



# NATIONAL COMPREHENSIVE CONDOM PROGRAMMING STRATEGY AND OPERATIONAL PLAN

2020-2025





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## ACRONYMS

AHF	AIDS Healthcare Foundation
AIDS	Acquired Immunodeficiency Syndrome
AGYW	Adolescent Girls and Young Women
ART	Anti-retroviral therapy
CBO	Community-Based Organisation
CCP	Comprehensive Condom Programming
CHAC	Community HIV/AIDS Committee
CSO	Civil Society Organisation
FGD	Focus Group Discussion
FSW	Female sex worker
GRZ	Government of the Republic of Zambia
GFATM	Global Fund to Fight AIDS, Tuberculosis and Malaria
HIV	Human Immunodeficiency Virus
HTC	HIV Testing and Counselling
HDR	Human Development Report
HMIS	Health Management Information System
HTC	HIV Testing and Counselling
IBBSS	Integrated Bio-Behavioural Surveillance Survey
IDU	Injecting Drug Users
ILO	International Labour Organisation
JSI	John Snow, Inc
KII	Key informant interview
KP	Key Population
LEA	Legal Environment Assessment
LGBTI	Lesbian, Gay, Bisexual, Transgender and Intersex Persons
LMIS	Logistics Management Information System
MOH	Ministry of Health
MSL	Medical Stores Limited
MSM	Men who have sex with men
M & E	Monitoring and Evaluation

NAC	National HIV/AIDS/STI/TB Council
NASF	National AIDS Strategic Framework
NCCP	National Comprehensive Condom Programming
NGO	Non-governmental organisation
NHRA	National Health Research Authority
NHSP	National Health Strategic Plan
OVC	Orphaned and Vulnerable Children
PEPFAR	President's Emergency Plan for AIDS Relief
PLHIV	Person Living with HIV
PPAZ	Planned Parenthood Association of Zambia
PrEP	Pre-Exposure Prophylaxis
PWD	Persons with disability
PWID	People who inject drugs
PWUD	People who use drugs
SBCC	Social and Behaviour Change Communication
SDGs	Sustainable development goals
SOGI	Sexual orientation and gender identity
SRH	Sexual Reproductive Health
STI	Sexually transmitted infection
SWC	Sex work client
SWOT	Strengths, Weaknesses, Opportunities and Threats
TB	Tuberculosis
TMA	Total Market Approach
TWG	Technical Working Group
UNAIDS	Joint United Nations Programme on HIV and AIDS
UNICEF	United Nations Children's Fund
UNDP	United Nations Development Programme
UNFPA	United Nations Population Fund
USAID	United States Agency for International Development
VMMC	Voluntary medical male circumcision
WDC	Ward Development Committee
WHO	World Health Organisation

ZAMPHIA	Zambia Population-based HIV Impact Assessment
ZDHS	Zambia Demographic and Health Survey
ZAMRA	Zambia Medical Regulatory Authority
ZMMSA	Zambia Medicine and Medical Supply Agency

## FOREWORD

Condoms and condom-compatible lubricants have been a core tool for Human Immunodeficiency Virus (HIV) prevention, since the beginning of the response. Condom and lubricant use in long-term relationships is, however, low even after many years of widespread and aggressive promotion. Therefore, we continue to see new HIV infections across the country, an increase in STIs as well as maternal deaths due to unsafe abortions.

Thus, this National Comprehensive Condom Strategy emphasizes the simultaneous push for demand and supply-side strategies, to increase motivation, availability of, and ability to use condoms and lubricants, by addressing social and behavioural barriers. The strategy further stresses the need to strengthen the integration of a firm condom and lubricant focused behaviour change and skills-building component in HIV interventions, such as voluntary medical male circumcision (VMMC), anti-retroviral therapy (ART), and pre-exposure prophylaxis (PrEP). The strategy also emphasizes opportunities to strengthen condom programming and provider-initiated condom and lubricant promotion within the broader STI, family planning and sexual and reproductive health (SRH) services.

Through effective application and implementation of this strategy, the Ministry of Health (MOH) will use evidence to improve sustainable condom programming, invest in robust knowledge management system for increased demand creation, reduced supply chain inefficiencies for effective last-mile distribution and increased access as well as utilisation in order to win the battle of reducing new HIV infections.



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Finally, the dedication and hard work of the staff of the National HIV/AIDS/STI/TB Council, during the entire process, is acknowledged and sincerely appreciated. Without their cooperation and support, the National Comprehensive Condom Programming Strategy would not have been possible. It is my wish and sincere hope that the same level of dedication continues during the implementation and monitoring of the Strategy.



Dr Connie Osborne

**Director General**

**National HIV/AIDS/STI/TB Council**

## EXECUTIVE SUMMARY

According to UNAIDS, Zambia's HIV prevalence is the seventh highest in the world. HIV prevalence among people aged 15 to 49 years is estimated at 11.1 per cent (Zambia Statistical Agency et al, 2019). Prevalence is higher among women (14.2%) compared to men (7.5%). Prevalence is also higher in urban (15.4%) compared to rural (5.4%) areas. The total number of new infections in 2018 was estimated at 48, 000 among all ages (UNAIDS, 2019). Zambia has a generalised HIV epidemic with pockets of concentrated epidemics. Heterosexual sex is the primary mode of HIV transmission, making condom programming an important HIV prevention tool.

Condoms and lubricants play a special role in combating the spread of HIV/AIDS because they are presently the only devices that protect against sexually transmitted HIV, other STIs and unwanted pregnancies. Although condoms provide this triple protection, their use remains limited.

Among the 15 to 49-year old respondents of the 2018 Zambia Demographic and Health Survey (ZDHS):

- 35 per cent of females and 54 per cent of males reported using a condom when having sex with a person who was neither their spouse nor lived with them in the 12 months before the survey. The proportions were even lower among young people. Only 34 per cent of females and 49 per cent of males aged 15 to 24 years used a condom at the last high-risk sex with a non-regular partner;
- HIV prevalence among young people aged 15 to 24 years was estimated at 3.8 per cent. HIV prevalence was higher among young women (5.6%) than young men (1.8%); and

- Teenage childbearing<sup>1</sup> was estimated at 29 per cent. The percentage of women aged 15 to 19 years who had begun childbearing increased with age (from six per cent among those aged 15 years to 53 per cent among those age 19 years) and declined with increasing education and household wealth. The percentage of teenagers who had begun childbearing was higher in rural areas (37%) than in urban areas (19%). Injectables were the most used contraceptives by sexually active unmarried young women (17.7% for the age group 15 to 19 years and 24.6 per cent for the age group 20 to 24 years).

As a result of the above challenges, this comprehensive condom programming strategy aims to provide and to increase both access to and use of high-quality male and female condoms as well as lubricants to all sexually active persons. The purpose is to provide a framework for national condom and lubricant programming, strengthen delivery mechanisms and define supportive roles to facilitate resource mobilisation for equitable and sustainable nationwide condom and lubricant provision.

To achieve the goal and purpose of this strategy, four strategic objectives have been developed, namely:

- To strengthen the national leadership, coordination and partnerships of condom programming;
- To strengthen the supply chain management system of comprehensive condoms and lubricant programming;
- To increase demand, access to and use of male and female condoms and condom-compatible lubricants through a total market approach; and

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<sup>1</sup> Percentage of women age 15-19 who have given birth or are pregnant with their first child (2018 ZDHS)

- To strengthen condom and lubricant information and knowledge management systems for effective condom programming.

To maximise the outcomes of a total market approach, different key stakeholders will need to play key roles. The **Ministry of Health** will be the driver of the Strategy and, together with the **Zambia Medicines and Medical Supply Agency**, will be involved in condom and lubricant procurement, supply chain management and distribution and ensure the availability of condoms and lubricants as per consumer's preference, including last-mile distribution, health services and information system integration. The **Zambia Medical Regulatory Authority, Zambia Bureau of Standards and the Zambia Compulsory Standards Agency** will work together to provide quality assurance for both condoms and lubricants.

The **National HIV/AIDS/STI/TB Council** will oversee a coordinated implementation and will provide accountabilities, coordination of condom and lubricant planning and programming for public and commercial sectors, monitoring and evaluation, advocacy and demand creation. Other key stakeholders include: **Line Ministries, Cooperating Partners, NGOs/civil society organisations, private and commercial sectors.** **Line ministries** will coordinate with NAC to implement the condom strategy in the workplace and communities where they provide services. **Cooperating partners** will provide technical and financial support to the implementation of the strategy and so will **NGOs and CSOs.** Besides, **NGOs and CSOs** will implement community sensitisation and condom and lubricant awareness raising to create demand. They will also participate in condom and lubricant distribution. **Private and commercial partners** will be involved in the distribution of socially and commercially marketed condoms and lubricants.

## 1.0 BACKGROUND

### 1.1 The Pandemic

Zambia has a generalised HIV epidemic with pockets of concentrated epidemics. Heterosexual sex is the primary mode of HIV transmission. HIV prevalence among people aged 15 to 49 years is estimated at 11.1 per cent (Zambia Statistical Agency et al, 2019). Prevalence is higher among women (14.2%) compared to men (7.5%). Prevalence is also higher in urban (15.4%) as compared to rural (5.4%) areas. Disaggregation of the national wealth quintiles by geographic area shows that HIV prevalence is more than double among the urban poor (19.2 per cent and 21.8 per cent in the lowest and second-lowest wealth segments, respectively) (Pandit-Rajani et.al. 2017). However, all the provinces have an adult prevalence greater than five per cent. A review of the ZDHS (2018) data shows that HIV prevalence was highest on the Copperbelt (15.4%) followed by Lusaka (15.1%), while Muchinga had the lowest (5.4%) prevalence. HIV prevalence in Zambia is considered to be the seventh-highest globally (UNAIDS, 2014).

Of the 1.2 million people living with HIV/AIDS in Zambia, it was estimated that:

- 92 per cent knew their HIV status;
- 93 per cent had been enrolled on ART; and
- 86 per cent were virally suppressed.

A review of Spectrum HIV estimates indicates that 19, 000 AIDS-related deaths occurred in 2019. The scaling up of ART has improved life expectancy among People Living with HIV (PLHIV). The survival and retention of people on ART at 12 months had increased from 65 per cent in 2010 to 93 per cent in 2019 (HMIS, 2019). Overall life expectancy is estimated at 62.3 years (UNDP, 2018).

Incidence is estimated at 2.97 per 1, 000 (2018), down from 4.55 in 2010 (UNAIDS, 2019). The total number of new infections in 2018 was estimated at 43, 000 among adults aged 15 years and above (UNAIDS, 2019).

