

Social Marketing

Using the Private Sector to deliver Public Health



CNM Annual Malaria Conference

March 21-22, 2013, NagaWorld Hotel



**In summary – using a package of interventions,
PSI works towards ..**



- ✓ Accessible quality drugs & tests
- ✓ Responsible providers
- ✓ Informed customers

Malaria Products



2 Target Groups

Changing Provider's Behaviors
Vichea



Changing Consumers' Behaviors
Chamnan & Sitha



Behaviour Change Communication Strategies

Vichea

Chamnan & Sitha

Early Diagnosis and Treatment (EDAT) Training

Mass Communication Campaigns (TV, Radio, Billboard) and IEC/POSM

BCC Channels

Medical Detailing Program (MDP)

Interpersonal Communication (Mobile Video Units)

2012 Key Achievements

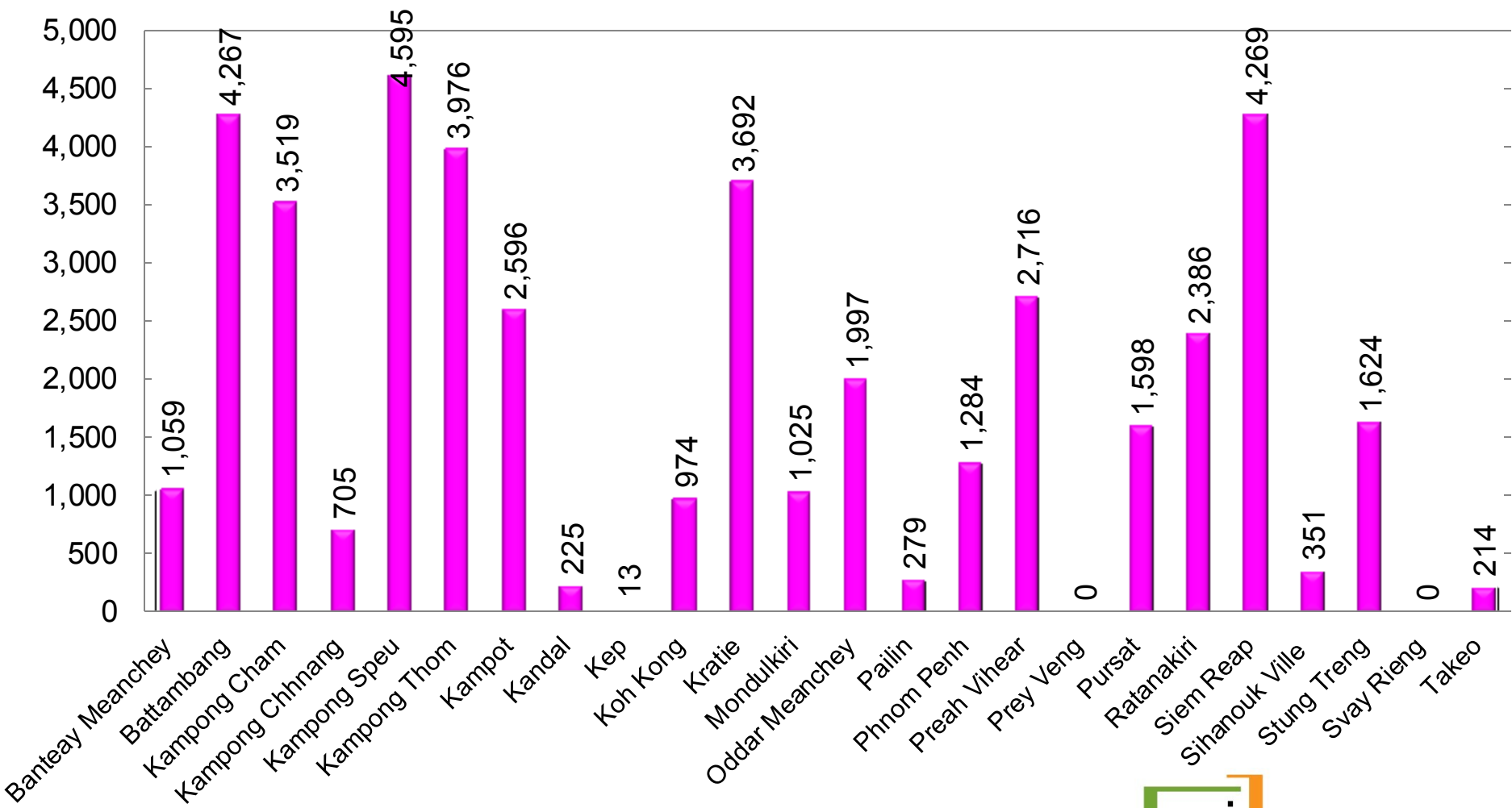


Products Distribution 2012

Products	Quantity
RDTs (Malacheck)	433,640
ACTs (Malarine + Eurartesim)	204,816
LLITKs (Super Malatab)	700,065

