



**PS KENYA**

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**PS KENYA/FRANCHISE  
& PARTNERSHIP**

**NAIROBI COUNTY**



**OUR MISSION IS TO MEASURABLY IMPROVE THE HEALTH  
OF KENYANS THROUGH SOCIAL MARKETING**



# PS KENYA OVERVIEW

## Vision 2020

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

## PS Kenya Mission

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



### Donors and Partners

- USAID - HCM
- Global Alliance Cook stove
- Gates Foundation Oral prep
- CIFF- Oral Test
- DIFD Extension
- MI - Nutrition
- Kimberly Karl

# 13

The number of staff members covering activities in Nairobi County



- PS Kenya started its operations in Kenya in 1990 as PSI and later transitioned to PS Kenya in January 2014.
- PS Kenya is a local Kenyan organisation managed by Kenyans.
- Head Office is in Nairobi; with 6 regional offices.
- Programmes cover HIV, Maternal & Child Health, Reproductive Health, NCD.

## NAIROBI COUNTY

PS Kenya is involved in the following health areas:-

- HIV Prevention
- Reproductive Health and Family Planning
- Cook stove-Upishi digi
- Capacity building HPU



## TUNZA FACILITIES

There 38 Tunza facilities in Nairobi County

## PS KENYA - WAY OF WORKING



### Evidence Based

- Government of Kenya priorities
- Research, monitoring and evaluating (TraC, FoCUS, DALYS)



### Private Sector Approach

- Distribution and supply chain
- Marketing planning (PerForm, DELTA, 4 Ps)



### Partnerships

- Local Government Ministries
- Donors (Include Corporate Partnerships)
- Local stakeholders (NGOs, Community/Faith based organizations)

## STRATEGIES



SOCIAL MARKETING



SOCIAL FRANCHISING



SOCIAL BEHAVIOR CHANGE COMMUNICATION