

Family Planning Log frame Example

Goal, Purpose and Outputs	INDICATORS	M+E	ASSUMPTIONS
Goal Improved reproductive health of Nirundan women.	Reduced fertility rate. Reduction in child mortality rate. Reduction in maternal mortality rate. Increased contraceptive prevalence rate.	MOH Sentinel Surveys, DHS	Birth spacing decreases child and maternal mortality.
Purpose Increased use of hormonal contraceptives among women of reproductive age (18-49).	1 Increase % of WRA using oral contraceptives 2 Increase % of WRA using injectable contraceptives	DHS 2005 and 2010	National Drug Authority continues to approve distribution of Pilplan and Injectaplan and approves the marketing of both products. Socio-economic conditions remain relatively stable. Supplies of USAID-donated commodities remain stable
Outputs 1. Increased opportunity of women of reproductive age to use of hormonal contraceptives	<i>PSI's research identified the behavioral determinants "Availability", "Social support" and "Threat" as currently being the most important drivers / inhibitors to adoption of the desired behavior (refer to purpose). PSI will focus its resources to change these 3 behavioral determinants. This logframe also includes other indicators (marked with *) in order to further monitor the impact/success of the project</i> Significant increase in the percentage of retail outlets stocking Pilplan and Injectaplan. Significant increase in % of WRA who report that Pilplan is easily available Significant increase in % of WRA who report that Injectaplan is easily available Significant increase in % of WRA who believe Pilplan and Injectaplan are quality products (effective, safe, and reversible contraceptive methods)*	MAP 2005 and 2007 TRaC to be conducted in 2005 and 2010	USAID continues to supply Pilplan and Injectaplan on a regular basis. Providers continue to stock Pilplan and Injectaplan. Providers correctly counsel and distribute information materials to consumers.
2. Increased ability of women of reproductive age to use of hormonal contraceptives	2.1 Significant increase in % of WRA who report their spouses approve of modern family planning methods. 2.2 Significant increase in % of WRA who report they can go alone and get FP advice from medical providers 2.3 Significant decrease in % of population who disapprove of modern contraceptive methods 2.4 Significant increase in number of providers trained to correctly counsel clients about contraceptive methods, side effects and medical eligibility*	TRaC to be conducted in 2005 and 2010 MIS data	MOH, approves a national IEC strategy
3. Increased motivation of women of reproductive age to use of hormonal contraceptives	3.1 Significant decrease in % of WRA who report that using hormonal family planning products can cause: a) FP products cause cancer b) Cause infertility c) Cause deformities in babies 3.2 Significant increase in % of WRA who believe by planning and spacing their pregnancies, they and	TRaC to be conducted in 2005 and 2010	MOH, approves a national IEC strategy

Goal, Purpose and Outputs	INDICATORS	M+E	ASSUMPTIONS
	their children will be healthier		

ACTIVITIES

Output 1:

1. Mapping of private medical outlets and contraceptive availability in underserved provinces
2. Strategies and agreements made to distribute *PilPlan* and Injactaplan in underserved areas via CBD
3. Stock management plan with retailers to avoid stockouts
4. Implement promotional activities amongst distributors
5. Merchandising at FP outlets to boost visibility
6. Integrate dual protection messages into family planning and HIV/AIDS communications
7. Reproductive health radio program focusing on: husband/wife dialog on FP; dual protection; method safety and efficacy; side effect management; health benefits of spacing children
8. Conduct "mini-trainings" with private sector family planning providers

Output 2:

1. Conduct trainings with private sector family planning providers
2. Conduct target group surveys
3. Design and implement provider campaign focused on birth spacing, dual protection and informed choice
4. Ongoing detailing of Providers to reinforce training messages and side effect management
5. Coordinate social marketing efforts with public sector family planning providers
6. Conduct workplace interventions where women make-up majority of workforce
7. Branded generic radio campaign promoting the benefits of birth-spacing

Output 3:

1. Conduct below the line communications campaigns to educate target groups about safety of hormonal contraceptives; side effects and dual protection
2. Translate all communications materials into local languages
3. Produce and implement branded sponsorship events

