

CONDOM SI PROGRAMME IN ZAMBIA.

From shortage to innovation.
Increased condom access through
last mile distribution



BACKGROUND

The Global Fund's Strategic Initiative (SI) on Condom Programme Stewardship (2021-2023) was established to combat high HIV infection rates in East and Southern African countries, including Zambia. The initiative, partnering with UNAIDS and UNFPA, aimed to strengthen institutional frameworks for better condom program management and foster innovative approaches to increase condom demand.

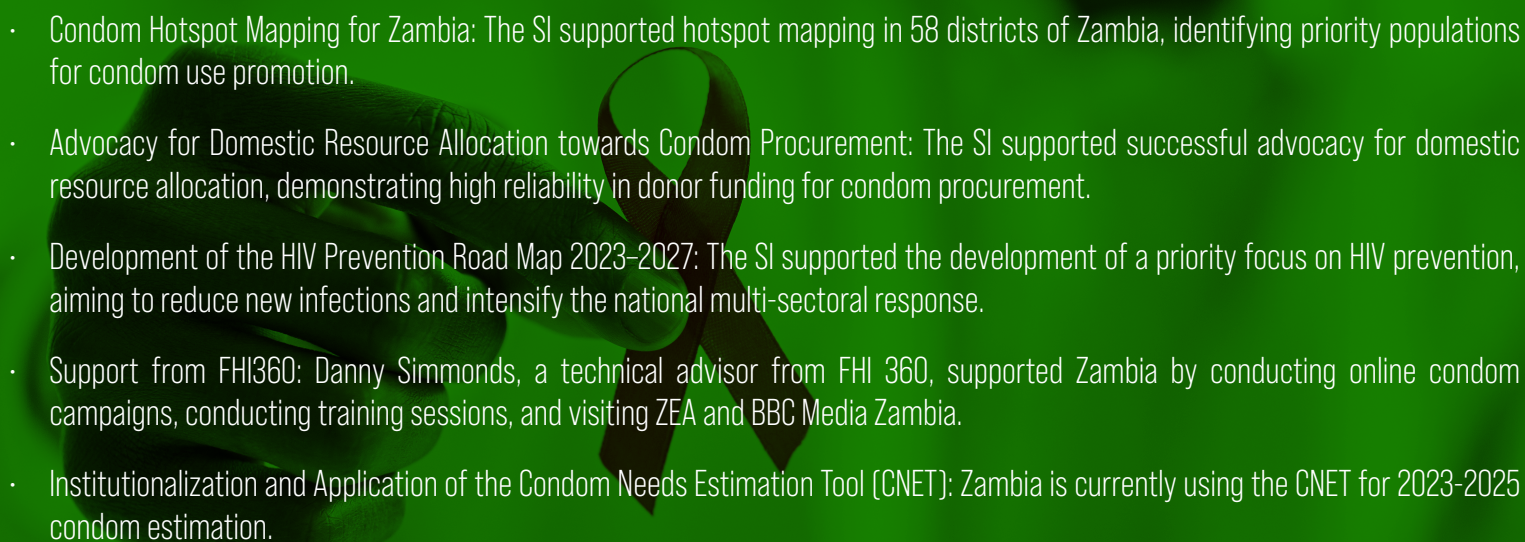
Technical assistance areas, such as supply chain mapping and total market approach principles, have been utilized to bolster both the supply and demand sides of condom usage, with significant achievements such as the pilot program in Kabwe, Zambia.

