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Engaging the private sector to introduce and scale up zinc programs to prevent and treat diarrhea among children <5

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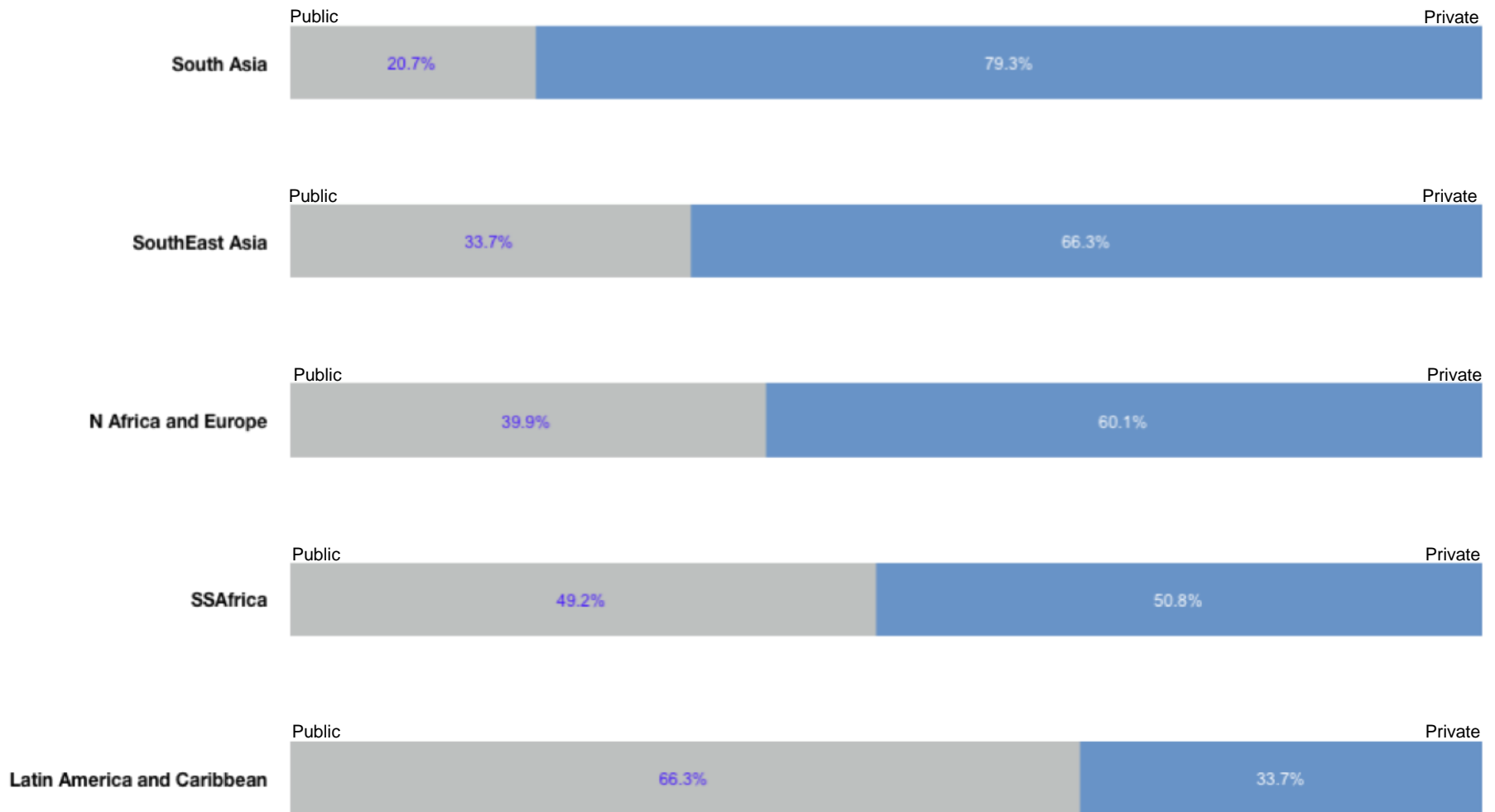
SHOPS is funded by the U.S. Agency for International Development. Abt Associates leads the project in collaboration with
Banyan Global
Jhpiego
Marie Stopes International
Monitor Group
O'Hanlon Health Consulting

