INDEX Awards | ColaLife
From Concept, to Trial, to Scale-up
Child mortality in less developed countries is unacceptably high.

In 1985 1 in 5 children didn’t make it to their 5th birthday (now it’s 1 in 8).
The public sector struggles to maintain reliable supplies of drugs to health facilities.
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Child mortality in less developed countries is unacceptably high. 1 in 8 children don't make it to their 5th birthday.

Yet you can get a Coca-Cola in the most remote, rural villages.
The public sector struggles to maintain reliable supplies of drugs to health facilities.

Child mortality in less developed countries is unacceptably high. 1 in 8 children don’t make it to their 5th birthday.

Yet you can a Coca-Cola in most remote, rural villages. Why don’t we put medicines in Coca-Cola crates?
1985 | The ColaLife idea was born

1985 - Under 5 mortality rate was around 20%

Wherever I went I could get a Coca-Cola

Empty store room shelves at a rural clinic in Uganda
The concept - why not put ORS & Zinc Kit in Coca-Cola crates?
Early 2012 | Focus group work with our target customers

What we learnt:
- Confusion on the best thing to do
- ORS well known, but litre sachets too big
- Measuring water is an issue
- ORS supply was too far away and erratic
- Aspirational branding & affordable price were important for the poor
Mid 2012 | The trial design

Original concept + Consultations + Commercial design expertise = The trial design
Mid 2012 | Trial design features

Kit Yamoyo

- Attractive
- ORS sachets are 200ml
- Packaging is also:
  - A measuring device for the water
  - A mixing device
  - A storage device (the soap tray is a lid)
  - A cup
2014
Incorporating the learning from the trial into the scale-up design
Key trial findings relevant to product design

• The kit was hugely popular (26k kits sold)
• Treatment rates improved from <1% to 45%
• Only 4% of kits travelled to communities in crates
• Affordability is crucial
• Subsidies must be eliminated for sustainability
• 90% of carers used 4 ORS sachets or less
• Water measuring function crucial
• Zinc adherence could be improved through design
• Local soap would decrease cost
• Leaflet could be simplified
• Packaging could be simplified (no need to fit in crates)
Product design review

<table>
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<tr>
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**NOTE:** This will also enhance adherence.
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**Reduce number of sachets to 4**

**NOTE:** This will also enhance adherence

**Zinc**

Produce locally

Only include blister pack

**Soap**

Produce locally

Produce refill option

**Leaflet**

Remove constraint of fibing in Coca-Cola crate

**Packaging**

Product design review - ORS
Product design review - 200ml ORS sachets were a success
Product design review - ORS 200ml sachets used
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Reduce number of sachets to 4

NOTE: This will also enhance adherence
### ORS | Zinc | Soap | Leaflet | Packaging
---|---|---|---|---
Reduce number of sachets to 4

**NOTE:** This will also enhance adherence
Product design review - zinc adherence in trial - zinc should be taken for 10 days.
Product design review - designing for better zinc adherence
## Product design review - zinc packaging design

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<td>Design the blister pack to enhance adherence to the 10-day regime</td>
<td>Blister pack needs no box</td>
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**NOTE:** This will also enhance adherence
## Product design review - soap

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<td>(still to be achieved)</td>
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Product design review - leaflet

**ORS**
Reduce number of sachets to 4

**Zinc**
Produce locally
Design the blister pack to enhance adherence to the 10-day regime

**Soap**
Produce locally

**Leaflet**

**Packaging**

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**NOTE:** This will also enhance adherence
Lister pack needs no box
Product design review - simplified graphic-based leaflet

**How to use Zinc**
- Over 6 months, one tablet a day
- Under 6 months, half a tablet a day

**DOSAGE**
- From the start of the diarrhoea:
  - Child under 6 months: half a tablet each day for 10 days
  - Child over 6 months: 1 tablet each day for 10 days
- The tablet or half tablet may be mixed with breast milk or mashed food before giving to the child.

**GIVE ZINC FOR 10 DAYS**

**How to use ORS**
- Measure 200ml of safe water
- Add 1 Kit Yamoyo sachet of ORS
- Mix
- Drink

**DOSAGE**
- After each loose motion:
  - Child under 2 years: 50ml-100ml
  - Child 2-10 years: 100ml-200ml
  - Older child/adult: drink freely
Product design review - packaging

**ORS**
Reduce number of sachets to 4

**Zinc**
Produce locally
Design the blister pack to enhance adherence to the 10-day regime

**Soap**
Produce locally

**Leaflet**
Simplify – single fold. Same leaflet for all formats

**Packaging**

NOTE: This will also enhance adherence

Blister pack needs no box
## Product design review - packaging

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<td>Produce re-fill option</td>
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The screw-top is 100% Zambian (except for the soap) and costs 33% less than the trial design.

This format improves on all the functionality of the trial design:

- A measuring device
- A mixing device
- A storage device
- And cup

However, it doesn’t meet current affordability targets (its RRP would be K8.00 vs an affordability target RRP of K5.00).

The screw-up will be manufactured alongside the flexi-pack (see next slide) that does meet the affordability target.
Product design review - scale-up - the flexi-pack

Note that despite its simplicity the flexi-pack maintains the water measuring functionality (see video).

This format meets the affordability and profitability criteria without the need for subsidy.
For every 1,000 kits sold, 3 lives are saved

The end