



SFH First Nigerian NGO To Get Direct U.S. Funding

The Society for Family Health (SFH), an independent non-governmental organization (NGO), has become the first Nigerian NGO to be certified to receive direct U.S. government funding.

SFH was founded in 1985 by several eminent Nigerians and PSI. Starting with two employees and one office in Lagos, SFH has grown to over 200 employees working out of 17 offices scattered across the most populous country in Africa. SFH began with one product and one HIV/AIDS prevention grant and now markets nine products and manages five contracts worth \$120 million. SFH's health impact has grown even more dramatically, and now prevents more HIV infections and unintended pregnancies than any PSI-affiliated program in the world. The synergistic partnership developed by SFH and PSI over the years has been a key to the success of both organizations.

The SFH-PSI Partnership

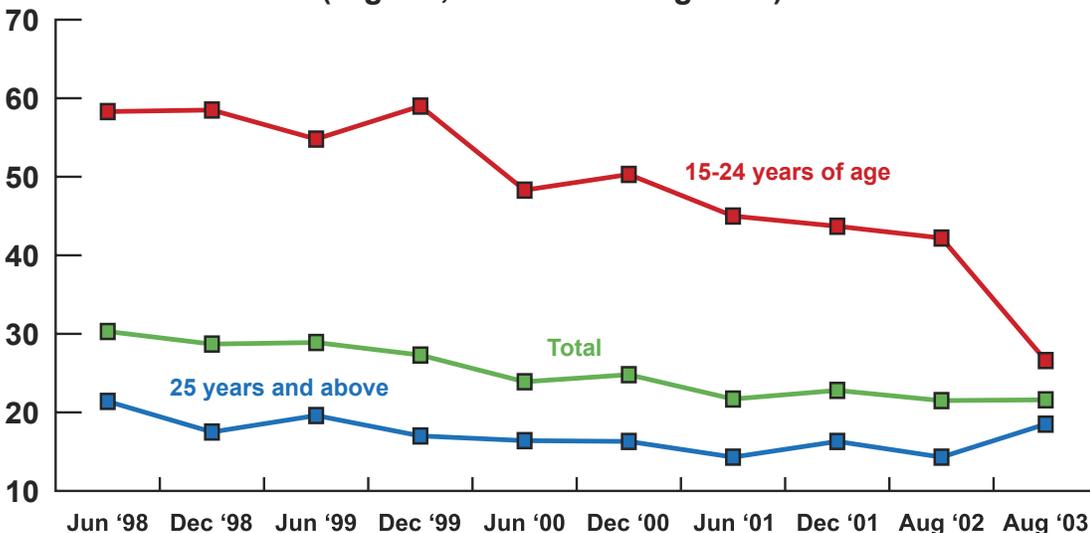
The relationship between the two organizations is a partnership where each party brings unique strengths to the table. One measure of that relationship's success is that, in 2005, SFH became the first Nigerian NGO qualified to receive funding directly from the U.S. Agency for International Development (USAID). Additionally, a Nigerian was appointed to the top position at SFH for the first time.

Independence/Governance

SFH is an independent NGO registered under the laws of Nigeria and governed by a seven-member board of trustees controlled by Nigerian citizens including the Honorable Justice (Mrs.) I.C. Nzeako, a founding member who now serves as board president. Three PSI employees also sit on the board and provide valuable input. The trustees meet at least twice a year to set organizational policy, decide

PROFILE
SOCIAL MARKETING AND COMMUNICATIONS FOR HEALTH

Fidelity Increasing in Nigeria
Percentage of all respondents who reported sex with non-marital partners in the last two months (Nigeria, June 1998- Aug 2003)



Source: Nigerbus

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program strategy and approve the annual objectives and budget. In addition, several Nigerian professionals from the public and private sectors, called “Friends of SFH,” volunteer their time and expertise to SFH in defined areas.

Mission

SFH is dedicated to the alleviation of suffering and poverty by improving reproductive, maternal and child health. “SFH is a vibrant social marketing organization, dedicated to motivating and empowering the poor and vulnerable in Nigeria to adopt health behaviors,” states the SFH mission. Over the years, SFH has never deviated from this objective and has consistently developed expertise as a social marketing organization while expanding its portfolio from HIV/AIDS to family planning, malaria and safe water. PSI has played an instrumental and continuing role in the development of SFH as an effective social marketing organization.



Integrity

Justice Nzeako and the late Professor Olikoye Ransome-Kuti, founding trustees, have managed to instill integrity in SFH’s culture. SFH has stood out as an organization with solid financial management to which PSI has contributed financial and administrative training and annual audits.

Longevity

SFH, now in its third decade of operations, received its first major funding in 1992 from USAID through PSI to expand product distribution to a national level leading to a major increase in staff. Many of those early hires are still with SFH; five of the six senior managers have been with SFH for over 10 years, serving in various capacities and acquiring extensive experience. PSI has contributed by providing bridge financing between donor contracts and seed capital for new products and services. By expanding into new products, SFH has been able to increase its donor base and its health impact in accordance with its mission.

Technical Support

PSI has placed long-term and short-term technical advisors with SFH. In 2005, PSI has three long-term advisors in Nigeria that provide expertise for research, communications and maternal and child health. These advisors are also charged with building capacity of SFH staff. In addition, short-term technical advisors build the capacity of SFH staff through trainings such as regular research workshops, inside and outside Nigeria.

Network Linkage

Both organizations have benefited from SFH’s presence in PSI’s international network. SFH has access to the latest research, lessons learned, best practices and the accumulated experience of the world’s largest social marketing network. PSI has provided opportunities for study tours and formal training of senior Nigerian staff, including practical learning at PSI headquarters and country programs. These opportunities keep SFH vibrant and continuously learning and improving as an organization. In turn, PSI and its network have benefited from SFH’s wealth of on-the-ground experience and the expertise of its staff. Outside the PSI network, SFH has partnered with ActionAid to strengthen its work in community mobilization, with Crown Agents in procurement and with Pathfinder International in family planning.

Measurable Behavioral and Health Impact

SFH shares PSI’s focus on delivering measurable health impact. SFH monitors and evaluates behavioral impact through surveys that produce evidence such as the graph on the first page which shows fidelity increasing in Nigeria. SFH programs have also had a positive impact on condom use. PSI, in consultation with external health experts, has developed formulas for converting sales of its products and use of its services into concrete health impact, such as HIV infections and unintended pregnancies averted. SFH uses these formulas to track its own health impact and compare it to other PSI programs. SFH’s health impact has increased from 9,430 couple years of protection (CYPs) in 1990 to 1.9 million CYPs in 2004. Moreover, SFH’s health impact has diversified — in 1990, 100% was derived from reproductive health; in 2004, only 60% was, with 39% coming from malaria and 1% from safe water. SFH health impact is expected to increase and diversify further in the latter half of the decade.

While the SFH-PSI relationship is still the partnership envisioned by the founders, the roles and responsibilities of each partner have evolved over time. In 2005, a Nigerian and long-time SFH manager, Bright Ekwere-madu, assumed the position of managing director. This historic moment provides further proof of the success of the SFH-PSI joint venture. With SFH qualified to receive funds directly from USAID, its managers will contract services from PSI and other organizations they deem appropriate in their continuing quest to carry out SFH’s mission to motivate and empower the poor and vulnerable of Nigeria to adopt healthy behaviors.

PSI’s Core Values:

Bottom Line Health Impact • Private Sector Speed and Efficiency •
Decentralization, Innovation, and Entrepreneurship • Long-term Commitment to the People We Serve