Overview

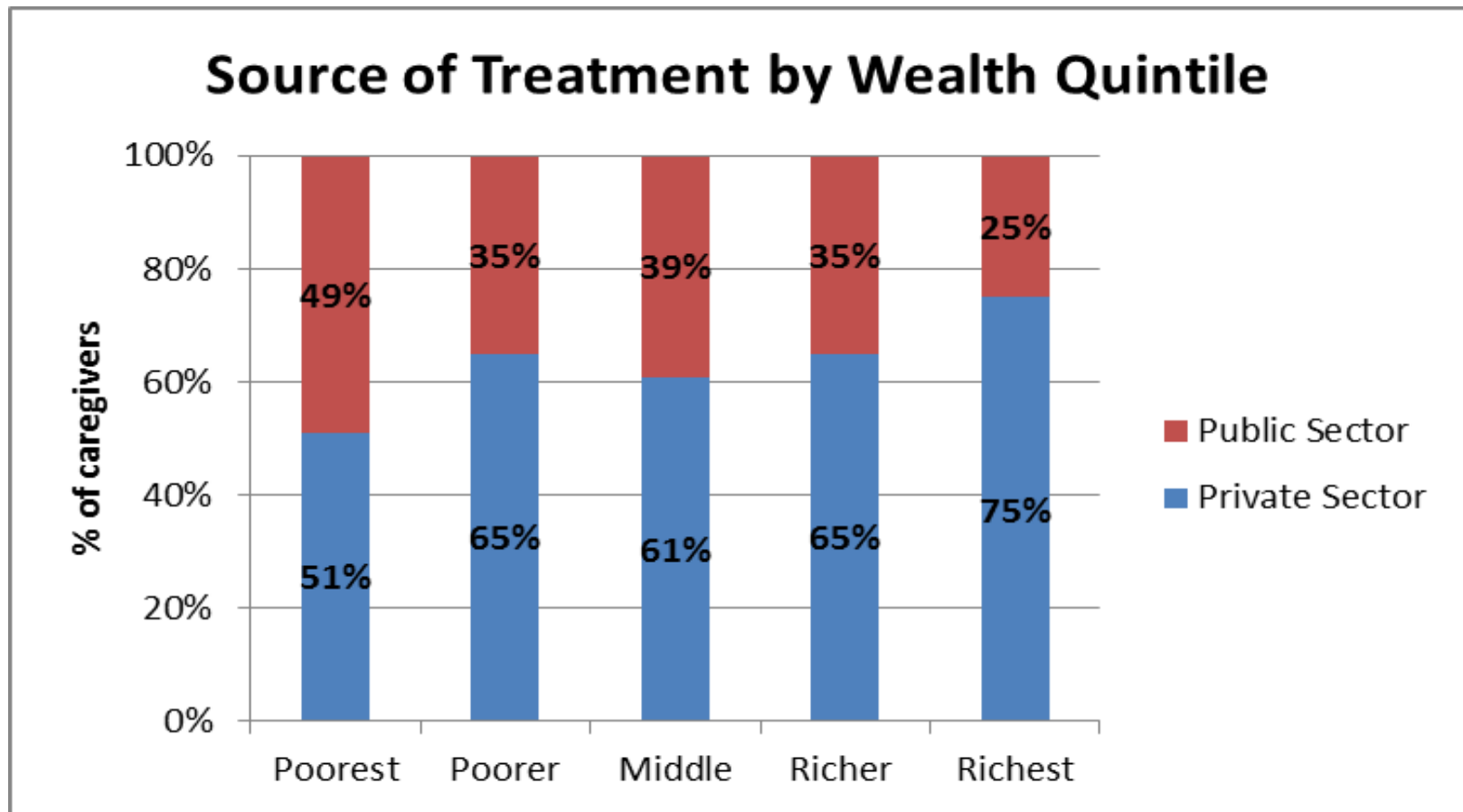
- Why work with the private sector?
- Experience partnering with the private sector
- Challenges
- Results
- What works?
- Conclusions

Why work with the Private Sector?

Source of Healthcare for Childhood Illness:



