

Social Marketing of ITNs in Angola:

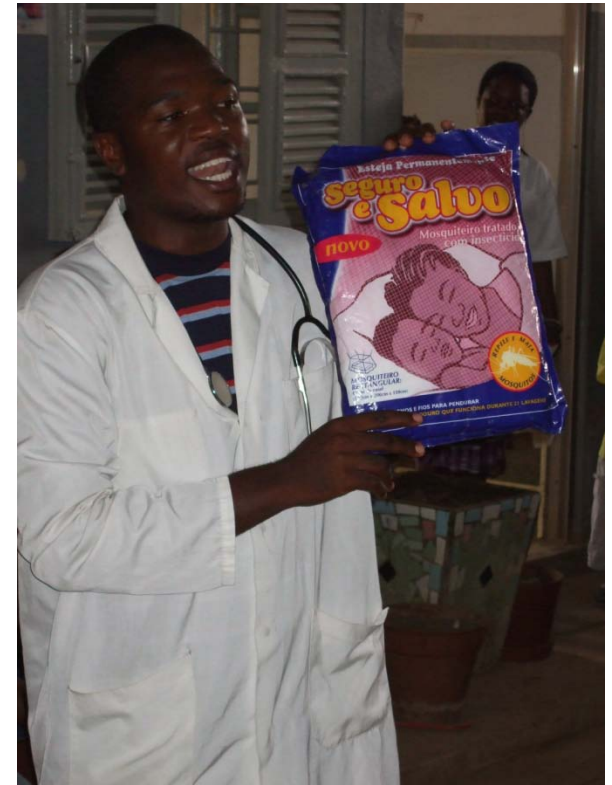
Complementing the free distribution
and accelerating coverage

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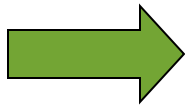
Today's Presentation

- Strategic Plan 2008-2012
- Social Marketing in Angola
- Analysis ' GAP'
- Results
 - ITNs distributed
 - Using evidence to change behavior
- Future plans



NMCP Strategic Plan 2008-2012

ITNs Goals



- 80% of households have at least one ITN
- 80% of children under 5 years old and pregnant women have slept under ITN the night before

Key channels



- **Public Sector**, focusing on the USs
- **Private Sector**, focusing on pharmacies
- **Community Sector**, focusing on CAs, NGOs

Social Marketing in Angola: Role

Revitalization of
the Public
Health Systems



Despite the rapid improvements in public health since 2002, more than 50% outside Luanda have no access to a doctor.

Urgency to
Maximize
Coverage



In this context, powerful channels such as the private sector provide a way to accelerate coverage

Need to
Maintain
Coverage



Moreover, sustainability and strengthened because the commercial market for ITNs begins to form and raise

Complements but does not replace a strong Public Sector



Social Marketing in Angola: Products

PSI promotes two brands of ITNs with support from MOH, UNICEF and NMCP and funding from PMI (USAID and CDC), Global Fund, Esso Angola and ExxonMobil.



Esteja Permanentemente
seguro e Salvo
novos Mosquiteiro tratado com insecticida

MOSQUITEIRO RECTANGULAR:
Cama de casal
(150cm x 200cm x 150cm)

REPELE E MATA MOSQUITOS

- INCLUI GANCHOS E FIOS PARA PENDURAR
- TRATAMENTO DURADOURO QUE FUNCIONA DURANTE 21 LAVAGENS



NOVO
Jóia
... porque a vida é Preciosa
MOSQUITEIRO PERMANENTEMENTE TRATADO

MOSQUITEIRO CÔNICO:
Cama de Tamanho Extra-Grande
(1050cm x 56cm x 210cm)

- Extraordinariamente grande para conforto
- Com porta para acesso fácil
- Mata mosquitos
- Tratamento funciona durante 21 lavagens
- Fio & ganchos para montagem fácil

Social Marketing in Angola: Approach



- 'Marketing' encourages behavior change voluntarily
- 'Social marketing ' adjusting the same methodology but for social purposes. Involves:
 - Sales of goods and health services at subsidized prices
 - Communication activities to promote behavioral change
 - Disciplined use of determinants and behavior in messages and product positioning

Analysis 'GAP'

		2007	2008	2009	2010
Total Population		16,492,992	16,987,782	17,497,416	18,022,338
Risk Groups					
1-5yr	16%	2,638,879	2,718,045	2,799,587	2,883,574
Under 1	4%	659,720	679,511	699,897	720,894
PW	4.50%	742,185	764,450	787,384	811,005
Total High Risk Pop	100%	4,040,783	4,162,007	4,286,867	4,415,473
% Target Coverage		55%	70%	80%	80%
TOTAL TARGET POP		2,501,309	1,885,723	1,995,415	1,225,519
Total nets planned		1,372,423	1,779,155	828,345	550,000
Total Need		1,385,794	1,885,723	1,995,415	550,000
Gap		13,371	106,568	1,167,070	675,190
Coverage		63%	75%	53%	64%

