



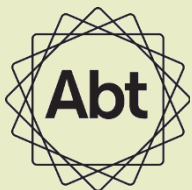
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Introducing Zinc through the Private Sector in Ghana: SHOPS program highlights and future directions

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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

Overview

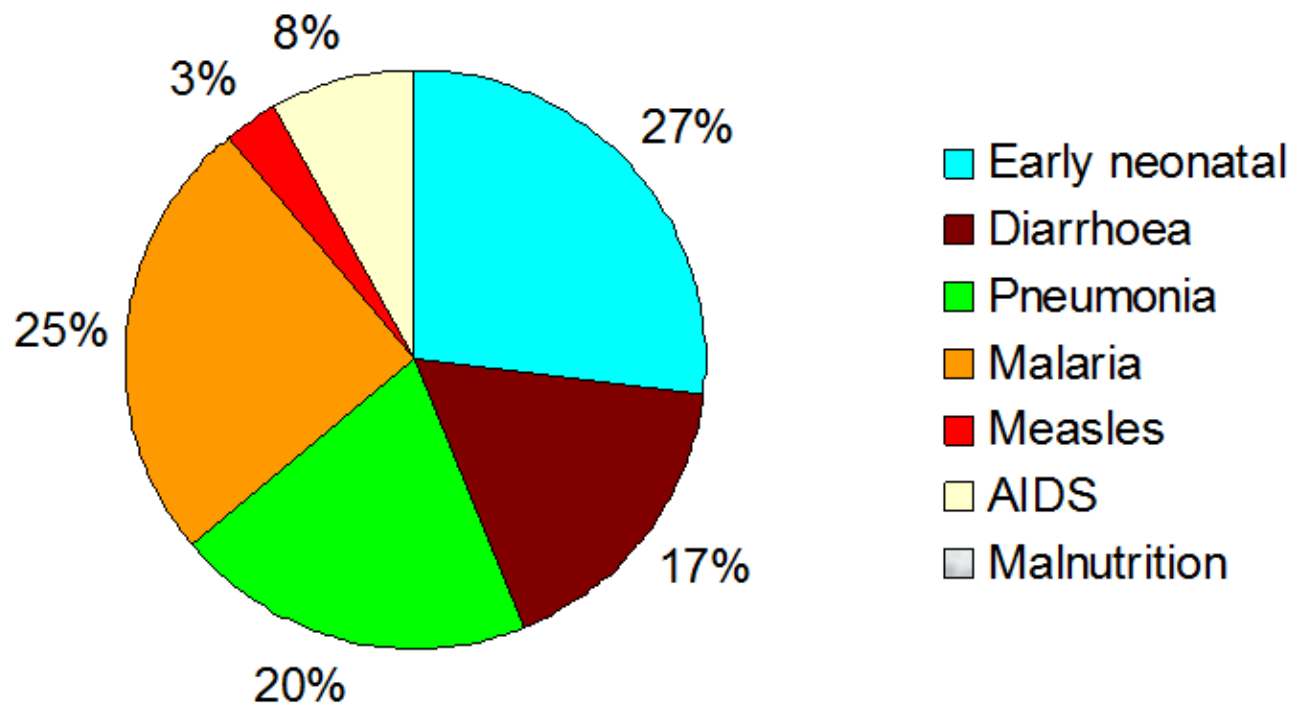
- Ghana context/background
- Program activities
- Results achieved in Year 1
- Expanded program activities for Year 2