Even the Poor Access Care from the Private Sector

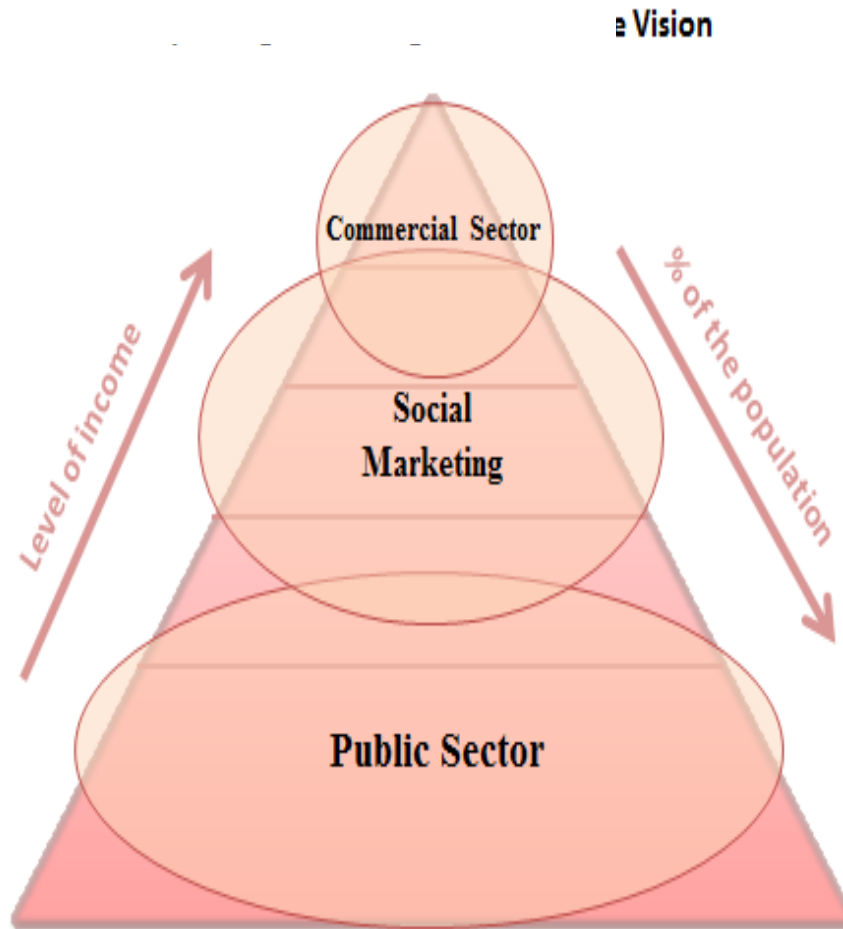


Uganda, DHS 2011

Providers in the Private Sector



Social Marketing –reaching the gap in the middle



Objectives of a National Zinc Program

- Increased **access** to pediatric zinc by ensuring its availability in both public health clinics and all private clinics and/or retail drug outlets
- Improved **caregiver knowledge** and **use** so that caregivers provide ORS/ORT together with zinc for uncomplicated diarrhea
- Improved **provider knowledge** and **treatment practices**

Partnering with the Private Sector



Partnering with the Private Sector to Introduce a Comprehensive Zinc Program

- Regulatory Agencies: create a conducive policy and regulatory environment
- Local pharmaceutical firms/partner NGOs: assure availability of a range of quality pediatric zinc and ORS products at affordable prices



