### Question table to guide choice of distribution options

| No. | Question | Answer | Guidance  |
| --- | --- | --- | --- |
| 1 | Is health facility access fair to good in some or most areas of the country? | YES | Consider including a health facility-based channel in the strategy.* **Go to Question 2**
 |
| NO | Consider omitting health facility-based distribution from the strategy. * **Go to Question 4**
 |
| 2 | Is ANC uptake fair or good in some areas of the country? Or, if not, might uptake increase with the availability of free LLINs? | YES | Consider including ANC distribution in the strategy. Check “ANC” in the strategy matrix against the country areas or population sub-groups that would be able to access this channel.* **Go to Question 3**
 |
| NO | Consider omitting ANC distribution from the strategy. * **Go to Question 3**
 |
| 3 | Is EPI uptake fair or good in some areas of the country? Or, if not, might uptake increase with the availability of free LLINs? | YES | Consider EPI linked distribution as an option for inclusion in the strategy. Check “EPI” in the strategy matrix against the country areas or population sub-groups that you think will be able to access this channel.* **Go to Question 4**
 |
| NO | * **Go to Question 5**
 |
| 4 | Would it be practical for health facilities or community groups to conduct LLIN distribution as outreach activities? (Consider logistics and experience with running outreaches: Has it been possible to maintain outreach activities previously?) | YES | Consider including outreach distribution in the strategy. Check “Outreach” in the strategy matrix against the country areas or population sub-groups that would be able to access this channel.* **Go to Question 5**
 |
| NO | Consider omitting outreach activities from the strategy. * **Go to Question 5**
 |
| 5 | Is primary school *attendance* fair to good in some areas of the country? | YES | Consider including school-based distribution in the strategy. Check “Schools” in the strategy matrix against the country areas or population sub-groups that would be able to access this channel.* **Go to Question 7**
 |
| NO | * **Go to Question 6**
 |
| 6 | Even if attendance is not high, is primary school *enrolment* fair to good in some areas of the country? | YES | Consider including school-based distribution in the strategy. Even if attendance is poor, the attraction of LLINs may increase attendance, and the enrolment suggests that access to schools is still reasonably good. Check “Schools” in the strategy matrix against the country areas or population sub-groups that would be able to access this channel.* **Go to Question 7**
 |
| NO | Consider omitting school-based distribution from the strategy. * **Go to Question 7**
 |
| 7 | In the opinion of the stakeholder group, will some of the population be willing and able to pay for LLINs? | YES | Consider subsidized sales or support to full-price sales. Write “Sold” in the strategy matrix against the country areas or population sub-groups that you think will be able to pay for LLINs. Write “Free” against the other groups.* **Go to Question 8**
 |
| NO | Write “Free” in the strategy matrix against all country areas and population sub-groups. * **Go to Question 12**
 |
| 8 | Is there an existing retail net market that could be supported to expand and sell good-quality LLINs? | YES | Consider including commercial-sector support in the strategy. Check “Retail” in the strategy matrix against the country areas or population sub-groups that would be able to access this channel. You may want to focus on this sector rather than to introduce social marketing to compete with it; social marketing may have a role, however, for defined groups, and therefore you will now be guided to consider that channel as well.* **Go to Question 10**
 |
| NO | * **Go to Question 9**
 |
| 9 | Is there an existing retail market for other goods that has potential to be supported and primed to distribute LLINs? | YES | Consider including commercial-sector support (a package including deal brokering, import support, technical assistance to marketing, and price subsidies) in the strategy. Check “Retail” in the strategy matrix against the country areas or population sub-groups that would be able to access this channel.* **Go to Question 10**
 |
| NO | * **Go to Question 10**
 |
| 10 | Is social marketing of products (i.e. outside standard commercial channels) known in the country? | YES | Consider including social marketing in the strategy. Check “Social marketing” in the strategy matrix against the country areas or population sub-groups that would be able to access this channel.* **Go to Question 12**
