Uganda has one of the world’s largest youth populations due to the high fertility rate (5.4 births/woman), an unmet need for family planning (28%), low contraceptive use (39%), high desired family size, and high teenage pregnancy rate (25%).¹ PSI-Uganda (PSIU), the Uganda network member of Population Services International, is focused on addressing these needs through the encouragement of healthy behavior and affordability of health products in the areas of reproductive health, maternal and child health, HIV and access to clean water.

Our approach consists of using Social and Behavior Change Communications (SBCC) and social marketing practices to ensure that our services bring about lasting behavioral change within the communities we serve, establishing networks of branded health clinics that bring affordable, reliable and high quality services to our clients, and deploying private sector marketing techniques to ensure that everyone has access to affordable, high-quality healthcare products and services.

In addition to the clinics for which we support, we also work very closely with our community partners, donors, implementing partners and the Ministry of Health to best serve the health needs of Ugandans.

We measure our impact through Disability-Adjusted Life Years (DALYs). DALYs measure overall disease burden, expressed as the number of years lost due to ill-health, disability or early death. In 2017, we were able to avert 1,377,094 DALYs with our PSI affiliate, PACE.²

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¹ National Population Council, Ministry of Finance Planning and Economic Development; The Republic of Uganda; http://npcsec.go.ug/key-facts-on-ugandas-population/
² PSI-Uganda has been recently re-introduced and will operate alongside PACE, Programme for Accessible health, Communication and Education.
These individuals conduct health education within their communities to increase awareness and ensure that Sara is referred to a clinic for the proper health care.

Since 2012, within our ProFam clinics and community outreach events, we have supported the screening and preventive treatment for cervical cancer, which currently claims the lives of more than 2000 Ugandan women each year.

Public Facilities: While PSIU’s interventions in reproductive and maternal health are primarily implemented through the private health sector, we recognize the importance of an inclusive approach that targets women who primarily access health care from the public health sector, under our Enhancing Public Sector Engagement [EPSE] project.

PSIU supports 272 public health facilities in 64 districts through training and the distribution of products to increase choice and access of free services which include the insertion of IUDs and delivery of PAC services to the women in need.

Youth: In 2016 through the Pfizer Foundation, PSIU utilized the Human Centered Design approach where we talked to and worked with young people to determine how to increase access to Sexual Reproductive Health education and services for young people in the districts of Kampala, Wakiso, Buikwe and Mukono. YoSpace – Yo! Put Health First was the brand that was developed and launched in February 2017 and includes the training of health providers and peer educators, youth outreach events, vouchers, branded materials and radio talk shows led by the youth.

SOCIAL MARKETING

PSIU socially markets health products in order to make them more accessible and affordable through increasing availability, while filling a need in the market for the population that has more disposable income to purchase health products under the Total Market Approach (TMA). This is working towards building a sustainable health market.

THE PRODUCTS

TRUST Condoms
PSIU socially markets TRUST Condoms with four variants: TRUST Classic, TRUST Scented, TRUST Ribbed and TRUST Studded, to provide a wider population with a means with choice, to prevent the contracting and spread of STIs, HIV, as well as unintended pregnancies.

Umbi-gel
Umbi-gel, which is chlorhexidine di-gluconate 7.1%, the recommended medication for umbilical cord care gel for newborns by the Ministry of Health.

Expanded Maama kits
Expanded Maama kits with Umbi-gel are clean delivery kits we socially market to avail expectant mothers with an inclusive and convenient package with all materials needed for a clean and safe delivery.

P&G Purifier of Water
P&G Purifier of Water is distributed through institutions to vulnerable populations in Uganda, for instance, refugees and people living with HIV.