



*Kenya's National Malaria Strategy seeks to have a malaria free country. One target is to have at least 80% of people living in malaria risk areas using appropriate malaria prevention interventions. Health Communication and Marketing (HCM) distributes long lasting insecticide treated nets targeting pregnant women and children under one year of age in Kenya. Photo/USAID*

## KENYA

# HEALTH COMMUNICATION AND MARKETING PROGRAM

The Health Communication and Marketing (HCM) Program is implemented by Population Services Kenya along with other local implementing partners.

The focus of HCM is to improve the health of Kenyans through increasing the use of quality health products and services through implementing evidence based social marketing. HCM also increases the use of quality products through social franchising, social behavior change communication and strengthening the capacity of government to lead, coordinate and implement these initiatives.

The objective of HCM is to improve health outcomes in HIV/AIDS, malaria, reproductive, maternal, newborn, child and adolescent health in Kenya. The also program builds a more efficient, integrated and sustainable health system that leverages multiple levels of the private sector to address Kenyans' health needs.

## OUR WORK

**Franchising for Health:** HCM harnesses the vitality of the private sector through the Tunza, Goldstar Network and Huduma Poa franchises to improve access to family planning, reproductive health, HIV/TB and child health services.

**Social and Behavior Change Communication:** HCM uses an evidence-based social behavior change communication (SBCC) approach that allows for a deeper understanding of the underlying issues preventing a target group from adopting healthy behaviors.

**Social Marketing:** The program develops and markets quality and affordable health products and services, by using subsidy to reduce barriers to access and leveraging the private sector distribution chain to reach those in need.

**Building Capacity of National and County Governments:** The program supports the national and county governments to lead, manage, and govern health communications and marketing.

**Improving Use of Information for Decision Making:** The program utilizes data through formative research, program monitoring and development of business cases for activities that have the potential to generate revenue and become self-sustaining.

## ACHIEVEMENTS

Since September 2016, HCM has contributed to improving the health of Kenyans through:

- Supporting 371 private facilities to improve quality of HIV services along the 90-90-90 cascade. A total of 7,308 adults have been initiated on HIV ART Treatment.
- Distributing 3,619,439 nets to pregnant women and children under the age of one through Antenatal Care Clinics and Child Welfare Clinics in 4400 health facilities. Distributed 1.9 million nets in Kakamega and Busia counties thus contributing to reduced malaria morbidity and mortality.
- Increasing access of quality health services in the private sector through 524 franchise clinics. A total of 594,718 clients have accessed FP services within the Tunza and Huduma Poa franchise clinics, 47,516 clients were treated for pneumonia, 57,335 for diarrhea and 74,450 treated for malaria with Artemisinin-Based combination Therapy (ACTs).
- Increasing access of socially marketed condoms, FP and safe water treatment products. HCM has distributed 62,395,719 socially marketed condoms, 7,119,174 Femiplan oral contraceptive pills and 646,353 Femiject injections. A total of 752,087,200 liters of water has been treated using Waterguard, Aquatabs, and P&G water purifiers.
- Initiating a pilot for sustainable approach to HIV services in the private sector in partnership with Health Policy Project +. HP+ and HCM will work towards decongesting public health facilities by positioning private pharmacies as an alternative for PLHIVs to refill their ART in safe, quality assured and affordable private pharmacies.
- Facilitating empanelment of 77 franchise facilities into the National Health Insurance Fund which aligns the private sector with the Government of Kenya's goal of Universal Health Coverage.

**BUDGET** US\$ 42 Million

### DURATION

September 2016 – September 2021

### ACTIVITY LOCATIONS

Homabay, Siaya, Kakamega, Busia, Kisumu, Migori, Vihiga, Bungoma, Kisii, Nyamira, Mombasa, Kwale, Kilifi, Tana River, Taita Taveta, Lamu, Elgeyo Marakwet, Uasin Gishu, Baringo, West Pokot, Kericho, Nandi, Bomet, Narok, Trans Nzoia, Embu, Tharak Nithi, Meru, Kirinyaga, Murang'a, Isiolo, Kajiado, Nakuru, Machakos, Makeni, Kitui, Nairobi and Kiambu County

### KEY PARTNERS

Population Services Kenya (Prime partner)  
Gold Star Network, KMET, PSI, PharmAccess Foundation, SWAP, UZIMA Foundation, KAPTLD

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