

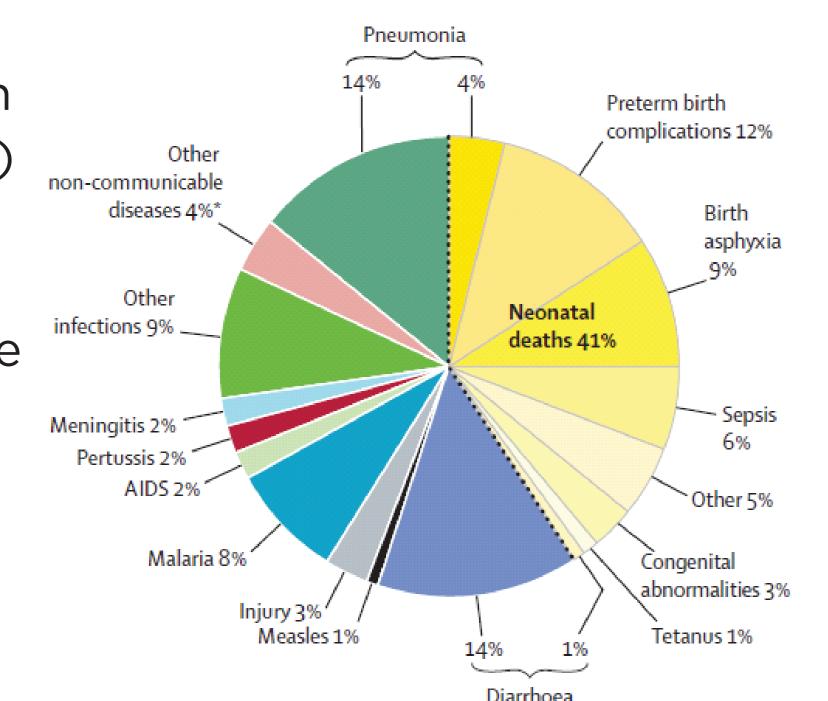
Building Partnerships with the Commercial Private Sector to Introduce Zinc for Treatment of Pediatric Diarrheas in Nepal and Pakistan



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Pediatric Diarrhea

- Second leading cause of death in children under 5 years (15%)
- At least 1.3 million deaths per year
- Dehydration is most immediate cause of death



WHO/UNICEF Joint Statement 2004

- Revised recommendation for the treatment of childhood diarrheas:
- 20 mg zinc daily for 10-14 days
- (10 mg/day if under 6 months old)
- Low-osmolarity oral rehydration solution (ORS) or oral rehydration therapy (ORT)

Partnering with the Private Sector: the Commercial Model

A social marketing program implemented in partnership with one or more commercial manufacturers where the commercial partner retains control of branding, pricing and distribution.

Challenges in Supporting Commercial Markets

- Zinc is a therapeutic agent that must comply with drug regulations surrounding quality, registration, Good Manufacturing Practices (GMPs), distribution, and promotion.
- Initial efforts to introduce a new product are usually centered in urban or peri-urban areas thus extra effort is often needed to ensure access to treatments in rural areas.
- Zinc enters an entrenched antibiotic and antidiarrheal market, which necessitates sustained efforts to displace existing behaviors.

Commercial Program - Pakistan



- Partnered with 4 pharmaceutical companies already marketing zinc in private sector and selling to public sector
- Cost-shared marketing activities of pharmaceutical manufacturing partners
- Supported training of pediatricians and GPs through CME programs facilitated by Pakistan Pediatric and Medical Associations
- Developed and aired mass media campaign: television, radio, billboards, posters, and rickshaw ads
- Public sector safety net provided by Lady Health Workers

Commercial Program - Nepal

- No zinc (public or private sector) at program inception
- Partnered with 3 local zinc manufacturers to produce and register 5 zinc products beginning in 2007
- Co-sponsored CME and detailing activities for public and private providers
- Trained over 5000 private providers
- Developed and implemented mass media campaigns for caregivers: television, radio, billboards, point of sale materials

