

STRATEGIC SOCIAL MARKETING FOR EXPANDING THE COMMERCIAL MARKET OF INSECTICIDE TREATED NETS IN TANZANIA

(SMARTNET)

JULY 2002 - JUNE 2007

END OF THE PROJECT REPORT

OCTOBER 2007

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Acronyms

| | |
|----------|--|
| DFID | Department for International Development |
| GFATM | Global Fund for fighting AIDS Tuberculosis and Malaria |
| IHRDC | Ifakara Health Research and Development Centre |
| ITN | Insecticide treated net |
| LLIN | Long-lasting insecticidal (permanently-treated) Net |
| LSHTM | London School of Hygiene and Tropical Medicine |
| MEDA | Mennonite Economic Development Associates |
| MOHSW | Ministry of Health and Social Welfare |
| NMCP | National Malaria Control Programme |
| OPR | Output to Purpose Review |
| PSI | Population Services International |
| RNE | Royal Netherlands Embassy |
| SMARTNET | Strategic Social Marketing for Expanding the Commercial Market of ITNs |
| SMITN | Social Marketing of Insecticide Treated Nets |
| TNM | Tanzanian Net Manufacturers |
| TNVS | Tanzania National Voucher Scheme |
| TPRI | Tanzanian Pesticide Research Institute |
| WHO | World Health Organisation |

1 EXECUTIVE SUMMARY

1.1 Background

1.1.1 Social Marketing of Insecticide Treated Nets

The Department for International Development (DfID) has been supporting the introduction of ITNs in Tanzania since January 1998. The social marketing of ITNs for malaria prevention in Tanzania was introduced at a national scale in 2000 through the project Social Marketing of Insecticide Treated Nets (SMITN), funded by DfID and the Royal Netherlands Embassy (RNE) and implemented by Population Services International (PSI). This report reflects the SMARTNET project performance since July 2002. The SMARTNET project started in 2002 then was extended in 2004 and continued up to June 30th, 2007. The SMARTNET project was aimed at reduction of infant and under-5 mortality rates. The purpose of the project was to attain the Abuja target of regular usage of insecticide-treated nets (ITN) by 60% of the Tanzanians at high risk of malaria (children under-5 and pregnant women). The project aimed to increase the commercial availability of nets, at affordable prices; establish a nation-wide culture of ITN use; raise the percentage of net treated effectively with insecticide; and establish and maintain a monitoring and evaluation system. Population Services International Tanzania was contracted by DFID and RNE. The project is supervised by the NatNets Steering Committee, under responsibility of the National Malaria Control Programme (NMCP), part of the Directorate of Preventive Services of the Ministry of Health and Social Welfare (MOHSW).

1.1.2 ITN interventions in Tanzania

The commercial sector distributes and sells nets through a retail network, which reaches most of the wards in Tanzania. Over the years the sale of nets has increased steadily and will probably reach 3.5 million nets by the end of this year. The TRaC survey (PSI's monitoring tool) conducted in April 2007 reports that 63% (54%) of pregnant women and 69% (55%) of U5s slept under a net (ITN) the previous night.

Through the SMARTNET project insecticide re-treatment kits (NGAO) are promoted and the project has been making the net treatment kits free of charge available to all Tanzanian net manufacturers (TNM), for bundling with new nets. Purchasers of nets treat their new nets at home. While the regular Ngao protects for six months, PSI has introduced a longer lasting net treatment product, called Ngoa ya Muda Mrefu, which sustains under laboratory conditions at least 15 washes. The retreatment kits are sold through a dense network of retailers throughout the country.

By the end of 2004 the Tanzania National Voucher Scheme (TNVS) was introduced, which issues vouchers to women during their first antenatal visit to a health clinic. This scheme is funded through subsidies from the Global Fund to Fight AIDS, TB and Malaria (GFATM). With the voucher women can purchase nets at a strongly reduced price (an average of US \$ 1.00) from an accredited retailer of nets. Through this voucher system over 2 million nets have been purchased

so far. About 80% of distributed vouchers are redeemed. The TNVS is the necessary complementary activity to reach large groups of the population at risk and to bring the nets within reach of the majority of the poor in the country.

1.1.3 Malaria Burden in Tanzania

The Tanzanian mainland has a population of about 38 million people living in 121 districts, about 10,000 villages and 6.5 million households in an area of 885,987 km². Malaria is still the leading cause of morbidity and mortality in Tanzania. The statistics available from the Ministry of Health and Social Work (MOHSW) indicate over 16 million cases per year resulting in over 100,000 deaths annually, with 75% of the Tanzanian population estimated to be living in areas of stable seasonal transmission. Children under five years of age and pregnant women are at a much higher risk. Hospital based data indicate a mortality rate of 12% of under-fives due to Malaria. The economic costs of malaria are estimated at 3.5% of the GDP.

