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FROM THE AMERICAN PEOPLE



# Comunicación y Diseminación de Información

Marisabel Sánchez, MPH  
Links Media, LLC.

Iniciativa Amazónica contra la Malaria/Amazónica de Vigilancia de la Resistencia a los Antimaláricos

X Reunión Anual de Evaluación/XIX Reunión del Comité Coordinador de la AMI  
Ciudad de Panamá, Panamá  
22 de marzo del 2011





**Establecimiento de un sistema estandarizado para el desarrollo, marca y publicación de mensajes y materiales**



**Difusión estratégica y promoción de mensajes y materiales**

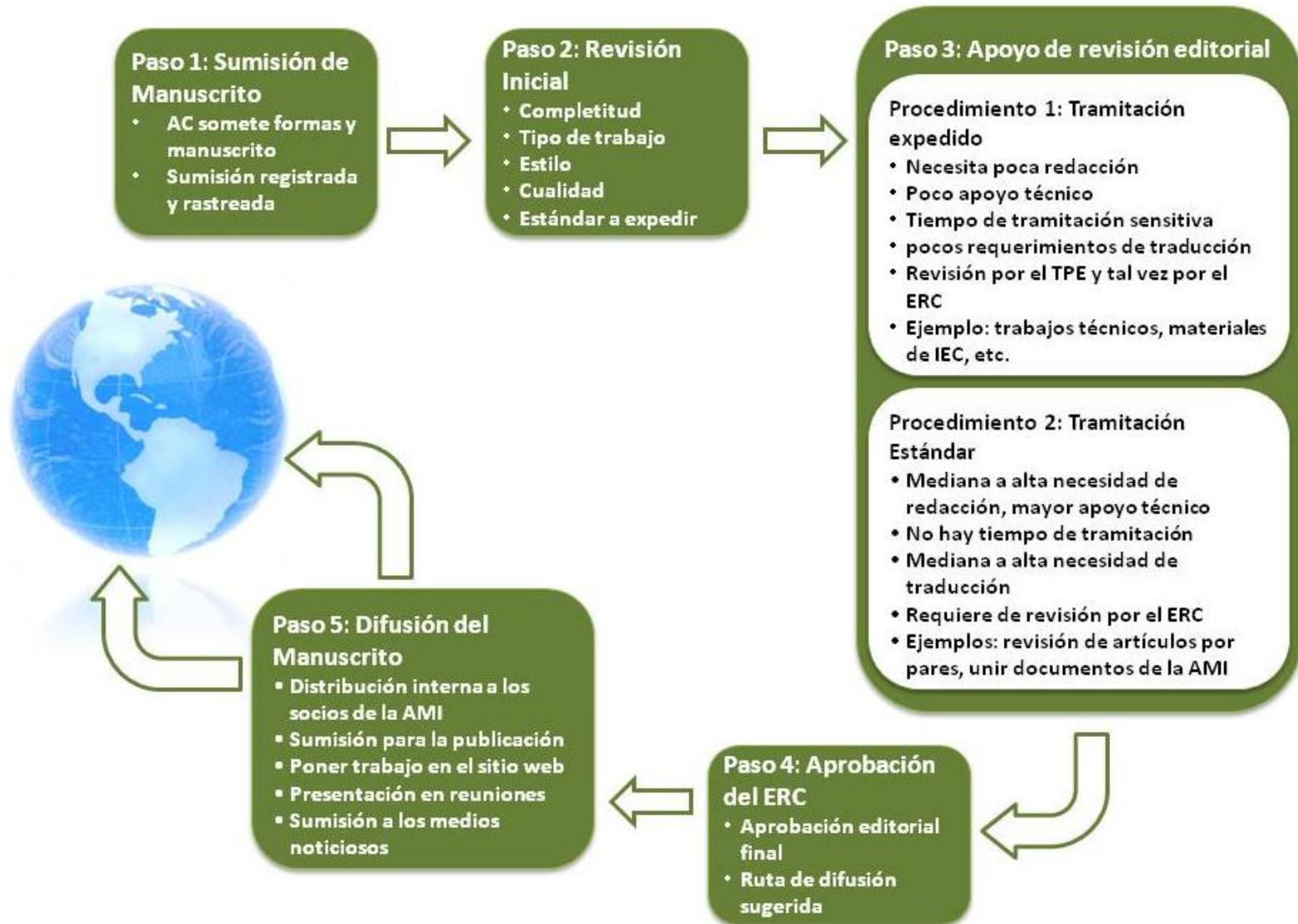


**Mayor capacidad de comunicación y difusión de información para promover los esfuerzos de AMI/RAVREDA**





# Desarrollo editorial estandarizado: Proceso de revisión por pares para publicar el trabajo del socio



# Son diversos los manuscritos presentados por los socios para la revisión y edición



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## AMAZON MALARIA INITIATIVE

### SUCCESS STORY

#### RETHINKING PHARMACEUTICAL MANAGEMENT IN LOW INCIDENCE SETTINGS

Resistance to traditional malaria medicines was well documented in the Amazon Basin before the USAID sponsored Amazon Malaria Initiative (AMI) supported the introduction of artemisinin combination therapy (ACT) in seven South American countries. The introduction of these medicines from 2003-2005, combined with efficient pharmaceutical management, may have contributed to a dramatic reduction in the number of malaria cases in recent years.

Since 2009, however, the supply of antimalarial medicines has been paradoxically jeopardized by the low incidence of malaria. In some countries, commercial suppliers have declined to participate in national competitive procurement processes because of the lowered demand. Consequently, countries found themselves first in short supply of medicines for the treatment of special cases (severe cases, malaria in pregnancy), and recently without sufficient supplies of medicines for the treatment of regular cases.

To confront this crisis, AMI partners developed a monitoring tool to track the availability of malaria medicines in AMI countries. The consolidated data—shared with all partners and country counterparts—prompted immediate procurements in some cases, and in others, donations and exchange of medicines among countries. Anticipating this could only be a short term solution, AMI partners organized a regional meeting in April 2010 to address the problem. At the meeting, malaria program managers and regional experts analyzed the implications of the low incidence of malaria on pharmaceutical management.

