



## Linking Products, Practices and Services: The Good Life Campaign in Uganda

For the 2008 PSP-*One*  
on-line Social Marketing  
Conference

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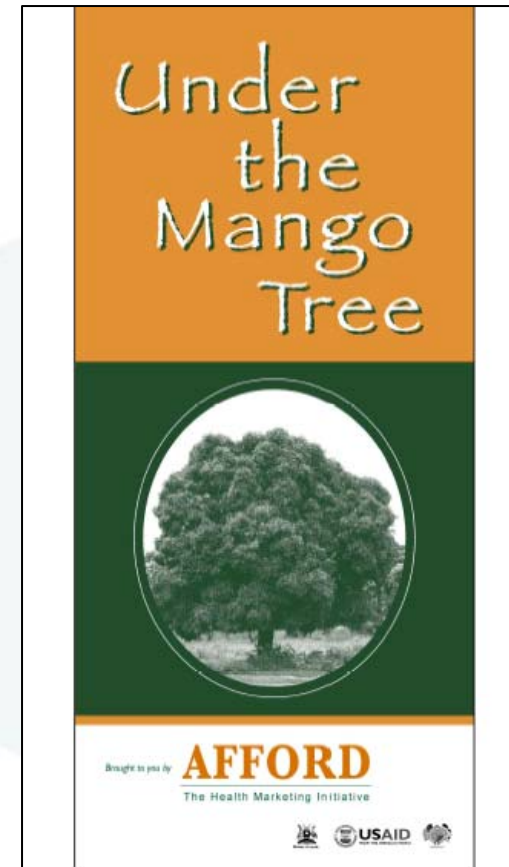
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# AFFORD

## Content of the Presentation



1. What is AFFORD
2. Communication Strategy
3. Good Life Campaign and Game Show
4. Linking Products, Services and Practices
5. Public Private Partnerships
6. Other Campaign Vehicles
7. Results
8. Lessons learned



# AFFORD Introduction

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- Despite strong efforts of multiple organizations and stakeholders, health maintenance or disease prevention is not a priority for most Ugandan families.
- AFFORD is an innovative Health Marketing Initiative, addressing health-related practices, services and products.
- AFFORD has produced the Good Life campaign and gameshow to address these issues.

# AFFORD What is AFFORD?

A 5-year USAID funded Health Marketing Initiative in Uganda, with 6 partners

1. Johns Hopkins University, Center for Communication Programs (CCP),
2. Constella Futures, Malaria Consortium,
3. Pulse Ltd.,
4. Communication for Development Foundation Uganda (CDFU),
5. Acclaim Africa Ltd.
6. **And the newly founded Uganda Health Marketing Group (UHMG),**



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## What is AFFORD? Technical Areas and Scope

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### Technical Areas:

- HIV/AIDS prevention and palliative care
- Malaria prevention and treatment
- Family Planning and
- Child Survival

### Scope:

- National scope but with a focus on 31 priority districts.

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## What is AFFORD? Program Objectives

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1. Increase accessibility and affordability of health products and services
  - Product and brand marketing programs; private sector partnerships; product distribution to less profitable areas; strengthening of existing distribution channels
2. Enhance knowledge, self efficacy and correct use of products and services to encourage healthy lifestyles
  - **Innovative and combined marketing and communication strategies to increase demand for products and services;** use of community social networks for interpersonal messages and product distribution.
3. Strengthen/establish indigenous organization and distribution systems
  - Creation of the Uganda Health Marketing Group (UHMG) as autonomous not-for profit organization in year one, to implement AFFORD's activities during and beyond project length.

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## Communication Strategy

### Uganda Health Marketing Group's Communication Strategy



MESSAGES & AUDIENCES					
<b>Introduce campaign</b>	<b>Malaria</b>	<b>Family Planning</b>	<b>Palliative care</b>	<b>Child Health</b>	<b>Pregnancy</b>
● ● ● ●	● ● ● ●	● ● ● ●	●	●	●

CHANNELS
<b>Media</b> - TV, radio, print, outdoor
<b>Community</b> - Popular opinion leaders, Activations, Community-based entrepreneurs
<b>Service Points</b> - Public and private providers, pharmacies and drug shops

BRANDS		



- Establish communication platform linking all health areas, related practices, products & services using mass media and community mobilization.
- Improve self-efficacy of audience members by breaking down prevention practices into doable everyday actions.
- Tie UHMG organization and brands directly to platform to establish relationship between health issues, products & services.

