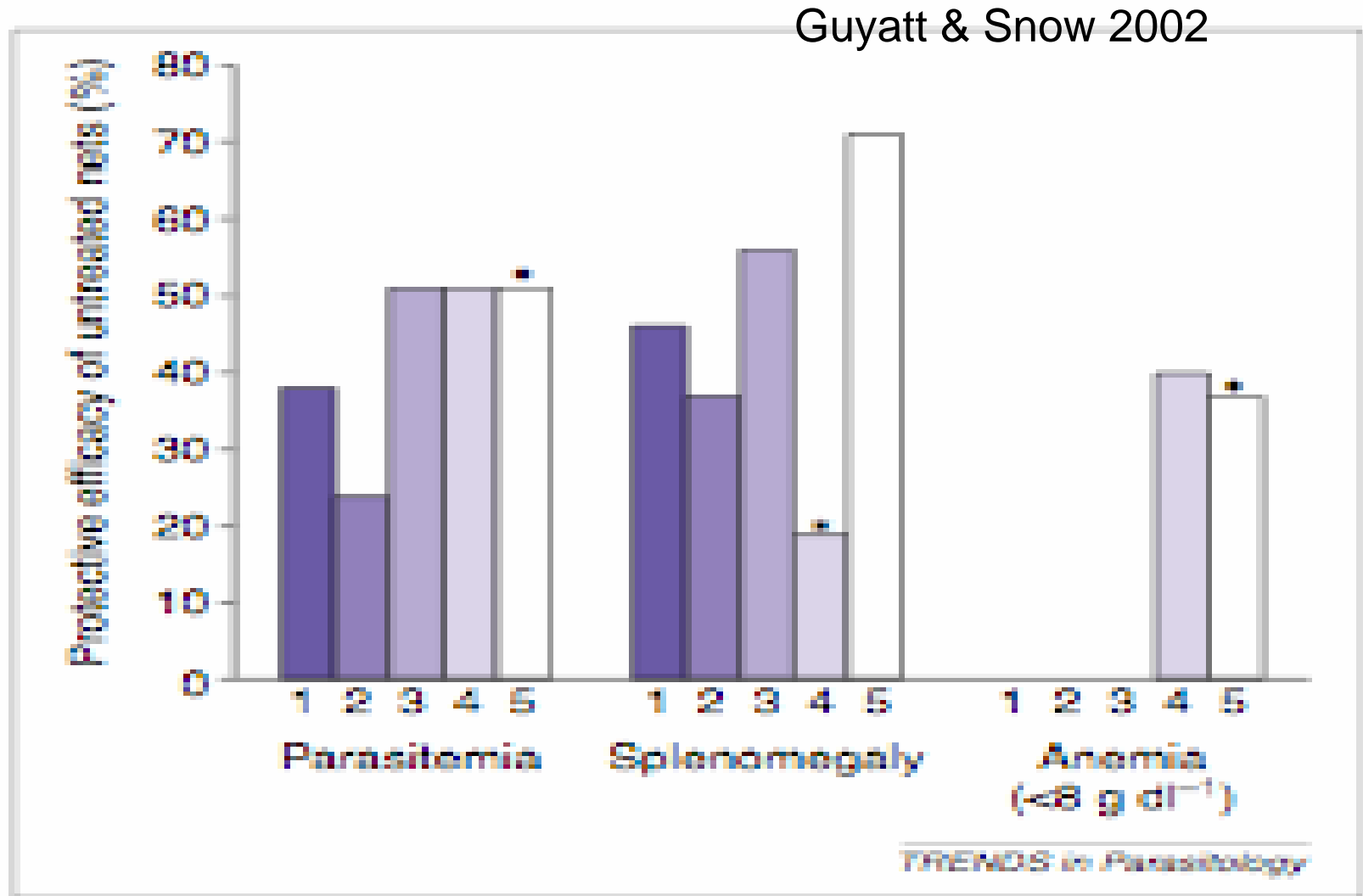


# ITN Myths

1. Untreated nets don't protect, aren't important
2. Men get priority in net use (diversion)
3. Commercial markets mainly serve the urban rich;
4. Subsidised social marketing is better at reaching the poor.
5. Local net suppliers are not worth saving – they are
  - Poor quality
  - Can't be treated
  - Inefficient, unresponsive
6. M&M Campaigns have solved the ITN coverage problem

