

Private health provider detailing

Health providers are credible sources of obtaining health information and advice in alleviating the concerns of the intending FP users and help them to adopt FP by counseling and providing method-specific information. However inadequate knowledge and lackadaisical attitude of the private providers with respect to FP methods, patient counselling on FP, deny large number of women and married couples dependent on private sector provisions, an opportunity to clarify such issues, gain accurate information and confidence to adopt FP.

Afghan Social Marketing Organization is implementing private provider detailing to leverage the health providers' credibility and share information with their patients to bust the myths and misconceptions and help them to adopt FP. ASMO has been piloting the initiative in Kabul since August 2018. Provider detailers pay regular visits to the providers, supply them with IEC materials and samples of FP methods as well as sensitize the potential patients in the providers' chamber on FP, addressing specific concerns.

Mosque Meetings

ASMO conducts meetings at mosques around prayer times to promote family planning among men with the cooperation of 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

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 (Ob/Gyns).



Female University Workshops

To foster healthy behavior change, 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 enable the students to make informed choices about using health products for themselves and their families in the future.



Mobile Cinema

The Mobile Cinema Outreach Program is a means used for expansion of brand visibility and gain public support through enhancing public awareness on maternal and child health issues and involving them in creating demand for basic health products in their respected communities. This program is aimed to promote branded and generic health products. The principle targets of the program are schools for hygiene and diarrhea prevention and the general population for family planning and maternal and child health topics. Special attention is paid to reach rural districts with limited access to other forms of electronic media.



National Events

Afghans are enthusiastic about their national celebrations and cultural events such as but not limited to; Nawroz, Mila-E-Gule Arghawan, Mila-E-Gule Narange, Jashne Dehqan and several other provincial/regional level events. Availing the opportunity, ASMO has always been trying to have a strong presence in such events / celebrations through which ASMO promotes its branded products, spread awareness on family planning and maternal child health, distribute promotional materials and products to the target customers / visitors. Majority of our visitors (Male & Female) found the initiative useful and expressed their interest of using and advocating others to use such products for family planning and maternal and child health purposes. Additionally, ASMO is also installing FP counseling boots, where interested couples are provided with detailed information on FP methods.



Afghan Social Marketing Organization

Partner for a better life



About ASMO

As "A Partner for Better Life", the Afghan Social Marketing Organization (ASMO) is officially registered with the Ministry of Economy in August 2008, and formally operating since Dec. 2010, as an independent not-for-profit Afghan NGO. ASMO is the leading social marketing and social behavioral change communication organization focused on family planning and maternal and child health. ASMO provides Afghans with the information they need to make informed and healthy choices and expanded access to a focused suite of affordable, high quality priority health products.

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 partnerships.

ASMO Vision

By 2023, ASMO would help Afghanistan avert large number of unintended pregnancies, maternal and child deaths as a result of its scaled up initiatives. Specifically during 2019 and 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.

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.
- ✓ Having nationwide distribution channel with direct access to nearly 200 cities/districts across 27 provinces.

ASMO Branded Products



Asodagi
Condom



Khoshi
Tablets



Ab Pakkon



Khoshi
Injection



Taqwia
Khon



Shefa
(ORS)



Shefa
wa Quwat



Quwat
Tablets

Social Behavior Change Communication (SBCC)

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. Following are some of ASMO SBCC and community engagement Initiatives:

Social Media Engagements

A strong, updated, and attractive presence in social media (Facebook page, Twitter, YouTube, LinkedIn) is of the essence in today's businesses success. It encourages customer focus, creates 24/7 news cycle, makes Public Relation (PR) activities affordable, integrated, and finally it creates a greater engagement of a large social media users' community with the business.

ASMO uses social media to reach new and existing target groups to increase its presence on the internet and reach users more directly with communication activities. ASMO posts several issues of interest such as but not limited to; ASMO branded products information, SBCC activities, community engagements programs, informative topics on family planning, maternal and child health, working opportunity, etc.



TV Broadcasting

ASMO has utilized TV media as a means to widely communicate its messages to its target population 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 TV serial is designed and produced through a systematic communication process. The message content and the storyline are developed in close consultation with the MoPH Health Promotion Directorate and other relevant stakeholders such as scriptwriters, program planners, media personnel, advertising agencies, and other co-operating agencies. The main objective of the serial is to build awareness about generic birth spacing options as well as ASMO's branded product options. It is designed to develop trust and confidence about the quality and safety of contraceptives and encourage recipients about the value to their families of 3-4 years space between their children. The serial also serves as a venue to actively promote gender equality. The purposes of the drama serial are 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 methods.



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 arrangement within the community to promote health products and deliver public health information to the residents of urban slums and rural 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 reproductive age (15-49).

