



**Tanzania Marketing and Communications for AIDS, Reproductive  
Health and Child Survival**

**T-MARC ANNUAL REPORT  
Year 2, FY 2006  
October 1, 2005 to September 30, 2006**

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## Table of Abbreviations

<b>ABC:</b>	Abstinence, Being Faithful, and Condom Use
<b>ABCT:</b>	AIDS Business Coalition Tanzania
<b>ACT:</b>	Artemisinin Combination Therapy
<b>ADDO:</b>	Accredited Drug Dispensing Organization
<b>BCC:</b>	Behavior Change Communication
<b>CI:</b>	Campaign International
<b>COP:</b>	Country Operating Plan
<b>DTT:</b>	Deloitte & Touche Tohmatsu
<b>IHRDC:</b>	Ifakara Health Research and Development
<b>IMCI:</b>	Integrated Management of Childhood Illnesses
<b>IPC:</b>	Interpersonal Communication
<b>IRS:</b>	Indoor Residual Spraying
<b>KABP:</b>	Knowledge, Attitude, Behavior and Practices
<b>LO-ORS:</b>	Low Osmolarity Oral Rehydration Salts
<b>MAT:</b>	Medical Association of Tanzania
<b>MCH:</b>	Mother and Child Health
<b>MOHSW:</b>	Ministry of Health and Social Welfare
<b>MRCC:</b>	Medical Research Coordination Committee
<b>NHACAS:</b>	National HIV/AIDS Communication and Advocacy Strategy
<b>NIMR:</b>	National Institute for Medical Research
<b>NMCP:</b>	National Malaria Control Program
<b>PAT:</b>	Pediatricians Association of Tanzania
<b>PMI:</b>	President's Malaria Initiative
<b>POS:</b>	Point of Sale
<b>POUZN:</b>	PSP Task Order: Social Marketing Plus for Diarrheal Disease Control: Point-of Use Water Disinfection and Zinc Treatment
<b>PSI:</b>	Population Services International
<b>RCHS:</b>	Reproductive and Child Health Section
<b>RFP:</b>	Request for Proposal
<b>TA:</b>	Technical Assistance
<b>TACAIDS:</b>	Tanzania Commission for AIDS
<b>TFDA:</b>	Tanzania Food and Drug Authority
<b>URC:</b>	University Research Corporation
<b>WHO:</b>	World Health Organization
<b>WHOPES:</b>	WHO Pesticides Evaluation Section
<b>ZMCP:</b>	Zanzibar Malaria Control Programme

## **Executive Summary**

In FY 2006, which comprised the second year of the project, AED/T-MARC gained significant traction in the broad marketing, communication, and partnership and cooperation areas that define its scope to address HIV/AIDS, family planning/reproductive health, child survival, and infectious diseases. Following is a summary of key achievements and results:

### **HIV/AIDS**

T-MARC undertook several high-profile interventions to address HIV/AIDS challenges. T-MARC launched new brands for both the male condom (*Dume*) as well as the female condom (*Lady Pepeta*) this fiscal year and sales figures were very positive. T-MARC implemented a PEPFAR “Quick Win” Strategy and as a result, exceeded all PEPFAR targets. T-MARC also began developing two longer-term HIV prevention communication initiatives, namely: *Vaa Kondom* (Put it On, Condom) aimed at promoting condom use among the most at risk target group; and *Sikia Kengele* (“Listen to the Bell”) to promote faithfulness.

### **Family Planning/ Reproductive Health**

T-MARC launched a new brand of oral contraceptive pills (*Flexi-P*), which has gained a strong market position over the past year. In conjunction with the marketing activities, T-MARC re-launched the radio series “Mama Ushauri” which provides “edutainment” on family planning and reproductive health issues.

### **Child Survival**

T-MARC launched a successful malaria campaign in Zanzibar (“Kataa Malaria”) and actively investigated options to expand the product portfolio and promotion of health products. T-MARC conducted market assessments for artemisinin combination therapy (ACT), as well as low osmolarity ORS and zinc, with an aim toward supporting the launch of new products that would improve malaria treatment and diarrhea treatment, respectively. Discussions with partners on development and promotion of these products are ongoing.

### **Communication Strategies**

T-MARC developed a clear overarching communication strategy for linking BCC interventions with marketing initiatives. Implementation of the strategy is ongoing and will continue (funding permitted). T-MARC also played a pivotal role in developing and promoting the National HIV/AIDS Communication and Advocacy Strategy for TACAIDS.

### **Partnership and Collaboration**

T-MARC developed strong commercial partnerships with Shelys Pharmaceuticals and Kays Hygiene Ltd for the marketing and distribution of male and female condoms, and oral contraceptive pills. T-MARC also identified and developed new partnerships with several national as well as international NGOs.

### **Research, Monitoring and Evaluation**

T-MARC commenced a retail audit, and fielded a KAPB tracking survey among HIV/AIDS target groups, in partnership with research firms. T-MARC continued monitoring of marketing and communication interventions as part of its quality assurance plan.

