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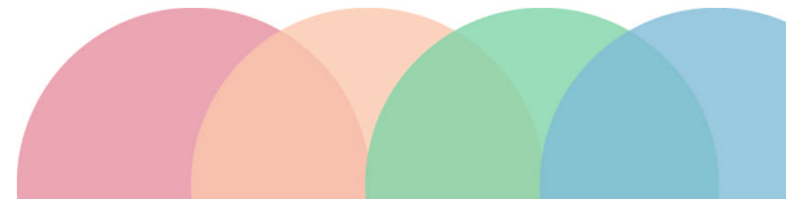
**IMPACT**

Projet IntQgrOd'Appui Vlla SantOFamiliale et Vlla PrOvention du VIH/SIDA



# Social Marketing in Benin: Bringing Diarrhea Treatment Closer to the Community

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# Background ...

## Benin

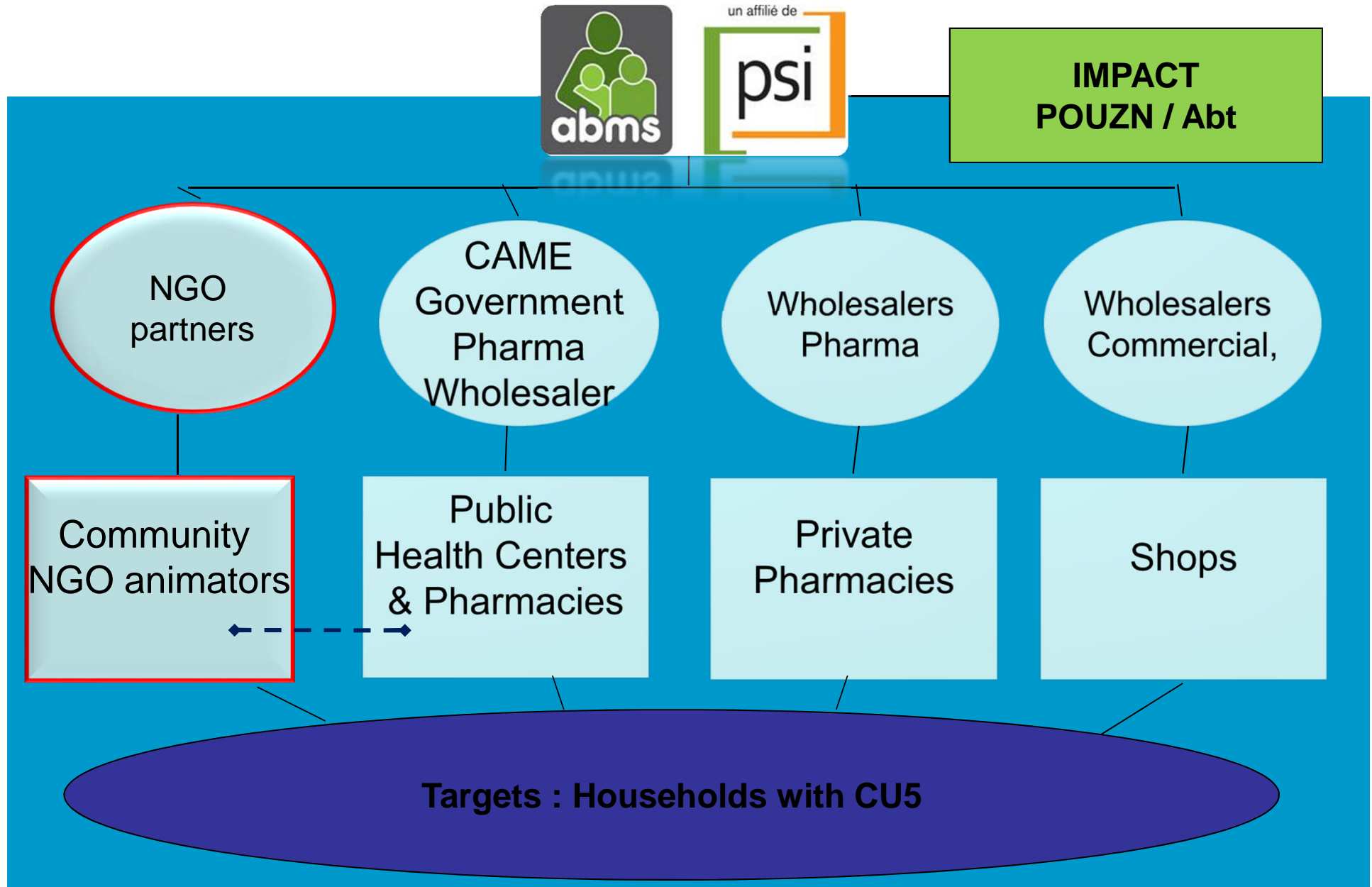
- Pop = 8.79M – CU5 = 1.4 M
- CU5 diarrhea prevalence = 9% in the 2 weeks preceding DHS 2006

