

ACTU



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Resilience and enhanced impact





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Interview with the Chairwoman of the Board

Dr Marie Madeleine LOUKA

“ACMS has evolved into a mature, robust, and resilient organization, able to transform challenges into tangible and sustainable impact for the communities it serves.”



Madam President, how is ACMS currently positioned within Cameroon's development landscape?"

ACMS is now a mature, robust, and resilient organization, capable of transforming challenges into concrete and sustainable actions in service of communities. Supported by strong governance and recognized operational effectiveness, it has established itself as a strategic actor in national development, maintaining close collaboration and institutional support with the Ministry of Public Health of Cameroon.

How has the deconsolidation from Population International Services (PSI) strengthened ACMS strategically and institutionally?

Following its deconsolidation from PSI and transition into an autonomous local NGO, ACMS has reinforced its governance framework, streamlined its processes, and clarified its strategic direction. Despite the suspension of certain funding streams in early 2025, the organization ensured continuity of its key projects with agility and responsiveness, demonstrating resilience, reliability, and credibility among both national and international partners and donors.

The deconsolidation from PSI strengthened our governance systems, clarified operational procedures, and affirmed our strategic autonomy. Despite the closure of the SEMBE I project and the associated financial constraints, ACMS sustained its interventions through forward planning,

organizational agility, and strong team mobilization—delivering measurable results and maintaining the confidence of its partners.

What role have the teams played in ACMS's resilience and performance?

ACMS's teams are its cornerstone. Their professionalism, commitment, and accountability have ensured operational continuity, converted challenges into measurable outcomes, and reinforced the organization's reputation as a model of resilience and performance. The achievements of ACMS are first and foremost the result of their dedication and collective engagement.

How does ACMS structure its relationships with partners and donors today?

ACMS relies on a strong and diversified partnership network comprising community-based local NGOs and international donors that provide financial resources, technical expertise, and strategic guidance. The organization leverages DHIS2 to enable remote data verification by donors, as well as Sikul, its dedicated training platform, to strengthen coordination and enhance program effectiveness.

These systems reflect ACMS's credibility and strategic capacity to lead sustainable, high-impact interventions at the national level, with a medium-term ambition to expand to the sub-regional level.

ACMS structures its partnerships

around clear principles of good governance, transparency, and accountability. It works closely with local civil society organizations to ensure strong community anchoring, while benefiting from the expertise of international NGOs and the strategic support of funding partners. This complementarity—supported by rigorous monitoring, management, and data-sharing mechanisms—fosters partnerships grounded in trust, performance, and sustainability.

What key message would you like to convey to partners, institutions, and the general public?

ACMS stands today as a reliable, resilient, and exemplary organization. The challenges it has faced have strengthened its institutional foundations and created new opportunities to build sustainable partnerships.

Guided by its mission and strategic vision, ACMS will continue to operate where needs are most pressing and to deliver innovative, effective, and sustainable solutions centered on the well-being of communities.

The key message is one of trust and commitment. ACMS remains dedicated to strengthening its institutional capacity, expanding its partnerships, and driving innovation to sustainably increase its impact on community development.



Gouvernance, intégrité et résilience Les fondations d'une ACMS transformée

“ *Les crises que nous avons traversées ont été des épreuves majeures, mais elles ont surtout renforcé notre conviction : la résilience, l'autonomie et la bonne gouvernance sont les fondements de la durabilité des organisations locales.* ”

A Reconfiguring International Environment

The past decade has been marked by major disruptions — a global pandemic, geopolitical tensions, inflationary pressures, and shifting international aid priorities — which have profoundly reshaped the development ecosystem. These transformations have exposed the structural vulnerabilities of health systems and implementing organizations, particularly in low- and middle-income countries.

On the front line, national NGOs have faced project interruptions, shrinking funding, and prolonged uncertainty. In this evolving context, resilience now depends on strong and autonomous local actors. The Cameroon Social Marketing Association (ACMS) was directly confronted with these disruptions and deliberately chose to transform them into an opportunity for institutional renewal.

Systemic Disruptions Revealing Structural Vulnerabilities

The first critical episode occurred in 2020 with the COVID-19 pandemic. The prolonged closure of schools led to the early termination of flagship projects, the suspension of field activities, and the discontinuation of numerous contracts. Beyond the immediate public health emergency, the crisis served as a wake-up call, highlighting the fragility of operational models heavily dependent on contextual stability, staff mobility, and uninterrupted external funding.

