



HAITI

PSI/Haiti www.psi.org has received a grant from PANCAP/KFW to strengthen its HIV prevention programme in Haiti. The overall purpose of the programme is to increase safer sexual practices among youth between the ages of 15 and 24, commercial sex workers (CSWs) and Haitian migrant workers now living in the Dominican Republic through condom social marketing. The work complements PSI/Haiti's other funding from the US Government and the Global Fund for AIDS, TB and Malaria.

The project will be implemented in two phases. The first phase, through December 2006, is focusing primarily on creating a solid research base to inform PSI/Haiti's communications and condom distribution activities. PSI/Haiti will use a range of research methodologies to ensure that PSI/Haiti's HIV prevention interventions are evidence-based. The CARISMA funded research will provide baseline data to measure impact of condom social marketing activities. The research being conducted includes:

- **FoQus qualitative research among CSWs using Participatory Ethnographic Evaluation and Research (PEER)** www.peer-method.com. This method makes it possible to gain an in-depth understanding of how a target group perceives and experiences its social world. By giving voice to the individuals and creating a realistic profile of the group specifically related to their sexual behaviours and perceptions, PEER and FoQus are helping to inform the creation of appropriate behaviour change communications among CSWs.
- **Population-based study among youth ages 15-24** The method called TRaC (Tracking Results Continuously) is being used to gather information about the determinates of behaviour among youth and to identify social marketing interventions (in terms of product, price, place and promotion) needed to change their risky behaviours. This study elicits from youth the source of their condoms (public, commercial or social marketing), as well as their willingness to pay for condoms.
- **Quantitative study to assess condom availability by geographic regions and high-risk zones** The method MAP (Measuring Access and Performance) is being used to measure condom coverage and quality of coverage in areas determined to be hot spots for target groups. It is being used to identify where additional distribution efforts are required and to monitor progress towards a predetermined standard of coverage.

The studies will yield important information leading to a more comprehensive understanding of the total condom market in Haiti. Together, these research activities will provide a firm basis for the implementation of a broader range

SUPPORTED BY



Canadian International
Development Agency

REGIONAL CONSULTANT



of evidence-based *Panté* and *Reyalite* condom social marketing activities in phase two.

Phase one also includes communications: PSI/Haiti together with FOSREF¹ is managing an HIV education program for 900 in-school youth during summer holidays. The sessions seek to address HIV knowledge, life skills and risk reduction and include interaction with PLWHA. Lastly, communication materials developed by PSI/Haiti are being reviewed by PSI/Dominican Republic for appropriateness for BCC activities with Haitian migrants in *batey* communities and among the Creole-speaking Haitian community in the Dominican Republic.

The second phase will focus on implementing HIV prevention activities with specific target groups. Its design will be informed by the results of the research in the first phase and related discussions with the Ministry of Health, other NGOs, donors, CARISMA and other stakeholders.

PSI/Haiti's program began in 1989 with the objective of creating greater access to prevention information and affordable high quality condoms for low-income, high-risk populations throughout the country. PSI/Haiti's national social marketing project now reaches Haitians across the country through both traditional (pharmacies, health centers) and non-traditional sales outlets (kiosks, markets, street vendors, community based organizations and distributors). Since its inception, PSI/Haiti has sold over 100 million male condoms and almost 300,000 female condoms.

In addition to the condom social marketing project, PSI/Haiti has established programs for oral and injectable hormonal contraceptives, health services including VCT and prevention of mother-to-child transmission (PMTCT), oral rehydration salts, two point-of-use water treatment products, a micronutrient supplement product, voluntary blood donation, and an insecticide treated mosquito net. In recent years, PSI/Haiti has strengthened its ability to reach marginal populations through a distribution network that extends to all ten departments and covers most districts in the country and includes partnerships with local NGOs and faith-based organizations (FBOs). PSI/Haiti has also developed strategic partnerships with national and community-based media that have facilitated the implementation of an array of mass media and interpersonal communication activities designed to promote behavior change.

In addition to support from KfW and PANCAP, PSI/Haiti has funding from the Global Fund, the United States Agency for International Development (USAID), the Centers for Disease Control (CDC) and The Joint United Nations Programme on HIV/AIDS (UNAIDS) among other UN agencies. PSI/Haiti works with local partners Citimed/MARCH, Foundation for Reproductive Health and Family Education (FOSREF) and Volontariat pour le Développement des Jeunes (VDH).

¹ Foundation for Reproductive Health and Family Education, a Haitian NGO.