Partnering with the Private Sector to Introduce a Comprehensive Zinc Program

- Advertising firms: improve caregiver awareness through mass media, developing of innovative tools and marketing materials
- Local CBOs: assure adequate interpersonal and community mobilization



Partnering with the Private Sector to Introduce a Comprehensive Zinc Program



- Professional associations, regulatory agencies and private suppliers: improve provider knowledge and treatment practices through training, detailing, seminars, communications

Challenges

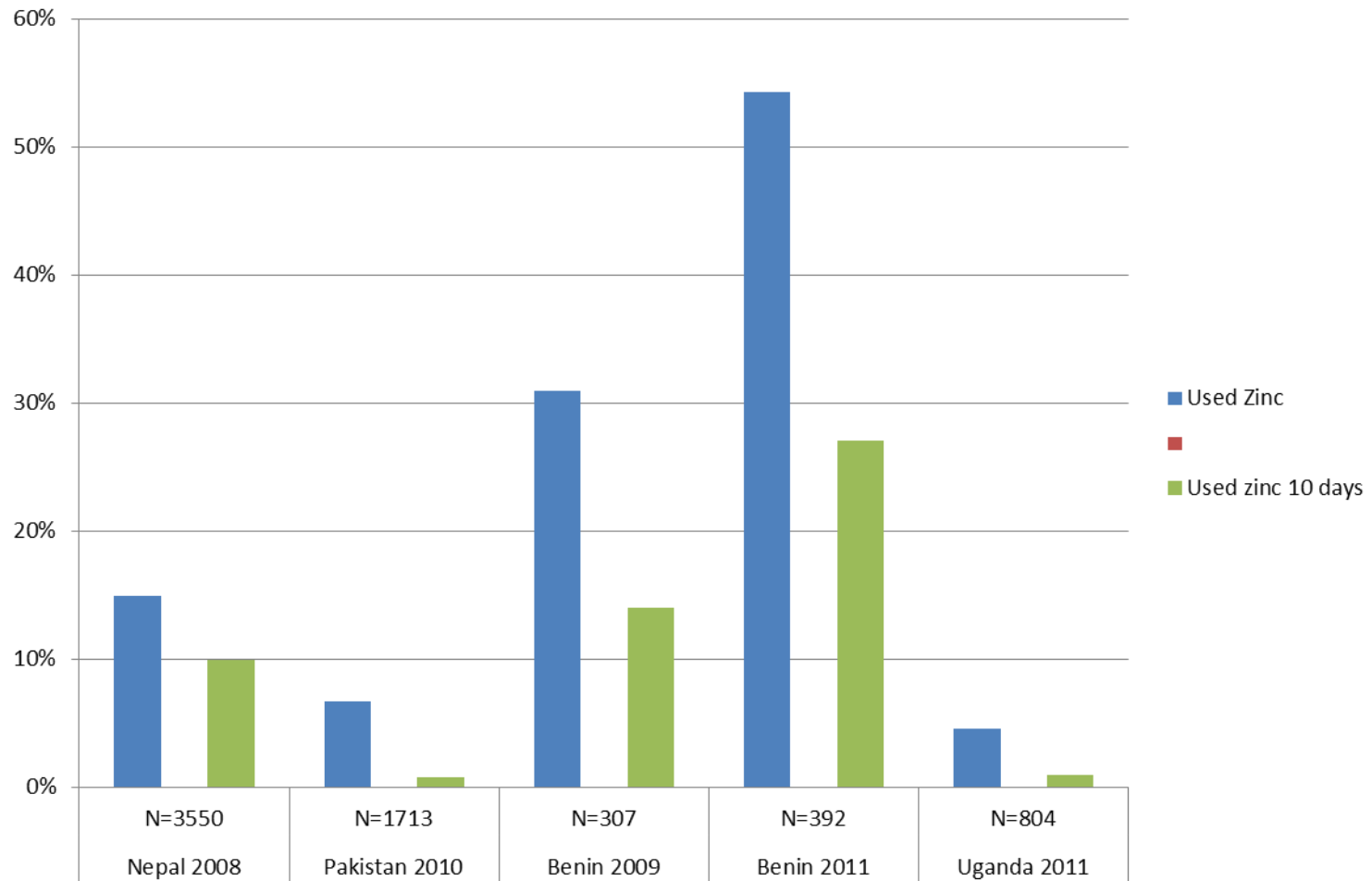
- Identifying national champions
- International and national level product availability
- Availability in rural areas
- Health worker/physician training and endorsement
- Caregiver compliance with the 10 day treatment protocol