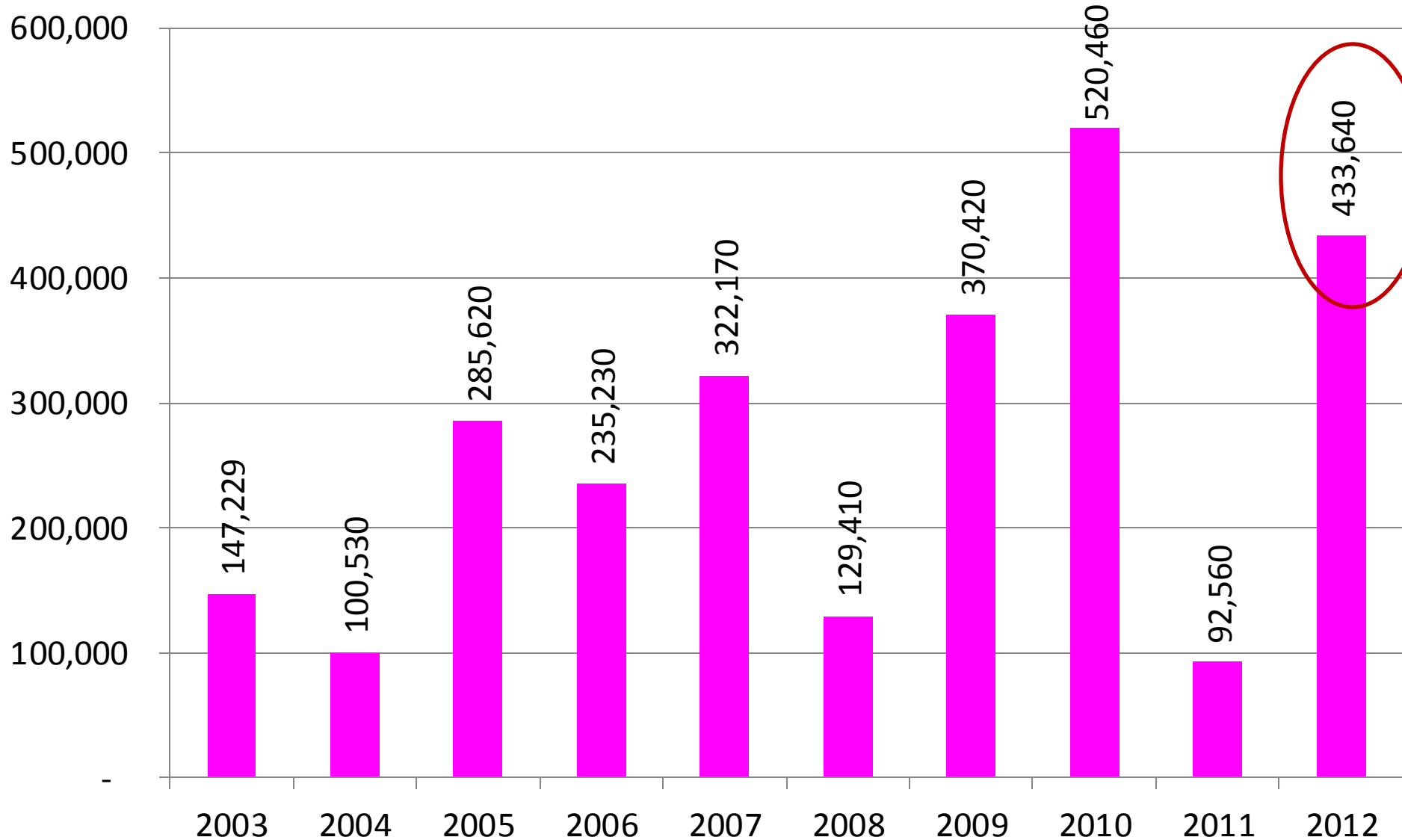


RDT Distribution Data 2012, By provinces

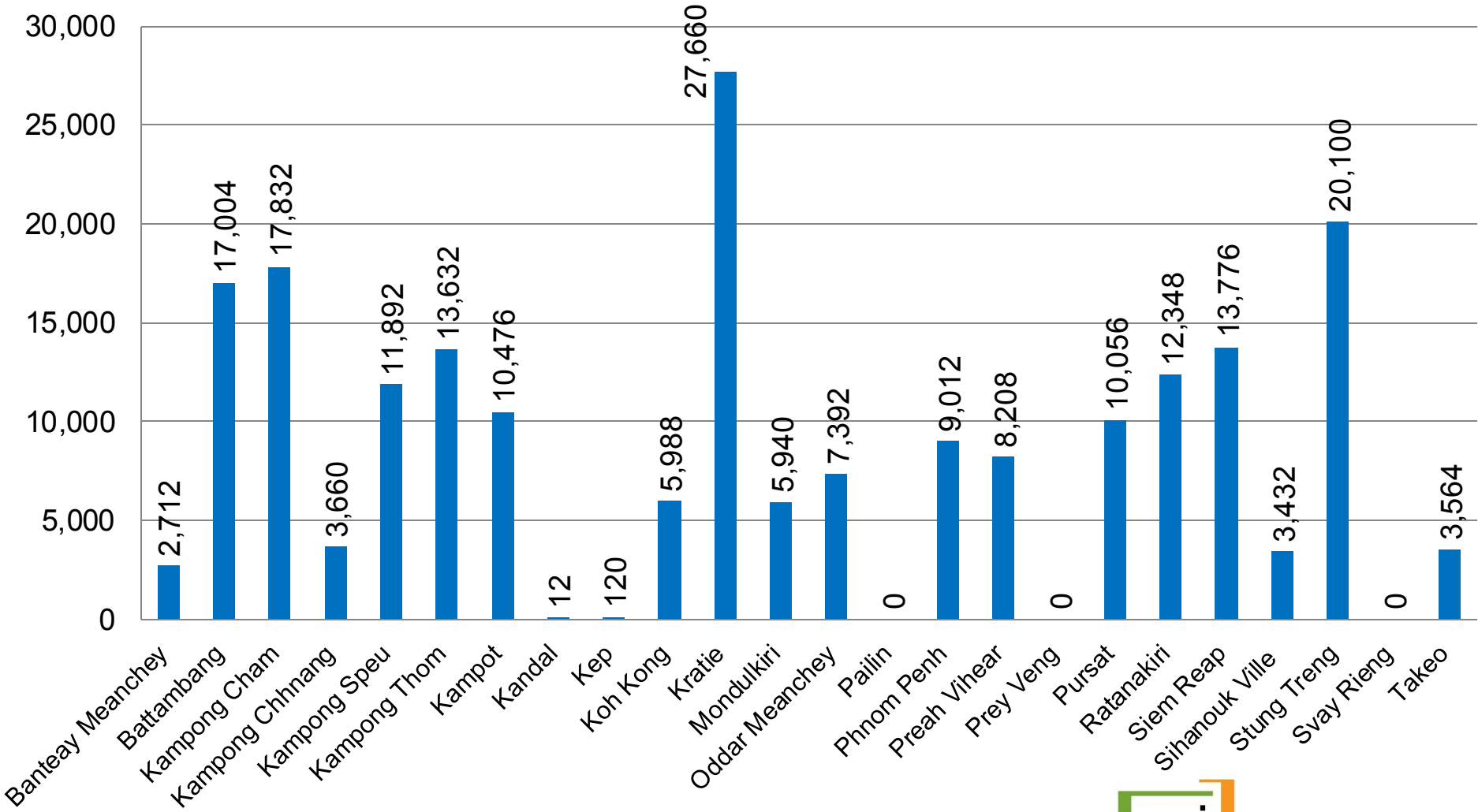




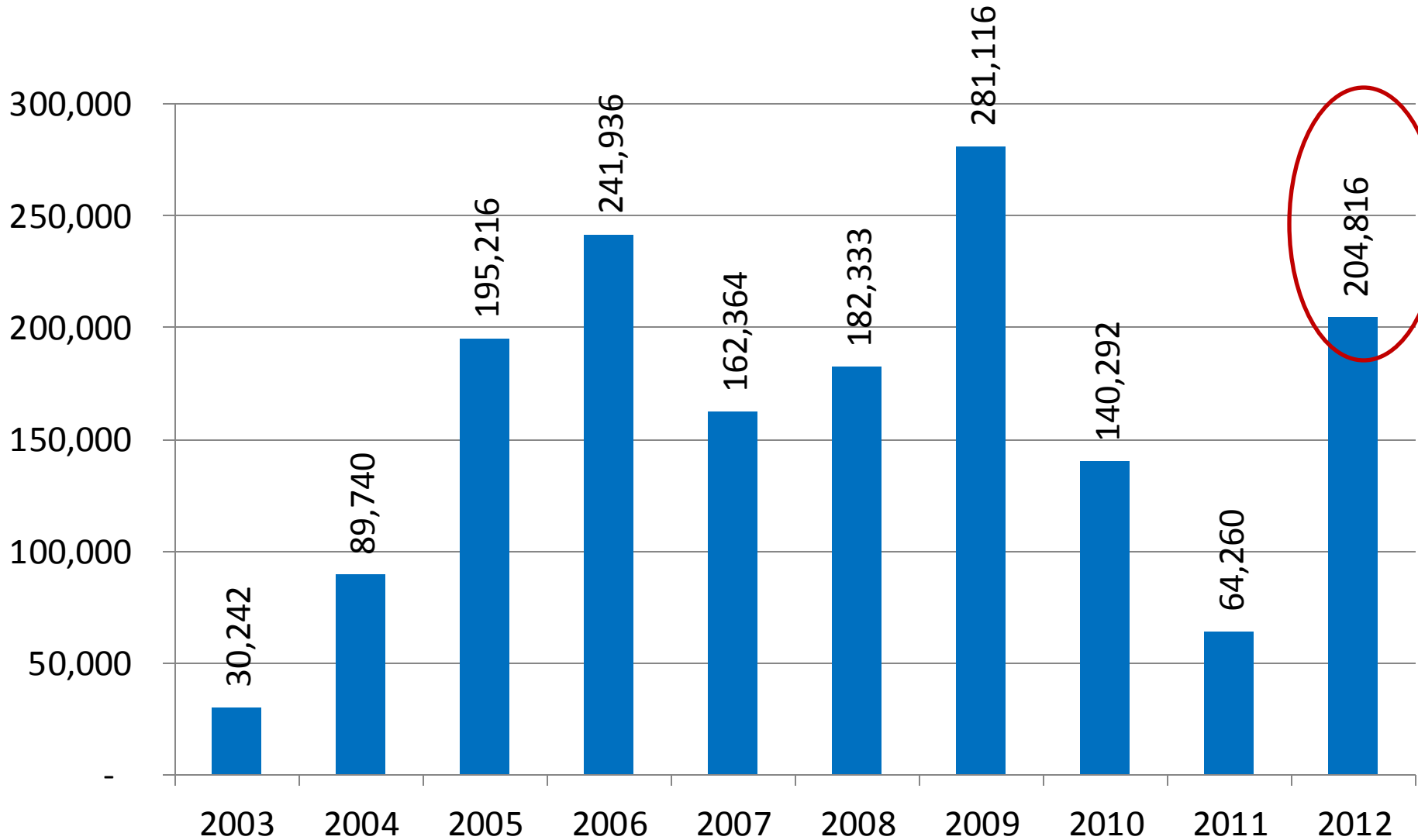
RDT Distribution Data 2003-2012



ACT Distribution Data 2012- By provinces



ACT Distribution Data 2003-2012



Behavior Change Communications



EDAT Training

Target Group:
Providers

- Trained **1,854** providers in **15** provinces.
- Trained **1,021** nursing students in **5** regional training centers.



I AM A GOOD PROVIDER!

