



Vies saines. Résultats mesurables.



HAÏTI

PROMARK

PREVSIDA

EXAMPLE OF A STRONG PUBLIC PRIVATE PARTNERSHIP



« It is awesome and important work that PSI is doing in Haiti! », that's what Mrs. Nathalie Villedrouin, one of the 137 commercial wholesalers that PSI partners with, said about social marketing in an interview with PSI-Haiti staff.

Mrs. Villedrouin owns a pharmaceutical import and distribution business in Haiti, and is one of 15 wholesalers who have been partners of PSI ever since 2007. When she started selling the socially marketed products made available on the Haitian market under USAID's PROMARK and PrevSida projects, she carried only the PILPLAN and CONFiance brands, which are family planning products. She said the products are of

high quality and satisfy the Haitian population's needs. More important, Mrs. Villedrouin said that after 7 years of partnership with PSI, she is even more motivated to keep selling the products despite the fact that the monetary profit that she earns is not as high as for her other purely commercial products. She considers her involvement in the work of social marketing a public-private partnership which valuable input for improving public health in Haiti -- an important goal her company shares with USAID and PSI-Haiti.

Today, Mrs. Villedrouin not only sells PILPLAN and CONFiance but also all the other products socially marketed by PSI with USAID support: PANTE condoms, SEL LAVI

oral rehydration salts and DLO LAVI water treatment tablets. Furthermore, she has started selling CONFIANCE PLUS, an IUD, which is PSI-Haiti's most recent addition to its family planning line. This is the case for many other PSI wholesalers who sell the full line of socially marketed products on a regular basis. She said that she does not sell any competitive products because she once tried a water treatment product named SAFI but it was not a success at all. The product was unknown and not really seen as a good one. She really appreciates the fact that USAID supports the wholesalers



through advertising. She understands that there is a cost to this, but it is important and impactful because anywhere in Haiti people know about all the products and are more and more interested in using them. Additionally, she claimed that even though most of her direct customers are resellers, she knows that individual consumers across the country use the products because she regularly renews her stock in order to satisfy the demand. This reinforces the notion that people place a particular value on branded products, even with an out of pocket cost, because the whole package -- including advertising and promotion, point of sale displays, placement on store's shelves and paying a price to acquire the product -- has a positive effect on their perception of the products.

derstand the role of social marketing in Haiti and the wholesaler's role as a partner of PSI. She has tried herself many of the products that she sells such as DLO LAVI and SEL LAVI. So she is confident about what she said regarding the quality of the products. As mentioned before, Mrs. Villedrouin said that although the monetary profit is not high, she has developed strategies to sell quickly and to many customers. Her ability to develop such strategies, shared by many other PSI wholesalers, is partly a result of the training offered to them. Overall she is very satisfied with her business and intends to continue the work she is doing. This is very important to her since she feels useful for her country and for the Haitian population.



Mrs. Villedrouin is a faithful partner for PSI-Haiti. She actively participates in the many activities held under PREVSIDA and PROMARK and has always shared both her satisfaction and her concerns. A member of her staff has also taken part in the training that PSI, with USAID support, offered to its wholesaler partners. With such training her staff has been able to better un-

Mrs. Villedrouin thinks that PSI has the opportunity to slightly increase the price of the products because the population likes and uses them. Increasing the prices will not only reinforce the partnership with many wholesalers because of a higher profit, but also will facilitate promotion by the wholesalers, which can be costly. She renewed her commitment to represent all the brands on the market and to participate in activities held for the population anytime

it is possible for her.

Business usually operates only to generate high profits; it is a remarkable success for USAID when commercial operators such as Mrs. Villedrouin are willing to work in public-private partnership to support social marketing work despite a relatively low monetary return.