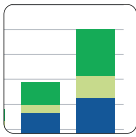


NetMark News

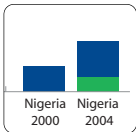
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Research Data Show Promise of RBM Approach

ITN Coverage Up in Senegal and Nigeria



ITN coverage in Senegal and Nigeria is on the rise, according to household surveys conducted by NetMark in 2004. Compared to 2000 baseline data, the percent of households owning a net that has ever been treated has increased from 11 percent to 43 percent in Senegal and from zero to 10 percent in Nigeria (see figure 1).

These increases in coverage show the effectiveness of Roll Back Malaria's strategic framework, which focuses on building sustainable and equitable commercial markets by stimulating the commercial supply of ITNs, creating demand for ITNs among consumers, and reaching vulnerable populations through targeted subsidy programs.

NetMark conducted baseline surveys in 2000 and launched programs in Senegal and Nigeria in 2002 based on RBM's strategic framework. NetMark's efforts included national and regional media campaigns and other promotional programs, expanded distribution of commercial products, and coordination with national malaria control programs and RBM partners.

"This new data confirm that USAID's investment in support of the RBM partnership in these countries through NetMark is contributing to significant improvement in equitable coverage, sustainability, and public health impact," said Dennis Carroll of USAID.

Promoting Equitable Coverage

NetMark's research data indicate ITN coverage has increased across all SES (socio-economic status) groups.

Figures 2 and 3 (on page 3) show the percentages of households by SES level that own currently treated (defined as long-lasting nets or those treated within the last 12 months), ever treated

continued on page 3

Figure 1

Percent of Households Owning a Net That Has Ever Been Treated

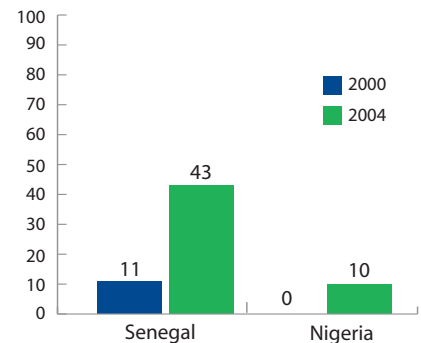
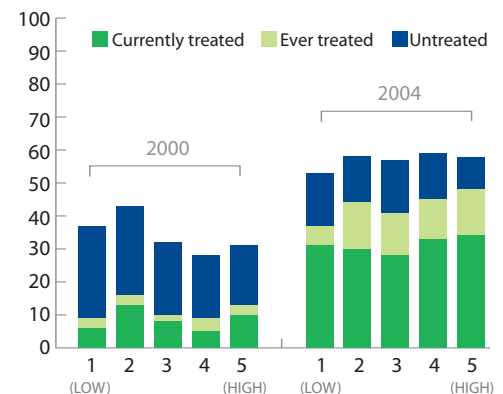


Figure 2

Percent of Households That Own A Net, by SES — Senegal



NetMark Conducts Regional Workshop on Taxes and Tariffs



To help African countries meet the target date of the Abuja declaration for the removal of taxes and tariffs on ITNs, NetMark and the East, Central and Southern Africa Health Community (ECSA-HC) conducted a regional planning workshop from November 8-16, 2004.

Held in Johannesburg, South Africa, the workshop was designed to start a process for supporting the removal of taxes and tariffs on ITNs in African countries that still have them. The objectives of the workshop were to:

- Discuss the status of taxes and tariffs on ITNs in the participating countries and analyze opportunities and constraints.
- Train “advance” teams to develop advocacy strategies and activities, using available advocacy tools.
- Determine follow-up advocacy activities to take place at country level.

Twenty-seven participants attended the workshop, representing Burundi, Democratic Republic of the Congo, Ethiopia, Malawi, Tanzania, Uganda, WHO/AFRO, and SAMC.

This workshop was a follow up to the Declaration made at the historic Abuja Summit on Malaria in 2000. At the Abuja Summit, national leaders and heads of state pledged to reduce or waive taxes and tariffs on mosquito nets and materials, insecticides, anti malarial drugs and other recommended goods and services needed for malaria control strategies. Less than half of the countries in Africa have enacted the Abuja recommendations.