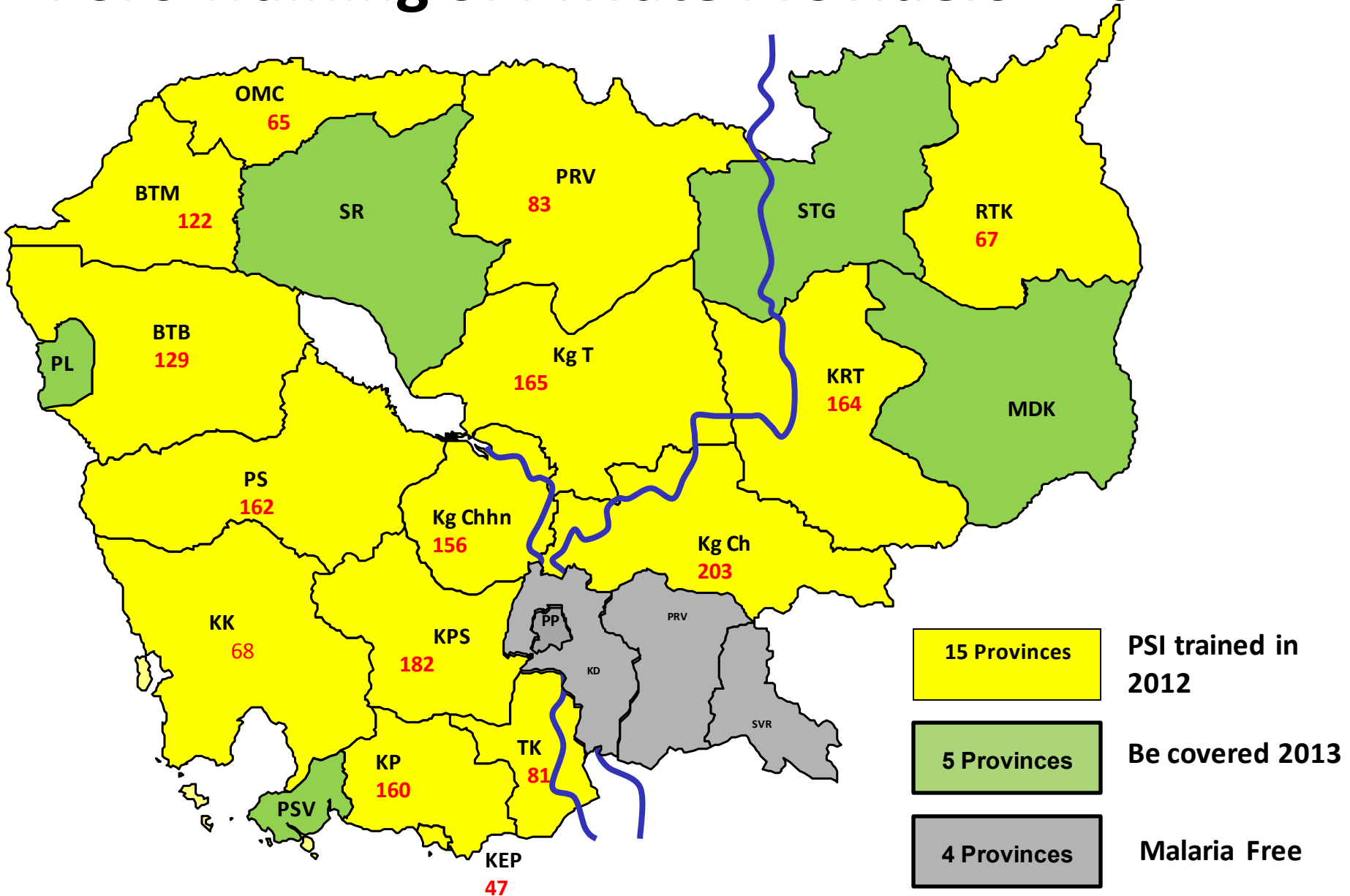


One Day Comprehensive Training

- **Testing:** How to use a RDT correctly
- **Treating:** Which drugs to prescribe
- **Referring:** Which patients to refer
- **National Treatment Guidelines**
- **The Mono Ban**
- **Important updates:** CQ discontinued



PSI's Training of Private Providers - 2012



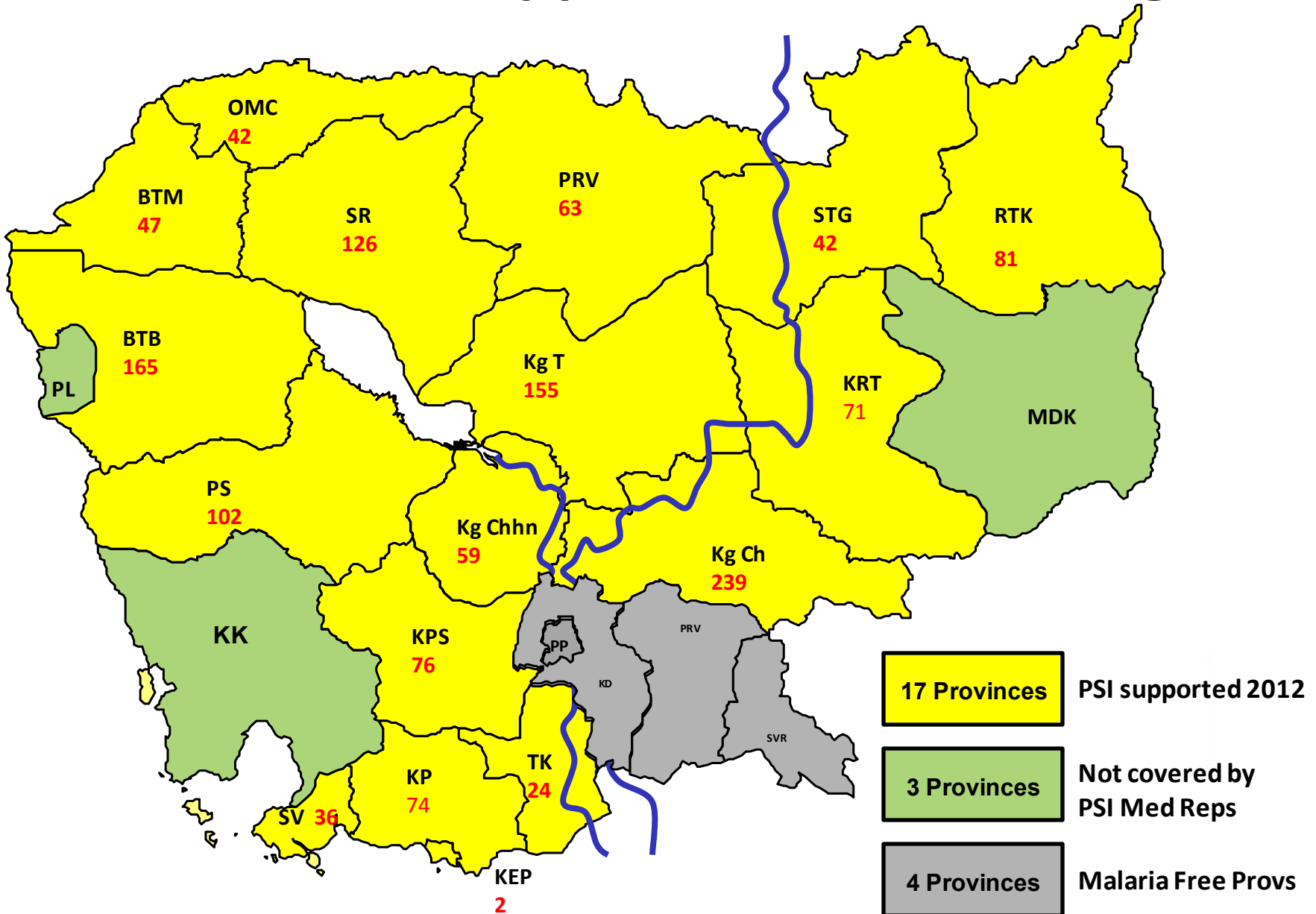
Medical Detailing Program

Target Group:
Providers

- Routine support provided to **1,404** outlets.
- Total number of visits - **5,870** times