Condoms play a special role in combating the spread of HIV/AIDS because they are presently the only devices that provide the triple protection against sexually transmitted HIV, other STIs and unwanted pregnancies. Although condoms provide this triple protection, their use remains low. Among the 15 to 49-year old respondents of the 2018 Zambia Demographic and Health Survey who reported having sex with a person who was neither their spouse nor lived with them 12 months before the survey, 35 per cent of females and 54 per cent of males reported using a condom. The proportions were even lower among young people. Only 34 per cent of females and 49 per cent of males aged 15 to 24 years used a condom at last high-risk sex with a non-regular partner (Zambia Statistical Agency et al, 2019).

Among the barriers to condom use are: high costs to users (Low condom use is associated with low wealth quantile: 2018 ZDHS, pp 240 & 241), limited availability (condom need only met by 45%: 2019 HIV Prevention Scorecard) and accessibility (free condoms are currently mostly placed at health facilities, lodging and drinking places), and negative perceptions of condoms (i.e. condoms cause harm to the womb, cancer, infertility, reduced sexual urge, delivery of deformed babies, promiscuity, weak penis etc.: Gueye et al (2015)). These factors have also contributed to a gap between the number of condoms distributed and the amount needed for populations to protect themselves from HIV/STIs. Improved condom programming can help close the gap in condom supply and use, and reduce the spread of HIV. In addition to these barriers, there are important nuances that are worth noting. These include the existing situation where free condoms are in public places such as drinking places, which are not used by some men and women. There is also a preference or perceived value for branded condoms, unbranded/standard condoms

are perceived to be of inferior quality than branded ones (Phiri et al, 2018). This situation dictates making low and mid-cost brands more widely available, particularly to men and young people and provides a rationale for TMA to condom programming.

## **1.2 Process for Developing the National Condom Strategy (2020-2025)**

The development of the Zambia National Comprehensive Condom Strategy (2020-2025) was a result of broader consultations and participation of key stakeholders, from both the private and public sectors, including senior government officers in key ministries and departments, international partners, representatives of non-government organisations, civil societies, and academicians. The development process used a comprehensive multi-sectorial approach. The involvement of key stakeholders from both public and private sectors was vitally important in the development of this strategy to ensure buy-in and support of condom programming in the country. The process started with the consultation of existing literature and policy documents at the national level. Key documents reviewed included guiding documents from the WHO, UNFPA and other sources. National strategic documents, including the National AIDS Strategic Framework 2017 to 2021, the Ministry of Health Strategic Plan for 2017 to 2021 and the Zambia Seventh National Development Plan. Besides, existing data on HIV and condom use from documents such as the 2016 Zambia Population-based AIDS Impact assessment (ZAMPHIA) and the 2018 Zambia Demographic Health Survey were used.

The rigorous review of the literature was followed by provincial and national level stakeholder consultations. These consultations took the forms of in-depth interviews, focus group discussions and consultative meetings to gather stakeholder views and experiences in condom programming. Data from these consultations were analysed and synthesized into this strategic document which was further subjected to review by national-level stakeholders to ensure that its priority areas and strategies reflect the input from all stakeholders.

As part of the process, the previous national comprehensive condom programming strategy, which ended in 2014, and outlined interventions for condom promotion and distribution was evaluated and the findings informed the development of this strategy. The Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis of the four pillars of the Comprehensive Condom Programming (CCP) was undertaken as a basis of this document. The draft strategy was validated at a national multi-sectoral workshop.



## 2.0 SITUATIONAL ANALYSIS

Zambia is resource-rich in mineral endowments and agricultural potential. Spanning a geographical area of 752, 612 square kilometres, it is a large but sparsely populated country of about 17 million people. The country has a young population, with 45.4 per cent of persons aged below 15 years. Zambia achieved Lower Middle-Income Country (LMIC) status in 2011. The Rural poverty rate is three times that in urban areas. In 2010, rural poverty was an estimated 77.9 per cent compared to 27.5 per cent for urban areas (Government Republic of Zambia-GRZ, Central Statistical Office-CSO 2011).

The main challenges in Zambia include the high poverty levels, particularly in rural areas; the high unemployment levels, particularly among the youths; weak social-safety nets; high burden of diseases; infrastructure challenges; and geographical and social barriers. It should be noted that all these constraints and challenges have significant implications on health service delivery as well as citizens' ability to pay for goods and services, including health products and services (GRZ, MOH 2012).

With an estimated 1.2 million people currently living with HIV, Zambia has a generalised HIV epidemic with a prevalence of 11.1 per cent. While the national HIV prevalence dropped by 41 per cent since 2003 (when it was 19%), new HIV infections disproportionately affect women (1.08% incidence) over men (0.33%), and young girls are twice as likely as their male peers to be infected. It is estimated that 90 per cent of new HIV infections come from unprotected heterosexual sex. Drivers of new HIV infections include multiple and concurrent partnerships; low and inconsistent condom use; low levels of medical male circumcision; migration and mobility; mother to child transmission; and marginalised and underserved populations (NAC, 2014).

## **2.1 HIV awareness, knowledge and condom use**

HIV awareness and condom knowledge are considered high among Zambian adults. The latest Zambia Demographic Health Survey (ZDHS) shows that 83 per cent of women and 87 per cent of men in Zambia know that HIV can be prevented by using condoms during sexual intercourse (Zambia Statistical Agency et al, 2019). However, knowledge has not translated into safer behaviour. Despite such high knowledge levels, condom usage is quite low. The 2018 ZDHS shows that only 38 per cent of the women, aged 15 to 49 years, who reported having sexual intercourse with two or more partners in the last 12 months before the survey, had reported using a condom during their last sexual intercourse. Similarly, only 28 per cent of the men, aged 15 to 49 years, who reported having two or more sexual partners during the last 12 months before the survey, reported having used a condom during their last sexual intercourse. Furthermore, the general trend was that condoms were most frequently used with non-regular partners.

## **2.2 The need for Zambia condom strategy**

Condoms are identified as an important pillar in Zambia's HIV prevention strategies for both general and key populations. As such, the Ministry of Health and the National HIV/AIDS/STI/TB Council (NAC) developed the national Comprehensive Condom Programming (CCP) strategy in 2014 that was aimed at reducing transmission of STIs, including HIV, and preventing early and unintended pregnancies. This strategy outlined key interventions for condom promotion and distribution. However, since its expiry in 2014, it has not been replaced by a new strategy that takes into consideration emerging issues in the response, such as programming for key populations. In the absence of the condom strategy within this period, both the National AIDS Strategic Framework (NASF) 2017-2021 and National Health Strategic Plan (NHSP) 2017-2021 categorise comprehensive condom programmes as a high impact intervention.

Despite condom programming being part of key national strategic plans, the following challenges still exist:

### **1. Supply and logistics management**

Challenges still exist especially when it comes to the last-mile distribution. Based on the UNAIDS and UNFPA condom needs calculator, the total number of condoms needed in Zambia was estimated at 185 million. Current distribution mechanism only meets approximately 32 per cent of the total condom need. Several challenges have been encountered, leading to the set targets not being achieved. These include logistical challenges in distributing condoms to the last-mile due to their bulk packaging, leading to inconsistent and inadequate supply of both male and female condoms at service delivery point. Inadequate funding towards this logistic management has led to the inconsistent supply of the commodity. Public sector condoms are mainly being distributed through health facilities, leading to limited access by the general population.

The challenges outlined above lead to stock-outs of condoms, especially in rural areas that most depend on public sector provided condoms. Stock-outs, whether short-lived or prolonged, significantly affect the rates of transmission for STI and HIV as well as unwanted pregnancies.

The problem of stock-outs is further compounded by limited outlets for the distribution of condoms. This implies that certain segments of the population, including young people and people with disability, are unable to easily access condoms when they need them. This calls for the increased community-level distribution of condoms to avail condoms to those who need them 'near the point of use.'

### **2. Distribution to communities**

The community-level distribution also needs increased capacity for quality assurance to ensure that condoms and lubricants being used have the

needed efficacy. Quality assurance and monitoring are currently weak and this strategy will aim to both increase community-level distribution of condoms and lubricants as well as quality assurance and monitoring (UNAIDS, 2014).

### **3. User's information and preferences**

Many challenges and barriers to condom use include myths and misconceptions. The Strategy will invest in studies and surveys to understand the various target audiences for public, private and subsidised condoms and lubricants. Each sector has its clients and must package and promote its condoms and lubricants through effective channels, with evidence-based messages that address specific populations to improve condom use. Female condoms are less used and people lack knowledge around their correct use. There is a need to bring female condoms to scale.

Adolescent girls and young women (AGYW) and young men in and out of school continue to have difficulties accessing condoms and lubricants because of existing policies and socio-cultural norms, which prevent implementation of Condom Availability Programmes (CAPs) for young people. Implementation of CAPs in secondary schools is prohibited in Zambia and young people often experience stigma or discrimination when accessing condoms. The 2018 ZDHS has shown that, of the young people aged 15 to 19 years, 49.7 per cent of girls and 45.3 per cent of males are sexually active<sup>2</sup>. In spite of this situation, the current policy makes it difficult for the young people to protect themselves against infections and unwanted pregnancies. Notwithstanding the introduction of Sexual and Reproductive Health and Comprehensive Sexuality Education, in 2014 to increase knowledge and uptake of sexual and reproductive health services among young people, Zambia has alarming

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<sup>2</sup> Have ever had sexual intercourse (i.e. within the past 4 weeks, 1 year or more than 1 year) (2018 ZDHS)

rates of teenage pregnancies and child marriages. In some regions the rates are as high as 48 per cent and 13 per cent for teenage pregnancies and child marriages, respectively (Menon et al 2016). The observed low condom usage and the inability to reach the national distribution targets call for innovative strategies, to improve condom programming, especially for young people.

In terms of condom use by type, most Zambians (86.8%) use the least expensive condoms (i.e., \$0.15–\$0.20 per unit). Although only two per cent of users are reported to buy the most expensive brands, most often, 10 per cent use mid-range brands costing between \$0.50 and \$0.75 (Ganesan et al., 2018). This finding implies that socially and commercially marketed condoms must be increased to cater for the segment of the population that uses them and to increase choices in line with the total market approach principals. A survey among women in 2018 who reported using condoms and who knew the brand they last used, shows that between 52 and 62 per cent, depending on the age group, used a public sector unbranded condom. When disaggregated by area of residence, 41 per cent of all those who used the public sector unbranded condoms lived in urban areas as compared to 59 per cent who used either socially marketed or commercial brands. On the other hand, 79 per cent of respondents from rural areas used a public sector unbranded condom compared to 21 per cent who used either a socially or commercially marketed condom. The 'Maximum Classic' was the most popular among other brands for both urban (36%) and rural (14%) followed by 'Maximum Scented' condoms (urban- 11% and rural-3%) (refer to Annexe 1 for a TMA landscape assessment).

