**Concept Note**

**FORMATIVE RESEARCH FOR DESIGNING STRATEGY**

Overall objective of the assignment is to design a strategy on Bangladesh pharmacy model to create a brand awareness of BPMI accredited pharmacies by consumer advocacy activities which will ensure quality of drug product, right dose of drug and/or affordability of standard services. For this purpose formative research is required for needs assessment to develop the consumer engagement strategy.

1. **Target Audience:**
2. **Primary Audience** -(Demand side)
3. - Consumers of medicines and potential consumers (mass people of the community).
4. **Secondary Audience** (Supply side)

- Medicine sellers and Pharmacy owners both rural and urban.

**c) Tertiary Audience** (Regulatory bodies)

- Stakeholders at 3 levels such as: Central, District and Upazilla (Drug Super, CAB, BCDS)

- Central level: Relevant officials of MOHFW, DGDA, PCB, SMC, Directorate of National

Consumer Rights Protection, CAB, Bangladesh Chemist and Druggist Somity (BCDS).

**2. Target Audience and Methods of Data Collection**

Two types of methods will be applied to collect information from target audiences which are: Individual Interview and Focus Group Discussion. A total of 76 individual interviews and 8 FGDs (80 participants) are planned in 4 selected locations.

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| **Audience** | **Details** | **Method** | **Nos. and Sample Size** |
| 1) Primary |  |  |  |
|  | Medicine Consumers | Individual Interviews | 5 each in 4 locations = 20  Total = 20 respondents |
|  | General People (Potential Consumers) | Focus Group Discussion | 2 each in 4 locations = 8  Total = 80 respondents |
| 2) Secondary |  |  |  |
|  | Dispensers | Individual Interviews | 5 each in 4 locations = 20  Total = 20 respondents |
|  | Pharmacy Owners | Individual Interviews | 4 each in 4 locations = 16  Total = 16 respondents |
| 3) Tertiary |  |  |  |
|  | Key Informants  (Central Level) | Individual Interviews | 8 individual persons = 8  Total = 8 respondents |
|  | Key Informants  (District Level) | Individual Interviews | 2 each in 3 locations = 6  Total = 6 respondents |
|  | Key Informants  (Upazilla Level) | Individual Interviews | 2 each in 3 locations = 6  Total = 6 respondents |
| **Total** |  |  | **IIs = 76 Respondents**  **FGDs = 80 Respondents** |

1. **Locations for Data Collection with Tentative Dates**

Data will be collected from primary and secondary audiences of 4 selected locations which are Dhaka and 3 other districts representing different regions of the country. Data will also be collected from tertiary audience (Key informants) at central and local level (District and Upazillas).

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| **Sl No.** | **Location/District with Dates** | **Types of Audience** | **Individual Interviews** | **FGDs** | **Total Respondents** |
| 1. | Dhaka (Central)  8th -12th May, 2016 | Tertiary/Key informants (KI) | 8 Central KI  Total=8 |  | 8 |
| 2. | Dhaka (Khilkhet)  14th -19th May, 2016 | Primary & Secondary | 5 Consumers  + 5 Dispensers  +4 Shop owners  Total=14 | 2 Groups of  10 Potential Consumers  Total=2 FGDs | 34 |
| 3. | District 1  Moulvi Bazar  14th -19th May, 2016 | Primary,  Secondary & Tertiary | 5 Consumers  + 5 Dispensers  +4 Shop owners  2 District KI  2 Upazilla KI  Total=18 | Same as above  Total=2 | 38 |
| 4. | District 2  Kurigram  14th -19th May,2016 | Primary,  Secondary & Tertiary | Same as above  Total=18 | Same as above  Total=2 | 38 |
| 5. | District 3  Chandpur  14th -19th May, 2016 | Primary,  Secondary & Tertiary | Same as above  Total=18 | Same as above  Total=2 | 38 |
|  | **Summary** |  | **Total= 76** | **Total= 8** | **156 Respondents** |

**4. Sample Size:**

Formative Research for Needs assessment will be conducted in 4 selected locations/districts of Bangladesh through 8 FGDs and 76 Individual Interviews. Data will be collected from a total of 156 participants (FGD 10X8= 80 persons and IIs 76X1=76 persons). Draft FGD Guideline and Questionnaire of 6 types for Individual Interviews are already developed and in revision stage to collect relevant information from target audience and key informants.

The information collected on socio-demographic status, present knowledge and awareness level, concept of quality medicine and pharmaceutical services, pharmacy types in the locality, present practice/barriers, their needs/expectations, ways to reach the desired level, Idea on promotional materials and other suggestions were considered to design consumer engagement and marketing strategy.

1. **Questionnaires/Guideline for Individual Interviews**

**Primary Audience**

* 1. For Medicine Consumers
  2. FGD Guideline for Potential Consumers

**Secondary Audience**

* 1. For Medicine Sellers/Dispensers
  2. For Pharmacy Owners

**Tertiary Audience**

* 1. For Stakeholders (Key Informants) of Central Level
  2. For Stakeholders (Key Informants) of District Level
  3. For Stakeholders (Key Informants) of Upazilla Level

**6. Points included in the Questionnaire/Guideline**

a) Profile of Respondent

b) Present Knowledge and Awareness Level

Concept of quality medicine and pharmaceutical services

Pharmacy types in the locality, service providers

c) Present Practice/Barriers

d) Their needs/expectations

e) How to reach the desired level?

f) Idea on promotional materials and marketing

g) Any other suggestions for the strategy

**Points considered:**

* Improve quality of medicines and pharmaceutical services
* importance of the appropriate use of medicines.
* Whether pharmacies are well equipped with the necessary information and knowledge,
* Awareness of the BPMI program and the BPMI pharmacy brand.
* Pharmacy brand to identify medicine outlets that meet BD regulatory requirements
* Ensure that shop has a BPMI trained dispenser and provides quality medicines
* Opinion/suggestion on Branding -BPMI accredited drug shops owners idea on:

Electronic Media Message (Local and National Radio Messages, Television Ad etc.)

Print Media (Newspaper), Exclusive Logo, T-shirt, Posters, Signboards, Bill Boards

Coats, Hats with suitable messages, Marketing campaigns, Seminar and Symposium.

Certificate of Qualified Employee for display in the drug shop.

* Improved access to and appropriate use of quality medicines and services
* Capacity building of national institutions to move the BPMI implementation phase
* Pharmacy dispensers to ensure the quality, appropriateness, or affordability of the services provided in their communities.
* Encourage appropriate use of dispensed medicines, and demand quality services.
* Consumers take an active role in their health and health care
* Help ensure pharmacy compliance to regulatory requirements and quality products.
* Create awareness of the BPMI program and BPMI pharmacy brand in the community.
* Create brand awareness and marketing of BPMI accredited pharmacies.
* Strengthen marketing efforts/campaign to promote newly accredited drug shops. Program launch events, local radio messages, branding materials (print and outdoor) and sustained community media.
* Strengthen the capacity of DGDA and the Pharmacy Council of Bangladesh (PCB).