PSI's Routine Support – Med Detailing 2012



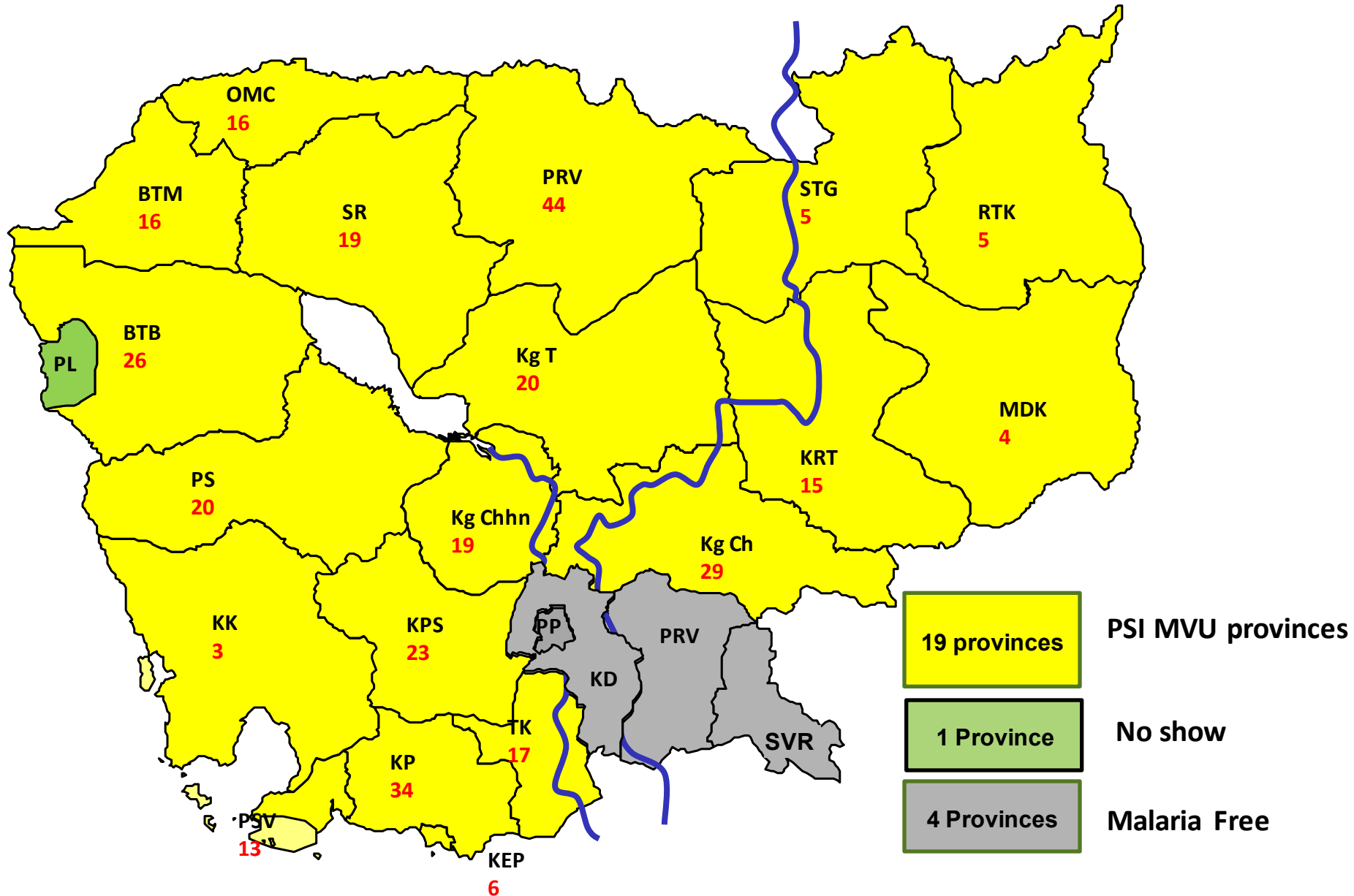
Mobile Video Unit Shows

Target Group:
Patients

- Conducted **309** shows
- Estimated audience was **108,894** people



PSI's Mobile Video Shows - 2012



Mass Media

Target Group:
Patients

- Aired **800** TV spots
- Aired **13,690** Radio spots
- Placed **12** billboards in **12** provinces



Research

Underpins everything we do



Summary - PSI's Malaria Research 2004-2012

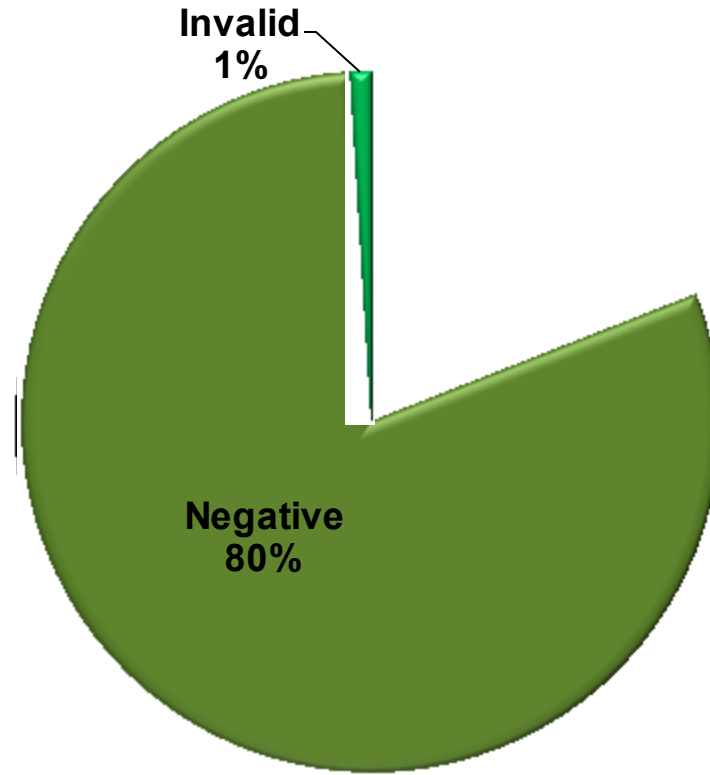
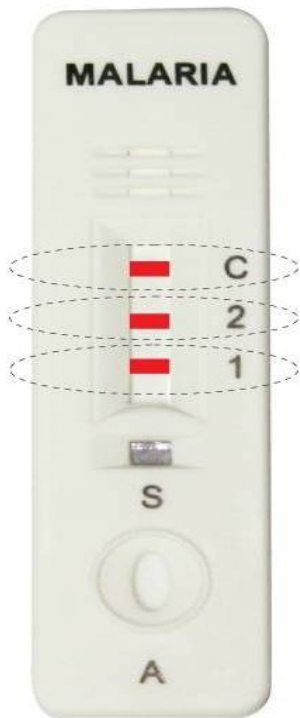
Date	Methodology	Sample sizes
2004	Coverage Survey: Malaria products	National
2006	Behavioural Survey (<i>Population</i>)	National
2007	Coverage Survey: Malaria products	National
	Behavioural Survey (<i>Providers</i>)	National
2009 & 2010	Semi Qualitative Survey: Net Importers/Wholesalers	National
2009	ACT-Watch Outlet Survey - Baseline	7,400 outlets 1,000 outlets
	ACT-Watch Household Survey - Baseline	22,300 houses 1,600 houses
	ACT-Watch Household Survey (Net Questions)	22,300 houses
2010	Coverage Survey: Bundled Nets - Baseline	National
2011	ACT-Watch Outlet Survey - Follow up	17,000 outlets 1,528 outlets
	ACT-Watch Household Survey - Follow up	National
2012	Coverage Survey: Bundled Nets - Follow up	National

