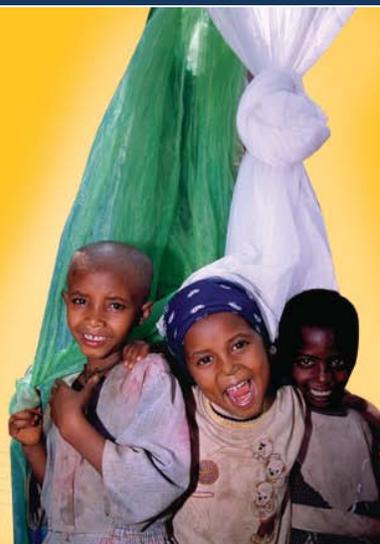




Malaria



Malaria is among the world's most persistent infectious diseases, with an estimated 250 million cases and nearly 1 million deaths occurring annually. Malaria is particularly devastating in Africa, where it kills a child every 45 seconds and costs an estimated 12 billion dollars annually in treatment, lost productivity, and other direct losses.

Increased access, consistent and correct use of long-lasting insecticide-treated nets (LLINs), and malaria treatment, among other interventions, substantially reduce malarial illness and death, particularly among pregnant women and children under five years old—both disproportionately affected by this disease.

FHI 360's Center for Private Sector Health Initiatives (CPSHI) was at the forefront of early initiatives to involve the private sector in the prevention of malaria through the USAID-funded NetMark Project, a cornerstone of the President's Malaria Initiative in sub-Saharan Africa. Through the five-year, 79.9 million-dollar project Malaria Action Program for States (MAPS) CPSHI aims to scale up usage and coverage of life-saving malaria interventions in seven states in Nigeria. Specifically, the MAPS project increases long-lasting insecticide-treated net (LLIN) use in pregnant women and children under the age of five; improves case management in both private and public health care facilities; expands the use of diagnostic tools; increases intermittent preventive treatment in pregnant women; strengthens program management as well as

monitoring and evaluation; and encourages positive behavior change to ensure correct and consistent use of malaria prevention and treatment tools. Other recent projects involving the private sector include the Malaria Taxes and Tariffs Advocacy Project (M-TAP) funded by the Bill & Melinda Gates Foundation, and consumer research on the proper use of anti-malarial medicines funded by the Geneva-based Medicines for Malaria Venture (MMV).

Building sustainable markets for insecticide-treated nets

The NetMark Project was a groundbreaking initiative tasked with creating sustainable commercial markets for insecticide treated nets (ITNs) in seven African countries. The project initiated the Full Market Impact™ (FMI) public-private partnership model still in use by many projects managed by CPSHI. The Center partnered with multinational net and insecticide manufacturers, national product distributors, and national malaria control programs to make quality ITNs widely available at affordable prices. CPSHI's public education efforts reached over 200 million people and commercial partners sold over 60 million ITNs

consisting of 26 different brands in seven countries between 2002 and 2009. For those unable to afford the full commercial price, NetMark created a discount voucher system that 2.1 million families used to purchase ITNs from commercial shops at discounts ranging from 40 to 100 percent. This successful and innovative initiative had a voucher redemption rate of over 90 percent which attracted donors such as ExxonMobil.

To build local capacity and to ensure sustainability, NetMark worked with many African businesses to improve their planning and management skills, resulting in increased credit and elimination of stock-outs. It built capacity with net manufacturers to undertake consumer research, such as assessing sizes and colors of nets, to meet market demands. NetMark also helped conduct research on consumer demand and willingness to pay, product attributes and accessibility, and various aspects of the retail trade and distribution chain.

Taking advantage of a "joint investment, joint risk" approach, in which donor subsidies were used to partially offset the risk of for-profit businesses to launch a brand new consumer product in an untested

market, commercial partners matched USAID's \$67.5 million investment with \$90 million of private investment over the life of the project. While USAID no longer funds NetMark, commercial manufacturers and distributors—now totaling more than 40 in these seven countries—continue to manufacture, market and sell ITNs.