# Untreated Nets give half the protection

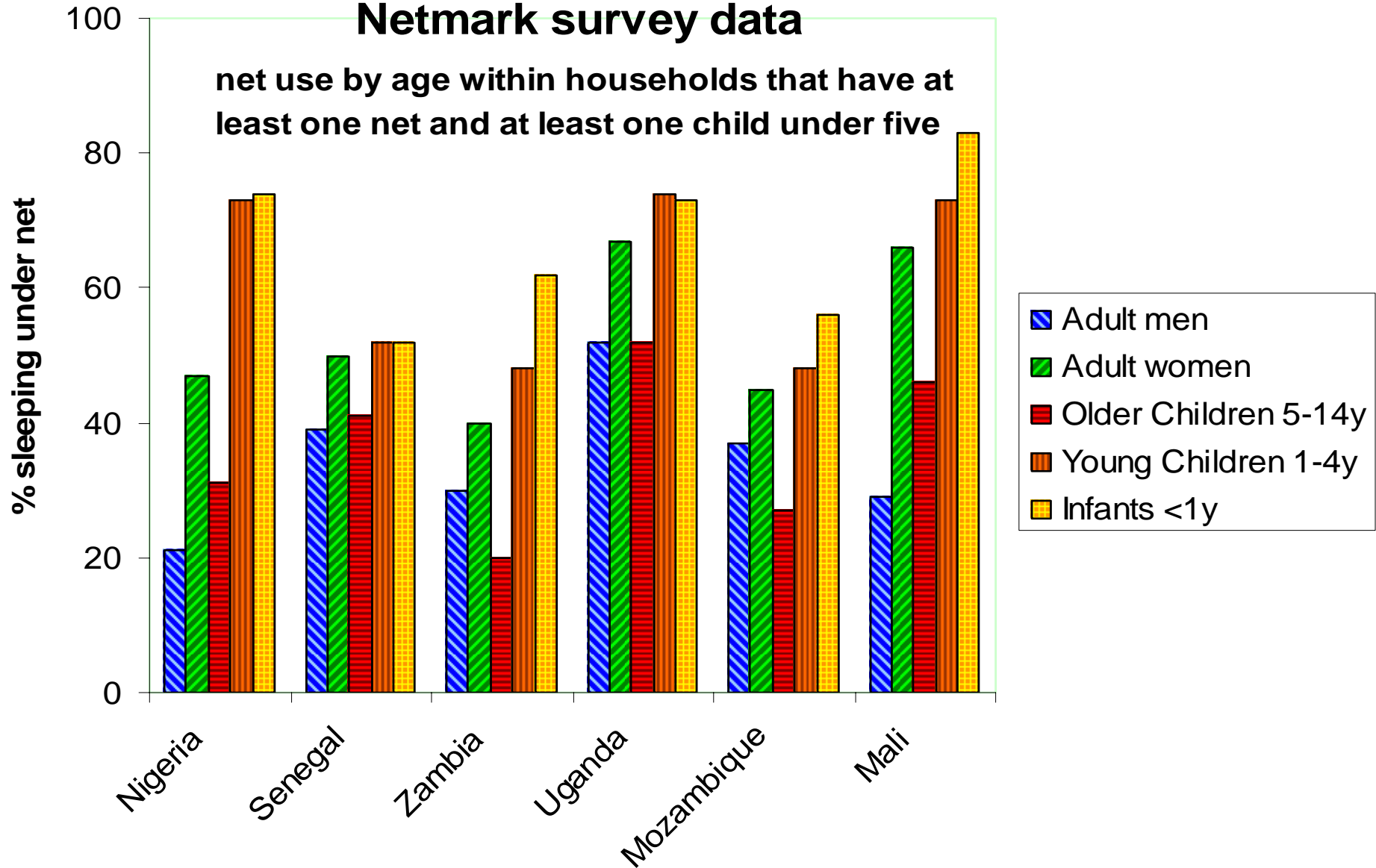


since then, more evidence to the same effect: KINET, Clarke

# .. Babies use nets more than Dads...

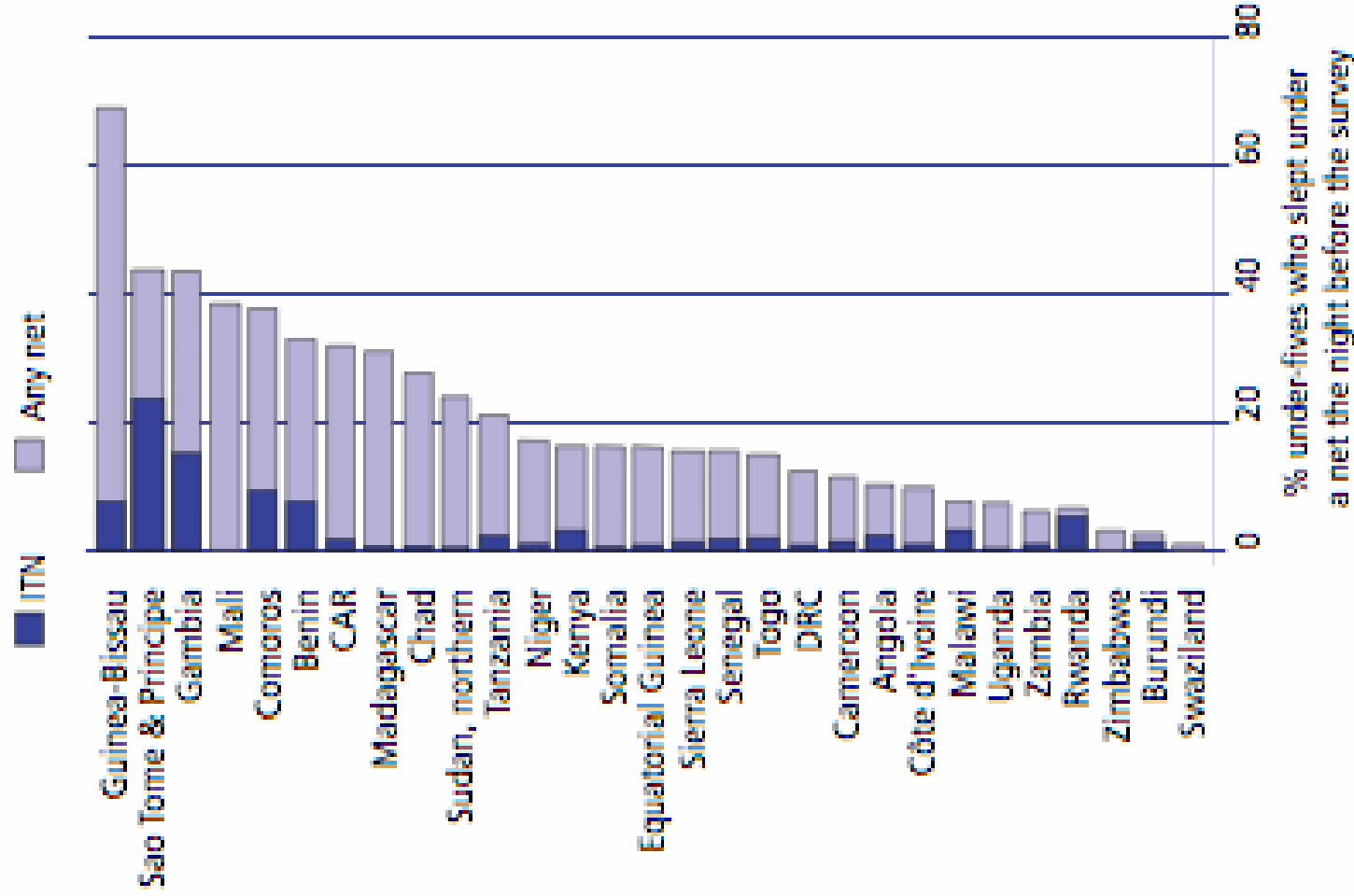
## Netmark survey data

net use by age within households that have at least one net and at least one child under five