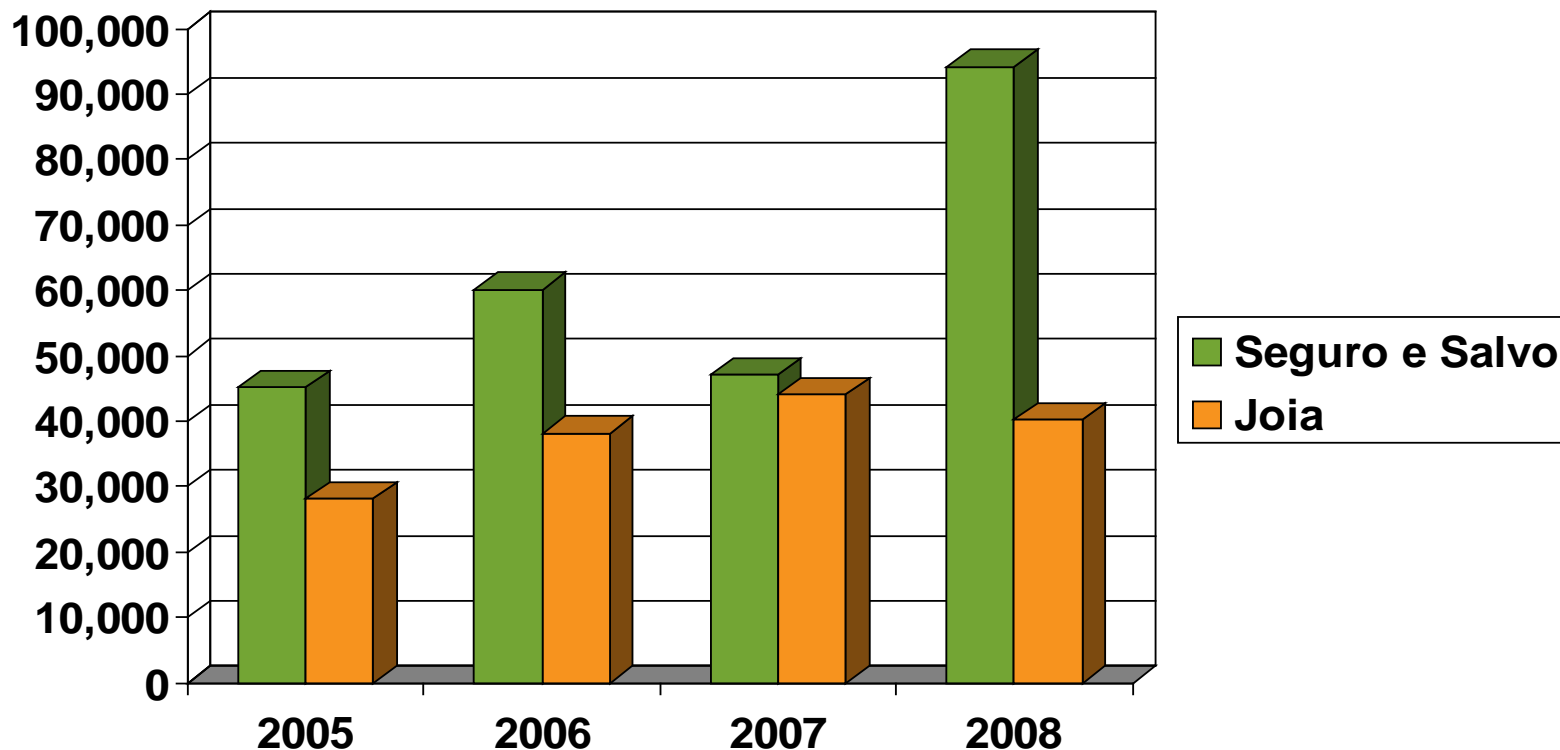
➡ ITNs help increase, but does not cover target group

➡ Coverage (2007-08) estimated within 40-50%, a long way to reach Abuja, PMI, Strategic Plan

➡ Adopt 'Universal Coverage' and not realistic for the moment (NMCP)



Results: ITNs Distributed



500,000 ITNs sold since 2005 and more than 1,500 retailers established by 14 provinces



Safe and Secure has become a national project in Sep '07 and receives over 200,000 ITNs per year with GF Round 7



Quantitative research (TRaC, LQAS), promotional materials, national network of agents and events at the retail and community level



