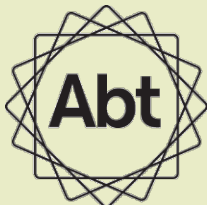


Ghana: A Model for Achieving Results at Scale

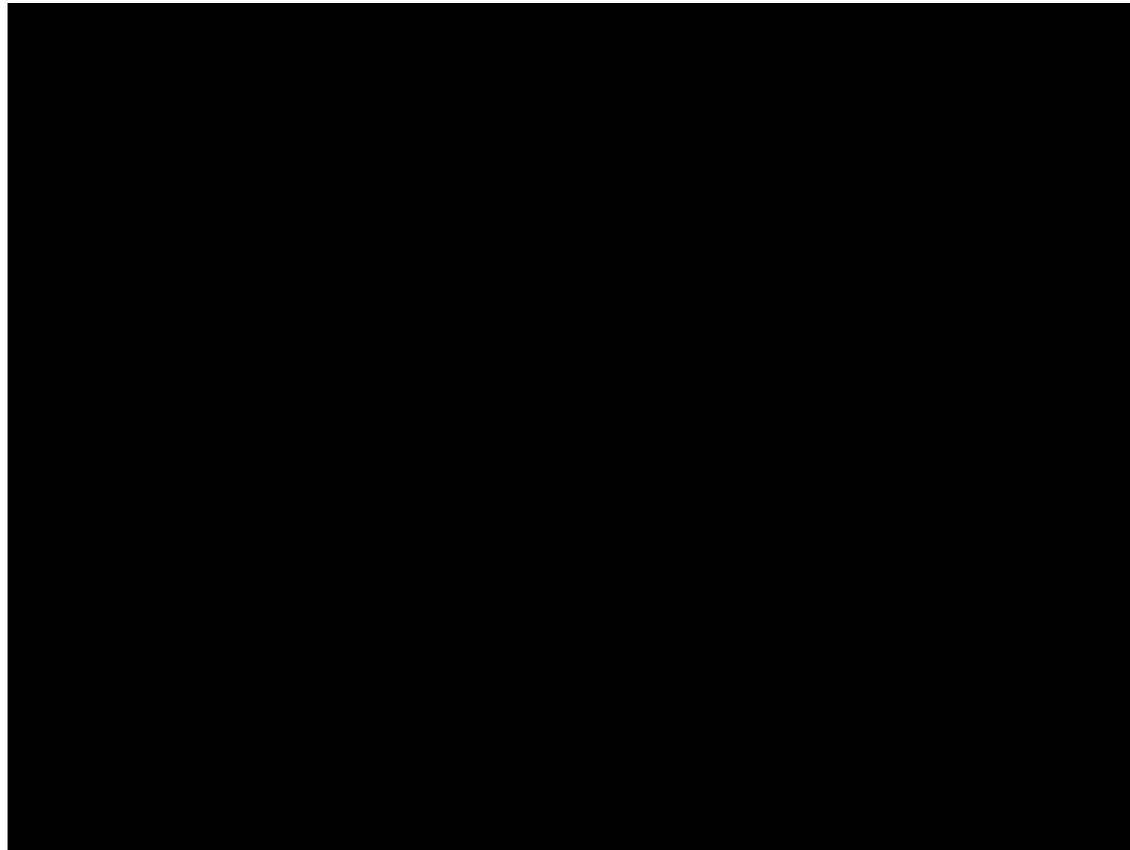
Joseph Addo – Yobo
SHOPS Country Representative, Ghana

June 16, 2015



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O'Hanlon Health Consulting

The power of public-private partnerships



Capitalizing on existing policy environment

- Program launched in 2012 alongside public sector program
- Public-private partnership with the Ministry of Health
 - Zinc on Essential Medicines List
 - Zinc re-classification to over the counter status
 - Standard treatment guidelines recommend use of ORS and zinc

Ensuring quality, affordable, local supply

- Prior to 2012, no zinc products in either public sector clinics or private retail outlets
- SHOPS had active partnerships with two local manufacturers
 - Provided TA for local production of quality zinc tablets
 - Affordable prices set to meet NHIS reimbursement rates
 - Built on existing distribution systems
- 70% of retail outlets now carrying zinc; 90% carrying ORS

