

# Diarrhea & Pneumonia Working Group Toolkit

Last updated: January 2014

## Background

The [Diarrhea & Pneumonia Working Group](#) provides technical assistance, resource mobilization and monitoring and evaluation support to organizations and governments working to scale-up treatment of diarrhea and pneumonia in 10 countries—Bangladesh, Democratic Republic of Congo, Ethiopia, India, Kenya, Niger, Nigeria, Pakistan, Tanzania, and Uganda.

## How to Use the Toolkit

This Toolkit is designed to facilitate implementation of national scale-up efforts for child essential medicines and summarizes new guidance and resources developed by the Diarrhea & Pneumonia Working Group. The Toolkit is intended for the following audiences:

- **Global partners** with treatment scale-up programs and initiatives across multiple countries
- **Country implementing partners** to inform design and rollout of local activities
- **Local coordinating mechanisms** to facilitate stakeholder discussions and alignment of country efforts

Tools are available to support the following key areas of implementation:

1. Securing an enabling environment for implementation;
2. Ensuring availability of high-quality, affordable supply;
3. Generating demand among caregivers and providers; and
4. Establishing a mechanism to track progress against treatment scale-up efforts

To ensure effective use of these resources, users of the Toolkit are encouraged to reach out to the Diarrhea & Pneumonia Working Group for assistance in adapting resources for implementation.

## Related Links

- CCM Central: [www.ccmcentral.com/related-links/diarrhea-pneumonia-working-group/](http://www.ccmcentral.com/related-links/diarrhea-pneumonia-working-group/)
- Zinc Task Force: [www.zinctaskforce.org/](http://www.zinctaskforce.org/)
- UN Commission on Life-Saving Commodities: [www.lifesavingcommodities.org/](http://www.lifesavingcommodities.org/)
- SHOPS Project Resource Center: [www.shopsproject.org/resource-center](http://www.shopsproject.org/resource-center)
- Defeat Diarrheal Deaths: [www.defeatdd.org/](http://www.defeatdd.org/)




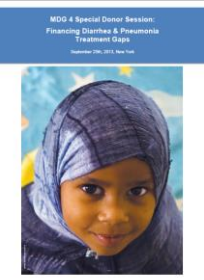


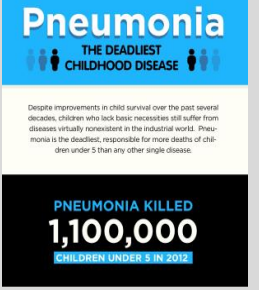

## Contact

For more information, contact the Co-Chairs of the Working Group: **Clinton Health Access Initiative** (Nancy Goh, [ngoh@clintonhealthaccess.org](mailto:ngoh@clintonhealthaccess.org)) or **UNICEF** (Mark Young, [myoung@unicef.org](mailto:myoung@unicef.org))

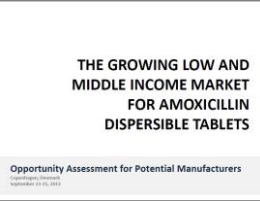
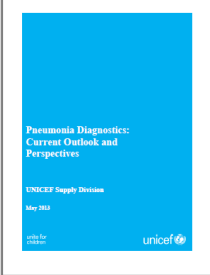
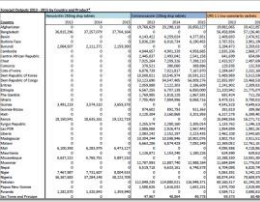
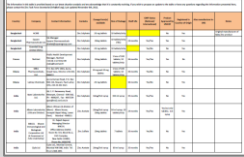
## Contents

Enabling Environment.....	2
Supply & Availability .....	3
Caregiver & Provider Demand .....	4
Monitoring & Evaluation .....	5

