

# **T-MARC TANZANIA**

# **ANNUAL OPERATIONAL**

# **REPORT 2015**



**T-MARC TANZANIA**  
Tanzania Marketing and Communications  
Serving Communities, Improving Lives

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# ABOUT

## T-MARC TANZANIA

Committed to serving the health needs of Tanzania's underserved and most vulnerable populations, T-MARC is a fully independent and locally managed non-governmental organization (NGO) specializing in social marketing and social and behavior change communication. Proud of its status as one of Tanzania's largest NGOs governed and managed solely by Tanzanians, T-MARC Tanzania employs bold and dynamic approaches to expanding access to health products as well as informing and changing health behaviors. T-MARC Tanzania works in a wide range health areas, including HIV/AIDS, reproductive health and family planning, malaria, nutrition, water and sanitation.

# Mission

T-MARC's mission is to successfully contribute to the well-being of all Tanzanians by developing effective and diverse partnerships between multiple players in the commercial, NGO, governmental and public sectors to implement social marketing and communications solutions that address key health, social and economic challenges. T-MARC facilitates the growth of a 'total market' for an extensive range of social products and services and works to improve healthy behaviours among its target audiences.

# Vision

T-MARC Tanzania is committed to being a leader in sustainable development by focusing on our unique four "Ps" approach:



Striving to understand the needs of our target audience who are primarily the under-served and most in need, and continuing to promote professional development of our own staff.



Partnership

Recognizing that partnerships are critical to achieving sustained health impact and developing strategic synergies with public, private and non-profit sectors.



Place

Ensuring that health products and services are available to those who need them and using innovative channels and technologies to expand access.



Portfolio

Developing a diverse program portfolio that focuses on priority health issues using social marketing, behavior change communications, and strategic partnership.



## MESSAGE FROM BOARD CHAIRPERSON

It is with great pleasure that I present T-MARC Tanzania's 2015 Annual Report. We are extremely proud of the many achievements documented in this report. For T-MARC Tanzania, this year marked many successes as the organization continued to increase its contribution to the overall health and well-being of Tanzania's underserved.

T-MARC made great strides in revamping its mission and vision of the organization and refreshing its strategic plan. The Board of Directors committed to transforming T-MARC into a self-sustaining social enterprise and ensuring funds for the purchase of land, office spaces and a warehouse. After several years of planning, T-MARC finally achieved the dream of owning its own office space. In mid-2015, we identified and procured a property suitable to support the organization's headquarters and warehouse. After the required renovations were completed, T-MARC relocated to its new premises in mid-November. In addition, T-MARC also attained considerable cost efficiencies through a variety of cost-cutting measures.

We are also very proud of the fact that T-MARC is celebrating its 9th anniversary. Over the last several years, the organization has witnessed solid growth and increasing maturity as it faces new challenges and achieves new goals!

We take this opportunity to thank our many partners—those who entrusted us with their support and those who helped us achieve success with so many diverse interventions. We look forward to continuing to work with all of you!

Sincerely,

A handwritten signature in black ink, appearing to be 'CS' followed by a long horizontal stroke.

Charles Singili  
Board Chairman

# TIMELINE OF MAJOR ACHIEVEMENTS FOR YEARS 1-9

2004

Tanzania Marketing and Communications (T-MARC) project starts



2005-2006

Launch of social marketing brands: Dume male condom, Lady Pepeta female condom and Flexi P oral contraceptive pills.



2007

T-MARC registered and transitions to local governance and management



2008

T-MARC diversifies its portfolio with new business



2008-2009

T-MARC supports MoHSW and Shelys Pharmaceutical in introduction of Oral rehydration salts (ORS) and Zinc for childhood diarrheal disease.



2010

End of T-MARC project and start of the Tanzania Social Marketing Program (TSMP)



2011-2012

Repositioning of social marketing brands



2015

Dume brand extensions launched: (Dume DESIRE and Dume EXTREME)



2015

T-MARC procures its own office building and warehouse as important step toward cost management and sustainability



2015/2020

T-MARC initiates journey towards full cost-recovery for Dume brand and organizational sustainability



# T-MARC TANZANIA'S BOARD OF DIRECTORS

T-MARC benefits from strong private and health sector leadership. Its board members are industry leaders from the private sector along with several senior health experts with a strategic view of the country's health priorities. T-MARC's Board of Directors include:



Mr. Charles G. Singili,  
Chairman of the Board



Mr. Heri Bomani,  
Board Member



Dr. Bennett Fimbo,  
Board Member



Mr. Tumaini Kimasa,  
Board Member and  
Operations Director



Ms. Diana Monica Kisaka,  
Board Member and  
Managing Director



Ms. Joyce Mhavile,  
Board Member

# T-MARC TANZANIA'S BOARD OF DIRECTORS

T-MARC would also like to recognize several founding members of the board for their important contribution to T-MARC's evolution: Ms. Margaret Parlato, Dr. Martin Alilio, Dr. Donan Mmbando, Amb. Ami R. Mpungwe, and Dr. Ellen M. Senkoro.



Mr. Alex Mgongolwa,  
Board Member



Dr. Mohammed Ally  
Mohammed,  
Board Member



Athanasia Aloyce Soka  
Board Member



Awaichi B. Mawalla,  
Board Member



Aida Nanguma Kiangi,  
Board Member





## MESSAGE FROM MANAGING DIRECTOR

I am proud of T-MARC Tanzania's many achievements this year and pleased to share our 2015 annual report with our many partners. Over the last year, we've sought to strengthen program performance, diversify our portfolio, as well as improve overall organizational sustainability—and I'm happy to say that we have succeeded on all fronts.

