



**Scaling Up Zinc for
Young Children
(SUZY) Project**

2003-2010

PROJECT GOAL

In partnership with the Government of Bangladesh, MOHFW,

To implement production, marketing and delivery strategies in public, private and NGO sectors

That will set us on the path to reaching all children of Bangladesh, regardless of gender, income or where they live

In providing zinc as a treatment for any diarrheal disease episode



icddr,b

KNOWLEDGE FOR
GLOBAL LIFESAVING SOLUTIONS

Aim: Treat Diarrhea with ORS & Zinc

Messages?



National Scale Up: KEY ISSUES

1. Costs:

- Large population (>20 million under-five children)
- Lots of diarrhea (> 80 million ACD episodes/year)
- >60% population very poor (<\$1/day/person)
- Inexpensive interventions (ORS 3 cents and zinc 18 cents)
- If private sector, costs transferred to caregivers

2. Constraints/Opportunities:

- Strong pharmaceutical industry
- Successful ORS experience
- Supportive policies
- Private sector largely informal
- Regulatory steps
- Large gaps in knowledge
- Stakeholders uncertain



icddr,b

KNOWLEDGE FOR
GLOBAL LIFESAVING SOLUTIONS

Were we ready to scale up?



icddr,b

KNOWLEDGE FOR
GLOBAL LIFESAVING SOLUTIONS

Scaling Up Zinc: Proposal Framework

- **POLICY & REGULATORY STEPS**
- **PARTNERSHIPS: Public/Private/NGO sectors**
- **PRODUCT (Technology Transfer)**
- **RESEARCH (Knowledge Gaps)**
- **PROMOTION/MARKETING**
- **HEALTH SYSTEMS**
 - MOHFW**
 - NGOs**
 - PRIVATE**
- **TRAINING & DISSEMINATION (Knowledge Transfer)**