Background

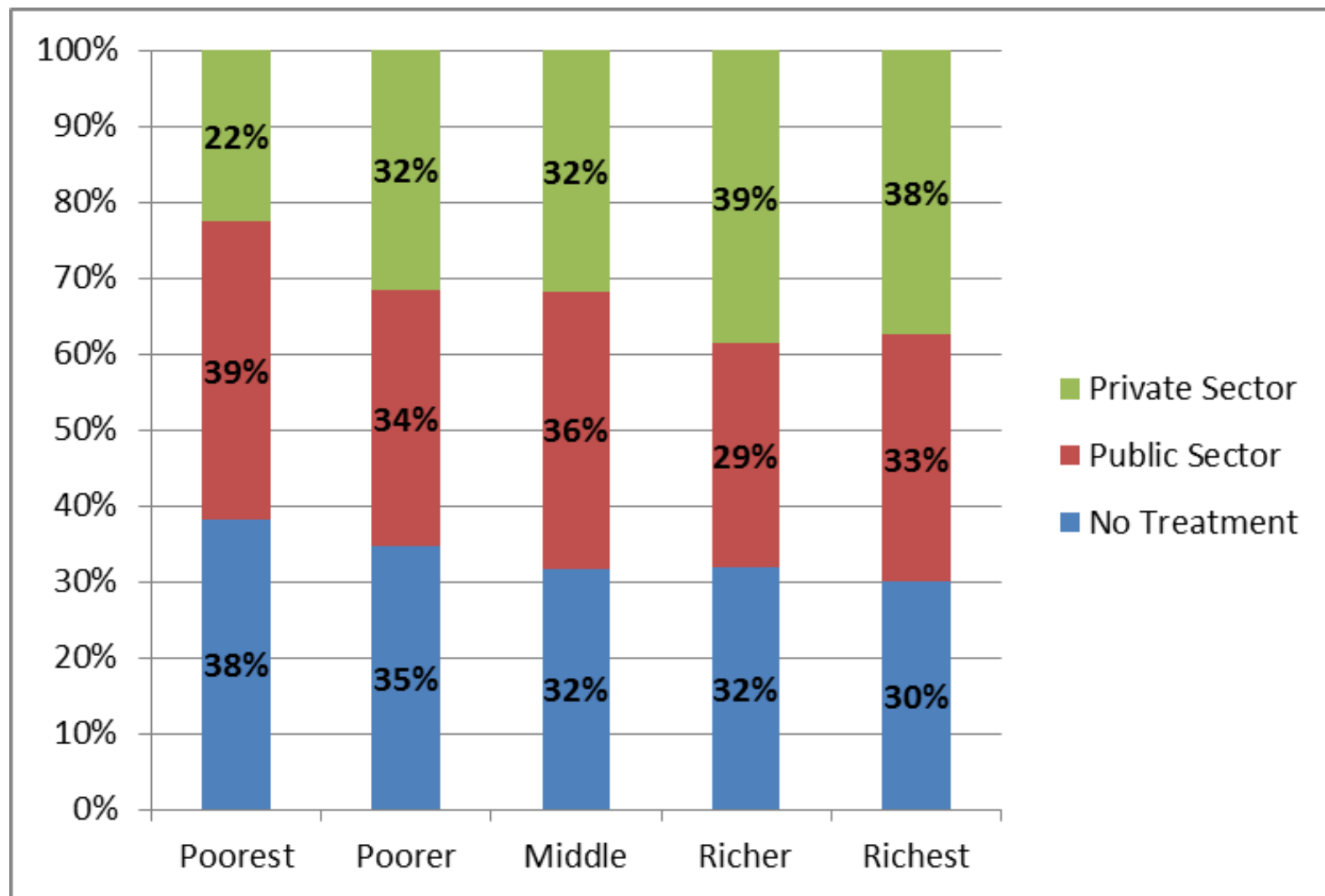


Causes of under-five mortality in Ghana

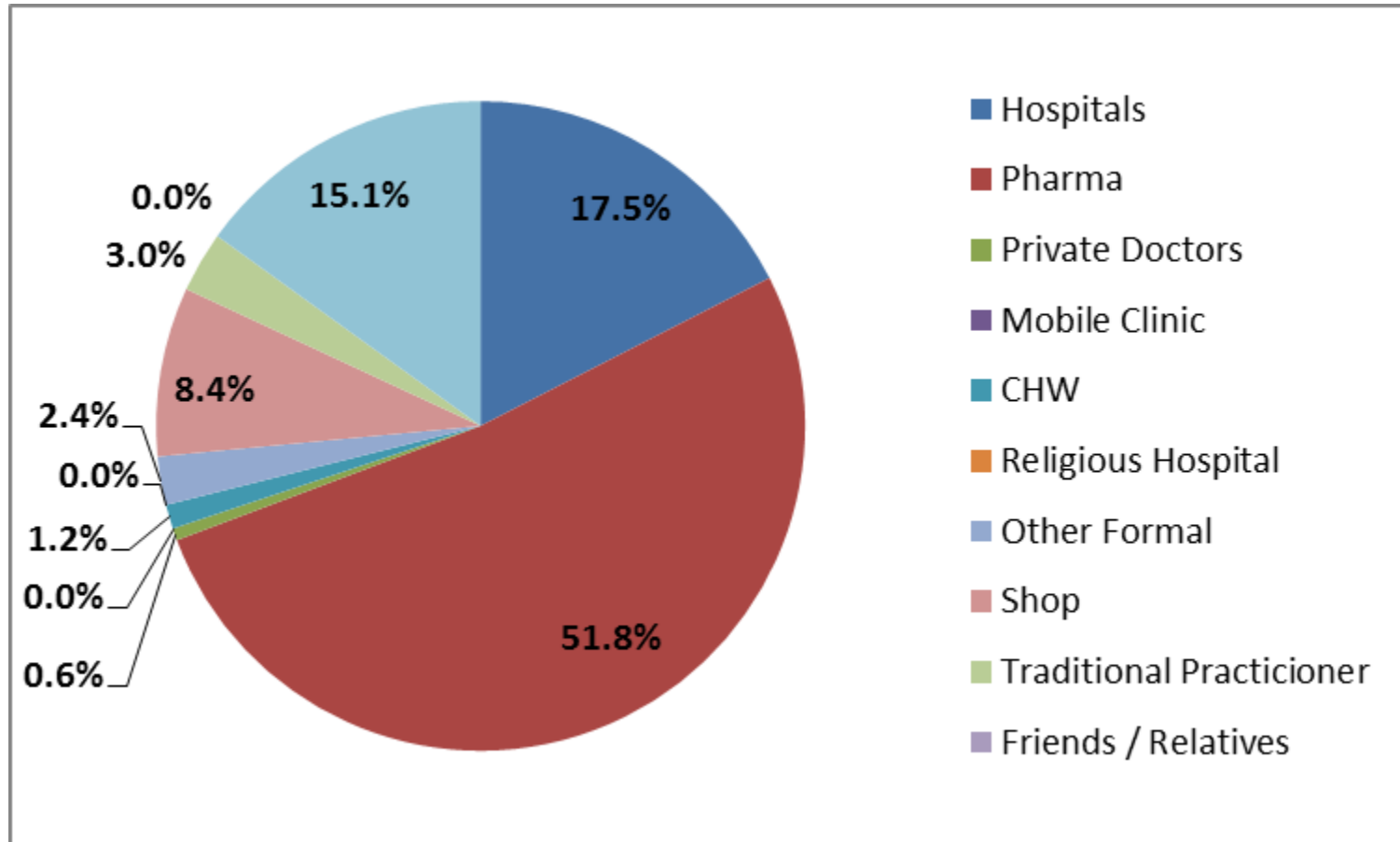
Source: Lancet Child Survival Series with adjustments for Ghana by authors



Diarrhea care seeking behaviors (DHS2008)



Source of treatment in the Private Sector (DHS 2008)



Baseline Results (SHOPS Household Survey)

- 72.3% of caregivers seek diarrhea treatment outside the home. A plurality of these caregivers go to a private pharmacy/LCS (59%)
- Antibiotics/antimicrobials (66.2%) and ORS (37.7%) are most common diarrhea treatments. Zinc was least common treatment (1.3%).
- Providers play a major role in driving use of antibiotics/antimicrobials for diarrhea treatment: 59.8% of caregivers that gave an antibiotic said it was because a “provider gave me this treatment”

Situation as of 2011

- Operations research conducted in Sene district by World Vision & Ghana Health Service
 - Good acceptance of zinc and compliance with protocols for administration of ORS and zinc
- Public sector (Ghana Health Service) had updated key policies and protocols and purchased 2.7 million tablets for Central Medical Stores
- Dispersible zinc tablets approved by Food & Drug Authority for OTC sales
- Food & Drugs Authority registered ZinTab by M&G pharmaceuticals

Situation as of 2011 (Continued)

- CIDA through UNICEF donated 15million tablets to the central medical stores.
- Dispersible Zinc tablets included in National Health Insurance medicines list.
- Ghana Health Service submitted a proposal to UNICEF for roll out of public sector trainings in 2012.

