

# Good Quality Malaria Medicines Campaign

Akwa Ibom, Nigeria



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# Introduction

- Nigeria's population of over 170 million makes it a very attractive market for pharmaceuticals and other regulated products.
- Over 60% of medicines are imported into Nigeria due to the gap created by inadequate in-country production of essential medicines.
- This makes the country an easy target for poor quality medicines.



# Malaria Burden in Nigeria

- Estimated 100 million malaria cases per year
- 60% of out-patient visits and 30% of hospitalizations among children
- With these types of statistics, the availability of poor quality antimalarial medicines is a major problem.

# Malaria Medicine Quality in Nigeria

- There has been a steady decline in the level of substandard and counterfeit antimalarial medicines in the country.
- Various studies have shown:
  - In 2008, 63.7%
  - In 2011, 37%
  - In 2012, 19.6%
  - In 2015, 9.3%

# Extent of the Problem

- NAFDAC and USP conducted a nationwide study of anti-malarials in 2015.
- Results varied depending on zone—in the North east, poor quality medicines were more than 10 times higher than in the Southeast.
- Both substandard and counterfeit anti-malarials were found, as were monotherapies.

# What is being done

- Instant scanning with Truscan for presence of active ingredients
- Annual drug quality assessments using mini-labs
- Licensing of drug vendors, requiring minimum storage standards
- NAFDAC phone line to report suspected counterfeit or substandard drugs
- ACTs donated by Global Fund and PMI must be purchased through pre-approved vendors.
- MAS scratch pads on all ACTs required by NAFDAC.

# Consumer Practices

- Many people self-diagnose and self-prescribe,
- Most purchase ACTs from unlicensed drugs,
- Few consumers use the MAS scratchpad,
- Even where they encounter poor quality medicines, consumers rarely report to relevant authorities.

# Campaign Strategy



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# Target audiences

**Primary:** All consumers who buy anti-malarials

**Secondary:** Drug vendors (PPMVs) purchase ACTs from unlicensed drugs,

**Tertiary:** Policy makers, law enforcement, Influential members of society

# What do we want them to do?



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# Consumers

- Get diagnosed for malaria within 24 hrs. of fever onset
- Treat only with ACTs
- Purchase ACTs at licensed pharmacies or PPMVs
- Check ACT pack for NAFDAC number & expiration date
- Use the scratch pad on ACT packets
- Report poor quality ACTs to NAFDAC.

# PPMVs

**Feel** pride in their business and consider themselves partners in efforts to eradicate malaria.

**Do:** procure ACTs from registered pharmacies or wholesalers; handle and store medicines appropriately; allow patients to use scratch pad to verify authenticity before purchasing ACTs.

Report suspicious activity or individuals to NAFDAC and MAD.

# Policymakers, Influential Persons

Suffocate SSFFC medicines supply channels:

- Name, shame and punish culprits
- Tighten policies and legislation concerning counterfeit and substandard malaria medicines
- Ban mono-therapies for malaria .

# Materials

# How to use the MAS (Scratch panel)



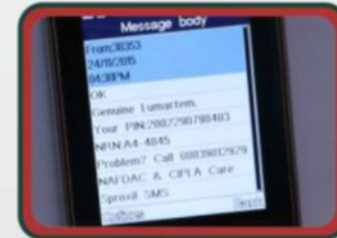
**Step 1:**  
Scratch the pad to reveal the number underneath.



**Step 2:**  
Text the number to 38353 or the phone number provided on the package. (TEXT the number ONLY ONCE. Text message is free)



**Step 3:**  
Wait for the SMS response.



**Step 4:**  
If the SMS response says the medicine is good, you can be assured it is of good quality. If the SMS response advises otherwise, follow the instructions in the text message.

Depending on the product, the number you find below the scratchpad may be different.  
You could find any of the following numbers:

PharmaSecure: 38351

Sproxil: 38353

Savante: 38120

UBQ-U/ Kezzler: 20966

mPedigree: 1393

IF YOU HAVE ANY QUESTIONS, CALL: 0142521212 OR TEXT 08133630600, 08058741647

## Poster

# Booklet for Community Volunteers

**REMEMBER, BEFORE YOU BUY ANY MEDICINE,  
MAKE SURE IT HAS:**

- NAFDAC registration number
- Expiry or best before date
- Scratch pad

To make sure the medicine is not fake, scratch the pad and text the code underneath to the number provided for FREE.