We are proud to have achieved all of our planned sales targets for our three long-standing social marketing products: Dume Classic, Lady Pepeta, and Flexi P. In addition, Flexi P continues to maintain its market leader position as the #1 leading combined oral contraceptive brand. We also successfully launched two new premium Dume condom line extensions, Dume DESIRE and Dume EXTREME, designed to strengthen the brand's overall cost-recovery. T-MARC is well on its way to becoming a sustainable social marketing entity in Tanzania.

I was also extremely proud and privileged to participate in September in the 2015 Global Women's Network, at the George W. Bush Presidential Center in Dallas, Texas. The event brought together private and public sector leaders, and the next generation of innovators to showcase collaboration and effective solutions to pressing challenges for women and girls—and I was proud to share T-MARC's successes at such a renowned event.

Needless to say, it has been a very busy year! This report highlights our major program activities. I hope you will enjoy reading it. We look forward to celebrating our 9th anniversary and facing all of the unique challenges that 2016 will bring. God bless.

Sincerely,

Diana Monica Kisaka  
Managing Director

# 2015

## HIGHLIGHTS



**11,259,648**  
Dume condoms sold



**836,100**  
Lady Pepeta female  
condoms sold



**2,856,816**  
Flexi-P combined  
oral contraceptives  
sold



**2 brand**  
Dume Desire and  
Dume Extreme



**88 Sex  
Workers**  
trained to promote  
female condom use



**5,141**  
persons reached  
with HIV prevention  
messages



**10,254**  
persons reached  
with family planning  
messages



**1,303,858**  
people reached  
through social  
media



**291,245**  
Couple Years of  
Protection



**57,721**  
Unintended  
Pregnancies  
Averted



**1,276**  
Deaths  
Averted



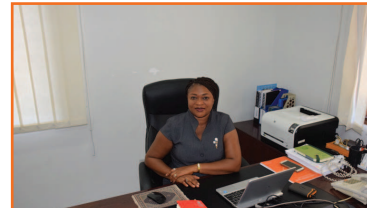
**1 New office**  
purchased  
and renovated



**1 New  
warehouse**  
under construction

# T-MARC TANZANIA'S NEW HOME

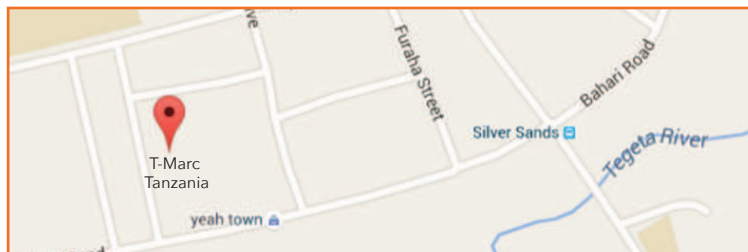
Several years ago, T-MARC Tanzania began pursuing its vision of owning its headquarters and warehouse. This concept was eventually approved by the Board of Directors and endorsed by Ministry of Health, Community Development, Gender, Elderly and Children. During this period, T-MARC management reviewed more than 45 different properties. Finally in June 2015, T-MARC successfully purchased a property. The space houses T-MARC's headquarters and warehouse, which will also provide additional income for the organization. While the warehouse was still under construction, T-MARC relocated to its new offices in November 2015



Our new home is located at:

T-MARC Tanzania  
Plot No. 215/217 Block D, Kuringa Drive, Tegeta  
P.O Box 63266, Dar es Salaam.  
Tel: +255 22 2650747 / 2650748 / 2650749

<http://www.tmarc.or.tz>



# MORE ABOUT T-MARC

## Our Values

- **Leadership** – T-MARC strives for top results in all initiatives it undertakes, stepping forward with innovative ideas, bringing together new partners and staying on the cutting edge of innovations in social marketing.
- **Accountability** – T-MARC is committed to achieving the highest level of transparency and ethics in all financial, management and partnership activities – holding itself accountable to donors, partners and beneficiaries of its programmes.
- **Respect** – T-MARC puts respect for the people of Tanzania first - revering diversity, valuing skills and strengths, and working collaboratively with the beneficiaries of its products and programmes.
- **Passion** – Staff at T-MARC maintain personal and professional enthusiasm for their work and is driven by a sense of purpose and a desire to do all they can to improve the social conditions of Tanzanian families.

## Our Expertise

Over the years, T-MARC has maintained its core focus on social marketing and behavior change communication, while expanding beyond HIV/AIDS and reproductive health to address new health and development priorities, including child survival, malaria, nutrition, and water and sanitation, and girls empowerment. Our expertise includes:

- Target audience research (both qualitative and quantitative) for product marketing and behavior change communication.
- Product design including branding, positioning, procurement, and packaging.
- Sales and distribution including knowledge of commercial distribution channels, sales and credit procedures, revenue collection and remittance, warehousing, and training of distributors and field force.
- Evidence-based behavior change communications including campaign design and implementation, mass media, social media, community-based mobilization, and interpersonal communication.

The following pages describe our product social marketing and behavior change communications and program efforts.

# **TANZANIA SOCIAL MARKETING PROGRAM**

# TANZANIA SOCIAL MARKETING PROGRAM

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Since 2010, T-MARC Tanzania has been an implementing partner to the Tanzania Social Marketing Program (TSMP). TSMP is a five-year program funded by the United States Agency for International Development (USAID) and led by Population Services International (PSI). Under this project, T-MARC Tanzania continues to market three social marketing brands: Dume male condom, Lady Pepeta female condom, and Flexi P combined oral contraceptive, which have been on the market since 2005/2006. TSMP is designed to create sustainable health solutions through a “Total Market Approach” (TMA) that gives consumers a broader range of products and prices.

