FY2018 ANNUAL REPORT

'Shaping Healthier Lives'
FOREWORD

Welcome to this issue of Society for Family Health Annual Report. 2018 was a unique year for SFH Rwanda as we continued to focus on what we do best: inspire healthier lives for the Rwandan people through behavior change communication and social marketing.

This annual report highlights the key activities and health impact that Society for Family Health (SFH) was able to contribute towards over the last twelve months, January to December 2018.

We continued to provide increased access and availability of services to the most at-risk populations, hard to reach and vulnerable groups four communities through a range of Health promotion interventions and social marketing of health products throughout the country.

SFH Board and leadership in collaboration with partners reviewed the performance of the strategic plan (2014-2018) and attempted to sketch the new strategic plan (2019 – 2024), learning from the changing landscape of donors, changing dynamics of the country priorities and the changing needs of our target communities. This saw new priorities emerge for health promotion including focusing on evidence base to deliver targeted and audience relevant interventions to the communities; a move to explore innovative technologies and ensure increased access and availability of health products, systems re-engineering and focus on building staff capacity in social behavior change communication.

This year, SFH continued to collaborate with: US Department for Defense (DOD) to continue delivering HIV prevention services to the Military and communities surrounding the military bases in collaboration with Rwanda Defense Forces (RDF); USAID/Rwanda through the Rwanda Social Marketing Program to deliver high impact health promotion interventions in malaria, family planning, HIV and Maternal and child health; US based SC Johnson to bring to scale malaria prevention BCC interventions in the country including social marketing of mosquito repellents around the country. SFH also continued to scale up sanitation promotion in selected districts through collaboration with UNICEF.

I delighted to announce that SFH delivered a total of 131,353 CYPs and 2,307,162 DALYs in the financial year 2018 (92% and 232% respectively), contributing to reduction of HIV/STIs, unplanned pregnancy and diarrhea diseases thereby improving health outcomes in HIV/AIDS, Child survival and reproductive health of the Rwandan people.

Below are key milestones:

SFH launched into systems strengthening through collaboration with the Ministry of Health through construction of health posts to bridge the gap of the number of health posts required in the country so as to deliver quality
and equitable health services for the vulnerable communities. As at December 2018, SFH had constructed 31 HPs providing integrated health services to target populations in the rural and peri-urban settings.

Our malaria prevention and social marketing space grew through renewed collaboration with SCJ Johnson in which 254 community health workers and peer educators were trained to strengthen the community level interventions. The collaboration also saw SFH introduce social marketing of mosquito repellents in Rwanda thereby contributing to significant reductions of deaths due to malaria.

The roadmap to developing our organizational strategic plan (2019-2024) begun at the end of 2018 and we now look forward to the years ahead and confident that we shall continue to deliver more health impact for the vulnerable communities.

It is important to acknowledge that our work is a collaborative effort, and we express here our appreciation to all those who have contributed to SFH work in the financial year 2018. SFH has been able to achieve this year’s success because of the continued commitment of our partners and policy guidance from MOH and the local authorities. 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 for the confidence in SFH to implement the Global Fund HIV prevention project throughout the country during the year. I wish to further extend our appreciation to UNICEF for coming alongside SFH to bring sanitation services to the poor and underserved communities of our country. My deepest appreciation goes to SC Johnson with whom we have successfully implemented the malaria prevention pilot project this year. I thank the World Health Organization, AMREF and Imbuto Foundation who supported the MOH through partnership with SFH to develop Health Posts in different parts of the country to reduce barriers to access to health services such as distance to improve on the health outcomes for the Rwandan people.

I wish to, in a special way thank the other NGOs, community health workers and community-based organizations with whom we have successfully implemented the various health interventions in FY2018.

