2025 ANNUAL REPORT

ACMS
Association Camerounaise pour le Marketing Social



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Word from the Chairperson of the Board

“ Despite a challenging context, we managed to stay the course. ”



Dr Marie Madeleine LOUKA

The past year was marked by significant challenges, but also by progress that underscores the strength and resilience of our organization.

Despite a demanding environment, we successfully stayed the course, enhanced the quality of our interventions, and continued to fulfill our mission in service to the communities we support. These achievements reflect the unwavering commitment of our leadership, staff, partners, and all stakeholders.

The Board of Directors has provided strategic governance grounded in transparency, performance, and sound management, while strengthening internal mechanisms, resource efficiency, and program impact.

The progress achieved in expanding access to services, fostering innovation, advancing digitalization, and building capacities reflects our continuous commitment to adapting our approaches to the evolving needs of the communities we serve.

I wish to express my sincere appreciation to all employees and partners for their professionalism, dedication, and trust. Together, we will continue to build a strong, credible, and forward-looking organization. Let us keep working collectively to amplify our impact and make a lasting contribution to the well-being of the populations we serve.

Word from the Executive Director



Annie Michele MABALLY

“ This year has been characterized by an unprecedented acceleration in our digital transformation. ”

The year 2025 will be remembered as the milestone of our thirtieth anniversary, not merely a moment to reflect on our past, but a powerful springboard toward the future.

This year has been marked by an unprecedented acceleration of our digital transformation and a major geographical expansion, demonstrating the vitality and continued relevance of our operating model.

These achievements are the result of a unique synergy with our partners. The renewed trust of PEPFAR/CDC, reflected in the expansion of the HIV/CHASAC project to the Far North region , stands as a strong acknowledgment of the quality of our work and the tangible impact of our teams in the field. Our close collaboration with the Ministry of Public Health (MINSANTE) and the National AIDS Control Committee (CNLS) has anchored our efforts within national priorities, ensuring the sustainability of our shared commitment.

We express our deep gratitude to all our technical and financial partners, whose steadfast support has made these accomplishments possible. Together, we have not only touched hundreds of thousands of lives, but also helped build a stronger and more resilient health system, one that brings care closer to communities and moves Cameroon closer to achieving universal health coverage.



KEY FIGURES AND IMPACT

The year 2025 was one of consolidation and scaling up for ACMS, which once again demonstrated its leading role in addressing public health challenges in Cameroon.

Our Human Resources

Our field teams are predominantly made up of locally recruited staff, ensuring that we remain closely attuned to the needs of the communities we serve.

We employ **130** staff members and **61** consultants.

Impact

153 775 CYP generated

Our Financial Resources

6 donors placed their trust in us, and we implemented **10** projects with a total budget of **9,719,944,976** FCFA.

Our Institutional Partners

We established agreements with **519** partner agents, including **09** Community-Based Organizations and **494** Health Facilities.



KEY FIGURES AND IMPACT

As part of the PASSR program

45 000 people benefited from quality family planning services.

Data Quality
RDQA score: **92%**

498 ASCP providers, **27** Quality Assurance Coordinators (CAQs), and **11** regional supervisors were trained.
316 providers were certified in major complication management and pharmacovigilance.

55 new providers were certified.

737 HNQIS supervision visits were conducted across 376 ProFam network health facilities.

100 health facilities were evaluated and enrolled.

5 598 young people were received in the YFHS (Youth-Friendly Health Services) units, **42%** of whom were under **20** years old.

25 SRAJ units were equipped with TV screens.

A total of **33 000** cumulative interactions were recorded across social media and digital platforms.

123 927 views and **2 690** clicks were generated through a digital and community outreach campaign targeting young people.

3 151 individuals were reached via WhatsApp.



KEY FIGURES AND IMPACT

As part of the HIV CHASAC Project

9 821 people were tested, and **248** were identified and enrolled in care through the innovative FECh strategy.

7 525 people were reached with awareness activities, and **1 587** HIV tests were conducted during Cameroon's National AIDS Awareness Month.

