

[www.pskkenya.org](http://www.pskkenya.org)



Healthy lives. Measurable results

# CORPORATE PROFILE 2018

## OVERVIEW

Population Services Kenya (PS Kenya) has been measurably improving the health of Kenyans since 1990. We address the most serious health challenges affecting resource poor and vulnerable communities in Kenya, including HIV/AIDS, Reproductive Health, Non Communicable Diseases and the greatest threats to children under five including Malaria, Diarrhoea, Pneumonia and Malnutrition. Our approach harnesses the vitality of the private sector to improve health outcomes for "Sara"-our archetype that focuses our interventions. PS Kenya is a member of the PSI Network.

## TRANSITION TO PS KENYA

From 2014, PSI/Kenya's operations and people transitioned to a locally registered, independent, Kenyan entity – PS Kenya. We believe a locally led and governed organization is positioned to work with the Government of Kenya (GoK) and donors to deliver local solutions driven by best global practices.

*"Committed to meeting Sara's Health needs."*



## ABOUT SARA

Our focus is to serve Sara, the Hero of our story. She is at the Centre of our strategic plan and her health needs inform our programming

We strive to address Sara's health needs holistically by identifying the big health problems afflicting her and her family the most and we provide the right solutions, products and information to help her protect her family from common illnesses like HIV, Malaria, Diarrhoea among others as well as planning her family well. We engage Sara in solutions we develop through a co-creation process so that they can impact her and her family positively.

We understand that Sara's health problems are not linear but are also associated with other factors like education, economic status and society issues and we strive to partner with like-minded partners to offer holistic solutions that are sustainable.



## VISION

PS Kenya is the leader in strengthening health markets, empowering Kenyans to make healthy choices.

## MISSION

Measurably improve the health of Kenyans by promoting functional and sustainable healthy markets, increasing access to and demand for quality and affordable health products.



## PS KENYA VALUES

- Efficiency
- Empowerment
- Results Oriented
- Integrity
- Innovation
- Collaboration

## HOW WE WORK

### 1. Social Marketing

Based on market research and consumer insights, we develop and market quality and affordable health products and services for Sara. We do this by using subsidy to reduce barriers to access and leveraging private sector distribution chain to reach those in need.

### 2. Communicating for Social Change

We develop innovative communications using both traditional and new technologies to motivate people to live healthy lives using beneficiary engagement (the human centered approach) in design of interventions. A "360 degree" social behavior change (SBC) approach is used to reach target audience at multiple touch points.

### 3. Franchising for Health

By applying commercial principles to achieve public health goals, we have established a social franchise of private providers who bring affordable, reliable and high quality services closer to Sara. We bring together private providers under one brand name Tunza with a promise of quality assurance.

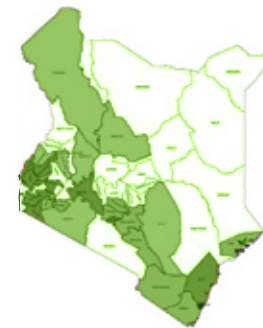
### 4. Medical Detailing

Pharmacies are often the point of entry into the health system for the poor, and are poorly equipped to address their needs. Through provider behavior change, we enhance the capacity of these providers to provide the right information, counselling and appropriate referrals.



## PS KENYA'S UNIQUE POSITIONING

- We understand private sector channels where more than 50% of Kenyans access health products and services.
- We draw on strong relationships and partnerships with a wide range of market actions including governments, manufacturers/distributors, health providers and CBOs.
- We are always ready to enter uncharted waters and disrupt the norm where necessary.
- We have a national footprint working in 42/47 counties and MOUs with 36 counties.
- We focus on measurable results, exercising discipline around evidence.
- We are always ready to enter uncharted waters and disrupt the norm where necessary – e.g. condom communication in Kenya.



Our national footprint  
working in  
**42/47**  
counties

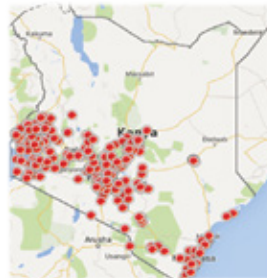
## OUR PARTNERS

PS Kenya works closely with private sector stakeholders including more than 55 commercial distributors, 700 wholesalers, and more than 30,000 kiosks, dukas, pharmacies, bars and lodges. We support a network of over 350 private providers in the Tunza franchise, dozens of community based organizations, and hundreds of institutions, suppliers and partners.

## THE TUNZA HEALTH NETWORK

Tunza began in August 2008 with Family Planning (FP) as the flagship service with a focus on increasing access to long term FP methods. The clinics use the fractional model of social franchising where franchisor and franchisee enter into contractual agreements to deliver a specified package of services under a common brand. The brand promise is **friendly, quick, affordable and quality services** offered by qualified health providers.

The Tunza Network currently has 350 clinics in 40/47 counties. A team of clinical, demand creation and business staff supports the network at the field level. Clinical and business staff offer clinical training & continuous support supervision. Demand creation staff work with community mobilizers to create demand for services. The Tunza franchise offers a wide range of services including Reproductive Health, Malaria, Fever Management, Hypertension and HIV Care and treatment.



## HEALTH FINANCING

As part of efforts towards achieving universal health coverage, PS Kenya is partnering with Kenya's national social insurance NHIF to increase enrolment of the informal sector into national scheme by promoting NHIF's **SupaCover**. We are also facilitating empanelment of small facilities like Tunza into NHIF. Close to 50% of Tunza facilities are empaneled into NHIF.



## OUR PROGRAMS

### 1. HIV PREVENTION AND TREATMENT

#### *Working to create a generation free of HIV in Kenya*

For over 20 years, PS Kenya's HIV department has been at the forefront of the fight against HIV. Using an evidence-based approach and working with stakeholders, we work to increase access to affordable, sustainable and high-quality HIV services in the private sector.

Our work is centered on the following areas:

- HIV care and treatment, including the elimination of mother-to-child transmission.
- Kenya's viral load scale-up project.
- Oral pre-exposure prophylaxis uptake in key populations.
- Social Behavioural Change campaigns on HIV self-testing, HIV testing services, Test and Start, condom use and voluntary medical male circumcision.



### 2. REPRODUCTIVE HEALTH

#### *Addressing Reproductive Health needs of women to reduce maternal mortality*

The interventions in this program include:

- Social Marketing of Femiplan pills and injectables through the private sector distribution system
- SBCC on use of contraceptive targeting youth and married couples
- Increased access to long term methods of family planning through the franchise
- Cervical cancer screening & treatment
- Safe motherhood





### 3. MALARIA

*Working towards reducing preventable child deaths in malaria endemic zones*

Interventions include:

- Net distribution through various models
  - Routine Distribution
  - Mass Distribution
  - Continuous Community based distribution- pilot
  - Social marketing
- Malaria diagnosis – increasing access to RDTs use in the private sector



### 4. CHILD HEALTH

*Contributing to reduction in child mortality by addressing the biggest killers of children under five*

Interventions include:

- Distribution of point of use water treatment products like WaterGuard, Aquatabs and P&G Purifier of Water
- SBCC on diarrhea prevention and immunization
- Fever management



## 5. NUTRITION

The interventions include:

- Social behavior change
- Strengthening community resilience through a multi sectoral approach
- Weekly Iron supplementation for girls



## 6. SANITATION

Promoting improved sanitation – use of plastic slabs



## 7. CLEAN COOK STOVES PROJECT

Increasing adoption of clean cook stoves and fuels



## 8. HYPERTENSION

Promoting the hypertension awareness and treatment by education and awareness, screening, treatment and monitoring and diagnosis.







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