Results

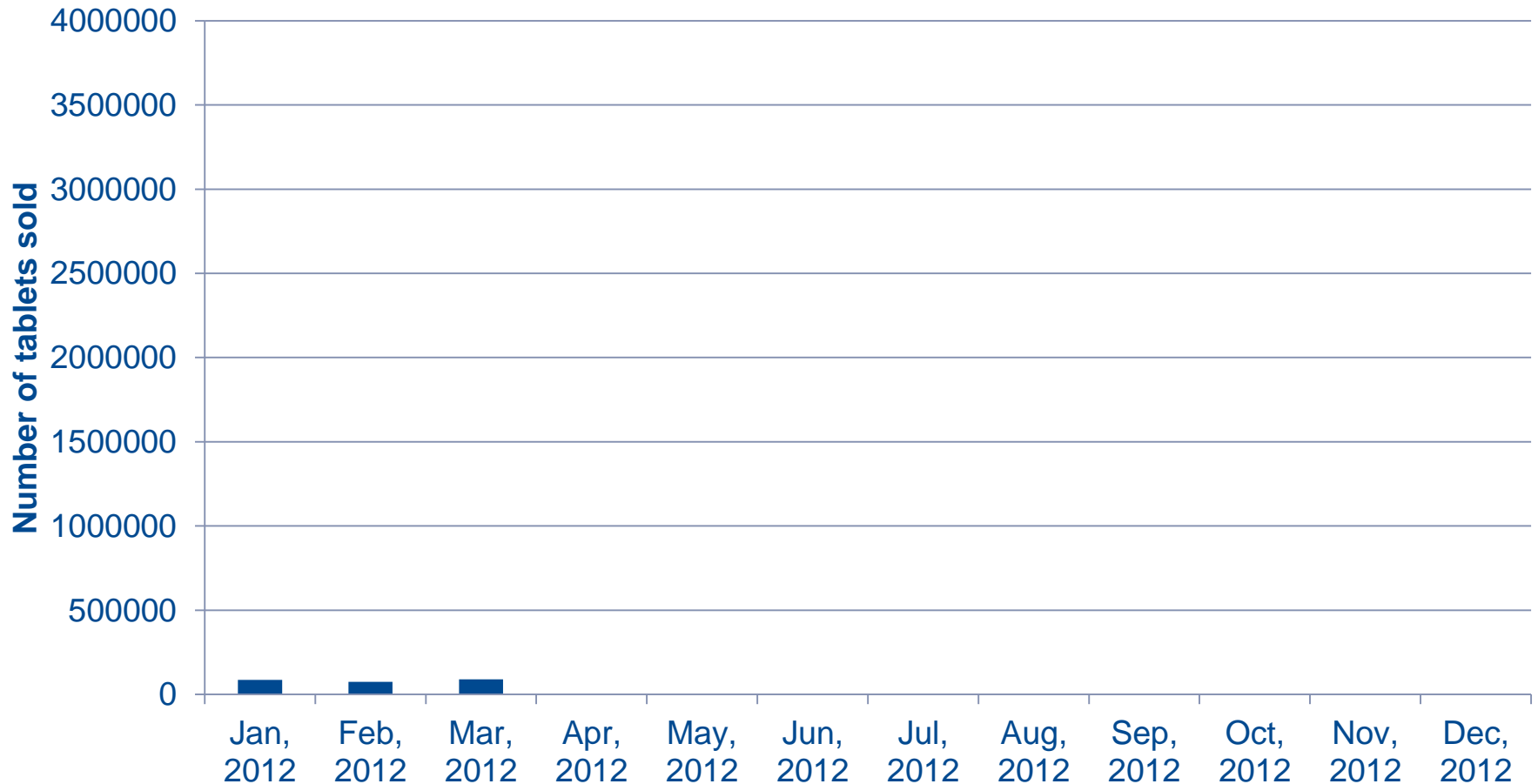


Zinc use rates can increase in a single year



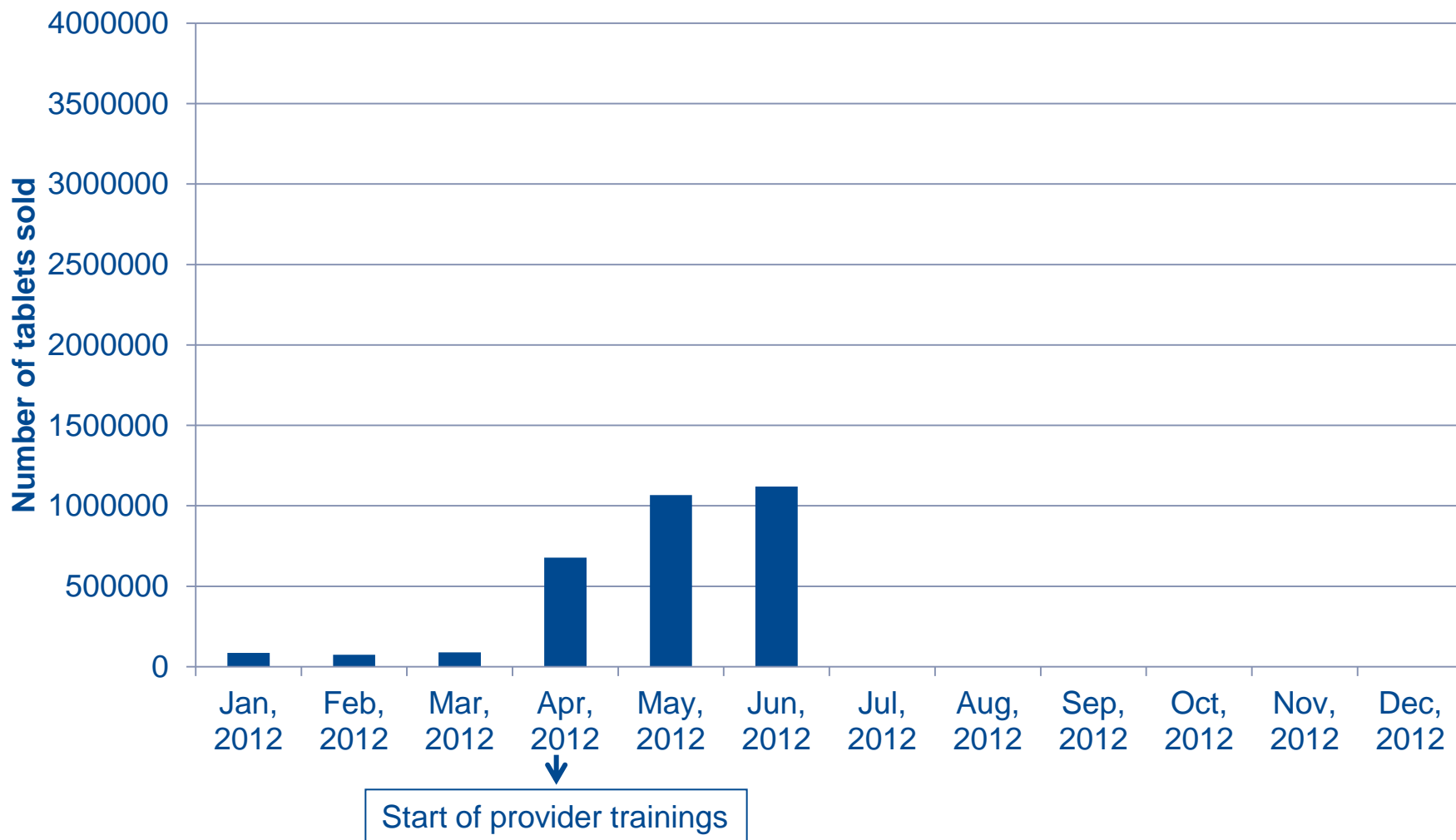
Collaborating with the Private Sector to increase sales of zinc tablets in Ghana

