
ORS and Zinc Treatment for Diarrhea: Tanzania's Experience



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Overview

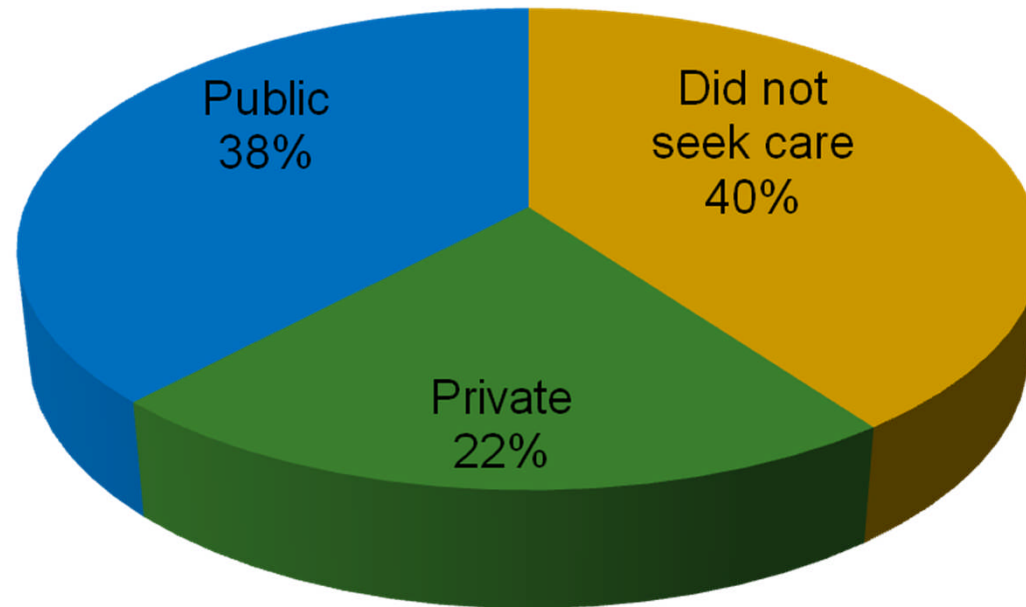
1. AED's Approach
2. Tanzania Context
3. Objectives
4. Activities
5. Lessons learned



AED's Approach

- Build local capacities to continue programs into the future - public, private, NGO sectors
- Realistic view of the private sector
 - Critical for creating sustainable supply and demand
 - Not a panacea! Private sector must work in coordination with public and NGO sector

Diarrhea Care Seeking Behavior



DHS 2005

Improved Diarrhea Management Program

Goal: Nationwide promotion low-osmolarity ORS and zinc treatment for childhood diarrhea management

Strategy:

- Advocate MoH and TFDA to adopt a revised diarrhea treatment policy and to distribute low-osmolarity ORS (Lo-ORS) and zinc treatment to public sector health posts
- Ensure supply of quality zinc treatment and reformulated ORS in the private sector
- Create demand among health care professionals, drug sellers and caregivers of young children

Advocacy/ Policy

- Used Tanzanian Zinc Task Force (ZTF) to advocate for zinc treatment.
- MoH changed treatment policy to promote the use of zinc with lo-ORS for childhood diarrhea treatment
- Added the treatment protocol to IMCI guidelines
- Placed zinc and lo-ORS on essential medicines list
- OTC status granted for zinc treatment
- Public procurement initiated:
 - UNICEF provided 1.2 million doses
 - Lo-ORS tendered by public sector

Product

- AED partnered with Shelys Pharmaceuticals (and later with Zenufa)
- Encouraged development of first African-produced zinc dispersible tablets
- Both companies now selling syrups
- Product wholly-financed by manufacturer



Product

- US Pharmacopeia tested products and determined them to meet the zinc monograph
- Technical assistance enabled Shelys to reach WHO GMP
- All ORS nationwide is now lo-ORS



Demand Creation/Promotion

Multi-channel public-private partnership promoting zinc treatment and ORT to:

- Health professionals
- Drug sellers
- Caregivers



Demand Creation/Promotion

- **Public Health Professionals:**
 - ❑ Developed with MoH generic promotion and training material on diarrhea treatment
 - ❑ Co-implemented improved diarrhea management trainings with public sector in selected regions
 - ❑ Used district Counsel Health Management Teams (CHMT) to train public health post professionals in improved diarrhea management

Demand Creation/Promotion

Private Health Professionals:

- Provided marketing expertise and co-funded a Shelys diarrhea treatment program manager
- Used pharmaceutical companies medical representatives to promote improved diarrhea management
- Implemented with Shelys health professionals meetings in hospitals across Tanzania

Demand Creation/Promotion

Drug sellers reached via:

- ❑ Inserted diarrhea module in on-going training of Accredited Drug Dispensing Outlets (ADDOs)
- ❑ Implemented trade activations at all levels - wholesalers, retail
- ❑ Created OTC marketing campaigns



Demand Creation/Promotion

- **Caregivers:**
 - Caregiver events
 - Community based promotion
 - Village Health Workers
 - Road Shows
 - Radio promotion

Unafikiria njia sahihi ya kupanga uzazi?

Tembelea wahudumu wa afya upate ushauri muafaka

Uzazi wa mpango kwa ajili yako

USAID | TANZANIA

Sefi Kabisa! Mama Ushauri

MARC

Lessons Learned

- African manufacturers can produce quality zinc treatment products for both domestic and international distribution
- Private sector critical for creating sustainable supply and demand
- Private, public and NGO sectors must move together



Lessons Learned

- Used existing, successful programs to catalyze ORS and zinc demand
 - ADDOs, CHMTs
- Demand creation for zinc critical at three levels: provider, drug seller and caregiver

