

Afghan Social Marketing Organization

Partner for a better life

Organization Profile









ASMO Executive Director Message:

We are feeling pleasure introducing Afghan Social Marketing Organization (ASMO) as a leading Social Marketing and Behavior Change Communication expert in Afghanistan and feel much privileged to reach you through this organization profile.

On behalf of ASMO, I would like to thank our valuable partners, donors, beneficiaries and a special thanks to our staffs' enthusiastic contribution in making this organization a success as they have clearly made ASMO one of the outstanding organizations in its kind in Afghanistan.

We are now in an ever-changing market environment. In such situation, we firmly believe that "trust" is the key element in persuading customers to choose our quality products and services. We totally accept that "trust" can create a "Win-Win Situation" for a long deeper relationship.

ASMO is striving to foster positive changes in health behaviors of Afghans as measured by the sustained use of quality health products at the national level; uses a combination of mass, mid, social media and community mobilization campaigns to spread awareness, create demand and promote products' usage; leverages untapped private sector resources to complement public sector efforts in improving maternal and child health throughout the country; and supplies essential public health products via nationwide distribution channel with direct access to nearly 200 cities and districts across 27 provinces.

You may please feel free to contact us at any time for further information regarding our services and products. We hereby want to assure you of the quality of our services and better cooperation in the future and look forward to your kind response.

Thanking you,

Sincerely yours,

Dr. Ebrahim Heidar ASMO Executive Director

> House # 101, Qala-e-Fatullah Street, Lane # 1 on the Right, Close to Zarghona High School, Kabul Afghanistan. Phone: +93 (0) 75 20 43 935 | E-mail: info@asmo.org.af | www.asmo.org.af



د افغان ټولنيزې بازار موندنې موسسه / موسسه بازار يابی اجتماعی افغان Afghan Social Marketing Organization

Table of Contents

ASMO EXECUTIVE DIRECTOR MESSAGE:	2
INTRODUCTION TO ASMO:	4
WHAT MAKES ASMO DIFFERENT?	4
ASMO'S STRATEGIC FRAMEWORK	5
ASMO MISSION:	5
OUR 5 YEAR VISION:	5
ASMO CORE VALUES (GUIDING EVERYTHING WE DO IN ASMO)	
ASMO STRATEGIC CRITERIA & BUSINESS PROCESS MODEL	6
STRATEGIC CRITERIA BUSINESS PROCESS	6
ASMO CORE PROGRAMS AND WORK STREAMS	6
ASMO 5 YEARS STRATEGIC PLAN - SUMMARY OUTLINE	9
ASMO ORGANIZATION CHART	
ASMO CORE CAPABILITIES	
ASMO'S CONTRIBUTIONS TO AFGHANISTAN'S NATIONAL HEALTH OUTCOMES	
ASMO PRODUCTS HIGHLIGHT:	12
SOCIAL MARKETING & COMMUNICATION	15
ASMO PAST PERFORMANCE:	20
ASMO STRATEGIC PARTNERS & STAKEHOLDERS:	21
OUR DONORS:	21
CONTACT DETAILS:	21

House # 101, Qala-e-Fatullah Street, Lane # 1 on the Right, Close to Zarghona High School, Kabul Afghanistan. Phone: +93 (0) 75 20 43 935 | E-mail: info@asmo.org.af | www.asmo.org.af



Introduction to ASMO:

Afghan Social Marketing Organization (ASMO) is a social marketing and behavioral change communication organization in Afghanistan focused on the health sector, primarily family planning and maternal and child health. ASMO provides Afghans with access to the information they need to make informed and healthy choices and expanded access to a focused suite of affordable, high quality priority health products. A market segmentation analysis of the AfDHS 2015



reveals that ASMO's contribution to health in Afghanistan is significant. More than 22 percent of women using modern contraceptives used products marketed by ASMO. Similarly, between five and 20 percent of users purchased ASMO's oral rehydration salts (ORS), water treatment solutions and iron supplement products.

As "A Partner for Better Life", the Afghan Social Marketing Organization (ASMO) was officially registered at the Ministry of Economy in August 2008, and formally started its operations as an independent notfor-profit Afghan NGO in December 2010. ASMO was created as an initiative of the USAID-funded COMPRI-A Project to promote social marketing within Afghanistan.

