

Sustainable Drug Seller Initiative

Partner Presentations



Mobilization of Consumers to Take a more Active Role in Services Provided by ADDOs

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Objectives

General: To mobilize ADDO consumers (patients, caregivers and communities) to take a more active role in their health and health care

Specific activities

- Identify existing consumer and advocacy initiatives at central and local/district levels
- Understand current needs, experiences, knowledge and expectations of selected populations where ADDOs have been implemented
- Identify proposed strategies for consumer advocacy and education



Methodology

- Data collected through:
 - Focus Group Discussion
 - Individually administered Face to face Interview (F2FI)
 - Household interview
 - Interviews conducted with ADDO consumers, households and local leadership
- Key questions:
 - What is consumer knowledge on existing ADDO services and products?
 - What is the knowledge of ADDO customers and surrounding community on issues related to rational medicine use (RUMs)?
 - How is the availability and use of information, education and communication (IEC) materials promoting RUM in that selected population?



Number of Study Participants

District	# of Wards	# FGDs		# F2FI Consumers		# F2FI Dispensers		F2FI Leaders	
		M	F	M	F	M	F	M	F
Kilosa	12	69	74	45	63	8	22	10	02
Songea Urban	06	29	41	24	36	5	17	03	03
Namtu mbo	05	45	40	21	39	03	08	04	01
Sub-Totals	23	143	155	90	138	16	47	17	06
Grand	23	298	228	63	23	23	298	228	63



Findings (1)

Consumers' knowledge on issues related to RUM:

68% have received instructions from ADDO dispensers on how to use their medications

Some have experienced medicines overdosing and under-dosing due to non-adherence to dosing regimes

48% do not finish the prescribed medication

Left over medicines are stored for future uses or to share with others if needed

Limited knowledge on the importance of completing the dose and lack of ability to pay were factors in buying $\frac{1}{4}$ or $\frac{1}{2}$ a dose



Findings (2)

Consumers' knowledge about ADDO services and products:

All participants agreed that since ADDOs' inception, medicine availability in rural, peri-urban areas has improved

Consumers do not understand the difference between ADDOs and pharmacies

Consumers cannot distinguish between medicines that need a prescription and those that do not; demand all types of medicines without prescriptions

Few ADDOs provide medicines for NHIF beneficiaries

Consumers demand extra services such as injections, diagnosis, dressing of wounds, and drips services.



Summary of Key Issues to be Addressed

- Consumers' limited awareness of ADDO products and services and ADDO limitations
- Irrational use of medicines by consumers
- Lack of consumer activism in the community
- Low compliance to regulations by ADDOs
- Few IEC materials to communicate about RUMs and consumer activism



Key Recommendations and Options (1)

Develop a comprehensive ADDO consumer advocacy strategy to address the following priority components of consumer education:

Empower consumers with necessary information and education to serve as natural watch dogs for ADDOs

Engage media, particularly local radios, to promote consumer education, rights, and protection

Promote consumers' rational use of medicines education through development of appropriate radio messages, job aids, and Information, Education, and Communication (IEC) materials that dispensers can use.



Key Recommendations and Options (2)

Develop a comprehensive ADDO consumer advocacy strategy to address the following priority components of consumer education (cont.):

Ensure that all ADDOs maintain the necessary stocking and dispensing standards

Explore opportunities for consumer education using already existent community platforms such as school-based programs.

Establish consumer toll-free hotlines or free SMS text number for consumers to issue complaints about ADDO services, and report medicine use issues.



Summary: Consumers Advocacy Strategies

Improve consumers' ability to make better decisions about their health, rational medicines use, and consumer interests.

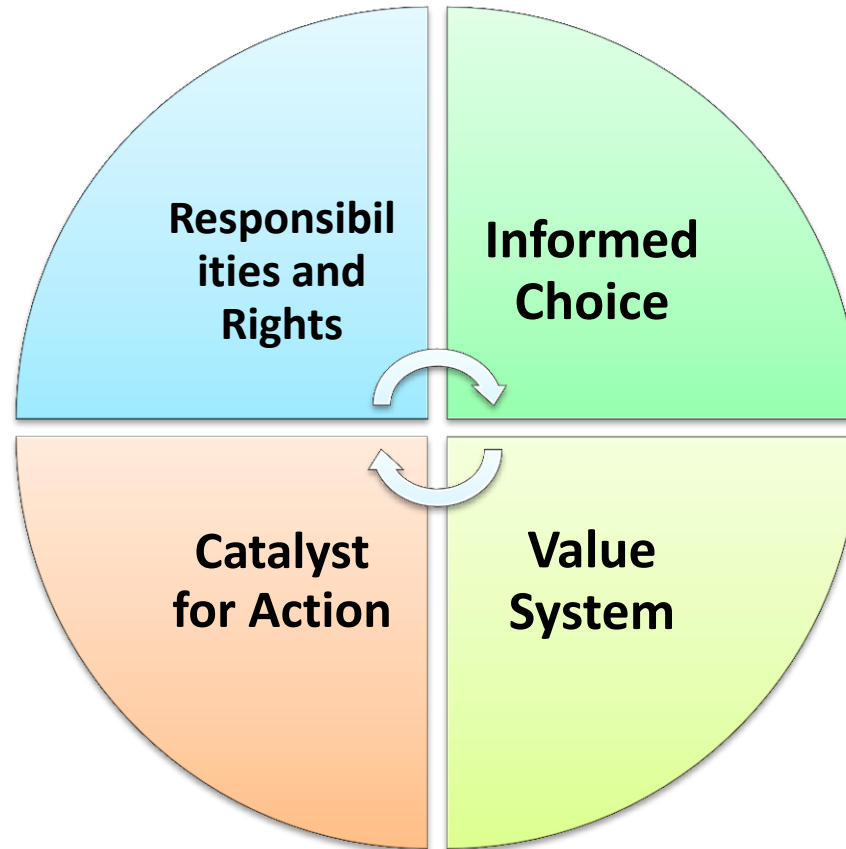
Ensure frequent product inspections to ensure that there are safe products in the market.

Improve consumers' confidence so that they can help themselves. This includes providing products' safety information to consumers, and promoting consumers' rights, responsibilities, and means of redress.



Advocacy strategy to involve consumers as ADDO watch dogs

Built on Four Aspects of Consumer Education



The End...