The goal of TMA is to achieve a marketplace where all segments are reached with high quality products and services based on their ability to pay. Social marketing organizations are essential to growing the overall market by attracting new users and opening up new markets, particularly in rural areas. Through TSMP, PSI provides technical support to T-MARC Tanzania as well as PSI’s local social marketing affiliate, PSI/Tanzania. With the support of TSMP, T-MARC Tanzania’s social marketing brands celebrated many important achievements as highlighted in this report.

# HIV/AIDS Prevention

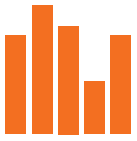
## Dume Condoms

During 2015, Dume achieved 11,259,648 units sold, exceeding the sales target and achieving a 131% increase over FY14 sales. The significant increase in sales was achieved even with a price increase of Dume Classic from TZS 18,000 to 21,000 in July 2015—in order to improve the brand's overall cost-recovery. Activities focused on increasing Dume's value and volume in the market, bridging distribution coverage and penetration gaps, strengthening trade marketing activities, and advancing line extension launch preparation. Dume's trade marketing activities reached across 19 regions (Dar es Salaam, Lindi, Mtwara, Pwani, Morogoro, Arusha, Kilimanjaro, Tanga, Manyara, Dodoma, Iringa, Njombe, Mwanza, Shinyanga, Geita, Kagera, Kigoma, Mara and Simiyu), including distribution and placement of point of sale (POS) materials, product merchandising and shelf displays, sales order generation, stock replenishment centre linkages and referrals.



Based on feedback received from the trade, T-MARC revised Dume's carton and dispenser size configuration to ensure that it was the same size as other cartons. The size difference negatively impacted distributor willingness to purchase Dume by taking up more truck and shelf space when compared to other brands. The new packaging material procurement consignment was finalized and introduced during the year.





## FACTS AND FIGURES DUME CONDOMS

**11,259,648**

Dume condoms sold

**88%**

distribution coverage in  
ADDOS

**110**

Fast Moving Consumer Goods  
and Pharmaceutical Regional  
Distributors throughout the country

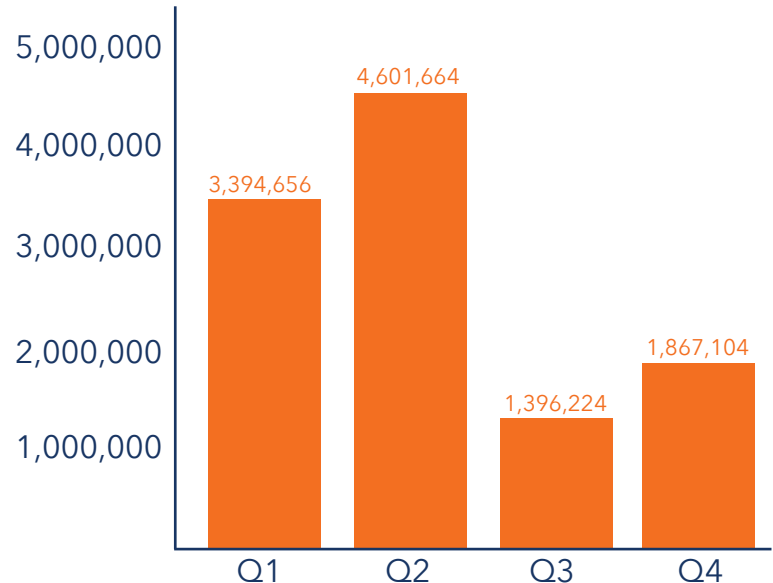
**8.6%**

distribution coverage

**776,497**

reached through social media

## SALES BY QUARTER



## Reaching Users in High-Risk Areas

To ensure “time-of-use” availability, T-MARC maintained 85 condom vending machines across 69 bars and guest houses in high risk areas of Kinondoni District in the Dar es Salaam region, increasing access to condoms for at-risk populations and resulting in 10,590 Dume condoms being sold.

### Interpersonal Communication (IPC)

TSMP refined its training material and implemented HIV prevention activities targeted at truck drivers and their assistants across four HIV priority regions: Mbeya, Iringa, Njombe and Shinyanga, reaching 5,141 people.



Male condom demonstration session with men at a bar in Dar es Salaam



HIV counseling and testing during truck drivers' interventions in Shinyanga.

## Dume Brand Extension

T-MARC launched two Dume condom brand extensions in November 2015. The new line extensions are Dume Extreme – studded, ribbed and mint scented condoms and Dume Desire – Strawberry scented condoms. These are ‘high-end’ consumer products targeting men with the ability and interest to pay premium price for a high quality product. T-MARC anticipates that these condoms will increase condom use in Tanzania, particularly for men ages 25-35. The Dume line extension are sold at a relatively higher price point of TZS 39,500 per carton compared to Dume classic at TZS 21,000 per carton, increasing value and volume in the market and improving cost recovery and sustainability for T-MARC Tanzania.



# Trade Engagement, Blitz and Merchandising campaigns

T-MARC implemented trade engagement events in four high volume regions of Dar es Salaam, Mwanza, Arusha and Mbeya. The events drew the participants from key stakeholders that included regional distributors, prominent wholesalers and government authorities. The main objectives were to create awareness on Dume line extension, secure an aligned understanding of Dume line extension and build and nurture positive relationships with the trade particularly the regional distributors and wholesalers thus enhancing their support for brand Dume. During the event, discussions were centered on why line extensions were being introduced, product attributes/features, pricing and planned promotional activities to support consumer demand.

