

## **Step 5: Determine Activities and Interventions**

Suggested approaches and activities and illustrative examples are presented here as appropriate choices for communicating to primary and influencing audiences about ORS and zinc. 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. Any demand generation program should include activities across a range of different intervention areas and communication channels, which communicate mutually reinforcing messages. The Diarrhea & Pneumonia Working group recommends that misconceptions about a need for additional medicines may be addressed through mass media, but should be reinforced through counseling with providers and community health workers, or through IPC activities. In contexts where traditional beliefs, religious beliefs or influential, extended family are barriers to using ORS and zinc, careful research and multi-stage communication strategies will likely be required.

It is also important to consider linkages with other new or existing programs and systems which may impact demand, or could be utilized to improve efficiency, both directly related to diarrhea treatment and those less closely connected. The following are examples of potential areas for linkages when designing a demand generation program for diarrhea management programs:

- Community-based integrated management of childhood illnesses (c-IMCI) programs
- Quality of care improvement initiatives for service providers/clinics, both public and private
- Pharmaceutical medical detailing programs, especially those promoting medicines for treatment of children under five
- Private sector social franchises – especially those targeting women of reproductive age or offering services for children under five
- Pre-service education and existing continuing education or in-service refresher training initiatives for clinical and non-clinical providers
- School and community-based WASH programs
- Supply chain management and market shaping
- Programs providing health education and health care in communities or clinics, such as immunization and antenatal/postnatal care, as opportunities to provide counseling and disseminate materials.
- Cross-sectoral programs (e.g. education for women’s entrepreneurship, peace-building, agriculture or water resources, economic empowerment, transport)

**Mass Media**

INTERVENTION AREA	ILLUSTRATIVE ACTIVITIES	PURPOSE	INTENDED AUDIENCE
Short-form mass media	<ul style="list-style-type: none"> <li>Develop TV/Radio spot on ORS and zinc (e.g. of mothers talking to a doctor about effective medicines for diarrhea, referencing ORS and zinc.)</li> </ul>	Increase product/brand awareness and knowledge of benefits	Caregivers Health care providers (clinical, non-clinical, CHWs) Communities
Long-form mass media	<ul style="list-style-type: none"> <li>Develop multi-episode TV/radio drama serial</li> <li>Produce radio call-in shows</li> </ul>	<p>Depict (rather than describe) desired behaviors in local language/context</p> <p>Stimulate social dialogue and couple communication</p> <p>Shift social norms</p>	Caregivers Health care providers (clinical, non-clinical, CHWs) Extended family Communities
Print media	<ul style="list-style-type: none"> <li>Develop/adapt take home brochures and/or posters on diarrhea management, including available quality sales locations</li> <li>Posters, point of service materials</li> </ul> <p>Examples of materials can be found at <a href="http://www.zinc-">www.zinc-</a></p>	Increase product knowledge / knowledge of where to find quality treatments, how to use, and age-appropriate dosage	Caregivers Health care providers (clinical, non-clinical, CHWs) Communities

	<a href="http://ors.org">ors.org</a> .		
Digital media and mHealth	<ul style="list-style-type: none"> <li>• Produce SMS service on diarrhea treatment with key messages from training and/or information on retail and health care service points</li> <li>• Host “Child Health” hotline for non-clinical providers to consult trained providers (phone and/or SMS-based)</li> <li>• 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)</li> </ul>	<p>Increase product/brand awareness and knowledge</p> <p>Stimulate social dialogue</p> <p>Increase correct prescriptions</p>	<p>Caregivers</p> <p>Health care providers (clinical, non-clinical, CHWs)</p>

### Clinic-Based Services

INTERVENTION AREA	ILLUSTRATIVE ACTIVITIES	PURPOSE	INTENDED AUDIENCE
Clinic services	<ul style="list-style-type: none"> <li>• Set up a “diarrhea treatment corner” in clinics</li> <li>• Organize health education sessions in clinic waiting room</li> <li>• Produce video for clinic waiting room</li> <li>• Disseminate information to enhance awareness of effectiveness of zinc and provide scientific underpinnings via professional peer networks or associations</li> <li>• Create certification program with recognition for providers who have completed training</li> </ul>	<p>Increase knowledge of ORS and zinc benefits</p> <p>Improve prescribing and treatment of clinicians which have a flow down effect on retailers in the community</p>	<p>Caregivers</p> <p>Clinical providers</p>

