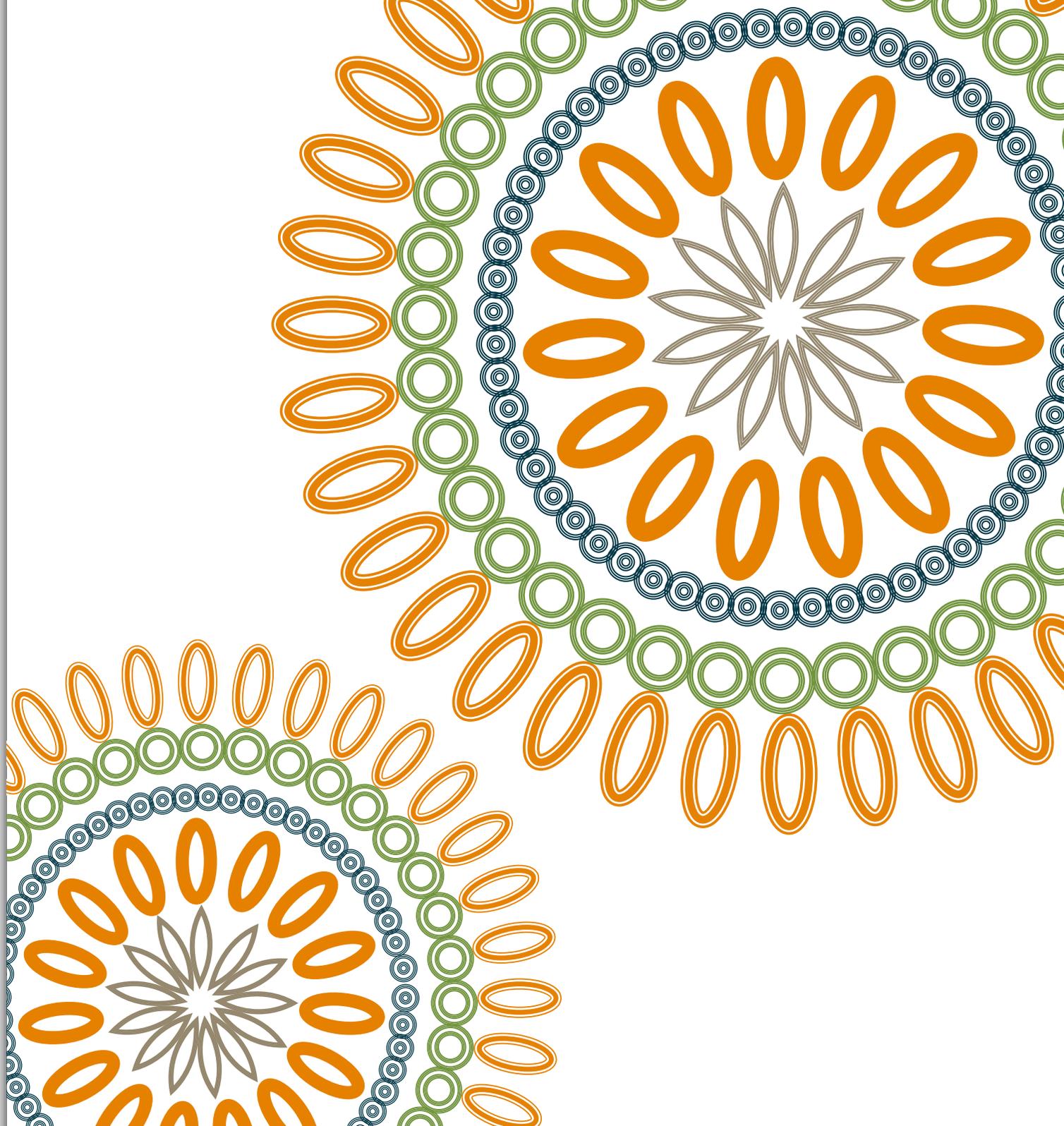




Tanzania

Healthy lives. Measurable results.