Program Activities (2012)



Overview of SHOPS Ghana zinc 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 private sector 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 MOU and marketing grant with M&G Pharmaceuticals for ZinTab
 - M&G has invested significantly in brand promotion: pens, T-shirts, newspaper Ads, leave behinds, etc.
- Training of sales force and TA for effective distribution and brand promotion
- Facilitated TA from US Pharmacopeia for 5 local manufacturers to development of quality zinc products and/or assistance in qualify for international tenders
 - LaGray's product (Peadazin) registered by FDA applying for UNICEF prequalification
 - Phyto Riker has filed for FDA approval



Training private providers

Target groups:

- Pharmacists
- Pharmacy Auxiliary staff
- Private doctors
- Private nurses/midwives
- Licensed chemical sellers (LCS) and shop assistants



To date, approx. **8,500** LCS , **1,200** pharmacists , **700** pharmacy auxiliary staff, **155** midwives, **150** private doctors, have received training on diarrhea management with zinc and ORS .

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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Program Results

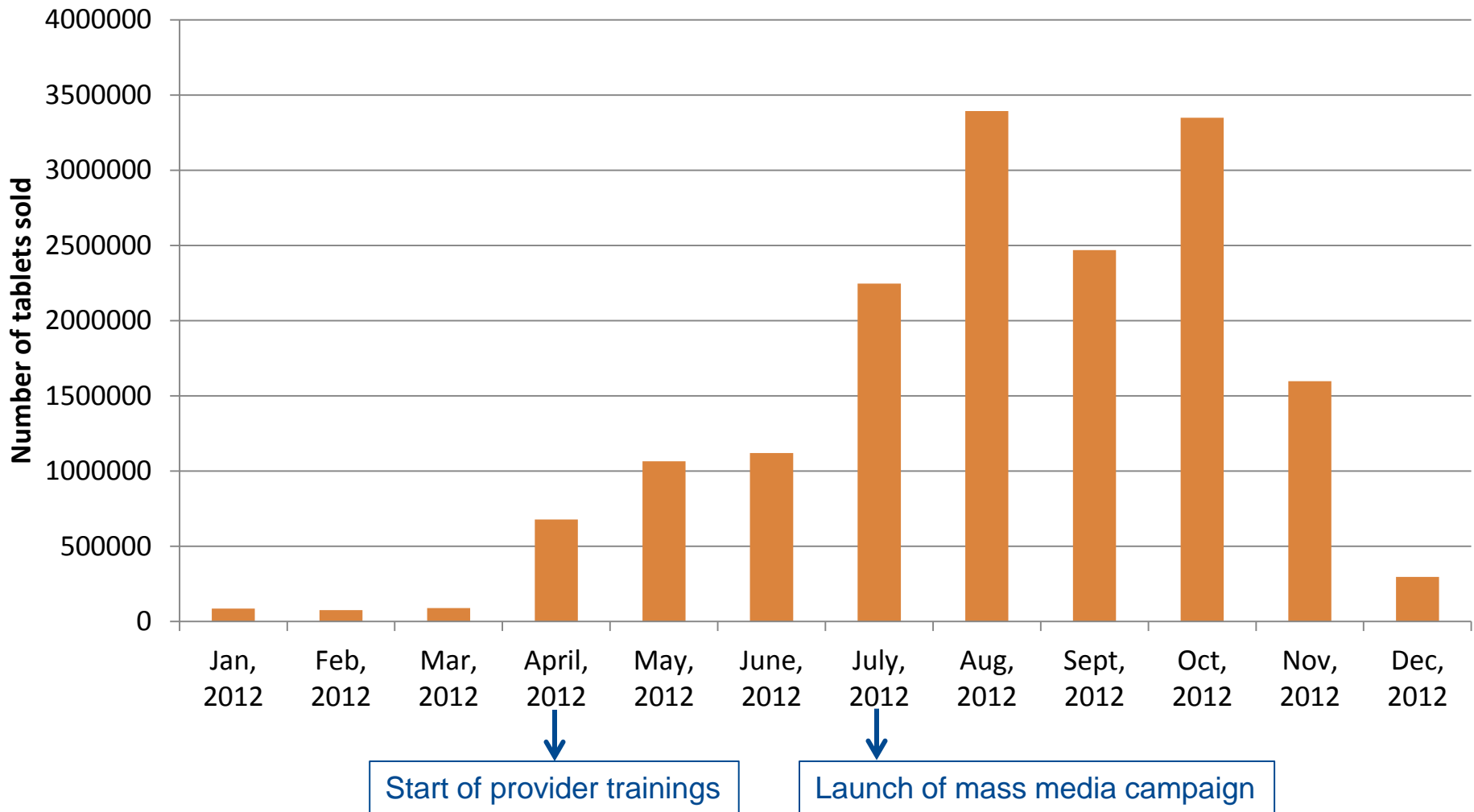


Sales Data: M&G Wholesale data

- Approximately **7,000** retail outlets stock Zintab
- In 2012 : **16,467,000** tablets distributed to retail outlets
 - 10mg : 9,852,000 tablets
 - 20mg : 6,615,000 tablets

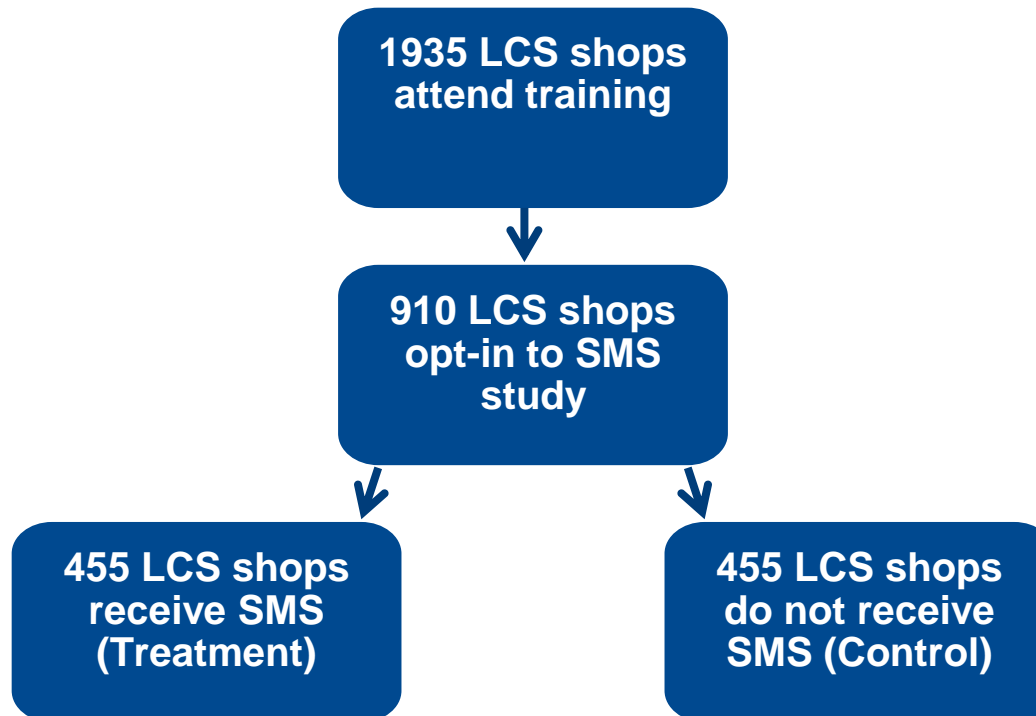
Year 1 Sales Data: Jan 2012 to December 2012

Monthly Sales of Zintab



Randomized Controlled Trial: Study Design

- All LCS and their assistants in 26 districts in Greater Accra, Central, and Western regions invited to attend training in May 2012



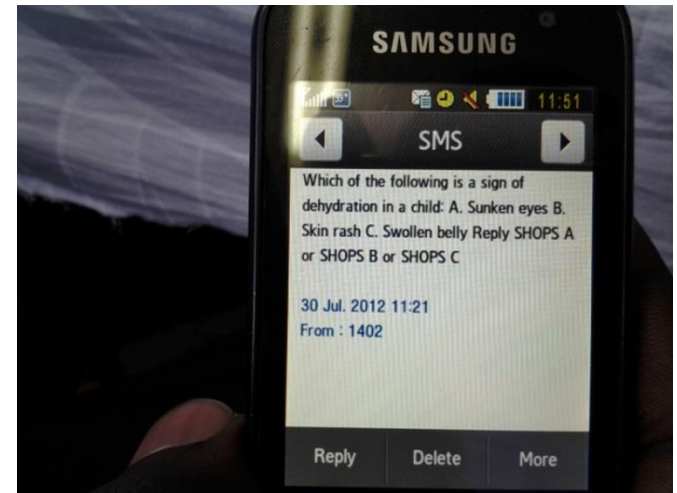
RCT: Research Questions

- Does the SMS intervention lead to increased prescription of ORS and zinc and decreased prescription of antimicrobials among licensed chemical sellers?
- If the intervention is not effective at changing prescription behavior, what are some possible explanations?