ASMO stimulates positive behavior change for the enhanced well-being of individuals within the community through the application of state of the art communication approaches and training addressing key health and social problems in partnership with the Government of the Islamic Republic of Afghanistan. The communications–through national education, training, social marketing approaches–enhance the demand for quality health products supplied through private sector channels, increasing national access to and use of those products.

What Makes ASMO Different?

- ASMO is the leading Social Marketing and Behavior Change expert in Afghanistan.
- Fosters positive changes in health behaviors of Afghans as measured by the sustained use of quality health products at the national level.
- Uses a combination of mass, mid, social media and community mobilization campaigns to spread awareness, create demand and promote products' usage.
- Leverages untapped private sector resources to complement public sector efforts in improving maternal and child health throughout the country.
- Increases access to health products through nationwide distribution channel with direct access to nearly 200 cities and districts across 27 provinces.

makes

different?



Strategic

Framework

ASMO's Strategic Framework

- 1. Continuous improvement of social marketing products and services.
- 2. Expand ASMO's services and support to its target groups (i.e. women and children
- 3. Diversify ASMO's financial resources to achieve organizational sustainability.
- 4. Continue the organizational capacity development efforts and achieving operational excellence.

ASMO Mission:

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

Our 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)



Commitment

We aim to make a large-scale sustainable impact, and are accountable and trustworthy in keeping our promises

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 behavior change

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 Alliance

Knowing NO one can do it alo ne; develo ping the right partnerships and collaborations for success

Result-oriented

On-the-ground results are critical to success. We act with urgency, speed, innovativeness and efficiency.



ASMO Strategic Criteria & Business Process Model

ASMO follows a set of key criteria guiding its programmatic and partnership choices as well as the business modus operandi to remain demand-driven and sustainable. These are as follows:

Strategic Criteria

Contextualization:

Afghan population needs, behavior, and order to create ASMO memory. expectations is key to success.

Business Process

Create "ASMO" memory:

Understanding/adapting to the context of Utilize a framework that records all learning in

Low Cost:

Affordability, accessibility and sustainability low cost pave the way to success.

Leverage resources & partnerships:

Identify and synergize the efforts of stakeholders to scale up.

Evidence-based:

Making behavior change desirable, adoptable and sustainable.

no Organi **Economies of scale:**

Scale up healthcare provisions to their full potential to ensure cost effectiveness.

Agility:

innovativeness, Urgency, speed, and efficiency is key to success.

Accelerate behaviour change:

Focus on population with unmet needs and the barriers faced them to address critical scale up issues.

Rewarding:

Enabling win-win partnerships will lead to success.

Research, Monitor & Evaluate:

Continuously assess and monitor market needs, expectations and act accordingly

ASMO Core Programs and Work Streams

ASMO is striving to design and implement effective and integrated health and social marketing interventions for the well-being of its target communities. ASMO will serve its target groups during the coming few years through the following programs:

Family Planning

To increase use of modern family planning methods, it is necessary to address inaccurate beliefs, habits and attitudes, as well as educate society about the correct and consistent use and benefits of modern contraceptives. ASMO is designing and implementing different social behavior change communication (SBCC) activities to promote the use of family planning through a community participatory approach. At the same time the organization is expanding modern FP methods to offer more choices to users and intenders.

House # 101, Qala-e-Fatullah Street, Lane # 1 on the Right, Close to Zarghona High School, Kabul Afghanistan. Phone: +93 (0) 75 20 43 935 | E-mail: info@asmo.org.af | www.asmo.org.af



HEALTHY

LIFESTYLE

Healthy Lifestyle

There are significant gaps in public health practices in Afghanistan. Poor lifestyle choices are strongly associated with common and dangerous diseases such as heart disease, diabetes, respiratory disease, and cancer. ASMO is tackling different areas directly impacting the public health of Afghan people and negatively affect their well-being. While there are many areas of public health that could be addressed under this program, ASMO will select specific areas of focus related to its scope of work, and mission, and that contribute to achievement of its long-term vision. The public health needs of Afghans may vary from province to province, therefore, as needed, ASMO will tailor its activities to the needs of the population, especially women and children in each province.

