



Engaging the private sector in vector control: Strategies, Experiences, Successes, and Lessons Learned

Landscape of Private Sector in Vector Control



Provision of Health Products and Services through the Private Sector in Africa

The Business of Health in Africa

Partnering with the Private Sector to Improve People's Lives



 **International
Finance Corporation**
World Bank Group

- In a region where public resources are limited, the private sector is already a significant player
- Around 60 percent of health care financing in Africa comes from private sources, and about 50 percent of total health expenditure goes to private providers
- Just as important, the vast majority of the region's poor, both urban and rural, rely on private health care
- A poor woman with a sick child is as likely to go to a private hospital or clinic as to a public facility
- The private sector is often perceived as serving only the rich, but often the opposite is the case.
- Private sector providers, including for-profit and social enterprises, fill an important medical need for poor and rural populations underserved by the public sector

Why do we need to develop New Routes to Market?...A reality check

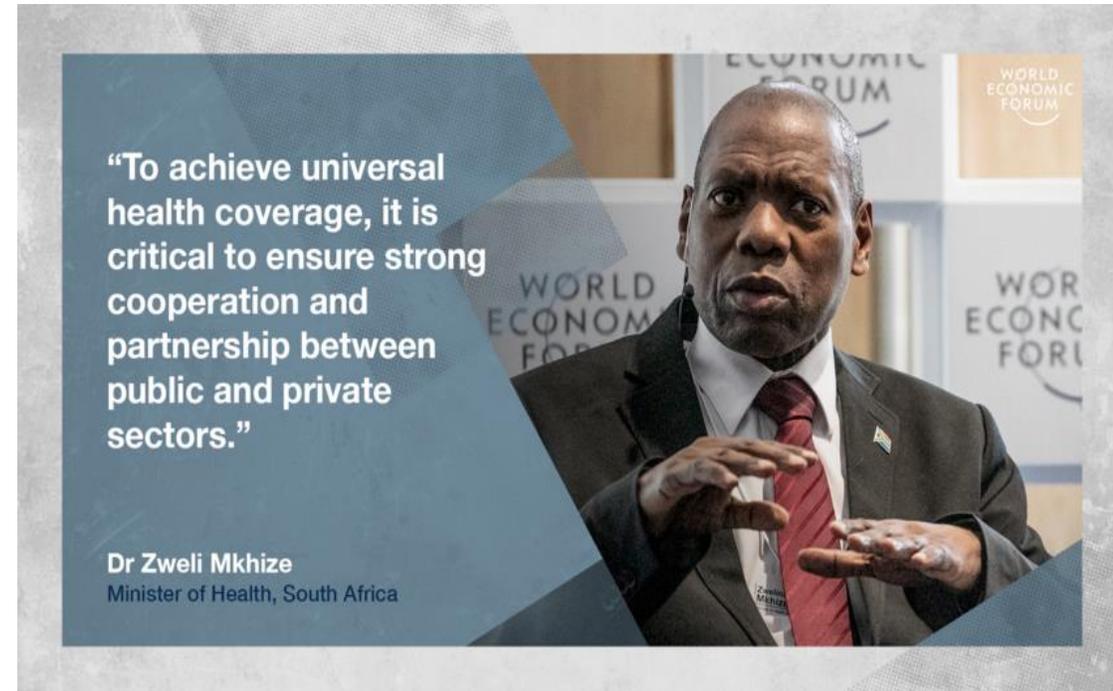
Resource Gap (2021 World Malaria Report)

- 2020 Malaria cases up 14 million, and deaths up 47,000 over 2019
- Total annual resources **needed** were estimated at **\$6.8 billion** in 2020
- Total **funding** for malaria control and elimination in 2020 was estimated at **\$ 3.3 billion (\$3.5 billion gap!)**
- Only 50% of the population in SSA had access to an ITN in 2020 and since 2017, indicators for ITN access and use in sub-Saharan Africa have been declining.
- Feedback from NMCP country partners – not enough campaign nets to cover all member of households, nets not lasting full three years and need replacement, people more likely to use nets if they are larger, conical, polyester and available in various colours.
- The average cost of all nets, including new nets, continue to trend higher due to raw materials and shipping cost increases which may limit capacity to maintain current volumes
- ***Unless something changes, coverage with existing tools will be hard to maintain, let alone adding new ones***

Why do we need to develop New Routes to Market?

