Using donor funding to catalyse investment in malaria prevention in Ghana

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LONDON SCHOOL of HYGIENE & TROPICAL MEDICINE

PSMP PRIVATE SECTOR MALARIA PREVENTION

The Intervention

- The Private Sector Malaria Prevention (PSMP) project was a three-year pilot project funded by DFID Ghana to support increased domestic resources for malaria and the development of an LLIN market in Ghana (2016-19).
- PSMP had three project components:
  1. Supporting the retail sector;
  2. Supporting workplace partnerships for malaria prevention;
  3. Advocacy and resource mobilisation support to the NMCP

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The Intervention

- Supporting the retail sector
  - Market analyses (baseline, endline)
  - Human-centred design study to understand consumer preferences & WTP for non-standard LLINs
  - LLIN seed stock
  - Generic LLIN demand generation “NetLife” campaign
- Supporting workplace partnerships
  - Facilitated procurement of LLINs with initial subsidies
  - Technical support for distribution, seminars, data collection
- Advocacy & resource mobilisation
  - Raising media profile of private sector involvement; award ceremonies
  - Supported broader resource mobilisation goals of NMCP, incl Resource Mobilisation Strategy (2019-23), Ghana Malaria Foundation

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Costing analysis – Overview

- A standard output of economic evaluations of LLIN projects is cost per LLIN delivered (and/or cost per DALY averted)
- However, this measure doesn't capture the full benefits of a complex catalytic intervention such as PSMP with benefits to be realized in the medium to long-term
- We took a novel approach of evaluating the "Value for Money" (VFM) of the PSMP project by predicting the non-donor expenditure in the 5 years post-project catalysed by the initial donor investment.

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Methods – data collection

- **Perspective: provider**
- **Timeframe: July 2016 – June 2019**
- **Financial costs from PSMP project accounts & reports**
  - Ingredients approach wherever possible
  - Costs allocated to four activity areas:
    1. Supporting the commercial sector;
    2. Bringing commercial institutions in to partnership;
    3. Advocacy and resource mobilisation
    4. Central management and co-ordination
- **Financial & economic costs to other stakeholders - KIIs**
  - Institutional partners
  - Members of PSMP Advocacy Advisory Council
  - NMCP
- **Costs to retail sector stakeholders (manufacturers, distributors, retail outlets) not included**
- **Output indicator: *incremental number of LLINs delivered* through**
  - Retail outlets
  - Workplace partners

