



Editorial

**Act, learn, innovate, and
stay close to communities.**

This new edition of the ACMS newsletter highlights a period rich in activities, partnerships, and learning. From evaluating our projects to strengthening our field interventions, each initiative contributes to advancing our mission.

The various activities featured in this edition: community mobilization, awareness campaigns, the development of new projects, the strengthening of partnerships, and team support, reflect a shared commitment to responding more closely to the needs of communities and to sustainably improving their health and well-being.

These achievements are also the result of a collective commitment driven by our teams, our partners, and the communities we work with every day.

We invite you to discover these highlights and share with us the momentum that continues to drive ACMS's commitment.

Enjoy the read!

Annie Michele MABALLY
Executive Director

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ACMS–MINSANTE

A field mission to strengthen the partnership



From May 21 to 25, 2026, a joint mission of the Cameroonian Association for Social Marketing (ACMS) and the Ministry of Public Health (MINSANTE) was conducted in the East, Adamawa, North, and Far North Regions. The mission was part of the process of renewing the Memorandum of Understanding (MoU) between the two institutions, which will expire in February 2027.

Assessing interventions on the ground

The mission aimed to enable MINSANTE teams to assess ACMS achievements, share best practices, and identify challenges and areas for improvement. Meetings were held with health and administrative authorities, alongside visits to health facilities across the four regions.

The teams had the opportunity to observe ACMS interventions in several areas, including HIV prevention and response, family planning and reproductive health promotion, community-based activities, and strengthening service delivery.

Achievements and challenges identified

The mission highlighted the progress made across the different areas of intervention, while also identifying needs related to equipment, capacity building, availability of supplies, and improved data monitoring.

The discussions also highlighted the importance of continuing efforts to ensure accessible, quality health services that are responsive to the needs of communities, particularly adolescents and young people.

A partnership to build on

Beyond assessing interventions, the mission provided an opportunity for dialogue, experience-sharing, and closer collaboration between ACMS and MINSANTE. The recommendations made following the field visits will help guide future actions and strengthen the quality of interventions.

The mission therefore represents an important milestone in the renewal of the partnership between the two institutions, driven by a shared commitment to advancing the health and well-being of the Cameroonian population. The process will include a joint debriefing and the formalization of the mission's findings and recommendations.

2026 Labour Day

+ 100 Staff

On the occasion of the 140th International Workers' Day, ACMS celebrated its staff during a ceremony held at its headquarters in Yaoundé, in the presence of the Chair of the Board of Directors, Dr. Marie Madeleine Louka, and Board Member, Prof. Cosmas Cheka.

The celebration was also held at the regional offices in Bertoua, Ngaoundéré, Garoua, and Maroua, and provided an opportunity for conviviality and sharing. In Ngaoundéré, discussions focused on the theme of this year's celebration, dedicated to social dialogue.

Through this celebration, ACMS recognized the professionalism, solidarity, and contribution of all its staff to the implementation of its programmes in support of communities.



ACMS hosts a KfW supervision mission

As part of the Project to Support Refugee Women and Malnourished Children in the Central African Republic, Nigeria, and Cameroon, ACMS hosted a supervision mission from the German Development Bank (KfW) in June, conducted in collaboration with UNICEF.

This mission was part of the monitoring of the initiative, funded by KfW and implemented by ACMS. The project

aims to improve the health and nutritional status of refugees, internally displaced persons, and host communities, with particular attention to women, pregnant women, children, and young people.

Following working sessions in Yaoundé with the ACMS and UNICEF teams, the delegation travelled to the Far North Region to visit several health facilities and engage with health teams on interventions in nutrition, reproductive health, and family planning.

The mission provided an opportunity to assess progress in project implementation, gather feedback from field stakeholders, and identify areas for strengthening in order to sustainably improve vulnerable populations' access to integrated, quality health services.



Board of Directors

Performance review and strategic directions for the Association

On June 10 and 11, 2026, the Cameroonian Association for Social Marketing (ACMS) convened its Board of Directors at the organization's headquarters. The session provided an opportunity for Board members to review the Association's performance and define strategic directions for the continuation of its interventions.

The discussions covered the review of the financial statements, the Auditor's Report, follow-up on previous recommendations, and the progress of key projects, including PASSR II, PASSR CoRD, HIV-CHASAC, and UNICEF.

The Board also reviewed matters related to finance, human resources, operations, implementation of the Strategic Plan, and the Association's development prospects.

The recommendations arising from the session will help guide actions over the coming months, with the aim of consolidating the achievements of ongoing projects and sustainably strengthening the impact of interventions among communities.



