

Step 5: Determine Activities and Interventions

Suggested approaches, activities and illustrative examples are presented here as appropriate choices for communicating to primary and influencing audiences about care-seeking and treatment with amoxicillin. These suggestions are a starting point, and close collaboration with communication and creative professionals can help ensure that design and execution are innovative and compelling.

When planning a communications campaign to promote use of amoxicillin:

1. Verify that amoxicillin is regularly available in the public and private sectors and at an affordable cost. If product availability is a problem, the communications campaign should be developed in coordination with strategies to improve availability.
2. In many countries, medicine cannot be promoted via mass media. Be sure that messages in TV and radio spots and other media are permitted/approved before developing a full campaign.

Refer to page 21 for supporting guidance on this step as well as “Step 5” on the Demand Generation Implementation Kit (<http://sbccimplementationkits.org/demandrmnch/ch-step5/>) for further resources.

Mass Media

| INTERVENTION AREA | ILLUSTRATIVE ACTIVITIES | PURPOSE | INTENDED AUDIENCE |
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| Short-form mass media | <ul style="list-style-type: none"> Develop TV/radio spot to promote symptom recognition and treatment seeking (e.g. clearly showing the symptoms of pneumonia, talking to influencing audiences and then immediately seeking treatment). | Increase knowledge of symptoms; Reinforce the belief that pneumonia is curable with medicines; Promote seeking treatment immediately. | Caregivers Communities |
| | <ul style="list-style-type: none"> TV/radio spots advertising affordable, dispersible amoxicillin tablets (where permitted). | Increase knowledge of dispersible tablets; increase perception of affordability. | Providers Caregivers Communities |
| Long-form mass | <ul style="list-style-type: none"> Develop multi-episode TV/radio drama serial | Depict (rather than describe) | Caregivers |

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| media | <p>(integrated with other child health issues)</p> <ul style="list-style-type: none"> Produce radio call-in shows <p><i>May be an opportunity to address cultural beliefs, but high-quality formative research would be required.</i></p> | desired behaviors in local language/context; Stimulate social dialogue and family communication; Shift social norms. | Providers Communities |
| Print media | <ul style="list-style-type: none"> Develop/adapt take home brochures and/or posters on pneumonia symptoms, diagnosis, urgent treatment seeking, and locations of available treatment | Increase knowledge of symptoms of childhood pneumonia, where to find quality treatments, how to use dispersible tablets (if available), and age-appropriate dosages | Caregivers Providers Communities |
| Digital media and mHealth | <ul style="list-style-type: none"> Produce SMS promoting symptom recognition, information on retail and health care service points Host “Child Health” hotline for non-clinical providers to consult trained providers (phone and/or SMS-based) If appropriate to the context, launch Facebook and other relevant social media platforms for peer-to-peer communication and support (i.e. providers in a social franchise network, pharmacists, mothers) | Increase correct prescriptions Stimulate social dialogue | Caregivers Providers |

Clinic-Based Services

| INTERVENTION AREA | ILLUSTRATIVE ACTIVITIES | PURPOSE | INTENDED AUDIENCE |
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| Clinic services | <ul style="list-style-type: none"> • Organize health education sessions in clinic waiting room to promote symptom recognition, belief that pneumonia can be cured • Produce video for clinic waiting room on symptom recognition, immediate treatment seeking • Disseminate information to providers to enhance awareness of effectiveness of amoxicillin and provide scientific evidence through professional peer networks or associations • Create certification program with recognition for providers who have completed training (franchisees) • Train providers on face-to-face counseling designed to convince clients to seek treatment early • Develop/adapt job aids that focus on correct diagnosis and treatment of pneumonia • Establish a “supportive supervision” system that recognizes high performing providers and assists others. | <p>Increase knowledge of symptoms of pneumonia</p> <p>Improve prescribing and treatment by clinicians which have flow down effect on retailers in community</p> <p>Improve treatment-seeking by identifying access points</p> <p>Recognition/identification of qualified providers</p> | <p>Caregivers</p> <p>Clinical providers</p> |
| Social franchising/ service promotion | <p><i>All of the above clinic services – in a network of private sector clinics</i></p> <ul style="list-style-type: none"> • Establish network of social franchise providers with set quality standards • Add services into an established social franchise network with a reputation for high quality care. | <p><i>All of the above</i></p> <p>Establish recognized franchises that offer affordable, correct pneumonia treatment</p> | <p>Caregivers</p> <p>Clinical providers</p> |

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| | <ul style="list-style-type: none"> Promote franchise logo through mass media and location-specific apps as a symbol of high quality care | | |
| Digital/distance learning | <ul style="list-style-type: none"> Create distance learning/certification programs on correct pneumonia treatment Establish “supportive supervision” for graduates of digital/distance learning programs to monitor quality and reward high performers Develop short video clips and job aides that model counseling, diagnosis and treatment, including prescriptions of amoxicillin, that can be disseminated via print, video, smartphones and tablets | Increase knowledge and skills | Clinical providers |

