Production, Procurement & Warehousing Operations
The local production, procurement and warehousing of high quality products at competitive prices is important in the success of any social marketing program. ASMO has developed procurement skills to implement transparent state-of-the-art systems and procurement policies and procedures, which are valuable and scarce resources within developing countries.

Distribution and Field Sales Activities
ASMO’s current sales and distribution network is very extensive and efficient. Its sales force and network of distributors, wholesalers, and retailers were project-developed to ensure wide distribution of its products. The social marketing network has been and will remain a resource for other donors wishing to disseminate education materials or distribute other services and products; e.g. information about the HIV/AIDS, TB/DOTS services or other relevant social issues.

Why ASMO?
ASMO’s ability to use its cross-cutting creative and effective social marketing and training techniques to positively impact behavior change for the better health and social well-being of all Afghans constitutes a fast and inexpensive way to achieve sustainable changes in health and social behaviors as measured by the use of quality health products and social services at the national level. ASMO is uniquely positioned to assist the government, donors and the growing private sector to effectively address unmet health and social needs of the Afghan community as a “partner for a better life”.

ASMO’s Beginnings
The Afghan Social Marketing Organization (ASMO) is a social marketing and behavioral change communication organization established in August 2008. ASMO as a free-standing, not-for-profit Afghan organization aims to create positive health outcomes by giving Afghan households the information they need to make informed and healthy choices. ASMO is comprised of a team of professionals, which worked with COMPR-A Project funded by USAID (2006-2010). In October 2010, almost all Afghan COMPR-A staff became ASMO employees and took the responsibility for implementation of USAID funded social marketing program in Afghanistan.

Acknowledgment
This document was produced with support from the United States Agency for International Development (USAID) under Cooperative Agreement No. AID-OAA-A-10-00067.

Strategic Partners & Stakeholders
ASMO has strategic partnerships with local manufacturers, importers, creative media agencies for advertising and education, distributions and supply chain partners and local NGOs providing outreach communication, training and distribution services. It also strongly encourages the private commercial sector participation in provision of quality public health products and services throughout the country. ASMO continues to pursue broader collaborations with relevant ministries within the Government of the Islamic Republic of Afghanistan, other donors, local and international organizations.

ASMO Board of Directors
H.E. Dr. Ahmad Jan Naeem, Deputy Minister, Policy & Planning, Ministry of Public Health (MoPH)
Dr. Aizilullah Amir, Director, External Relation Department, Ministry of Higher Education (MoHE)
Haji Mohsin Sahel Parwani, Director Afghanistan National Medicine Services Organization (ANSMO)
Dr. Lutfullah Manzoor, Director, Afghanistan Health Employees Amenityary Council (AHEAC)
Dr. Marghalare Khara, Director Social & Cultural Department, Ministry of Women Affairs (MoWA)
Mr. Reza Yawary, Information Specialist, US Embassy, Kabul
Dr. Hassina Syed, CEO, Syed Group of Companies
Professor Musa Fariwar, Lecturer, Faculty of Law & Political Sciences, Kabul University
Sayed Obaidullah Mahbboob, Marketing Director, CHAMP
Dr. Nemrutullah Akbari, CEO, Afghan Family Guidance Association
Dr. Iqbal Roshani, Program Management Specialist-Health, USAID
Dr. Kabir Ahmad Fazl, Lecturer, Kabul Medical University
Dr. Mary Wida, Director Organization for Afghanistan Development (OAO)
Dr. Ebrahim Heidar, Executive Director, Afghan Social Marketing Organization (ASMO)

ASMO Management Team
Dr. Ebrahim Heidar
Executive Director
Dr. Khalid Rahim
Deputy Executive Director & Program Development Director
Mr. Jamil Barakzai
Director – Marketing & Business Development
Mr. Najiullah Nazhat
Director - Operations

Afghan Social Marketing Organization (ASMO)
House # 101, Afghanan Lane, Shash Darak Road, Kabul-Afghanistan
Phone: +93 (0) 75 20 43 935, E-mail: info@asmoo.org.af
www.asmo.org.af

Afghan Social Marketing Organization
Who we are . . .

Afghan Social Marketing Organization (ASMO) is an independent Afghan-registered not-for-profit social marketing firm. It is staffed entirely by Afghans. Its distinguished Board of Directors from the public, private, donor communities and civil society provides strategic management oversight. ASMO’s current staff have been partnering with the Government’s Ministry of Public Health and USAID/Afghanistan since 2006.

ASMO’s Mission . . .

ASMO strives to design and implement effective and integrated health and social issue marketing interventions intended to improve the overall well-being of the country’s population, especially women and children, while stimulating and increasing private commercial sector participation. ASMO is fully committed to improving the quality of life of Afghans by providing needed key health and social issue information, training and quality affordable health care products, services and behavior change solutions using innovative marketing, communication and community outreach approaches in collaboration between the public and private sector stakeholders.

What we do . . .

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 and social services supplied through private sector channels, increasing national access to and use of those products and services.

<table>
<thead>
<tr>
<th>Project Staff Skiles Capacity Building</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition + Awareness of Product</td>
</tr>
<tr>
<td>Expanded Access to Product</td>
</tr>
<tr>
<td>Improved Use of Product</td>
</tr>
<tr>
<td>Enabled Private Health Sector</td>
</tr>
<tr>
<td>=&gt;</td>
</tr>
</tbody>
</table>

ASMO believes that the development of sound, integrated social marketing and total market approaches will be of great interest to all sectors engaged in social and behavior change activities in Afghanistan. ASMO can serve as a key focal point for the comprehensive planning, management and assessment of all aspects of activities related to improving the health and social well-being of Afghans. It can serve as a strategic partner and technical resource to a range of agencies at work in Afghanistan across all key sectors: public, private and non-profit.

Core Capabilities . . .

Currently, the core capabilities of ASMO include:

- Conducting formative market research
- Product Design & Development
- Marketing communications and out-reach activities
- Training of service providers, community influencers and commercial supply chain partners
- Health product repacking & warehousing
- Distribution and field sales activities.

Through its strategic partners, ASMO can provide additional services in private sector advocacy-policy, public-private partnership initiatives, professional associations building and monitoring and evaluation.

Formative Market Research

ASMO conducts formative market research as the basis by which it develops effective communication and intervention strategies for influencing behavior change and for designing, positioning and promoting new products. It helps to identify and understand the characteristics - interests, behaviors and needs - of target populations, which influence its decisions and actions. Formative research is integral in developing and improving programs.

Product Design & Development

ASMO staff has strong capabilities to analyze the existing market in order to test the commercial viability of proposed products under present conditions. The team takes into consideration the following factors: brand competition and market saturation, product alternatives, awareness level, cultural sensitivity, distribution logistics, estimated level of required subsidies (if any), ability to grow or create the market, and potential for commercial sustainability. Our current health product portfolio includes: temporary contraceptive products for birth spacing, chlorinated safe water solutions, iron folate tablets and oral re-hydration salts.

Marketing Communication & Outreach Activities

ASMO’s combination of mass messaging, community-based outreach interventions and interpersonal communications capabilities are very effective in helping Afghans make informed choices about products and services available through commercial and public outlets. Its goal is to build consumers’ awareness of, need for and benefits of key public health products and social services within target communities.

Training of Health Providers, Influencers & Consumers

ASMO’s training resources expand health product demand and proper use. It promotes behavior change in target populations through quality, certified education and training programs designed for both private sector health providers as well as for consumers and influencers at the community level. This training is provided by ASMO’s master trainers at the private sector health training center located within the ASMO office as well as at the provincial and district level throughout Afghanistan.