Untreated nets (mainly commercial) outnumber by 5 : 1  
ITNs (mainly from projects)

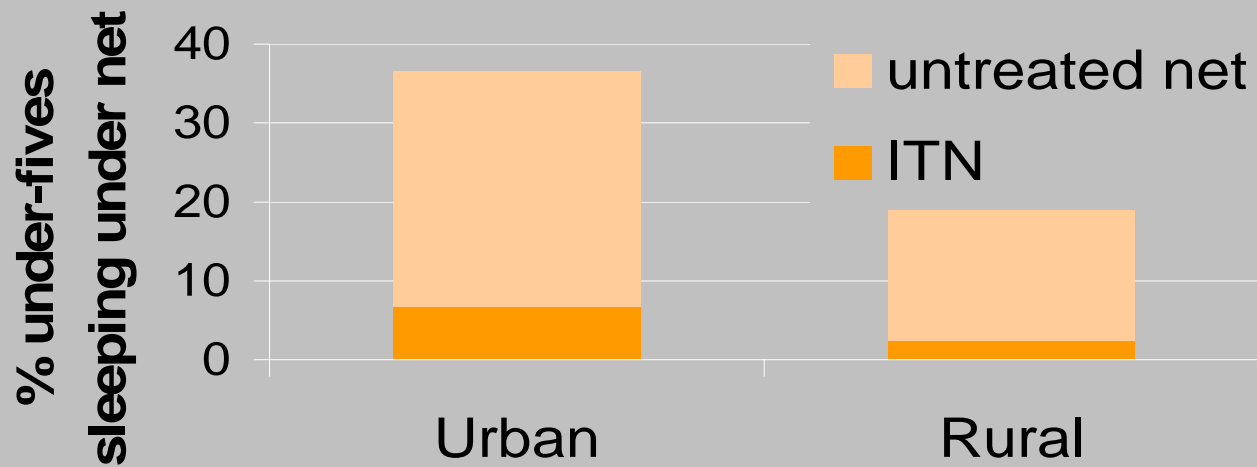
## Use of nets in Africa



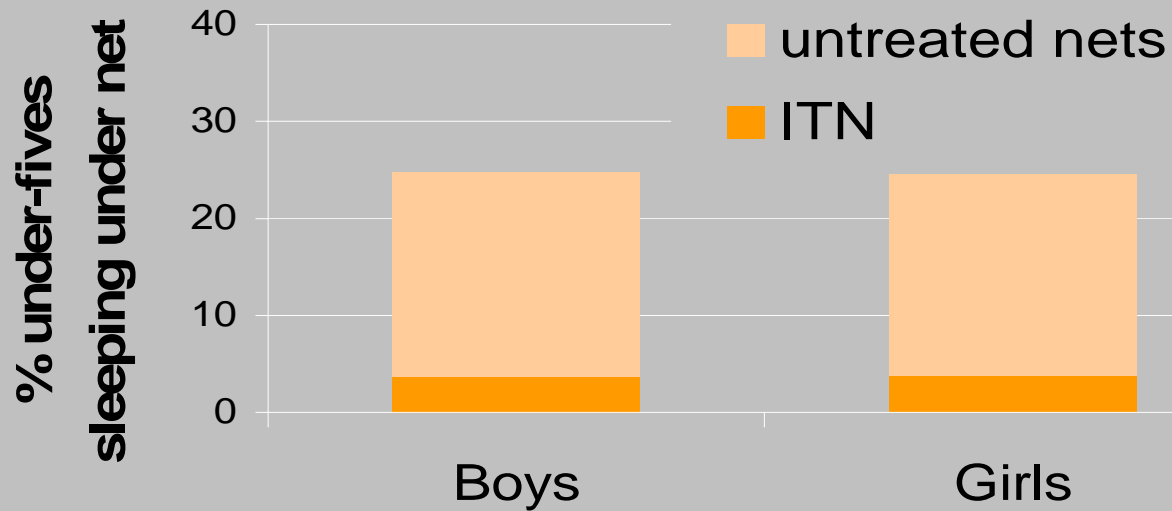
Note: Dotted line indicates Abuja target.  
For Mali and Zimbabwe no data on ITNs available.