Children's Health

Like safe motherhood, children's health can be improved through providing medication services that respond to the primary causes of morbidity and mortality, as well as promoting the emotional well-being of children. Promoting the healthy growth and development of children is a complex task due to various parties and stakeholders working in this area. ASMO is working with different stakeholders, including parents and communities to improve the child health environment in Afghanistan. Parents, families, and services providers are the main target for this program. ASMO designs and implements different interventions to improve the child health environment, including BCC, emotional development, and improving the services offered by private sector providers.

> Women's Empowerment

Investing in Afghan women at the grassroots level is vital to achieving tangible improvements in the overall health and well-being of the population n. Competencies development of women, gender equality, and gender-based violence (GBV) are ASMO's main focus areas under the women's empowerment program.

House # 101, Qala-e-Fatullah Street, Lane # 1 on the Right, Close to Zarghona High School, Kabul Afghanistan. Phone: +93 (0) 75 20 43 935 | E-mail: info@asmo.org.af | www.asmo.org.af

Empower Women

Mount



Marketing and Sales

ASMO's success depends on developing its marketing and sales strategies, given that it is the only local social marketing organization in Afghanistan. This program is linked to and cross-cuts ASMO's different objectives and programs including family planning, improved access to social marketing products, and diversified financial resources, as well as the promotion o participation of the commercial private sector in social marketing.

Private Sector Participation

Increased commercial private sector participation in social marketing would have a significant impact on the sustainability of family planning products in the long-term.



House # 101, Qala-e-Fatullah Street, Lane # 1 on the Right, Close to Zarghona High School, Kabul Afghanistan. Phone: +93 (0) 75 20 43 935 | E-mail: info@asmo.org.af | www.asmo.org.af



ASMO 5 Years Strategic Plan – Summary Outline

GOAL		ASMO Sustainability				
	Ideas and methods that seek to continue with scaling up of health impact achieved by AS					
PURPOSE	A. Deliver Health Impact (Strategic solutions to meet unmet needs and deliver large scale health impact_economically)	B. Organization development (Ability & commitment to manage resources to deliver solutions economically)	C. Resource Mobilization (Strategies to mobilize resources to deliver solutions economically in a sustainable manner			
т	 Saturate urban markets for FP & MCH 	1. Build/reinforce organization principles & values	1. Step up external communication, PR and advocace			
H	2. Accelerate behavior change nationally	2. Strengthen governance & compliances	2. Total Market Approach to			
E	3. Expand healthcare basket	3. Strengthen organization	improve social marketing busines viability			
M E	4. Institutionalize evidence-based social marketing (EBSM) approach5. Catalyze Public Private Partnership	culture & capacity 4. Improve financial controls & efficiency	3. Build strategic alliance for fundraising and donor diversification			
1	 <u>A1. Saturate urban markets</u> a. Reallocate resources to maximize access and demand in urban areas of Afghanistan b. Transition from direct sales to 	B1. ASMO principles & values a. Demonstrate "CLEAR Values" in everything we do, "CLEAR Strategic Criteria to guide program and partnership choices and "CLEAR	<u>C1. External communication, PR/ advocacy</u> a. Communicate ASMO mission, vision, core values, strategic criteria and process model internally and externally through communication materials,			
N I	 distributor-based sales for urban c. Recast marketing mix of existing products to the needs of Afghan population with special focus on price revisions and value addition d. Build strategic market based 	Process Model" for ASMO's initiatives are demand-driven and sustainable. <u>B2. ASMO governance & compliances</u> a. Strengthen board engagement in governance, strategic thinking and fundraising	 workshops along with appropriate reinforcement strategy. b. Develop and implement strategic external marketing and communication plan with integrated branding, advocacy and new business strategies for ASMO, 			
т	partnerships for scaled up access and demand <u>A2. Accelerate behavior change</u> a. Demonstrate large scale behaviour change by designing and implementing high impact multi-media SBC campaigns	 Ensure compliance with legal, regulatory and policy requirements Strengthen internal audit and compliance practices <u>B3. ASMO culture & capacity</u> a. Foster a productive, friendly work 	 its programs and brands. c. Develop stakeholder-specific promises for communicating program and organizational achievements as well as attracting partnership and funding opportunities. 			
A	for ASMO products b. Demonstrate technical leadership by assisting MoPH/HPD to make national SBCC initiatives more impactful for priority health issues with special	environment and build a proactive and progressive leadership team supported by a result-oriented team with flat, lean, efficient, agile, decentralized, entrepreneurial organizational culture	 C2. TMA for SM business viability a. Develop a product opportunity portfolio using market segmentation, market potential and cost recovery analysis b. Develop business plan with sales 			
Т	emphasis on family planning and MCH <u>A3. Expand healthcare basket</u> a. Launch new health provisions in FP/MCH meeting national priorities optimizing social and organizational objectives of	 Adopt an eco-friendly approach to sustainable healthcare by ensuring compliance with donor and local government environmental requirements 	forecasts, P/L and cash flow projection for all products c. Design strategic partnership plan with MoPH to streamline public sector procurement, logistics and distribution of bashb assumediate			
I	ASMO b. Venture into 1 new health area in alignment with national health priorities <u>A4. Institutionalize EBSM approach</u> a. Plan and conduct periodic research,	 c. Institutionalize performance based staff management and capacity building system d. Develop a strong in-house research, monitoring, evaluation and integrated 	of health commodities <u>C3. Fundraising thru' strategic partnerships</u> d. Develop and implement partnership development plan with potential globa primes and local organizations to create			
V	 monitoring and evaluation studies b. Plan and conduct desk review, exploratory & feasibility studies and pre testing for new initiatives/inputs A5. Cataluma Bublic Battersching 	MIS capacity to make ASMO initiatives evidence-based with measurable impact. B4. ASMO financial control & efficiency	 continuous flow of funding from diversi sources in the following areas:- SBCC initiatives targeting women, men, adolescents, providers and social leaders (mass media campaigns, beauty parlour, 			
E	 <u>A5. Catalyze Public Private Partnership</u> a. Social franchising network of private providers including general physicians covering FP & preventive healthcare in urban acos 	 Operationalize new financial policy, management and internal cost control system Institutionalize indirect cost allocation 	provider detailing, women's markets, women university meetings, mosque meetings, community mobilization) Piloting new product/idea			
S	urban areas b. ASMO as the nodal agency for managing public facilities on PPP mode.	policy across donors, new initiatives c. Maximize sales revenue, cost recovery and operating income.	 Social Franchising network building Research, monitoring & evaluation studies PR/Advocacy 			