### **T-MARC Company**

AED achieved many of the requirements for commencing the operations of the new T-MARC Company. However, AED postponed the operational start date of the Company to April 2007 to address management issues (recruit a managing director to replace Rosemary Mwakitwange, who resigned) and organizational restructuring.

While acknowledging the value of strong and motivated staff to manage and implement program activities, AED has determined that the T-MARC Company should have a smaller, leaner organizational structure to enhance its prospects for sustainability and to fulfill its mission to work through local partners to implement activities and meet program objectives. This also acknowledges the fact that staffing costs in Tanzania are high relative to other developing countries.

### **Program Management**

T-MARC Executive Director Rosemary Mwakitwange tendered her resignation, effective October 6, 2006. AED commenced recruitment efforts immediately for a managing director for the T-MARC Company. The T-MARC Company Board of Directors will have the responsibility for hiring this individual, i.e., this person will be an employee of the T-MARC Company, not AED. Apart from addressing leadership challenges, T-MARC made great strides in addressing other program management challenges. Strategic plans and a detailed implementation plans are in place as well as a quality assurance system and clear work processes.

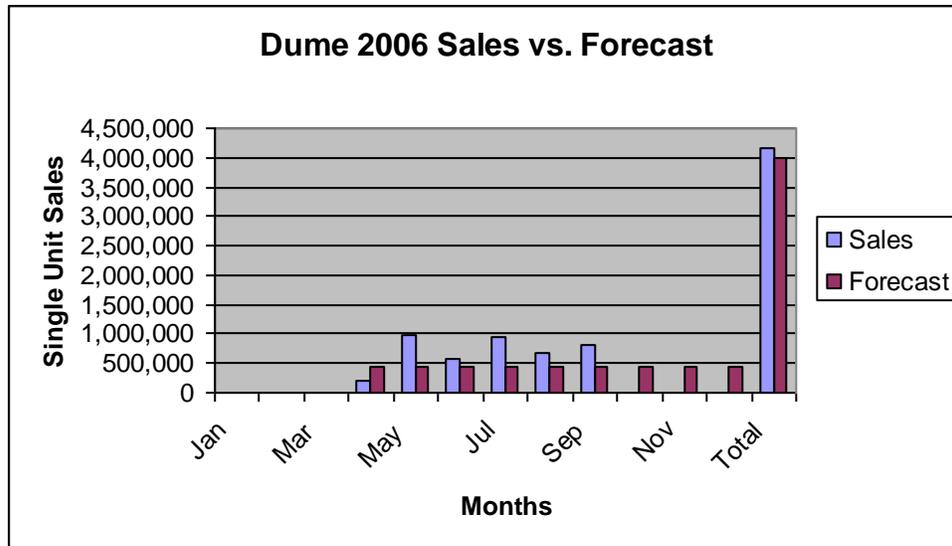
## **Marketing**

### **HIV/AIDS Prevention: Condoms**

#### **Major Activities and Accomplishments**

##### ***Dume Male Condoms***

T-MARC successfully launched the new male condom brand *Dume* in April 2006. Sales have been very good. Over a six-month period from April to September, T-MARC's partner Shelys Pharmaceuticals sold 4,152,456 condoms, already surpassing its conservative target of 4 million condoms for 2006.



In collaboration with T-MARC, Shelys and its sister company Beta Healthcare have developed 10,729 sales outlets for Dume condoms. To date, Shelys and Beta have covered 20 regions out of the 21 targeted mainland regions in Tanzania. T-MARC is investigating a hybrid model that looks to integrate other private sector players to distribute products to non-traditional outlets such as bars and guesthouses, where the availability of condoms needs reinforcement.

The main challenges have been to fast track *Dume*'s penetration and trade presence, through demand creation road show activities and an outdoor advertising media plan.

