Demand Generation for Underutilized, Lifesaving Commodities

Experiences of Micro Grant recipients facilitated by the Demand Generation Working Group

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United Nations Commission on Life Saving Commodities for Women and Children (UNCoLSC)

• Formed in 2012 as part of the Every Woman Every Child movement

• To increase access and use of essential medicines, medical services and health supplies that effectively address causes of death during pregnancy, childbirth and into childhood

• RMNCH Continuum of Care

• Accelerate progress towards MDGs 4 and 5
13 Lifesaving Commodities Across the Continuum of Care

**Reproductive Health**
- Female Condoms: Prevents STIs/HIV and unintended pregnancy
- Contraceptive Implants: Prevents unintended pregnancy
- Emergency Contraception: Prevents unintended pregnancy

**Maternal Health**
- Oxytocin: Prevents and treats postpartum hemorrhage
- Misoprostol: Prevents and treats postpartum hemorrhage
- Magnesium Sulfate: Treats eclampsia and pre-eclampsia

**Newborn Health**
- Injectable Antibiotics: Treats newborn sepsis
- Antenatal Corticosteroids: Prevents preterm respiratory distress syndrome
- Chlorhexidine: Prevents umbilical cord infections

**Child Health**
- Amoxicillin: Treats pneumonia
- Oral Rehydration Salts: Prevents dehydration from diarrhoea
- Zinc: Treats diarrhoea

**Resuscitation Device**
- Treats newborn asphyxia

Life Saving Commodities
Improving access, saving lives

USAID
From the American People
Mission:
To support countries to accelerate current demand generation efforts or to launch new demand generation activities that integrate commodity-specific content into broader RMNCH plans/strategies

Demand, Access and Performance Technical Resource Team (TRT) co-conveners: USAID and AMREF

Demand Generation work was co-funded by USAID and the RMNCH Trust Fund (administered by UNICEF)

Demand Generation Working Group Members
• HC3 (Johns Hopkins University Center for Communication Programs and Population Services International) – Lead Implementing Partner
• International Communication Enhancement Center (ICEC), PATH, Jhpiego, Clinton Health Access Initiative (CHAI), FHI360, MAMA, Development Media International (DMI) and others – TRT members
Access to and use of life-saving commodities across the reproductive, maternal, newborn and child health (RMNCH) continuum of care has been limited due to financial constraints, sociocultural issues, and lack of demand by health care providers and clients.
About the I-Kit

An online step-by-step guide to developing communication strategies to increase demand for underutilized commodities in RMNCH.

Adaptable content, tools and examples of communications materials designed to be easily applied across multiple country contexts

All content is available in English and in French

Final Product: Demand generation strategies for selected health areas or commodities that are country or context specific and that are easily integrated into existing communication strategies or RMNCH interventions
Core Resources in the I-Kit

• **Spotlights** on the 13 UNCoLSC commodities

• **Illustrative communication strategies** for nine priority commodities

• **Synthesis of Evidence** of demand generation for the 13 UNCoLSC commodities

• Tool for conducting a **National Assessment** of demand generation

• Guidance on how to address the role of **Gender** in demand generation

• Theory-based framework for **Media Selection**

• Guidance on how to **Utilize ICT** in demand generation

• Guidance on how to develop **Public-Private Partnerships**
Demand Generation I-Kit Dissemination Strategy

Multi-pronged approach:

1. Country Level Dissemination Workshops
2. Regional and Global Conferences and Meetings
3. Skills Building Workshops with funding from other UN partners
4. Online and Virtual Dissemination including Webinars
5. Micro grants to local NGOs
Country Level Dissemination and Skills Building Workshops

Dissemination Workshops conducted in:
• Uganda
• Bangladesh
• Nepal
• Madagascar
• DRC
• Tanzania

Regional and Skills Building Workshops:
• Global Consultation on Female Condoms (Lusaka, Zambia)
• Regional Condom Positioning Meeting (Panama City, Panama)
• Global Female Condom Conference (Durban, South Africa)
Regional and Global Conferences and Meetings

Domestic
- Core Group Meeting (Washington, DC)
- Chlorhexindine Working Group (DC)
- Pneumonia and Diarrhea Working Group (DC)
- World Bank SBCC Community of Practice (DC)
- APHA Annual Conference (New Orleans)
- USAID and UNICEF

International
- International AIDS Conference 2014 (Melbourne, Australia)
- Reproductive Health Supplies Coalition 2014 Annual Meeting (Mexico City)
- K4H East Africa Share Fair (Arusha, Tanzania)
- Provider Performance Regional Meetings (Dakar, Senegal; Lusaka, Zambia; and Addis Ababa, Ethiopia) in 2015-2016
- International Conference on Family Planning (Indonesia) 2016
- International SBCC Summit (Ethiopia) 2016
Webinar Series

Series of three webinars on topics related to the Demand Generation I-Kit:

1. Transforming Gender Norms: Innovative Approaches to Working with Men and Boys for Better RMNCH
2. Using ICT Approaches to Generate Demand for RMNCAH
3. Six Local Stories of Demand Generation for RMNCH Commodities

Webinar statistics:

- Average 100 participants per webinar
- Participations from international and local NGOs, FBOs, and CBOs; governments; academia; for-profit; multi-laterals; and donors
UNCoLSC Micro-Grants

- Grants to local NGOs to develop demand generation strategies using the DG I-Kit and implement activities that strengthen demand generation efforts for RMNCH commodities, aligned with country priorities
  
- Grants of up to maximum US $25,000
  
- Period of grants ranged from 6 to 12 months
  
- Six organizations selected to receive grant funding: Bangladesh (1), Nepal (1), Madagascar (2), and Tanzania (2)