

Public Affairs Year in Review 2008



PRINT

PSI Publications

Annual Report

- 2008 Annual Report (English)



- 2007 Annual Report (French, Spanish)

Profiles

- Safe Water in Schools
- Multiple Concurrent Partnerships (Eng, Fr, Port)
- Uganda malaria treatment
- MSM in Togo

Research Briefs

- Evaluating the Trusted Partner Campaign in Four Sub-Saharan African Countries
- Mobile HIV Counseling and Testing Cost-Effective
- Changing the Definition of Adulthood Important in Delaying Sexual Debut in Africa
- Injecting Drug Use in China

Fact Sheets

- PSI Fact Sheet 2008, DRC, Myanmar, Haiti, India, Botswana, Côte d'Ivoire, Mali, Benin, Tanzania, Malawi

Targeted Placements

Highlights:

- DFID Report, "Working together for better health": Innovaids Project profiled in case study and PSI is mentioned as main implementer.
- Chronicle of Philanthropy featured Ashley Judd and her work with PSI prominently in several articles and Marshall Stowell is quoted.
- DFID's Developments magazine: Ashley Judd's visit to DRC covered in article and photo.
- USAID's Frontlines newspaper featured PSI/Mali receiving award from GOM.
- USAID report on maternal and child mortality mentioned PSI programs in Liberia, Mali and Sudan.
- Global Fund report highlighted the work of PSI/Madagascar as a partner.
- KfW brief featured PSI campaign against female genital mutilation.
- PSI programs in Kenya, Pakistan Tanzania and Zimbabwe were featured in a new book entitled "Public Health Branding: Applying Marketing for Social Change" published by Oxford University Press.
- Lancet mentioned PSI in two articles (ACT subsidy and female condoms)
- George Washington University published case study on a PSI behavior change campaign in India.
- Chronicle of Philanthropy and CQ Today quoted Jennie Quick on PEPFAR reauthorization.

Mass Media Placements

Highlights:

- Fast Company
- BusinessWeek
- Agence France Presse (3 times)

- Associated Press
- New York Times (2)
- Financial Times
- The Economist
- Le Monde
- The Independent (2)
- Vancouver Sun, Ottawa Citizen, Edmonton Journal

BROADCAST MEDIA

Highlights:

- BBC
- National Public Radio
- Reuters TV
- CNN en Español
- Radio Netherlands (English service)
- Voice of America (4)
- Global Health TV

NON-PSI ELECTRONIC

Targeted Placements

Highlights:

- USAID (5)
- DFID (4)
- PMI (3)
- Global Fund (Madagascar and Nepal)
- KfW (2)
- PEPFAR newsletter
- GiveWell.net (PSI is featured on home page)

Mass Media Placements

Highlights:

- Chronicle of Philanthropy (2)
- BusinessWeek.com
- Forbes.com
- LiveMint.com (Wall Street Journal) (2)
- BBC.com (2)
- Jeune Afrique.com
- TIME.com

Blogs

- Countless favorable references to PSI in blogs including Nicholas Kristof, Procter & Gamble, the United Methodist Church and Peace Corps volunteers.

PSI ELECTRONIC

PSI Website

- Peak daily page views in 2008: 5,629 (16% increase over 2007)
- Channel views on PSI's YouTube page reached 4,256, more than double the goal of 2,000
- Created special home pages for World Water Day, World Malaria Day and World AIDS Day



- Created a special page for the Mexico City AIDS Conference with a schedule of PSI events
- Added events section to home page
- Featured PSI's role in the Zimbabwe cholera epidemic and the Myanmar cyclone and added donation appeals
- Updated and redesigned a number of country platform web pages, as well as the press room and senior staff pages, and added a page of health blog resources
- Website redesign started

PSI E-newsletter

- Redesigned in 2008
- Number of subscribers: 5,545,

a 70% increase from December 2007

Social Networking

- A PSI Facebook page was created in July and has attracted more than 300 fans. Most of the people who view the page are aged 25-35 and female.