RDT Collection Program

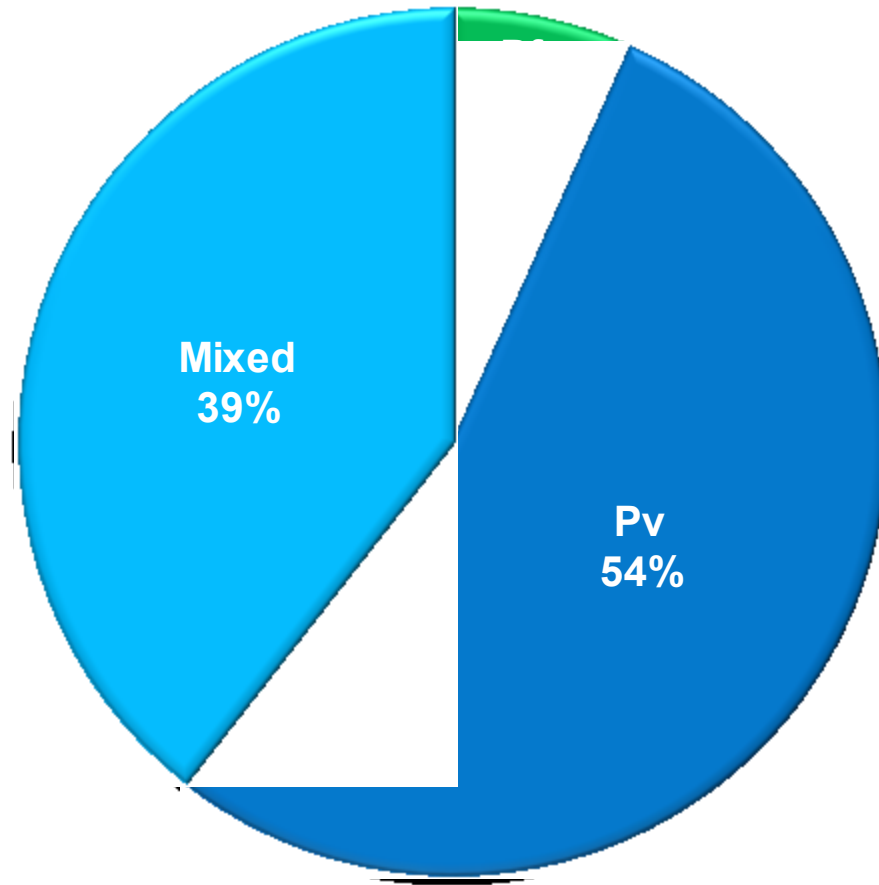
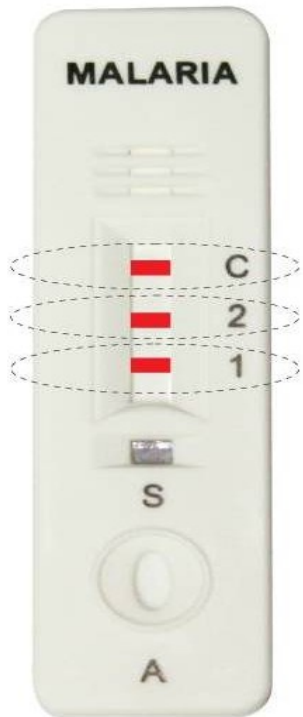


2012 - RDT Collection Program

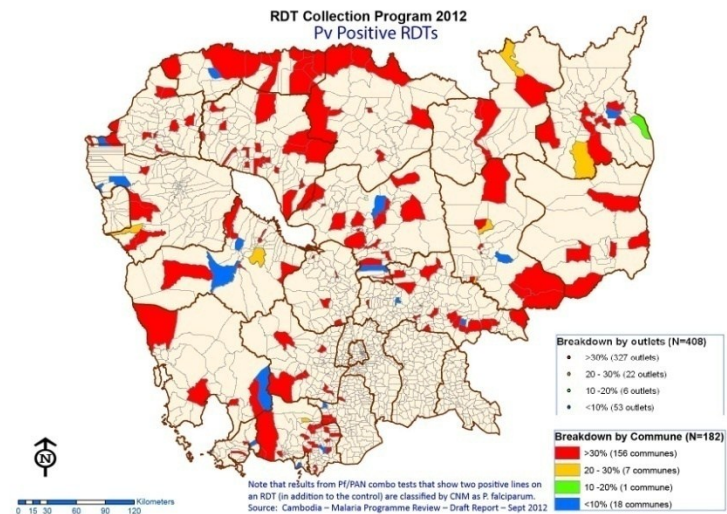
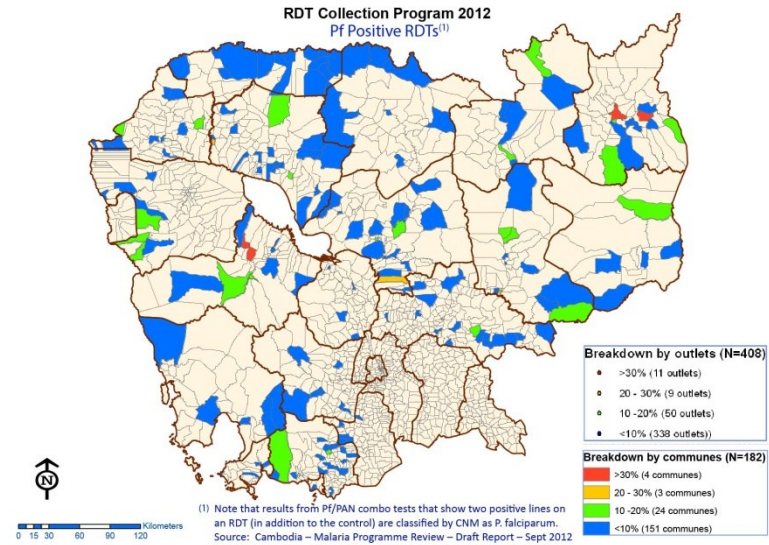
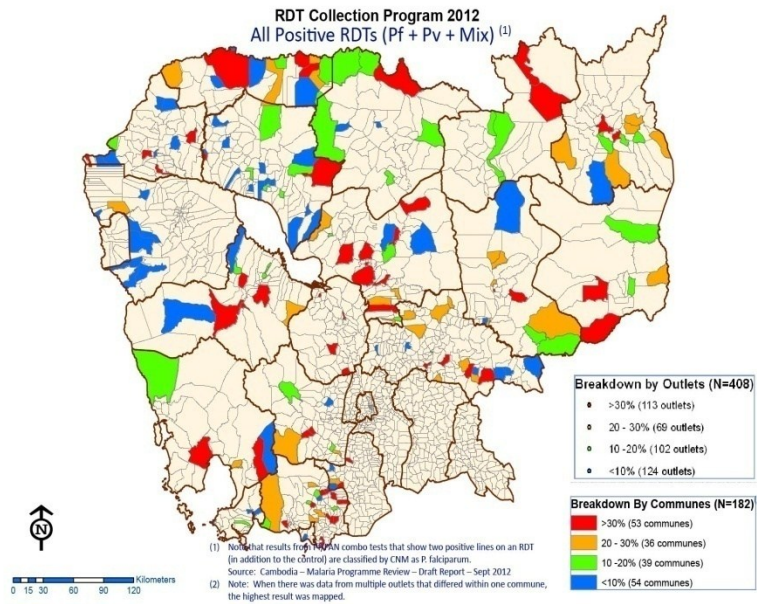
- **Target: 150,000** RDTs
- **Actual: 106,676** RDTs
- **Coverage: 19** Provinces (minus Pailin)



