ten expressions of interest for various assignments. The company is embarking on a second phase of staff and institutional building and development of a long-term business plan, while seeking consistent business growth to achieve company stability. The T-MARC Company developed its FY 2009 annual work plan that includes additional work areas such as the “sex and alcohol” initiative, male circumcision, and prevention of mother to child transmission of HIV.

The T-MARC Company filled several key vacancies this year. Ms. Jovina Tibenda was recruited as a Monitoring and Evaluation Director and Nelson Karanja was promoted to Communications Director. A new MER Manager, Mr. Ninian Kalenyula, a new Procurement Manager, Evaritha Tenson, and an IT Assistant Officer, Daud Ndubula were also hired.

II. HIV/AIDS

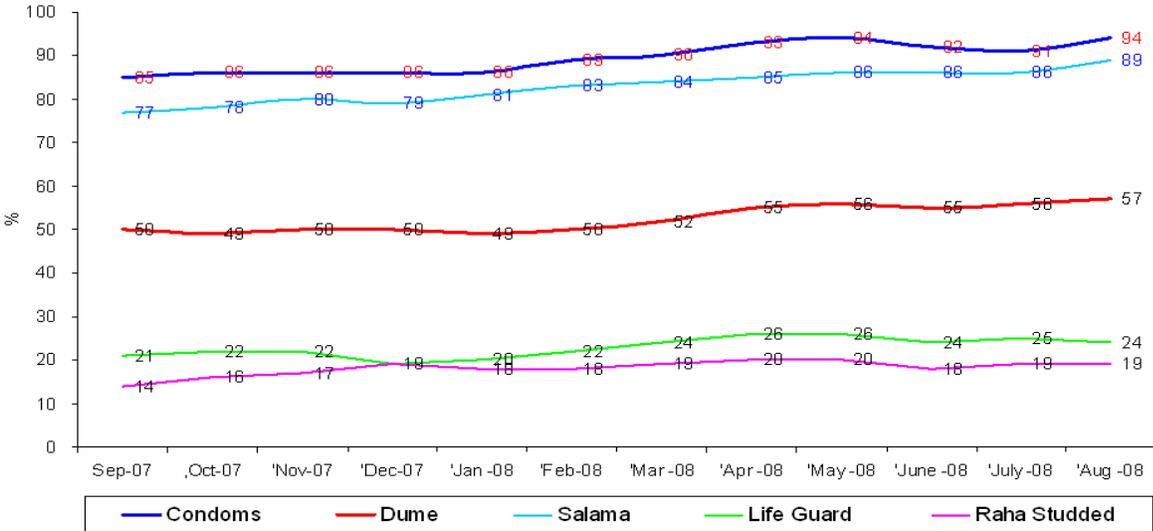
Dume Male Condoms

This year T-MARC re-evaluated and adjusted Dume's distribution strategy, so as to build on and scale up Dume's sales performance and availability coverage, particularly across dukas, kiosks and grocery stores that sell alcohol; over time these outlets are gaining strategic availability and volume importance for condom sales. To achieve this penetration gain, Dume's distribution network was expanded from being supported mainly by a network of 287 national pharmaceutical wholesale agents, to include a second-tier distribution network of fast moving consumer goods (FMCG) sub-wholesale agents across ten priority regions. The need to extend stock replenishment centers in areas of preference for these outlets was observed as being a major accessibility barrier limiting Dume's reach in these outlets. Forty-one FMGC sub wholesale agents have been recruited. Furthermore, to ensure that stocking standards, customer interactions, and service delivery calls were being adhered to by the sub wholesaler, four zonal Dume sales representatives were recruited this year under the Shelys collaborative agreement to manage these operational logistics and to oversee customer orders.

The above efforts have supported Dume's sales performance which has grown by 32% from its FY2007 base of 8,302,058 pieces to 11,000,880 pieces this year. This achievement represents 91.6% of Dume's annual target of 12 million pieces and has maintained Dume's commercial

sector share trend at 24%. In distribution, Dume’s performance over time has also gained significant momentum as highlighted below, growing from a 50% base one year ago to 57% by August 2008. Similar availability gains can also be noted for the total condom category which has also grown from an 85% base to 94% as indicated in Research International’s August 2008 retail audit chart below.

Figure One. *Condom availability trends; numeric distribution*



Retail audit trends across channels also suggest that the additional distribution focus to drive Dume’s availability across priority non-traditional outlets have yielded positive availability gains, as follows:

Table 1: Availability of Dume in the non-traditional outlets:

<u>Channel Type</u>	<u>2007</u>	<u>2008</u>
Bars	37.5%	67%
Dukas	45%	52%
Kiosks	52%	60%
Grocery stores with alcohol	32%	44%

In marketing, T-MARC continued to implement interpersonal demand creation activities to strengthen Dume awareness levels and brand affinities ratings particularly amongst the brand’s mobile high risk target audience. Dume barbershop, truck and commuter stops activations, as well as road show and mobile cinema activations were conducted across more than ten priority regions. In addition, Saba Saba and Nane Nane brand promotions and branded pavilion detailing sessions were implemented and supported by Dume radio spots which were broadcast across six

regional stations and through an outdoor wall branding campaign. Through these brand activities Dume was able to reach and interact with a total of 473,237 target individuals.

Lady Pepeta Female Condom

Lady Pepeta's sales and distribution performance this year was challenged greatly by product migration issues, which were fueled by a lucrative market for female condoms rings as machinery spare parts in Mozambique. Therefore although a total of 772,650 pieces of Lady Pepeta were sold this year, the brand's availability in the trade remains very low at 2% across the outlet universe. T-MARC has adjusted Lady Pepeta's distribution strategy to control future leakages, by ensuring that Lady Pepeta sales are targeted directly to key purchase channels mainly duka la dawa baridi, dukas, and cosmetic shops via a promotional sales blitz team who will perform door to door cash sales.