# AFFORD The Good Life Campaign

## Mass Media Communication



- Promotes easy to do, everyday steps to prevent and treat illness which keeps people healthy and saves money; thus increasing the quality of life of the entire family.
- A game show introduced and launched the communication platform
- Concurrent mini campaigns on HIV/AIDS, malaria, child health, and family planning.



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## Good Life Campaign: Audiences

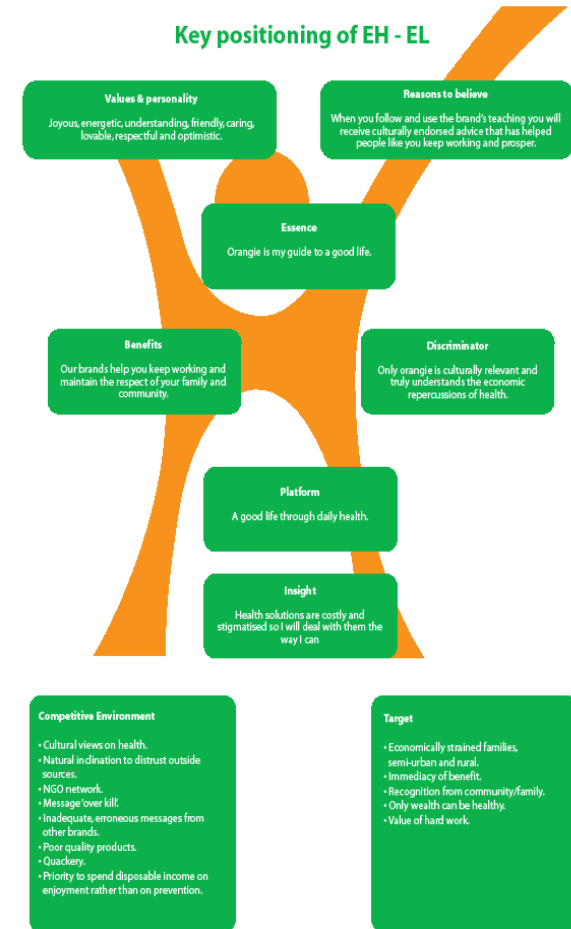
- ***The Good Life Campaign*** targets the entire family.
  - Young Couples
  - Care takers of children under 5
  - Pregnant women
  - People living with HIV or AIDS



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## The Good Life Campaign: Branding Exercise

- **Insights (formative research):**
  - Being well means being rich. Even staying healthy costs money.
  - Many modern health solutions are not trusted.
  - People spend money on health when they are sick.



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## The Good Life Campaign: Branding Exercise

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- **Difference to other campaigns:** The Good Life campaign understands the economic repercussions of health and can show how preventive behaviors can save money.
- **Essence:** Wherever I see the campaign's icon, I will find guidance to a good life.
- **Activity Platform:** A good life through daily health.

# AFFORD The Good Life Show! (GLS)

- An exciting family oriented gameshow
- Entertainment-education format to break through message fatigue
- **Multimedia:** Experiential roadshows, radio and TV
- 24 weekly episodes over 6 months
- Support materials
- Product promotion



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## The GLS Communication Objectives

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- Each episode aimed to
  - address common misconceptions to increase correct knowledge
    - » FAQ are systematically collected from field activities and the hotline.
  - facilitate couple communication
  - promote steps toward positive health behaviors, including the correct and consistent use of AFFORD products and services

# AFFORD The GLS Episode Structure

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- Think
  - Short question and answers sessions on knowledge
- Talk
  - Couple communication games “know your partner”
- Act
  - Act out typical health behaviors for partners to guess

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## The GLS: Topics of the 24 Episodes



**Obulamo?  
Kikoleko!**

**THE GOOD LIFE SHOW**  
BROADCASTING SCHEDULE

**RADIO**

- CBS - 7.00 TO 8.30 PM SUNDAY
- RADIO ONE - 12.25 TO 12.55 PM SATURDAY
- RADIO BUDDU - 7.00 TO 12 NOON SUNDAY
- RADIO WEST - 11.30 TO 12 NOON SATURDAY
- RADIO HOIMA - 6.00 TO 6.30 PM SATURDAY
- OPEN GATE - 7.30 TO 8.00 PM SATURDAY
- NBS - 6.00 TO 6.30 PM SATURDAY
- VOICE OF TESO - 5.20 TO 5.50 PM SATURDAY
- RADIO LIRA - 4.30 TO 5.00 PM SATURDAY
- MEGA FM - 12.30 TO 1.00 PM WEDNESDAY
- ARUA ONE - 3.30 TO 4.00 PM SUNDAY

