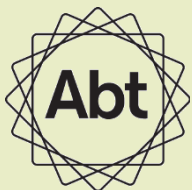


# A Total Market Approach to Diarrhea Management

**Presenter:** Vicki MacDonald, Abt Associates

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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

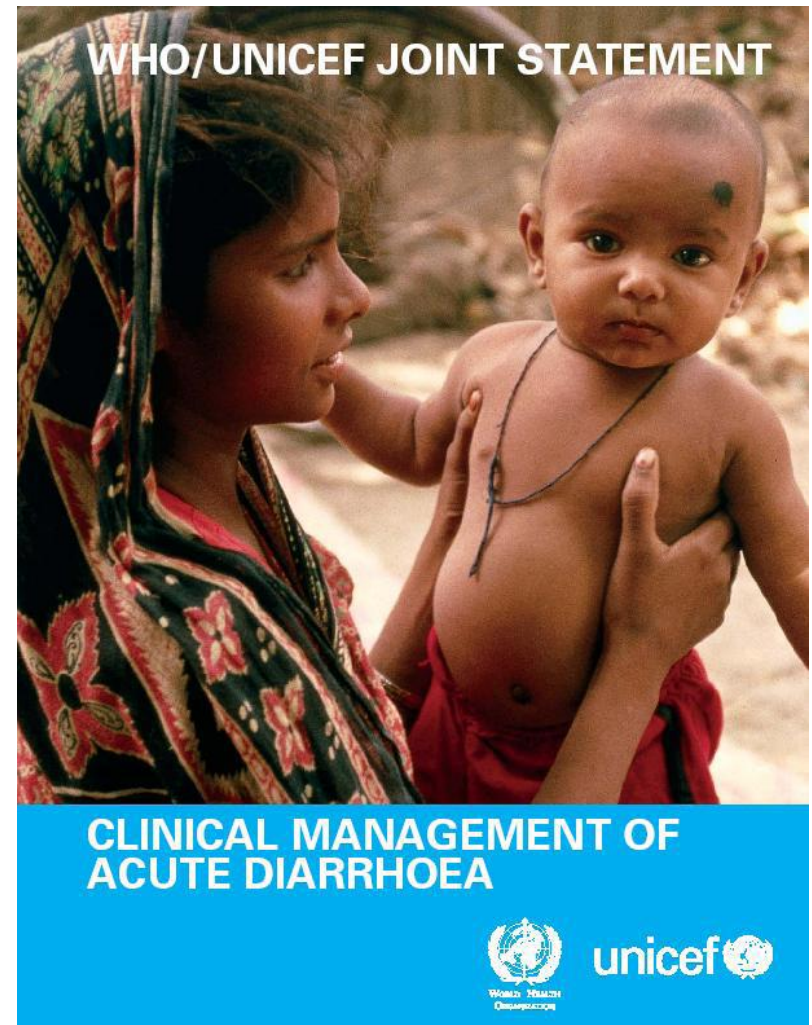
# Private Sector Zinc Introduction – Countries