In marketing, considerable effort was availed to expand awareness levels and purchase intentions for Lady Pepeta female condoms. Lady Pepeta's key demand creation activities this year were the sex workers and barmaid workshops. Thirty-nine HIV sensitization workshops with sex workers and bar maids were conducted to promote the use of Lady Pepeta in high sex work regions and in three regions where female HIV rates are disproportionately higher than the country average. These workshops reached a total of 4,384 participants with correct female condom usage knowledge and condom negotiation tips. Lady Pepeta was also co-promoted with Dume and Flexi P in a variety of interpersonal activities. It was promoted with Dume during road show and mobile cinema campaign activations across 38 high risk priority districts, and during the CHODAWU, (Conservation Hotels Domestic and Allied Workers Union) International Women Day celebration activities. Lady Pepeta was promoted with Flexi P during market day activations, Saba Saba, Nane Nane (Dodoma, Mbeya and Mwanza), and this year's World Population Day inauguration events in Musoma. These interventions interacted with 370,213 individuals. To expand Lady Pepeta's brand visibility at the community level, four wall branding executions were implemented in three high risk regions and two Lady Pepeta radio productions were developed and pre-tested with the target audience.

Challenges encountered

- Efforts to engage other commercial distributors to support the distribution of Dume and Lady Pepeta products particularly across non-traditional channels were not successful as they all requested distributorship exclusivity which the program was unable to offer since they all had presence in areas also covered by Shelys.
- Dume's outlet penetration efforts were compromised by insufficient van sales delivery services; Shelys has only been able to avail three out of the ten vans it had agreed to invest in to support Dume.
- Given the increasing costs of fuel and electricity tariffs, T-MARC had to scale back significantly on its point of sale materials and branded promotional items as printing costs had increased. Several brand activities were therefore under-resourced for these materials which in turn reduced the intensity and excitement of Dume's interactions with its audience as well as the program's ability to sustain the brand's visibility.
- The numbers of people reached during interpersonal activities were challenged by implementation timelines delays, as the procurement and MOH approval processes were slow, and the rainy season was prolonged.

- Batch certification costs from TBS increased to 12 million Tanzanian shillings from the anticipated 6 million.
- A growing preference for product attributes such as studs and flavours have been observed and are challenging Dume's uptake as the brand does not have these offerings.
- Product uptake for Lady Pepeta continues to be low due to availability constraints, price abuse issues, brand awareness limitations, and perceptions that the product is not user friendly.

Vaa Kondom

At the beginning of quarter one, T-MARC participated in the Uhuru Torch climax in Arusha which was attended by President Kikwete. T-MARC's communications team participated in mobilization and sensitization activities. Two popular comedians provided edutainment through skits, dances, question-and-answer sessions, and drama to promote the *Vaa Kondom* campaign. These skits and dramas were used as a means of initiating discussion about safer sex practices among at-risk groups and included a demonstration on the correct use of condoms. As part of T-MARC's recognition and achievement in the participation of these events, President Kikwete provided T-MARC with a certificate of appreciation for partnership with the Government in the fight against HIV/AIDS.

T-MARC continued to enhance the brand awareness of the *Vaa Kondom* campaign. Bar activities promoted *Vaa Kondom*, focusing on towns within the main transportation corridor and in particular Mbeya region including the border town of Tunduma and communities in the mining areas of Geita and Kahama.

T-MARC used a wall and stone-branding strategy to increase the visibility and presence of its brands and initiatives at a community level across key priority regions in mainland Tanzania. These wall and stone branding activities supported other ongoing *Vaa Kondom* activities on the ground such as bar, night club, and "market storms" activations (as part of the risk reduction days initiative). Sites located included high pedestrian-traffic business centers, visible walls in different bars, and "hang-out spots" frequently visited by the target audiences. The areas branded were Mbeya, Iringa, Dar es Salaam, Mtwara, Tabora, Kilimanjaro, Mwanza, Nzega, and Kahama.

T-MARC also conducted an outdoor billboard strategy to promote its HIV communications initiatives. The locations of these billboards will be in and around the Dar es Salaam area and in locations most likely to be frequented by members of the target audiences for each campaign. T-MARC secured two free months of advertising from A1 Outdoor as part of a public-private partnership. The coverage was extended to Mbeya and Iringa in quarter four.

T-MARC also developed a "Risk Reduction Day" intervention campaign targeting high-risk populations in priority prevention areas, with a focus on regions with a higher HIV/AIDS prevalence than the national average. Activities were focused on venues and communities where there is a pronounced presence of multi-partner sexual behavior or where new sexual partnerships are formed. The first phase was conducted before the holy month of Ramadan. T-MARC understood the sensitivity of the *Vaa Kondom* message to people who were fasting during Ramadan and opted to halt the campaign until the end of the holy month.

T-MARC has also been promoting *Vaa Kondom* through mass media in partnership with Stradcom to air public service announcements (PSAs) on regional and national radio stations. T-MARC aired more than 2,000 PSAs on RFA, Radio One, Radio Tanzania, Clouds FM, Kili FM, Sibuka FM, Ebony FM, Voice of Tabora, Mwambao FM, Triple A FM, Times FM, Mbeya FM and Bomba FM. These PSAs were used to support outreach activities. New radio spots will be recorded this fiscal year.