## Enabling Environment

 	<p><b><a href="#">Working Group Advocacy Brief and Global Advocacy Deck</a></b></p> <p>Overview of the opportunity and potential impact of scaling up treatment for diarrhea and pneumonia and how the Working Group supports this.</p> <p><b>Format:</b> PDF, PPT presentation</p> <p><b>How to use:</b> To introduce the Working Group and raise awareness around diarrhea and pneumonia treatment scale-up</p> <p><b>Audience:</b> Donors, governments, NGOs, prospective members</p> <p><b>Developed by:</b> Resource Mobilization Subgroup</p>		<p><b><a href="#">Declaration on Scaling up Treatment of Diarrhea &amp; Pneumonia and Mining Compact for Child Health</a></b></p> <p>Launched at the Child Survival Call to Action Summit in 2012 to generate interest from partners, donors, and mining companies to support scale-up efforts. Includes list of new commitments.</p> <p><b>Format:</b> PDF</p> <p><b>How to use:</b> To generate new interest and commitments</p> <p><b>Audience:</b> Donors, new partners, mining companies</p> <p><b>Developed by:</b> USAID (Declaration); IZA, MDG Health Alliance, GBC Health, UN Foundation, USAID, UNICEF (Mining Compact)</p>
	<p><b><a href="#">Financing Diarrhea &amp; Pneumonia Treatment Gaps</a></b></p> <p>Summary of key financing opportunities for implementing national scale-up plans for child essential medicines in 10 high burden countries. Presented at the 2013 MDG 4 <a href="#">Special Donor Session</a>.</p> <p><b>Format:</b> PDF</p> <p><b>How to use:</b> To mobilize resources for country implementation</p> <p><b>Audience:</b> Donors</p> <p><b>Developed by:</b> Lead Partners, Resource Mobilization Subgroup</p>		<p><b><a href="#">Amoxicillin Advocacy Brief</a></b></p> <p>Overview of the new WHO recommendation for community-based treatment of child pneumonia and product benefits.</p> <p><b>Format:</b> PDF; available in English and French</p> <p><b>How to use:</b> Raise awareness around new WHO recommendations for treating child pneumonia</p> <p><b>Audience:</b> Policymakers, healthcare professionals</p> <p><b>Developed by:</b> Amoxicillin Subgroup</p>
	<p><b><a href="#">Best Practice Approaches</a></b></p> <p>Outlines approaches for integrating delivery of child survival interventions to reduce deaths from pneumonia and diarrhea. Available for DRC, Kenya, Nigeria, Uganda, and Pakistan. Presented at the 2013 <a href="#">Pneumonia Roundtable</a> in New York.</p> <p><b>Format:</b> PDF</p> <p><b>How to use:</b> To mobilize resources for country implementation</p> <p><b>Audience:</b> Donors</p> <p><b>Developed by:</b> MDG Health Alliance</p>		<p><b><a href="#">Pneumonia Innovations Advocacy Materials</a></b></p> <p>Advocacy materials for developing new technologies and practices for improving pneumonia diagnosis and treatment, released on World Pneumonia Day 2013 including an <a href="#">infographic</a>, <a href="#">Blog</a>, and <a href="#">Lancet article</a>.</p> <p><b>Format:</b> Website</p> <p><b>How to use:</b> To raise awareness around the importance of innovations to defeat childhood pneumonia</p> <p><b>Audience:</b> Various</p> <p><b>Developed by:</b> Pneumonia Innovations Team</p>
	<p><b><a href="#">Funding Opportunities Cheat Sheet (New!)</a></b></p> <p>Overview of new RMNCH funding opportunities including details on geographic focus, eligibility and process for applications.</p> <p><b>Format:</b> Word document</p> <p><b>How to use:</b> To understand current funding opportunities and process for accessing support</p> <p><b>Audience:</b> Countries</p> <p><b>Developed by:</b> Resource Mobilization Subgroup</p>	<p><b>Coming Soon</b></p>	<p><b><a href="#">WHO Amoxicillin Advocacy Package – COMING SOON</a></b></p> <p>Resources reflecting new global recommendations for treatment of child pneumonia. Includes the new WHO guidelines, a technical document, policy brief, and revised IMCI clinical guidelines incorporating oral amoxicillin.</p> <p><b>Format:</b> PDF; available in English and French</p> <p><b>How to use:</b> To revise national treatment guidelines</p> <p><b>Audience:</b> Health professionals, policymakers, NGOs</p> <p><b>Developed by:</b> Amoxicillin Subgroup</p>