HIV Logframe Example

NARRATIVE	INDICATORS	MONITORING & EVALUATION	ASSUMPTIONS
<p>Goal</p> <p>To reduce the rate of new HIV infections and the impact of HIV/AIDS in Nirundi</p>	<p>Reduction in HIV/AIDS prevalence among youth ages 15-24</p>	<p>DHS 2006 and 2010</p>	<p>PSI activities will contribute to the overall USAID-Nirundi Country Strategic Plan</p> <p>No increase of HIV prevalence through non-sexual forms of transmission</p>
<p>Purpose</p> <p>Increased correct and consistent adoption of safe sexual behaviors (especially condom-use) among Nirundian youth ages 15-24</p>	<ol style="list-style-type: none"> 1. Decrease in % of urban unmarried youth 15-19 reporting sexual intercourse in last year from 37.5% in 2001 to 32.5% in 2010 2. Increase in median age at which youth begin having sexual intercourse from 15.6 to 17. 3. Decrease in % of youth 15-24 reporting more than one sexual partner in last year from 20.7% to 15.7% 4. Increase % of youth 15-24 reporting condom use in “most cases” or “always” with casual partners 5. Increase % of youth 15-24 reporting condom use in “most cases” or “always” with regular partners 	<p>1-5: Baseline and End-of-Project behavioral TRaC surveys</p>	<p>Consistent and sufficient supply of condoms in Nirundi</p>
<p>Output</p> <p>1. Increased opportunity to adopt correct and consistently safe sexual behavior (especially condom use) among Nirundian youth ages 15-24</p>	<p><i>PSI’s research identified the behavioral determinants “<u>Self-Efficacy</u>” and “<u>Attitude</u>” as currently being the most important drivers / inhibitors to adoption of the desired behavior (refer to purpose). PSI will <u>focus its resources</u> to change these 2 behavioral determinants.</i></p> <p><i>This logframe also includes other indicators (marked with *) in order to further monitor the impact/success of the project</i></p> <p>1. Opportunity Availability of condoms *</p> <ul style="list-style-type: none"> ▪ Significant increase in % of 15-24 year old Nirundian who strongly agree or agree that they know where to get condoms – baseline 87.5 % ▪ Significant increase in % of 15-24 year old Nirundian who strongly agree or agree that they can get a condom within 10 minutes walk Baseline 64.8% ▪ Significant increase in % of 15-24 year old Nirundian who strongly agree or agree that condoms are always available at my regular shop Baseline – 75% 	<p>(1) TRaC 05 (Baseline conducted in November ‘05) (2) TRaC 07 (to conduct in February ‘07) (3) TRaC 09 (to conduct in February ‘09)</p>	<p>Supply of Prudence condoms and other condoms will remain adequate and uninterrupted.</p> <p>Current level of funding for the project remains the same</p>

NARRATIVE	INDICATORS	MONITORING & EVALUATION	ASSUMPTIONS
	<ul style="list-style-type: none"> ▪ Significant increase in % of 15-24 year old Nirundian who strongly agree or agree that Prudence condoms are easily available Baseline 77.3% 		
<p>2. Increased ability to adopt correct and consistently safe sexual behavior (especially condom use) among Nirundian youth ages 15-24</p>	<p>2. Ability <i>Self-efficacy</i></p> <ul style="list-style-type: none"> ▪ Significant increase in % of 15-24 year old Nirundian who strongly agree or agree that they can always insist on condom use with their sexual partner – Baseline: 76.1% ▪ Significant increase in % of 15-24 year old Nirundian who strongly agree or agree that they can always put a condom on correctly – Baseline 74.3% ▪ Significant increase in % of 15-24 year old Nirundian who strongly agree or agree that they can confidently ask for a condom in a shop – Baseline: 76.5% 	<p>(1) TRaC 05 (Baseline conducted in November '05) (2) TRaC 07 (to conduct in February '07) (3) TRaC 09 (to conduct in February '09)</p>	<p>No major restrictions placed on IEC and A&P by both national law and donors</p>
<p>3. Increased motivation to adopt correct and consistently safe sexual behavior (especially condom use) among Nirundian youth ages 15-24</p>	<p>3. Motivation <i>Attitudes</i></p> <ul style="list-style-type: none"> ▪ Significant increase in % of 15-24 year old Nirundian who strongly disagree or disagree that condoms encourage promiscuity – Baseline 42.7% ▪ Significant increase in % of 15-24 year old Nirundian who strongly agree or agree that they like sex with a condom – Baseline 55.6% ▪ Significant increase in % of 15-24 year old Nirundian who strongly disagree or disagree that condoms ruin sex – Baseline – 68.7% ▪ Significant increase in % of 15-24 year old Nirundian who strongly agree or agree that sex using a condom is safe – Baseline: 75% ▪ Significant increase in % of 15-24 year old Nirundian who strongly disagree or disagree that girls who carry condoms are prostitutes – Baseline: 51.5% 	<p>(1) TRaC 05 (Baseline conducted in November '05) (2) TRaC 07 (to conduct in February '07) (3) TRaC 09 (to conduct in February '09)</p>	

