



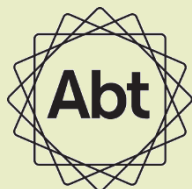
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Promoting Zinc through the Private Sector in Ghana

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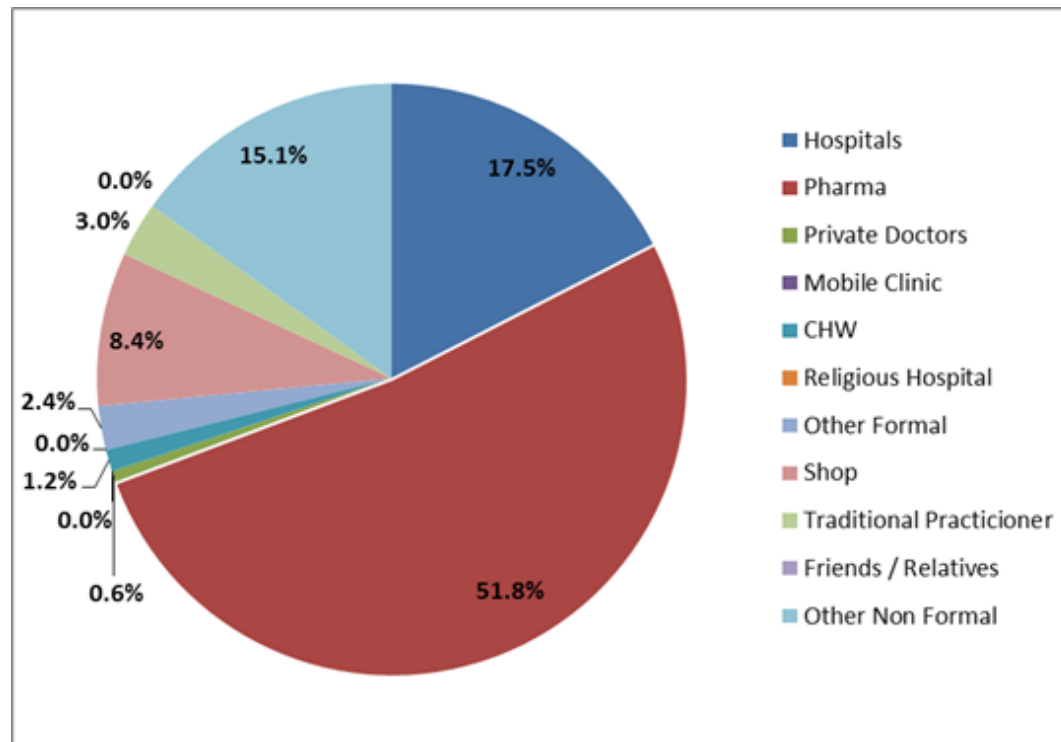


SHOPS is funded by the U.S. Agency for International Development.
Abt Associates leads the project in collaboration with
Banyan Global
Jhpiego
Marie Stopes International
Monitor Group
O'Hanlon Health Consulting

Background Information

- Diarrhea Prevalence = 20% (2008 GDHS)
- Diarrhea deaths represent 9% of all child deaths
- Care seeking: 36% public sector, 30% private sector

Range of Private Sector Providers Offering Child Diarrheal Treatment Services



Situation as of 2011

- Pilots conducted in Sene district by World Vision
 - Good acceptance of zinc and compliance with correct protocols for administration of ORS and zinc
- Public sector (Ghana Health Service) had updated key policies and protocols but had no zinc and no trained staff (2009)
- Dispersible zinc approved by Food & Drug Board for OTC sales
- UNICEF decision to import initial supply of zinc and fund public sector health worker training (2011)

Overview of SHOPS Ghana program

1. Assuring access to quality zinc products through partnering with the private pharmaceutical sector.
2. Creating consumer demand for zinc as an integral part of diarrhea management through a generic communications campaign.
3. Educating and sensitizing the provider community about the new protocols.
4. Assuring a conducive environment for the introduction of zinc in general.

Ensuring an enabling environment through key partnerships



- Ghana Health Service
- Pharmacy Council
- Nurses and Midwives Council
- Pharmaceutical Manufacturing Association of Ghana
- Pharmaceutical manufacturers
- USAID's Behavior Change Project
- WHO Better Medicines Initiative (de facto Zinc Task Force)

Partnerships with local pharma companies

- Signed MOUs and partnership grants with local manufacturers of zinc:
 - M&G Pharmaceuticals manufacturing 10mg and 20mg tablets of Zintab
 - LaGray Chemicals registering Paedzin
 - As of August 1, 2012, 536,000 M&G's Zintab treatments sold to retailers
- Facilitated TA from USPharmacopeia for development of quality zinc products and/or assistance in qualify for international tenders



Training private providers

Target groups:

- Pharmacists
- Pharmacist assistants
- Private doctors
- Private nurses/midwives
- Licensed chemical sellers and shop assistants



To date, 5,032 licensed chemical sellers and shop assistants as well as 73 midwives have received training on diarrhea management with zinc and ORS in target areas.

4,000 retail outlets carrying zinc in target areas.

Creating demand for zinc

- Mass media campaign launched in June 2012 to promote awareness and correct use of zinc + ORS
- Grants to pharmaceutical firms for brand promotion
- Grants to local NGOs for IPC activities

ORS + ZINC tablets
stops diarrhoea faster & protects

USE ORS UNTIL THE DIARRHOEA STOPS
Note: If symptoms persist after 3 days please visit your nearest health center

ORS	ZINC
+	+
+	+
+	+
	+
	+
	+
	+
	+
	+
	+
	+
	+

DAYS 1 2 3 4 5 6 7 8 9 10

FINISH THE FULL 10 DAY ZINC COURSE TO PROTECT YOUR CHILD FROM DIARRHOEA FOR UP TO 3 MONTHS

It's effective • It's safe • It's affordable
GoodLife goes with good health. Live it well!

