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Getting to Know You: Building a Coordinated Public-Private Sector Strategy for Increasing Use of Zinc in Nepal

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Program Context

- Population 25 million/per capita income \$240
- Diarrhea major cause of childhood morbidity and mortality
- Prevalence rates (NDHS 2006)
 - 12% all children under five
 - 22.6% for children 6-11 months
 - 19.6% for children 12-23 months



Program Context

- May 2004 WHO issues revised recommendation for the treatment of childhood diarrhea to include Zinc in addition to ORT
- January 2005 MoH established a Zinc Task Force and develops a plan to integrate Zinc in a phased approach

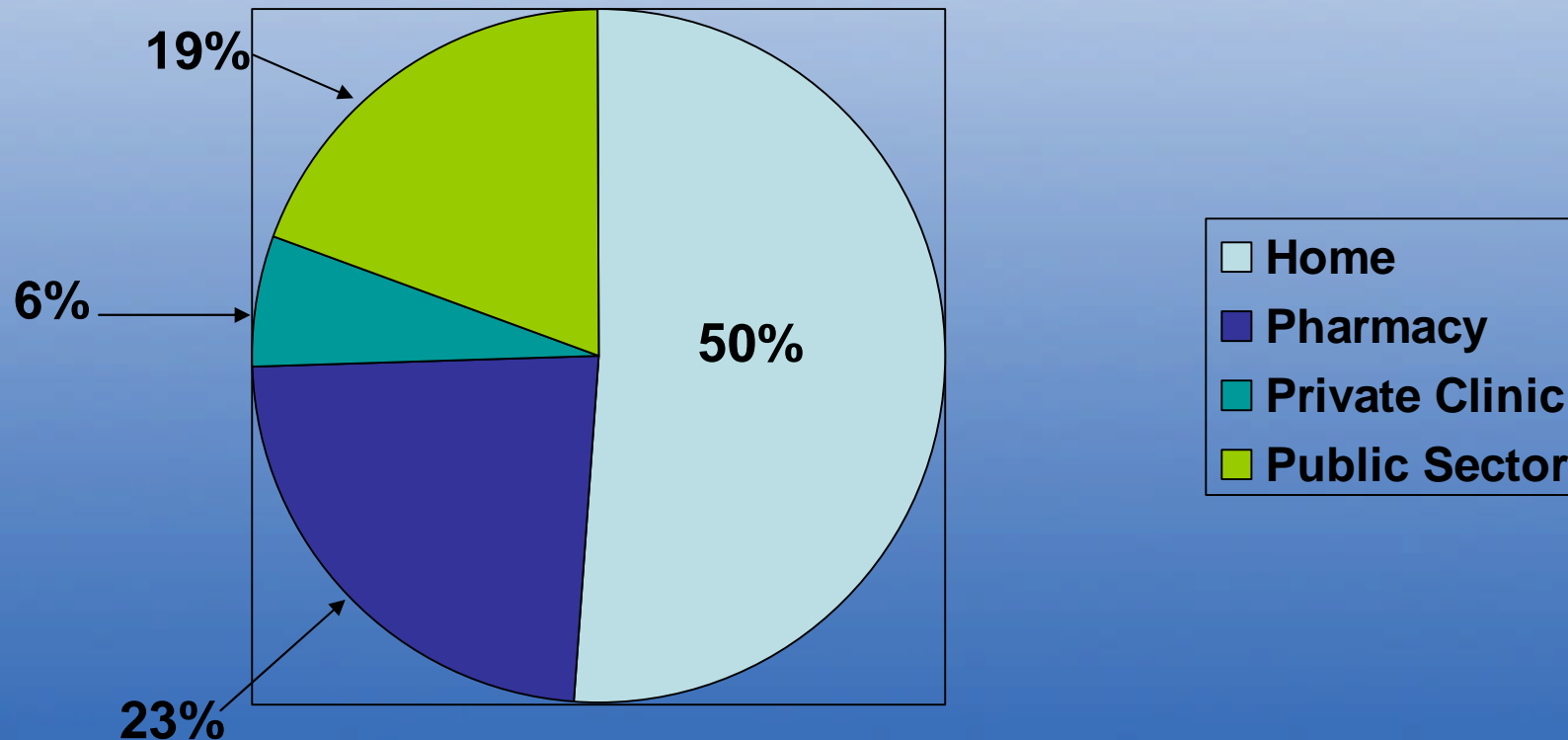


Treatment Practices (Nepal DHS 2006)

