Using donor funding to catalyse investment in malaria prevention in Ghana

Lucy Paintain, 18th October 2022
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
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
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.
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 - KII
  • 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
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
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
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.
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 4,418,896. 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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