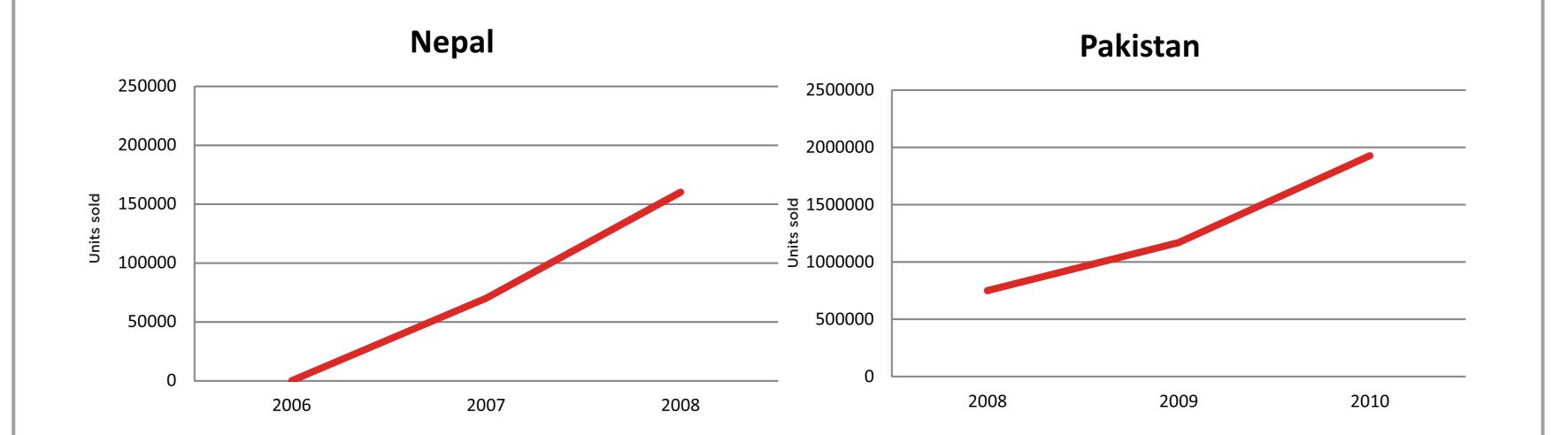


Methods: Household Surveys with Caregivers of Children under 5 Years with Diarrhea in the Past 2 Weeks

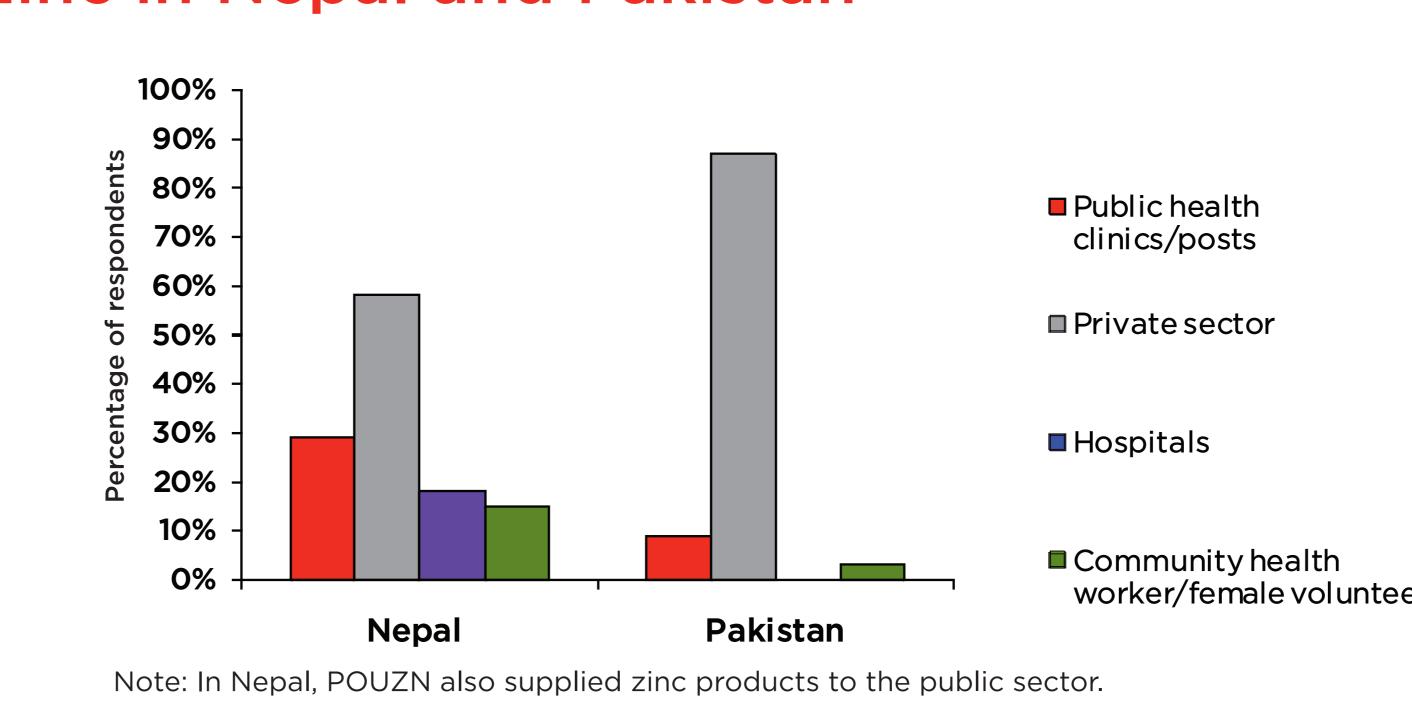
	Nepal	Pakistan
Dates	August -September 2008	July & September 2011
Design	Cross-sectional	Program vs. comparison, pre-and post-intervention
No. of househol	ds 3550	1725 (pre) and 1713 (post)
No. of children	4211	1725 (pre) and 1713 (post)
No. with diarrhe	a* 289	1725 (pre) and 1713 (post)
Age range	0-59 months	0-59 months