Annual Report 2014





Sara is PSI's archetype that represents the women, men, children and entire families in Tanzania, to whom we are committed to providing sustainable health choices they otherwise would not have. This year we have reached more *Sara*'s with our products and services, collected more evidence that informs our implementation strategy and learned and shared best practices with others with the same vision.

We meet *Sara*'s cross cutting-needs in multiple health areas, from reproductive health including family planning, to HIV as well as maternal and child health. Although *Sara* seeks services in the public sector, she frequently seeks health solutions from private providers who can address many different needs in one convenient location. We therefore focus on expanding and improving the quality of information and services *Sara* accesses through the private sector, by complementing the important work of the public sector in ensuring improved health among Tanzanians.

In 2014, we first focused on our staff, investing in their capacity and development to become better marketers who very ably managed the complexity of our work. We innovated, both in the way we implemented our programs, and also how we gathered the insights to inform them. We developed electronic referral systems to track our clients' access to services through the continuum of care, using Unique Identifier Codes. We used this information to improve, conducting regular provider competency trainings and checks, and developed individualized improvement plans wherever gaps were identified. We continued to strive for quality in all our programs, subjecting them to rigorous data quality assessments both internally and externally, and we piloted ways to increase the effectiveness of our distribution.

The year however, was not without its challenges. Of the 262 clinics under our Familia franchise, all have been supported to offer quality Family Planning services. However, to date only 80 offer IMCI, 30 offer Comprehensive Post Abortion Care and 38 provide Cervical Cancer screening and treatment. We continue to look at ways to improve and scale our franchise model, and are still determining standard indicators for the measurement of equity and cost effectiveness of service provision through these clinics.

PSI/TZ also trained dispensers in over 5,000 Accredited Drug Distribution Outlets (ADDOs), on the accurate use of all the health products we distribute. This however, accounts for only one third of these outlets nationwide.

Both private clinics and ADDOs are important private sector channels through which quality services can be conveniently accessed, thus reducing the burden on the public sector. As such, PSI/TZ will continually explore effective ways to leverage them at scale.

That said, overall 2014 has been a year of great achievement, with increased use of products and services by *Sara* and improved efficiency in their delivery. This year, PSI/TZ has averted 1,618,614 Disability Adjusted Life Years (DALYs) and provided 1,469,062 Couple Years of Protection (CYPs) at a cost of \$19.83/DALY and \$8.03/CYP.

I know this achievement was only made possible through the great staff and partners who endlessly provide the support that is needed. I appreciate all your contributions towards helping improve the health of Tanzanians.

I am honored to be working with an excellent team that remains dedicated to our vision of "A Tanzania where people are empowered to lead healthy lives". I look forward to continuing to build on the achievements this year, and to giving *Sara* the opportunity to access sustainable health solutions by making markets work for her.

Dr Susan Mukasa, Country Director

Note of Appreciation

PSI/TZ Management would like to thank The Board and all its members for the invaluable support and guidance provided in 2014

Board Members

Name

Mr. Yogesh Manek

Dr. Ali Mzige

Mr. Chris Jones

Mr. Nada Margwe

Dr. Rehana Ahmed

Ms. Lisa Simutami

Alloyce Komba

Dr. Susan Mukasa

Position

Chairman

Resident Trustee

PSI Trustee

Resident Trustee

PSI Trustee

PSI Trustee

Resident Trustee

Managing Trustee

HIV



Baki Njia Kuu
MICHEPUKO
SIO DILI



**Annual
Report
2014**

HIV Prevention - Key Populations

Since 2011, PSI/TZ has been implementing a Key Populations HIV prevention program, targeting Female Sex Workers (FSWs) and Men who have Sex with Men (MSM). With funding from USAID under the HUSIKA project and a grant from the Global Fund to Fight AIDS, Tuberculosis and Malaria (GFATM), the program covers a total of 11 high-prevalence regions. Using the combination prevention approach, the intervention delivers a core package of services and products that include: male and female condoms; STI screening and treatment; HIV testing and Counseling (HTC); Family Planning and referral to Care and Treatment services.