During quarter four, T-MARC continued to promote and enhance awareness of its *Vaa Kondom* initiatives in Dar es Salaam as well as in upcountry. In the ongoing partnership and support for the government of Tanzania, through the Ministry of Health, T-MARC has been participating in the Uhuru Torch activations. T-MARC's participation began in Dar es Salaam and then went to Mbeya region. Two of T-MARC's grantee NGOs (KIHUMBE and Oak Tree) worked together to identify the areas and the route plan for mobilization activities and capable staff who assisted during the duration of activities in Mbeya.

In quarter four, T-MARC continued its traditional participation in national events including the annual Dar es Salaam international trade fair (Saba Saba) and the agricultural fair (Nane Nane) events which T-MARC participated in Mbeya, Dodoma, and Mwanza regions.

T-MARC issued an RFP for advertising and graphic design services in the fourth quarter. This contract was aimed at engaging competent agencies to re-develop and strengthen new and existing communications materials to help support campaigns, and increase awareness of existing products' brand identity, brand equity, and sales. Proposals were received and evaluated. The winning agency is expected to start in November 2008.

Challenges encountered

- Based on concerns raised by USAID, T-MARC is currently in the process of unbranding the stones that were branded upcountry. T-MARC is finalizing the branding in Dar es Salaam and un-branding the designated stones.

Sikia Kengele

This year, *Sikia Kengele* community outreach activities were rolled out in the northern and southern zones including the following regions: Mara, Mwanza, Shinyanga, Tabora, Singida, Dodoma, Tanga, Dar es Salaam, Pwani, Arusha, Kilimanjaro, Iringa, Mbeya, Rukwa, Ruvuma, Lindi, and Mtwara. Main activities included road shows, peer education, and a culmination of the week's activities in a giant bell event. Several NGOs/FBOs/CBOs were contacted and participated in the various regions. T-MARC partnered with FHI's youth advisory group (YAG) teams on the ground. The teams helped recruit peer educators, as well as bell ringers. Other partners included Stradcom, which covered the costs of placing *Sikia Kengele* radio PSAs.

During quarter one, T-MARC used the *Sikia Kengele* initiative as the umbrella campaign during World Aids Day activities in Tabora and Tanga. Outreach activities were conducted with T-MARC assisting the Tabora organizing committee in mobilizing communities to attend the national celebrations graced by President Kikwete. T-MARC also participated in a supplement

published by the Guardian newspaper highlighting the successes of organizations in reducing the impact of HIV in Tanzania.

T-MARC has also been promoting *Sikia Kengele* through a mass media partnership with Stradcom to air PSAs on regional and national radio stations. T-MARC aired more than 2,000 PSAs supporting *Sikia Kengele* on national and regional stations including RFA, Radio One, Radio Tanzania, Clouds FM, Passion FM, Kili FM, Sibuka FM, Ebony FM, Voice of Tabora, Mwangaza FM, Triple A FM, Times FM, Mbeya FM and Bomba FM. These PSAs were used to support outreach activities.

In quarter four, T-MARC continued to implement its *Sikia Kengele* community outreach activities during Saba Saba and Nane Nane. Wall and stone branding, and outdoor advertising were also conducted during this quarter. The sub-grantees that are receiving funds for implementing the *Sikia Kengele* initiative through Africare continued with their behavior change communication activities. T-MARC participated in the Uhuru Torch event in Mbeya region as part of the supporting the government of Tanzania. The outdoor campaign along the major transportation corridor continued during this quarter with strong outdoor visibility through the wall and stone paintings as well as outdoor advertising on billboards in Dar es Salaam and up country.

During quarter four, T-MARC had to reissue the RFP to the vendors who submitted their proposals for the for *Sikia Kengele* activity that will be implemented throughout the rest of the year. There was an oversight in the procurement department's procedures which resulted in the re submission of the RFPs.

T-MARC, through its collaboration with the Stradcom project, is redeveloping radio spots which focus on addressing sexual satisfaction within marriage. Scripts were developed and pre-tested. Results of the pre-test will be used to finalize the radio spots before being shared with NACP and TACAIDS. The completed spots will be aired to support *Sikia Kengele* community outreach activities.

T-MARC issued an RFP to select a new advertising and creative agency. The selected agency will be briefed to redevelop new *Sikia Kengele* materials that will also be used by NGOs/FBOs/CBOs.

Challenges encountered

- Based on concerns raised by USAID, T-MARC is currently in the process of unbranding the stones that were branded upcountry. T-MARC is finalizing the branding in Dar es Salaam and un-branding the designated stones.

Small Grants Program for Vaa Kondom and Sikia Kengele

T-MARC has issued small grants to ten NGO/FBOs to implement *Vaa Kondom* and *Sikia Kengele* activities in their communities. These organizations have been supporting and working closely with experiential marketing teams that have been implementing these initiatives in various regions. They have ensured that the communities are able to access information and skills necessary for them to sustain healthy behaviors. During quarter two, T-MARC conducted

a pre-award workshop in Dodoma for the nominated NGOs/FBOs and mapped out the groups and regions that each organization will be targeting. T-MARC, together with Africare, developed tools that the organizations will require when submitting reports including technical and financial reports as well as a monitoring and evaluation tool. All selected organizations received funds and started implementing in April 2008. A mid term review with the sub-grantees was conducted in Dodoma on the 25th of September to review implemented activities as per the workplans and agree on balance of year activities. A challenge that was faced was that not all the organizations had finalized sending reports and financial deliverables. T-MARC and Africare agreed that only those organizations that submitted all the required deliverables will be eligible for the remaining 40% of the funds to implement *Sikia Kengele* and *Vaa Kondom* initiatives.

Sex Worker and Women Engaging in Transactional Sex Grants Program

T-MARC's Sex Worker and Women Engaging in Transactional Sex (WETS) Grants Program will award grants to NGOs/CBOs/FBOs to deliver HIV prevention interventions to women in high-risk HIV-affected communities, particularly those along the transportation corridors and in workplace areas with high concentrations of men away from home.