Aids Candlelight Memorial 2026

Renewed solidarity with people living with HIV

On the occasion of the 2026 Candlelight Memorial, held at the Cameroonian Cultural Centre in Yaoundé, ACMS reaffirmed its commitment to the fight against HIV and the promotion of the rights of people living with HIV.

The ceremony brought together the Permanent Secretariat of the National AIDS Control Committee (CNLS), UNAIDS, the Regional Technical Group for the Centre Region, the Cameroonian Community of Positive Women (CCAF+), and several partners involved in the HIV response. It provided an opportunity for remembrance, solidarity, and collective mobilization.

In support of prevention activities, ACMS provided 30,000 Prudence Plus Prestige Chocolat condoms and offered technical support through the design of the event's communication materials.

Through this contribution, ACMS reaffirms its commitment to promoting responsible prevention, supporting community-led initiatives, and strengthening collective action to end HIV/AIDS.

PPSAC relaunch

Strengthened mobilization to accelerate PPLUS distribution



Since March 2026, the PPSAC project has continued its efforts to strengthen the availability of Prudence Plus (PPLUS) Prestige Chocolat male condoms. Following the launch and intensification phases, the project entered a stock clearance and market outreach phase in July, with the aim of accelerating product availability on the ground.

The immediate priority is to clear the 3,378 cartons in stock before September 2026, when the products expire, while helping expand access to condoms and minimize losses.

To meet this challenge, the initiative relies on 46 wholesalers and 30 peer educators organized into 15 pairs. Wholesalers are responsible for 80% of the target, representing 2,702 cartons, while peer educators contribute the remaining 20%, or 676 cartons.

On the ground, this momentum is reflected in intensified community-based activities, including street marketing, market activations, night marketing, and stock clearance operations. Peer educators play a key outreach role by supporting wholesalers and helping expand points of sale, making PPLUS more widely available to communities.

The mobilization effort extends across the four intervention areas, with targets tailored to their respective weight: 30% for Littoral/South-West, 35% for Centre/South/East, 10% for West/North-West, and 25% for Adamawa/North/Far North.

As September approaches, efforts are being intensified through distribution and stock clearance activities, complemented by the free distribution of condoms in intervention areas through ACMS projects, in order to further strengthen access to HIV prevention.



Holidays Without AIDS

ACMS supports HIV prevention among young people

As part of the 24th edition of Vacances Sans Sida, held under the theme “Responsible Holidays, Youth Free from AIDS,” ACMS joined forces with HIV response stakeholders to strengthen prevention efforts targeting young people across all 10 regions of Cameroon.

Officially launched on July 22, 2026, at the Synergies Africaines headquarters in Yaoundé, the campaign includes awareness-raising activities, peer educator training, and screening for HIV, hepatitis B, malaria, and tuberculosis, implemented across the different regions of the country.



As part of this initiative, ACMS provided the National AIDS Control Committee (CNLS) with 500,000 units of Prudence Plus Prestige Chocolat male condoms to support awareness-raising and prevention activities in the field.

This support aims to strengthen young people’s access to prevention methods and promote responsible behaviours, particularly to prevent sexually transmitted infections (STIs), including HIV, as well as unintended pregnancies.

Through this contribution, ACMS supports national efforts to combat HIV and contributes to strengthening prevention and young people’s access to reliable information and appropriate prevention methods across all 10 regions of Cameroon.

HIV-CHASAC

Strengthening the Quality of HIV care services in the Far North Region

In the second quarter of 2026, the HIV-CHASAC project (HIV Comprehensive High-Quality Solutions for Children, Adolescents and Adults), implemented by ACMS, continued its interventions to improve the quality of HIV prevention, care, and follow-up services, particularly for children, adolescents, and adults.

In the Far North Region, several activities were carried out to strengthen the capacity of health facilities and improve data use. The Petté and Mindif health districts each received two laptops to facilitate performance monitoring and the use of data for informed decision-making.



In addition, healthcare providers were trained on the new pALD pediatric protocol, while a joint supervision exercise conducted in health facilities not supported by PEPFAR helped strengthen team competencies and improve the quality of HIV care and treatment services.

These interventions are part of the HIV-CHASAC approach, which combines capacity building, improved data systems, provider support, and continuous quality improvement of services. The project mobilizes dedicated expertise in pediatric care, prevention of mother-to-child transmission of HIV, monitoring and evaluation, and integrated service delivery.

Through these activities, ACMS supports the Ministry of Public Health in sustainably strengthening HIV services and contributes to improving the quality of care provided to women, children, adolescents, and people living with HIV.

