



PROMOTING QUALITY MALARIA MEDICINES THROUGH SBCC IMPLEMENTATION KIT

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WHAT ARE POOR QUALITY MALARIA MEDICINES?



Substandard

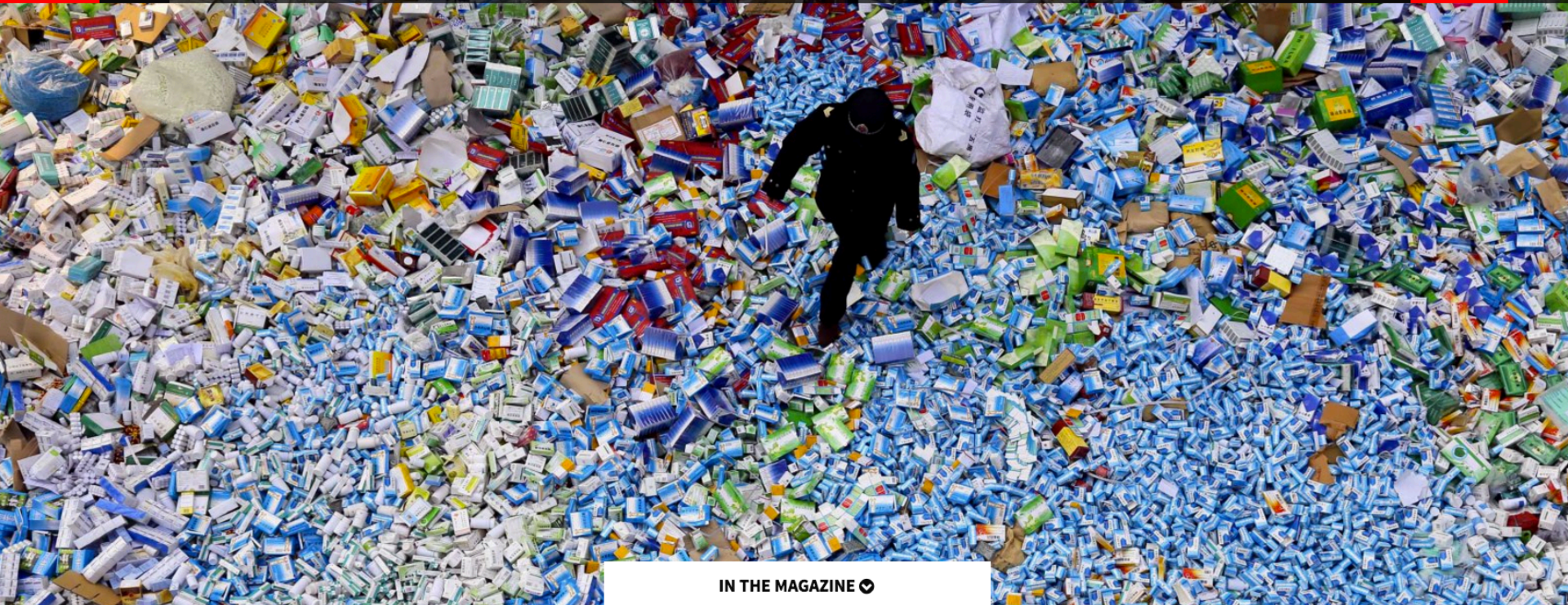
- Medicine that does not contain enough active ingredient due to unintentional errors caused in manufacturing.

- 
- Medicine that does not contain enough or any active ingredient due to intentional fraudulent manufacturing
 - May carry false reputation of their source or identity.



Degraded

- Medicine that does not contain enough active ingredient due to poor conditions in storage environments, handling, or transportation (light, heat, humidity, etc.). Stolen or diverted medicine is especially at risk of becoming degraded.



IN THE MAGAZINE ↻

The Fake Drug Industry Is Exploding, and We Can't Do Anything About It



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USING SBCC TO ADDRESS MALARIA MEDICINE ISSUES

Improve knowledge of...

