

THE GOOD LIFE MAGAZINE

“Malaria No More” Initiative Launched in Uganda

In April, the President's Malaria Initiative (PMI), Malaria No More, and the Ugandan Ministry of Health announced their joint campaign to distribute 580,000 long-lasting insecticide-treated mosquito nets (LLINs) to pregnant women, children under five and other vulnerable populations in 26 districts in Uganda plagued by malaria. On the basis of their previous experience with net distribution exercises, AFFORD was tasked to carry out the distribution of the LLINs in the 26 districts.



The Director of USAID in Uganda hands out mosquito nets in Kaliro District

The partners distributing the LLINs are providing education and information to assure that the LLINs are properly used to repel the malaria transmitting Anopheles mosquito. AFFORD's distribution process involves registration of the targeted beneficiaries at the household level by trained Community Medicine Distributors (CMDs) in each village. The beneficiaries collect their free LLINs at designated distribution points at the parish level.

The LLINs, paid for by PMI and Malaria No More, are being distributed in concert with the national distribution of 1.8 million nets provided by the Global Fund to fight AIDS, Tuberculosis and Malaria. Both activities have the support of the Ugandan Ministry of Health and the National Malaria Control Program. These two campaigns aim to raise the household ownership of one insecticide-treated mosquito net significantly from the present rate of 15 percent.

“This is an example of how collaboration can help us with our mission: saving lives together and working together towards our common goal – stopping malaria,” said PMI

Coordinator Tim Ziemer, “It will only be through working hand in hand with other organizations that we achieve our goal – given to us by President Bush – of stopping malaria and protecting those who are the most susceptible and most in need.”

President Bush launched PMI in 2005 and challenged the rest of the world to match the \$1.2 billion pledge (disbursed over five years) to reduce malaria deaths by 50 percent in 15 African countries. The President urged that PMI be a collaborative U.S. Government effort, led by the U.S. Agency for International Development (USAID), in conjunction with the Department of Health and Human Services (Centers for Disease Control and Prevention). PMI focuses on collaboration with private business, non-governmental organizations, other governments and U.S. government agencies.



The Hon. Minister of Health attends the launch of “Malaria No More”

Malaria is the leading cause of illness and death in Uganda. If properly used, these LLINs will protect pregnant women and young children from the suffering that malaria has historically caused the country.

Introducing a comprehensive consumer-based approach to social marketing in Uganda.

AFFORD
The Health Marketing Initiative

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The Good Life Show!

As part of their national Good Life Campaign, AFFORD and UHMG launched The Good Life Show in April. The entertaining and educational game show – the first of its kind in Uganda – features different health topics each week, and shows how



Abbey Mukibi and Irene Kulabako host The Good Life Show

simple health practices and lifestyle choices can protect the family's health and lead to socio-economic fulfillment. The Good Life Show targets couples of reproductive age, caretakers of children under 5 years, pregnant women, and people living with HIV/AIDS with messages on family planning, child health, healthy pregnancy, malaria, and HIV/AIDS. The game show airs on television and radio is experienced through community road shows throughout the country.

Each show has Think, Talk, and Act segments, which aim to increase knowledge, facilitate couple communication, and promote steps toward positive health behaviours. Couples are challenged to correctly answer questions about the health topics and each other, and participate in skills building games. The winning couple of each show has the opportunity to spin the 'Wheel of Life' and gamble to win a mystery prize, such as a generator, water tank, mattress, or mobile phone. Viewers and participants are encour-



Journalists compete during the launch of the show

aged to call the show's free telephone line to leave their answers to the Question of the Week, along with any comments or questions. Hotline feedback has been overwhelmingly positive, with viewers and listeners requesting additional shows, thanking AFFORD and UHMG, and giving examples of what they have learned. As one mother said, "Your programme is good and I think all mothers in

Uganda can benefit from it, especially with regard to child care. Keep it up!" Messages on The Good Life Show are reinforced through health columns printed in local and national newspapers, radio health tips, and Good Life brochures. At the end of the 24 episodes, one lucky audience member or contestant will take home the grand prize – a brand new Toyota Hilux, donated by Toyota Uganda and IAA Health Care. AAR, Rene Industries, Unilever, Fotogenix, Fenon Entertainment and Mukwano also sponsored The Good Life Show.

The show's success was captured nicely by one male viewer: "The Good Life Show has helped people know how to use mosquito nets, condoms and generally a better way to maintain their lives."

Working with Most at Risk Groups to Prevent HIV

Working primarily through peer education and outreach, AFFORD and UHMG have conducted extensive activities with Most at Risk Populations (MARPs) in Uganda, including migrant workers in tea, coffee and sugar plantations, private security personnel, fishermen, casual laborers in urban centers, truckers, soldiers in Uganda People's Defense Forces (UPDF), and commercial sex workers and their clients. Activations focus mainly on HIV/AIDS prevention and family planning.

The strategic approaches are educational, interactive and entertaining with shows geared towards behavior change through responsible fun. The promotions aim to increase knowledge, self efficacy, risk perception and correct usage of health products, especially Protector condoms. Retail outlets bars and lodges are visited during the day to make sure that the condoms are easily available at the right price.



Condom demonstration at work

Activations have been carried out in all four parts of the country, from fish landing sites in Entebbe through Kiyindi to Kakira sugar plantations to Toro Mityana tea estates, as well as with Tight Security Firm, Group Four, Protectorate, Industrial and Securico. AFFORD also held a successful conference on Lessons Learnt From HIV Programs with Sex Workers and Their Clients at the end of May. As a result of the conference participants are developing a better practices report and have established a MARPs network with the Ministry of Health.