

Key highlights of ASMODA III

Afghan Social Marketing Organizational Development Assessment (ASMODA) is a tool to help establish criteria for “ideal” social marketing organizations (SMO); assess how well the SMO approaches the ideal and includes all aspects of organization’s operations (marketing/SBCC, RM&E, finance, procurement, admin, HR, governance, quality assurance, etc.). The tool comprises of 112 indicators and scores vary from 0 (not at all) to 3 (completely). Scoring verified with available documents/observations. All criteria do not have equal weights and divided into three categories of Mission Critical (weighted 1.5), Significant (weighted 1.25) and Aspirational (weighted 1). The highest possible weighted score is 3.69. SHOPS Plus conducted the baseline assessment of ASMO (ASMODA I) in 2017. The overall weighted score at that time was 2.12. The assessment conducted in 2019 (ASMODA III) shows an improvement in the overall weighted score (2.91). ASMODA III indicated few areas for improvement across some functions to be focussed on. ASMO Management Team prioritized improvement areas and developed an action plan to address some of them in fiscal year 2020. The goal is to hit the highest possible weighted score by 2023.



ASMO New Strategic Plan (2019 – 2023)

ASMO developed its first strategic business development plan in 2014. The plan included goal, objectives and core programs and work streams to focus on during 2014 – 2018. It is with immense pleasure that; the second strategic plan of ASMO for the next five years (2019 – 2023) was finalized with the technical support of SHOPS Plus project. SHOPS Plus supported ASMO in developing its long-term strategic plan aimed to improve and align social marketing strategies with national health priorities while scaling up ASMO’s health impact, assessing external landscapes including donor and funding environment relevant to social marketing and the SWOT analysis of ASMO.



SHOPS Plus completed an in depth situation analysis, and facilitated the development and refinement of ASMO’s organizational identity and five year strategy through an in-depth situation analysis by reviewing of publically available data, literature, stakeholder interviews, and ASMO management workshop through which all internal and external factors including but not limited to; macro environmental factors, health statistics and information, National and

global strategies and plans, FP2020, Sustainable Development Goals (SDGs), Ending Preventable Maternal and Child Deaths (EPMCD), government health policy and priorities including the role of the private sector and public private partnerships were considered.

ASMO strategic plan has been presented to ASMO’s respected board members through a board meeting conducted at Kabul Star Hotel on August 01, 2019 where ASMO board members approved the strategic plan after a throughout assessment and called it one of the best and well-organized plan for ASMO.

Finally, it is our hope that this new plan will enhance our effectiveness and will allow us to have a greater health impact on the target areas and beyond.

ASMO revised Vision, Mission, and Core Values (CLEAR).

ASMO Mission:

To make millions of Afghans adopt healthy behavioural choices and lead a happy life, by implementing innovative, evidence-based social marketing strategies using market based partnership.

ASMO 5 Year Vision:

By 2023, ASMO would help Afghanistan avert large number of unintended pregnancies, maternal and child deaths as a result of our scaled up initiatives. Specifically by 2023, ASMO envisions averting over one million unintended pregnancies and more than fifty thousand maternal and child deaths as well as making ten million Afghans lead healthy and happy life.

ASMO Core Values (Guiding everything we do in ASMO):



- 1. Commitment:** We aim to make a large-scale sustainable impact, and are accountable and trustworthy in keeping our promises.
- 2. Learning and leading:** Staying tuned to those with unmet needs, we listen to, create and share new thoughts and ideas in a spirit of openness, humility, caring and empathy while ensuring access to high quality, affordable solutions, and enabling behaviour change.
- 3. Empowering:** We relate to all with integrity, ethics, transparency, and respect. We foster an inspiring, non-discriminatory and gender-friendly work place for the people to be the best they can be. We adopt an eco-friendly approach to sustainable healthcare.
- 4. Alliance:** Knowing NO one can do it alone; developing the right partnerships and collaborations for success.
- 5. Result-oriented:** On-the-ground results are critical to success. We act with urgency, speed, innovativeness and efficiency.

Afghan Social Marketing Organization

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Thanking Message from ASMO Executive Director

Congratulations ASMO Team, we have successfully completed year of 4 of our on-going SHOPS Plus project and striving to complete the project within the given timeline of June, 2020. It seems like a great time to reflect on what we have accomplished, the journey we have taken to get to where we are now and the plans we have for an exciting, bright future.

I would like to start by telling you how much I appreciate each employee of ASMO and that I recognize we wouldn't be where we are without the contributions made by each and every one of our employees. Thank you so very much for your tireless efforts and struggles.

Last year, despite of having many challenges, shortfalls, ups and downs was a year of growth, change and transition. We have been striding strong to achieve our targets and we know that because of the efforts of our phenomenal team, we not only survived FY 2019 in a deteriorating political and economic situation of Afghanistan, but have also achieved most of our target goals.

We want 2020 to be even more successful for ASMO and thank you for all you do.



Dr. Ebrahim Heidar
Executive Director - ASMO

Rabia, a mother of 4 children whose life got changed by getting a new perspective on Modern Family Planning Methods (Success Story).

