

Malaria Safe CASE STUDY



Kampala Pharmaceutical Industries Limited

January 2014

Located in a Kampala suburb, Kampala Pharmaceutical Industries (KPI) manufactures a variety of pharmaceuticals, including Artemisinin Combination Therapies (ACTs) and other anti-malarials, Intermittent Preventive Treatment (IPTp) used to prevent malaria in pregnant mothers, diagnostic devices and reagents, as well as reproductive health technologies such as condoms and oral contraceptives. With approximately 230 employees, KPI is one of the largest pharmaceutical manufacturers in Uganda and has been in operation since 1996.

In 2011, Kampala Pharmaceutical Industries (KPI) began implementing the Malaria Safe program, a workplace malaria prevention strategy developed by



COMPANY PROFILE

Company name: Kampala Pharmaceutical Industries Limited (KPI)
Headquarters: Ntinda, Uganda (Kampala suburb)
Market: Uganda
Employees: 232
Industry: Pharmaceuticals



Malaria Safe Interventions:	
Education:	<ul style="list-style-type: none"> Conduct educational activities with staff and communities in different regions across the country. Through their wellness program, educational flyers are distributed, emails are sent, and interactive educational meetings are held each month for staff.
Protection:	<ul style="list-style-type: none"> 31 million shillings worth of free medicines prescribed for community members with malaria since 2011; diagnosis and treatment for malaria at an in-house medical facility costing approximately 15 million shillings a year since 2011.
Visibility:	<ul style="list-style-type: none"> Community “health fairs” conducted each year in several communities across different regions of the country as well as school activities. These fairs help to raise awareness about malaria, provide free testing and treatment, and build brand visibility for KPI.

“In KPI, addressing malaria is all about retaining a healthy and happy workforce, which leads to increased efficiency within the whole organization and improved performance.”
 - Nazeem Mohamed, Chief Executive Officer and General Manager of KPI

the Voices for a Malaria Free Future Project of the Johns Hopkins Center for Communication Programs. The Malaria Safe Program grew out of the United Against Malaria (UAM) campaign (2009-2013), which brought together partners from many sectors to build political and popular will to fight malaria. Malaria Safe was developed as a means to invite the private sector to join the fight against malaria. The four pillars of the Malaria Safe Program include education, protection, visibility and advocacy. Companies are encouraged to educate and protect employees, their families, and the communities where companies operate, provide



visibility for the fight against malaria and the UAM partnership, and advocate with other companies and government counterparts to increase investments made to control and subsequently eliminate malaria.

This partnership complemented KPI's existing activities to improve the health of their staff. KPI has been engaged in malaria control efforts since 1996, when it opened its first on-site clinic, providing both diagnostic and treatment services to all staff, free of charge. To this day, the clinic houses a full-time nurse. KPI also brings in a doctor annually to provide routine checkups for their staff. Motivated by their partnership with UAM and Malaria Safe, KPI also began testing visitors at their clinic for malaria with rapid diagnostic tests and providing free anti-malarials, totaling 15 million Ugandan shillings worth of diagnostics and treatment services, in the last year alone.

The company's wellness program consists of 16 staff volunteers representing different departments within KPI. Initiated through their CSR strategy, the wellness team plans activities and disseminates educational materials throughout the year covering a range of topics from malaria and STI prevention to financial wellness and leading "wellness awareness" weeks. In April, they celebrated World Malaria Day with community activities.

"We have a specific interest in targeting employees because if we are able to treat the employees [ourselves] then they will be able to recover faster and return to work," says Consolate Adamson, head of KPI's human resources and personnel. "We can monitor treatment and have a reduced cost on medicine. Improving the health of employees assures a healthy workforce, which leads to increased productivity among employees and ultimately benefits the company as a whole. Today, we see greater availability of staff, reduction of absenteeism, reduction of sick leave, and we see that the costs have measurably gone down."

