



Population Services Kenya Strategic Plan 2024-2028

Overview

Population Services Kenya (PS Kenya) is a locally registered non-governmental organization (NGO) in Kenya with over three decades of experience in social and behavior change (SBC), social marketing and franchising. PS Kenya has been instrumental in supporting the Ministry of Health (MoH) to create sustainable health markets and provide essential services and information to improve the health and well-being of Kenyans in HIV/AIDs; Tuberculosis (TB); Malaria; Reproductive, Maternal, Newborn, Child and Adolescent Health (RMNCAH), Gender-Based Violence (GBV); Water, Sanitation, and Hygiene (WASH), Nutrition and Non-communicable Diseases (NCDs).

PS Kenya is headquartered in Nairobi, with regional offices in Mombasa and Kisumu. We are active members of various Technical Working Groups (TWGs) at the national and sub-national levels and have programmatic and social marketing operations across all 47 counties in Kenya, delivering essential health services, information, and quality and affordable health commodities. PS Kenya's impact has been amplified through strategic partnerships with several Development Partners. These include the Foreign, Commonwealth and Development Office (FCDO), Global Fund (GF), United States Agency for International Development (USAID), Bill and Melinda Gates Foundation (BMGF), Child Investment Fund Foundation (CIFF), Ministry of Foreign Affairs of Denmark (DANIDA), Astra Zeneca, UNICEF, and Mavericks Collection, among others. These collaborations have been instrumental in our efforts to improve the health outcomes of Kenya over the past six years.

Purpose Better Health and Wellbeing

- Improving the physical health of everyone.
- Promoting mental health and well-being.
- Addressing the social determinants of health.
- Creating a healthier environment.
- Enabling people to take control of their own health.



PS Kenya Vision

To be the leader in delivering sustainable health impact and private health sector engagement.



PS Kenya Mission

To accelerate the achievement of positive health outcomes for Kenyans by leveraging partnerships, technology, and health expertise.

Engage With Us

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Delivery Models

- Health Systems Strengthening.
- Service delivery and Social Behavior Change (SBC) Leveraging Health Expertise.
- Catalyzing the Private Sector.
- Social Franchising for Health.

PS Kenya's Strategic Objectives



PS Kenya Core Values



Engage With Us

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