



# Public Private Cooperation: Social Marketing Perspectives

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Christopher Purdy, Director, DKT International

The Hague, The Netherlands

# DKT International

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- Purpose
- Social Marketing

The logo for DKT International, featuring the lowercase letters 'dkt' in a bold, orange, sans-serif font. The letters are slightly shadowed, giving them a 3D appearance as if they are floating above a dark blue horizontal bar at the bottom of the slide.

# Public Sector Roles/Inputs

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- Regulatory Environment
  - NGOs and Private Companies
  - Opportunities to Train / Educate
  - Product Registration / Importation
- Tax Law
- Programs - Integration/Competition?
- Controlling vs. Letting Go



# Private Sector: Demand Creation

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- Educating Women
- Informing Public
- India
- Vietnam
- Ethiopia



# Private Sector: Training Health Professionals

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- Doctors
- Midwives
- Gov't
- Private
- Rural



IUD Training, Sudan

# Private Sector: Competition

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- Improves Quality of Government Services
- Increase chance that consumer will obtain better quality health care products.
- Govt usually pleased to see transition from free to subsidized systems.



Offering consumers more choices

# Private Sector - Availability/Access

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- Availability/Access
- Building Infrastructure
- Sudan
- Mozambique
- Building Capacity



DKT Clinic in Bihar, India

# Limitations of Private Sector

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- Poorest of the Poor
- Strict Commercial Approach is, at its core, profit-oriented.



Will they be served?



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# Indonesia

The “Andalan”  
Health Program

# Providing Competition & Choices

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- Range of products
- Consumer oriented
- Catalyst for GOI and Private Sector



# Training Professionals

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- DKT Indonesia has already trained more than 30,000 midwives and doctors in IUD insertion and removal.



Trained Midwives in East Java

# Midwife Franchising

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- 15,000 Midwife Franchises are in place, delivering a range of maternal and child health services.

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# Couples Protected - 5.1 Million in '09

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# Improving Lives

## 5.1 Million Indonesian Couples in 2009

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- 102,000 maternal and infant deaths prevented
- 2.9 million pregnancies averted
- 1,186,000 abortions prevented
- 29,200 primary HIV infections prevented (from condoms alone)



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**Bedankt  
Thank You**