- 66% of cases treated
 - 52.3% ORT
 - 46% pills/syrups
 - 0.4% Zinc



Use by Source of Supply (Nepal DHS 2006)

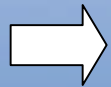


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Program Objectives

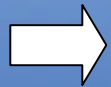
Sustained provision and use of pediatric Zinc in addition to ORT as the first line treatment for uncomplicated diarrhea for children under 5



Sustainable supply of pediatric Zinc tablets created



Increase **access** to pediatric Zinc for caregivers of under-5 children



Improve **caregiver knowledge** and **treatment** so that caregivers provide ORT together with Zinc for uncomplicated diarrhea regardless of source



Improve private **provider knowledge** and **treatment** practices





Sustainable Commercial Supply

Challenge: Government preference for local supply

- ✓ With on-going engagement from both the project and MoH - three Nepalese pharmaceutical manufacturers brought quality pediatric Zinc product onto the market
- ✓ Competition and local manufacturing resulted in affordable pricing (\$.19 - .52)

Note: \$1.00 = 77 NPR



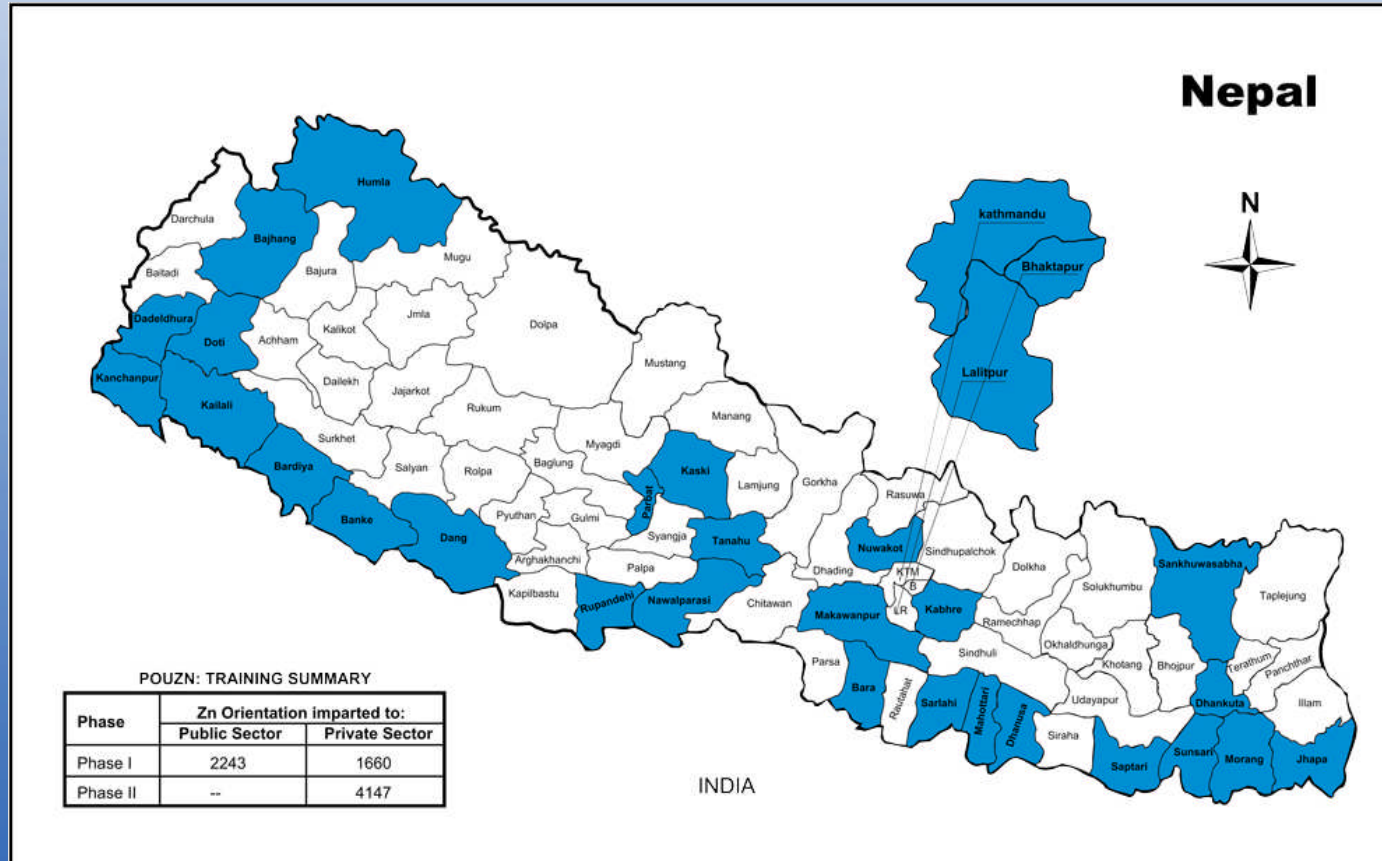
Improving Access

Challenge: Coordinating with the phased government approach (at program inception public sector had introduced Zinc in 5 of 75 districts and planned a five year phase-in)

- ✓ **Phase 1:** Fund public sector introduction in priority private sector geographic focus (capital region)
- ✓ **Phase 2:** Program extension to all 27 Community-based Integrated Management of Childhood Illness (CB-IMCI) districts from February through September 2008



Target Program Districts



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Improving Caregiver Knowledge