## Supply & Availability

 <p>THE GROWING LOW AND MIDDLE INCOME MARKET FOR AMOXICILLIN DISPERSIBLE TABLETS</p> <p>Opportunity Assessment for Potential Manufacturers</p> <p>February 2015, 2015</p>	<p><b><u>Amoxicillin Supplier Deck</u></b> <span style="float: right;">P</span></p> <p>Overview of market landscape and trends for amoxicillin dispersible tablets and opportunities for manufacturers to increase investments in production and supply. Presented at the 2013 <a href="#">Supplier Meeting</a> in Copenhagen.</p> <p><b>Format:</b> PPT presentation</p> <p><b>How to use:</b> To support engagements with potential suppliers</p> <p><b>Audience:</b> Suppliers</p> <p><b>Developed by:</b> Amoxicillin Subgroup</p>	 <p>Pneumonia Diagnostics: Current Outlook and Perspectives</p> <p>UNICEF Supply Division</p> <p>May 2015</p> <p>unicef</p>	<p><b><u>Pneumonia Diagnostics: Current Outlook &amp; Perspective</u></b> <span style="float: right;">P</span></p> <p>Provides an outlook and perspectives on the development of new and improved diagnostic aid devices for pneumonia and highlights.</p> <p><b>Format:</b> PDF</p> <p><b>How to use:</b> To raise awareness about the need for improved diagnostics to facilitate more effective treatment with amoxicillin.</p> <p><b>Audience:</b> Suppliers</p> <p><b>Developed by:</b> UNICEF</p>
	<p><b><u>Amoxicillin Demand Forecast</u></b> <span style="float: right;">P</span></p> <p>High level demand forecast for amoxicillin in 50 countries and repository for related data</p> <p><b>Format:</b> Excel model</p> <p><b>How to use:</b> Develop estimates of amoxicillin demand by country; users can update input data to customize for a location or subset of countries</p> <p><b>Audience:</b> NGOs</p> <p><b>Developed by:</b> Amoxicillin Subgroup</p>		<p><b><u>List of Zinc Suppliers (Updated)</u></b> <span style="float: right;">D</span></p> <p>Details on zinc suppliers by country and product-specific information.</p> <p><b>Format:</b> Excel table</p> <p><b>How to use:</b> To understand availability of zinc supply and availability</p> <p><b>Audience:</b> NGOs</p> <p><b>Developed by:</b> Zinc/ORS Subgroup</p>
<p style="text-align: center; font-size: 24px; font-weight: bold;">Coming Soon</p>	<p><b><u>UNCoLSC Quantification Guide – COMING SOON</u></b></p> <p>Guidance document on quantification steps and considerations for the 13 UNCoLSC commodities</p> <p><b>Format:</b> PDF</p> <p><b>How to use:</b> National program managers or others involved in procurement of RMNCH commodities can use the resource to develop forecasts for the 13 UNCoLSC products, particularly when logistics and service data are insufficient; discusses data sources, assumptions and presents forecasting algorithms, providing examples for each product, including the decision points and calculations. Can be used in conjunction with Quantification of Health Commodities (USAID   DELIVER PROJECT)</p> <p><b>Audience:</b> Governments, donors, NGOs</p> <p><b>Developed by:</b> UNCoLSC Rec 6 TRT</p>		

ID	Title	Year of study	Country	Study in context	Objectives
1	Healthcare workers' knowledge of zinc and amoxicillin in Bangladesh	2011	Bangladesh	Healthcare workers' knowledge of zinc and amoxicillin in Bangladesh	The study's findings that healthcare workers' knowledge of zinc and amoxicillin was low and that they were not confident in their ability to prescribe these medicines.
2	Healthcare workers' knowledge of zinc and amoxicillin in Bangladesh	2012	Bangladesh	Healthcare workers' knowledge of zinc and amoxicillin in Bangladesh	The study's findings that healthcare workers' knowledge of zinc and amoxicillin was low and that they were not confident in their ability to prescribe these medicines.
3	Healthcare workers' knowledge of zinc and amoxicillin in Bangladesh	2011	Bangladesh	Healthcare workers' knowledge of zinc and amoxicillin in Bangladesh	The study's findings that healthcare workers' knowledge of zinc and amoxicillin was low and that they were not confident in their ability to prescribe these medicines.
4	Healthcare workers' knowledge of zinc and amoxicillin in Bangladesh	2011	Bangladesh	Healthcare workers' knowledge of zinc and amoxicillin in Bangladesh	The study's findings that healthcare workers' knowledge of zinc and amoxicillin was low and that they were not confident in their ability to prescribe these medicines.

