

Summary Update Report

This is a brief summary update report on the AMS Media and Communication Strategy activities:

1. **Official Launch:** The AMS was officially launched on Tuesday 12th February, 2013. It was attended by over 400 participants include trained dispensers, medicine store owners and invited guests. Special guest of honor at the event was the honorable minister of Health - Dr. Walter Gwenigale. A full report on the launch is being prepared.
2. **Media Campaign:** In line with the AMS strategy, mass radio adverts and jingles has been airing on major radio stations across Monrovia to promote the AMS program.
3. **Road Shows:** This was our major focus since after the official AMS launch. The AMS Awareness Road shows were conducted between February 18th and the March 2nd, 2013. About 12 major communities were visited and all major roads were transverse during the road shows. Pictures & Video will be sent to you.
4. **Posters:** Posters for the AMS campaign has been printed and in line with our schedule, will be place by 10th of March across major communities in Monsterrado county
5. **Survey:** The 1st of the 4 rounds of survey to gauge the public awareness of AMS was conducted from the 4th to 6th March, 2013. Data entry and analysis of the data is in process
6. **Key issues:** Road shows and preliminary survey results show that lack of adequate number of AMS stores in various communities. While people appreciate the AMS initiatives and are willing to buy their medicines from AMS stores, the stores are hard to find. I suggest MSH/LMHRA/PBL will begin a major drive to accredited more stores as AMS by setting a deadline for compliance and possible close down of stores who do not start to being to meet criteria. The Association of medicines store owners should be used to facilitate this drive. Also note below my earlier suggestions before the official launch of the AMS program.

Key Deliverables before Launch Event

S/N	Items/Activity	Responsibility
1	List of Accredited Medicine Stores	PBL & LMHRA
2	Accreditation Process Established at the PBL <ul style="list-style-type: none">• AMS Registration form• Recruitment of AMS Customer service personnel• AMS procedure documented and printed• Agreement on 4 (quarterly) AMS training periods for the year• Estimate of training cost• FAQ (Frequently Asked Questions) document about AMS program is designed and produced for free distribution as requested	PBL & MSH
3	Database system to manage AMS stores and Trained Dispensers	PBL & MSH