Activities divided by the 4 P's:

Main behavioral determinants to be addressed:

Self-efficacy (S)

Attitudes (A)

<p><i>Prudence Product</i></p> <ul style="list-style-type: none"> - Evaluate line extensions - Qualitative research to assess Prudence current packaging design and test new designs - Routinely check condom standards to ensure high quality 	<p><i>Prudence Promotion (A&P and BCC)</i></p> <p>Address (A) and (S) through the following tactics:</p> <ul style="list-style-type: none"> - New video - New radio spots and jingles - IPC materials - Conducting IPC sessions - New posters - New billboards and other outdoor advertising - New premiums addressing (S) and (A) - Carry out IPC activities in high risk outlets, border towns and market areas addressing positive attitudes and self-efficacy towards condom use using TOC, Drama groups and external IPC groups (S,A) - Continue distribution of promotional premiums to target groups. - Continue radio ads and outdoor advertising for the high risk groups - Conduct product activations through Prudence nights conducted using an External IPC groups. - Develop and implement new POS materials (e.g. durable plastic wall signs, portable display racks[to be placed on counter or hanged]) - Evaluate truck-driver cassette with music and messages - Best display contest (A) - Conduct a wholesalers' promotion and retailers' promotion to improve and broaden the stocking of Prudence Condoms
<p><i>Prudence Place (Distribution)</i></p> <ul style="list-style-type: none"> - Restructure sales force to improve coverage and quality of coverage in the medium term - Creation of the key accounts section within the sales department to improve institutional sales. - Increase partnerships with the private sector to increase sales to workplaces - Implement tools for monitoring quality of coverage and generate a database 	<p><i>Prudence Price</i></p> <ul style="list-style-type: none"> - Routinely evaluate volume-based pricing (A) - Routinely evaluate discount for cash vs. credit - Routinely evaluate discount for retailers who pick up PSI products at PSI offices

Malaria Logframe Example

NARRATIVE	INDICATORS	MONITORING & EVALUATION	ASSUMPTIONS
<p>Goal Improved health of Nirundian children under five years of age and pregnant women with respect to malaria</p>	<ol style="list-style-type: none"> 1. Reduction in malaria related mortality in children under 5 years of age 2. Reduction in malaria related morbidity among pregnant women 	MoH records	<p>PSI activities will contribute to the overall USAID-Nirundi Country Strategic Plan</p> <p>Increasing the use of ITN and re-treatment kits results in the reduction of malaria transmission</p> <p>Mosquito biting habits do not change.</p>
<p>Purpose Increased consistent and appropriate use of Insecticide-treated Mosquito Nets (ITNs) and ITN re-treatment kits or Long-lasting Nets (LLITNs) among mothers and caregivers of children under 5 years of age and pregnant women</p>	<ul style="list-style-type: none"> ▪ Increase % of mothers and caregivers of children under 5 years of age who report that their households own at least one mosquito net. Baseline 62% ▪ Increase % of mothers and caregivers of children under 5 years of age who report that their children under 5 years of age slept under an ITN the previous night – Baseline: 20% ▪ Increase % of pregnant women living in a household with children under 5 years of age who were reported to have slept under an ITN the previous night – Baseline: 21% ▪ Increase % of mothers and caregivers of children under 5 years of age who report that they their children under 5 years of age sleep under an ITN all year round – Baseline: 17.8% ▪ Increase % of mothers or caregivers of children under 5 years of age who report that they themselves sleep under an ITN all year round – Baseline: 16.8% ▪ Increase % of mothers and caregivers of children under 5 years of age who report that they treated their net in the last 12 months – Baseline: 83% ▪ Increase % of mothers or caregivers of children under 5 years of age who reported that they <u>re-treated</u> their net in the previous 12 months – Baseline: 46% 	<ol style="list-style-type: none"> (1) TRaC 05 (conducted in November '05) (2) TRaC 07 (to conduct in February '07) (3) TRaC 09 (to conduct in February '09) 	<p>The distribution of free nets will take place without interruptions and will meet the required volume targets</p> <p>The long-lasting nets will first be distributed on a national scale in February 2007</p> <p>Re-treatment campaigns by the government will continue</p>
<p>Outputs 1. Increased opportunity to adopt consistent and appropriate</p>	<p><i>PSI's research identified the behavioral determinants "<u>Availability</u>", "<u>Self-Efficacy</u>" and "<u>Threat</u>" as currently being the most important drivers / inhibitors to adoption of the desired behavior (refer to purpose). PSI will <u>focus its resources</u> to change these 3</i></p>		