The retail price of ITNs can be a major barrier for many Africans. In many African countries, low-income households have to spend a substantial share of their annual disposable income to purchase an ITN at current market prices. Experiences in Nigeria, Mali, Senegal, Ghana, Uganda

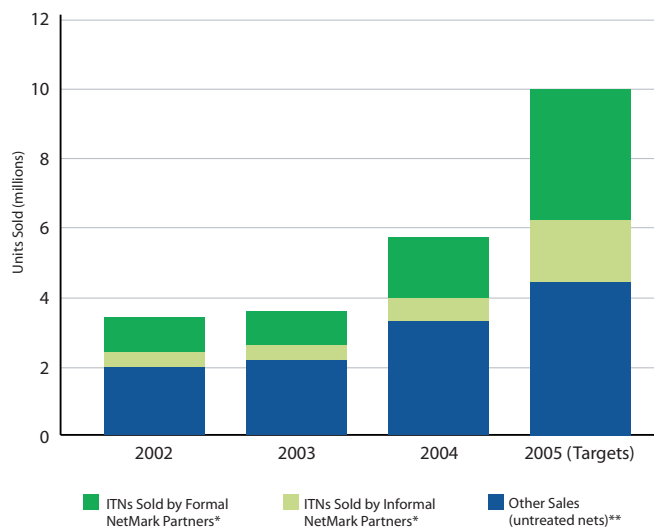


Elisabeth Sommerfelt of AED demonstrating NetMark's T&T model

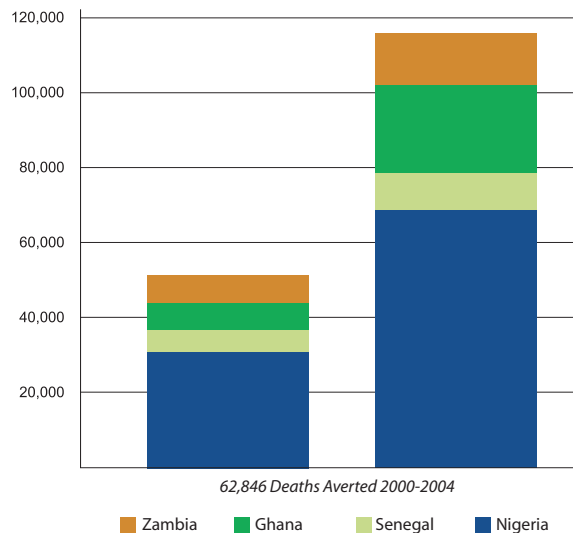
and Tanzania show that reducing or eliminating taxes and tariffs results in two key changes: (1) the retail prices of ITNs fall; and (2) consumers respond to the lower prices by purchasing more nets. Eliminating taxes and tariffs benefits the development of ITN markets by increasing demand, which is a critical step toward achieving sustainability. •

NetMark Sales Update

Cumulative Commercial Net Sales in NetMark Countries



Child Deaths Averted by Use of Nets



* Based on historical sales data. Excludes public sector and NGO donations.

** Estimates based on data from NetMark household surveys in Ghana, Senegal, Nigeria, Zambia, and Ethiopia, retail audit in Uganda, and FMI assessment in Mali.

* Data based on formula for deaths averted in the 2004 Cochrane review on "Insecticide-treated bed nets and curtains for preventing malaria." An estimated 6 malaria deaths are averted per 1000 children sleeping under an ITN and 3 deaths averted per 1000 children sleeping under an untreated net, assuming an average of 1.5 children sleeping under each net owned.

continued from page 1

Research Data Show Promise of RBM Approach

treated, and untreated nets in Senegal and Nigeria. Across the board, these data show major increases in net ownership, with particular growth in currently treated nets.

“One of NetMark’s goals is to ensure equity in ITN coverage, and the data from our 2004 household surveys show that we’re on the right track,” said David McGuire, NetMark project director.

Reaching Vulnerable Populations

Although expanded and sustainable commercial markets are reaching more and more households, NetMark has developed targeted subsidy programs to reach children under five and pregnant women. These targeted subsidy programs offer vouchers to vulnerable groups for purchase of a net at a discount in a commercial outlet.

These programs most often use existing health interventions (e.g., antenatal care, immunization programs) to get discount vouchers to the target groups. The vouchers usually offer a discount equal to half of an ITN’s commercial price. In some cases the voucher covers the full price of the ITN.

Figure 4 shows the percentage of children under 5 and pregnant women in Senegal and Nigeria who slept under a net or ITN the previous night. In all cases there was growth in the percentage who slept under a net.