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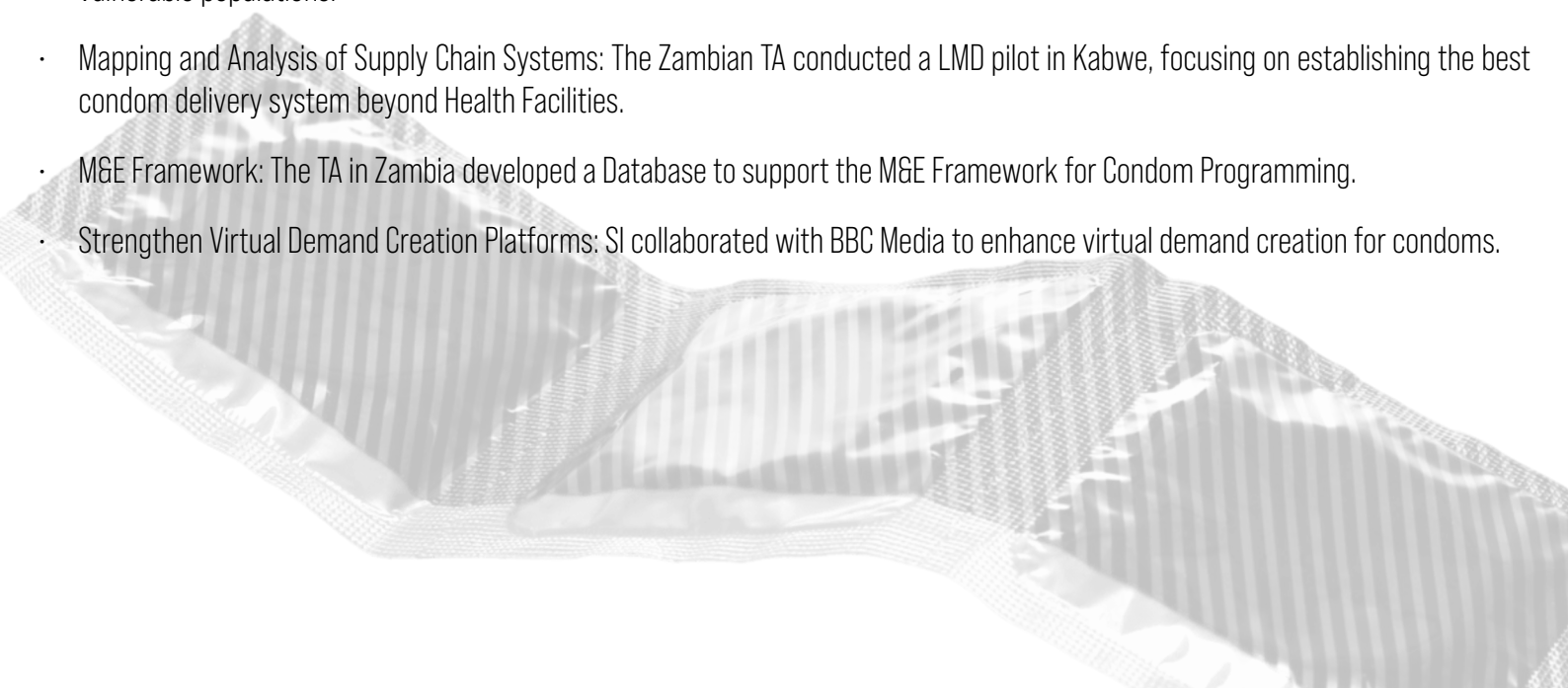
- Provided upstream support to Ministries of Health, National AIDS Councils, and partners.
- Focused on stewardship, advocacy, supply chain analysis, mapping, monitoring and evaluation, HIV prevention, community-based distribution, demand creation, last-mile distribution, and condom needs estimation.
- Partnership process between government and program aimed to promote ownership and enhance operationalization of TA deliverables.
- Key outputs include advocacy plans for domestic resource mobilization, Total Market Approach (TMA) guidelines, community-based condom distribution, condom hotspot mapping, costed monitoring and evaluation plan, HIV Prevention Road Map, integrated condom program pilot, virtual condom demand creation, use of innovative technologies for last-mile distribution, and institutionalization of the Condom Needs Estimation Tool (CNET).

KEY DELIVERABLES

- Implementation of the Virtual Condom Demand Creation: BBC Media was used to deliver a campaign targeting adolescents, young people, and KPs. The campaign was built on government-clear condom messages developed under the Zambia Ending AIDS (ZEA) campaign.
- Integrated Condom Programme Pilot in Kabwe: The initiative aimed to create demand for condoms and strengthen community-based distribution. Over 1 million pieces of male condoms were distributed within 30 days of launching the pilot.
- Mapping & Analysis of the Supply Chain System for Condoms in Zambia: The SI supported a TA in Zambia to map and analyze the supply chain system for condoms. The mapping revealed challenges in forecasting and quantification and a lack of a well-defined community-based distribution mechanism.

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- Condom Hotspot Mapping for Zambia: The SI supported hotspot mapping in 58 districts of Zambia, identifying priority populations for condom use promotion.
 - Advocacy for Domestic Resource Allocation towards Condom Procurement: The SI supported successful advocacy for domestic resource allocation, demonstrating high reliability in donor funding for condom procurement.
 - Development of the HIV Prevention Road Map 2023–2027: The SI supported the development of a priority focus on HIV prevention, aiming to reduce new infections and intensify the national multi-sectoral response.
 - Support from FHI360: Danny Simmonds, a technical advisor from FHI 360, supported Zambia by conducting online condom campaigns, conducting training sessions, and visiting ZEA and BBC Media Zambia.
 - Institutionalization and Application of the Condom Needs Estimation Tool (CNET): Zambia is currently using the CNET for 2023-2025 condom estimation.

