

REPUBLIC OF SENEGAL
The Ministry of Health and Social Affairs



USAID Health Program 2011 - 2016

Communication and Promotion of Health Component

QUARTERLY ACTIVITY REPORT

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ACRONYMS

ADEMAS	Agence pour le Développement du Marketing Social
AMT	Total Market Approach
ASBC	Grassroots Health Workers
BREIPS	Regional Office for Education and Health Information
CAP	Year-Protection-Couple
CCC	Communication for Behavioral Change
CEFOREP	Regional Center for Training and Research in Reproductive Health
CIP	One-to-One Communication
CNLS	National Council against AIDS
COP	Team Manager
DA	Sanitation Department
DALY	Disability Adjusted Life Year
DCOP	Assistant Team Manager
DLM	Department in charge for the fight against the disease
DLSI	Department for the fight against AIDS and STD
DPIC	Individual and Collective Prevention Office
DSRSE	Center for Reproductive Health and Child Survival
EDS	Populations and Health Census
EIPS	Education and Health Information Agents
FNUAP	United Nations Population Funds
FoQus	Social Marketing Qualitative Research Handbook
GIS	Geographic Information System
MAP	Access and Performance Measure

MII	Treated Mosquito Nets
MOU	Memorandum of Understanding
OCB	Grassroots Community Organizations
ONG	Non-Governmental Organization
PAP	Performance Improvement Process
PAT	Country Office Evaluation Tool
PCPS	Partnership for Communication and the Promotion of Health
PF	Family Planning
PNLP	National Program against Malaria
PNT	National Program against Tuberculosis
PPP	Public/ Private Partnership
PSI	Population Services International
PTA	Annual Work Plan
SIDA	Acquired Immune Deficiency Syndrome
SNEISS	National Service for Social Education and Information for Health
SR	Reproductive Health
TRaC	Surveys on the Continuous Assessment of Results
UNICEF	United Nations Children's Funds
USAID	American Agency for International Development
VIH	HIV

I. PROJECT OVERVIEW

1.1. Summary

Name of Component:	Communication and Promotion of Health
Project's Dates:	March 1, 2012 to September 30, 2016
Name of Execution Partner:	Agency for the Development of Social Marketing (ADEMAS)
Cooperative Agreement Number:	USAID 685.A.12.0002
Name of AOR:	Mrs. Anne Khadidiatou Aw
Name of Sub-Contractors or Consortium Members:	Population Services International (PSI) CEFOREP
Geographic Coverage (per region)	National
Report Period:	January to March 2014

1.2. Project Description/Introduction

The Communication and Promotion of Health (CPS) Component is part of the implementation of the USAID Health Program (2011 - 2016), whose goal is to help improve the health status of the Senegalese people.

The execution of the project has been entrusted to the Agency for the Development of Social Marketing (ADEMAS) in collaboration with the Population Services International (PSI) and the Regional Training and Research Centre in Reproductive Health (CEFOREP).

The objective of this component is to support the Ministry of Health of Senegal, other private organizations and the civil society, through advocacy and communication activities for behavioral change (CCC) and social marketing; to promote the adoption of sustainable behaviors favorable for people's health, in households and communities.

The CPS Component is effective nationally in all 14 regions of Senegal. Its main intervention areas are as follows: Maternal Health and Family Planning, Malaria, Child Survival, Nutrition, Water, Hygiene and Sanitation, HIV/AIDS and Tuberculosis.

Thus, it works in close collaboration with the services of the Ministry of Health, in particular the National Education and Information Service for Health (SNEIPS), as the Ministry's coordination structure for all CCC interventions and for all actors working in the field of communication and the promotion of health in Senegal. The CPS Component will also need to work with DSR, DANCE, DLSI, DLM, PNL, NTP, among others, in order to better meet their needs. It works together with other components of USAID's Health Program as well as other USAID programs and development partners.

The objective of this component is to improve the health status of the populations of Senegal. The project aims to support the Ministry of Health of Senegal, other private organizations and civil society, through advocacy and communication activities for behavioral change (CCC) and social marketing; to promote the adoption of sustainable behaviors favorable for people's health, in households and communities.

1.3. Quarterly Key Achievements

- Completion of the action plan derived from the SNEIPS institutional diagnosis. Thus, for the various areas, the implementation of activities has been planned according to the following terms: short, medium and long. This activity has led to the proposal of a new organization chart for SNEIPS.
- After Thies, Kaolack and Kolda, the partnership with Grassroots Community organizations (GCO's) was extended to six new regions (St. Louis, Diourbel, Kaffrine Kedougou, Ziguinchor and Sédhiou). Thus, a total of 99 GCOs with 494 community relays took part in the implementation of one-to-one communication activities to support communication campaigns. The enrollment of these six new regions is part of the process of a nationwide cover of the partnership with GCO's like the mass media component of national campaigns.
- The setting up of the DHIS-2 monitoring-evaluation system (District Health Information System) continued with the training of data entry operators and data entry done during the whole January-March 2014 period. The review of the monitoring-evaluation handbook was carried out during the quarter.

1.4. Main Challenges

Challenges	Proposed Solution	Next stages /Measures to be taken	Schedule	Manager
The technical working group (TWG) on communication is operational	To readjust the concept of TWG towards the promotion of health and organization of regular meetings	To hold a meeting with the DGS to ensure that meetings are held on a regular basis	May	IEC/CCC Advisor
The realization of the indirect distribution	Identification of wholesalers who	To use identification list of wholesalers and	April-June	Marketing Manager

strategy in Dakar and Thies	are capable of supplying several retailers	initiate negotiations		
To ensure that follow-up and quarterly planning meetings are held on a regular basis	To hold MCDs accountable to ensure that meetings are held on a regular basis	To initiate correspondence at BRs level regarding the importance of these meetings	June	IEC/CCC Advisor

II. Quarterly Achievements

II.1. Executive Summary

During this quarter, ADEMAs supported the finalization of the action plan resulting from the SNEIPS diagnosis which led to the development of a new organization chart. All activities were planned and managers were appointed for its implementation and monitoring. ADEMAs also supported the launching by SNEIPS of the process of developing a supervisions handbook. This tool should allow SNEIPS to have a consensual framework for the monitoring of communication interventions at national, regional, district and community levels.

The implementation of the Family Planning Campaign «Moytou Nef» during the quarter involved the broadcasting of radio spots and the renewal of a poster campaign involving 150 panels all over the country. After six months implementation, the group in charge of the creation of demand requested that the assessment planned by the SPC component be carried out as a mid-term evaluation.