Rabia, a 40 years old Afghan woman being the mother of four children is a Bamyani woman currently living in Kabul. She had her first three children with short intervals at a time when she knew nothing about modern family planning methods and/or child spacing. According to Abeda, one of ASMO's private provider detailing Intern, three consecutive pregnancies with short space in between has caused Rabia to be vulnerable to diseases and lowered her body immunity system and strength. After giving birth into her third child, she were focusing on a possible solution to increase the space for her next pregnancy where she finally ended up to a female gynaecologist who has counselled her on Khoshi Oral Contraceptive Pills, Khoshi Injectable Contraceptive, and Asodagi Condom to help her in child-spacing. From the suggested three FP methods, Rabia has selected Khoshi Injectable Contraceptive with the help of which she has delayed her next pregnancy for three years. She stopped using Khoshi IC after three years and given birth to her fourth child. With the help of Modern Family Planning Methods, Rabia is currently working in a bathhouse to economically support her family and she is very much happy with using ASMO branded family planning products.. Rabia is one example of many women being reached by Afghan Social Marketing Organization (ASMO) being funded by USAID SHOPS Plus Afghanistan project to harnesses public-private engagement to improve health outcomes in family planning, maternal and child health.

Few highlights of ASMO SBCC activities in the 4th Quarter (July – Sep, 2019)

- Injectable Contraceptive (IC) and Oral Contraceptive (OC) spots produced in two local languages. For each spot, one full version (one minute) and one short version (30 seconds) were created. The spots (IC & OC) will be aired in FY 2020.
- ORS/Zinc (Shefa wa Quwat) Campaign completed on Shamshad and Khurshid TVs in both languages (Dari & Pashto). ASMO identified some congregation points and crowded areas where families get together during their leisure time/holidays. ASMO products and related key messages were promoted in those areas through placement of signboards. The purpose of this activity was to increase visibility of ASMO products and convey key messages on the advantages and correct use of health products.
- ASMO conducted one day promotion event in Bagh-E- Zanana Kabul. During the event ASMO installed branded booth and displayed FP and maternal and child health products and promotion materials. In addition, ASMO counselled married women and mothers through face to face interactions about family planning, mother and child health.
- In continuation to the program of raising awareness of female students on maternal and child health messages and products, ASMO conducted one half-day awareness raising workshop at Ghazanfar Institute. Totally, 122 female students participated in the workshop. Certificates of participation were given to them at the end of workshop.



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Key highlights of Shefa wa Quwat Product.

Shefa wa Quwat Co-Pack (Shefa powder “ORS” and Quwat “Zinc” Tablet) is ASMO’s branded product for diarrhoea management in children. If your child is affected to diarrhoea use Shefa wa Quwat for fast recovery.

Benefits of Shefa wa Quwat :

- Fast recovery of child from diarrhoea.
- Quwat pills improve the appetite and energy of child to its original status.
- Helps with growth of child.
- It’s an effective treatment in replacement of lost water and salt and strengthens the body in diarrhoea.
- The Quwat pills decreases the intensity and frequency of diarrhoea. It also prevents the occurrence of diarrhoea in next 2-3 months.

Usage of Shefa Powder and Quwat Pills:

Usage of Shefa Powder:

Add 4 glass of clean water in a covered dish and add 1 sachets of Shefa Powder into the dish and mix it well to prepare a solution and give it to the child during the day as much as the child wants. Please prepare fresh Shefa solution every day and before preparing the solution wash your hands with soap and clean water.

Usage of Quwat pills:

Give one Quwat pill for children of 6 months up to 5 years every day and continue for 10 days even if the diarrhoea of children has been cured. Give half Quwat pill and mix it with mother’s milk in spoon for children less than 6 months.



Features of Shefa and Quwat Pills:

- For better access to the important products (Shefa powder and Quwat pills) are prepared in one kit.
- Quwat pills are well tolerated by the children.
- Easily dissolves in milk and water.

Please remember:

- Keeps Shefa wa Quwat Co-pack in a dry and cold place away from direct sunlight
- Keep away all medicine from access of children

Brief introduction of FP 2020

Family Planning 2020 (FP2020) is a global partnership that supports the rights of women and girls to decide, freely, and for themselves, whether, when, and how many children they want to have. FP2020 works with governments, civil society, multi-lateral organizations, donors, the private sector, and the research and development community to enable 120 million more women and girls to use contraceptives by 2020.

FP2020 is an outcome of the 2012 London Summit on Family Planning where more than 20 governments made commitments to address the policy, financing, delivery and socio-cultural barriers to women accessing contraceptive information, services and supplies. Donors also pledged an additional US\$2.6 billion in funding.

Led by 18-member Reference Group, guided technically by Working Groups, operated daily by a Task Team and hosted by the United Nations Foundation, FP2020 is based on the principle that all women, no matter where they live should have access to lifesaving contraceptives. FP2020 is in support of the UN Secretary-General’s global effort for women and children’s health, Every Woman Every Child.

Part of Afghanistan commitment to FP 2020, it has finalized its Reproductive, Maternal, New-born, Child, and Adolescent (RMNCAH) strategy as well as the Implementation Plan (2018-2022) for family planning. Afghanistan has made strides since making its first FP2020 commitment in 2016 by increasing the number of public health facilities offering family planning and expanding contraceptive choice through revitalizing the postpartum intrauterine contraceptive devices (PPIUCD) program and adding implants and DMPA SC to the Essential Medicines List. Further, the country is continuing to work toward promoting public/private partnerships and engaging with religious leaders, youth, and civil society. To reach their mCPR goal of 30% as well as reduce unmet need by 10% by 2020, Afghanistan aims to continue strengthening supply chain management, addressing cultural barriers to family planning, and bolstering inter-sectorial coordination and advocacy aimed at decision-makers.

The country hosts multiple family planning committees including for inter-sectorial; private sector; contraceptive security; and reproductive, maternal, new-born, and child health coordination, demonstrating strong political will and leadership in the family planning sphere. ASMO will remain as a strong and committed partner of MoPH in the areas of family planning and maternal/child health to contribute and help MoPH to deliver on its promises and commitments made to FP2020.

