Vouchers for Insecticide-Treated Nets: a Public-Private Partnership Model

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AED
Full Market Impact

SUPPLY

DEMAND

DISTRIBUTION

EQUITY

TECHNOLOGY

IMPACT

POLICY

NetMark

AED

USAID
NetMark’s Equity Challenge

❖ How to get ITNs to target groups such that:

- Subsidy effectively reaches target audience
- Subsidy does not go to unintended recipients
- Program is cost-effective
- Program primes market and fosters expanded and sustainable commercial sector
Public Sector Engagement
Public Sector Engagement
Private Sector Engagement
Private Sector Engagement
<table>
<thead>
<tr>
<th>Country/Year</th>
<th>Funders</th>
<th>Vouchers Distributed (pregnant women, children under five)</th>
<th>Redemption Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ethiopia</strong> 2005-07</td>
<td>USAID/NetMark (with Amhara Regional Health Bureau)</td>
<td>62,327</td>
<td>79%</td>
</tr>
<tr>
<td><strong>Ghana</strong> 2004-09</td>
<td>USAID/NetMark, Ghana Health Service, DfID, ExxonMobil, GFATM, EXP Momentum</td>
<td>1,189,600</td>
<td>87%</td>
</tr>
<tr>
<td><strong>Mali</strong> 2004-06</td>
<td>USAID/NetMark, MNCP/MOH, CARE,</td>
<td>11,850</td>
<td>70%</td>
</tr>
<tr>
<td><strong>Nigeria</strong> 2004-07</td>
<td>USAID/NetMark, ExxonMobil, MOH, USAID/COMPASS, NASSAWARA Program,</td>
<td>194,479</td>
<td>92%</td>
</tr>
<tr>
<td><strong>Senegal</strong> 2003-09</td>
<td>USAID/NetMark, NMCP/MOH, UNICEF, PLAN Int.</td>
<td>622,603</td>
<td>93%</td>
</tr>
<tr>
<td><strong>Zambia</strong> 2002-06</td>
<td>USAID/NetMark, IFRC, GFATM, ExxonMobil, CHAZ, NMCC, UNICEF</td>
<td>197,987</td>
<td>82%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>2,278,846</td>
<td>90%</td>
</tr>
</tbody>
</table>
Successes: Program is Scalable

- Government of Senegal distributed 2.7 million ITNs
Successes: Increased Demand

“People are also starting to get an appetite for ITNs because of this project. ITNs are selling better now than they were before.”

(Senegal retailer who carried ITNs before TS program)
Successes: Increased ITN Availability and Access
Successes: Net/ITN Use
Percent of nets used, by how obtained

- Ghana
- Nigeria
- Senegal

- % of purchased nets used
- % of free nets used
- % of nets bought with a voucher used
Obstacles and Lessons

❖ Health workers as gatekeepers

“I kept most of the vouchers in my booklet because, in general, women don’t have money to go to the pharmacy.”

(Senegal Health Worker)
Obstacles and Lessons

- Voucher value (for some)
Obstacles and Lessons

❖ Stock outs
Obstacles and Lessons

- Coordination and Communication among donors and NGOs
Thank You!