After Thies, Kaolack and Kolda, the partnership with GCO's was extended to six new regions (St. Louis, Diourbel, Kaffrine, Kedougou, Ziguinchor and Sédhiou). Thus, a total of 99 GCOs with 494 community relays took part in the implementation of one-to-one communication activities to support communication campaigns. The enrollment of these six new regions is part of the process of a nationwide cover of the partnership with GCO's, like the mass media component of national campaigns.

To ensure a high level of implementation and collection of quality data, ADEMAs recruited a supervisor for each of the 9 regions enrolled in the community component. These supervisors are operational and have been working on the ground for a month. A tool kit was developed for them.

A review of interventions took place in the regions of Kaolack and Kolda. In addition to Thies, these regions have the first GCO generation that had started its activities. The review included visits to actors on the ground and a regional sharing meeting. These meetings helped analyze, together with GCOs, radio stations and districts, the results relating to what was planned, discuss the successes and constraints of implementing activities, and build actors' capacities. Overall, in these two regions, 27 points of sale, 6 radio stations and 7 GCO's were visited.

As part of local activities, 8,410 people were sensitized on FP, among whom less than 20% were men. This fact will be specifically monitored to fit the targeting to the theme of the FP campaign. Thus, compared to the results expected during this semester, 54% of people were covered. This

achievement is due to the difficulties mentioned by GCOs when trying to get a group of 25 people for each session.

ADEMAs made several attempts with the private sector to build some partnerships in order to improve access to the products and funding for communication activities. Thus, MOUs were developed with PPJ, the Chambers of Commerce of Kaolack and Ziguinchor, TIGO, BICIS and the city of Dakar. The MOU with UNACOIS was signed and another MOU is expected for the next quarter.

As part of the implementation of the advocacy component, CEFORÉP has made some progress towards meeting targets and some significant achievements were noted, including:

- A religious advocacy action plan was developed and will be implemented in all 14 regions of Senegal, whose specificities have all been taken into account;
- An advocacy action plan was developed by some districts, integrated into in the PTA and implemented in the regions of Saint Louis, Diourbel, Matam, Dakar, Thies and Fatick;
- The support and involvement of journalists covering health issues in the process of advocacy in favor of FP have been secured.

Quarterly sales of all brands of condoms (Fagaru and Protec) amounted to F CFA1,896,720 representing a completion rate of 93% in comparison to the quarterly objective (2,038,924 units of condoms) and 23%, compared to the annual objective (8,155,694 units of condoms).

The AQUATABS sales for the quarter totaled 6,000 tablets (120,000 liters of treated water), a completion rate of 1% compared to the quarterly objective (496,490 tablets).

Milda sales totaled 15,501 pieces, a completion rate of 54% in relation to the quarterly objective (28,750 tablets) and 13% compared to the annual target (115,000 Milda).

SECURIL sales amounted to 120,528 platelets, a rate of +13% compared to the quarterly target (107,063 platelets) and 28% compared to the annual objective (407,865). Compared to the previous quarter (158,112 platelets), we note a decrease of 24% and a 25% increase compared to the same period last year (96,336 platelets).

Depo Provera sales totaled 6,060 syringes, 88% compared to the quarterly objective (6,857 syringes), 22% compared to the annual objective (27,426 syringes) and 60% compared to the same period of the previous year (15,070 syringes).

In terms of CYP, a total of 53,171 CYP were recorded, including 31, 788 for condoms; 18,576 for oral contraceptive; 2,807 for contraceptives to be injected. This represents 52% of the objective.

As part of sensitization activities on FP, pioneers from Ziguinchor organized 12 talks during this quarter, which allowed us to reach 358 people, including 27 men, 93 female users and 238 nonusers, a completion rate of 99% compared to the objective of the number of people reached (360 people) by FP messages.

The FAGARU, PROTEC and SECURIL brands saw their respective visual identities changed last year. In partnership with the Valdafrique distributor, the packaging is being produced.

A visit was made to the north of the country (Matam and Podor) to identify relevant areas for the launch of the pilot phase for Aquatabs clubs.

As part of the strengthening of its communication, ADEMAs decided to work with a digital communication agency that will handle the redesign of the website and the creation of pages on social networks to provide more visibility to the various promoted brands.

For the second quarter, **129** radio spots were broadcast, with **31** Aquatabs spots and **98** Protec spots.

The research activities conducted during this quarter are related to two qualitative studies to support the development of distribution strategies and to improve sales, the other one for the definition of a marketing strategy for sanitation, and finally the completion of the preparation of two quantitative studies called Trac (Tracking Result Continuously) on Family Planning (FP) and malaria. ADEMAs was able to finalize the implementation of DHIS 2 as a platform for the monitoring of distribution and communication activities for behavioral change.

During the quarter, the research department also carried out the review of the updating of the monitoring-evaluation plan of the component to take into account the recommendations of the latest «DQA» data quality assessment held on November 29, 2013.

II.2. Progress on Challenges Identified during the Previous Quarter

- The rate of visits made by teams on the ground increased compared to the previous quarter and, likewise, and to support this component, efforts were made in order to be able to carry out supervisory activities along with sponsorship activities, which makes the team more effective.
- Following several reminders towards Valdafrique, the new packaging is in full progress and all validations of BAT machines were validated.
- To support Aquatabs sales, clubs were identified in the northern part of the country, and the contracts will be signed in the next quarter.

II.3. Quarterly Sub-Component Achievement

II.3.1. Main Sub-Component Results

Component 1: Capacity Building for the Implementation of Efficient Communication Programs for Behavioral Change

- **Development of the Supervision Handbook**

ADEMAs has supported SNEIPS for the process of developing a supervisions handbook. To do that, the proposed draft was shared and validated during the meeting for the monitoring of action plan activities. This tool should allow SNEIPS to have a consensual framework for monitoring communication interventions at national, regional, district and community levels.

Component 2: Execution of Quality CCC Activities to adopt healthy behaviors and an increased use of health services

- **Communication campaign on «Moytou Nef» FP**

The implementation of the FP Moytou Nef Campaign during the quarter included the broadcasting of radio spots and the renewal of the poster campaign using 150 panels on the entire national territory. After a six-month implementation period, the group responsible for demand suggested that the assessment made by the SPC component be a mid-term review. Thus, TORs and a consensual time table were developed. The call for application and selection of the consultant are the very next steps.

- **Recruitment of CCC supervisors**

To ensure high profile implementation and collection of quality data, ADEMAS recruited a supervisor for each of the 9 regions enrolled in the community component. These supervisors are operational and have been active on the field for a month. A tool kit was developed for them. This is a model of a monthly work plan, a fact sheet, a plan for problem solving, a model for monthly activity report, and an observation sheet for facilitators.