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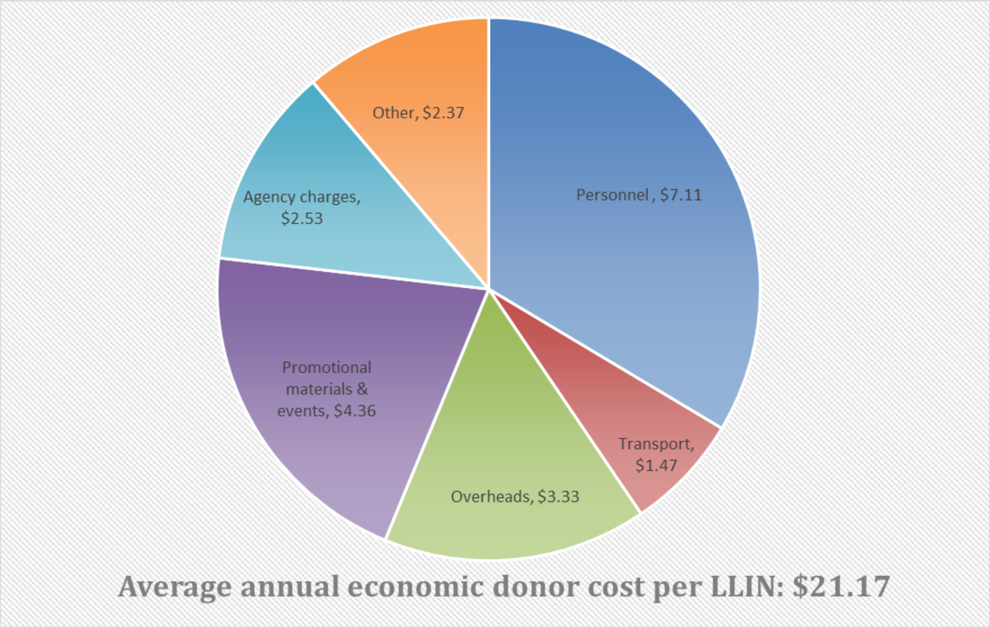
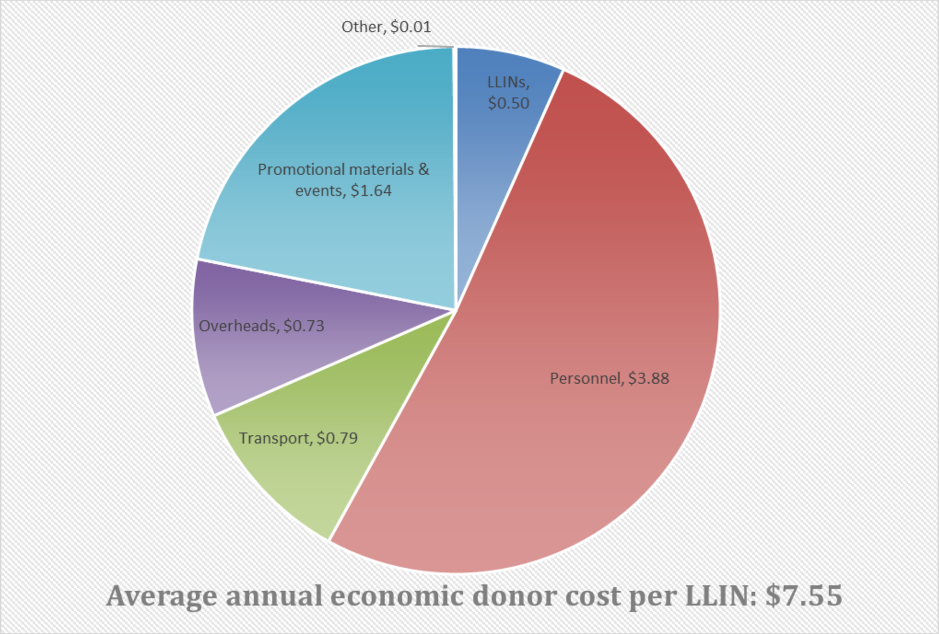
Cost per LLIN distributed

The total donor financial cost of the 3-year PSMP project was USD 4,418,996.



The average annual economic donor cost per LLIN distributed through **retail sector** was **USD 21.17** [Financial cost: USD 1.61m; annualized over 1.78y useful lifespan; 47,536 LLINs]

The average annual economic donor cost per LLIN distributed through **workplace partners** was **USD 7.55** [Financial cost: USD 1.24m; annualized over 1.78y useful lifespan; 95,568 LLINs]



Methods – Value for money analysis

- **5-year post-project time horizon**
- **Relevant donor costs considered as investment costs**
  - Annualised across the lifespan of the project (3 years) + 5 years
  - Discounted at 3%
  - Due to nature of PSMP, most costs fall in this category
- **Recurrent annual non-donor expenditure**
  - Workplace partner costs of malaria prevention activities (LLINs, BCC);
  - Household costs in purchasing LLINs from retail outlets;
  - Domestic resource mobilization (public sector financing & private investors)
- **Recurrent annual donor costs**
  - Support to workplace partnerships, resource mobilisation; match funding
- **Annual ratios of projected non-donor expenditure to annualized donor costs**
- **Alternative scenarios were constructed to explore uncertainty around future consequences of the intervention**