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Monitoring and Evaluation

- **Baseline household survey**
 - Intervention area: Greater Accra, Western and Central regions.
 - Total of 750 caregivers of children under five with diarrhea in the past two weeks were surveyed about diarrhea management knowledge, attitudes and practices
 - Fieldwork completed in June 2012. Data analysis in process.



Randomized Controlled Trial: Changing Behavior of Licensed Chemical Sellers

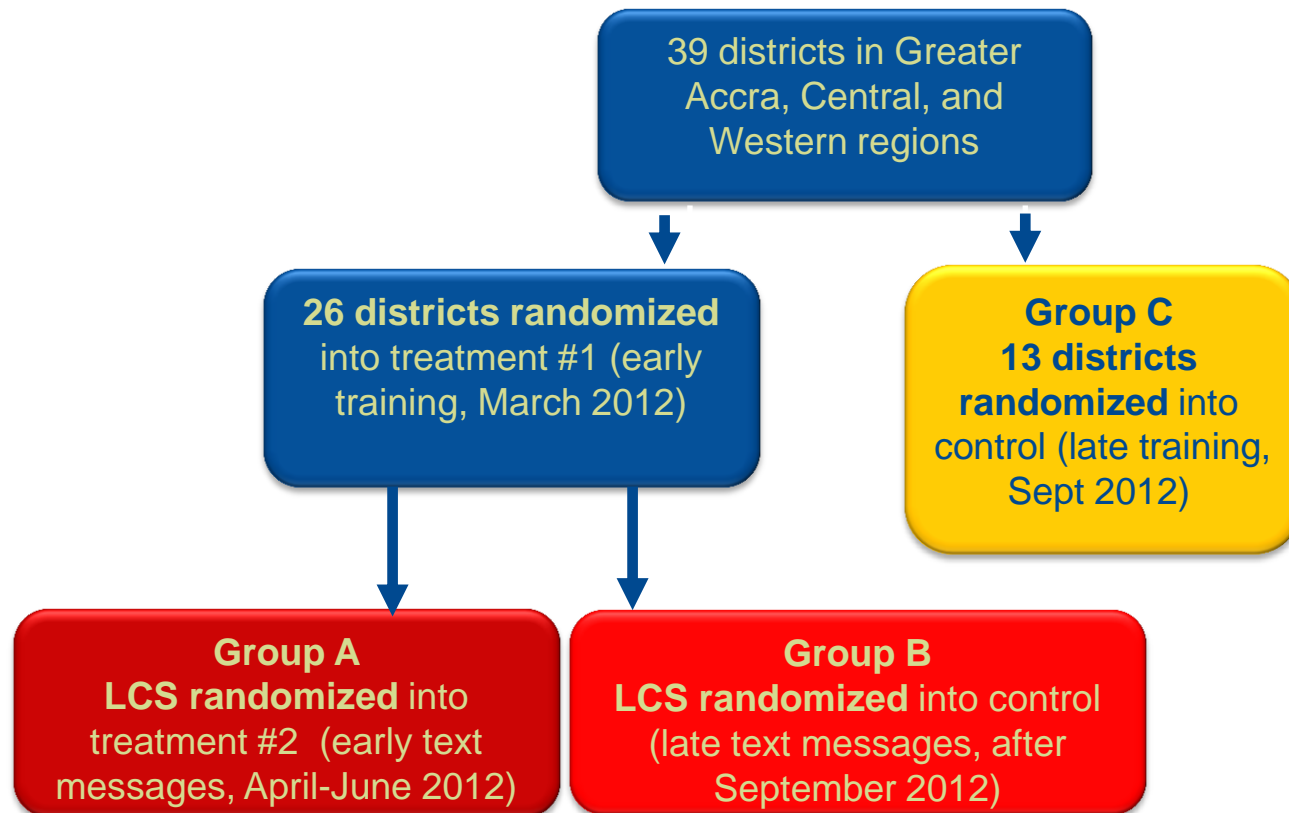
Objective: to determine whether sensitization and text messages (separately and combined) encourage the prescription of zinc + ORS/ORT for uncomplicated diarrhea among Licensed Chemical Sellers.

Research Questions:

- Do text messages in addition to sensitization:
 - Reduce inappropriate prescription of antibiotics/antidiarrheals?
 - Increase prescription/recommendation of zinc plus ORS/ORT?
 - Affect knowledge of and attitudes toward zinc and ORS for uncomplicated diarrhea?



Illustration of the study design



Analytic approach

- Compare short-term outcomes (knowledge and attitudes related to management and treatment of diarrhea) using provider survey data
- Compare prescription behavior (zinc, ORS, anti-microbials) using mystery client survey data
- Two groups to be compared:
 - Group A: 455 LCS that have received sensitization and text messages
 - Group B: 455 LCS that have received sensitization only

Summary

- Multi-pronged approach (public, private, NGO, formal, informal channels).
- BCC encompasses mass media, interpersonal communication and branded advertising
- Partnerships with pharma to encourage brand marketing and extension of distribution into rural areas
- Innovative approaches to provider training: partnership with Pharmacy Council and text messaging



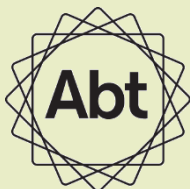
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Strengthening Health Outcomes
through the Private Sector

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