In 2023, the deconsolidation from our long-standing partner constituted a major institutional rupture. The sudden loss of essential shared

services — including email systems, accounting platforms, audit tools, and data management infrastructure — caused significant operational disruption. Yet this discontinuity also proved transformative: organizational autonomy shifted from a long-term aspiration to an immediate imperative, critical to the institution's survival and credibility.

A third period of tension arose in 2025 with the issuance of a Stop Work Order related to USAID funding. The immediate freeze of certain activities and financial flows intensified pressure on cash flow, human resources, and program continuity. This situation required ACMS to make rapid, difficult, but decisive choices, testing its governance capacity, financial leadership, and risk management systems.

Institutional Responses Focused on Transformation

In response to these disruptions, ACMS undertook a comprehensive transformation of its organizational model, positioning digitalization as a central lever for resilience and performance. The organization deployed integrated management tools, strengthened data management through DHIS2, introduced electronic archiving and digital signatures, and developed the SIKUL e-learning platform to sustainably enhance internal and partner capacities.

This modernization process was accompanied by cost rationalization and operational efficiency measures, including targeted team restructuring, contractual adjustments, reduced travel through collaborative digital tools, and improved management of

logistical and energy resources. These measures were designed to strengthen financial sustainability and enhance forward planning capacity.

Simultaneously, ACMS reinforced its governance, transparency, and internal control mechanisms, while diversifying funding sources and expanding engagement with new partners, in line with a strategy of institutional autonomy.

A Strategic Reflection for the Development Sector

ACMS's experience reflects a deeper shift in development paradigms. National NGOs can no longer be viewed as mere implementing entities dependent on external frameworks and volatile funding streams. They are fully-fledged strategic actors, essential to the resilience of health systems, national ownership of public policies, and the sustainability of interventions.

In a constantly reconfiguring international environment, resilience can no longer be understood as a defensive or short-term posture.

For ACMS, resilience has become an institutional and strategic approach grounded in autonomy, sound governance, and the capacity to transform disruptions into opportunities for consolidation, credibility, and sustainable impact. This trajectory calls for a rethinking of the role of national organizations within the development architecture — not as fragile links, but as essential pillars of systemic transformation.

Annie Michele Mabally
Executive Director - ACMS

Internal Audit and Whistleblowing

The foundation of governance, integrity, and trust

The transformation of ACMS is based on robust governance mechanisms that ensure transparency, compliance, and sustainable performance. The integrated system—composed of the Internal Audit Department (DAI), the Whistleblowing system, the Internal Audit Charter and Manual, and the Bridger Insight screening tool—strengthens the organization’s security and credibility.

The DAI, which is independent and reports to the Board of Directors, oversees risk management, the risk-based audit plan, and the follow-up of recommendations, while ensuring the prevention and detection of fraud. All ACMS offices display anti-fraud awareness messages, reminding all staff of best practices.

The secure Whistleblowing system (<https://report.whistleb.com/fr/acms>) allows anyone to report, in good faith, any wrongful acts they become aware of in a professional or institutional context. These may include violations of the law, fraud, corruption, breaches of human rights, public health, safety, or the environment, as well as serious violations of ethical and governance rules. Reports are handled with full confidentiality, ensuring a

prompt response, protection of whistleblowers, and impartial processing of sensitive cases.

Bridger Insight is a specialized compliance and risk-management solution used to prevent money laundering, terrorist financing, fraud, and sanctions-related risks. It enables in-depth checks (screening and due diligence) on individuals, legal entities, and partners, relying on reliable global databases. Any natural or legal person required to sign a contract with ACMS is subject to this screening. Bridger Insight serves as a key tool for good governance, transparency, and regulatory compliance, particularly suited to organizations that must meet strict accountability requirements from donors and oversight authorities.

Through these mechanisms, ACMS strengthens a governance model rooted in integrity, accountability, and sustainable performance, positioning the organization as a trustworthy actor.

Baudoin NKONG
Director of Internal Audit





SIKUL : Learning differently to act more effectively in the field

In a regional office, a community outreach worker concludes a demanding day. Before heading home, he takes out his phone and opens a training application. Within minutes, he is completing a module on engaging young people in HIV prevention. The following day, in the field, he is already applying what he learned. Behind this discreet yet practical learning experience is SIKUL, the e-learning platform developed by the Cameroon Social Marketing Association (ACMS).

