

Overview: PSI is a leading global health organization with programs targeting malaria, child survival, HIV and reproductive health. Working in partnership within the public and private sectors, and harnessing the power of the markets, PSI provides life-saving products, clinical services and behavior change communications that empower the world's most vulnerable populations to lead healthier lives.

History: PSI was founded in 1970 to improve reproductive health using commercial marketing strategies. For its first 15 years, PSI worked mostly in family planning (hence the name Population Services International). In 1985, it started promoting oral rehydration therapy. PSI's first HIV prevention project — which promoted abstinence, fidelity and condoms — began in 1988. PSI added malaria and safe water to its portfolio in the 1990s and tuberculosis in 2004.

Health Impact: 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 2008, PSI estimates that its programs directly prevented more than 169,000 HIV infections, three million unintended pregnancies, 200,000 child deaths from malaria and diarrhea and almost 27 million malaria episodes. In addition, more than 20,000 patients were treated for TB.

Program Location: World headquarters in Washington, D.C., programs in more than 65 countries, European office in Amsterdam.

People: More than 150 U.S. staff, more than 100 overseas expatriate staff and 8,000 local PSI affiliate staff.

2008 Revenue (budget): \$402 million.

Administrative Costs as Percent of Revenue: 7% (2007), 13.3% (1992).

Donors: Major donors include the governments of the United States, United Kingdom, Germany and the Netherlands; the Global Fund, United Nations agencies, private foundations, corporations and individuals.

Malaria

Each year 350-500 million cases of malaria lead to more than one million deaths, mostly of African children. To *prevent* malaria, PSI uses targeted subsidies to make insecticide-treated mosquito nets and long-lasting insecticidal nets available to malaria risk groups (especially pregnant women and children under five) through public and private channels in endemic countries. To *treat* malaria, PSI uses social marketing to make pre-packaged therapy widely available and affordable through commercial outlets. PSI estimates that in 2008, these products directly prevented almost 27 million episodes of malaria, saving the lives of more than 190,000 children.

www.psi.org/malaria



Reproductive Health

Every year there are 66 million unintended pregnancies and more than 500,000 deaths from pregnancy-related causes.

PSI provides the information and tools necessary for couples to space the births of their children, improving the health of the entire family. In 2008, increased knowledge and access to a range of contraceptive methods is estimated to have averted three million unintended pregnancies and 15,000 maternal deaths due to complications related to pregnancy and child birth. Additionally, PSI markets clean delivery kits and multivitamins with iron and folic acid to women of reproductive age in several countries.

www.psi.org/reproductive-health



Safe Water & Child Survival

Every day 5,000 children die from diarrheal diseases caused mainly by drinking contaminated water. To *prevent* these diseases, PSI uses social marketing to distribute safe water products that allow families to treat their water at home.

To *treat* dehydration caused by diarrhea, PSI markets oral rehydration salts. These products, in combination with educational communication campaigns, enabled PSI to avert an estimated six million cases of diarrhea in 2008. PSI also markets nutritional supplements, such as Sprinkles flakes which are mixed into children's porridge or milk to prevent iron deficiency that can lead to impairment of cognitive growth.

www.psi.org/child-survival



HIV

Millions of people each year become infected with HIV. To reduce the number of infections, PSI uses a balanced and targeted approach including the promotion of abstinence, mutual fidelity and correct and consistent condom use.

PSI also implements voluntary counseling and testing alongside a variety of educational and behavior change communication campaigns that discourage harmful cultural norms such as unprotected sex, cross-generational sex and stigma and prejudice against people living with HIV. In 2008, PSI products and services are estimated to have prevented more than 169,000 HIV infections.

www.psi.org/HIV

