

How We Do It

UHMG operates under five strategic business units:

- **Consultancy:** UHMG attracts new project funds from donors in exchange for the delivery of high quality programming and deliverables using its skills, efficiencies and cost containment approaches.
- **Product Facility:** Through the product facility, we act as a broker between frontline health organisations fighting AIDS, malaria, and other diseases; and products and commodities suppliers. UHMG selects only the highest quality suppliers with superior support services.
- **Sales and Marketing:** Our ability to directly contract distributors and innovative distribution approach through Small Scale Entrepreneurs (SSEs) enables us to maintain low and highly competitive prices and to reach Ugandans at the grassroots, thereby facilitating accessibility of and affordability to a range of health products.
- **Good Life! Shops:** UHMG's pharmacies offer a "one stop shop" for health solutions ranging from contraceptives to long-lasting insecticide treated bednets, from antibiotics for people living with HIV/AIDS to Aquasafe® tablets for safe drinking water.
- **Research and Market Data:** UHMG conducts health marketing and consumer behaviour studies through methodologies such as retail audits and knowledge, attitudes and practices (KAP) to plan and manage UHMG's marketing and sales operations and sell to commercial organisations involved in health product distribution.

The Home of the Good Life!

All of UHMG's products, practices and service initiatives are bundled under the Good Life! Platform, which promotes the simple things Ugandans can do everyday to keep healthy and achieve their family's dreams, thereby improving overall quality of life.

- **The Good Life! Show:** The platform's lead communication vehicle, The Good Life! Show, engages audiences in health issues through an interactive, entertainment-education game show with national coverage through television, radio, video halls and community road shows.

■ **The Good Life! Network:** As part of its service promotion initiative, UHMG identifies and trains clinics that meet agreed-upon standards. These clinics are branded as part of The Good Life! Network to increase their visibility to clients.

■ **The Good Life! Teams:** UHMG's Good Life! Teams are trained and supported to utilize opportunities such as church gatherings, social celebrations, local council sessions and informal one-on-one interactions with neighbours, family, and friends to advocate for the simple things communities can do every day to keep healthy and fulfill their family's dreams.

■ **The Good Life! at Work:** Using an entertainment - education format, Good Life! at Work trains company employees and sensitizes their dependants and communities on prevention and health maintenance behaviors by breaking down messages into simple steps people can take everyday to improve their quality of life and fulfill their family's dreams.

■ **The Good Life! Support Media:** UHMG uses a variety of supporting social and behaviour change communication vehicles to reinforce Good Life! messages, including the Everyday Health Matters newsletter and Under the Mango Tree community outreach and radio program.

■ **Products for a Good Life!:** UHMG is committed to the distribution of a wide range of accessible and affordable health products. UHMG currently markets 12 products:



Who We Are

Our Story

The Uganda Health Marketing Group (UHMG) is the offspring of the careful nurturing and mentorship of the AFFORD Health Marketing Initiative, a USAID-funded project implemented by a consortium of six partners. When AFFORD first set foot in Uganda, they sought to create a local organization to carry on in their footsteps. We are that organization. We are completely Ugandan, and strongly committed to improving the quality of life of Ugandans.



Our Vision

UHMG's vision is a Uganda where families and communities are empowered to protect and improve their health; where markets for health products are vibrant and expanding; and where consumer access to affordable products and services steadily improves and is increasingly sustainable.



Our Mission

We are committed to improving the quality of life of Ugandans by providing the needed superior and affordable health care solutions using innovative marketing and communication approaches.

Our Objectives

UHMG aims to:

- Create a consumer driven approach to health marketing through an innovative marketing and social communication platform that will lead to "The Good Life!".
 - Strengthen and work with private and public sectors to widen existing and/or create new procurement, distribution and service delivery systems to increase consumer access to health products and services.
 - Establish partnerships with private and public sector stakeholders to improve efficiencies and delivery of quality health products and services.
 - Develop into a self-sustaining institution with the potential to attract resources and offer itself as a health marketing expert.

What We Do

Our Products and Services

In order to meet consumers' needs for comprehensive health solutions, UHMG promotes a unique mix of products, practices, and services in health areas including: HIV/AIDS, malaria, family planning, child health and Avian influenza.

HIV/AIDS

UHMG's work in HIV prevention targets persons who know and those who do not know their HIV status. Through various communication activities under the Good Life!, we reach the target with products such as Protector® condoms and services like HIV counselling and testing in the private sector.

Highlights

Our work focuses on Most at Risk Populations (MARPS) and has led to the:

- Establishment of two drop - in centres for commercial sex workers.
- Launch of a 'safe sailing boat' program to increase fishing communities' access to health information and products.
- Development of a comic book for the Uganda People's Defence Forces.
- Training of bar and lodge owners to develop HIV/AIDS workplace policies that promote condom use and enforce reduction of sexual violence.
- Training and supporting clinics in the private sector to provide HCT services.

Increased access to high quality palliative care services through private sector provider trainings, engaging communication approaches and the availability of products (such as Aquasafe®, RESTORS® and Cotramox®) work together to empower people living with HIV/AIDS to stay healthy.



Malaria

UHMG contributes to malaria prevention and control efforts in Uganda primarily through the distribution of long - lasting insecticide - treated nets (LLINs). We employ a variety of strategies to ensure widespread LLIN coverage, including a price subsidy through the private sector; and free distribution through community campaign style, antenatal care services,

and an LLIN facility that serves community service and non-governmental organizations. These interventions are intended to increase net distribution, use and retention, and are further complemented with community outreach activities and training of private providers in the new malaria management policy which recommends ACTs as first line treatment.

Family Planning

UHMG offers couples a range of family planning options through its distribution and marketing of oral contraceptives (Pilplan®, NewFem®, both combined oral contraceptives, Softsure® a progestin only pill for breast feeding mothers), an injectable (Injectaplan®) and MoonBeads®, a natural method of family planning. Couple communication is promoted as an important way to plan for a small and manageable family. Ladies' clubs and salons present unique venues for reaching end users.



Child Health

Our child health interventions focus on the prevention of child morbidity and mortality due to diarrhoea and malaria. Aquasafe® water treatment tablets offer a fast and cheap way to make drinking water safe, RESTORS® (improved oral rehydration salts) and ZINKID® (zinc sulphate tablets) manage diarrhea in children under five. When used in combination, Restors and Zinkid treat diarrhea faster, replace lost salts and prevent repeat episodes in a child. Service provider trainings and consumer communication interventions further emphasize proper hygiene, nutrition and malaria prevention and treatment practices.

Avian Influenza

The Avian Influenza program supports the National Task Force to coordinate national AI response and advocacy by supporting the finalisation of the national AI communication strategy and its implementation; and builds capacity of district response teams in selected districts.