- **Monitoring of GCO radio station interventions**

A review of interventions took place in the regions of Kaolack and Kolda. In addition to Thies, these regions got the first GCO generation that began rolling out its activities. The review included visits to actors on the ground and a regional sharing meeting. These meetings helped analyze, together with GCOs, radio stations, districts, the results of the period relating to what was expected; discuss the successes and constraints of the implementation of activities, and strengthen actors' capacities. Overall, in these two regions, 27 points of sale, 6 radio stations and 7 GCO's were visited.

- **Implementing GCO and radio stations interventions**

During the second quarter, GCO interventions were focused on the following three regions: Kaolack, Kolda and Thies. The delay in the implementation of the GCO in Kolda explains the rate of low achievement of the region during the quarter. Thus, 8,410 people were sensitized on FP, 20% being men. This fact will be specifically monitored to fit the targeting to the theme of FP campaign. Thus, compared to the results expected this semester, 54% people were covered. This performance is due to the difficulties mentioned by GCOs to have 25 participants per talk.

	Expected	Achieved	Women	Men
Kaolack	4,300	2,576	2,364	212
Thies	5,700	4,877	4,099	778
Kolda	4,300	957	549	408
Total	14,300	8,410	7,012	1,398

The broadcasting of micro-programs through community radio stations was also focused on the issue of family planning. These include spots, programs, messages inserted into musical programs and activities. Compared to annual forecasts, the level of achievement is satisfactory, overall.

	Spots	Radio	Inserts	Coverage

		Programs		
Total expected	63,336	522	2,088	174
Achieved in Quater 1 & 2	28,741	268	1,094	93
% Coverage	45%	51%	52%	53%

- **Production of the Nguélawou Naweet TV series**

After the radio series Nguélawou Naweet dealing with health topics whose design and production were carried out during the last health program, ADEMAs is planning the production of a television series based on the same approach (the SABIDO approach). Thus, the process of selecting a director was launched.

- **Support for the organization of mass gatherings**

Mass gatherings which are linked to most major religious events are potential sources of rapid disease transmission. ADEMAs supported the RM of Kaolack regarding the organization of a medical coverage of the 2014 edition of the Medina Baye Gamou. During the 2014 JMj, ADEMAs supported the DS of Kasnack with materials (150 T-shirts and 60 bowls, 1000 Aquatabs leaflets for water purification).

- **Public-Private Partnership**

BICIS: Development of an MOU on the following points:

- The supply/sale of a batch of 10,000 MILDA to BICIS at a preferential rate.
- The broadcasting on the network of BICIS branches of messages about malaria prevention and the presentation of brands and malaria-related products will be provided by ADEMAs.

BICIS has already bought a batch of 10,000 MILDAS and ADEMAs has already handed to BICIS copies of commercials CDs. BICIS is ready to officially sign the MOU but has set as a requisite the formal validation of the PNLP.

TIGO: A working session with the CSR Manager and a request to develop an offer of partnership between ADEMAs and TIGO regarding two areas of collaboration has been drawn up:

- Sponsoring NGUELOWU NAWETT
- Promoting FAGARU with the «youth» target in collaboration with TIGO

The TIGO's policy for the CSR component of this year is to fund activities that are «social and digital» by nature. TIGO has a budget already approved by the parent company MILLICOM and is willing and ready to work with ADEMAs.

BNDE: A working session with the Communications Manager

Planned areas for collaboration: Sponsoring the FP campaign (broadcasting TV spots)

Component 3: Capacity of Key Actors Reinforced to carry out the Political and Social Commitment to Advocacy for Health Programs

In relation to the implementation of the advocacy plan for family planning, we have the following objectives:

- To strengthen districts EPS advocacy capacities.
- To encourage local authorities to increase the share of endowment fund (FDD) allocated to health facilities.
- To encourage decision makers at national and local levels to support the mother and child health policy
- To encourage stakeholders to get involved in the advocacy process.

The identified targets are national and local authorities and religious leaders. Our allies on whom we rely to support us in the advocacy process are: champions, journalists, civil society, and technical and financial partners. During this quarter, several activities were undertaken, including the following:

- **A training workshop on advocacy for the EPS of St. Louis, Louga, Matam, Dakar, Thies and Kaffrine**

In these regions, the EPS were trained in the development and implementation of advocacy plan. At the end of the training, each district EPS presented an advocacy draft plan to finalize, validate and consolidate into regional plans, and integrate into the PTA of their respective medical region.

A regular and effective monitoring is done in collaboration with BREIPS regarding the finalization of the regional plans and carrying out of advocacy activities.

- **Meeting with Parliamentarians**

On February 03, 2014, the CEFOREP advocacy team held an initial meeting with the National Assembly Director of Communication. During the meeting, a concise summary of the advocacy action plan and the expected role of parliamentarians, were presented. On April 10, 2014, the advocacy team and the Coordinator of CEFOREP held a meeting with the Chairwoman of the Health and Social Affairs Commission of the National Assembly with the Director of Communication. A session on the presentation of the action plan is planned with parliamentarians to sensitize them on the expected role of the Health and Population Committee. The Chairwoman of the Commission on Health and Social Affairs of the National Assembly was appreciative of the meeting with CEFOREP members. She also argued that advocacy on issues related to reproductive health is one of their major concerns. Being one of the pioneers in the adoption of the Law on SR during the 10th Legislature of the National Assembly, she vowed to make every effort and will stay ready to boost advocacy to a higher level.

- **Development of a document on briefing, and request for a meeting with the Ministry of Land Development and Local Authorities**

A briefing paper was jointly written by CEFOREP and SNEIPS to conduct an advocacy with local authorities in order to obtain their commitment to supporting family planning and to fighting against maternal, neonatal and child mortality; also for an increase in funds they allocate to local health facilities under their authority.

A memorandum with a request for a meeting has been produced for the Ministry of Land Development and Local Authorities.

- **A sharing and journalist training workshop on advocacy**

CEFOREP held a meeting with the Association of Health Journalists who pledged to support CEFOREP during the execution of its advocacy activities with the media. Thus, as part of the monthly meetings planned, an information sharing workshop was held on March 1st, 2014 at Novotel. This workshop was an opportunity to study the efforts made to promote family planning and maternal and child health, also to ensure that journalists have mastered the key concepts of reproductive health in general, and family planning in particular. In fact, this will allow journalists to make quality coverage of advocacy activities and to communicate regularly and effectively on the issue.

- **Development of an advocacy Action Plan for religious leaders**

Following the improvement of the draft of the advocacy Action Plan shared by the Islam and Population Network on February 15, 2014, a meeting was held on March 18, 2014 at SNEIPS to finalize the plan and identify the next steps.

An advocacy action plan in favor of FP was drawn up for religious leaders and will be implemented at national, regional and community levels in collaboration with the medical regions which have already developed and begun to implement their regional advocacy plan.

