



# Developing a Strategic Roadmap for PPPs in Health Communications

**Global Health Conference on Social Marketing and Franchising**

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# Purpose of IHBP

- Strengthen institutional and human resource capacities to design, deliver, and evaluate SBCC programs
- Encourage healthy behaviors through strategic and evidence-based BCC programs
- USAID and IHBP propose to increase the development impact of private sector resources through PPPs in health communications
- Target for 1 : 1 leverage from public and private sectors

# Wide Scope - Many Counterparts

## Program elements

Family Planning



Maternal Health



Tuberculosis



HIV/AIDS



Child (Nutrition)



Adolescent Health

## Government counterparts

Ministry of Health and Family Welfare

- National Rural Health Mission
  - ✦ IEC Division
  - ✦ FP Division
  - ✦ MH Division
  - ✦ CH Division
- Central TB Division
- Adolescent Health Division

Department of AIDS Control

Ministry of Women and Child Development



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# A 'Win-Win' Proposition for Public and Private Sector



## What we offer:

- Communication Campaigns Templates
- Capacity Building of FHWs
- M&E Tools

## Why attractive to private sector?

- Well researched & quality content
- Aligned to latest government policies
- Handholding support to initiate interventions
- Opportunity to partner with government & USAID

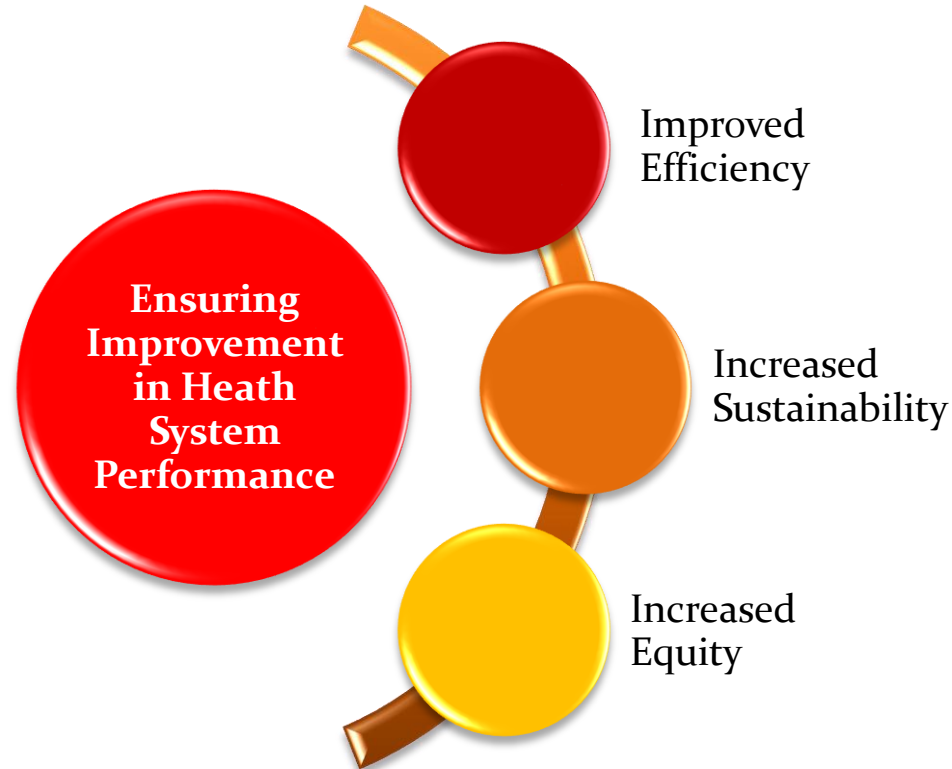
## Propositions:

- Foundations: Jump start your CSR program
- Businesses: Direct-to-customer strategies
- Social Marketers: Align messages to state policies

