



## **ADDOS: Development and Implementation of a Marketing Plan\***

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For the ADDO program to succeed it will be essential to conduct an effective, government-approved communications and marketing strategy to convince consumers, shop owners and sellers, and local government and community leaders to participate in the program. ADDO educational and advocacy campaigns based on current opinions and behaviors gathered through key stakeholder focus group discussions and key informant interviews were developed. Behavior change methodologies are described.

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