The analysis of the environment brings to the fore the following programming implications:

- 1) The need for strong and bold leadership for effective implementation of the condom strategy and coordination,

monitoring and evaluation. There is also a need to address legal barriers of access to condoms and lubricants for key populations, especially young people and persons with disabilities;

- 2) The need to create and increase innovative demand activities for condoms and lubricants, with specific target populations, locations, effective communication means, new models for condom and lubricant access including mobile money booths, dating apps, etcetera; and
- 3) The need to strengthen the supply chain and invest in data generation, such as studies and surveys to understand the sexually active populations, the behaviour and practices that put them at risk, their condom and lubricant preferences and placements, and the promotional messages that are impactful. These studies are important for increasing condom and lubricant availability and use to decrease HIV, STIs and unintended pregnancies.

### 3.0 GOAL, PURPOSE, OBJECTIVES AND GUIDING PRINCIPLES

#### 3.1 Goal

The goal of the national comprehensive condom programming strategy is to ensure sustainable and equitable access to high-quality male and female condoms as well as lubricants to sexually active persons, thereby contributing to the prevention of new HIV infections, STIs and unintended pregnancies in the country.

#### 3.2 Purpose

The purpose of this Condom Strategy is to provide a framework for national condom and lubricant programming, strengthen delivery mechanisms and define supportive roles to facilitate resource mobilisation for equitable and sustainable nationwide condom and lubricant provision.

#### 3.3 Strategic Objectives

1. To strengthen the national leadership, coordination and partnerships for sustainable condom and lubricant financing and programming;
2. To strengthen the supply chain management system of comprehensive condoms and lubricant programming;
3. To increase demand, access to and use of male and female condoms and condom-compatible commodities through a total market approach; and
4. To strengthen condom and lubricant strategic information and social and behavioural sciences for effective condom programming.

#### 3.4 Guiding Principles

The national comprehensive condom strategy is guided by the following principles and aspirations:

- ***Equity of access to male and female condoms and lubricants:*** All sexually active people living in Zambia, regardless of their sex,

orientation, age or physical ability will be targeted and given access to condoms and lubricants at all times;

- **Inclusion of key populations:** Special focus will be placed on facilitating access to condoms and lubricants as well as other barrier methods for high-risk groups like key populations, including sex workers, men who have sex with men (MSM), people who inject drugs (PWID) and inmates;
- **Sustainable financing for male and female condoms and lubricants:** The strategy will aim to increase locally mobilised resources to improve equity and sustainability of condom programming by the government as well as expand the commercial sector as a strategic partner;
- **Gender-responsive:** Condom programming will mainstream gender issues in both planning and implementation. Special emphasis will be placed on helping women and other key populations to participate fully in decision-making and ensure that both male and female condoms and lubricants are available to male and female Zambians;
- **Total market approach<sup>3</sup>:** To increase equity and sustainability of condom and lubricant access and use, the Strategy will involve all sectors and channels (private and public) leveraging their respective strengths to target free, partially subsidised or commercially affordable condoms and lubricants;
- **Multi-sectoral partnerships, engagement and involvement:** all sectors will contribute to the implementation of the national condom strategy. These include government and stakeholders from civil society, community-based organisations, development partners and private associations and commercial entities;
- **Integrated condom programming approach:** The Strategy will build on the triple roles of condoms (HIV, STI and pregnancy prevention) to

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<sup>3</sup> See details on Total Market Approach (TMA) in Annexes 1 and 2



integrate condom and lubricant promotion and distribution into other health service provision including HIV counselling and testing, STI prevention and treatment, and SRH and family planning;

- ***Human rights-based approach:*** Implementation of the Strategy will be guided by the human rights approach to ensure that all sexually active populations are targeted and have access to condoms and lubricants.

## 4.0 STRATEGY THEMATIC AND KEY RESULT AREAS

### 4.1 Strategy Thematic and Result Areas

#### 4.1.1 Leadership, Coordination and Partnerships (Decision Makers)

To lead an effective response, the strategy will aim to strengthen national and sub-national leadership and coordination structure; create an enabling environment for evidence to inform programming, policy and regulation around comprehensive condom programming; secure funding for effective and efficient implementation of strategic interventions; and eliminate condom and lubricant access inequalities through policy and legislative reviews. The Strategy recognises the critical role stewardship plays in a Total Market Approach (TMA) to condom programming and will ensure that regulatory mechanisms are implemented to increase the market entry of low- to mid-range priced condom brands.

The Strategy will strengthen government leadership and stewardship on condom programming and improve the policy environment for policy programming that leaves no one behind, including young people, people with disabilities and key populations. To sustain condom and lubricant availability and accessibility, there will be a need to strengthen leadership and coordination across all sectors; timely production and dissemination of information for effective condom programming; and increased local resources to sustain interventions. The Strategy will be implemented with the involvement of all key stakeholders, including traditional leaders and local authorities who will actively participate in sub-national level leadership and coordination at district and community levels.

Reasonable investment at the national level to improve understanding of condom and lubricant demand and use trends and a strong evidence base for understanding demand and supply dynamics will improve quantification, procurement and targeted

distribution. Improved condom programme information will also lead to supportive policy and regulatory framework and will provide an enabling environment for a total market approach.

### **Strategic Outcomes**

1. Public and private sectors effectively coordinated and responsive at all levels of condom and lubricant intervention;
2. Comprehensive condom programme integrated across all relevant sectors; and
3. Advocacy and public-sector resource mobilisation plan effectively implemented for sustainable condom programming.

### **Strategic Outputs**

1. Programme implementers trained in effective coordination and distribution of products;
2. National, provincial, district and community structures built and strengthened;
3. A national budget line for the purchase of male and female condoms and lubricants, consumer-based surveys/studies, and demand creation activities to promote the use of condoms and lubricants correctly and consistently;
4. Male and female condoms and lubricants in the essential medicine lists and imported free of charge;
5. Monthly or quarterly public and private sector coordination meetings conducted at all levels (national, province, district, and community levels) with recorded minutes for planning, sharing information and reviewing progress in the implementation of the operational plan;
6. All relevant private sectors identified and engaged in the distribution of condoms and lubricants; and
7. Advocacy and public-sector resource mobilisation plan developed and funds mobilised for sustainable condom programming.

#### 4.1.2 Supply Chain and Commodity Security (The Commodities)

The Strategy will use a range of interventions, including structural ones to address barriers of access to male and female condoms and lubricants by strengthening the condom and lubricant supply chain to ensure that all populations (adolescents, women, rural populations and critical populations) and in all places (with emphasis on underserved communities in rural areas) have access to and consistently use prevention measures, including condoms and lubricants. The Strategy will aim to overcome all factors that negatively affect last-mile distribution by establishing robust systems that aim at promoting availability and access to these vital commodities for the needy populations coupled with multi-level promotion and creation of an enabling environment for a total market approach. It will ensure effective forecasting and quantification, procurement planning, warehousing and distribution, including last-mile delivery. Refer to Annexe 4 for the condom and lubricant distribution algorithm from national to the community level.

##### **Strategic Outcomes**

1. Forecasting, quantification and procurement plan effectively implemented;
2. National condom and lubricant distribution plan (from the suppliers of all three sectors to the end-user) effectively implemented;
3. Appropriate Condom and lubricant warehousing in both private and public sectors guaranteed at the national and provincial levels;
4. Quality for both condoms and lubricants improved and assured; and
5. Visibility and accountability of commodities at all levels in the entire supply chain promoted.

## Strategic Outputs

1. Annual forecasting, quantification and procurement plan of male and female condoms and lubricants plan produced – from all three sectors (public, private and social marketing);
2. National condom and lubricant distribution plan (from the suppliers of all three sectors to the end-user) developed to ensure better coordination and to avoid duplication;
3. A community-based condom and lubricant distribution mechanism established;
4. National survey report on the assessment of storage facilities in both public and private facilities produced;
5. Condom and lubricant warehousing facilities improved;
6. A selection of national laboratories is accredited against international standards to assure the quality of imported or locally produced male and female condoms and lubricants;
7. Condom and lubricant distribution outlets, including community distribution points, regularly visited for quality monitoring; and
8. Supply chain monitoring mechanism developed and distribution (free and sales) tracking system in place to the last-mile, with bi-annual report publicly available.

### 4.1.3 Demand, Access and Utilisation (Users)

The Strategy will employ a range of behavioural change interventions that will seek to reduce the risk of HIV transmission; the transmission of other STIs and unintended as well as unwanted pregnancies, by addressing risky behaviours such as cultural factors within which risk behaviours occur; and aim to increase condom and lubricant use, both through the public and private sectors. These interventions will seek to increase knowledge about condoms and lubricants; increase risk perception; challenge negative norms;

impart condom and lubricant use and disposal<sup>4</sup> skills; understand sexual behaviours; and improve demand for condoms and lubricants, among all sexually active populations. Traditional leaders will play a key role in creating demand at the community level, particularly for rural communities.

### **Strategic Outcomes**

1. Awareness of and demand for condoms and lubricants increased, through the mobilisation of all stakeholders (communities, NGOs, academia and the private sector);
2. Condom and lubricant access and use by all populations at risk of infection increased (i.e. AYP, PWD, MSM, FSWs, IDUs, PLHIV, Truck drivers, Public transport operators and seasonal/migrant workers, orphaned and vulnerable children (OVC) and those living in the streets);
3. Information from social and behaviour change communication (SBCC) studies is used to understand the practices, behaviours, knowledge and preferences of the condom and lubricant users and inform interventions;
4. Evidence-based SBCC is used to inform interventions that promote the correct and consistent use of male and female condoms and lubricants;
5. Strategic partners including youth networks, key population networks, representatives of persons with disabilities, community-based organisations (CBOs), NGOs and the private sectors have improved capacity for targeted condom and lubricant distribution;
6. Strategic plans for condom and lubricant promotion and placement in traditional and non-traditional sites effectively implemented; and

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<sup>4</sup> See Annexe 3 for environmental considerations and safe disposal of male and female condoms and lubricants

7. Condom and lubricant needs of all population segments met through the promotion of a total market approach (TMA).

### **Strategic Outputs**

1. Communities, NGOs, CBOs, faith-based organisations (FBOs), CSOs, key population networks, academia and private sector mobilised and engaged in condom and lubricant awareness and demand creation;
2. All populations at risk of infection are reached by community interventions to promote condom and lubricant access and use through innovative approaches such as condom and lubricant dispensers, and other community-based distribution platforms that are easily accessible to young people;
3. SBCC studies conducted to understand the practices, behaviours, knowledge and preferences of the condom and lubricant users;
4. SBCC studies conducted to understand barriers and facilitators to consistent use of male and female condoms and lubricants;
5. Strategic partners including youth networks, key population networks, representatives of persons with disabilities, CBOs, NGOs, and the private sectors are financially supported for targeted condom and lubricant distribution;
6. New condom and lubricant promotion and placement strategic plans are produced, promoting the use of non-traditional platforms or sites such as sales of condoms and lubricants online; and
7. All sectors (private, social marketing and commercial) are involved in the planning and distribution of condoms and lubricants to different population segments.

