Affordable Medicines Facility for Malaria
AMFm – where are we?

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AMFm Project

Brief Introduction

• Zanzibar AMFm application was approved in November 2009

• The PR signed an amendment to the host grant Round 8 totaling Euros: 426,968

• The AMFm supporting interventions began in early June, 2011.
AMFm launch & marketing campaigns

• National Launch of AMFm- June 23rd, 2011
• Marketing campaign to create awareness to both community & Health workers- began in early June, 2011 and now have been accelerated by the Launch event.
• Marketing campaign Phase I (June-Sept, 2011) – main focus to create awareness on the availability and price of a new branded product.
• Marketing campaign Phase II will begin Oct, 2011 – to focus on diagnostic and rational use of medicines, price monitoring and coverage of ACTs in remote areas

AMFm BCC interventions

• Will be based under the same existing interventions

Massive campaigns has been organized through mass media & and community meetings.
Private Sector Engagement

- Zanzibar has only one First line Buyer - Izmir Pharmacy LTD
- In total 200,000 treatment doses of ASAQ have been ordered, of these 150,000 treatment doses have been received in the country.
- Distribution of ASAQ has began and demand is on increase.
- The consignment of ALu (alternative therapy) is not yet delivered.

Challenges

- Compliance on recommended retail price in some outlets.
Wipe out malaria in Zanzibar

Ahsanteni

Thank you