As a result, AMI partners organized a consolidated procurement mechanism (aggregating requirements of all countries for a single procurement bid) that will begin operations in October 2010. This situation also offered the opportunity to identify innovative approaches to confront other challenges in low incidence settings, such as the low rotation of medicine stocks in rural and remote areas, and the modification of therapeutic regimens in advanced phases of control. Currently some countries have one treatment regime and other countries have different regimes. The idea is that, in low incidence settings in all the countries, there would be just one regime; then all would be able to buy the medicines more efficiently as a group.

These interventions will be rigorously studied during the coming years to determine their impact. If the new procurement and rotation processes are successful, they can be institutionalized and shared with other regions as they transit to a similar decline in this epidemiological pattern.



**AMI partners, led by MSH, met in April 2010 to address medicine procurement in low incidence settings.**







#### ¿Qué hacer con el mosquetero cuando no está limpio?

Mientras menos lavado tenga el mosquetero más tiempo dura. Se recomienda lavar la tela mosquetera cada 4 meses con agua y jabón a mano, no use lavandina, ni agua caliente, ni tampoco detergente en polvo (Ace ®), no exprimir, solo dejarlo escurrir. No se debe golpear con un palo.




#### ¿Cómo debemos secar la tela?

Se debe secar bajo la sombra de un árbol, no exponer a la luz directa del sol porque este limita la acción del insecticida.





**Estado Plurinacional de Bolivia**  
Ministerio de Salud y Deportes

Estrategia Nacional Vigilancia y Control de Enfermedades transmitidas por Vectores  
Componente Malaria

### USO Y CUIDADO DE LA TELA MOSQUETERA

#### ¿Qué hacer con la tela mosquetera cuando tiene agujeros?

Ésta debe coserse con hilo y aguja, para cerrar todos los agujeros.








# Se elaboran regularmente materiales colaterales de la AMI/RAVREDA basado en la audiencia objeto



## AMAZON MALARIA INITIATIVE



**Progress in Control and Prevention**





COMPLETADO POR: DAVID SPITZ/PAHO-WHO



Launched in 2001 with support of the U.S. Agency for International Development (USAID), the Amazon Malaria Initiative (AMI) is a seven-country regional program in the Amazon Basin developed in partnership with...