#### ***Lifestyle Male Condoms***

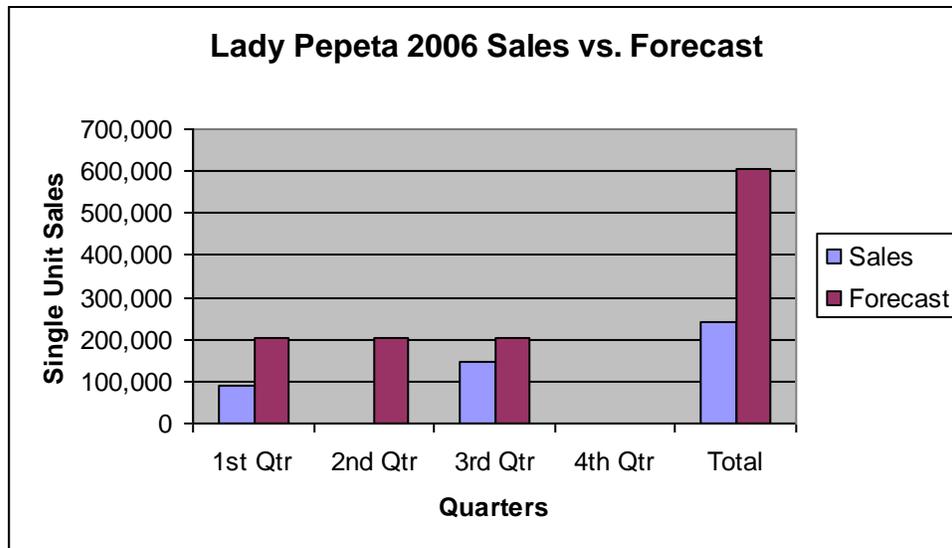
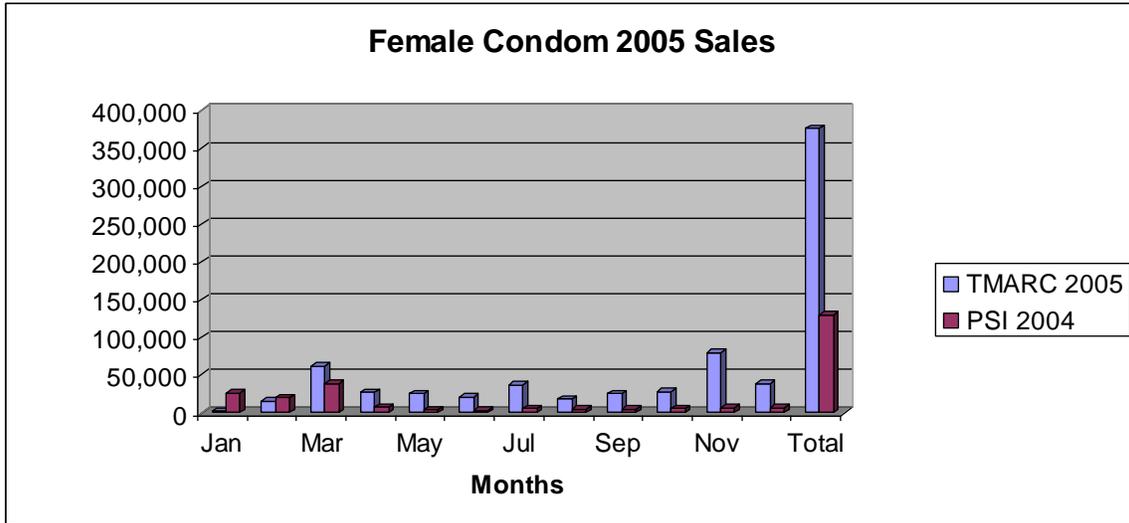
Negotiations started this fiscal year with Shelys and Ansell on a partnership that would introduce the local marketing and distribution of the Ansell Lifestyles brand range of condoms. These efforts seek to expand condom choices and availabilities in Tanzania, to stimulate exponential total condom market growth in Tanzania.

#### ***Lady Pepeta Female Condoms***

T-MARC launched *Lady Pepeta* brand female condoms in September 2005, which replaced the PSI brand *Care*. *Lady Pepeta* has gained increasing commercial trade acceptance, especially amongst the target group of commercial sex workers. Sales to commercial retail customers accounted for 60% of sales and institutional sales accounted for the remaining 40%. In 2005, sales of the female condom nearly tripled over the previous year.

Despite the high demand for the product, the total volume of sales of the female condom has been very low in 2006, due to supply-side constraints (i.e. delay in the procurement process and the resulting product stock outs). T-MARC put trade activation and marketing efforts on hold for a large part of the year, and only recently started activities again on a small scale after the new stock of female condoms arrived in the country in

July. A second shipment of female condoms arrived late August, which sold out within two months.



**Problems Encountered and Remedial Action**

- The distribution network of Shelys Pharmaceuticals and Beta Pharmaceuticals does not cover non-traditional trade outlets such as bars and guesthouses. T-MARC and Shelys are working together to expand the coverage by identifying new potential wholesalers to address some of the distribution gaps.
- Shelys, Ansell and T-MARC have not been able to conclude negotiations on the credit guarantee for the Lifestyle and the percentage that each partner will contribute. The main issues to address are the commercial viability of the product and related risk that each partner is willing to take.

- Lady Pepeta sales performance suffered due to insufficient order of supplies as well as delays in delivery. T-MARC is working closely with JSI/Deliver to avoid a repeat of this unfortunate circumstance.

## **Family Planning and Reproductive Health: Hormonal Contraceptives**

### **Major Activities and Accomplishments**

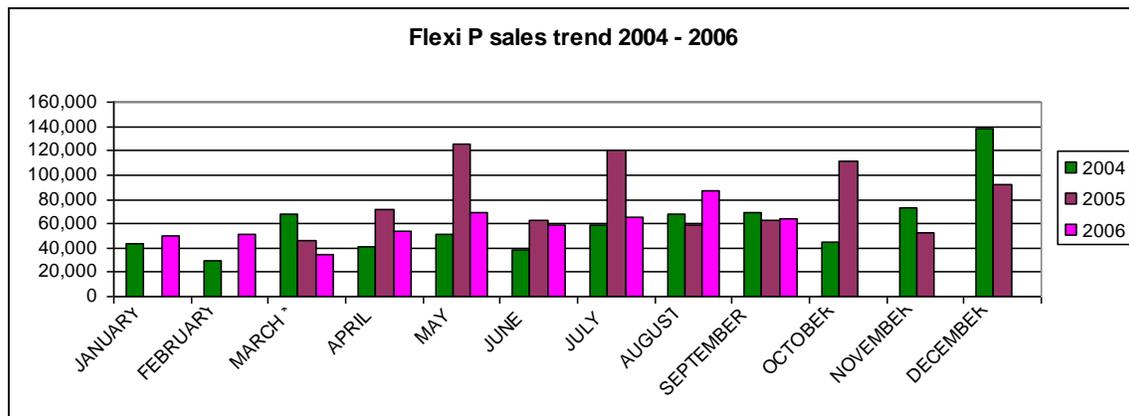
#### ***Flexi-P Oral Contraceptive Pills***