Monthly Sales of Zintab



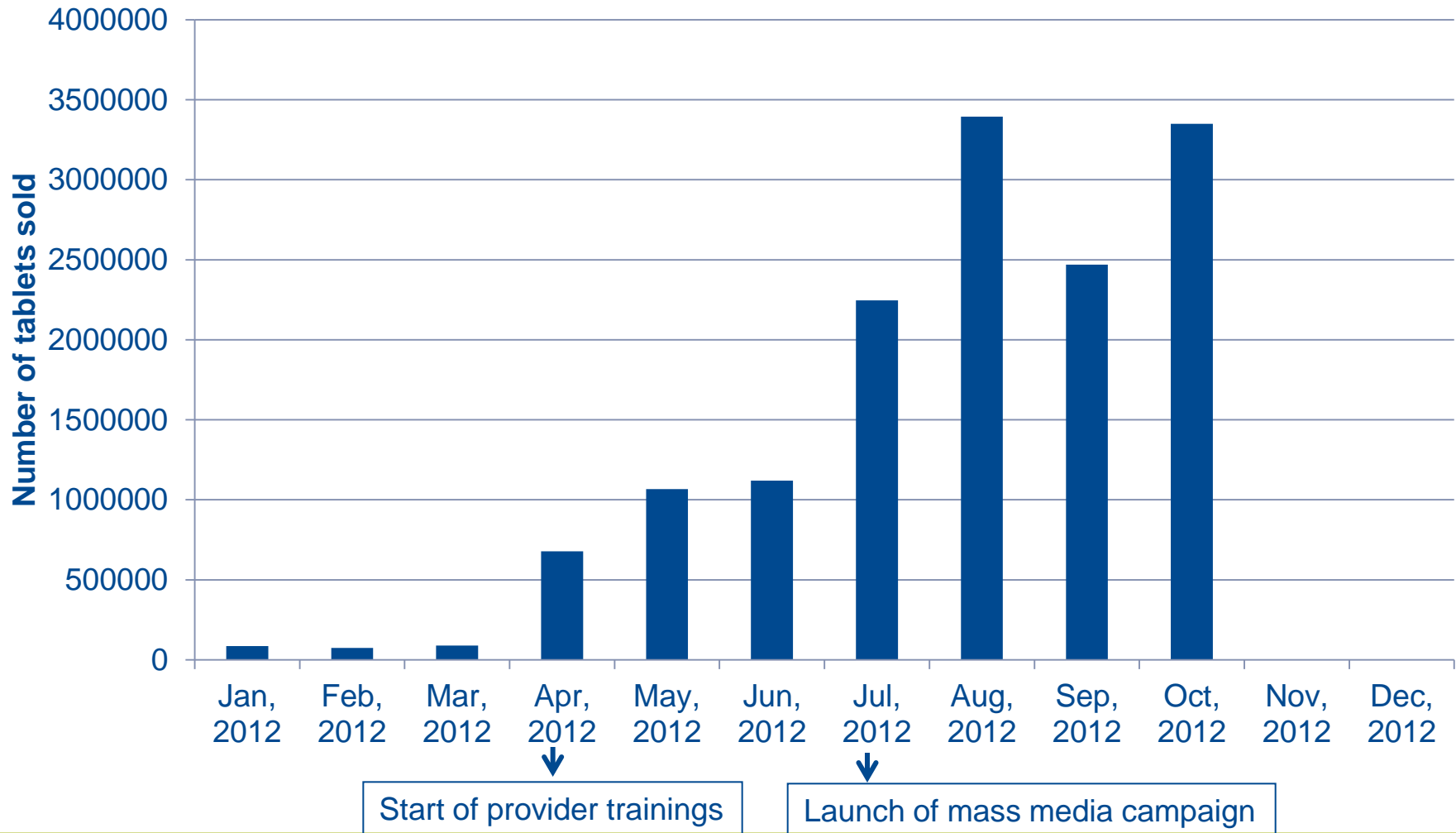
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