NARRATIVE	INDICATORS	MONITORING & EVALUATION	ASSUMPTIONS
<p>use of Insecticide-treated Mosquito Nets (ITNs) and ITN re-treatment kits among mothers and caregivers of children under 5 years of age and pregnant women</p>	<p><i>behavioral determinants.</i></p> <p>1. Opportunity <i>Availability Nets</i></p> <ul style="list-style-type: none"> ▪ Significant increase in % of mothers and caregivers of children under 5 years of age who report that Chitetezo nets are easily available – Baseline: 75% ▪ Significant increase in % of mothers and caregivers of children under 5 years of age who report that they can easily get a mosquito net – Baseline: 87.5% <p><i>Availability Re-Treatment Kits</i></p> <ul style="list-style-type: none"> ▪ Significant increase in % of mothers and caregivers of children under 5 years of age who report that they can find Chitetezo whenever they need to treat their net – baseline: 68% 	<p>(1) TRaC 05 (conducted in November '05) (2) TRaC 07 (to conduct in February '07) (3) TRaC 09 (to conduct in February '09)</p>	
<p>2. Increased ability to adopt consistent and appropriate use of Insecticide-treated Mosquito Nets (ITNs) and ITN re-treatment kits among mothers and caregivers of children under 5 years of age and pregnant women</p>	<p>2. Ability <i>Self-efficacy</i></p> <ul style="list-style-type: none"> ▪ Significant increase in % of mothers or caregivers of children under 5 years of age who can ensure that their children sleep under a treated net every single night – Baseline 70.8% ▪ Significant increase in % of mothers or caregivers of children under 5 years of age who can easily hang their nets – Baseline: 75.1% 	<p>(1) TRaC 05 (conducted in November '05) (2) TRaC 07 (to conduct in February '07) (3) TRaC 09 (to conduct in February '09)</p>	
<p>3. Increased motivation to adopt consistent and appropriate use of Insecticide-treated Mosquito Nets (ITNs) and ITN re-treatment kits among mothers and caregivers of children under 5 years of age and pregnant women</p>	<p>3. Motivation <i>Threat, Susceptibility</i></p> <ul style="list-style-type: none"> ▪ Significant increase in % of mothers and caregivers of children under 5 years of age who <u>strongly</u> agree that malaria is a major health problem in their community – Baseline: 81.9% ▪ Significant increase in % of mothers and caregivers of children under 5 years of age who <u>strongly</u> agree that children under 5 are at very high risk of getting malaria – Baseline: 82.4% <p><i>Threat, Severity</i></p> <ul style="list-style-type: none"> ▪ Significant increase in % of mothers and caregivers of children under 5 years of age who agree that if their children get malaria, they might die – Baseline: 82.6% ▪ Significant increase in % of mothers 	<p>1) TRaC 05 (conducted in November '05) (2) TRaC 07 (to conduct in February '07) (3) TRaC 09 (to conduct in February</p>	

NARRATIVE	INDICATORS	MONITORING & EVALUATION	ASSUMPTIONS
	and caregivers of children under 5 years of age who agree that treating malaria can be expensive – Baseline: 84.9%		

Activities divided by the 4 P's:

Main behavioral determinants to be addressed:

Availability (A)

Self-efficacy (S)

Threat (T)

Chitetezo Nets Product

- Develop new packaging for LLITNs (commercial, HF and community-based distribution) (A)

Chitetezo Nets and M'Bwezera Promotion (A&P and BCC)

