



Saathi Bachpan Ke (Friends of childhood) Program

**Defeating diarrhea in 3 simple ways,
through a Market-based Alliance for Child Health & Hygiene**

Overview

- **A National Alliance for Diarrhea prevention and management with**
 - **Leading commercial marketers –**
 - Handwashing with soap -Reckitt Benckiser,
 - Drinking Water treatment - Tata Chemicals, Medentech
 - ORS- Alkem Laboratories
 - **Strategic Non-commercial (Development Sector) partners –**
 - Media Advocacy- Save the Children India,
 - Sanitation- Sulabh International,
 - Community outreach and implementation- Pratinidhi .

SBK Alliance: Genesis

Diarrhea Prevention & Management: Need for integration & BCC

- **Diarrhea: The largest cause of preventable deaths among children under 5 in India**
- **Integration:**
 - **Many simple & proven ‘at-home’ interventions, no single solution is adequate ***
 - **Combining interventions at programmatic levels may offer efficiencies/cost savings ****
- **BCC focus: In urban areas, access to product / solution is not the principal barrier, knowledge & attitudes are (soaps, ORS, safe drinking water)*****

* Jones G Bryce J. et al., Lancet CS series 2003

** PATH, FSG Social Impact Advisors. *Diarrheal disease advocacy: Findings from a scan of the global funding and policy landscape.*

*** SBK Baseline study



There are more proven interventions for diarrhea than any other child killer.



Preventive Interventions

- *Breastfeeding^{8,38-40}
- Insecticide-treated materials^{26-28,32,33}
- Complementary feeding⁹
- Water, sanitation, hygiene¹⁰
- Hib vaccine²²
- Zinc^{11,12}
- Vitamin A¹³⁻¹⁵
- Antenatal steroids³⁶
- Newborn temperature management^{12,41,47,48}
- Tetanus toxoid⁴²⁻⁴⁴
- Nevirapine and replacement feeding^{30,31}
- Antibiotics for premature rupture of membranes⁴⁶
- Clean delivery^{12,37}
- Measles vaccine²⁵
- Antimalarial intermittent preventive treatment in pregnancy^{34,35}



Treatment Interventions

- Oral rehydration therapy^{16,17}
- Antibiotics for pneumonia^{23,24}
- Antimalarials²⁹
- Antibiotics for sepsis⁴¹
- Newborn resuscitation^{41,45}
- Antibiotics for dysentery^{18,19}
- Zinc^{20,21}
- Vitamin A^{13,14}



1 Level 1 (sufficient) evidence

2 Level 2 (limited) evidence

Cause of under-5 death

	Diarrhoea	Pneumonia	Measles	Malaria	HIV/AIDS	Birth asphyxia	Preterm delivery	Neonatal tetanus	Neonatal sepsis
*Breastfeeding ^{8,38-40}	1	1						1	
Insecticide-treated materials ^{26-28,32,33}			1			1			
Complementary feeding ⁹	1	1	1	1					
Water, sanitation, hygiene ¹⁰	1								
Hib vaccine ²²		1							
Zinc ^{11,12}	1	1		2					
Vitamin A ¹³⁻¹⁵	1		2	2					
Antenatal steroids ³⁶							1		
Newborn temperature management ^{12,41,47,48}						2			
Tetanus toxoid ⁴²⁻⁴⁴							1		
Nevirapine and replacement feeding ^{30,31}				1					
Antibiotics for premature rupture of membranes ⁴⁶						2		2	
Clean delivery ^{12,37}							1	1	
Measles vaccine ²⁵			1						
Antimalarial intermittent preventive treatment in pregnancy ^{34,35}						1			
Oral rehydration therapy ^{16,17}	1								
Antibiotics for pneumonia ^{23,24}		1							
Antimalarials ²⁹				1					
Antibiotics for sepsis ⁴¹								1	
Newborn resuscitation ^{41,45}					2				
Antibiotics for dysentery ^{18,19}	1								
Zinc ^{20,21}	1								
Vitamin A ^{13,14}			1						

Hib=Haemophilus influenzae type b

* Exclusive breastfeeding in the first 6 months of life and continued breastfeeding from 6 to 11 months

Evidence of impact of simple, effective solutions



Hand washing with soap can reduce diarrheal incidence by 42-47%



Treatment of water at point of use and safe storage can reduce diarrheal deaths by 39%



Nearly all dehydration-related deaths can be prevented by prompt administration of rehydration solutions (ORS). By Zinc therapy (4%), through ORT (15%).

Program Objectives & Approach

Objectives

- **Catalyze private sector engagement**
 - **In BCC for diarrhea prevention & management**
 - **Through an alliance for child health & hygiene**
 - **Comprising commercial & non commercial sector partners who can best address the issue**
- **So that it impacts behaviors of caregivers of children under 5 in three key areas :**
 - **Hand washing with soap**
 - **Household Water treatment**
 - **Oral Rehydration Therapy (ORS / Zinc)**

Strategy

What	Why	How
<p>Formation of Alliance</p>	<ul style="list-style-type: none"> • Alliance would be a credible engagement platform for both commercial and non-commercial partners 	<ul style="list-style-type: none"> • Brokered partnerships with market leader/s • Launched Alliance nationally & did PR to generate interest & commitment
<p>Influence partner communication</p>	<ul style="list-style-type: none"> • For Scale up & integration Diarrhea messages into brand communication 	<ul style="list-style-type: none"> • Knowledge dissemination with Partners- Sharing research data & insights