Capacity Building
105 staff trained on HIV/AIDS guidelines,
60 on the management of stable and unstable patients
38 laboratory personnel
22 mentor mothers
34 expert patients
12 on recency testing

FECh Campaign
59 phones distributed and **14 386** scan forms collected (**9 990** for children and **4 396** for mothers).

04 pediatric excellence sites certified.

49 clerks trained to strengthen capacity in ARV commodity management.



KEY FIGURES AND IMPACT

As part of the HPV PASSREV Implementation Research Project

Capacity building and training of **432** ASCP providers, **180** healthcare providers, **12** monitors, and **06** Quality Assurance Coordinators (CAQ).

As part of the HIVST Project – Global Fund M&E Strengthening

10 community-based organizations (CBOs) supervised in the North and South regions.

02 workshops organized on **DHIS2**: integration of community indicators and training on data use and analysis.

As part of the Support Project for Refugee Women and Malnourished Children (RCA, Nigeria, Cameroon)

192 actors (providers, peer educators, and community health workers) trained on family planning and social mobilization.

23 532 women benefited from contraceptive methods distributed within communities, including **18 355** young women under **24** and **16 609** first-time users.

24 995 young people under **25** reached through awareness activities.



PRODUCTS DISTRIBUTED

2 270
Jadelle

267 450
Condoms

26 329
Implanon NXT

17 961
Mosquito nets

14 600
DIU

84 799
Sayana Press

8 748
Levonorgestrel

2 091
Revoko 1.5

43 112
Novelle duo

13 104
Zinnia



SEXUAL AND REPRODUCTIVE HEALTH

In 2025, ACMS implemented the following projects:

The Reproductive Health Services Access Program (PASSR) – Phase II

Funded by KfW, it is implemented in four regions: North, Far North, Adamawa, and East. Its objective is to increase the use of higher-quality reproductive health services.

The Complementary Reproductive Health Services Access Program – Debt Relief (PASSR CoRD)

Established as part of the conversion of Cameroon's debt to Germany, this project represents a complementary phase of the Reproductive Health Services Access Program. It was designed to expand the target population of the PASSR II project.

The initiative directly involves 100 health facilities, particularly those integrated into the Chèque Santé project but not yet part of the ProFam social franchise network, in order to ensure comprehensive coverage of needs throughout the life cycle.

The project primarily targets women of reproductive age (15–49 years), youth (**20–24** years), and adolescents (**10–19** years).



SEXUAL AND REPRODUCTIVE HEALTH

The Implementation Research on Integrated Adolescent Services to Improve HPV Vaccine Coverage Project

This study, conducted in the North and Far North regions of Cameroon and funded by GAVI (the Global Alliance for Vaccines and Immunization), aims to assess the effectiveness, feasibility, acceptability, and scalability potential of integrating Human Papillomavirus (HPV) vaccination into an existing supply- and demand-side intervention in the field of sexual and reproductive health and rights (SRHR).
The goal is to increase HPV vaccination coverage among girls and boys aged 9 to 13 years.

The Support Project for Refugee Women and Malnourished Children from the Central African Republic, Nigeria, and Cameroon

Joint initiative by KfW and UNICEF, whose main objective is to sustainably improve the health status and nutritional situation of refugees, internally displaced persons, and host communities. The project places particular emphasis on improving access to family planning and reproductive health services for young women aged 15 to 24 and for mothers in the Far North, North, Adamawa, and East regions.