T-MARC also implemented a product sampling and trade blitz campaigns across the four high volume regions. Sampling activities were held to give consumers an opportunity to interact with the line extensions, i.e. touch, smell, feel and given trial samples to create hype around the extensions, encourage word of mouth marketing (customer referrals), and stimulate uptake for the line extensions among current users and potential users. These activities generated quick uptake of the line extensions from retailers.



Benjamin to attending a Duka La Dawa Baridi outlet in Soweto, Mbeya town during Dume Trade blitz November 2015



The guest of Honor; DC Ilala District Mr. Raymond Mushi and RD - Edward Herry ( Edward Shop) showing the participants Dume extreme dispenser after official declaration of the Launch

## “Choices for a Real Man”

To promote the functional and emotional benefits of the new Dume premium brands, T-MARC launched a new radio spot with the ‘Choices for the Real Man’ tagline after pretesting. The radio campaign aired on stations with national reach, including RFA and Clouds FM and regionally on Mbeya FM and Ebony FM (Iringa and Njombe). T-MARC also developed supporting POS materials to raise brand awareness and visibility and to stimulate impulse purchases at point of sale. The brand line extension was officially launched through a press conference in Dar es Salaam, with representatives from T-MARC, PSI, and the Ministry of Health, Community Development, Gender, Elderly and Children. The launch activities received extensive media coverage including four national based newspapers (Majira, The Guardian, Jambo Leo, Daily News), four national TV stations (Star TV, ITV, Channel 10, Capital TV) and five national and regional (Dar based) stations (Mlimani Radio, Capital Radio, Radio One, Radio Free Africa and Magic FM).

**Unatoka vipi?**  
**Chaguo kwa**  
**Mwanaume**  
**wa Kweli**





# Social Media

With support from PSI, a social media agency (AIM Group) was contracted to develop a long term social media strategy for T-MARC brands and to build organizational capacity for managing these social media platforms. A comprehensive digital media campaign for Dume brand was developed to address the following marketing objectives:

- Reinforce Dume's mid-tier positioning
- Raise awareness and uptake for Dume line extensions
- Address behavioural barriers for condom use among Dume's target audience

Through social media (predominantly Facebook), Dume reached a total of 1,064,908 unique individuals with brand-related and HIV prevention /behavioural messages. 394,015 people engaged directly with the brand, primarily among males (88%) and females (12%) in the 18-34 age group.

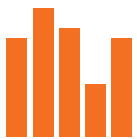


## Lady Pepeta Female Condom

In 2015, Lady Pepeta female condom achieved 100% of its annual sales target with 836,100 units sold. Efforts focused on strengthening sales to female sex workers (FSW) who are the most likely to use the product and reducing sales for unintended purposes. T-MARC closely monitored sales and movements of the product—in addition to a significant increase in price—to ensure that it reached its intended target audience.

To improve product availability and accessibility for Lady Pepeta, a product penetration and merchandising campaign was implemented in hot zone areas of Dar, Mwanza, Mbeya, Iringa and Shinyanga. Through these activities, 5,173 outlets were recruited as Lady Pepeta selling outlets. All of these outlets were also branded with Lady Pepeta POS advertising material. Outlet owners were given “O cube” displays and trained to perform product demonstration for the customers. A total of 8,760 pieces of Lady Pepeta were sold across the same outlets.





## KEY ACHIEVEMENTS LADY PEPETE

**836,100**

units sold

**42%**

market share for social marketing brands

**238,950**

unique individuals reached through social media (Facebook and Instagram)

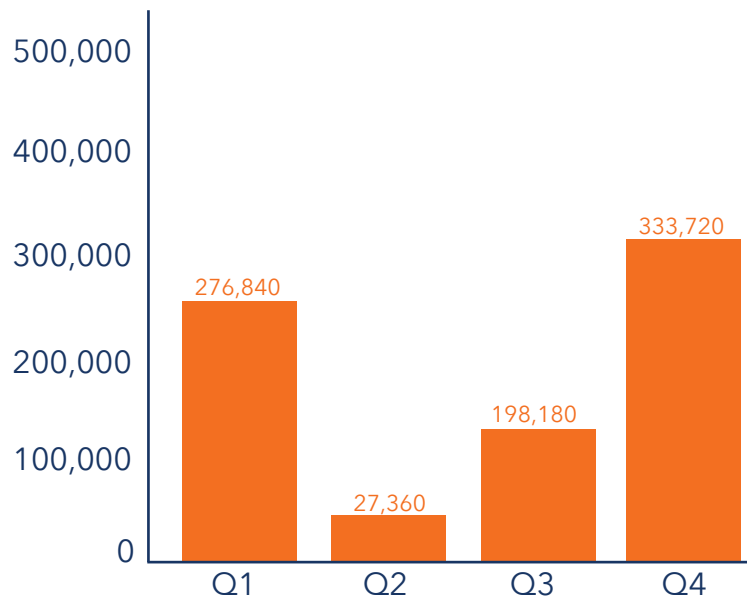
**93,190**

social media users engaged with the content

**5,173**

outlets recruited as selling points

## SALES BY QUARTER





# Increasing Demand for Lady Pepeta through Social Media

During 2015, Lady Pepeta was promoted on social media for the first time, generating significant interest and engagement. The majority of Lady Pepeta fans are women (84%) and 16% are men, living primarily in Dar es Salaam, Mbeya and Iringa. Lady Pepeta's social media campaign reached 238,950 unique individuals on social media with its engagement content for both brand-related and generic HIV prevention messages. Of those reached, 93,190 (or 39%) engaged with the content. The campaign's objectives were to:

- Increase awareness for the female condom and Lady Pepeta brand;
- Improve brand positioning to drive consideration of Lady Pepeta and reduce the stigma around the product;
- Address behavioural barriers for female condom use among target audience.