For many years, training staff and implementing partners required travel, in-person workshops, and on-site sessions that demanded significant time and financial resources. While essential, these formats could at times slow program implementation. To continue strengthening capacities while adapting to evolving operational realities, ACMS chose to invest in a more flexible and accessible solution.

With SIKUL, employees and implementing partners can now access training at any time, regardless of their location. The modules cover a wide range of topics, including sexual

and reproductive health, HIV prevention, malaria control, and community mobilization. This accessibility enables teams to enhance their competencies without interrupting their critical work with communities.

For projects, this transformation also represents a significant efficiency gain. Online training substantially reduces costs related to travel, logistics, and venue-based sessions. Financial resources can therefore be allocated more strategically, allowing both donors and ACMS to invest more directly in programmatic activities that benefit communities.

However, SIKUL goes beyond training delivery.

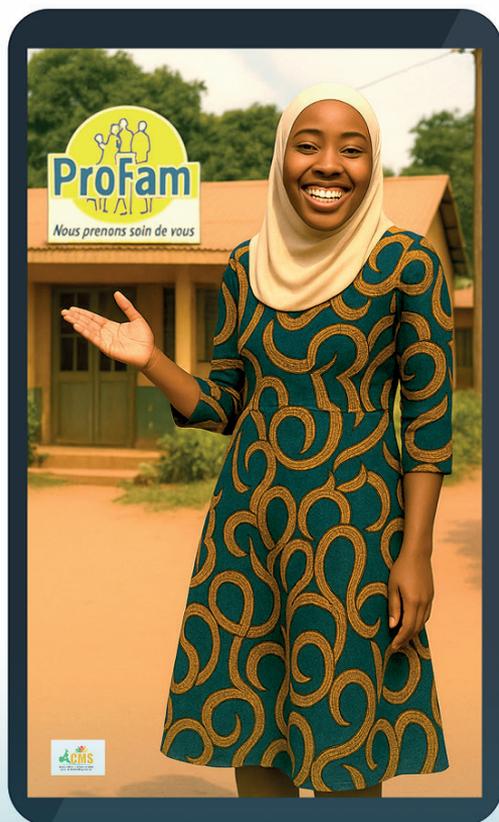
The platform is progressively becoming a living repository of the organization's knowledge and experience. Field best practices, lessons learned from projects, and internal expertise are systematically captured and shared. This institutional memory ensures knowledge continuity and facilitates the onboarding and integration of new team members.

Over time, SIKUL is also reshaping the learning culture within the organization. Staff can track their progress, engage with fellow participants, and strengthen their skills at their own pace. This approach fosters a culture of continuous learning, where each experience becomes an opportunity for improvement.

Behind this technological innovation lies a fundamentally human objective: to ensure that women and men engaged in health programs are better equipped to respond effectively to the needs of communities. In the field, every new skill acquired can translate into improved awareness, better service delivery, and, ultimately, lives protected.

Dilane Christain Maidey H
IT - ACMS

Talking health where communities get their information today



A young person scrolls through their phone late in the evening. Between two entertaining videos, a message catches their attention: a short clip explains, using simple visuals and a direct tone, how to protect oneself against HIV. They watch it, share it with friends, and then discover that a nearby health center offers free testing services. Without even realizing it, they have just engaged with a campaign led by the Association Camerounaise pour le Marketing Social (ACMS).

Today, to reach communities, inform, and raise

awareness, ACMS no longer relies solely on field-based interventions. The organization has progressively embraced digital platforms to connect more closely with populations and adapt its messaging to evolving communication habits.

At the heart of this strategy, ACMS's institutional website serves as the organization's official entry point. Visitors can explore its projects, areas of intervention, and the results achieved across different regions of the country. For partners, donors, and institutions, the platform provides a reliable source of information, offering a clear understanding of the tangible impact of ACMS's field activities.