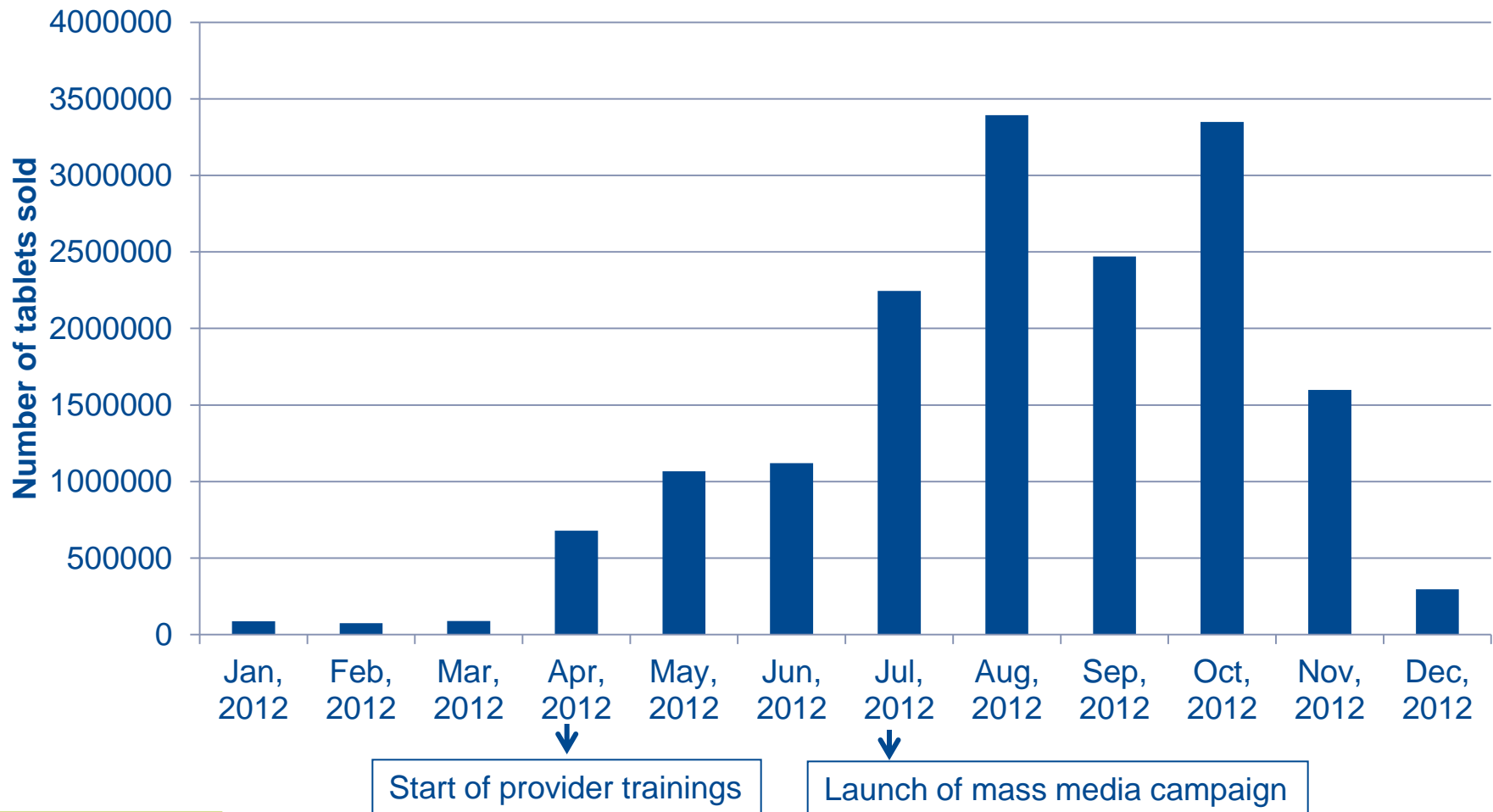
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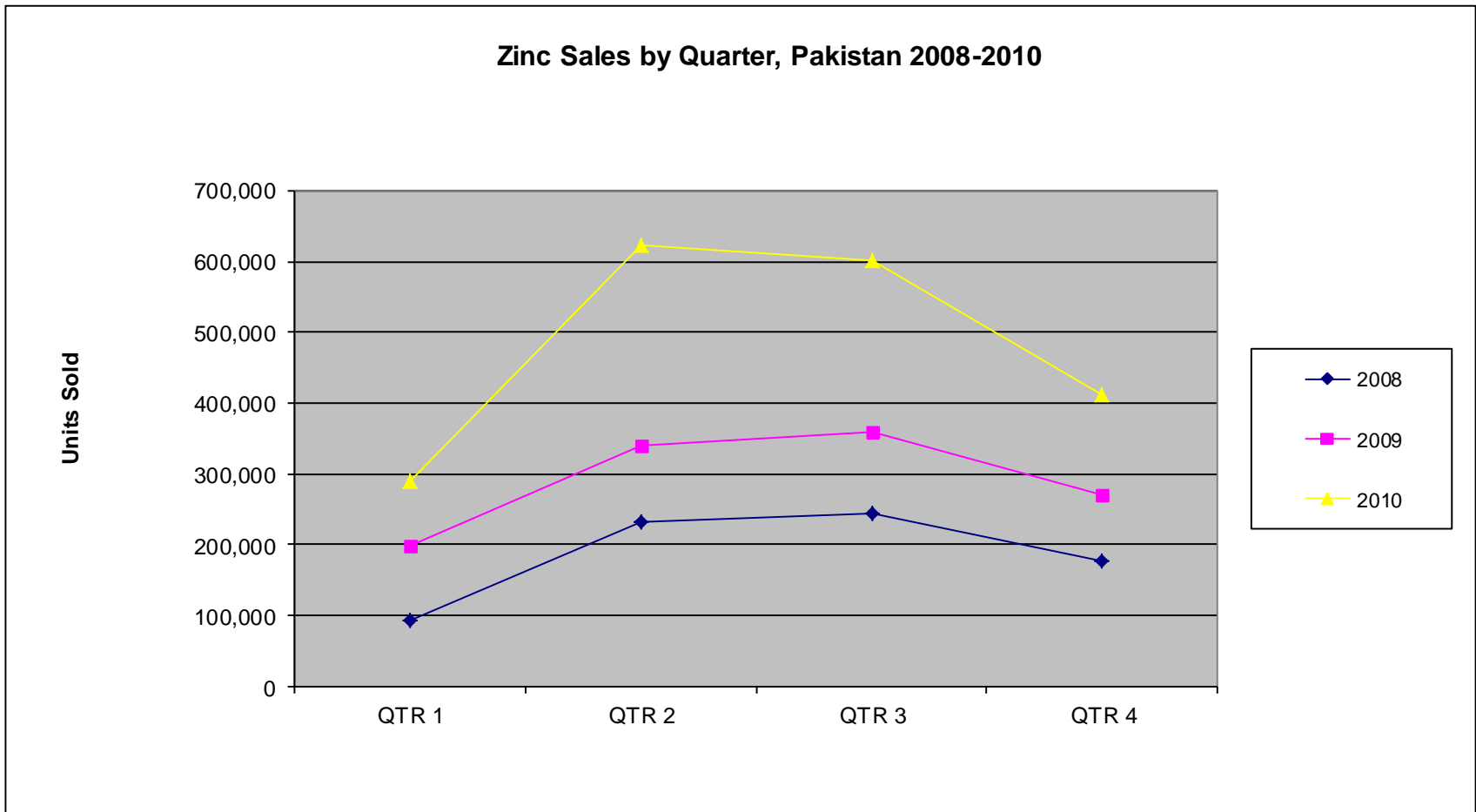