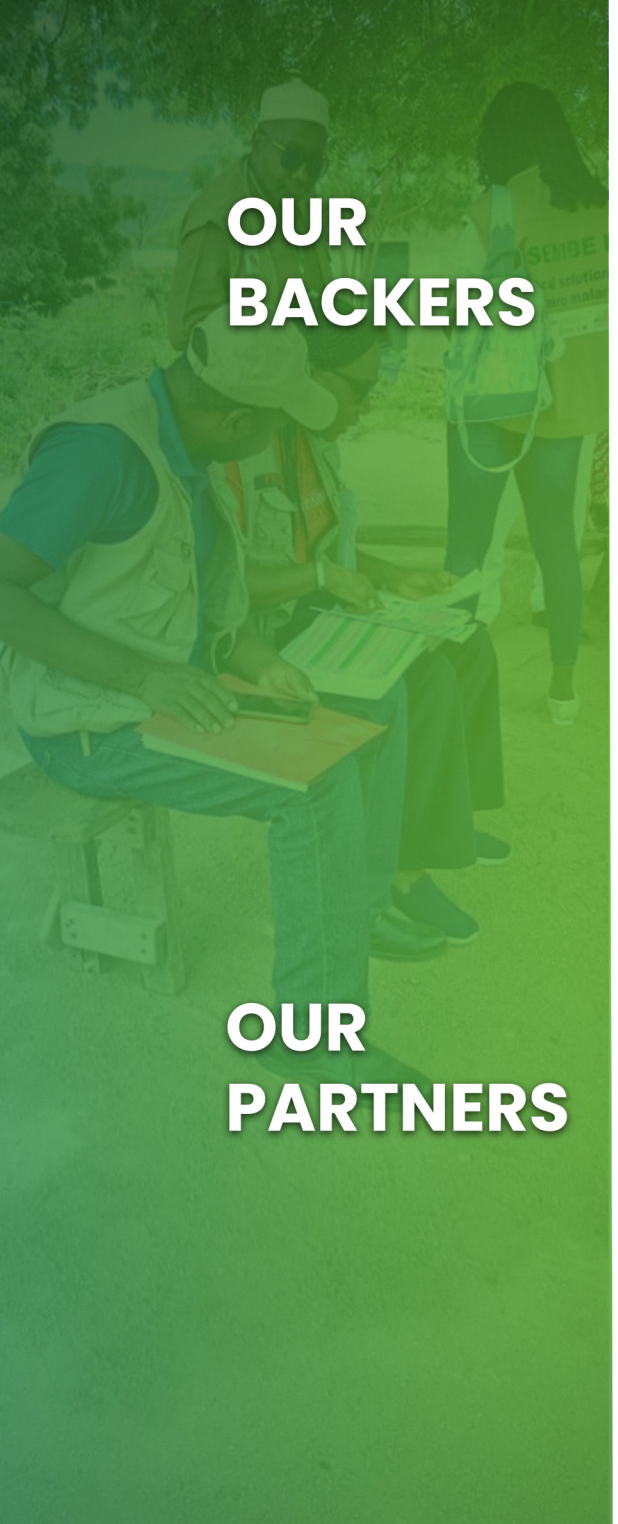


The project HIVST-Global Fund M&E strengthening

Funded by the Children's Investment Fund Foundation (CIFF), this initiative aims to support the strengthening of the Monitoring and Evaluation system of the National AIDS Control Committee, particularly with regard to HIV self-testing, with the overall objective of enhancing evidence-based decision-making.

The HIV-CHASAC project is an HIV/AIDS prevention and control project.

Funded by PEPFAR (the U.S. President's Emergency Plan for AIDS Relief) and implemented by ACMS, the overall objective of this project is to deliver HIV prevention, care, and treatment services, and to reduce health disparities across clinical cascades for all target populations and vulnerable groups in the Adamawa and North regions of Cameroon.



