

NetMark *plus*

An Expanded Approach to Malaria Prevention

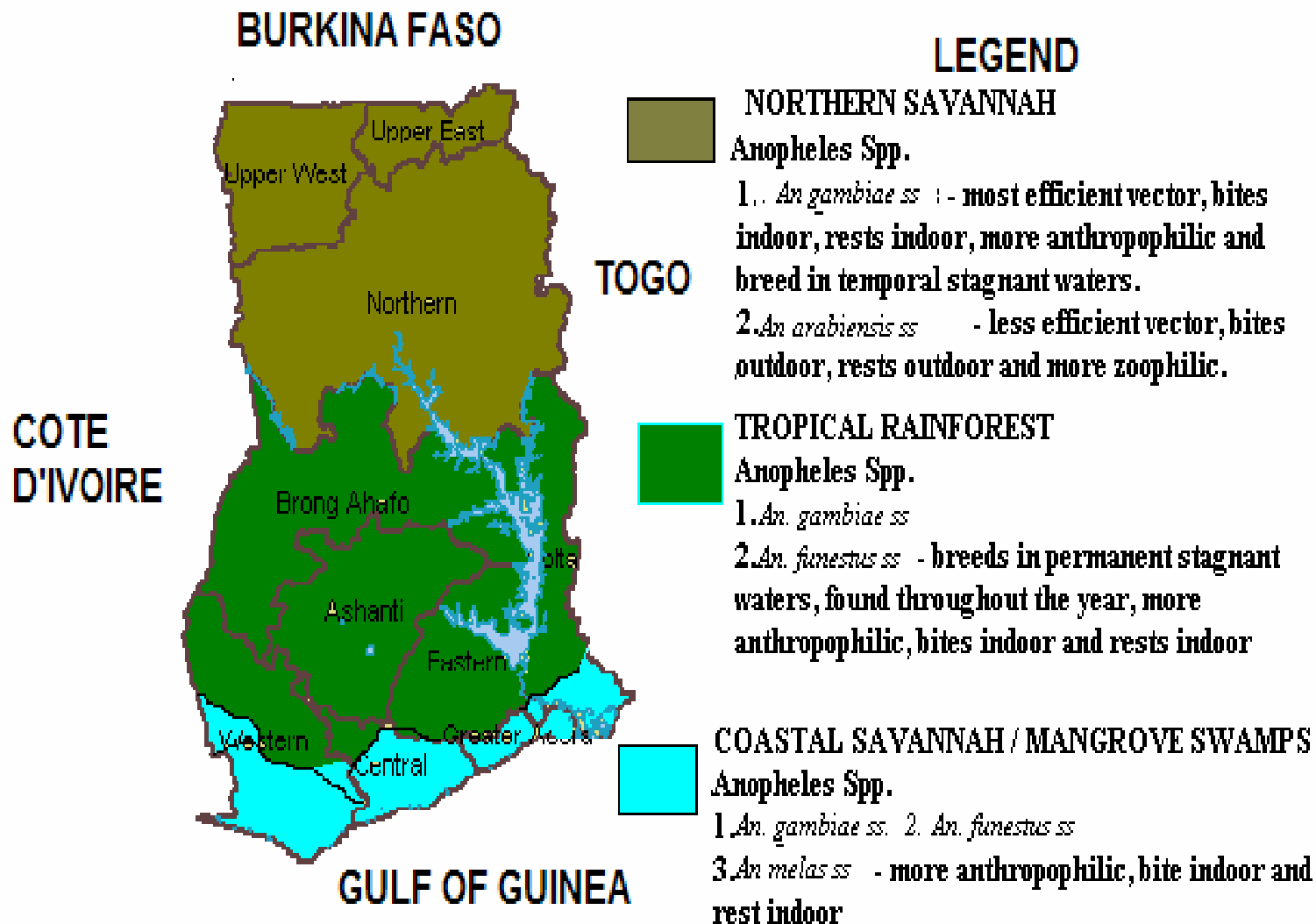
REDUCING THE BURDEN OF MALARIA IN GHANA THROUGH BUSINESS

OCTOBER 2005



MOSQUITOES KILL
KILL MOSQUITOES

MAP OF GHANA SHOWING EPIDEMIOLOGICAL STRATA AND PREDOMINANT ANOPHELES SPECIES



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



**MOSQUITOES KILL
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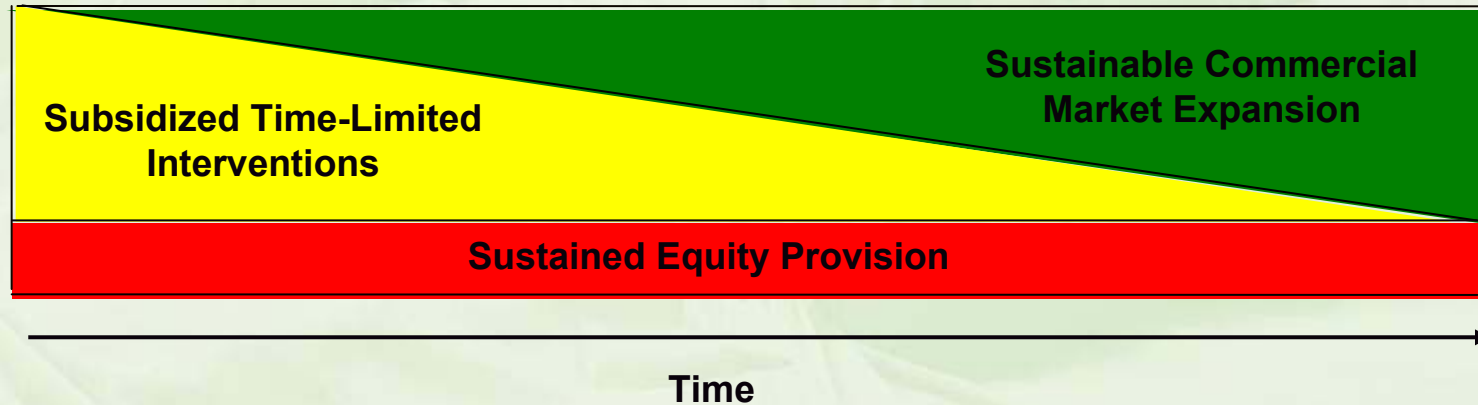
NETMARK, GHANA

- LAUNCH DATE : NOVEMBER 2002
- 4 COMMERCIAL PARTNERS
 - 2 international net manufacturers
 - 2 international chemical manufacturers.
- 4 COMMERCIAL DISTRIBUTORS
- 2 COMMUNICATION PARTNERS
AdmediaFcb, Exp. Momentum



MOSQUITOES KILL
KILL MOSQUITOES

Roll Back Malaria Strategic Framework for National-level Scale-up of ITN Programs



•2 key elements:

- sustained subsidies that are strictly targeted to the most vulnerable
- Expanded and strengthened commercial sector



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WHY THE PRIVATE?

- VIBRANT AND STRONG
- SUPPLYS OVER 60% OF HEALTH PRODUCTS
- SUSTAINABILTY – e.g. Condoms, ORS,



**MOSQUITOES KILL
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DISTRIBUTORS

AGRIMAT	DAWA, K.O.NET K.O.TAB
TRANSCOL	PERMANET
NETCO	PERMANET
REISS & CO	ICONET, ICON



**MOSQUITOES KILL
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FULL MARKET IMPACT

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



**MOSQUITOES KILL
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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



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ITN VOUCHER SCHEME

OBJECTIVE:

- DELIVER SUBSIDY TO TARGETED POPULATION AND AVOID LEAKAGES
- ENCOURAGE OWNERSHIP AND USE
- MARKET PRIMER



**MOSQUITOES KILL
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VOUCHER SCHEMES

VOLTA PILOT DFID/GF

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



**MOSQUITOES KILL
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VOUCHER SCHEMES

EXXON MOBIL (ASHANTI& ACCRA)

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



**MOSQUITOES KILL
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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.