Pharmacies

| INTERVENTION AREA | ILLUSTRATIVE ACTIVITIES | PURPOSE | TARGET AUDIENCE |
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| Medical Detailing | <ul style="list-style-type: none"> Develop/adapt job aids that focus on correct treatment of pneumonia. Regular visits to pharmacies and drug shops using job aids and short (10 min) training sessions to educate owners and staff about pneumonia treatment with amoxicillin. Reward and recognition program – supportive supervision – to motivate correct diagnosis and treatment by pharmacy and retail staff. In urban areas, organize training sessions or continuing education sessions and invite trained pharmacists to update attendees on WHO and national guidelines and messages on | <p>Increase prescription/sales of amoxicillin</p> <p>Improve pharmacy and drug shop staff knowledge of amoxicillin, pneumonia symptoms and correct treatment of pneumonia</p> <p>Improve referrals for complicated/severe pneumonia</p> | Non-clinical providers (Pharmacy and drug shop owners and staff) |

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| | <p>on recommending amoxicillin, pneumonia danger signs, and referrals.</p> <ul style="list-style-type: none"> • Produce counseling aids that pharmacists/staff can use to ask mothers about symptoms and recommend products. • Create certification program with recognition for pharmacists or staff who have completed training (franchisees or retail shop operators). • Train pharmacists/staff on face-to-face counseling designed to convince clients to seek treatment early, complete full treatment. • Establish a “supportive supervision” system that recognizes high performing providers /retailers and assists others. | <p>Improve provider-client counseling techniques to enhance capacity to diagnose pneumonia, and correctly prescribe treatment</p> | |
| Social Franchising with Supportive Supervision | <ul style="list-style-type: none"> • Establish network of pharmacies and drug shops trained to treat pneumonia with amoxicillin; use a logo marketed as a symbol of high quality care so caregivers can recognize where they will receive correct treatment/advice • Utilize all of the recommended strategies from the Medical Detailing section above. • Offer preferred prices on amoxicillin products to network members to increase the margins earned. • Promote the network through community health workers, or other media. • Use medical detailing for supportive supervision – ensuring quality of diagnosis and treatment by members. | <p>Increase prescription/sales of amoxicillin</p> <p>Improve knowledge</p> <p>Improve provider-client counseling techniques</p> <p>Establish recognized network of pharmacies or drug shops that offer affordable, correct pneumonia treatment</p> | <p>Non-clinical providers (Pharmacy and drug shop owners and staff)</p> |
| Digital/Distance Learning | <ul style="list-style-type: none"> • Collaborate with national pharmacist associations to create distance | <p>Increase knowledge and skills</p> | <p>Non-clinical providers (Pharmacy and drug shop owners and staff)</p> |

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| | <p>learning/certification programs on correct pneumonia treatment with certifications, continuing education credits.</p> <ul style="list-style-type: none"> • Train medical detailers to conduct short in-person sessions to complement distance learning and formal training programs for pharmacy and retail staff. • Develop short video clips and job aides that model counseling, diagnosis and treatment, including prescriptions of amoxicillin, that can be disseminated via print, video, smartphones and tablets. | | |
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Community-Based Services and Outreach

| INTERVENTION AREA | ILLUSTRATIVE ACTIVITIES | PURPOSE | TARGET AUDIENCE |
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| CHW outreach and capacity building | <ul style="list-style-type: none"> • Recruit and train CHWs to conduct community-based counseling, treatment or referral for pneumonia, among other health areas. • Provide a seed stock of pre-packaged treatment (amoxicillin dispersible tablets in correct doses) to CHWs so they can provide product in their communities. • Set regular restocking meetings with short refresher training sessions. • Establish CHW supportive supervision, providing feedback and monitoring quality. • Develop and produce radio distance learning program for community workers that model positive behaviors and relationships with | <p>Improve knowledge and skills of CHWs</p> <p>Provide peer-supported learning opportunities</p> <p>Ensure quality counseling and referral</p> <p>Promote quality services/brand recognition</p> <p>Encourage social dialogue</p> | CHWs |

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| | <p>communities and referral clinics.</p> <ul style="list-style-type: none"> • Establish CHW radio listening groups and/or peer support groups for distance learning program. • Develop/adapt low-literate materials and job aides to provide guidance on counseling and referral for pneumonia treatment. • Develop logos, badges, buttons and other items that support the central positioning and promotion of quality. | | |
| Community dialogues | <ul style="list-style-type: none"> • Hold community dialogues on symptom recognition, promoting treatment seeking and requesting diagnosis/testing. • Involve providers from nearest public sector or social franchise clinic to lead education session. • Use community dialogues to cross promote mass media efforts, sign up for SMS services. • Organize discussion groups for caregivers, community leaders, grandmothers/mothers-in-law. • Use community events as opportunities for promotion and education. | <p>Increase correct treatment of pneumonia with amoxicillin</p> <p>Increase perceived availability and affordability of amoxicillin</p> <p>Increase access to high quality care</p> <p>Increase early treatment-seeking from qualified providers</p> | <p>Caregivers CHWs Extended family Communities</p> |
| Champions | <ul style="list-style-type: none"> • Identify satisfied mothers whose children were effectively treated with antibiotics (specify amoxicillin) as community advocates for seeking treatment. | <p>Increase beliefs that pneumonia can be treated</p> <p>Increase urgent treatment seeking</p> <p>Reduce myths and misconceptions regarding correct pneumonia treatment</p> | <p>Caregivers Extended family Communities</p> |

