



Director's Note

The first quarter of 2015 is behind us. As usual, it was a busy and eventful time and I'm happy to say we started the year with one of the best quarters in our 25-year history.

The real measure of success, however, is the health impact we make in the lives of Ethiopian women. We can measure this as CYP, and during the first quarter, we delivered CYP at an increased and accelerating pace. But performance metrics tell only part of the story.

DKT exists to serve Ethiopian women. These women care about making informed decisions about child-bearing, when to have children, how many to have. They want options and choices with regard to the most suitable contraceptive method. They want non-judgemental advice and guidance from professional, well-trained experts.

DKT is proud and privileged to provide this to women and mothers in Ethiopia. This is our 25th year in the country. With continued support of donors, government, and partners, we hope to spend the next 25 building on this proud legacy.

- Rory

LAYING THE FOUNDATION FOR A SUSTAINABLE ENTERPRISE

INTERVIEW WITH DKT ETHIOPIA COUNTRY DIRECTOR RORY HARRINGTON

Mr. Rory Harrington is a management professional with extensive experience in the private healthcare/medical services industry. He has more than 25 years of business experience, the last 12 of which have been spent internationally in Russia and the CIS, Asia, and Africa, working in both the private and public sectors.

A native of South Africa, Rory joined DKT International in 2012 and took over leadership of the organization's Ethiopia Country Office in July 2014.

Rory sat down with DKT Ethiopia Public Relations Officer, Mr. Fitih Tola, to discuss his vision for DKT as well as his experience in Ethiopia so far.

ACCESS: HOW DO YOU FIND ETHIOPIA? HOW DOES IT COMPARE TO OTHER PLACES YOU HAVE WORKED?

Rory: [Ethiopia] is unlike any other African country I've ever worked in before. As I say, it has first of all, a documented culture that goes back thousands upon thousands of years. That alone makes it unique within the African context and lends a richness to Ethiopian society that I haven't seen anywhere in Africa and in most of the other countries that I have travelled to.

How is it different? Those are some of the differences. The cultural richness is a big difference.



There are also some similarities, though, because Ethiopia belongs to the developing world. It's facing the same challenges that much of the developing world is facing. Rampant urbanization, the march towards middle income status, being able to control that, being able to make sure that there is an even distribution of wealth among its populous as it becomes wealthier, as it attains middle-income status.

There are manifest challenges in terms of regulation or regulatory restrictions on the private sector that sooner or later I hope the government will relax, because I do believe – and this is just my personal opinion

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ion. I'm not speaking for DKT here - but I do believe that no developing country will ever fully realize its potential unless the potential of the private sector is unlocked, and completely unlocked...

ACCESS: WHAT DO YOU SEE AS THE MAJOR OPPORTUNITIES FOR DKT ETHIOPIA?

Rory: The major opportunity is to take advantage of all the socio-demographic changes that are taking place. We can all see that Ethiopia is moving towards middle-income status, that people are becoming wealthier. Per capita GDP over the last 4 - 5 years has gone from about \$250 per person to over \$650 per person, so people are getting wealthier.

That creates tremendous opportunities for a company like ours that sells their products, that builds brands, that creates a consumer desire for the best products around or the best products available. So, there is a wonderful opportunity for us to capture even more of the market share that we have, leveraging off that increasing wealth that the average Ethiopian is experiencing and will continue to experience.

Other opportunities. Of course, the donor environment is changing significantly. The old donor model of giving aid to poor African countries...that's dead. And donors understand that. So the opportunity for us is now to transition from a donor-dependent entity, just like Ethiopia was a donor-dependent country. The opportunity we have now is to transition along with Ethiopia to become a financially independent, self-sustaining entity. We have to make sure that we do that in lockstep with Ethiopia itself.

But that's a tremendous opportunity, a tremendous opportunity, for DKT to build our own



revenue base, to become more efficient, to become more commercially minded, to create more wealth. And this is absolutely vital to create more wealth for the people who work for DKT and, in that way, contribute to Ethiopia because the more wealth you create, the more income you can pay your people, the more salaries, the more incentives, the more tax they can pay, which goes directly to the development of the country.

ACCESS: WHAT IS YOUR STRATEGIC VISION FOR THE ORGANIZATION FOR THE COMING FIVE YEARS?

Rory: I've referred to it already in some of my past answers, but the big strategic challenges that we face now. Firstly, we need to grow CYP (couple years' protection) and revenue. We must grow CYPs and revenue. For the last four years, our CYPs have been stagnant. They've gone up a little bit, down a little bit, but they haven't grown. So that's challenge number one. CYPs is how we measure our health impact, the effect we have on the Ethiopian populous.

The second thing we have to do is grow our revenue. We must grow our revenue. That's the only way that we become financially

self-sufficient, financially independent. So that's another strategic goal that we have. We have to at least triple our revenue, hopefully quadruple our revenue base at the moment.

All of that feeds into one sort of overarching, primary strategic objective, which is to move from a wholly, a completely donor-dependent entity to a partially donor-dependent entity in five years time. What that's going to look like, no one knows. I don't know what the future holds. But I do know that we must move from where we are now, which is 100% dependent on donors, to being dependent on donors to a far lesser extent. And the next five years beyond that, so 10 years from now, I would like to see and I believe that we have to do this, we must become fully financially independent.

[Audio and full interview available at www.dktethiopia.org]

Access is the quarterly publication of DKT Ethiopia. All Access publications are available on DKT Ethiopia's website (www.dktethiopia.org). For media and other inquiries, please contact Fitih Tola at +251 11 6 632222 or fitihtola@dktethiopia.org.

