Merck Community Awareness Program

Merck KGaA

Submitted as part of Access Accelerated
The information in this report has been submitted by the company concerned to the Access Observatory as part of its commitment to Access Accelerated. The information will be updated regularly. For more information about the Access Observatory go to www.accessobservatory.org

The information contained in this report is in the public domain and should be cited as: Merck KGaA, Merck Community Awareness Program (2018), Access Observatory Boston, US 2018 (online) available from www.accessobservatory.org
Program Description
Program Overview

1 Program Name
Merck Community Awareness Program

2 Diseases program aims to address
• Diabetes (general)
• Cardiovascular disease (hypertension)
• Cancer (general)

3 Beneficiary population
• General population

4 Countries
• Angola
• Ethiopia
• Ghana
• India
• Indonesia
• Kenya
• Mosambique
• South Africa
• Tanzania
• Uganda

5 Program start date
January 1, 2012

6 Anticipated program completion date
Completion date not specified

7 Contact person
Yasmine Rouai (Yasmine.rouai@emdserono.com)

8 Program summary
The Merck Community Awareness Program ensures easy access to knowledge about diseases like cancer, hypertension and diabetes by providing educational materials in local languages. These materials include are developed with information from relevant medical information. In addition, a broad social media campaign for prevention and early detection including videos and posters amplifies the outreach of our life saving messages. Cancer awareness videos on youtube in English, French, Portuguese and local languages such as Marathi (India), Bahasa (Indonesia), Kiswahili and Hindi have been developed. The Program aims to reach patients and professionals with the right healthcare messages on the relevant channels. A wide range of education campaigns have been implemented through partnerships with local decision makers, including public institutions and governments, ministries of health, and teams of interdisciplinary experts.1

Program URL: https://www.merck-foundation.com/MF_Ourprograms?id=a2tw0000000NDxgAAG
Program Strategies & Activities

Strategies and activities

Strategy 1: Community Awareness and Linkage to Care

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>The Merck Community Awareness Program creates videos and other media campaigns on cancer and diabetes education.</td>
</tr>
</tbody>
</table>

Strategy by country

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>COUNTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Awareness and Linkage to Care</td>
<td>Angola, Ethiopia, Ghana, India, Indonesia, Kenya, Mozambique, South Africa, Tanzania, Uganda</td>
</tr>
</tbody>
</table>
Companies, Partners & Stakeholders

11 Company roles

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>ROLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMD Serono</td>
<td>Create informational materials and disseminates them over social channels.</td>
</tr>
</tbody>
</table>

12 Funding and implementing partners

[No response provided].

13 Funding and implementing partners by country

[No response provided].

14 Stakeholders

[No response provided].
Local Context, Equity & Sustainability

15 Local health needs addressed by program
Non-communicable diseases (NCDs) are the leading cause of mortality worldwide and have been shown to have a disproportionate impact on health in developing countries. Over 80% of cancer and diabetes related deaths occur in developing counties. Approximately 12 million people in Africa suffer from diabetes and this number is expected to double by 2035. 76% of deaths due to diabetes are among people under 60 years of age. The Merck Community Awareness Program creates more awareness around diabetes and cancer and helps facilitate early detection and management of NCDs. The best way to fight a disease is to prevent it. But to do so, people need to know more about their health. That is the reason why knowledge and education are essential for an efficient healthcare system. But in underserved regions, spreading information across communities is a big challenge. To reach patients and professionals with the right healthcare messages on the relevant channels, Merck Foundation has joined hands with its partners to harness the power of social media to raise awareness on cancer early detection and prevention. By partnering with decision makers from institutions and governments, ministries of health and team of interdisciplinary experts, a wide range of initiatives has been kicked off.

16 Social inequity addressed
The program ensures easy access to knowledge about diseases like cancer and diabetes with educational material in local languages. This helps to reduce the global inequity in access to health information on non-communicable diseases between low and high income countries.

17 Local policies, practices, and laws considered during program design
By partnering with decision makers from institutions and governments, ministries of health and team of interdisciplinary experts, a wide range of initiatives has been kicked off. Community awareness videos and informational materials are produced in local languages and adapted to local practices.

18 How program meets or exceeds local standards
[No response provided].

19 Program provides health technologies (medical devices, medicines, and vaccines)
No.

20 Health technologies are part of local standard treatment guidelines
Not applicable.

21 Health technologies are covered by local health insurance schemes
Not applicable.

22 Program provides medicines listed on the National Essential Medicines List
No.

23 Sustainability plan
[No response provided].
Additional Program Information

24 Additional program information
[No response provided].

25 Access Accelerated Initiative participant
Yes.

26 International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) membership
Yes.
Resources


Program Indicators

Not yet available for this program
Appendix

Program Description

PROGRAM OVERVIEW

1. Program Name

2. Diseases program aims to address:
   Please identify the disease(s) that your program aims to address (select all that apply).

3. Beneficiary population
   Please identify the beneficiary population of this program (select all that apply).

4. Countries
   Please select all countries that this program is being implemented in (select all that apply).

5. Program Start Date

6. Anticipated Program Completion Date

7. Contact person
   On the public profile for this program, if you would like to display a contact person for this program, please list the name and email address here (i.e. someone from the public could email with questions about this program profile and data).

8. Program summary
   Please provide a brief summary of your program including program objectives (e.g., the intended purposes and expected results of the program; if a pilot program, please note this). Please provide a URL, if available. Please limit replies to 750 words.

PROGRAM STRATEGIES & ACTIVITIES

9. Strategies and activities
   Based on the BUSPH Taxonomy of Strategies, which strategy or strategies apply to your program (please select all that apply)?

