



APHIA II HEALTH COMMUNICATIONS & MARKETING (APHIA II HCM)

Objective

- Improve preventive behaviors of Kenyans relating to HIV, family planning (FP) & maternal & child health (MCH)
- Improve service utilization rates for prevention of mother to child transmission of HIV (PMTCT), HIV counseling and testing (HCT), tuberculosis (TB), reproductive health/family planning (RH/FP) and child health services
- Increase availability of a Basic Care Package (BCP) to people living with HIV to reduce morbidity and mortality from opportunistic infections (OI's)

Project Status

The APHIA II Health HCM project began implementation in April 2007 and includes PSI/Kenya, Government of Kenya (GOK), Jhpiego, and the Safe Water & AIDS Project (SWAP). This is a 5 year project running up to 30th March 2012. It is national in scope and focuses on health, communications and marketing in the areas of HIV prevention, MCH, RH/FP.

Key Activities

- Implementing abstinence and be faithful programs reaching vulnerable and at risk populations.
- Increasing condom distribution to high risk populations as well as consistent use messaging focusing on high prevalence and low per capita condom sales areas
- Promoting a dual condom targeting women of reproductive age for HIV and pregnancy prevention
- Promoting male circumcision services
- Implementing generic communication to support MoH FP services & promoting accessibility of FP among underserved groups
- Increase access to and uptake of private sector HIV and FP services by WRA through Tunza Family Health Network.
- Increase the uptake of HCT through demand creation communication.
- Supporting DOMC with distribution of the free PMI LLIN's

Achievements

Since project inception to March 2011, HCM has achieved the following:

- Launched the *Let's talk Contraception* campaign targeted at 15 – 24 yr old youth
- Trained **229** Tunza network providers in HIV/ RH integration
- Distributed **1,581,048** Femiplan duo protection condoms to address birth spacing and STI/HIV prevention
- Sold **7,003,132** Femiplan oral contraceptive cycles and **1,393,648** Femiplan Injectibles achieving a total of 796,957 CYP's
- Distributed **1,212,500** PMI LLINs for routine distribution through MCH facilities
- Distributed **436,683** LLINs for the mass net distribution campaign
- **6,300,688** Waterguard units distributed
- **114,822** malezi bora booklets distributed to sentinel districts for distribution to the target audience
- Launched phase 2 of the *Mpango wa Kando* campaign targeting married/cohabiting men & women to address partner reduction
- Launched new *Chill Campaign* targeting 10 – 14 yr old youth with abstinence messages
- Produced & aired season 3 & 4 of SIRI multi-media edutainment communication interventions that address integrated RH issues (FP, HCT, PMTCT, and GBV).
- Distributed **419,581** Basic Care Package program through 501 CCC's in 6 provinces

Contacts

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