- Conduct advisory board with customers (W/S and retailers, 1 day, all brands)
- Increase frequency of radio advertising to cover both urban and rural areas all year round (A,S,T)
- Increase frequency of targeted BCC by MVU and drama group activities in the rural areas (A,S,T)
- Develop and implement distribution plan for POS materials (A)
- Increase number of wall brand sites and utilize community billboards in low ITN coverage districts (A)
- Collaborate with the MoH on mass campaign (S,T)
- Best display contest (A)
- Customer relationship dinner programs (A)
- Premiums: Branded materials and racks

Chitetezo Nets and M'Bwezera Place (Distribution)

- Restructure sales force to improve coverage and quality of coverage (A)
- Introduce new tools to improve planning for public sector distribution system (A)
- Launch white nets distribution of LLITNs in the commercial sector (A)
- Collaborate with the MoH and partners in rolling out distribution of LLITNs in the public sector (A)
- Explore feasibility of launching LLITNs for community-based distribution (A)

Chitetezo Nets and M'Bwezera Price

- Design price strategy for the new white LLINNs for commercial distribution (A)
- Monitor and adjust prices in line with the cost recovery enterprise fund

Diarrhea Prevention Logframe Example

NARRATIVE	INDICATORS	MONITORING & EVALUATION	ASSUMPTIONS
<p>Goal Improved health of Nirundian children under five years of age with respect to diarrheal disease</p>	<p>1. Decrease mortality related to dehydration caused by diarrheal disease in children under 5 years of age from x% to y% by 2011</p>	<p>MOH records DHS 08</p>	<p>No unexpected natural disasters</p>
<p>Purpose Increased early, correct and consistent at-home-use of products and methods to treat dehydration caused by diarrheal disease in children under 5 years of age</p>	<ul style="list-style-type: none"> ▪ Increase % of children under 5 years of age with diarrhea in the past four weeks who were reported to have received ORS ▪ Increase % of children under 5 years of age with diarrhea in the past four weeks who were reported to have received Biosel ▪ Increase % of children under 5 years of age with diarrhea in the past 4 weeks who were reported to have received ORS at home before their mothers or caregivers took them to a health facility ▪ Increase % of children under 5 years of age with diarrhea in the past four weeks who were: <ul style="list-style-type: none"> - Reported to have received more fluid intake - Reported to have received the same amount of food - Continued to be breastfed 	<p>TRaC to be conducted in Nov 2007, Nov. 2008 and Nov. 2009 Baseline needs to be determined in Nov. 2007 TRaC</p>	<p>Nirundi's overall economic situation is poor and remains generally unchanged</p> <p>Public sector distribution of free ORS remains constant</p>
<p>Outputs</p> <p>1. Increased opportunity to adopt early, correct and consistent use of products to treat dehydration caused by diarrheal disease in children under 5 years of age</p>	<p><i>PSI's research identified the behavioral determinant "Availability" as currently being the most important driver / inhibitor to adoption of the desired behavior (refer to purpose). PSI will focus its resources to change this behavioral determinant.</i></p> <p>1. Opportunity Availability</p> <ul style="list-style-type: none"> ▪ Significant increase in % of mothers and caregivers of children under 5 years of age who know where to buy Biosel ORS ▪ Significant increase in % of mothers and caregivers of children under 5 years of age who can get Biosel ORS within a 10 minute walk 	<p>TRaC to be conducted in Nov 2007, Nov. 2008 and Nov. 2009 Baseline needs to be determined in Nov. 2007 TRaC</p>	<p>Supply of Biosel remains constant and adequate</p>
<p>2. Increased ability to adopt early, correct and consistent use of products to treat dehydration caused</p>	<p>2. Ability Knowledge</p> <ul style="list-style-type: none"> • Significant increase in % of mothers or 	<p>TRaC to be conducted in Nov 2007, Nov. 2008 and</p>	

NARRATIVE	INDICATORS	MONITORING & EVALUATION	ASSUMPTIONS
by diarrheal disease in children under 5 years of age	<p>caregivers of children under 5 years of age who know that diarrhea causes dehydration</p> <ul style="list-style-type: none"> • Significant decrease in % of mothers or caregivers of children under 5 years of age who know that when a child has diarrhea they need to give him less food • Significant decrease in % of mothers and caregivers of children under 5 years of age who know that when a child has diarrhea they need to give him less water and or stop breastfeeding ▪ Significant increase in % of mothers or caregivers of children under 5 years of age who know that <u>early</u> administration of ORS at home after first signs of diarrhea and <u>before</u> they go to a health facility can save their children's life 	Nov. 2009 Baseline needs to be determined in Nov. 2007 TRaC	