#### 4.1.4 Programme Support (Service Providers, Scientists, Media)

To effectively implement all aspects of this strategy, effective support systems need to be in place. Effective condom and lubricant programming support mechanisms facilitate the sustainability of the comprehensive condom programme implementation by building supportive policies, programmatic, institutional and economic environments that are needed for a TMA. An effective programme support system increases the number of service providers across all sectors, provides the necessary capacities to partners and ensure the active engagement of all partners in making condoms and lubricants accessible by all. Support mechanisms also ensure the timely collection and analysis of data on consumer needs and preferences to provide evidence for managing demand, access and use of condoms and lubricants to reach all sexually active populations.

##### **Strategic Outcomes**

1. National condom and lubricant research agenda funded and effectively implemented;
2. The capacity of stakeholders (i.e. media, partners, government, logistic managers, M&E officers etc.) strengthened by specific training workshops;
3. Advocacy and public-sector resource mobilisation plan effectively implemented for sustainable condom programming;
4. Comprehensive condom programming (CCP) media plan funded and effectively implemented and media coverage of condom programming improved;
5. TMA effectively implemented, monitored and evaluated;
6. National and sub-national condom and lubricant data captured and reported in real-time through effective implementation of the CCP M&E plan; and



7. Existing information systems strengthened and integrated into one national health knowledge and information management system.

### **Strategic Outputs**

1. National condom and lubricant research agenda developed and funding requested;
2. Pre-service and in-service training in CCP conducted for capacity building of stakeholders (the media, partners, government, logistic managers, M&E officers);
3. Advocacy and public-sector resource mobilisation plan developed and funds mobilised for sustainable condom programming;
4. CCP media plan developed and media partners fully engaged;
5. TMA adapted and a condom market monitoring and evaluation plan developed;
6. A market segmentation plan is developed where the three sectors are complementing each other and targeting different segments of the populations, throughout the country;
7. M&E plan for CCP developed, funded and officers hired to implement the plan;
8. Logistics Management Information System (LMIS), Health Management Information System (HMIS) and National HIV/AIDS/STI/TB Council Management Information System (NACMIS) linked into one health management information system; and
9. Data collection and reporting tools standardised across public, social marketing and private sectors to facilitate the integration of condom and lubricant information into the national health knowledge and information management system.

## 4.2 Condom and lubricant strategy targeting approach

The total market approach to condom programming aims to make condoms and lubricants reach all sexually active people who need male and female condoms and lubricants. The population groups listed below are specifically targeted by this strategy to reduce new HIV infections, other sexually transmitted infections and unwanted pregnancies. In addition to the populations listed below, the Strategy will aim to increase access to socially excluded or poor people, especially in rural communities, who may not afford condoms and lubricants. Although all population segments will be targeted, the population segments in Table 1 will be specifically targeted as the most vulnerable to infections of the population segments (subject to change based on results from the SBCC studies that will be conducted).

**Table 1: Population segments that are vulnerable to infections**

Target population	The rationale for targeting the groups
Adolescent Girls and Young Women (AGYW)	Adolescent girls and young people constitute a vulnerable group at high risk of HIV and other STI infections due to naivety and limited negotiating power (UNFPA, 2019). The ZDHS of 2018 shows that about 6% of young women have HIV compared to 2% young men. Moreover, condom use among young women is low with only 34% of young people aged 19 to 24 years who used a condom at the last risky sex.
Boys and young men	Adolescent and young men aged 15 to 24 years is a critical population segment for HIV prevention as the Zambian population is mostly youthful. The 2018 ZDHS shows a low level of HIV infection among young men aged 15 to 24 years at 2%. This presents opportunities for HIV infection control.
Women	In Zambia, HIV prevalence is highest among women (14%) compared to men (8%). Condom use during sex with risky partners also remains relatively low among women (35%) compared to men (54%). Several documented factors prevent women from demanding to use or use condoms and put them at risk of HIV infection. These include social, cultural, biological, and economic factors. Targeting women with condom programming, therefore, is critical for epidemic control.
Men	Men have the power to influence the use of condoms in sexual relationships. Knowledge of condoms and condom use (54%) is relatively higher among males compared to females. The Strategy will leverage this existing condom use among men. Also, men have low health-seeking behaviour as seen in the HIV testing levels reported in 2018 (75%) compared to 85% for women.
People living with HIV (PLHIV):	Condom promotion is an essential part of HIV prevention. This strategy emphasizes double prevention through promotion of treatment as prevention and positive health behaviour, such as condom use, as a prevention tool. Together with viral load suppression, condom use among PLHIV provides triple benefits of prevention of HIV, STIs and unwanted pregnancies.
Truck drivers, Public transport operators and Seasonal/migrant workers	These are key populations that required targeted interventions to prevent HIV. The Strategy will promote the provision of condoms to long-distance truck drivers passing through Zambia as well as both local and inter-town/intercity bus drivers. Migrant workers on the mines and farming areas will be specifically targeted to increase inclusivity and ensure that no one remains behind.

Target population	The rationale for targeting the groups
Key populations	<p>The Zambian Penal Code Act criminalises some key populations (FSWs, MSM, IDUs). This makes it difficult to plan and direct HIV prevention interventions at such key populations (UNFPA 2019). While anticipating the policy and legal frameworks to become favourable to these key populations, using a human rights approach, the Strategy will implement key activities that will make condoms and lubricants available to all key populations in Zambia.</p>
<p>Orphaned and Vulnerable Children (OVC) and those living in the streets</p>	<p>OVC are also prone to HIV infections. This is fuelled by their lack of access to health facilities. It is, therefore, imperative to target vulnerable and street children with HIV prevention interventions. Condoms will thus be made available to this segment of the population through NGOs and other implementing partners.</p>
<p>People living with disabilities (PWD)</p>	<p>PWD are more vulnerable to HIV infection and some forms of disabilities make it difficult for them to access condoms equally. Besides, some disabilities increase the chances of HIV infection due to vulnerability to physical and sexual abuse. Other disabilities increase chances of HIV and STI infection and unintended pregnancies due to lack of knowledge. Therefore, this strategy will promote the dissemination of information to all PWD through the translation of all key messages and printing of braille documents for the visually impaired.</p>

## **5.0 ROLES AND RESPONSIBILITIES OF KEY STAKEHOLDERS IN THE STRATEGIC IMPLEMENTATION OF THE CONDOM AND LUBRICANT STRATEGY**

Effective implementation of the Total Market Approach requires collaboration among different key stakeholders. The following stakeholders and their roles will be key to achieving the objectives of this strategy:

### **5.1 Ministry of Health**

The Ministry of Health will be the driver of the strategy and will be involved in:

1. condom and lubricant procurement, supply chain management and distribution;
2. ensuring the availability of condoms and lubricants as per consumer's preference, including last-mile distribution;
3. integration of condom programming in all health services;
4. integration of condoms and lubricants in strategic information documents for analysis, reporting and research;
5. resource mobilisation; and
6. advocacy and demand creation.

### **5.2 National HIV/AIDS/STI/TB Council**

The National HIV/AIDS/STI/TB Council will be a coordination hub for the Strategy and will be involved in:

1. overseeing a coordinated implementation and will provide accountabilities;
2. coordination of condom and lubricants planning and programming for public and commercial sectors;
3. monitoring and evaluation; and
4. advocacy and demand creation.

### **5.3 Zambia Medicines and Medical Supply Agency**

The Zambia Medicines and Medical Supply Agency will take up the roles played by the Zambia Medical Stores Ltd and will be actively involved in the implementation of the condom strategy. The Agency will specifically be involved in:

1. quantification of public sector condoms and lubricants;
2. procurement and storage of public sector condoms and lubricants;
3. development, maintenance and management of an efficient and cost-effective system of procurement, storage and distribution of condoms and lubricants;
4. ensuring timely availability of condoms and lubricants in public and private health facilities;
5. establishing and maintaining effective inventory management systems and security protocols;
6. facilitating the selection, forecasting, quantification and supply planning of condoms and lubricants; and
7. establishing a network of storage, packaging and distribution for the provision of condoms and lubricants.

### **5.4 Zambia Medical Regulatory Authority**

The Zambia Medical Regulatory Authority (ZAMRA) will work closely with other regulatory authorities, including the Zambia Bureau of Standards and the Zambia Compulsory Standards Agency, to ensure the quality of condoms and lubricants is maintained as well as their proper disposal. ZAMRA will specifically:

1. assure the quality and safety of condoms and lubricants procured and distributed by both the public and private sector; and
2. conduct post-market surveillance on condoms and lubricants.

## 5.5 Government Ministries and Sectors

Line ministries and sectors, both private and public, will be coordinated through a multi-sectoral team overseen by the National AIDS Council.

They will be responsible for:

1. implementation of workplace programmes;
2. implementation of the condom strategy through community programmes;
3. advocacy and resource mobilisation; and
4. distribution of condoms and lubricants to their constituencies, as follows:
  - a. **The transport sector** will ensure condom and lubricant availability to their clients and will assist in the transportation of condoms and lubricants to support last-mile distribution;
  - b. **Hospitality and tourism sector/industry** will ensure the availability of condoms and lubricants to all patrons of their service providers;
  - c. **Agriculture and Local government sectors** will ensure availability of condoms and lubricants in all community service delivery points;
  - d. The **Education sector** (General and Higher education) will ensure availability of condoms and lubricants to learners at learning institutions, for higher institutions of learning, and accessible at near-by distribution points for secondary schools; and
  - e. All other sectors such as **Mining, Energy, Manufacturing, Construction, Civil Society, Banking and Financial sectors** will ensure availability of condoms and lubricants through the implementation of workplace HIV prevention programmes and use of their comparative advantage to support the HIV response.

The **Ministry of Finance** will ensure that condoms and lubricants are budgeted for, through the Ministry of Health, to support procurement and last-mile distribution.

The **defence and security forces** will distribute condoms and lubricants through their structures, including their health facilities and protected residential areas.

## 5.6 Cooperating Partners

Cooperating partners will continue to play a pivotal role in the actualisation of the condom strategy through:

1. resource mobilisation;
2. advocacy and policy engagements;
3. technical assistance; and
4. financial assistance.

## 5.7 NGOs/Civil Society Organisations

Non-governmental organisations will continue to play a vital role in the implementation of the condom strategy. They will participate in:

1. promoting and creating demand for condoms and lubricants;
2. providing free condoms and lubricants to all, including last-mile end users in the country;
3. assisting the Ministry of Health in condom and lubricant forecasting and procurement;
4. social marketing of condoms; and
5. provision of branded condoms and participation in condom and lubricant marketing.