**MOSQUITOES KILL
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VOUCHER SCHEMES

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



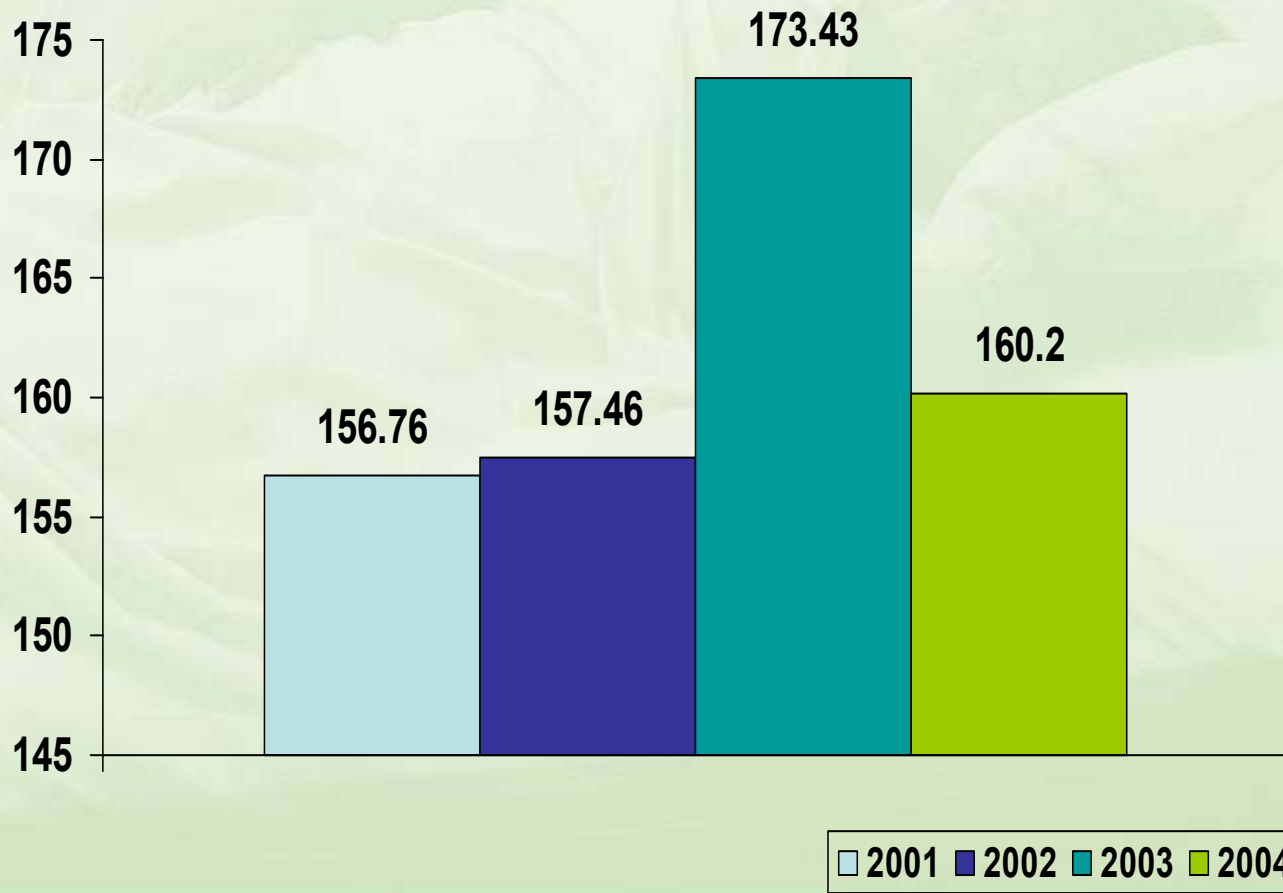
**MOSQUITOES KILL
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IMPACT

- INCREASED AWARENESS
- INCREASED AVAILABILITY
- INCREASED USE
- INCREASED ITN COVERAGE
FROM 3.3%(DHS) TO OVER 20%



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**MOSQUITOES KILL
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IMPACT CTD.

- EMPLOYMENT GENERATION

Expansion of distributors workforce

Table top retailers

Commissioned salesmen



**MOSQUITOES KILL
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IMPACT CTD

- REDUCTION IN PRICES
- Competition
- Removal of Taxes and Tariffs, VAT.



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CHALLENGES

- **GROWING DISTRIBUTORS**

Logistics, cash flow, stock outs etc.

- **POOR INFRASTRUCTURE IN HARD TO REACH AREAS**

- **AFFORDABILITY**



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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.



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BENEFICIARIES.



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AWARENESS CREATION

ASK ABOUT THE
₦40,000 OFF
SAVINGS VOUCHER

₦40,000 OFF

ON ANY OF THESE INSECTICIDE TREATED NETS!

DAWA NET® **PermaNet**

help us help

Mobil
We're drivers too.

PREVENT MALARIA
NetMark

BREASTFEED
AS OFTEN AS YOUR BABY WANTS IN ORDER

9 22 54



RETAIL OUTLET



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PURCHASE



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REDEMPTION



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