Pivotal to the intervention is the use of trained Peer Educators to promote safer sexual practices and behaviours, and create demand for the program's services amongst their peers. PSI/TZ partners with CBOs to identify and enroll these volunteers, and has trained 150 in both behaviour change and communication skills. The Peer Educators are charged with delivering key messages under an innovative campaign branded with the Kiswahili word "Shosti", meaning a close and trusted friend.

In 2013, the program expanded to include Drop In Centers (DIC) in Iringa, Mbeya, Shinyanga and Dar. The DICs are managed by FSWs trained as case managers, and provide a safe space for FSWs to access screening and treatment for HIV, STIs and TB as well as Family Planning in a supportive environment. In 2014, 2,634 FSWs accessed services through DICs.

In 2014, the Program reached a total of close to 30,000 FSWs and over 6,000 MSM. Among them, 10,000 FSWs were tested for HIV and STI's and of those who tested HIV positive, almost 70% were enrolled into Care and Treatment.

Also included in the project's scope, is the collection of data to contribute to the base of evidence on Key Populations in Tanzania. In line with this, PSI/TZ in partnership with the National AIDS control Program (NACP) conducted Tanzania's first multi-region, Integrated Biological and Behavioral Survey (IBBS) of Female Sex workers in 7 project regions. The survey provided population size estimates, HIV prevalence rates as well condom use indicators amongst others.

Achievements



29,429 FSWs reached

6,256 MSM reached

10, 168 FSWs screened for HIV and STIs

67% of the HIV positive FSWs enrolled into Care and Treatment

589,960 female condoms distributed

In 2015, the USAID funding draws to a close. Under the Global Fund, activities will continue on in 4 regions. Focus will be on rolling out an innovative e-referral system, strengthening DIC operations and continued capacity building of the CBOs sub-granted to implement program activities.

HIV Prevention - Condom Social Marketing

PSI/TZ launched its Condom Social Marketing (CSM) program in 1993. Today, the Salama brand of condoms has the largest market share in Tanzania, accounting for an estimated 65% of the total condom market. Currently, PSI/TZ's CSM activities are supported by two donors, the GFATM under its Rolling Continuation Channel, and USAID under the 5-year Tanzania Social Marketing Project (TSMP). Funding from these two donors has supported the promotion and distribution of both Salama and Dume condoms, whose aim is to grow the condom market in Tanzania.

Condom use in general has been on the rise, from 49.7% in men aged 15-49 and 38% in women of the same age in 2003, to 58.7% and 54.6% respectively in 2012.¹ However, national data shows a significant decline in condom use among youth at paid sex, from 57% in 2008 to 44.5% in 2012.² In response, PSI/TZ felt the need to apply fresh new thinking around condom promotion, specifically targeting youth in the 15-24yr age category. 2014 was therefore a year to gain richer insights into perceptions around condoms and condom use within the target group, and to explore new approaches to more effective market segmentation across socially marketed condoms.

A research survey was commissioned to understand the emotive needs in the condom category in Tanzania, and to establish the current positioning of our brands. The data gathered informed decisions around the development of a strong and differentiated emotive platform for each brand. While past efforts to segment social marketing brands by age or Socio Economic Status (SES) proved ineffective, the new approach will see Dume and Salama condoms positioned in separate Needstates, each offering distinct emotional benefits. To support this, a campaign has been developed to reposition Salama that will be rolled out in 2015, while Dume will introduce two new high-end line extensions. With stronger and more relevant positioning, both brands will contribute to raising the appeal of condoms to a wider base of users.

¹THMIS 2007/2008 and THMIS 2012
²THMIS 2007/2008 and THMIS 2012

Through on-going consumer and trade promotion efforts, close to 90 million Salama and Dume condoms were sold in 2014. Coverage indicators also showed that in 86% of rural areas and 97% of urban areas, there was at least one outlet per street or village stocking condoms.

