



HIV AND TB PROFILE

OVERVIEW

Population Services Kenya (PS Kenya) is the leading social & behavior change, social marketing & franchising organization in Kenya, with 28 years' experience of measurably improving the health of Kenyans by supporting the Ministry of Health (MoH) address Public Health priorities in HIV& TB, Malaria, Reproductive Health, Maternal Health, Child Health, Water, Hygiene and Sanitation, Nutrition and Non Communicable Diseases. PS Kenya uses Private Sector techniques to make health markets work for

consumers and encourage healthy behavior by putting into consideration human behavioral dynamics.

Our focus is to serve Sara, the hero of our story. We have learnt that viewing health areas as isolated silos ignores the fact that Sara and her family have cross-cutting needs in multiple health areas. This presents a vast opportunity for PS Kenya to expand and improve the quality of information and services Sara accesses from Private Sector providers.

HOW WE WORK

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 subsidies to reduce barriers to access and leveraging the private sector distribution chain to reach those in need.

Social and Behavior Change

To increase the adoption of healthy behaviours, PS Kenya uses an evidence-based Social Behavior Change (SBC) approach. This planned process is derived from proven behaviour change theories and frameworks and is flexible, interactive and research-based. This allows for a deeper understanding of the underlying issues preventing a target group from adopting healthy behaviours.

Franchising for Health

By applying commercial principles to achieve public health goals, PS Kenya has established a social health franchise of over 400 private providers under one brand name, Tunza. Through the franchise, Sara accesses affordable, reliable and high-quality services.

Medical Detailing

Pharmacies are often the point of entry into the health system for many people, yet are often poorly equipped to address their needs. Through provider behavior change, PS Kenya enhances the capacity of pharmacy providers to provide the right information, counselling and appropriate referrals.

PS KENYA HIV/TB PROGRAM

For over 20 years, PS Kenya 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 centred on the following areas:

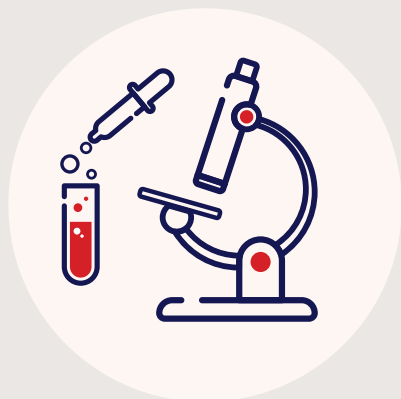
HIV care and treatment



- ✓ The focus is on increasing access to quality HIV care and treatment services in the private sector as a contribution towards the national program.
- ✓ Attention is placed on the sustainability of HIV services in the private sector using a Technical Assistance (TA) model to deliver support.
- ✓ PS Kenya works with over 200 private facilities to offer the following HIV services: HIV Testing Services; Prevention of Mother-To-Child Transmission (PMTCT); Care and Treatment; TB and Voluntary Medical Male Circumcision (VMMC).

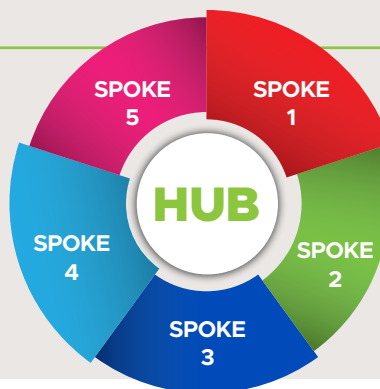
Kenya viral load scale-up project

The viral load scale-up project seeks to increase viral load coverage by:



- ✓ Implementing efficient systems that allow for timely transportation of patient samples to the central testing labs.
- ✓ Improving efficiency in the turnaround times of sample transportation to the designated central labs for testing.
- ✓ Enabling facilities and labs to track their samples and access their results in real time.
- ✓ Improving the data entry of all analysed samples and retrieval of patient results.

In scaling up coverage of the viral load project, PS Kenya (under the Health Communication and Marketing (HCM) project) is collaborating with the United States President's Emergency Plan for AIDS Relief (PEPFAR) funded service delivery partners, in rolling out the hub and spoke model. This includes identifying hubs that are at county or sub-county health facilities to act as centres of support to peripheral sites across Kenya.