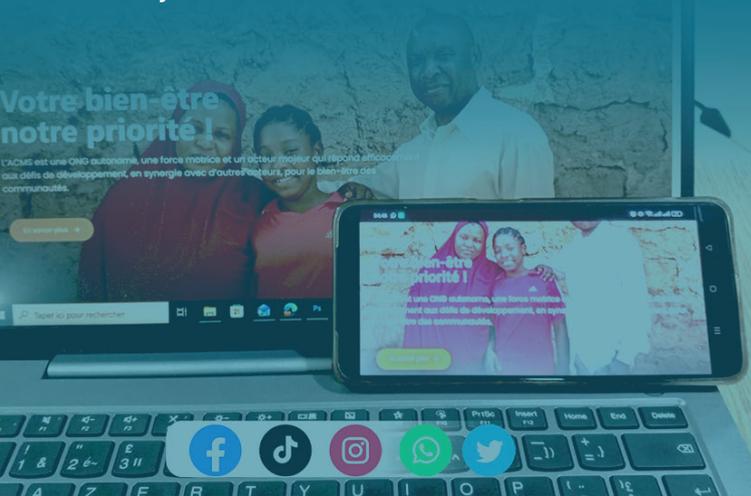
Yet it is on social media that the organization's connection with communities truly comes to life. On Facebook, posts showcase the teams' daily work: an awareness campaign in a neighborhood, training sessions for community agents, or the distribution of health products in remote areas. Comments, shares, and private messages reflect a genuine dialogue between the organization and the populations it serves.

On LinkedIn, ACMS addresses professionals more directly. Job postings, calls for proposals, and partnership opportunities are shared, attracting new talent and strengthening collaborations with actors in the development and public health sectors.

To reach young people—often at the center of sexual and reproductive health issues, HIV prevention, or malaria control—ACMS also leverages Instagram and TikTok. On these platforms, messages take the form of short videos, personal testimonials, or creative content tailored to the communication styles of new generations. These formats make preventive messages easier to understand and encourage young people to seek information, ask questions, and adopt protective behaviors.

Through these various channels, ACMS regularly launches digital campaigns that generate strong engagement with target audiences. Every reaction, share, and interaction helps the organization better understand community expectations and concerns, allowing it to adapt its actions accordingly.

Behind these posts and digital campaigns lies a core belief: improving public health also means speaking the community's language and being present where people seek information and exchange ideas. By investing in digital platforms, ACMS is not just communicating—it is building a direct connection with communities and strengthening its capacity to respond effectively to their needs.



Internal Process Digitalization

When Digital tools bring teams closer to the field and communities



An urgent document needs to be signed to launch a prevention activity in a remote region. In the past, this could take several days, as the document moved between offices, sometimes across multiple cities. Meanwhile, field teams had to wait, activities were delayed, and communities had to be patient.

Today, at the Association Camerounaise pour le Marketing Social (ACMS), this reality is gradually changing. A document can now be approved and signed within minutes, allowing teams to act more quickly. Behind this change lies a subtle yet profound transformation: the organization's entry into the digital age.

For years, ACMS has supported communities in accessing health services, often in contexts with significant logistical challenges. To continue responding effectively to population needs, the organization recognized the need to modernize its internal operations. In line

with this, it introduced electronic signatures and the digitization of administrative procedures.

For staff, this change transforms daily work. Long waits caused by the physical circulation of documents are gradually disappearing. Administrative processes are becoming simpler, faster, and more reliable. Teams can devote more time to their core missions: raising awareness, providing support, and assisting communities.

Digital transformation also strengthens trust. Every document is now protected, and every step is recorded and stored in a secure digital space. This system ensures the reliability of information, facilitates audits, and reassures partners supporting health programs.

But this evolution is not only about technology. It reflects a new way of working—more collaborative and responsive. Teams have better

visibility over ongoing activities, which facilitates coordination and decision-making.

This modernization also aligns with responsible practices. By reducing paper use and minimizing travel for document delivery, ACMS limits its environmental impact while improving efficiency.

Behind these digital tools is a clear goal: to enable the men and women of ACMS to act faster and more effectively in meeting community needs. Ultimately, every simplified procedure, every reduced delay, and every secured document brings health services closer to the populations that need them most.

Emmanuel Liberté Nyegue
Director of Operations – ACMS

Security: All documents are encrypted and protected against any alteration.

Traceability: Every step is recorded, ensuring full transparency in compliance with the most rigorous audits.

Archiving: Original documents are now stored in a highly secure digital vault, eliminating any risk of loss.

DHIS2

When data becomes a tool to better protect the health of Cameroonians

In a context where health funding is becoming increasingly uncertain and organizations must demonstrate the effectiveness of their actions, access to reliable information has become essential. In Cameroon, the Association Camerounaise pour le Marketing Social (ACMS), engaged for nearly 30 years in public health promotion, has chosen to place data management at the heart of its strategy through the DHIS2 digital platform.

This tool enables teams to monitor their interventions in real time across areas such as HIV prevention, reproductive health, and malaria control. The data collected helps quickly identify priority needs and adapt field activities, thereby improving program effectiveness and resource utilization.

Beyond activity tracking, this approach also facilitates better planning of interventions and strengthens coordination among different health actors. By enabling the sharing of reliable information, it helps avoid duplication of efforts and ensures that available resources truly reach the populations who need them most.

The platform also enhances transparency by providing reliable documentation of achieved results. It contributes to building partner confidence and improving collaboration among health system stakeholders.



As part of its efforts to ensure autonomy and the security of health information, ACMS transferred the hosting of its data to a Cameroonian infrastructure in 2025. This decision better protects population data while ensuring authorized actors can access it.

For ACMS, data management has become a strategic lever to anticipate needs, improve interventions, and contribute sustainably to the health of Cameroonian populations.

«With DHIS2, we do not merely collect numbers; we are writing the story of our impact. Every data point gives a voice to communities, serves as evidence of our commitment, and builds a stronger, more resilient health system.»

Hedgar Mboussam, Head of Research, Strategy, and Information Systems – ACMS



Strengthening management and compliance mechanisms

A CMS continues its determined effort to modernize its financial and logistical functions. This initiative reflects a strategic commitment to strengthen the organization's reliability, performance, and compliance in an environment characterized by increasingly stringent requirements from technical and financial partners, as well as the national regulatory framework.

The integration of SAGE software represents a major milestone in this transformation. Automating accounting entries, payroll, bank reconciliations, and data consolidation now enables a more secure, faster, and reliable management process. Financial information is available in real time, promoting better

coordination between finance, human resources, and project teams, while significantly reducing the risk of errors.

This modernization also enhances project planning and monitoring. Managers now have clear visibility over budgets, expenditures, and commitments, facilitating the anticipation of variances and the optimization of resources. Traceability by donor and by activity improves accountability and simplifies both internal and external audits.

On the logistics side, progress is equally significant. Strengthened stock monitoring, systematic document coding, and reinforced internal controls help mitigate operational risks and improve overall process efficiency.

By consolidating its management and compliance mechanisms, ACMS strengthens partner confidence and reaffirms its commitment to rigorous, transparent, and high-performing governance.

Looking ahead to 2026, plans include the deployment of interactive dashboards, advanced automation of controls, and continued capacity-building for teams—further positioning ACMS's financial system as a model of efficiency in support of its social mission.

Julien Woungly
Chief Financial Officer



Modernizing procurement and stock management to better serve communities

In 2025, ACMS undertook a significant modernization of its internal operations by decentralizing procurement and digitalizing stock management through the SAGE X3 software.

This initiative aims to accelerate activity implementation, enhance process transparency, and optimize resource use. The decentralization represents a major step forward, enabling field teams to respond more quickly to operational needs while strengthening accountability and

trust across the organization's various units.

At the same time, the digitalization of stock management transforms inventory tracking into a true management tool. Every stock movement is now recorded in real time, improving data reliability, allowing for proactive prevention of shortages, reducing losses, and facilitating logistical planning.

By combining operational autonomy with digital transformation, ACMS strengthens

its efficiency, transparency, and credibility with partners. These reforms demonstrate the organization's commitment to modern, responsible, and sustainable management in support of its public health mission.

Louise Houag
Procurement Coordinator
William Donmani
Warehouse Manager



Caring for those who care for communities : Modernizing Human Resources at ACMS



Behind every health program, every prevention campaign, and every field intervention, there are men and women who dedicate themselves daily to serving communities. Aware that the quality of its actions also depends on the safety and well-being of its staff, the Association Camerounaise pour le Marketing Social (ACMS) continues its transformation by modernizing human resources management.

In 2025, the organization reached a major milestone by automating payroll management through the SAGE Payroll software. This advancement aims to provide all staff with a more reliable, transparent, and secure administrative system, ensuring accurate salary processing in full compliance with applicable regulations.

The system significantly reduces the risk of errors, automatically incorporates variable compensation elements, and ensures strict adherence to legal and internal procedures. It also strengthens the protection of employees' personal data through improved traceability and operational security.

Beyond payroll processing, this transformation facilitates overall personnel administration. The gradual digitization of personnel files accelerates document production, simplifies updates, and improves coordination between departments. For teams, this means less administrative burden and more time available for social and health missions.