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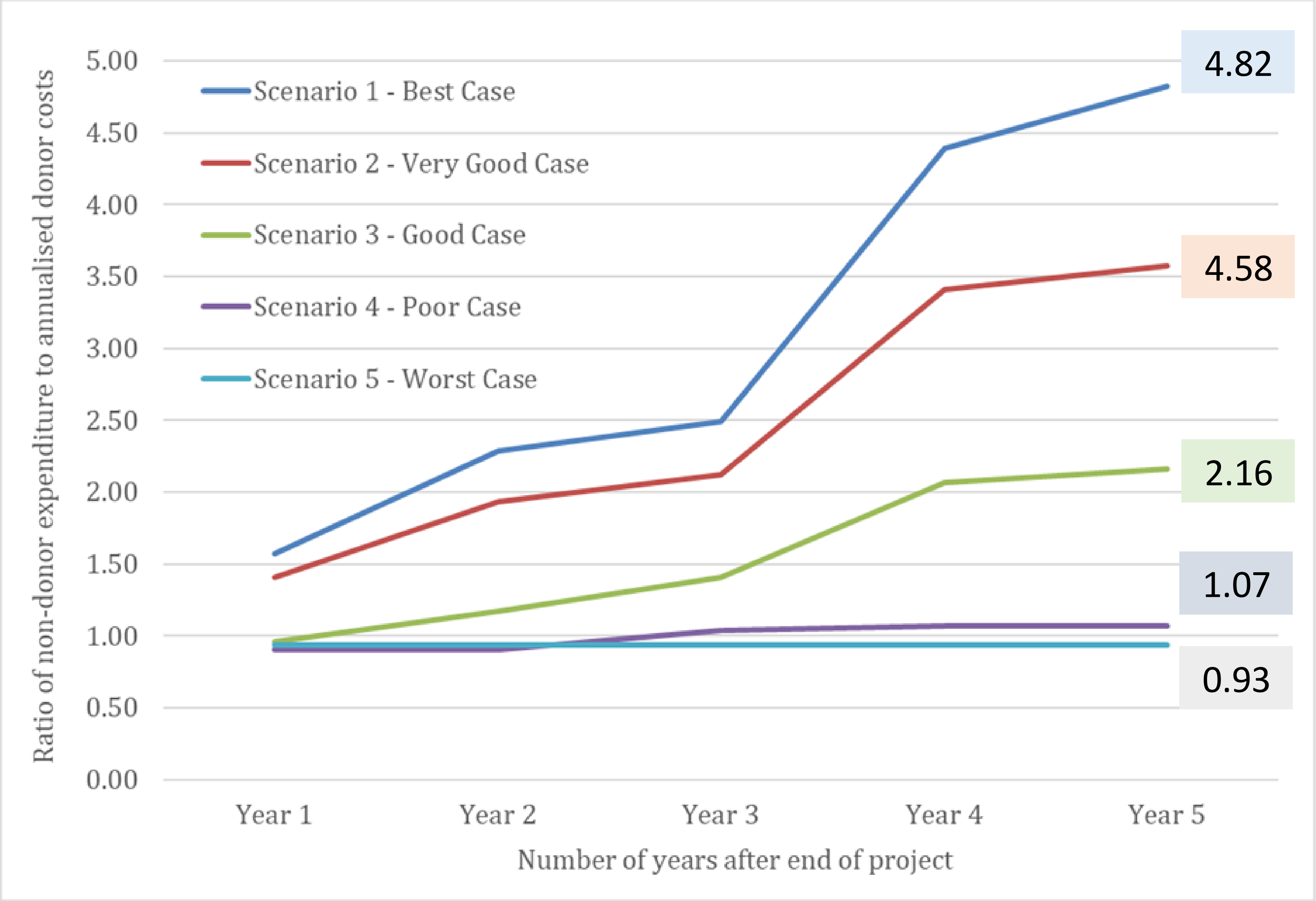
Ratio of annual non-donor to donor expenditure for 5 years after project end



Assumptions for scenarios

- Support to retail sector, workplace partnerships, GMF (donor / domestic)
- Growth in HH purchase of LLINs
- Growth in workplace partner contributions
- Public investment to GMF from % of DACF
- Match funding
- Private investments

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Summary

- **Unit cost per net delivered was high**, reflecting considerable initial investment costs and relatively low volumes of LLINs sold during the short duration of the project
- However, **taking a longer time horizon and broader perspective on the consequences of this complex catalytic intervention** suggests that **considerable domestic resources for malaria control could be mobilized**, exceeding the value of the initial donor investment.
- BUT this **will require some level of recurrent expenditure to support private sector engagement** e.g. advocating for new companies to adopt malaria prevention activities, technical support for BCC activities, high level advocacy to support implementation of the Resource Mobilisation Strategy

