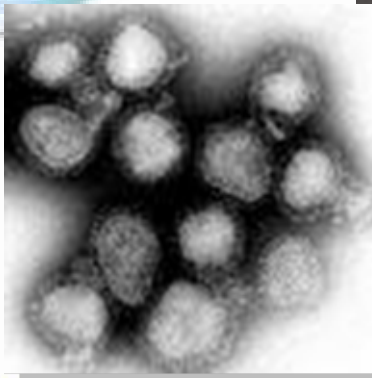


# Health Marketing

Coordinating Center for Health Information and Service

## Global Communication & Marketing

# GCM in Kenya



DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
COORDINATING CENTER FOR HEALTH INFORMATION AND SERVICE



# Partners

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- CDC-Kenya
  - Global Disease Detection Division
  - International Emerging Infections Program
- Kenya Ministry of Health
  - Division of Nursing
  - Division of Health Promotion
- African Medical and Research Foundation (AMREF)
- Kenya Medical Training College
- Nursing Council of Kenya

# Two Projects

## Satellite VSAT Network

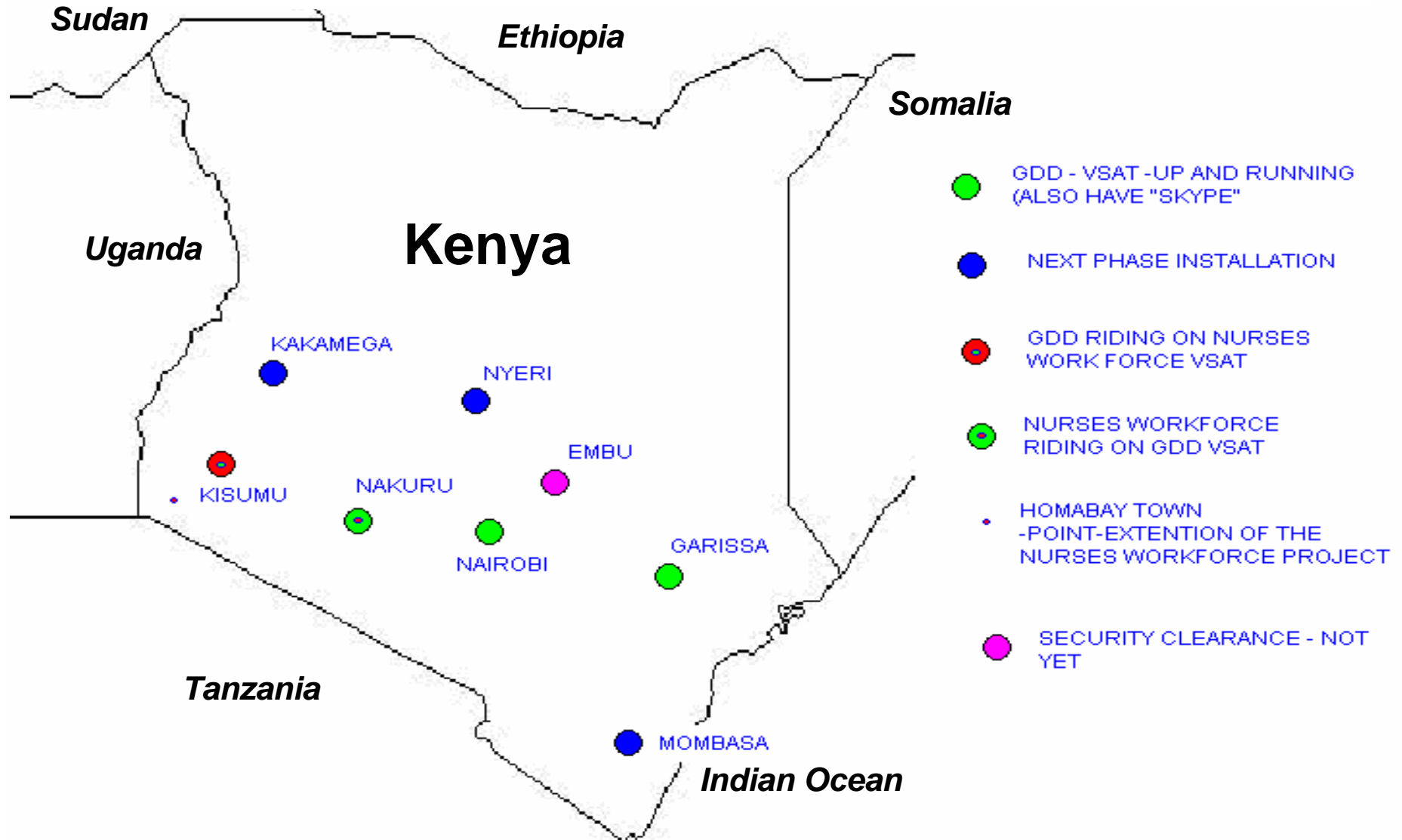
*“ Our Communication,  
e-learning & Disease Surveillance aid”*



