Use of the Demand Generation I-Kit to create demand for Zinc among young mothers of children under 5 in the district of Ihosy, Madagascar

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Données nationales

• Under five mortality rate: 62‰
• 2nd leading cause of death in children under 5 years old
• 11.4 diarrhea prevalence in the region
• Dehydration is the most immediate cause of death
• 80% of young mothers in the district of Ihosy have never heard of the Zinc product
• Many care givers treat diarrhea with traditional medicines and antibiotics
• Lack of National Strategy for Demand Generation for recommended 13 lifesaving commodities

Source: Evaluation rapide de la situation des produits essentiels pour la survie des femmes et des enfants mené par le projet HC3 à Madagascar en 2015

Life Saving Commodities
Improving access, saving lives
Objective

- To improve the knowledge of at least 200 young mothers aged 14-24 years and 50 community leaders on the benefit of Zinc for simple childhood diarrhea in ten months.
Vision

In 2026, Zinc is the preferred treatment for all children under five suffering from simple diarrhea in the district of Ihosy.
Use of I-Kit Resources

• Appropriation of the I-Kit by SALFA/Lorel
• Orientation of stakeholders to develop the strategy document
  ▫ Radio talk show (popularity of the radio, isolated region + insecurity)
  ▫ Advocacy activities (weight of traditional practices and customs)
  ▫ Sensitization of young mothers
Key-Activities

Once the strategy document had been developed

- Trained young mothers on the danger of diarrhea and how Zinc can help
- Trained radio journalists
- Mobilized and sensitized community leaders and traditional birth attendants
Project Highlights—Results

- 223 young mothers trained
- 86 village chiefs trained + 18 other stakeholders
- 8 radio talk shows produced with 46 brodcasts reaching 5 districts (total pop: 500,000)
- 60% of participants reported they have heard the radio program at least once
- 1 training curriculum for radio talk show program developed
- 1 training manual for young mothers developed
Project Highlights—Findings

- Difficulty in translating the I-Kit and technical terms in Malagasy
- The severity of lack of knowledge around Zinc
- The extent to which habits and customs influence community leaders and traditional birth attendants
- Frequent stock out of the Zinc
Project Highlights—Lessons learned

• Importance of communication in addressing health issues (diarrhea)
• Local problems can be solved with appropriate communication
• The I-Kit can be used/adapted at all levels (even at district level)
• Involvement of all stakeholders
• The emulation phenomenon of participants during the workplanning sessions
• The effectiveness of the testimony approach
Project Highlights- Recommendations:

• Provide/include more information on how to design radio programs in the I-Kit
• Develop a communication strategy for the 13 lifesaving commodities in Madagascar
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