

PSI, a non-profit organization based in Washington, D.C., harnesses the vitality of the private sector to address the health problems of low-income and vulnerable populations in 65 developing countries. With programmes in safe water/oral rehydration, malaria, nutrition, family planning and HIV/AIDS, PSI deploys commercial marketing strategies to promote health products, services and behavior that enable low-income and vulnerable people to lead healthier lives. Products and services are sold at subsidized prices rather than given away in order to motivate commercial sector involvement.

PSI in Malawi

PSI/Malawi began operations in 1994 with the introduction of its Chishango male condom brand. In the late 1990s, Thanzi oral rehydration salts (ORS) and Chitetezo insecticide-treated mosquito nets (ITNs) and retreatment kits were added to the platform. In 2002, PSI/Malawi launched the household water treatment product WaterGuard liquid, and in 2006 the Procter & Gamble water treatment product PUR was added. In 2008, PSI/Malawi introduced the CARE female condom brand and two contraceptive products under the SafePlan brand. In addition to these product-oriented programs, PSI/Malawi implements health and development communication programs supporting primarily HIV/AIDS prevention.



Donors

Major donors include the governments of the United States, Germany, and Japan, as well as UNICEF, UNFPA, the Soul City Institute for Health and Development Communications, Johns Hopkins University and private foundations such as Procter & Gamble's Children's Safe Drinking Water Program.

Partners

Local partners include the Malawi Ministry of Health's National Malaria Control Program, Environmental Health Unit and Reproductive Health Unit, the National AIDS Commission, District Health Offices, and various other Government Ministries. PSI/Malawi also partners with numerous other international and local non-governmental organizations such as Management Sciences for Health, World Vision International, the Fresh Water Project, the Blantyre Synod of the Central African Presbyterian Church, other faith-based organizations and local agencies.



Health Impact

Malaria

PSI/Malawi distributes long-lasting insecticide-treated mosquito nets and conventional ITNs in partnership with the National Malaria Control program and with support from the US President's Malaria Initiative and other partners. Green Chitetezo nets are distributed free to pregnant women and caregivers with children under five through antenatal clinics and mass distribution campaigns. PSI/Malawi also sells blue conical nets via commercial outlets at market prices targeted to urban residents. Insecticide retreatment kits are sold under the brand name M'bwezera Chitetezo ("restore protection").

Reproductive Health

PSI/Malawi launched a female condom brand CARE in April 2008 with support from UNFPA and the Reproductive Health Unit of the Malawi Ministry of Health. PSI/Malawi also launched the injectable and oral contraceptive products SafePlan Injectolette and SafePlan Microlette in August and November 2008, respectively.

Child Survival

PSI/Malawi markets the Thanzi ("health/vitality") brand of ORS for the treatment of dehydration from diarrheal disease. PSI/Malawi promotes both WaterGuard, the first household water treatment product marketed in Malawi, and PUR, which is marketed as Water-

PSI/Malawi estimates that in 2007, its programs resulted in a total of 432,519 DALYs. 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. PSI/Malawi estimates that 57,287 DALYs, or years of healthy life were gained, through HIV prevention; 16,525 years of healthy life were gained through family planning; 331,931 years of healthy life were gained from malaria prevention using mosquito nets; and 27,759 years of healthy life were gained through the distribution of water treatment products.

Guard Wa Ufa ("Water-Guard powder").

HIV

PSI/Malawi re-launched Chishango ("shield") brand condoms in 2002 to target sexually active young males. Since 2006, more focus has been placed on targeting high-risk groups. PSI/Malawi operates some of the largest health communications programs in the country. Youth Alert!, launched

in 2001, is a program that aims to prevent HIV, STIs and unwanted pregnancies among young people by promoting age appropriate life skills: abstinence, delayed sexual debut, mutual fidelity, partner reduction and correct and consistent condom use. The Faith Communities Program works to reduce the incidence and mitigate the effects of HIV/AIDS in two pilot areas. The program targets youth aged 10-24, adults aged 25-49 and faith leaders affiliated with the pilot areas' various faith groups/institutions. The Pakachere Health and Development Communications program is a branded, mass-media communications initiative aimed at realigning social norms and attitudes to encourage the adoption of healthy behavioral practices. Pakachere utilizes radio, television, print and advocacy to attain its objectives. In 2008, the Pakachere

Institute for Health and Development Communications was established as an independent Malawian NGO and is now a close collaborating sister organization to PSI/Malawi.

PSI/Malawi
Westbury House
Plot NY 312
Macleod Road
Makata Industrial Site
P.O. Box 529
Blantyre, Malawi
tel: + 265 1 874 139
fax: + 265 1 874 138