

Use of demand generation I-Kit to develop ORS-Zinc and Implants Communication Strategies Case of Mitsinjo District Madagascar

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Project Overview





Population*:				22.29 million	
District of Mitsinjo				53,405 hab	
Fertility			Unmet Need		
TFR:	4.6		Total		18%
CPR for modern methods		33%			
Mitsinjo		9 new Implants insertion in 2015			

Child Survival

High infant mortality 42%0

Diarrhea is the 2nd leading causes of death in children under 5 (11%)

Only ½ of children suffering from diarrhea receive treatment

Cases of diarrheal diseases treated in Mitsinjo

2042 (Mahefa and AJPP 2015 reports)

Project background and objectives



Life
Saving
Commodities
Improving access, saving lives

AJPP: An Association working to reduce mother and child mortality

Mission:

 Strengthen its interventions by implementing a pilot project focused on demand creation for Implanon and ORS/Zinc in the Mitsinjo district

Objective:

- Contribute to child mortality reduction by improving access to ORS/Zinc, treatment and information
- Increase demand for Implanon use among women of reproductive age in Mitsinjo district (120 regular users—and 9 new users in 2015—source: RMA SDSP Mitsinjo 2015)

Pilot project zone:

 Five communes within the Mitsinjo district, which is a remote area with difficult access

Use of I-Kit Resource AJPP used all the key messages in the I-Kit, the "ORS and Zinc"



- Familiarization with the I-Kit
- Conducted a health data SWOT analysis –workshop (2 months-Oct-Nov 2015)
- Developed communication strategy
- Health worker training + community agent training in DG for ORS-Zinc and Implanon (Dec 2015)
- Awareness raising via home visits, participatory discussions, and community dialogues (6 months: Jan-June 2016)
- Design, pre-testing and production of communication tools:
 - ORS/Zinc posters
 - Implanon posters for CSP and community sites
 - Implanon counseling cards (5 months: Dec 2015 -April 2016)





Project Highlights -- Key findings, results

ORS/Zinc:

- Increased knowledge of diarrheal signs by the caretakers of children under 5
- **18,807** people touched by ORS/Zinc awareness messages
- **1,746** people reached through community dialogues
- Number of children treated for diarrhea at the community level in 6 months was 1,455 compare to 654 in 2015

Implanon:

- Messages were personalized
- Increased knowledge of the of the Implanon
- A total of **5,069** home visits conducted
- 989 people reached through community dialogues
- A total of 18,778 were exposed to the Implanon message
- Number of insertion rose from 23 to 203 in 3 months (Jan-Mar) source (RMA SDSP Mitsinjo June 2016)



Project Highlights -- Key findings, results

- The success of the DG strategy for RMNCH priority products rests on three factors:
 - Effective use of SBCC strategy
 - Availability of services offered
 - Availability of products
- Community support and engagement
- Knowledge sharing about the product, for CA as well as the clinical providers that are trusted by target groups



Not long ago Implanon was expiring in health centers and now, after the pilot project, the warehouse is nearly out of stock!

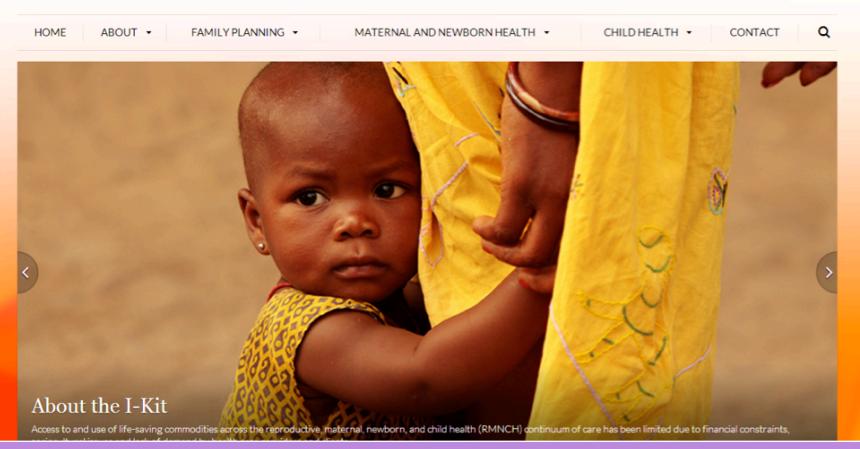




For Madagascar, which is a country that does not yet have a demand generation strategy, disseminating results of this pilot project could be used to develop a national strategy.



Demand Generation for Life Saving Commodities



Recommendations

The I-Kit and/or the "Adaptable Communication Strategy" reflect the reality of developing countries such as Madagascar. These tools are practical, well-illustrated and easy to adapt to the local context. The six steps are clear and easy to implement. The I-Kit site is easy to navigate and contains comprehensive information.

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