## 5.8 Private Sector

Private sector stakeholders are key in a total market approach for condoms and lubricants. They and act as a conduit for non-public, for-



profit organisations to actively participate in making condoms and lubricants available to all population segments. The Strategy will ensure that both socially marketed and commercially sold condoms and lubricants are available through the private sector and are monitored in the National Reporting Systems.

## **5.9 Commercial Sector**

The Strategy will involve retail shops, pharmacies, kiosks, condom and lubricant dispensers and other commercial outlets to distribute condoms and lubricants to segments of the population that can easily be reached by these means, especially in urban areas. Use of such commercial outlets will be utilised to expand the availability and distribution of condoms and lubricants. To maximise the availability of condoms and lubricants, retailers will also be involved in the social marketing of condoms and lubricants.

## 6.0 MONITORING AND EVALUATION (M&E)

This strategy recognises the information challenges being faced in condom programming in Zambia. These include, but not limited to, Lack of accurate data and picture on current needs, lack of condom and lubricant research activities and lack of comprehensive baseline data. As a result, this strategy pays particular attention to the need to have timely information for effective decision-making. Monitoring and evaluation will play a pivotal role in the implementation of this condom strategy. To this end, the strategy will aim to establish and strengthen the linkages among existing national information systems. It will link the health management information system (HMIS), the logistics management Information system (LMIS) and the NAC management information system (NACMIS).

The basis for monitoring and evaluation for this strategy will be the indicators provided in the operational framework for the implementation of this strategy. Monitoring and evaluation will be done at a strategic level with emphasis on indicators at outcome, output and process levels. The National AIDS Council will play a pivotal role in the operationalisation and implementation of the M & E system for the condom strategy. Preferably, the Council will, through the relevant task forces such as the Condom Technical Working Group, develop an M&E log frame for the Strategy indicators in the first year of implementation for monitoring progress towards achieving the Strategy's goals and objectives, and the targets to which the priority objectives should contribute. The logical framework will be operationalised into a costed M & E plan with specific data points (pieces of data needed) and tools, responsibilities and implementation plans.

Data will be collated and analysed quarterly by the Spectrum estimates team coordinated by the National AIDS Council. The Strategy will be monitored and evaluated periodically. The monitoring tools will include quarterly, annual, mid-term and terminal reviews.

Quarterly reviews will focus on the progress being made toward the attainment of objectives and identify barriers to effective implementation of the Strategy and recommend remedial measures to address implementation bottlenecks. The annual reviews will focus on assessing the extent to which strategic objectives, priorities, processes and indicators remain relevant to the country context and the changing condom and lubricant environment. These reviews will be conducted jointly with implementing partners from the public and private sectors. In addition to quarterly and annual reviews, a mid-term review will be conducted at the end of 2021 to assess progress and determine the likelihood of the strategy attaining the set targets. At the end of the strategic period (2025), a terminal evaluation of the strategy will be conducted to determine the extent to which the set outcomes were achieved and to document lessons learnt from the implementation of the Strategy. The results of the evaluation will feed into the development of a new National Comprehensive Condom Strategy 2026-2030. Along the way, nested studies will be conducted to learn about different aspects of the condom programme, their implementation and their effectiveness. Data from existing national studies such as demographic and health surveys will continue to be used to support the implementation of the Strategy.

# **NATIONAL OPERATIONAL AND IMPLEMENTATION PLAN**

## **2020 - 2025**

## 7.0 OPERATIONAL PLAN AND STRATEGIES FOR IMPLEMENTATION

### 7.1 Thematic area 1: Leadership, coordination and partnerships

#### Strategic Objective 1: Strengthen national leadership, coordination and partnerships for sustainable condom and lubricant financing and programming

Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs (US\$)
Public and private sectors effectively coordinated and responsive at all levels of condom and lubricant intervention.	Programme implementers trained in effective coordination and distribution of products.	Condom and lubricant leadership and coordination gaps mapped out. # of capacity building trainings conducted.	Map leadership and coordination gaps at national, provincial, district and community levels. Training of key staff involved in the coordination of condom programming at all levels (national, provincial, district and community levels).	2021 - 2022	NAC	MOH, UNFPA, UNAIDS & PEPFAR	25,000.00
	A national budget line for the purchase of male and female condoms and lubricants, consumer-based surveys/studies, demand creation activities to promote the use of condoms and lubricants correctly and consistently.	Existence of a national budget line for the purchase of condoms and lubricants, consumer-based surveys/studies, demand creation activities.	Developing a national budget line for the purchase of condoms and lubricants, consumer-based surveys/studies, and demand creation activities.	2020-2025	NAC & MOH	UNFPA, UNAIDS & PEPFAR	1,500.00
	Male and female condoms and lubricants included in the essential	<ul style="list-style-type: none"> <li>Existence of condoms and lubricants in the</li> </ul>	Advocating for inclusion of condoms and compatible lubricants in	2020-2025	MOH	NAC, UNFPA, UNAIDS & PEPFAR	1,500.00

Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs (US\$)
	medicine lists and imported free of charge.	essential medicines' lists. • # of condoms and lubricants imported free of charge. • # lubricants imported free of charge.	the essential medicine's lists.				
	Monthly or quarterly public and private sector coordination meetings conducted at all levels (national, province, district, & community levels) with recorded minutes for planning, sharing information and reviewing progress in the implementation of the operational plan.	# of active technical working groups (groups that hold coordination meetings at least once a quarter). # of public and private sector coordination meetings conducted at all levels.	Formation of technical working groups at all levels.	2020-2021	NAC	MOH, UNFPA, UNAIDS & PEPFAR	55,000.00
			Conducting public and private sector coordination meetings.	2020-2025	NAC	MOH, UNFPA, UNAIDS & PEPFAR	55,000.00
	National, provincial, district and community structures built and strengthened.	# of community condom and lubricant distributors trained. # of national, provincial, district and community level institutions capacity built to	<ul style="list-style-type: none"> <li>Training of community condom and lubricant distributors.</li> <li>Build capacity of national, provincial, district and community-level institutions to operate as</li> </ul>	2020 - 2025	NAC	MOH, UNFPA, UNAIDS & PEPFAR	290,000.00
Comprehensive condom programme integrated across all relevant sectors.				2021 - 2022	NAC	MOH, UNFPA, UNAIDS & PEPFAR	255,000.00

Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs (US\$)
		operate as condom and lubricant distribution points.	comprehensive condom and lubricant distribution points.				
	All relevant private and private sectors identified and engaged in the distribution of condoms and lubricants.	<ul style="list-style-type: none"> <li># of public and private sectors identified for distribution of condoms and lubricants.</li> <li># of meetings with public and private sectors shortlisted for distribution of condoms and lubricants.</li> </ul>	<ul style="list-style-type: none"> <li>Identification of public and private sectors for the distribution of condoms and lubricants.</li> <li>Meetings with public and private sectors shortlisted for distribution of condoms and lubricants.</li> </ul>	2020-2025	NAC	MOH	165,000.00
Advocacy and public-sector resource mobilisation plan effectively implemented for sustainable condom programming.	Advocacy and public-sector resource mobilisation plan developed and funds mobilised for sustainable condom programming.	<ul style="list-style-type: none"> <li>Existence of Advocacy and public-sector resource mobilisation plan.</li> <li>The total amount of funding on condoms and lubricants contributed by donor community.</li> <li>Number of condoms and lubricants supplied by the</li> </ul>	<ul style="list-style-type: none"> <li>Advocate for the incorporation of legal provisions for public and private sectors condonation of all condom programming and interventions into the NAC Act to address the age of consent and other legal barriers relating to key populations in HIV prevention programming.</li> <li>Develop Advocacy and public-sector resource mobilisation plan</li> </ul>	2020-2025	NAC/MOH	Global Fund UNFPA, UNAIDS & PEPFAR	10,000.00

Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs (US\$)
		<p>donor community.</p> <ul style="list-style-type: none"> <li>The number and or percentage of GFATM proposals including condom and lubricant procurement.</li> <li>The total amount of funding on condoms and lubricants contributed by GRZ.</li> </ul>	<ul style="list-style-type: none"> <li>Mobilise funds for sustainable CCP.</li> </ul>				

## 7.2 Thematic Area 2: Supply Chain and Commodity Security

### Strategic Objective 2: Strengthen the supply chain management system of Comprehensive Condom and Lubricant Programming

Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs- \$USD
Forecasting, quantification and procurement plan effectively implemented.	Annual forecasting, quantification and procurement plan of male and female condoms and	<ul style="list-style-type: none"> <li># of forecast, quantification and procurement trainings conducted</li> <li># of forecast, quantification and procurement meetings held.</li> </ul>	Conduct forecast, quantification and procurement training and meetings and conduct forecast, quantification and procurement exercise and compile reports.	2020 - 2025	MOH	NAC, UNFPA, UNICEF, UNAIDS, Global Fund.	55,000.00



Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs- \$USD
	Lubricant produced – from all three sectors (public, private and social marketing).	<ul style="list-style-type: none"> <li># of annual forecast, quantification and procurement reports produced.</li> </ul>					
		Baseline review of national medical stores conducted.	Conduct a baseline review of national and sub-national medical stores to assess distribution system capacity measures, service statistics, end-user consumption data, and guidelines on forecasting and stock management.	2020 - 2025	MOH	NAC, UNFPA, UNICEF, UNAIDS, Global Fund.	200,000.00
		<ul style="list-style-type: none"> <li>Existence of an adequate multi-year forecast and procurement plan for condoms and lubricants.</li> <li># of male and female condom and lubricant stock out per year.</li> <li>The number and per cent of storage facilities that experienced a stock out of condoms and lubricants at any given period.</li> </ul>	<ul style="list-style-type: none"> <li>Develop a condom and lubricant forecast and procurement plan using the findings of the baseline review and situation analysis.</li> <li>Compile a monthly inventory of condoms and lubricants at all levels.</li> <li>Conduct routine stock movement audit.</li> </ul>	2020 - 2025	MOH	NAC, UNFPA, UNICEF, UNAIDS, Global Fund.	50,000.00

Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs- \$USD
		<ul style="list-style-type: none"> <li>Number of condoms and lubricants stocked out in the past 12 months at the central warehouse.</li> <li>Per cent of condoms and lubricants that expired at the central warehouse in the past 12 months.</li> <li>Total number of male and female condoms and lubricants available at the warehousing for distribution nationwide during the last 12 months per person aged 15-49 years.</li> </ul>					
		<ul style="list-style-type: none"> <li>LMIS upgraded</li> <li>Type of data captured by LMIS</li> </ul>	Upgrade the LMIS to capture the consumption data from end-users, and strengthen the inventory control system at all levels of the response.	2021 - 2022	MOH	NAC, UNFPA, UNICEF, UNAIDS, Global Fund.	10,000.00
		<ul style="list-style-type: none"> <li># of trainings on LMIS and forecast and Supply planning tools.</li> <li># of people trained in LMIS and forecast and Supply planning tools.</li> </ul>	Train staff at all levels on the use of LMIS tools, and forecasting and supply planning tools, to increase accuracy.	2021 - 2022	MOH	NAC, UNFPA, UNICEF, UNAIDS, Global Fund.	185,000.00

Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs- \$USD
National condom and lubricant distribution plan (from the suppliers of all three sectors to the end-user) effectively implemented.	National condom and lubricant distribution plan developed.	<ul style="list-style-type: none"> <li>Existence of National condom and lubricant distribution plan.</li> </ul>	<p>Develop a national condom and lubricant distribution plan (from the suppliers of all three sectors to the end-user) developed to ensure better coordination and to avoid duplication.</p> <ul style="list-style-type: none"> <li>Develop community hubs for condoms and lubricants.</li> <li>Identify and engage key population networks in condom and lubricant distribution.</li> <li>Identify and engage peer groups in condom and lubricant distribution.</li> <li>Identify and engage MSMs in condom and lubricant distribution.</li> </ul>	2020-2021	NAC	MOH, UNFPA, UNICEF, UNAIDS, Global Fund.	5,000.00
	A community-Based condom and lubricant distribution mechanism established.	<ul style="list-style-type: none"> <li># of community condom and lubricant hubs developed.</li> <li># of key population networks engaged in condom and lubricant distribution.</li> <li># of peer groups engaged in condom and lubricant distribution.</li> <li># of MSMs engaged in condom and lubricant distribution.</li> </ul>	<ul style="list-style-type: none"> <li>Develop community hubs for condoms and lubricants.</li> <li>Identify and engage key population networks in condom and lubricant distribution.</li> <li>Identify and engage peer groups in condom and lubricant distribution.</li> <li>Identify and engage MSMs in condom and lubricant distribution.</li> </ul>	2021-2025	NAC	MOH, UNFPA, UNICEF, UNAIDS, Global Fund.	135,000.00
Appropriate Condom and lubricant warehousing in both private and public sectors ensured.	National survey report on the assessment of storage facilities in both public and private facilities produced.	Survey report of the national survey on availability, quality and capacity of condom and lubricant storage facilities.	Conduct a national survey to assess the availability, quality and capacity of condom and lubricant stores in the public, private and commercial sectors, and give recommendations.	2020-2022	NAC/ZMMS A/MOH	UNFPA, UNICEF, UNAIDS, Global Fund.	250,000.00

Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs- \$USD
	Condom and lubricant warehousing facilities improved.	<ul style="list-style-type: none"> <li># of condom and lubricant warehousing facilities improved.</li> <li># of 'spot checks' of warehousing facilities at all levels conducted each year.</li> </ul>	<ul style="list-style-type: none"> <li>Mobilise resources and improve warehousing and storage quality at the district and community level.</li> <li>Conduct regular 'spot checks' of warehousing facilities at national, provincial, district and community levels, based on WHO recommendations.</li> </ul>	2020-2025	NAC/ZMMS A/MOH	UNFPA, UNICEF, UNAIDS, Global Fund.	295,000.00
Quality for both Condoms and lubricants improved and assured.	A selection of national laboratories is accredited against international standards to assure the quality of imported or locally produced male and female condoms and lubricants.	<ul style="list-style-type: none"> <li># of laboratories accredited against international standards to assure the quality of imported or locally produced male and female condoms and lubricants.</li> <li># of laboratories improved</li> <li># of routine and random quality monitoring conducted per year.</li> <li>Condom and lubricant quality control performed for each consignment.</li> <li>Routine quality control performed</li> </ul>	<ul style="list-style-type: none"> <li>Identify and select laboratories for accreditation against international standards to assure the quality of imported or locally produced male and female condoms and lubricants.</li> <li>Improve selected laboratories to meet the required standards.</li> <li>Perform quality control for each consignment.</li> <li>Conduct routine and random quality monitoring.</li> </ul>	2020-2022	MOH	NAC, ZMMSA UNFPA, UNICEF, UNAIDS, Global Fund.	150,000.00

Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs- \$USD
		<p>post procurement at all levels.</p> <ul style="list-style-type: none"> <li>Per cent of condoms and lubricants in stock (at all levels-national, province, district &amp; community) that meet WHO quality specifications.</li> </ul>					
	Condom and lubricant distribution outlets, including community distribution points, regularly visited for quality monitoring.	<ul style="list-style-type: none"> <li># of quality monitoring visits conducted at distribution outlets including community distribution points.</li> <li>The proportion of facilities and distribution points reporting quality-related complaints.</li> <li># of condom and lubricant post-market surveillance conducted per year.</li> </ul>	<ul style="list-style-type: none"> <li>Conduct routine and random quality monitoring visits at distribution outlets including community distribution points.</li> <li>Orient relevant government regulatory authorities (i.e. Zambia Bureau of Standards, ZAMRA, etc.) on quality assurance of condom and lubricant products.</li> <li>Conduct quarterly condom and lubricant post-market surveillance.</li> </ul>	2020-2025	MOH/ZMM SA/NAC	UNFPA, PEPFAR, ZAMRA, Zambia Bureau of Standards.	260,000.00
Visibility and accountability of commodities at all levels in the entire	Supply chain monitoring mechanism developed and distribution (free and	<ul style="list-style-type: none"> <li># of condom and lubricant distribution points established.</li> <li># of condoms and lubricants distributed.</li> </ul>	<ul style="list-style-type: none"> <li>Develop a distribution plan from the supplier to the end-user to ensure better coordination and to avoid duplication.</li> </ul>	2021 - 2025	MOH	MOH, NAC, ZMMSA, UNFPA, UNICEF, Global Fund, Line	257,000.00

Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs- \$USD
supply chain promoted.	sales) tracking system in place to the last-mile, with bi-annual report publicly available.	<ul style="list-style-type: none"> <li>Existence of a training guide on ordering and distribution of condoms and lubricants.</li> <li># of people-oriented in ordering and distribution of condoms and lubricants based on developed guidelines.</li> <li># of 'spot checks' conducted per year.</li> <li>Existence of electronic supply chain monitoring mechanism and distribution tracking system for condoms and lubricants for all sectors.</li> </ul>	<ul style="list-style-type: none"> <li>Include issues of functional links and communications in the working group meeting agenda.</li> <li>Develop a training guide on ordering and distribution of condoms and lubricants, including management of dispensers.</li> <li>Strengthen relevant government regulatory authorities.</li> <li>Conduct regular 'on the spot' checks to reinforce accountability, customer focus and motivation.</li> <li>Develop pathways for better condom and lubricant accessibility in difficult to reach locations.</li> <li>Develop an electronic supply chain monitoring mechanism and distribution tracking system for condoms and lubricants for all sectors to ensure an end to end visibility of inventory at all levels.</li> </ul>			Ministries and PEPFAR	

### 7.3 Thematic area 3: Demand, Access and Utilisation

#### Strategic Objective 3: Increase demand, access to and use of male and female condoms and condom-compatible lubricants.

Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs (USD)
Awareness of and demand for condoms and lubricants increased through the mobilisation of all stakeholders (communities, NGOs, academia and the private sector).	Communities, NGOs, CBOs, FBOs, CSOs, key population networks, academia and private sector mobilised and engaged in condom awareness and demand creation.	<ul style="list-style-type: none"> <li># of partners (NGOs, CBOs, FBOs, CSOs, key population networks, academia and private sector) actively involved in awareness and demand creation.</li> <li># of community engagement through social dialogue held.</li> <li># of partners trained in condom and lubricant awareness and demand creation.</li> <li># of targeted condom and lubricant marketing messages developed and disseminated (through TV shows, radio programmes, roadshows, social media, bulk messaging, mobile</li> </ul>	<ul style="list-style-type: none"> <li>Identification and mobilisation of partners (NGOs, CBOs, FBOs, CSOs, key population networks, academia and private sector) to involve in condom and lubricant awareness and demand creation.</li> <li>Train partners in condom and lubricant awareness and demand creation.</li> <li>Develop condom and lubricant awareness and demand creation messages</li> </ul>	2021 - 2025	NAC	MOH, UNICEF, UNAIDS, UNFPA, Global Fund, PEPFAR, AHF, PPAZ, CIDRZ, Implementing Partners, Private Sector (including shopping malls)	275,000.00

Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs (USD)
		<ul style="list-style-type: none"> <li>health apps, social events etc.).</li> <li># of active condom and lubricant awareness and demand creation ambassadors for each population segment.</li> <li># of key population networks actively involved in awareness and demand creation.</li> <li>Condom and lubricant awareness and demand creation integrated into annual social events.</li> </ul>	<ul style="list-style-type: none"> <li>specific to different population segments at risk of infection.</li> <li>Identify and recruit condom &amp; lubricant awareness and demand creation ambassadors for each population segment.</li> <li>Identify and engage key populations in condom and lubricant awareness and demand creation.</li> <li>Identify key annual social events and engage event planners/managers in condom and lubricant awareness and demand creation.</li> <li>Disseminate information about locations</li> </ul>				
Condom and lubricant access and	All populations at risk of infection are reached by	<ul style="list-style-type: none"> <li>Percentage of men and women who know a place where</li> </ul>		2021 - 2025	NAC/MOH	UNICEF, UNAIDS, UNFPA,	350,000.00



Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs (USD)
use by all populations at risk of infection increased (i.e. AYP, PWD, MSM, FSWs, IDUs, PLHIV, Truck drivers, Public transport operators and Seasonal/migrant workers, Orphaned and Vulnerable Children (OVC) and those living in the streets).	community interventions to promote condom and lubricant access and use through innovative approaches such as condom and lubricant dispensers, and other community-based distribution platforms that are easily accessible to young people.	<p>to get condoms and lubricants and who report that they could get condoms and lubricants on their own if they wanted.</p> <ul style="list-style-type: none"> <li>Percentage of people reporting the use of a condom during sexual intercourse with a non-regular sex partner in the past 12 months.</li> <li>Percentage of people reporting the use of a lubricant during sexual intercourse with a non-regular sex partner in the past 12 months.</li> <li>Percentage of people reporting consistent use of a condom with non-regular sexual partners in the last year.</li> <li>Percentage of AYP (by sex) reporting the use of a condom the last time they had sex.</li> </ul>	<p>of condom and lubricant dispensing sites.</p> <ul style="list-style-type: none"> <li>Disseminate information on correct and consistent use of condoms and lubricants.</li> <li>Distribute condoms and lubricants through non-traditional sites/platforms (barbershops, salons, social events, kiosks-mobile money booths, key population networks, brothels, sex worker spots).</li> <li>Map, establish and strengthen community-level mechanisms for distribution of condoms and condom compatible commodities.</li> </ul>			Global Fund, PEPFAR, AHF, PPAZ, CIDRZ, Implementing Partners, Private Sector (including shopping malls)	

Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs (USD)
		<ul style="list-style-type: none"> <li>Percentage of men reporting the use of a condom the last time they had anal sex with a male partner.</li> <li>Percentage of female sex workers reporting the use of a condom with every client in the last month.</li> <li>Percentage of female and male sex workers reporting the use of a condom with their last client.</li> <li>Per cent of men aged 15-49 years reporting condom use the last time they had sex with a sex worker, of those who report having had sex with a sex worker in the last 12 months.</li> <li>The percentage of injecting drug users reporting the use of a condom the last time they had sexual intercourse.</li> <li>Per cent of respondents who</li> </ul>					

Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs (USD)
		<p>believe that, if her husband has an STI, a wife can either refuse to have sex with him or propose condom use.</p> <ul style="list-style-type: none"> <li>Percentage of respondents who report HIV can be prevented by the consistent and correct use of a condom or having sex only with one faithful, uninfected partner.</li> <li>The proportion of people with comprehensive condom and lubricant knowledge by population segment.</li> </ul>					
Information from SBCC studies is used to understand the practices, behaviours, knowledge and preferences of the condom and lubricant users and used	SBCC studies conducted to understand the practices, behaviours, knowledge and preferences of the condom and lubricant users	<ul style="list-style-type: none"> <li># of SBCC proposals developed.</li> <li># of SBCC proposals funded and implemented.</li> <li># of SBCC publications.</li> </ul>	Develop SBCC research concepts/proposals aimed at generating information on practices, behaviours, knowledge and preferences of the condom and lubricant users	2021 - 2025	NAC/MOH	UNICEF, UNAIDS, UNFPA, Global Fund, PEPFAR, AHF, PPAZ, CIDRZ, Implementing Partners, Private Sector (including	25,000.00

Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs (USD)
to inform interventions.						shopping malls)	
Evidence-based SBCC is used to inform interventions that promote the correct use of male and female condoms and condom-compatible lubricants.	SBCC studies conducted to understand barriers and facilitators to consistent use of male and female condoms and condom-compatible lubricants.	<ul style="list-style-type: none"> <li>• # of SBCC proposals developed.</li> <li>• # of SBCC proposals funded and implemented.</li> <li>• # of SBCC publications.</li> </ul>	Develop SBCC research concepts/proposals aimed at generating information on factors affecting correct and consistent use of male and female condoms and condom-compatible lubricants.	2021 - 2025	NAC/MOH	UNICEF, UNAIDS, UNFPA, Global Fund, PEPFAR, AHF, PPAZ, CIDRZ, Implementing Partners, Private Sector (including shopping malls)	5,000.00
Strategic partners including youth networks, key population networks, representative persons with disabilities, CBOs, NGOs, and the private sectors have improved capacity for targeted	Strategic partners including youth networks, key population networks, representatives of persons with disabilities, CBOs, NGOs, the private sectors are financially supported for targeted condom and lubricant distribution.	<ul style="list-style-type: none"> <li>• # of strategic partners applying for financial support for targeted condom and lubricant distribution.</li> <li>• # of strategic partners financially supported for targeted condom and lubricant distribution.</li> </ul>	Provide financial support to strategic partners including youth networks, key population networks, representatives of persons with disabilities, CBOs, NGOs, and the private sectors, for targeted condom and lubricant distribution.	2021 - 2025	NAC/MOH	UNICEF, UNAIDS, UNFPA, Global Fund, PEPFAR, AHF, PPAZ, CIDRZ, Implementing Partners, Private Sector (including shopping malls)	10,000.00

Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs (USD)
condom and lubricant distribution.							
Strategic plans for condom and lubricant promotion and placement in traditional and non-traditional sites effectively implemented.	New condom and lubricant promotion and placement strategic plans are produced promoting the use of non-traditional platforms/sites such as sales of condoms and lubricants through the online shops using mobile money, dating apps, schools, universities, tertiary education settings, sports clubs and more.	Existence of Strategic plans for condom and lubricant promotion and placement in traditional and non-traditional sites.	Develop Strategic plans for condom and lubricant promotion and placement in traditional and non-traditional sites.	2020 - 2022	NAC/MOH	UNICEF, UNAIDS, UNFPA, Global Fund, PEPFAR, AHF, PPAZ, CIDRZ, Implementing Partners, Private Sector (including shopping malls)	7,000.000
Condom and lubricant needs of all population segments met through the promotion of a Total Market Approach (TMA).	All sectors (private, social marketing and commercial) are involved in the planning and distribution of condoms and lubricants to different population segments.	<ul style="list-style-type: none"> <li># of partnerships established.</li> <li># of technical working group meetings held with the public, private and commercial sectors.</li> <li>Market research conducted to determine consumer preferences for condoms and lubricants.</li> </ul>	<ul style="list-style-type: none"> <li>Establish the partnership of public, private, and commercial sectors for improvement of condom programming in the country.</li> <li>Promote participation of the sectors involved in the condom</li> </ul>	2020 to 2025	NAC	MOH, UNFPA, UNICEF, Global Fund, PEPFAR, AHF, PPAZ, Implementing Partners, Private Sector (including shopping malls)	255,000.00

Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs (USD)
		<ul style="list-style-type: none"> <li>Market size (overall market growth across all brands, including the public sector).</li> <li>Market equity – product and brand use by specific target populations.</li> <li>Market sustainability.</li> <li># of brands in the market.</li> <li>Level of condom and lubricant subsidies.</li> </ul>	<p>programming in the National working group as members, and acknowledge their roles and responsibilities for different aspects of condom programming.</p> <ul style="list-style-type: none"> <li>Establish a rational segmented market approach between free, subsidised and commercial condoms and lubricants, enabling availability of condoms and lubricants at all times.</li> <li>Conduct market research to identify the consumer needs and preferences for condoms and lubricants.</li> </ul>				

#### 7.4 Thematic area 4: Programme Support

##### Strategic Objective 4: Strengthen condom and lubricant information and knowledge management systems for effective condom programming.

Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs (USD)
National condom and lubricant research agenda funded and effectively implemented.	National condom and lubricant research agenda developed and funding requested.	Existence of national condom and lubricant research agenda.	Develop a national condom and lubricant research agenda.	2020-2022	NAC/MOH	UNFPA, UNICEF, Global Fund, PEPFAR, AHF, PPAZ, Implementing Partners, Private Sector (including shopping malls)	1,000.00
The capacity of stakeholders (i.e. media, partners, government, logistic managers, M&E officers etc.) strengthened by pre-service and in-service training in CCP.	Pre-service and in-service training in CCP conducted for capacity building of stakeholders- the media, partners, government, logistic managers, M&E officers.	<ul style="list-style-type: none"> <li>Inclusion of CCP in pre-service training (Medical schools, Pharmacy, nursing schools...).</li> <li># of in-service training sessions conducted for capacity building of stakeholders- the media, partners, government, logistic managers, M&amp;E officers.</li> </ul>	<ul style="list-style-type: none"> <li>Advocate for inclusion of CCP in pre-service training (Medical schools, Pharmacy, nursing schools).</li> <li>Conduct in-service training for capacity building of stakeholders- the media, partners, government, logistic managers, M&amp;E officers.</li> </ul>	2020-2025	NAC/MOH	Ministry of Higher Education, UNFPA, UNICEF, Global Fund, PEPFAR, AHF, PPAZ, Implementing Partners, Private Sector (including shopping malls)	125,000.00
CCP Media plan funded	CCP Media plan developed, and	Existence of CCP media plan.	Develop a CCP media plan and	2020-2022	NAC	UNFPA, UNICEF,	15,000.00

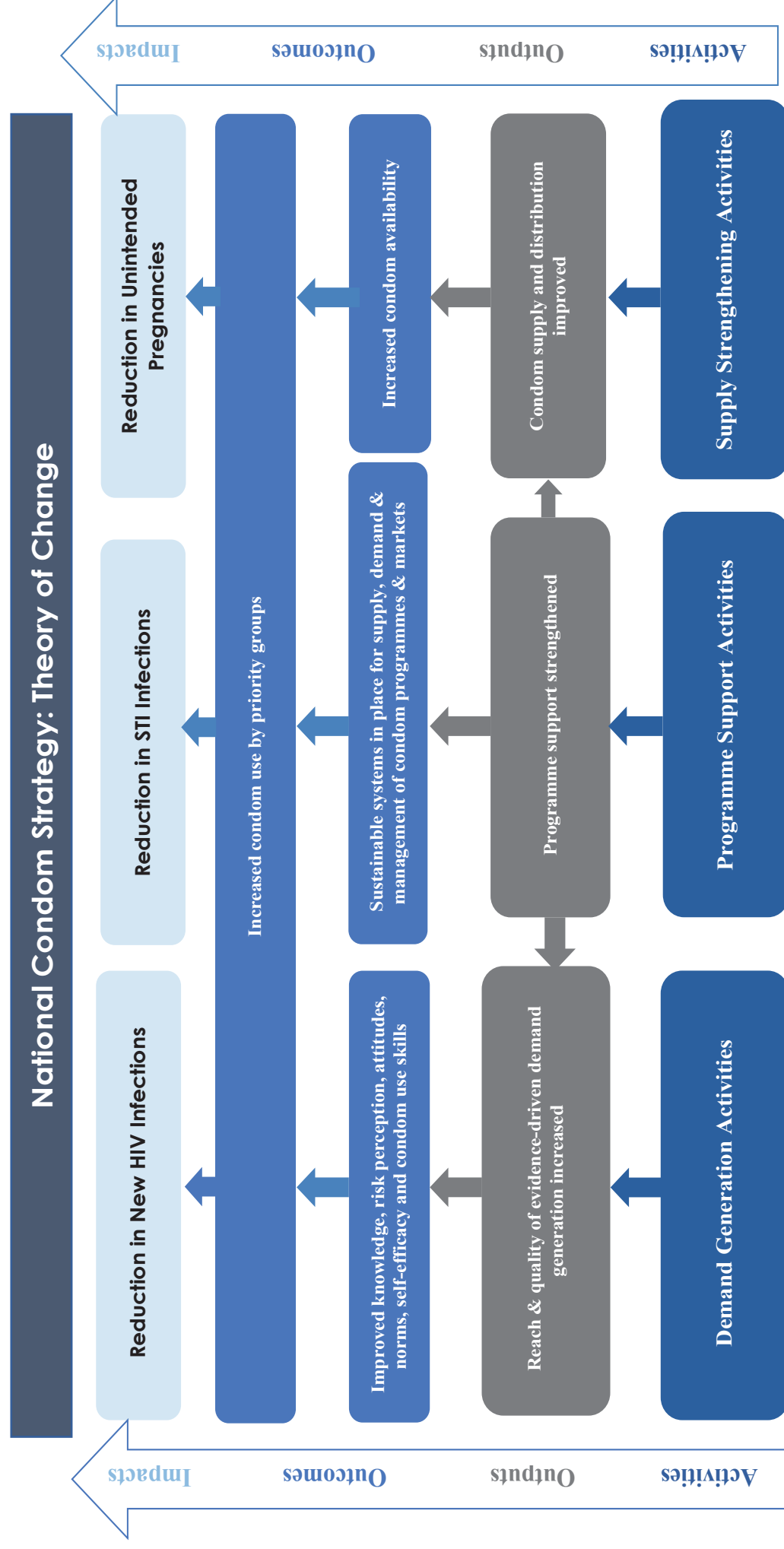
Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs (USD)
and effectively implemented and media coverage of condom programming improved.	media partners fully engaged.	# of media partners engaged in CCP.	engage media partners.			Global Fund, PEPFAR, AHF, PPAZ, Implementing Partners, Private Sector	
TMA effectively implemented, monitored and evaluated	TMA adapted and a condom and lubricant market M&E plan developed.	Existence of condom and lubricant market M&E plan.	<ul style="list-style-type: none"> <li>Advocate for the adoption of TMA.</li> <li>Develop a condom and lubricant market M&amp;E plan.</li> </ul>	2021-2025	NAC/MOH	UNFPA, UNICEF, Global Fund, PEPFAR, AHF, PPAZ, Implementing Partners, Private Sector	15,000.00
	A condom and lubricant market segmentation plan where the three sectors are complementing each other and target different segments of the populations, throughout the country.	Existence of a condom and lubricant market segmentation plan.	Develop a market segmentation plan.	2021-2022	NAC	MOH, AHF, PPAZ, SFH	5,000.00
National and subnational condom and lubricant data captured and reported in real-time	M&E plan for CCP developed, funded and officers hired to implement the plan.	Existence of M&E plan for CCP.	<ul style="list-style-type: none"> <li>Develop M&amp;E plan.</li> <li>Hire officers to implement the plan.</li> </ul>	2020-2021	NAC/MOH	UNFPA, UNICEF, Global Fund, PEPFAR, AHF, PPAZ,	275,000.00