Targeting front line private providers

- Identified OTCMS as key frontline providers
- Partnered with regulatory agency (Pharmacy Council) to deliver training and supportive supervision
- Built capacity of Pharmacy Council inspectors



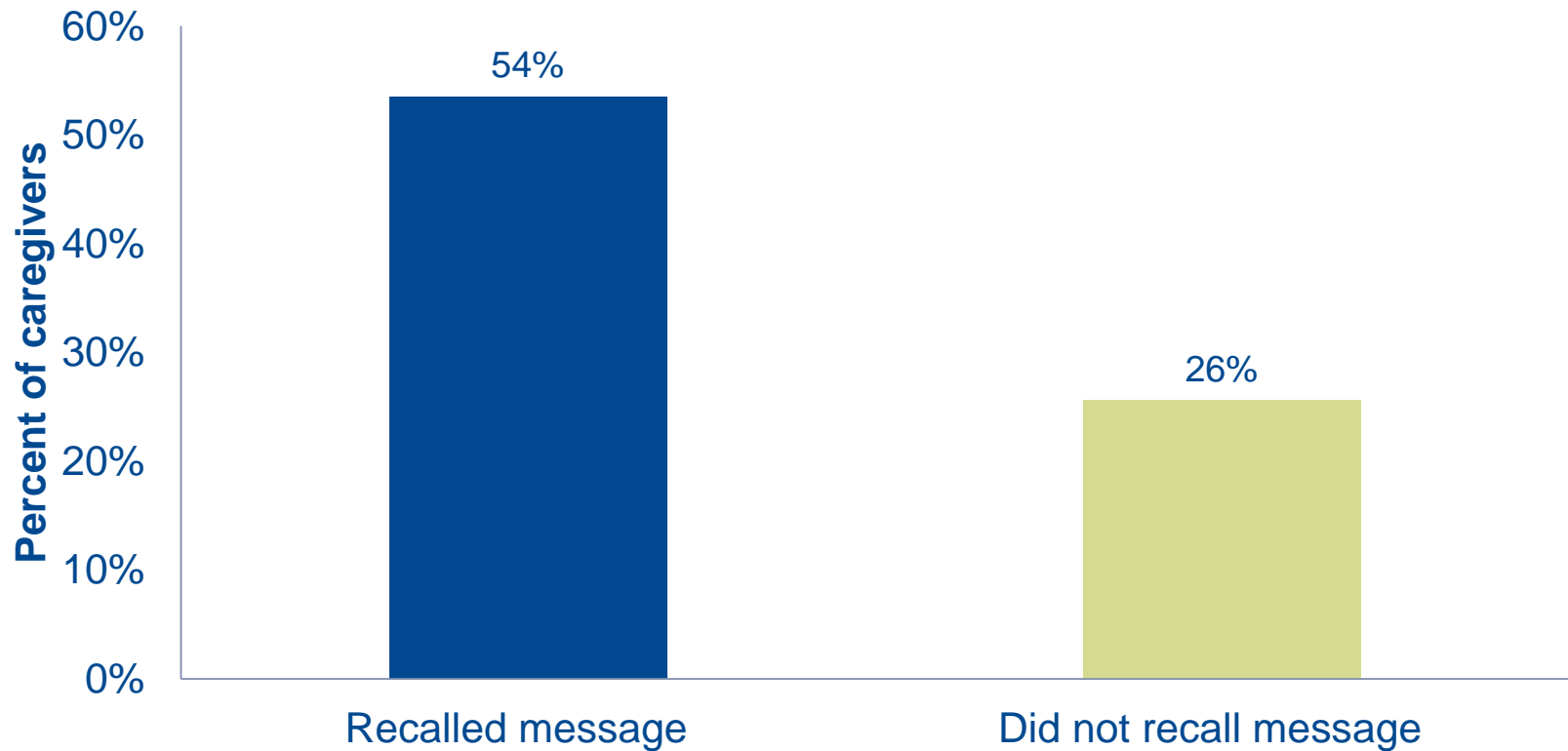
Creating demand among caregivers

- Generic media campaign
 - JHU/CCP/Good Life campaign
 - Community mobilization
 - Outreach to primary health centers
 - Promotional materials disseminated
- Brand promotion by local manufacturers



