

### Communication messages for the target groups

The messages for the consumers are both branded (specific to the ADS) and generic.

<b>Audience</b>	<b>Message</b>
<b>Consumers (primary audience)</b>	<ul style="list-style-type: none"> <li>• ADS provides an extended list of affordable quality medicines and professional advice. (branded)</li> <li>• ADS cares for you and your medicine needs (branded)</li> <li>• Take the full dose of medicine to be cured. (generic)</li> <li>• ADS attendants have been trained to manage many of the community's common disease conditions.</li> <li>• ADS attendants will refer patients for disease condition they were not trained to manage.</li> <li>• The National Drug Authority accredits ADS to provide quality medicines and services. (generic/branded)</li> <li>• Do not wait to get critically ill; seek help from a health care professional as soon as possible. (generic)</li> <li>• Maintain the health of your family by listening to the advice of your health care providers. (generic)</li> <li>• Ask the ADS attendant to answer questions about the medicines you are taking. (branded)</li> <li>• Do not buy medicines from street vendors and hawkers. The quality and safety of their products is not known. (generic)</li> </ul>
<b>Shop Owners Shop Drug sellers</b>	<ul style="list-style-type: none"> <li>• Maintain the standards and ethics of the ADS program</li> <li>• Be more helpful to your community by stocking authorized quality medicines</li> <li>• Maintain professional services and consumers will visit.</li> <li>• Purchase medicines from wholesalers approved by the National Drug Authority (NDA).</li> <li>• Access training for your attendants in order to improve the quality of services offered to your consumers.</li> <li>• Refer patients to a higher level of health care if you cannot manage their condition.</li> <li>• Educate your clients on how to appropriately use medicines</li> </ul>
<b>Community, District and Regional Leaders and Medical Personnel</b>	<ul style="list-style-type: none"> <li>• ADS means better health care and services</li> <li>• District leaders; support ADS to improve the quality of medicines accessed by the community.</li> </ul>