OUR BACKERS

coopération allemande
DEUTSCHE ZUSAMMENARBEIT

KFW

unicef

Gavi
L'Alliance du Vaccin

CIFF
CHILDREN'S INVESTMENT FUND FOUNDATION

OCEAC

OUR PARTNERS

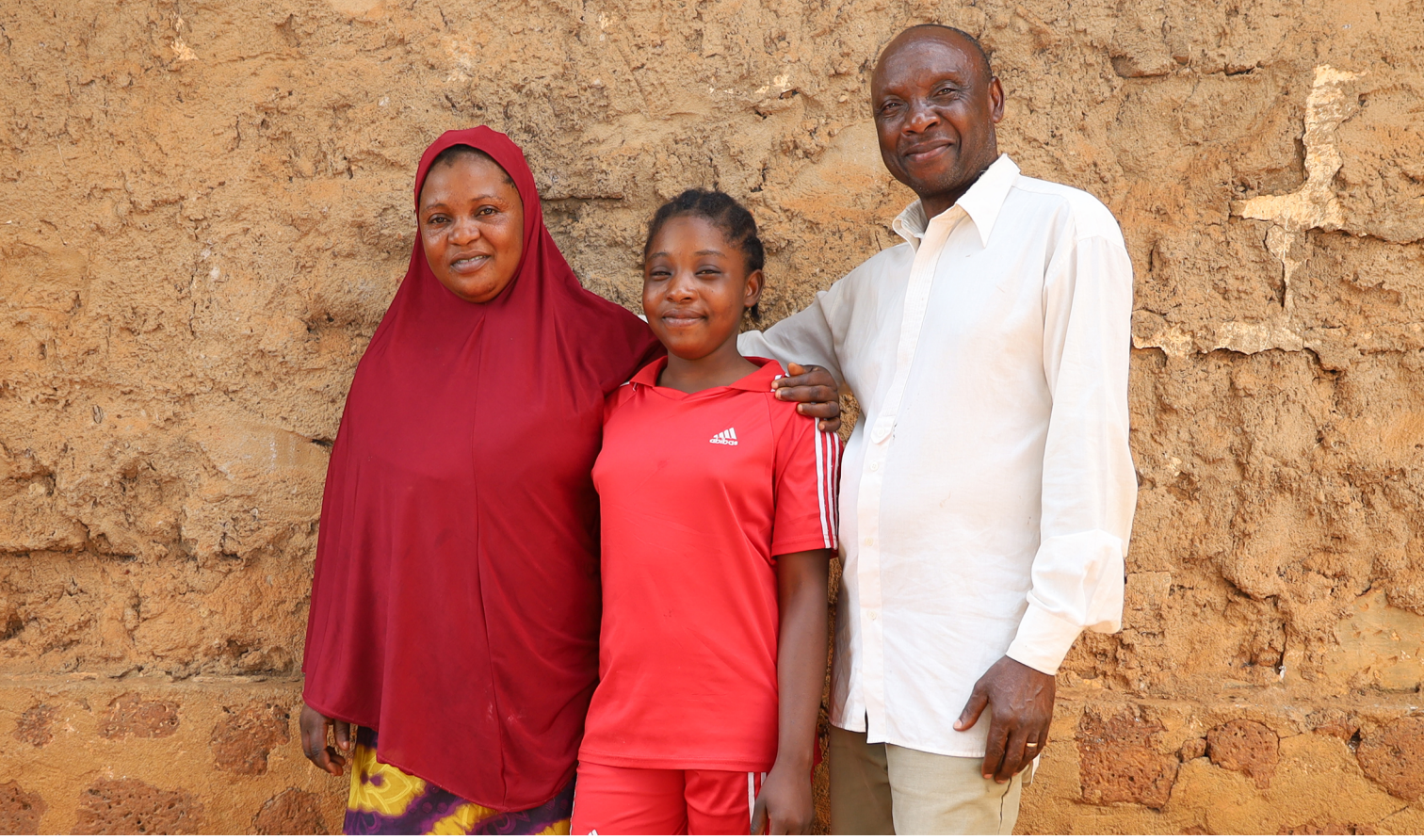
REPUBLIQUE DU CAMEROUN
Paix - Travail - Patrie

REPUBLIC OF CAMEROUN
Peace - Work - Fatherland

MINAT
MINISTERE DE L'ADMINISTRATION TERRITORIALE
MINISTRY OF TERRITORIAL ADMINISTRATION

CSU UHC
MINSANTE

MINEPAT



HEAD OFFICE

BP 14025 Yaoundé - Dragages

(+237) 693 92 92 56

https://acms-cmr.org

contact@acms-cmr.org

ACMS

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Your well-being, our priority !