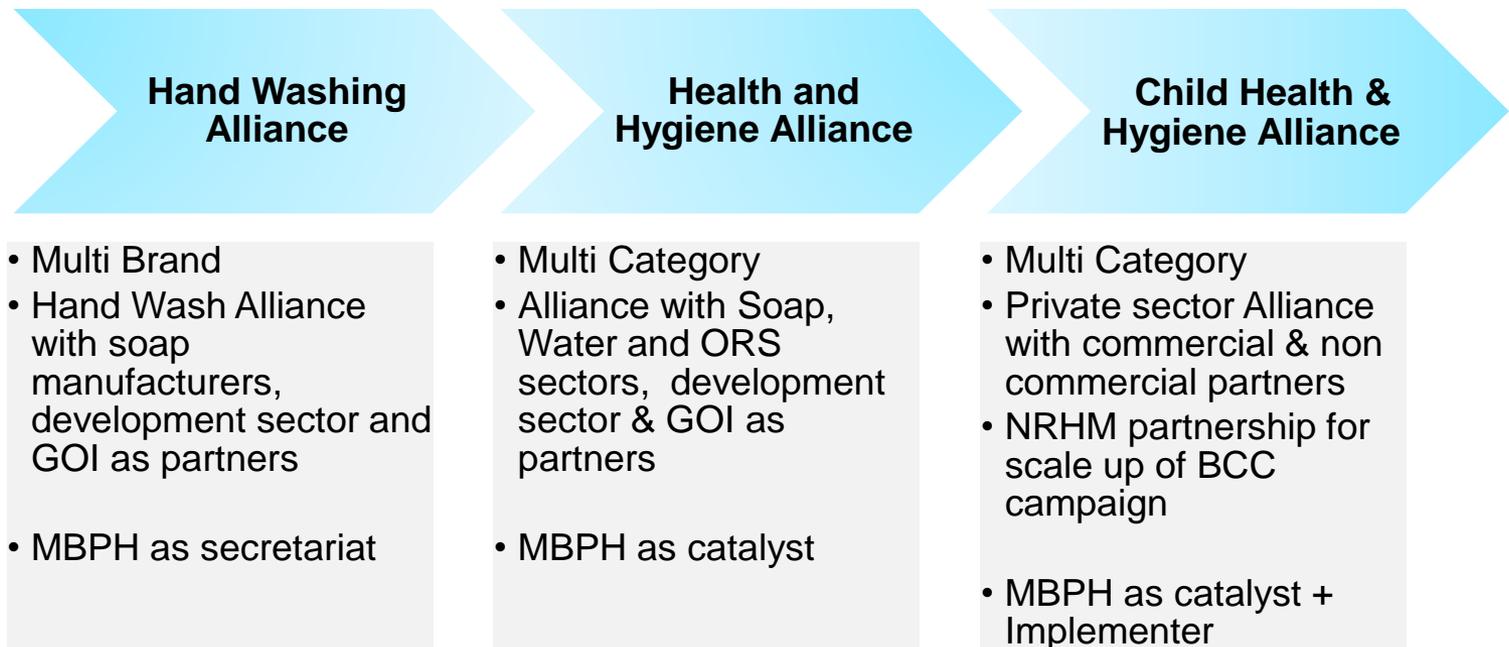
Strategy

What	Why	How
<p>Build value of integrated platform</p>	<ul style="list-style-type: none"> • Participation of commercial and non commercial on the integrated platform 	<ul style="list-style-type: none"> • Implement integrated BTL & PR activities
<p>Encourage adoption of SBK's BCC thematic campaigns</p>	<ul style="list-style-type: none"> • To impact knowledge, attitudes, behaviors of caregivers of children under 5 	<ul style="list-style-type: none"> • Develop thematic, innovative mass media communication • Approached NRHM for scale up of campaigns
<p>Remove regulatory barriers to drive private sector engagement in zinc</p>	<ul style="list-style-type: none"> • Removal of barriers would allow for demand creation activities, drive private sector participation 	<ul style="list-style-type: none"> • Advocacy for inclusion of Zinc in Schedule K

Evolution

Evolution of Program

Catalyze Private sector engagement in BCC to reduce Diarrhea in children under 5





Alliance Model

Alliance leads/influences activities

USAID Alliance for Child Health & Hygiene

Commercial Sector Partners

Soap

Water purification

ORS

Media

Non Commercial Sector Partners

Capacity Building

Direct Access to products

ORS+ Zinc

Integration into Brand Communication

Integration into Outreach / sampling

Integration into Brand communication

Direct Access through Non Commercial Partner Linkages

Sampling

Capacity Building & Network with IAP

Issue Saliene/Behavior Change Comm

PR for Alliance & partners

BCC – IPC & group Meetings

Livelihoods

Advocacy

Caregivers of children under 5

Children under 5

SBK Alliance: Strategies & Results

1. Formed Alliance

Credibility of Alliance would attract the right commercial partners

2. Influenced Partner Communication

3. Built value of integrated platform, fostered adoption of thematic BCC campaigns

4. Advocacy for Zinc

Key considerations in Alliance formation

- **Needs to present a clear and compelling rationale for the co-promotion effort**
- **Needs a catalyst / coordinator**
- **Seek partners who want to co-promote and whose culture and strategies overlap**
- **Clearly defines partner roles, responsibilities, conflict resolution mechanisms, and other governance details in a MOU**
 - **Presents a clear road map in place**
 - **Clear understanding of marketing roles**
 - **Clarity on type of contribution made by each partner**

Created Alliance Identity

Called the *Saathi Bachpan Ke* Alliance for healthy childhood

Identity
integrates key
focus areas



Partnership
approach

Child Health
Focus

Launched Alliance nationally on World Water Day, March 22, 2010



SBK logo unveiled



US Ambassador with 3 friends of childhood



Partner Stalls at Launch

Brokered partnerships with Leading Commercial Sector partners *Each with a business interest in promoting Child health & hygiene*



**Dettol: Soap
Partner**



**Alkem Laboratories
: ORT partner**



**Aquatabs: Water
partner**



**Tata Swach: Water
partner**

And Non-commercial partners

Each can align strategies to support/advocate for the cause



Pratinidhi
Community outreach



Save the Children India
Advocacy



Sulabh International
**Sanitation & hygiene
promotion**

Each partner gains through the Alliance



SBK Alliance: Strategies & Results

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Influenced Dettol brand communication (1/2)

- **Integration of health messaging “Diarrhea” and “Healthy habits” in Dettol communication.**
- **Integration of “correct steps for hand washing with soap” for Outreach in schools.**
- **Integration of SBK messages into Dettol’s outreach to mothers and children and schools.**

Influenced Dettol brand communication (2/2)



Integration of SBK logo into Dettol communication for schools



Dettol Soap Stations for schools



Magazine Articles on Diarrhea Do's & Don't's from Dettol

Influenced Tata Swach sales drive

- **Tata Swach included “diarrhea” and “ integrated handwashing + water safety + ORS messages ” as a critical element in the sales drive.**
- **SBK trained Tata Swachrakshaks (field representatives in NCR and UP region) use integrated diarrhea messages in their sales communication.**
- **Tata Swach implemented a Water safety “Swach Jal” drive in the month of World Water Day in intervention areas through Alliance community outreach partner- Pratinidhi**

SBK - TATA Swach sales presentation



TATA Swachrakshaks being trained by SBK



TATA Swach training for SBK- Pratinidhi Outreach promoters



Sales drive in SBK priority areas

SBK Alliance: Strategies & Results

1. Formed Alliance

2. Influenced Partner Communication

**3. Built value of integrated platform,
fostered adoption of thematic BCC campaigns**

4. Advocacy for Zinc

SBK - BCC

Built value of integrated platform

- Developed thematic BCC campaign in 3 areas - hand wash with soap, water purification & ORS use to change behaviors of caregivers of children under 5
- Launched integrated sales & communication outreach activities in project areas to engage partners actively on ground and reach caregivers directly
- Did PR to leverage media and build visibility of the alliance & its efforts for the cause.

Fostered adoption of thematic BCC campaign

- By NRHM, GOI to achieve scale - National TV, Radio, Cinema
- By partners in their outreach - Dettol and Tata Swach

