PREVENTING THE SPREAD OF COVID-19

HOW IS PSI FIGHTING COVID-19

For 50 years, Population Services International (PSI) has been working in over 50 countries to strengthen and build health systems for our beneficiary—we call her ‘Sara.’ While our work has made great strides, we know that COVID-19 will seriously strain already fragile healthcare systems in many of these countries.

We also know that a lack of information and outright misinformation during a pandemic is dangerous and can result in people being less protected from the spread of COVID-19.

Countries will need a coordinated government effort to track local outbreaks and establish prevention and response systems for this health crisis, as well as the next.

Toward these immense challenges, PSI has outlined a global response strategy to be used and adapted, as appropriate, in our local country contexts and in collaboration with local governments.

During this time, PSI’s focus will be threefold:

1. Continue to deliver, as effectively as possible, essential support and services.
3. Implement long-term solutions that strengthen health systems to better manage the next disease outbreak.

OUR GLOBAL RESPONSE STRATEGY

COMMUNICATIONS
Develop communications campaigns to spread information, to increase prevention and connect people to testing.

DIGITAL PLATFORMS
Use digital technology so Sara can access information, self-diagnose, and get help as needed.

CAPACITY BUILDING
Deliver digital training to healthcare providers on COVID-19 testing and treatment in real time.

EMERGENCY OPERATIONS
Work with Ministries of Health to strengthen data surveillance, emergency operations, and management information systems.
50 YEARS STRONG FOR SARA

PSI has a long history of getting hard things done in difficult times. We’re working to live up to that legacy now more than ever.

COVID-19 is the latest in a series of infectious disease emergencies that PSI has responded to in its 50-year history, including cholera, Ebola, and Zika. We’ll use this expertise to design our response to COVID-19.

ZIKA RESPONSE

Alongside partners in Latin America, PSI worked with private sector health service providers, including pharmacists, to improve their knowledge about Zika and effectively counsel clients about steps they can take to prevent Zika infection.

CHOLERA RESPONSE

In the wake of the cholera outbreak in Haiti, PSI responded through a communications campaign to reach people with simple, consistent messages developed with the Ministry of Health. Consistency was key to help calm potential panic, guard against confusion, and ensure people had the right information to protect themselves.

EBOLA RESPONSE

During the global community’s response to Ebola, new applications of technology, data, and innovation emerged as key elements in supporting efforts to stem the spread of the disease. PSI and other NGOs used radio, mobile phones, and apps to support contact tracing and deliver messages to decrease transmission.

UNITED IN CRISIS

WE ARE CALLED TO HELP

The world is collectively battling a global pandemic with unprecedented impact and untold potential for devastation. In our own communities, we are uniting, but a global crisis requires that we reach across oceans to form global solidarity.

Every day, PSI is on the frontlines, fighting to bring vital health products and services to Sara in every corner of the world. In the face of the COVID-19 pandemic, we are even more resolved to accomplish this work, and our vision of universal health coverage for all is ever more salient.

Never before, in our generation, has the world been faced with a greater common health threat.

We must rise up for the challenge—together.

READY TO JOIN US?

Learn more and donate now at: give.psi.org

ABOUT PSI

Population Services International (PSI) is a global nonprofit organization focused on encouraging healthy behaviors and delivering affordable health products and services around the world. We bring innovation to scale through our presence in 50 countries and a network of over 10,000 health clinics and pharmacies. PSI takes a business approach to saving lives, designing effective, scalable, and sustainable solutions to the world’s biggest challenges in healthcare.

PSI’s work has earned the trust of some of the world’s largest donors, including the Bill & Melinda Gates Foundation, USAID, and Pfizer, and an endorsement from philosopher and author Peter Singer for being a “highly effective charity.”

CONTACT

NANCY ANDERSON
Senior Manager, Partnerships
nanderson@psi.org
202.599.9610
psi.org