	<p>(franchisees or retail shop operators)</p> <ul style="list-style-type: none"> <li>• Train providers on face-to-face counseling designed to convince clients to use ORS and zinc instead of antibiotics</li> <li>• Develop/adapt job aids that focus on correct treatment of diarrhea</li> <li>• Establish a “supportive supervision” system that recognizes high performing providers /retailers and assists others</li> </ul> <p>Examples of print materials can be found at <a href="http://www.zinc-ors.org">www.zinc-ors.org</a>.</p>	<p>Improve treatment-seeking by identifying access points</p> <p>Recognition/identification of qualified providers</p> <p>Improve provider-client counseling techniques to enhance capacity to convince caregivers that ORS and zinc is best option, not antibiotics</p>	
<p>Social franchising/ service promotion</p>	<ul style="list-style-type: none"> <li>• All of the above – in a network of private sector clinics</li> <li>• Establish network of social franchise providers with set quality standards; use a logo marketed as a symbol of high quality care so caregivers can distinguish</li> <li>• Add IMCI services into an established social franchise network with a reputation for high quality care</li> <li>• Promote franchise logo (noted above) through mass media and location-specific apps</li> <li>• Extend the franchise to pharmacies – train staff to dispense ORS and zinc, refer caregivers to clinics, and perhaps offer coupons or referral discounts</li> </ul>	<p>Establish recognized providers who offer affordable, correct diarrhea treatment</p>	<p>Caregivers</p> <p>Clinical providers</p>

Digital/distance learning	<ul style="list-style-type: none"> <li>• Create distance learning/certification programs on correct diarrhea treatment</li> <li>• Establish “supportive supervision” for graduates of digital/distance learning programs to monitor quality and reward high performers</li> <li>• Train medical detailers to conduct short in-person sessions to compliment distance learning and formal training programs for pharmacy and retail staff</li> <li>• Develop short video clips and print FAQs that model counseling, diagnosis and treatment, including prescriptions of ORS and zinc that can be disseminated via print, video, smartphones and tablets</li> </ul>	Increase knowledge and skills	Clinical and non-clinical providers

### Pharmacies and Drug Shops

INTERVENTION AREA	ILLUSTRATIVE ACTIVITIES	PURPOSE	INTENDED AUDIENCE
Medical Detailing Training and Supportive Supervision	<ul style="list-style-type: none"> <li>• Regular visits to pharmacies and drug shops with job aids and short (10 min) training sessions to educate owners and staff about diarrhea treatment with ORS and zinc</li> <li>• In urban areas, organize training sessions or continuing education sessions and invite trained pharmacists to update them on WHO and national guidelines</li> <li>• In urban areas, organize training sessions for pharmacy staff (non-qualified staff) with a</li> </ul>	<p>Increase prescription/sales of ORS and zinc</p> <p>Improve pharmacy and drug shops staff knowledge of ORS and zinc, diarrhea symptoms and correct treatment of</p>	Pharmacy and drug shop owners and staff

	<p>certificate program to educate them on recommending ORS and zinc, diarrhea danger signs, and referrals</p> <ul style="list-style-type: none"> <li>• Produce branded or generic counseling aids that pharmacists/staff can use to ask mothers about symptoms and recommend products</li> <li>• Create certification program with recognition for pharmacists or staff who have completed training (franchisees or retail shop operators)</li> <li>• Train pharmacists/staff on face-to-face counseling designed to convince clients to use ORS and zinc instead of antibiotics</li> <li>• Develop/adapt job aids that focus on correct treatment of diarrhea</li> <li>• Establish a “supportive supervision” system that recognizes high performing providers /retailers and assists others.</li> </ul> <p>Examples of materials can be found at <a href="http://www.zinc-ors.org">www.zinc-ors.org</a>.</p>	<p>uncomplicated diarrhea</p> <p>Improve referrals for complicated/severe diarrhea</p> <p>Improve provider-client counseling techniques to enhance capacity to convince caregivers that ORS and zinc is best option, not antibiotics</p>	
<p>Social franchising</p>	<ul style="list-style-type: none"> <li>• All of the above – develop a network of private sector pharmacies or drug shops branded</li> <li>• Establish network of pharmacies and drug shops trained to treat diarrhea with ORS and zinc; use a logo marketed as a symbol of high quality care so caregivers can recognize where they will receive correct treatment/advice</li> <li>• Offer preferred prices on ORS and zinc products to network members to increase the margins earned</li> </ul>	<p>Increase prescription/sales of ORS and zinc</p> <p>Improve pharmacy and drug shops staff knowledge of ORS and zinc, diarrhea symptoms and correct treatment of</p>	<p>Pharmacy and drug shop owners and staff</p>