Developed thematic campaigns

Target Audience

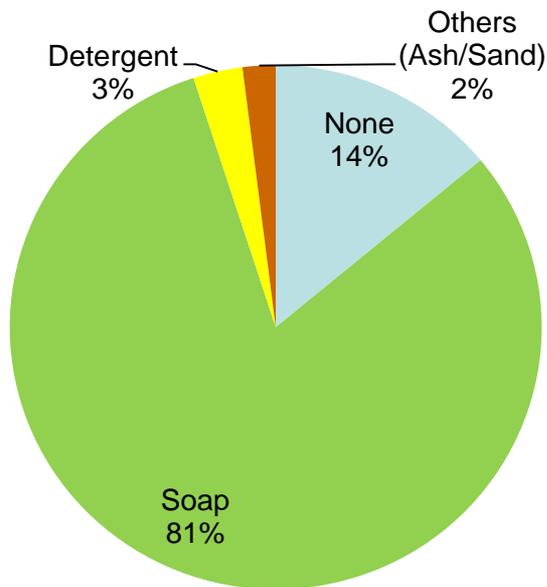


Primary TG :
Young mothers, mid 20s, at least 1
child < 5

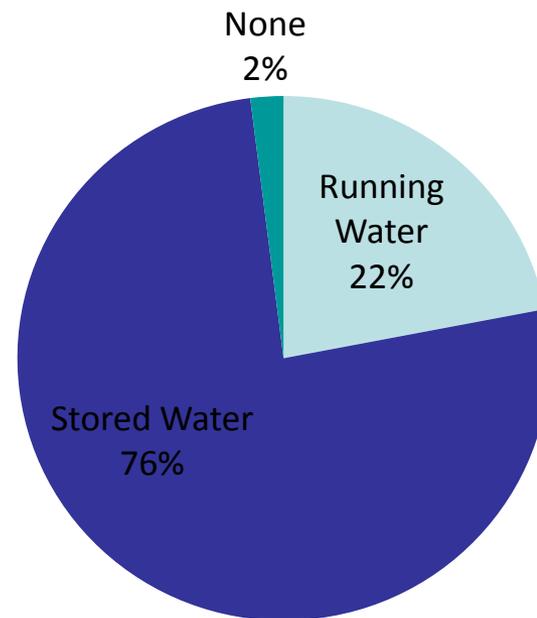


Secondary TG :
Older siblings, Change agents- Can
reinforce behaviors at home

Baseline Research amongst Primary TG #1



Soap Availability



Water Availability

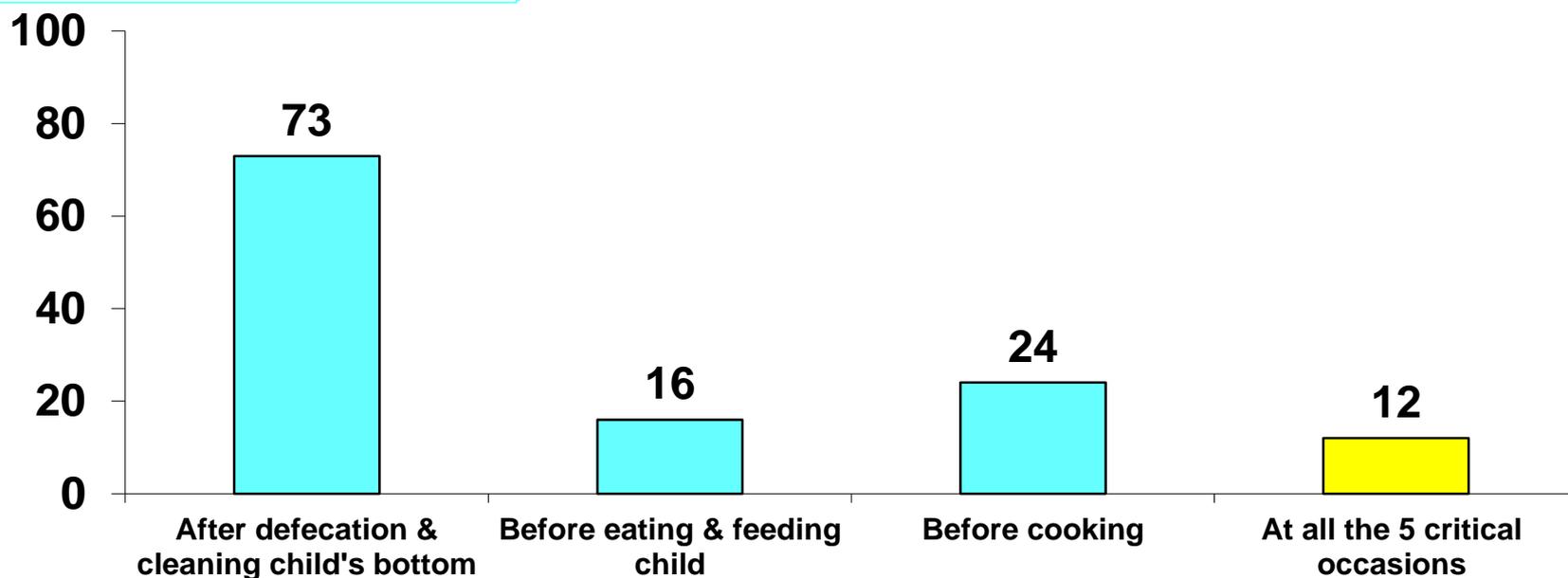
Most HHs have both soap and water available

Baseline Research amongst Caregivers #2

Qualitative Findings: Ghin (disgust) related to defecation – need to wash hands with soap

Gandigi (dirt) visible – then they wash

Pavitrata (Purity) related to water / having bathed before cooking



Only 12% report consistent use of soap at all critical times for hand washing

Baseline Research amongst Caregivers #3

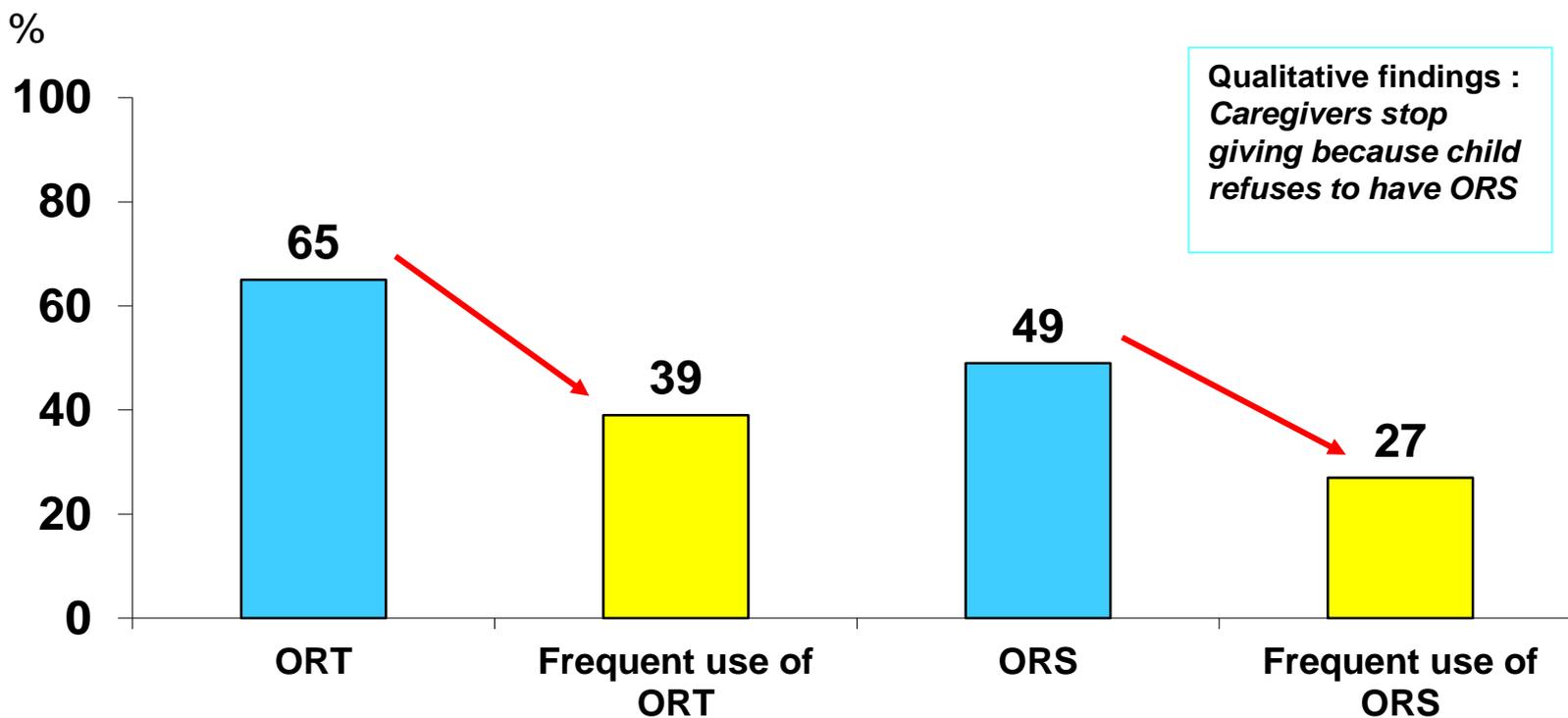
S.No.	Methods	Aware	Consistent usage
1	Filter water using cloth, sieve or net filter	82%	4.0%
2	Allow the water to settle and decant	64%	3.0%
3	Boil the water	90%	7.0%
4	Alum	40%	3.0%
5	Chlorine/Bleach tablet powder or liquid	26%	0.3%
6	Iodine liquids or tablets	28%	0.0
7	Ceramic candle filter	18.0%	0.6%
8	Gravity filter	16.0%	0.4%
9	Treatment device which uses reverse osmosis (RO)	11.0%	0.1%
10	Treatment device which uses electricity and ultra-violet rays (UV)	9.0%	0.1%

Qualitative findings:
Water that is visibly clean , tastes good & does not smell is believed to be safe

1.5%

Low Consistent use of water treatment methods

Baseline Research amongst Caregivers # 5



Lower consistent use of ORS and ORT

Communication Strategy

Area	Current Behavior	Beliefs	BCC Strategy	RTB
Hand wash with soap	Low consistent use of soap at critical times of hand wash	Water is believed to be good enough (purity)	Hand washing to be synonymous with hand washing with soap.	Water has germs
Water treatment	Low use of water purification methods	Water that is visibly clean and tastes good is believed to be safe	Water testing demo	Water has germs
ORS Use	Low use of ORS after every diarrheal episode	Child refuses to take in liquids - ORS, so mother gives up	Motivate caregivers to rehydrate after every diarrheal episode even if child refuses	Diarrhea can become life threatening

Thematic campaigns for Mass Media #1

**Hand wash
TVC**



ORS TVC



**Celebrity:
Radio**



Handwash campaign



**Germs have fun in water, Handwashing with water is not enough,
Soap is essential .**

ORS Campaign



**Motivating mothers to continue rehydrating the child in diarrhea,
even if child refuses.**

Thematic campaigns for Mass Media #2

- Plan delivered 377 GRPs , reached 73% primary TG (caregivers of children under 5) in key intervention cities of Uttar Pradesh.
- Campaign aired for 2 months through USAID funding : November and December 2011 on National TV - Star Plus, Mahuaa, Sahara One, Zee Cinema and POGO.
- The campaign was scaled up through NRHM nationally (radio, cinema & TV advertising).
- Celebrity engagement (Juhi Chawla for SBK) was leveraged through I Next – Jagran Group media partnership.
- Dettol aligned their campaign with SBK activity (187 spots, 3 weeks).