Challenge: Creating a common communications message

- ✓ Built consensus on messaging and logos through an official body: Zinc task force
- ✓ Created a national umbrella campaign logo used on wall charts, posters, and billboards
- ✓ Produced and aired radio generic spots and one television advertisement that promoted Zinc use in general



ORS/ORT along with ZINC TABLETS
The most EFFECTIVE DIARRHEAL TREATMENT
method for children under 5 years



ORS/ORT as required + Zinc tablets → For 10 days

Benefits:

- Reduces diarrheal episodes
- Recovers quickly
- Increases immunity
- Reduces morbidity and mortality

Give ORS/ORT along with Zinc tablets for 10 days



Improving Caregiver Knowledge



Challenge: Government requirement that promotion be only for products that meet international quality standards

- ✓ Engaged a credible independent body to verify product quality - The United States Pharmacopeia had the respect of both the private and public sectors



Improving Provider Knowledge and Practice

Challenge: Ensuring private practitioners and pharmacists had access to the same training as public sector staff

- ✓ Trained 5,810 private doctors/chemists
- ✓ Trained manufacturer's detailers for message reinforcement
- ✓ Job aids and informational materials to over 8,000 trainees



Evaluation Results

Household Survey
conducted among 3,550
caregivers of children
under-five years
September 2008 in 27
target districts

Program Implementation:
April – September 2008



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Zinc Utilization Results

	% all children with diarrhea	% Zinc users
Treated with Zinc	15.4%	
Treated with Zinc and ORS/ORT	12.1%	79%
Treated with Zinc for 10 days or more	10.1%	66%