2 KEY DELIVERABLES FOR THE 5 YEARS PERIOD OF SMARTNET

As an integral part of NATNETs, SMARTNET was formed so as to assist to attain and sustain the Abuja target of regular ITN usage by 60% of Tanzania at high risk for malaria (children under five and pregnant women). In order to achieve this purpose the project had four Outputs to accomplish in the five years period; the outputs were:

- a) A rapid increase in commercial availability – at affordable prices- of net-kits/long lasting nets in all parts of the country, supported by strategic social marketing, product innovation, market research and microfinance mechanisms
- b) Establishment of a nation-wide culture of ITN use, facilitated by a targeted demand creation strategy with a focus on rural areas
- c) Raise to 70% by 2007 the proportion of nets that are effectively treated and to 30% the proportion of all ITNs that have a long lasting insecticide treatment
- d) Establishment and maintenance of a sustainable framework for monitoring and evaluation that generates relevant and timely results concerning market development regular ITN use and equity issues for dissemination nationally and internationally

3 PERFORMANCE BY OUTPUT:

3.1 Increase in Commercial Availability at Affordable Prices of Nets

Formal agreements have been established with commercial players with the priority of increasing distribution in the rural area. The agreements included the introduction of a special transport incentive to the most under-served regions in Tanzania; the exercise that existed for the first three years to ensure expansion of net distribution. Traders are currently selling nets in shifting markets and retail outlets. Nets and net treatment kits have been made available in almost each ward of

the country. Long lasting nets production and distribution started late during the project period and are available in regional towns only, however affordability of LLNs remains a significant challenge due to its high cost.

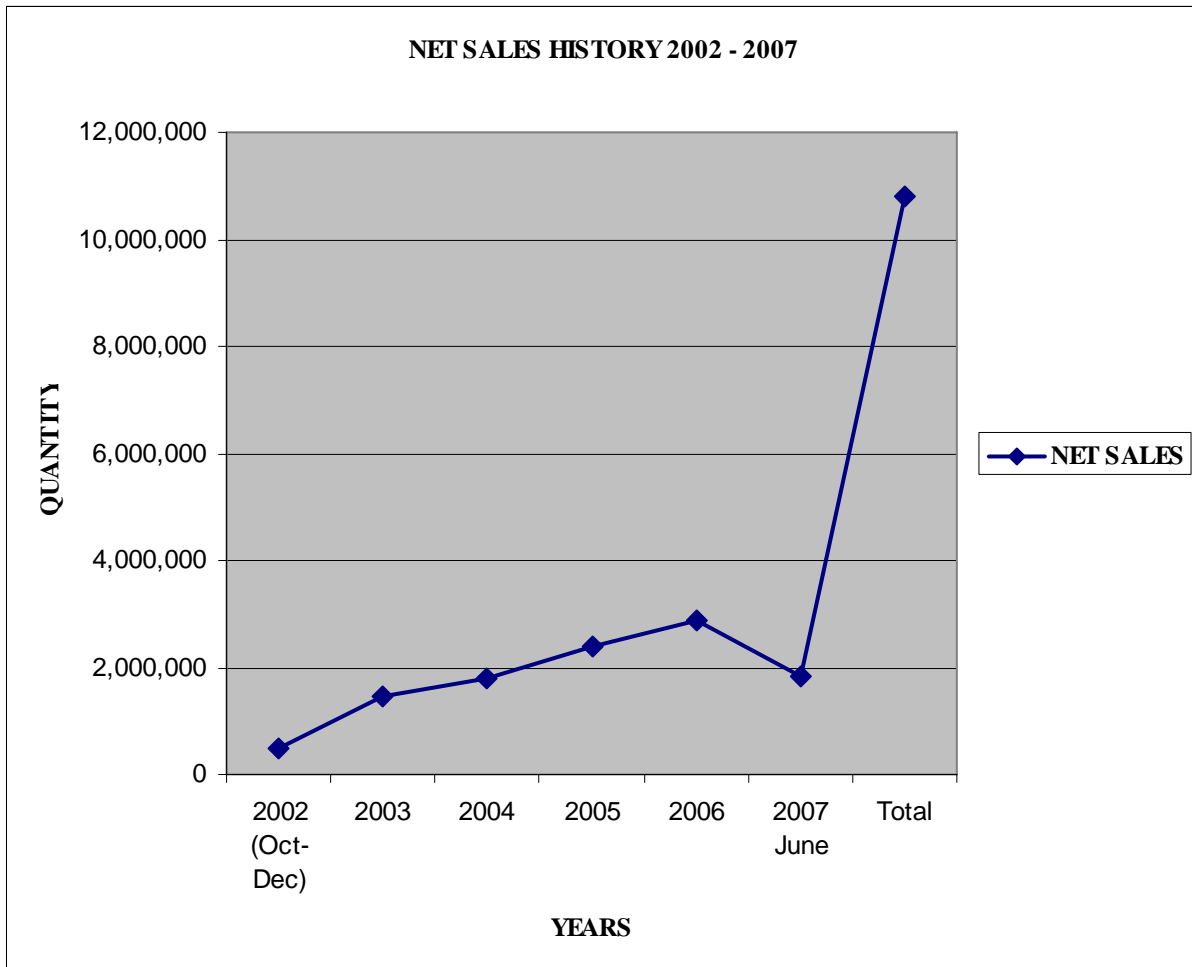
Commercial sales of nets has expanded geographically from three regions (Dar es Salaam, Tanga and Mwanza) which had agents receiving nets directly from the net manufacturers to all 21 regions having one or more agents receiving nets directly from the manufacturers. On top of that each district has one or more sub wholesaler and the retail structure has been expanded to reach beyond the major and non major rural trading centres in the country. The Shifting Market Traders are now carrying nets accessed from the district sub wholesalers for sale on market days in the remote rural parts of the country. This trend of the business has encouraged one big net manufacturer to establish a distribution system through all major routes in the country that ensures regular net supply to the wholesalers. The oldest net manufacturer (Moshi Textile Mill) in Tanzania who stopped net production before the current manufacturers started producing nets started producing again in May 2004 because of the SMARTNET project.

