



HEALTHworks

SOCIAL MARKETING AND COMMUNICATIONS FOR HEALTH

Reducing the Toll

PSI and Business Battle Malaria

The Impact of Malaria

More than 300 million people contract malaria every year, leading to one million deaths around the world. While the majority of these deaths are among African children, malaria strikes all ages, occupations and socio-economic groups.

When employees are infected with malaria, businesses face lower efficiency and productivity, rising insurance and benefits costs, expensive recruitment and re-training of replacement workers and lost institutional knowledge and expertise. Malaria is particularly devastating to businesses that operate in high HIV-prevalence environments. There is increasing evidence that malaria infection results in higher HIV viral loads and that HIV interferes with the body's acquired immune response to malaria.

How PSI Helps Business Battle Malaria

To curb the impact of malaria on health and business, PSI promotes and distributes insecticide-treated bednets (ITNs) and long-lasting insecticide-treated bednets (LLITNs). ITNs, promoted under the brand names *Supanet*, *Moustiquaire*, and *Chitetezo*, are polyester bednets packed with an insecticide spray that lasts approximately 6-12 months. PSI also distributes easy, inexpensive re-treatment kits to

extend the effectiveness of these nets.

LLITNs, distributed under the brand names *Serena*, *Supanet*, *Super Moustiquaire*, *Safenite*, *Woba Gosha* and *SmartNet*, are bednets with insecticide bound to the net during manufacture. LLITNs protect an entire household for up to four years and can be washed up to 21 times. PSI currently distributes ITNs and LLITNs in 20 countries around the world.



Vouchers, like this one from Uganda, are distributed by employers to their workers as an employee benefit. The vouchers are then used by the employee to purchase an insecticide-treated bednet.

PSI also markets pre-packaged therapy (PPT) for malaria to reduce the duration and severity of each bout. If PPT is taken within 24 hours of the onset of illness, recovery occurs sooner and mortality decreases significantly. PSI markets PPT in four high prevalence countries.

PSI's approach to fighting malaria is based on the "Coverage Plus" model.

"Coverage Plus" focuses on maximizing coverage of high-risk groups using vouchers and subsidies and engaging the commercial sector to create a sustainable commercial market for ITNs and LLITNs.

A key component of PSI's anti-malaria "Coverage Plus" strategy is the formation of partnerships with multinational and local corporations. Multinational corporate partners and local businesses grant PSI access to worksites and employees, where

Christy Talbot

PSI **HEALTHworks**

1120 19th Street, NW
Suite 600

Washington, DC 20036

T (202) 785-0072

F (202) 572-4678

E ctalbot@psi.org

www.psi.org

PSI peer educators conduct a series of lectures and interactive discussions and games to convey malaria awareness and prevention messages. PSI then distributes employer-paid nets or provides employer-paid vouchers for nets to employees. This inculcates and reinforces a net culture among employees, encouraging them to take proactive steps to protect themselves and their families. The voucher system also strengthens the local commercial market, supporting small businesses in the communities where our corporate partners operate.

Workplace anti-malaria programs are further reinforced by PSI mass media campaigns, including billboards, print advertisements and radio and television spots. PSI prominently features its partners on product packaging, billboards and in public-service announcements. Corporate partners are involved in promoting worker health and reap public relations benefits from their association with successful PSI programs.

In 2003, PSI distributed more than 2.8 million bednets and 150,000 doses of PPT, providing one year of malaria protection for more than 6 million people and saving the lives of an estimated 45,000 children.

Where Does PSI Market anti-Malaria Products?

PSI currently promotes and distributes insecticide-treated and long-lasting insecticide-treated bednets in Angola, Benin, Burkina Faso, Burundi, Cameroon, the Democratic Republic of Congo, Ethiopia, Guinea, Kenya, Madagascar, Malawi, Mali, Mozambique, Rwanda, Tanzania, Togo, Uganda, Zambia and Zimbabwe. PSI's pre-packaged therapy product is available in Cambodia, Madagascar, Myanmar and Nigeria. PSI is constantly exploring opportunities to expand the scope of these programs to other locations.

PSI HEALTHworks

PSI's **HEALTHworks** programs offer corporate partners comprehensive approaches to the risks that HIV, malaria and unsafe water impose on their workers and communities. Drawing on the talents and wide program experience of our staff, **HEALTHworks** projects are custom designed to suit business environments in Africa, Asia and Latin America.

Population Services International (PSI) is a nonprofit organization established in 1970. It is one of the largest distributors of lifesaving health products, services and information in the world, with affiliates and programs in more than 65 countries that manage and promote 178 brands of health products and services. More than 95 percent of PSI's 6,000 employees are nationals of the countries in which they work and

deeply committed to protecting the health and well-being of low-income people through malaria control, water treatment, HIV/AIDS prevention, family planning and maternal and child health initiatives.

Case Study: Alcoa Partnership Fights Malaria in Guinea

Alcoa has partnered with PSI to fight malaria in Boké prefecture in Guinea. An Alcoa Foundation grant has enabled PSI to launch a campaign to train healthcare workers in malaria prevention and to distribute subsidized, insecticide-treated bednets to Alcoa employees and the surrounding community. Malaria infection is the number one cause of low birth weight and death for children under five in Guinea. It is also a major cause of lost workdays and diminished productivity.