



KEYS CONSIDERATIONS AND RECOMMENDATIONS FOR COUNTRIES IMPLEMENTING MULTI-PRODUCT MASS CAMPAIGNS

March 25, 2021



The aim and current scope of New Nets Project (NNP)

The NNP (2018-2022) is an initiative established by Unitaid and the Global Fund in partnership with PMI and BMGF, working with other key stakeholders to catalyse the market introduction of new ITN types, those with two active ingredients (dual AI ITNs)

NNP countries

■ Completed campaigns

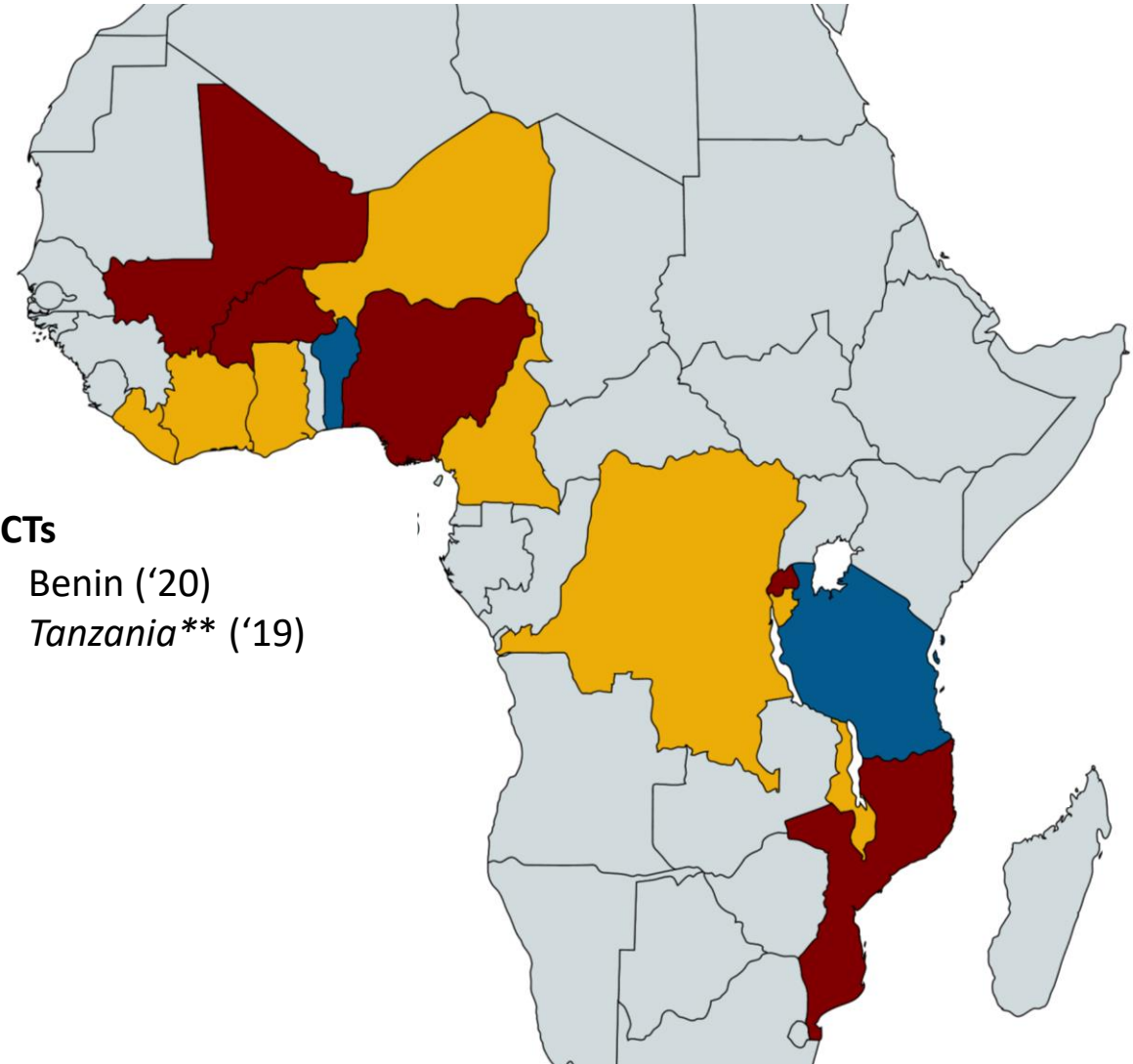
- Burkina Faso ('19)*
- Mali ('20)*
- Mozambique ('20)
- Nigeria ('20)*
- Rwanda ('20)

■ Upcoming campaigns

- Cote d'Ivoire ('21)
- Ghana ('21)
- Liberia ('21)
- Malawi ('21)
- DRC ('21)
- Cameroon ('22)
- Niger ('22)
- Burundi ('22)

■ RCTs

- Benin ('20)
- Tanzania** ('19)



* Process evaluations in BF, Mali, a COVID-19-focused one in Nigeria. Case Studies also from BF and Rwanda.

