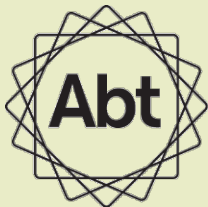


A Blueprint for Answering the Call: Results and Lessons Learned from SHOPS Child Health Programs

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June 16, 2015

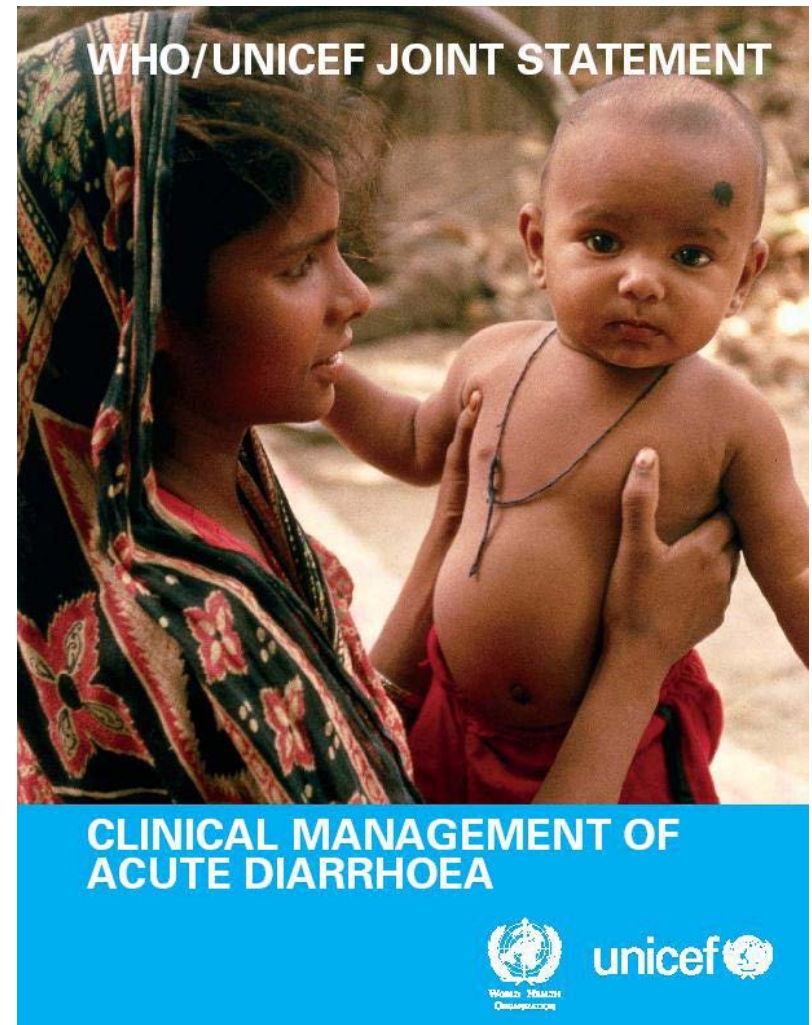


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Abt Associates leads the project in collaboration with
Banyan Global
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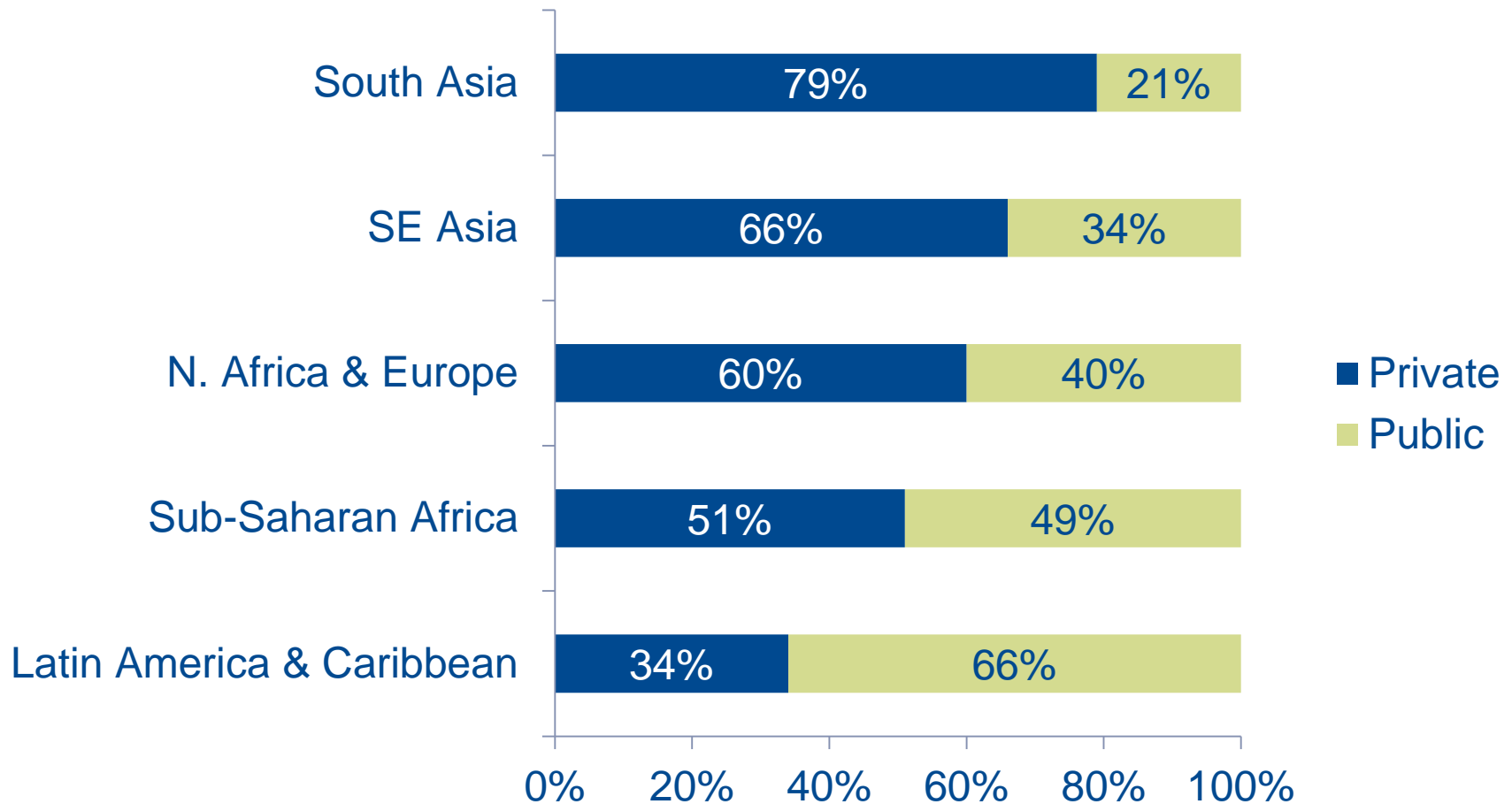
WHO/UNICEF joint statement 2004

Revised recommendation for the treatment of childhood diarrheas:

- **Oral rehydration therapy** (ORS or recommended home fluid) **PLUS**
- **Zinc supplementation** for 10-14 days
- Antibiotics only when specifically indicated



The private sector is a major source of care for childhood diarrhea and pneumonia



Source: Montagu D and Visconti A. Analysis of multi-country DHS data, 2010. www.ps4h.org/globalhealthdata.html.

A decade of engaging with the private sector

- Social Marketing for Diarrheal Disease Control (POUZN) 2005-2010
- Strengthening Health Outcomes through the Private Sector (SHOPS) 2010-2015



Where we have worked

Asia:

- India
- Nepal
- Pakistan

Africa:

- Benin
- Ghana
- Kenya
- Madagascar
- Nigeria (4 states)
- Uganda



SHOPS approach to increasing ORS and zinc use



Enabling policy environment

Partnerships with the public sector to ensure:

- Government agrees private sector has important role
- National treatment protocol includes zinc with ORS
- Zinc registered as over-the-counter product
- Streamlined registration for new zinc and ORS products
- Key opinion leaders equipped to champion the program



Results – Policy

- Successful public-private partnerships
 - Cooperation on training curriculum, training of trainers
 - Collaboration on awareness campaigns
 - Engagement with broad array of stakeholders
- Leveraged existing monitoring structures to strengthen government stewardship of private sector activities

Sustainable quality supply

- Partner with local pharmaceutical companies to market and distribute zinc/ORS products
- Ensure quality zinc products through linkages with USP
- Encourage MOH to purchase zinc and ORS from local suppliers
- Supplement marketing thru additional sales promotion efforts