Activities divided by the 4 P's:

Main behavioral determinants to be addressed:

Availability (A)
(Knowledge (K))

<p><i>Biosel Product</i></p> <ul style="list-style-type: none"> - Procure New Biosel - Improve and update New Biosel package, sachet and logo and pre-test (A) 	<p><i>Biosel Promotion (A&P and BCC)</i></p> <ul style="list-style-type: none"> - Conduct advisory board with customers (W/S and retailers, 1 day, all brands) - Durable plastic wall signs "New Biosel available in this store" (synergy w/ WaterGuard) (A) - Radio spots (intensified during rainy season) (A,K) - Drama groups (synergy w/ WaterGuard and ITN) (A, K) - MVU (synergy w/ WaterGuard and ITN) (A,K) - New Biosel wall paintings (A) - Best Display contest to promote QoC(A) - Customer relationship dinner programs (A) - Premiums: <ul style="list-style-type: none"> - New Biosel t-shirts for children under 5 years of age - New Biosel bags for mothers of children under 5 years of age - New Biosel "carry wraps" for mothers of children under 5 years of age - New Biosel caps - New Biosel baby plastic cups
<p><i>Biosel Place (Distribution)</i></p> <ul style="list-style-type: none"> - Fine-tune timing of New Biosel launch with Biosel level of stock at PSI warehouse and of key wholesalers - Restructuring of sales force to improve coverage and quality of coverage (A) 	<p><i>Biosel Price</i></p> <ul style="list-style-type: none"> - Routinely evaluate volume-based pricing (A) - Routinely evaluate discount for cash vs. credit - Routinely evaluate discount for retailers who pick up PSI products at PSI offices - Achieve and maintain cost recovery pricing

Safe Water Logframe Example

NARRATIVE	INDICATORS	MONITORING & EVALUATION	ASSUMPTIONS
<p>Goal Improved health of Nirundian children under five years of age with respect to diarrheal disease</p>	<p>Decrease morbidity and mortality related to diarrheal disease in children under 5 years of age</p>	<p>MOH records DHS</p>	<p>No unexpected natural disasters</p>
<p>Purpose Increased correct and consistent use of methods and products to prevent diarrheal disease in children under 5 years of age caused by consumption of contaminated water as well as poor hygiene and sanitation.</p>	<ul style="list-style-type: none"> ▪ Increase % of mothers and caregivers of children under 5 years of age who report that their drinking water consumed over the last week was treated to kill germs ▪ Increase % of mothers and caregivers of children under 5 years of age who report that they treated their drinking water last week with WaterGuard ▪ Increase % of mothers and caregivers of children under 5 years of age who practice immediate hand-washing, using soap the last time: <ol style="list-style-type: none"> 1. after toilet/ latrine use 2. after nappy changes 3. before feeding child ▪ Increase % of mothers and caregivers of children under 5 years of age who completely cover their drinking water container (observed) 	<p>TRaC 05 – Baseline to be conducted in November ‘05 TRaC 07 (to conduct in February ‘07) TRaC 09 (to conduct in February ‘09)</p>	<p>Nirundi’s overall economic situation is poor and remains generally unchanged.</p>
<p>Outputs</p> <p>1. Increased opportunity to adopt correct and consistent methods and products to prevent diarrheal disease in children under 5 years of age</p>	<p><i>PSI’s research identified the behavioral determinants “Availability”, “Self-Efficacy” and “Outcomes Expectations: Hygiene” as currently being the most important drivers / inhibitors to adoption of the desired behavior (refer to purpose). PSI will focus its resources to change these 3 behavioral determinants.</i></p> <p>1. Opportunity Availability</p> <ul style="list-style-type: none"> ▪ Significant increase in % of mothers and caregivers of children under 5 years of age who strongly agree or agree that they know where to buy WaterGuard ▪ Significant increase in % of mothers and caregivers of children under 5 years of age who strongly agree or agree that WaterGuard is always easy to find ▪ Significant increase in % of mothers and caregivers of children under 5 years of age who strongly agree or agree that they can get WaterGuard within 10 minutes walking distance from their home 	<p>TRaC 05 – Baseline to be conducted in November ‘05 TRaC 07 (to conduct in February ‘07) TRaC 09 (to conduct in February ‘09)</p>	<p>Supply of WaterGuard remains constant and adequate</p>