- Dangers of poor quality malaria medicines
- Steps people can take to protect themselves and others

Change attitudes about...

- Need to buy/sell good quality malaria medicine
- Importance of reporting

Promote behaviors around...

- Reducing the risk of buying/selling poor quality malaria medicines
- Reporting suspected cases to pharmacists/proper authorities

USING ADVOCACY TO ADDRESS MALARIA MEDICINE ISSUES

Decision-makers

- Raise awareness of issue
- Convince them to prioritize medicine quality and availability

Customs and immigration officials

- Promote working closely with drug regulatory and law enforcement agencies

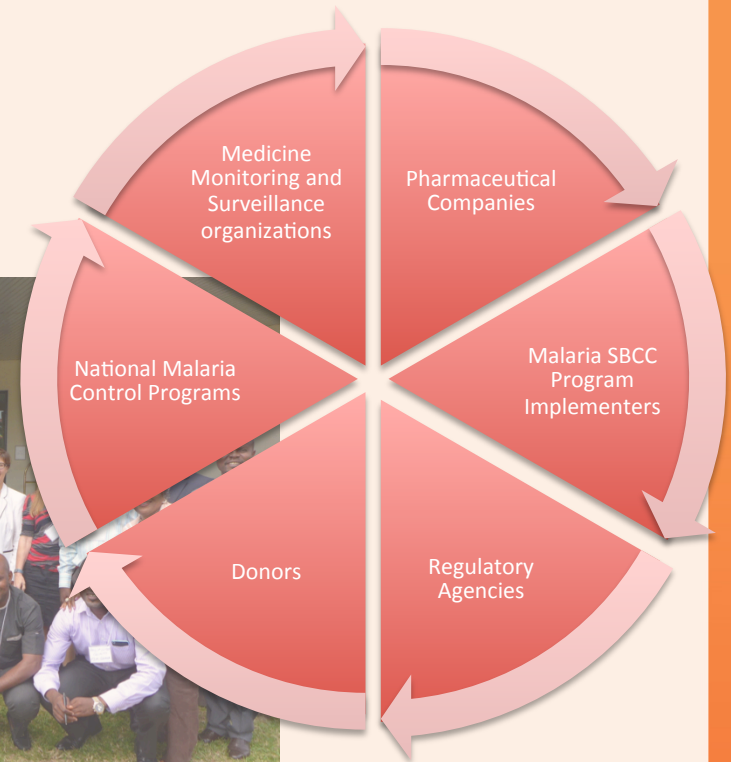
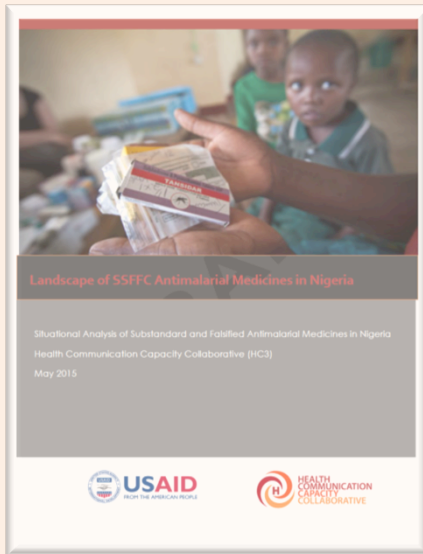
Lawmakers

- Advocate to strengthen penalties for procuring, importing, manufacturing and selling poor quality malaria medicines

Quality assurance and surveillance agencies

- Improve and expand quality assurance testing

DEVELOPING THE I-KIT



PROMOTING QUALITY MALARIA MEDICINES THROUGH SBCC I-KIT



PROMOTING QUALITY MALARIA MEDICINES
THROUGH SBCC:
An Implementation Kit

HOME

LEARN

WHAT IS BEING DONE GLOBALLY?

PROMOTE QUALITY MEDICINES

WORK WITH THE MEDIA

RESOURCES

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PROMOTING QUALITY MALARIA MEDICINES THROUGH SBCC

Search



Learn how to combat substandard, spurious, falsified, falsely-labeled and counterfeit – or SSFFC – malaria medicines.