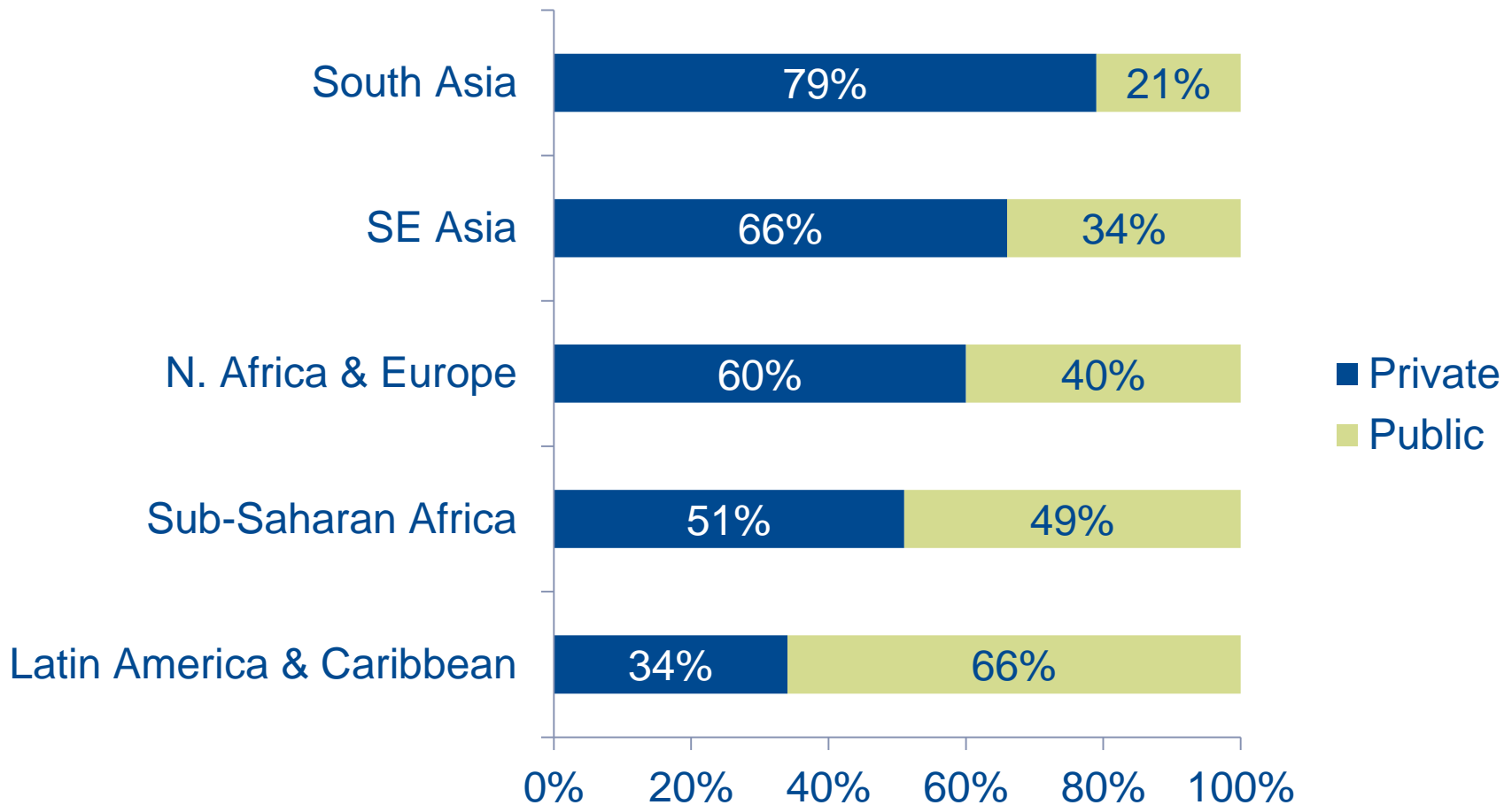
# WHO/UNICEF Joint Statement 2004

Revised recommendation  
for the treatment of  
childhood diarrheas:

- **Oral rehydration therapy**  
(ORS or recommended  
home fluid) **PLUS**
- **Zinc supplementation** for  
10-14 days
- [Antibiotics only when  
specifically indicated]



# The private sector is a major source of care for childhood diarrhea & pneumonia



# Elements of a Total Market Approach



# 1. Stewardship and Policy Process

- Public sector supports private sector involvement
- National policy includes zinc with ORS on essential medicines list and in diarrhea management protocols
- Zinc approved for Over the Counter sale alongside ORS
- Regulatory agencies streamline registration process for new zinc and ORS products.