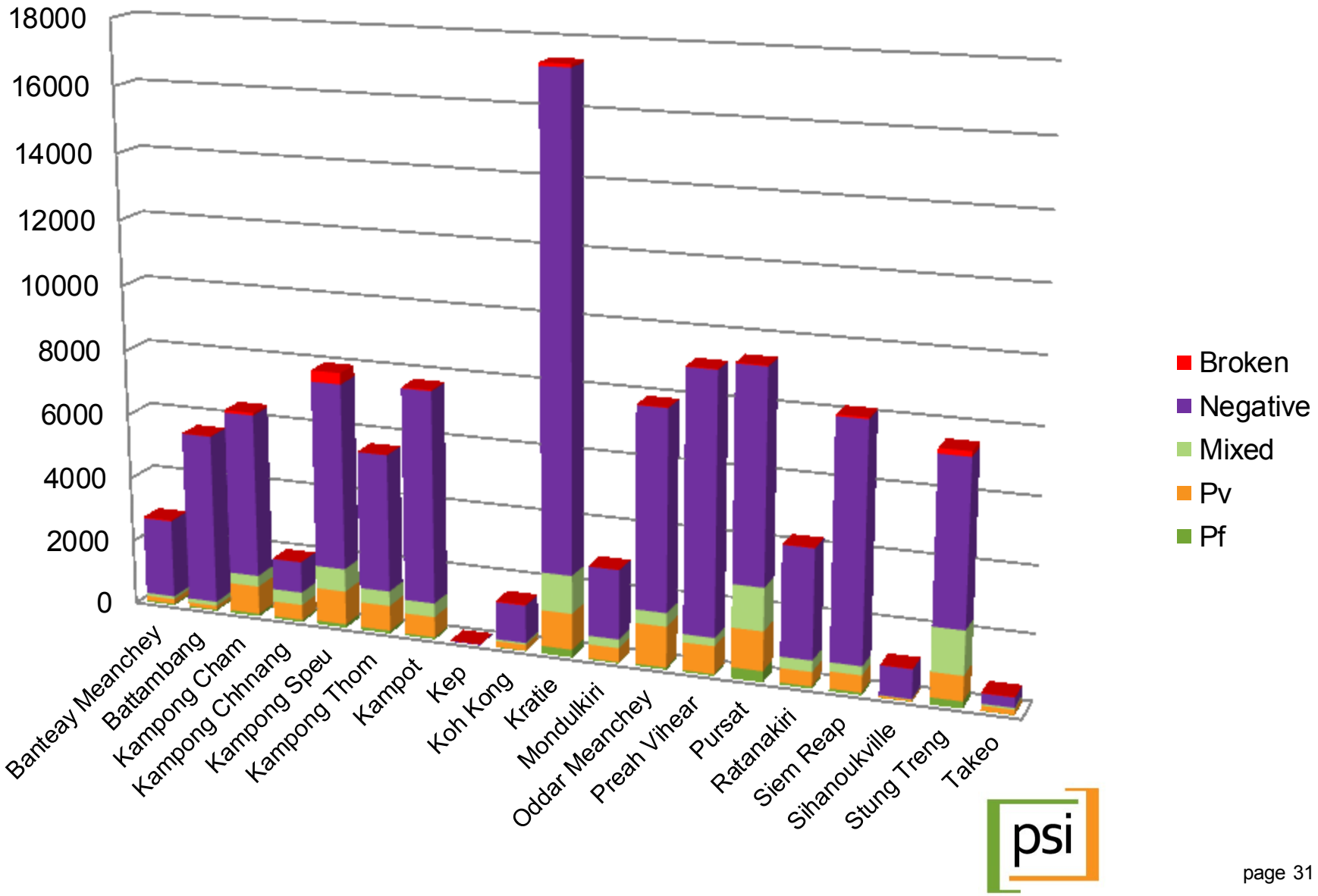
Species Type among the RDT-Positives (19%) (n= 20,344)