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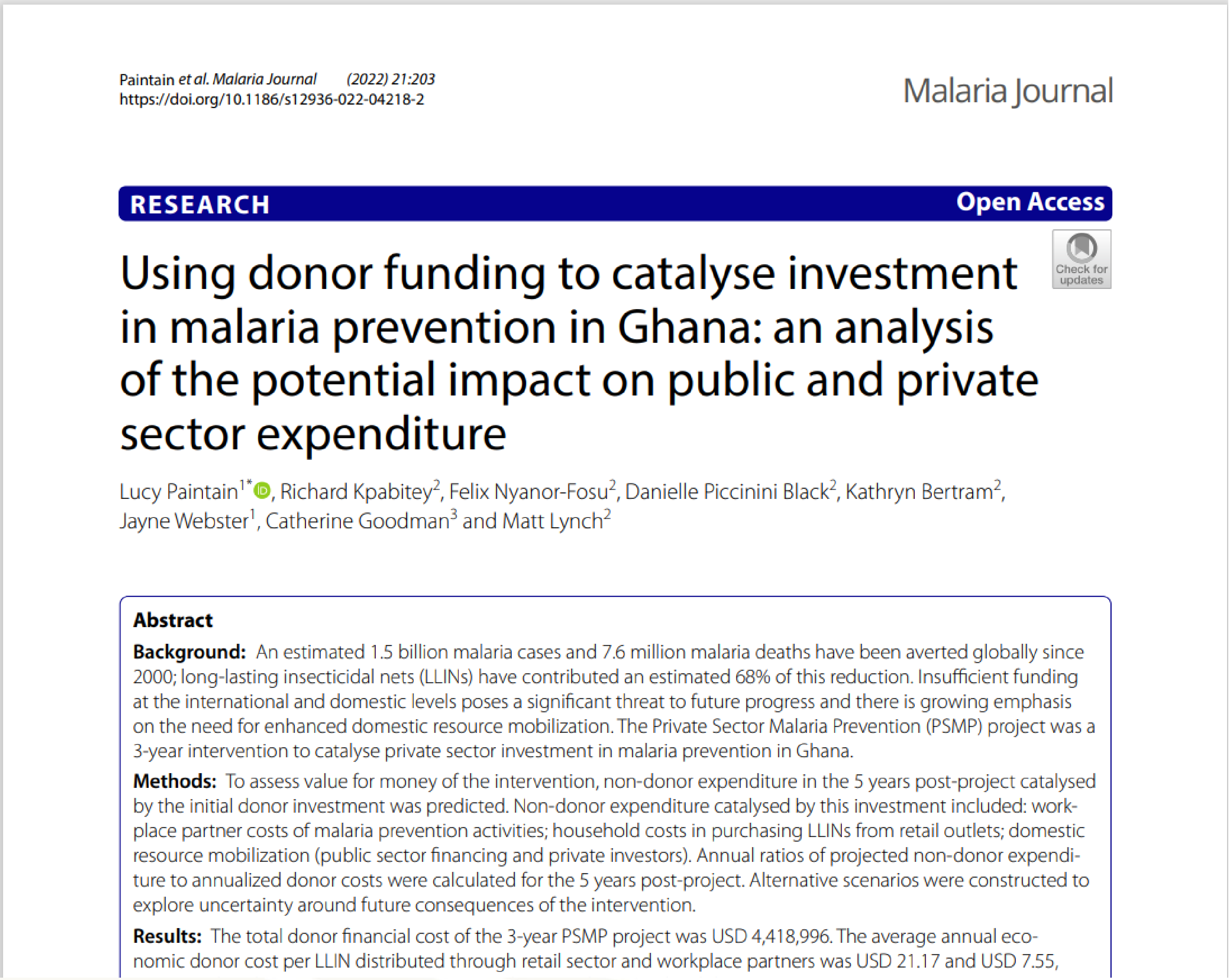

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Malaria Journal

RESEARCH Open Access

Using donor funding to catalyse investment in malaria prevention in Ghana: an analysis of the potential impact on public and private sector expenditure

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Abstract

Background: An estimated 1.5 billion malaria cases and 7.6 million malaria deaths have been averted globally since 2000; long-lasting insecticidal nets (LLINs) have contributed an estimated 68% of this reduction. Insufficient funding at the international and domestic levels poses a significant threat to future progress and there is growing emphasis on the need for enhanced domestic resource mobilization. The Private Sector Malaria Prevention (PSMP) project was a 3-year intervention to catalyse private sector investment in malaria prevention in Ghana.

Methods: To assess value for money of the intervention, non-donor expenditure in the 5 years post-project catalysed by the initial donor investment was predicted. Non-donor expenditure catalysed by this investment included: workplace partner costs of malaria prevention activities; household costs in purchasing LLINs from retail outlets; domestic resource mobilization (public sector financing and private investors). Annual ratios of projected non-donor expenditure to annualized donor costs were calculated for the 5 years post-project. Alternative scenarios were constructed to explore uncertainty around future consequences of the intervention.

Results: The total donor financial cost of the 3-year PSMP project was USD 4,418,996. The average annual economic donor cost per LLIN distributed through retail sector and workplace partners was USD 21.17 and USD 7.55,

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