GOVERNMENTAL RELATIONS/ADVOCACY

PSI Advocated On These Bills

Highlights:

- PEPFAR reauthorization
- USG foreign assistance budget
- Global Child Survival Act
- Water for the Poor Enhancement Act

PSI Overseas Staff Briefed USG Offices in Washington:

- Bright Ekweremadu (Nigeria)
- John Hetherington (Myanmar)
- Salorne McDonald (Caribbean)
- Emery Nkurunziza (Rwanda)

continued on other side

USG Officials Visited PSI Programs:

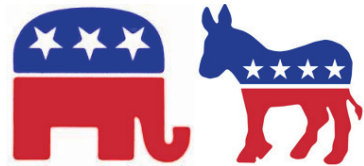
- President Bush and First Lady Laura Bush (Rwanda)
- Global AIDS Coordinator Mark Dybul (Namibia, Tanzania)
- PMI Coordinator Tim Zeimer (Angola, Malawi , Rwanda)
- State Dept. Assistant Secretary Brad Higgins (Zimbabwe)
- USAID Senior Deputy Assistant Administrator Mark Ward (China)

PSI Participated in Congressional Briefings:

- Chris White on malaria
- John Hetherington on post-clone relief in Myanmar
- Sally Cowal on water
- Chastain Fitzgerald on female condoms

PSI Participated in Meetings with Obama Transition Team:

- Jennie Quick on HIV and RH
- Chris White on malaria
- David Olson on maternal and child health
- Megan Elliott on TB
- Sally Cowal on safe water



PSI Met Congressional Staff from These Offices:

Senate:

- Sen. Wayne Allard, R-Colorado
- Sen. Robert Bennett, R-Utah
- Sen. Joseph Biden, D-Delaware
- Sen. Barbara Boxer, D-California
- Sen. Sherrod Brown, D-Ohio
- Sen. Jim Bunning, R-Kentucky
- Sen. Hillary Clinton, D-New York
- Sen. Tom Coburn, R-Oklahoma
- Sen. Thad Cochran, R-Mississippi
- Sen. Larry Craig, R-Idaho
- Sen. Mike Crapo, R-Idaho

- Sen. Elizabeth Dole, R-North Carolina
- Sen. Richard Durbin, D-Illinois
- Sen. Michael Enzi, R-Wyoming
- Sen. Russell Feingold, D-Wisconsin
- Sen. Dianne Feinstein, D-California
- Sen. Judd Gregg, R-New Hampshire
- Sen. Chuck Hagel, R-Nebraska
- Sen. Johnny Isakson, R-Georgia
- Sen. Tim Johnson, D-South Dakota
- Sen. Ted Kennedy, D-Massachusetts
- Sen. Herb Kohl, D-Wisconsin
- Sen. Mary Landrieu, D-Louisiana
- Sen. Frank Lautenberg, D-New Jersey
- Sen. Patrick Leahy, D-Vermont
- Sen. Barbara Mikulski, D-Maryland
- Sen. Lisa Murkowski, R-Alaska
- Sen. Barack Obama, D-Illinois
- Sen. Jack Reed, D-Rhode Island
- Sen. Arlen Specter, R-Pennsylvania
- Sen. Ted Stevens, R-Alaska
- Sen. John Sununu, R-New Hampshire

House:

- Rep. Brian Baird, D-Washington
- Rep. Xavier Becerra, D-California
- Rep. Howard Berman, D-California
- Rep. Marion Berry, D-Arkansas
- Rep. Sanford Bishop, D-Georgia
- Rep. Earl Blumenauer, D-Oregon
- Rep. Corrine Brown, D-Florida
- Rep. Ben Chandler, D-Kentucky
- Rep. Donna Christensen, D-Virgin Islands
- Rep. Jim Cooper, D-Tennessee
- Rep. Bud Cramer, D-Alabama
- Rep. Joseph Crowley, D-New York
- Rep. Rosa DeLauro, D-Connecticut
- Rep. Chet Edwards, D-Texas
- Rep. Luis Fortuno, R-Puerto Rico
- Rep. Elton Gallegly, R-California
- Rep. Scott Garrett, R-New Jersey
- Rep. Kay Granger, R-Texas
- Rep. Alcee Hastings, D-Florida
- Rep. Maurice Hinchey, D-New York
- Rep. Darlene Hooley, D-Oregon
- Rep. Marcy Kaptur, D-Ohio
- Rep. Carolyn Kilpatrick, D-Michigan
- Rep. Peter King, R-New York
- Rep. Mark Kirk, R-Illinois
- Rep. Ron Klein, D-Florida
- Rep. Tom Latham, R-Iowa
- Rep. Barbara Lee, D-California
- Rep. Nita Lowey, D-New York