**TELEVISION**

- WBS - 1.00 TO 1.30 PM SUNDAY
- UBC - 6.30 TO 7.00 PM SUNDAY

**UGANDA UNITED FOR A GOOD LIFE!**

AFFORD UMG USAID in Partnership with TOYOTA IAA Health Care

1. Family Planning: Myths and misconceptions (total of 4)
2. Child Health: Hygiene and good caretaking, male involvement (total 4)
3. Malaria: Myths/Misconceptions, prevention (total of 8)
4. HIV/AIDS Prevention: personal risk perception including alcohol use (total of 7)
5. Pregnancy: Couple communication, safe delivery plan (total of 4)
6. Family Planning: Couple communication, male involvement and FP for men
7. Child Health: Diagnosis, prevention & treatment of Malaria for under 5
8. Malaria: Diagnosis, new treatment policy
9. HIV/AIDS Prevention: The condom and its intricacies
10. Pregnancy: Malaria prevention, ANC, IPT
11. HIV/AIDS Testing: VCT, disclosure
12. Wrap-Up and repeat of key messages
13. HIV/AIDS Palliative Care: Treatment, adherence
14. Malaria : ITNs, LLINs
15. Family Planning: Managing side effects
16. Child Health : Treatment of diarrhea, hygiene and sanitation
17. Pregnancy: Nutrition, malaria treatment
18. Palliative Care: Hygiene & sanitation, nutrition, malaria prevention
19. Malaria: IPT, fever management in children
20. Family Planning: Family size and environment
21. Child Health: Safe water, nutrition
22. Pregnancy: PMTCT, disclosure
23. Palliative Care: Opportunistic infections, management
24. Wrap-Up and Repeat of Key Messages

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## The GLS: Mutually Supportive Media Mix

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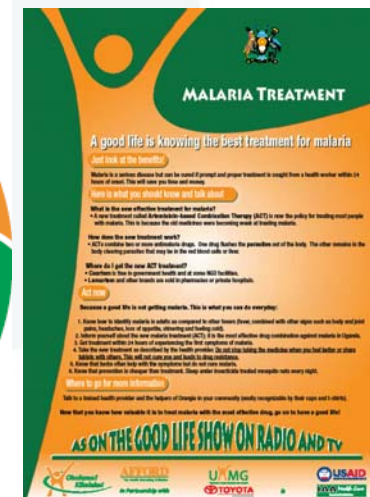
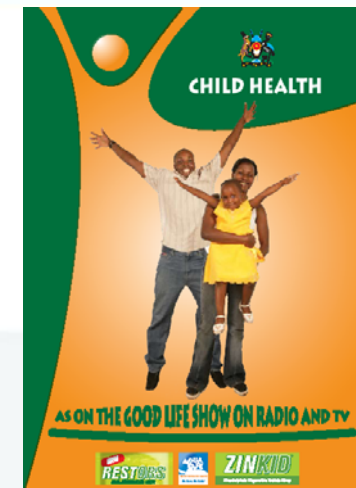
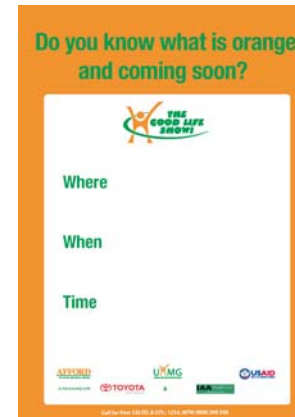
- *Experiential road shows* spearheaded the game show in the rural areas on a national scale and provide local interaction
- Road shows elements were recorded to provide *radio* content.
- Winners of the road shows moved on to compete on the *TV* game show.
- *TV* shows were shown in rural areas using night film off the experiential shows.



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## GLS: Implementation

- April 16<sup>th</sup> – 20 October, 2007
- 24 TV episodes on 2 national TV stations (English)
- 24 radio episodes (x 5 languages) on 12 local stations
- 120 roadshows (5 languages)
- 2 brochures, 22 press columns, 22 radio spots and billboards in 5 languages
- Varies PR events, press ads, banners, T-shirts, wheel covers and other give aways
- Good Life product ads, mentions and logos on all mass media and print materials



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## GLS: Telephone Mailbox for Audience Feedback

- Listeners and viewers won prizes through a “Question of the Week.”
- Correct answers were called in on the Good Life hotline (average weekly volume of 3,700 calls )
- Weekly prizes included mosquito nets, mobile phones, radios, bicycles, and other family oriented goodies.
- The person calling with the most correct answers won the Grand Prize, a Toyota Pick Up.