Figure 2.3

Source: MICS and DHS, 1998–2001



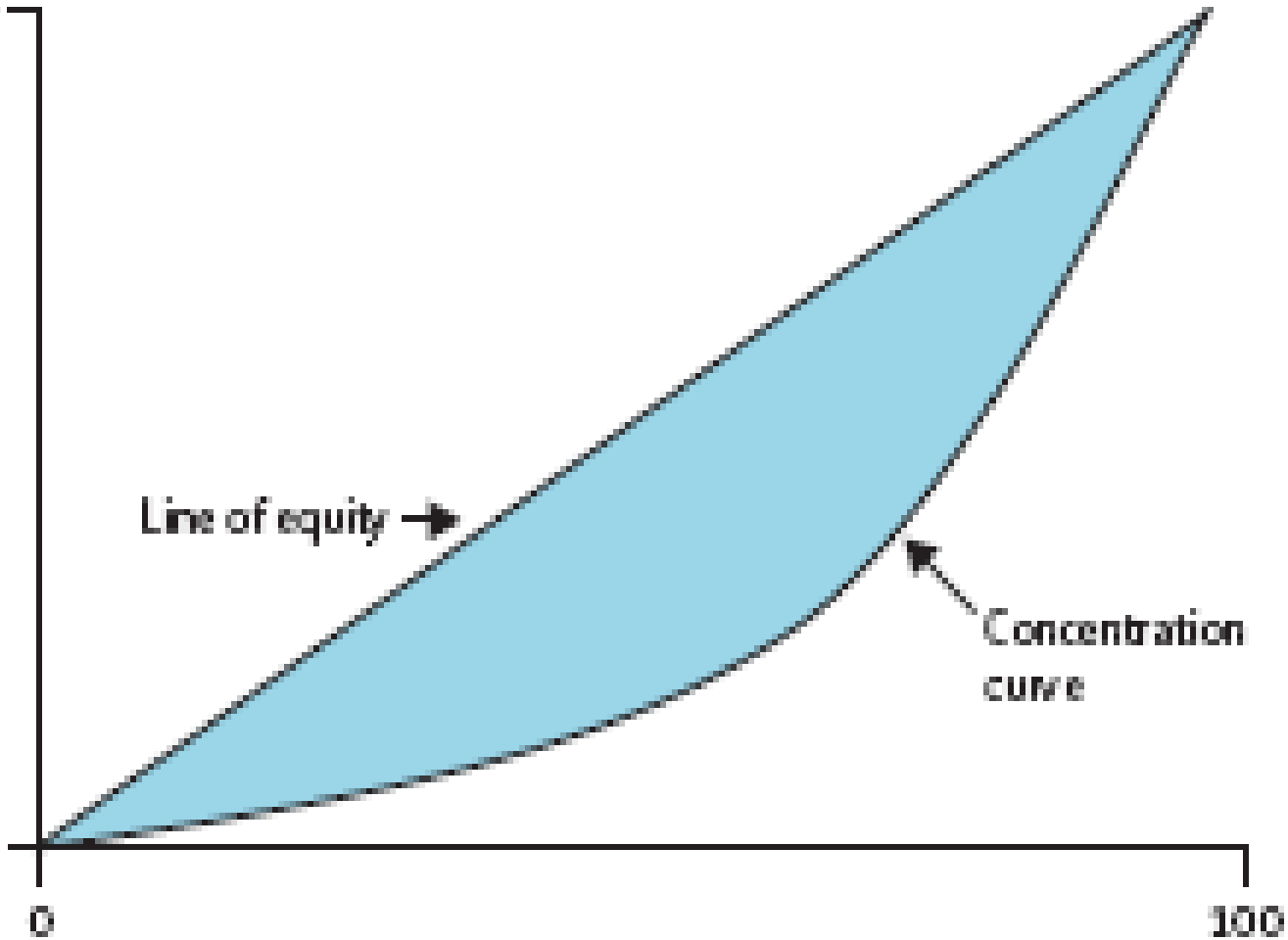
Source: MICS & DHS, 1998-2001, average across 22 surveys



