Lessons Learned From Market Based Approaches to MNP Distribution & Promotion

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Project Background

- UNICEF-funded learning project on social marketing of MNPs (2014-15) (feasibility, sustainability)
- Country programs implemented by PSI in four countries since 2013
- Generating learning and evidence on market-based approaches to optimize access and use of MNPs
- Local funding by UNICEF and/or other partners
- Product imported by UNICEF and/or MOH
Using a **Total Market Approach** to ensure **sustainable access to MNPs** and to encourage **long-term behaviour change**

**Marketing mix → 4 “Ps”**
- **Product** → brand & positioning
- **Place** → multiple channels
- **Price** → affordable pricing structure
- **Promotion** → SBCC strategy to increase caregiver awareness about IYCF, incentivize intermediaries and to encourage the use of MNP
<table>
<thead>
<tr>
<th>Country Context</th>
<th>Laos</th>
<th>Madagascar</th>
<th>Mozambique</th>
<th>Somaliland</th>
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</thead>
<tbody>
<tr>
<td><strong>Target group</strong></td>
<td>6-59 months</td>
<td>6-23 months</td>
<td>6-59 months</td>
<td>6-59 months</td>
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<tr>
<td><strong>Local brand</strong></td>
<td>Happy Kid</td>
<td>Zazatomady</td>
<td>Vitamais</td>
<td>Superfarrid</td>
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<td><strong>W2P</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td><strong>Communication strategy</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td><strong>SBCC</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td><strong>Evaluation</strong></td>
<td>Ongoing</td>
<td>Yes</td>
<td>NA</td>
<td>No</td>
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<td><strong>Scale up model</strong></td>
<td>Project ends Dec. 2015</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
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Madagascar: Pilot Phase

- **Results:**
  - High trial and acceptance rates at urban and community level:
    - 46% for 1st box; 45% the 2nd box, 25% the 3rd box
  - Strong positive influence on IYCF practices (from 11% to 47%)
  - Positive impact of IPC and mass media on IYCF and MNP use
  - Sales revenues used for IPC/comm. activities

- **Key Challenges:**
  - Product quality
  - Funding for scale up
  - Supervision & support to CHWs; urban users follow up
Product quality issues during the pilot phase continue to haunt the scale up

Quality of CHW training is essential for the initial uptake and continued use of the product

Promotional activities and SBCC are key to create demand, address misperceptions/doubts, and promote correct use

Continuous monitoring of product use at community level for consumer insights

Modified distribution strategy to increase access in urban areas
Mozambique: Lessons

- Effective and innovative brand development was a key factor for success (Superbebe)
- The multi-channel promotional campaign was very effective to increase product uptake (IPC/TV)
- Audience insights helped the team choose the distribution channel
- Collaboration with key partners could have been better (MoH)
- Challenging to restart sales with MOH free distribution
Somaliland: Lessons

- Pricing the product right is essential but not always straightforward
- Expansion of distribution points ongoing to ensure wider reach and improved access
- Regularly checking for comprehension of messages and adapting them is important for continued correct use
- More emphasis on initial counseling by pharmacist staff to avoid incorrect use
Laos: Lessons

- Successful brand development, promotion, distribution and pricing strategy
- Distribution through a commercial intermediary highly effective to reach target group, expand activities, and free up staff for monitoring and promotion
- Using MNP requires significant behavior change due to Lao eating habits, and persistent counseling
- Persuading private sector providers to stock MNP in areas with free distribution is difficult
- Pharmacists require a high level of support to actively promote MNP to customers
Evaluation of MNP delivery models

Delivery Models
- Public Sector Distribution
- Market Based Distribution
- Mixed Model
- No intervention

Evaluation Criteria
- Coverage
- Equity
- Acceptability
- Compliance
- Cost/affordability
- Capacity for expansion
So did the project help improve:

- **Access to MNPs?**
  - Among the most vulnerable?
  - Was the product affordable and were intermediaries sufficiently motivated?

- **Availability of MNPs?**
  - More consistent availability? Targeting of subsidies where free product exists? Better penetration?

- **Demand for and knowledge of MNPs?**

- **Generate learning to guide replication?**
  - In a variety of contexts with different models?

- **Sustainability?**
  - Cost Recovery? Growing the total market for MNPs?
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