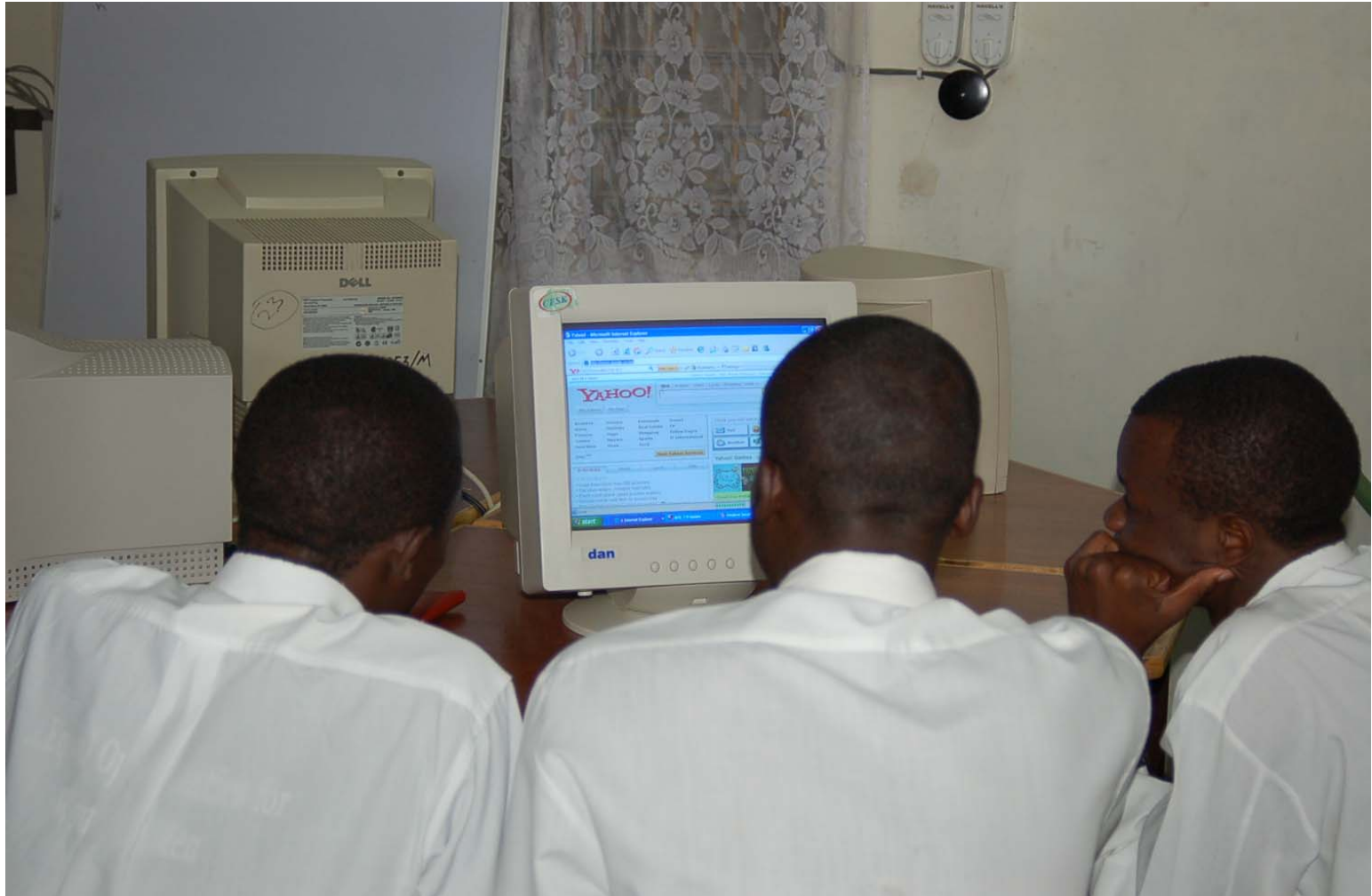
## Infection Control in Provincial Hospitals