Manasseh Wandera Gihana
Executive Director
Table of Contents

FOREWORD ................................................................................................................................. 0
Table of Contents .......................................................................................................................... 3
Acronym List .................................................................................................................................. 4
Introduction and Background ......................................................................................................... 5
Vision, Mission and Core Values ..................................................................................................... 5
What We Do .................................................................................................................................. 5
Programs Implemented in 2017/2018 ............................................................................................ 6
Rwanda Social Marketing Program – USAID Rwanda ....................................................................... 6
Rwanda Military Program - US Department of Defense ............................................................... 8
Global Fund HIV Program - Global Fund ....................................................................................... 9
Malaria Prevention – Targeted Expansion: SC Johnson .............................................................. 9
Systems Strengthening – Collaboration with MOH ..................................................................... 11
HIGHLIGHT OF FY2018 ACHIEVEMENTS ................................................................................. 12
IMPACT DASHBOARD- DALys FOR 2018 .............................................................................. 12
IMPACT DASHBOARD - CYP FOR 2018 .................................................................................... 13
Monitoring surveys and formative research .................................................................................. 13
SFH products at a glance ................................................................................................................ 16
Acronym List

ANC Antenatal Care
ART Antiretroviral Treatment
BCC Behavior Change Communication
CBOs Community Based Organizations
CHAIN Community Health and Improved Nutrition
CYP Couple Years of Protection
FP Family Planning
GOR Government of Rwanda
GP General Population
HC Health Center
HIV/AIDS Human Immunodeficiency Virus/Acquired Immune Deficiency Syndrome
IEC Information Education Communication
IPC Interpersonal Communication
ITN Insecticide Treated Nets
JADF Joint Action Development Forum
KP Key Population
LA/ PMS Long Acting and Permanent Methods
LLINS Long Lasting Insecticide-Nets
MCCH Maternal Child & Community Health
MCH Maternal and Child Health
M&E Monitoring and Evaluation
MoH Ministry of Health
MOU Memorandum of Understanding
MSM Men who have sex with men
PLHIV People Living with HIV
P&G Procter and Gamble/ water disinfectant
PLWHIV People Living with HIV/AIDS
PNC Postnatal Care
QI Quality Improvement
RH Reproductive Health
RSMP Rwanda Social Marketing Program
SFH RWANDA Society for Family Health Rwanda
STIs Sexually Transmitted Infections
TWG Technical Working Group
USAID United States Agency for International Development
USG United States Government
WASH Water, Sanitation and Hygiene
Introduction and Background

Society for Family Health Rwanda is a registered Rwandan NGO with demonstrated experience and impeccable reputation in social marketing. For 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’s20 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.

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 social marketing related to Water, Sanitation and Hygiene (WASH), Nutrition, HIV/AIDS, Malaria, Family Planning & Reproductive Health. SFH works with community based organizations to deliver interventions in the local communities including community health worker cooperatives/associations.

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 and behavior change communication and 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

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 around promotion of behavior change practices through improved communication techniques and social marketing of health products and services related to maternal and child health, HIV/AIDS, Malaria, Family Planning, nutrition and promotion of improved household sanitation and safe hygiene practices.
25,305 individuals. 49,290 individuals were reached with malaria prevention messages through community drama and mobile videos. In addition, mass media interventions on radio (talkshows, radio mentions and radio spots) were aired across the country, contributing to a reduction of malaria incidences in Rwanda. In addition, according to the WHO World Malaria Report 2018, although progress in malaria has stalled globally, Rwanda has noted a reduction in its malaria burden, with 430,000 fewer cases in 2017 than in 2016.
Rwanda Social Marketing Program – USAID Rwanda

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 goal of the program is to promote behavior change practices through improved communication techniques and social marketing of health products and services with the following objectives:

The focus of FY18 was to facilitate availability and access to health products and services; promotion of correct and consistent use of products; and increased knowledge and awareness of the target audiences for improved wellbeing across 4 health areas namely: HIV prevention, malaria, family planning, maternal and child health. Targeted audience Behavior Change Communication (BCC) interventions were organized and conducted, influencing positive health behaviors and practices within the target populations and contributing to health impact around MCH, FP, Malaria prevention and HIV.

