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AFGHANISTAN

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FACT SHEET

Communication for Behavior Change: Expanding Access to Private Sector Health Products and Services in Afghanistan (COMPRI-A)

OVERVIEW

The COMPRI-A Project uses social marketing and behavior change communication to increase demand for and access to quality health products by families through the private sector, with a particular focus on rural and underserved areas of the country. The project educates the public about good health practices and promotes healthy behavior through print and broadcast media, personal community outreach, and training. USAID also supports associations of health professionals and organizations to improve oversight of the private health sector, advocate for key policies, and build stronger relationships and partnerships with the government.

CURRENT ACTIVITIES

- **Behavior change communication:** Provide educational messages about maternal and child health through the media and community outreach to encourage healthy behavior
- **Product sales and distribution:** Supply affordable health products through the private sector (current products include condoms, oral and injectable contraceptives, water purification solutions, and oral rehydration salts) and introduce new products to the market
- **Training and community outreach:** Provide training and community outreach programs on birth spacing and maternal and child health to doctors, pharmacists, midwives, religious leaders, community councils, women's groups, and school teachers
- **Certification of private health providers:** Improve the delivery of quality health products and services by training private sector healthcare providers, in collaboration with the Ministry of Public Health (MoPH)
- **Research, monitoring, and evaluation:** Conduct studies used to develop marketing strategies, identify target audiences, monitor market share, and gauge public acceptance of health products and messages produced by the project
- **Policy and advocacy:** Stimulate private health sector distribution networks and create an improved policy environment for delivery of quality health products and services
- **HIV/AIDS Coordinating Committee of Afghanistan (HACCA):** Support the National AIDS Control Program through the HACCA Secretariat to coordinate donor and stakeholder activities throughout the country

ACCOMPLISHMENTS

- Subsidized the sale of more than 59 million health products through 5,300 outlets across the country, expanding access to quality health products in remote areas
- Trained 360,000 individuals on birth spacing, water purification, and use of oral rehydration salts, conducted mobile cinema sessions and community health meetings, and sponsored more than 269,000 health messages through TV and radio spots and other interventions to encourage healthy practices reaching approximately 16 million Afghans nationwide
- Signed a partnership agreement between the MoPH and the Afghanistan Private Hospitals Association to support the TB Urban DOTS program in eight private hospitals in Kabul City
- Established the Office of Private Sector Coordination within the MoPH