Component 4: Social Marketing of Key Health Products

Sales

- ✓ **Sales of PROTEC and FAGARU condoms**

- Quarterly sales of all condom brands combined (Fagaru and Protec) of this second January to March 2014 quarter amounted to **1,896,720**, representing a completion rate of 93% compared to the quarterly objective (**2,038,924** units of condoms) and 23% compared to the annual objective (**8,155,694** units of condoms).
- We can note a completion rate of **99%** compared to the result of the previous quarter (1,917,840 units of condoms).
- A **7%** increase was noted in comparison to the same quarter of the previous year (1,772,640 units of condoms).

The share of the different condom brands (Protec and Fagaru) is as follows:

- **Protec: 1,150,800** units of condoms, a completion rate of **61%** compared to the quarter's overall batch (**1,896,720** units of condoms).
- **Fagaru: 745,920** units of condoms, a completion rate of **39%** compared to the overall output of the quarter (**1,896,720** units of condoms).

The distribution of the different quarterly batches is as follows:

- **Natural Protec:** 908,400 units of condoms, a completion rate of +11% compared to the quarterly objective (815,570 units of condoms).
- **Strawberry Protec:** 242,440 units of condoms, a completion rate of 59% compared to the quarterly objective (407,784 units of condoms).
- **Fagaru:** 745 920 units of condoms, a completion rate of 91% compared to the quarterly objective (815,570 units condoms).

An analysis of the above rates helped us record a better score for Natural Protec with 908,400 units, representing a completion rate of 48% on the overall batches of the quarter, followed respectively by Fagaru with 745,920 or 39%, and Strawberry Protec with 242,400 units or 13%.

✓ AQUATABS Sales

The AQUATABS quarterly sales totaled 6,000 tablets (120,000 liters of treated water) or a completion rate of 1%, compared to the quarterly objective (496,490 tablets).

✓ Treated Mosquito Net: MILDA

The sales of Milda for the second quarter amounted to 15,501 pieces, a completion rate of 54% compared to the quarterly objective (28,750 pieces) and 13% compared to the annual objective (115,000 Milda).

✓ Sales of Securil (Pills)

The sales of Securil amounted to 120,528 platelets, a rate of +13% compared to the quarterly objective (107,063 platelets) and 28% compared to the annual objective (407,865). Compared to the previous quarter (158,112 platelets), we note a decrease of 24% and a 25% increase compared to the same period last year (96,336 platelets).

✓ Sales of Depo Provera (Injectable)

The sales of Depo Provera for the quarter totaled 6,060 syringes, or 88% compared to the quarterly objective (6,857 syringes), 22% compared to the annual objective (27,426 syringes) and 60% compared to the same period last year (15,070 syringes).

These visits allowed us to get the following batches:

Table 1. Distribution of social marketing products

Products	FY 2014 Objective	CYPs Objective	FY 2014 Second Quarter Sales	CYPs/Liters	FY 2014 Total sales accumulation	FY 2014 Total accumulation of CYPs	Total sales / Annual objective	Achieved/ Annual objective

Condoms	8, 155, 695	67, 964	1, 896, 720	15, 982	3, 814, 560	31, 788	47%	47%
Securil	407, 865	27, 191	120, 528	10, 541	278, 640	18 576	68%	68%
Depo Provera	27, 426	6, 857	6, 060	1, 292	11, 226	2 807	41%	41%
Aquatabs	1,985,962	NA	120, 000	32,384,000	1, 739,200	NA	88%	NA
MILDA	115, 000	NA	15, 501	N/A	34, 087	NA	30%	NA

❖ Sensitization on FP by the Implementing Partners

As part of sensitization activities on FP, pioneers of Ziguinchor held 12 talks during the quarter, which allowed to reach **358** people, including 27 men, 93 female users and 238 non-users, a completion rate of **99%** compared to (the objective of) the number of people who have been reached (**360** people) by FP messages.

Marketing

✓ New Packaging for Products

The FAGARU, PROTEC and SECURIL brands saw their visual identities changed last year. In partnership with the Valdafrique distributor, the packaging is in the process of being produced.

✓ Setting up Aquatabs clubs

We visited the north of the country (Matam and Podor) during the second half of March in order to identify relevant areas for the launching of the pilot phase of Aquatabs clubs.

It should be remembered that these clubs will be a support product for the Aquatabs brand. The mission allowed us to identify strong associations in both areas. Thus, agreements were signed with one association in Matam, and two in the Podor area. The latter will be responsible for setting up six clubs in each area. Selected clubs will have to get involved with the product and help promote its use through advocacy activities and sales. The administrative formalities (paperwork) are in progress, and their activities have been planned to start in early May 2014.

✓ Strengthening communication through social networks

As far as strengthening its communication is concerned, ADEMAs decided to hire the services of a digital communication agency that will handle the redesigning of the website and the creation of pages on social networks to provide more visibility to the different brands promoted.

The main tasks that will be assigned to ADEMAs are as follows:

- To conduct a review of documents provided by ADEMAs to identify the target audience which uses social networks for each brand

- To create the graphic charter to be shown on the website and social networks
- To ensure the development of the web page in French and English

✓ **Mass media activities**

To support distribution and promote demand, broadcasting was done through the various media to large audiences, for our different targets.

For the second quarter, we will exclusively use radio spots for the Protec and Aquatabs brands; most of the media plans having already been executed during the last quarter.

Thus, **129** radio spots were broadcast, as follows :

- 31 Aquatabs spots
- 98 Protec spots

Research, monitoring and evaluation

The activities achieved during the quarter related to two qualitative studies to support the drawing up of distribution strategies and the improvement of sales; the other to define a sanitation marketing strategy, a training program organized by USAID to deal with environmental issues during the implementation of the project; to finalize the preparation of two quantitative studies called Trac (Tracking Result Continuously) on Family Planning (FP) and Malaria; and finally to make DHIS 2 operational as a platform for the Monitoring of distribution and communication activities for behavioral change.

During the quarter, the research department also conducted a review to update the monitoring and evaluation plan of the component to take into account the recommendations of the latest «DQA» data quality assessment held on November 29, 2013.

Research Component

- **Sanitation Study:** The study on the «Motivations and Barriers to the acquisition and use of improved sanitation facilities in rural areas» helped define the factors on which the communication on sanitation should be based. A meeting has even been scheduled with rural sanitation stakeholders at the invitation of the Department of Sanitation and the Ministry of Health to share the results on April 23, 2014. A validation of results and an adoption of the latter for the drawing up of messages for the next national campaign on rural sanitation is also expected.
- **Study of Foqus, Points of Sales Managers:** A market analysis carried out through two previous quantitative studies made it possible to note the need to understand the methods of decision making of POS managers for the sole purpose of expanding the network and increasing the volume of sales. Collection has been done and analysis planned to take place on 16, 17 and 18 April 2014.
- **Results of the Training on environmental compliance:** This training helped to complete the monitoring and evaluation plan for an inclusion of environmental issues in the daily events of the program, and of the monitoring of activities that have been planned for this purpose.