NARRATIVE	INDICATORS	MONITORING & EVALUATION	ASSUMPTIONS
	<ul style="list-style-type: none"> ▪ Significant increase in % of mothers and caregivers of children under 5 years of age who strongly agree or agree that the store they most often visit, always has WaterGuard 		
<p>2. Increased ability to adopt correct and consistent methods and products to prevent diarrheal disease in children under 5 years of age</p>	<p>2. Ability <i>Self-efficacy</i></p> <ul style="list-style-type: none"> ▪ Significant increase in % of mothers or caregivers of children under 5 years of age who strongly agree or agree that they can easily follow WaterGuard instructions ▪ Significant increase in % of mothers or caregivers of children under 5 years of age who strongly agree or agree that they can easily teach someone to correctly use WaterGuard ▪ Significant increase in % of mothers or caregivers of children under 5 years of age who strongly agree or agree that they can easily get children to drink WaterGuard treated water 	<p>TRaC 05 – Baseline to be conducted in November '05 TRaC 07 (to conduct in February '07) TRaC 09 (to conduct in February '09)</p>	
<p>3. Increased motivation to adopt correct and consistent methods and products to prevent diarrheal disease in children under 5 years of age</p>	<p>3. Motivation <i>Outcome Expectation, Hygiene</i></p> <ul style="list-style-type: none"> ▪ Significant increase in % of mothers or caregivers of children under 5 years of age who <u>strongly</u> agree that if they wash their hands with soap before feeding the children, they are less likely to become sick ▪ Significant increase in % of mothers or caregivers of children under 5 years of age who <u>strongly</u> agree that if they wash their hands with soap after visiting the toilet/ latrine, they can reduce the chances of their children falling sick with diarrhea ▪ Significant increase in % of mothers or caregivers of children under 5 years of age who <u>strongly</u> agree that if they keep their drinking water covered, it is less likely to become contaminated 	<p>TRaC 05 – Baseline to be conducted in November '05 TRaC 07 (to conduct in February '07) TRaC 09 (to conduct in February '09)</p>	

Activities divided by the 4 P's:

Main behavioral determinants to be addressed:

Availability (A)

Self-efficacy (S)

Outcomes expectation (O)

WaterGuard Product

- Procure Wa Ufa samples with instructions glued to samples or special posters (A,S)
- Procure WaterGuard Liquid's improved

WaterGuard Promotion (A&P and BCC)

- Produce instructions and/ or special poster to glue to samples
- Durable plastic wall signs "WaterGuard available in this store" (synergy w/ Thanzi) (A)
- Radio program/ spots intensified during rainy season (O,S,A)

<p>bottle and packaging</p>	<ul style="list-style-type: none"> - Drama groups (synergy w/ ITN and Thanzi) (O,S,A) - MVU (synergy w/ Thanzi and ITN) (O,S,A) - WaterGuard Demonstrators (synergies w/ Liquid and Thanzi) (O,S,A) - Education of health facility nurses on WaterGuard through government and possibly Unicef (O,S) - Wall paintings (A) - PSI product leaflet (all brands) (A) - Best display contest to improve QoC (A) - TV commercials (O,S) - Targeted mini-promotions with PSI vehicle with speakers (O,S,A) - Cooperating with Unilever (Lifebuoy soap) to promote good hygiene, sanitation and water treatment (O,S) - Collaboration with Ministry of Health and partners on campaigns (O,S)
<p><i>WaterGuard)Place (Distribution)</i></p> <ul style="list-style-type: none"> - Restructuring of sales force to improve coverage and quality of coverage (A) - Include WaterGuard in commission system (A) - Promotional campaign to fill W/S and retailer pipeline at beginning of rainy season (A) 	<p><i>WaterGuard Price</i></p> <ul style="list-style-type: none"> - Routinely evaluate volume-based pricing (A) - Routinely evaluate discount for cash vs. credit - Routinely evaluate discount for retailers who pick up PSI products at PSI offices - Achieve and maintain cost recovery pricing