**Launched focused sales and communication
outreach activities**

Key Activities: Launched in Phases, in urban settlements of Lucknow, Kanpur & Varanasi

	Phase 1	Phase 2	Phase 3
Promotional Events	Health camps targeting both primary & secondary TG	Van activation with mothers & children	Tata Swach promotional event
Group meetings with Mothers of children <5	→		
Sales drive: door to door visits to create users of tablets & filters	New users (tablets)	Repeat users(Tablets)	New users(Filters) Repeat users(Tablets)
Wall paintings to reinforce key messages and establish “SBK” as a diarrhea prevention & management alliance	→		

Partner participation & contribution in Outreach

	Dettol	Aquatab/ Tata Swach	Alkem/ ORS
Promotional Events/ trainings	<ul style="list-style-type: none"> • Communication , soap stations, notice boards, T shirts , standees, & soaps for school / camps 	<ul style="list-style-type: none"> • Demonstration of TATA Swach at Health camps • Training of NGO outreach workers • Communication materials 	<ul style="list-style-type: none"> • Training of Non - allopath providers in intervention areas
Group meetings with Mothers of children <5	<ul style="list-style-type: none"> • Soaps, communication materials 	<ul style="list-style-type: none"> • Communication materials, support through Swachrakshaks time & availability for demos • Aquatabs supplied at low costs 	<ul style="list-style-type: none"> • FDC & Pharmasynth supported through product provision • Alkem – communication material on ORT
Sales drive: door to door visits to create users of tablets & filters		<ul style="list-style-type: none"> • Aquatabs supplied at low costs • Tata Swach demonstrations 	



Outreach mechanisms

Health camps



Group meetings



Door to door visits



Van Activation





Edutainment and Demonstrations

Puppet theatre



ORS Demo



Hand washing Demo



Water testing & sales





Resulted in partner leveraging & participation



Tata Swach Demonstration at SBK Health camp



Dettol : demonstrating critical times and correct steps for hand washing with soap



Aquatabs :converting non users to users of water purification methods.



Resulted in converting caregivers into users of promoted products



**59990 caregivers
reached by SBK
Promoters**



**21% Caregivers exposed
to SBK messages bought
Aquatabs**



**4% New users of TATA
Swach**

**Outreach activities helped align partner sales strategies with local
NGO partner.**

**Scale up through direct funding/ sharing of sales margins has been
initiated by partners**



School activation events on important days



ORS Day school outreach & pledges with RED FM
3 day coverage on RADIO RED FM



Global Hand washing Day with I- NEXT
1 week coverage on I Next and Radio Red FM



SBK "Pyari Ma" activation with I- Next & Red FM :
6 weeks coverage on I NEXT

School activation events were done to drive visibility on significant days – ORS Day, Global hand washing day, Children’s day & World Water Day to leverage media & partners and build issue salience.

PR generated helped magnify SBK’s efforts ten fold

Resulted in active engagement of partners in schools



41215 school children in 90 schools reached



Tata Swachrakshak in schools



Dettol -reinforcing hand washing with soap



Key activities: Training of outreach workers & ISMH providers



SBK outreach workers trained by Sulabh Sanitation Mission Foundation trainers



ISMH Provider training by Alkem Ulticare



Alkem certificates on Diarrhea prevention & management

ORS and sanitation sector partners provided capacity building & training support to SBK outreach workers & non - allopath providers



High visibility of alliance & extensive media leveraging achieved



SBK Alliance: Strategies & Results

1. Formed Alliance
2. Influenced Partner Communication
3. Built value of integrated platform,
fostered adoption of thematic BCC campaigns
- 4. Advocacy for Zinc**

Advocacy for Zinc

- **OTC barriers prevent Zinc from being available through ISMH providers .**
- **MBPH is leading the advocacy efforts with DCGI for bringing about regulatory relaxation for Zinc to ensure wider distribution (with stockists not needing a selling license)**
- **Has drafted and submitted the representation to DCGI with supporting documents and data evidence through COE –Swasti.**
- **Regular engagement and co-ordination with stakeholders and champions – engaging with The Clinton Foundation and other players for building momentum.**



The program decided to advocate for policy changes for provision of Zinc in Diarrhea prevention and management

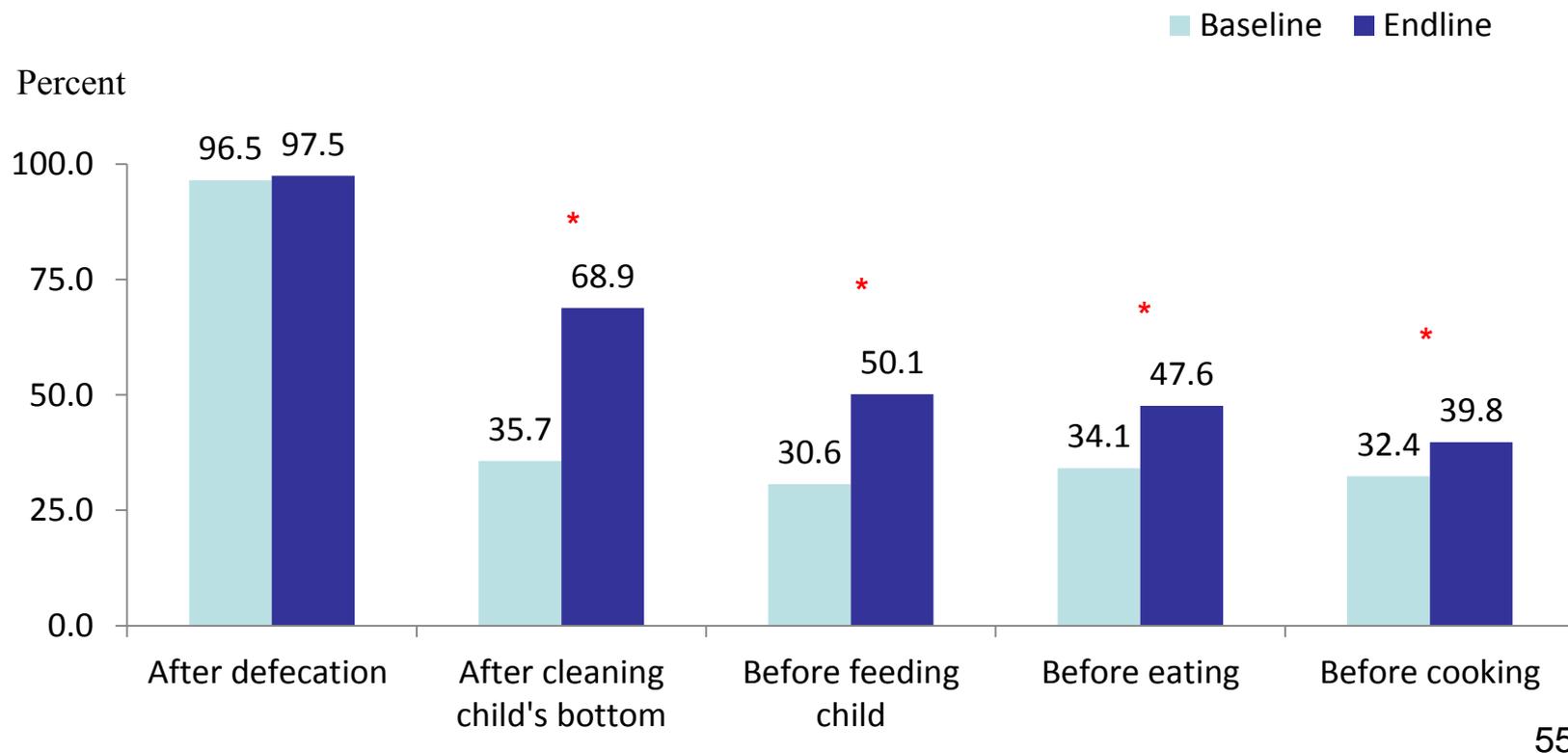
Results

End line Research Results Program Exposure

Exposure	Hand Wash	Water Treatment	ORS/ORT
Program Activities	65%	55%	57%
Outreach (Group Meetings/Health Camp/Door to door visits)	55%	55%	42%
Van Activation	40%	-	38%

