



# Catalyzing Partnerships through Category Campaigns

Sanjeev Vyas, PSP-*One*  
New Delhi, India

Hi, I am Sanjeev from the PSP-*One* office at New Delhi, India and I am going to take you through a short presentation to share our experiences on creating winning partnerships through category campaigns. The program I am going to be talking about is the PACT-CRH '*Saathi Bachpan Ke*' or 'Partners for Childhood' Complete Home Diarrhea Management Program.

## ORS in India: 2001-02

- ★ Childhood diarrhea #2 cause of death
- ★ ORS widely available and affordable
- ★ High awareness (62%)\*\* but low use – 27% nationally (20% in North India)\*\*
- ★ Only 18% doctors prescribed ORS for childhood diarrhea\*
- ★ 80% of the market was non-WHO formula

Source: \*ORG, \*\*NFHS 2

Abt



The early years of the ORS program presented several unique challenges. While the awareness of ORS was high amongst caregivers but its use was very low. Diarrhea was the second highest cause for under five mortality but only 18% of the doctors were prescribing ORS for infant and child diarrhea. So, despite good products, low prices and widespread availability there were many myths among providers and caregivers and use of ORS was among the lowest in the world. This was a classic indicator that BCC and demand creation strategies were needed to grow the category.

Program Objectives					
2002	2003	2004	2005	2006	2007
Promote increased use of ORS in childhood diarrhea					
Make WHO ORS the first line of treatment					
Promote correct mixing and use of ORS					
			Encourage shift to reduced-osmolarity ORS with Manufacturers, Docs and Chemists		
			Promote CHDM <ul style="list-style-type: none"> <li>➤ exclusive breast feeding</li> <li>➤ continued feeding</li> <li>➤ hand washing</li> <li>➤ recognition of critical signs of illness</li> </ul>		

In the early years of the program the emphasis was to promote use of WHO recommended ORS and make it the first line of treatment for infant and child diarrhea. Correct mixing was another objective given that most providers and caregivers did not know how to correctly prepare the ORS solution. In the year 2005, the new reduced-osmolarity ORS was introduced and the emphasis was to encourage the industry to shift to this formula. In the year '06, the program was expanded to Complete Home Diarrhea Management and it included both preventive and promotive aspects of diarrhea management. While the communication continued to emphasize on the use of ORS or appropriate home available fluids for the treatment of diarrhea, the campaign also began to include messages such as exclusive breast feeding for infants up to six months of age, continued feeding during diarrhea and increased quantity of food after the diarrheal episode, hand washing of caregiver and the child at critical moments and the recognition of critical signs of illness and taking the child to a qualified health practitioner.

## Brand Evolution



With the expansion from only promoting ORS to Complete Home Diarrhea Management messages there was a need for a broader branding for the program. The 'Partners for Childhood' program branding also allowed for a much wider scope for partnerships.