T-MARC launched the *Flexi-P* oral contraceptive (OC) pill brand in September 2005, which replaced *PSI Safe Plan* brand. In FY 2006, T-MARC has focused on entrenching the brand’s position in the market through extensive demand generation activities and a rapid expansion of the product’s distribution network and coverage.

T-MARC put much effort this year into creating brand awareness and increasing knowledge about family planning methods through innovative interventions such as:

- 100 “Kitchen Parties” brand sponsorship activations which reached a total of 6,944 women
- 267 *Flexi-P* hair salon face to face brand promotion activities with 4,224 women
- 1,043 hair salon Brand sensitization discussions and wall/mirror branding with *Flexi-P* IEC materials
- Clinic interventions in collaboration with MoH family planning service providers across 12 RCH clinics, reaching 1,220 clients.
- Brand “talk sessions” during 384 Shelys medical representatives’ routine doctor and clinic calls
- 20 *Flexi-P* brand sensitization meeting across 12 mainland district and regional hospitals with 725 public sector family planning service providers

*Flexi-P* sales gained significant momentum during FY 2006, with total sales of 791,292 cycles exceeding the fiscal year target of 780,000 cycles.



### ***Injectable Contraceptives***

T-MARC completed an assessment study on injectable contraceptives in Tanzania as well as desktop case studies on private sector injectable programs in Ghana and Uganda.

Discussions on injectable contraceptives are ongoing with the Tanzania Drug and Food Authority (TDFA) and Ministry of Health officials. The Reproductive and Child Health Section (RCHS) in the Ministry of Health has stated that “social marketing” of injectable contraceptives is not a priority, but acknowledged that expanding the accessibility of injectables through private service providers, could potentially have a positive impact on the contraceptive prevalence rate.

### **Problems Encountered and Remedial Action**

- T-MARC’s promotional agent Dunia did not secure the proper approvals from relevant authorities to undertake Flexi-P brand promotion activities in public health clinics. T-MARC is in discussion with the Reproductive and Child Health Section (RCHS) of the Ministry of Health to discuss future modes of cooperation with clinics and family planning service providers.
- The distribution network for Flexi-P is still scattered, and Shelys needs to expand distribution throughout all districts. T-MARC will work Shelys on interventions aimed at improving outlet penetration.
- The Reproductive and Child Health Department in the Ministry of Health has indicated that social marketing of injectables is not a priority for Tanzania. T-MARC will provide relevant government institutions with information from the assessment and case studies and encourage evidence-based debate during relevant forums.

### **Child Survival: Zinc and New Formula Oral Rehydration Salts (ORS)**

#### **Major Activities and Accomplishments**

T-MARC in collaboration with POUZN performed an assessment and planning activities for zinc and new formula low osmolarity ORS this fiscal year, which included ongoing discussions with relevant government institutions on the inclusion of zinc in diarrhea treatment guidelines and with potential private sector partners on support for the marketing of locally produced LO-ORS and zinc.

#### **Problems Encountered and Remedial Action**

T-MARC’s limited child survival funding will constrain the planned co-implementation (with POUZN) of a generic communications program to promote improved diarrhea treatment using zinc and LO-ORS.

### **Infectious Diseases: Artemisinin Combination Therapy (ACT)**

#### **Major Activities and Accomplishments**

T-MARC commissioned an assessment on ACT this fiscal year, which provided a situational analysis and recommendations on how to work with the private sector to improve access and promote the use of ACT. T-MARC has shared the assessment report with USAID and other stakeholders.

T-MARC has held discussions with Shelys Pharmaceuticals about providing marketing or generic support for its ACT products. Shelys launched its first ACT product, *Maladar*, an artesunate-amodiaquine combination, in June 2006 in both adult and pediatric formulations. Shelys plans to launch an artemether-lumefantrine combination (Coartem equivalent) in January 2007. Shelys has voluntarily withdrawn its artesunate monotherapy products from the Tanzanian market, in accordance with WHO (and USAID) guidelines

T-MARC collaborated with the National Malaria Control Program and PSI on a proposal to the Global Fund to Fight AIDS, TB and Malaria (GFATM) to increase private sector access to ACT. NMCP expects the Global Fund to announce the outcome of its latest round of grant awards shortly.

### **Problems Encountered and Remedial Action**

- Shelys has not yet received endorsement from the WHO Pesticide Evaluation Scheme (WHOPES) for its ACT products, which is essential to be able to tender for public funds. The application process is long and costly. T-MARC is considering supporting Shelys in obtaining WHOPES approval.
- T-MARC is interested in developing a program that would support directly or indirectly promote development of the private sector ACT market products but needs both PMI funds and concurrence from USAID.

