

## Malaria Nets

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# Inherency

## Social Marketing favored by Clinton & Bush Administration

McNeil 2007

[Donald G. | New York Times *Distribution of Nets Splits Malaria Fighters*, p.online | 10/09/2007 | Accessed 10-18-07 ~ www.nyt.com !DJC]

In doing so, Dr. Kochi turned his back on an alternative long favored by the Clinton and Bush administrations — distribution by so-called social marketing, in which mosquito nets are sold through local shops at low, subsidized prices — \$1 or so for an insecticide-impregnated net that costs \$5 to \$7 from the maker — with donors underwriting the losses and paying consultants to come up with brand names and advertise the nets.

## American program distributes 75% free nets

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The new model is beginning to prevail but has not completely swept the field. Some donors still use some social marketing. Unicef, the world's largest buyer of nets, distributed 25 million last year, of which 92 percent were given away, said its medical director, Dr. Peter Salama. The main American program, the President's Malaria Initiative, plans to hand out more than 15 million nets by 2008, of which about 75 percent will be free, said its coordinator, Rear Adm. Tim Ziemer.

# Solvency

## Mosquito Nets make epidemics rare

McNeil 2007

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But since hundreds of free mosquito nets came to Maendeleo, her rice-farming village in west-central Kenya, “malaria epidemics have become rare,” she said happily, even though the village sits amid stagnant paddies where swarms of mosquitoes breed.

## WHO agrees - free nets work best

McNeil 2007

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Recently, Dr. Arata Kochi, the blunt new director of the World Health Organization’s malaria program, declared that as far as he was concerned, “the debate is at an end.” Virtually the only way to get the nets to poor people, he said, is to hand out millions free.

## Insecticide filled nets work best

McNeil 2007

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He argues that the insecticide-filled nets, when used by 80 percent or more of a village, create a barrier that kills or drives off mosquitoes, protecting everyone in the area, including those without nets. Individual nets tended to just drive mosquitoes next door, to bite someone else. As such, he said, nets ought to be treated as a public good, like the measles or polio vaccines, which the world does not charge the poor for.

## **Distribution goes quickly**

**McNeil 2007**

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Free net distributions are usually done in a week or two, by armies of workers who are paid a few dollars a day by the Red Cross or health ministry to cover a country or other large region. Distributions have been tried in Sierra Leone, Niger, Togo and elsewhere, sometimes in conjunction with measles shots or deworming drugs.

## **Free nets creates equitable distribution**

**McNeil 2007**

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Then, late last year, the health ministry got a big grant from the Global Fund to Fight AIDS, Tuberculosis and Malaria that allowed it to hand out 3.4 million free nets in two weeks. Coverage rose to 67 percent, and distribution became more equitable. Under social marketing, Dr. Olumese said, the “richest of the poor” had 38 percent coverage, while the “poorest of the poor” — like Maendeleo’s rice farmers — had only 15 percent. After the handouts, they were about equal.

## **Free net distribution is cheaper**

**McNeil 2007**

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It also turned out to be cheaper, Dr. Olumese said. With consultant fees, transportation, advertising and shipping, social marketing added about \$10 to the cost of each net beyond the \$5 to \$7 that Danish or Japanese makers charged. But even with payments to volunteers, the added cost of free distribution was only about \$1.25 per net.

# **AT: Social marketing solves**

## **Social marketing doesn't work**

**McNeil 2007**

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Two years ago, social marketing was at the heart of a scandal when it was revealed that the United States Agency for International Development, or USAid, which distributes foreign aid, was spending 95 percent of its malaria budget on consultants and 5 percent on goods like nets, drugs and insecticide. Under attack from several senators championing the fight against malaria, the agency later announced that it would spend at least half its budget on goods. Senator Tom Coburn, Republican of Oklahoma, called the new W.H.O. policy “a great move,” adding, “We knew social marketing doesn’t work.”