INTRODUCTION

PSMP wants to work with YOU—LLIN manufacturers and distributors to build a more dynamic and sustainable market for LLINs in Ghana.

Benefits for Participating Companies:

- Comprehensive market analysis report for long lasting insecticidal nets (LLINs) in Ghana;
- Reports on consumer preferences for different LLIN attributes, informed by a Human-Centered Design* approach;
- Quantitative information on potential consumers’ willingness to pay for LLINs with different attributes and the elasticity of demand for such LLINs;
- Facilitated connections by PSMP with private companies, agricultural cooperatives and schools who want to supply LLINs to their employees, students, dependents and surrounding communities;
- PSMP-sponsored generic advertising to promote the purchase and use of LLINs;
- Networking and high-profile media exposure through advocacy events organized with leading Ghanaian companies and opinion leaders;
- Quarterly reports that explicate the market share that PSMP distributors have in the Ghanaian LLIN market.

*Human-centered design is a process, rooted in empathy, that starts with the people a company/organization is designing for and ends with new solutions that are tailor made to suit their needs. (www.designkit.org/human-centered-design)
How Can Your Company Take Part?

PSMP is looking to collaborate with manufactures who have established distribution partners in Ghana. Through this collaboration, PSMP will serve in a catalytic role to help establish a functioning supply chain and competitive market for LLINs. In so doing, it is essential that PSMP create meaningful collaborations with manufactures and local distributors who share their vision for a vibrant private sector market for LLINs.

Manufacturers and distributors will benefit from this collaboration by way of a steady demand for LLINs from retail outlets, as well as from purchases made by large employers, agricultural cooperatives and schools in the country. As donor subsidies play only a temporary role in this process, risk to manufacturers and distributors is reduced and markets will become more stable and predictable.

PSMP will facilitate the design, introduction and promotion of a new class of LLINs, targeted to households with preferences different from the campaign net styles currently available. By differentiating the products available, and tailoring and promoting them to specific audiences, the impact of “competition” from the campaign distribution of free nets can be minimized, and a mature LLIN market can be created.

Are You Interested in Being Part of PSMP?

Please send your name, letter indicating your interest, and contact information to Felix Nyanor-Fosu, Chief of Party, at fnyanorfosu@jhuccpgh.org / +233 244 769 422 / 050 128 9614.

PSMP Project Overview

Aim: To catalyze private sector engagement in malaria control, particularly in the supply and distribution of LLINs.

Location: Ghana - Greater Accra, Western and Ashanti Regions.
3 Focal Areas:

• **Retail Supply Chain and Demand Creation:** Facilitate expansion of the commercial sector’s distribution of LLINs in urban retail markets.

• **Workplace Programs:** Accelerate employer efforts to protect employees and communities from malaria.

• **Advocacy:** Raise the profile and commitment by the private sector in malaria control.

Specific Objectives of PSMP:

• Increase the number of retail outlets stocking LLINs;

• Increase the demand for specialty LLINs sold in retail stores;

• Increase the number of LLINs distributed/sold to households through commercial outlet sources;

• Increase the number of employers distributing LLINs through their workplace programs;

• Increase monetary value of non-public sector sources of LLINs for malaria prevention.

Our Intention:

The Private Sector Malaria Prevention (PSMP) project is a three-year pilot program intended to facilitate a functioning supply chain and competitive market for long-lasting insecticidal nets (LLINs) in Ghana. As a catalytic program, rooted in market research, PSMP will facilitate a diverse set of interventions to rapidly promote increased investment by private sector collaborators in LLIN distribution through retail supply chains and workplace programs. The overall goal of these activities is to enable a self-sustaining and vibrant private sector committed to malaria prevention. In so achieving this goal, PSMP expects the need for its interventions to decrease over time, as normal supply and demand market forces gain momentum and Ghanaian business leaders champion the efforts to build a strong Ghanaian market for LLINs. Ultimately, this project, operated by the Johns Hopkins Center for Communication Programs and funded by the UK Department of International Development, has no pecuniary interest, and exclusively seeks to determine the feasibility and benefits of private sector investment in malaria prevention as a part of national malaria control programs, and to provide recommendations for bringing this approach up to scale.