RCT: SMS Intervention

- SMS messages started immediately after trainings in June 2012
- Sent 3 times a week for 8 weeks and included reminders and quizzes
- SMS covered information about diarrhea and dehydration symptoms, ORS and zinc prescription guidelines, and discouraged antimicrobial use



RCT Results: Mystery Clients Reveal Limited Change in Actual Prescription

Indicator	Results	
	Treatment (training + SMS)	Control (training only)
Prescribed Zinc	66.4%	64.2%
Prescribed ORS	81.2%	77.1%
Prescribed Antibiotics	46.9%	45.7%

None of these differences were large enough for statistical significance

RCT Results : Provider Survey Shows Significant Improvements in Reported Practices

Indicator (when LCS was asked for product the most often recommend)	Results	
	Treatment (Group A)	Control
Self reported Zinc prescription	78.5%	74.9%
Self reported ORS prescription	89.1%	87.1%
Self reported ORS+Zinc prescription	75.1%*	68.6%
Self reported Antibiotic/ Antidiarrheal prescription	7.5%***	13.7%

Statistically significant difference: *p ≤ 0.1; **p ≤ 0.05 ; ***p ≤ 0.01

RCT: Key Findings and Additional Evidence that Zinc Uptake is Very High

- A short (8 week) and low-cost SMS intervention improved knowledge/reported behavior- a step in the right direction- but did not have significant impact on actual behavior
- SHOPS is currently investigating factors such as profit margins and customer demands that may influence this “know-do gap”
- The RCT data collection offered additional evidence of the high rate of uptake for zinc after less than 1 year in Ghanaian private sector: 64% of providers prescribed zinc to a mystery client posing as a mother requesting a diarrhea treatment for a sick child- likely attributable to the training and media campaigns.

Expanded Program Activities 2013



Continued Promotion of ORS and zinc

- Grants to M&G Pharmaceuticals and LaGray Chemicals
 - LaGray has successfully registered Peadzin with Food & Drugs Authority and has signed contract manufacturing agreement with Dannex to launch a co –packaged product by end of 2013
- Renewal of mass media campaign
 - Conducting message testing to tweak campaign in 2014
- Renewal of grants to local NGOs for IPC activities
- Inclusion of zinc/ORS refresher into LCS training on Good Dispensing Practice, Counseling and Family Planning
 - SMS message campaign

Supportive Supervision for Licensed Chemical Sellers (LCS)

- Integrated into routine scheduled inspection visits of Pharmacy council inspectors
 - Simulation of a malaria case for LCS to manage
 - Pharmacy council inspector observes and scores against a check list
 - Inspector provides feedback and develops an improvement plan with the LCS
 - Inspectors submits reports (cell phones/PDA's being considered)

Training of Licensed Chemical Sellers

- Good Dispensing Practice, Counseling and Family Planning adopted as a topic for the annual nationwide LCS training program
 - Mandatory and pre-requisite for re-licensure
 - Half-day training session
 - LCS pay a registration fee of GHC 10

Promoting National Health Insurance Accreditation among LCS

- Currently only 222 LCS (out of 10,000+) are accredited by NHIA
 - Barriers to NHIA accreditation include: misconceptions about the accreditation process, lack of appreciation about the benefits for their businesses, application fees, delayed reimbursement, etc.
- Target regions: Ashanti, Brong Ahafo, Central & Western
- Half day information session for LCS (free of charge)
- Pre & Post accreditation technical assistance
- Pilot a "factoring" product for claims reimbursement

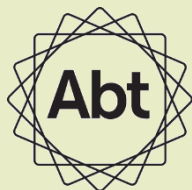


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