Source: MICS & DHS, 1998-2001, average across 22 surveys

Cumulative % of Households with nets

100

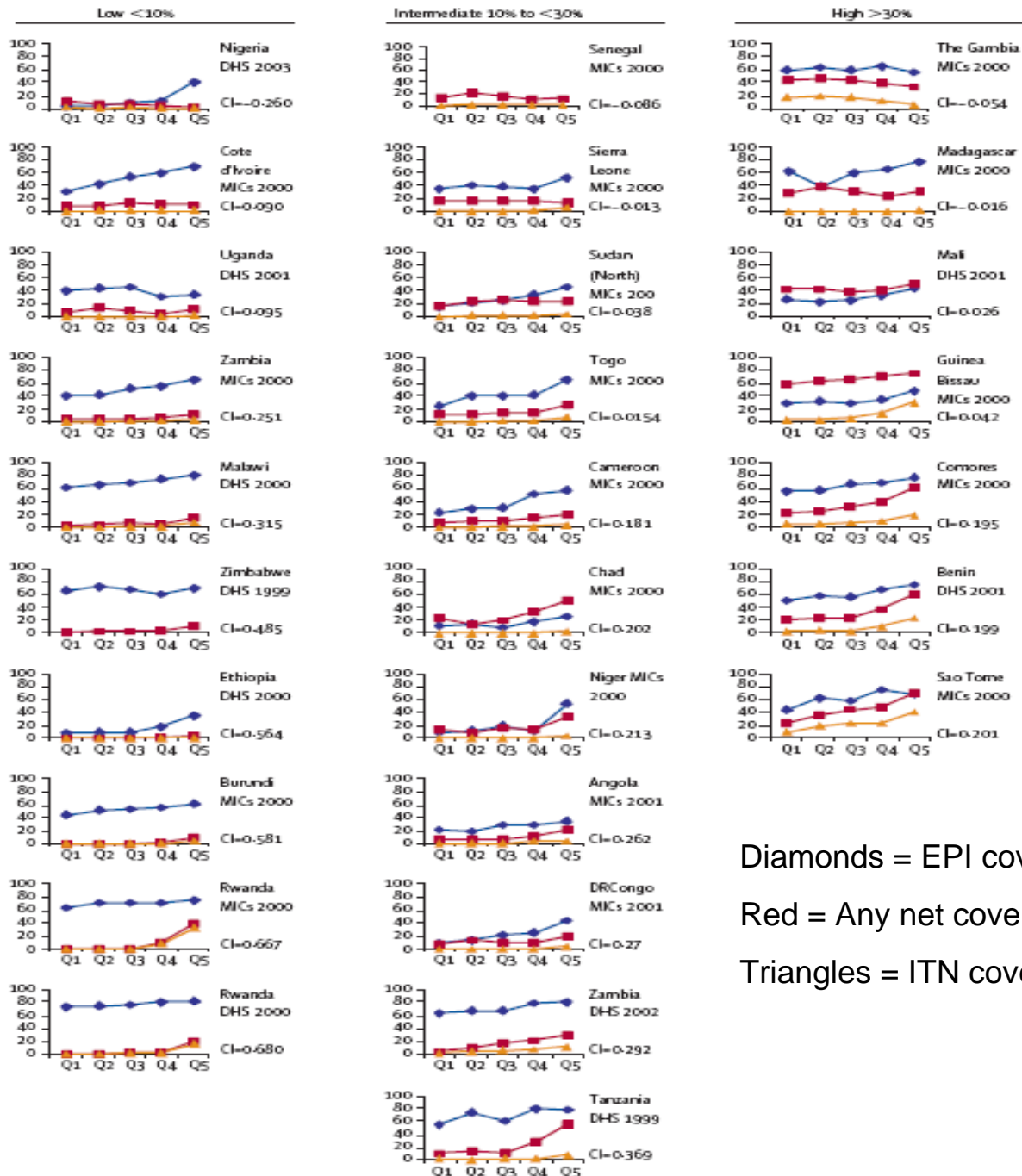


Line of equity →

← Concentration curve

Cumulative % of Households

Increasing concentration in dex



Diamonds = EPI coverage  
 Red = Any net coverage  
 Triangles = ITN coverage

- Analyse equity of coverage of untreated neta and ITNs in (good quality) DHS surveys in 25 African countries
- Implies (surprisingly) that projects (of all kinds?) are much LESS equitable than local commercial markets
- **West+Sahel+Central vs East+South**

<p>Countries where ITN coverage is more equitable than untreated net coverage (projects are more equitable)</p> $CI_{ITN} > CI_{UTN}$	<p>Countries where untreated coverage is more equitable than ITN coverage (markets are more equitable)</p> $CI_{ITN} < CI_{ITN}$
<p>2 countries: Gambia, Rwanda</p>	<p>23 countries: Angola, Benin, Burundi, Cameroon, Chad, Comoros, Cote d'Ivoire, DR Congo, Ethiopia, Madagascar, Malawi, Mali, Niger, Nigeria, Sao Tome, Senegal, Sierra Leone, Sudan (N), Tanzania, Togo, Uganda, Zambia, Zimbabwe</p>

