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# ORT + Zinc: Prescribe for any Diarrhea Case

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AED/POUZN Zinc presentation at  
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# Introduction

## AED/POUZN's objective

- Increase the use of rational diarrhea management in children, including:
  - ❑ reinforcing ORT
  - ❑ introducing **zinc** treatment
  - ❑ decreasing overuse of antibiotics

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# Zinc's Impact on Diarrhea<sup>1</sup>

- Reduces the severity of diarrhea
- Reduces duration of diarrhea
- **AND** prevents future cases of diarrhea

# India Zinc Progress to Date

- **IAP** and leading pediatricians have championed the introduction of zinc treatment
- **Industry** is marketing zinc treatment for diarrhea: Dr. Reddy's, Zuventus, Emcure, Wallace Pharmaceuticals, USV, Shalaks, etc.
- **Government of India** is planning national roll-out
- **UNICEF, WHO, USAID** support zinc promotion

**All partners united in promoting zinc treatment**

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# Qualitative Research Results

- Mothers trust **both** licensed and unlicensed health providers for medical advice
- Current knowledge of zinc treatment among healthcare providers is still low
- **Zinc treatment needs support of health care providers to be successful**

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# Zinc Treatment for Diarrhea

- Adopted by increasing number of pediatricians with > 3,000 pediatricians now prescribing zinc treatment
- Fastest growing segment in diarrhea treatment – sales increased by 82% from 905,000 in 2006 to 1.65 million in 2007
- Increase co-prescription of ORS and zinc

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# Pediatrician key role:

## 1) Prescribe Zinc Treatment

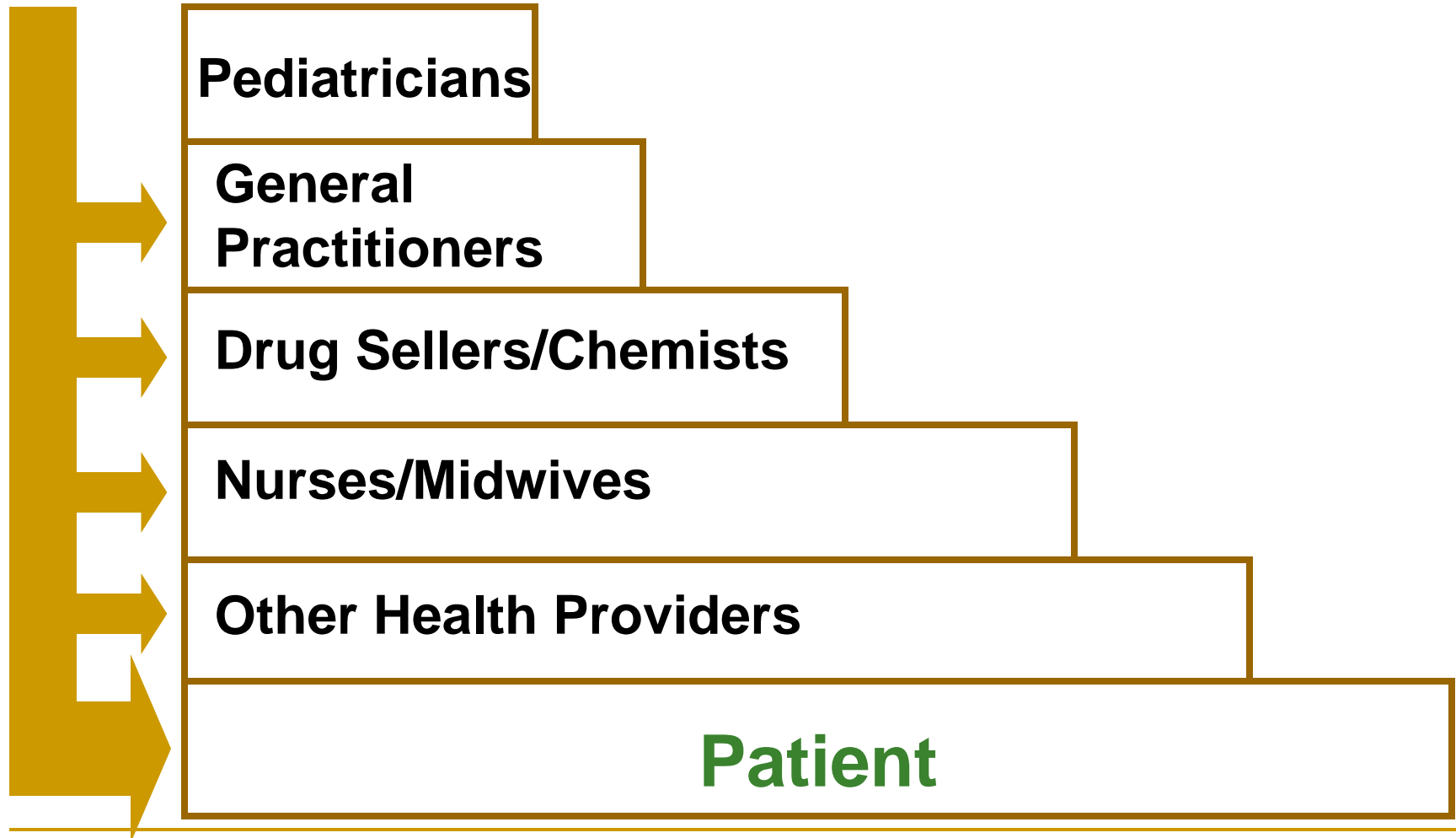
- Zinc treatment should be prescribed for each case of childhood diarrhea, including
  - Persistent
  - Acute
  - Watery
  - Infectious

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## 2) Advise Patients to Comply

- Advise patients to take zinc treatment for **10-14 days** (even after diarrhea has stopped)
- You play a critical role in encouraging compliance

# Pediatricians' Impact



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## 3) Influence other Providers

- You are key players in influencing other healthcare providers
  - Pediatricians charged with health of Indian children
  - Civic responsibility to promote zinc treatment

# Range of Zinc Products Available

- Dispersible tablets, syrups, dry syrups



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# Conclusions

- Zinc is beneficial for all diarrhea cases
- Doctors should advise patients to take zinc treatment for 10-14 days
- You are critical in influencing the adoption of zinc by the healthcare community