ABOUT THIS I-KIT

Substandard, spurious, falsified, falsely-labeled and counterfeit – or SSFFC – malaria medicines cause undue harm because they cannot effectively treat malaria. SSFFC malaria medicines can also negatively influence consumer behavior, threaten national healthcare systems and contribute to artemisinin resistance.

This Implementation Kit (I-Kit) provides national and local stakeholders, as well as program managers, with key considerations and a roadmap for designing and implementing a country-specific social and behavior change communication (SBCC) campaign that protects the public from poor quality malaria medicines and responds to the threat of SSFFC medicines in their country.

This I-Kit includes key information health practitioners need to combat issues of poor quality or diverted malaria medicines in their area, and resources to better understand their prevalence and the impact of SSFFC antimalarials. It includes suggestions for identifying partnerships and selecting appropriate audiences and theories to strengthen SBCC strategies. This Promoting Quality Malaria Medicines through SBCC I-Kit can be reviewed using its online version here, or can be downloaded as PDFs.



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COUNTRY EXAMPLES

HOME » WHAT IS BEING DONE GLOBALLY TO COMBAT SSFFC MALARIA MEDICINES? » COUNTRY EXAMPLES

Nigeria, Ghana and Benin are just some of the countries that are working to reduce SSFFC malaria medicines. Click on areas below to learn more about each country and/or region.

- + Nigeria
- + Ghana
- Benin

Malaria is the leading cause of death in Benin for pregnant women and children under five. The national policy regulated by the Direction des Pharmacies et du Medicaments (DPMED) is to treat sim malaria using ACTs.). The DPMED is in charge of controlling the quality of medicines before they are released into the market and inspects pharmacies annually.

Unfortunately, a 2009 study found that half of antimalarial medicines were substandard or falsified. A 2011 ACTwatch study found that general retailers were the most common type of outlet carrying malaria medicines in Benin, compared to public and not-for-profit sources. The study also revealed a troubling contrast between the availability of high quality ACTs in the public/not-for-profit and private sectors – 86 percent vs. 23 percent.

The Government of Benin working together with its partners increased the availability of good quality ACTs, installed a national quality control laboratory, created the Technical Commission for Registering Medication, conducted routine stock inspections and has plans to close down Cotonou’s popular illegal medicine market zones located in “Dantokpa.”



Social Marketing activity raising awareness that “Fake Medicines Kill”

The Beninese Ministry of Health and the Beninese Association of Social Marketing (ABMS) created a national hotline to report information on suspicious activities and medication, and launched a six-month renewable mass-media and interpersonal communication campaign to increase awareness of SSFFC malaria medications .

The campaign used TV spots, stickers, house-to-house outreach activities and journalist training to raise awareness about the dangers of SSFFC malaria medicines, as well as the availability of the free malaria services provided through the public health sector. The campaign also provided the opportunity to engage vendors who sell ACTs in markets around the importance of medicine quality. The campaign reached a total of 776 vendors and 2,482 clients through peer educators and 15703 mothers of children under five by interpersonal communication.



Moment from TV spot to raise awareness of SSFFC malarial medicines and promote safe medicine sources
Translation: “Every five minutes, a child dies because of fake antimalarial medicines, namely fake ACTs bought from informal shops and vendors.”

+ Consumers

- Health Providers

Health Providers

Do they directly influence SSFFC antimalarials use in the country/community?

Yes

No

No - Move on to next population, or promote advocacy to get possible actions or solutions into the country/community.

+ Informal Medicine Vendors

- Drug Regulators

Drug Regulators

Do they directly influence SSFFC antimalarials prevalence in the country/community?

Yes

No

Yes - Keep going.

Are there actions they could take to reduce the country's/community's risk of SSFFC antimalarials?

Yes

No

No - Move on to next population, or promote advocacy to get possible actions or solutions into the country/community.

