

# Partnership and Cooperation

## T-MARC COMPANY LTD.

In April 2007, the independent Tanzanian-led and controlled T-MARC Company Ltd (Tanzania Marketing and Communications) took over implementation of the T-MARC project under the supervision of AED. AED's relationship with the new T-MARC Company fulfills in part the third objective of the T-MARC project, which is to establish and maintain practical partnerships with Tanzanian organizations for key roles in the ongoing management and implementation of the project.



## CIVIL SOCIETY AND GOVERNMENT ORGANIZATIONS

T-MARC is teaming with civil society organizations (CSOs), including NGOs, community-based organizations (CBOs), FBOs and government organizations to achieve program objectives and advance public health, particularly in the implementation of behavior change interventions that promote "being faithful" and condom use among communities at higher risk of HIV infection. A selection of these partners include the AIDS Business Coalition Tanzania, Africare, Chama cha Uzazi na Malezi Bora Tanzania, Private Nurses and Midwives

Association, Word and Peace Organization, Tanzania AIDS Commission, and World Vision.

## COMMERCIAL ORGANIZATIONS

T-MARC has established a partnership with one of the largest and most successful conglomerates in East Africa, the Sumaria Group, specifically with its subsidiary Shelys Pharmaceuticals and 2 other Sumaria companies that have nationwide distribution networks. Shelys currently markets subsidized male and female condoms and oral contraceptive pills, and it manufactures and markets its own brand zinc treatment (the first of its kind produced in Africa) and oral rehydration salts, in collaboration with T-MARC and the AED PSP "POUZN" (point-of-use water disinfection and zinc) project. Separately, Shelys has introduced its own brand artemisinin combination therapy (ACT) for malaria, demonstrating its broad interest in addressing public health issues in Tanzania.



## CONTACTS

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# T-MARC

The Tanzania Marketing and Communications for AIDS, Reproductive Health, Child Survival and Infectious Diseases Project



## TANZANIA MARKETING AND COMMUNICATIONS FOR AIDS, REPRODUCTIVE HEALTH, CHILD SURVIVAL AND INFECTIOUS DISEASES (T-MARC) PROJECT

Improving Public Health through Public-Private Partnerships

The Tanzania Marketing and Communications for AIDS, Reproductive Health, Child Survival and Infectious Diseases (T-MARC) project is a five-year USAID Private Sector Program (PSP) initiative managed by the Academy for Educational Development (AED).

T-MARC's mission is to contribute to improve the health status of Tanzanian families and reduce the transmission and impact of HIV/AIDS. T-MARC utilizes public-private partnerships to develop and expand consumer markets for a broad range of health products.

### FULL MARKET IMPACT®

T-MARC uses AED's "Full Market Impact" model that engages multiple partners from the private commercial sector, NGOs, and the public sector in a comprehensive effort that decreases risky behaviors and increases preventive health behaviors, while generating demand for an affordable and accessible range of preventive health products.

## MARKETING

T-MARC assists its commercial partners in developing and managing cost-effective marketing, sales and distribution networks to improve access by key populations to branded products related to HIV/AIDS prevention and care, reproductive health and child survival. T-MARC currently supports the following products marketed by its commercial partners:

**HIV/AIDS PREVENTION**  
Male Condoms, Female Condoms

**FAMILY PLANNING/  
REPRODUCTIVE HEALTH**  
Oral Contraceptive Pills

**MATERNAL AND CHILD HEALTH**  
Zinc and Oral Rehydration Salts (ORS)

## COMMUNICATIONS

Working with an array of civil society partners and government, T-MARC develops and manages broad-based communications initiatives that enhance the knowledge and skills of Tanzanians around core issues related to HIV/AIDS, reproductive health, and child survival. This includes providing accurate information and skills related to relevant products and services as well as using persuasive techniques to encourage and sustain healthy behaviors. Current T-MARC "generic" communication efforts to promote behavior change and market growth for health products include:

### MAMA USHAURI RADIO SERIAL DRAMA

"Mama Ushauri" (Mama Advice) is a public service radio program that promotes family health, focusing on family planning and more recently child survival. Communication themes center on the benefits, safety, and availability of modern contraceptive methods such as oral and injectable contraceptives, intrauterine devices (IUD), implants, and sterilization. Mama Ushauri also promotes male involvement and support, encouraging partners to talk about family planning and reproductive health. Recently, the "Mama" platform has begun promoting rational diarrhea treatment using zinc and oral rehydration therapy to improve child survival.



### SIKIA KENGELE - BE FAITHFUL CAMPAIGN

T-MARC created the communications campaign Sikia Kengele that uses the symbol of a bell as a "wake-up call" for behavior change. This campaign is a call to action for Tanzanians to be faithful and reduce their sexual partners (to one) to protect themselves and their partners from HIV infection. The bell is a symbol with salient meaning for Tanzanians. For some, the bell will recall school days, signifying a call for education. Others may see the bell as a religious symbol that calls for moral reflection. Above all, the bell is a clarion call for changing risky behavior.



### VAA KONDOM - GENERIC CONDOM CAMPAIGN

Vaa Kondom is a national generic communication initiative that promotes correct and consistent condom use among Tanzanians most vulnerable to HIV infection. The campaign uses common Tanzanian proverbs to instill recognition of the need for safer sex practices, focusing on condom use, for people who have a higher likelihood to engage in high-risk



sexual encounters. T-MARC implements the Vaa Kondom campaign along Tanzania's transportation corridors and in workplaces using a wide variety of approaches to reach audiences including outreach and peer education, radio spots, and small venue entertainment.

### KATAA MALARIA CAMPAIGN

In partnership with the Zanzibar Malaria Control Program (ZMCP), T-MARC launched the malaria prevention campaign Kataa Malaria ("Reject Malaria") in Zanzibar and its surrounding islands in 2006. This campaign marked the launch of the President's Malaria Initiative (PMI) in Tanzania and it was an early PMI success. T-MARC used mass media, banners, posters, T-shirts, and other promotional materials to generate awareness and educate Zanzibaris on malaria prevention, and T-MARC partner Africare supported community mobilization and promotion efforts through a small grants program that contributed significantly to the proper use of long-lasting insecticide-treated nets (LLINS) in Zanzibar households. Kataa Malaria had significant impact on reducing malaria caseloads in Zanzibar. One of the Zanzibar islands reported that in the first nine months of 2006, the number of malaria cases dropped almost 90% compared to the same time last year (as cited by President Bush in his speech at the White House Summit on Malaria in December 2006).



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