The retail census conducted by LSHTM and IHRDC IN May 2006 reported that of the 21 sampled districts 58% of them had at least one outlet selling nets in each ward whereas the rest had outlets selling nets in several wards but not all. Of the districts having wards with outlets selling nets only 30% of those outlets stocking nets had been in the business for less than one year. The OPR team that reviewed the SMARTNET project in September comprised of international experts who are familiar with ITN distribution in African countries and at the end of their field visits and literature review they concluded that there was no other African country that had achieved this level of commercial sector penetration.

Bundled net sales have amounted to 10.7 m since the start of 100% bundling of nets with the net treatment kits in October 2002. Each year, sales have been increasing by at least 20%. In 2006, 6% of total sales were LLNs which were sold as subsidized product. The 2007 bundled net sales are projected to reach 3.5m and by June 30th they had already reached over 1.8m which indicates a good trend in reaching the target by the end of the year.

Two WHOPEs approved LLNs are now available in the market, Olyset net and PermaNet, in addition to the longer-lasting insecticide treatment, “Ngao ya Muda Mrefu”(KO 123). The technology transfer for factory application of long lasting insecticides is planned to happen mid 2008.

A new product for migrant farmers “Shamba Net” targeted at migrant farmers and intended for use during farming activities such as protecting crops was launched in Feb 2005 and a total of 9,125 of these nets were sold in the pilot area of Rufiji. The product was made from the remnants produced by the TNMs. In spite of the fact that the product had a lower price than the other major brands and was very popular in the pilot area, the initiative was not taken to scale because the TNMs said they could not provide enough remnant material.



The table above shows a progressive net sales increase with time from October 2002 when the 100% bundling of nets with the net treatment kits from all net manufacturers for the local market effectively started.

NET SALES TREND BY ZONES/REGIONS (October 2002 - June 2007)**LAKE ZONE REGIONS**

| Regions | 2002 (Oct-Dec) | 2003 | 2004 | 2005 | 2006 | 2007 June | Total |
|----------------|---------------------------|----------------|----------------|----------------|----------------|----------------------|------------------|
| MWANZA | 97,200 | 249,159 | 268,255 | 398,213 | 593,846 | 389,237 | 1,995,910 |
| SHINYANGA | 9,883 | 21,557 | 28,233 | 67,014 | 88,859 | 69,976 | 285,522 |
| KAGERA | - | 4,006 | - | 4,367 | 2,996 | 2,875 | 14,244 |
| KIGOMA | 900 | 6,590 | 1,000 | 1,525 | 11,028 | 4,075 | 25,118 |
| TABORA | 6,345 | 21,159 | 6,445 | 50,995 | 67,910 | 35,150 | 188,004 |
| MARA | 525 | 6,825 | 10,387 | 6,702 | 16,394 | 6,505 | 47,338 |
| TOTAL | 114,853 | 309,296 | 314,320 | 528,816 | 781,033 | 507,818 | 2,556,136 |

CENTRAL ZONE REGIONS

| | | | | | | | |
|--------------|---------------|---------------|---------------|----------------|----------------|----------------|----------------|
| SINGIDA | 8,318 | 6,523 | 7,309 | 34,174 | 46,204 | 30,057 | 132,585 |
| MOROGORO | 1005 | 39,058 | 20,276 | 43,900 | 72,732 | 60,924 | 237,895 |
| DODOMA | 12,500 | 53,479 | 39,307 | 104,245 | 98,592 | 43,269 | 351,392 |
| TOTAL | 21,823 | 99,060 | 66,892 | 182,319 | 217,528 | 134,250 | 721,872 |

NORTHERN ZONE REGIONS

| | | | | | | | |
|--------------|--------------|----------------|----------------|----------------|----------------|----------------|------------------|
| TANGA | 8475 | 49,203 | 65,192 | 61,140 | 79,119 | 71,145 | 334,274 |
| KILIMANJARO | 1978 | 26,315 | 33,721 | 69,766 | 69,665 | 44,834 | 246,279 |
| ARUSHA | 12,336 | 62,483 | 105,432 | 167,345 | 146,235 | 101,201 | 595,032 |
| MANYARA | - | - | 125 | 7,626 | 10,408 | 11,040 | 29,199 |
| TOTAL | 22789 | 138,001 | 204,470 | 305,877 | 305,427 | 228,220 | 1,204,784 |

SOUTHERN ZONE REGIONS

| | | | | | | | |
|--------------|-------------|---------------|---------------|----------------|----------------|----------------|----------------|
| IRI NGA | | 13,572 | 26,436 | 12,111 | 57,005 | 17,915 | 127,039 |
| MBEYA | 1625 | 3,898 | 749 | 2,872 | 62,707 | 43,915 | 115,766 |
| RUVUMA | 1115 | 7,960 | 6,897 | 7,292 | 23,718 | 34,571 | 81,553 |
| RUKWA | 158 | 2,270 | 200 | 1,106 | 15,085 | 27,027 | 45,846 |
| LINDI | - | 5,417 | 8,320 | 115,140 | 25,990 | 10,543 | 165,410 |
| MTWARA | 1368 | 18,237 | 1,904 | 93,328 | 20,452 | 19,468 | 154,757 |
| TOTAL | 4266 | 51,354 | 44,506 | 231,849 | 204,957 | 153,439 | 536,932 |

