



Rwanda

*"Inspiring Healthier Lives"*



## SFH RWANDA REPORT

**YEAR**  
**2015 - 2016**

### PROJECTS:

- RWANDA SOCIAL MARKETING PROGRAM FUNDED BY USAID
- DEPARTMENT OF DEFENSE FUNDED BY DOD
- GLOBAL FUND RBF/NSP HIV PROJECT FUNDED BY GLOBAL FUND



DECEMBER 2016

# Foreword

This annual is a summary of the achievements of the financial year 2016. I am delighted to share what transpired in the course of the year in Society for Family Health Rwanda.

We continued to deliver different health promotion and social marketing interventions around the country, contributing to improved health outcomes in the areas of HIV prevention, malaria, prevention, maternal child health, Family Planning, Nutrition and Water and sanitation to ensure increased access and availability of health services and products throughout the country.

In the year, SFH conducted HIV prevention services to the Military and communities surrounding the military bases in collaboration with Rwanda Defense Forces (RDF); continue to implement the Rwanda Social Marketing Program and the Global Fund HIV prevention project.

Our work has been a collaborative effort with our partners whom I wish to recognize in a special way. Specifically, I thank the Ministry of Health for continued policy direction, guidance and support and the local authorities for ensuring that the activities of SFH are relevant to needs of the communities and target groups. I wish to thank the US State Government through DoD and USAID Rwanda for the continued support to implement the DoD project and the Rwanda Social Marketing Program respectively. We thank the Government through the SPIU who enabled us to implement the Global Fund HIV prevention project throughout the country. This year, we also saw new opportunities begin to spring up in the areas of health promotion and introduction of new malaria prevention products in the country.

I wish to thank the community based organizations with whom we implemented relevant and targeted audience interventions in the communities through health promotion and social marketing of health products.

Manasseh Wandera Gihana  
**Executive Director**

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# Introduction and Background

Society for Family Health Rwanda is a registered Rwandan NGO with demonstrated experience and impeccable reputation in social marketing. For the purpose of ensuring long-term sustainability of social marketing programming in Rwanda, PSI/Rwanda with the support of the Government of Rwanda and funding from USAID launched Society for Family Health (SFH)/ Rwanda in April 2012. Since that time, PSI/Rwanda transitioned most of its activities, brand names, systems and programs to Society for Family Health (SFH)/Rwanda. As a local organization, SFH Rwanda with such history and background, SFH benefits from PSI's 20 years in Rwanda, and 41 years of behavior change communications experience in more than 65 countries.

For over 20 years of operation in Rwanda, PSI/Rwanda did a tremendous job to measurably improve the health of the most vulnerable Rwandans by providing them with readily accessible life-saving products, accurate health information, and services that empower people to make informed and healthy choices. During its life in Rwanda, PSI focused on various health areas such as HIV prevention, malaria, child survival, Family planning and nutrition. SFH's major interventions are centered on promotion of behavior change practices through improved communication techniques and social marketing of health products and services related to HIV/AIDS, Malaria, Family Planning, Water, Sanitation and Hygiene (WASH) and Nutrition.

Society for Family Health (SFH) Rwanda is one of the leading local Social Marketing and behavior change communication (BCC) Organization that specializes in innovative business approaches to empower vulnerable people to adopt healthier solutions. SFH has extensive experience in health promotion and communications related to Water, Sanitation and Hygiene (WASH), Nutrition, HIV/AIDS, Malaria, Family Planning & Reproductive Health. SFH uses private sector techniques to encourage healthy behaviors and make markets work for the poor.

## Vision, Mission and Core Values

The vision of SFH is to achieve sustainable health impact. Society for Family Health is driven by a mission to provide health promotion interventions using evidence based social marketing to empower Rwandans to choose healthier lives.

Society for Family Health achieves her purpose through integrity, accountability, long-term commitment, results focused, efficiency and innovation.

## What We Do

With vast experience inherited from PSI's 20 years operations in Rwanda, SFH is doing a tremendous job to measurably improve the health of the most vulnerable Rwandans by providing them with readily accessible life-saving products, accurate health information, and services that empower people to make informed and healthy choices.

SFH's major interventions are centered on promotion of behavior change practices through improved communication techniques and social marketing of health products and services related to HIV/AIDS, Malaria, Family Planning, Water, nutrition and promotion of improved household sanitation and safe hygiene practices.



## Target Groups

SFH's roadmap is driven by the steadfast commitment to meet the needs of the people we serve. As Rwanda's first local social marketing organization, we work with the public and private sectors to empower low-income and vulnerable people with behaviors that lead them to healthier lives. We target the most at-risk populations and other vulnerable groups such as key populations (Female Sex Workers and Men who have sex with other men) and priority populations (out of school youth, truckers and motor drivers), pregnant women and caregivers of children under five years.

## Our Methodology and Approach

Our core competencies and comparative advantage lies in community mobilization, development and dissemination of audience focused health messaging. We are very strong in behaviour change communication techniques, which we constantly innovate to suit the audience and the times and; are very culturally sensitive, gender aligned and focused on the most vulnerable members of the society for lasting health options. We apply a two-thronged methodology that combines behaviour change communication and social marketing to reinforce behaviour change towards good practices.