Achievements



| |
|---|
| 83,547,504 Salama condoms sold |
| 10,859,616 Dume condoms sold |
| 85% rural condom coverage |
| 97% urban condom coverage |
| Condom Market Share: 86.5 % Social Marketing, 7.8% Public Sector, 5.7% Commercial |
| Sector (DHS 2010) |

HIV Prevention - Behaviour Change Communications (Multiple Concurrent Partnerships Campaign)

In February 2014, PSI/TZ launched a multimedia campaign addressing Multiple Concurrent Partnerships (MCP). As a widespread social norm in Sub-Saharan Africa, MCP has been identified as a significant driver of HIV transmission, the situation in Tanzania being no exception.

Branded *Michepuko* (Kiswahili slang for short cuts), the campaign used humour to illustrate the risks and consequences of “straying off the main road,” adding a new and now widely used word to the Tanzanian lexicon. The primary intention however, was to stimulate public debate and dialogue in what quickly became an audience-led discussion on radio and more significantly through social media.

The campaign is ongoing and will take on a phased approach, phase two having launched in December 2014. The objective is to get the target audience to continue to unpack and critically assess the practice and its drivers, through a continued and organic discussion. Inputs from PSI/TZ will be creative conversation-starters that set the tone for the debate, and graduate the conversation towards collectively finding viable solutions to turn the tide on what has been widely excused as a social norm, to one that is stigmatized.

Research into the campaign’s effectiveness thus far will be conducted in Q1 2015.

HIV - Care and Support for People Living with HIV

Since 2010 under TSMP, PSI/TZ has been distributing a range of household water treatment products and condoms to US government supported implementing partners, for home based care for people living with HIV (PLHAs). The commodities distributed, are co-financed by the GFATM and include PuR water treatment, Lifestraw units, WaterGuard water treatment solution and tablets as well as Familia condoms.

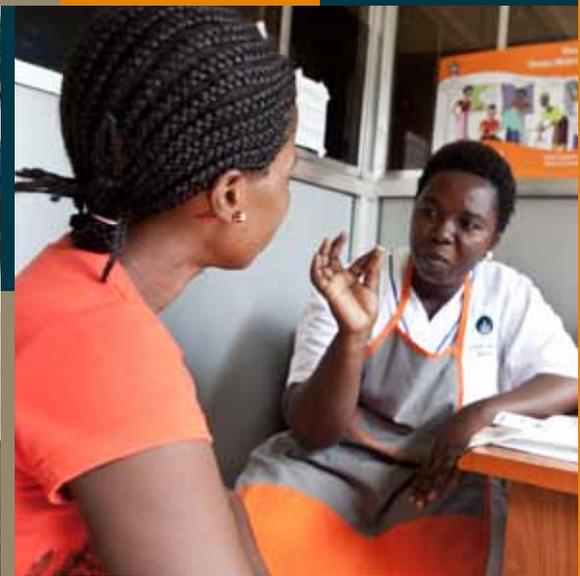
In 2014, PSI/TZ distributed a total of over 25 million treatment units of Waterguard liquid and tablets, 3.5 million treatment units of PuR, as well as Life straw units with the capacity to treat 140,000,000 litres of water. In addition, a total of 9,540,000 Familia condoms were distributed.

Achievements



| |
|--|
| 25,000,000 WaterGuard liquid and Tablets distributed |
| 3,500,000 sachets of PuR distributed |
| 7,778 Lifestraw units distributed |
| 9,540,000 Familia condoms distributed |

Reproductive Health



Annual
Report
2014

Reproductive Health

PSI/TZ implements a range of interventions to increase access to high quality Reproductive Health products and services, in support of the Government of Tanzania's efforts to reduce the Maternal Mortality Rate (MMR) and increase the Contraceptive Prevalence Rate (CPR). Under its portfolio, PSI/TZ works in Family Planning, Comprehensive Post Abortion Care (CPAC) and Cervical Cancer Screening and Preventive Treatment (CCSPT), essentially offering Women of Reproductive Age (WRA) Reproductive Health solutions throughout the course of their lives. Donors for these interventions are currently a Private Donor, the German government development bank (KfW) as well as the Bill & Melinda Gates Foundation.