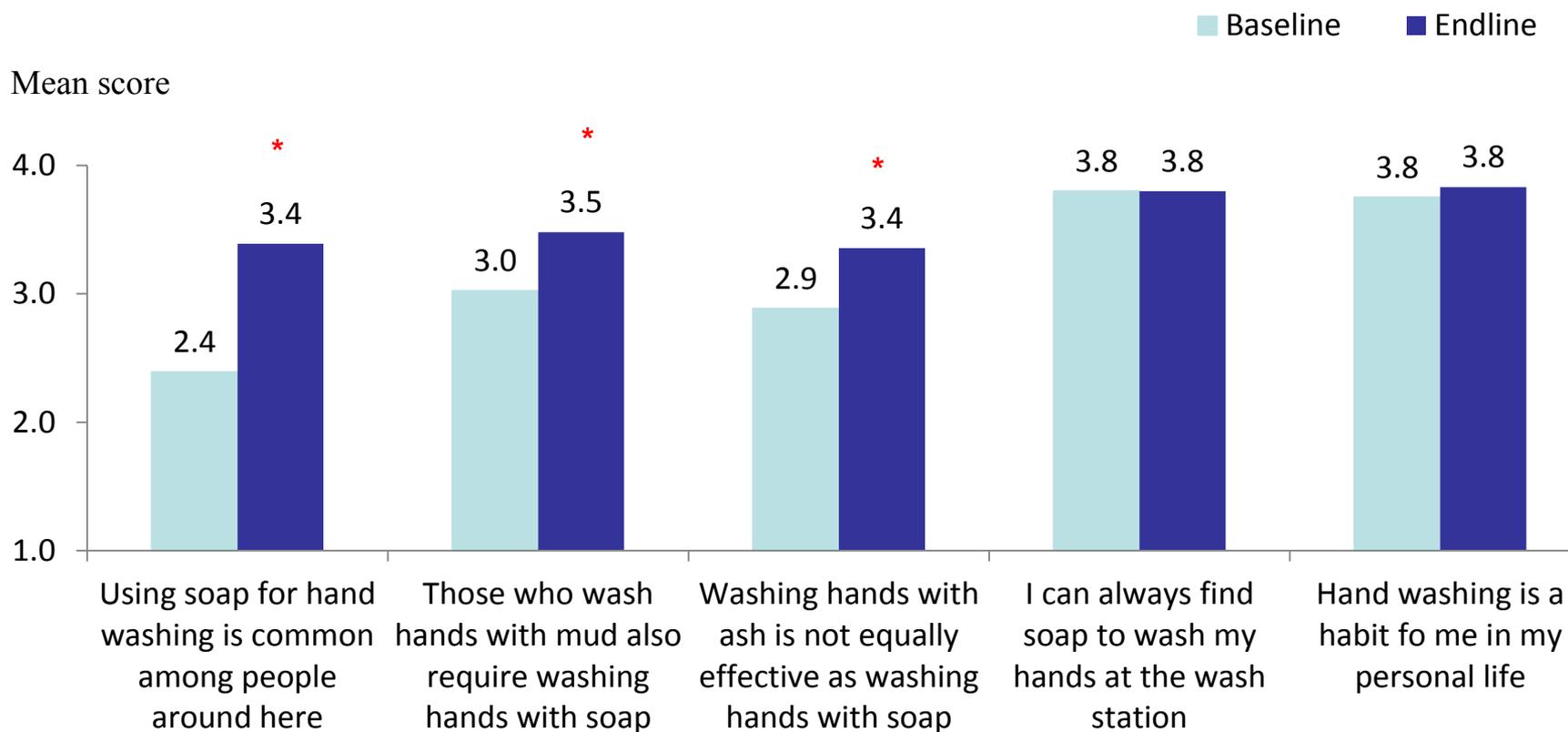
Source: Endline study

Significant increase in knowledge of hand wash at five critical times



*: Significantly ($p \leq 0.05$) different from baseline Among Caregivers: Baseline = 2354 Endline = 2427

Significant increase in perception of hand wash with soap



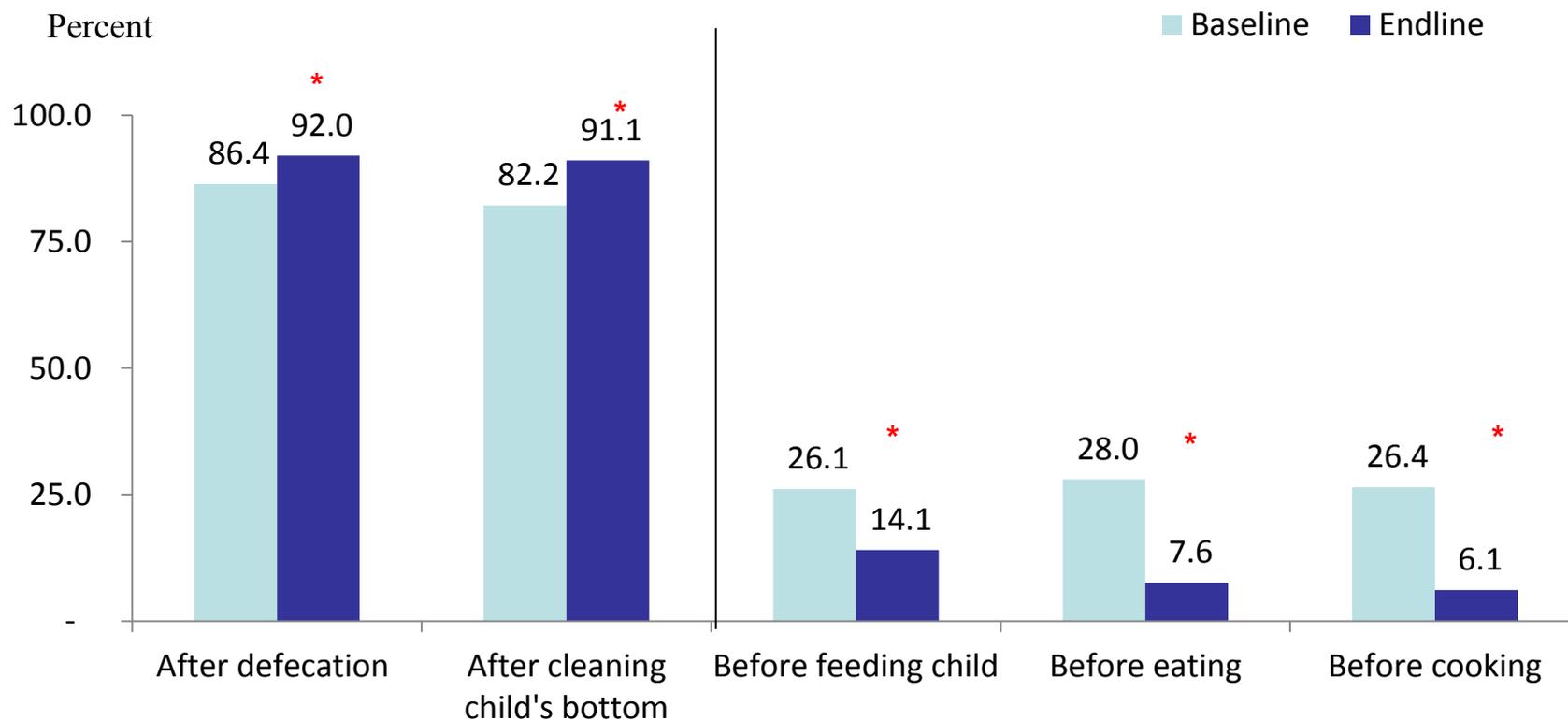
4 point scale: 4-Strongly agree 1 – Strongly disagree