	<ul style="list-style-type: none"> <li>Promote the network through community health workers, or other media</li> </ul>	<p>uncomplicated diarrhea</p> <p>Improve referrals for complicated/severe diarrhea</p> <p>Improve provider-client counseling techniques to enhance capacity to convince caregivers that ORS and zinc is best option, not antibiotics</p> <p>Establish recognized network of pharmacies or drug shops that offer affordable, correct diarrhea treatment</p>	
<p>Digital/distance learning</p>	<ul style="list-style-type: none"> <li>Collaborate with national pharmacist associations to create distance learning/certification programs on correct diarrhea treatment with certifications, continuing education credits</li> <li>Train medical detailers to conduct short in-person sessions to compliment distance learning and formal training programs for pharmacy and retail staff</li> <li>Develop short video clips and print FAQs that model counseling, diagnosis and treatment, including prescriptions of ORS and zinc that can be disseminated via print, video, smartphones</li> </ul>	<p>Increase knowledge and skills</p>	<p>Pharmacists and drug shop owners</p>

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**Community-Based Services, Outreach and Community Approaches**

INTERVENTION AREA	ILLUSTRATIVE ACTIVITIES	PURPOSE	INTENDED AUDIENCE
Community outreach and capacity building	<ul style="list-style-type: none"> <li>Recruit and train male and female CHWs to conduct community-based counseling treatment &amp; referral for diarrhea, among other health areas</li> <li>Provide a seed stock of ORS and zinc to CHWs so they can sell product in their communities</li> <li>Set regular restocking meetings with short refresher training sessions.</li> <li>Establish CHW supportive supervision, providing feedback and monitoring quality</li> <li>Develop and produce radio distance learning program for community workers that model positive behaviors and relationships with communities and referral clinics</li> <li>Establish CHW radio listening groups and/or peer support groups for distance learning program</li> <li>Develop/adapt materials and job aides to provide guidance on counseling and referral for diarrhea treatment</li> <li>Develop logos, badges, buttons and other items that support the central positioning and promotion of quality</li> </ul>	<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>	<p>Non-clinical providers</p> <p>CHWs</p>



Community approaches	<ul style="list-style-type: none"> <li>• Hold community dialogues on correct diarrhea treatment and prevention, and other MCH topics</li> <li>• Involve providers from nearest public sector or social franchise clinic to lead education session</li> <li>• Invite pharmacists or retailers to showcase their ORS and zinc products, demonstrate preparation, doses, offer taste tests</li> <li>• Use community dialogues to cross-promote mass media efforts, sign up for SMS services</li> <li>• Organize discussion groups for caregivers, community leaders, grandmothers/mothers-in-law</li> <li>• Use community events as opportunities for promotion and education</li> </ul>	<p>Increase correct treatment of diarrhea with ORS and zinc</p> <p>Increase perceived availability and affordability of ORS and zinc</p> <p>Increase access to high quality care</p> <p>Increase early treatment-seeking from qualified providers</p>	<p>Caregivers</p> <p>Non-clinical providers</p> <p>CHWs</p> <p>Extended family</p> <p>Communities</p>
Champions	<ul style="list-style-type: none"> <li>• Identify satisfied ORS and zinc users as community advocates</li> </ul>	<p>Increase correct treatment of diarrhea with ORS and zinc</p> <p>Reduce myths and misconceptions regarding correct diarrhea treatment</p>	<p>Caregivers</p> <p>Extended family</p> <p>Communities</p>

**Structural**

INTERVENTION AREA	ILLUSTRATIVE ACTIVITIES	PURPOSE	INTENDED AUDIENCE
Advocacy	<ul style="list-style-type: none"> <li>• Utilize resources from <i>Scaling Up Lifesaving Commodities for Women, Children, and Newborns: An Advocacy Toolkit</i> (<a href="http://www.path.org/publications/detail.php?i=238">http://www.path.org/publications/detail.php?i=238</a>)</li> </ul>	<p>Increase leadership support</p>	<p>District policy-makers</p>

	<p><u>1)</u> to create an advocacy strategy for ORS and zinc demand, raise awareness and engage stakeholders in addressing ORS and zinc policy gaps.</p> <ul style="list-style-type: none"> <li>• Develop advocacy briefs for national and district-level policy-makers to promote importance of quality services for diarrhea treatment</li> <li>• Select respected, credible national or local officials to lead research and communication efforts</li> <li>• Co-host national conference with national medical associations to draw provider and policy-makers' attentions to successes and gaps; seek commitments and publish semi-annual progress reports</li> <li>• Invite medical residents, nursing students to conferences and events, training programs</li> <li>• Work with local TV and radio producers to include diarrhea treatment, advocacy messages into storylines or news programs</li> <li>• Conduct a "study-tour" for local journalists to meet frontline providers, community champions, highlight successes</li> </ul>	<p>for correct diarrhea treatment</p>	<p>National policy-makers Medical Association leaders</p>
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