# VSAT Network Status



# VSAT Network





# Infection Control Project

**SEGREGATION OF MEDICAL WASTE**  
PREVENTION OF NEEDLE STICK INJURIES AND RISK OF DISEASE TRANSMISSION STARTS WITH YOU!

**Non-Infectious Waste**

- Paper/Packaging material
- Food

**Infectious Waste**

- Gauze/Dressing
- Blood/IV fluid lines
- Gloves

**Highly Infectious Waste**

- Anatomical Waste
- Teeth
- Placenta
- Pathological Waste
- Sputum container
- Test tubes containing specimens

**Sharp Waste**

- Infusion sets
- Broken slides
- Broken vial
- Broken ampoules
- Lancet
- Wound swabs
- Scalps
- Scissors
- Needles

**IT IS THE RESPONSIBILITY OF HEALTH WORKERS TO SEGREGATE WASTE IMMEDIATELY ACCORDING TO TYPE**

Ministry of Health, Kenya (MHWK) logo at the top center.

Logos for JSE and MMS at the bottom right.

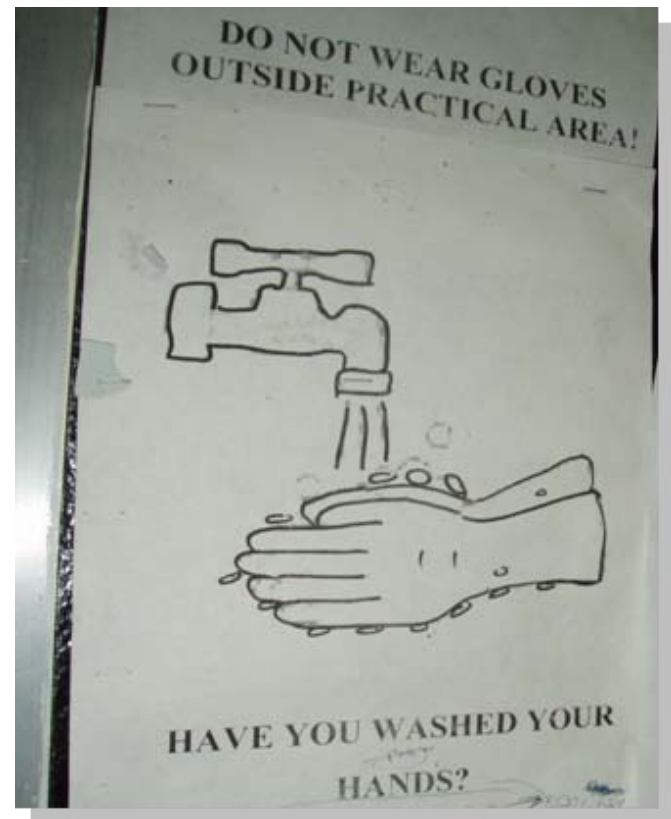
Text at the bottom: "Medical Injections Safer Project"

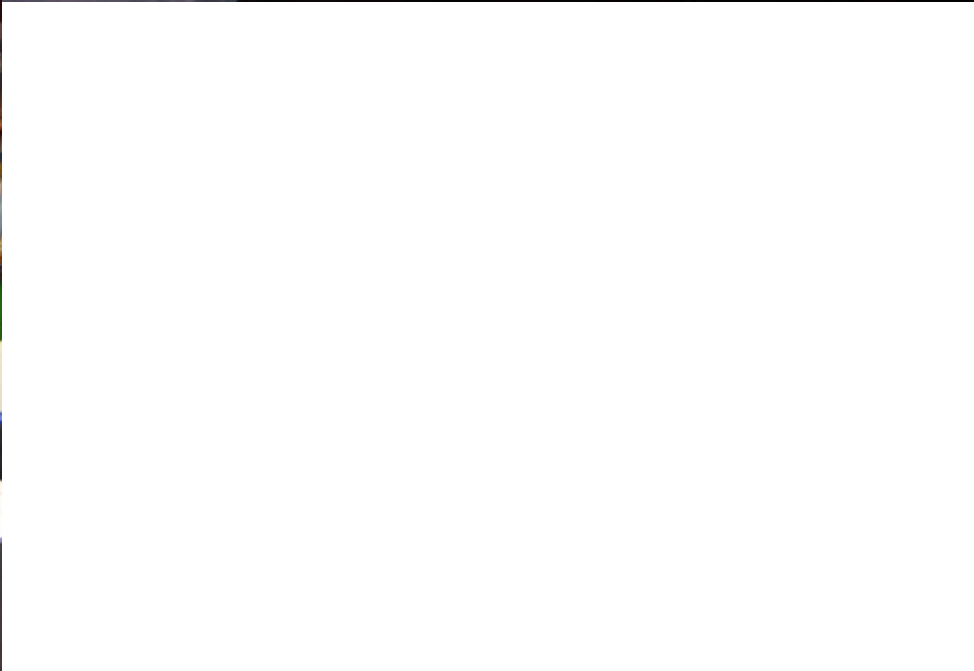
# Increasing Infection Control Capacity in Kenya Provincial Hospitals

