



SUCCESS STORY

Reinforce to better succeed!

The training of wholesalers in the Northwest region.



"...This is the first time one of my suppliers had thought to strengthen my ability so that I am able to sell more and better store the products..." Fermine Bénito

Capacity building is a key element for the success of any project, because in addition to promoting a better understanding of a given domain for effective decision-making, it can also create more motivation in those who benefit as well as enhance the sustainability of the activity.

PSI-Haiti's strategy is in perfect agreement with this logic and with funding from the U.S. government through the USAID-PROMARK project, PSI-Haiti decided to implement this practice of capacity building in its distribution network, by training wholesalers.

This created two benefits: not only a consolidation of the partnership between the private sector and PSI-Haiti, but also a better approach to the satisfaction of PSI's consumer target groups.

PSI's partners in the private sector welcomed this initiative, which is still ongoing since wholesalers are still being trained. And, Mr. Denex Felix, the departmental pharmacist for the ministry of public health in the Northwest, warmly applauded the work that PSI is doing under USAID-PROMARK project. Mr. Denex took part in the training that was given to wholesalers in this department and took the opportunity to verify if the information on the storage of pharmaceuticals products was correct. Of course, he was glad to see that the information was quite in accordance with international storage regulations.

« Se premye fwa depi m konnenm nan kòmès, m jwenn konpayi ki vann mwen pwodui, vinn ede m amelyore konesans mwen pou m ka vann plis epi byen estoke pwodui sa yo », said in Creole Mr. Fermine Benito, one of the wholesalers who took part in this training. This translates as "during my entire career in commerce, that was the first time one of my suppliers had thought to strengthen my capacity so that I am able to sell more and better keep a stock of products". He enjoyed the process and he is now more determined than ever to sell all PSI's socially marketed products in his store.

Behavior change communication is clearly a long and difficult process, in which PSI working alone would never know success. Rather, it is critical that all actors involved in the social marketing network have a good understanding of the process in order for the desired behavior changes to happen. Training wholesalers, who are key element in the supply chain, is a giant step towards success!