**Technical Areas**  
AMI works to improve infectious disease control and prevention using promising practices, innovations and lessons learned. These interventions are in the fields of:

**Amazon Malaria Initiative**  
Efforts to protect the people of the Americas against malaria are working. Since 2000, there has been a 53 percent reduction in the number of cases.

However, millions of people who live in or travel through malaria-endemic regions continue to be at risk. The malaria burden in the Amazon Basin subregion worsened in the 1990s with the increased prevalence of the parasite *Plasmodium falciparum*, which causes a more severe, potentially fatal, form of malaria than that caused by *P. vivax* (the predominant malaria parasite in the region).

As malaria changes—AMI adapts. AMI international technical partners have collaborated with partner countries in adapting treatments and acquiring newer medicines, but continuing vigilance is needed. Through communication and information dissemination, AMI supports a dynamic approach to continuing improvements in malaria treatment and control for the people of the Amazon Basin.



**Progress in AMI Countries**  
The Amazon Malaria Initiative's mission is to:  
(i) ensure that national malaria control programs in the Amazon Basin...

**AMI Technical Partners**  
United States Agency for International Development (USAID): Supports effective control and treatment of malaria in the Amazon basin by providing technical assistance and directing resources using a common framework; to select and coordinate activities in priority countries with the aim to improve malaria control at the sub-regional level and contribute to decreased morbidity and mortality at the national level.

**Pan American Health Organization (PAHO):** Provides general technical assistance (TA) and oversight to countries in malaria surveillance and entomological surveillance and control.

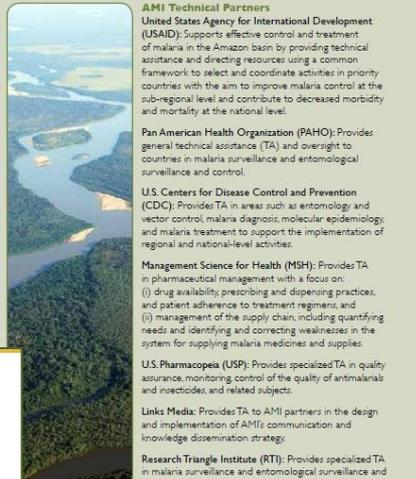
**U.S. Centers for Disease Control and Prevention (CDC):** Provides TA in areas such as entomology and vector control, malaria diagnosis, molecular epidemiology, and malaria treatment to support the implementation of regional and national-level activities.

**Management Science for Health (MSH):** Provides TA in pharmaceutical management with a focus on:  
(i) drug availability, prescribing and dispensing practices, and patient adherence to treatment regimens; and  
(ii) management of the supply chain, including quantifying needs and identifying and correcting weaknesses in the system for supplying malaria medicines and supplies.

**U.S. Pharmacopeia (USP):** Provides specialized TA in quality assurance, monitoring control of the quality of antimalarials and insecticides, and related subjects.

**Links Media:** Provides TA to AMI partners in the design and implementation of AMI's communication and knowledge dissemination strategy.

**Research Triangle Institute (RTI):** Provides specialized TA in malaria surveillance and entomological surveillance and control systems.



### EXECUTIVE SUMMARY

The U.S. Agency for International Development (USAID) Latin America and Caribbean Bureau, Office of Regional Sustainable Development launched the Amazon Malaria Initiative (AMI) in 2001 as a collaborative partnership among international technical organizations and Amazon Basin countries to improve the control and treatment of malaria. The initiative's mission is to:

- ensure that national malaria control programs in the Amazon Basin substantially incorporate selected best practices and
- promote lasting, evidence-based policy change in the partner countries.

The technical partners provide expertise and collaborate with the national ministries of health (MOH) and national malaria control programs to proactively address malaria prevention and control.

AMI partner countries are Bolivia, Brazil, Colombia, Ecuador, Guyana, Peru, Suriname, and Venezuela (2001–2008). The partner countries collaborate with one another and maintain an ongoing exchange of information and expertise (i.e., South-South collaboration).