Our close links with the communities means we understand and value the partnerships we have built with them. Our high impact services at the community level that deliver sustainable growth and has created engines of change, means that SFH is an experienced and trusted organization that can deliver real change to the communities we partner. We also have a track record of building CBOs capacities, strengthening the resilience of communities and working with local governments and strengthening the systems through being part of the system. SFH has innovative ways of ensuring change can happen through being part of the communities and understanding their challenges. We currently have an active Memorandum of Understanding (MoU) with association of Local Governments in Rwanda (**RALGA**) composed of all the 30 districts in Rwanda where they pledged to support SFH in her efforts to fight Malnutrition, poor sanitation, HIV and Family planning efforts among others.

## Programs Implemented in 2015/2016

### Rwanda Social Marketing Program

The Rwanda Social Marketing Program (RSMP) is funded by USAID and is implemented by Society of Family Health (SFH Rwanda) since October 2012 with the aim of improving the lives of the poor and vulnerable populations. RSMP focused on availability and access of socially marketed products to the community, demand creation for those products, strengthening the community based organization and capacity building for the organizational staff.

The program was extended between October, 2015 and October, 2017 with an expanded Scope of Works (SOW). The expanded RSMP facilitated additional health communications support activities at the community level aimed at: (i) reducing transmission of HIV/AIDs, (ii) prevention and controlling of infectious diseases, (iii) improving child survival, maternal health, and (iv) promote family planning and reproductive health among people living with, or affected by HIV, Female Sex Workers (FSWs), men who have sex with men (MSM), youth, pregnant women, and caregivers of children under five years. The program is implemented in all the 30 districts of Rwanda

The overarching goal of RSMP was to promote behavior change practices through improved communication techniques and social marketing of health products and services in Rwanda. This goal was achieved through 4 specific objectives as highlighted below:

- Objective 1:** Increased availability and access to socially marketed products and services in Rwanda
- Objective 2:** Increased health promotion interventions through audience focused BCC and demand creation for socially marketed products and services in Rwanda
- Objective 3:** Capacity building and strengthened partnerships with Community-Based Organizations reaching at key populations
- Objective 4:** Increased capacity of SFH to provide sustainable, high impact health communication and social marketing interventions in Rwanda

## Rwanda Military Program - US Department of Defense

From March 2014 to September 2017, SFH Rwanda supported Ministry of Defense represented by Medical Regiment, through DoD-PEPFAR funding to provide mobile HIV testing services to Rwanda Defense Force (RDF) members, their family members and communities surrounding military barracks to reduce new HIV infection. During that period of three years and a half, in close collaboration with RDF medical staff, SFH Rwanda had tested 86,581 people. Among them, 2,388 were tested HIV positive (2.7%) and 1,969 (82%) were linked to ARVs treatment.

## Global Fund HIV Program - Global Fund

The Global Fund HIV Program is a framework and grant agreement with the Global Fund through the RBC/SPIU. The program implemented HIV prevention activities focused on Behavior Change Communication (BCC), Condom Social Marketing and condom distribution to ensure condom (Plaisir brand) availability and accessibility in all districts of the country.

## Access Bank - Sanitation Project

This is a project that was implemented in partnership with Access bank Rwanda as part of their corporate social responsibility. The activities are around school and environmental sanitation and hygiene.

## Program Income from Distribution of Health Products

The health products that are socially marketed included prudence condoms under RSMP, Plaisir condoms under Global Fund, FP commodities (pills and commodities) branded Confinance, WASH products branded Sur'eau and P& G, Nutrition product branded Kuza Neza.

## IMPACT DASHBOARD FOR 2016

The following chart shows the health impact we contributed to in the financial year 2015/2016 using our impact metric of DALYs.

## 2015-2016 DALY TARGETS

### HIV/AIDS



Prudence Condoms

**PLAISIR**  
○○○○

**Protect**  
CONDOMS

DALYs TARGET

**244 574**

DALYs ACHIEVEMENTS

**228 824**

### CHILD SURVIVAL



DALYs TARGET

**469**

DALYs ACHIEVEMENTS

**329**

**TOTAL**

DALYs TARGET

**492 861**

DALYs ACHIEVEMENTS

**461 756**

### REPRODUCTIVE HEALTH



Prudence Condoms

**Protect**  
CONDOMS

**PLAISIR**  
○○○○

DALYs TARGET

**247 818**



DALYs ACHIEVEMENTS

**232 607**

## FY2016 DALYs ACHIEVEMENTS

HEALTH AREA	FY16 TARGET	FY16 ACHIEVEMENT	DALY'S (TARGET)	DALY'S ACHIEVED	PERCENTAGE ACHIEVEMENT (DALY'S)
<b>HIV/AIDS PREVENTION</b>					
Prudence	12,000,000	11,660,410	179,139	174,070	97%
Plaisir	2,000,000	1,283,707	29,857	19,164	64%
Military Condoms	2,350,000	2,350,000	35,081	35,081	100%
Individuals tested negative	25,089	25,618	469	479	102%
Individuals tested Positive	1,511	1,586	28	30	107%
<b>CHILD SURVIVAL</b>					
SUR'EAU	220,000	158,157	449	323	72%
P&G	1,000,000	101,939	20	2	10%
<b>REPRODUCTIVE HEALTH</b>					
Prudence	12,000,000	11,660,410	179,139	174,070	97%
Plaisir	2,000,000	1,283,707	29,857	19,164	64%
Military Condoms	2,350,000	2,350,000	35,081	35,081	100%
Confiance Pills	60,000	98,441	1,677	2,751	164%
Confiance Injectable	20,000	14,928	2,064	1,541	75%
<b>TOTAL DALY'S</b>			<b>492,861</b>	<b>461,757</b>	<b>94%</b>