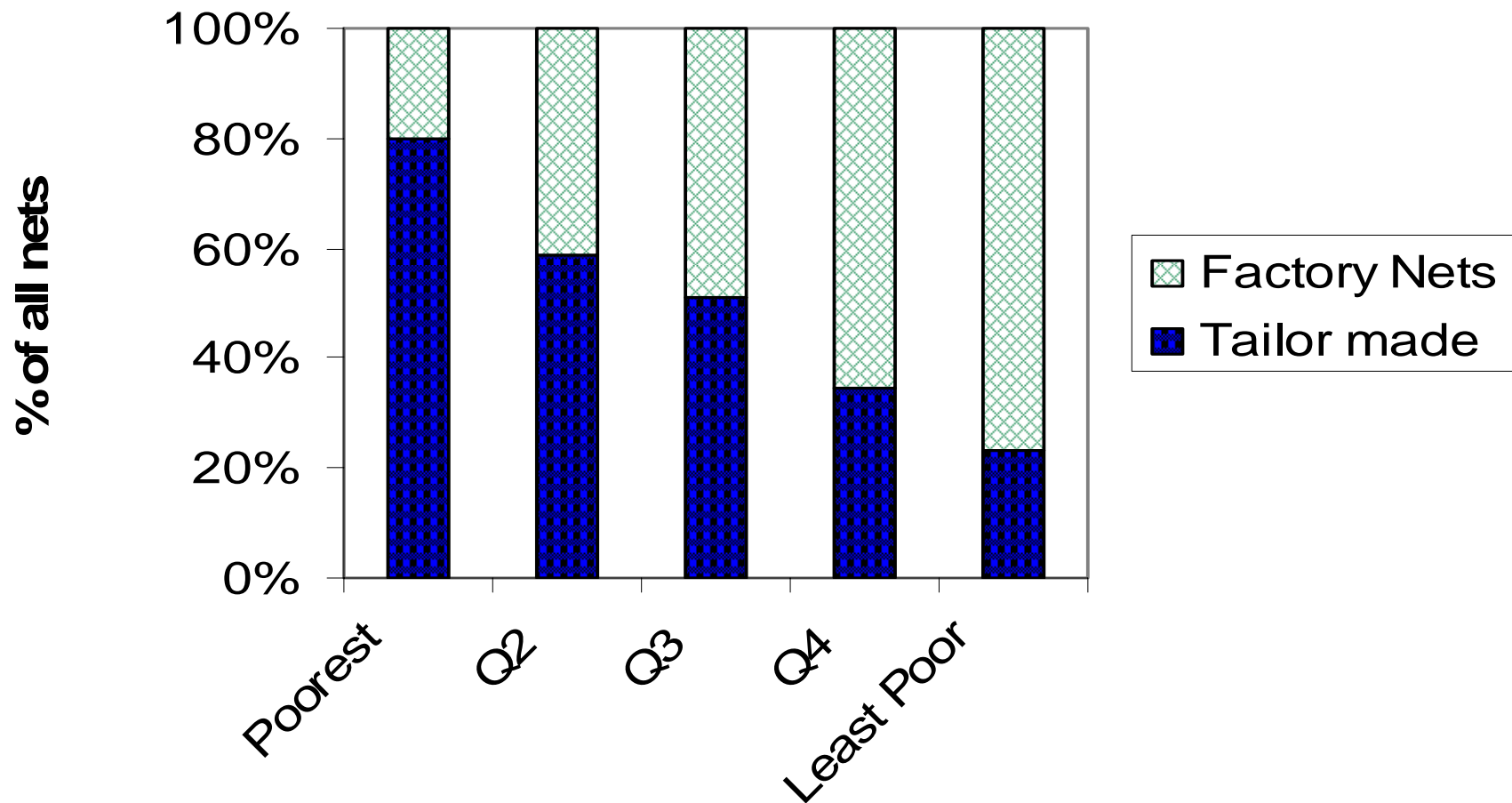
.... So ....in 2000-2002 ...

**Untreated** (mainly **commercial**) nets prevented **more** child malaria deaths than **project ITNs**.

...especially and most of all in the **poorest** children

# In West Africa, poor people use, and prefer, tailor-made nets

## Mali Data - NetMark 2003



Tailor made nets can be prettier and more durable than factory nets



# Idumagbo Market Lagos: Business, as usual



# Da Boys in the Market now sell Treated Nets





Market selling nets in Ribaue, Nampula, Mozambique

# The Tanzania Story...1

## 1994 - 1997

- Sunflag begin to make branded nets (white, round) for mass market, (*why?*)
  - 230,000 sold in '94,
  - > 500,000 sold in '97
- Factory price (1997, 4ft x 6ft) = \$4.00
- Street price = \$6 to \$7 in towns

