Partnership for Malaria Prevention Among High Risk Groups in Zambia

NetMark
A Regional Partnership for Sustainable Malaria Prevention

www.netmarkafrica.org
What is NetMark?

- Eight-year (Sept. ‘99 - ‘07) $65.4 million USAID-funded program, managed by AED, to establish commercially viable national markets for ITNs, primarily in Africa

- Works with commercial partners to develop viable markets for ITNs through integrated marketing, financial, policy, and technical support

- Links commercial efforts with subsidized efforts

- High-impact, cost-effective and long-term solution to making ITNs widely used by at-risk populations
Malaria Burden

• 300-500 million clinical cases per year

• 2.7 million deaths per year (90% in Africa); mostly children under five and pregnant women

• 1.3% negative impact on annual economic growth in Africa

• Missed school and work

• Lost productivity
Effective ITN use can reduce:

- Rates of severe malaria by an average of 45%
- All-cause child mortality by 17% to 63%
- Child mortality in Africa by up to 600,000 children annually
- Premature births by 40%
Creating Win/Win Solutions Through Partnership

- Public Sector lacks resources to address many issues on a sustainable basis
- Private Sector wants to contribute to community welfare AND maintain a healthy bottom line
- NetMark facilitates partnership that achieve both public health and business objectives
## Shared Risk & Shared Investment

<table>
<thead>
<tr>
<th>NetMark</th>
<th>Commercial Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Time-limited strategic investments</td>
<td>- Manufacture, package, distribute branded products</td>
</tr>
<tr>
<td>- Umbrella campaign</td>
<td>- Offer affordable prices</td>
</tr>
<tr>
<td>- Market Research</td>
<td>- Provide technical and logistical support</td>
</tr>
<tr>
<td>- Coordination w/stakeholders</td>
<td>- Brand marketing</td>
</tr>
<tr>
<td>- Advocacy (taxes &amp; tariffs)</td>
<td></td>
</tr>
<tr>
<td>- Monitor &amp; Evaluate</td>
<td></td>
</tr>
</tbody>
</table>
Roll Back Malaria Strategic Framework for Scaling up ITN Programs

- Massive increased investment for ITN promotion by donors
- Increased emphasis on public/private partnerships
- Recognition of commercial sector’s role
Zambia Discount Coupon Program - Partners

- Zambian National Malaria Control Center, Central Board of Health – *Planning and distribution of coupons*

- USAID/NetMark – *Planning, technical assistance, coordination*

- NetMark Commercial Partners - *Planning, distribution of ITNs, redemption of coupons*

- ExxonMobil – *Funding for coupons through “Help Us Help” campaign*
Zambia Discount Coupon Program - Objectives

- Three month extension of USAID-funded program that ended in April
- Provide 7,000 discount nets to vulnerable pregnant women
- Expand distribution of ITNs through Mobil Marts and other retail outlets
- Consider “scalability” of program
Key Planning Factors

- INCORPORATE LESSONS LEARNED FROM PREVIOUS EXPERIENCE
- PLAN FOR SCALE-UP FROM THE START: Can this be done on a national scale?
- CREATE LOW MAINTENANCE APPROACH: Can this be replicated through moderately strong commercial partners for ITN procurement, storage, shipping, sales, and coupon redemption?
- LIMIT CHEATING OPPORTUNITIES by using a coupon via clinics that must be combined with a Proof-of-Purchase sticker from ITN package to get the discount.
Monitoring & Evaluation of Previous Demonstration Program

- Distribution of 22,000 coupons to pregnant mothers by health providers
- Purchase of approximately 15,000 ITNs by mothers at local shops using the coupon (nearly 70% redemption rate)
- Universal acceptance of coupons by local retailers
- Universal redemption of coupons through the distributors and Payment to distributor by funding agency
Coupon Delivery Through Clinics

- Counseling of the client
- Malaria and its prevention
- Coupon was a gift of K10k to her
- Where to present it
- Record of vital data
- Recognition of the NetMark logo
The Coupon

- coupons in “checkbook” format (50 in a pack)
- coupons numbered; used books checked
- Name, address, registration number recorded

K10,000 OFF

Mobil Oil – with the help of its customers – offers you a discount voucher on an Insecticide Treated Net. Only those nets with the NetMark seal of quality are eligible for a discount. Action valid until: August 31st 2003.

Trader’s name:

Address:

NRC no:

Date:

Telephone no: Date:

In collaboration with the Zambian National Malaria Control Centre of CBOH with support of RBM partners.
K10,000 value based on “willingness to pay” data collected in Zambia

Range of ITN retail prices based on size, shape, and color from K17,000 to K23,000

After K10,000 discount, final cost of ITN ranges from K7,000 to K13,000 ($1.46 to $2.71)
Place: Getting the coupon

- Coupons distributed via 40 ante-natal clinics
Place: Getting the ITN

- 61 shops participated in previous program – number expanding with addition of Mobil Marts. Shops accept coupons and transfer proof-of-purchase sticker onto coupon.
- Buyer picks ITN & pays the price difference.
Promotion

- NetMark Mass Media Promotion of ITNs—Radio, TV, billboards, road shows (nationwide), and branding of clinics/outlets
- ExxonMobil’s “Help us Help” Campaign to generate resources to pay for coupons
- Clinic staff promotion of ITNs through counseling and conical net with sign “Ask about K10,000 coupon for an ITN” hung inside the clinics
Next Steps

- Evaluation of program by MOH/NetMark and ExxonMobil
- MOH/NetMark ExxonMobil consider expansion of program to increase coverage in Zambia and other countries