Under this model, the hub is fitted with ICT equipment including a computer, printer with scanner/copying capability, UPS, requisite software and Internet connectivity. Staff in the hubs are trained on how to use the National AIDS and STIs Control Program (NASCO) website and the remote login interface for the specific lab URL links. To support the hubs, the project Kenya viral load scale up has also deployed ICT equipment including servers, to the eight reference labs in the

country. Therefore, the reference labs are equipped to sufficiently support the hubs and peripheral sites mapped to them.

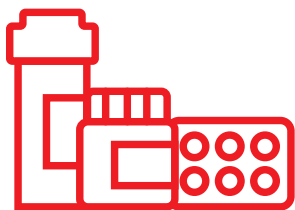
Through HCM, all staff working in the viral load scale up project are trained on using the system and provided with technical support as required. This reduces transcription errors and improves the efficiency of the process.

HIV self-testing

The objective of the two-year project is to increase adolescent access to and uptake of HIV self-testing through the private sector. The initial target is to distribute 85,000 kits through more than 200 private facilities and pharmacies.



85,000
HIV SELF-TEST KITS



353
PHARMACIES



75
TUNZA PROVIDERS



The project hopes to:

- ✓ Ensure a supportive environment for HIV self-testing in the private sector.
- ✓ Build demand for accurate HIV self-test use and follow-up care.
- ✓ Establish supply of HIV self-test kits in private sector channels.

Oral pre-exposure prophylaxis (PrEP)

Oral PrEP is one of the significant strides that Kenya has made in revolutionizing HIV prevention. The Ministry of Health has introduced PrEP as an additional HIV prevention strategy for people who test HIV negative but are at on-going risk of HIV infection.

PS Kenya is rolling out PrEP in private sector facilities as well as supporting demand creation efforts to

ensure that there is clear awareness on PrEP as part of a combination of other prevention strategies including condom use, VMMC, PEP, and Treatment as Prevention. The program is being implemented in 3 main clusters of Lake Region (Kisumu, Kisii, Migori), Nairobi (including parts of Machakos and Kiambu) and Coast. The project hopes to enroll about 20,000 people who are at risk on PrEP.

Social behavior change communication

PS Kenya supports the Ministry of Health (MoH) to address barriers to uptake of health products and services. Over the last 20 years, more than 50 campaigns have been developed on HIV prevention and other health areas that inform PS Kenya's work.

Currently, PS Kenya is implementing Behavior Change Communication campaigns to increase the uptake of:



01

HIV Testing Services (HTS)

A national campaign targeting men, to address barriers to uptake of HTS.



02

Condom use

Campaign to address barriers to condom use among sexually active young men.



03

VMMC

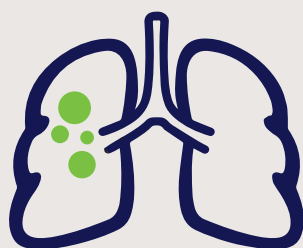
Campaign to address the barriers to uptake of services.



04

Anza Sasa

A campaign promoting awareness on treatment initiation for those who test HIV+.



448,345

PEOPLE WERE SCREENED

TB prevention and services

For years, through the support of Global Fund, TB Reach and PEPFAR, PS Kenya has been driving demand generation for TB services and delivering TB services through its social franchise network, Tunza. PS Kenya is also integrating TB screening and treatment into all the HIV treatment facilities they support in the private sector with a focus on improving case detection among PLHIV and their contacts. Previously, PS Kenya supported the National TB Program develop national communications campaign to promote uptake of TB Screening & Treatment services, under the brand, 'TB ina Tiba' (TB is curable).



2nd Floor, Jumua Place, Wing B, Lenana Road | P.O. Box: 22591 - 00400, Nairobi, Kenya

Tel: +254 20 7606 777, +254 718 777 222 | Cell: +254 20 7606 777, 787 777 222 | Fax: +254 718 777 222 | Email: info@pskenya.org

www.pskkenya.org www.facebook.com/PSKenya1 [@PSKenya1](https://twitter.com/PSKenya1) www.linkedin.com/company/PSKenya www.youtube.com/channel/UCPSKenya1

