‘A good night sleep’
Repositioning mosquito nets as a lifestyle commodity to create a market and increase consistent use in Uganda

Presenter Name: Daudi Ochieng
WSMC / 15-17 May 2017
Background

Malaria Consortium Uganda set out to create a ‘malaria control culture’ in Eastern Uganda, Tororo District, through a 3-year project.

Malaria Consortium developed an IMC intervention to reposition net use as part of a lifestyle to create a culture of net use in one Ugandan district.

- developed routine LLIN distribution channels through ante-natal care services and schools, to ensure the continuous flow of nets into communities, following a universal coverage campaign.

- enhanced community value of, and demand for, LLINs through both public and private sectors – are net are the trendy thing.
Behavioural Objectives

To create a culture of sleeping under an LLIN every night:

• To maintain the number of people in a household sleeping under a net above the nation average of 80%.

• To create sustainable demand for nets in the private sector, beyond the free distributions by 10%.

• Increase the proportion of retailers giving sales point information of bed nets to their clients by 60%.

Campaign poster promoting net use for children under 5

Celebrity campaign poster promoting testing before you treat
Target audience

**Primary Audience:** Men and women between ages 20 and 35 years in urban, peri-urban and rural areas

**Secondary Audience:** Health providers/outlets, which include private health facilities, hospitals, private clinics and drug shops

**Tertiary Audience:** The Ministry of Health (MoH) and district technical health teams (DHT)
Integrated intervention mix: The seven Ps

1. **Product**: repositioned bed net as a lifestyle product that will give you ‘a good nights’ sleep so you wake up energised’.

2. **Price**: promoted the fact that benefits of using mosquito nets far out weigh the price being paid and money is saved from frequent hospital visits and medicines.

3. **Placement**: signboards to promote the mosquito nets were strategically placed in the 40 retail outlets and the across the district for customers to access.

4. **Promotion**: an integrated marketing communication campaign.

5. **Participation**: The campaign used a participatory approach to its design and revision of by bi-annually meetings and tactics reviewing with the target audience.

6. **People**: The campaign trained the retail outlet owner on how to deliver at sales point consumer information that helped the consumers better appreciate net use.

7. **Partners**: The campaign partnered with cultural leaders, district officials, schools, religious leaders and media outlets to help foster a culture of net use.
Key Tactics of the Campaign

**PUSH**

The SBCC campaign addressed key motivators

1. Have a good night’s sleep.
2. You will wake up energized.
3. You will be more productive.
4. It is a way of life.

**PULL**

Support provided to private sector development

1. Trained and mentored the drug shop owners on how to leverage on the SBCC campaign.
2. Promote the participating private outlets as your source of quality mosquito nets.
Monitoring and evaluation framework

If we want to create a Malaria control culture what are the hot buttons we need to push?

Situation analysis

Baseline

Year 1: Focus Group Discussions
Year 2: Household Survey Feb 2015
Year 2: Private Sector LLIN survey May 2014
Year 2: Private Sector LLIN survey May 2015
Year 3: Household Survey Feb 2016
Year 3: Private sector LLIN survey May 2016

Mid-term

Is our strategy working? Is it making a difference? Are we on track to meeting our goals and objectives?

Endline

Did we achieve our communication objectives?

Where are we starting from?

If we want to create a Malaria control culture what are the hot buttons we need to push?
Net Use: sleeping under a net increased by 4.1 and those that never sleep under the net reduced by 1.6%
Results

Message Take out: The graph above shows the reported actions taken after being exposed to campaign messages.
Results

Willingness to buy: There has been an increase in the willingness to buy a net from the private from 74% to 87.5%.
**Point of Sale Information:** Beneficiaries attesting to having enough information on LLINs increased from 70.6% to 76.5%. Number of Providers able to claim for after sales support also increased by 35.3%.
## Results

**Nets Sold by Private Sector Service Providers**

<table>
<thead>
<tr>
<th>Year</th>
<th>Nets Sold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1</td>
<td>2535</td>
</tr>
<tr>
<td>Year 2</td>
<td>3200</td>
</tr>
<tr>
<td>Year 3</td>
<td>4096</td>
</tr>
<tr>
<td>Total</td>
<td>9831</td>
</tr>
</tbody>
</table>

**Net Sales**: Nets sold by the private sector over the three years of project implementation from 2535 to 9831.
Elements of sustainability

- The drug shop owners are now looking for ways to pay for the SBCC campaign.
- The private sector is looking into producing and distributing ‘imaged nets’.
- Malaria Consortium is training and mentoring the private sector on marketing, sales and distribution.
- Tororo District Health Team continues to support the private sector in the distribution of nets through its networks.

These are the samples of the image nets being distributed in the schools and sold in the drug shops.
Lessons learnt

• There’s need to continually engage Private sector markets in Health Promotion in order to achieve optimal Health.

• Anchoring the products and behavior(s) being promoted in the local values and beyond health gains helps communication efforts reach the target audience.

• Changing behaviors requires addressing both push and pull factors in an integrated manner.
A GOOD UGANDAN IS A PROGRESSIVE ONE

And always sleeps under a Mosquito net to preserve himself from deadly malaria.
Acknowledgements

• Comic Relief
• Tororo District Health Team and local government
• Uganda Ministry of Health, Ministry of Education and sports, and partner government institutions
• Communities of Tororo district and their leaders
• Malaria Consortium Uganda and global staff
Thank you