**AMI TECHNICAL PARTNERS**

- Pan American Health Organization (PAHO)
- USAID/LAC and USAID/Peru
- U.S. Centers for Disease Control and Prevention (CDC)
- U.S. Pharmacopeia (USP/DQI)
- Management Science for Health (MSH/SPS)
- Links Media
- Research Triangle Institute (RTI)

The technical partners are Pan American Health Organization (PAHO), USAID/Latin America and the Caribbean (LAC) and USAID/Peru, U.S. Centers for Disease Control and Prevention (CDC), U.S. Pharmacopeia (USP/DQI), Management Science for Health (MSH/SPS), Links Media, and Research Triangle Institute (RTI).

The most important gauge of AMI's impact on malaria control in the Amazon Basin subregion is in terms of lives saved and illness averted. Although malaria remains a significant public health problem in the subregion, malaria morbidity and mortality have declined considerably since AMI's inception in 2001. Some AMI countries have achieved major international goals for malaria control. AMI's subregional approach, which has promoted evidence-based decision-making in the subregion, and fostered South-South collaboration, will help ensure the sustainability of its accomplishments and impacts.

AMI addressed a number of specific problems that have hindered effective malaria control and treatment in the Amazon Basin subregion, including:

- the periodic emergence and spread of malaria-causing parasites that are resistant to antimalarial medications;
- treatment policies that are not based on the best available medicine efficacy information;
- inadequate diagnostic quality assurance/quality control (QA/QC) systems in many Amazon countries and limited access to diagnostic;
- deficiencies in QA/QC systems of antimalarial medicines, preventing the effective and rapid identification of poor-quality medicines and the implementation of appropriate corrective actions;
- insufficient availability and the inappropriate use of antimalarial medicines and
- the use of nonselective and/or nonintegrated, and sometimes ineffective, vector control approaches.

THE AMAZON MALARIA INITIATIVE: GOALS AND ACCOMPLISHMENTS

The views expressed herein are those of the author(s) and do not necessarily reflect the views of the U.S. Agency for International Development or the U.S. Government.

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Developed under USAID contract GHS-I-372-03-00037-60 by  
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### AMI FOCUS COUNTRIES



1 Venezuela was a participant in AMI from 2001–2008. The region's most current supporting organization.  
2 French Guiana is not a formal member of AMI, but participates in regular meetings.

THE AMAZON MALARIA INITIATIVE: GOALS AND ACCOMPLISHMENTS

**CLAIMER**  
Author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.  
2010.

For more information, please visit the AMI Website: [www.usaidami.org](http://www.usaidami.org)

# Difusión estratégica y, promoción de mensajes y materiales

Email not displaying correctly? View it in your browser.

## AMAZON MALARIA INITIATIVE



Dear AMI partners,

During June 15 to 18, the Amazon Malaria Initiative (AMI) was showcased in various ways at the Global Health Conference in Washington, D.C.

- Links Media exhibited, and promoted AMI by sharing such key materials as the Goals and Accomplishments Report (Oct 2001- May 2009) and AMI Factsheet 2: Antimalarial Medicine Resistance. The AMI Web site also was promoted. Conference attendees were very interested in AMI's work and its impact in the Amazon Basin.
- Angélica Pérez from MSH spoke about new approaches to improving pharmaceutical management in the region. Dr. Pablo Aguilar from Links Media spoke about AMI's accomplishments and its impact in the region.
- Several international journalists expressed interest in learning more AMI's achievements.

We invite you to visit the Web site for more information and to obtain the materials that were disseminated to promote AMI: [www.usaidami.org](http://www.usaidami.org)



You are receiving this email because you opted in at the Global Health Conference 2010.  
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Alerta  
electrónica



# Desarrollo estandarizado de los materiales para la prensa



FOR IMMEDIATE RELEASE  
June 11, 2010

Media Contact:  
Yegor Kuznetsov  
301.987.5495 ext. 106  
ykuznetsov@linksmedia.net

## MEDIA ADVISORY

### Amazon Malaria Initiative Partners Speak on Accomplishments in Control and Prevention and Improvements in Pharmaceutical Management

Global Health Council Conference in Washington, D.C.  
May 16 and 17

Members of the press are invited to the Global Health Council Conference where two technical experts working with the Amazon Malaria Initiative (AMI) will speak about accomplishments in malaria control and prevention, and new approaches to improving pharmaceutical management in the region.