Mapping RDT Data by Commune - 2012



RDT Collection Program - By Province



Looking Ahead 2013 & 2014



1. Continue Current Malaria Program Interventions

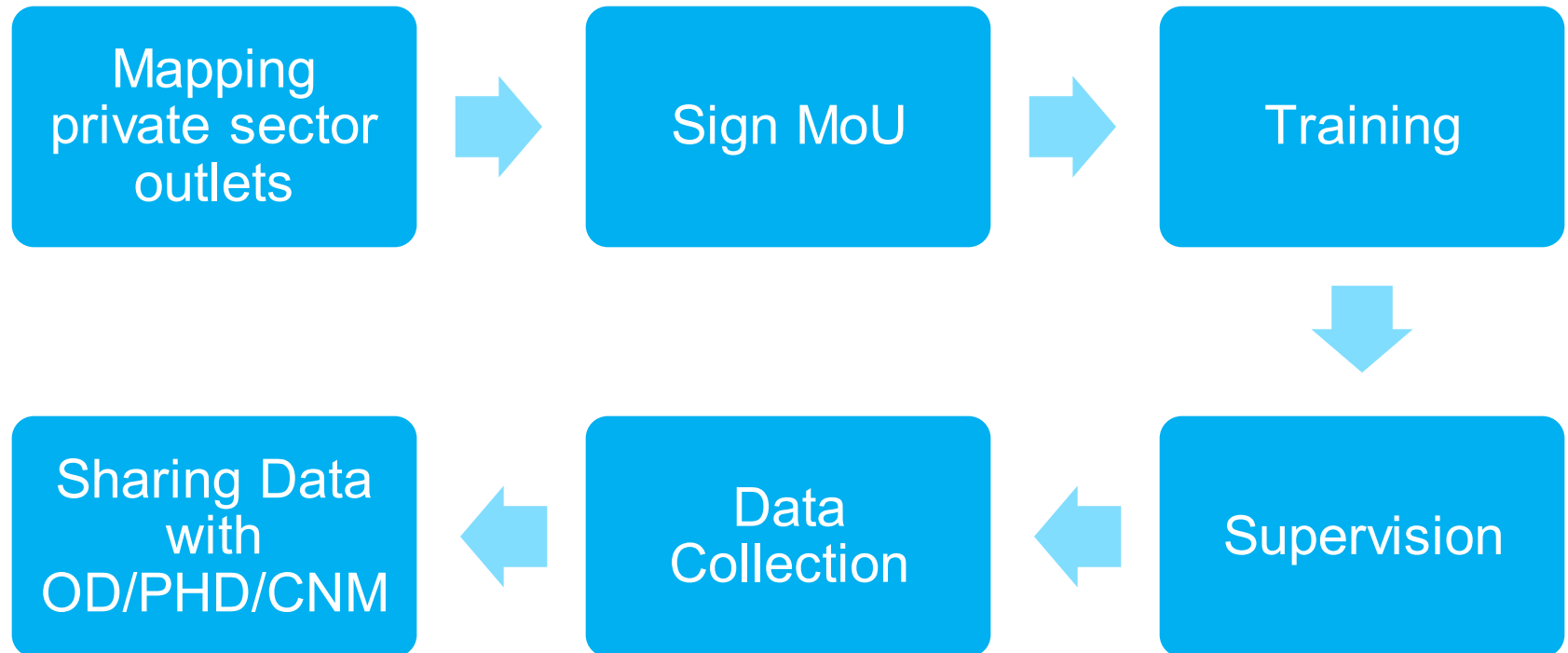


- Social marketing
- Communications
- Research

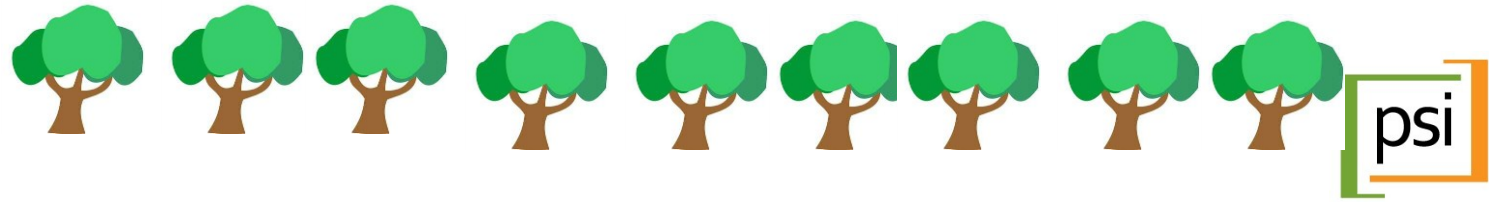
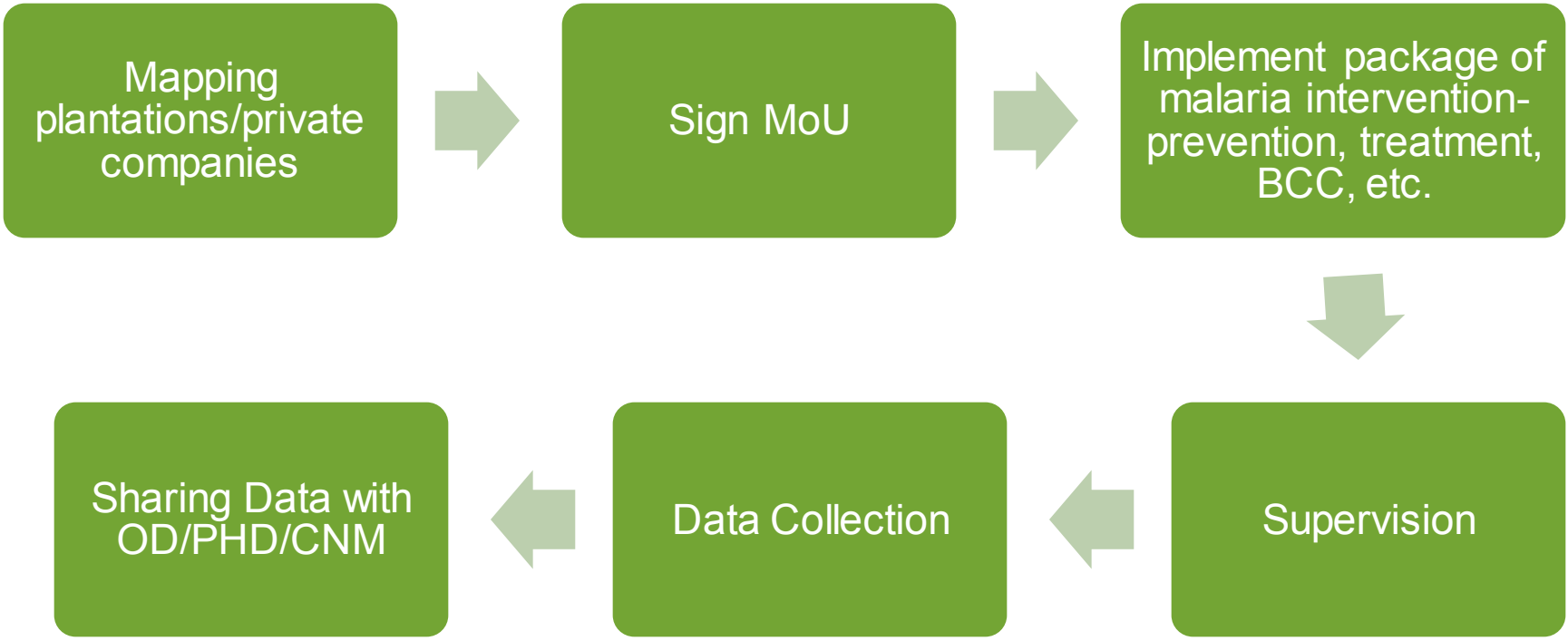


16/12/2008

2. Public Private Mix (PPM) PSI Follows CNM's Model



3. Providing health to MMPs at Plantations & Private Companies





Thank you!