Creating a Full Market Impact

The results of the 2004 household surveys in Senegal and Nigeria show the impact that NetMark’s program, which is based on RBM’s strategic framework, is having. NetMark’s efforts in Senegal and Nigeria are helping to create substantial increases in ITN ownership and use, which will reduce malaria in those countries.

The data from the household surveys show the efficacy of the RBM strategy of building on the strength of all sectors to maximize the public health impact.

The surveys include data on many other ITN-related topics, and full reports are in the process of being prepared. NetMark anticipates conducting these surveys again in 2006, to continue measuring progress over time. •

Figure 3

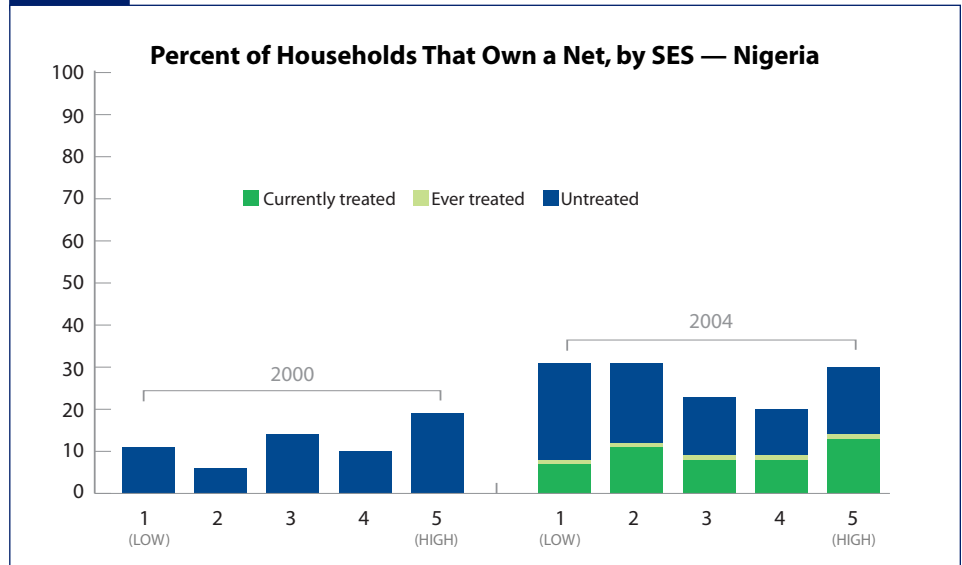
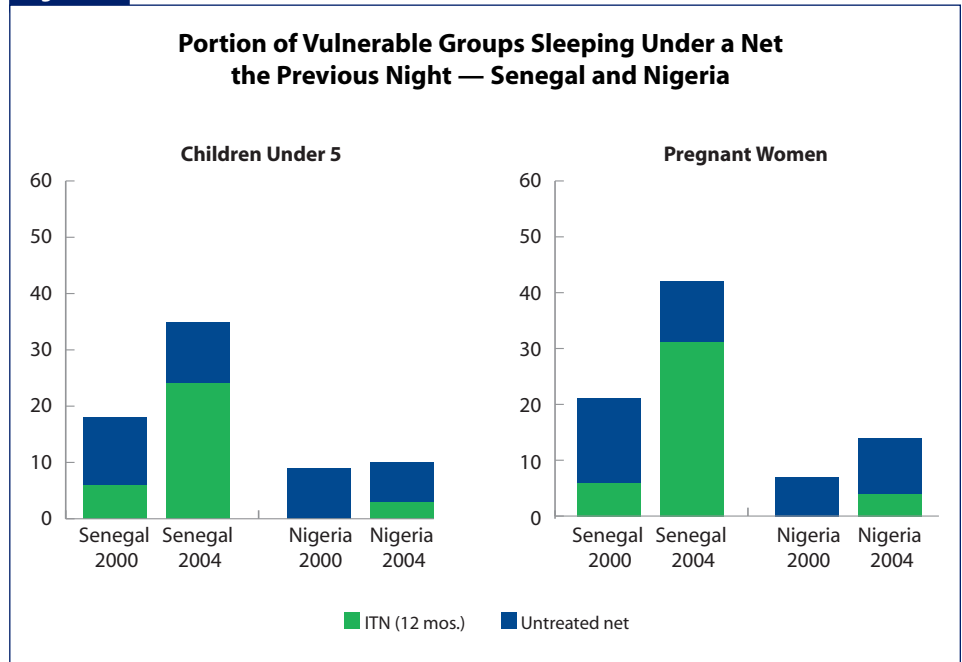