By adopting these digital tools, ACMS enhances its transparency and management capacity while consolidating its credibility with partners. This evolution reflects the organization's commitment to building a more efficient and responsible institution, valuing the work of those who contribute every day to improving the health of Cameroonian communities.

Alice ABE
Head of Human Resources – ACMS

BONNE ANNÉE
HAPPY NEW YEAR





PASSR CoRD

A new milestone for localizing Aid in Cameroon

In health centers, remote villages, and urban neighborhoods, access to reproductive health services remains a major challenge for many Cameroonian families. Behind these realities, a new dynamic is emerging: international cooperation that increasingly recognizes the role of local actors.

The Government of Cameroon recently took a significant step by entrusting the Association Camerounaise pour le Marketing Social (ACMS) with the implementation of the complementary phase of the Reproductive Health Access Program (PASSR), under the debt relief mechanism between Cameroon and Germany.

This decision represents a notable shift. Until now, publicly funded projects under debt-related mechanisms were generally managed by units within ministries. By assigning this responsibility to a national non-governmental organization, the Cameroonian state acknowledges the growing role of local organizations in implementing health programs.

For nearly thirty years, ACMS has worked with communities to improve access to health services and support the most vulnerable populations. Through awareness campaigns, distribution of health products, and support to health facilities, the organization has gradually built recognized expertise, often in contexts marked by significant logistical and social challenges.

The implementation of PASSR CoRD continues this legacy. The program aims to sustainably strengthen access to reproductive health services while consolidating the achievements of previous phases and supporting the national health system.

Beyond health objectives, this initiative reflects a broader ambition: strengthening national ownership of projects funded by international cooperation. In a context where donors increasingly encourage localization of aid, PASSR CoRD serves as a concrete example of a reimagined partnership in which local organizations play a central role.

Built on transparency, good governance, and accountability, ACMS's work has fostered a relationship of trust with authorities and technical and financial partners. For many observers, this evolution signals a gradual transformation of the cooperation model, favoring solutions designed close to the realities on the ground.

Through PASSR CoRD, Cameroon is thus testing a new approach that values local expertise and strengthens national responsibility. For beneficiary communities, the core objective remains clear: easier access to quality health services. But for the country, this program could also represent an important step toward more balanced and sustainable international cooperation.

Dr. Seidou Moluh
COP PASSR



At the heart of communities, HIV-CHASAC brings hope in the fight against HIV

In a health center in the Adamaoua region, a young mother waits her turn, her child held close. Initially there for a routine consultation, she ultimately receives an HIV test, personalized counseling, and, if necessary, rapid referral for treatment. This scene—now increasingly common in Cameroon’s northern regions—illustrates the impact of the HIV-CHASAC project.

Launched in October 2024 in the Adamaoua and North regions by the Association Camerounaise pour le Marketing Social (ACMS) with support from CDC/PEPFAR, the program aims to improve access to HIV prevention, testing, and care services, particularly for vulnerable populations often far from health facilities.

On the ground, HIV-CHASAC deploys teams operating both in health facilities and within communities. Awareness campaigns and targeted testing enable the rapid identification of people living with HIV and facilitate their prompt initiation of treatment. Those who test positive receive close support to reduce treatment dropouts and strengthen medical follow-up.

The project also contributes to building the capacity of health facilities for comprehensive care. Services include monitoring patients on antiretroviral therapy, viral load testing, mother-child follow-up, as well as screening for tuberculosis