Results: Using Evidence to Change Behavior

- TRaC Studies conducted (2005, 2007)
- 3 determinants of behavior (ITN usage by caregivers of children under 5 years) are identified:
 - **Knowledge:** only few know that malaria is caused by mosquito bites, myths persist
 - **Standards Members:** caregivers realize that use of ITNs as a norm in your community, have more use
 - **Locus of control:** caregivers reporting greater confidence in their ability to protect the health of their families have greater use of the ITN

New campaign produced based on these evidence in 2008: billboards and radio





**Sem a picada do mosquito você
não apanha **MALÁRIA**.
Use sempre
o **MOSQUITEIRO**
tratado com insecticida.**

**seguro
e Salvo**

Kz 250



Message addresses Knowledge (TRaC '07)





As minhas crianças estão seguras e salvas da **MALÁRIA.**
Elas dormem sempre debaixo do **MOSQUITEIRO tratado com insecticida.**

seguro e Salvo
Kz 250

 Message addresses Locus of Control (TRaC '07)



**Na minha aldeia
nenhuma criança apanha **MALÁRIA.**
Nós dormimos sempre
debaixo do **MOSQUITEIRO**
tratado com insecticida.**



Message addresses Standards Members (TRaC
'07)

Note that the generic message, and so PSI - along with NMCP, UNICEF and PMI - concluded that the use of the image of Soba would not have been appropriate to promote a brand



Results: Using Evidence to Change Behavior

- New qualitative study (FoQus) is being implemented this year, focused on the use of ITN
- Involves in-depth interviews with caregivers and pregnant women
- Results will be applied in promotions of subsidized ITNs and serve as a resource for all IEC National partners



Future Plans

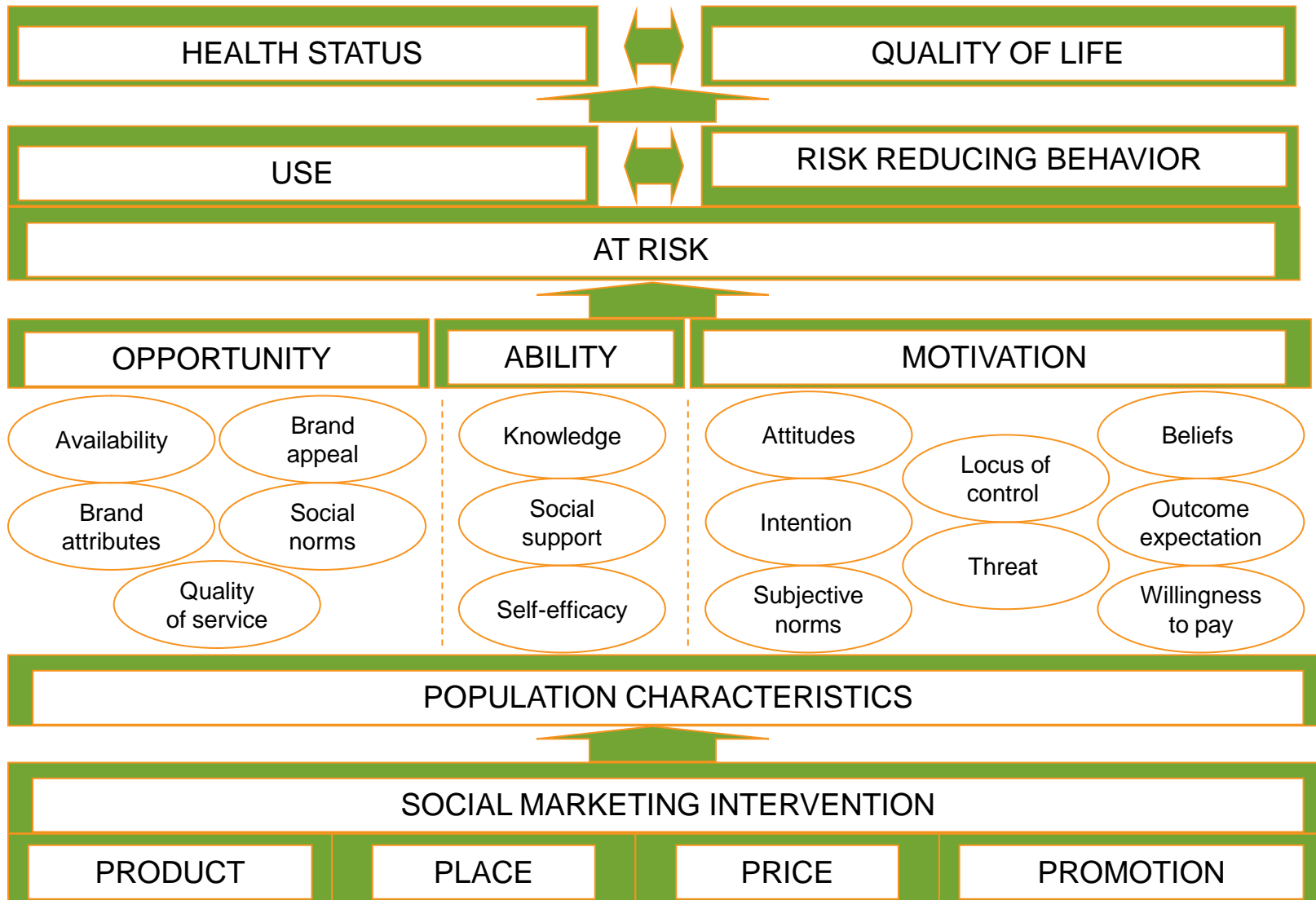
- New campaigns to promote Safe and Sound (radio, billboards, print) and promotional / educational events
- Expansion of partnerships (NGOs, community organizations) in order to reach more peri-urban and rural people
- New activities with UNICEF to speed up distribution of ITNs for all sectors
- Strengthening of ITNs distributed data and update the 'GAP', under the leadership of the NMCP
- Investment in 'supply chain' to prevent theft and to strengthen the wholesale channel