PSI/TZ primarily employs two models for Reproductive Health services delivery. The first is through a network of private facilities branded "Familia". Under the Women's Health Project (WHP), PSI/TZ works through these facilities to expand the availability of long term Family Planning methods, and the use of Misoprostol for PAC. Facility providers are trained and offered supportive supervision and the facilities supported with equipment. In 2014 over 80,000 women received IUDs under this intervention, while a further 25,000 received Implants. PSI/TZ also distributed over 1.2 million tablets of Misoprostol to pharmacies and health facilities.

PSI/TZ and the International Planned Parenthood Foundation (IPPF) are sub-recipients of a Bill & Melinda Gates Foundation multi-country grant to address Cervical Cancer, for which Marie Stopes International is the prime in Tanzania. Under its remit, PSI/TZ offers CCSPT through 38 of the Familia facilities in Mwanza, Tanga, Dodoma, Singida and Mbeya. Using the Single Visit Approach, facilities screen for precancerous cells and offer preventive treatment in the facilities that PSI/TZ has equipped with the resources and expertise to administer Cryotherapy. All suspected cancer cases are referred. By December 2014, 7838 women had been screened and of those, 331 provided with preventive treatment. A further 47 women with suspected cancer were referred to the Ocean Road Cancer Institute for further services. In 2014, the collective efforts of the three implementing partners under this program saw Tanzania recognised as the best performing country.

Network Achievements 2014

| | |
|---------------------------|--------|
| Condoms distributed | 39,342 |
| Counseling on HIV | 85,034 |
| Implant Insertions | 25,768 |
| Injectables | 21,013 |
| IUD insertions | 38,802 |
| Oral Contraceptive Pills | 4,263 |
| Referral to VCT | 29,309 |
| Misoprostol for PAC | 184 |
| PPIUD insertions | 6 |
| Emergency Contraceptives | 132 |
| Cervical Cancer Screening | 7838 |
| Cryotherapy | 331 |

The second service delivery model is Outreach, a channel that increases access to services through mobile teams that target rural and peri-urban clients. Outreach teams work closely with the government's regional and district Reproductive Health Coordinators to identify priority public health facilities that do not offer long-term family planning methods and would benefit from PSI's support. The specific event days and services offered are publicized, and the surrounding communities mobilised to access free services. In 2014, funding from KfW helped to support 10 outreach teams in providing integrated HIV and Family Planning services to rural communities.

Outreach Achievements 2014

- | |
|--|
| • 31,112 IUD insertions |
| • 25,358 implant insertions |
| • 54,798 counseled on HIV |
| • 39,652 referred for HIV testing |
| • 329,350 condoms distributed for free |

In a complementary intervention, a youth brand was developed to promote Youth Friendly Sexual Reproductive Health (YFSRH) services based on the insight that stigma is a significant barrier to youth seeking RH services. The "Amua" brand and its accompanying tagline "wakati ni sasa" (decide...the time is now), was therefore developed to become an identifier of non-judgmental, accommodating and empathetic services to youth wherever it is encountered. Promotion of the Amua brand in 2014 was paired with outreach service delivery at youth-oriented events. Through this, close to 15,000 youth were reached with messages, and of those, over 10,000 received HIV counseling and testing, FP services and STI treatment.

In 2015, PSI/TZ's Reproductive Health efforts will include piloting a harm reduction project aimed at reducing unsafe abortion, a leading cause of maternal mortality in Tanzania. In addition, with funding from UKAid Department for International Development ((DfID), PSI/TZ will increase the number of outreach teams to 14.

Malaria



Annual
Report
2014

Malaria - Communications

Tanzania has realized significant gains in the reduction of malaria prevalence, with data showing a 50% decline between 2008 and 2012. The country's National Malaria Strategic Plan 2014-2020 seeks to further reduce malaria prevalence to less than 1% by 2020. With support from GFATM under the Rolling Continuation Channel Phase 2 (RCC2) and the UKAid Department for International Development (DfID), PSI/TZ has been actively involved in supporting interventions under the national strategy.

Both increasing access to as well as promoting the correct and consistent use of Long Lasting Insecticide Treated Nets (LLINs), is a strategic priority under the country's vector control efforts. In 2014, PSI/TZ developed a branded radio and TV campaign to promote consistent net use as a social norm. The "*Kabla*" mass media campaign was launched nationwide in Q4, encouraging the target audience to view net use as habitual and part and parcel of the daily routine.

