



## PROMARK Haiti: Strengthening and Expanding Social Marketing in Haiti

**PROMARK promotes healthy behaviors through behavior change communication, health product promotion, and sales strategies.**



USAID staff

*Participants attend a training and sensitization session for DLOLAVI, a water purification product that helps to prevent cholera and other diarrheal diseases.*

As a result of PROMARK, social-marketed products are available at more than 2,000 points of sale throughout Haiti and more than 112,000 couple-years of protection have been gained.

PROMARK has reached more than 2 million people with cholera prevention activities.

### Overview

A significant percentage of Haiti's population cannot afford health care or receive information on basic health issues. In response, USAID launched PROMARK to strengthen and expand social marketing in Haiti and address gaps in communication and information campaigns. The program has been designed based on Ministry of Health (MOH) recommendations, both at the central and departmental levels.

PROMARK promotes healthy behaviors related to HIV/AIDS, reproductive health and family planning, and maternal health and child survival. A primary component of this strategy is the distribution of condoms, other contraceptives, and oral rehydration salts and safe water products at affordable prices through commercial establishments, pharmacies, and private clinics throughout the country.

### Objectives

PROMARK aims to reinforce social marketing as a viable strategy for improving the health of the Haitian people. PROMARK is conducting activities in all of Haiti's 10 departments, with a particular focus on expanding access to health products and information in rural communities outside of Port-au-Prince.

### Activities

PROMARK promotes and distributes brand-name health products to encourage behavior change that will result in healthier lifestyles. The branded products, sold at affordable prices in commercial establishments, pharmacies, and doctors' offices, include: PANTE, male condoms; Reyalite, female condoms; SELAVI oral rehydration solution; DLOLAVI clean water product; PILPLAN contraceptive pill; and CONFIANCE contraceptive injection.

The communication strategy to promote healthy behavior uses mass media campaigns, radio and TV commercials and shows, interpersonal communication, blitz sessions, magazines for youth, mobile cinemas, and peer educators to reach their target populations. The behavior change communication messages are adapted either for branded or non-branded campaigns.

**Life of Project:** April 2009 – April 2012

**Implementing Partner:** Population Services International (PSI)