



# Title: Beyond Vouchers: Evaluating Alternative Strategies for ITN Distribution in Ghana

Presented By: **Justice Boakye Yiadom**

# Outline of presentation

- Introduction
- Why transition from vouchers?
- ITN Distribution strategies
- The new ITN campaign Distribution Process
- Challenges Encountered
- Key recommendations

# Introduction 1/2

- Since 2008, the Ghana Malaria Elimination Program has relied on ITN campaigns as a core intervention strategy, for malaria control and elimination.
- 2018 the program transitioned from paper-based to a digital system after a successful pilot in four districts in 2017. This was scaled to over 204 districts, reaching more than 15 million people.

# Introduction 2/2



The digitisation initially targeted the registration and distribution processes of the ITN campaigns.



The introduction of vouchers, known as "Code Cards," was a pivotal approach to support the ITN distribution process at the start of digitization.



**POINT DISTRIBUTION CAMPAIGN**  
**LLINs COUPON**  
 Serial **2570203**

Name of Household Head:

Number of Persons in the Household

Contact Number

House No:/ Location

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NO. OF NET(s) ALLOCATED

LLINs GIVEN

3

**POINT DISTRIBUTION CAMPAIGN**  
**LLINs COUPON**  
 Serial **2570203**





Name of Household Head

Number of Persons in the Household

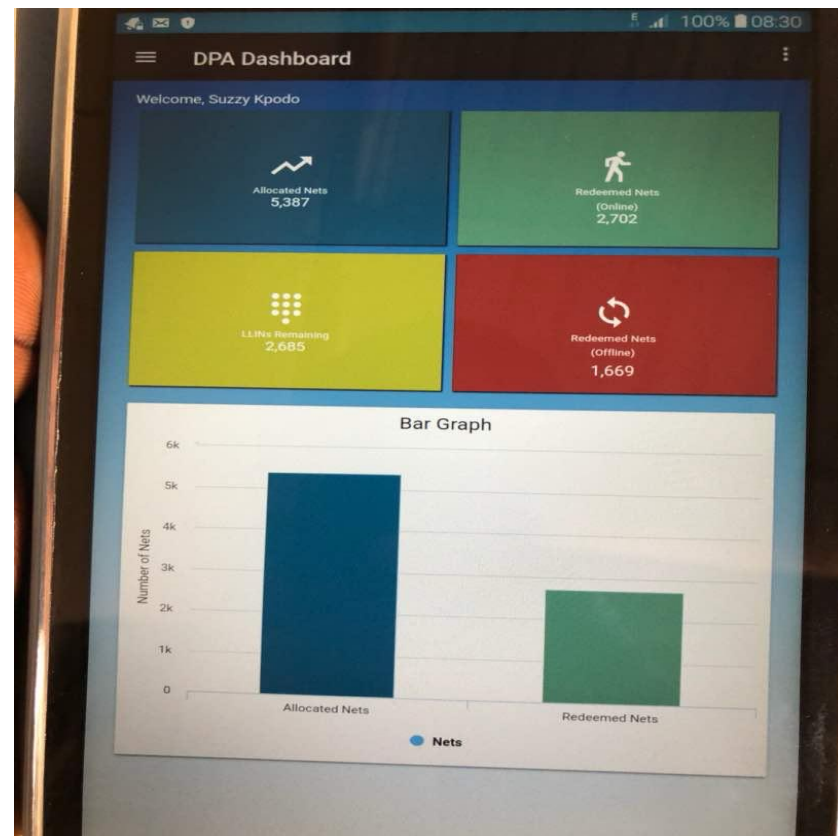
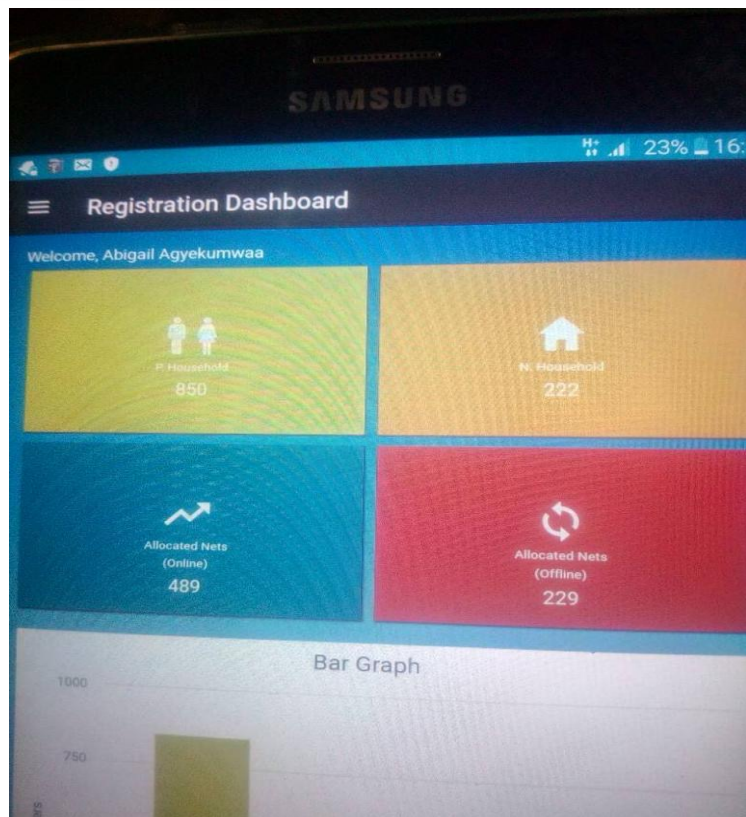
Contact Number


