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## PUBLIC PRIVATE PARTNERSHIP CREATES SUSTAINABLE IMPROVEMENTS.

To pursue its mission to *“Promote sustainable behavior change to help the Haitian people to lead a healthy lifestyle using social marketing strategies in a spirit of partnership”*, in January 2013 OHMaSS launched a pilot project which created a network of private sector franchise clinics, expanding the access of Haitian women to the full range of contraceptive choices, including long term methods previously unavailable. CONFIANCE PLUS is the name of the intrauterine device (IUD) that OHMaSS added to the range of its other socially marketed family planning products available through projects supported by USAID (PROMARK and RMNCH) and Pncap/KfW. In addition to this new product, quality control within the franchise clinics network and affordable pricing are two other key components of the project. Furthermore, the work of behavior change communication as well as referrals have continued through the support groups that regularly meet with women and their partners to bring them correct information about the range of family planning methods, including advantages and secondary effects. This work has also continued through the

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media where radio and TV related messages are broadcast. To date, 181 women who have had a family planning consultation in the network chose the IUD long-term method within the franchise clinics network. This is a good achievement that proves that the Haitian women are accepting this method, which was completely unknown before the beginning of the project. OHMaSS’s FQUS research study in September 2013 confirmed that users were very

satisfied with their experience and the method chosen. They said that the IUD eliminates all stress related to unwanted pregnancy and is the perfect companion that really supports them in the pursuit of their dreams.



The Ministry of Health in Haiti (MSPP) has been involved in the implementation of this project since its beginning; this is why another component was the training of 40 MSPP doctors in IUD insertion, so that the long term method would be available not just in the private sector franchise clinics, but also in MSPP facilities. Initially, this goal was a real challenge because of the lack of demand that made it more difficult to find at least five women who have chosen an IUD for each doctor to practice the newly learned skills. But thanks to the specially trained support groups of OHMaSS in Cap-Haitian, the population has been educated about the IUD and 23 women accepted to take part in that workshop allowing the training of health professionals. From March 11th to March 14th OHMaSS conducted the first training workshop about IUD services for ten MSPP doctors and nurses in order to reinforce their capacity and to improve

the range of services that they offer to the population in their health facilities. The second training, which took place in the department of Artibonite, from April 28th to May 2nd, confirmed that the population is accepting more and more the new family planning method. In fact, that time, for the 11 MSPP doctors and nurses trained we had the participation of 50 women for whom the IUD has been inserted. The 21 providers trained were taught meaningful techniques that will allow them to replicate the training to their peers within the public sector even in the remote areas. This separately-financed training is a strong complement to the USAID and Pancap/KfW projects, since it reinforces the message about a range of family planning choices and actually expands that range, including in the public sector facilities where the most vulnerable people seek counseling and care. OHMaSS will train an additional 19 MSPP providers, and is developing plans to extend this training to include cervical cancer screening and the treatment of pre-cancerous lesions.

This pilot project was funded by a corporate donor – the Cargill Foundation, via PSI -- and is a great example of an effective public-private partnership producing tangible and sustainable results for the women of Haiti. It is also a success for those that help in developing the overall project such as OHMaSS and the MSPP as well as the Society of Obstetricians and Gynecologists of Haiti (SHOG), which mission is to advocate for access to quality services in sexual and reproductive health. Though the franchise network currently includes only private clinics, OHMaSS is working hand in hand with the MSPP on the training of their doctors and nurses, and will explore the possibility of public health centers associating with the network, as is done in other PSI countries.



In other words, the benefits of this pilot project will continue even after the June 2014 wrap up of Cargill funding, since the competencies are in place, and the franchise clinics are operating on a for-profit basis even though the price is fully accessible to women in the lower tiers of income.

The pilot network is now operating in three cities of Haiti – Saint-Marc, Cap-Haitien and Port-au-Prince – and the strong achievements of the pilot phase creates a great opportunity to extend the franchise clinic network to other regions of the country. This will allow more women to have access to a broader range of family planning methods including the IUD at an affordable price. Partnership – a key element of the OHMaSS Mission - is critical to such sustainable development, and OHMaSS intends to keep that momentum with the support of its donors and partners.

