Public Private Partnerships in Condom Distribution

Miriam Mhazo – Nov. 2013
SFH Background

- Celebrating 20 years of providing services and products to the South African population
- Provides services under the New Start brand name: MMC, HCT and training
- Largest NGO distributor of Choice condoms after government
- SFH is also the distributor of Lover’s plus and Trust condoms in South Africa.
Choice condom distribution

- Covers all nine provinces and picks up where govt. ends
- SFH distributes to non traditional outlets like taverns, shebeens, spazza shops, phone bars, hair salons, car wash facilities and garages. Also through New Start programs.
- SFH has capacity to distribute over 100 million Choice condoms a year. In 2010 over 150 million condoms were distributed by SFH.
- Distributing condoms is very cheap and can even be made cheaper!
  - The more condoms distributed the cheaper it becomes
  - Using partners to complement
Distribution points
Challenges

• Reach: SFH can only operate within a radius of 150 – 200 km.
  – Vast areas are not covered

• Supply: Inconsistent supply of condoms
  – Staff sit idle all day so makes distribution more expensive

• Religious beliefs

• Border areas
Background to SAB/SFH Partnership

• In 2010 SAB, SABCOHA, NDOH and SFH signed an MOU to pilot condom distribution to licensed taverns from Isando, Soweto and Denver depots.

• Pilot was a success and in June 2011 the project was officially extended to additional depots within Gauteng and also to other provinces.

• To date, 28 out of 32 SAB depots nationwide cover 6000 licenced taverns in all corners of the country.

• The remaining 4 depots will be participating from early 2014.
How it works

• SFH had buy in from the company management
• Had to work on getting buy in from Depot management and drivers
• **Before** launching distribution in each depot SFH conducts training with drivers and crew on:
  – Facts on HIV & AIDS
  – Correct and consistent condom use (condom demonstrations are done)
  – Storage of condoms
  – The role each driver will play in the distribution process.
  – How will they make a difference
• **Distribution:** SFH delivers condoms to SAB depots across the province, the depots then deliver condoms to licensed taverns on their distribution list on a weekly basis.
• When depots anticipate running out of stock, they request for more stock from SFH.
Why SAB?

• SAB has an existing infrastructure and extensive distribution footprint to deliver condoms to local taverns the company serves across South Africa.

• Goes beyond NDOH and SFH reach

• SAB has capacity to distribute 169 million a year through 16 000 licenced taverns nationally.

• Enhances the image of SAB and its employees as socially responsible citizens.
SAB Distribution

<table>
<thead>
<tr>
<th>Year</th>
<th>Condoms</th>
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</thead>
<tbody>
<tr>
<td>2010</td>
<td>1800000</td>
</tr>
<tr>
<td>2011</td>
<td>3906000</td>
</tr>
<tr>
<td>2012</td>
<td>6198000</td>
</tr>
<tr>
<td>2013</td>
<td>7260000</td>
</tr>
<tr>
<td>Overall</td>
<td>19164000</td>
</tr>
</tbody>
</table>

SFH
Successes

• Project is in all provinces
• The 6000 taverns reached would not have been reached by SFH or any other NDOH partner.
• Over 19 million condoms distributed through these taverns.
• Over 300 SAB drivers and crew trained on HIV & AIDS and condom distribution
• More people playing an active role in the fight against HIV.
Challenges

• Stock supply issues: inadequate and inconsistent stock supply hampering the program.

• The partnership is being extremely under utilized due to stock shortages i.e. capacity is about 169 million condoms a year and currently distributing 8 million a year.

• Internal business protocol at SAB does not allow for sharing of customer list making it difficult to map the areas reached.
Opportunities

• The capacity that SAB has to distribute 169 million condoms a year.

• ABI a subsidiary of SAB, the bottlers of Coca-Cola soft drinks across 6 provinces to pilot when stock is available
  – Has even greater reach that SAB

• Other PPP opportunities exist in the form of cleaning contractors; over 6 million condoms have been distributed in the past 3 years.

• Independent student hostel chains
Things to remember when thinking PPP

• Know the business you are approaching
• Condoms should not take them out of their daily business so identify areas they can help
• Everyone wants to know they are making a difference show them how they will make a difference
• If it does not cost them money the easier it will be to get buy in
• Make sure once they buy in you have adequate stock to supply
• Be ready to provide support or more information when needed
• Remember everyone wants to be identified with a winner
THANK YOU