ASMO Organization Chart



ASMO Core Capabilities

Evidenced-Based Social Marketing	 Conducting formative, diagnostic and evaluative market research and analyzing national level surveys to derive evidence-based decions on social marketing strategies and interventions.
Innovative SBCC Initiatives	 Promoting adoption of healthy behaviors through cultrally accpetable 360 degree social behavior change communication initiatives addressing key barriers and motivations.
Growing product basket and channels of distribution	 Identifying and selecting an optimum mix of health products and distribution channels to maximize universal health access, health outcome and financial sustainability
Training and Detailing	 Building the capacity of private sector health providers & community influencers on FP and other priority maternal and child health topics.
Supply Chain Management	 Having a strong procurement, repackaging and warehouse management systems to ensure product quality throughout the supply chain.
Management Capacity	 Strong administrative, contractual, financial, human resource and IT systems, policies and procedures to adhere to local / international standards and regulations.

ASMO's Contributions to Afghanistan's National Health Outcomes

Afghanistan Demographic and Health Survey (2011 - 2015) shows ASMO's contribution to the national health outcomes of Afghanistan as of below:

Over 22% Contribution to the National mCPR

34% of all pill users use Khoshi

32% of all injectable users use Khoshi

14% of all condom users use Asodagi

253,000 unintended pregnancies averted

10800 child and 621 maternal deaths averted

16% to water treatment, 11% to ORS, 5% to iron supplement



ASMO Products Highlight:

Asodagi Branded Condoms:

The ASMO-branded Asodagi Condom is marketed as a temporary method of birth spacing. The product is 52MM in size and it is made out of latex rubber coated with a silicone lubricant for use in intercourse. The use of this product can be stopped at any time a couple wishes to have a child. Condoms prevent pregnancy by acting as a barrier to prevent the male semen from entering the woman's uterus, thereby preventing male sperm from reaching a woman's ovum. Additional advantages of Asodagi Branded Condoms are:

- Prevents the spread of sexually transmitted infections, including HIV/AIDS.
- Can be purchased without a prescription.
- Birth control method for men.
- There are no hormonal side effects,
- They are easy to use and access,
- They do not affect future fertility, and
- They may decrease women's risk for developing precancerous cells of the cervix.
- > Khoshi Branded Oral Contraceptive Pills:

ASMO branded Khoshi Oral Contraceptive Pill is primarily intended as a temporary method of birth spacing. The product is proven to be very safe to use on a continuous monthly basis. Stopping the use of this pill will enable a family to have a child once the female returns to her regular menstrual cycle. This product is a very popular type of birth spacing method and is 92 to 99.7 percent effective when used correctly. It functions by acting on the female human reproductive system by stopping ovulation, preventing the ovaries from releasing eggs and thickening cervical mucus, making it harder for sperm to enter the uterus. Some of the additional benefits are:

- Menstrual periods may be lighter and/or more regular.
- The pills are easy to use,
- They do not affect future fertility.
- They can protect against uterine and ovarian cancer and
- They have also been shown to help reduce the occurrence of acne.



Sargini

Intreneze.

1×+1

SolquiT



Khoshi Branded Injectable Contraceptives:

ASMO branded Khoshi Injectable Contraceptives is primarily intended as a temporary method of birth spacing. Effective for three months per injection, the product is made from a Depo-Provera formulation and is proven to be very safe for use on a continuous basis. This product can be stopped at any time when a couple wishes to have a child. Return to fertility might take few months. This contraceptive method as is over 99 percent effective, acting on the female reproductive system by stopping ovulation, preventing the ovaries from releasing eggs and thickening cervical mucus, making it harder for sperm to enter the uterus. Female can use it even during breastfeeding (starting at 6 weeks after delivery).



Abpakon Branded Chlorinated Water Treatment Solution:

The ASMO-branded Abpakon (Water Cleaner) is a simple, affordable and effective chlorine (0.5% concentration of Sodium Hypo-chlorite) solution used for disinfection of unclean water and for protection from diarrhea. It is produced and packaged in Afghanistan by a ISO and GMP certified local manufacturing company called Khalid Irshad Pharmaceuticals (KIP) and is available in shops, clinics and pharmacies across the country.

Shefa Branded Oral Rehydration Salts:

The ASMO branded Shefa ORS is used for preventing dehydration resulting from diarrhea, vomiting, and gastrointestinal infection. Sold in 22.4 gram sachets in three different flavors (lime, apple and orange), Shefa ORS is easy to use and very affordable. The product is very effective as it replenishes the lost body fluids resulting from severe diarrhea. The Shefa ORS is widely available in clinics, hospitals and pharmacies throughout the country.

- It's an effective treatment in diarrhea for replacement of the water and salt of the body.
- Depletion of water and salt of the body can even cause death of children. To prevent this, use Shefa ORS right from the beginning of diarrhea.









Taqwia Khon Branded of Iron Folate Pill:

The ASMO-branded Taqwia Khon Iron Folate Tablet contains the important and basic components of blood supply and any other enzyme in body, which their lack cause various impositions such as the memory turmoil, anemia signs in various sizes and even precocious. Taqwia Khon is highly vital in improving the health situation of Afghan women particularly during the pregnancy and after the delivery. Taqwia Khon tablets in addition to blood making activities, plays a vital role in muscles structure and some enzymes in the body. Its lack causes in lag of mental and physical growth especially in new born babies. Taqwia Khon tablets dosage for anemia prevention is once a day for women. By preventing anemia, the Taqwia Khon tablet will cause health improvement both in mother and infant.



Acquatabs Branded Water Purification Tablets

Aquatabs are effervescent tablets which kill micro-organisms in water to prevent cholera, typhoid, dysentery and other water borne diseases. Aquatabs are available in a range of tablet sizes. Each tablet size if formulated to treat a specific volume of water – ranging from 1Lt to 2,500 Lts. Aquatabs are used both in emergency situations and also for continuous use in households that do not have access to safe drinking water. Many water sources throughout the world, even after filtration, remain contaminated and require some form of disinfection. Aquatabs enable areas without access to water disinfection systems to benefit from the advantages of chlorination without any infrastructure requirements in a speedy and cost effective manner. Aquatabs are simple to use, easily transported, cost effective and affordable to low income groups.