Organizations identified after the expression of interest process were contacted to participate in a proposal development workshop. The objective of the workshop was to provide guidance to these organizations regarding the steps needed to submit their request for grants prior to having the RFP issued. The workshop was held in Dodoma on 11th and 12th September. A total of 35 NGOs/FBOs/CBOs attended the workshop. Objectives of the grants program were reviewed, as well as a top line of the formative assessment on sex workers and women engaging in transactional sex. The organizations will develop proposals which are due to T-MARC in October.

Meanwhile, the T-MARC team continued to work on a training manual for these grantees to use with sex workers. Meetings were held with a variety of outside experts to solicit their advice for content. This material along with others will be finalized after the results of T-MARC's formative assessment of sex workers and WETS is completed. That survey is currently underway.

Other Activities

T-MARC has also been exploring creative and innovative ways of reaching targeted groups with its two HIV prevention communications initiatives through a text messaging (SMS) promotion. As part of the promotion, several vendors have been approached and agreed to support this initiative. The vendors include Zongshen Motorcycles and Celtel Tanzania. Discussions are underway with additional partners such as Vodacom, Tigo, Nokia, Samsung, Game, and Shoprite to offer prizes. The promotion is set to launch on October 10th and will run for two months.

Monitoring, Evaluation and Research for HIV/AIDS

In addition to monitoring, evaluation, and research activities mentioned above (retail audit, formative research, etc), the MER staff also participated in data quality assessment (DQA) training which will help to improve data collection and analysis. Feedback from workshops will be solicited to fine-tune implementation strategies. All radio spots and PSAs were pre-tested to

identify gaps. T-MARC received approval from the National Institute of Medical Research (NIMR) for blanket research clearance to cover all T-MARC research activities.

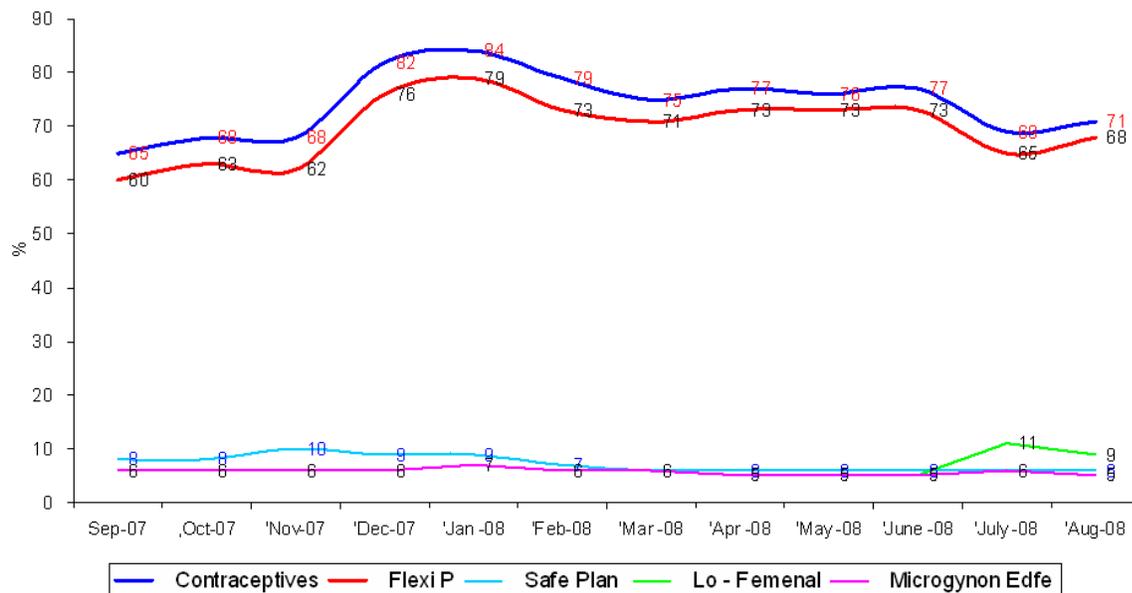
III. Reproductive Health

Flexi P Oral Contraceptive Pills

T-MARC’s partnership with Shelys continues to successfully support the program’s family planning product, Flexi P oral contraceptive pills. For the third consecutive year, Flexi P’s has continued to surpass the previous year’s performance and the brand’s annual targets. This year, although the program was faced with commodity stock out issues over a two month period, a total of 1,055,016 Flexi P’s monthly cycles have been sold which is 12% above last year’s achievement and 2% above target.

In distribution, product detailing efforts and dealer incentive schemes were implemented to stabilize and improve the product’s availability over time. These initiatives had a positive impact on Flexi P’s distribution trends as the brand’s availability increased from the 60th percent base last year to 70 percent this year over a seven month period. However, these availability milestones gains have not been sustained, due to customers defaulting on credit terms and labour disputes over remunerations.

Chart Two: Oral contraceptive pill trends, numeric distribution. (Research International August 2008 retail audit report)



In marketing, T-MARC continued to challenge the traditional way of promoting family planning methods and used learnings obtained from last year’s market day brand activities to scale-up and enhance Flexi P’s open market space family planning awareness and method use educational campaign. The main focus of this intervention was to leverage a gender neutral medium to

encourage and nurture constructive community-level participation and discussions on family planning issues and modern products, so as to address and dispel method use myths and misconceptions. Campaign elements that were implemented during this intervention included 22 market day and gazebo activations, 64 MCH clinic visits, 98 barbershop and 77 salon activations; and 52 forum group discussions. Through these activities Flexi P reached and interacted with a total of 26,088 individuals, 11,957 men and 14,131 women. To extend the reach of Flexi P brand messages through partnership with Dume and Lady Pepeta products, the brand leveraged high traffic public events marketing opportunities for promotion. Product detailing sessions and open stage brand activations were implemented during Saba Saba, Nane Nane shows in Dodoma, Mbeya and Mwanza, and the World Population Day inauguration events in Musoma. Product detailing sessions and doctor/nurse presentations continued this year reaching a total of 16,077 health professional in dispensaries, clinics, and district hospitals.