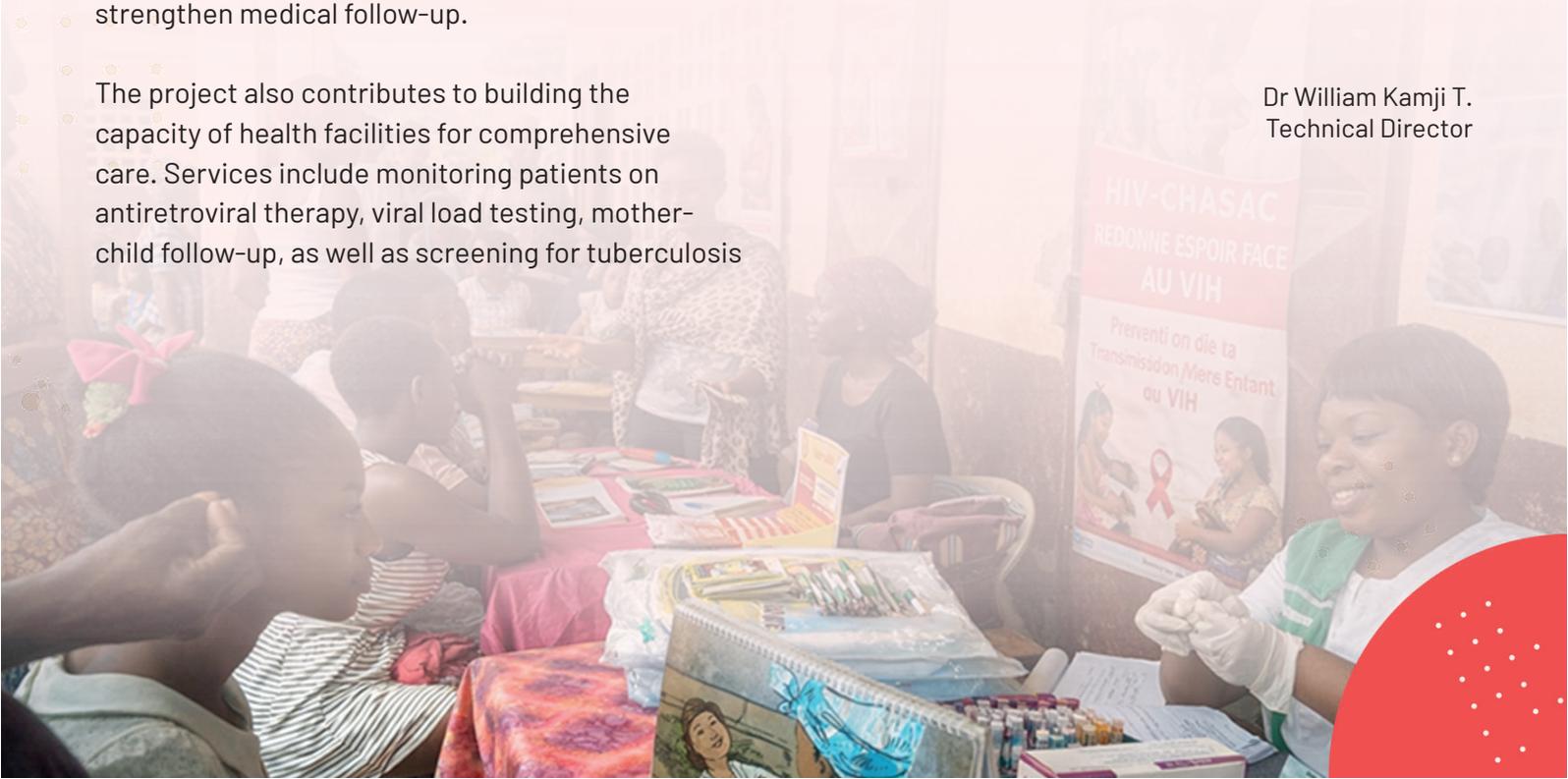


and opportunistic infections. This integrated approach helps reduce HIV-related morbidity and mortality.

A new milestone was recently reached with the project’s implementation in the Far North region by ACMS, taking over from ICAAP. This transition ensures continuity of services while expanding intervention coverage in an area facing significant health and social challenges.

Through this expansion, HIV-CHASAC strengthens the fight against HIV by promoting testing, rapid treatment access, and patient follow-up to achieve viral suppression. The project aligns with international objectives to sustainably control the epidemic and improve the quality of life of affected populations.

Dr William Kamji T.
Technical Director





PASSR II : Continuing community engagement for greater Family Planning uptake

Reproductive health remains a key driver of sustainable development in Cameroon. In this context, the second phase of the Reproductive Health Services Access Program (PASSR II) plays a crucial role in improving population uptake of family planning, particularly in the North, Far North, Adamaoua, and East regions.

The program facilitates access to modern contraceptive methods for women aged 15 to 49 and works to remove sociocultural and informational barriers that hinder their adoption. It is part of a Cameroon development project co-financed by the Federal Republic of Germany, reinforcing national efforts to improve reproductive health.

Implementation takes place across 376 networked health facilities, where service quality is a priority. This framework ensures the availability of contraceptive products, integrates family planning into primary care, and strengthens the capacity of health personnel through training and certification campaigns.

The Association Camerounaise pour le Marketing Social (ACMS) plays a central role in community mobilization, engaging local organizations, community health workers, and leaders to raise

awareness and provide reliable information on family planning. Campaigns also leverage community radio, spots in local languages, and the involvement of leaders to ensure communication is adapted to local realities.