**When:** Wednesday, May 16, 2010  
12:45 p.m.

**What:** Amazon Malaria Initiative: A strategic approach to assist in malaria control and prevention in the Amazon Basin.

**Speaker:** Dr. Pablo Aguilar, Links Media

**Where:** Speaker's Corner (Aisle 700 of the Exhibit Hall)  
Omni Shoreham Hotel (Metro Red Line: Woodley Park)  
1500 Calvert Street NW, Washington, DC 20008

**When:** Thursday, May 17, 2010  
10:30 a.m.

**What:** Removing Roadblocks: Effective Approaches in Improving Pharmaceutical Management. Developing Supervision Systems for Antimalarial Supply in Latin America.

**Speaker:** Angelica Perez, Management Sciences for Health

**Where:** Executive Room  
Omni Shoreham Hotel (Metro Red Line: Woodley Park)  
1500 Calvert Street NW, Washington, DC 20008

Media are encouraged to RSVP to Yegor Kuznetsov for these events: 301.987.5495 ext. 106, [ykuznetsov@linksmedia.net](mailto:ykuznetsov@linksmedia.net). To learn more about AMI, stop by the Links Media table in the conference exhibit hall (Booth #415) or visit the Website [www.usaidami.org](http://www.usaidami.org).



**USAID**  
FROM THE AMERICAN PEOPLE

FOR IMMEDIATE RELEASE

September 6, 2010

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acaballero@linksmedia.net

## PRESS RELEASE

### PERU'S OFFICIAL MEDICINE QUALITY CONTROL LABORATORY ATTAINS WORLD HEALTH ORGANIZATION LABORATORY PREQUALIFICATION, ACHIEVEMENT WILL SUPPORT EFFORTS TO IMPROVE PATIENT ACCESS TO QUALITY-ASSURED PRIORITY MEDICINES

*-- The National Center for Quality Control becomes South America's first facility  
to earn both WHO prequalification and ISO 17025 accreditation --*

LIMA, PERU — Peru's National Center for Quality Control, or *Centro Nacional de Control de Calidad* (CNCC), announced today that it has achieved World Health Organization (WHO) laboratory prequalification to test priority medicines relevant to public health programs and ensure they meet appropriate quality standards. The Prequalification Programme, a United Nations initiative managed by WHO, aims to make quality priority medicines available for the benefit of those in need.

Through the Prequalification Programme, WHO identifies laboratories that are capable of providing quality testing services to their country government and UN agencies in compliance with WHO standards. The CNCC is among the first few laboratories in Latin America to receive this WHO prequalification.

"Positive decision by a recognized global health authority such as WHO shows that hard work, dedication, and focus on best practices make it possible to meet the strictest international standards," said Dr. Ruben Tabuchi Matsumoto, Director General of the CNCC. "Also, I'd like to use this opportunity to recognize the support of our international partners who helped to make work with CNCC a showcase of cost-effective collaboration. The result of these joint efforts provides additional confidence in the monitoring of quality of medicines distributed through the country supply network."

The WHO prequalification follows another significant achievement of CNCC. Earlier this year, the laboratory received ISO/IEC 17025:2005 accreditation (covering 7 critical analytical tests in addition to the 5 for which it received accreditation in 2009) from Assured Calibration and Laboratory Accreditation Select Services (ACLASS), becoming the first lab of its kind in South America to obtain both highly-sought stamps of approval.