## Why Partnerships?

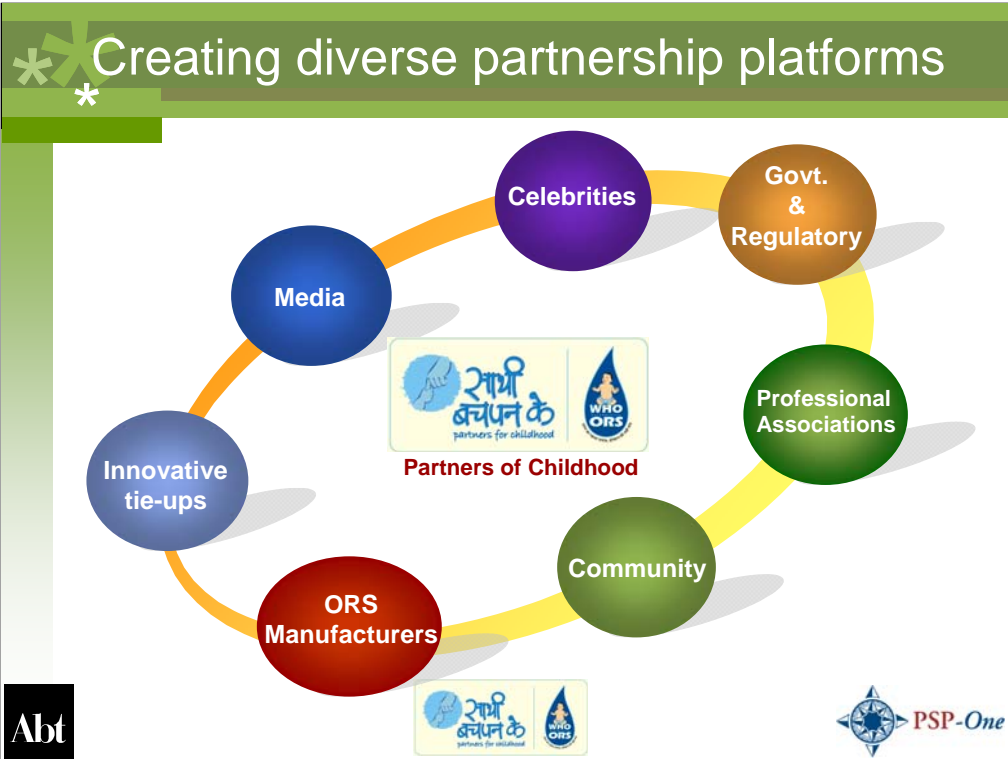
- \* Enhance reach of the program
- \* Create impact through synergy
- \* Policy advocacy
- \* Leverage resources



- \* Grow the market & change consumer behavior



So, what is that we were looking for out of these partnerships? Better reach and a stronger impact for the campaign messages, policy advocacy and leveraging of resources all leading to growth of the ORS category and to bring about a change in consumer behavior. Now allow me to give you a few examples of these...



The 'Partners for Childhood' program offers a wider platform for partnership opportunities... and some of the types of partners we engaged with are shown here.



## Policy Advocacy Partnership

- \* WHO & Unicef announce new low-osmolarity ORS - 2002
- \* PACT-CRH facilitated setting up of a task force (AIIMS & IAP) - Aug 2003
- \* Consulted with manufacturers and assured Government that they would support the transition
- \* India became the first country to adopt reduced-osmolarity ORS
- \* DGCI approves one single ORS formula in Indian Pharmacopoeia - 2005



The PACT-CRH program brought together all partners to submit a recommendation for a single formulation to the Drug Controller making India the first country to adopt the reduced-osmolarity ORS. This allowed the campaign to focus on overall market growth rather than just increasing market share for WHO recommended ORS.

## ORS Product Partners

- \* Co-branding of campaign materials and messages
- \* Placed ORS campaign logo on packs
- \* Provided over 2 million free product samples
- \* Sponsorship of outreach materials and events
  - \* ORS prescription drives - All partner brands
  - \* Shop signage and calendars - Electral & Punarjal
  - \* ISMP detailing quiz - Electral
  - \* POS and merchandize - Neotral & Rebalanz
  - \* Provider trainings - Electrocion

Abt



The program manufacturing partners play an important role and each contributes in a way that helps their individual brands while building the 'Partners for Childhood' program.



# Partner Sponsored Materials



These are some of the materials that are sponsored by manufacturing partners. Creating synergies with the generic category promotion program allows partner brands to draw benefit from the highly visible campaign.



## Partnering with Government

- ★ Indian pharmacopeia changed to single reduced-osmolarity formulation
- ★ NRHM adopts campaign materials
- ★ India's largest social communication campaign
  - ★ Extends reach of campaign messages
  - ★ Helped focus PACT-CRH resources for on-ground initiatives

Abt



It was at the initiative of the Ministry of Health and the Indian Association of Pediatrics, that the Drug Controller General changed the Indian pharmacopoeia. The National Rural Health Mission, Ministry of Health runs the radio and television advertisements developed by the program on all major channels. This frees valuable program resources to undertake on-ground activation with providers and caregivers.