Shefa Wa Quwat Branded ORS/Zinc Combo pack

Shefa Wa Quwat Kit (Shefa ORS and Quwat pills) also called Shefa Wa Quwat Co-Pack is another famous branded product of ASMO. If your child has got diarrhea, use Shefa Wa Quwat kit for fast recovery. It also helps to improve the appetite and energy of child bringing them back to their original status. It is also an effective treatment in replacement of lost water and salt, strengthens the body in diarrhea, decreases the intensity and frequency of diarrhea and prevents the occurrence of diarrhea in next 2-3 months.



Quwat Branded Zinc Tablets

Quwat Zinc tablet is another product in the products basket of ASMO. It causes early recovery of a child from diarrhea, improves the appetite and energy of child, helps in child growth, decrease the intensity and frequency of diarrhea, prevents the occurrence of diarrhea in next 2-3 months, and boost immune system of the body. It is well tolerated by children and easily dissolved in milk and water.



Social Marketing & Communication

Radio Broadcasting:

The ASMO has been implementing radio spots through its radio network partners both at a national and regional level in multiple languages. The ASMO Marketing team effectively delivers its health messages by first identifying its intended audience and target markets. Once these steps are identified, the Department evaluates the radio networks with the documented highest number of



listeners and client satisfaction track record for a certain region or audience group. The final selection of the radio network chosen is done through a transparent procurement process in order to ensure the widest coverage possible to the specific target audience for its messages.



TV Broadcasting

The ASMO has utilized TV media as a means to widely communicate its messages to its target market through multiple TV stations with vast coverage over the country.

The purpose of choosing TV as an effective marketing approach is to have a widespread communications of our products to TV viewers. TV stations are selected on the basis of highest number of viewers and full coverage range in our selected regions.



TV Serials

The drama serial was designed and produced through a systematic communication process. The message content and the storyline were developed in close consultation with the MoPH Health Promotions Directorate and other relevant stockholders such as scriptwriters, program planners, media personnel, advertising agencies, non-governmental organizations and other co-operating agencies. The main objective of the serial was to build awareness for audiences about generic birth spacing options as



well as ASMO's branded product options. It also was designed to develop trust and confidence about the quality and safety of contraceptives and encourage recipients about the value to their families of 2-3 year birth spacing between their children. The serial also served as a venue to actively promote gender equality. The purposes of the drama serial were to: reinforce existing knowledge and behaviors of the audience about the services, information, and credibility of ASMO's health products; and motivate the audience to use contraceptives for birth spacing.

Marketing Seminars:

The aim of marketing seminars is the proper introduction of the Organization and its objectives in promoting the overall health and wellbeing of Afghan women and children to the audience of different targeted provinces particularly the pharmaceutical private sector networks. At these events the Marketing Team advocates the two-three year space between births as the minimum right and need for women and at the same time introduces the birth spacing methods by presenting the ASMO's health products and services. In addition, ASMO seeks the support and cooperation of wholesale and retail pharmacies in expanding access of Afghan families to the range of ASMO lifesaving products.



Jalesa Sehi Jamia

The "Jalasa Sehi Jamea" (JSJ) program is an innovative health community outreach education and participation meeting designed around the specific cultural and religious characteristics of Afghans. It utilizes an outreach institutional network within the country to promote and deliver public health products and services in rural and information, underserved areas. The scope of work of the "JSJ" includes the provision of health information and guidance on Birth Spacing, Safe Water Systems, anemia prevention and Diarrhea Prevention/management topics as well as providing quality affordable product solutions to both women and men of age 15-49 within a community.



Mosque Meetings

ASMO conducts meetings at mosques around prayer times to promote family planning with the among men of cooperation religious leaders as they are the key players to spread awareness, create demand for family planning products and involve head of families on maternal & child health programs. The intervention also helps build



credibility of health messages and remove myths and misconceptions from the prospective of Islamic guidelines. It provides the opportunity for men to obtain information on family planning methods and other key maternal and child health products, express their questions/concerns and get the right answers from Mosque Meeting facilitators.