Through Flexi P brand activities, T-MARC continued to nurture partnerships and collaborations with key family planning (FP) stakeholders, such as UMATI, Maria Stopes, EngenderHealth, and MOH who actively participated during the Flexi P open market space campaign by offering key note speeches on modern FP products and technical expertise to address method use misconceptions. To sustain and build upon the awareness and demand creation momentum that was created through the open market space campaign, JM Promotions have been contracted and trained to implement family planning awareness and sensitization workshops, so as to engage socially and economically active community members to be family planning change agents. In addition, T-MARC has engaged another experiential to implement MCH clinic FP awareness campaigns across 13 mainland regions.

Challenges encountered

- The roll out and implementation of an integrated and comprehensive marketing calendar was delayed due to ambiguity and unexpected changes in funding levels for marketing Flexi P, vendor contract defaults, staff shortages at Shelys, and longer than anticipated time to obtain buy in and approval from key government officials.
- Labour strike issues prompted by the minimum wage labor law changes late in 2007, plus miscommunication and port clearance issues on commodity shipments resulted in a two month inventory stock out.
- Insufficient partner commitment to avail agreed upon staff support to promote Flexi P at the trade and health facility has contributed to regional unavailability issues, plus poor visibility and awareness levels for the brand, particularly in the Lake and Southern highland zonal mainland regions.
- Efforts to move forward “over the counter” advocacy discussions for oral contraceptive pills have failed to engage the MOH and TFDA, and have thus remained inactive as stakeholder roles on this initiative remains ambiguous.

Mama Ushauri Radio Serial Drama

T-MARC’s communications platform for reproductive health continues to be the Mama Ushauri radio serial drama. The length of the drama has been increased to 15 minutes and will be airing for 52 weeks. The drama has also been expanded to include maternal and child health issues. The following health issues have been integrated into the storylines:

- Reproductive health, specifically the use of modern contraceptive methods
- Use of zinc therapy for the treatment of childhood diarrhea and low-osmolarity ORS to decrease chances of dehydration
- Twice-yearly Vitamin A supplementation and de-worming pills for children under five
- Prevention of mother-to-child transmission of HIV
- Preventive treatment of malaria in pregnant women

The development process for the fourth season of the Mama Ushauri serial drama commenced with the contracting of the lead scriptwriting institution, Media for Development International. Two workshops were conducted in conjunction with stakeholders to review the storylines. Draft storylines have been shared with the partners and feedback has been received.

During quarter three, T-MARC organized the launch of the fourth season of Mama Ushauri. The launch was held in the Buguruni area at the Buguruni Anglican health centre. The guest of honor was the permanent secretary MOHSW, Mr. Wilson Mkama. Other guests included the US Ambassador, Mr. Mark Green, President of the Pan-African parliament, Hon. Gertrude Mongella, and USAID health and population team leader, Mr. Charles Llewellyn.

To ensure the continued momentum of Mama Ushauri, T-MARC re-aired the third season on several national and regional stations including Radio One (national reach), Radio Ebony (Iringa and Southern Highlands reach), and Radio Zanzibar (Zanzibar reach). The radio serial drama aired six times weekly including repeat episodes. The episodes were aired between quarter one and two. Since the launch of the fourth season of Mama Ushauri, a total of 25 episodes have aired including six question and answer episodes.

Monitoring, Evaluation and Research for Reproductive Health

Monitoring and evaluation activities for reproductive health included training in data quality, conducting retail audits of Flexi P, and installing software to better track media data. The project continued to monitor and evaluate activities through ad hoc visits to outlets.

IV. Child Survival

PedZinc Pediatric Diarrhea Treatment and Save Lo-Osmolarity ORS

Through the existing Shelys collaborative agreement, T-MARC continued to support the sales and distribution of locally manufactured Lo-ORS and zinc treatment products (Pedzinc and Save) across the commercial sector by availing retail audit research findings to monitor and inform distribution, brand promotions, merchandising, and sales support strategies to help develop a viable private sector market for the products.

This year the performance of Pedzinc and Save products have gained momentum, as duka la dawa product detailing calls and the introduction of strategic wholesale agent and retail trade incentive schemes from quarter three spurred notable sales growth for both products. This fiscal year a total of 707,500 tablets or 70,750 doses of Pedzinc were sold and 3,049,989 sachets of Save products. Whilst Pedzinc has trended behind FY08 work plan expectations, Save's performance has exceed these by 52%.

As of August 2008 Pedzinc's availability in the commercial sector was sustained across 562 outlets (pharmacy type one outlets, private hospitals, dispensers and clinics offering MCH services) whilst Save's availability was across 1,609 outlets. Due to high public-sector demand for Save products, manufacturer production constraints and stock out issues, Save's availability in the commercial sector remains erratic and underrepresented particularly across duka la dawa baridi outlets with a channel distribution coverage of only 24%.

Efforts to enlist ADDOs as Pedzinc model outlets were implemented in quarter four so as to encourage the widespread availability of zinc in the commercial sector. Shelys, in collaboration with POUZN, partnered with MSH and trained six district health management trainers to conduct a one day refresher course for ADDOs on treatment and diagnostic guidelines on childhood diarrhea to promote zinc and Lo-ORS products. Six refresher workshops were conducted in five districts in Morogoro: Morogoro rural, Mvomero, Kilosa, Ulanga, and Kilombero reaching a total of 493 ADDOs owners. Plans are underway to up scale this initiative in FY09 to ensure that other ADDOs outlets in Mtwara, Ruvuma, and Rukwa are also reached.

