NETMARK RESEARCH
1999-2009

BACKGROUND

The principal purpose of NetMark research, monitoring and evaluation (MER) is to provide tracking information that will help guide decision-making for the project and its partners. MER also involves gathering information useful for improving product sales of partners, such as in-store information related to stock levels, displays, and point-of-purchase materials.

STRATEGY

NetMark collects data through periodic household surveys, routine sales data from participating, contributing and collaborating partners, and low-cost studies such as omnibus surveys. In addition, NetMark uses data from other research groups such as the Demographic and Health Surveys (DHS), national health information systems and the UNICEF Multiple Indicator Cluster Survey (MICS), when available. These sources provide NetMark with additional information to monitor impact and progress on a regular basis. NetMark therefore combines the collection of new data with the use of secondary data sources to meet its information needs in a timely and cost-effective manner.

DESCRIPTION OF NETMARK MER PRODUCTS

Retail monitoring

The main purpose of retail monitoring is to track partner and non-partner products at the retail level, including the extent to which new products are introduced on the market and old products disappear.

Reports from retail monitoring

Year	Type of report	Country
2008	Sales report summaries through September	ALL
2007	Sales report summaries	ALL
2006	Sales report summaries	ALL
2005	Sales report summaries	ALL
2005	ITN Import Summaries	Zambia and Ghana
2005 (July/Aug)	Retail audit (slides and data)	Uganda
2004 (Dec.)	Retail audit (slides and data)	Uganda
2003	ITN distribution survey report	Mali
2003	Retail distribution check report	Ghana

NetMark Household surveys

Household Coverage and Use

NetMark's purpose in expanding the ITN commercial market is to reduce malaria. However, the maximum malaria-reduction impact will only be achieved if people acquire nets, treat/re-treat them, make sure the most vulnerable household members (children under five and pregnant women) sleep under them, and use nets all year round. NetMark tracks these home behaviors, as well as the antecedent conditions for or determinants of these behaviors, via a household survey. Those antecedent conditions/determinants include exposure to information about malaria prevention, knowledge about malaria (cause, prevention, vulnerable groups), perceived barriers and benefits of ITN use, and access to ITNs. These surveys also include measures of socio-economic status that allow equity analyses of net coverage and use.

Reports from Household Surveys

Country	Summary	Baseline Report	Midline Report	Final Evaluation	Survey Brief
Ethiopia	✓	2004			
Ghana	✓	2004	2004	2008	✓
Mali	✓	2003			
Mozambique	✓	2000			
Nigeria	✓	2000	2004	2008	✓
Senegal	✓	2000	2004		✓
Uganda	✓	2000		2006	✓
Zambia	✓	2000	2004		✓
Cross-country results		2000	2004		✓

Publications

Alilio M, Mwenesi H, Barat LM, Payes RM, Prysor-Jones S, Diara M, McGuire D, Shaw W, 2007. Broken promise? Taxes and tariffs on insecticide treated mosquito nets. *Am J Trop Med Hyg 77 (Suppl 6)*:227-31.

Baume CA, Marin MC, 2008. Gains in awareness, ownership and use of insecticide-treated nets in Nigeria, Senegal, Uganda and Zambia. *Malar J 7*:153.

Baume CA, Marin MC, 2007. Intra-household mosquito net use in Ethiopia, Ghana, Mali, Nigeria, Senegal, and Zambia: are nets being used? Who in the household uses them? *Am J Trop Med Hyg 77(5)*:963-71.

Lengeler C, Grabowsky M, McGuire D, deSavigny D, 2007. Quick wins versus sustainability: options for the upscaling of insecticide-treated nets. *Am J Trop Med Hyg 77(Suppl 6)*:222-6.

Targeted Subsidy Evaluation

Program monitoring and evaluations provide information on the proportion of the distributed vouchers that are redeemed; targeted subsidies program impact on health service (e.g., ANC) attendance; effectiveness of the TS program in increasing the proportion of children under five or pregnant women who sleep under an ITN and; whether NetMark's TS program in reaching households in the lower SES quintiles.

Country	Program Reports
Ethiopia	April 2005
Ghana	February 2005
Zambia	January 2004; March 2005

Country	Qualitative Evaluations
Senegal	May 2004
Zambia	June 2003

Omnibus surveys in Cameroon and Nigeria

The main purpose of omnibus survey is to track a small set of key indicators more frequently than the NetMark household survey is administered, usually quarterly or annually.

Reports from Omnibus Surveys

- **Cameroon Summaries**: *2003*: June, November. *2004:* March, September, December. *2005:* June, August, October, December.
- **Nigeria Summaries**: *2000:* November. *2002:* February, April, June, August, October. *2003:* April, June, August, October. *2004:* February, April, June, August, October. *2005:* February, April, June, August.

Qualitative Research

NetMark also conducts qualitative research to gain an in-depth understanding of household ITN-related behaviors and barriers, so that these can be taken into account in program and communication planning.