During the year, a combination of high impact community and national level health promotion interventions were conducted in various parts including social marketing of the prudence condoms.

933 pregnant women were reached through IPC and door to door visits thereby contributing significantly to reduction in maternal and infant mortality. 47,674 individuals were reached outside the facilities with FP messages against a target of 47,611 (100%) through male engagement events, mobile video, community drama and mobile family planning counselling; 2,667 individuals adopted modern family planning methods, resulting into SFH contributing to improved health outcomes and healthier lives for families.
Rwanda Military Program - US Department of Defense

In 2018, 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. SFH Rwanda had tested 24,437 individuals. Among them, 402, tested HIV positive. Among them, 102, couples tested together, 5 couples received HIV + results (5%) including 4 discordant couples (4%). 1,318 were FSWs, 223 of them tested HIV + (17%), 102 were tested as index cases, 59 sexual partners with 22 positives (37%); 43 children HIV positive; 3 of them were HIV positive (7%). 264 clients started ART versus 290 newly tested (91%).
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. 1,838,147 Plaisir condoms were distributed against a target of 2,800,000 – 66%. This was due to stockout in October to December 2018. 23,604 individuals were reached vs 23,600 through special events throughout the country to raise awareness on HIV risk reduction through condoms use.

Malaria Prevention – Targeted Expansion: SC Johnson

The pilot project officially ended in March 2018 and following its success a scale up in 5 new districts was launched including distribution of mosquito repellents in six districts. By the end of the year, 254 CHWs and 9 Peer Educators were trained to deliver raise awareness on malaria prevention in the communities and demonstrate correct product use. 83,619 individuals were reached through small group sessions in 5 districts in the year. In addition, 280 outlets were created, and the following products sold: 15,699,600 pieces of coils, 5,338 OFF! Lotion tube and 19,750 OFF! Sachets.
Rural Sanitation – UNICEF

The rural sanitation program aims to achieve universal access to basic sanitation services and improves hygiene practices. In the year 2018, SFH did several policy, district and community level interventions to improve sanitation and hygiene practices in Rwanda. SFH in collaboration with UNICEF developed modules and revised existing monitoring tools to align them with SDGs monitoring and community-friendly minimum guideline for latrine construction which was approved by MOH for use countrywide. In addition, capacity of 2,710 from 7 districts (Gakenke, Rusizi, Karongi, Rutsiro, Nyaruguru, Rubavu, Ngororero and Nyamagabe) local authorities was built through training. 654,912 people were reached using existing GoR structures, 566,540 targeted and 84 latrine builders trained Versus 217 targeted. In addition, household in 8 districts were able to construct new 4540 latrines, versus 4,000 planned to date with voucher and 34,794 households were able to upgrade poor quality latrines.
Systems Strengthening – Collaboration with MOH

In the year 2018, SFH launched into systems strengthening in collaboration with the Ministry of Health to increase access to health services and reduce the disease burden in the communities. By December 2018, 31 health Posts had been constructed as follows: Nyanza: 12; 10 funded by AMREF/GSK and 2 by SCJ; 9 in Nyagatare: by SCJ; Burera: 3; 2 by WHO/UN, 1 by Foundation for Health & Development of Africa; Gatsibo: 6; 4 by AMREF/GSK, 2 by Apex Biotech and Kamonyi: 1 by Dr Clet Niyikiza of LEAF Pharmaceuticals Ltd.
HIGHLIGHTS OF FY2018 ACHIEVEMENTS

SFH during the financial 2018 continued to support availability and accessibility of affordable health products for better health outcomes, using the established distribution channel consisting of wholesalers, semi-wholesalers and retailers. The health products distributed were; Prudence, Protect and Plaisir condoms, Confiance Pills, Confiance injectables, micronutrient powder for children under five years and water purifiers (Sure’eau and P&G). These contributed significantly to the reduction of new HIV infections and other sexually transmitted infections (STIs), unwanted pregnancies, unmet need on FP, prevention of diarrhea related diseases and improved maternal child outcomes. In addition, the products distributed were accompanied behavioral change communication interventions with key messages that created demand, promoted correct and consistent use for self-efficacy and maximum health impact. The table below summarizes the achievements for the year versus the targets.