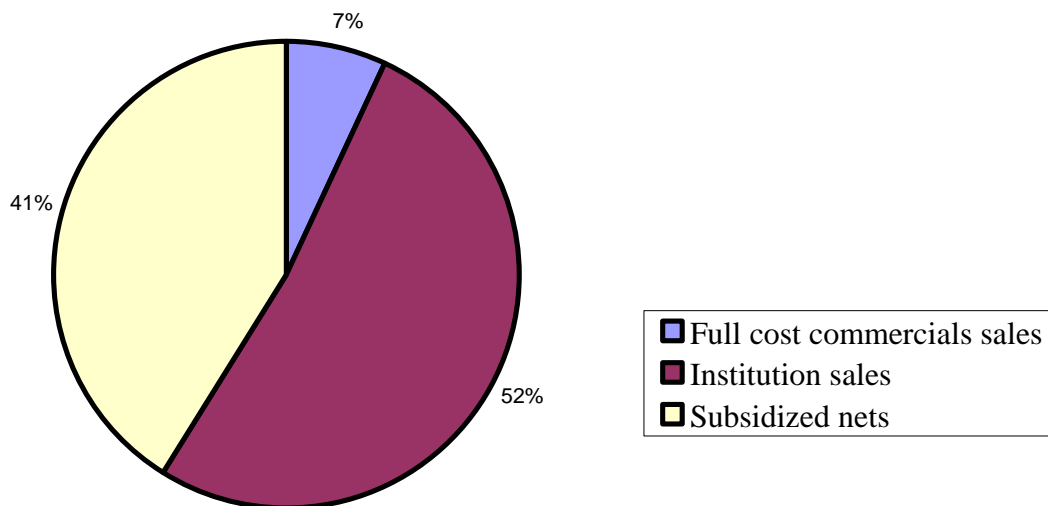
DAR-ES-SALAAM ZONE

| | | | | | | | |
|-----------------|----------------|------------------|------------------|------------------|------------------|------------------|-------------------|
| DAR | 300,737 | 849,725 | 1,151,301 | 1,234,273 | 1,286,070 | 797,411 | 5,619,517 |
| COAST | 3,200 | 15,070 | 2,076 | 93,666 | 8,507 | 3,023 | 125,542 |
| TOTAL | 303,937 | 864,795 | 1,153,377 | 1,327,939 | 1,294,577 | 800,434 | 5,745,059 |
| ZANZIBAR | 0 | 3,675 | 7,082 | 57,614 | 70,521 | 0 | 138,892 |
| GR.TOTAL | 467,668 | 1,466,181 | 1,790,647 | 2,634,414 | 2,874,043 | 1,824,161 | 11,057,114 |

The table above shows net sales with a contribution of 255,200 free nets that were distributed in Lindi, Mtwara, Coast and Tanga regions by UNICEF and Redcross in 2005.

Long Lasting Net Sales by Channel Since Launch

| | |
|----------------------------------|---------|
| Full cost commercials sales | 33,236 |
| Institution/NGO distribution | 252,173 |
| Subsidized nets through SMARTNET | 200,000 |



3.2 Establishment of a Nationwide Culture of ITN use

3.2.1 Mass Media

Mass media behaviour change communication activities were carried out throughout the project period through radio stations and TV stations. The communications were divided into two major parts:

- a) Branded communications for net brands and net treatment kits to communicate on product attributes, safety and proper use of the products
- b) Generic communications “Malaria Haikubaliki” campaign to instill facts about the severity of malaria among community members and communicate on best ways of proper prevention.

At least 33,424 radio and 13,370 TV spots (branded and generic) were aired. 60% of the spots were aired through the radio stations 40% through TV stations. 35% of the total radio spots were aired through the local (regional) radio stations and 65% through radios that have high national coverage.

The branded TV and radio spots were aimed at encouraging people to re-treat their nets during the rainy season to avoid malaria while the generic messages were aimed at increasing awareness of the severity of malaria and incorporating the TNVS campaign regarding eligibility and availability of vouchers for the target group (pregnant women).

3.2.2 Community Outreach Behaviour Change Communication (Rural Promotion)

A rural expansion strategy was pilot tested in Tabora with seven key rural communications activities being implemented. These activities included conducting meetings with local leaders, screening rural film shows (MVU shows), cultural shows, school competitions and debates, placing school sign boards, using local radio, promotions at agriculture events, road shows, and the distribution of print materials e.g. RCH card holders, branded soccer balls and jerseys, coffee mugs, and branded T-shirts, branded umbrellas, all of them carrying malaria messages.



Photo 1: Malaria messages being delivered at the Shifting Market in Singida region as part of the “Malaria Haikubaliki” campaign

The Tabora pilot testing was followed by a roll-out of activities targeting endemic areas and areas with low voucher utilization rates. By June 2007, a total of 16 regions were covered by the Rural Promotion Teams through going to all wards in all districts. After this the malaria endemic

districts in the remaining 5 regions were covered. Through the rural communication teams, all the malaria high endemic districts were visited.