## 2. Stakeholder Engagement

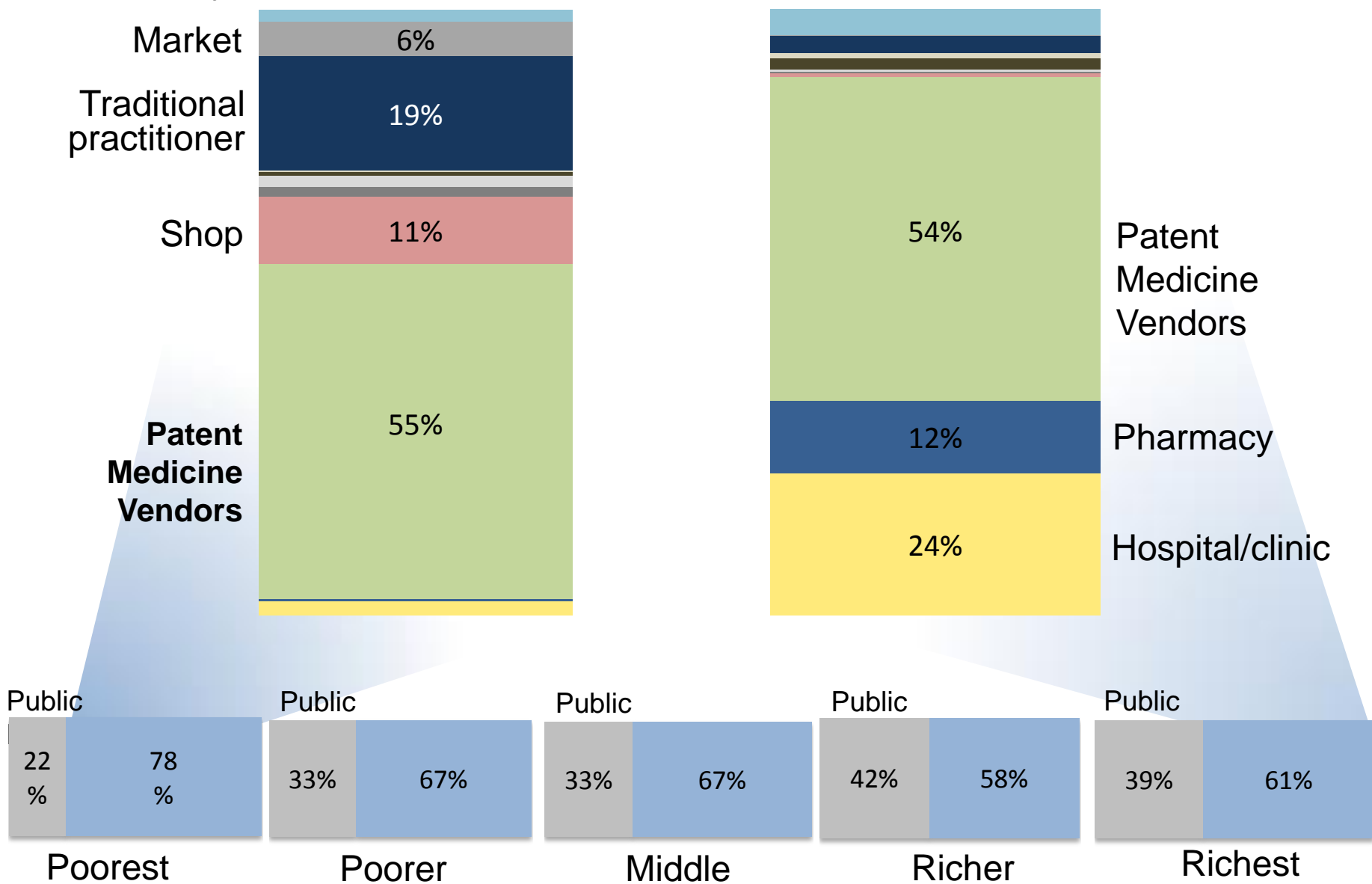
Identification of a **task force with zinc champions** who play a major advocacy role

Engagement with:

- **Regulatory agencies** that accredit and inspect drug shops, clinics, pharmacies
- **Professional associations**
- **Zinc and ORS manufacturers and distributors**



### 3. Segmentation analysis: source of treatment for diarrhea by wealth quintile – private sector





# 4. Targeted Marketing Strategies



**Uganda: Wholesaler Activation**

**Nigeria: Market Activation**

**Ghana/Pakistan/Nigeria:  
Traditional Brand Marketing**



**All countries: Demand generation through mass media campaigns**

## 5. Service Delivery: Expanding access to quality, affordable zinc and ORS

- Facilitate marketing and distribution of **affordable, quality local zinc products**
- Partnerships (MOH, regulatory agencies, professional associations) to **create demand among providers**
- Partnerships with international NGOs in countries without a viable pharmaceutical industry to import quality products