## Pioneering In-serial Messaging

- \* Highlight importance of ORS and home diarrhea management to producers/ story writers
- \* Messages woven into the storyline
- \* More credible and better recall than conventional advertising
- \* Entirely *pro-bono* support

Abt



The program has been the pioneer in weaving in ORS and diarrhea prevention messages in a creative way. Some of the TV soaps with the highest viewer ratings in India have carried program messages which are always more credible than sponsored advertisements. This support has been *pro bono*. You can refer to the short media compilation of some of the in-serial messaging through the link provided in the discussion area.

## Celebrity Partnerships





- ★ Several leading personalities from the television and film industry volunteered
- ★ Smriti Irani appointed 'ORS ChildCare Angel'
- ★ Sakshi Tanwar, Sanjeev Kapoor, Raveena Tandon, Shabana Azmi, Arshad Warsi, Mandira Bedi, Rajshri Thakur, Juhi Parmar, Hussein, Shekhar Suman, Shweta Kwatra, Mansi Joshi...
- ★ Maximize impact by getting the right fit between the celebrity and the message



Another area of partnership has been the support and endorsement for the program from leading actors from the Indian television and film industry. Some of the best known celebrities have participated in ground events and have also endorsed messages through TV ads. For example, we roped in the celebrity chef and television personality Sanjeev Kapoor who is a household name in India for the correct mixing of ORS in a television ad. Not only was the fit just right, it also made the message extremely relatable and credible. All this has been *pro bono* again and you can see the clip of the ORS mixing television commercial through another link provided in the discussion area.

## Institutionalizing National ORS Day

- ★ 29th July selected as National ORS Day to create awareness of ORS
- ★ ORS Day has evolved over the years and has gained in participation and significance
  - ★ **2003**: IAP based activity where doctors pledged to prescribe ORS
  - ★ **2004**: On-ground events with ORS manufacturers and providers
  - ★ **2005**: Mass media support in form of in-serial messaging and school events
  - ★ **2006 & '07**: 'Udaan' - The National ORS Day Health Run
  - ★ IAP has adopted and now owns the ORS Day

Another platform that the program has help build and create partnerships all around is the 'National ORS Day'. Today the Indian Academy of Pediatrics owns this property.



These are some vignettes from the ‘National ORS Day Health Run’ that the program organizes on 29<sup>th</sup> July every year and it has now taken the form of a huge public event with an enthusiastic involvement and participation of people and also of the establishment.

## Innovative Partnerships

- \* Joint promotion of ORS and hand washing in partnership with Lifebuoy soap
- \* Milk Co-operative booths as touch points
- \* Northern Railways: Railway platforms at five major junctions of North India



The campaign has been the beneficiary of Lifebuoy promotional offers. Lifebuoy sponsors prizes for program events and also provides co-branded Merchandize. State Cooperative Dairy booths and milk vans have been tied up as they offer excellent touch-points.

Diarrhea and dehydration are common travel related health problems... Campaign posters have been put up and leaflets distributed at railway platforms, ticket counters, waiting rooms and also at Railway hospitals. Additionally, demonstration kiosks for sampling are set up at platforms.