Figure 4



About the Surveys

The baseline and midline surveys included five sites per country. In Senegal, the sites were St. Louis, Dakar, Kaolack, Tambacounda, and Thies. At baseline the total sample was 1000 (200 per site) and at midline it was 1500 (300 per site). In Nigeria, the sites were Lagos, Ibadan, Kano, Maiduguri, and Nsukka. At baseline, the total sample was 1000 (200 per site) and at midline 2000 (400 per site). For both countries, in each site, 40% of the sample was drawn from the urban area, and 60% from the surrounding rural areas up to 200 km away. In Nigeria, another 4 sites were added at midline (Port Harcourt, Abuja, Bauchi, Nassarawa), but these are not included in the data shown, since the comparisons should be limited to the same sites.

NetMark Starts Targeted Subsidy Program in Nigeria



In its ongoing effort to make ITNs available to vulnerable populations, especially pregnant women and children under the age of five years, NetMark began implementing a targeted subsidy program for pregnant women in the Lagos State on October 25, 2004.

Teaming with ExxonMobil and the Lagos State Ministry of Health, and with the goodwill of the Federal Ministry of Health, the NetMark discount voucher program will provide a subsidy of N300 on each ITN purchased from designated NetMark commercial partner retail outlets.

Dr. Ifeanyi Ibe, NetMark's Country Coordinator, noted that the state has been

divided into six clusters of local government areas (LGAs) so that the program could reach as many pregnant women as possible. Dr. Ibe stated that the program would offer 80,000 discount vouchers through March 31 as a pilot program.

At the launch event, USAID Nigeria Mission Director Dawn Liberi stated that malaria was a disease that has a devastating impact on the social and economic development of Nigeria. "Studies have shown that almost half of the Nigerian population has at least one episode of malaria each year, even as a majority of out-patient hospital visits are attributed to the disease," she said. "It is a primary cause of miscarriage, still birth and low birth weight."



Pregnant woman buying an ITN and redeeming her discount voucher



Mr. T. Oyebanji, Marketing Director of Mobil Oil Plc, at NetMark's TS launch

NetMark Launches in Ethiopia



Dr. Alemayehu Seifu, Head, Disease Prevention and Control, MOH; Mr. Mekonnen Legesse, Deputy Managing Director of EAG; B.S. Shetty, Director, Business Development, EAG

NetMark officially launched its Ethiopian activities on November 24, 2004 in Addis Ababa. In conjunction with the event, NetMark's first commercial partner, East African Group (EAG), unveiled the first-ever Ethiopian-owned brand of insecticide-treated net (ITN), Selam Enkilf.

The event was attended by Aurelia Brazeal, the U.S. Ambassador to Ethiopia, and Karen Freeman, the Deputy Mission Director for USAID, as well as guests from various NGOs, the Federal Ministry of Health, Regional Health Bureaus from 7 regions, East African Group, media houses, textile manufacturers, and FCB from South Africa.

In the coming year, NetMark will work very closely with EAG to increase the access to ITNs in Ethiopia by providing EAG with technical and promotional assistance. NetMark's targeted subsidy program has been approved by the Amhara Regional Health Bureau and will be launched in early 2005.

"Fortunately, there are tools to reduce our susceptibility to malaria. Sleeping under an ITN significantly decreases the risk of malaria transmission by about 40 percent and can reduce mortality from malaria by about 60 percent," Liberi said.

Similarly, local government official Chief (Mrs.) Modupepla Fafowora Oseghale said, "the regular supply and use of ITN's would greatly reduce mosquitoes and prevalence of malaria." She advised pregnant women to begin using ITNs as a preventive strategy against malaria.

Furthermore, NetMark's Country Coordinator, Dr. Ifeanyi Ibe, said the NetMark project seeks "to increase net production from 800,000 to 5 million nets by 2007," and by the end of the year, "have 19 million more Nigerians sleeping under an ITN, translating into 16 percent household coverage." •



NetMark is an eight-year project funded by the United States Agency for International Development (USAID) and managed by the Academy for Educational Development (AED). The project seeks to reduce the impact of malaria by increasing the use, availability and affordability of insecticide-treated bednets (ITNs) among vulnerable populations, and ensuring a sustainable supply of affordable ITNs across Africa through public/private partnerships.