## Strengthening Interpersonal Communication for Lady Pepeta IPC

TSMP continued collaboration with the Husika project to promote Lady Pepeta during scheduled refresher trainings for SW peer educators. During the year, T-MARC participated in four Husika sex worker refresher trainings in Iringa, Mbeya, Dar and Shinyanga regions, reaching a total of 83 FSW and 5 MSM with female condom product knowledge, usage instruction, demonstration and Lady Pepeta brand talk messages. Lady Pepeta female condoms were distributed to the sex worker peer educators (approximately 10 packets each) for sampling and demonstration purposes when training fellow sex workers.



## Jipende! Salon-based Education

T-MARC continued Jipende! salon-based health education activities across four priority regions of Mbeya, Iringa, Dar es Salaam and Shinyanga reaching a total of 64 salons. With the end of TSMP, T-MARC is exploring the feasibility of handing over Jipende! salon educators to the MoHSW to enable them to continue to serve their respective communities



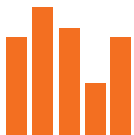
# Family Planning

## Flexi P Oral Contraceptive

During FY15, Flexi P combined oral contraceptive achieved 2,856,816 units sales, exceeding its sales targets for FY15 sales and achieving 28.6% above last year's sales performance. Flexi Ps strong sales performance was achieved despite a 32% price increase in price from TZS 17,000 to 22,500 per carton to RDs, contributing to increased product cost-recovery.



Outlet call visit for Flexi P at a pharmacy



## KEY ACHIEVEMENTS FLEXI P

**2,856,816**

units sold IN FY15

**75%**

market share for social marketing brands

**#1**

market position among combined oral contraceptives

**42**

pharmaceutical regional distributors country-wide

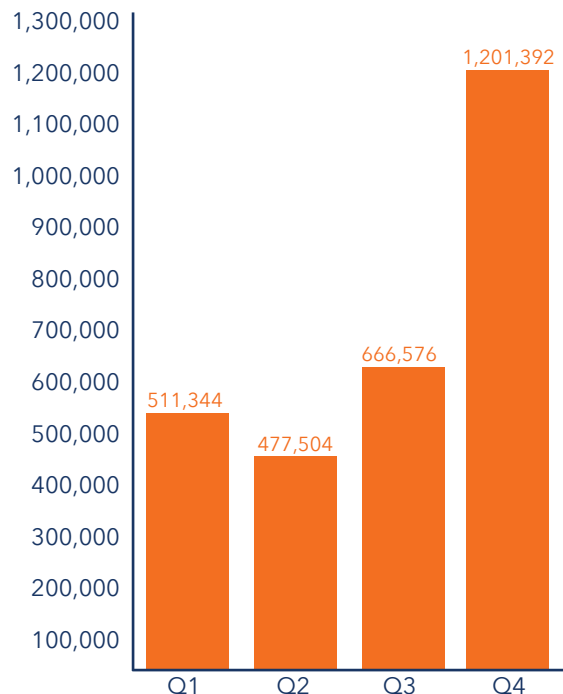
**776,217**

men and women reached with FP information via mass media

**10,254**

reached through small group information sessions

## SALES BY QUARTER



## Promoting FP Messages through Mass Media

T-MARC worked closely with Ministry of Health, Community Development, Gender, Elderly and Children to support development of modern family planning methods during national TV and radio talk show programs, reaching a total of 776,217 individuals. The programs included family planning TV talk show programs on East African Television (EATV) during the Wanawake Live TV program and the Radio One Doctor's program. T-MARC also took the TV program to the community and filmed one community group in Dar es Salaam consisting of both women and men who discussed prevailing myths and misconceptions about OC pill use in their respective areas. The importance of male involvement in family planning matters was also discussed, with testimonials on the use of OC pills given during both the clinic and community sessions.





## Below-the-line Activities

T-MARC supported below-the-line Flexi P activities, including Flexi P sponsored family planning education during community groups in Dar es Salaam, Kigoma, Tabora, Shinyanga and Singida. Through small group activities, T-MARC reached 10,254 people with family planning education (with emphasis on addressing barriers to OC uptake) and Flexi P brand messages.



Group discussion session during Flexi P sponsored family planning education in Musoma

## Testimonial Flexi P User

Ombeni is a Flexi P user from Temeke district, Dar es Salaam that has been using oral contraceptives for more than 13 years. She credits her family planning use to keeping her young and healthy and allowing her to plan her family. She acknowledges that she had some small inconveniences in the beginning, but these went away and she is now a satisfied and loyal user.



"I have been using family planning pills for 13 years now. When you look at me, I look like a young girl but I have 4 children. I used family planning pills to plan my family. At the beginning I experienced some small side effects such as headache, etc. but the situation is fine now."



## Family planning health days in Jipende! Salons

Family planning health days are Flexi P-sponsored family planning education sessions that take place in Jipende! salons whose premises can accommodate large gatherings of people. The implementation of family planning health days began in FY12 and has continued since due to their success and positive reception in communities. During the year, T-MARC implemented family planning health days across 53 Jipende! salons in Mbeya, Iringa, Shinyanga and Dar es Salaam. These venues provide a conducive environment in which women feel free to openly discuss OC pill method concerns, myths and misconceptions. A total of 1,542 people (1,100 women and 442 men) were reached during these participatory family planning education sessions.