## **Communications**

### **Communication Strategies**

#### **Major Activities and Accomplishments**

##### ***National HIV/AIDS Communication and Advocacy Strategy***

T-MARC played a pivotal role in the development and launch of the National HIV/AIDS Communication and Advocacy Strategy and Implementation Plan through technical support to TACAIDS. Consultants (local and international) worked closely with TACAIDS to assess the past attempt to develop a communications strategy, identified thematic areas based on the National Multisectoral Strategic Framework, implemented stakeholders consultations and reviews, and fine-tuned the strategy and accompanying background documents containing evidence on a variety of technical areas such as prevention, care and treatment in Tanzania.

T-MARC worked with TACAIDS to develop an accompanying implementation plan for the strategy called the Tanzania United National HIV/AIDS Communications and Advocacy Strategy (TUNHANACASI), which outlines the key steps of implementation and resources required to implement the strategy. (Note: TACAIDS has not yet put this plan into action, as it needs to put into place necessary staffing, however, TACAIDS will formally launch the plan in December 2006.)

T-MARC participated in a “soft” launch of the National HIV/AIDS Communication and Advocacy Strategy in September 2006. Key stakeholder from UN Agencies, bilateral organizations, implementing partners, government departments and other organizations participated. T-MARC presented its experience developing the strategy and suggested next steps.

### ***T-MARC Communication Strategy***

T-MARC revised its communication strategy for HIV, RH, and CS/ID after consultation with USAID and other experts both within and outside of AED. This strategy outlined the strategic direction for the project in the coming years, which T-MARC use as a guidance document.

### **Problems Encountered and Remedial Action**

T-MARC had difficulty producing an acceptable overarching communication strategy. Ultimately, AED engaged senior internal resources who assisted the team in producing a satisfactory document.

### **HIV/AIDS Prevention**

#### **Major Activities and Accomplishments**

##### ***PEPFAR “Quick Win” Campaign***

Mid-year, the communications team developed a *quick win* strategy designed to enable T-MARC to achieve its PEPFAR targets by September 2006. The *quick win* campaign included six priority activities capable of reaching large numbers of target audience members within a short period.

Through the *quick win* strategy, T-MARC achieved and then exceeded its PEPFAR objectives. Meanwhile, USAID managed to reduce T-MARC’s FY 06 PEPFAR objectives close to what T-MARC had originally intended. In reporting the results of the *quick win* campaign, T-MARC divided audiences into those that received messages during short duration activities like speeches made to participants in football bonanzas, and those that received more highly focused and intense messages (e.g. via edutainment in smaller groups, IPC, etc.).

PEPFAR *quick win* communication activities included:

##### **The Uhuru Torch**<sup>1</sup>

The Uhuru Torch toured 15 regions (Rukwa, Tabora, Singida, Shinyanga, Mwanza, Mara, Kagera, Kigoma, Arusha, Kilimanjaro, Manyara, Tanga, Dar, Coast, Lindi and Tanzania Zanzibar). The race leadership delivered messages about B and C that were

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<sup>1</sup> The Uhuru Torch symbolizes freedom and light. It was first lit on top of Mount Kilimanjaro (5,890 m) in 1961, symbolically to shine the country and across the borders to bring hope where there is despair, love where there is enmity and respect where there is hatred. Yearly there is an Uhuru Torch race, passing through all the districts in Tanzania.

developed in collaboration with T-MARC. Additionally, T-MARC, in collaboration with district councils in Mwanza (Magu, Ilemera and Nyamagana districts), Arusha (Arumeru and Arusha municipalities) and Tanga (Mkinga and Tanga urban), conducted eight community mobilization events. During these events, comedians and other influential personalities used humor and theater techniques to deliver messages on B and C, as well as supportive print materials. In many of these communities, the participation of the comedians also garnered media coverage of these B and C messages.

#### The Dar International Trade Fair (Saba Saba)

Approximately 14,000 people attending Saba Saba were reached with B and C messages via theatre performances by the Masungu Theater Group and small group discussions about condom use (using Dume and Lady Pepeta for demonstrations). T-MARC focused on delivering these messages in the areas around the restaurants and bars on the fair grounds.

#### Nane Nane Agricultural Exhibitions

T-MARC reached more than 200,000 people in Mbeya and Morogoro with B and C messages in and around the Nane Nane Agricultural Exhibitions via theatre performances using the Masungu Theatre Group. In addition, Nane Nane attendees sought out educational information and counseling from T-MARC outreach workers and conducted focused small edutainment activities at drinking and eating outlets during the late afternoon.

#### Night Club Sports Bonanzas

Through night club-based interventions, T-MARC reached more than 6,000 individuals with C messages. The Night Club Sports Bonanza started with football followed by “kuvuta kamba”, prize giving, and dancing at night. The venue was branded with Dume and winners received branded t-shirts and simple brochures designed for a semi-literate audience containing C messages for future reference.