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GCM's focus in this project

- applying Information and Communications Technology (ICT) and Information Dissemination
  - Communication materials for staff, patients, family, public
  - Training interventions





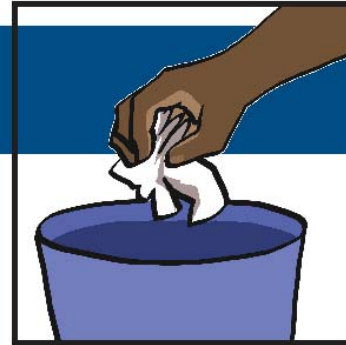


# Prevent Infection

Cover  
Your  
Cough



Cough or sneeze into  
your shoulder



Place used tissues in  
waste containers

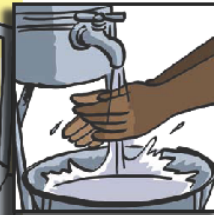


Wash your hands after contact  
with respiratory secretions



# Prevent Infection

**Wash  
Your  
Hands**



Before and after caring for a patient

After touching  
blood or bodily  
fluids



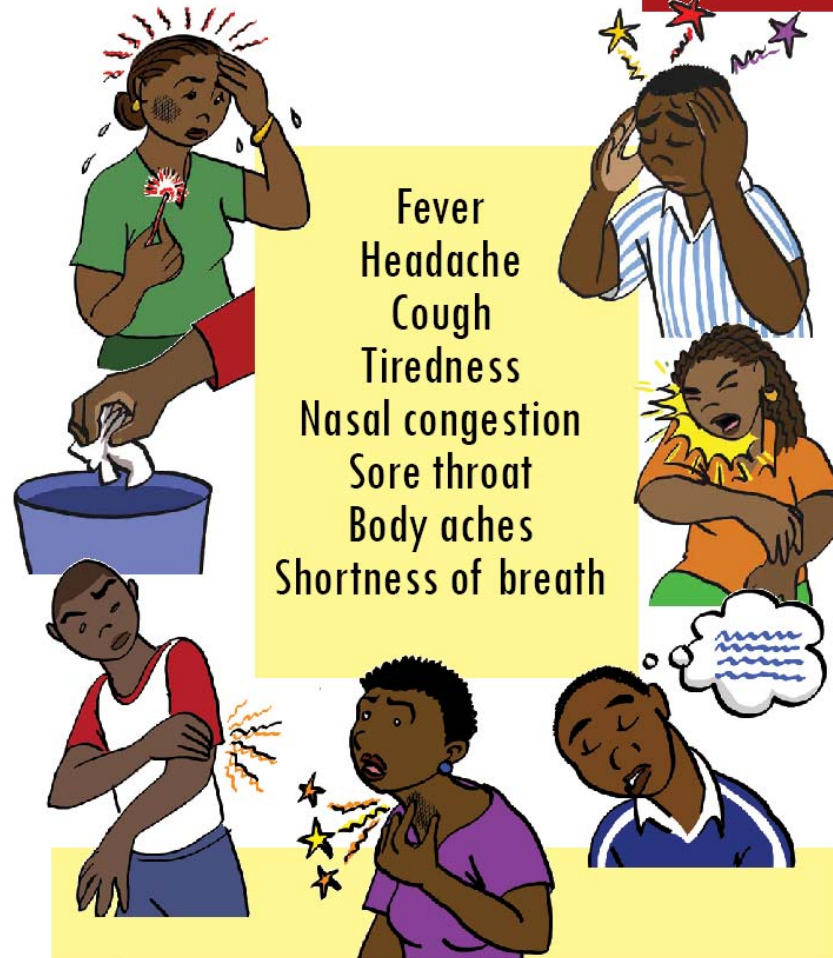
After going to the toilet

When hands are  
visibly soiled



# Prevent Infection

If you have any of following symptoms, please seek medical assistance

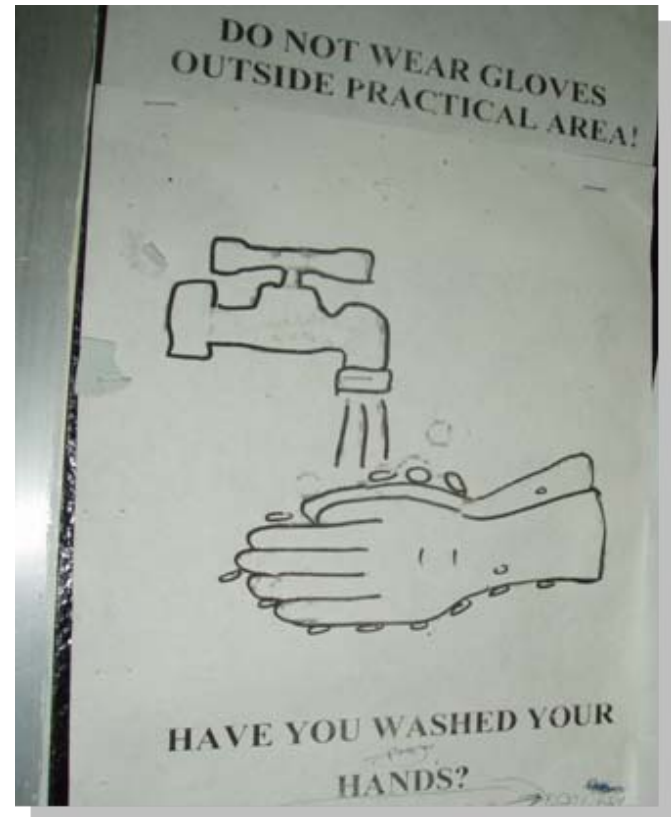


# Increasing Infection Control Capacity in Kenya Provincial Hospitals

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GCM's focus in this project

- applying Information and Communications Technology (ICT) and Information Dissemination
  - E-Learning course
  - Traditional classroom course





# Reducing Hospital Infections Can Save Resources

## TOP TEN CONDITIONS

1. MALARIA.
2. PNEUMONIA.
3. TYPHOID FEVER.
4. ANAEMIA.
5. HYPERTENSION.
6. GASTRO-ENTERITIS.
7. DIABETES MELLITUS.
8. TUBERCULOSIS.
9. ASTHMA.
10. OTHERS.

# Increasing Infection Control Capacity in Kenya Provincial Hospitals

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# Opportunities: Captive Audiences



# TV!!!





# Observations

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# So Are their Maintenance/Repair Stations

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# ....And Abuse and Cyber Crimes..

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DEAR OUR CUSTOMER,  
**WE THANK YOU FOR  
BROWSING WITH US BUT  
PLEASE NO PORN WEBSITES.  
THANK YOU.  
BY MANAGEMENT**