KPI has become increasingly interested in how their malaria-control efforts impact their employees—through reduced absenteeism and fewer clinic patients—and the company—through reduced malaria-related clinic costs and increased productivity.

Although they began malaria activities in 1996, they have been monitoring the malaria burden at the company more intensively since joining Malaria Safe in 2011 by tracking all malaria-related absenteeism and expenditures.

For the 2011-2012 year, KPI reported a 5% decrease in the employee hours lost by the company due to malaria and a 2% decrease in the number of employees testing positive for the disease, which led to a decrease in the costs spent on treating employees with malaria by 3%. As well, the number of sick leave days taken by employees for malaria-related causes have reduced, from 52 days in 2011 to 40 days in 2012,¹ which the company uses as measurement of employee productivity.

KPI has attributed the company's reduced malaria burden to its clinical services and protection and education efforts, including the provision of LLINs and health education on malaria prevention and treatment to employees and community members. According to Ms. Ademson, previously the staff would take many days off from work, either because of their own illness or the illness of a family member. "Through our efforts, employees are able to use what they know to take care of their families," Ms. Ademson said. "This is beneficial for the company because it reduces absenteeism for staff who take care of a child or spouse that is sick." For example, she said that the company's costs for treating employees through their on-site clinic decreased. "When you send an employee to a medical center, they spend a lot of time there and may not come back to work that day. When we treat them here at our on-site clinics,

¹ 17% of the total number of patients were infected with malaria and treated in 2011, compared to 15% of the total number of patients infected with malaria and treated in 2012. 18% of the cost spent on malaria illness in 2011 compared to 15% of cost spent on malaria illness in 2012. 13% of the total hours lost by the company due to malaria illness in 2011 compared to 8% of total hours the company lost due to malaria illness. These figures were provided in July 2013 in KPI's Malaria Surveillance Report 2 for the Financial Year 2013/2014.

most employees are seen during their break time and treated quickly,” she said, adding, “there are no added costs for referrals, so our overall costs are much lower than if we treated malaria outside.”

Through their partnership outreach to local clinics, KPI provides education, free treatment, and testing to at least two or three communities each year in different regions across the country. From 2011-2012, their efforts culminated in 31 million Ugandan shillings worth of donations. They partner with the local medical officer and community to identify an already established health center for health fairs. The district medical officer recruits medical personnel to provide health services during the day, as well as publicizes the events to mobilize the community to attend. KPI supplies the logistics for the day, securing laboratory equipment, such as RDTs and microscopes, and free malaria treatment for anyone who needs it and promotes awareness and education. “We believe that community members are potential human resources, so we would like to see them healthy”, Ms. Ademson says. “We also see that these activities help our business grow.” Going to different regions in Uganda provides KPI with the opportunity to not only educate the public about the harms of malaria, but also to open up new markets for their products and promote the visibility of their brand.

Additionally, KPI visits an average of four different primary schools a year around Kampala. The nurse and head of HR teach children about malaria, what it is, how it is spread, and how to prevent it. These different activities result in an increase in visibility for the company. Partnering with other companies that are linked through the UAM campaign has resulted in an improved image for KPI, Ademson added, and getting involved in the fight against malaria has improved employee satisfaction.

“By getting involved with the war against malaria, the community has perceived us differently, understood us differently. And that has changed our image. There is a sense of belonging. The employees want to associate with the organization, which cares for the community in which they work. The employees are happy to be here in the organization because they can ask you to do something for their own community,” HR Head Ademson said.

Contacts:

Kampala Pharmaceutical Industries Limited (KPI)
Consulate Ademson, Head of Human Resources /
Corporate Affairs
Plot No. M444B
Stretcher Rd. Ntinda
P.O. Box 7551
Kampala Uganda
Tel: + 256-414-287827 / 285645
Email: consulate@kpi.co.

Johns Hopkins Bloomberg School of Public Health
Center for Communication Programs
Anna McCartney-Melstad, Senior Program Officer
Email: amccartn@jhsph.edu



www.malariasafe.org