#### Si Mchezo and Fema (formerly Femina)

T-MARC prepared an educational article about B, which appeared in Si Mchezo’s July/August edition. In addition, T-MARC placed an advertisement supportive of correct and consistent condom use in the Fema magazine for July/August. These publications were used during special outreach sessions that HIP conducted in the Coast, Morogoro, Iringa, and Mbeya regions. These outreach activities reached over 250,000 people with B and C messages.

#### Taxi Driver’s Initiative

In collaboration with the AIDS Business Coalition of Tanzania and PSI, T-MARC prepared a one-day sensitization program for taxi drivers in Dar es Salaam. This was a pilot program to determine how taxi drivers (particularly those based in neighborhoods where high-risk sexual behavior is taking place) could engage their clients in discussions about condoms and carry/sell condoms for those who may need them. T-MARC distributed simple print materials to the 150 drivers who attended this training program.

### ***New HIV Prevention Communication Initiatives***

T-MARC designed two new B and C initiatives targeting individuals believed to be engaging in high-risk sexual behavior in communities along the major transportation corridors and in mining and plantation areas.

#### **Sikia Kengele**

Working with partners and with ZK Advertising, T-MARC was able to develop and finalize concepts, strategies and logo for a new “B” communications program. *Sikia Kengele (Listen to the Bell)* is an umbrella concept through which the symbol of a bell provides a “wake up call” for behavior change – primarily being faithful by reducing the number of one’s sex partners.

T-MARC provided TA and educational materials to the WAPO Pentecostal Mission, a faith-based organization in an effort to integrate its “be faithful” messages into *Sikia Kengele* with a tagline *tosheka naye (be contented with your partner)*. The WAPO Mission adopted *Sikia Kengele-Tosheka Naye* and officially launched the communication initiative in September in Dar es Salaam, with public support from the President of the United Republic of Tanzania and faith leaders from a variety of Christian denominations. Additionally, T-MARC provided technical support to WAPO for designing educational materials and training guidelines for pastors and other peer educators

#### **VAA Kondom**

T-MARC developed a generic condom communications initiative in collaboration with the advertising agency ZK. *VAA Kondom (Put It On, Condom)* is designed to motivate people with high-risk sexual behaviors to use condoms correctly and consistently. Qualitative research led to the development of several concepts that were ready for testing in early FY 07.

### **Problems Encountered and Remedial Action**

- While T-MARC reached large numbers with B and C messages during the quick win campaign, T-MARC will focus on more in-depth HIV prevention communication in FY 07. Therefore, while T-MARC is projecting that it will reach fewer people in FY 07, T-MARC anticipates it will increase the prospect for behavior change by focusing on individuals and small groups.
- T-MARC will not be able to implement *Sikia Kengele* and *VAA Kondom* fully in FY 07 unless it can receive additional PEPFAR funds prior to June 2007.

### **Family Planning (FP)/ Reproductive Health (RH)**

#### **Major Activities and Accomplishments**

##### ***Mama Ushauri II and III***

T-MARC reviewed and revised the existing *Mama Ushauri* concept, which RCHS wished to continue. T-MARC developed a series of radio vignettes featuring *Mama Ushauri* that ran on three national radio stations with a frequency of six times during the week. Each

episode featured a different aspect of family planning, attempting to address myths and misconceptions through a recounting of episodes in Mama Ushauri's life.

Preparations began for the launch of Mama Ushauri III, which will be a slightly longer format, also airing on several stations. T-MARC held a stakeholders meeting to get feedback on initial concepts for Mama III during which USAID and Government of Tanzania partners including RCHS, EngenderHealth and others assessed and developed themes for Mama Ushauri III.

T-MARC worked with URC to integrate Mama Ushauri into the all-method brochure that it developed in collaboration with RCHS. T-MARC's plan was to disseminate these brochures through service delivery points strengthened by EngenderHealth and through a study conducted by URC. However, RCHS did not give its approval for these plans, so T-MARC dropped the project collaboration.

Mama Ushauri was also "leveraged" for T-MARC marketing activities. T-MARC integrated the Mama Ushauri character into *Flexi-P* clinic activations and kitchen parties in Dar es Salaam

### ***Zinduka Photonovella***

T-MARC supported printing for 10,000 copies of the Zinduka photonovella after the MoH decided to bring back its popular radio program for the promotion of family planning and reproductive health. Zinduka is a radio program targeting mostly rural and semi urban audiences, both men and women. T-MARC felt that this assistance for Zinduka would nicely complement Mama Ushauri activities, as Mama Ushauri targets primarily urban and peri-urban women.

### **Problems Encountered and Remedial Actions**

As explained above, we were unable move forward with the collaboration with URC on the all-method brochure.

### **Child Survival**

#### **Major Activities and Accomplishments**

In FY 06 T-MARC communications staff worked to "place T-MARC on the map" in child survival. To do this, T-MARC staff participated in several meetings such as the "IMCI in ADDO" Meeting and the WHO Diarrhea Management for Children meeting. The communications team worked closely with the marketing team in preparing for the eventual launch of zinc and LO-ORS in Tanzania and began initial thinking on the communications campaign that will accompany this launch. Internally, T-MARC staff prepared a T-MARC strategy for child survival, meant to guide our thinking and activities over the next several years.

