



Affordable Medicines Facility for Malaria AMFm –where are we?



Mwinyi I. Msellem
Zanzibar Malaria
Control Programme
(ZMCP)



www.zmcp.org



AMFm Project



Brief Introduction

- Zanzibar AMFm application was approved in November 2009
- The PR signed an amendment to the host grant Round 8 totaling Euros: 426,968
- The AMFm supporting interventions began in early June, 2011.

www.zmcp.org



AMFm launch & marketing campaigns



- National Launch of AMFm- June 23rd , 2011
- Marketing campaign to create awareness to both community & Health workers- began in early June, 2011 and now have been accelerated by the Launch event.
- Marketing campaign Phase I (June-Sept, 2011) – main focus to create awareness on the availability and price of a new branded product.
- Marketing campaign Phase II will begin Oct, 2011 – to focus on diagnostic and rational use of medicines, price monitoring and coverage of ACTs in remote areas



AMFm BCC interventions



- **Will be based under the same existing interventions**

Massive campaigns has been organized through mass media & and community meetings.



Private Sector Engagement



- Zanzibar has only one First line Buyer-Izmir Pharmacy LTD
- In total 200,000 treatment doses of ASAQ have been ordered, of these 150, 000 treatment doses have been received in the country.
- Distribution of ASAQ has began and demand is on increase.
- The consignment of ALu (alternative therapy) is not yet delivered.



Challenges



- Compliance on recommended retail price in some outlets.

