

INTRODUCTION

Do you want to decrease absenteeism and increase productivity among staff?
Do you believe malaria presents a threat to your company's bottom line?
Are you dedicated to the wellbeing of your employees?

If you answered **YES** to any of these questions, then PSMP is the program for you!

Potential Benefits for Participating Companies:

The experience of companies investing in workplace programs focused on malaria prevention has largely been very encouraging. Malaria prevention is a concept easily justified to corporate boards, as investments in malaria prevention have consistently offered rapid rates of return for businesses through reduced absenteeism, reduced costs for company-operated health facilities, and increased employee productivity.

- According to a recent study,¹ businesses in Ghana lost about US\$6.58 million to malaria in 2014, 90% of which were direct costs.
- A total of 3,913 workdays were lost due to malaria, in the study sample, during the period 2012–2014.
- Businesses in the study sample (62 businesses in the three regions of Greater Accra, Western, and Ashanti) spent an average of 0.5 % of annual corporate returns on treatment of malaria in employees and their dependents.

In the past, many companies have simply accepted the burden malaria puts on corporate performance as an “inevitable” cost of doing business in Ghana.



¹Nonvignon, Justice, et al. "Economic burden of malaria on businesses in Ghana: a case for private sector investment in malaria control." *Malaria Journal* 15.1 (2016): 454.

However, companies large and small across malaria-endemic countries in Africa have been increasingly investing in preventing malaria, and reaping benefits as a result. AngloGold Ashanti's malaria control program in Ghana, for example, showed that by 2012, it had reduced malaria cases in the Obuasi mining area by about 75%, well above the 50% target it set in 2006.

Businesses of all sizes can be strong advocates for and participate in malaria prevention, as these efforts do not occur in silos. Businesses have the opportunity to work with other business, public health organizations, and national partners to enhance their malaria prevention efforts.²

How Can Your Company Take Part?

PSMP is looking to partner with approximately 50 companies in Ghana. Through these partnerships, PSMP will provide technical support to employers interested in instituting more routine and formalized systems of malaria prevention for staff, their dependents and surrounding communities. Whether your company already has an employee wellness program in place, or is interested in instating one for the first time, PSMP will work with you to augment your offerings by providing a comprehensive range of malaria prevention support.

To that end, workplace program partners will be invited to participate in a Malaria Safe program, which will not only provide tools and training, but also help raise visibility of efforts and successes through mass media and other

corporate networking events. Additionally, PSMP will partner with vetted manufacturers and distributors, allowing companies to have quick and affordable access to Long Lasting Insecticidal Nets (LLINs) from readily available and reliable sources.

The workplace program, combined with the retail supply chain and advocacy components of the PSMP project, will work together to establish a buoyant market for LLIN sales. In so doing, PSMP will serve as a catalyst for continuous engagement of the commercial sector in the manufacturing, distribution, and sales of LLINs in Ghana. This is a unique opportunity to learn how your company can be a part of this cutting-edge program.

²The Roll Back Malaria Progress & Impact Series publication *Business Investing in Malaria Control: Economic Returns and a Health Workforce for Africa* is a good source of further information: www.rollbackmalaria.org/microsites/gmap/progress-and-impact-series.html

Are You Interested in Being Part of PSMP?

Please send your name, a short profile on your company and a contact address to Felix Nyanor-Fosu, Chief of Party, at ghanasmp@gmail.com or +233 544-315-688 / 054-315-689.

PSMP Project Overview

Aim: To catalyze private sector engagement in malaria control, particularly in the supply and distribution of LLINs

Location: Ghana—Greater Accra, Western and Ashanti

3 Focal Areas:

Retail Supply Chain and Demand Creation: Facilitate expansion of the commercial sector's distribution of LLINs in urban retail markets.

Workplace Programs: Accelerate employer efforts to protect employees and communities from malaria.

Advocacy: Raise the profile and commitment by the private sector in malaria control.

Specific Objectives of PSMP:

- Increase the number of retail outlets stocking LLINs;
- Increase the demand for specialty LLINs sold in retail stores;
- Increase the number of LLINs distributed/sold to households through commercial outlet sources compared to 2014 Demographic and Health Survey;
- Increase the number of employers distributing LLINs through their workplace programs;
- Increase monetary value of non-public sector sources of LLINs for malaria prevention.

PSMP

PRIVATE SECTOR MALARIA PREVENTION

FOR MORE INFORMATION PLEASE CONTACT

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