10. Strategy by country
    If you have registered one program for multiple countries, this question allows you to provide a bit more specificity about each country (e.g. some countries have different strategies, diseases, partners, etc.). Please complete these tables as applicable. For each portion you have you selected from above (program strategies), please identify which country/countries these apply.

COMPANIES, PARTNERS AND STAKEHOLDERS

11. Company roles
    Please identify all pharmaceutical companies, including yours, who are collaborating on this program:
    What role does each company play in the implementation of your program?

12. Funding and implementing partners
    Please identify all funding and implementing partners who are supporting the implementation of this program (Implementing partners is defined as either an associate government or non-government entity or agency that supplements the works of a larger organization or agency by helping to carry out institutional arrangements in line with the larger organization’s goals and objectives.)
    a. What role does each partner play in the implementation of your program? Please give background on the organization and describe the nature of the relationship between the organization and your company. Describe the local team’s responsibilities for the program, with reference to the program strategies and activities. (response required for each partner selected).
b. For each partner, please categorize them as either a Public Sector, Private Sector, or Voluntary Sector partner. (Public Sector is defined as government; Private Sector is defined as a business unit established, owned, and operated by private individuals for profit, instead of by or for any government or its agencies. Generation and return of profit to its owners or shareholders is emphasized; Voluntary Sector is defined as Organizations whose purpose is to benefit and enrich society, often without profit as a motive and with little or no government intervention. Unlike the private sector where the generation and return of profit to its owners is emphasized, money raised or earned by an organization in the voluntary sector is usually invested back into the community or the organization itself (ex. Charities, foundations, advocacy groups etc.).)

c. Please provide the URL to the partner organizations’ webpages

12. Funding and implementing partners by country
If you have registered one program for multiple countries, this question allows you to provide a bit more specificity about each country (e.g., some countries have different strategies, diseases, partners, etc.). Please complete these tables as applicable. For each portion you have you selected from above (funding and implementing partners), please identify which country/countries these apply.

13. Stakeholders
Please describe how you have engaged with any of these local stakeholders in the planning and/or implementation of this program. (Stakeholders defined as individuals or entities who are involved in or affected by the execution or outcome of a project and may have influence and authority to dictate whether a project is a success or not (ex. Ministry of Health, NGO, Faith-based organization, etc.). Select all that apply.

Government, please explain
Non-Government Organization (NGO), please explain
Faith-based organization, please explain
Commercial sector, please explain
Local hospitals/health facilities, please explain
Local universities, please explain
Other, please explain

15. Local health needs addressed by program
Please describe how your program is responsive to local health needs and challenges (e.g., how you decided and worked together with local partners to determine that this program was appropriate for this context)?

16. Social inequity addressed
Does your program aim to address social inequity in any way (if yes, please explain). (Inequity is defined as lack of fairness or justice. Sometime ‘social disparities’, ‘structural barriers’ and ‘oppression and discrimination’ are used to describe the same phenomenon. In social sciences and public health social inequities refer to the systematic lack of fairness or justice related to gender, ethnicity, geographical location and religion. These unequal social relations and structures of power operate to produce experiences of inequitable health outcomes, treatment and access to care. Health and social programs are often designed with the aim to address the lack of fairness and adjust for these systematic failures of systems or policies.)*

*Reference: The definition was adapted from Ingram R et al. Social Inequities and Mental Health: A Scoping Review. Vancouver: Study for Gender Inequities and Mental Health, 2013.

17. Local policies, practices, and laws considered during program design
How have local policies, practices, and laws (e.g., infrastructure development regulations, education requirements, etc.) been taken into consideration when designing the program?

18. How program meets or exceeds local standards
Is there anything else that you would like to report on how your program meets or exceeds local standards?

19. Program provides health technologies
Does your program include health technologies (health technologies include medical devices, medicines, and vaccines developed to solve a health problem and improve quality of lives)? (Yes/No)
Health technology(ies) are part of local standard treatment guidelines
Are the health technology(ies) which are part of your program part of local standard treatment guidelines? (Yes/No) If not, what was the local need for these technologies?

Health technologies are covered by local health insurance schemes
Does your program include health technologies that are covered by local health insurance schemes? (Yes/No) If not, what are the local needs for these technologies?

Program provides medicines listed on the National Essential Medicines List
Does your program include medicines that are listed on the National Essential Medicines List? (Yes/No) If not, what was the local need for these technologies?

Sustainability plan
If applicable, please describe how you have planned for sustainability of the implementation of your program (ex. Creating a transition plan from your company to the local government during the development of the program).

Additional program information
Is there any additional information that you would like to add about your program that has not been collected in other sections of the form?

Access Accelerated Initiative participant
Is this program part of the Access Accelerated Initiative? (Yes/No)

International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) membership
Is your company a member of the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA)? (Yes/No)

Program Indicators

List of indicator data to be reported into Access Observatory database
For this program, activities, please select all inputs and impacts for which you plan to collect and report data into this database.

Data source
For this indicator, please select the data source(s) you will rely on.

Frequency of reporting
Indicate the frequency with which data for this indicator can be submitted to the Observatory.

Data collection
a. Responsible party: For this indicator, please indicate the party/parties responsible for data collection.
b. Data collection — Description: Please briefly describe the data source and collection procedure in detail.
c. Data collection — Frequency: For this indicator, please indicate the frequency of data collection.

Data processing
a. Responsible party: Please indicate all parties that conduct any processing of this data.
b. Data processing — Description: Please briefly describe all processing procedures the data go through. Be explicit in describing the procedures, who enacts them, and the frequency of processing.
c. Data processing — Frequency: What is the frequency with which this data is processed?

Data validation
Description: Describe the process (if any) your company uses to validate the quality of the data sent from the local team.

Challenges in data collection and steps to address challenges
Please indicate any challenges that you have in collecting data for this indicator and what you are doing to address those challenges.