Monitoring and Evaluation Component

- **Review of Monitoring and Evaluation plan:** The monitoring and evaluation plan has been updated and shared. The main recommendations of the review of the «DQA» system have been integrated in particular into the calculation of the CYP and the coefficients linked to different contraceptives; as well as quality control procedures for data and triangulations as well as the roles and responsibilities of stakeholders in the collection, processing and sharing of data.
- **Setting up the DHIS2:** Personalized indicators were developed and end users trained on how to operate them. Users are autonomous and can also conduct analyses on their own, while the former system which was made up of several applications would require the participation of specialists. The performance indicator on the sales of contraceptives is here attached.
- **Joint supervision visit:** To ensure the compliance of the implementation of interventions with quality referrals, a joint supervision of the Directors and senior staff was carried out in the regions of Kaolack, Kolda and Thies. This trip was also an opportunity to interact with medical regions and districts and other partners on aspects that need to be strengthened and improved regarding the support to ADEMAs. In parallel to this initiative, the Marketing Technical Advisor worked with the monitoring and evaluation team to design a supervision sheet that can help ensure the monitoring of sales performance both regarding the promoter skills in terms of sales techniques and the aspects relating to merchandising (for example, stock outage, product positioning/visibility, etc ...). This sheet will be configured in the DHIS-2 system to further improve the process of decision making and providing an update on activities.

The Marketing Technical Advisor worked with the monitoring and evaluation team to finalize the aggregation queries in DHIS-2 enabling the computing of monitoring indicators, like the number of POS activated, the quantities sold, performances by promoters, etc. He also supported supervisory visits of points of sales which aim to formalize the supervision and, in particular, to give more confidence to the Marketing Manager and the person in charge of sales in the coaching and monitoring of the sales team. In addition, the Marketing Technical Advisor has also developed a reporting template that captures key findings and the activities required or taken at the end of each visit. This model will now be used for all supervisory visits in support of the supervision sheet.

This well-structured approach, which is directed towards programmatic decision-making, will nowadays be the consolidated supervision strategy for ADEMAs.

Component 5: Strengthening Technical Capacity and Institutional Development of the Beneficiary

Second Phase Activities (Years 1-3)	Quarterly activities
ADEMAs staff has been trained in research, marketing, management, leadership and resources mobilization	Technical support for the development and implementation of the qualitative study targeting managers of retail outlets. This innovative study reinforces ADEMAs' expertise in research directed at marketing decision making, and allows the marketing team to better understand motivations, fears and habits.
Development of management capacity and DCOP leadership	The COP supported the DCOP to facilitate a dialogue with the Managers and Technical Advisers on their departmental needs in terms of capacity building to achieve departmental goals. Following discussions

	with each Manager/Advisor, the COP supported the drawing up of a consolidated plan of capacity building and professional development ,and institutional and departmental objectives.
DCOP involvement in programmatic decision-making; COP continuous feedback	The DCOP is heavily involved in programmatic decision-making through daily interactions with the COP and the Managers and Technical Consultants; and monthly meetings of the Executive Management Team and quarterly supervision visits at regional level. The DCOP continues to play a leadership role in all activities related to reproductive health through the Technical Committee of demand creation, among others. During this quarter, the COP has transferred the leadership role regarding malaria to the DCOP which contributed significantly to the development of the strategic framework and the concept note for Senegal.
Review of ADEMAs' strategic plan; monitoring and evaluation of the plan at least once a year	The COP and DCOP collaborated with the Chairman of ADEMAs' Board of Directors to finalize the new strategic plan for ADEMAs 2014. This plan was presented to USAID's health team in March 2014. Institutional and departmental objectives proposed by the Managers and Technical Advisors for 2014 are in line with the Strategic Plan.
ADEMAs' senior staff involvement in strategic and organizational decision making	The COP and DCOP worked together to organize and lead a retreat for senior staff to review the results of 2013 and set goals for 2014. The retreat was held during the last week of January 2014. Managers and Technical Advisory attended supervisory visits in the regions of Kaolack and Kolda to facilitate strategic decision-making based on the challenges and opportunities identified on the field.
Development of tools for strategic financial analysis, including cost-effectiveness	The Technical Advisor supported the Marketing Manager and the Administration and Finance Manager to compute the unit cost (COGS) of products sold in 2013. This exercise aims to monitor marketing costs in order to identify opportunities for recovery/cost reduction.
Analysis of ADEMAs' legal status and implementation of recommendations	The DCOP led the review of the recommendations of legal and tax advisers involved in clarifying the options and discussions with the Board of Administration about the best approach for ADEMAs. A decision was made in response to an application to register as a non-governmental organization and the process of change started in November 2013. The DCOP is still closely monitoring the issue. In addition to a change in status, the DCOP launched the process of setting up a company in relation to ADEMAs' missions to enable it to properly carry out its social marketing activities and ensure the sustainability of its activities.
Development and implementation of resources mobilization strategy; review and monitoring of the plan at least once a year	Training of senior staff to better understand the structuring, the process of preparation of concept notes for new financing mechanism and the general policies of the Global Fund. Technical support for the submission to CCM Senegal of an application to be considered as Principal Recipient or Sub-recipient for the HIV and Malaria Component.
Integration and ongoing commitment through the ISP network (tools, discussions, workshops, etc.)	The Research Department has received some technical support.
Conducting internal and external annual audits; internal assessment	ADEMAs' external audit was finalized and submitted to USAID in March 2014.

of compliance with minimum standards	As part of PSI's commitment to help strengthen ADEMAs' work environment, the team from the internal audit service of PSI called «Global Internal Audit», conducted its second mission to assess administration, accounting and financial procedures.
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II.3.2. Sub-Component of the implementation of the annual work plan

As far as the priority activities of the 2014 action plan are concerned, good progress was made regarding the following activities:

- All campaigns planned for 2013 that were late were caught up with, except for Fagaru. Concerning what we are now thinking with the agency on a new concept that will be more acceptable for the parents of the target, than the one that had been previously produced.
- For Securil Press, various actions were undertaken so that we might be ready for the planned kick off in June 2014. In fact, beyond ADEMAs' participation in various meetings with the RSD/SE and partners, the organization had sent a request to register the Securil Press brand for a marketing authorization under this label, but also had provided all the information necessary for the trademark's protection with authorized institutions.
- The annual research plan is being carried out as planned as part of the overall plan for the implementation of the program. However, there has been a slight delay regarding the Trac studies (Continuously Tracking Result) related to the deadline for research protocols validation by the National Ethics Committee, since we are dealing with a study on human subjects. We have just received the recommendations and notifications of the said Committee, after nearly 1.5 months since they were handed in.
- After having facilitated stakeholders' involvement in the implementation of the communication campaign on family planning according to a concerted approach based on evidence, the mid-term evaluation is being prepared. Thus, TORs and a consensual schedule were developed. The call for applications and the selection of the consultant will be the next steps.
- In order to ensure the effectiveness and quality of community-level interventions, a mechanism was put in place, based on two major considerations. First, closely targeted supervisory visits conducted by specific supervisors, second, the organization of regular quarterly meetings for monitoring and planning, gathering around the district GCO's and community radio managers.
- This quarter, PSI support put a special emphasis on the analysis of the 2013 results, the development of institutional objectives for 2014, and the launching of tools and activities to follow on the initiatives launched in 2013. These include the use of data regarding the new system of information management and joint supervision to check the quality of IEC/CCC and social marketing activities on the ground, and to facilitate programmatic decision-making by senior staff.
- To achieve the expected results from ADEMAs' strategic plan and its programs funded by donors (USAID, Micronutrient Initiative), it is necessary to set institutional and departmental objectives at the beginning of each year. Institutional and departmental objectives are based on the activities included in the action plan of the CPS project for the 2014 fiscal year, as well

as activities identified during the drawing up of ADEMAs' Strategic Plan for the 2014-2019 fiscal years. It is within this framework that ADEMAs organized this retreat for the review of results and the drawing up of goals with ADEMAs senior staff during the last week of January 2014.

Following the pre-validation of objectives, senior staff worked during two days to discuss the modalities needed to make operational the plan, with a focus on new directions for efficient procurement management and the contracting of sub-recipients and suppliers. The plan is attached in the appendix. The objectives were shared with the Board of Directors for approval on February 14, and results will be evaluated on a quarterly basis.

2013 Results: Each Manager presented the results of 2013, indicating the strengths, weaknesses, threats, and the opportunities for 2014. Most Departments achieved more than 80% of their planned strategic activities, for a total rate of 81% of the planned activities during the year 2013. The Executive Department noticed that 2013 was a year for the implementation of new systems, policies, and innovative strategies, following the institutional analyses and programmatic strategies achieved in 2012. The targeted outcome was to increase the impact of the activities, to broaden the financial base of the institution and strengthen the ownership of the new approaches by all ADEMAs staff in 2014.

2014 Objectives: In 2014, ADEMAs will put the emphasis on the implementation of the activities necessary for the long-term sustainability of the organization, integration into the strategic plans of the Ministry of Health and Social Action, the achievement of the proposed actions for sustainable behavioral change of the Senegalese populations and the promotion of ADEMAs' contribution to the achievement of health objectives through its technical expertise in communication for behavioral change, research, monitoring, and a total market approach. For a better analysis of sales performance and in order to be in line with the marketing strategy (go-to-market), the Technical Marketing Advisor also guided the sales department to allocate the annual objectives based on individual channels and promoters.

The proposed 2014 strategic activities aim at consolidating the skills acquired in 2013 to expand the scope of the programs and strengthen the impact of these activities with the targeted populations. ADEMAs is also trying to strengthen the evaluation and monitoring of activities at all levels in order to enable decision making based on results, and to share these results with the strategic partners, including the MSAS. The institutional objectives for 2014 can be found in the appendix.

The Manager presented to the Executive Department the needs of ADEMAs' staff in terms of capacity building to facilitate the achievement of departmental objectives and enhance the professional development of all ADEMAs staff. The strengthening planned for 2014 will put an emphasis on inter and intra departmental «Team Building», as well as the acquisition of technical skills in management and leadership. The consolidated plan is also attached.

II.3.3. Sub-Component Challenges, Opportunities and Prospects

Challenges

Communication and Advocacy

- Compliance with quality standards for community-based interventions
- Difficulty in completing the summary sheets, and delays in tracking reports
- Selection of resource persons as part of the Mob Soc not always appropriate
- Delay in the provision of funds for the resource persons
- Low use of memorandum and list of messages
- Development of the campaign concept on AME
- Implementation of the advocacy plan for religious leaders in the 14 regions

Marketing and Research Challenges

- Achieving objectives and catching up with the delay **(3%)** on the preceding quarters;
- Identifying wholesalers off the pharmaceutical circuit for condom distribution and scalability of the indirect strategy across all regions;
- Visibility of materials and products at POS, in particular, off the pharmaceutical circuit.
- Selling out the stock Aquatabs which has an expiry date which is close (July 2014)
- Encouraging pharmaceutical wholesalers and pharmacies to make larger orders to avoid shortage.

Institutional development

- The support of the DCOP, Technical Advisor and COP to PNLP and CNLS to revise national strategic plans and prepare concept notes required a major investment of time devoted to workshops. Despite this, the COP and DCOP, with the strong support of the Board of Directors, found the opportunity of introducing the new funding mechanism for the Global Fund too important not to play a leadership role in the process. Global Fund financing will help ADEMAs strengthen the activities funded by USAID and better integrate them into the national programs to fight HIV-AIDS and Malaria. Such funding will also facilitate the continuation of these activities beyond 2016 to make activities more sustainable.

As far as the HIV/AIDS component is concerned, ADEMAs seeks to strengthen the social marketing component with a focus on youth through the marketing of the Fagaru brand and IEC/BCC activities in partnership with the Youth Development Program (YPP). For the Malaria component, ADEMAs put emphasis on its research skills, monitoring and evaluation, communication for behavioral change, to enhance the use of services promoted by the PNLP for the prevention and treatment of malaria, and the total market approach for the distribution of MILDAS and Quick Diagnostic Tests.

- Some activities which have been planned for this quarter, including training in resource mobilization and fiscal management, and the production of monthly reports to share with technical partners, have been postponed till the next quarter.

Opportunities

Communication and Advocacy

- Good organization and strong GCO's commitment
- Ds' involvement in the planning and availability of materials
- Understanding of the mandate of GCOs

- Innovative initiatives to address the involvement of men
- Strong commitment of radio stations managers
- Good internal structuring of radio stations
- Initiative to translate spots into local languages
- Willingness to work with Districts for the supply of resource persons

Marketing and Research

We have identified some opportunities to boost sales through a few strategies:

- Maintaining the partnership with UNACOIS and Chambers of Industry and Commerce and Agriculture of Kaolack;
- Integration of product promotion activities into communities with the CCC department;
- The broadcasting of spots by community radio stations;
- ADEMÁS' participation in the organization of medical days.