# The Tanzania Story...2

1998 - 2000

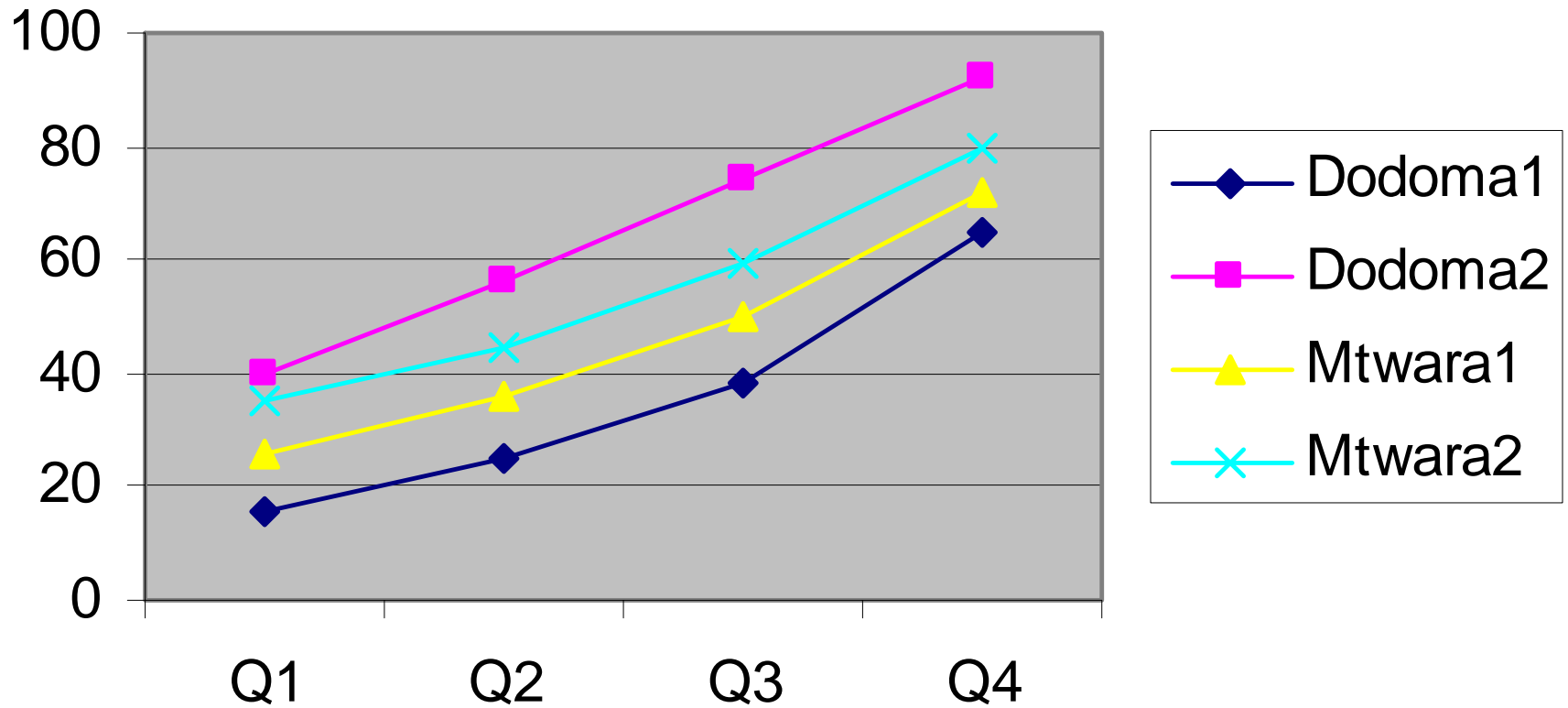
- 3 factories produce 3.4 m nets/year
- 1.9 m sold to commercial market
- Competition...
  - ... raises quality and diversity
  - ... reduces retail prices to \$4 to \$5
  - ... improves rural penetration
- PSI social marketing begins 1998
- 1999 National Coverage 52% urban, 16% rural.

# The Tanzania Story...3

## 2000 - 2003

- National Coverage 37% overall
  - 28% rural hh own at least one net
  - 80% in dar
  - 66% other urban
- Implies 20% (1.2-fold) growth p.a. since 1999
- ~ mean annual growth in sales since 1994
- Socioeconomic inequities reduced
- Voucher system to deliver targeted subsidies

# Net ownership by SES



# The Tanzania Story...4

## 2000 - 2003

- National Coverage 37% overall
  - 28% rural hh own at least one net
  - 80% in dar
  - 66% other urban
- Sales + coverage data suggest steady 20% p.a. growth, every year from 1999 to 2003
- Socioeconomic inequities reduced
- Lessons for methods of social marketing....
- Voucher system to deliver targeted subsidies

