



U.S. Agency for International Development

Bureau for Global Health

SUCCESS STORIES

HIV/AIDS

PSI Partners with Coca-Cola to Market AIDS Prevention and Awareness

IN ZIMBABWE, U.S. AGENCY for International Development contractor Population Services International (PSI) is capitalizing on Coca-Cola’s marketing and logistics expertise to fight the AIDS pandemic. Although the two organizations are different in many respects, they have found a common goal in fighting HIV/AIDS.

The Coca-Cola Africa Foundation/PSI partnership focuses on using Coca-Cola’s distribution network to ensure that a steady supply of Protector Plus condoms is available in rural areas.

PSI sales agents deliver Protector Plus condoms and merchandising material to Coca-Cola bottlers at four designated bottling plants. The bottlers then transport and deliver the consignments to designated wholesalers in various locations throughout Zimbabwe.

The partnership allows PSI to distribute a greater number of condoms in rural areas. In Zimbabwe, rural wholesalers are financially unable to procure large stocks all at once. Instead, they prefer buying small quantities at regular intervals. The alliance with the Coca-Cola Africa Foundation has removed this stumbling block that kept Protector Plus rural sales low. Now condom stocks are replenished as frequently as Coca-Cola supplies are delivered to rural markets.

While PSI/Zimbabwe had hoped to sell 10,000 condoms a month through its new partnership, the first three months of the operation saw sales of 157,000 condoms. “Clearly, there was a need and demand that had never been met before,” says Soumitro Ghosh, technical advisor at PSI/Zimbabwe.

PSI has a similar arrangement with Coca-Cola for distributing MAXIMUM condoms in Zambia. The success of the Zimbabwe and Zambia experiences has led Coca-Cola to express interest in expanding the partnerships to many other African countries.

This joint initiative in HIV/AIDS prevention and awareness has also stimulated other innovative activities. Stars of the popular TV soap *Studio 263*, which is produced by PSI/Zimbabwe, have created HIV/AIDS awareness and prevention messages; and in another innovation, PSI, Coca-Cola Africa Foundation, and UNAIDS designed and distributed a 2003 calendar with striking HIV/AIDS prevention messages.

In addition to Protector Plus condoms, PSI also markets a female condom; oral and injectable contraceptives; the New Start network of voluntary counseling and testing centers; and the ProFam franchised network of more than 500 trained doctors, pharmacists, and nurses.

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Photo courtesy of PSI

A driver for United Bottlers, one of Coca-Cola’s main bottlers in Zimbabwe, loads Protector Plus on his truck before a road trip.

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