Results – Product supply

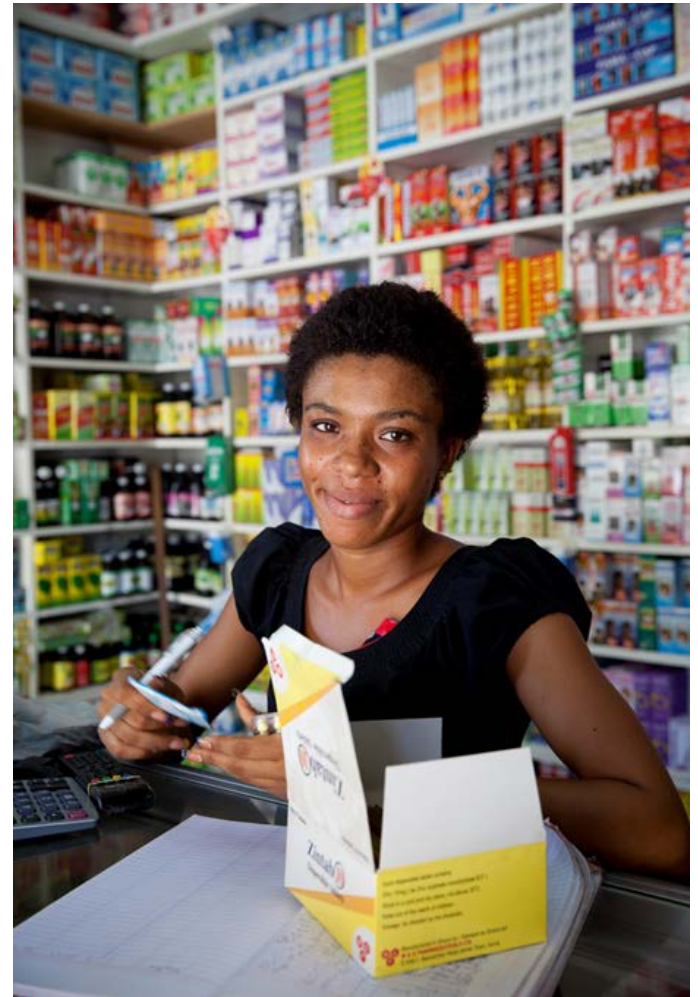
- Partnerships with 15 local pharmaceutical firms
- Over 19 million treatments available through the commercial sector
- Price range (full treatment): \$.50-1.00
- Availability increased from zero to over 50%

Country	Availability Retail Outlets (2015)
Ghana	90% ORS 70% Zinc
Uganda	75% ORS 61% Zinc
Nigeria	49% ORS 52% Zinc
Kenya	85% ORS 78% Zinc

Improving provider knowledge and practice

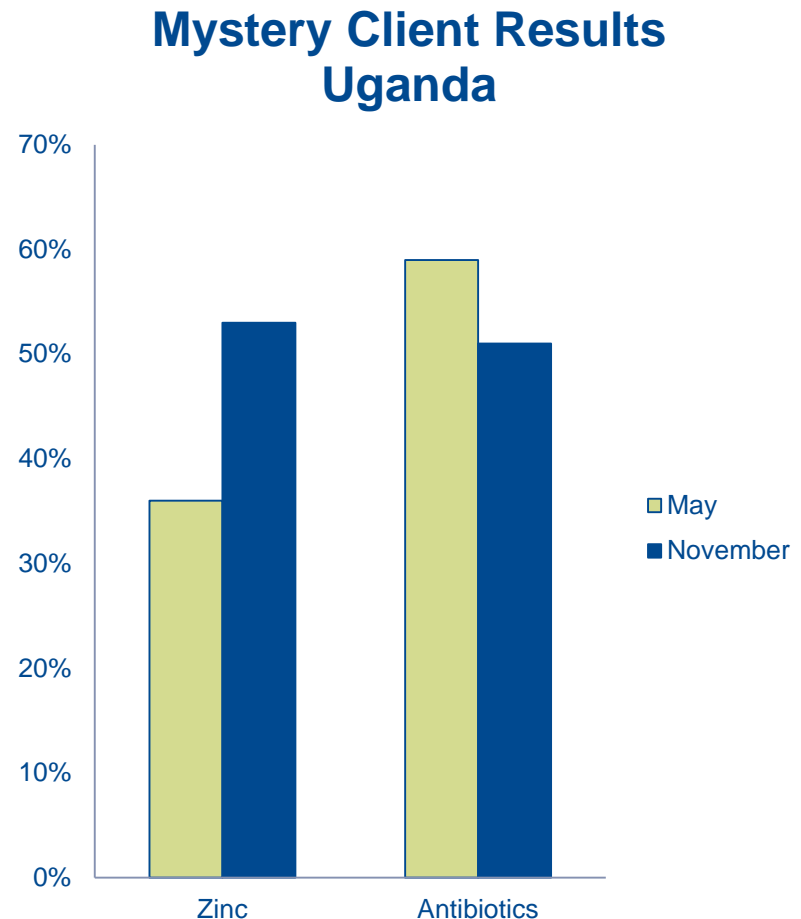
Partner with:

