



# The Private Sector Partnerships-One Project

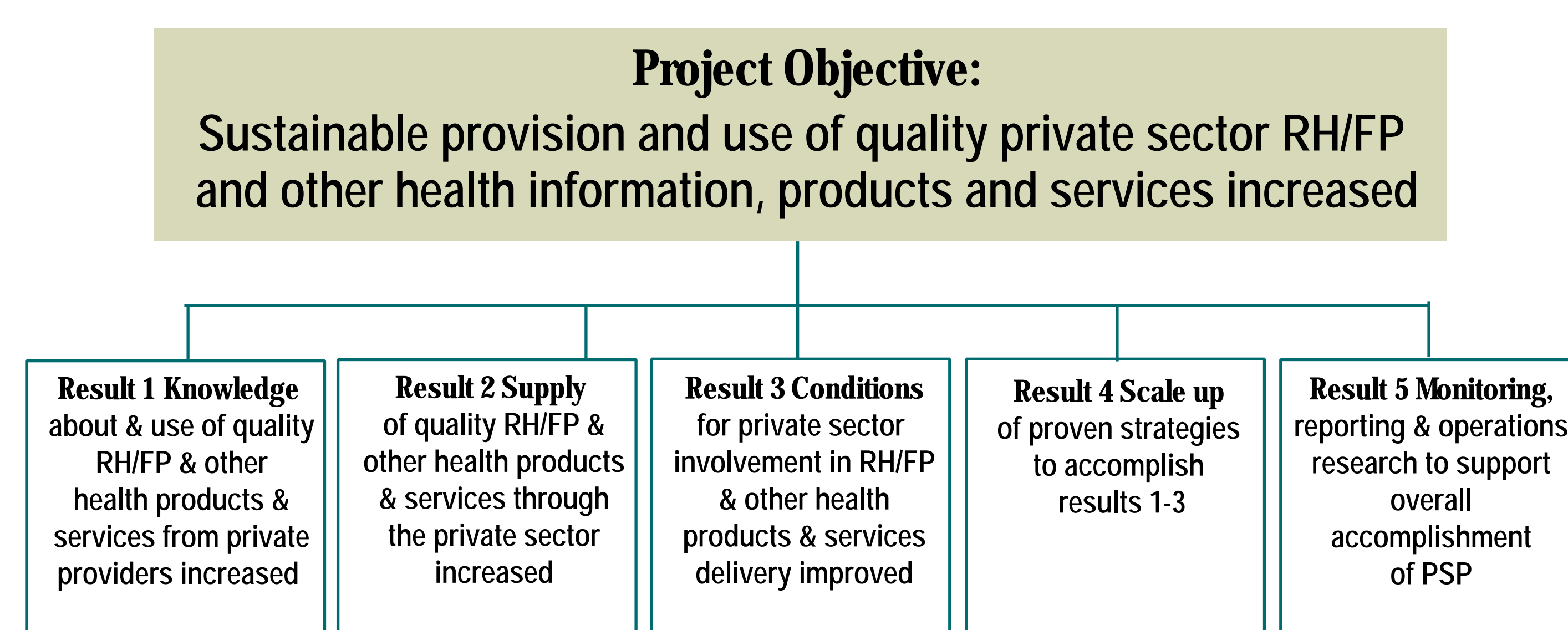
## The Private Sector Partnerships-One Project

PSP-One is a worldwide project to increase private sector involvement in family planning, reproductive health, and other health products and services. PSP-One works to:

- n Provide technical leadership in optimal private sector strategies for RH/FP, maternal and child health, HIV/AIDS, infectious disease, and nutrition
- n Synthesize and disseminate private sector strategies, research findings, and tools
- n Provide support to the field in development and scale up of private sector projects

PSP-One is a 5-year project (2004-2009) funded by USAID.

## PSP-One Strategic Objectives

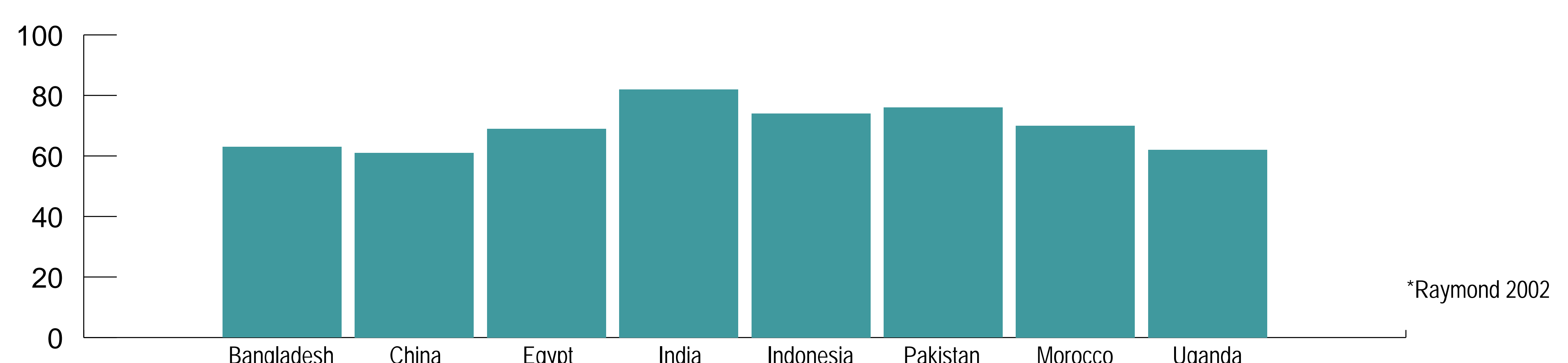


## Why Involve the Private Sector?

Two important trends call for an increased focus on the role of the private sector in the provision of health products and services:

- m Private health expenditures in developing countries are substantial, even among the poor, and demand is growing.
- m Population growth and increased demand will increase the number of additional contraceptive users by more than 200 million women by 2015.

## Private Expenditure as % of Total Health Expenditure, 1998 \*



## What We Do

PSP-One is working to:

- n Conduct private sector assessments
- n Establish and facilitate public/private partnerships
- n Implement optimal market segmentation approaches
- n Promote behavior change through targeted health communications
- n Create financing mechanisms
- n Improve policy and regulatory environments
- n Establish and improve the performance of private provider networks
- n Undertake research that advances private sector programming, knowledge, and practices
- n Scale up proven private sector models and strategies

## Where We Work

### India

- n Friends of the Pill--Goli Ke Hamjoli Program to promote the use of low-dose oral contraceptives obtained through private sector outlets
- n It's the Right Thing--Yahi Hai Sahi campaign for condoms
- n Implementing an injectable contraceptive program through a network of clinics to increase access and use in the private sector
- n WHO-ORS marketing campaign to increase knowledge and use of WHO-approved oral rehydration salts to treat dehydration in infants and children
- n Work with industry and health providers to introduce zinc therapy in childhood diarrhea management

### Ukraine

- n Completed an assessment of private sector prospects for RH/FP products and services
- n Conducting a study on the range of HIV/AIDS risk among men having sex with men

### Philippines

- n Working with a private sector midwives network to improve sustainability and impact
- n Assessment of social marketing

### Honduras

- n Providing technical assistance in social marketing to two local entities