

Partnership for Malaria Prevention Among High Risk Groups in Zambia



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

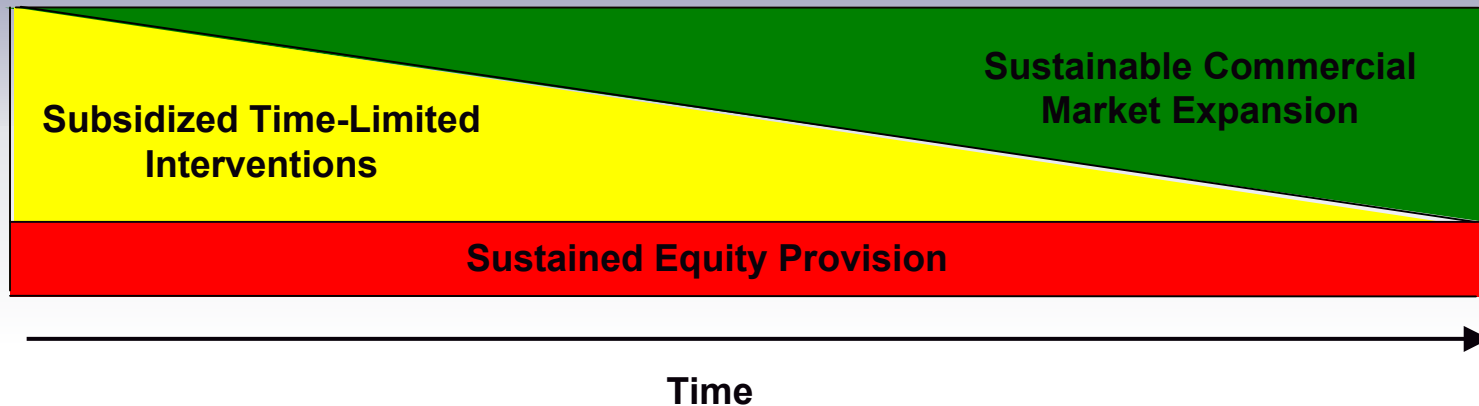
NetMark

- Time-limited strategic investments
- Umbrella campaign
- Market Research
- Coordination w/stakeholders
- Advocacy (taxes & tariffs)
- Monitor & Evaluate

Commercial Partners

- Manufacture, package, distribute branded products
- Offer affordable prices
- Provide technical and logistical support
- Brand marketing

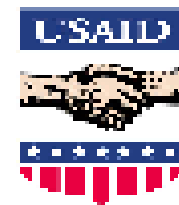
Roll Back Malaria Strategic Framework for Scaling up ITN Programs



- 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

<p>Mother's Name: _____</p> <p>_____</p> <p>Address: _____</p> <p>_____</p> <p>_____</p> <p>NRC no: _____</p> <p>Date: _____</p> <p>_____</p>	<h2>K10,000 OFF</h2> <p>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.</p> <p>Trader's name: _____</p> <p>Address: _____</p> <p>_____</p> <p>Telephone no: _____ Date: _____</p> <p><i>In collaboration with the Zambian National Malaria Control Centre of CBOH with support of RBM partners.</i></p>	 <p>Place Sticker Here</p>    <p>We're drivers too.</p>
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ITN Price

- **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**