Planning & Monitoring Social Marketing Interventions:

GIS at Population Services International

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PSI at a Glance

The mission of PSI is to measurably improve the health of poor and vulnerable people in the developing world through social marketing of family planning and health products and services, and health communications.

- Leading global health organization with programs on malaria, child survival, HIV and reproductive health
- +8000 staff in ~65 countries
- Funding from US & other governments, UN, private foundations, corporations; revenue of $450 million (2009)
- In 2008, 14 million “years of healthy life” (DALYs) gained
Social • marketing

(so shel • mar kit ing) n. 1. The application of marketing concepts and techniques to influence behavior among a target audience in order to benefit themselves and society.

Healthy Lives. Measurable Results.
PSI Products & Services

Main **products**: condoms (m/f) & hormonal contraceptives, mosquito nets, water purification, ORS, malaria treatment, …

**Services**: family planning, male circumcision, safe abortion, HIV counseling & testing, …
Metrics, Monitoring & Mapping

- Strong focus on research & monitoring: evidence for marketing planning, M&E of projects, reporting to donors and partners.

- Identifying target populations, tracking behavioral indicators, qualitative market research, monitoring product and service availability and accessibility.

- Mapping & GIS gradually introduced from 2004 onwards: geographic coverage, access to products & services among target groups:

- Since ~2009, stronger focus on GIS for planning and monitoring.
Implementing GIS

- Training of local research and MIS staff, initially on WHO HealthMapper

- Use of ArcGIS at central level & increasingly in country offices

- Piloting Google Earth & Maps project in 2010: improving access to GI among program managers

- Recent integration of ESRI non profit program
GIS Applications

- Estimate access to products and service among specific target groups – e.g. access to condoms among sex workers.
- Identify areas of poor program coverage – e.g. proportion of census areas with at least one condom outlet.
- Determine catchment areas of service delivery points – e.g. reach of VCT sites.
- Report on sales & other interventions – e.g. number of HIV prevention communication events by area.
- Logistics & fleet management, resource allocation.
Example 1 – Planning

Identifying priority sites for improving the availability of contraceptives, Rwanda

- Census of all pharmacies and private clinics
- Audit on availability of contraceptives and on quality standards
- GPS to record coordinates of each site
- Extrapolated population data based on latest census, by sector

⇒ Identify high population density areas without access to Confiance Pill outlets

⇒ Prioritize sectors for improving availability
Example 1 – Planning

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Example 2 – Monitoring

Monitoring access to condoms among high risk groups for HIV/AIDS, Central America

- Random sample of HIV “hotzones”
- Census of all venues & outlets
- Annual mapping of condom availability
Example 2 – Monitoring

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Example 3 – Reporting

Reporting regional condom sales and health communication events, Tanzania

- Online reporting system for regional sales and communication teams
- New SMS reporting system for condom retailers
- Routine mapping of condom sales and various interventions

⇒ Report on progress on program coverage, targeting of priority prevention areas, reach of health communication efforts

⇒ Identify underserved areas
Example 3 – Reporting

Reporting regional condom sales and health communication events, Tanzania
Challenges & Constraints

- Training and retraining on tools
  - GPS, PDAs, HealthMapper / ArcGIS
- Poor availability of GIS reference data
- Internet connection
- Establishing a map culture among program managers and field staff – from maps to decision making
- Linking MIS to GIS
Thank you

More info:

www.psi.org

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Additional Maps

2010 Floodings: Location of Greenstar Clinics in Flooded Areas

Legend:
- GS Clinics affected by floods
- GS Clinics
- Roads
- UNOSAT - Max flood extent 01 Sept'10

Data source: Greenstar Clinic Census, 2010; UNOSAT - Map production: Greenstar, Sept. 2010
Additional Maps

District Performance Rate
% High Performing Clinics, by District

Legend
Percent High Performing
- 0.00 - 0.07
- 0.08 - 0.19
- 0.20 - 0.29
- 0.30 - 0.50
- 0.51 - 0.75

Data source: Greenstar Clinic Census, 2010 - Map production: Greenstar Research Dept., Sept. 2010
Additional Maps

Condom Availability in Private Sector Outlets, Swaziland, 2009

Legend
Condoms available
• No
• Yes

Road network
Region
National parks

Population Density
Census 2007
- < 10
- 10 - 25
- 25 - 50
- 50 - 100
- 100 - 250
- 250 - 500
- 500 - 1000
- > 1000

Data Source:
PSI MAP Survey, 2009
Population Census, 2007