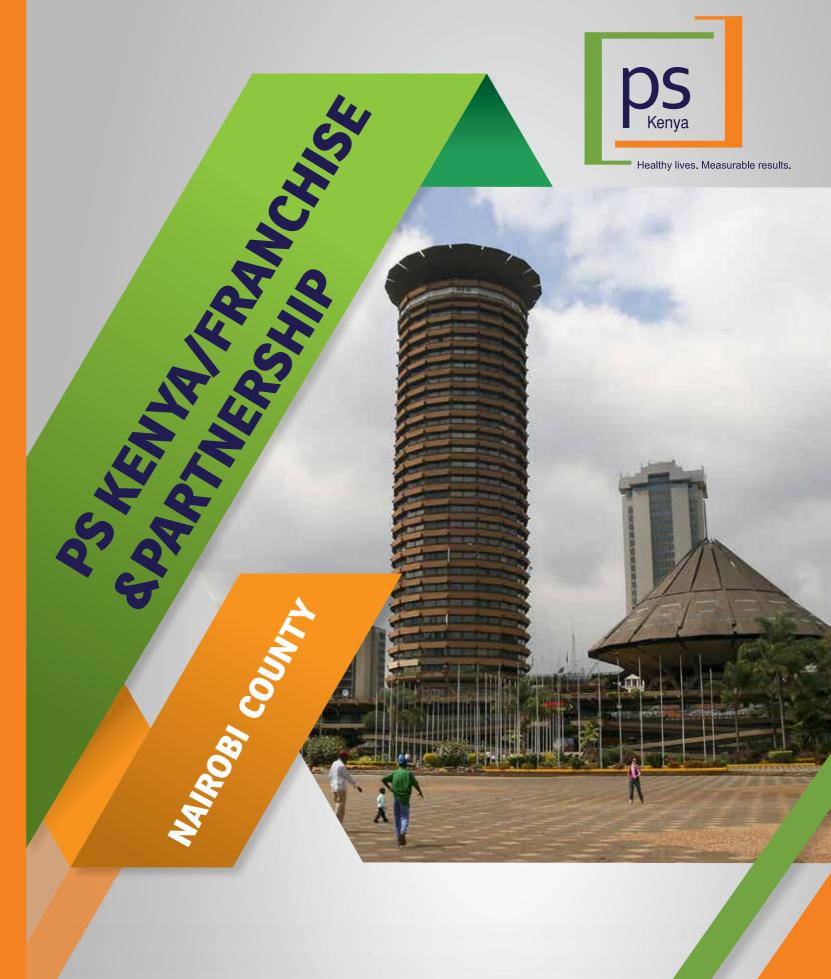


PSKENYA

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



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

The number of staff members

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.



PS Kenya is involved in the following health areas:-

PS KENYA AT A GLANCE: NAIROBI COUNTY

- 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