IMPACT DASHBOARD - DALYs FOR 2018

<table>
<thead>
<tr>
<th></th>
<th>ANNUAL TARGET</th>
<th>ANNUAL ACHIEVEMENT</th>
<th>% ACHIEVEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prudence Condoms</td>
<td>13,125 000</td>
<td>11,639 834</td>
<td>89</td>
</tr>
<tr>
<td>Plaisir Condoms</td>
<td>2,800 000</td>
<td>1,838 147</td>
<td>66</td>
</tr>
<tr>
<td>Confiance Pills</td>
<td>66 000</td>
<td>153 962</td>
<td>233</td>
</tr>
<tr>
<td>Confiance Injectables</td>
<td>22 000</td>
<td>35 090</td>
<td>160</td>
</tr>
<tr>
<td>Sure’eau Water Purifiers</td>
<td>242 000</td>
<td>275 353</td>
<td>114</td>
</tr>
<tr>
<td>P&amp;G Water Purifiers</td>
<td>500 000</td>
<td>1,725 141</td>
<td>345</td>
</tr>
</tbody>
</table>
Monitoring surveys and formative research

SFH’s mission is to deliver evidence based social and behavior change communication interventions. During 2018, SFH embarked on conducting monitoring survey using interactive voice technology to determine key outcomes included behavioral outcomes, knowledge and exposure to messages.

Monitoring and evaluation of RSMP message dissemination was undertaken with VIAMO surveys (Malaria, FP and MNCH) with the Technical support of Breakthrough ACTION. As illustrated above analysis provides data informing estimates of reach of radio and community initiatives for Maternal Neonatal and Child Health, Family Planning and Malaria. These data are representative of audiences that are the most reached, especially through mobile radio, and community level reach can be triangulated with those gathered at events themselves. The surveys also show effect of messages on knowledge, behavior and practices.

Formative research informing social and behavior change communication: RSMP with technical support from Breakthrough ACTION completed the co-design of the formative research, on Maternal, Neonatal and Child Health, Family Planning and Malaria,

SFH launched a serial drama, “Umurage” (UMC) on integrated message (MCH, FP, PNC, and Malaria Prevention) order to intensify promotion of ANC, malaria prevention and postpartum family planning among women for improved maternal and child outcomes in Rwanda.
Capacity building
In the course of the year, SFH conducted and participated in training and capacity building interventions in order to build capacity to deliver high impact health communication in Rwanda. Training was undertaken for SFH staff, partner CBOs including community health workers.

Participants from SFH, RHCC, RHTWG, MOH, UNICEF during the Strategic Communication Workshop in Musanze, April- May 2018
Training of CHWs in June 2018 in Kayonza
SFH products at a glance

INSPIRING HEALTHIER LIVES

SOCIAL BEHAVIOUR CHANGE  PRODUCTS  ENABLING HEALTH

LEGEND
- RSWP
- GLOBAL FUND
- SC JOHNSON
- UNICEF

FY18 ANNUAL REPORT VOLUME TWO | 16
HEALTH INTERVENTIONS

FAMILY PLANNING

MATERNAL & CHILD HEALTH

WASH

RURAL SANITATION: IMPROVED LATRINES

HEALTH POSTS

HIV PREVENTION

MALARIA CONTROL AND PREVENTION

MATERNAL & CHILD HEALTH

FAMILY PLANNING

MALARIA CONTROL AND PREVENTION

WASH

RURAL SANITATION: IMPROVED LATRINES

HEALTH POSTS