In 2015, PSI/TZ will be responsible for social mobilization for the government's LLIN Mass Replacement Campaign (MRC), through which households across the country will register for and receive free bed nets. PSI/TZ will also work closely with Community Based Organisations (CBOs) to reinforce consistent net use messages at the grass roots level.

Also in 2015, funding from DfID will support market testing to explore viable and sustainable means of making LLINs available through the private sector.

Malaria - Fever Case Management

While prevention interventions have been successful in reducing malaria prevalence in Tanzania, gaps still remain in improving effective case management, with prompt and accurate diagnosis being the gateway. PSI/TZ is implementing a three-year UNITAID funded project aimed at increasing the uptake of quality assured malaria Rapid Diagnostic Tests (mRDTs) in the private sector. The initial scope of the project covers a total of 10 districts in the three regions of Mbeya, Tanga and Morogoro, and targets increasing both access to and demand for mRDTs, improving provider skills in febrile case management and gaining insights and learnings into the introduction of mRDTs in the private sector.

In 2014, the project adapted public sector training materials and trained close to 100 providers from PSI/TZ's network of private health facilities, in the Integrated Management of Childhood Illnesses (IMCI) and mRDTs. In addition, an M&E system and support tools were developed to assist trained providers and lab technicians to report malaria caseload data, and to facilitate routine monitoring analysis to support project decision-making.

This year, consumer-facing mRDT promotion focused on raising awareness through the promotion of the umbrella mRDT "check mark" logo, while also encouraging clients to test before seeking or receiving treatment. This was aimed at addressing the common perception that every fever is malaria. In the latter part of the year, PSI/TZ worked in partnership with the National Malaria Control Program (NMCP), Johns Hopkins University (JHU) and the Clinton Health Access Initiative (CHAI), to develop the second phase of this campaign, which will target clients as well as providers. Clients are encouraged to test before treating, trust the test results, and to complete all malaria medication if positive. Provider key messages stress the importance of testing before treating, and following the correct treatment algorithm. The campaign will be launched in early 2015.

On the supply side, close to 69,000 mRDTs were sold to project outlets through PSI/TZ's Regional Distributors within the project area.

Also key in 2014, was the fielding of three research surveys to garner a robust body of evidence to not only provide a baseline, but to inform the direction of the project. The surveys included: a household survey to understand caregiver's fever treatment seeking behavior, exit interviews to assess perceived service satisfaction and a mystery client survey on provider treatment compliance.

In 2015, the project will expand to an additional 5 regions, bringing the total of participating districts to 40.

Achievements



| |
|---|
| 68,475 mRDTs sold |
| 37,440 clients tested for Malaria using mRDTs |
| 11,343 clients tested positive for Malaria |
| 7,831 Malaria positive cases given Quality Assured ACTs |

Cross Cutting Work Streams & interventions



Annual
Report
2014

Social Franchising

PSI has applied commercial franchising principles and approaches the world over, to improving quality health service delivery in private sector facilities. In Tanzania, since 2009, PSI/TZ has partnered with and supported a growing network of facilities under the Familia brand.

The current franchise model works to improve the quality of services offered by network clinics through provider capacity building, support supervision and periodic quality assessments, as well as the provision of equipment. Of the 262 facilities currently operating under the Familia franchise, all offer comprehensive Family Planning services, 80 offer IMCI, 48 are participating in PSI/TZ's mRDT pilot, 30 offer Comprehensive Post Abortion Care (cPAC) services and 38 offer CCSPT.

Alongside the direct support offered to increase facility capacity, PSI/TZ also supports demand generation activities within the facilities' catchment area. Interpersonal Communication Workers (IPCWs) are identified from within the community and trained in behaviour change and communications skills. IPCWs then engage members of the target audience in the surrounding community, giving them information and guidance across all Familia health areas, and referring those showing interest to their nearest Familia facilities for further counseling and services.

In 2014, 635,297 women were reached through IPC. 209,516 were referred to Familia facilities and 26,264 of those referred opted for a Family Planning method.