Potential for private sector partnership to increase funding and expand coverage

- **Over 50% of health services in SSA provided by private sector (World Bank)**
- **Experience through NgenIRS project showed great potential in delivering Vector Control through extractives (AGAMaL), NGOs (GBM, Pilgrim Africa and mission hospitals (Mulanje)**
- **Business cases developed to demonstrate potential Extractives, Banks, Telcoms and Agricultural estates represent the largest employers and investors in Africa**
- **Thriving consumer insect control market in Africa and expanding PCO market that could provide local services through commercial and public sector channels**
- **Many examples of private sector supporting and complementing provision of other health products and services**
- **Prior consumer research and market experience indicates willingness to pay for LLINs from \$4.70 - \$6.00**



Is it time to revisit the 2000 RBM Strategic Framework for Scaling Up ITNs for new tools?

Impact



Current strategy for LLINS/IRS

Donor funded campaigns



Proposed strategy to expand access and enhance sustainability: Revive 2002 RBM strategy for scaling up use of ITNs?

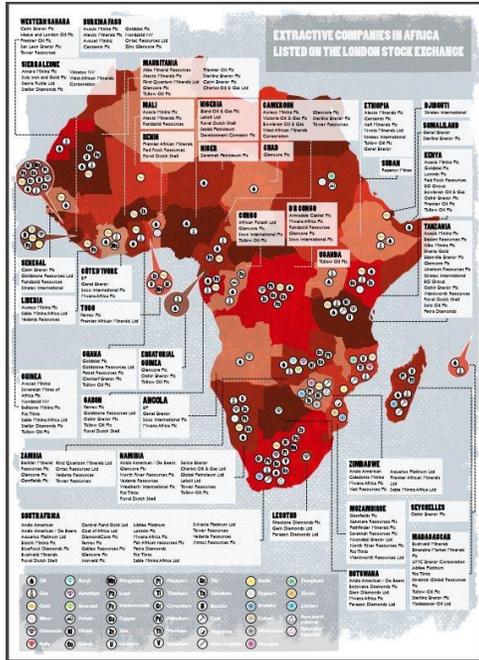


Strategies for engaging private sector

- Product Development Partnership
- Corporate Social Responsibility
- Cause-related Marketing
- Social Marketing
- Catalysing investment in commercially viable and profitable endeavours with public health impact (manufacturing, implementing vector control, creating complementary commercial markets)
- Enabling/Empowering NGOs

Landscape of Potential Private Sector Partners for Expanding Vector Control Coverage in Africa

Extractives



Professional Pest Control Operators



Ag Industry



Banks and Telecoms



Consumer Companies



NGOs and Mission Hospitals



Manufacturers



IVCC Experience with Engaging Private Sector for Expanded Vector Control in Africa