Beauty Parlors

The Afghan Social Marketing Organization (ASMO) has been engaging with beauticians to reach target populations (women of reproductive age) with priority health messages. The main purpose of the training is to provide awareness of family planning methods and anemia prevention in improving maternal and child health to the beauticians. The parlors will then convey the health messages to their clients helping address prevalent myths and misconception and improve social support for adopting use of family planning provisions. They will also refer women who want to purchase health products to the nearby pharmacies as well as referring clients in need of more information to the nearest trained providers (Obe/Gys).

Female University Workshops

To foster behavior change for healthy behaviors, ASMO uses numerous SBCC channels where Female University Workshop is one of such channels to convey health messages to the families and communities via educated students who are considered to be one of the best communicators of health messages. The information will also enables the students to make informed choices about using health products for themselves and their families in the future.





Billboards

Billboard advertisements are designed to catch a person's attention and create a memorable impression very quickly, leaving the reader thinking about the advertisement after they have driven past it, usually people read while passing the area. Billboards are the most popular and noticeable outdoor advertising venue or palate, typically positioned in high traffic areas such as



alongside busy roads, crowded areas and major highways and principal expressways to allow for maximum exposures and impact.



Promotional Materials

ASMO produced and distributed over one millions of promotional materials nationwide to support the sale of quality health products. These materials included posters, pens, plastic bags, notebooks, folders, prescription pads, medical uniforms, Key chains, mugs, brochures, roll-up banners, informational DVD and leaflets. The Point of Sales (POS) materials promote branded health awareness messages on the benefits of using these health products and provide information on how people should correctly use them.



Mobile Cinema

The Mobile Cinema Outreach Programs are a means used for expansion of brand visibility and gain public support through involving them on the implementation and being in direct contact with locals that will pave the way for other program implementation and reinforce public awareness programs within the area that results in demand creation for basic health products. This program is aimed to promote branded and generic health products as a part of activities of ASMO's Social



Marketing Department. The principle targets of the program are schools for hygiene and diarrhea prevention and the general population with additional priority health topics. Special attention is paid to reach rural districts with limited access to other forms of electronic media.

Information Education Communication (IEC)

Is a process of working with individuals, communities and societies to develop communication strategies to promote positive behaviors which are appropriate to their settings.





Behavior Change Communication (BCC)

Is a process of working with individuals, communities and societies to develop communication strategies to promote positive behaviors which are appropriate to their settings and provide a supportive environment which will enable people to initiate and sustain positive behavior. Communications and Behavior Change capabilities are major strengths of ASMO to help Afghans make informed choices about products and services available through commercial and public outlets.



ASMO Past performance:

Donors	Nature of Relationship	Start & End Dates of Collaboration	Status
Abt Associates Inc.	SHOPS Plus Project Sub-award to ASMO for Social Marketing of maternal and child health products nationwide (ongoing)	June 15, 2016 to September 30, 2020	On-Going
DAI Global, LLC	Reusable Sanitary Napkin Production & Social Marketing Grant award to ASMO for Production and Social Marketing of RSN Kits in Kabul.	October 01, 2019 – March 31, 2020	On-Going
Jhpiego Corporation	HEMAYAT Project Sub-award to ASMO for increasing capacity of private providers on FP and create demand for FP/MNCH services/products	October 1, 2015 to September 30 2018	Completed
The Palladium Group	Health Policy Project Sub-award to ASMO for Social Marketing of maternal and child health products nationwide	May 11, 2012 to August 31, 2015	Completed
The Palladium Group	COMPRI-A Project Sub-award to ASMO for Social Marketing of maternal and child health products nationwide	December 1, 2010 to April 30, 2012	Completed



ASMO Strategic partners & stakeholders:



Ministry of Public Health



Medical Associations





Creative media and printing agencies



Ministry of Women Affairs Ministry of Haj and Religious Affairs



Local Manufacturers



Local/international NGOs



Local and International suppliers





Our Donors:









Contact Details:

House #101, Qala-e-Fatullah Street, Lane # 1 on the right, close to Zarghona High School Kabul, Afghanistan Phone #: +93 (0) 75 20 43 935 / Email Add: business@asmo.org.af