KEY OUTCOMES

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- National Budget for Condoms and Lubricants: A positive step with a national budget line allocated for condom procurement in 2023/2024.
 - Establishment of Coordination Structures: The SI has improved coordination at Provincial and Community levels.
 - Innovative Digital Tools: A community-based last mile distribution and tracking mechanism for condoms in Kabwe was implemented, resulting in over 1 million male condoms distributed within 30 days.
 - Condom Need Estimate Tool: The Condom Need Estimate Tool (CNET) was initiated for forecasting and quantification, leading to a high commodity estimate.
 - Total Market Approach Guidelines: The SI finalized TMA guidelines for condom programming, enhancing market efficiency, equity, and sustainability.
 - NASF 2023-2027: The SI supported the development of the HIV Prevention Road Map 2023-2027, NASF 2023-2027 HIV Prevention Section, and Global Fund Funding Request.
 - Costed Monitoring and Evaluation Plan: The SI developed a comprehensive, cost-effective monitoring and evaluation plan.
 - Condom Hotspot Mapping: A condom hotspot mapping exercise was conducted in Kabwe, revealing improved access and use by vulnerable populations.
 - Mapping and Analysis of Supply Chain Systems: The Zambian TA conducted a LMD pilot in Kabwe, focusing on establishing the best condom delivery system beyond Health Facilities.
 - M&E Framework: The TA in Zambia developed a Database to support the M&E Framework for Condom Programming.
 - Strengthen Virtual Demand Creation Platforms: SI collaborated with BBC Media to enhance virtual demand creation for condoms.

KEY OUTCOMES

- Efficient and responsive Multisectoral Condom TWG Committees at all levels are crucial for successful condom programs. (These committees promote strategic partnerships and coordination among stakeholders at national, provincial, and district levels.)
- A dedicated national budget line for condom procurement is essential for program sustainability and ownership.
- Community Based Organisations (CBOs) and frontline implementors are key stakeholders for last mile distribution.
- Country level engagement should focus on strengthening these roles and providing support for supply chain management, demand creation, and last mile distribution.
- A community-based delivery system for condoms and lubricants can increase community access to condoms.
- The Kabwe LMD pilot demonstrated that over 1 million condoms can be consumed within 30 days in a single district.
- This hybrid distribution model, intertwining community-based networks with technology to bolster accessibility and demand for condoms.

SUSTAINING GAINS THROUGH PLANNED ACTIVITIES

STEWARDSHIP:

Strengthening National Leadership for Sustainable Condom and Lubricant Financing

- Strengthening Multisectoral coordination structures (TWGs) across national, provincial, district, and community levels.
- Development of a Health-sector resource mobilization strategy.
- Comprehensive condom program integration guidelines across all sectors.
- Operationalization of the condom Advocacy plan.
- Comprehensive mapping of the relevant private sector.
- Effective continuous collaboration and monitoring.

LAST MILE DISTRIBUTION:

Strengthening National Leadership for Sustainable Condom and Lubricant Financing

- Utilizes CNET for forecasting and quantifying condoms and lubricants, with quarterly meetings to review consumption patterns.
- Partners identified for procurement include GRZ, Global Fund, USAID, UNFPA.
- Implements a resource mobilization plan, including Operationalization of Medicines and Medical Supplies Fund (MMSF).
- Maintains state-of-the-art storage infrastructure at national and provincial levels, and community storage infrastructure.
- Purchases distribution tools for community-based health workers, supports distributors with lunch and transport, and procures electronic gadgets.
- Implements a community-based distribution mechanism to all hotspots.
- Conducts research on adolescent and young people's condom perceptions, social media impact on condom demand, and social and structural factors affecting condom use.
- Strengthens private sector engagement through mapping and M&E of condom distribution.
- Develops community-based tracking systems and standard operating procedures for condom disposal.

DEMAND CREATION STRATEGY FOR CONDOMS IN ZAMBIA

- Mapping stakeholders and partners based on strengths and promoting collaboration at various levels.
- Building capacity for social media platforms for partners, including virtual platforms for condom supply.
- Linking websites to support all stakeholders, encouraging online content creation and news publication.
- Promoting condom awareness and distribution campaigns targeting national events and traditional ceremonies.
- Identifying and training Traditional Leaders as condom champions at community, district, and provincial levels.
- Conducting Provincial and District TOTs for condom champions to increase communication on condom disposal.
- Conducting research on adolescent and young people's perceptions, social media impact, and social and structural determinants affecting condom use.
- Strengthening distribution systems and demand creation at the community level.
- Strengthening coordination and collaboration among stakeholders.
- Building capacity for community-based educators.



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