This booklet was made available by the generous support of the American people through the United States Agency for International Development (USAID)





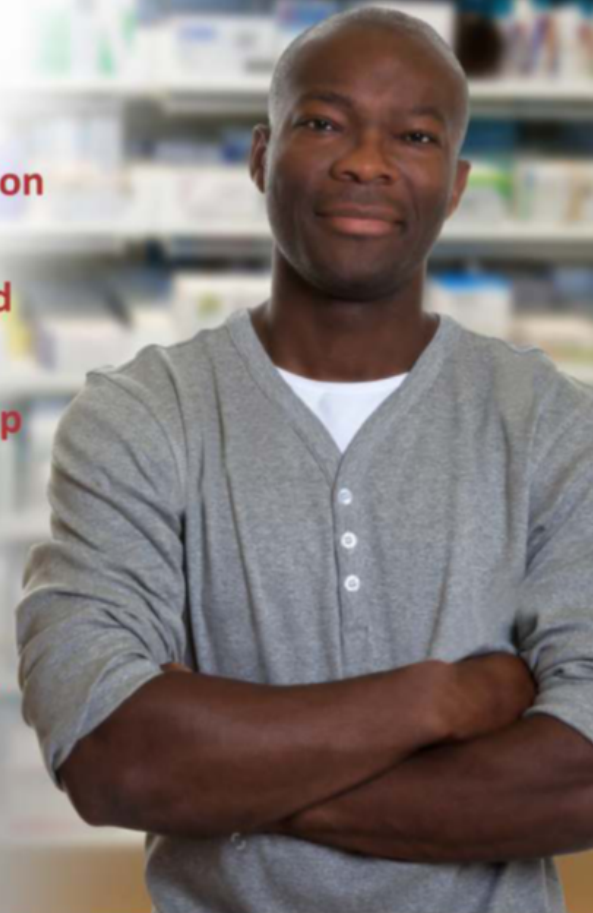
# Sticker for PPMV shops

**I dey sell only confam  
malaria medicines (ACTs).**

**“All my ACTs get:**

- **NAFDAC registration number.**
- **Manufactured and expiry date.**
- **Scratch pad to help you confam.**

**I no dey  
play with  
my business”.**



# Fact sheet for opinion leaders

# Radio spots

## Advocacy Factsheets – Opinion and Influential Leaders

Malaria continues to seriously affect Nigerians, even though it is preventable and curable.

- 25% of all malaria cases in Africa are in Nigeria.
- 110 million cases of malaria are diagnosed in Nigeria each year.
- 60% of all outpatient visits, and 30% of all admissions in Nigeria are due to malaria.
- 25% of infant deaths and 30% of under five deaths are due to malaria.
- 300,000 children die from malaria each year in Nigeria.
- 132 billion Naira is lost annually in payments for prevention and treatment and in hours not worked. (Jimoh, et al, 2007: Cited in NMIS 2010).



Substandard and counterfeit malaria medicines seriously undermine government investments in malaria management and prevention.

Substandard malaria medicines are medicines that do not work correctly either because they do not include adequate amounts of the active ingredients or because they have degraded during storage or distribution.

Counterfeit or fake medicines are medicines that have been “deliberately and fraudulently” mislabeled with respect to identity and or source. Counterfeiting can apply to both branded and generic products. Counterfeit medicines may have:

- The correct ingredients
- The wrong ingredients
- Inactive ingredients
- Insufficient active ingredients
- Fake packaging.



**How prevalent are substandard and counterfeit malaria medicines in Nigeria?**

Approximately one in every ten packets of ACTs—the government recommended treatment for malaria—sold in Nigeria are substandard or fake, and do not effectively treat malaria. This undermines the Government's efforts in eliminating malaria.

**What can you do to help?**

- | Traditional leaders |  |
|---------------------|--|
|                     | <ul style="list-style-type: none"> <li>• Enlighten the community on the effects of counterfeit and substandard malaria medicines and its consequences on the community</li> <li>• Ensure only registered pharmacists and PPMVs are allowed to operate in their communities</li> <li>• Make pronouncements about substandard and counterfeit medicines at every available opportunity</li> <li>• Solicit support for the campaign in the fight against substandard and counterfeit malaria medicines</li> </ul> |