### **Problems Encountered and Remedial Action**

As noted above, T-MARC's limited child survival funding will constrain the planned co-implementation (with POUZN) of a generic communications program to promote improved diarrhea treatment.

### **Infectious Diseases: Malaria**

#### **Major Activities and Accomplishments**

T-MARC developed and launched a successful campaign in Zanzibar called *Kataa Malaria (Say No to Malaria)*. T-MARC worked closely with the Zanzibar Malaria Control Programme (ZMCP) and Africare on several different activities including the free distribution of long lasting insecticide-treated nets (LLINs) to pregnant women and children and community mobilization and creating awareness on prevention and treatment strategies against malaria. T-MARC also developed supportive educational materials and adapted media materials for the campaign. Among the accomplishments of *Kataa Malaria*, T-MARC:

- Distributed 210,129 LLINs to risk groups in Zanzibar and distributed 5,000 additional nets in outer-lying islands
- Awarded grants to 10 NGOs for community mobilization activities via Africare
- Developed TV and radio spots supporting net installation
- Sensitized religious leaders

T-MARC also collaborated with the National Malaria Control Program (NMCP) on the mainland to prepare a grant request to the Global Fund to Fight AIDS, TB and Malaria (GFATM) to develop the private sector market for Artemisinin Combination Therapy (ACT).

### **Problems Encountered and Remedial Action**

Mid-project the objectives of the *Kataa Malaria* NGO grants program were changed due to monitoring visits that revealed that households needed assistance to correctly hang nets.

## **Partnership and Cooperation**

### **Major Activities and Accomplishments**

#### ***Public Sector***

##### **TACAIDS**

T-MARC has established a close working relationship with TACAIDS through its support to the National AIDS Communication and Advocacy Strategy. This collaboration with TACAIDS is crucial in terms of linking T-MARC to other partners involved in HIV/AIDS, especially with regard to large-scale programs supported by the Global Fund to Fight AIDS, TB and Malaria.

### RCHS

T-MARC has consulted the Reproductive and Child Health Section of the Ministry of Health for a number of different intervention areas including injectable contraceptives, zinc and ORS. T-MARC has supported RCHS in policymaking interventions, including the development of a reporting framework for the national poverty reduction strategy.

### Other Government Partners

This year T-MARC developed strong partnerships with various ministries that are directly concerned with high risk and vulnerable groups, including:

- The National Malaria Control Program on the mainland
- The Zanzibar Malaria Control Program
- The Ministry of Labor and Youth Development (on the Uhuru Torch Race)
- The National AIDS Control Program (NACP), through its involvement in the development of the proposed condom policy and effective condom social marketing in Tanzania
- The Ministry of Energy and Mineral Resources (on interventions with miners)
- The Ministry of Home Affairs (since it oversees the police force, which comprises another target group for Dume)

### NGOs and CBOs

T-MARC actively identified and developed new partnerships with a number of NGOs, CBOs, and FBOs, namely:

#### Africare

T-MARC is developing a grants program that will be managed by Africare and build on the reach and credibility of organizations that are already working with desired target populations by providing them with funding for interpersonal communication (IPC) activities.

#### World and Peace Organisation (WAPU-Mission Tanzania chapter)

The *Sikia Kengele* campaign has been integrated into WAPU's "be faithful" program (*Tosheka Naye*), which was launched by the President of the United Republic of Tanzania

#### World Congress and Religious Peace (WCRP- Tanzania)

T-MARC explored possibilities of working through WCRP to reach other religious denominations and groups for scaling-up *Sikia Kengele* communication initiatives to reach those in permanent marital relationships.

#### Other NGOs - KIWOHEDE, KIHUMBE, and TGNP

T-MARC worked closely with the KIWOHEDE, KIHUMBE and TGNP for the PEPFAR *quick win* strategy, as these organizations are skilled in reaching high-risk audiences in bars, guesthouses and truck stops with "C" messages.

#### FHI/YouthNet

T-MARC established a strong working relationship with FHI and collaborated in an ISHI event.

### ***Private Sector***

#### Shelys Pharmaceuticals

The strategic partnership with Shelys is evolving and growing. The products that are being distributed by Shelys, i.e. the male condom *Dume* and the oral contraceptive *Flexi-P* are strongly positioned in the market and selling very well.

#### Ansell

The partnership with Ansell in collaboration with Shelys is still under discussion. Negotiations are slow due to lack of consensus on market viability of the Lifestyle condom and the amount of risk each partner is willing to carry.

#### Kays Hygiene

T-MARC has been working closely with Kays in marketing and distributing the female condom. Despite positive sales figures (when stocks were available), Kays infrastructure and distribution network is relatively weak and at this stage, the firm is reluctant to invest or take business risks. This is due to a large extent to the relatively limited market and the small profit margins, exacerbated by the stock outs of the product due to procurement delays.

