REDUCING THE BURDEN OF MALARIA IN GHANA THROUGH BUSINESS
OCTOBER 2005
MAP OF GHANA SHOWING EPIDEMIOLOGICAL STRATA AND PREDOMINANT ANOPHELES SPECIES

NORTHERN SAVANNAH
Anopheles Spp.
1. An. gambiae ss - most efficient vector, bites indoor, rests indoor, more anthropophilic and breed in temporal stagnant waters.
2. An. arabiensis ss - less efficient vector, bites outdoor, rests outdoor and more zoophilic.

TROPICAL RAINFOREST
Anopheles Spp.
1. An. gambiae ss
2. An. funestus ss - breeds in permanent stagnant waters, found throughout the year, more anthropophilic, bites indoor and rests indoor

COASTAL SAVANNAH / MANGROVE SWAMPS
Anopheles Spp.
1. An. gambiae ss 2. An. funestus ss
3. An. melas ss - more anthropophilic, bite indoor and rest indoor
MALARIA BURDEN

• HYPER-ENDERMIC
• OVER 40% OF ALL OPD CASES
• 40,000 DEATHS PER YEAR
• 107 DEATHS PER DAY
• 38 CHILDREN UNDER FIVE PER DAY
• 7 PREGNANT WOMEN PER DAY
NETMARK, GHANA

- LAUNCH DATE: NOVEMBER 2002
- 4 COMMERCIAL PARTNERS
  - 2 international net manufacturers
  - 2 international chemical manufacturers.
- 4 COMMERCIAL DISTRIBUTORS
- 2 COMMUNICATION PARTNERS
  Admedia Fcb, Exp. Momentum
Roll Back Malaria Strategic Framework for National-level Scale-up of ITN Programs

- Subsidized Time-Limited Interventions
- Sustainable Commercial Market Expansion
- Sustained Equity Provision

Time

2 key elements:
- Sustained subsidies that are strictly targeted to the most vulnerable
- Expanded and strengthened commercial sector
WHY THE PRIVATE?

• VIBRANT AND STRONG

• SUPPLYS OVER 60% OF HEALTH PRODUCTS

• SUSTAINABILITY – e.g. Condoms, ORS,
<table>
<thead>
<tr>
<th>DISTRIBUTORS</th>
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<tbody>
<tr>
<td>AGRIMAT</td>
<td>DAWA, K.O.NET</td>
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<td>K.O.TAB</td>
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FULL MARKET IMPACT

- SUPPLY
- DISTRIBUTION
- DEMAND AND USE
- EQUITY
- TECHNOLOGY IMPROVEMENT
- SUSTAINABILITY
KEY ACTIVITIES

• DEMAND CREATION
• EXPANSION OF RETAIL MARKET
• IMPLEMENTATION OF TARGETED SUBSIDY SCHEMES
• OPERATIONAL RESEARCH-HH SURVEY
• CONTINUAL SUPPORT TO GHS-NMCP & OTHER RBM PARTNERS
ITN VOUCHER SCHEME

OBJECTIVE:

• DELIVER SUBSIDY TO TARGETED POPULATION AND AVOID LEAKAGES

• ENCOURAGE OWNERSHIP AND USE

• MARKET PRIMER
VOUCHER SCHEMES

VOLTA PILOT DFID/GF

• Redemption: 70%
• ITN's supplied: 20,000
• Outlet Expansion: 10 to 165
• EXXON MOBIL (ACCRA & ASHANTI)
VOUCHER SCHEMES

EXXON MOBIL (ASHANTI & ACCRA)

- Redemption: 87%
- ITN ‘s supplied: 65,232
- Outlet expansion: 150 to 400
VOUCHER SCHEMES

CENTRAL REGION (NID) MOH

- Redemption: 70%
- ITN ‘s supplied: 70,000

EASTERN REGION (ON-GOING) DFID/GF
25,000 ITN’ s supplied to date.
VOUCHER SCHEMES

• BRONG AHAFO REGION (ON-GOING) MOBIL
• 20,000 ITN’s supplied to date
• ASHANTI REGION - GF
  Starts this month.
IMPACT

• INCREASED AWARENESS
• INCREASED AVAILABILITY
• INCREASED USE
• INCREASED ITN COVERAGE
FROM 3.3%(DHS) TO OVER 20%
IMPACT CTD.

• EMPLOYMENT GENERATION

Expansion of distributors workforce
Table top retailers
Commissioned salesmen
IMPACT CTD

• REDUCTION IN PRICES

• Competition

• Removal of Taxes and Tariffs, VAT.
CHALLENGES

• GROWING DISTRIBUTORS
  Logistics, cash flow, stock outs etc.

• POOR INFRASTRUCTURE IN HARD TO REACH AREAS

• AFFORDABILITY
UPCOMING ACTIVITIES

• Start Up of Ashanti region voucher scheme.
• Revolving fund for distributors-Dutch embassy.
• Setting up of treatment centers-NMCP/Global fund.
• New distributors.
BENEFICIARIES.
AWARENESS CREATION
REDEMPTION