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PSP-*One*

PSP-*One* AND SOCIAL MARKETING AND PHARMACEUTICAL PARTNERSHIPS

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Social Marketing can increase the demand for and the supply of family planning products. Social marketing programs use commercial marketing and distribution techniques to make products available and affordable. Social marketing also encourages healthy behaviors through mass media advertising and behavior change communication. In countries where donor-funded programs are distributing subsidized or donated products, PSP-*One* explores opportunities for these programs to introduce new commercially sustainable brands.

Pharmaceutical Partnerships are strategic alliances between PSP-*One* or its local partner, and contraceptive manufacturers that are able and willing to market affordable brands in developing countries. PSP-*One* draws from the experience of past USAID-funded programs such as Social Marketing for Change (SOMARC) and Commercial Market Strategies (CMS) to develop innovative approaches that balance corporate interests and health impact. PSP-*One* also expands the pool of potential partners by engaging generic manufacturers – particularly those based in developing countries – that are willing to market low-cost products.

PSP-*One* increases the availability of affordable contraceptives in developing countries through a variety of approaches that meet the local market context, leverage existing donor-funded programs, and bring together potential partners. PSP-*One*'s involvement in social marketing and partnership initiatives occurs at two levels:

FIELD PROGRAMS

- ***Designing and implementing social marketing programs:*** PSP-*One* is implementing programs involving multiple products in Honduras.
- ***Developing partnerships:*** In partnerships with manufacturers, PSP-*One* manages programs to increase the use of condoms, oral contraceptives (OC), injectables, and oral rehydration salts in India.

In Peru, PSP-*One* provides social marketing technical assistance to APROPO, a local NGO. The project focuses on maximizing product access for underserved income contraceptive users while contributing to the organization's financial self-sufficiency. Using *market* research, product development and innovative distribution approaches, PSP-*One* aims to:

- Strengthen APROPO's social marketing product portfolio
- Improve product availability in peri-urban and rural areas
- Ensure program growth and sustainability beyond graduation from donor support

To date, PSP-*One* has worked with APROPO on introducing new products, identifying non-traditional outlets for condom sales, and improving the efficiency and cost-effectiveness of its distribution system.

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PRIVATE SECTOR PARTNERSHIPS FOR BETTER HEALTH

PSP-*One* Technical Assistance:

- *Product visibility assessments:* to determine the viability of commercial products in subsidized markets. Since December 2005, PSP-*One* has conducted assessments of the Nigerian, Bangladeshi and Jordanian markets to determine the commercial viability of mid-price contraceptives.
- *Contraceptive Security Assessments:* to assess opportunities to partner with local manufacturers in expanding access to contraceptives. Since November 2004, PSP-*One* has completed contraceptive security assessments in Ukraine, Kazakhstan, Tajikistan and Azerbaijan.
- *PSP-One is helping ASHONPLAFA:* a Honduran family planning association, and APROPO, a Peruvian NGO, develop and strengthen their social marketing portfolio.
- *Consumer research:* with a focus on commercial approaches and market segmentation: In 2005, PSP-*One* published a policy brief entitled, *When donor Support Ends: The Fate of Social Marketing Products and the Markets They Help Create.* In 2007, PSP-*One* published a technical report, *Moving Toward Sustainability:* Transition Strategies and Tools for Social Marketing Programs. [1]
- *Brokerage of partnerships:* In 2007, PSP-*One* helped a generic contraceptive manufacturer based in India to negotiate a distribution contact with the Society for Family Health, a Nigerian social marketing organization.

[1] Armand, Francoise, Barbara O'Hanlon, Mark McEuen, Lena Kolyada and Leah Levin. March 2007. Private Sector Contribution to Family Planning and Contraceptive Security in the Europe and Eurasia Region. Bethesda, MD: Private Sector Partnerships-*One* project, Abt Associates

About PSP-*One*

The PSP-*One* project is USAID's flagship project, funded under Contract No. GPO-I-00-04-00007-00, to increase the private sector's provision of high-quality reproductive health and family planning (RH/FP) and other health products and services in developing countries. PSP-*One* is led by Abt Associates Inc. and implemented in collaboration with eight partners:

Banyan Global

Dillon, Allman and Partners, LLC

Family Health International

Forum One Communications

IntraHealth International

O'Hanlon Health Consulting

Population Services International

Tulane University School of Public Health and Tropical Medicine

For more information about PSP-*One* or current publications (available for download) please contact:

Private Sector Partnerships *One*
Abt Associates Inc.
Air Rights Center
4550 Montgomery Ave.
Suite 800 North
Bethesda, Maryland 20814 USA

Tel: (301) 913-0500
Fax: (301) 913-9061
E-mail: info@psp-one.com
http://www.psp-one.com

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