- Regulatory authorities and professional associations to train drug sellers
- Pharmaceutical companies and associations to reach clinicians and pharmacists through CME
- Drug inspectorates to provide supportive supervision
- Mobile phone companies to send text message reminders



Results: Improvements in provider behaviors

- Over 55,000 providers trained
- Key partnerships with regulatory agencies established
- Improvements in provider behaviors



Caregiver knowledge and practice

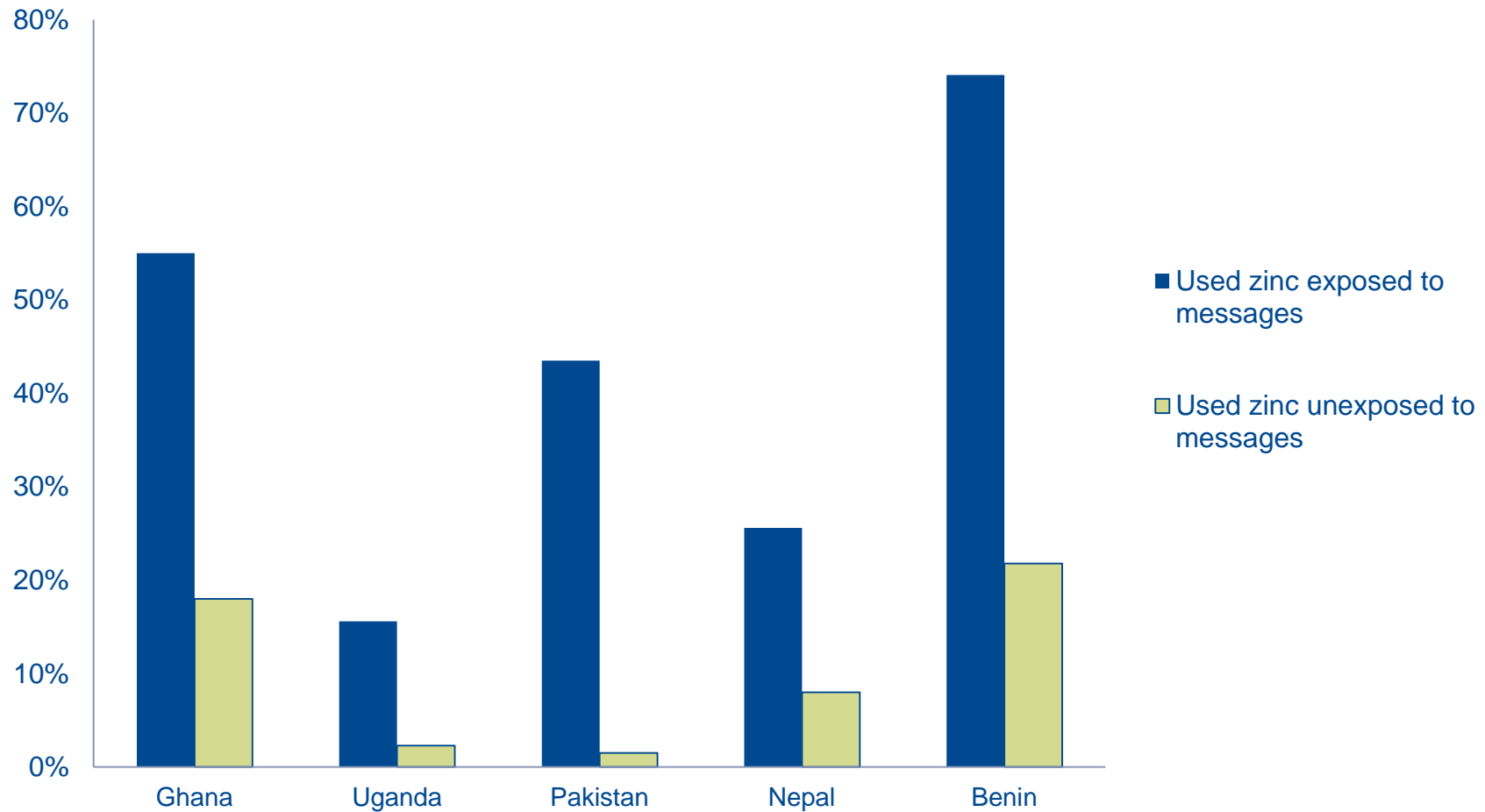
Consumer demand for zinc/ORS generated through:

- National mass media (TV/radio) campaigns,
- Interpersonal communication and community mobilization
- Marketing activities of manufacturers