# Market Research for Social Marketing Brand

## Data Verification Telephone Surveys

In FY15, T-MARC continued efforts to verify data collected through telephone interviews with outlets owners or attendants. This initiative was also designed to verify data collected by zonal coordinators to check availability of products, knowledge on recommended prices, awareness on stocking points and presence of POS material. The telephone interviews were mainly focused on the high volume and/or high HIV prevalence regions of Dar es Salaam, Mwanza, Arusha, Mbeya, Kilimanjaro, Dodoma, Morogoro, Njombe, Iringa and Shinyanga and were conducted from March to July 2015. A total of 6,265 telephone interviews were conducted. Key findings included the following:

- T-MARC's social marketing brands had relatively high availability in ADDOS: Dume 88.7%, Flexi P 93%, Lady Pepeta 41%.
- 18% of the ADDOs were branded with POS materials.
- Self-reported consumer prices for Dume, Flexi P and Lady Pepeta in almost all outlets was TZS 500—well above the recommended consumer price for Dume and Flexi P.
- In other fast-moving consumer goods outlets and pharmacies, Dume was available in 83% and POS materials were available in 22%

## MAP FMCG survey

This nation-wide survey was conducted among 12,546 outlets across 25 mainland regions. A total of 455 and 474 enumeration areas were sampled rural and urban areas, respectively. About 91% of the outlets were non-pharmaceutical outlets. The aim of the survey was to measure condom coverage, quality of coverage, and numeric distribution trends for Salama Halisi, Salama Studs, Salama 3Bomba, Dume, Lady Pepeta and Care female condoms and other socially marketed health products to measure progress made against TSMP's sales and distribution strategies and to inform project strategic priorities, activities and budget allocations. Key findings from the 2014 FMCG MAP survey include:

- Coverage defined as at least three outlets reporting "usually available" (usually stock a product) at the time of the survey was high overall for male condoms at 55% nationally. By location, male condom coverage trends continue to be higher in urban than in rural settings at 62% and 47% respectively. These trends have decreased slightly from the levels that were found in 2013 of 69% and 53% in rural and urban setting respectively.
- Dume's coverage was at 18% nationally and the brand is better represented in urban areas at 29% vs. rural areas at 8.1%. There are significant variations in Dume's coverage by region with Dar es Salaam demonstrating the highest coverage trends at 75% and the Manyara region representing one of the lowest coverage trends of 5%.
- By channel, Dume's numeric distribution (outlets audited with Dume in stock at the time of the survey) was better represented across pharmaceutical channels than FMCG channel as follows:
  - At 62%, 29% and 23% across Pharmacy, ADDO and DLDB outlets, respectively
  - At 2% and 7% across Kiosk and Shops (Dukas), respectively, at the time of visit. The figure below compares Dume's numeric distribution between 2013 and 2014.

## MAP Hot Zone Survey

TSMP conducted a 2015 MAP Hot Zone Survey to measure Dume and Lady Pepeta coverage, penetration and visibility trends in at-risk settings across Dar es Salaam, Mbeya, Iringa and Shinyanga regions with a sample outlet universe of 999 units. Results were analyzed and shared in the fourth quarter with the program team to monitor Dume and Lady Pepeta's coverage and distribution trends across priority hot zone locations. Key findings from the 2015 MAP Hot Zone survey:

- Confirmed significant male condom numeric distribution (availability) gains have been achieved across hot zone locations, which were at 63.9% in 2015 versus 39.8% in 2013.
- With distribution coverage of 87% across hot zone locations by channel, Dume's numeric distribution is well established in ADDO and pharmacy type one outlets at 75% and 71%, respectively, in high risk settings in 2015. This is a significant increase from last year's base of 46% and 59% respectively.
- Lady Pepeta's numeric distribution (availability) is 3.8% compared to last year's base of 2.1%



## Finalized the ADDO mystery client survey to measuring and quantify the impact of Flexi P's medical detailing campaign

An ADDO mystery client pre- and post- survey, was conducted to assess the impact of Flexi P's 2014 ADDO medical detailing campaign on Flexi P's visibility, availability and product administration trends across the channel. The pre-intervention survey was conducted in June 2014 and post intervention in October 2015. T-MARC's MER unit conducted the survey in order to collect data to assess the following issues: modern family planning method knowledge among drug sellers, family planning product knowledge comprehension and method referral practices, availability of family planning products at the time of visit and familyplanning counselling practices. This study was conducted in five randomly selected regions based on contraceptive prevalence rates, namely Tanga, Dodoma, Mwanza, Pwani and Singida. A total of 400 ADDOs were surveyed before and after the medical detailing intervention.



## Key findings from the survey:

- Confirmed that visibility of Flexi P branded POS materials across ADDOs visited has increased significantly from 17% at baseline to 55%
- Flexi P's availability was generally high and increased slightly from 81% at baseline to 86% after intervention.
- Compliance with Flexi P-recommended retail price practices was low, and the brand's retail selling price ranged from TZS 150 to TZS 1000. 88% of ADDOS visited at baseline were selling the product at TZS500 compared to 95% post-intervention.
- ADDO providers who provided counselling about modern family planning methods (MFPM) increased from 27% at baseline to 41%.
- Referrals for family planning counselling to nearby health facility increased from 11% at baseline to 24%.



## Our Strive for Organizational Sustainability

With TSMP support, T-MARC made great strides in revamping its mission and vision of the organization and refreshing its strategic plan. The Board of Directors committed to transforming T-MARC into a self-sustaining social enterprise and committed funds for the purchase of land, office spaces and a warehouse. T-MARC also attained considerable cost efficiencies through a variety of cost-cutting measures. This included merging the PR and Communications Department with the Business Development unit. T-MARC's HR policy and procedures were revised and approved by the Board in May 2015. The HR department refined staff job descriptions to align individual roles and responsibilities. In line with the original vision of TSMP, the organization is well on its way to becoming a strong, local social marketing entity in Tanzania.



