

# Sustainable Drug Seller Initiative Partner Presentations



NATIONAL DRUG AUTHORITY

# Engaging the Community in Use of Medicines

**Group 5**

SDSI Stakeholders Meeting, Entebbe

October 29-30, 2012

# Recommendations and Options

# Option 1: Consumer/ community empowerment

- community-based partners train community ‘*gatekeepers*’ in RUM and health rights and responsibilities, to act as community trainers.
- Target audience: LC’s, religious leaders, radio presenters, opinion leaders/elders, VHTs, etc. Communities can then monitor services of drug shops.
- High Effort/ High Impact

# Option 1..

MERITS	DEMERITS
Potential to use existing platforms to pass on RUM messages	Possibility of distorting message as the messages trickle down
Creates grass root activists	Possibility of misusing the training/information (e.g. some may pose as inspectors, etc)
Reaches big numbers due to multiplier effect	
Beneficiaries receive same message from different people	
In long-run the cost is low because community trainers are volunteers	

# Option 2: Coalition building

- Create and strengthen the voice of consumers through coalitions of consumers and consumer advocacy groups.
- Facilitate these groups to engage drug shops, drug shop associations, NDA, and other duty bearers
- High Effort/ High Impact

# Option 2

MERITS	DEMERITS
There is direct engagement with consumers	Sustainability is difficult; morale may wane
Can link at different levels: community, district, national	Potential for manipulation by political interests
	Cost is high

# Option 3: Stakeholders committees

- Establish committees with representation from different stakeholders at district, sub county and village levels.
- Target audience: DADI, CSOs, DHT, drug sellers, consumers, health workers, etc
- These should meet regularly to review performance of ADS and stakeholder concerns and appropriate interventions
- High Effort/ High Impact



# Option 3

MERITS	DEMERITS
Promotes ownership among different stakeholders	High cost of sustaining new structures
Potentially good representation of community	It is difficult to get commitment from all stakeholder

# OTHER OPTIONS

OPTION	Multi-sectoral approaches at local government level	Engaging communities in discussions on rational use of medicines	Self regulation by drug shop associations	Mass media
MODALITY	Getting different departments at the local govt to harmonise community interventions. E.g. health, education, water, etc	Conducting community dialogues; village meetings; rallies; etc	Create/ strengthen associations of drug shop owners/ operators	Newspapers, TVs, radios pass on messages on RUM.  Train media practitioners in RUM  Toll-free tel no. For complaints IEC materials, i.e. posters, leaf lets, bill

# THE END

## Thank you for listening