-more-

# Successfully attained national and international media coverage for AMI/RAVREDA endeavors

15:56:24 hrs. Jueves, 17 de marzo del 2011

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Atención al Ciudadano Prevención en Salud Profesionales de la salud

jueves, 17 de marzo del 2011

Año del Centenario de Machu Picchu para el Mundo

**DIGEMID OTORGÓ CERTIFICACIÓN EN BUENAS PRÁCTICAS DE ALMACENAMIENTO A LA DIRESA CALLAO**

Publicados: 04/07/2010

• Mientras que el Centro Nacional de Control de Calidad del Perú recibió certificación por conducir pruebas analíticas. • Acreditación asegura la

Imprimir Noticia Enviar Noticia

El Ministerio de Salud (Minsa) a través de Insusmos y Drogas (Digemid) otorgó

**JOSÉ MARÍA ARGUEDAS 1911 - 2011**

Martes, 25 de enero de 2011 | Año del Centenario de Machu Picchu para el Mundo

**andina**  
agencia peruana de noticias

Últimas Noticias primera vez el Perú en febrero, anuncia embajador MUNDO>> (15:30) El turismo internacional se incrementó en el 2

INICIO POLÍTICA ECONOMÍA LOCALES REGIONALES JUDICIALES MUNDO

TITULARES SERVICIO FOTOGRAFICO VIDEOS ESPECIALES SERVICIO RADIAL FACEBOOK

Enviar Noticia Imprimir A+ A- ¿Qué son estos iconos?

**13:27 Dirección Regional de Salud del Callao recibe certificación de Buenas Prácticas de Almacenamiento**

**Lima, jul. 04 (ANDINA).** La Dirección General de Medicamentos, Insumos y Drogas (Digemid) otorgó la certificación en Buenas Prácticas de Almacenamiento (BPA), por tercer año consecutivo, a la Farmacia de la Dirección Regional de Salud (Diresa) del Callao.

Al respecto, el director de Digemid, Víctor Dongo resaltó el trabajo desarrollado por esa dependencia, a la cual consideró como un ejemplo para otras direcciones regionales de Salud.

Anotó que otros almacenes de medicamentos a nivel nacional se encuentran en el mismo proceso de certificación, entre ellos Huánuco, Cusco, Puno, La Libertad y Piura.

Como parte de un compromiso para mejorar la calidad de los medicamentos en el Perú, la Diresa Callao desarrolló un plan para mejorar las condiciones de almacenamiento en su farmacia.

Este procedimiento consistió en la remodelación, acondicionamiento de la infraestructura

ABOUT US CONTACT US RSS | 25 January 2011

**the pharma letter**

HOME 7 DAY PREMIUM TRIAL PHARMACEUTICALS BIOTECHNO

Keywords: PAHO, WHO, Drug quality laboratories, Bolivia, Peru, Uruguay

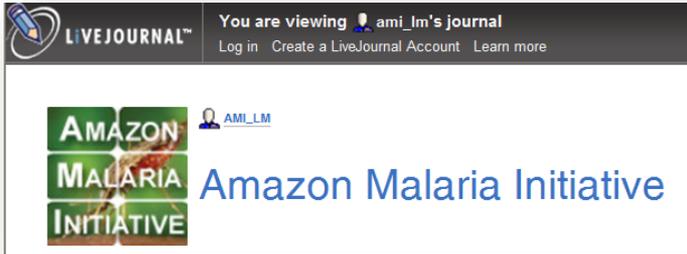
**Drug quality control labs in Bolivia, Peru and Uruguay prequalified by PAHO/WHO**

Article | 15 September 2010

Print This ShareThis

**The national Laboratories for the Quality Control of Medicines in Bolivia, Peru and Uruguay have been prequalified by the Pan American Health Organization and the World Health Organization to serve as "International Reference Laboratories for the Agencies of the United Nations."**

# Promoción frecuente de la AMI/RAVREDA a través de los medios sociales



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**Amazon Malaria Initiative**



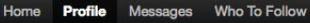
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**AMAZON MALARIA INITIATIVE**



 **Amazon Malaria Initiative Lm**  
Check out AMI partners organized procurement mechanism case study:  
<http://www.usaidami.org/extras/manuscript9.pdf>



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 **AMI**  
**@AMI\_LM** 465 2,000 397 14

**Natural compounds: the future of anti-malarial treatment**  
<http://t.co/LysN8Uc> via @AddThis  
5:13 AM Mar 15th via Tweet Button

