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 Vietnam**

PSI/Vietnam began operations in early 2005 with interventions targeting most at risk populations (MARP) for HIV prevention, including injecting drug users (IDU), sex workers (SW), men having sex with men (MSM) and sexual partners of vulnerable groups. Currently, PSI is also working with potential male clients of sex workers.

**Donors**

Major donors include U.S. Agency for International Development (USAID) and Pact/Vietnam. PSI/Vietnam also receives core-funding from PSI/Washington.

**Partners**

Local partners include the Ministry of Health, the Vietnam Administration for AIDS Control (VAAC), Provincial Health Departments (PHDs) and Provincial AIDS Committees (PACs), mass organizations, the Centers for Disease Control, and international & local NGOs and other USG funded partners.

**HIV**

**Voluntary Counseling and Testing (VCT):** In 2007, PSI has started development of the second phase of the Chan Troi Moi (“New Horizon”) communication campaign to promote the network voluntary HIV/AIDS counseling and testing (VCT) centers supported by the U.S. Centers for Disease Control and Prevention (CDC) and LifeGap project and implemented by the Vietnam MoH in 40 of Vietnam’s 64 provinces.

The first phase of the VCT campaign was launched in 2006 and relies on targeted use of outdoor media, posters, and IEC materials such as brochures and marketing cards to promote VCT sites as offering welcoming, confidential, and high quality services. Partners throughout the country have stated the high profile campaign is one of the first that directly addresses HIV while de-stigmatizing it. A logo developed in collaboration with target groups connects the campaign to the VCT sites, while the slogan “When counseling we’re professional; when talking your best friend” brands sites as safe places that do more than simply test.
PSI has an uncommon focus on measurable health impact and attempts to measure its effect on disease and death much like a for-profit measures its profits. In 2006, PSI estimates that its programs directly prevented more than 218,000 HIV infections, 6.7 million unintended pregnancies, more than 140,000 child deaths from malaria and diarrhea and 34 million malaria episodes.

Number One Condom: PSI/Vietnam launched Number One male condom in October 2007. Number One Condom will be distributed through non-traditional outlets and in high risk areas where MARP tend to congregate. The program objective is to improve correct and consistent condom use among the most-at-risk population groups i.e. male clients of SWs, SWs, MSM and IDUs. Number One Condom will be promoted through below the line activities (interpersonal communication, product and brand materials in high risk sites, including entertainment establishments, billboards etc.).

Changing Social Norms among Young Men: With 3 year funding from PACT, PSI/Vietnam is implementing an integrated behavioral change campaign promoting safer sexual behaviors among young men. The iBCC campaign unifies and leverages mutually reinforcing channels of communication around a single theme to inform and motivate behavior change.

The strategic objective of this program is the promotion of safer sexual behaviors among men aged 18 to 35, with an emphasis on changing sexual norms in Vietnam. Program results will be achieved through the implementation of activities guided by an iBCC strategy and supported by two additional and interrelated strategies: the creation of programmatic linkages to ensure a comprehensive approach to HIV prevention in target provinces, and sustainable programming with partner organizations.

Harm Reduction Program targeted to IDUs: Since May 2005, with regional funding from DFID, PSI/Vietnam has used outreach and peer education model to promote safer injecting and protected sexual behaviors among injecting drug users (IDUs) in Mong Cai and Uong Bi towns and Thai Nguyen city, areas with a total estimated number of IDUs is approximately 4,000 and HIV prevalence among IDU population of up to 54.5% in Quang Ninh and 40.75% in Thai Nguyen.

In order to improve access to new needles and syringes and condoms, PSI’s peer educators and outreach workers distribute needles and syringes complimented by vouchers redeemable at participating pharmacies located near injecting “hot spots” where IDUs typically gather. Innovative communication materials (i.e. matching cards, flip charts, games, and props) are designed to portray messages that address the specific determinants of needle-sharing and barriers to condom use identified in the tracking surveys.

Child Survival
PSI/Vietnam is promoting Safe Wat, a branded safe water solution in the Mekong River Delta region of Vietnam, based on the urgent need for safe drinking water. The pilot program combines social marketing of Safe Wat, a 150 ml bottle of 1.25% dilute sodium hypochlorite solution with a hygiene improvement campaign. Each bottle, which is priced at approximately 4,000 VND ($0.25 US), will treat enough water to protect a family of four for 5-6 weeks. Safe Wat, including the solution and bottles, is locally produced in Vietnam, leading to in-country revenue and job opportunities.