The two different approaches worked well and helped to instill knowledge on health benefits of using nets to Tanzania through the increasing net sales even before the introduction of vouchers and the progressive increase in sales of net retreatment kits. The bundling and treatment figures in the surveyed areas show that increasingly people accept this practice, which doubles the effect of nets by killing mosquitoes. The rural promotion programme included activities such as:

- a) PSI rural promotion teams traveled from ward to ward (cluster of villages) to conduct meetings with local government and religious leaders to advocate for the incorporation of malaria prevention messages into the day-to-day activities at the village level, such as during church mass or village assemblies.
- b) In two years of the programme, rural promotion teams screened the documentary in villages throughout every region of mainland Tanzania using mobile video units (MVUs) in the evenings when people in rural areas are most accessible
- c) Road shows are a demonstrated method of reaching large numbers of the rural population at trading centers and marketplaces and they provide opportunities for interpersonal communication. Several trained crews, each on a decorated flatbed truck, traveled through every region of Tanzania to promote malaria prevention through ITNs. The crew communicated malaria prevention messages through song, dance and print materials. The crew engaged the audience in question and answers sessions as part of disseminating information about malaria prevention.
- d) In certain regions of Tanzania, the use of theatre and dance to convey educational messages was highly effective. In many areas, cultural shows are already used for this purpose, and PSI capitalized on the opportunity to provide culturally appropriate social marketing messages about ITNs and malaria prevention.
- e) PSI published malaria booklets for primary schools called “Juma na Malaria” it is in a form of educative cartoons that attracts pupils to read and later inform their parents about ways of protecting the family against malaria. The booklets were distributed by the Rural Promotion teams as one of the communication channels to reach predominantly rural populations in areas with very reduced access to print material. The schools then were left with school sign boards as a memory for pupils and the community around the school about the importance of sleeping under ITNs as in the picture below.



Photo 2: Ward/public meetings – Mnenia ward



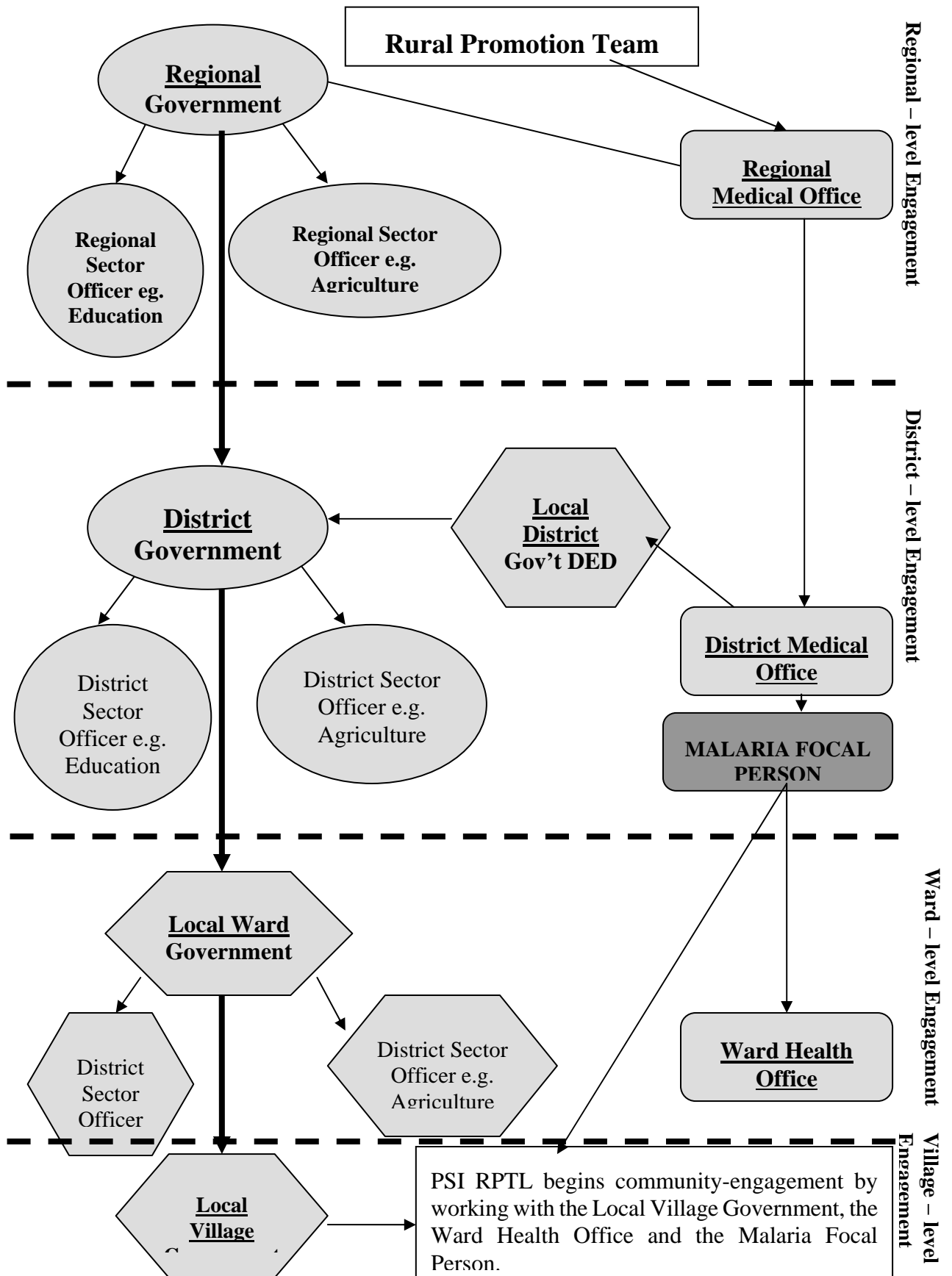
Photo 3: MVU show in Tabora rural



Photo 4: School competition on malaria prevention at Puma in Singida region



Photo 5. One of the school signboards at Usindi Primary school in Usindi Village-Tabora region



The rural promotion campaigns targeted endemic areas and areas with low voucher utilization rates. The three teams visited all regions including the difficult to reach ones i.e. Kigoma, Lindi, Mtwara, Rukwa, Ruvuma and Kagera.

