



USAID
ÈD PÈP AMERIKEN

HAÏTI

PROMARK

SUCCESS STORY

PSI Haiti visits its target groups



A session of IPC with one group of support during a domiciliary visit.



The group of support presenting Dlo Lavi Tab during a domiciliary visit.

The figures speak clearly; the Haitian population has increasingly a thirsty for health. Fortunately relevant information about behavior change and the affordable and available water treatment product, DLO LAVI TAB are there to satisfy that thirst!

As part of the USAID-HAITI PROMARK project, PSI-Haiti has added to its outreach activities, the domiciliary visits. These activities are to provide the target groups with information about diarrhea's prevention, such as water treatment, regular hand washing, use of oral rehydration salts in case of diarrhea and other hygiene related guidance to ensure good health in families.

According to the support groups, these visits were very well received by the families and were also very helpful, even to the point of saving lives. Indeed, if we refer to the testimony of Alexis Louligne one of the group of support's members in Gros Morne, a town in the region of Artibonite, it happened that during her domiciliary visits, she arrived just in time for a family, where a child was already dehydrated by diarrhea. The mother of the child did not have enough information to enable her to prepare the traditional oral rehydration salt neither to understand the severity of the situation. So Louligne not only showed her how to prepare it, but she also gave her some small packages of generic ORS. Louligne also encouraged her to visit the same day the health center for medical advice and told her about SEL LAVI, the social marketing oral rehydration salt, available in several shops in the area, at a very affordable price, 5 gourdes for the small package.

The child's mother was very happy and very grateful to Louligne who arrived just in time to avoid the worst.

From January 2013 to March 2013, 668 domiciliary visits were made. In addition to the messages conveyed, DLO LAVI TAB the new social marketing product, which was officially launched in February 28, 2013, is presented to these families so that they are aware of what additional choices they have regarding the use of water treatment products.

It seems that this product is very well received within the population as sales at PSI Haiti have moved significantly from February to March, 2013, from 30.000 to 339.000 tablets. The figures speak clearly; the Haitian population has increasingly a thirsty for health. Fortunately relevant information about behavior change and the affordable and available water treatment product, DLO LAVI TAB is there to satisfy that thirst!