



TANZANIA

If you can get a Coca-Cola product almost anywhere in Africa, why not life-saving medicines?



Project Last Mile

CONTEXT

Tanzania is the largest country in East Africa with a population of over 55 million people. But outside the capital, Dar es Salaam, medical services can be patchy, often resulting in remote health centers lacking life-saving medicines. The Medical Stores Department (MSD) of Tanzania is committed to changing this.

PROJECT LAST MILE RESPONSE

Project Last Mile established relationships with the MSD in 2010, when it launched its first pilot program in Tanzania, supporting network optimization, improving logistics planning and procurement, and strengthening talent and performance management.

Through our work with MSD, a network optimization exercise supported expansion of direct delivery from 130 to over 5,000 drop points. Staff from Coca-Cola Kwanza helped MSD evaluate options for outsourcing distribution-shared approaches for planning and procurement. Using Coca-Cola's model, MSD introduced a new performance management system, DRIVE, to increase staff accountability. These improvements led to an overall shift in business culture at MSD towards more proactive, client-oriented work.

Based on the strong ties developed with MSD and Coca-Cola Kwanza, Project Last Mile was invited in late 2017 to help optimize distribution routes to support reliable, on-time delivery of medicines to the last mile.

APPROACH

Project Last Mile is helping to optimize medical supply delivery routes for health facilities by:

- Optimising routes in four zones (Iringa, Mbeya, Muleba and Dodoma)
- Building modelling capacity within MSD, based on data collection and analysis

Project Last Mile is working in partnership with John Snow Inc. (JSI) and Llamasoft to deliver optimized routes and training to MSD staff.



Data has been collected and analyzed on the road network, facility location, demand volume, running costs, fleet and program policies for all four zones, to design optimized route models for all zones. Where health facilities do not have coordinates in the Health Facility Registry, JSI is using Google Maps and MSD Car Track data to fill gaps.

To complement this work, Project Last Mile has linked MSD Transportation and Logistics staff with the local Coca-Cola Kwanza (CCK) teams to share learnings and explore options for collaboration. To date, Project Last Mile has facilitated sessions to share CCK best practices in route optimization and planning and is in the process of setting up a series of leadership exchanges to continue collaboration between the two organizations.

TEAM

Project Last Mile has engaged JSI, an international health organization with decades of expertise in supply chain, and Llamasoft, an industry-leading supply chain software firm to conduct this work with MSD.

Project Last Mile believes life-saving medicines should be in reach of every person in Africa. This pioneering cross-sector partnership between USAID, the Bill and Melinda Gates Foundation, The Global Fund to Fight AIDS, Tuberculosis and Malaria, The Coca-Cola Company and its Foundation helps life-saving medicines go the "last mile" to communities in Africa. We collaborate with regional Coca-Cola bottlers and suppliers in participating countries to build public health systems capacity in supply chain and strategic marketing by sharing the expertise and network of the Coca-Cola System with the local Ministry of Health. Project Last Mile Tanzania is specifically made possible by funding from The Global Fund and The Coca-Cola Foundation. Project Last Mile aims to support 10 countries by 2020.

Global Partners