VCT Logframe Example

NARRATIVE	INDICATORS	MONITORING & EVALUATION	ASSUMPTIONS
<p><u>Goal</u></p> <p>Reduce the impact of HIV/AIDS in Nirundi among sexually active 15 – 35 year old</p>	<p>Reduction in the prevalence of HIV from x% to y% by September 2008</p>	<p>DHS</p>	<p>The MOH will continue to support VCT services as an important prevention method</p> <p>Quality counseling & testing will lead to the target group reducing risky sexual behavior</p>
<p><u>Purpose</u></p> <p>Increase the % of sexually active 15 – 35 year old who know their HIV status (by seeking CT services and adopting safer sexual behaviors</p>	<p>6. Increase the % of target group who tested for HIV from 21% to y%</p> <p>7. Increase the % of target group who tested for HIV at New Start from 14% to t%</p>	<p>Baseline TRaC December 2006</p> <p>Follow up TRaC June 2008</p>	<p>Other partners will provide follow up medical and counseling services for those testing positive</p>
<p><u>Outputs</u></p> <p>1-Increased <u>motivation</u> of sexually active 15 – 35 year old who seek CT services and adopt safer sexual behaviors</p>	<p><i>Knowledge, Self Efficacy, brand appeal and Outcome expectation came out to be significant according to the Segmentation Analysis PSI Nirundi will prioritize communication resources on addressing these 4 determinants.</i></p> <p>1. Significant increase in % of target group who agree that going for VCT will help me decrease chances of contracting HIV.</p> <p>2. Significant increase in % of target group who agree that they would want to know their status in order to prevent spreading HIV during theirs or their partner's pregnancy</p>	<p>Baseline TRaC December 2006</p> <p>Follow up TRaC June 2008</p>	<p>Continued levels of funding to effectively implement communication interventions</p>
<p>2-Increased <u>ability</u> of sexually active 15 – 35 year old who seek CT services and adopt safer sexual behaviors</p>	<p>1. A significant increase in the % of target group who can state CT is a way to test your HIV status.</p> <p>2. A significant increase in the % of target group who can state at least 1 benefit of CT</p> <p>3. A significant increase in the % of target group who state they can convince their partner to get tested for HIV.</p>	<p>Baseline TRaC December 2006</p> <p>Follow up TRaC June 2008</p>	<p>Campaign exposure and IEC sessions will increase risk perception and lead to behavior change</p> <p>Messages are consistent amongst all partners</p>
<p>3 Increased <u>opportunity</u> of</p>	<p>1. Significant increase in the % who</p>	<p>Baseline TRaC</p>	

NARRATIVE	INDICATORS	MONITORING & EVALUATION	ASSUMPTIONS
sexually active 15 – 35 year old who seek CT services and adopt safer sexual behaviors	state that New Start provides quality, affordable, and confidential services.	December 2006 Follow up TRaC June 2008	

ACTIVITIES**Output 1: (Motivation)**

1. Develop communication interventions that address outcome expectations
2. Develop communication interventions to promote the "Know Your Status" (KYS) campaign
3. 34,800 target group will access fixed and mobile VCT services (by Sept 2008 CDC).
4. 21,600 target group will access home based VCT (HBVCT) – (by Sept 2008 CDC).

Output 2: (Ability)

1. Develop and implement peer education program to address self efficacy and get 12,000 of target population to access New Start VCT services
2. Develop radio communication interventions that address knowledge
3. Ensure follow-up referrals for post-test care and support services such as anti-retroviral treatment, STI treatment, and psycho-social support.

Output 3: (Opportunity)

1. 5 New Start VCT clinics will provide counseling and testing according to national and international standards (by Sept 2008 CDC).
2. 41 New Start Staff will be trained in counseling and testing according to national and international standards (by Sept 2008 CDC).
3. 480 lay counselors for KYS will be trained in counseling and testing according to national and international standards (by Sept 2008 CDC).
4. Continue internal and external quality control for rapid HIV testing (by Sept 2008 CDC).
5. Continue internal monitoring of counseling, testing and referral activities (by Sept 2008 CDC).
6. Hire on lab tech/QA supervisor to provide roving laboratory and counselor supervision and monitoring services to both PSI and government facilities (by Sept 2008 CDC).
7. Train partnerships with private service providers (by Sept 2008 CDC).