**TV Spot:**  
[https://www.youtube.com/  
watch?v=6pxa8maSJ-E](https://www.youtube.com/watch?v=6pxa8maSJ-E)

# Pilot-test in Akwa Ibom State, Nigeria

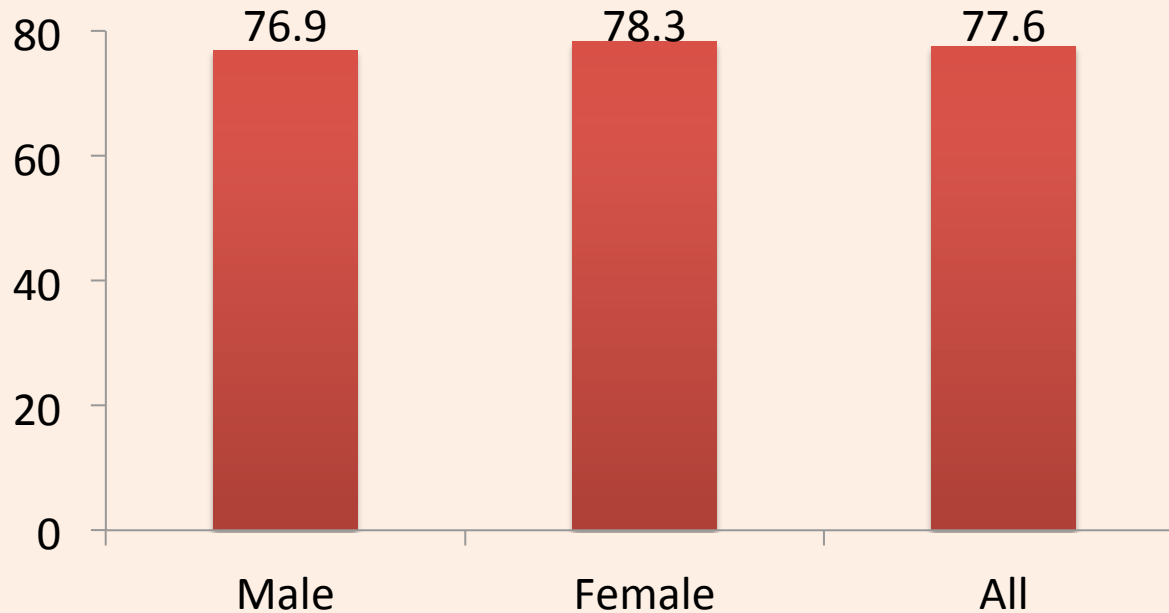
4-month campaign:

- Radio and TV spot broadcasts
- Stakeholders meeting
- Orientation for PPMVs
- Orientations for community volunteers
- Integration of SSFFC messages in malaria outreach activities
- Journalist training & mentoring
- Posters and booklets