## How public sector benefits?

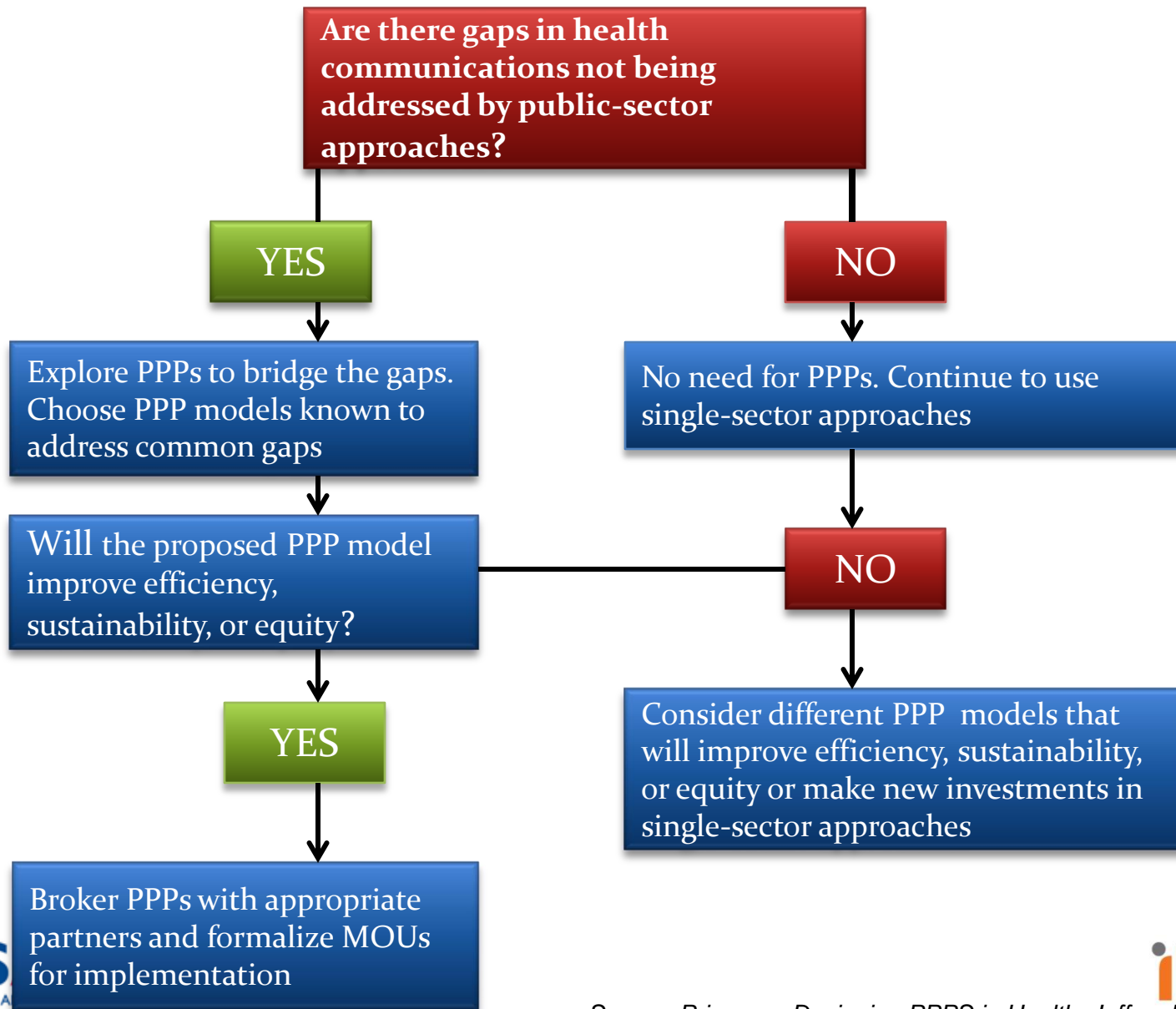
- Leverage private sector funds
- Enhanced reach and impact
- Innovative approaches
- Sustainability

