AFFORD Who we are

• AFFORD is a five year USAID Project (2006 – 2010).

• AFFORD partners
  – Malaria Consortium – lead partner in distribution and logistics
  – JHU CCP – lead partner on BCC
  – UHMG – support to distribution, logistics and private sector approaches
  – PULSE Ltd. – Community mobilization and experiential marketing
  – CDFU – Community mobilization and Interpersonal communication for community health promotion

• Others
  – 50 NGOs and CSOs – distribution at parish level
  – District officials through LC chairpersons and CMDs
  – Commercial Distributors of LLINs – 7 partners to date
  – Straight Talk Foundation – development of IEC material
  – Fenon Productions – development of audio material
  – Ivad Ltd – development of TV programmes
AFFORD MALARIA ACTIVITIES AT A GLANCE

• Procurement of LLINs
• Campaign distributions: Children U5 and pregnant women
• Ante-natal clinics: pregnant women - Northern Uganda
• LLIN/NGO Facility
• LLIN Subsidy Programme with commercial partners
• Training of Private sector including Drug Shop operators on the new Anti Malarial Drug Policy
• Behaviour Change Communication
• Monitoring & Evaluation
LLINS Procured to date

- **2007** –
  - AFFORD regular procurement – 364,000 nets
  - Price support to private sector – 59,087 ITNs
- **2008** –
  - AFFORD regular procurement - 440,000
  - Malaria No More – 100,000
  - Planned: Plus up funds – 40,000
  - DELIVER procuring (yet to reach AFFORD) – 350,000
    - Total - 1,353,000
- **2009**
  - AFFORD regular procurement – 650,000 (to be procured)
Delivery Mechanisms

- **ANC**
  - All Antenatal Clinics in 24 districts in Northern Uganda.
    - Pregnant women at first antenatal visit

- **NGO LLIN Facility**
  - NGOs and CSO apply to distribute LLINs at parish level. Started with different approaches. Now structured to support geographical coverage

- **LLIN Subsidy programme**

- **Campaign Style**
  - Door to door enumeration at parish level
  - At least cover sub-counties. In some cases entire district
Campaign Style distribution in pictures
Progress on LLIN distribution to date

- **FY 2006/2007**
  - ANC - 260,000
  - CSO Facility – 104,000
  - GF – 736,300
- **2008**
  - Campaign (Malaria No More) – 590,621
  - ANC - 150,000
  - CSO Facility - 115,000
  - Campaign Style – 561,845

**Total – 2,517,766**
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Geographic Coverage

• Routine ANC distribution in 24 district in Northern Uganda. 432 health facilities – PMI funds
  • Nebbi, Arua, Nyadri, Koboko, Yumbe, Moyo, Adjumani, Amuru, Gulu, Kitgum, Pader, Oyam, Apac, Lira, Dokolo, Amolotar, Amuria, Kamberamido, Katakwi, Abim, Kaabong, Kotido, Moroto, Nakapiripirit.

• PMI’s support - 26 districts have been covered to date:
Impact of ITN program today

• No studies to date

• Considering doing a review of HMIS to see trends of malaria incidence before net distribution and after.
Challenges of implementing ITN program

- Enumeration; need for close supervision of data collection due to education background of CMDs
- Need for transporting large sums of cash during campaign distribution
- Reliance on district support for storage & accountability of delivered nets
- Beneficiaries valuing nets (e.g. desire to sell or just keeping them)
- Delayed data collection by districts implementing distribution through ANC. Therefore parallel data collection necessary at times.
Lessons learnt

• More rigorous training and supervision of CMDs so as to improve enumeration and data collection is required

• Developing alternative mechanisms of paying for distribution costs is critical- avoid large sums of cash in transit

• Distribution plan should include hiring out private stores & security in order not to overstretch districts & avoid theft of nets

• Minimize resale of nets by removing them from their bags

• Hiring temporary staff to collect data from Health Facilities distributing nets during ANC
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How we build sustainability into these programs

• Build a network of district-based resource persons. (district officials, local council officials and CMDs).

• Build capacity of CSOs in management of LLIN distribution & behaviors change communication for malaria control.