56

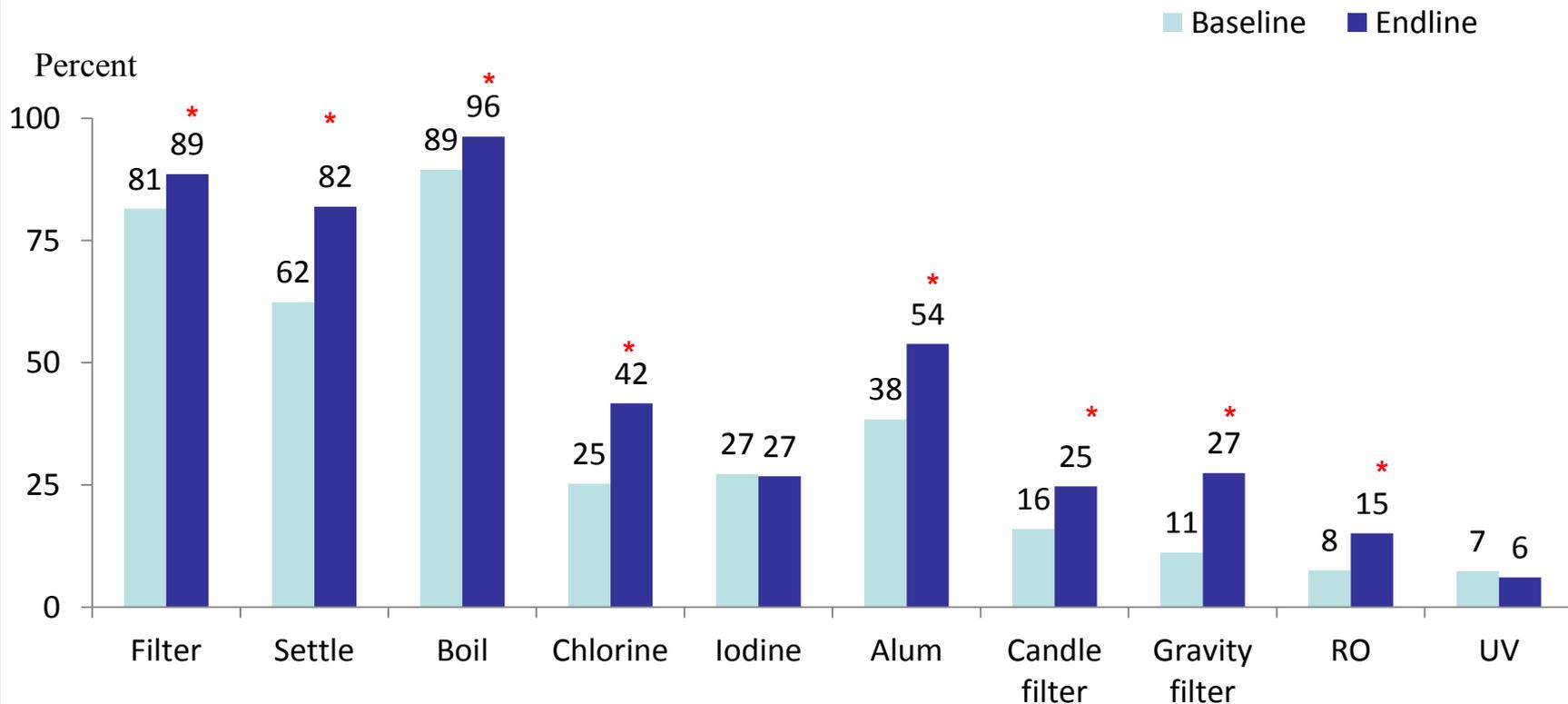
*: Significantly ($p \leq 0.05$) different from baseline

Among Caregivers: Baseline = 2354 Endline = 2427

Increase in consistent HWWS after defecation;

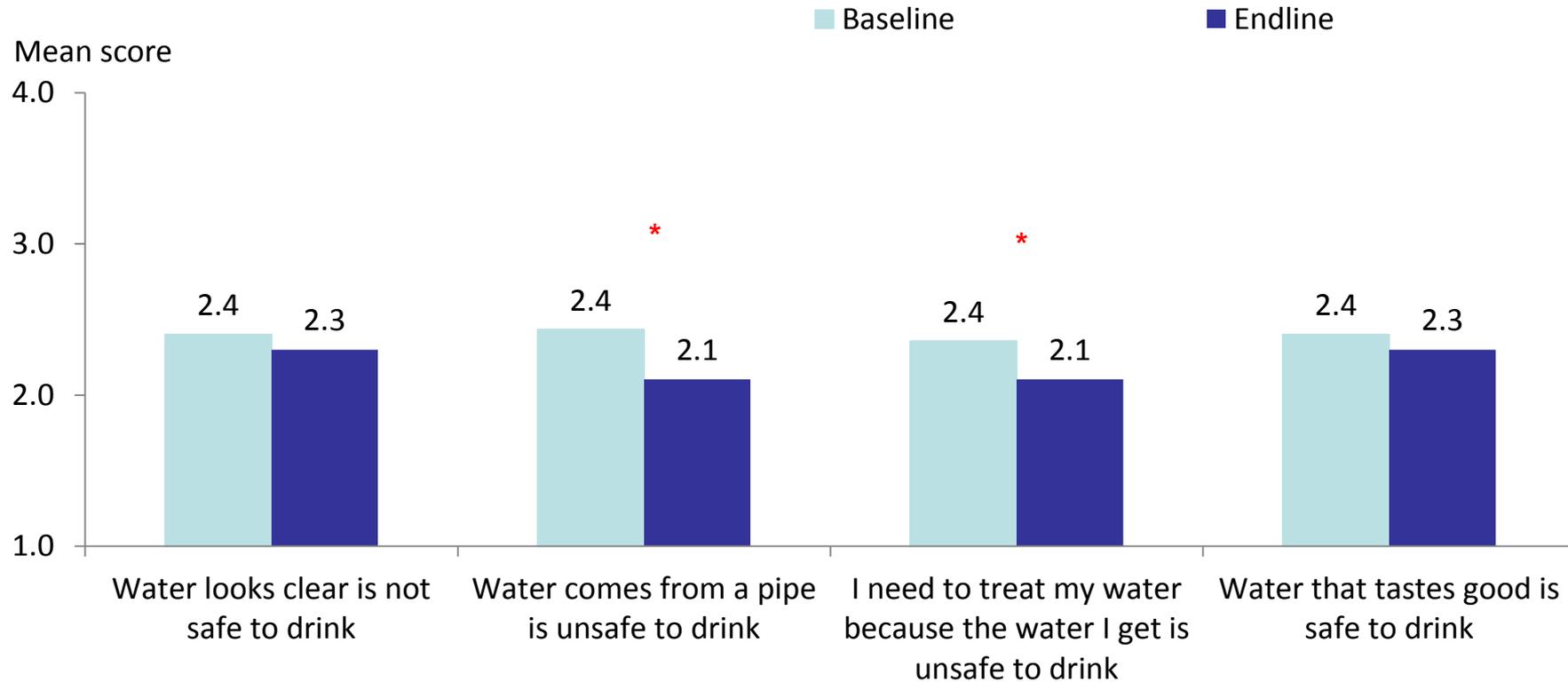


Significant increase in awareness of HWTS methods



*: Significantly ($p \leq 0.05$) different from baseline Among Caregivers: Baseline = 777 Endline = 758

Decrease in belief in clear water and piped water being unsafe, possibly due to environmental factors – key factor identified at baseline