## Timeline

- **1995:** PSI/Benin began to socially market ORS, branded *Orasel*.
- **2008 March:** UNICEF funding, PSI piloted a subsidized diarrhea treatment kit (DTK)
- **2008 July:** USAID funding, POUZN launched a partial cost recovery DTK
- **November 2009:** DTK sales expanded through community based partnerships.



# Implementation Model



# 1. Product : What made sense for Benin?

- No locally-made product available
- Imported zinc France's Nutriset (only available producer at the time)
- Imported low osmolarity oral rehydration salts from India
- Building off PSI's *Orasel* brand awareness, the diarrheal treatment kit *Oraselzinc* was launched.



## 2. Price: Ensuring Sustainability and Affordability

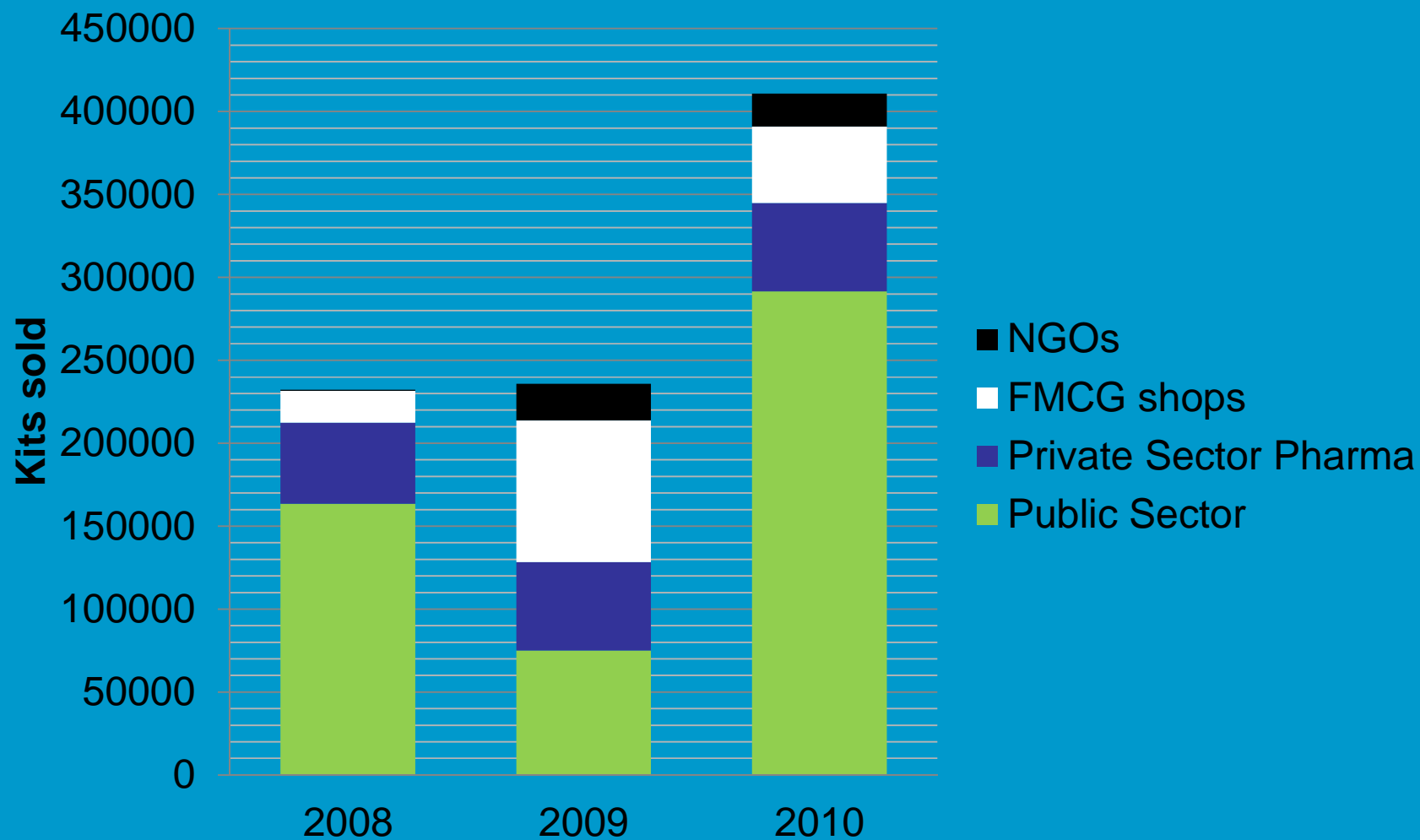
- full cost recovery in both public and private sector sales points (CFA 450 = \$0.90)
- Ensure affordability:
  - Consumer research (December 2007): 61.8% of women surveyed were willing to pay up to 450 CFA for DTK.
  - Household follow-up survey (November 2009): 70% of respondents thought DTK affordable and 35% willing to pay more if price increased.