Facilitating technology transfers to local manufacturers

CPSHI's commercial distribution partners initially relied mostly on imported ITNs. NetMark, however, encouraged local manufacturers to meet international standards so they could become suppliers to the ITN program. The project supported factory assessments and quality improvement from textile engineers to all major net manufacturers in Africa. CPSHI created a unique partnership with Bayer Environmental Science and SiamDutch Netting Company to create an LLIN production process which was made available in the public domain. This process led to the opening of a \$5 million LLIN factory (Tana Netting) in Thailand with a production capacity of 3 million nets a year. Since the opening of the Tana Netting facility, CPSHI has helped develop the LLIN treatment process at Sunflag Nigeria, a factory with the capacity to treat 800,000 LLINs a year.

In Nigeria, CPSHI helped several net-stitcher associations identify sources of World Health Organization-approved netting, insecticide kits, heat sealers, and—as they became available—LLIN

treatment kits. ITN production by these stitchers went from zero in 2004 to 2.1 million in 2008. In Uganda, CPSHI helped broker a partnership between two Ugandan companies and US-based Clarke Mosquito Control. Clarke provided rolls of its polyethylene netting and packaging to Mosquito Net Village, a net sewing complex, and CPSHI helped conduct an industrial trial of locally sewn polyethylene LLINs.

Working with industry on product development

CPSHI helps companies conduct consumer research to guide the development of new antimalarial products. MMV contracted CPSHI to conduct consumer research to ensure the proper use of a new combination anti-malaria therapy developed by a South Korean pharmaceutical company. CPSHI not only designed the usability and labeling studies, but also helped create packaging, labels, and instructional inserts designed for illiterate or semi-literate consumers.

Raising awareness at the community level

The Nigeria MAPS Project, working closely with local public-sector institutions, employs the innovative Social and Behavior Change Communication conceptual framework to develop, adapt, and implement targeted campaigns to affect lasting, positive change in malaria-related behaviors.

Under the Tanzania Marketing and Communications for AIDS, Reproductive Health and Child Survival Project, CPSHI implemented a malaria prevention campaign in Zanzibar and its

surrounding islands. The *Kataa Malaria* (Reject Malaria) campaign, developed in conjunction with the Zanzibar Malaria Control Program was cited as a success by President George W. Bush during a speech at the White House Summit on Malaria in December 2006. More than 400,000 people were reached through a house-to-house outreach effort, and 250,000 nets were distributed and hung over beds. One of the Zanzibar islands reported that in the first nine months of 2006, the number of malaria cases was almost 90 percent lower than in the previous year.

Creating an enabling environment for commercial distribution of ITNs

Through the NetMark project, CPSHI implemented a major advocacy effort to convince African nations to include the commercial sector in their malaria plans and to reduce taxes and tariffs on ITNs. The M-TAP Project is using evidence-based policymaking to identify and minimize the negative impact of taxes and tariffs, as well as non-tariff barriers, on anti-malarial commodities, including ITNs and LLINs, raw materials and machinery for ITN production, artemisinin-based combination therapy, malaria prevention medicines, insecticides for indoor residual spraying, and rapid diagnostic tests.

The mission of the FHI 360 Center for Private Sector Health Initiatives (CPSHI) is to improve the health and well being of people in developing countries—particularly those at the “base of the pyramid”—by facilitating beneficial partnerships between the public and private sectors to provide information, services, and products that are affordable, accessible, and high quality.

CPSHI is part of FHI 360, a leading human development organization dedicated to improving lives by advancing integrated, locally driven solutions. Founded in 1971 as Family Health International, FHI 360 operates from 60 offices with 4,400 staff in the U.S. and around the world.



THE SCIENCE OF IMPROVING LIVES

For more information contact:
 Center for Private Sector Health Initiatives
 1875 Connecticut Avenue, NW
 Washington, DC 20009-5721
 Tel: +1 (202) 464-3785
 Email: pshi@fhi360.org
 Website: <http://pshi.fhi360.org>
www.fhi360.org