

# SUCCESS STORY

## Proper Treatment of Malaria Made Easier with *PRIMO*



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**President's Malaria Initiative**



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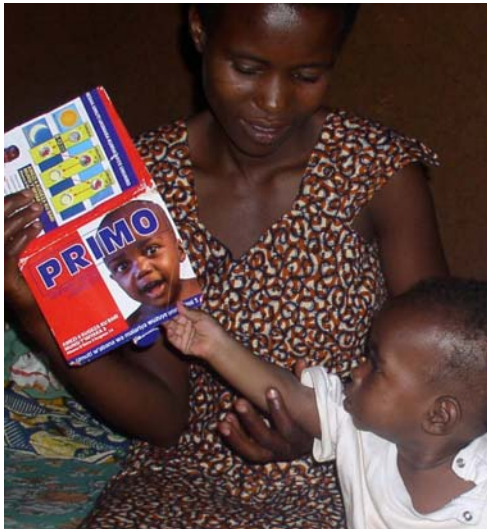


Photo Source: PSI

Deborah and her daughter, Vanessa, in Gasabo District on the outskirts of Kigali, Rwanda.

### Children Depend on Rapid and Safe Treatment of Malaria

“If your child’s temperature increases, please immediately take him or her to receive *PRIMO*,” urged Deborah, a mother of an eight-month-old daughter who recently suffered from malaria. “I can assure you, this medicine is effective and saves children’s lives – I was witness to it.”

Under the leadership of Rwanda’s National Malaria Control Program and with support from the United States President’s Malaria Initiative in Rwanda, Population Services International (PSI) designed a branded name – *PRIMO* – and package for Coartem. Coartem is a lifesaving drug that has been especially effective in reducing malaria-related mortality in children under the age of five.

*PRIMO* comes in a special package with easy-to-understand illustrated instructions in order to ensure that children receive the correct doses and full regimen of treatment.

*PRIMO* is readily available for children and families in both the private and public sectors. *PRIMO* is provided at a highly subsidized price in the private sector in order for all children to have access to one of the best treatments available. Dedicated voluntary health workers also deliver treatment to sick children in their community within 24 hours of the onset of malaria.



**PRIMO Red** is for children aged six months to three years.

**PRIMO Yellow** is for children aged three to five years.



Illustrated instructions with captions in Kinyarwanda, the local language, ensure proper usage.

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