



U.S. President's Malaria Initiative

Creative Brief 2 – SSFFC A3 Size Sticker and Poster 3

Shared Vision: Nigerian adults and caregivers of children will access and use good quality malaria medicines to treat malaria.

Background: Approximately 10 percent of artemisinin-based combination therapy (ACTs), the recommended antimalarial for treatment of uncomplicated malaria, are substandard or falsified, making them ineffective in treating malaria. Most of these are substandard. Some are counterfeit. Substandard and falsified ACTs are most commonly available at unlicensed medicine dealers; they are much less common at health facilities and licensed pharmacies. The National Agency for Food and Drug Administration and Control (NAFDAC) in Nigeria has implemented some interventions to protect the public and have assigned numbers to all ACTs legitimately manufactured or imported into Nigeria. They have also insisted that all ACTs carry a scratchpad consumers can use to determine whether or not the ACTs they buy are legitimate. It is much more difficult to identify substandard medicines; these are usually identified when they do not work to treat diagnosed malaria.

Priority Audience: Patent and Proprietary Medicine Vendors (PPMVs). PPMVs operate as medicine retailers and are legally permitted to sell over the counter (OTC) medications. Most are not licensed. Their educational backgrounds range widely from semi-literate to trained healthcare workers, but on average most PPMVs have a secondary education and are able to read and write. They are more accessible in rural areas than most health facilities. Their average economic status is low income.

Communication Objectives: As a result of this communication, PPMVs will:

- **Know** the negative consequences of stocking and selling spurious, substandard, falsified, falsely-labeled and counterfeit (SSFFC) malaria medicines, as well as the government recommended approach to malaria treatment.
- **Feel** proud of their business and consider themselves an important partner in the Government of Nigeria's efforts to eliminate malaria.
- **Action:**
 - Stock only medicines that have NAFDAC numbers, scratchpads and that have not yet expired.
 - Sell malaria medicines only to customers who have a prescription or who have tested positive for malaria.
 - Handle and store medicines according to regulatory body guidelines.
 - Ensure they are licensed to sell medicines by Pharmacists Council of Nigeria (PCN).

Competitive Behavior/Barriers:

1. PPMVs often buy medicines from unregistered distributors in the open market, which may not contain a NAFDAC registration number or scratch pad, because such medicines are cheaper than buying from licensed retailers or wholesalers.
2. The lengthy and complicated process to be licensed by PCN discourages many from getting licensed.
3. They sell (malaria) medicines on demand to their customers, and do not check to see if the customer has taken a malaria test or if they have a prescription.
4. Most are not licensed by the appropriate regulatory body, and do not report suspected SSFFCs or unlicensed PPMVs to the appropriate authorities.
5. Government has consented to PPMVs using rapid diagnostic tests (RDTs) to diagnose malaria, and support them with RDT supplies, but this support is limited and needs to be scaled up.
6. Many PPMVs do not know how to use the scratchpads to check for the authenticity of ACTs, and are unable to educate their customers how to use the scratchpads.
7. PPMVs do not usually educate their customers on the appropriate steps to take when malaria symptoms are experienced, or the consequences of taking SSFFC malaria medicines.

Positioning Statement/Key Promise:

If you join the fight against SSFFC medicines by stocking and selling only government approved medicines, you will earn the respect of your customers and that of the Government. The Government will be more likely to see you as an important partner in healthcare. Your business will grow as consumers perceive you as the choice vendor for quality medicine.

Support Points:

- When buyers discover you stock only good medicine, they will return to your shop and refer others. On the other hand, bad medicine drives your customers and others away.
- NAFDAC and other government agencies are on the look out for those who profit from poor malaria medicines. Getting caught by NAFDAC is not only bad for your business, but you might end up in jail.
- The government has plans to support your business. The only way to benefit from such plans is to be registered with the PCN and stock only government approved medicines.

Key Messages:

- Buy medicines from only registered manufacturers and distributors.
- Stock only medicines that have NAFDAC numbers, scratchpads and that have not yet expired.
- Educate customers on the need to test for malaria before treatment, how to use the scratch pad and to check the NAFDAC number and expiration date.
- Do not sell malaria medicines to customers who do not have a prescription or positive malaria test.
- Report suspected SSFFC medicines to NAFDAC through the NAFDAC hotline (give number).
- Report PPMVs or others who engage in unethical and illegal practices to PCN and NAFDAC.
- Handle and store medicines as instructed by PCN and NAFDAC.

Call to Action:

1. Stock and sell only government approved malaria medicines from authorized distributors.
2. Procure only ACTs that have NAFDAC numbers, scratchpads and that have not yet expired.
3. Sell malaria medicines only to those who have tested positive for malaria.
4. Test suspected malaria cases or refer customers to nearest health facility for malaria test before treating them with ACTs.
5. Store malaria medicines according to standards set by NAFDAC and PCN to maintain effectiveness.

Creative Considerations:

1. A2-Size Poster (English)
 - a. This material is in the form of a pledge the PPMV is making to his/her customers.
 - b. Tone should be serious/convincing and confident – inspiring and reflecting the pride of the PPMV in his/her business.
 - c. The PPMV should state:
 - i. The effects of SSFFCs on their customer
 - ii. The need for the malaria test before treatment
 - iii. What they are doing to protect their customers from SSFFC medicines
2. A3 size sticker (English and Pidgin)
 - a. Tone should communicate pride in their business as health partners of the government, and confidence in their ability to protect their customers from SSFFC malaria medicines.
 - b. This material complements the poster and summarizes the information in the poster in a few words that both the PPMV and customer will remember concerning how to identify good quality ACTs.

Credits: At the bottom of the sticker/poster, display the Health Communication Capacity Collaborative (HC3), Federal Ministry of Health (FMOH), NAFDAC and the U.S. President’s Malaria Initiative (PMI) logos side by side. All must be the same size, and none may be higher on the page than any others. Below the logos, in much smaller print, the following statement must appear:

This poster/sticker was made possible by the generous support of the American people through the United States Agency for International Development (USAID).

Technical Specifications:

- Poster: A2, 135 grams art paper, full color, use photographs
- Sticker: A3, full color, glossy sticker

Geographic Placement: The poster and sticker will be posted in PPMV outlets across the country.