

MODIFICATION OF ASSISTANCE

Page 1 of 12

1. MODIFICATION NUMBER 02	2. EFFECTIVE DATE OF MODIFICATION SEE BLOCK 15	3. AWARD NUMBER: 617-A-00-05-00011-00	4. EFFECTIVE DATE OF AWARD : 09-21-2005												
5. GRANTEE: JANE T. BERTRAND JOHNS HOPKINS UNIVERSITY/CCP 111 MARKET PLACE - SUITE 310 BALTIMORE, MD 21202 DUNS NO. : 001910777 TIN NO. : 152059511 LOC NO.: 72001325		6. ADMINISTERED BY: ACQUISITION & ASSISTANCE OFFICE DOS/USAID USAID/UGANDA 2190 KAMPALA PLACE WASHINGTON, DC 20521-2190													
7. FISCAL DATA: Amount Obligated: \$7,505,000.00 Budget Fiscal Year: 06 Operating Unit: AID/UGANDA Strategic Objective: 08 Team/Division: HEALTH Benefiting Geo Area: 617 Object Class:		8. TECHNICAL OFFICE: STRATEGIC OBJECTIVE 8/ JULIA HENN, CTO 9. PAYMENT OFFICE: M/FM/CMP - LOC UNIT RRB, ROOM 7.07 DOCUMENT CONTROL 1300 PENNSYLVANIA WASHINGTON, DC 20523-7700													
10. FUNDING SUMMARY: <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;"></th> <th style="width: 20%; text-align: center; border-bottom: 1px solid black;">Obligated Amount</th> <th style="width: 20%; text-align: center; border-bottom: 1px solid black;">Total Est. Amt.</th> </tr> </thead> <tbody> <tr> <td>Amount Prior to this Modification:</td> <td style="text-align: right;">\$5,880,000.00</td> <td style="text-align: right;">\$30,000,000.00</td> </tr> <tr> <td>Change Made by this Modification:</td> <td style="text-align: right; border-bottom: 1px solid black;">\$7,505,000.00</td> <td style="text-align: right; border-bottom: 1px solid black;">\$9,955,000.00</td> </tr> <tr> <td>New/Current Total:</td> <td style="text-align: right;">\$13,385,000.00</td> <td style="text-align: right;">\$39,955,000.00</td> </tr> </tbody> </table>					Obligated Amount	Total Est. Amt.	Amount Prior to this Modification:	\$5,880,000.00	\$30,000,000.00	Change Made by this Modification:	\$7,505,000.00	\$9,955,000.00	New/Current Total:	\$13,385,000.00	\$39,955,000.00
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11. DESCRIPTION OF MODIFICATION: The purpose of this modification is to: <ol style="list-style-type: none"> 1. Revise the program description to expand the PMI activities as described in attachment 1; 2. Increase the total estimated amount to cover the additional PMI activities; 3. Revise the budget; 4. Provide additional funds in incremental funding; <p>Accordingly, the specific changes are effected as follows: <see continuation pages></p>															
12. THIS MODIFICATION IS ENTERED INTO PURSUANT TO THE AUTHORITY OF AS AMENDED. EXCEPT AS SPECIFICALLY HEREIN AMENDED, ALL TERMS AND CONDITIONS OF THE GRANT REFERENCED IN BLOCK #3 ABOVE, AS IT MAY HAVE HERETOFORE BEEN AMENDED, REMAIN UNCHANGED AND IN FULL FORCE AND EFFECT.															
13. GRANTEE: <input checked="" type="checkbox"/> IS <input type="checkbox"/> IS NOT REQUIRED TO SIGN THIS DOCUMENT TO RECONFIRM ITS AGREEMENT WITH THE CHANGES EFFECTED HEREIN															
14. GRANTEE: BY: _____ _____ (Name Typed or Printed) TITLE: _____ DATE: _____		15. THE UNITED STATES OF AMERICA U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT BY: _____ MIKE ROSSMAN (Name Typed or Printed) TITLE: REGIONAL AGREEMENT OFFICER DATE: _____													

PRESIDENT'S MALARIA INITIATIVE
LONG-LASTING INSECTICIDAL NET ACTIVITIES
UNDER THE AFFORD PROJECT (2006-2009)

Introduction

Between 2006 and 2009, the AFFORD Health Marketing Initiative will distribute millions of long-lasting insecticidal nets (LLINs) with PMI support. The objective is to support Uganda to achieve the national and Presidents Malaria Initiative (PMI) target of 85% of pregnant women and children under-five sleeping under an ITN by 2010.

AFFORD is a five year USAID funded initiative awarded in September, 2005. AFFORD is being implemented by a consortium of partners led by the Johns Hopkins Bloomberg School of Public health Center for Communication Programs (CCP). The other partners are Malaria Consortium, Futures Group International, Pulse Communication Ltd, Communication for Development Foundation Uganda and Aclaim Africa Ltd.

AFFORD is creating an indigenous entity that will develop technical, managerial and financial capabilities drawing on the unique strength of the six partners through capacity building. This entity is the Uganda Health Marketing Group (UHMG).

Strategy

AFFORD's strategy reflects the Uganda MoH and USAID Uganda PMI strategies. The major objective for the malaria prevention section of the Uganda Ministry of Health's draft Malaria Strategic Plan of Uganda and the PMI's 5-year strategy is to rapidly increase ITN -- and specifically LLIN -- coverage and utilization, targeting the biologically and economically vulnerable, and to sustain these high levels in order to achieve impact on the malaria burden. These plans recommend a variety of different distribution mechanisms, including:

- Distribution of free LLINs through ANC services in order to reach pregnant women
- Community-based distribution of highly subsidized ITNs through civil society organizations
- Increasing long-term, sustainable access to ITNs through the commercial sector

Improving access to LLINs through the commercial sector is especially valuable for assuring access to replacement ITNs after they have reached the end of their useful life. Strengthening commercial access directly supports free and subsidized distribution, and vice-versa, toward the longer-term objective of sustained use of LLINs.

AFFORD will distribute over a million LLINs in the next four years using the following mechanisms and approaches:

1. **LLIN distribution to pregnant women attending ANC services.** This element of the strategy will provide free LLINs to a highly vulnerable population – pregnant women in conflict-affected and economically disadvantaged regions of the country. This activity will focus initially on the districts in the North affected by conflict and then expand to other economically disadvantaged districts. Women attending ANC clinics in the IDP camps will be the primary focus for free LLIN distribution.
2. **LLINs delivered to vulnerable groups and communities, including PLWHA, through NGOs/FBOs.** This element of the strategy is designed to help NGOs/FBOs throughout the country benefit from the private sector’s ability to offer high-quality products in sufficient quantities delivered to regional sites.
3. **Increasing access to LLINs sold through the commercial market.** This element of the strategy serves two purposes. First, it provides a growing and expanding market with replacement nets by building the private commercial LLIN sector. Second, it assists the local commercial LLIN distributors to survive in a market which is currently experiencing high volumes of free nets.

Communication

AFFORD will implement LLIN communication activities in tandem with the ITN distribution program. These activities will use a variety of media and approaches and focus on the three distribution mechanisms highlighted in this proposal. Key messages will include:

- Highlighting the benefits of LLINs compared with conventional nets in terms of quality, protection, and convenience for users.
- Correct use of LLINs.
- Marketing and branding of selected LLINs and their suppliers.
- Public Relations for the new LLIN facility as well as overall PMI efforts.