

# Disrupting Global Health

Get inspired by five cutting-edge programs from around the world.

BY MINAL BOPAIAH

**P**SI is not your grandfather's iNGO. We foster creativity and innovative thinking because everyone here – from our headquarters staff to our 63 in-country network partners – knows that iteration is the best way to truly serve our beneficiaries in a rapidly-changing world. Our latest innovations, all of which are the result of strategic collaboration with either corporations, other NGOs or donor organizations, help the global health sector address systemic problems in HIV prevention, maternal health, sanitation, and non-communicable diseases like hypertension. Read on to learn more (and feel free to steal an idea or two).

## A Major Shift for HIV Testing in Africa



**750,000**

HIV self-test kits will be marketed and disseminated over the course of two years.

The first-ever widespread dissemination of oral-swab HIV self-test kits in Africa is poised to dramatically increase access to HIV testing and impact HIV prevention, care and treatment goals. PSI, UNITAID, the World Health Organization and other partners are making oral-swab HIV self-test kits widely available in Malawi, Zambia and Zimbabwe for the first time ever.

The pilot program will generate crucial information about the distribution, feasibility, acceptability, and impact of HIV self-testing in the developing world, with hopes of scaling the program further.

Funder: UNITAID | Partners: London School of Hygiene and Tropical Medicine, Liverpool School of Tropical Medicine, University College of London, World Health Organization

*See page 10 for more on how Unitaaid chooses its innovative projects.*

# A Smartphone App that Delivers Vital Maternal Health Information in Myanmar



**700,000**

downloads of the maymay maternal app expected by 2019

In Myanmar, more than 1,500 women die every year while giving birth, more than any other country in Southeast Asia.

Using the latest mobile phone technology, PSI, telecom operator Ooredoo and local tech startup Koe Koe Tech have created maymay, an award-winning mobile app that sends women in Myanmar essential health information and reminders throughout their pregnancies and in their child's early years. In many cases, it is the only health information the women receive.

The app sends three push notifications weekly on how to keep an expecting mother, and later her baby, healthy. 2015 updates include a doctor and clinic locator, a call-in hotline for urgent health questions and a way for mothers to share information with other mothers and health experts.

**Funder:** Groupe Speciale Mobile Association mWomen Programme | **Partners:** Ooredoo, Koe Koe Tech, USAID, Myanmar Ministry of Health, Mobile Alliance for Maternal Action





## Building a Market for Toilets to End Open Defecation in India

2.6 billion people — about 40 percent of all humans — either have no toilet at all, or one that is unsafe, such as an unsealed pit. By addressing constraints in supply and demand, PSI and its partners are improving sanitation and creating sustainable markets for toilets and emptying services.



PSI's project will enable households to purchase and use high-quality, desirable toilets. PSI has initially reached people with access to safe sanitation in Bihar, India, then leverage the learnings from this project and elsewhere to improve sanitation through market-based approaches for 750,000 people in 12 countries.

Funder: Bill and Melinda Gates Foundation | Partners: Monitor Deloitte, PATH, Water for People

*See page 5 for more on the market forces behind the first 10,000 toilets.*

# Reversing the Rise of Cardiovascular Disease in Kenya



**10,000,000**

people to be treated for hypertension in Africa by 2025 through a partnership with PSI, AstraZeneca and others.

By 2030, non-communicable diseases (NCDs) will be the most common cause of death in Africa, exceeding the combined mortality of communicable diseases, nutritional diseases and maternal and perinatal deaths. Hypertension, or high blood pressure, is a major risk factor for cardiovascular diseases, including stroke.

In collaboration with AstraZeneca, PSI is working through the Healthy Heart Africa partnership to reach clients with lifesaving information on the prevention and treatment of hypertension. PS Kenya, a PSI network partner, is increasing the impact of their Tunza social franchise network by adding hypertension screening and treatment to the package of services they offer, reaching thousands in need of this life-saving information.

Our work together in Kenya is part of a larger program that is improving health across Africa by delivering the right education and medicines; training healthcare workers; and collaborating with cross-sector partners, especially government, to build a sustainable program.

Funder: AstraZeneca | Partners: AMPATH, AMREF Kenya, the Christian Health Association of Kenya, Jhpiego, the Mission for Essential Drugs and Supplies, Abt Associates

*See page 20 for more on this project and a how-to for maximizing corporate partnerships.*

## HIV Cyber-Support Reaches At-Risk and Hidden Populations in Central America

People living with HIV and men who have sex with men are among the most stigmatized and discriminated populations in Central America. PSI's Central American network member PASMO has pioneered a groundbreaking program that provides at-risk and hidden populations with safe, secure and confidential access to comprehensive HIV care by using online forums and a Unique Identifier Code system.

In 2014 alone, PASMO reached over 13,900 individuals through online peer education. Operating within online chat rooms and social media outposts, PASMO's team of "cyber-educators" reach men who have sex with men (MSM) and people living with HIV through confidential online outreach, and referrals to counseling and testing sites when needed.

Funder: USAID | Partners: International Planned Parenthood/Western Hemisphere Region (IPPF/WHR), Cicatelli Associates Inc, Milk N Cookies



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