REGULATORY STEPS

Zinc at 20 mg/day classified as a drug, thus

Government approvals required for

Registration of Formulation

Branding

Pricing

Logos & Packaging

OTC permit or waiver

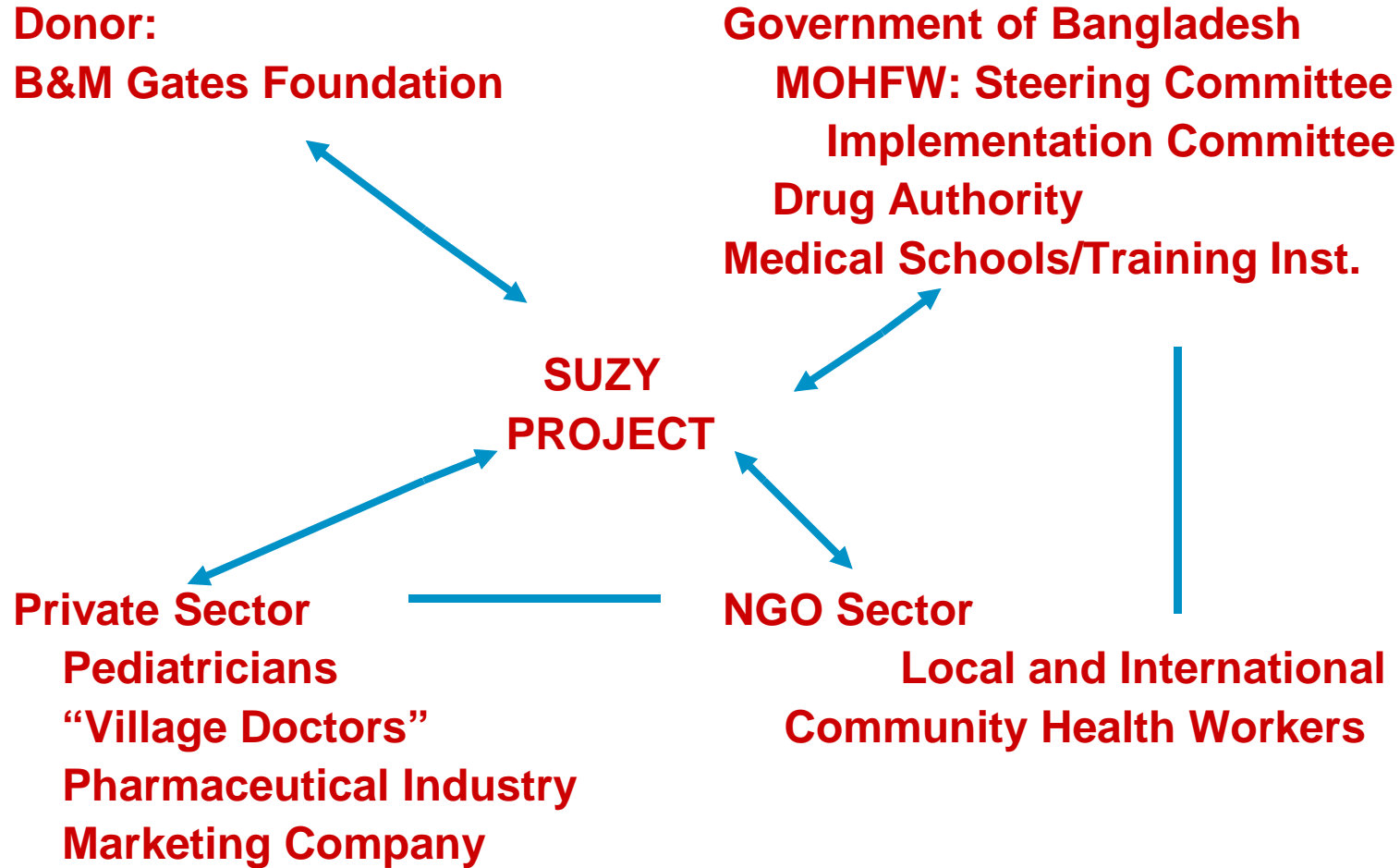
Mass media promotion



icddr,b

KNOWLEDGE FOR
GLOBAL LIFESAVING SOLUTIONS

Partnerships



Creating Demand in Private Sector: Cascade Effect

National medical personalities

↳ **Pediatricians**

↳ **Physicians**

↳ **Drug Vendors**

Unregulated Providers

↳ **Caregivers**



icddr,b

KNOWLEDGE FOR
GLOBAL LIFESAVING SOLUTIONS

Intervention/Product: Zinc Treatment of Childhood Diarrhea

- **New: no prior knowledge or experience**
 - No provider or household demand
- **Dispersible tablets:**
 - No existing pediatric drug
 - Need for technology transfer
 - Formulation not registered
- **Uncertain absorptive capacity: warehousing and distribution**
- **Branding**
- **Pricing: raw materials/ production+packaging/ distribution/ promotion/ taxes/ profit margins**

What we didn't know & needed to know

- **Diarrhea management practices**
what? why? who?
- **Household expenditures/WTP?**
- **Safety & side effects?**
- **Acceptability?**
- **Adherence?**
- **Frequently asked questions**
- **Baseline: ORS and Zinc coverage + disparities**
(income, gender, location)

Early Findings

**In 60-70% of ACD episodes,
caregivers seek help from a provider**

> 90% private sector

> 75% unregulated

Conclusion: Will need a private sector scale up

Household expenditures on a childhood diarrheal illness episode

[ORS 3 cents/sachet and zinc blister pack 18 cents]

\$CDN

Asset Quartile	Median Expenditure	
	Urban	Rural
1	.75	.67
2	.85	.70
3	.95	.82
4	1.75	.80



icddr,b

KNOWLEDGE FOR
GLOBAL LIFESAVING SOLUTIONS

Formative Research Aims

- **Understand perceptions and practices of target population: primary caregivers and health providers**
- **Reflect formative research findings in the communication strategy**
- **Develop messages for mass media and interpersonal communication for selected target audiences**

Promotion: Posters, Billboards, Buses, Events, Press Ads, Courtyard Meetings



ক্রিং... ক্রিং...
বেবি জিংক



- স্যালাইনের পাশাপাশি ডায়রিয়া আক্রান্ত শিশুকে পর পর ১০ দিন বেবি জিংক ট্যাবলেট খাওয়ান।
- ৬ মাস থেকে ৫ বছরের শিশুকে একটি করে ট্যাবলেট খাওয়াতে হবে।
- এক চামচ খাবার পানিতে বেবি জিংক ট্যাবলেটটি দিলে এমনিই গলে যাবে। গলে যাওয়া পুরো ট্যাবলেটটি আপনার শিশুকে খাওয়ান।

ডায়রিয়া হলে শিশুকে দিন



KNOWLEDGE FOR GLOBAL LIFESAVING SOLUTIONS



The ACME Laboratories Ltd.
Dhaka, Bangladesh

Mass Media Promotion

Primary source of information?

- TV 60-80%
- Radio 15-25%
- Newspaper <10%

Teaser
Awareness building

Awareness



icddr,b

KNOWLEDGE FOR
GLOBAL LIFESAVING SOLUTIONS

RESULTS

- **Rapidly achieved awareness**
 - > 70% of caregivers by 10 months
 - Rural lagged behind urban
- **Zinc coverage (adoption)**
 - Early uptake by those needing the least
 - 25-35% urban, but only 15% rural
- **ORS**
 - unaffected by zinc scale up
 - > 75% coverage

Scaling Up: Many roads yet to travel



icddr,b

KNOWLEDGE FOR
GLOBAL LIFESAVING SOLUTIONS