

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

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Action Pour la Justice et le Progrès des Populations (AJPP)



EVERY WOMAN
EVERY CHILD



USAID
FROM THE AMERICAN PEOPLE

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 2 nd 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 <i>(Mahefa and AJPP 2015 reports)</i>

Project background and objectives



- **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



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Commodities**

Improving access,
saving lives

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)



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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!



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Project Highlights--Recommendations

A photograph of a tropical village square. In the foreground, there are several palm trees, some with yellowing fronds. In the middle ground, there are several buildings with thatched roofs. A flagpole with a flag is visible on the right. In the background, there are more palm trees and a bus. The sky is overcast.

Recommendations

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.



About the I-Kit

Access to and use of life-saving commodities across the reproductive, maternal, newborn, and child health (RMNCH) continuum of care has been limited due to financial constraints.

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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