



GHANA

If you can get a Coca-Cola product almost anywhere in Africa, why not life-saving medicines?



Project Last Mile

CONTEXT

Ghana is a country in West Africa with a population of over 27 million, spanning a variety of ethnic, linguistic and religious groups. Ghana has one of the best performing immunization programs in the developing world. However, the country's biggest challenge is ensuring the cold chain is working efficiently. Additionally, challenges can emerge when new vaccines are introduced, such as the uptake of these vaccines and adherence to the required follow-ups for all vaccines. In Ghana, Project Last Mile worked with the Ghana Health Services (GHS) to improve the methods of creating demand for new vaccinations and address challenges with cold chain uptime.

PROJECT LAST MILE RESPONSE

After investigating several potential support options in the health supply chain, the Ministry of Health asked Project Last Mile to focus its efforts of the immunization program. The Project Last Mile team first completed a comparative analysis of the performance of the vaccine refrigerators against those the local Coca-Cola bottler used. The Coca-Cola bottler experienced significantly lower downtime with their refrigerators than GHS, which led to an exploration of the reasons behind the difference. These insights assisted the Project Last Mile team to conduct a pilot project.

In a second workstream, Project Last Mile shared Coca-Cola's approach to marketing communications and worked with a market research agency to apply this approach to immunization communications. The outcome was to demonstrate how a more targeted, segmented approach to immunization communications could potentially yield better uptake and adherence.

This pilot project resulted in Project Last Mile creating a blueprint for improving uptime of cold chain equipment used for vaccines and introduced the use of market research and segmentation to improve uptake of immunizations.

APPROACH

Project Last Mile supported GHS to improve uptime of cold chain equipment by sharing The Coca-Cola System's expertise in:

- Cold chain management
- Strategic marketing

During the cold chain pilot, experts in the Coca-Cola System shared a more proactive national maintenance model and provided access to their processes, tools, and staff to ensure fewer equipment breakdowns and more reliable vaccine availability.

The partnership also used the Coca-Cola System's leading market research capacities to help GHS understand factors behind low uptake for vaccines and create highly targeted messaging for social campaigns to increase vaccine demand.

TEAM

Project Last Mile engaged subject matter experts from the Coca-Cola System to lead this work, together with support from Accenture Development Partnerships.



Project Last Mile believes life-saving medicines should be in reach of every person in Africa. This pioneering cross-sector partnership between USAID, the Bill and Melinda Gates Foundation, The Global Fund to Fight AIDS, Tuberculosis and Malaria, The Coca-Cola Company and its Foundation helps life-saving medicines go the "last mile" to communities in Africa. We collaborate with regional Coca-Cola bottlers and suppliers in participating countries to build public health systems capacity in supply chain and strategic marketing by sharing the expertise and network of the Coca-Cola System with the local Ministry of Health. Project Last Mile Ghana was specifically made possible by funding from The Bill and Melinda Gates Foundation, The Global Fund, USAID and The Coca-Cola Foundation. Project Last Mile aims to support 10 countries by 2020.

Global Partners

Implementation support by:

