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T-MARC outreach educator (right) providing condom use education to a university student in Dar es Salaam during Dume condom line extensions sampling activities.
Photo: Aqrev Binarv for T-MARC

TANZANIA

USAID SOCIAL ENTERPRISE ACTIVITY (USES A)

The USAID Social Enterprise Activity (USES A) works to improve the health status and sustain economic growth in Tanzania by preventing the spread of disease (particularly HIV/AIDS) and unwanted pregnancies through the attainment of the following objectives:

- Increase the supply and sales of Dume Condoms and Flexi P Oral Contraceptive Methods (OCs) to target willing and able to pay for these products.
- Increases the effective demand among target consumer groups for Dume and Flexi P products.
- Transition T-MARC's health products (Dume and Flexi P) marketing from grant dependence to a self-sustaining social enterprise.

Tanzania is experiencing a generalized HIV epidemic with a national prevalence of 5% (2016/17), low contraceptive use of 38% (TDHS/MIS 2015/16) and a large unmet need for family planning. According to WHO, UNFPA and UNAIDS, condom programming has shown to be one of the most effective and sustainable prevention methods for HIV/AIDS, STIs and unintended pregnancies. Additionally, provision of Oral Contraceptive Methods (OCs) through social marketing is an important means for ensuring women have access to modern family planning methods when they need them.

USES A adopts social enterprise approaches and tools to transition Dume and Flexi P products to full cost recovery and ensure their sustainability without donor support by 2019. The project targets middle-income audiences with ability to pay for the full commercial value of the products. T-MARC works collaboratively with other market players to segment the condom and OCs markets in a manner that increases the user base for these products to achieve market growth. USES A works with private sector distributors on a win-win basis to expand accessibility of Dume and Flexi P in urban centers.

RESULTS TO DATE

- In FY18, USESA initiated Flexi P sales after 2-year period of product stock out. The return of Flexi P was supported by new refreshed packaging and a price increase to cover 108% cost recovery of the brand. Product detailing activities were conducted for Flexi P to communicate its new look and pricing with traders, reaching 1,477 pharmacy and ADDO attendants.
- USESA expanded its distribution reach to 17 regions (from 4 at project inception) and has serviced 5,653 Dume condoms selling outlets and 3,003 outlets for Flexi P since the project inception. To support Dume's uptake, a mass media campaign was implemented reaching nearly 4 million men.
- The brand also reached over 400,000 people through social media activities, and over 100,000 people through face-to-face Dume line extension product sampling activities. These activities have contributed to a sales performance of 19.4 million pieces of Dume condoms over the past two-year period of the project, with 80% cost recovery and distribution 257,040 lady Pepeta female condoms. Flexi P has sold 922,176 cycles during the last one year and seven months since its return to the market.
- This sales performance for Dume and Flexi P represents a health impact of 226,028 CYPs, 37,619 pregnancies averted, and 17,8850 DALYs.

BUDGET \$3 million

DURATION

January 2017 – December 2019

ACTIVITY LOCATIONS

Urban Tanzania with focus on the country's main commercial hubs (Dar es Salaam, Arusha, Mwanza and Mbeya).

IMPLEMENTER

T-MARC Tanzania

PARTNERS

NA

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