House No:/ Location

No of LLINs RECEIVED





**DELIVER PROJECT**

3



  
**2018 LLIN PMD**

**CODE:**

B	E	A	-	8	7	1	9	-	2
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Name of Community:..... Beat-9 Junction.....

Name of Household Head:..... Mabel Hanyrah.....

Name of Distribution Point:..... Teshie.....

Date of Distribution:..... 30th March, 4th-5th April.....

**SLEEP UNDER A TREATED BEDNET FOR A GOODLIFE**

U.S. President's Malaria Initiative



# Why transition from vouchers?

01

High printing and logistics costs



02

Lengthy bureaucratic procurement processes



03

Cost-saving measures from printing to support campaign efficiency



04

Challenges in waste management



05

Misplacement of vouchers prior to the distribution period



06

Inaccurate and incomplete filling of code cards.



**2018 LLIN PMD**

CODE: **NEW-2779-13**

Name of Community: **New Jerusalem**

Name of Household Head: **Kokuvi Dagbe**

Name of Distribution Point: **Market Square**

Date of Distribution: **6th & 8th April**

**SLEEP UNDER A TREATED BEDNET FOR A GOODLIFE**

Logos: Ghana Health Service, USAID, CDC, U.S. President's Malaria Initiative, LLIN

**2018 LLIN PMD**

CODE: **TEF-7375-3**

Name of Community: **TEELEKORDZI**

Name of Household Head: **Grace**

Name of Distribution Point: \_\_\_\_\_

Date of Distribution: \_\_\_\_\_

**SLEEP UNDER A TREATED BEDNET FOR A GOODLIFE**

Logos: Ghana Health Service, USAID, CDC, U.S. President's Malaria Initiative, LLIN