## FY16 CYP: REPRODUCTIVE HEALTH

The table below summarizes the CYPs contributed to, as a result of distributing Family Planning commodities namely; Condoms and confidence pills and injectables.

PRODUCT	FY16 TARGET	FY16 ACHIEVEMENT	CYP (TARGET)	CYP ACHIEVED	PERCENTAGE ACHIEVEMENT (CYP)
Prudence	12,000,000	11,660,410	100,000	97,171	97%
Plaisir	2,000,000	1,283,707	16,666.60	10,697.50	64%
Military Condoms	2,350,000	2,350,000	19,583.30	19,583.30	100%
Confiance Pills	60,000	98,441	4000	6,562.70	164%
Confiance Injectable	20,000	14,928	5000	3,732	75%
<b>Total</b>			<b>145,250</b>	<b>137,746</b>	<b>95%</b>



# HIGHLIGHT BY HEALTH AREA

## HIV/ AIDS PREVENTION

### INTERVENTIONS

- 25 HIV educators from military Anti-AIDS clubs and 8 Lay Counselors from military brigades were trained in care and support for follow-up of people tested HIV positive and referred to Health Facilities
- 117 peer educators (Key Population) were trained in care and support for follow-up of people tested HIV positive and referred to Health Facilities
- Memorandum of Understanding (MoUs) signed with thirty-eight (38) health centers to support the established referral system and strengthening linkage to ART services
- New price set for Plaisir condom to enable cost recovery
- HIV infections among key and priority population as well as general population

### HEALTH IMPACT

- 27,204 individuals got to know their HIV status and were counselled on healthy behaviors through mobile HTC. Those who tested negative were counseled on how to prevent infection while those who tested HIV positive were linked to health centers for ART and support through a counter referral system
- 829 individuals who tested HIV+ were successfully enrolled for ARV services
- 184 FSWs were home visited by peer educators for community based support in regards to ART adherence, psychological support and nutrition counseling
- Reduction of new HIV infections



HIV Testing by RDF staff



HIV pretest counseling by RDF staff

# MALARIA PREVENTION

## INTERVENTIONS

- Behavior Change Communication (BCC) interventions aimed at promoting consistent and correct use of LLINs with special focus on pregnant women and children under 5 years (CU5)
- Packaging of malaria drugs (ACTs) under PRIMO brand



CBO conducting drama on malaria prevention t

## IMPACT

- Increased correct and consistent use of LLINs
- Malaria prevention through a wide range of mosquito repellent products available easing access and usage for malaria prevention

# NUTRITION

## Interventions

- Behavior Change Communication (BCC) interventions aimed at providing nutrition education and counselling with focus on pregnant and lactating mothers



## NEW ACTIVITIES/ EFFORTS

- Introduction of KUZA NEZA micro nutrient powder on the market
- KUZA NEZA baseline study conducted
- Advocacy activities implemented through SUN- Alliance Rwanda supported by New Venture Fund
- Discussions with African Improved Foods at an advanced stages to distribute nutritious quality fortified foods targeting pregnant, lactating women and children under 6 months

## IMPACT

- Better nutritional practices among pregnant and lactating mothers
- Improved health for mothers
- Improved health for children under five



Mothers of children under-five and pregnant women attending a nutrition session



# REPRODUCTIVE HEALTH

## INTERVENTIONS

- Behavior Change Communication (BCC) interventions aimed at increasing uptake of FP services and products
- Distribution of Contraceptive methods (Condoms, Pills and Injectable)



FP education session for men and their spouses

## IMPACT

- Increased uptake of FP Services
- Increased access to SRH information by the youth
- Increased male involvement in FP services

# SANITATION AND HYGIENE

## INTERVENTIONS

- Behavior Change Communication (BCC) interventions aimed at promoting proper hygiene and sanitation practices
- Distribution of water treatment products (Su'eau and P&G)



Rapid promotion and demonstration of WASH products: P&G

## IMPACT:

### NEW INTERVENTIONS/ EFFORTS

- Improved hygiene and sanitation behavior and practices
- Increased access to clean and safe water



# MATERNAL CHILD HEALTH (MCH)

## INTERVENTIONS

- Behavior Change Communication (BCC) interventions aimed at promoting recommended 4+ ANC visits targeting pregnant women and 1000 days window of opportunity

Better maternal, newborn and child care practices



HIV pretest counseling by RDF staff