# **Global Health Marketing: Expanding the Reach of Time Tested Health Messaging with the ICT of Tomorrow**

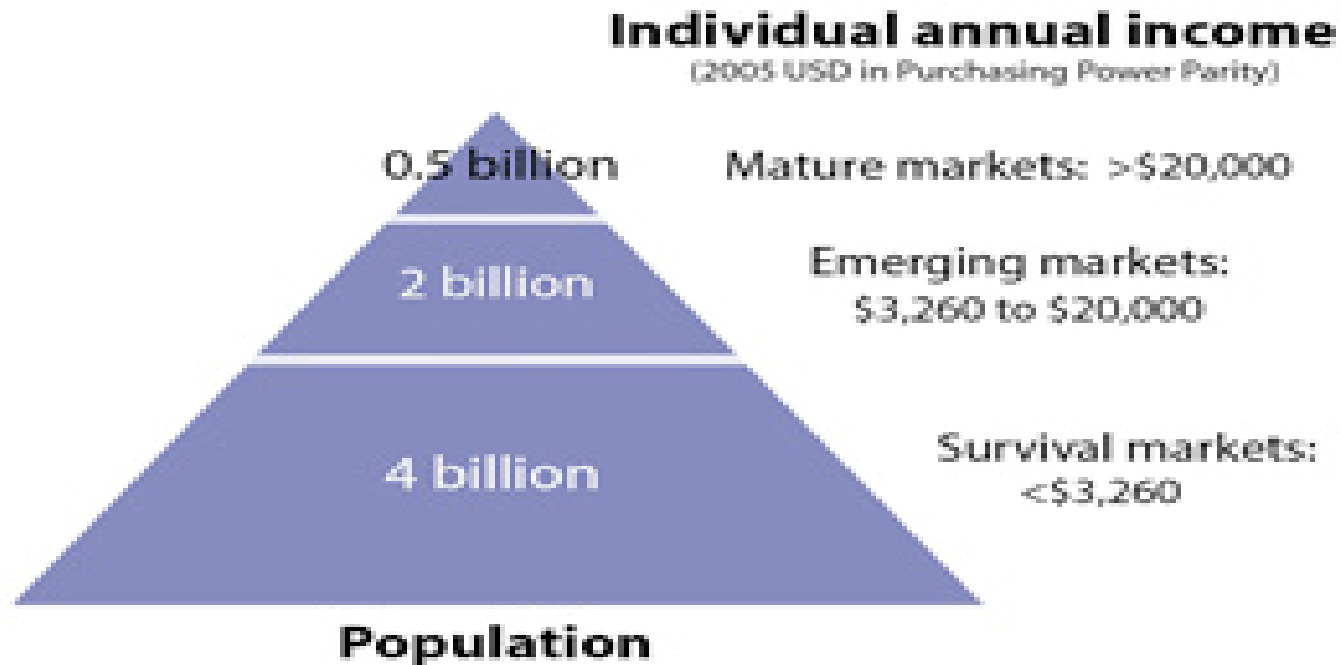
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**“The two areas that are changing... are information technology and medical technology. Those are the things that the world will be very different 20 years from now than it is today.”**

**~Bill Gates**



# The World Economic Pyramid



Most companies focus on mature and emerging markets, while the huge market of 4 billion people living on less than \$3,260 a year goes largely untapped.

World Resources Institute

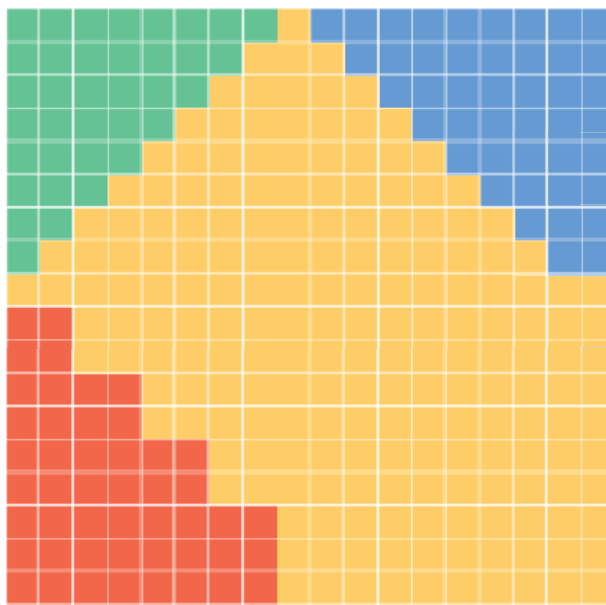
# The High Cost of Poverty:

Mumbai Suburb vs. Slum (Prahalad & Hammond 2004)

<b>Cost</b>	<b>Warden Road (A) Middle-Income Suburb</b>	<b>Dharavi (B) Urban Slum</b>	<b>Difference (A/B)</b>
Annual interest on credit	12-16%	600-1000%	60-75X
Municipal grade water (cu.m)	\$0.03	\$1.12	37X
Phone call per minute	\$0.025	\$0.04-.05	2X
Diarrhea Medication	\$2	\$20	10X
Rice (per Kg)	\$0.24	\$0.28	1.2X

