



CF-RAI-USAA-PD-GEN-2007-000354

Expanded Number **CF-RAI-USAA-PD-GEN-2007-000354**

External ID

Title

"ORT in Honduras. Social marketing in the public sector" case study presented at the Social Communication and Marketing Workshop, Nairobi, 10-17 Feb 1985. UNICEF

Date Created / From Date
2/10/1985

Date Registered
8/10/2007 at 1:21 PM

Date Closed / To Date

Primary Contact

Home Location **CF-RAF-USAA-DB01-2007-10316 (In Container)**

F12: Status Certain? **No**

itm Fd01: In, Out, Internal Rec or Rec Copy

Owner Location **Programme Division, UNICEF NYHQ (3003)**

Current Location/Assignee **In Container 'CF-RAF-USAA-DB01-2007-10316 (Upasana Young)' since 11/1/2007 at**

F13: Record Copy? **No**

Document Details **Record has no document attached.**

Contained Records

Container **CF/RA/BX/PD/CM/1985/T033: PSC. "Social Communication and Mar**

Date Published

Fd3: Doc Type - Format

Da1:Date First Published

Priority

Record Type **A01 PD-GEN ITEM**

Notes

4pp

The document shows the strategy of an ORT promotion campaign and its effect after one year on infant mortality due to diarrhoea.

Print Name of Person Submit Image


Signature of Person Submit

Number of images without cover


SAROJA DOUGLAS

Saroja Douglas

4



BLANK



CASE STUDY
ORT IN HONDURAS
SOCIAL MARKETING IN THE PUBLIC SECTOR

Question: Can the principles of Social Marketing, independent of product sales, contribute significantly to improved public sector health delivery?

Objective: Develop 1) proper diarrheal management in the home including widespread and correct home use of locally produced ORS for early response to diarrhea in children under 5, and continued feeding during bouts, and 2) proper clinical management of dehydration in the health center, clinics and hospitals stressing ORT as preferred therapy in most cases of moderate and severe dehydration.

Strategy: Strategy integrated radio, specialized print materials, and health worker training to promote proper home use of ORS packets. Packets produced locally by government pharmaceutical company and distributed through health system as well as through a special cadre of "red flag depots" which were highly publicized on radio.

The basic messages stressed throughout the campaign were 1) how to mix and administer ORT salts correctly; 2) continue feeding and breastfeeding during diarrheal episodes; and 3) seek help if the child gets worse.

About 900 health care workers (HCWs) received four to eight hours of ORT training. The training focused on performance: mixing and administering ORT salts and teaching village assistants to do likewise. The HCWs then trained selected mothers in ORT and in a number of behaviors associated with breastfeeding, infant food preparation, and personal hygiene. Red flags were flown over the homes of these mothers so that others would know where to go for advice and/or further instruction.

Print materials and radio were used to reinforce the instruction given by the health care workers. Posters, a printed instructional flyer, packet labels, and flipcharts were used to illustrate mixing directions for the ORT solution and to carry supporting messages.

Some 39,000 30-60 second radio spots, many of them featuring a fictitious Dr. Salustiano, were broadcast the first year. Jingles, slogans, and songs were also incorporated. The announcements covered child care during diarrhea and encouraged the administration of "Litrosol" — the name of locally packaged ORS.

A significant investigation of the medical problem, consumer research, and media usage was conducted before the project was implemented. Significant traditional beliefs uncovered during research were incorporated.

The tone of the campaign was serious and straightforward. It sought to promote a mother-craft concept which supports what mothers are

already doing and adds several components to "being a good mother." ORT was presented as the latest achievement of modern science: as an aid for lost appetite and quick recovery. ORT was not presented as a remedy for diarrhea.

Results:

Data was collected on 750 families randomly selected from 20 communities by Stanford University. Within a year, 93 percent of the mothers knew that the radio campaign was promoting Litrosol; 71 percent could recite the radio jingle stressing the administration of liquid during diarrhea; 42 percent knew that Litrosol prevented dehydration; and 49 percent had used Litrosol. Of those who had used Litrosol, 94 percent knew the correct mixing volume and 96 percent knew to use the entire package. Sixteen months into the campaign, 39 percent of all cases of diarrhea within the previous two weeks among the sample households were being treated with Litrosol. Mortality of children under five years of age in the study communities showed a drop in the proportion of deaths attributed to diarrhea from 47.5 percent in 1981 to 25 percent in 1982.

Problems:

- Timing of all in-puts — distribution, training and promotion to coincide.
- Medical community resistance to private-sector involvement and to supplemental distribution systems.
- Local production and supplies which had to be supplemented by UNICEF imports.

Lessons

Learned:

- Importance of understanding and reflecting existing village views of diarrhea in promotion strategy.
- Importance of regular monitoring and mid-course correction to keep program responsive.
- Key role that radio can play in teaching mixing skills, not only publicizing the availability of and usefulness of ORS.