

SEAM Tanzania

ADDOS: Development and Implementation of a Marketing Plan

M. Ndomondo-Sigonda,¹ N. B. Chukilizo,¹ O. Kowero,¹ E. Alphonse,¹ Y. Hebron,¹ L. Jamu,² M. Taylor,³

Dharmendra Satapathy,⁴ R. Mbwasii,³ and R. Shirima³

¹Tanzania Food and Drugs Authority ²Population Services International ³Management Sciences for Health ⁴Lowe Scanad

Engaging the Community

The success of the ADDO program depends on an effective, government-approved communications and marketing strategy able to convince consumers, shop owners and sellers, and local government and community leaders to participate. To address this challenge, the Tanzania Food and Drugs Authority (TFDA) and SEAM Tanzania have developed an ADDO advocacy campaign.

Building Blocks

The campaign's goal was defined: Use a marketing approach, founded on a baseline study of local behaviors and opinions, to change behavior of target groups through marketing, public education, training, and support. Two key basic steps were identified—

- **Collect qualitative data.** Twenty-eight focus group discussions were conducted with consumers, DLDB owners and dispensers, and community leaders; and fifteen in-depth interviews were conducted with key government informants.
- **Contract a professional marketing firm.** A commercial firm was selected to develop and implement the marketing program, responding to the qualitative data and centered on the theme of Trust.

Marketing Tactics and Activities

The marketing and communications campaign is based firmly on the findings from focus groups and interviews, and composed around four major components: place, products and services, pricing, and promotion.

Place

Objective: Develop drug shops to meet ADDO standards

- Develop interest among DLDB owners in transforming their shops into ADDOs by engaging them in discussion and incorporating their concerns into the program
- Ensure that approved DLDB owners renovate their shops as needed to meet ADDO standards
- Ensure that ADDOs incorporate business training into shop operations



We depend on Duka La Dawa Muhimu (Essential Drug Shop)

Products and Services

Objective: Provide products and services that meet ADDO standards

- Develop ADDO standards and obtain approval from Ministry of Health
- Design training programs for dispensers, owners, and inspectors
- Identify dispensers
- Train and certify dispensers, owners, and inspectors
- Identify and train supervisors
- Accredite shops

Pricing

Objective 1: Keep drug costs affordable

Objective 2: Allow owner investment to yield improved profitability

- Implement incentives to reduce business expense: rationalize taxes and licenses
- Explore microfinance option for owners
- Encourage wholesalers to open branches in the pilot regions and facilitate this process
- Explore options for group purchasing (e.g., through an ADDO owners' association)

Promotion

Objective: Build brand appeal and trust among stakeholders to gain social approval and support

- Develop, test, and select brand name and logo
- Develop point-of-sale activities and promotional items
- Hold special events for advocacy through direct personal communication
- Place advertisements in mass media outlets