Given the delayed launch of zinc in the public sector, efforts to solicit positive support from health professionals and word of mouth referrals were an integral marketing activity to promote the use of zinc products as treatment for childhood diarrhea. A total of 9,016 health professionals were reached through 66 doctor/nurse brand presentations and 12,912 individual doctor detailing calls across 18 mainland regions.

T-MARC continued to collaborate with the AED's POUZN project in supporting the public sector with its launch of the new zinc treatment. At the government's request, T-MARC hired a consultant who convened a one day workshop with members of the zinc task force to develop the public sector communication strategy. This working document will build on the recent Ifakara formative research with clear targets for policy makers, health workers, media, and the community. It will also identify who is responsible for implementing various components as well as funding sources. The draft document has been finished and is currently being shared with members of the zinc task force for comments before the document is finalized and shared with the IMCI department.

T-MARC will also be developing generic communication materials to support the promotion of zinc and new Lo-ORS in the private sector. T-MARC is in the final stages of procuring the services of an advertising and creative agency that will develop these materials.

Challenges encountered

- Reformulation requirements on Shelys zinc treatment products to enhance efficacy levels in line with WHO standards and to mask the product's metallic after taste, resulted in a three month commodity stock out.
- The unanticipated high demand for LO-ORS salts from the public sector limited the stock that was available in the commercial sector.
- The delayed launch of both zinc in the public sector and the implementation of a mass media campaign to create public awareness for zinc treatment products, resulted in very low referrals and consumer demand.

Monitoring, Evaluation and Research for Child Survival

Monitoring and evaluation activities for child survival included continuing to conduct a retail audit of zinc and Lo-ORS products on five regions, ensure data quality and pre-test generic promotional materials for zinc and Lo-ORS.

V. Malaria

T-MARC's communications objective under the President's Malaria Initiative (PMI) focuses on the removal of artemisinin-based monotherapy drugs from the private sector. During this quarter, T-MARC worked closely with Research International to include within its retail audit study the malaria treatments accessed through the private sector. This information was shared with malaria partners during the monthly PMI update meetings, as well as during the collaborative annual meeting between the NMCP and PMI partners which was attended by two T-MARC staff. During quarter three, T-MARC wrote a letter to the TFDA requesting a meeting to discuss T-MARC's workplan. As of this date, T-MARC has not received a response; T-MARC will follow up early in the first quarter.

In FY08, T-MARC continued with its retail audit survey of malaria drug treatments found in the private sector and to share results with partners. Data covers four regions including Dar es Salaam, Mwanza, Arusha, and Mbeya and covers pharmacy type I and type II. T-MARC is working on including Morogoro in the retail audit and covering ADDOs, which are authorized to prescribe and sell anti-malarials.

This year T-MARC conducted a mystery client survey to help T-MARC better understand client-provider interactions. Research tools were developed and the Steadman researchers collected data in Mwanza, Dar es Salaam, Morogoro, and Tanga. The data was analyzed and presented in August. The results will be used to develop communication materials targeted at drug sellers and caretakers. T-MARC participated in monthly PMI meetings as an opportunity to share their work plans and complement each others activities.

Monitoring, Evaluation and Research for Malaria

In addition to the above activities, T-MARC engaged with TFDA by sharing their malaria work plan and current activities in the private sector pertaining to malaria treatment efforts. Collaborative efforts are underway in producing promotional material by TFDA and T-MARC. T-MARC will share malaria mystery clients' findings with TFDA and collaborate with the TFDA team to develop drug sellers' educational materials. Furthermore, in an effort to evaluate T-MARC's partnerships and collaboration, M & E will measure those efforts through a small scale (feedback) survey.

VI. Project Management

T-MARC Company Management

The T-MARC Board of Directors met twice this year—in December and May. The major accomplishments for this year were:

- Approval of all board of director's documents, memarts, by laws, roles and responsibilities, and meeting minutes.
- Adaptation of the Financial, Procurement, and Operations Policies and Procedures Manual adopted from AED and currently used by T-MARC Company
- Introduction of the performance management policy, which includes individual objective setting, periodic review of staff performance, and staff performance rating.
- USAID granted approval for transfer of assets from T-MARC project to the Company.
- Filling key personnel positions including the Managing Director, Director of MER, and Director of Communications
- Adopted the Company's financial statements prepared in International Financial Reporting Standards (IFRS) for its first year of operations; this was approved by the board members as the standard reporting system.
- T-MARC moved their bank account from Stanbic bank to Standard Chartered bank.
- Prisca Rwezahura was elected as a new employee member to the board of Directors meeting.
- The Company continued to work on business plans after redefining its mission, goals and objectives, and restructuring its internet webpage.
- The Company continued to work on the promotion of business development and a public relations strategy for the Company.

Finance and Administration

There have been noticeable improvements in the preparation and timely submission of financial and quarterly reports, budgets, and invoices to the prime contractor with minimal errors. T-MARC worked to link performance with budgets in its performance management policy.

The following were accomplished in this area:

- A new QuickBooks version was installed. This is in addition to the version adopted from AED which continues to be used for preparation of accounts specifically for AED requirements.
- T-MARC Company's first year financial statements from April 1 to December 31, 2007 were prepared in accordance with International Financial Reporting Standards and were presented to and adopted by the board.
- T-MARC Company completed budget realignment, payment of yearly staff increments and salary arrears to some staff members.
- From a list of authorized auditors obtained from USAID, the Company solicited for and carried out evaluation of auditing bids and presented the results to the Board of Directors for selection.
- The Finance and Administration Director was trained for USAID rules and regulation conducted by APVOFM (Association of PVO Financial Managers). He also attended a NICRA training conducted by USAID Tanzania. This is in preparation to establishing the indirect rate for the company.