## \* \* \* Adding Value Through Partnerships

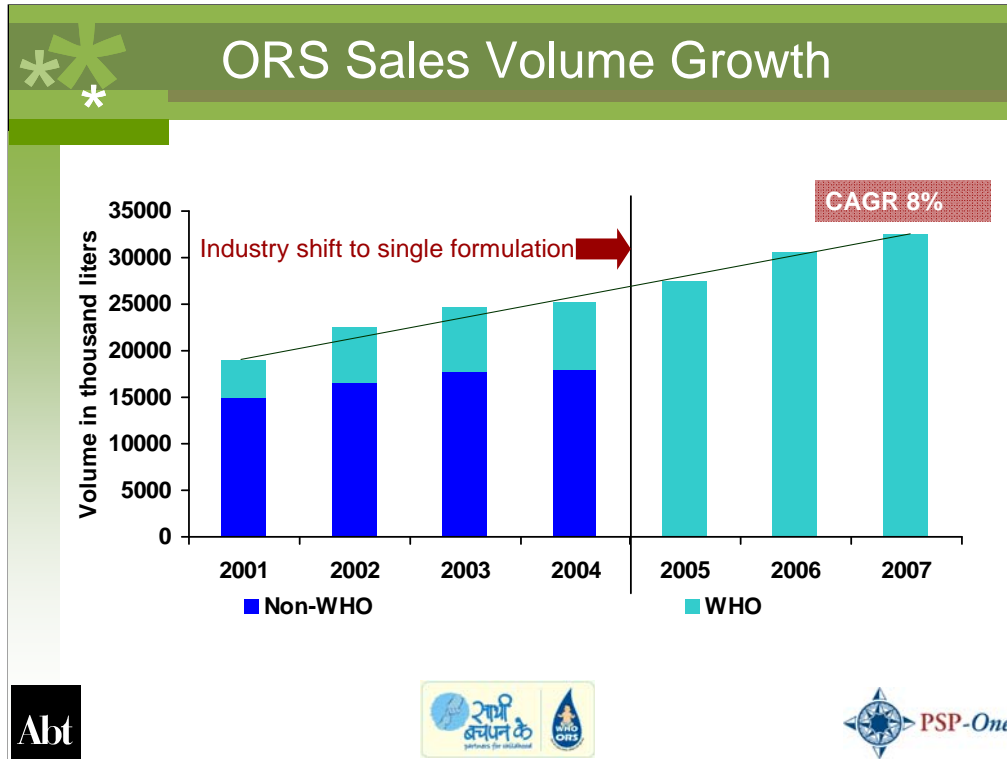
Activity	Campaign Leveraging <small>(Jul '04 to Jul '07)</small>
Media and celebrity time	\$867,135
Support for outreach activity	\$321,597
Free samples from partners	\$197,933
POS materials	\$38,453
<b>Total</b>	<b>\$1,456,534</b>

*The leveraging figures include only the direct material and financial support received and does not include time cost of program partners and media support from NRHM*



Partnerships not only help in building up a cause and get support from organizations of diverse nature but partnerships have helped us leverage significant resources as well.





The total ORS market in the program area has grown by 38% and the WHO ORS Segment has grown by 82% between March 2002 and June 2004.

# Changes in Knowledge and Behavior

ORS Tracking Survey	2006 Baseline Results	2007 Endline Results
Awareness on exclusive breast feeding up to six months	68	73
Proportion of caregivers who agreed increasing the quantity of food after an incidence of diarrhea	51	64
Proportion of caregivers spontaneously mentioning the use of home-fluids (HAF) among the children who suffered from diarrhea in the last 6 months	11	22
Proportion of spontaneously mentioned use of ORS among the children who suffered from diarrhea in the last 2 weeks	28	48

*All figures in percentages*



Not only have the sales and use of ORS grown over the years, we have also tracked significant changes in the knowledge and behavior of both providers and caregivers. Awareness of exclusive breast feeding for infants up to six months went up by five percentage points; proportion of caregivers agreeing to continued feeding during diarrhea and supplementary feeding after the diarrheal episode went up by 13 percentage points; the spontaneous mention of appropriate home available fluids by caregivers doubled from 11 percent to 22 percent. Lastly, the proportion of caregivers with children below five years of age spontaneously mentioning the use of ORS for diarrhea was significantly up from 28% to 48%.



## Key Partnership Achievements

- \* Policy shift for new reduced-osmolarity ORS
- \* ORS Day Institutionalized through IAP
- \* Extended reach of campaign
- \* Industry enhances focus on 'consumers'
- \* Significant market growth
- \* Improved practices for diarrhea management

Abt



To sum up, in overall terms the 'Partners for Childhood' program has been able to forge dynamic partnerships which have impacted areas ranging from policy advocacy to market growth for ORS and have also resulted in improved practices for diarrhea management.



You can see the audio-visual clips of the in-serial messaging and the ORS mixing television commercial by clicking on the links provided in the discussion area. I will be happy to answer any questions that you might have. Thank you for your time!