Institutional development

- ADEMÁS will have the opportunity to attend the advocacy workshop to improve the availability of essential products and services for the survival of women, newly-born and children. With PSI support (member of technical committees of the United Nations Commission), the COP and DCOP introduced ADEMÁS' candidacy to attend the workshop on the drawing up of advocacy strategy in Senegal to commit and help partner countries undertake advocacy efforts for products, programs and services which are key for survival. ADEMÁS' candidacy has been accepted by the Commission and ADEMÁS will take part in the workshop scheduled for (the week of) April 28.
- The DCOP and the Marketing Manager will also have the opportunity to participate in an in-depth training in social franchise network management funded by PSI through the SIFPO project.

Prospects

Communication and Advocacy

- To support the development of a supervision handbook for communication interventions
- To finalize and implement SNEIPS' plan of capacity building
- To develop the campaign concept on AME

Marketing and Research

- Identification of non pharmaceutical wholesalers for the sale of condoms;
- Use and operation of the DHIS tool;
- Establishment of Securil Press on the market;
- Order for new Aquatabs products with good expiry date
- Introduction of color Fagaru condoms into the distribution channel
- Placing Protec Vanilla on the market
- Market launch of a new packaging for Protec, Fagaru, and Securil
- Launch of the communication campaign for the Securil range

- Launch of communication activities on social networks
- Sponsoring the musical group Bidew Bu Bess for its seven-month national tour.
- Implementation of Trac studies, and redeployment of DHIS 2 to the regions for decentralized data entry, and particularly the use of data at the regional and district levels.

III. Cross-Cutting Issues

III.1. Inclusion of the Gender Dimension

During the review of community-based interventions, we have already discussed with GCO's and our implementing partners the need to consider gender in their activities, especially men during debates and social mobilization activities.

III.2. Compliance with Environmental Regulations

We have not conducted any activity regarding environmental compliance during this period.

III.3. Compliance with the Legislation and Regulatory Requirements in Family Planning

During this quarter, we have not led activities related to compliance with the laws and FP requirements. However, below are activities that have been planned for the next quarter.

A tracking sheet with questions about FP compliance will be used by the staff when carrying out the following activities:

- Distribution Activities by promoters
- Promotional activities by medical Visitors
- Supervision of GCO's by IEC Agents and Regional Office Advisors

IV. Collaboration and Participation with Stakeholders

Partnership with the American Peace Corps

To increase the impact of interventions, a partnership was formed with the American Peace Corps. It was decided to direct American Peace Corps volunteers support to organize radio programs listening groups in order to deepen the effects of media activities at the community level.

Beyond the fact that this activity creates the conditions for a debate on the underlying factors of the problems dealt with, it also offers the opportunity of collecting information on the populations' knowledge, attitudes and practices. Therefore, a handbook regarding the way to conduct these sessions was designed; the tool has been improved with the contributions of Peace Corps' experts in health, and should be used as a basis for the implementation of the radio program listening component.

Chamber of Commerce and Industry of Kaolack (CCIAK) and Ziguinchor (CCIAZ)

Developing a MOU on the following points:

- Recruitment for ADEMAs of at least two (2) wholesalers in each departmental Section for the distribution/sale of Social Marketing products (Condoms, MILDAS, AQUATABS);

- The purchase by CCIAK and CCI AZ of a batch of Social Marketing products (Condoms, MILDAS, AQUATABS) at a discounted price on behalf of some local economic actors belonging to the CCI AK network, or for CCI AK's social activities or humanitarian needs;
- Recruiting and putting at the disposal of ADEM AS a team of facilitators for the procurement and promotion of Social Marketing products (Condoms, MILDAS, AQUATABS) (one facilitator for each department).

CCI AK and CCI AZ have already validated the various clauses of the MOU and ADEM AS will organize a presentation and formal validation workshop of the MOU by the two (2) parties in Kaolack and Ziguinchor.

Collaboration with UNACOIS/JAPPO

Signing of an MOU on the following points:

- The recruitment for ADEM AS of at least two (2) wholesalers in each regional section for the distribution/sale of Social Marketing products (Condoms, MILDA, AQUATABS);
- The purchase by UNACOIS/JAPPO of a batch of Social Marketing products (Condoms, MILDA, AQUATABS) at a discounted price on behalf of some local economic actors belonging to the UNACOIS / JAPPO network;
- Recruiting and putting at the disposal of ADEM AS a team of facilitators for the procurement and promotion of Social Marketing products (Condoms, MILDA, AQUATABS).

The first orders were made by some UNACOIS/JAPPO actors in March and it is expected that UNACOIS will provide the complete list of wholesalers and facilitators recruited under the MOU.

Collaboration with the Youth Development Project (PPJ)

Ongoing discussions and drawing up of an MOU on the following points:

- Promoting the Fagaru condom brand on PPJ web site
- Providing space for the storage of ADEM AS products in Centres Conseils (Advisory Centers) in Ziguinchor, Thies, Kaolack and Saint-Louis. Ado (CCA), under the supervision of regional promoters for a lump sum of (CFA 50.000/month/store)
- Procurement by the PPJ of a minimum stock of Fagaru products through the National Network of Peer Educators at preferential prices.

Discussions are being held with the PPJ for validation and formal signature of the MOU.

Partnership with the GSF/AGETIP program

- Contacts have been made with the Coordinator of GSF/AGETIPs for a partnership between ADEM AS and GSF/AGTIP in the field of AQUATABS promotion at the grassroots level. GSF/AGETIPs works with nearly 10 national NGOs which are carrying out activities to promote health, with water purification or treatment at home as part of their ATPC activities. Specific budget lines have been allocated to this activity. GSF has already agreed in principle to link up ADEM AS and its NGO partners towards a broader promotion of AQUATABS in areas where these NGOS are present.

- A workshop has been planned between GSF and its partners to discuss these aspects, and ADEMAs will be invited to make a presentation relating to the proposed package of activities.

Debriefing workshop of the FOQUS on Sanitation qualitative study

- ADEMAs conducted a «study on behaviors, motivations and barriers to the acquisition and use of latrines in the rural areas of Senegal»
- The Department of Sanitation has fully participated in the interpretation workshop on the data of this study.
- The Ds had requested the organization of a workshop for a large-scale share of the results of this study with other strategic partners involved in the WASH sector in Senegal. They proposed the following period for the workshop: April 10 to 15, 2014.

Study on the sanitation value chain

- The TORs have been finalized with GSF, the Ds and strategic partners of the WASH sector
- The shortlist of consulting firms for implementation has been completed
- GSF's agreement to co-fund the study on the value chain
- Waiting for the green light from USAID to launch the process of selecting a consulting firm

Partnership with the city of Dakar (Dakar Municipal Finance Program)

The identified areas of collaboration are as follows:

- Promoting access to drinking water and hand washing in primary schools in Dakar, with the involvement of the private sector,
- The supply and promotion of Aquatabs in schools and health facilities in Dakar.