Strategic Outcomes	Strategic Outputs	Indicators	Strategic activities	Timeline	Responsible Partner	Partners	Estimated Costs (USD)
through effective implementation of CCP M&E plan.						Implementing Partners, Private Sector	
Existing CCP information systems strengthened and integrated with LMS.	CCP information systems for all sectors integrated with LMS; Data collection and reporting tools standardised across public, social marketing and private sectors to facilitate for the integration of condom and lubricant information with LMS.	CCP information integrated with LMS.	Review and standardise all CCP data collection and reporting tools (for all sectors) to facilitate integration with LMS.  Upgrade LMS to capture CCP data.	2020-2022	NAC/MOH	UNFPA, UNICEF, Global Fund, PEPFAR, AHF, PPAZ, Implementing Partners, Private Sector	20,000.00
Strategy Total Estimated Cost							4,243,000.00



**Figure 1: Theory of Change**



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## 9.0 ANNEXES

### Annexe 1: TMA Landscape Assessment

<b>Total Market Approach:</b> Sustain condom market and improve overall market segmentation, focusing public sector resources on lower-wealth quintiles in hard-to-reach areas and moving higher wealth quintiles from public to private sector in urban areas.			
Strategic Targeting	Public Sector	Social Marketing	Commercial Market
Regulatory/ Policy		<ul style="list-style-type: none"> <li>Variety of regional socially marketed brands are on the market but are not registered.</li> <li>Improve donor coordination in the region to minimize leakage.</li> </ul>	<ul style="list-style-type: none"> <li>Variety of commercial brands on the market but not yet registered.</li> <li>Support government call to register all condom brands by end of 2017.</li> </ul>
Procurement	USAID, UNFPA, MOH	USAID	Commercially procured
Target Market	Lowest quintile (Q 1 and 2) Rural	Urban/Peri-Urban (Q1 – Q3)	Higher quintiles (Q4-5), Urban
Distribution	Health facilities/CHW	Commercial distribution channels Medical detailers for private facilities/clinics NGO networks Community distribution	Commercial distribution channels
Cost Recovery	None	Ultimate – low cost recovery Maximum – medium cost recovery	Fully-sustainable; commercially viable

Source: Zambia TMA Landscape Assessment, 2017

## **Annexe 2: Total Market Approach for Condoms**

Total Market Approach (TMA) means that all three sectors i.e., public, social marketing and commercial, work together to deliver health choices for all population segments to increase condom access and use and grow the market to serve the most in need. The approach uses the competitive advantage of all sectors to strengthen programmes that distribute or sell condoms for prevention of STIs, HIV and unwanted pregnancies. The main aim of the TMA is to ensure that all people who need condoms can access and afford them through a range of delivery systems that meet their preferences and needs. The total market approach must be implemented to identify and characterise clear market segments to be reached through focused interventions that will lead to improved access, demand and utilisation of condoms and lubricants. It must also be used to integrate HIV programme activities with sexual and reproductive health, STI, adolescent health and key population (KP) programmes as well as to distribute quality condoms in different formats including free condoms, subsidised condoms, socially and commercially marketed condoms.

The strategy acknowledges the contribution of all players within the condom market and highlights the importance of leveraging the market players' respective strengths to grow the market sustainably while also improving equity. As a process, TMA will aim to;

1. maintain an appropriate balance between free condoms and socially marketed commercial brand condoms;
2. maintain aggressive, but targeted social marketing approach to condom and lubricant programming within the Total Market Approach Framework;
3. identify and create linkages among social marketing programmes;

4. create a favourable environment to encourage social marketing interventions; and
5. develop and adopt clear TMA metrics to build understanding and consensus for TMA principles and to measure progress towards increasing the overall growth of the condom market, sustainability and affordability of brands, and market equity (ensuring product and brand use) by respective target populations.

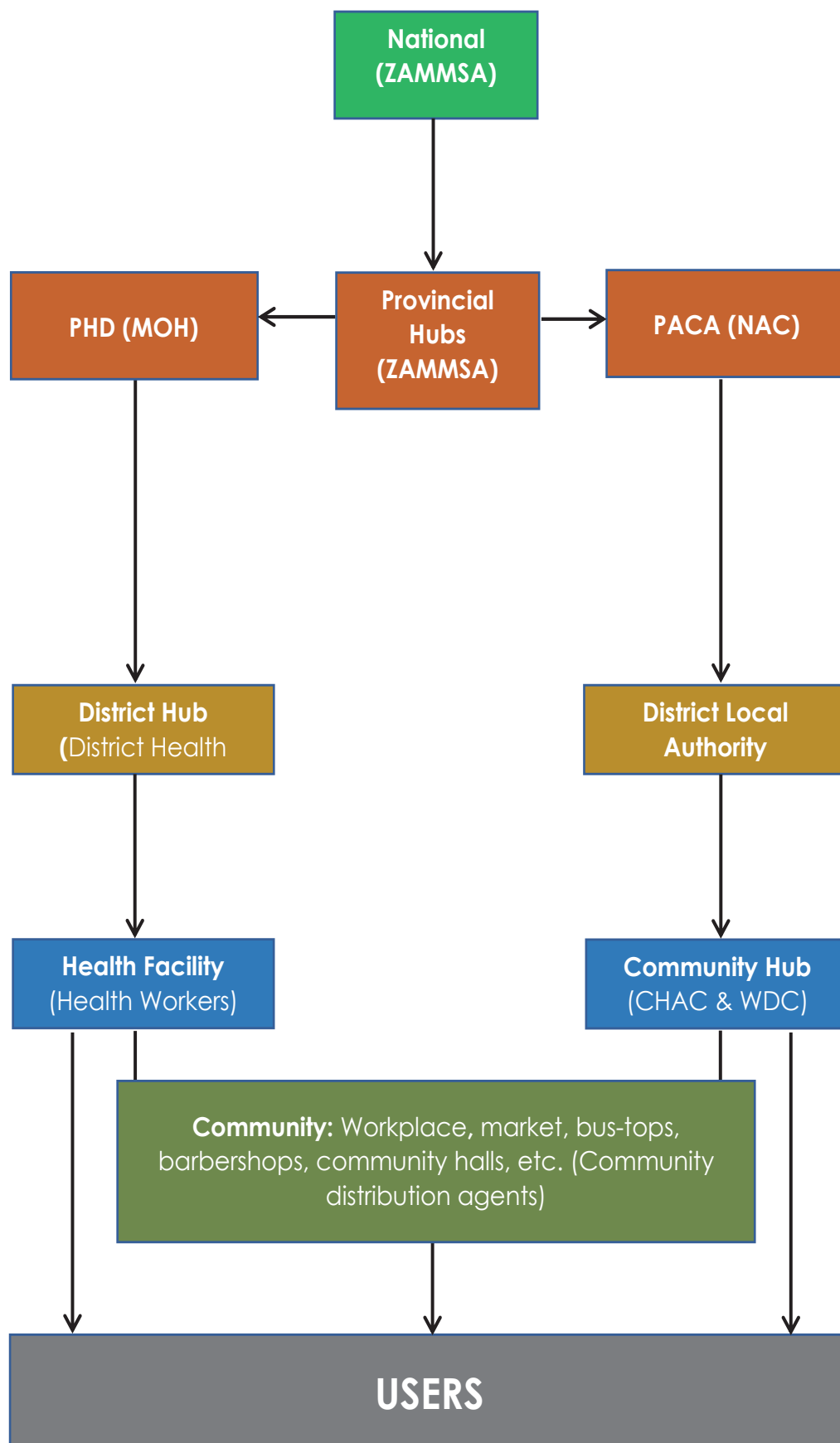


### **Annexe 3: Environmental considerations and safe disposal of male and female condoms and lubricants**

Most condoms come from latex, that is, from tree rubber. While natural latex is biodegradable, latex condoms are not 100 per cent pure natural rubber. To get the latex as thin and pleasurable as possible, condom manufacturers infuse chemicals and products in them that include stabilisers and preservatives, which often prevent natural decomposition. This condition worsens with condoms made from polymers such as polyurethane or synthetic rubber. This strategy will consider efforts to minimise negative environmental impact. The existing condom disposal guidelines provided by the Zambia Medicines Regulatory Authority based Medicines and Allied Substances Act (No. 3) of 2013, will be used to guide the safe disposal of both used as well as unused condoms that for any reason need to be disposed of (ZAMRA 2016). Specific disposal methods, depending on the type and quantity of the condoms to be disposed of will include:

1. landfill;
2. specific burial;
3. shredding and compact;
4. incineration; and
5. rubbish collection.

#### Annexe 4: Condom and Lubricant Distribution Algorithm





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