# **GIRLS EMPOWERMENT PROJECT**



## Girls Empowerment – Hakuna Wasichoweza

In 2012, T-MARC started an innovative initiative with support from the United States Agency for International Development (USAID) and later Vodacom Foundation to strengthen school attendance and educational performance of young girls in the Mtwara region where school dropout and truancy rates are high. The reality is that the challenge of managing menstruation causes some girls to miss school or drop out altogether. To address this critical issue, the project was designed to:

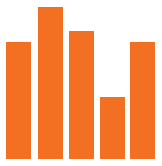
- provide low cost sanitary pads to 10,000 young girls in and out of school in Mtwara and Lindi regions of Tanzania to help them manage menstruation and improve their school attendance and performance;
- enhance the HIV prevention knowledge levels of adolescent girls to encourage them to delay the onset of sexual debut and to reduce high risk sexual behaviors to reduce schoolgirl pregnancies, school drop outs and sexually transmitted diseases including HIV.



T-MARC's M&E Staff conducts interviews with girls during the GEP outcome evaluation study conducted in October 2014



Eligible girls from Singino primary school and Mpapura Ward in Mtwara pose with their free sanitary pads after receiving training in the Hakuna Wasichoweza program



## KEY ACHIEVEMENTS

### HAKUNA WASICHOWEZA

**2,086**

in-school girls recruited into the program

**16,024**

free sanitary pads distributed to eligible girls

**45**

schools reached with menstrual hygiene management educational messages



Hakuna Wasichoweza Project Coordinator, Rukia Mchika (far right) and other participants pose for a group photo a stakeholder's meeting conducted by Foundation for Civil Society on October 6th, 2014



Group photo during sensitization meeting with Ward Executive Officers, representatives of school committees and teachers in Lindi.

T-MARC conducted menstrual hygiene management training sessions, reaching a total of 2,086 in-school girls in 20 schools in Mtwara region. Designed to be interactive and participatory, education sessions were conducted among a maximum of 50 girls. To increase access to sanitary pads, T-MARC procured sanitary napkins for girls that participated in at least 3 education sessions through Kays Hygiene Products Ltd. In 2015, a total of 16,024 pads were distributed to 2,086 in-school girls.

To achieve greater visibility and publicity for the project, T-MARC partnered with Femina HIP to extend the reach and visibility of menstrual hygiene management messages through their FEMA Magazine edutainment platform. T-MARC developed a cartoon highlighting the plight that many girls in Tanzania face regarding menstrual hygiene management, which was incorporated in two FEMA's magazine issues. Issues of the magazines were distributed across the 41 primary schools in Mtwara that have been reached and supported by the project.

In building capacity of women to locally produce re-usable pads, T-MARC conducted capacity building training to 3 women groups consisting of 19 women. This pilot enabled them to locally produce re-usable pads to sustainably meet the sanitary pad requirements of the girls and communities that have been intervened.

# Improving Awareness, Screening, and Treatment for Cervical Cancer

With support from the Bristol Myers Squibb Foundation (BMSF) through the Pink Ribbon Red Ribbon initiative, T-MARC Tanzania implemented targeted community mobilization and sensitization activities to increase the uptake of cervical cancer screening and treatment services in Tanzania. The 18-month cervical cancer intervention was implemented collaboratively between T-MARC Tanzania, the Medical Women's Association of Tanzania (MEWATA), Wanawake and Maendeleo Foundation (WAMA), the Tanzania Youth Alliance (TAYOA) and the Mbeya HIV/AIDS Network (MHNT) according to geographical coverage and areas of expertise.



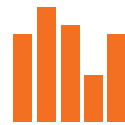
CECAP service provider conducting health talk to women of Pomerini ward who came for cervical cancer screening and treatment services



Community volunteers conducting sensitization session to women group at Kihesa ward

# **CERVICAL CANCER PROJECT**

In Iringa, T-MARC worked with two local community-based organizations, Tanzania Rural Women and Children Foundation (TARWOC) and Kikosi Kazi Jamii (KKJ) to lead community mobilization and demand creation activities to promote the uptake of cervical cancer screening and treatment services. Although the project's implementation activities ended in December 2014, the project disseminated the project's achievements, lessons learned and strategic recommendations among regional and district stakeholders in Iringa from January to May 2015. T-MARC worked closely with the Ministry of Health and Social Welfare through the Iringa Referral Hospital, participating health facilities offering cervical cancer screening and treatment services and its CBO implementing partners to further quantify and analyze reported awareness, referrals and service uptake numbers. Monitoring data reported by the community volunteers during each cervical cancer sensitization and health talk meeting, referrals cards collected from the health facilities and the health facility registers were used for this quantification exercise.



## CERVICAL CANCER AWARENESS

**14,195** men and **33,975** women sensitized on cervical cancer and the importance of early detection of the condition

**25,000** brochures and **3,400** posters distributed

**16,126** eligible women referred for cervical cancer screening and treatment services

**6,322** women screened for cervical cancer

## Testimonial

Furaha is a 45-year-old housewife and the first wife in a polygamous marriage. Furaha lives in Kisinga Ward of Iringa District Council. Furaha was encouraged to seek cervical cancer screening ward in early November 2014, by a trained community volunteer working through one of T-MARC's cervical cancer community awareness meetings conducted in Kisinga Ward.