**Evidence Framework**

List of over 140 citations of consumer and provider formative research, peer-reviewed articles, program experience, and lessons learned related to demand and use of zinc, ORS, and amoxicillin. A searchable, online database for the evidence framework is coming soon.

**Format:** Excel file

**How to use:** To inform development of demand generation activities and to identify potential research gaps.

**Audience:** NGOs, governments

**Developed by:** UNCoLSC Demand Generation TRT, Demand Generation Subgroup



**Adaptable Healthcare Provider Resources (New!)**

A global Zinc+ORS communications strategy and website ([www.zinc-ORS.org](http://www.zinc-ORS.org)) that offers locally adaptable and free campaign materials. The campaign targets skilled and frontline healthcare workers, community leaders, and caregivers and offers an array of materials at various literacy levels, including a 12-minute training video. The website also includes examples from the field and enables user log-in.

**Format:** InDesign file, PDF, PPT, MOV

**How to use:** Customize and download specific tools to support your organization's promotional efforts. Share your experience of customization and implantation so it can be shared on the 'Highlights' page.

**Audience:** Suppliers, NGOs, governments, global partners

**Developed by:** McCann, SHOPS, USAID, CHAI



**Demand Generation iKit (New!)**

Cross-cutting tools and adaptable commodity-specific content including evidence briefs and communication strategies for zinc/ORS and amoxicillin

**Format:** Website, various

**How to use:** To support development of demand generation strategies for life-saving commodities for child health

**Audience:** NGOs, governments, CBOs

**Developed by:** UN Commission Demand Generation TRT with support from the Demand Generation Subgroup



**Adaptable Community Strategies for Zinc/ORS and Amoxicillin (New!)**

Provides step-by-step guidance and illustrative content in creating a communication strategy to generate demand for ORS/Zinc and amoxicillin.

**Format:** PDF

**How to use:** The strategies are not intended to serve as a quick-start foundation based on available evidence and should be integrated with commodity-specific content tailored to country context. Not a 'one-size fits all' model.

**Audience:** NGOs, governments, CBOs

**Developed by:** UN Commission Demand Generation TRT with support from the Demand Generation Subgroup

## Performance Indicators

Performance indicators for evaluating progress on diarrhea and pneumonia treatment scale-up. Selected through a consultative process with Working Group members and global experts.

**Format:** PDF

**How to use:** To facilitate joint M&E efforts through local coordinating mechanisms; incorporate into existing/planned M&E frameworks; and incorporate into global and national scorecards

**Audience:** NGOs, governments

**Developed by:** M&E Subgroup

## Guidelines for Measuring Performance Indicators

Includes additional details on each performance indicator including definition, numerator and denominator, data collection, respondents, and question.

**Format:** PDF

**How to use:** To support data collection efforts

**Audience:** NGOs, governments

**Developed by:** M&E Subgroup

## DHS/MICS Survey Tracker

Overview of the most recent major national and sub-national household surveys for the 10 countries. Schedule for planned surveys also included.

**Format:** PDF

**How to use:** To inform household survey efforts

**Audience:** NGOs

**Developed by:** M&E Subgroup

Coming Soon

## **Partner Research Tracker – COMING SOON**

Includes additional details on each performance indicator including definition, numerator and denominator, data collection, respondents, and question. Updated quarterly.

**Format:** PDF

**How to use:** To help coordinate partner research efforts and identify key research gaps

**Audience:** NGOs

**Developed by:** M&E Subgroup