From January 2007 the rural promotion teams always contacted MEDA to be given the list of voucher under performing districts every time they left Dar es Salaam for field activities to ensure effective targeting of their efforts of communications. Several letters of appreciation from the local government leaders were sent to PSI regarding rural penetration activities performed by SMARTNET in their respective areas.

Football was one of the best crowd pullers that was used in various wards. SMARTNET produced jerseys and NGAO branded soccer balls for promoting malaria prevention through football games. There were several football matches from the ward to the district level in various districts. The SMARTNET Promotion Team in collaboration with the district cultural office, the districts football associations and the ward government leaders organized the games. The two wards that appeared as finalists at the district were awarded branded soccer balls and jerseys for their teams. The football matches attracted very big crowds and people knew the theme of the games and the Malaria Haikubaliki branded jerseys helped to complement the dissemination of message on malaria prevention.



Photo 6. Malaria football matches in various Wards of Tabora region

The nationwide TRaC survey conducted in April 2007 reports a high level of messages recall among community members as a results of the behaviour change communication activities carried out e.g. ever heard of treated nets reached 89%, ever seen or heard advertising for NGAO reached 83%, can complete phrase: "**Malaria... haikubaliki**" which is a generic campaign intended at creating awareness on severity of malaria among community members reached 31%, ever seen an MVU show reached 26% and ever seen a road show reached 35%. The survey indicates that 78% of households own a net and 63% of pregnant women and 69% of U5s slept under a net previous night whereas 95% of households expressed the desire to own a net.

3.2.3 Brief Information on Effectiveness of Rural Communications

As previously stated, MVU and Road shows are some of the key communication channels used by the rural promotion interventions. Findings from TRaC 2007 survey as well as Tabora follow up study reports different levels of change in key behavior indicators which could be attributed with rural promotion interventions. TRaC indicates that MVU exposure is positively correlated with net ownership, net use and net treatment. 84% of those reported to own at least one net, 77% of children under five who slept under net previous night, 86% of those who ever treated nets have seen an MVU show. Similarly, 84% of those who reported to have at least one bed net and 77% of those with children under five who reported sleeping under net previous night have seen a road show.

The Tabora study was meant to assess the impact of rural promotion activities reports positive change in key behavior indicators over time. With the sample (N = 900) for Tabora baseline (before rural intervention) net ownership was reported at 66%, net use 56% and net treatment 78%, the follow up study reports an increase in these indicators; net ownership at 71%, net use 89% and net treatment increased to 86%. Moreover, of those who reported to have heard of ITN's and Malaria adverts (N = 684); 50% reported to have heard from radio, 30% from MVU, 15% from road shows and the remaining from other channels that include leaflets, posters etc.

List of key rural behaviour change communication activities carried out during SMARTNET period

| Activity | Film (MVU) shows | Road shows | Cultural shows | Primary school malaria campaign | Malaria prevention school sign boards | Football competitions for malaria | Ward community meeting |
|----------|------------------|------------|----------------|---------------------------------|---------------------------------------|-----------------------------------|------------------------|
| Quantity | 1,126 | 831 | 316 | 2,822 | 678 | 633 | 105 |

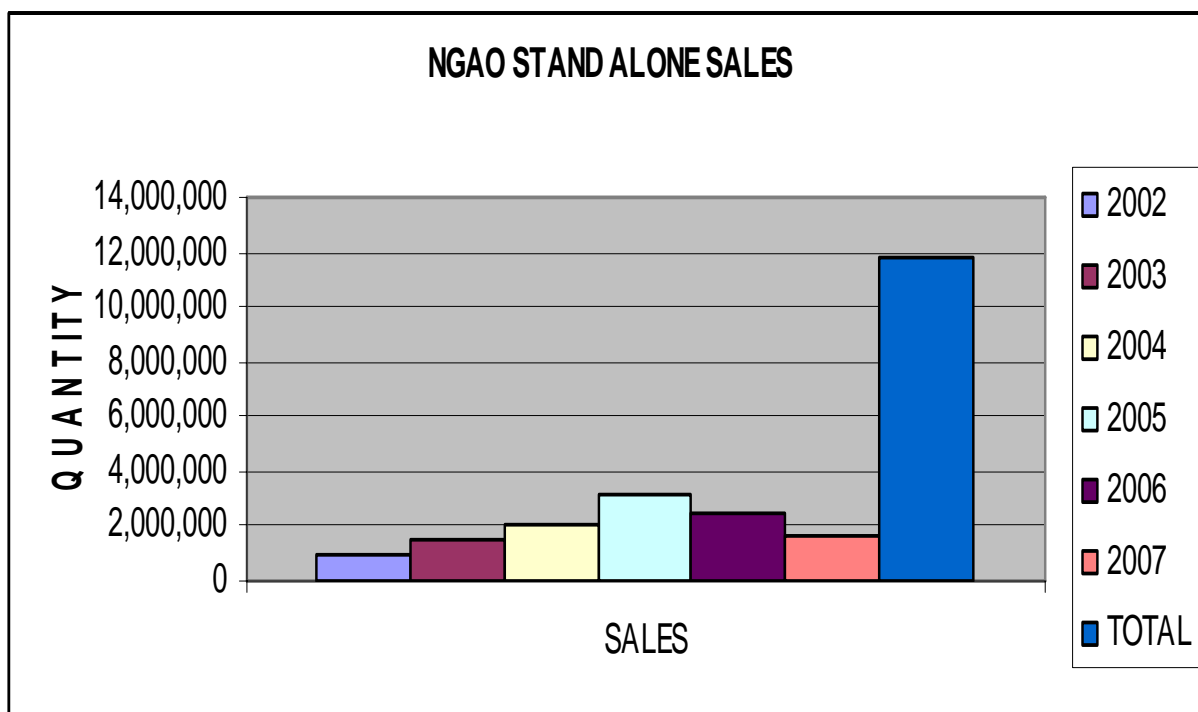
3.3 Raise the percentage of nets that are effectively treated and those that have long lasting treatment