# The Justification for PPPs?

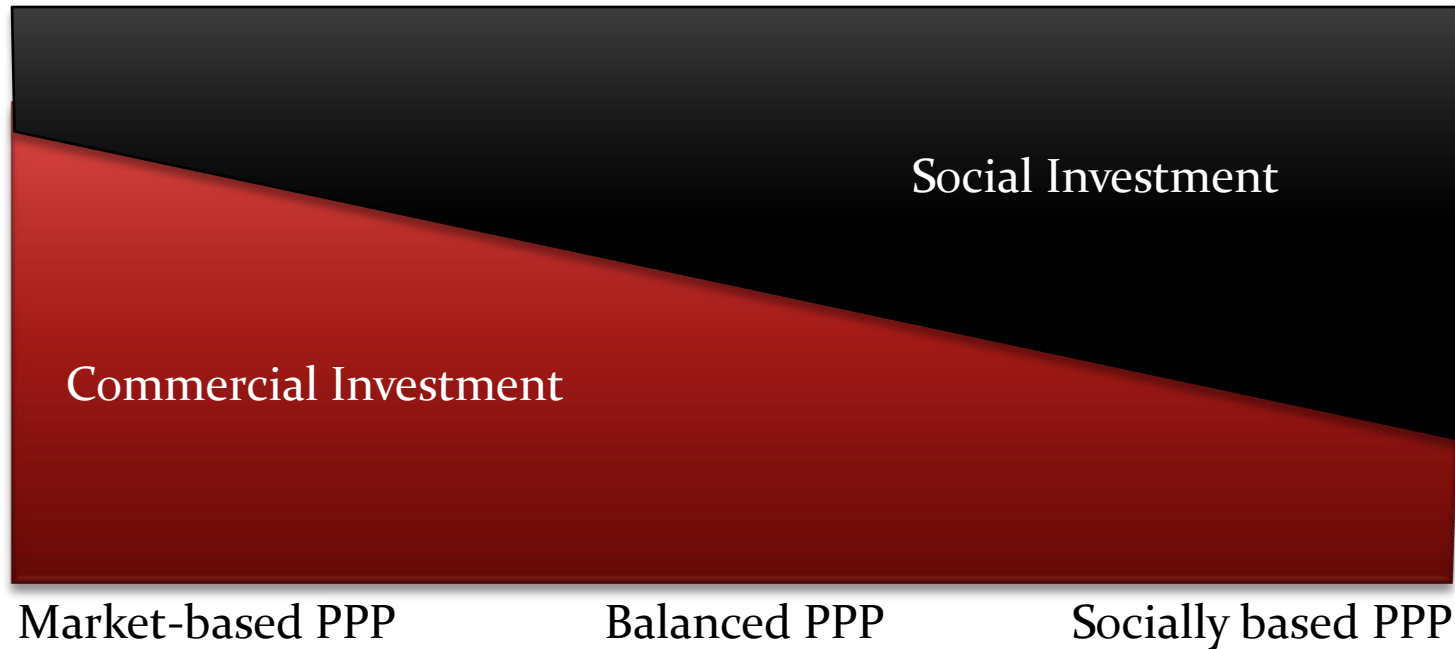


A PPP in health is any formal collaboration between the public sector at any level (national and local governments, international donor agencies, bilateral government donors) and the nonpublic sector (commercial, nonprofit, and traditional healers) in order to jointly regulate, finance, or implement the delivery of health services, products, equipment, research, communications or education.

# Algorithm for PPP in Health Communications



# PPP Classifications based on Commercial-Social Mix



# Working with the Private Sector

- Objective: Forge 'win-win' relationships with pharmaceutical companies, social marketing organizations and corporate foundations to invite interest and resources for health programming
- Possible approaches identified:
  - Market-based Partnerships *by creating social impact*
  - Corporate Citizenship *by creating shared value*
  - Cause-related Marketing *by generating public engagement*
  - Technology for Development *by leveraging innovations*
  - Stakeholder Engagement *by creating a movement*



# Potential Partners Identified



## Others:

- Institutions (improved positioning as responsible and social-centric organization)
- Media (enhance relevance of their content; cause-marketing)
- Celebrities (responsible & socially aligned citizen)

# Four Strategic Routes Identified

1. Project identifies and pitches to organizations directly

2. Work in association with CSR Advocates & Trade and Industry bodies

3. Organize workshops and conferences to engage and build initiatives

4. Hire services of a PR Agency to leverage media, celebrities and institutions

# Private Sector Partners



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**JUBILANT  
BHARTIA  
FOUNDATION**

**Ambuja  
Cement**  
~ FOUNDATION ~

Energise Involve Enable

**RPGcares**



**ihbp** IMPROVING  
HEALTHY  
BEHAVIORS  
PROGRAM

# Going beyond Health Communications

Pilots being negotiated/designed:

- Voice-based application for capacity building and Grievance logging system of frontline health workers (NRHM Jharkhand – GV)
- Public health facility monitoring (NRHM Jharkhand – GV)
- Capacity building of ASHA in 1 district each of Rajasthan and Jharkhand (NRHM – Pharma Company)
- mHealth Pilot for enhancing knowledge of Ayush and retail pharmacists for quality TB care in Haryana (NRHM Haryana - Vodafone)
- Centre of Excellence for Healthcare Training (IHBP – PHDCCI)

# Filling Gaps in State Health System – CII & NRHM Haryana



## Partnership between Haryana State Council, CII and NRHM Haryana

- MOU under negotiation
- Private Sector invited to invest in strengthening health system gaps
- Focus on two backward districts: Mewat & Palwal
- Areas identified: BCC, Health equipment, Ambulances, mobile vans, toilets at health facilities, Infra (Building Sub-Centers, PHCs)
- Strategic route: CSR Interventions



# Key Learning's

- IHBP communication materials are a standalone offering, hence a strategic fit with partners' existing project is required
- Private Sector views the project as a platform and is keen to engage with Government and with other private sector organizations by focusing on similar areas of MCH
- Partnerships are more successful with parties that bring in complementary resources or expertise
- Private sector prefers Govt. and NRHM linkages to add credibility
- IPC is a time-consuming and long cycle to set-up, hence workshops allow for aggregation of efforts both to showcase and for outreach

# Challenges

- Health is not a high priority area for corporate citizenship programs
- IHBP content currently restricted to FP/MH
- FP/MH not a priority area for corporates due to specific interest segments
- Communication material available only in Hindi which does not allow us to reach grassroots in many regions
- Impact may be more in rural areas but corporates do not have mass outreach activities in rural areas
- Co-branding guidelines are restrictive

# Successes

- Engaged with over 70 organizations in 1 year
- 8 MOUs signed; another 10 being negotiated
- Mix of Market-based, balanced and socially based PPPs formed
- Technology based solutions (ICT) designed to add value to both private and government sector interventions
- Innovative approaches in training & capacity building, health facility monitoring and community engagement
- Partnership forged between CII and NRHM Haryana to address gaps in state health system



*Thank You!*