The Office of Social Affairs (OSA) plans to buy a batch of AQUATABS products to be put at the disposal of health districts and primary schools in Dakar, as part of the «Santé à l'Ecole» project. ADEMAs has also provided information on the price list of AQUATABS products to the Project Manager.

A partnership proposal (MOU) in which the roles and responsibilities of each party (City, ADEMAs, Beneficiaries) will be defined, will be initiated by ADEMAs and submitted to the City for approval.

Partnership with OXFAM America

At the end of two (2) working sessions, the identified areas of collaboration between the two (2) parties are as follows:

- Promoting AQUATABS in flood zones (suburb of Dakar). The focus will be mainly developing a strategy for the sustainability of the product in the intervention areas of Oxfam America
- ADEMAs' support in the drawing up of a business model for the promotion of new sanitation technologies adapted to flood areas. OXFAM will soon launch a tender, and ADEMAs is invited to apply.

V. Lessons Learned

In regards to the implementation of our activities, the key lessons learned relate to the following:

- The need to be constantly on the field for supervision purposes in order to encourage teams to carry out their field activities properly. It should be noted that this has a strong impact on sales.
- As far as Aquatabs is concerned, it is clear that sales must be directed at communities where the role of artists and leaders is key to promoting sales.
- Promotional materials also are essential during talks organized by our implementing partners. It should be noted that with the latter, a better understanding of the subject by the target is obvious.
- As far as media communication is concerned, even if all our spots are pre-tested with the target, factors related to the latter can lead to changes to the concept, as was the case with Fagaru.
- The drawing up of advocacy plans by regions allowed better recognition of their specific communities. Getting local stakeholders involved and securing an effective monitoring at all levels, was quite a good approach.
- The review of quarterly data helped verify the configuration of DHIS2 system to enable programmatic analysis and strategic decision making. The team quickly realized the need to better define the system to enable a programmatic monitoring of IEC/CCC activities beyond the monitoring of performance of GCOs and community radios. This created a shift in GCO's and community radios reporting system. Here is the new system under a graphic form.

VI. Sub-Component Major Activities Planned for the next quarter Including Events

- To support the development of a handbook on the supervision of communication interventions
- To implement a capacity building plan for SNEIPS
- To develop an AME campaign concept
- Routine promotion mission with a focus on Aquatabs
- Proposal of Spot Fagaru new concept by the McCann Communication agency
- Individual visits to various media bosses to inform them about the FP campaign
- Monthly meetings with journalists to report on the promotion of family planning and maternal and child health
- To support RM to organize meetings with religious leaders to brief them on the current plan and expectations with respect to religious associations
- To develop an MOU draft to be submitted to the city of Dakar
- To develop an MOU with OXFAM to specify the main areas of collaboration between the two
- To start the study on the sanitation value chain
- Validation and official signature of the MOU with PPJ, the Chambers of Commerce of Kaolack and Ziguinchor, TIGO and BICIS
- Acceleration of the implementation of the training plan for ADEMÁS' staff
- Budget management training for Managers
- Finalizing the human resources management handbook
- Preparation and distribution of monthly reports

VII. ADMINISTRATIVE AND FINANCIAL MANAGEMENT

Personnel Management

Given the expanding community-based activities with the recruitment of new Grassroots Community Organizations (GCOs) and community radio stations, with the support of the Regional Offices, the Agency conducted the recruitment of nine (09) IEC Supervisors according to the action plan and approved budget. The Senior Administration & Logistics Manager, who will support the Administration, Finance & Operation Department, took up his job at the beginning of the quarter. As far as the strengthening of the Marketing Department is concerned, the process of filling the post of Chief Pharmacist, responsible for pharmaceutical products and for the supervision of Medical Representatives and Supervisors, is underway. Unfortunately, for the second time since the start of the program, the Agency has registered the resignation of the Public-Private Partnership Advisor. Indeed, despite all the efforts made by the Agency with the establishment of a staff motivation and retention policy, the constraint attached to the mobility of human resources remains.

Administration

- ✓ On the administrative side, after having met twice with staff, the handbook of procedures relating to supplies' management, and to sub-agreements and agreements management, have been finalized and shared with members of the Board for their implementation.
- ✓ As far as distribution is concerned, the main constraint is related to the long term discussions between the Agency and the distributor of the Social Marketing products, VALDAFRIQUE, on the new agreement which takes into account the strengthening and improvement of the partnership, and the needs of the institution's sustainability. Difficulties still exist regarding the finalization of the discussions towards the signature of the Agreement, especially in the section dealing with the distributors' margin and the involvement of the latter in terms of sales in the informal sector. The following was noticed during the period:
 - Nothing was received during the period regarding Condoms (Protec Natural, Strawberry or Vanilla and Fagaru);
 - Nothing was received during the period regarding the Combination 3 oral contraceptive;
 - **101,950** treated mosquito nets (MILDAS) were received during the period.
- ✓ As for the equipment, following USAID's approval, the Agency conducted the ordering the two vehicles to support SNEISS activities. The clearance and registration process was completed for one of the vehicles, and the vehicle was duly received; unfortunately, as far as the second vehicle is concerned, a delay was noted in delivery.

Finances

Throughout the period, the Agency proceeded with the preparation and submission of advance requests and liquidations. The Agency also submitted, in accordance with the procedures and 15 days before the end of the quarter, the «Quarterly Accrual Worksheet». During the period, the Agency has specifically:

- Received from USAID on February 21, 2014, the «Modification of Assistant No. 05», relating to the increase in the «Obligated Amount» which rose from **USD 9,584,000** to **USD 13,951,000**;
- Completed the audit of USAID funds managed by ADEMAs for the 2012 fiscal year by Deloitte Senegal. The French version of the audit report was sent to USAID awaiting the completion of the translation and the transmission of the English version of the report by the Firm for approval by RIG/USAID at the beginning of the next quarter;
- Received from USAID, during the period F CFA 871,255,580 as disbursement for Advance request and expenses reimbursement;
- Still awaiting the collection, at the beginning of the next quarter of the amount of **F CFA 36,379,538** as Return Fund to the Project;
- Spent during the period the amount of **F CFA 357,775,283** an implementation rate of 50.73% of the budget for the current fiscal year (**F CFA 2,801,324,363**).

The financial position as of March 31, 2014 is attached in Appendix 2.

VIII. Appendixes

- Appendix A: Financial position as of March 31, 2014
- Appendix B: Management chart on contraceptives sales
- Appendix C: PMP T2 2014
- Appendix D: Institutional objectives for 2014
- Appendix E: Departmental objectives for 2014
- Appendix F: Capacity building plan