Through SMARTNET initiative, 100% polyester nets produced by TNMs for domestic net sales are being bundled with longer-lasting net treatment (Ngao ya Muda Mrefu) effectively from April 2006. The 100% bundling of nets with the conventional net treatment kits started in October 2002 that was only four months after the start up of the project and in April 2006 the MOU with TNMs was shifted to the longer lasting net treatment.

While all polyester nets are currently being bundled with the longer lasting net treatment (K-O Tab 123) that sustains 15 washes, the project succeeded to facilitate the availability of two WHOPEs approved LLINs on the market. The LLINs currently in the market are Olyset nets manufactured by A-Z and PermaNet imported from Vestergaard Frandsen. Olyset nets are available in most of the regional towns in the country, while the PermaNet product is currently available in supermarkets only. The major constraint regarding the two products is the

affordability. Both products are expensive ranging from \$6.00 to \$10.00 per net, a price that the majority cannot afford without some sort of subsidy. The future of affordable LLNs to be produced by all four net manufacturers in the country will depend on two major factors (i) Availability of TPRI/WHOPEs approved and affordable LLIs and (ii) Continued donor/government support in providing free LLIs to all manufacturers for at least 5 years.

A total of 11.3 million stand alone re-treatment kits were sold from July 2002 to May 2007. 14% of the total sales comprised of longer-lasting re-treatment kits. In the period of January to June 2007, the sales of retreatment kits reached a total of 1.6 million. In the last 12 months the sales of the stand alone Ngao reached 2.8m (This counts for the period from June 2006 to June 2007), however the sales would have been higher than this figure but the project did not have enough funds to procure the product for sale. The January to June 2007 sales were conducted by rationing to ensure at least some for each month.



The graph above shows low sales than expected for 2006, this was due to stock outs during the last quarter of the year. Also as stated above, Ngao sales for the first half of 2007 would have been above the indicated if there hadn't been a shortage of stock to sell

3.4 Establishment and maintenance of a sustainable framework for monitoring and evaluation

PSI conducts its TRaC survey annually (the PSI tool for “tracking results continuously”) The TRaC survey is a population based quantitative survey designed using the PERFORM framework

for social marketing, and examines socio-demographics, behaviour, determinants of behaviour, and exposure to communications. The results are disseminated to other stake-holders, and referenced against other monitoring systems (TNVS, NMCP/RBM). Currently the results are also accessible through the PSI Tanzania's website which has a link to several other organizations in Tanzania and the MOHSW.

Part of the budget for SMARTNET research was used to co-fund the TNVS surveys under the shared research tools to increase the sample size in order to make it nationally representative. The results are being disseminated by the NMCP ITN cell.

4 STRENGTHENING INSTITUTIONAL LOCAL CAPACITY

PSI Tanzania is committed to developing its local institutional capacity. This is evidenced by the fact that the Director of ITNs since July 2005 has been a local employee. The SMARTNET team is extremely committed, hardworking and dedicated. The expatriate former Director of ITNs played an advisory role on a part-time basis for the malaria project since 2005 to the end of the project in June 2007.

5 CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility (CSR) was one of the activities of the SMARTNET programme, the project worked with several companies to obtain funds that were used to help the marginalized groups, the companies include:

5.1 With Coca Cola

SMARTNET worked with Coca Cola under the campaign that was called "buy one help one campaign" where Tsh. 2.00 from each Coke brand sold in two months time in each of the years of 2004, 2005 and 2005 were collected and handed over to PSI to procure mosquito nets which were later donated to Orphanages. A total of 8,077 nets were procured and donated to orphans under this campaign and 4,173 of those nets were long lasting nets (Olyset nets).

Part of the CSR activity included printing of 100,000 copies of "Juma na Malaria" booklets for school malaria prevention campaign. The costs for printing the booklets were 50% shared by Coca Cola and the other 50% by PSI, the booklets were distributed to schools through the rural promotion teams. Also Coca Cola produced a short documentary that was used for the film shows (MVU) in rural areas to promote ITN use and placed several billboards carrying malaria prevention messages and the campaign of buy one help one.



Photo 7. One of the Coca Cola billboards in Dar es Salaam City under the campaign buy one help one (Nunua moja msaidie mmoja)

5.2 With South Africa Tanzania Forum

Under the CSR campaign PSI managed to secure funds from South Africa Tanzania forum Tshs 27,192,000 that were used to purchase 3,222 Olyset nets which were then donated to orphans in Ruvuma and Rukwa regions.



Photo 8. Rukwa regional commissioner Hon Daniel Ole Njoolay handing over some nets to S.T Martin Kitandala one of the orphanage centre in Rukwa urban.