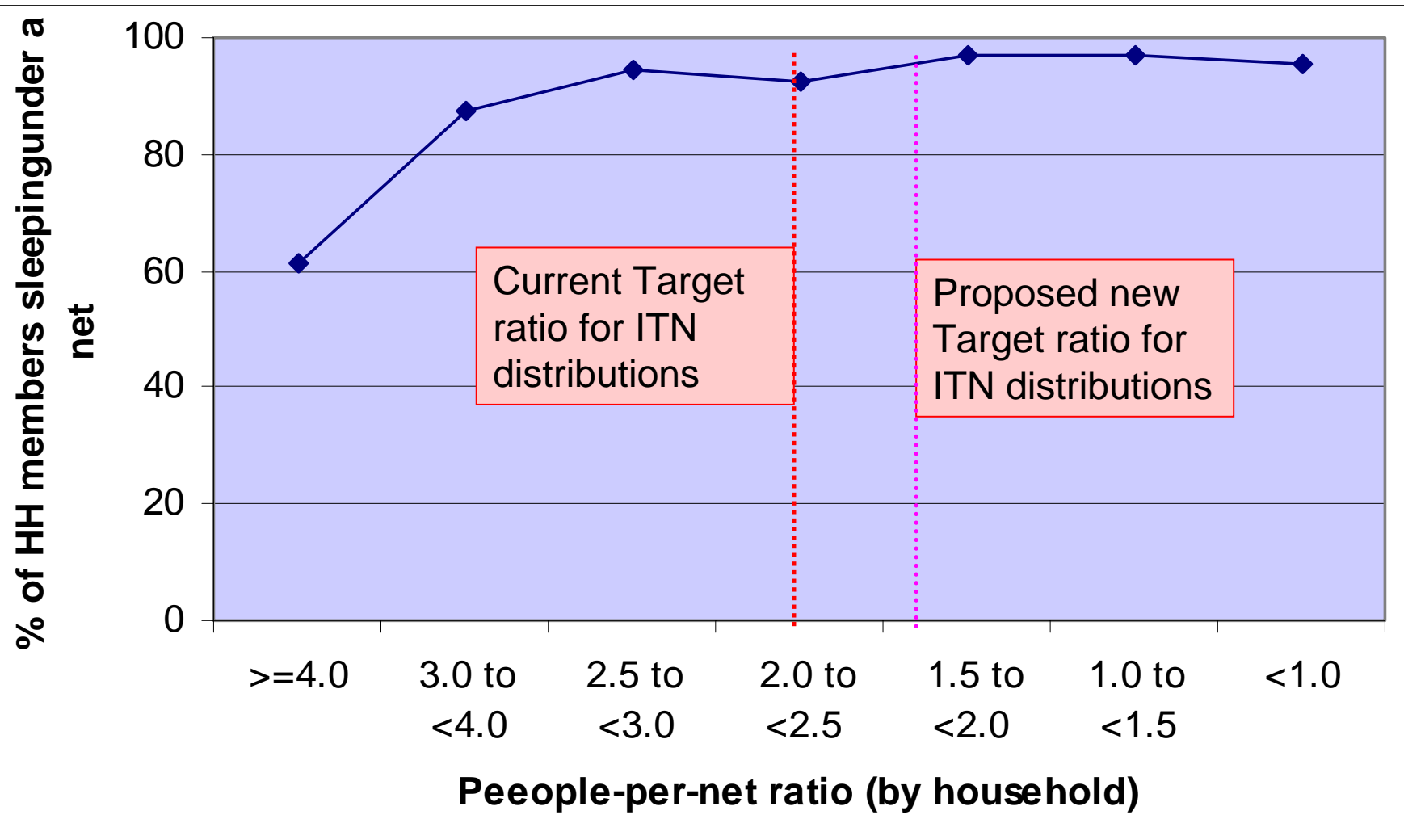
# Net and ITN Coverage

	<b>Nets</b>	<b>ITNs</b>
% HH owning $\geq 1$	96 %	25 %
<b>% people sleep under</b>	<b>84 %</b>	<b>20 %</b>
% U5 sleep under	87 %	20 %
% PW sleep under	86 %	13 %
% HH with "sufficient" (2.3)	37 %	7 %

# Coverage is constant over all risk zones: what varies is the proportion of nets that come from the Government

Distance from Forest	% of people sleeping under a net	Where did your nets come from?				
		Gov't Project	NGO	Market Shop	Itinerant seller	Gift Don't know
0 – 0.25 km	86 %	47 %		36 %	12 %	6 %
0.25 – 1 km	87 %	36 %		37 %	17 %	7 %
1 – 2 km	79 %	21 %		57 %	14 %	7 %
<b>Overall</b>	<b>84 %</b>	<b>37 %</b>		<b>42 %</b>	<b>14 %</b>	<b>6 %</b>
N	15831	2517		2913	920	411

# Government coverage target higher than necessary: 63% of households have less than 1 net for every 2.3 people



# Net and ITN Coverage

	<5	5-14	15+ M	15+ F	Preg F
Never treated net *	48 %	47 %	46 %	49 %	55 %
Expired ITN*	19 %	17 %	16 %	16 %	18%
Fresh ITN	20 %	21 %	18 %	19 %	13 %
No net **	13 %	15 %	20 %	16 %	14 %

\* These people are potential converts to ITN-use through re-treatment campaigns

\*\* These people are potential converts to ITN-use through free ITN distribution





**In programmes for agricultural recovery (e.g. after displacement / emergency), programmes using vouchers and markets to promote local supplies of seeds and tools have proved to be as effective and efficient as procurement and distribution of seeds and tools from the international market. So why has the latter become the norm?**

- Assumption that farmer seed (local nets) are of low quality
- Donor regulations for certification as a proxy of quality
- Exploitation by researchers to promote research-developed varieties of seeds (nets)
- Misdiagnosis of unavailability from farmer seed system (local textile distribution systems).
- Procurement agents find it too difficult to from local farmer seed (net) supply systems
- Exploitation of seed (net) aid system to support and subsidise the commercial seed sector

# Last thoughts

- The systems that delivered these are locally-adapted, self-reliant and robust
- We **must** avoid damaging these systems
- Supply-side intervention... Crowding out ...
- Why campaigns get money...
- Donors vs National Programme Managers
- “Will you still love me - tomorrow?”
- Geographic inequity vs Temporal inequity
- How to achieve complementarity ??