NEW *SENSATION* AMBASSADORS ANNOUNCED

Where are the most beautiful Ethiopians from ?

The Southern Nations, Nationalities, and Peoples (SNNP) Region has made its case, following the selection of DKT Ethiopia's 2015 *Sensation* Brand Ambassadors.

In a country replete with beautiful citizenry, the new ambassadors, Anteneh Teherku and Mihret Abebe, hail from Welkite and Hawassa, respectively, both zonal capitals of the region. The two will serve as the organization's Brand Ambassadors for the coming three (3) years.

Anteneh, 26, is pursuing an acting degree from Wegagen College. He's already had roles in the 2014 film *Ay-rak* as well as *Yawandoch Guday 2*. Mihret, 25, is getting her Health Officer degree from Central University. Both live in Addis Ababa.

To become the 2015 *Sensation* Brand Ambassadors, Anteneh and Mihret had to compete in a new part of the selection process introduced

this year - voting on DKT Ethiopia's Facebook page.

"The Facebook voting was very difficult," says Mihret.

"My friends worked hard to help me get to the final round and they were glad when I was selected a winner."

Final-round selection took place at the Hilton Hotel in Addis Ababa in December 2014. Candidates were evaluated on presentation and motivation by a panel that included representatives of the media and creative worlds as well as former *Sensation* Brand Ambassadors.

In addition to being compassionate young people committed to Ethiopia's development, Anteneh and Mihret bring several unexpected talents.

Anteneh is a fourth degree black belt in Tae Kwon Do and has worked with commercial sex workers in DKT's Wise-Up Program.

Mihret has a vision to open a health



Anteneh Teherku and Mihret Abebe, DKT's new Sensation Ambassadors

clinic when she completes her education and work with DKT.

Asked if he was surprised that both 2015 *Sensation* Ambassadors are from SNNP, DKT Regional Director for SNNP, Solomon Gebre, quipped that he wasn't surprised at all.

"Everyone knows SNNP for world-class coffee, fun music, and relaxed pace of life."

"Now they know us as the source of Ethiopia's most beautiful people."

BMGF RSM CONCLUDES

DKT Ethiopia's Bill and Melinda Gates Foundation (BMGF) -supported Rural Social Marketing (RSM) pilot concluded in February, with promising results.

The pilot, a 15-month, \$1.1 million grant, expanded on DKT's mainstream RSM Project ("Lekie"), experimenting with three (3) implementation models for increasing FP demand and uptake in rural Ethiopia.

The models, which tested the value of increased frequency of promotion and distribution activities as well as using Interim Communicators - com-

munity-based promoters - resulted in a two to four-fold increase in contraceptive distribution over DKT's mainstream RSM activity.

DKT has implemented RSM since 2012. The activity leverages the power of markets to assemble geographically diffuse and media-naïve populations at predictable intervals. This allows-DKT to build supply and demand for FP rural areas, where fertility is more than twice as high.

Contact Abeje Israel (abejeisrael@dktethiopia.org.et) for more information.



RESULTS: JULY - DECEMBER 2014

DKT DELIVERS 1.04 MILLION CYP, ON TARGET FOR GRANT CYCLE

DKT Ethiopia delivered 1.04 million couple years protection (CYP), including 26 million condoms, 1.6 million cycles of oral contraceptive pills (OCP) and 1.4 million injectable contraceptives, among other products, from July - December 2014.

With its current project 90% complete, DKT Ethiopia has achieved 101% of its CYP target, meaning the organization will finish the grant well above target in June 2015.

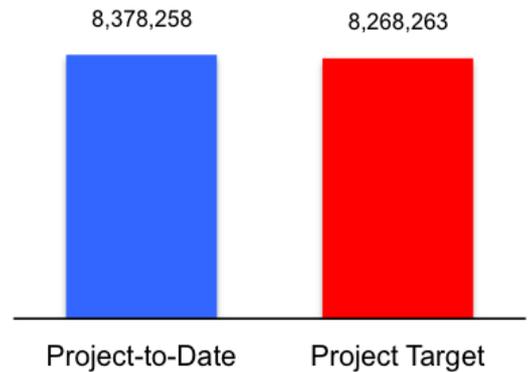
The six (6) months from July - December 2014 was marked by considerable organizational transformation

as DKT Ethiopia refocused on urban social marketing, the key to cost-effective CYP creation, and scaled-back several cost-intensive activities that contribute less to CYP.

In addition to product distribution, DKT disseminated 880 television and radio spots.

Cost per CYP during the period was \$4.61, considerably below the global estimate of \$8.00 per CYP.

Couple Years Protection (CYP)



NEW AD CAMPAIGNS LAUNCHED

FOCUSING ON LONG-ACTING METHODS

In spite of several advantages over short-term methods like pills and injections, long-term methods, including intra-uterine contraceptive devices (IUCD) and implants, continue to constitute just a fraction of contraceptive use in Ethiopia.

The 2011 Ethiopian Demographic and Health Survey (EDHS) shows that IUCD and implants make up just 14% of all contraceptive use, compared to 76% for injectables, by far the dominant method in the country.

DKT Ethiopia hopes to begin chip-

ping away at this trend with new advertising focused on the organization's long-term methods, *Long Act* IUCDs and *Trust* implants.

"Ethiopians may not yet be informed about long-term methods," says Emebet Abu, DKT's Marketing Head.

"We hope to stimulate consumer demand, which will push providers to avail long-term methods."

One of the common barriers to long-term methods is that providers are unaware of or even reluctant to provide



DKT's advertisement for *Long Act* IUCD

the methods due to lack of training and equipment or concern over cutting into short-term method revenues.



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