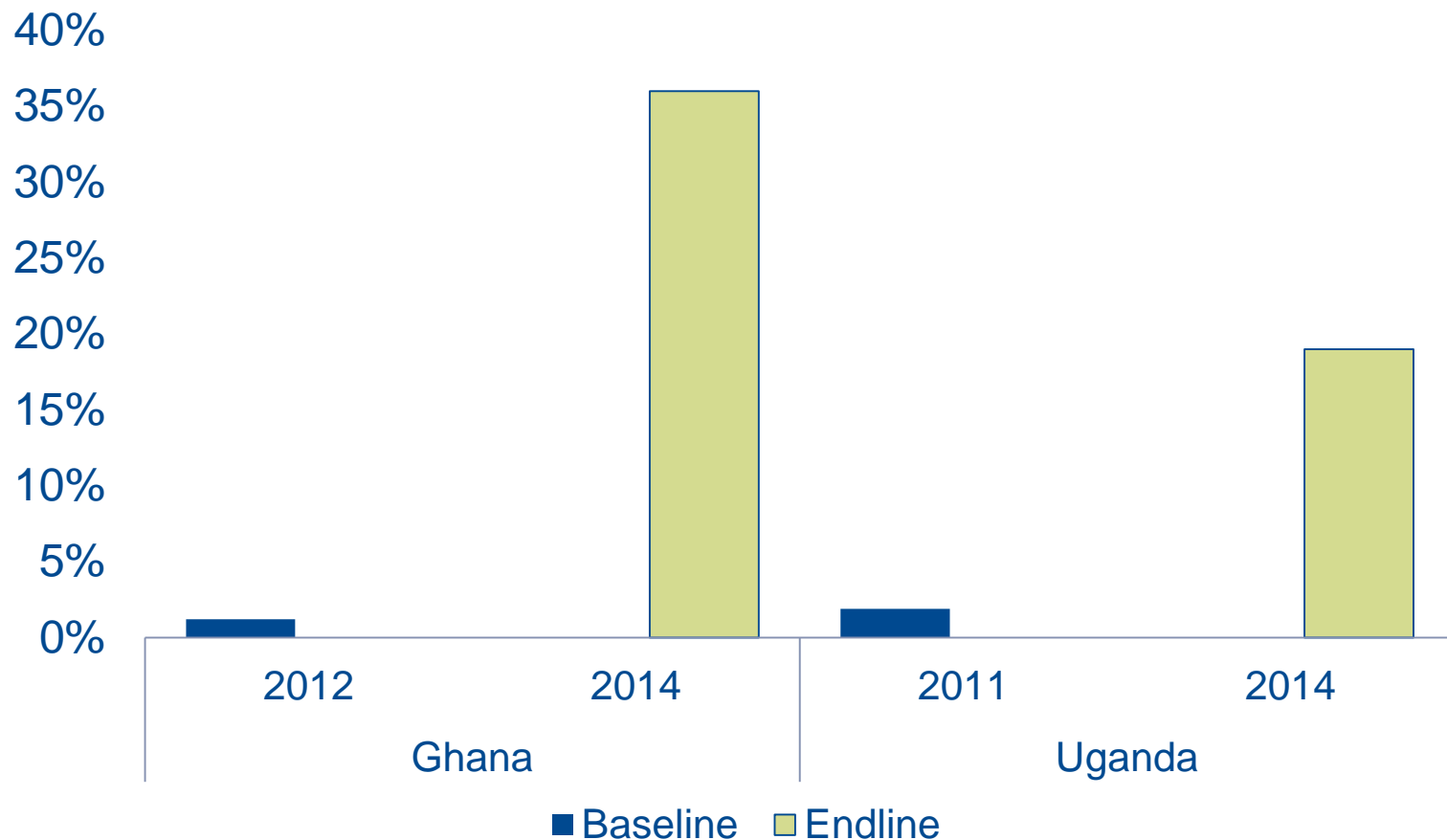
Strong correlation between exposure to demand creation message and zinc use

Zinc use behavior by exposure to message about zinc



Results - caregivers

Zinc Use Rates at Household Level



Lessons learned

- Public sector stewardship and engagement with wide array of stakeholders are essential
- Collaborating with local pharmaceutical partners enhances prospects for sustainable, affordable supply
- A multi-faceted approach to training/supervision can translate knowledge of new protocols into behavior change
- Zinc promotion through mass media is essential to creating awareness and demand

Impact

- Private sector is a viable channel for delivering sustainable treatments
- We have an effective approach that can increase awareness and use in very short time
- In past five years, programs have provided 19 million diarrhea treatments
- Diarrhea mortality decreased from 2 million deaths (2005) to 600,000 deaths (2014)

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