INTRODUCTION

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

Benefits for Collaborators:

- 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 between distributors and 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;
- Quarterly reports that explicate the market share that PSMP distributors have in the Ghanaian LLIN market;
- Malaria Safe malaria prevention workplace platform, which provides tools—such as a return on investment tracking tool—and training for corporate malaria prevention efforts;
- High quality advocacy strategy and execution to raise the profile of malaria prevention investment by the private sector.

*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)
What is PSMP?

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.
Are You Interested in Learning More About PSMP?

Please send your name and a contact address to Matt Lynch, PhD., Project Director, at mlynch@jhu.edu
/+14106596381 based in Baltimore, Maryland, USA or Felix Nyanor-Fosu, Chief of Party, at fnyanorfosu@jhuccpgh.org
/+233 244 769 422 / 050 128 9614 based in Accra, Ghana.

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.