Reports and Executive Summaries from Qualitative (Formative) Research

- Ethiopia 2004, 2007
- Nigeria 2000
- Senegal 2000 (English & French)
- Uganda 2000
- Zambia 2000

Other Products

NetMark Research Instruments and Tools

- 2006 Summary of literature on net/ITN ownership and use

- 2004 NetMark Household Survey Instruments (Ethiopia; Ghana; Nigeria; Senegal; Zambia)
- 2004 NetMark Household Survey Sampling Approach
- 2004 Summary of commercial indicators from HH surveys (forthcoming)
- 2003 Zambia communication study
- 2003 Nigeria market monitoring report
- 2001 MicroTestTM: Volumetrics and pricing study
- 2000 NetMark Baseline Instruments
- 2000 Briefing books: Ghana, Mali, Mozambique, Nigeria, Senegal, Uganda, Zambia

Proposed Peer Reviewed Journal Supplement about NetMark Results

List of articles and key authors

General Format	Topics/sub-papers	Lead Writers	Timeline
Forward		TBD	
Introduction	Brief History—NetMark, Public- Private Partnership, ITNs, RBM framework	Shaw	
Methodologies	Full Market Impact Model	Urrutia and Shaw	First draft March 09
	Policy barriers to the import of mosquito nets and insecticides in sub-Saharan Africa (including taxes & tariffs on ITNs)	Alilio and Mwenesi	First draft March 09
	Implementation of Voucher Schemes	Shaw, Ado Yobo, Nachbar	First draft March 09
	Communication/BCC strategies and activities	Brown	First draft March 09
Results	Evidence of Development of Sustainable Commercial Markets	McGuire, Urrutia & Shaw	First draft March 09
	Changing Perceptions of Nets And Treated Nets In Relation to Other Insect Control Products	Baume, Marin	First draft April 09
	Measuring ITN Ownership	Baume, Marin	First draft April 09
Discussion	Synthesis, Contextualization, Lessons Learned (NetMark)	Alilio, Zimicki	First draft June 09
Recommendations	Future directions	TBD	

RESEARCH FINDINGS 1999-2009

Key results

In the countries in which NetMark has been active, research has documented the following changes:

- More households now own nets and ITNs, and the average number of nets per household has also increased.
- More of the nets owned have been treated, with most of them treated within the past 12 months.
- Many more children and pregnant women sleep under nets and ITNs in most countries. In Nigeria, however, there was little improvement from 2000 to 2004 in the proportion of

children under five sleeping under a net, and in some countries, pregnant women were no more likely than other women of reproductive age to sleep under a net.

- There has been a trend toward greater equity in net coverage by socio-economic status, but wealthier and urban households in Zambia and Ethiopia are still much more likely than poorer and rural households to own nets.
- Nets are available from a wider variety of outlets, and people at all socio-economic levels are purchasing nets from commercial sources. People at all socio-economic levels are also benefiting from public sector nets, suggesting a need for better targeting of subsidies.
- As availability has increased, net prices have decreased. In NetMark countries in 2004, an ITN was cheaper than an untreated net in 2001.
- Perceptions of ITNs have improved, both in relation to untreated nets and in relation to aerosols and coils.
- The most important sources of information on ITNs were radio, TV and health staff, followed by friends, relatives and neighbors, but the mix varies by country.
- People have a wide variety of preferences in terms of net shape, size and color. Preferences often do not match nets available or owned.

Challenges

- Cost is still cited as the major barrier to net ownership. ITNs need to be made accessible to and affordable for all socio-economic groups.
- Strategies targeting the biologically vulnerable do not necessarily reach the most economically vulnerable. Non-commercial nets generally benefit the least poor as much as the poor, particularly when the least poor have greater access to services such as health facilities where nets or vouchers are distributed.
- Many nets were unused in 2004, particularly in Nigeria. (Net use was also low in Zambia, but it was the only country surveyed in the dry season.) If increased ownership rates are to translate into greater protection of vulnerable groups, nets must be used, and used by children and pregnant women.
- Few households use their nets all year round. Many people do not feel they need to use nets in the dry season, when there may be fewer nuisance mosquitoes.
- A large proportion of nets are still sold untreated—either tailor-made or B52-type Chinese nets. While LLINs will reduce the need to retreat nets, there will still be a great need for treatment services or treatment kits to convert these untreated nets into ITNs.
- In West Africa, many families own baby nets, all of which are bought commercially and thus are a potential diversion of limited resources from more effective ITNs.

Implications

- Strategies to increase ITN use should reflect local needs, resources and circumstances.
- Most respondents already know that children under five and pregnant women are most vulnerable to severe malaria, and intra-household net allocation already favors these groups, but more research is needed on barriers to nightly, year-round use of ITNs.
- To ensure that free and highly subsidized ITNs reach those who most need them and subsidies are not wasted on those who have access to and can afford commercially-priced nets, a combination of economic and geographic targeting or other market segmentation mechanisms should be strengthened.

- The high number of commercial nets owned by all SES groups indicates a high willingness to pay and suggests that cost is not the major barrier, except at the lowest SES levels. Promotional strategies that emphasize that ITNs are economical in the long run may help overcome cost as a barrier to ownership for some families.
- For those who can afford to pay for nets, alternative funding arrangement could make them more affordable—for example, micro-credit loans or payment by installment through employers or women's or youth groups.
- Mass treatment campaigns and making treatment kits more widely available in the commercial sector will continue to be important components of ITN programs.