# Private Sector Stakes in Developing Markets: BOP health market: \$158 Billion annually.

BOP spending on health  
\$158.4 billion

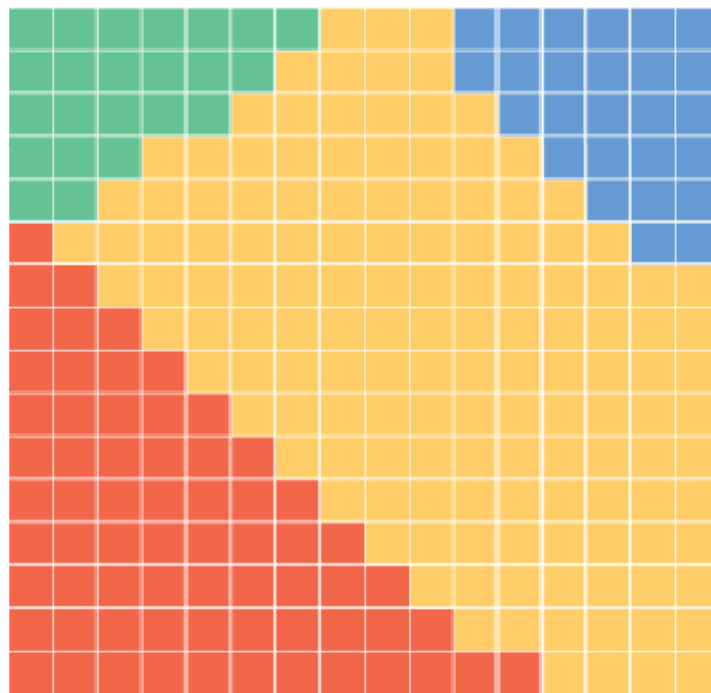


	\$ billions (PPP)	
Africa	■	18.0
Asia	■	95.5
Eastern Europe	■	20.9
Latin America	■	24.0

Each square represents  
approximately \$500 million

# ICT Spending by the Base of the Pyramid

BOP spending on ICT  
\$51.4 billion



		\$ billions (PPP)
Africa	<span style="color: green;">■</span>	4.4
Asia	<span style="color: yellow;">■</span>	28.3
Eastern Europe	<span style="color: blue;">■</span>	5.3
Latin America	<span style="color: red;">■</span>	13.4

Each square represents  
approximately \$200 million



# A new Life Line?

**Health messaging with accompanying medical care can save 14 million deaths per year** ~Savedoff, William “Priorities in Health”

**2006:** 1.1 B internet and 1.4 B mobile subscribers

- Five-fold Growth in Five years

**2009:** 2.6 B internet subscribers

- 0.58 Billion subscribers in low & middle income countries

**2010:** 2.4 Billion mobile subscribers

- 1.92 B in developing countries with fastest growth in Sub-Saharan Africa

Source: Digital Economy Fact book [www.pff.org/issues-pubs/books/factbook\\_2006.pdf](http://www.pff.org/issues-pubs/books/factbook_2006.pdf);

[1] Savedoff, William and Smith, Anne-Marie. “Priorities in Health” World Bank 2006. <http://www.dcp2.org/pubs/PIH> March 9, 2007

# Private Partnerships in Practice: Health Dividends from Base of the Market Engagement (ICT Sector: A Natural Partner to Health Marketing)

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**Voxiva Global:** Pyramid Platforms bring ICT for logistics, disease management, patient monitoring, surveillance.

**Voxiva Peru:** 50% reduction in maternal mortality via 2-way radios for midwives in Amazon

**Voxiva Uganda:** 25% Reduced surveillance time through PDAs and increased diagnostic quality

**Vodacom South Africa: South Africa:** Cell phones for infectious disease management TB/HIV (linked to Central Database)

**DRISHTEE and SARI:** Remote eye exams through 45,000 operational kiosks by 2003 (goal: 500,000 by 2010)

**Radio Satellite and BBC Trust:** Sudanese virtual community established via radio; health, governance, and women's issues discussed.

We've got a lot of knowledge to share with our Kenyan partners.....



....and we've got a lot to learn from them.

**Marketing**

Center for Health Information and Service

**Global Communication & Marketing** ...

**Questions or Comments?**

Email our team at [globalcomm@cdc.gov](mailto:globalcomm@cdc.gov)

DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
COORDINATING CENTER FOR HEALTH INFORMATION AND SERVICE