Community Activities

PASSR CoRD: Strengthening quality of care through capacity building

As part of the Complementary Reproductive Health Services Access Programme – Debt Relief (PASSR CoRD), ACMS, in collaboration with the Ministry of Public Health, continued its efforts to strengthen the capacities of healthcare providers in health facilities in order to improve the quality of reproductive health services.

Training sessions on Infection Prevention and Control (IPC) were organized in the Adamawa and East Regions for managers of partner health facilities. These workshops helped strengthen participants' knowledge of good hygiene practices, infection prevention, biomedical waste management, the use of personal protective equipment, and safe care practices. Assessments conducted at the end of the training sessions showed improved knowledge and good uptake of the skills acquired.

In the North Region, a regional supervision debriefing meeting provided an opportunity to review the performance of health facilities, identify operational challenges, and define priority actions to strengthen service quality, data collection, provider certification, community mobilization, and the availability of health products.

Through these activities, ACMS reaffirms its role as a technical partner to the health system, supporting health facilities in the continuous improvement of quality of care and the strengthening of reproductive health services for the benefit of communities.



40

Healthcare
providers trained

40

Health Facilities
Strengthened

6

Technical Modules Covered

Reproductive Health Services Access Programm - Phase II

PASSR II concludes four years of action to advance reproductive health in Cameroon.

After four years of implementation, the Reproductive Health Services Access Programme – Phase II (PASSR II) concluded its activities, covering the period from August 2022 to June 2026. Implemented by ACMS under the ProFam® brand, in partnership with Population Services International (PSI), the programme benefited from the support of German-Cameroonian Financial Cooperation through KfW and the Ministry of Public Health.

The programme was implemented in the East, Adamawa, North, and Far North Regions, with the aim of improving access to quality reproductive health services, particularly for women, adolescents, and young people.

During this phase, PASSR II strengthened the ProFam® social franchise network, improved the quality of services provided at health facilities, ensured better availability of contraceptive products, and developed communication activities to promote the adoption of modern family planning methods. The programme also supported healthcare provider training, the establishment of adolescent- and youth-friendly services, and the monitoring and evaluation of interventions, thereby contributing to the sustainable strengthening of the health system.

Through PASSR II, ACMS, together with KfW, the Ministry of Public Health, PSI, and all its partners, contributed to expanding access to quality sexual and reproductive health services. The results achieved provide a strong foundation for continued efforts to advance family planning and sustainable improvements in reproductive health in Cameroon.



Digital solutions for Family Planning

Social Media: A Strategic tool for reaching and engaging young people

As part of the Reproductive Health Services Access Programme – Debt Relief (PASSR CoRD), implemented by ACMS to strengthen access to sexual and reproductive health services in the Adamawa, East, Far North, and North Regions, ACMS integrated social media into its communication strategy to enhance outreach and awareness among young people.

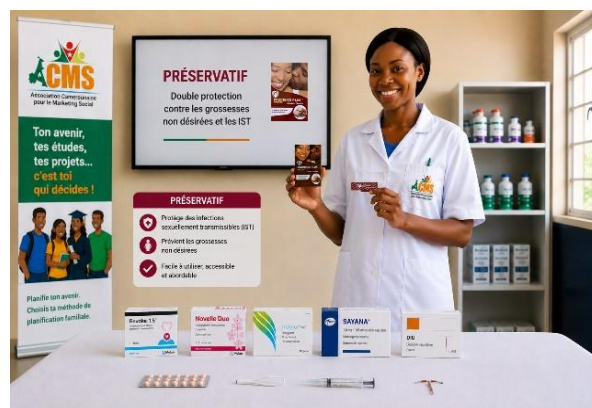
This approach enables the dissemination of accessible, educational content tailored to young people's digital habits, particularly on modern contraceptive methods and dual protection with Prudence Plus Prestige condoms.

The use of social media offers a dual advantage: reaching a broad audience quickly while measuring the impact of communication messages.

The campaign generated 198,465 views, reached 151,398 people, and recorded 6,372 interactions, with the audience predominantly aged 18 to 34.

Beyond the results achieved, this strategy demonstrates ACMS's ability to adapt its communication tools to the evolving digital habits of young people. By combining its public health expertise with tailored digital content, ACMS is turning social media into effective channels for reaching communities, making information more accessible and amplifying prevention messages.

This digital approach complements ACMS's field interventions, extends their reach, and strengthens the organization's visibility as an innovative actor in sexual and reproductive health communication.



Strengthening our teams: 13 New staff members