*Defined as three or more loose or watery stools over the course of a day

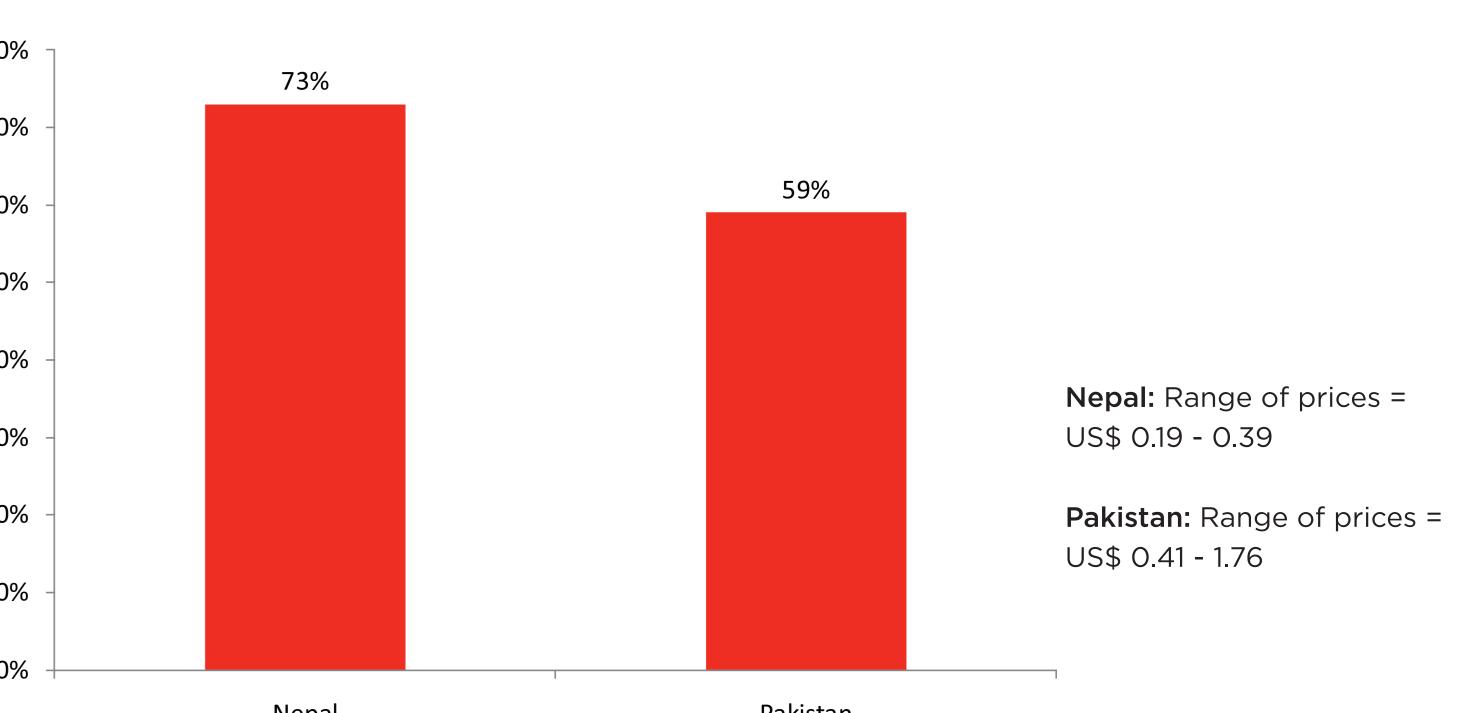
Results: Retail Audits Showed Zinc Sales Increased in Pakistan and Nepal over Duration of Programs



Private Sector is Primary Source of Zinc in Nepal and Pakistan



Most Caregivers Agree that Zinc is Affordable



Lessons Learned Working with Commercial Manufacturers of Zinc

- When pharmaceutical companies see market demand and potential to grow their share of the market, including potential for sales to government sector, they move quickly into the market.
- Collaboration with the private pharmaceutical sector is a viable and cost-effective approach to ensure a sustainable and competitively-priced zinc supply.



 Partnering with local pharmaceutical manufacturers and co-funding marketing activities can be a mutually beneficial strategy for introducing pediatric zinc products.