By combining quality services with community engagement, PASSR II contributes to improving access to family planning and promoting the well-being of families in the targeted areas.

Marie Louise Ntumba
Social and Behavior Change
Communication Officer





Project to Support Refugee Women and Malnourished Children in the Central African Republic, Nigeria, and Cameroon.

Young people join the movement

The project to support refugee women and malnourished children in the Central African Republic, Nigeria, and Cameroon, funded by KfW and implemented by ACMS, reached a significant milestone in December 2025. Through its activities, ACMS strengthened young people’s awareness of reproductive health, once again confirming its essential role in promoting community health.

Thanks to school outreach campaigns conducted in the East, Adamawa, North, and Far North regions, nearly 30,000 young people (29,976)—including 20,413 girls and 9,563 boys—were sensitized to key topics such as the menstrual cycle, STIs/HIV/AIDS, unintended pregnancies, and contraceptive methods. The involvement of trained healthcare providers and community agents enabled students to access reliable, practical, and age-appropriate information, helping them make informed decisions.

These campaigns also strengthened the role of schools as key channels for information dissemination. School principals and academic authorities welcomed the initiative, emphasizing the importance of informing adolescents as early as high school to prevent early and unintended pregnancies, a phenomenon already observed during the first term of the school year.

Among the testimonies collected, that of Samira, a 15-year-old student at Sambo High School in

Batouri, perfectly illustrates the impact of these interventions:

“To avoid an unintended pregnancy, I must understand my menstrual cycle and use contraceptive methods by consulting a health center.”

In total, 15 secondary schools and the University of Ngaoundéré benefited from these activities, once again demonstrating ACMS’s expertise in community mobilization and reproductive health education. These results further strengthen its position as a key actor in promoting youth health and preventing early and unintended pregnancies in Cameroon.

Carine Ngono
Social and Behavior Change
Communication Officer



Localization as a means to strengthen national public systems

Direct contracting between ACMS and CENAMEE: a model for localized health procurement

The direct contractual agreement between the Association Camerounaise pour le Marketing Social (ACMS) and the Centrale Nationale d'Approvisionnement en Médicaments et Consommables Médicaux Essentiels (CENAMEE) for the procurement of medicines illustrates an approach to localization anchored in national systems, contributing to cost reduction, optimization of public resources, and the sustainable strengthening of Cameroon's health system.

Localization as a means to strengthen national public systems

ACMS is betting on localization with CENAMEE! By choosing direct contracting with CENAMEE, ACMS takes a decisive step. This strategic shift toward "localized" procurement does more than optimize resources—it sustainably reinforces Cameroon's health infrastructure.

In the development sector, "localization," increasingly discussed in recent years, is often viewed as a theoretical concept. For ACMS, it is now an operational reality. By moving away from import channels in favor of a direct partnership with CENAMEE, the organization reaffirms its integration within national systems.

Strategic resource optimization

The signing of a Memorandum of Understanding (MOU) between ACMS and CENAMEE for locally supplied medicines primarily addresses efficiency. By eliminating international intermediaries and the complex costs associated with freight, ACMS achieves significant transaction cost reductions. This economy of scale enables optimized use of public funds and donor contributions, ensuring that every invested franc directly benefits Cameroonian populations.

Strengthening the national system at the core of the model
Beyond financial considerations, this choice represents a vote of confidence in national institutions. Contracting with CENAMEE:

Supports the national supply chain by increasing its activity volume.

Ensures traceability and quality through regulated, official channels.

Secures the sustainability of achievements by investing in a permanent structure that outlasts individual project cycles.

Modern and responsible

governance

This model of direct contracting aligns with a vision of modern governance. By leveraging local expertise, ACMS demonstrates that an NGO can act as a growth driver for the public sector. This approach fosters better coordination with government health policies and meets the increasingly strong sustainability requirements of international partners.

Measurable impact on the ground

Thanks to this geographic and institutional proximity, ACMS has improved responsiveness. Essential medicines and supplies are now available more quickly, reducing stockouts and ensuring continuity of care in intervention areas. This is a concrete demonstration that the effectiveness of aid depends on strengthening local structures.

Emmanuel Liberté Nyegue
DOP - ACMS





**Zero Malaria!!!
I Pledge.**

Extra Moustiquaire



Effective Malaria Protection!

Extra large 1250 x 65 x 250 mm

RECTANGULAR – CONICAL