Photo 9. Handing over of Olyset nets to orphans at Saint Teresa orphanage centre in Ruvuma

6 OTHER SMARTNET RELATED ACTIVITIES AND FUTURE FUNDING

6.1 PMI

PMI provided additional funds to SMARTNET procure K-O Tab 123 (233,000 kits) to bridge the gap that was foreseen due to high NGAO utilization among community members for retreatment of nets that was not proportional to the original budget for the project. Part of the funds was used for consultancy to assess laboratories that will be deployed to conduct LLNs quality control when the pre-treatment of nets start at the local factories. In 2007, PSI was awarded a four years project for insecticide procurement by the PMI. The finding from PMI are intended at ensuring bundling of polyester nets from the factory for the local market during the interim period while the technology transfer for factory pre-treatment of nets with the long lasting product is still underway.

6.2 GFATM

PSI submitted a budget and work plan for the behaviour change communications of the Rolling Continuation Channel for TNVS that was funded under the GFATM round one.

6.3 JICA/Irish funded Olyset nets

PSI distributed a total of 7,858 Olyset nets to orphans in Kagera and Kigoma regions. Those nets were procured from the project income that was funded by JICA and Irish. Initially this project was conducted in the two regions of Kagera and Kigoma and was targeted to pregnant women and infants with subsidized Olyset nets for one year. The funds generated from this project were used to buy nets that covered a total of 56 orphanage centres in the two regions.



Orphans on the queue with the nets at Kashai in Kagera region



A huge group of Orphans after being received their nets at Kemono Orphans care centre

6.4 Special Events

PSI has been attending and displaying health products and information for malaria prevention during all national special events including Africa Malaria day, Farmers day (Nanenane), the African Child Day, the National Trade faire and other national and international health conferences.

7 BEST PRACTICES/INNOVATION

The review team for the Output to Purpose Review (OPR) that was contracted by DFID and RNE to review SMARTNET project was conducted in September 2006 and pointed out that:

- a) The social marketing approach works in taking nets out to the risk groups:
 - The model of catalyzing the private sector in ITNs rather than selling PSI brand works well. There is fierce competition between Tanzanian net manufacturers.
 - The distribution system through the commercial sector has been established. Subsidies are no longer needed
 - The demand creation works: the people in Tanzania take up the message of the health benefits of using nets. The increasing net sales, before the introduction of vouchers, are a proof for this.
- b) The treatment message works: the sales of the retreatment kits, the bundling, and treatment figures in surveys show that increasingly people accept this practice, which doubles the effect of nets by killing mosquitoes. In the ITN area, quickly changing technology improvements require close contacts with manufacturers and registration authorities. Application of new technologies may enhance the effectiveness of vector control considerably and thus save lives. Incentives for manufacturers may be needed. Government officials have to act quickly in the light of the quick technological developments. This requires trust between stakeholders, continuity of relations and certainty of funding for activities.
- c) Advertising and promotion was done successfully in the SMARTNET programme. Now there is need for tailor made innovative marketing techniques. Information from surveys and routine data collection can be used for targeting most weak uptake areas. Market intelligence could be more sophisticated. Smart marketing techniques are needed - from mass marketing of the programme to a change agent approach.
- d) Given the use of polyester products there is a dependency on oil prices. Prices of nets follow the international price developments. Due to stimulation of competition, net manufacturers have not been able to increase prices unreasonably.
- e) For treatment of nets, there is currently a dependency on trans-national insecticide producers, who want to exploit innovative products and hence their monopoly. Due to this factor there is a need to have a constant alertness to alternative products, which should bring the prices down in the medium-term.

8 ACHIEVEMENT AND ATRIBUTION TO PURPOSE

The project purpose was largely achieved. The 2004/5 DHS reports that 36% of under-fives slept under a net where as the 2006 TNVS survey reports that the proportion of pregnant women who slept under a net increased from 25% in 2005 to 34% in 2006. U5s who slept under nets reached 41% whereas those who slept under ITN increased from 15% in 2005 to 28% in 2006.

The PSI nationwide TRaC survey that was conducted in April 2007 reports that 63% of pregnant women and 69% of U5s slept under a net the previous night and 54% of pregnant women and 55% of U5s slept under an ITN the previous night. This is also indicated by current level of net ownership and ITN ownership among pregnant women and the introduction of 100% bundling of polyester nets with the longer-lasting net treatment and the existing synergy between SMARTNET and the TNVS.

The 2004 DHS reports that only 27% U5s of the poorest quintile slept under nets. The PSI TRaC survey of April 2007 reports that 57% of U5s slept under a net in the poorest quintile of households. PSI TRaC survey targets households with under fives un like TNVS and the TNVS survey results will be available soon.

Although the recent data on IMR and UFMR are not available, the DHS data on infant mortality rate (IMR) show a reduction from 99 per 1,000 live births in 1999 to 68 in 2004. DHS data on under five mortality rate (UFMR) show a reduction from 136 in 1999 to 112 in 2004. Compared to the DHS 1996 reduction of IMR is from 88 to 68 and UFMR from 137 to 112. According to the DHS malaria is the leading cause of childhood illnesses and child deaths in Tanzania. Research in Tanzania provides evidence that the use ITNs has a significant effect in reducing malaria morbidity and mortality and therefore it is assumed that improved malaria prevention and treatment has played a significant role in reduction of IMR and UFMR between 1999 and 2004.

SMARTNET'S contribution to meeting the Abuja target has been great; this has been through the expansion of the commercial sector for nets throughout the country, behaviour change communication activities through mass media and the community outreach communication activities through the rural communications strategy. Based on these initiatives, nets and net treatment sales kept on growing from 1.2 net sales per year in 2001 to 2.9 m net sales per year in 2006. This outcome includes TNVS as one of the important part of attribution. NGAO stand alone sales for retreatment increased from 400,000 per year in 2001 to over 3m per year in 2006.