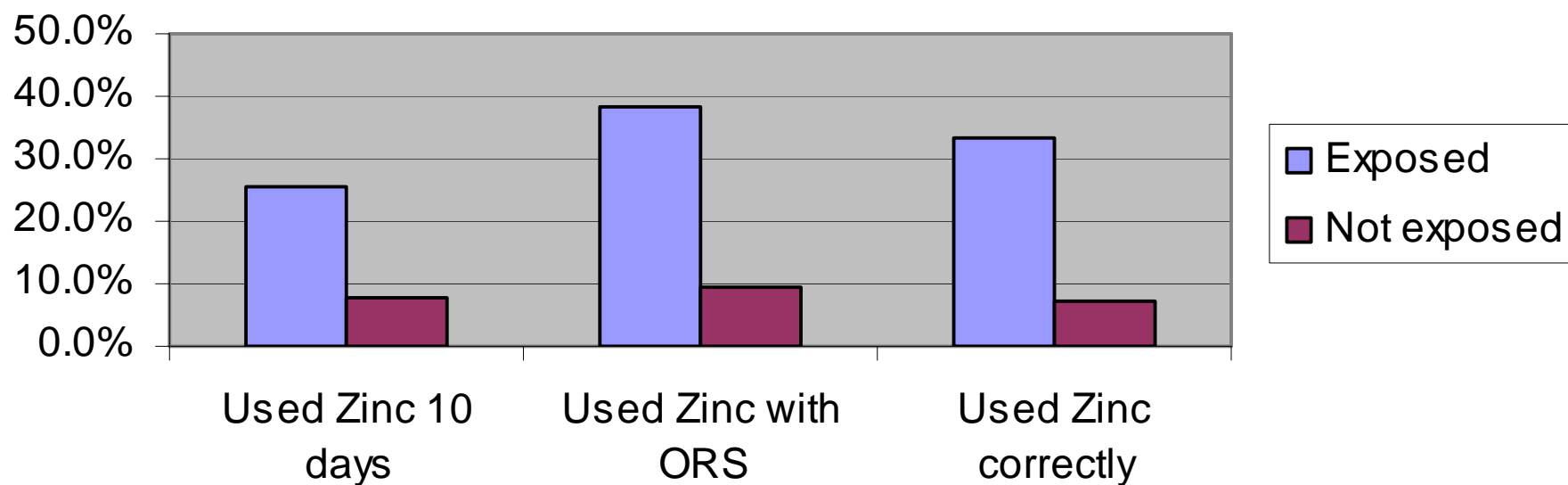


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Impact of Behavior Change Communications

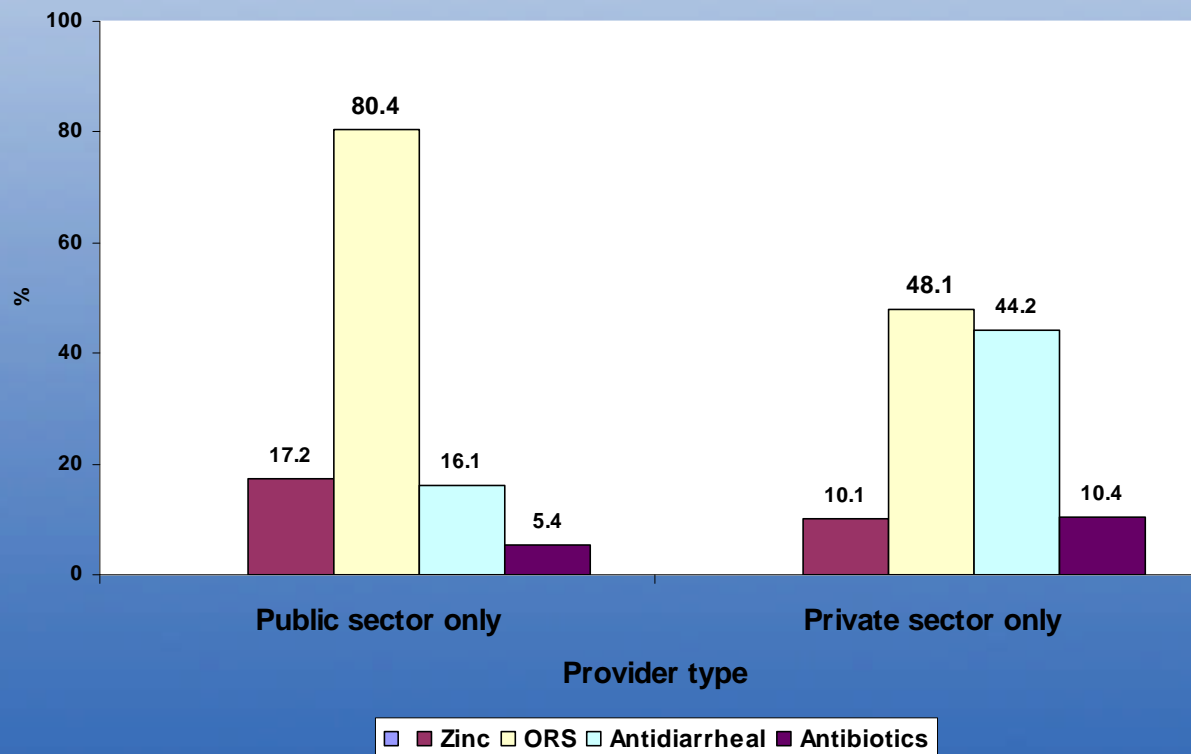
Zinc use behavior associated with specific media message



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Percentage of Children who Received Various Types of Advice or Treatment By Sector



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Program Lessons Learned

- Knowledge and use can change in a short time frame (0.4% to 15.4%)
- Mass media played an essential role in creating demand. Those who had heard radio/TV messages were more than two times more likely to use Zinc, provide the child with ORT along with Zinc and provide the full 10-day course
- Changing private sector provider behaviors remains an on-going challenge



Partnership Lessons Learned

- Local pharmaceutical manufacturers will produce high-quality affordable Zinc products and promote them when they see market potential and government commitment
- Engaging a credible independent international body can be a critical solution for evidence based disagreements
- Building a “true” public-private partnership takes time, flexibility and willingness to compromise



Acknowledgements

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Thank you



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