In 2015, PSI/TZ will develop and pilot a business plan for a full-format health care franchise brand, which will allow PSI to sustainably increase scope, scale and quality of health care in the private sector. During the first year of this project, PSI TZ will research and test the assumptions underlying this plan to reach long-term sustainability.

Achievements

| |
|--|
| 262 clinics offer FP Services |
| 80 clinics offer IMCI |
| 48 clinics participating in mRDT pilot |
| 30 clinics offer cPAC |
| 38 clinics offer CCSPT |
| 635,297 women reached through IPC |
| 209,516 women referred to Familia clinics by IPCWs |
| 26,264 referred women opted for FP method |

Sales & Distribution

PSI/TZ uses existing commercial distribution networks to get products to the final consumer. Commodities are sold directly to both FMCG and Pharmaceutical Regional Distributors (RDs), who in turn sell products to wholesalers who then sell to retailers. The movement of products is facilitated by profit margins at each point in the chain.

Efforts are continually being employed to improve the efficiency and effectiveness of the distribution system. In 2014, PSI/TZ piloted a Pro-Agents model, through which independent entrepreneurs were enrolled to facilitate the movement of stock down the chain and increase coverage and penetration. Making a profit on every sale from discounted stock bought from RDs, Pro-Agents supply existing as well as new outlets. After evaluation of the pilot, the project will be scaled up to increase the number of Pro-Agents and the regions covered in 2015.

In addition to commercial distribution, PSI/TZ also supports the government and other partners through the highly targeted distribution of free product. This specifically targets high-risk groups for whom price is a barrier to access.

Achievements

| | |
|--------------------------------------|-------------|
| Male Condoms | 114,810,645 |
| Female Condoms | 1,468,720 |
| Familia Oral Contraceptives (cycles) | 1,537,776 |
| Familia Injectables | 10,160 |
| Familia IUCD | 22,163 |
| Jadelle Implants | 18,272 |
| Misoprostol Pills | 1,248,352 |
| Emergency Contraceptive Pills | 50,240 |
| Flexi P | 1,900,944 |
| WaterGuard Tablets | 13,010,400 |
| Clean Delivery Pack | 12,990 |
| PUR | 2,846,160 |
| Malaria Rapid Diagnostic Kits (mRDT) | 68,475 |

Includes free distribution

Supply Chain Management

PSI/TZ procures and mainly imports the commodities it distributes. Many of these are over branded and packed in-country after receiving Tanzania Food and Drug Authority (TFDA) approval and satisfying Tanzania Bureau of Standards (TBS) sampling and testing requirements. PSI/TZ operates a licensed warehouse where these commodities are packed and stored before distribution. The vision of the supply chain function is to ensure zero product stock-outs through accurate forecasting.

In 2014, PSI/TZ packed over 110 million condoms and 1.5 million oral contraceptive cycles.

Strategic Information & Research

Through its numerous interventions and interactions with diverse target audiences, PSI/TZ collects significant amounts of data. This data not only forms the basis of our donor reporting, but also provides valuable information to inform programmatic decision-making. The accuracy of this data is therefore critical and this is something that PSI/TZ continually strives to improve.

PSI/TZ's Strategic Information (S.I) department has been at the forefront of leading the organization's migration from paper-based reports to more efficient, electronic reporting. Alongside efforts to improve reporting, innovative platforms have been developed to better track client access to services as well as to better facilitate data analysis.

S.I department Achievements



Development of an mRDT data collection tool that uses USSD technology to collect data via mobile phones

Development of an e-Referral system currently being used in PSI/TZ's Key Populations intervention to track referral for HIV, FP and STI management services

Development of a data collection and reporting tool for cervical Cancer Screening and Preventive Treatment services, using mobile phones

Integration of the two robust platforms (DHIS2 and Mango) to facilitate and streamline data analysis and reporting

The fielding of a Mapping Access and Performance (MAP) study to monitor the efficiency of social marketing product distribution. 20,329 outlets were audited in 26 regions of Tanzania, to identify gaps and opportunities in the market for male and female condom distribution.



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