

PSI is a leading global health organization with programs targeting malaria, child survival, HIV and reproductive health. Working in partnership within the public and private sectors, and harnessing the power of the markets, PSI provides life-saving products, clinical services and behavior change communications that empower the world's most vulnerable populations to lead healthier lives. Learn more at [www.psi.org](http://www.psi.org).

## PSI in Russia: CSDI

PSI began activities in Russia in 1995 and operates as the Center for Social Development and Information (CSDI), a locally registered non-profit. With programs in HIV and substance abuse prevention, PSI/CSDI promotes healthy behavior and improved access to supporting services that enable vulnerable people to lead healthier lives.

Programs target most-at-risk-populations (MARPs), including injecting drug users (IDU), sex workers (SW), men having sex with men (MSM), high-risk youth and military men.



LaSky outreach workers talk with a group of MSM. LaSky team members wear rainbow kneck ties and ID badges to be identified.

## Donors

PSI/CSDI receives funding in Russia from the governments of the United States, Sweden and the Russian Federation, the Global Fund, UNAIDS, UNDP and Exxon-Mobil of Russia.

## Partners

PSI/CSDI coordinates closely with the Ministry of Health, Ministry of Defense, the Interfractional Group on AIDS Prevention in the State Duma, the Main Military Medical Department, national and regional AIDS Centers, regional narcology centers, regional TB dispensaries, and more than 30 local and international NGOs.

## HIV Prevention

PSI/CSDI develops and implements large-scale, long-term programs addressing HIV/AIDS, STI and substance abuse.



## Health Impact

### Case Management

PSI/CSDI was the first to promote and implement HIV prevention case management among high-risk groups as a key prevention intervention in the Russian Federation in 2005. A client-centered approach, case management links vulnerable individuals, such as IDUs and SWs, directly to quality, non-stigmatizing health and social support services for HIV prevention among negative and positive groups. TB co-infection and reproductive health issues are included in individual prevention planning. Case management is currently implemented through PSI partners in four Russian regions.

### Targeted Interventions

Created in 2004, the *LaSky – Trusting Each Other* MSM program focuses on HIV prevention among MSM. The only large-scale Russian effort of its kind, LaSky is a network of organizations and initiative groups working with MSM in 18 cities across the country. LaSky implements outreach, individual consultations, prevention trainings, motivational group activities, club events, education materials and print mass media campaigns. Learn more about the program at [www.lasky.ru](http://www.lasky.ru).

PSI/CSDI implements Youth Center HIV and Substance Abuse Prevention programs targeting high-risk youth in four Russian cities. The program focuses on linking youth to positive leisure and developmental opportunities, providing them with correct prevention information and psychological counseling,

**In 2008, PSI/CSDI estimates its HIV programs resulted in a total gain of 1,073 DALYs or years of healthy lives. The DALY (Disability-Adjusted Life Year) is a widely-used, credible metric that was first developed by the World Bank and is now routinely relied upon in the public health community.**

as well as involving parents and families in family therapy.

Through the *VOIN* military initiative project, PSI/CSDI implements the first educational program

directly targeting prevention for the Russian armed forces in 19 regions. Military medical personnel, officers and military soldiers participate in trainings for a health way of life and prevention of IDU and receive information-educational materials.

### Media Campaigns, Condom Distribution

PSI/CSDI uses mass media campaigns to encourage a healthy way of life and to combat the “information malnutrition,” regarding HIV prevention in Russian society. “Time to Live,” a regional television talk show series hosted by journalist V. Pozner, has been held in 34 cities in Russia, collectively with the public discussing HIV issues and aspects specific to local problems. “Live with Music!” was a televised song contest held in 10 regions, introducing HIV- and drug-abuse prevention topics to young musicians. Many alumni of the program have gone on to become local advocates for HIV-prevention programs.

Free distribution of condoms to vulnerable populations is an important prevention component of many of PSI/CSDI's programs. *Favorite* condoms, a PSI/CSDI brand, are directly distributed to target groups, such as MSM and the military. Program partners also purchase Favorites at subsidized prices and distribute them free of cost directly to IDU and SW populations.

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