Collaborating with the Private Sector to increase sales of zinc tablets in Ghana

Monthly Sales of Zintab
16.4 million tablets



Pakistan – Impact of BCC/Promotion on Sales



What works?



Mass media can significantly increase awareness among caregivers

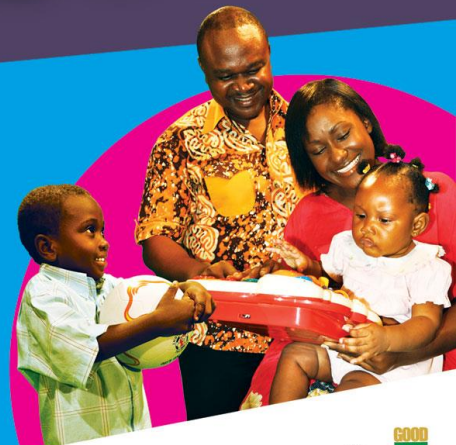


ORS + ZINC tablets stops diarrhoea faster & protects

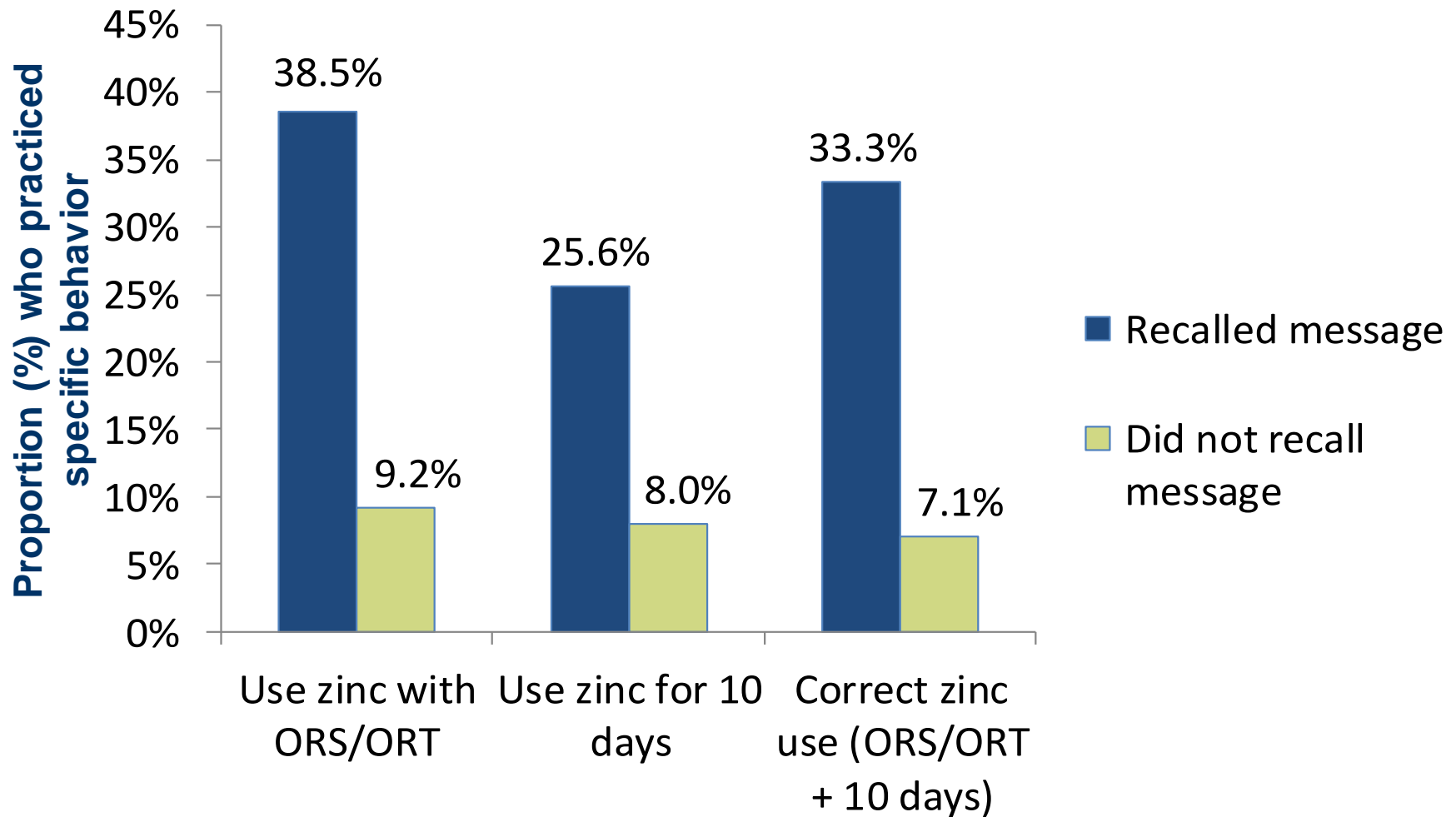


FINISH THE FULL 10 DAY ZINC COURSE TO PROTECT YOUR CHILD FROM DIARRHOEA FOR UP TO 3 MONTHS

It's effective * It's safe * It's affordable
GoodLife goes with good health. Live it well!



Zinc use behaviors associated with recall of specific mass media messages in Nepal



Training and SMS increase prescription of zinc in Ghana

- During Mystery Client Survey:
 - Actual prescription among licensed chemical sellers increased from 0 to 66%
 - Intervention group more likely to provide counseling to the caregiver (6% difference)
- During In Depth Interviews:
 - Intervention group more likely to name ORS/Zinc as their top treatment choice (6% difference)
 - Intervention group less likely to mention antibiotics as their top treatment choice (6% difference)

Private sector channels are viable, effective options for delivery of zinc

- Zinc can be integrated into a country's diarrhea treatment program without great difficulty (requires funds for training and product) and can easily be introduced through private sector channels
- Behavior change is the most critical element. Mass media is essential to increasing caregiver knowledge that zinc is an appropriate diarrhea treatment, encouraging trial, and assuring compliance with the 10 day protocol
- To decrease antibiotic use we need to reach providers who are key influencers of correct use—especially where caregivers rely on private sector



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Strengthening Health Outcomes
through the Private Sector

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www.shopsproject.org



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