### 3. Placement: How did we get DTK into the hands of mothers in Benin ?



- **Commercial Sector**
  - Pharmaceutical wholesalers (3)
  - Commercial non- pharmaceutical wholesalers (10)
- **Public Sector**
  - Government Pharmaceutical Wholesalers (CAME)
- **Community Based Distribution**
  - Partnerships with 13 NGOs working in rural areas
  - Partnership with Association of Women's Microcredit Groups
  - Partnerships with community health workers attached to MOH clinics and other USAID projects for sensitization and sales

# OraselZinc sales



## 4. Promotion: So what is the best way to increase awareness and use among mothers?



### Radio & Television

- Local language messages
- Joint role of ORS and Zinc

### Billboards & Posters

- Awareness at point of sale
- Brand recognition

**OraselZinc**  
traitement et prévention de la diarrhée

**Nouvelle formule,  
nouveau goût.**

**Traitement et prévention  
de la diarrhée chez l'enfant.**

OraselZinc, la formule qui sauve !



### Small groups & Door to Door

- Women's Groups & Community Health Workers

### Training of Providers

- Public (450) – NGO (90) – Private (500) – Pharmacy (310)

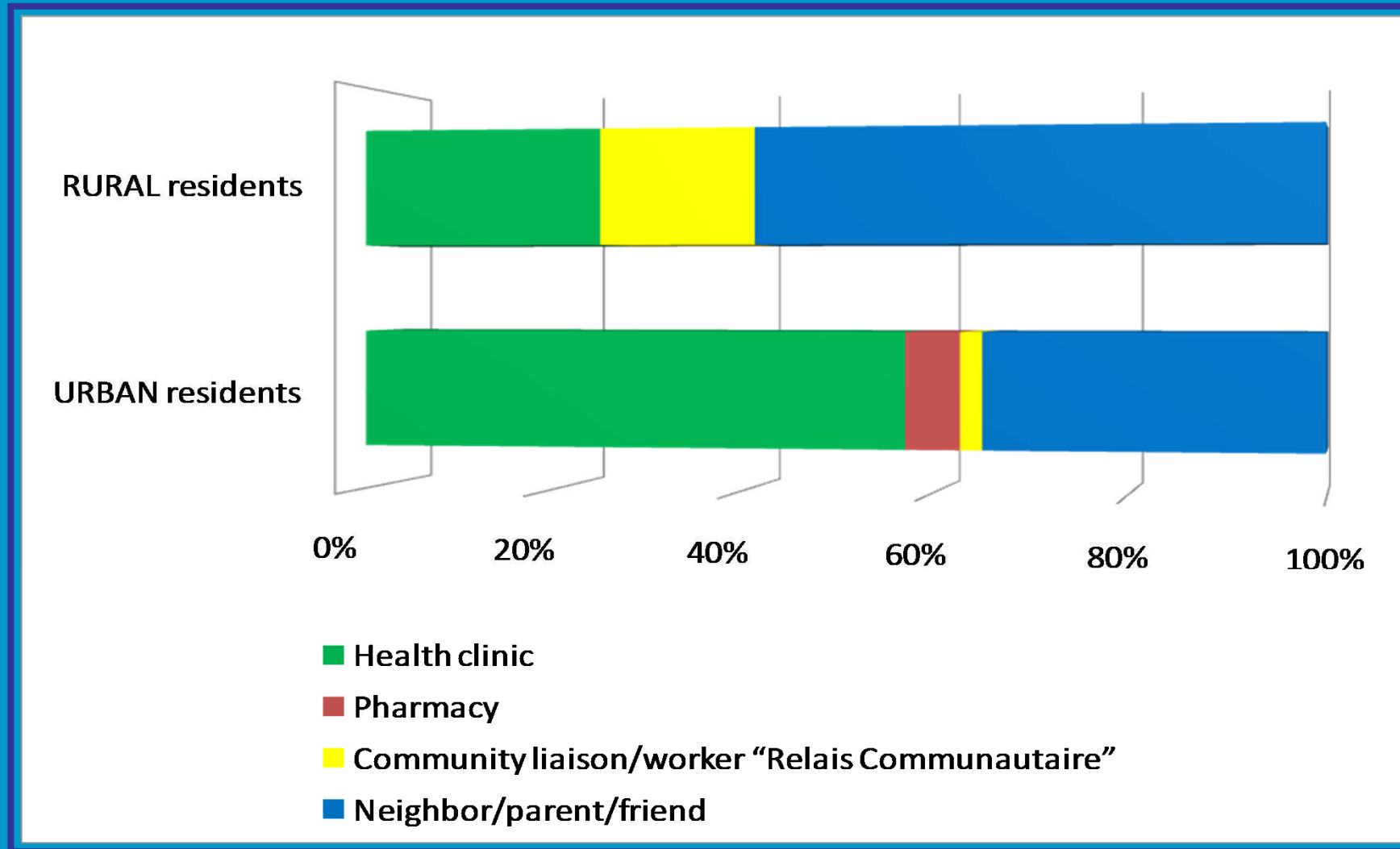


# So how did we do ?

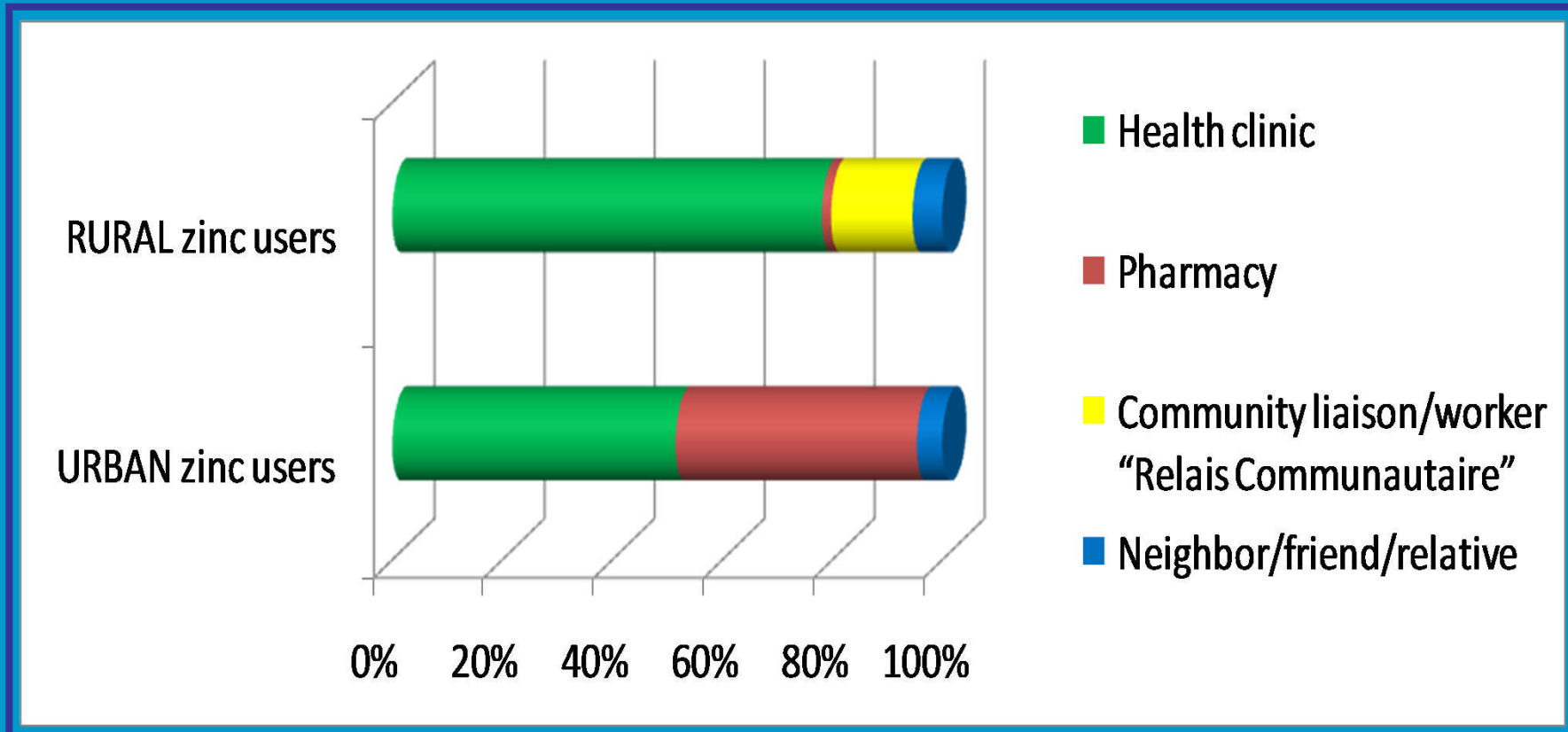
<i>POUZN/PSI : HH survey in November 2009 (TRaC)</i>	<b>Among children with diarrhea (%)</b>	<b>Among zinc users (%)</b>
Treated with zinc	30.9	--
Treated with zinc plus ORS	27.0	87.5
Given zinc for 10 days or more	14.1	46.6
Treated with zinc for 10 days or more plus ORS	12.6	42.1

- Note : Use rates also reflect conversion from previous *Orasel* users as well as new users