Subsidized distribution of ITNs in Angola will only be a success if together we reach the goals of coverage, collaboration among all partners and vital



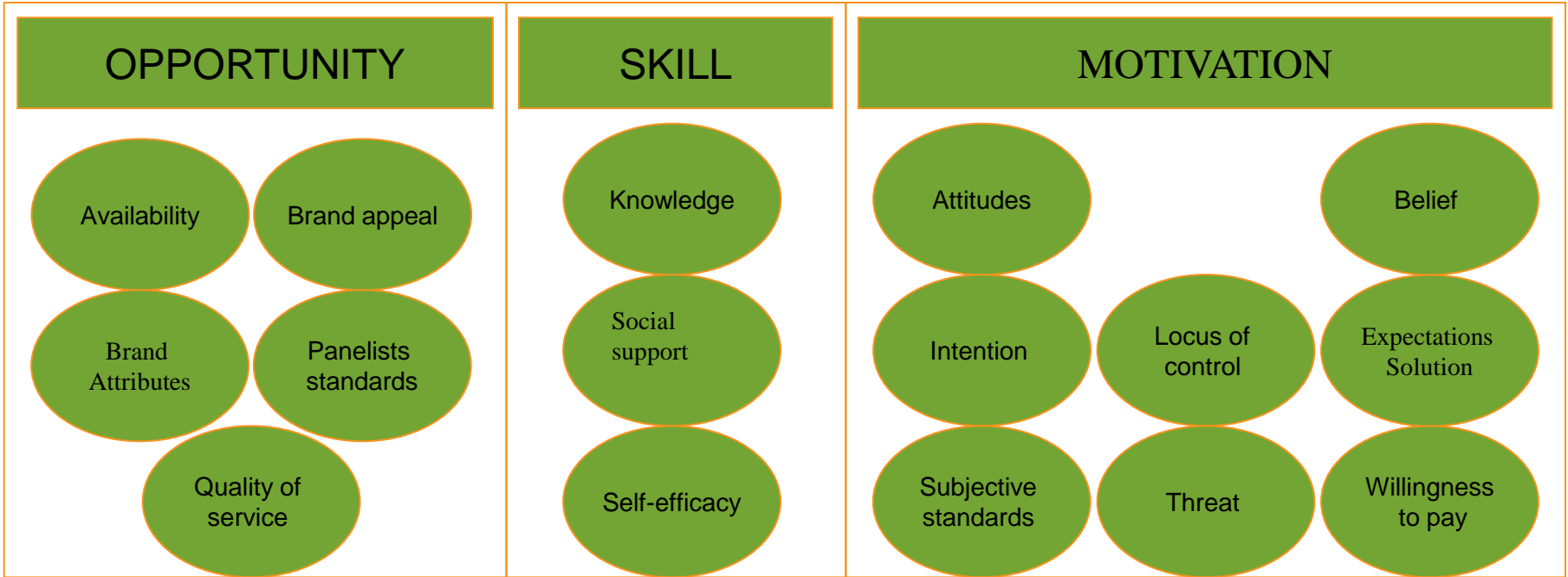
TOGETHER WE CAN WIN THE MALARIA





This is diagram which illustrates PSI's Perform behavior change framework





This is part of the previous diagram which illustrates PSI's Perform behavior change framework (translated into Portuguese)