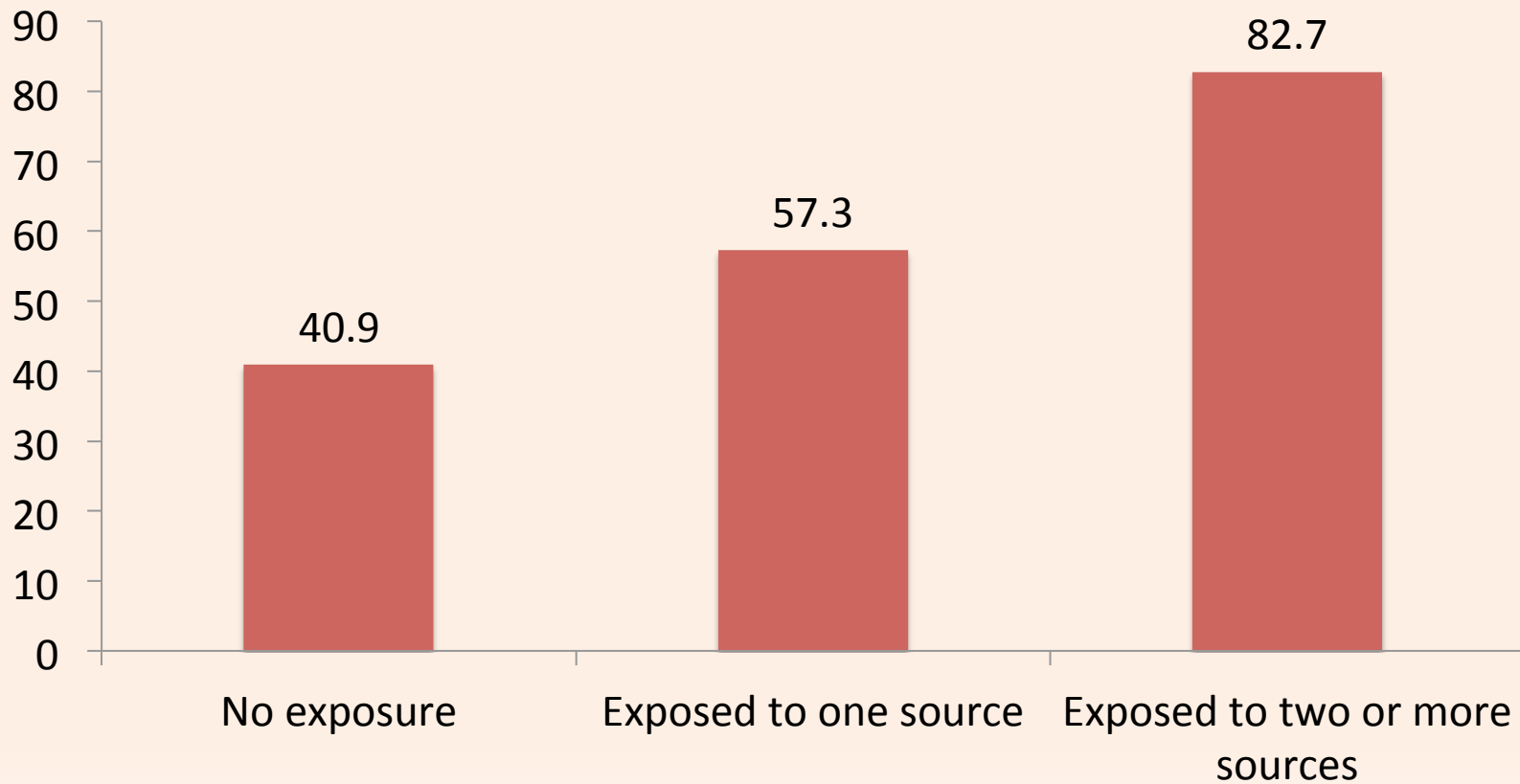
# Evaluation

- Baseline survey (2015)
- Follow-up omnibus survey (2016)
- Interviews with trained PPMVs
- Tracking community volunteer activities

## Percent who had heard information about how to confirm quality of antimalarial medicine in the past 3 months

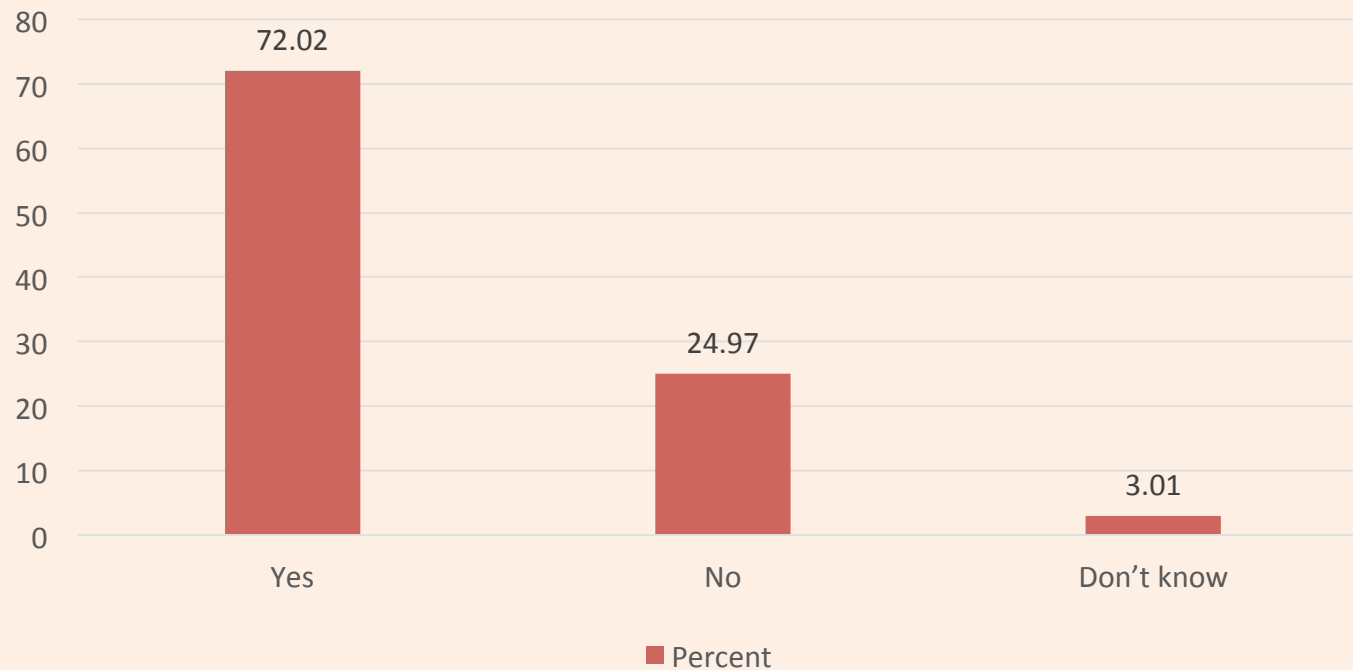


# Percent of respondents who know at least two actions to confirm quality of malaria medicines, by communication exposure





## Percent of those exposed to campaign messages who intend to do something differently next time they need antimalarial medicine





# Actions respondents plan to take