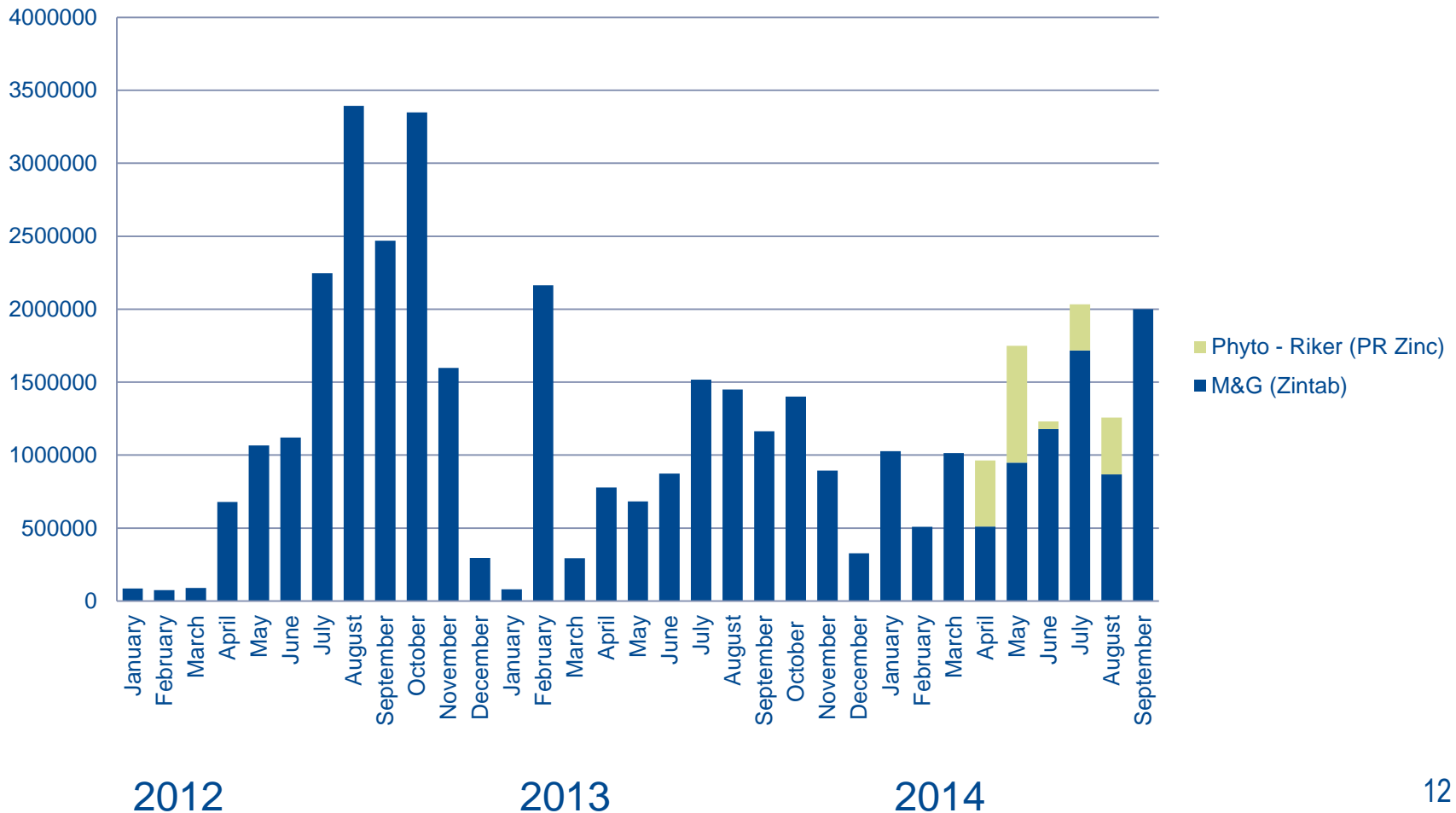
# 6. Health Financing Strategies

- Pakistan, Nigeria, Ghana: Incentives for manufacturers
- Nigeria: Retailer discounts
- Ghana: Price for product set to National Health Insurance reimbursement rates



# Results: Increased zinc sales

## Ghana: Sales of Zinc Tablets 2012-2014



# Results: Providers Stock Zinc and ORS



## Ghana:

- 70% of retail outlets stock zinc; 90% ORS

## Nigeria:

- 48-66% stock zinc; 80% ORS

## Uganda:

- 73% carry zinc; 84% ORS

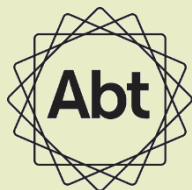


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*through the Private Sector*

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