**AMI\_LM** AMI  
Check out AMI partners organized procurement mechanism case study: <http://www.usaidami.org/extras/manuscript9.pdf>  
21 minutes ago

**AMI\_LM** AMI  
Malaria, chickenpox emerge as major threat to children  
[thenews.com.pk/TodaysPrintDet...](http://thenews.com.pk/TodaysPrintDet...) via @thenews\_intl  
17 Mar

**meowtree** Linda Raftree  
**ckreutz** Christian Kreutz



**Amigos**

**Amigos (133)**

-  **Fundraising Initiatives**
-  **Veronica Ivey Williams**
-  **Cámara Nacional de Comercio**

Amazon Malaria Initiative

Welcome to LinkedIn. Join LinkedIn or sign in to become a member of this group.



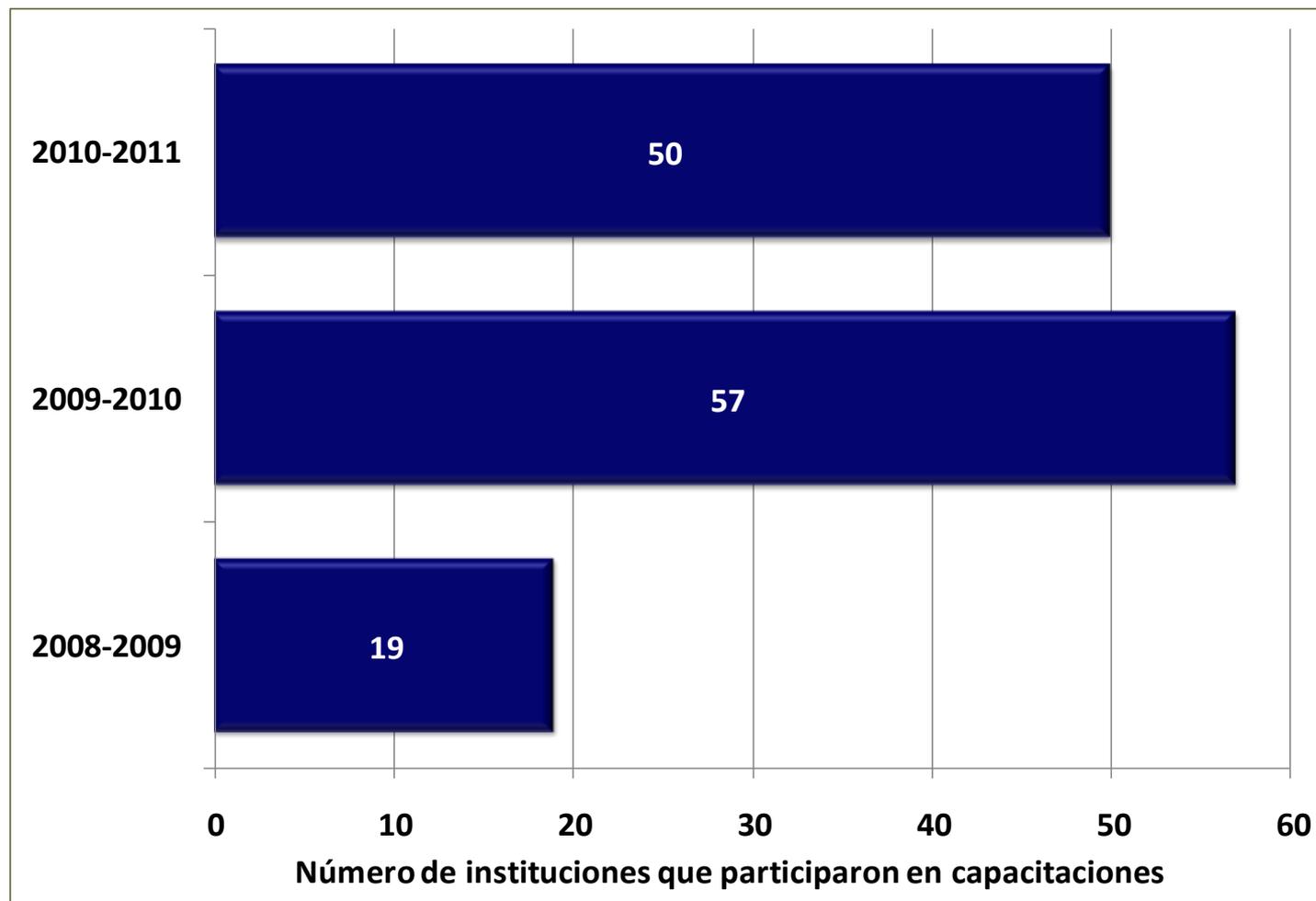
**Amazon Malaria Initiative**

The purpose of Amazon Malaria Initiative (AMI)Group is to disseminate information about accomplishments in malaria control and prevention, and new approaches to improving pharmaceutical management in Amazon Basin countries.

# Mayor capacidad de comunicación y difusión de información para promover los esfuerzos de AMI/RAVREDA



# Ejecución de diversas sesiones de capacitación con socios e involucrados



# Resumen: Se han establecido diversas fuentes de información para difundir los esfuerzos de AMI/RAVREDA

The screenshot shows the Amazon Malaria Initiative website with a navigation menu (Home, About AMI, AMI Countries, Technical Areas, Resources, News, Partners) and a grid of news articles. Key articles include:
 

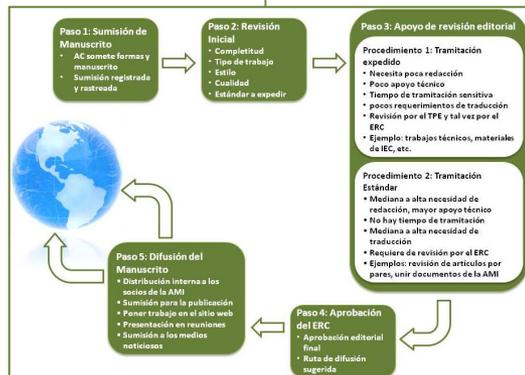
- Peru's successful effort to achieve international accreditation for its drug testing and calibration laboratories** was largely the result of a collaboration between the country's National Center for Quality Control and the Amazon Malaria Initiative partners.
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The screenshot shows a 'Success Story' report titled 'The Amazon Malaria Initiative: Goals and Accomplishments October 2009 - May 2009'. It features the USAID logo and a grid of images showing field activities. The report lists accomplishments such as:
 