**Funded by MRC, Wellcome and BMGF

- Since 2019, in partnership with NNP, multi-product mass campaigns have been organized in Burkina Faso, Rwanda, Mozambique, Mali and Nigeria
 - AMP released specific guidance: “Planning and operational recommendations for multi-product ITN campaigns” (2019)
- Two process evaluations of multi-product mass campaigns have been conducted (*Burkina Faso-2019 and Mali-2020*), and Nigeria (*COVID-19 focused*) is in process

Across all process evaluation thus far, there have been no fundamental differences between implementing a multi-product campaign and a classic (single product) ITN mass campaign.

BEST PRACTICES specific to the multi-product aspect of an ITN campaign

- **Delivery to district:** avoided mixing different types of nets in the same district
- **Exchange of experience around IG2 distribution:** cross-country learning exchanges i.e. Mali NMCP to Burkina Faso to observe their IG2 distribution



BF and Mali NMCP teams at Regional Health Department of Gaoua which received IG2 nets (Nov. 2019)

BEST PRACTICES from single-product campaigns integrated into multi-product campaigns

- Coordination
- Macro and micro-planning
- Social and behavior change (SBC)
- Financial management
- Data management
- ICT4D

KEY CONSIDERATIONS: CHALLENGES specific to the multi-product



- **Delay of deliveries to countries:** All types of ITNs did not arrive in country at the expected delivery dates
- **Communication and messaging:** Most of the national malaria programmes opt not to communicate on new types of ITNs (*except BF*)
- **Packaging and waste management:** Both IG2 and RG ITNs are currently supplied as individually packaged nets.
 - Some countries have restrictions on the import of products in plastic packaging
 - Some countries face issues around waste management with limited access to incinerators, or local waste management options
- **Management of leftover new nets at end of campaign:** Developing policies and procedures for nets left over from the campaign and their integration into routine distribution



Town Cryer, Massiricoro, District de Sikasso. (Mali, June 2020)

KEY CONSIDERATIONS: CHALLENGES specific to the multi-product (cont.)

- **Immediate hanging of new nets:** The HH determines when a net is no longer “serviceable”. If a household has enough existing serviceable nets to cover all household members, then they should “properly” store the new nets received (even if they are dual-AI nets) until they are ready to be used. *(in line with RBM consensus statement on repurposing)*.
- **Transitioning for continuous distribution :** Transition to a new type of ITN for continuous distribution has upstream and downstream challenges:
 - Timely decision making on whether to align the different distribution channels
 - budget gaps to shift to the new type of nets
 - Existing routine / continuous stocks in the pipeline



Incinerator. Diébougou (Burkina Faso, Nov 2019)

KEY CONSIDERATIONS: Continued awareness on CHALLENGES not specific to multi-product



Door to door distribution, Mozambique ITN campaign 2020 (photo: World Vision Mozambique)

- **Significant ITN needs (gaps) after household registration:** Often the number of households registered is very high compared to the number of ITNs planned during macro and micro planning
- **Campaign adaptations to the COVID-19 context :** Shift to single-phase campaigns (door-to-door registration and distribution simultaneously) creates challenges:
 - knowing ITNs needed prior to distribution (gaps need to be managed in “real-time”)
 - Significant shift (e.g. tools, materials) from previous campaigns
- **Bedbugs:** Some countries targeted for distribution of new ITN types have identified problems with bedbug infestation being associated with ITNs
 - lead to poor uptake of ITNs distributed,

KEY RECOMMENDATIONS specific to multi-product campaigns

- **Ensure early decision-making, quantification and procurement for deployment of new ITN types** to avoid delayed delivery and track progress on delivery for early decisions on adjustments to campaign timelines;
- **Ensure early decision-making regarding communication strategies, channels and messages for multi-product campaigns** for pre, during and post distribution phases of the campaign;
- **Plan and budget for management of ITN packaging**, ensuring sufficient resources are available to:
 - purchase biodegradable packaging or
 - waste from individual plastic packages is disposed of according to national policies
- **Decide early on whether and when continuous distribution will change to new ITN types** based on data regarding existing stock and pipeline;



IG distribution, Tyoyo, District de Diebougou. (Burkina Faso, Nov 2019)

KEY RECOMMENDATIONS not specific to multi-products

- **Plan for mitigation of problems related to gaps in ITN availability after household registration** including:
 - Retroactive capping
 - whether there are existing nets (standard LLINs) that can be moved into the campaign channel

Ensure detailed microplanning to allow for early decision-making

- **Establish a policy and standard operating procedures for management of leftover nets at end of campaign** and staff involved are trained to adhere to them for high ITN accountability
- **Adapt campaign strategies to the COVID-19 context**
- **Plan for mitigation of country-specific challenges such as bedbug infestation** and ensure plans and budgets are in place to implement the mitigation identified



Fixed DP, Bougouel, Djenné, Mopti, Mali June 2020

There are no fundamental differences in implementing a multi-product campaign vs a classic (single product) ITN mass campaign for universal coverage. However, more attention should be focused on early procurement, SBC, ITN reconciliation and management of leftover ITNs and transition of ITN types distributed through CD channels



Diébougou urban Health Center, Diébougou District, Région Sud Ouest, IG2 beneficiary (Burkina Faso- 2019)