

World Café session – 27-11-08

Question: When relying on private sector for dengue prevention and control, are there issues of equity? If yes, what can be done to reduce these inequalities?

Host: Dr James Wangi

All groups who took part in the world café exercise agreed that it would be a good idea to involve private sectors for dengue control and prevention work. Further, they also agreed that there would be issues of equity with such arrangements. The groups listed some private sectors and the type of equity issues that could result and suggested ways to reduce these inequalities. The table below summarizes the group discussions.

Table : Private Sector Involvement in Dengue fever Prevention and Control and Issues of Equity .

Private Sectors	Issues of equity	What can be done to reduce these inequalities	Comments
Private Business Houses (general)	May focus only on areas where they can make profit or opportunities of business gains and these areas may not be where the problem of dengue fever is – for instance dengue is generally more prevalent in highly populated, poor communities	<ul style="list-style-type: none"> ▪ Governments/ authorities to use company tax relief laws /arrangements to encourage business houses to give attention to areas needing attention . ▪ Make and sell proposals of “service delivery and benefits” to companies and private business houses ▪ Increase advocacy and awareness of 	- Use awareness and advocacy meetings to sell proposal of “ <i>service delivery and benefits</i> ” to companies and private

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		<p>dengue fever amongst business houses</p> <ul style="list-style-type: none"> ▪ Encourage companies to advertise and promote their products whilst engaging in public health interventions ▪ Governments consider subsidizing in areas where companies may incur lose. 	business houses
Private Pharmaceutical Companies	As above	Encourage companies to focus on per capita interventions that are scientifically sound, easy and cheaper to get and manage and have potentials of greater coverage of population in reasonable time	Start with small but visible / achievable interventions and expand as confidence is attained.

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		(eg the purchase and distribution of personal protective measures like mosquito repellants)	
Private Beverage companies (coca-cola, alcohol)	As above	Use “ <i>favorite drink</i> ” of populace and get companies print on appropriate messages of dengue prevention and control on their products. Encourage aggressive product advertisement, promotion and sales – simultaneously promoting public health message	Encourage aggressive product promotion , sales and marketing using established company strategies
Private Social Welfare groups- NGOs /CBOs- <ul style="list-style-type: none"> ▪ Womens welfare groups ▪ Child Welfare groups ▪ Youth welfare groups 	One gender /social group may benefit more than the other.	<ul style="list-style-type: none"> ▪ Put together communication and advocacy packages that are general for all to know and targeted for specific groups . ▪ Work through common or “umbrella” organizations covering NGOs/CBOs 	Encourage public private mix-government, business houses and NGOs, CBOs “focus on behavior change”
Religious	Populations covered by	<ul style="list-style-type: none"> ▪ Put together 	Encourage

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<p>groups/denominations/ organizations</p>	<p>common religious organizations may get better coverage and attentions whilst minority groups may not or wealthy religious groups may give better service to their members whilst poorer but common groups may not</p>	<p>communication and advocacy packages that are general for all to know and targeted for specific groups.</p> <ul style="list-style-type: none"> ▪ Work through common or “umbrella” organizations covering religious groups 	<p>public private mix-government, business houses and NGOs, CBOs and church and religious groups.</p> <p>“focus on behavior change”</p>
<p>Ethnic Groups based on Language, culture , race , nationality</p>	<p>Language barriers and cultural and racial difficulties may prevent minority groups from benefiting from services</p>	<ul style="list-style-type: none"> ▪ National authorities to work through respective country embassies to reach groups with :behavior change messages 	<p>Encourage public private mix-government, business houses and NGOs, CBOs and church and religious groups</p>
<p>Regionally :richer countries vs poorer countries</p>	<p>Richer (dengue fever endemic) countries in the region may have better control and prevention activities against dengue fever , but due to their endemicity status, may still pose risk to poorer non-endemic countries</p>	<ul style="list-style-type: none"> ▪ Increase dialogue through regional meetings /through heads of states /countries and seek ways for richer countries assisting the poorer ones in the region ▪ Governments 	<p>Identify and use existing regional mechanisms</p>

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		<p>in the region may consider setting up “Pacific Union”, something similar to European – with the aim of countries assisting each other</p>	
<p>Sports teams and sponsoring organizations</p>	<p>Appeal may only reach the youth or sports loving people and others may miss out</p>	<ul style="list-style-type: none"> ▪ Use favorite sports icons and promote behavior change messages ▪ Consider tax breaks for private companies sponsoring sports team that promote public health messages on dengue fever prevention and control 	<p>Encourage public private mix-government, business houses and NGOs, CBOs and church and religious groups</p>
<p>Regional bilateral/multilateral organizations</p>	<p>Eg , SPC, WHO, CDC, AUSAID, NZAID-etc Focus of work may not cover Dengue fever prevention and control work</p>	<ul style="list-style-type: none"> ▪ Governments hold meetings and invite regional organizations and get them to understand the issues involved and get them to agree to work together to 	<p>Identify and use existing fora.</p>

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