- Next Generation IRS Project
- New Nets Project



Product Development, Catalytic market shaping, implementation

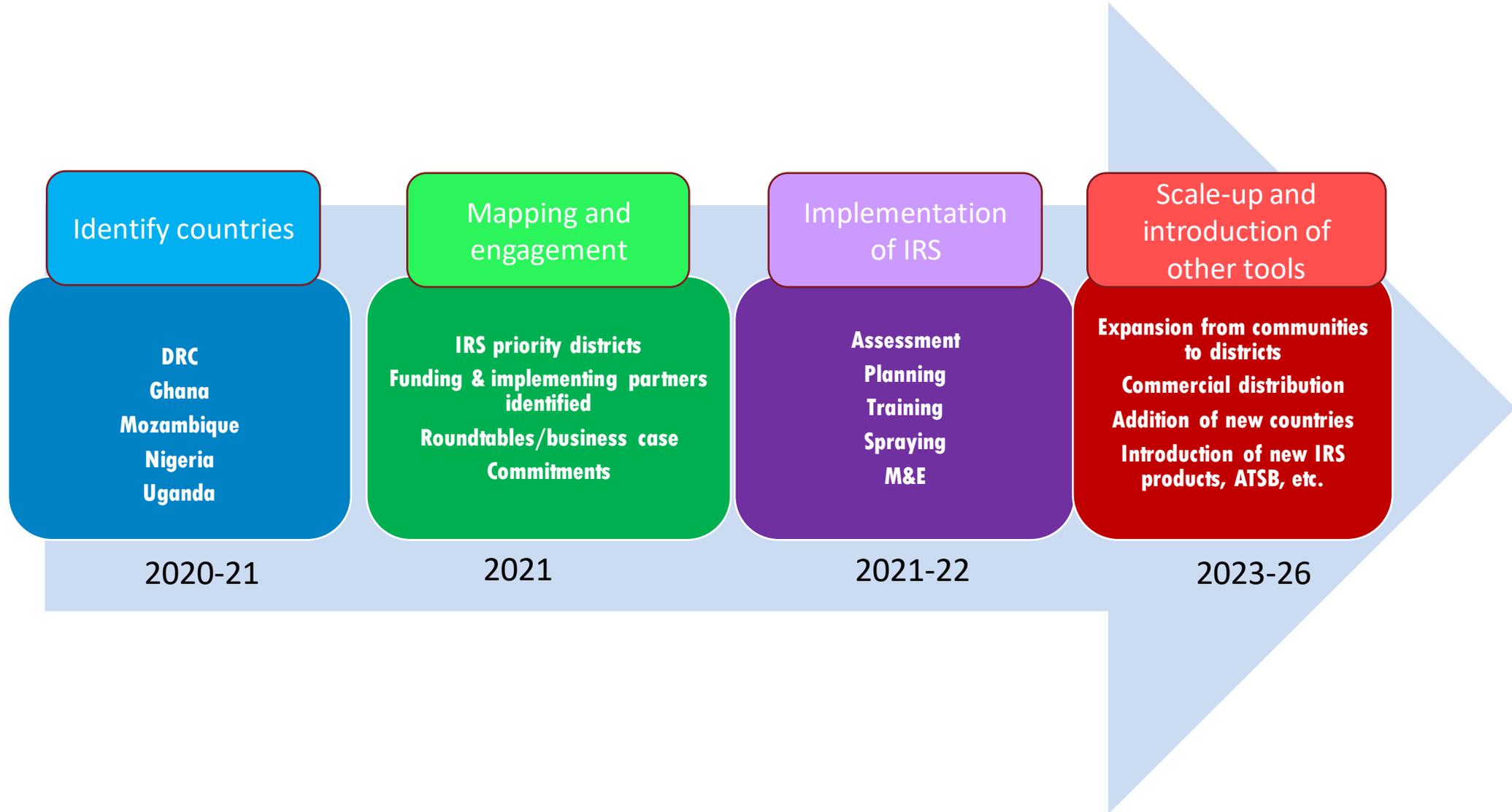


- New Routes to Market

Private sector funding and implementation to expand national programs



New Routes to Market Initiative



Regional Level engagement

- **Corporate Alliance on Malaria in Africa (CAMA):** GBC Health-led initiative to drive partnerships for malaria control and elimination
- **Speak up Africa:** Engaging the private sector to invest in malaria under the Zero Malaria start with me initiative with funding from Ecobank
- **Ecobank (Pan African Bank) foundation:** Engages business leaders (CEOs) to champion malaria fund-raising activities
- **CRSPC/ RBM- Regional Coordinators:** West and Central (initiated) and Southern and Eastern
- **Elimination 8 –Secretariat-** introduce the concept
- **Santé en Entreprise (SEE) –** Mobilizing corporate investment in malaria, primarily in Francophone Africa, including VC tools in their community outreach and distribution



Vision for future support of VC toolbox

- 25% Increase in VC coverage by 2027 in partner countries
- Building network of private institutional partners (funding and implementation) with IRS and expanding to other products, including LLINs, ATSB, etc.
- Implementation of next generation market shaping intervention to support new tools
- Exploration of complementary consumer markets in select countries in Africa and Asia



Questions

Funding Partners

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