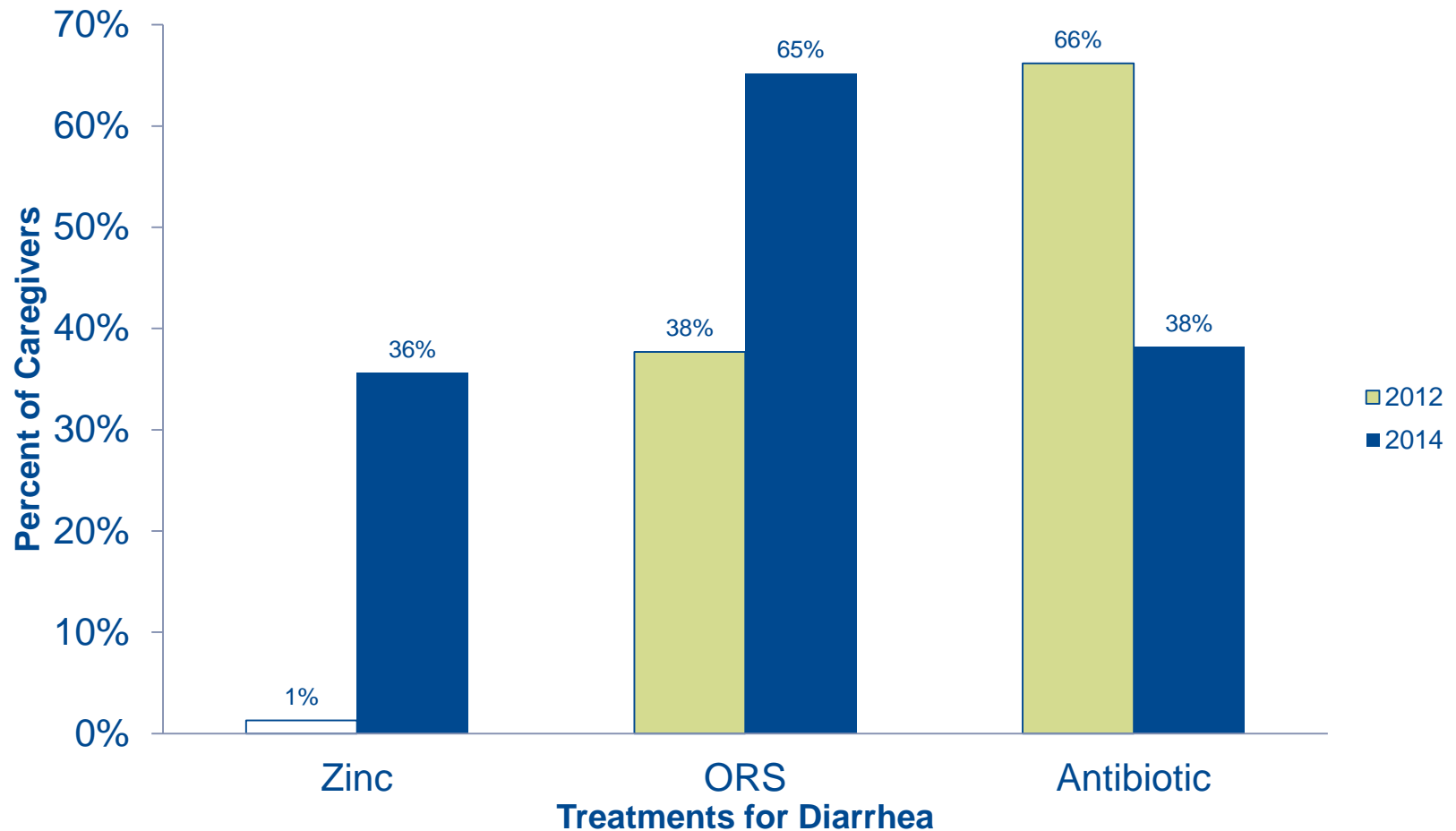
Caregivers who recalled “Zinc should be used with ORS” were more likely to use both

Caregivers who used both zinc and ORS



Significant increase in appropriate use

Caregiver Treatment Behaviors



Saving children's lives

- Rapid national scale up—achieved 36% use rate in three years
- Key partnerships with Ghana Health Service and Pharmacy Council
- Sustainable local supply through Pharmaceutical Manufacturers
- Enhanced awareness through behavior change communication
- Improved provider behaviors— from zero to 60% recommending zinc





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