 |
| NO | * **Go to Question 11**
 |
| 11 | Would it be possible to fund setting up and sustaining (for at least the medium term) a stand-alone social marketing distribution network, at least to specific areas? | YES | Consider including social marketing in the strategy. Check “Social marketing” in the strategy matrix against the country areas or population sub-groups that would be able to access this channel.* **Go to Question 12**
 |
| NO | Consider omitting social marketing from the strategy.* **Go to Question 12**
 |
| 12 | Are there any functioning community-based networks that could be modified to oversee LLIN distributions? | YES | Consider including community-group distribution in the strategy. Check “Community groups” in the strategy matrix against the country areas or population sub-groups that would be able to access this channel.* **Go to Question 13**
 |
| NO | As a stakeholder group, consider alternatives for reaching hard-to-reach areas. Write “new channels for hard-to-reach areas needed” in column H.* **Go to Question 13**
 |
| 13 | Can you answer yes to *all* three of the following questions?:*Do you want to provide intensive support to the commercial sector?**(i) Can you ensure good availability of LLINs in the retail sector at least in some areas?* and*(ii) Is access to retail outlets good in these areas?* and*(iii) Will people be able and willing to pay at least something for an LLIN?* | YES | Consider a voucher system as an option. Write “Voucher” in the strategy matrix against the appropriate areas. However, even in these areas you could consider a strong commercial-sector support package that does not include a voucher scheme.* **Go to Question 14**
 |
| NO | * **Go to Question 14**
 |
| 14 | Do you have serious concerns about the feasibility or cost of ensuring a supply chain through any of the specific channels? | YES | You *may* be able to use a coupon approach for these channels, but this would be useful only if you would be able to ensure a supply chain of coupons *and* there are other channels you plan to use in the same area that would have a good LLIN supply chain. If this may be an option, write “Coupon” in the strategy matrix against these areas. * **Go to Question 15**
 |
| NO | * **Go to Question 15**
 |
| 15 | As well as working towards Universal Coverage, do you want to maintain a focus on key vulnerable groups, e.g. the poor? | YES | Consider including targeted distribution mechanisms for these groups or areas. Write “Targeted” in the Strategy Matrix for these groups or areas. * **Go to Question 16**
 |
| NO | Targeted distribution channels may still be useful as part of the strategy but are not a priority.* **Go to Question 16**
 |
| 16 | Do you need to increase current ownership levels (as opposed to maintaining current levels)? *Note: Whilst large-scale campaigns are the only way to rapidly and sizably increase ownership, some continuous (or intermittent) mechanisms may be needed to reach target ownership levels.* | YES | Consider higher turnover mechanisms as priority interventions when you move to Step c. These include:* School-based or community distribution to a wide age group (if appropriate in your setting)
* Health facility-based distribution to children with an age range wider than under 1s (if appropriate in your setting)—e.g. through EPI or for every child under five treated for malaria.

During Step c you can examine whether you need to maintain such mechanisms or use them intermittently.Circle the channels that will reach a large audience in your Strategy Matrix in columns A–H.* **Go to Question 17**
 |
| NO | * **Go to Question 17**
 |
| 17 | Are funding constraints (immediately or in the medium term) a concern? | YES | Consider choosing just one or two main delivery channels that will reach most of the country as the backbone of the strategy. Choosing channels that work through existing product delivery systems (e.g. health facilities rather than schools) will help lower costs. Choosing mechanisms for which there is most experience locally (or internationally), such as ANC, should help lower planning and design costs. Consider avoiding mechanisms that require large budgets to establish new channels, as these may become cost-effective only after several years, once many LLINs have been delivered (e.g. pure social marketing or voucher schemes). Along with your main backbone of one or two channels, consider small deliveries to specifically target those who will not otherwise be reached. As you move into Step c and work with the NetCALC tool, try this kind of strategy first.* **END; move to Step c**
 |
| NO | * **END; move to Step c**
 |