

OUR MISSION

Since 1997, AIDSMark has used social marketing to prevent the spread of HIV/AIDS and other sexually transmitted infections throughout the world. Funded by the United States Agency for International Development (USAID) and managed by Population Services International (PSI), AIDSMark collaborates with USAID missions and other international donors, as well as with host governments, non-governmental organizations and commercial enterprises to:

- ▶ Broaden current programs to include a wider range of products and services;
- ▶ Scale up programs to reach additional target groups and intensify efforts within current target groups;
- ▶ Increase the capacity of programs in management, marketing, communications and research; and
- ▶ Start new programs.

CHANGING BEHAVIOR, IMPROVING LIVES

AIDSMark is dedicated to achieving healthy behavior change by adapting commercial sales and marketing sector techniques. Positioned right alongside the behavior change messages that include abstinence, being faithful to one's partner and delaying sexual debut are the products and services—such as condoms, STI kits, voluntary counseling and testing and contraceptives—that help normalize and reinforce healthier behaviors. Advertising, public relations, event promotion, interpersonal communications, celebrity endorsement—all these tools are deployed by AIDSMark in the battle to prevent the spread of HIV/AIDS in countries besieged by the disease.

AIDSMARK PARTNERS

Family Health International
The International Center for Research on Women
The International Planned Parenthood Federation
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Program for Applied Technologies in Health



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The Social Marketing Approach to PMTCT

Each year, over 700,000 children in sub-Saharan Africa are infected with the AIDS virus because they lack simple treatment that can significantly reduce their risk of infection. When proper interventions are taken before and after birth, almost all of these transmissions can be prevented.

The key challenge is engaging countries' sprawling human and physical infrastructure to ensure that treatment and counseling reaches all expectant families at the right points along the pre- and post-natal continuum. To this end, PSI is working to develop strong networks of healthcare providers and service delivery points—in both the public and private sector—and to train participants in treatment protocols and client counseling for HIV testing, breastfeeding and other issues. Involving the private health sector is crucial to this approach, because it extends coverage across a broader socioeconomic population and relieves pressure on overburdened health facilities.

PSI's social marketing approach to PMTCT involves building linkages among private and public sector health facilities, enabling them to offer high-quality, comprehensive services fortified by research-driven communication activities that stimulate demand. Mass media campaigns, franchised networks of service providers and muscular management of commodities and supply logistics—all proven areas of PSI's expertise—can be applied effectively to PMTCT programs.

With support from USAID, PSI is working collaboratively with PATH and Boehringer Ingelheim to create single dose packaging for the pediatric suspension of nevirapine that would enable rapid scale expansion of PMTCT interventions, especially in rural and non-clinical settings. PSI also socially markets safe birth kits to expectant mothers and traditional birth attendants to increase the safety of deliveries conducted outside of health facilities. PSI ensures that participating health facilities are adequately stocked with commodities like HIV rapid test kits.

PSI's pilot programs in Uganda and Haiti are forging the way for expanded PMTCT social marketing in dozens of other countries.

Population Services International (PSI), based in Washington, D.C., is a leading non-profit social marketing organization operating in more than 70 developing countries. PSI deploys innovative marketing and communications techniques commonly found in the private sector to 1) create public demand for essential health products and services and 2) motivate positive changes in individuals' health-related behavior. PSI works closely with commercial sectors to ensure availability, access and affordability of its key products and services, including family planning, maternal and child health and HIV prevention. PSI maintains a strict, bottom-line orientation that is rare among non-profits.

UGANDA'S MIDWIVES HOLD KEY TO PRIVATE SECTOR PMTCT

New Faces of PMTCT Providers

The project uses registered members of Uganda's Private Midwives Association as the main providers of PMTCT services. PSI's rigorous selection process singled out 20 such providers—all demonstrably committed to serving lower-income individuals—to participate in a

branded PMTCT provider network called PROFAM. The PROFAM franchise is unique in that it links sites together with a common logo, assures the quality and consistency of clinical services, and promotes uniform behavior change messages to both clients and providers. Many of these midwives live adjacent to their clinics, attending to patients any time of day or night. All were enthusiastic about introducing a new service that fills a need in their communities.