- Rep. Dan Lungren, R-California
- Rep. Donald Manzullo, R-Illinois
- Rep. Betty McCollum, D-Minnesota
- Rep. Gwen Moore, D-Wisconsin
- Rep. Joseph Pitts, R-Pennsylvania
- Rep. Ciro Rodriguez, D-Texas
- Rep. Ileana Ros-Lehtinen, R-Florida
- Rep. Adam Schiff, D-California
- Rep. Christopher Shays, R-Connecticut
- Rep. Brad Sherman, D-California
- Rep. Albio Sires, D-New Jersey
- Rep. Louise Slaughter, D-New York
- Rep. Adam Smith, D-Washington
- Rep. Mark Souder, R-Indiana
- Rep. John Spratt, D-South Carolina
- Rep. Diane Watson, D-California
- Rep. Henry Waxman, D-California
- Rep. Robert Wexler, D-Florida
- Rep. Frank Wolf, R-Virginia
- Rep. Lynn Woolsey, D-California
- Rep. Bill Young, R-Florida

OTHER EXTERNAL RELATIONS

Mexico City AIDS Conference:

- A press conference on male circumcision attracted more than 20 journalists from major American and European media outlets and resulted in major coverage
- PSI organized a media visit to a prison where PSI/Mexico does peer education which resulted in stories in the New York Times, Financial Times, Le Monde, BBC, CNN en Español and major Mexican newspapers.
- A PSI reception honoring Dr.



Reporters on PSI prison visit

Peter Piot attracted over 200 guests. Speakers included Health Minister José Angel Cordova, Rep. Barbara Lee and Dr. Piot.

- PSI staffed a stand with English and Spanish speakers.
 - Two well-attended satellite sessions on masculinity and condom programming.
- ### Global Health Conference, Washington:
- PSI staffed a stand in the Exhibition Hall.
 - PSI staff spoke on two panels, two roundtables, two poster presentations and Dvora Joseph moderated a policy series session on PEPFAR reauthorization.
 - PSI organized a reception attended by about 35 stakeholders, PSI staff and four board members.

Africa Regional AIDS Conference (ICASA), Dakar:

- PSI staffed a booth with English and French speakers.
- PSI staff presented at two oral presentations and 13 poster presentations.
- African media interviews.

Highlights of Other Events:

- Karl Hofmann accepted a 2008 Social Capitalist Award for PSI at a dinner in Washington.
- PSI sponsored a Global Health Council briefing by a Government of Madagascar delegation which included PSI/Madagascar deputy country rep.
- Sally Cowal presented PSI safe water case study at Harvard Business School.
- Mandy McAnally represented PSI at a booth at the American Public Health Association Conference in San Diego.
- David Olson presented PSI's work at Pacific Lutheran University (Washington state), the Institute of Public-Private Partnerships, Skidmore College, Syracuse Uni-

versity, Johns Hopkins University School of Advanced International Studies, the London School of Hygiene and Tropical Medicine and the University of Maryland.

New Awards

- Public Affairs brought in \$100,000 from an anonymous donor in Florida for family planning for the fourth time.
- Public Affairs helped write communications plans for two proposals approved by the Gates Foundation that awarded \$25 million for Myanmar and \$50 million for male circumcision in Zambia and Swaziland.

INTERNAL COMMUNICATION/MOTIVATION

Highlights:

- Ten issues of PSI Impact published
- Public Affairs commissioned a study and recommendations on improving media coverage by an outside consultant.



- English version of Public Relations Toolkit is updated for 2008
- Public Relations Toolkit is translated into Spanish
- David Olson conducted PR workshop in Zimbabwe and facilitated strategic PR planning workshops for PSI affiliates in Zimbabwe, Zambia and Uganda. In all cases, this resulted in draft strategic PR plans.
- Jennie Quick traveled to India to see PSI's program, meet with government officials and strategize with PSI/India on advocacy goals.
- Public Affairs held two brownbag presentations.