



Primary 2 pupils displaying LLINs received during the primary school distribution pilot in the Eastern Region

# PROJECT BRIEF

## NetWorks-Ghana

NetWorks-Ghana is aiding the National Malaria Control Programme in the implementation of its continuous distribution strategy for long-lasting insecticidal nets by increasing access and availability, and through building awareness and net use

### Project Outline

Ghana's National Malaria Control Programme strategy supports universal coverage for long-lasting insecticidal nets (LLINs) - defined as one LLIN for every two people. The target in the National Strategic Plan from 2008 calls for universal coverage to be achieved by 2013, with 100 percent household ownership by 2015. By this time, 80 percent of the general population and 85 percent of children under five years and pregnant women sleeping under an insecticide treated net.

The National Malaria Control Programme, Ghana Health Services and partners have distributed over 12 million LLINs since 2010 through mass door-to-door distribution campaigns, and with volunteers hanging the LLINs in households, focusing the distribution in the target of one LLIN for every two people in an effort to achieve universal coverage. These campaigns have dramatically increased LLIN ownership in Ghana. However, LLIN ownership does

not directly translate to LLIN use and the campaigns alone cannot achieve and sustain the LLIN targets.

NetWorks-Ghana is a USAID funded project managed by the Johns Hopkins University Center for Communications Programs. Malaria Consortium is a key partner, providing the coordination of implementation as well as monitoring and evaluation. NetWorks is also working closely with Ghana Health and Ghana Education Services, and the Expanded Programme on Immunisation to support four key activity areas:

- » policy and advocacy
- » LLIN distribution through health facilities and schools
- » behaviour change communication and community mobilisation
- » monitoring and evaluation.

In 2011, NetWorks provided technical assistance for the development of implementation guidelines for continuous distribution of LLINs in

#### Country/countries

*Ghana*

#### Donor/Donors

*USAID*

#### Length of project and Start/end dates

*Two years, October 2012 to September 2014*

#### Partners

*Catholic Relief Services (CRS), Johns Hopkins University Center for Communication Programs (JHUCCP), SWISS Tropical and Public Health Institute (Swiss TPH), Mennonite Economic Development Associates (MEDA)*

Ghana. Through this enhanced system, LLINs will be routinely distributed to pregnant women on their first ante-natal care visit, to children – of approximately 18 months of age – when they receive their measles booster vaccine at the child welfare clinics, directly to primary school children in Primary 2 and Primary 6, and to hard-to-reach communities through NGOs and faith-based organisations. They will also be made available through social marketing and full-price sales.

NetWorks, in collaboration with other USAID implementing partners, has piloted the continuous distribution system in the Eastern Region, and it has conducted a survey which will serve as a baseline to measure the impact of the pilot. Health facility and school-based distribution will be scaled up over 2013.

Ghana's Continuous Distribution Strategy is to use the following channels to incorporate nets into households periodically throughout the growth of the household from couple to family and beyond.

- » Ante-natal centres: targeting pregnant women at their first ANC visit
- » Expanded Programme on

Immunisation: targeting 18 months old children receiving their second measles vaccination

- » Primary schools: Primary 2 and Primary 6

To complement these strategies, NetWorks will provide coverage for the remaining households where nets are needed:

- » Sales of LLINs to students in secondary schools
- » Open retail sales in urban and peri-urban areas
- » Distributions via NGOs, and faith and community based organisations at the community level

NetWorks is using the first six months of 2013 to lay a solid foundation for routine distribution. In the second half of 2013, Malaria Consortium, through the project, will work with the LLIN stakeholders to develop a strategy for the additional systems.

## Project Aims & Achievements

1. NetWorks has facilitated the writing of the Continuous Distribution Guidelines for the National Malaria

Control Programme

2. NetWorks, in collaboration with other USAID implementing partners, is piloting the Continuous Distribution Strategy in the Eastern Region of Ghana. This involved the testing of the continuous distribution channels – through health facilities and primary schools – and to fine tune implementation activities before rolling out nationwide. The Eastern Region pilot was very successful and lessons learnt were incorporated in the strategy for implementation.

**This project has a direct impact upon efforts to:**

- ✓ *Combat malaria*
- ✓ *Provide behaviour change communication, and information, education and communication (IEC)*
- ✓ *Provide monitoring and evaluation and surveillance*
- ✓ *Support policy change and advocacy*
- ✓ *Mobilise community support for net use*
- ✓ *Strengthen health systems*



A Ghana Education Service officer handing over a net to a Primary 6 pupil in a primary school distribution in Eastern Region

### Malaria Consortium

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**malaria consortium**  
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