Next steps

- Conduct a company audit in November 2008.

- Finalize the Human Resources manual which incorporates the local labour laws, performance policy, staff grading and scheme of service, salary surveys, and benchmarks on cost of living adjustments.
- Initiate long term business planning 2009 to 2013 for the T-MARC Company.
- Establishment of the overhead rate for the company.

T-MARC STAFF

Meetings and reporting

The senior management team of T-MARC Company continued to have weekly meetings to share and review implementation plans, priority targets, and coordination. Larger periodic meetings with finance, procurement, IT, and logistics were held to coordinate and streamline procedures and systems for better provision of services to programs.

Team building and staff social welfare

T-MARC Company formed a social welfare club, an independent organization within the company which is meant to coordinate staff issues and team building activities. Team building is a component of boosting staff morale and motivational levels, thus T-MARC held a “Bring your child to work” day and Christmas party on the 14th December 2007, as a staff initiative activity which is funded by T-MARC staff members.

Staff recognition

T-MARC Company developed a performance management appraisal policy, with the goal of continuously assessing individual performance and contribution to the achievement of company goals. This will assist in identifying the best performers as well as non-performers. With their supervisors, staff set performance objectives for the calendar year based on the SMART criteria (Specific, Measurable, Agreed, Realistic and Time bound) which were approved by the Managing Director. T-MARC recognized six staff members with certificates of recognition and a token of thanks for their contribution and extraordinary performance.

Vacant positions, recruitment, and resignations

Management continued to fill the company’s key positions which were vacant in the course of the year. Ms. Jovina Tibenda was recruited as a Monitoring and Evaluation Director and Nelson Karanja was promoted as a Communications Director. The M&E Manager, Mr. Ninian Kalenyula, was also hired.

In the second quarter the Company sought for the realignment of the budget, which included new positions. The budget was approved with the following vacancies to be filled in the 3rd quarter:

- Finance Manager, to assist the Finance and Administration Director
- Business Development Manager, focusing on business development and public relations
- Monitoring and Evaluation Manager, to assist MER Director in data collection, analysis, and interpretation
- Communication Manager (to replace the staff promoted to Communication Director), to support and coordinate behaviour change communications activities, media relations, advertising, and promotional activities
- Grants Manager, to manage sex workers grants to NGOs, CBOs and FBOs and provide technical support to these organizations through capacity building

In addition to hiring the MER and Communications Directors, the Finance Manager, Accountant, Grants Manager and Monitoring and Evaluation Manager were hired during the year. There were setbacks in the recruitment and retention of new employees. Suitable candidates for Grants Manager and Communications Manager declined offers because of salary and benefits expectations. The Finance Manager left the company and a substitute Grants Manager only stayed for one and a half months. By the close of the year, new staff employed in the 3rd and 4th quarters included:

- Accountant – Symbert Kanyabuhura
- Monitoring and Evaluation Manager – Ninian Kalenyula
- IT Assistant Officer – Daud Ndubula (This new position was created to assist the IT Specialist who was overwhelmed by demands for IT support)

Staff recruited to start in the beginning of FY09 include:

- Procurement Manager – Evaritha Tenson, to replace the manager who resigned in 2nd quarter of FY08
- Family Planning and Child Survival Marketing Manager – Eunice Ulomi, a position created in replacement of Business Development Manager.

Positions still vacant include: Communications Manager, Grants Manager and Finance Manager. Efforts are being made to find other candidates and to fill the existing vacancies in the first quarter of FY09 although salary expectations will still need to be resolved.

Business development for T-MARC Company

The T-MARC Company responded to eight EOI this year. As a follow up to the private sector strategy T-MARC engaged Kenya Commercial Bank (KCB) and Songas to further develop the relationship on the Corporate Social Responsibility (CSR).

Other projects T-MARC Company worked to secure in the course of the year are as follows:

- As a partner to JHPIEGO, the prime for USAID-TANZANIA-08-001-RFA (Increase Access and Use of HIV/AIDS Counseling and Testing Services in Tanzania) .
- As a prime to CDC-RFA-PS08-846 (Families Matter), partnering with WAMA and Africare.
- The Company worked on a proposal to partner with JHPIEGO on USAID-TANZANIA-08-003-RFA for MAISHA (Access to Clinical and Community Maternal, Neonatal and Women’s Health Services).

Table 2: New business to the T-MARC company:

<i>Project Name</i>	<i>Donor</i>	<i>Prime Contractor</i>	<i>Partners</i>	<i>Project Amount</i>	<i>Duration</i>
UHAI-CT “Universal HIV and AIDS Counseling and Testing” Mobilizing Innovative Strategies to Rapidly Increase Access and Use of HIV/AIDS Counseling and Testing Services in Tanzania	USAID	JHPIEGO	JHPIEGO, Africare and T-MARC Company	\$1,418,456	5
Mothers and Infants, Safe Healthy Alive (MAISHA) Program/Tanzania: Access to Clinical and Community Maternal Neonatal and Women Health Services in Tanzania	USAID	JHPIEGO	JHPIEGO ACCESS/Tanzania	\$4,616,578	5
Families Matter Program “Zungumza Nae”- Engaging Parents in Sexual Risk Prevention Efforts Targeting Youth: Adaptation and Implementation of Families Matter in the United Republic of Tanzania under PEPFAR	CDC	T-MARC	T-MARC, WAMA and Africare	\$2,000,000	5
CHAMPION – Channeling Men’s Positive Involvement on HIV & AIDS	USAID	EngenderHealth	EngenderHealth, AED and T-MARC	\$1,250,000	5
Male Circumcision – Provision of Patient Education on MC pre and post procedure in connection with HIV Prevention	USAID	T-MARC	T-MARC	\$50,000	