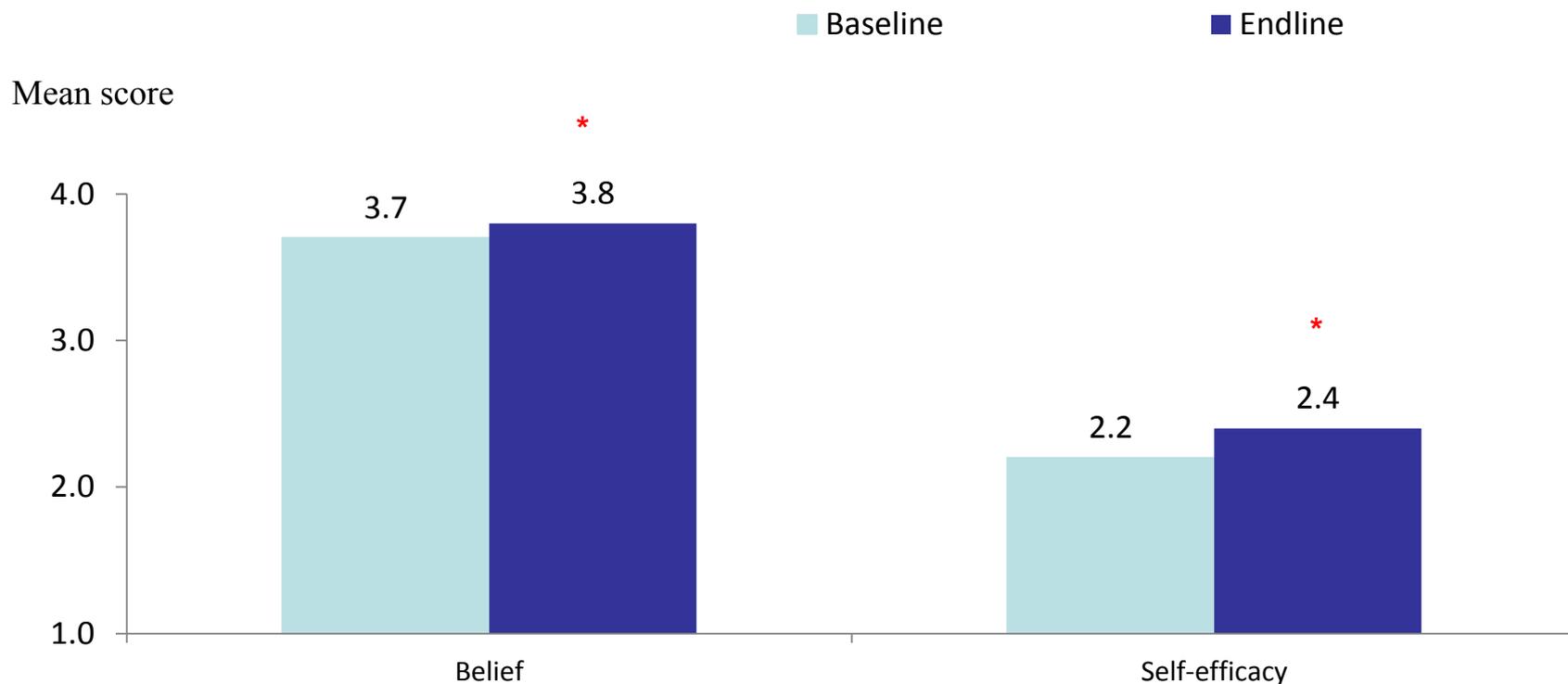
See speaker notes for details on environmental factors

*: Significantly ($p \leq 0.05$) different from baseline

4 point scale: 4-Strongly agree 1 – Strongly disagree

Among Caregivers: Baseline = 777 Endline = 758 59

Significant increase in belief and self-efficacy about treating water

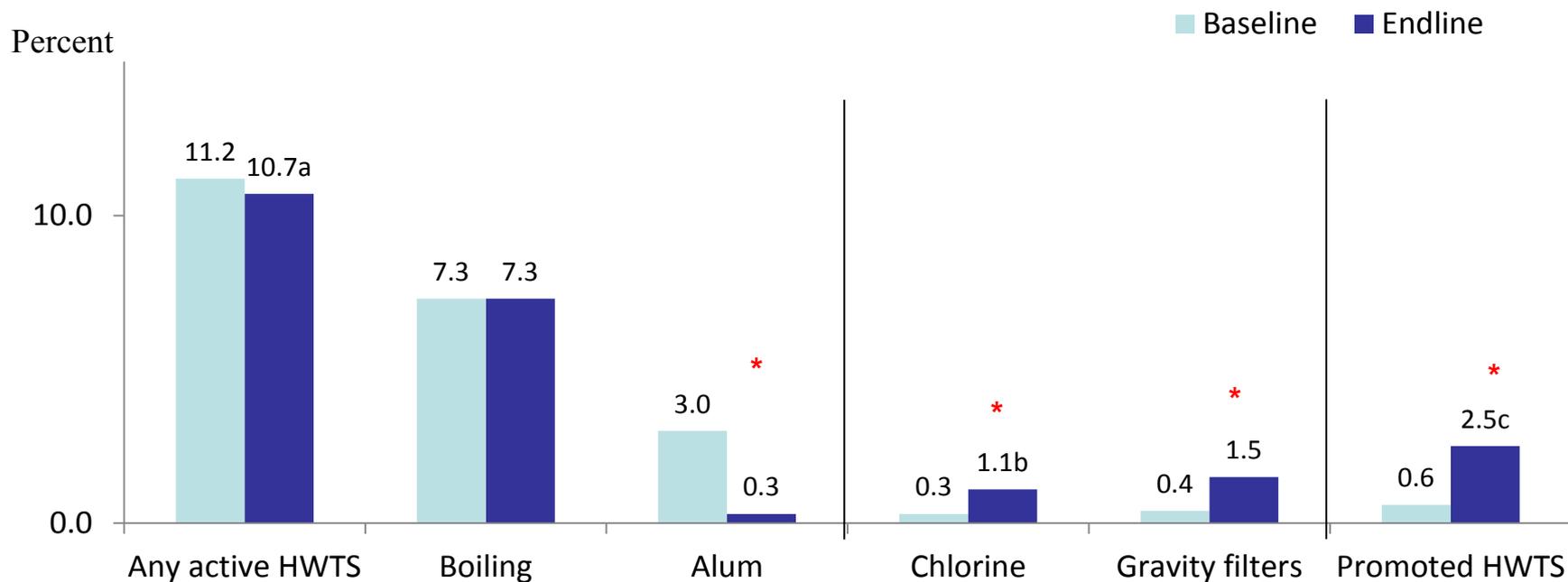


See speaker notes for statements

*: Significantly ($p \leq 0.05$) different from baseline

4 point scale: 4-Strongly agree 1 – Strongly disagree
Among Caregivers: Baseline = 777 Endline = 758