+ Formal Pharmacists and Medicine Vendors

- Criminal Investigators and Enforcement Specialists

Criminal Investigators and Enforcement Specialists

Do they directly influence SSFFC antimalarials prevalence in the country/community?

Yes

No

Yes - Keep going.

Are there actions they could take to reduce the country's/community's risk of SSFFC antimalarials?

Yes

No

Yes - Keep going.

Are these actions realistic?

Yes

No

Yes - They may be a good choice for primary audience.

Step 1: Conduct a Situation Analysis and Identify Potential Partnerships



A nurse at the ANC clinic at the a Regional Hospital fills in the patient registry that tracks if pregnant women have attended the required ANC and their health status.

STEPS

- Step 1: Conduct a Situation Analysis and Identify Potential Partnerships
- Step 2: Design a Communication Strategy and Build Partnerships
- Step 3: Develop and Test Messages and Materials
- Step 4: Implement and Monitor
- Step 5: Evaluate and Evolve

Effective SBCC begins with a thorough understanding of the problem or issue that you want to influence.

Developing a communication strategy to address substandard and falsified malaria medicines is no different. What is a bit different from other health issues are the sources of information, the types of information you need, the partners you may want to work with and the questions you need to ask. In addition to information concerning media access, literacy levels and preferred channels of communication, a strong situation analysis of SSFFC malaria medicines provides the following information:

- ➔ The prevalence of substandard and falsified malaria medicines in your country or community, and geographic prevalence
- ➔ A description of existing malaria medicine manufacturing, importation, distribution and quality control systems – listing any differences between geographic areas

TELLING THE SSFFC STORY – A GUIDE FOR JOURNALISTS

The following are examples of the different kinds of possible SSFFC stories that were shared during a journalist training in Nigeria. They range from simple coverage of an SSFFC campaign to more ambitious stories about SSFFC as a critical public health issue. The list is by no means exhaustive. Its purpose is to point practitioners in the right direction and help them think about various ways to approach malaria SSFFC stories in a wider context.

Acknowledgement: This guide is an adaptation from "16 Story Ideas," a guide for journalists covering road safety, by Subhendu Ray, Editor, Hindustan Times. It is adapted here for the technical area of SSFFC malaria medicines.

–	STORY 1: If the focus of the story is law enforcement...
	<p>Who should I talk to?</p> <ul style="list-style-type: none">▪ Senior police officials; political leaders; legal professionals; SSFFC and malaria experts; NAFDAC; customs authorities; commercial pharmaceutical companies that manufacture and import ACTs; vendors' and pharmacy associations; USAID OIG; PMI; Global Fund and WHO representatives. <p>What do I ask?</p> <ul style="list-style-type: none">➤ Are drug related regulations and laws consistently enforced?➤ If not, what is the reason: lack of resources, such as manpower, equipment or finances? Corruption?➤ Can NAFDAC, Pharmacists Council of Nigeria (PCN), police and customs officials safely enforce relevant laws? Why or why not?➤ Are there measures in place to protect law enforcers from being victimized or bribed while on duty?➤ What is being done internationally to stop the importation of SSFFC malaria medicines into Nigeria?➤ What role does the public have in enforcement of laws to protect the quality of malaria medicines?➤ What successes has Nigeria had in stemming the importation, manufacturing or sales of SSFFC malaria medicines?
+	STORY 2: If the focus of my story is a specific case of the effects of SSFFC malaria medicines that you have identified, and a possible solution...
+	STORY 3: If the focus of my story is a "big picture" story about ensuring good quality malaria medicines...
+	STORY 4: If the focus of my story is people at risk of improperly treated malaria due to SSFFC malaria medicines...
+	STORY 5: If the focus of my story is SSFFC malaria medicines as a local public health issue...

Now turn this into a human interest story.

What are the relevant questions to illustrate personal and family impact?

[1] African Media Barometer: Nigeria 2011. Retrieved from <http://library.fes.de/pdf-files/bueros/africa-media/O8926.pdf>

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