"Since last year I have been experiencing stomach ache and especially lower abdominal pain for which I was given several antibiotics with no relief. This condition went on until the day when our ward leader convinced me to attend a cervical cancer health talk session where I was given a referral card and later visited Iringa Regional hospital for cervical cancer screening," she says.

Unfortunately, Furaha was found with large lesion and LEEP was conducted and a biopsy sample taken for further investigation. "This was a very difficult time for me. The existing belief in the village is that all cancer patients die. I was therefore very shocked when I was told that they needed to take my specimen for further investigation because they had noted signs of cervical cancer. However the health providers explained to me that cervical cancer can be treated and this has given me some hope," the mother of five said.



## Lessons Learned

T-MARC's experience revealed that transportation issues and unscheduled changes in service delivery days were most common obstacles to the uptake of routine services, particularly among women living within the rural communities. Women in Magulila and Izazi wards had to travel a distance of approximately 90 kilometers to access the nearest health facility offering cervical cancer screening and treatment services. Other challenges that influenced low uptake trends of routine facility based screening services included the low adoption of the referral cards system among participating facilities. Some community volunteers reported that there were instances where some of the sensitized women who confirmed to have gone for screening and were able to show the visitation cards, but yet confessed not to have handed over the referral cards. Loss of referral card, misplacements and the refusal to collect the referral cards on the part of some of the service providers were key factors that influenced the low submission and collection of the referral cards.



## T-MARC Participates in the Global Women's Network Summit

T-MARC's Managing Director participated in September in the 2015 Global Women's Network—held in Dallas Texas at the Bush Presidential Centre—which focused on ideas, innovation, and partnerships to promote women's education, health, and economic empowerment. The event was designed to bring together private and public sector leaders, and the next generation of innovators to showcase collaboration and effective solutions to pressing challenges for women and girls. Speaking on a panel of experts, Ms. Kisaka highlighted the partnership between T-MARC and Vodacom Foundation to use mobile technology (M-Pesa) to transfer funds and leverage resources for existing programs to support cervical cancer positive women to access referral hospitals for treatment—and the private sector's important role in bridging the health gap with the use of technology. Ms. Kisaka also highlighted best practices used to build the capacity of community-based organisations (CBOs) and community volunteers to support the mobilization and sensitization for women to come out and screen for cervical cancer in Iringa region.



Diana Kisaka – Managing Director T-MARC Tanzania at Global Women's Network Summit

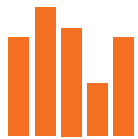
# **FAMILY MATTERS** **PROGRAM**

# FAMILY MATTERS PROGRAM

In 2014, T-MARC Tanzania initiated the scale up of Families Matter Program (FMP) with support from the Centers for Disease Control and Prevention (CDC). FMP is an evidence-based intervention for parents and caregivers of 9-12 year-olds that promotes positive parenting practices and effective parent-child communication about sex-related issues and sexual risk reduction. Topics include child sexual abuse (CSA) and gender-based violence (GBV). Many parents and caregivers need support to effectively define and convey their values and expectations about sexual behavior and to communicate to their children important messages about HIV, sexually transmitted infections (STIs), and pregnancy prevention. The ultimate goal of FMP is the reduction of sexual risk behaviors among adolescents, including delayed onset of sexual debut. FMP pursues this goal by giving parents the tools they need to protect and guide their children. FMP is a community-based, group-level intervention that is delivered over six consecutive sessions lasting approximately three hours apiece.

Each session builds upon the foundation laid in the previous session. The goal of the project is to reduce risky sexual behaviour among adolescents by delaying their sexual debut and consequently reducing HIV infection rates and early pregnancy among school-aged children. The first phase of FMP I (2008-2014) was implemented in Mtwara and Ruvuma regions; the second phase (FMP II – 2014-2016) focused on Shinyanga and Dar es Salaam.





## FAMILY MATTERS PROGRAM

- 1** Training of Facilitators Workshop  
Conducted in Dar es Salaam
- 12** facilitators trained; **7** certified as  
FMP facilitators
- 4,639** parents/guardians reached  
in Dar es Salaam and Shinyanga  
regions
- 1** End of Project Stakeholder's  
Meeting

To expand FMP in Shinyanga and Dar es Salaam regions, T-MARC recruited 12 gender balanced candidates to participate in a Training-of-Facilitators—a total of 7 individuals were ultimately certified as FMP Facilitators. All certified facilitator then went through an additional 3-day practicum to familiarize themselves with the enhanced FMP manual. T-MARC conducted informational meetings with parents, teachers, community elders, LGA officials, the youth and prominent leaders, which lasted 2-3 hours. T-MARC Tanzania partnered with Health Promotion Tanzania (HDT) to lead community mobilization and provide on the ground logistical support for FMP facilitators and field coordinator and with and Project Concern International (PCI) to initiate a capacity building component which would include organizational capacity assessments for CBOs, LGAs and implementing partners. In total, 4,639 parents/guardians were directly reached including an equivalent number of 9-12 year old children through the FMP in Dar es Salaam and Shinyanga. In late 2015, T-MARC also conducted an end-of-project meeting for the two areas.

## Testimonial-FMP Temeke District

Acting Municipal Executive Director Mr. John Bwana agreed that so many parents do not have the courage to talk to their children about sexual and reproductive health. This encourages them to seek answers from different places where the risk for wrong information is high. He further acknowledged that child abuse is high in Temeke Municipal and there are efforts from other stakeholders to address the challenge; "FMP is coming at the right time to further support the efforts."



# T-MARC TANZANIA'S SENIOR STAFF

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