• Support the Commercial net distributors to remain competitive in spite of huge free net distribution.
Everyday Health Matters

Why free nets for women & children?

Pregnant women

Who should use the net?

People living with HIV/AIDS

Buy nets for the rest of the family

Treated nets can save your child

What treated nets are and how they work

Do we have a problem among the

What treated nets are and how they work

Men can make a difference

Community leaders’ role

Support your

Support your

Health Matters, answer my question

Under the Mango Tree: Great new radio show!
Materials for Free Net Distribution

In 6 local languages

- A4 ANC Flipchart
- Laminated A4 job aid for Health Workers
- Laminated A4 job aid for Community Volunteers
- A2 Community poster
- A5 Net insert for users
Net insert/brochure used for free distribution

Your New Long Lasting Insecticide Treated Mosquito Net (LLIN):
How to Use and Maintain It

This net is very valuable. It is cheaper to buy a net than to treat malaria. Using an LLIN can:

- Prevent miscarriages and still births during pregnancy.
- Protect the lives of your children against malaria.
- Give you a peaceful night’s rest.

Use It Well To Keep Your Family Safe!

1. You just received an LLIN to protect you and your children from malaria.
2. Before using your LLIN, hang it somewhere to air out for one day to balance the concentration of the insecticide.
3. Malaria is most harmful to pregnant women, children under 5 years and people living with HIV/AIDS. They need to sleep under an LLIN every night.
4. During the day, flip up the net so it won’t get damaged.
5. Ask your partner to help you hang the net using strings provided on the corners of your net.
6. Tuck the net under the mat or mattress so mosquitoes have no space to enter.
7. Wash the net only when it’s dirty with water and soap (5 times a year for 4 years).
8. Dry the LLIN away from direct sunlight, preferably on the grass under a tree shade.
AFFORD LLIN Subsidy programme

Ushs 5,000 OFF
Treated mosquito nets available here!

BUY NOW!

Fight Malaria and have a Good Life!

AFFORD The Health Marketing Initiative
UXMG
USAID FROM THE AMERICAN PEOPLE

Good Life!
Behavior Change Communication

- Low literacy malaria IEC materials accompanying each net distributed. Translated into 6 languages so far
- Development and airing of malaria (LLIN) radio spots.
- Airing of 13 episodes on malaria – Under the Mango tree
- Adaptation of support materials into Ngakarimojong
- Developed and produced audio and print materials to support LLIN subsidy
- 700 Popular Opinion Leaders (POLs) in 18 districts promoting malaria prevention including correct use of ITNs
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Geographic Area Covered

- **Community outreach activations** to support net distribution under MNM were carried out in Kaliro, Iganga, Namutumba, Mukono, Kayunga, Wakiso, Pallisa, Rukungiri, Tororo, Bushenyi, Mbarara, Kasese, Mbale, Kamuli, Kisoro, Kiruhura and Masaka. Districts activated under PMI include Gulu, Arua, Lira, Kitgum, Amolatar and Oyam.

- All ANC clinics get some BCC

- **Under the Mango Tree**- Countrywide in Luganda, Lusoga, 4Rs, Ateso, Luo.
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**Geographic Area Covered**

- **Good Life Campaign** - broadcast through radio, TV and experiential road shows countrywide in Luganda, 4Rs, Ateso, Luo and Swahili

- **Districts to be reached by radio spots** - countrywide in Luganda, 4rs, Ateso, Luo, Swahili and Ngakarimojong

AFFORD Monitoring & Evaluation

Tools used for data capture
- Health facility HMIS
- AFFORD enumeration forms
- CSO distribution records
- Questionnaires for retention & use study
- GPS unit
- Attendance registers
AF R O D  
Plans for the future 
2008/2009

• Scale up ANC distribution to 370,000 nets

• Continue with campaign style target to distribute - 250,000 nets

• Expand LLIN Facility to distribute an additional 150,000 nets

• Continue with community mobilization

• Together with other stakeholders, execute hang up – keep up campaign (URC)
TO LIVE THE GOODLIFE, LIVE HEALTHY