Table 3: Response to Expression of Interest requests during the course of the year:

<i>Project Name</i>	<i>Date Applied</i>	<i>Type of Application</i>	<i>Status</i>
Emergency contraceptive project funded by European Union	12 Feb 2008	EOI	Unsuccessful
Media monitoring for rural micro, small, and medium enterprises supplies program-SIDO	6 May 2008	EOI	Pending
Consultancy service to design, implement, and evaluate communication in rural development	6th June 2008	EOI	Short listed to submit RFP
Water sanitation program—World Bank	7th Feb 2008	EOI	Pending
Establishing Quality Male Circumcision Services in Tanzania—With JHPIEGO funded Global Fund	16 May 2008	EOI	Pending
Application for conducting a formative assessment around male circumcision--RFE	18 April 2008	EOI	Pending
Addressing the consumables need for HIV/AIDS products and services—Global Fund	16 May 2008	EOI	Pending
Water sanitation program—World Bank	11 th August 2008	EOI	Pending

Business planning

The T-MARC company staff worked offsite for two days to develop work plans for the next year. T-MARC will work closely on the private sector strategy for the purpose of conducting business corporate social responsibilities on their behalf.

AED Visits for technical assistance

Peggy Parlato and Martin Alilio attended the board meeting on 7th Dec 2007 and also provided management support through mentoring of the top management team. Liza Kimbo the Regional Manager from AED joined for the management section for experience sharing and management support. T-MARC's Managing Director Diana Kisaka visited AED headquarters to become better acquainted with the backstopping team as well as systems and operations. Martin Alilio attended the second board meeting in May 2008 and also provided technical assistance to MER for the logistics to conduct the KAPB study and other research related matters. He worked closely with the management on other managerial issues including the cost of living adjustments.

Jennifer Barker from AED visited the Company and assisted with the development of the Company's core values, mission statement, vision and goals, logistics on business development, monitoring and evaluation for the knowledge attitudes, practices and behaviours (KAPB) study, mystery client study, and geographical information system with the N-MARC team in Nepal.

VII. Indicator Tables

HIV/AIDS

Indicator	Number of individuals reached through outreach programs <u>Annual target</u>		Number of individuals reached through outreach programs <u>Total achieved</u>		Number of individuals reached through outreach programs <u>Target for next qtr1</u>	
	COP 2007		Apr+Qtr1+Qtr2+Qtr3+Qtr4		Qtr 1	
Prevention: (AB) Abstinence and Being Faithful - Community Outreach	T	592,000	T	905,413	T	100,000
	M	400,000	M	495,846	M	50,000
	F	192,000	F	409,567	F	50,000
Prevention: (C) Other Behavior Change Community Outreach	T	1,045,000	T	1,760,630	T	360,000
	M	800,000	M	1,010,417	M	200,000
	F	245,000	F	750,213	F	160,000
Number of people trained (AB)						
Training	Annual target		Apr+ Qtr 1+Qtr 2+Qtr 3+ Qtr 4		Target for Qtr 1	
	200		1798		1000	
Number of people trained (C)						
Training	Annual target		Apr+ Qtr 1+Qtr 2+Qtr 3+Qtr 4		Target for Qtr 1	
	200		910		1000	
Number of outlets selling T-MARC products						
Outlets	Annual target		Qtr 1+Qtr 2+Qtr 3+Qtr 4		Target for Qtr 1	
	9,500		26,222		3,500	
Number of condoms sold						
Dume Lady Pepeta	Annual target		Apr+ Qtr 1+Qtr 2+Qtr 3+Qtr 4		Target for Qtr 1	
	10,200,000		19,307,938*		3,000,000	
785,460		1,630,059		291,030		

*2,539= number of outlets serviced+ new outlets for quarter 4

*140= New outlets for this quarter

FAMILY PLANNING

Number of contraceptives sold						
Flexi P	Annual target		Total achieved		Target for next qtr	
	936,000		1,993,236		300,000	
Number of people trained in FP/RH						
Training	Annual target		Total achieved		Target for next qtr	
	Total	15,472	Total	25,147	Total	3800
	Women	14,700	Women	13,571	Women	3600
	Men	772	Men	11,076	Men	200
Number of people that have seen or heard FP/RH message						
# reached	Annual target		Total achieved		Target for next qtr	
	3,881,483		37,850,626		30,000,000	

2,625,000 People listen to FP messages per week through Mama Ushauri radio episodes

The number of people is high because TAMPS (software used to calculate radio listenership) does not include a feature to separate new versus repeat listeners. Therefore the number includes repeat listeners

CHILD SURVIVAL

Number of PedZinc and Save sold			
	Annual target	Total achieved	Target for Qtr1
Pedzinc	1,800,000	710,900	450,000
Save	600,000	3,063,189	470,000
Number of individuals who have seen or heard a specific message promoting Lo-ORS and zinc for diarrhea treatment			
	Annual target	Total achieved	Target for Qtr1
	1,000,000	38,750,891	3,000,000
Number of people trained in child health			
	Annual target	Total achieved	Target for Qtr1
Training	200	13,395	1000
Number of Save outlet penetration			
	Annual target	Total achieved	Target for Qtr1
Outlet	3,600	1,905	2,300
Number of PedZinc outlet penetration			
	3,600	859	1,500

2,625,000 People listen to RH messages per week through Mama Ushauri radio episodes