Increase in use of promoted HWTS



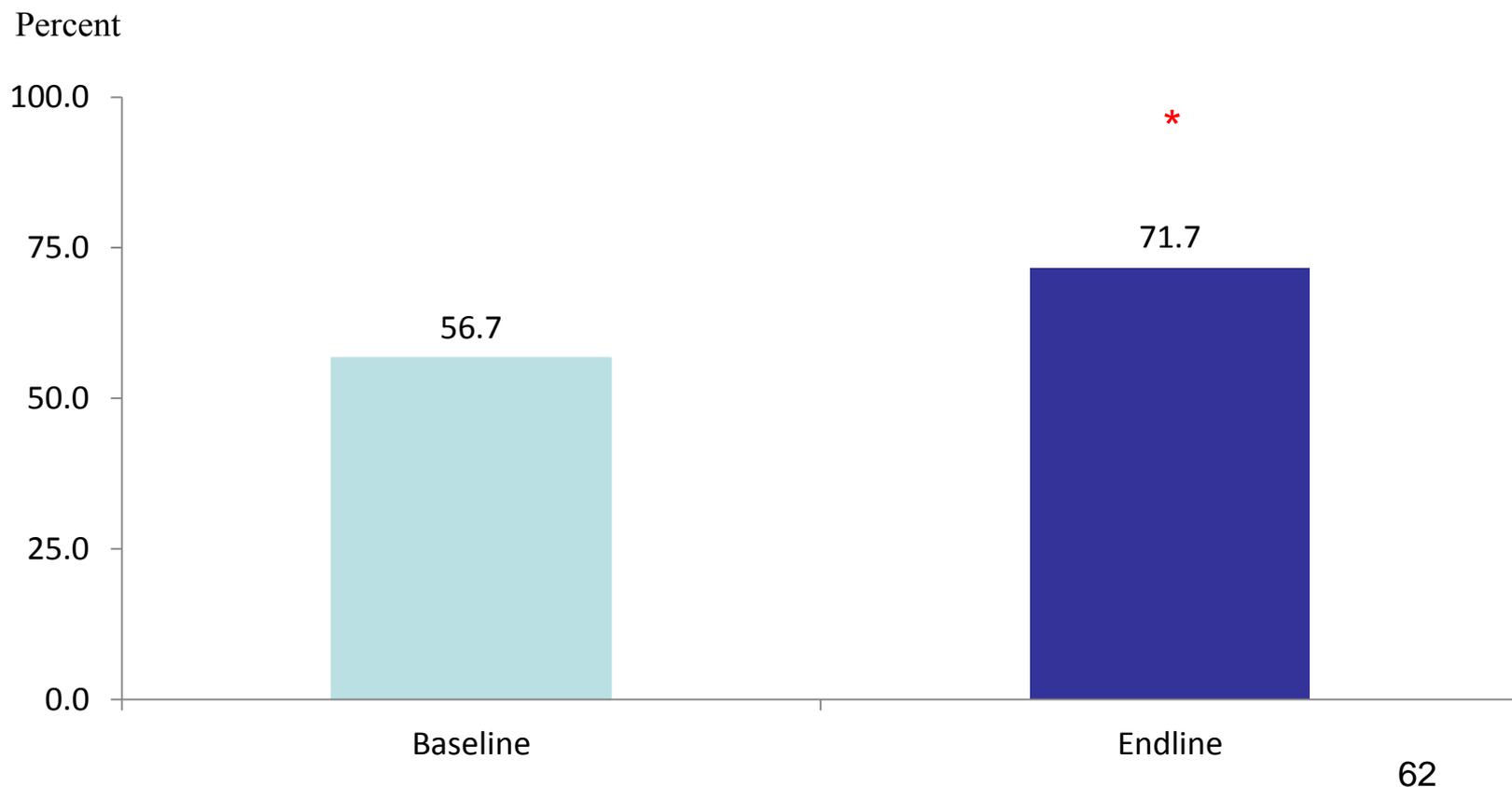
a: Active HWTS: Boiling, chlorine tablets, iodine, alum, gravity filters or other filters

*: Significantly ($p \leq 0.05$) different from baseline
Among Caregivers: Baseline = 777 Endline = 758

b: Use of chlorine includes use of Aquatabs; baseline levels assumed to be zero since no presence of Aquatabs in program areas at baseline

c: Promoted HWTS: Chlorine and Gravity Filters

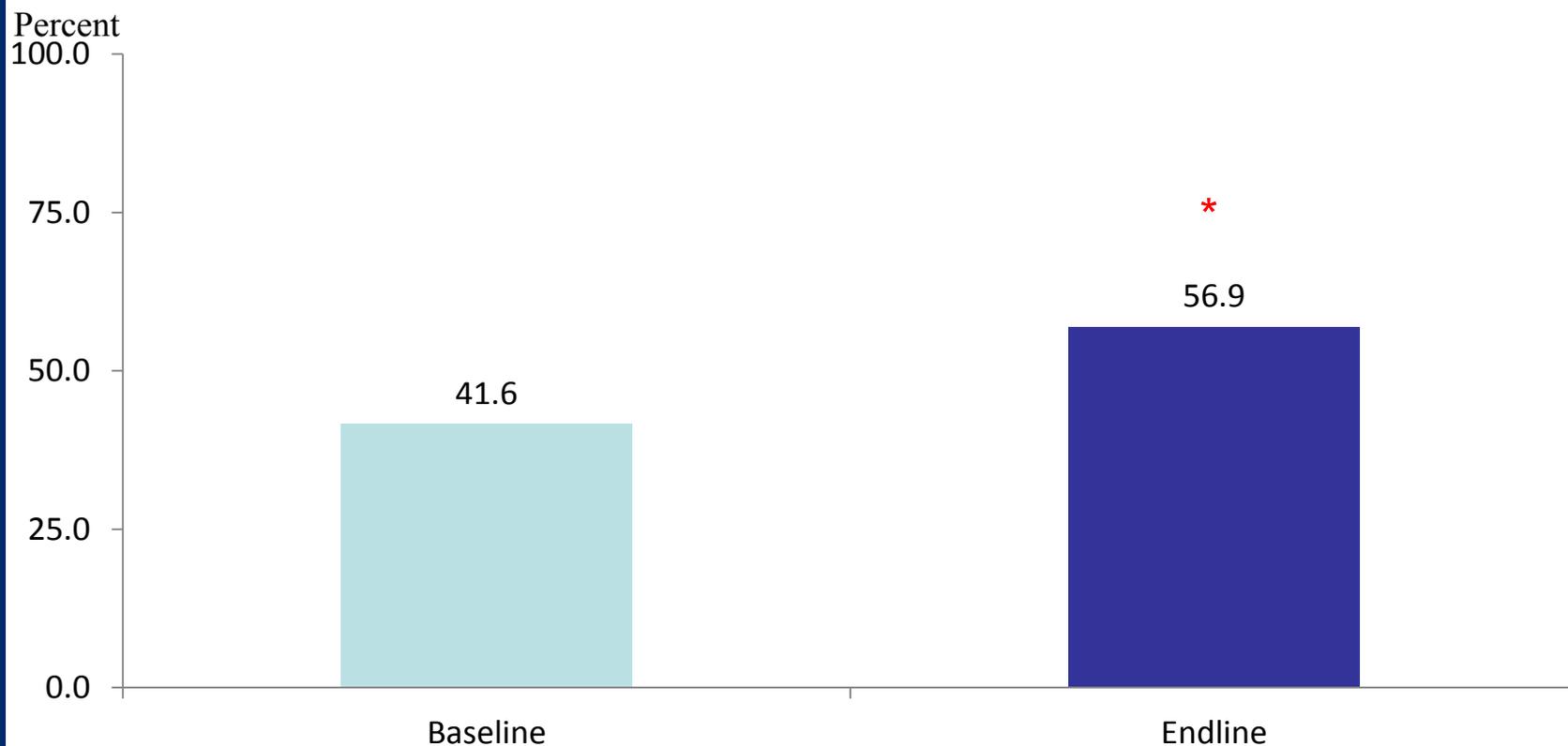
Significant increase in awareness of ORS to be given to children during diarrhea



*: Significantly ($p \leq 0.05$) different from baseline

Among Caregivers: Baseline = 774 Endline = 551

Significant increase in belief that ORS helps fight dehydration



*: Significantly ($p \leq 0.05$) different from baseline Among Caregivers: Baseline = 774 Endline = 551

Lessons Learnt

- **Exclusivity is an essential driver for increasing partner investments and engagement.**
- **Brand growth and priority areas that interest all players have to be integrated into the campaign if it is to be scalable and sustainable.**
- **Establishing the relevance & value of the alliance brand is critically linked to success. This takes time.**
- **At the same time, Commercial partners (Marketing Departments) assess whether the partnership has resulted in increased brand sales, visibility and reputation through cause related marketing.**
- **Partners will be interested if they continue to see value-add to their brands through alliance efforts**

Key achievements

- **SBK is a unique market-based BCC Alliance model for promoting child health & hygiene.**
- **SBK has significantly influenced partner's brand communication to include diarrhea prevention messages . The amount invested by USAID has been amplified many fold by the reach and the spends of NRHM & partners – both commercial & media.**
- **SBK has demonstrated significant value of the integrated platform & themes; that are being used by the Government through NRHM, Partners – Dettol and TATA – in their outreach and sales drive.**
- **SBK is well - recognized in the intervention areas by media, partners, NGO stakeholders & caregivers.**

Thank You

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