- Bolivia** is currently updating its Standard Treatment Guidelines (STG) based on studies of currently available antimalarial drugs and their efficacy.
- Brazil** is undertaking the task of implementing its anti-malarial intervention throughout the country.
- Colombia** is encouraging its citizens to take more responsible treatment for malaria symptoms through educational activities.
- Costa Rica** is currently addressing issues with patient adherence to drug protocols, a problem identified by field activities conducted by MHS/SPS.
- Guyana** has been found with general adherence to STG, although, despite an aggressive program of monitoring field work.
- Peru** has been a leader in implementing information-based coordination through AMI.
- Suriname** has information pending from this country.

The screenshot shows a collage of social media posts:
 

- A **Facebook** post from the Amazon Malaria Initiative.
- A **Twitter** tweet: "Natural compounds: the future of anti-malarial treatment http://t.co/LysN8Uc via @AddThis".
- A **LinkedIn** post: "Welcome to LinkedIn. Join LinkedIn or sign in to become a member of this group." for the Amazon Malaria Initiative group.
- A **LinkedIn** post: "Check out AMI partners organized procurement mechanism case study: http://www.usaid.gov/press/pressroom/091109.pdf".



The screenshot shows the Pharmaletter website and several news articles:
 

- The **Ministerio de Salud** website header.
- The **Pharmaletter** logo and navigation menu.
- A news article titled **JOSÉ MARÍA ARGUEDAS, 1911 - 2011** from 'andina'.
- A news article titled **13 de marzo: Dirección Regional de Salud del Callao recibe certificación de Buenas Prácticas de Almacenamiento**.
- A news article titled **Quality Control of Medicines have been prequalified by the Pan American and World Health Reference Laboratories.**



# ¡Muchas gracias!

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