In mutual agreement, T-MARC and Kays decided to switch from a collaborative agreement to a more traditional contractual relationship, whereby Kays provides storage, packaging and distribution services at a pre-determined cost. In the course of FY 2007, T-MARC will assess whether it is feasible and cost-effective to continue the relationship with Kays and work together to create the necessary conditions for a strategic partnership, or whether another partner will be sought to market and distribute the female condom.

#### AIDS Business Coalition Tanzania (ABCT)

T-MARC collaborated with ABCT to implement an education initiative with taxi drivers. ABCT was also actively involved in the *Dume* Launch event and helped mobilize its members for support.

### ***Other Donors***

#### Dutch Government

Initial discussions were held with the Dutch government and Organon on a possible collaboration in a full-priced contraceptive marketing strategy that would target users in the “second tier” of the socioeconomic pyramid. The Dutch Government however eventually decided to focus their efforts in Yemen and not in Tanzania

#### Global Fund to Fight AIDS, TB and Malaria (GFATM)

T-MARC collaborated with the National Malaria Control Program to develop a proposal to increase private sector access for ACT. This proposal was submitted to the GFATM

for the sixth funding round. The outcome of this funding round is expected to be announced shortly.

### **Problems Encountered and Remedial Action**

Private sector co-financing of T-MARC communication initiatives is critical given limited project funds at this time. T-MARC must initiate action immediately.

Shelys Pharmaceuticals is still operating without a formal approved collaborative agreement. T-MARC will aim to secure a finalized collaborative agreement with Shelys early in FY 2007.

## **Monitoring, Evaluation and Research**

### **Major Activities and Accomplishments**

#### *Monitoring and Evaluation*

##### KABP Survey

Ifakara Health Research and Development Centre (IHRDC) started training of interviewers and pilot testing of the KABP questionnaire using PDA technology. Fieldwork started in mid-September, with completion scheduled for the first week of October. Ifakara will share data analysis tables for review before full analysis starts.

In the oral contraceptive category, Flexi-P has the highest volume share (63%) followed by SafePlan (29%). Penetration is highest in Mwanza (74%) compared to other regions.

##### Collaboration with PSP-One

T-MARC has been working closely on a study that will measure the effects of T-MARC mass media and interpersonal/community-based communication interventions on behavior change. The KABP study and subsequent tracking studies will provide data for this study.

#### *Marketing Research*

##### Market Assessments

T-MARC commissioned market assessments for ACT, ORS and zinc, and injectable contraceptives. All assessments have been completed and shared with relevant stakeholders.

### **Problems Encountered and Remedial Action**

Acceptability testing of zinc was not allowed by the Kinondoni Municipal Council until an ethical clearance letter is offered by NIMR. T-MARC submitted its proposal to NIMR in September.

## **Project Management**

### **Major Activities and Accomplishments**

#### ***T-MARC Company***

##### Operational Start Date Postponement

AED achieved many of the requirements for commencing the operations of the new T-MARC Company. However, AED decided to postpone the operational start date of the Company to April 2007 to address management issues (recruit a managing director to replace Rosemary Mwakitwange, who resigned) and perform organizational restructuring, partly in response to a limited funding situation and partly to create a more sustainable organizational structure (see below). AED/T-MARC postponed a T-MARC Board of Directors meeting and orientation session to late October.

##### Streamlining

While acknowledging the value of strong and motivated staff to manage and implement program activities, AED has determined that the T-MARC Company should have a smaller, leaner organizational structure to enhance its prospects for sustainability and to fulfill its mission to work through local partners to implement activities and meet program objectives. This also acknowledges the fact that staffing costs in Tanzania are high relative to other developing countries.

##### ***Staff Transitions***

T-MARC Executive Director Rosemary Mwakitwange tendered her resignation, effective October 6, 2006. AED commenced recruitment efforts immediately for a managing director for the T-MARC Company. The T-MARC Company Board of Directors will have the responsibility for hiring this individual, i.e., this person will be an employee of the T-MARC Company, not AED.

AED appointed Dr. Martin Alilio as its Home Office-based Project Director and Senior Technical Advisor. Dr. Alilio deployed to Tanzania in early October to serve as Acting Chief of Party (COP) for T-MARC.

AED submitted a management transition and restructuring plan to USAID that outlined action steps.

Hally Mahler started as the new Tanzania-based Communication Advisor in May, replacing Anton Schneider.

##### ***Procurement Audit***

An AED team from the contracts department, Margaret McGunnigle and Laura McEvoy, undertook a procurement audit. The team will submit its report in October 2006.

***Project Planning and Performance Monitoring***

This fiscal year T-MARC started using Microsoft Project as a planning tool, which has greatly improved work planning and monitoring of activities. A three-day planning retreat was held in May to develop a detailed implementation plan covering the period May – December 2006.

T-MARC is currently developing work plans for FY 2007 that will be finalized once there is more clarity about the available budget. These plans will replace the previous implementation plans and cover the period October 2006 to September 2007.

**Problems Encountered and Remedial Action**

USAID obligations of funding are not in line with AED's forecasted rate of expenditure (per the quarterly accrual worksheets submitted to USAID) nor are they in line with the approved project budget. USAID obligations through June 2007 will fund only 74% of AED's approved project budget through Project Year 3 (through Month 10, i.e., June 2007).