

Use of the Demand Generation I-Kit to create demand for Zinc among young mothers of children under 5 in the district of Ihosy, Madagascar

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EVERY WOMAN
EVERY CHILD



USAID
FROM THE AMERICAN PEOPLE

Background

- Under five mortality rate: 62‰
- 2nd leading cause of death in children under 5 years old
- 11.4 diarrhea prevalence in the region
- Dehydration is the most immediate cause of death
- 80% of young mothers in the district of Ihosy have never heard of the Zinc product
- Many care givers treat diarrhea with traditional medicines and antibiotics
- Lack of National Strategy for Demand Generation for recommended 13 lifesaving commodities

Source : Evaluation rapide de la situation des produits essentiels pour la survie des femmes et des enfants mené par le projet HC3 à Madagascar en 2015



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Objective

- To improve the knowledge of at
- least 200 young mothers aged 14-24 years and 50 community leaders on the benefit of Zinc for simple childhood diarrhea in ten months



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Vision

In 2026, Zinc is the preferred treatment for all children under five suffering from simple diarrhea in the district of Iho



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Use of I-Kit Resources

- Appropriation of the I-Kit by SALFA/Lorel
- Orientation of stakeholders to develop the strategy document
 - Radio talk show (popularity of the radio, isolated region + insecurity)
 - Advocacy activities (weight of traditional practices and customs)
 - Sensitization of young mothers



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HEALTH
COMMUNICATION
CAPACITY
COLLABORATIVE

Key-Activities

Once the strategy document had been developed

- Trained young mothers on the danger of diarrhea and how Zinc can help
- Trained radio journalists
- Mobilized and sensitized community leaders and traditional birth attendents



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Project Highlights—Results

- 223 young mothers trained
- 86 village chiefs trained + 18 other stakeholders
- 8 radio talk shows produced with 46 broadcasts reaching 5 districts (total pop: 500,000)
- 60% of participants reported they have heard the radio program at least once
- 1 training curriculum for radio talk show program developed
- 1 training manual for young mothers developed



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Project Highlights—Findings

- Difficulty in translating the I-Kit and technical terms in Malagasy
- The severity of lack of knowledge around Zinc
- The extent to which habits and customs influence community leaders and traditional birth attendants
- Frequent stock out of the Zinc



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Project Highlights—Lessons learned

- Importance of communication in addressing health issues (diarrhea)
- Local problems can be solved with appropriate communication
- The I-Kit can be used/adapted at all levels (even at district level)
- Involvement of all stakeholders
- The emulation phenomenon of participants during the workplanning sessions
- The effectiveness of the testimony approach



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Project Highlights- Recommendations:

- **Provide/include more information on how to design radio programs in the I-Kit**
- **Develop a communication strategy for the 13 lifesaving commodities in Madagascar**



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VOTRE AIMABLE
ATTENTION!!!**

Contact

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