## Caregivers are more likely to seek advice from ...



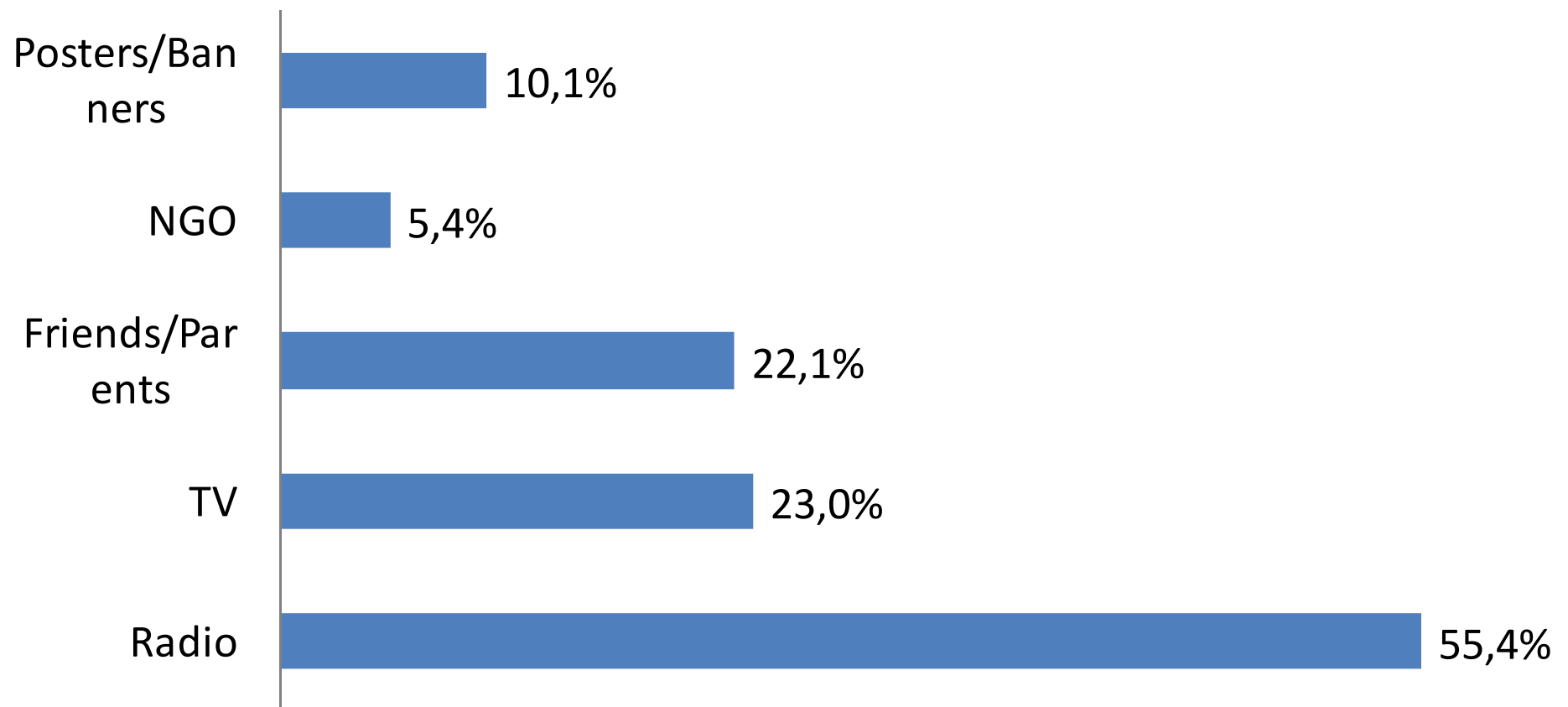
## Caregivers procured zinc from ...



*Source of zinc products reported by caregivers who used zinc for diarrhea treatments in the past 2 weeks .*

## 20.5% Caregivers Heard about ORASEL-ZINC

■ Where heard/saw message on ORASEL-ZINC



# Benin Lessons learned



- Building on a already existing ORS promotional effort can speed uptake of intervention and increase use.
- Family, friends, and community health workers are a critical source of advice. Thus community based education remains an important channel for behavior change.
- Exposure to mass media is a determinant of zinc knowledge and use in Benin.
- In countries with high caregiver reliance on a weak public sector, the socially marketing program (PSI) should coordinate closely with the public health system.

The people of BENIN thank YOU!

