



Make It Stop,
Youth Empowerment Program
participant, Kwame Agard.



Two members of the St James Police Youth Club at a Got it? Get it. session.

HOW WE WORK

Communicating for Social Change

Getting the right products and services to vulnerable populations is the first step to helping people live healthy lives. Equally important is making sure they are in a supportive environment that encourages consistent and correct use. We utilize behaviour change communication (BCC) which is the act of motivating people to adopt healthier behaviours, such as using a condom or adopting a healthier diet. We rely on traditional face to face communications in community settings and have developed cutting edge and emerging technologies to motivate people to adopt healthier behaviours.

Marketing Products and Services

PSI-Caribbean uses a human-centred approach to understand what motivates someone to adopt a health solution, and then we get the product or service to them in a way they understand, at a price they can afford and in a place that is convenient.

Facilitating Markets

Market facilitation is part of a “total market approach.” In taking a holistic view, we evaluate where we can best add value as a direct implementer of a service or purveyor of goods or by co-opting others. The goal is always to realize sustained and equitable increases in the use of these health products and services.

PARTNER WITH US

Tapping into the strength of PSI's 10,000 social franchises worldwide, and our global social marketing expertise, we are able to make health products and services accessible to those most in need, ensuring that everyone has an opportunity to achieve their full potential. PSI-Caribbean is positioned to partner with corporations, development agencies, state agencies and civil society to help address complex health and development challenges in ways that harness their core operational skills and interests. Since 2005, through strategic partnerships and aligned vision, we have been able to test innovative solutions and scale up proven health concepts to reach hundreds of thousands of those most at risk across the region and welcome collaboration to reach even more.

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Caribbean
Healthy lives. Measurable results



Got it? Get it
BCC Educator, Tyker Phillip.



Caribbean
Healthy lives. Measurable results



Make It Stop,
Youth Empowerment Program
participant, Cheyenne Chin Choy



PSI-Caribbean coordinated 'Resilience Through Our Reality' a workshop for the legal fraternity, held at the Law Association of Trinidad and Tobago in 2016.



Sexual and Reproductive Health: Youth volunteers at PSI-Caribbean's, Got it? Get it. Condom Olympics on World AIDS Day 2015.



Team PSI-Caribbean at the 2016 International Women's Day March.



PSI-Caribbean partnering with the Trinidad and Tobago Defense Force to offer free glucose and cholesterol testing.

PSI CARIBBEAN

Mission:

PSI-Caribbean responds to the prevailing health needs of the people of the region through innovative programs that increase access to health education, products and services.

Vision:

We will be a leading organization that has a substantial, sustainable impact on priority health problems in the Caribbean.

Values:

Collaboration, Innovation and Commitment

History:

PSI-Caribbean is one of 69 country programs within the global network of **Population Services International (PSI)**. PSI's World headquarters is in Washington, D.C. with a European office in Amsterdam. PSI is a global health organization dedicated to improving the health of people in the developing world by focusing on serious challenges like a lack of family planning, HIV and AIDS, barriers to maternal health, and the greatest threats to children under five, including malaria, diarrhoea, pneumonia and malnutrition.

PSI-Caribbean's initial work focused primarily on HIV prevention and expanded to address sexual and reproductive health more broadly among youth at risk and other groups including males and females at risk and members of the military through its branded **Got it? Get it.** campaign. The organization has since expanded to address, gender-based violence prevention in Trinidad and Tobago through the **Make It Stop** campaign. Efforts are also being made to address the growing burden of non-communicable diseases in the region and PSI-C has already developed **Core**, which is an umbrella brand that will focus on health and wellness.

SEXUAL AND REPRODUCTIVE HEALTH



Got it? Get it.

Since 2006, PSI-Caribbean's **Got it? Get it.** campaign has been successful in promoting increased access to sexual and reproductive health information and services among high-risk populations in 12 countries across the region.

Got it? Get it. first focused on strategies for condom promotion to increase intention to use condoms, as well as availability. The regional campaign later expanded to address sexual and reproductive health more broadly.



Yu Sabi? Yu Mus' Sabi

Through its sub office in Suriname, PSI-Caribbean worked closely with the Suriname Defence Organization to implement an HIV prevention program within the military. Under this program, the brand "Yu Sabi? Yu Mus' Sabi" was developed in the local language to resonate to resonate with the target populations (military members and their families).



Prakseri? Tek' Leri

Similar to the military specific program, a brand that would resonate with Surinamese at-risk populations was developed in the local language. In 2012, **Prakseri? Tek' Leri** was created. **Prakseri? Tek' Leri** means "Thinking or considering? Get more/learn more/know more." This is a direct correlation to the regional **Got it? Get it.** brand and is used to promote sexual and reproductive health, condom availability and the importance of maintaining a healthy lifestyle.

GENDER BASED VIOLENCE PREVENTION



Make It Stop

Globally, PSI's Gender-Based Violence (GBV) prevention projects are being implemented in India, Uganda and Trinidad and Tobago. In Trinidad and Tobago, the three year pilot project was initiated in early 2014 and is managed by PSI-Caribbean. PSI-Caribbean has developed a branded campaign to strengthen this work and revealed the campaign, **Make It Stop**, in May 2015.

PSI-Caribbean through its **Make It Stop** – GBV Prevention Project in Trinidad and Tobago, is seeking to contribute to the reduction of the prevalence of GBV and to ensure the health and safety of women and girls experiencing GBV. PSI-Caribbean will be implementing the project in collaboration with local partners. To address GBV in real and concrete ways the project will seek to:

- Increase access to quality, comprehensive GBV services and support for women and girls experiencing violence.
- Transform negative gender norms among youth and their families.
- Cultivate community-based approaches to preventing GBV.
- Support the creation of an enabling environment for the uptake of GBV services.
- Increase public awareness and advocacy for a concerted national response to GBV.

Our Approach:

Gender inequality and negative gender norms are the root causes of GBV. Eliminating GBV means transforming attitudes and engaging influencers. In Trinidad and Tobago, PSI-Caribbean will work with local partners, community members and policy makers on a comprehensive response to effect change at individual, family, community, institutional and societal levels supported by reliable research and monitoring and evaluation processes which guide all programmatic initiatives undertaken by PSI-Caribbean.

NON-COMMUNICABLE DISEASE PREVENTION



Core

The growing danger of Non-communicable Diseases in particular heart disease, cancer, diabetes and chronic respiratory conditions are increasingly threatening the physical health of individuals in Trinidad and Tobago, the Caribbean and the world. The brand Core was developed as a call to action, to empower individuals to make positive lifestyle changes.

The overall goal of the program is to address the four main NCDs that affect Trinidad and Tobago (listed above) by using a multi-pronged approach to achieve key behavior change among youth, their families, community members and influencers.

Under Core, PSI-Caribbean will be working alongside national stakeholders, community members and individuals to reduce the burden of non-communicable diseases by focusing primarily on youth and addressing the risk factors that can lead to poor health outcomes later in life.

In 2015, a Landscape Analysis was conducted to collect data to be used to compile a report that will provide a better landscape view of NCDs affecting youth ages 10-19 in Trinidad and will also be used to inform program activities and key messages used in social marketing, mass media campaigns and targeted interpersonal communication interventions with youth in 2016 and 2017.