PSI developed the midwives' initial training to include topics on reducing mother-to-child transmission, provision of antiretrovirals, HIV testing procedures and counseling skills. Providers say they value the training and support as it builds their knowledge in ways that can enhance their potential client base. PSI's PMTCT coordinators provide regular on-site support to the midwives.



PSI is implementing a PMTCT pilot program in three areas of Uganda, drawing on its five years of in-country partnership with CMS and its extensive experience working with the Ugandan private sector. PSI supports 20 service delivery sites in diverse settings – from urban slums to rural villages without electricity. The pilot is testing the viability of PMTCT provision specifically within Uganda's private health sector.

Beyond The Traditional Client Base

Recognizing that mothers and midwives alone cannot prevent mother-to-child transmission, PSI's communications plan reaches out to other women, men and extended family members who can influence an expectant mother's decision about taking part in the program, and to local leaders who affect community norms.

Funded by USAID, this pilot program strongly emphasizes primary prevention, the first prong of the UN's PMTCT strategy. PROFAM providers support HIV negative women through personalized counseling sessions, helping them to stay negative. They also offer VCT to couples—both pregnant and non pregnant. Because PROFAM sites typically provide an array of healthcare services, many single men also find it convenient to be tested there.

In addition to communication activities for the pilot, PSI is working with USAID and the Ministry of Health to develop a national PMTCT communications campaign. PSI works collaboratively with key stakeholders to align its activities with Uganda's national program.

The Uganda pilot is introducing PMTCT to a diversity of community members, clients and providers, and is laying the foundation for sustained healthcare services in the private sector.



PSI is one of the first international NGOs to launch a PMTCT project in Haiti. Having launched HIV prevention activities in Haiti more than a decade ago, PSI has continually expanded social marketing of HIV-related products and services. The PMTCT pilot project tests a model for rapid scale-up and seeks to raise awareness of mother-to-child transmission among the general population. PSI works in partnership with the Ministry of Health, UN agencies, NGOs and the private sector to integrate this model into Haiti's national PMTCT program.

Training

PSI works collaboratively with the Centres GHESKIO—a leading HIV research and training center in Haiti—to carry out comprehensive PMTCT training for providers from hospitals and clinics. Beyond clinic walls, PSI prepares traditional birth attendants to educate their communities and refer clients to network sites for testing and delivery. PSI is also training teams of health promoters in PMTCT communication.



Communicating Above and Beyond

To stimulate demand for PMTCT services, PSI is promoting the network using the branded logo *Espwa Lavi*, which means "hope for life" in Haitian Creole. The brand is positioned as the provider of quality services to pregnant women, new mothers and infants. PSI uses a creative mix of communication methods that includes community-based activities around project sites, radio spots, posters, t-shirts and interviews on local media stations to get the word out about *Espwa Lavi* services.

PSI is also designing a nationwide mass media campaign to increase knowledge about mother-to-child transmission and its prevention, to reinforce primary prevention messages, to encourage VCT, and to reduce discrimination against people living with HIV and AIDS. The campaign aims to capitalize on the synergy of these important public health goals.

IN HAITI, "HOPE FOR LIFE"

Network Model

With funding from USAID/Haiti and AIDSMARK, PSI developed a PMTCT franchised referral network in which pilot sites are unified under the same reporting and tracking procedures, standards of care and referral structure. For instance, providers offering only prenatal care and VCT can easily refer clients to another institution offering delivery services. The network model enables increased access, higher-quality services, effective referrals and follow up and the capacity to add institutions rapidly.

PSI selected seven hospitals and clinics to form a close-knit referral network in Port-au-Prince. As a unit they provide prenatal care, VCT, antiretrovirals, safe labor and delivery practices, infant feeding counseling and services, family planning and psychosocial support for HIV+ women.



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