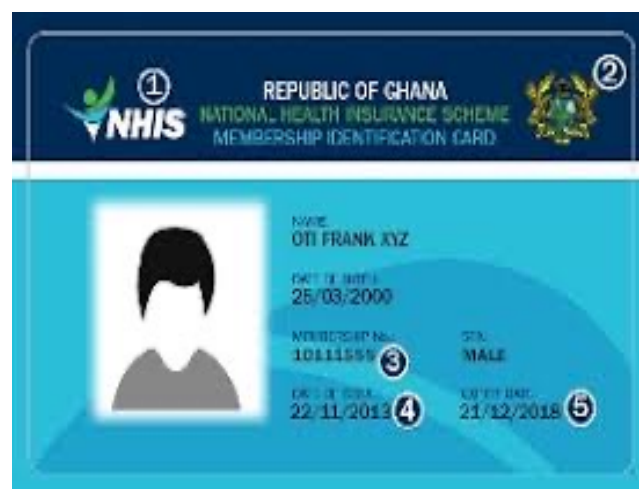
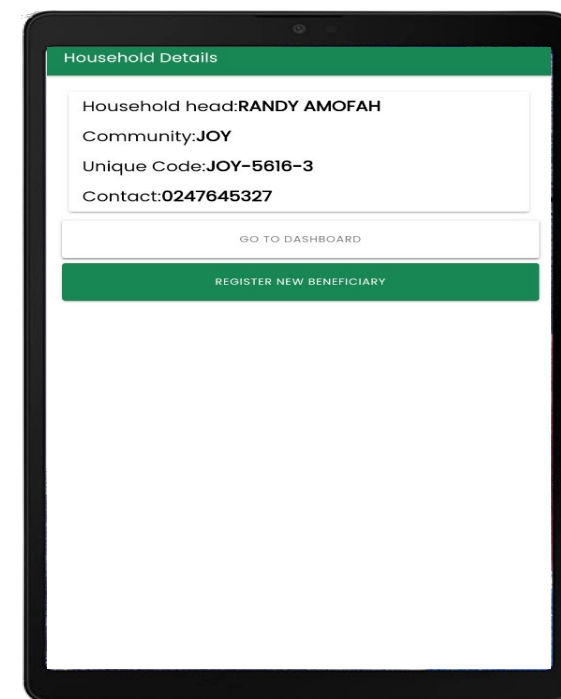
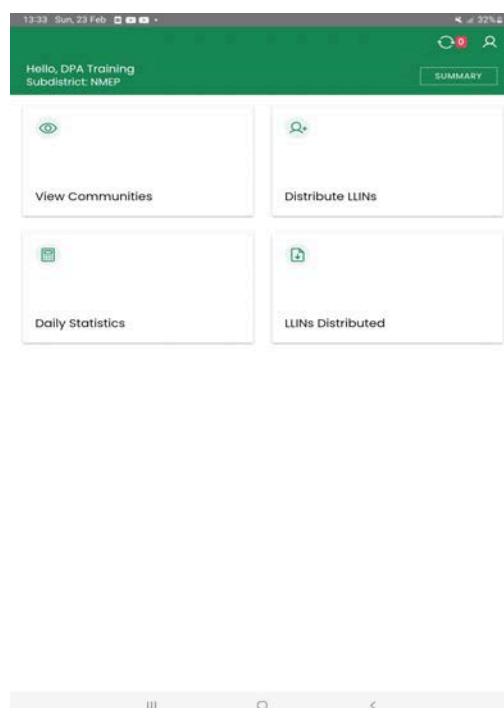
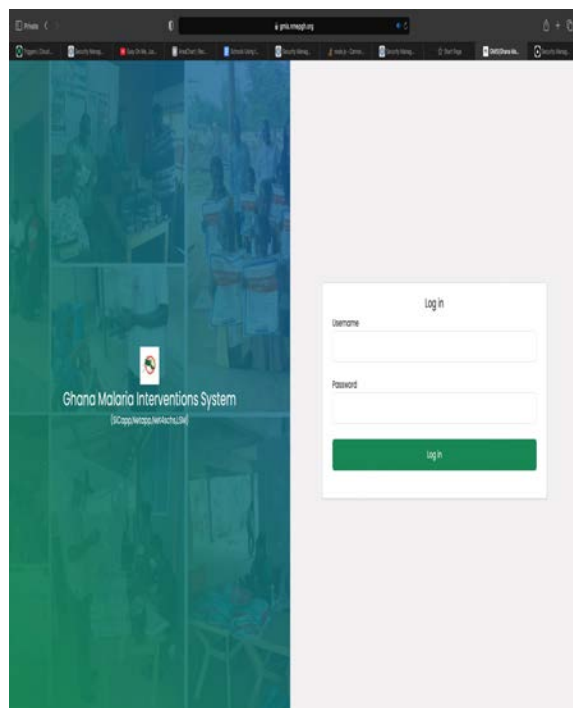
# The New PMD Distribution Process

- The Digital tool was redesigned to accommodate alternative methods of distributing ITNs without relying on vouchers.
- The new Digital tool offers four options to facilitate ITN distribution:



- No vouchers were printed or used in this process.

# The New Approach- Alternative to Voucher



# Implementation Approach

1/2

- Reviewed Digital Tool to inform redesigning.
- Redesigning of the Digital Tool
- Developed new training slides and materials based on changes
- Implementation of Social and Behaviour Change (SBC) activities to educate beneficiaries on new alternatives
- Trained end users on new functionalities
- Piloted the new alternative before the 2021 ITN campaign



# Benefits of the New Approach

- Significant cost savings by eliminating the need for printing and logistics associated with physical code cards.
- A faster registration and redemption process.
- It leveraged existing systems and governance structures.
- Easily scalable.
- Contributes to the management of ITN waste.

# Challenges Encountered and Solutions

- End users resisted the adoption of the new system due to familiarity with the old process
- The new system was somewhat not aligned with the cultural, social, or logistical context of the target beneficiaries, leading to low adoption rates.

# Key Recommendations

- Add SMS functionality to GMS mobile app to send unique codes directly to households.
- Include verification of identity using biometric data from National IDs
- Use mobile apps and digital systems to streamline entire point mass distribution processes/ITN Campaign.



# Key Recommendations

- Conduct requirement engineering with key stakeholders including community leaders.
- Organise co-designing workshops with community representatives for SBC campaigns to facilitate adoption.

# Thank You