



APHIAplus (AIDS, Population and Health Integrated Assistance Program), Health Communications and Marketing



Women in Malindi gather for Tunza Outreach where they receive family planning and cervical cancer screening.

U.S. Presidential Initiatives:

- Global Health Initiative
- President’s Emergency Plan for AIDS Relief

Funding Level:

\$36 million

Duration:

March 2012 – March 2015



KENYANS AND AMERICANS IN PARTNERSHIP TO FIGHT HIV/AIDS

Activity Goals:

- Increase access to and demand for high quality health products and services
- Improve adoption and maintenance of healthy behaviors through social behavior change communication
- Strengthen public private partnerships to deliver health communication, marketing and services
- Strengthen social marketing and behavior change communication with the public and private sector, and synchronize activities

Activity Accomplishments:

- 776,000 Kenyans received family planning services
- Hotline tailored for family planning counseling and referrals
- 1.8 million insecticide-treated malaria nets distributed through health facilities

ACTIVITY OVERVIEW

USAID/Kenya supports an integrated service delivery model to improve the health of Kenyans in all 47 counties. AIDS, Population and Health Integrated Assistance Program, also known as APHIAplus, Health Communications and Marketing uses social marketing and behavior change communication to promote healthy behavior and increased access to health services and products. The program focuses on HIV, malaria, family planning, and maternal/child/neonatal health.

ACTIVITY AREAS

APHIAplus Health Communications and Marketing works through the private sector to support the Government of Kenya by:

- Supporting the Health Promotion Unit to oversee social marketing and social behavior change for health services and products
- Harnessing key distribution channels to ensure that vital health products and services reach underserved populations
- Increasing targeted distribution of health products such as condoms, family-planning contraceptives, water treatment devices, and treated mosquito nets
- Implementing media campaigns to create demand for health services and products and expand healthy behaviors
- Increasing access and uptake of health services such as HIV testing and counselling and increasing case management of childhood illnesses
- Supporting the SafeCare program, which supports private health facilities to provide quality services and get accreditation

ACTIVITY IMPACT

APHIAplus Health Communications and Marketing uses mass media to highlight powerful stories from orphans and vulnerable children and the community members who support them. The stories illustrate the issues orphans and vulnerable children face and show how everyday heroes exist in the Kenyan communities, doing their best, with limited resources, to care for children in need.

Zachary Onyango is one of these heroes. He lives in the Korogocho informal settlement of Nairobi. He currently helps three children despite limited resources. “These children need food. Without food they start remembering their dead mothers, others go back to picking scrap metal. The community should come forward and help these children. They should feed them, take them to school, and love them like their own children. If we abandon these children, which people are going to develop this country?”

- 81 million socially-marked condoms distributed
- 52 million free condoms distributed
- 4.3 million liters of water treated to improve quality

Activity Locations:

Nationwide

Implementing Partner:

Population Services International (PSI)

Key Partners:

Ministry of Health: National AIDS and STI Control Program, Division of Reproductive Health/Malaria Control Unit, Health Promotion Unit and Neonatal Child Adolescent Health Unit

Population Services Kenya, Gold Star Kenya, Kisumu Medical and Education Trust, LVC-Health, SafeCare and Changamka Micro-health Limited

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Zachary Onyango sharing his story and commitment to orphans and vulnerable children.