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## Linking Products, Services and Practices

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### Products

- Each episode featured AFFORD products in the show's questions and challenges, as prizes, and as sponsors (product ads and branding).
- Field staff and distributors carried out direct sales of products during road shows.
- All product packaging, detailing and promotional materials are marked with the campaign logo as Good Life products.
- Product campaign slogans link closely to the campaign (Choices for a Good Life for modern contraceptives).

### Services

- Links to private and public sector services per health topic were included in each episode.

### Practices

- All episodes addressed knowledge, self-efficacy and skills levels.
- All support materials addressing practices include product logos and tips for use.

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## Private Public Partnerships (PPP)



- The Good Life Show developed strong public private partnerships with 13 sponsors leveraging a total of \$135,000 through cash and in-kind prizes,
  - Including a Toyota Hilux worth \$33,000 donated by Toyota Uganda and IAA Health Care (twice).
  - Other sponsors included pharmaceutical companies, malaria net distributors, household product producers, radio and TV production houses and stations.



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## PPP: Grand Prize Sponsorship Event



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## Other Good Life Mini Campaign Vehicles

### Under the Mango Tree

- **Radio serial** of 30 min. edited community dialogue w/ health provider in 5 local languages

### Everyday Health Matters

- Medium literacy **newsletter** in local languages

### Community Activations

- **Experiential marketing** using road shows, demonstrations, drama skits at women's clubs; bars, landing sites, plantations etc.

### Popular Opinion Leaders Network (POL)

- **Community health education** advocacy & mobilization
- Personified Good Life agents and **product sales** people



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## Results: People Reached in FY 07 with Good Life Messages

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- Good Life road shows: 99,694
- Good Life TV and radio: 10,866,000
- Hotline: 89,000
- Good Life support materials: 252,000
- Everyday Health Matters, Newsletter: 1,200,000
- Under the Mango Tree, outreach and radio serial: 5,702,000

# AFFORD Results

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- The creation of a common platform to promote products, services and practices has had **various preliminary results** using:
  - Steadman exposure data
  - hotline feedback
  - pre and post intercept interviews at road shows
  - TV & radio station feedback and
  - anecdotal evidence



# AFFORD Results

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TV, radio and interpersonal exposure seemed to have broken through health message fatigue:

- The TV show has been wildly popular, but only in urban and semi urban areas with TV access (even some spontaneous groups watching together).
- Word of mouth helped the popularity (overwhelming requests for re-broadcasts).
- The radio show generated double as much exposure but less excitement.
- After 6 months, audiences are seemingly interested in the Good Life essence but do not yet recall “the simple things you can do...”
- Feedback shows a strong willingness to embrace messages in couple communication among a variety of age groups.
- Some of the technical information usually used by providers seems to have been mainstreamed into communication to the intended audiences.

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## Results: Hotline Feedback on the Good Life Shows

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- “The Good Life Show is excellent. Mothers have learnt the sign language of the fathers and the partners. And it is empowering, some of the shy couples are talking about real science which the people should know! I support the notion that the show is for the people. Let us take it to them but not to say that it is Musawo (doctor) to talk about the ARVs, the use of condoms and then family planning. It is a community oriented programme and thank you AFFORD, you should keep it up!”- Elizabeth Masaba
- M: 0712484082-“We do appreciate AFFORD and the presenters of this good life show because you have taught us more about STDs and malaria.”
- M:0774753728-“I listen to the good life show on MEGA FM, it is a very good program and I should sincerely say thank you to AFFORD because you have enabled our children to have good lives because we now know their rights, family planning matters and generally how we should care for them.”

# AFFORD Lessons Learned

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- A good producers team can be brought together through a collective design process across media; they can even help each other out throughout the production process.
- TV as a lead vehicle can bring surprising effects, even if TV viewership is relatively small compared to radio.
- Because TV viewership is relatively low, the next phase needs to use video halls and mobile cinema to increase the reach of the shows into the rural areas.
- Couple communication games are obviously very entertaining and bring the message home well.
- Radio and TV stations need to be brought into the process early on to become friendly gatekeepers and even co-sponsors.
- A sponsorship drive needs special care/staff to make the most of the opportunity (e.g., defined packages, clear contracts, good follow up and a say in PR opportunities).

# AFFORD Lessons Learned- Summary

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- AFFORD's experience with the Good Life campaign and show has the potential to help other social marketing programs to address the challenges of integrating broad behavior change messages with the use of specific products and services.
- The Good Life campaign also offers valuable lessons concerning ways to motivate public-private partnerships and support for these sorts of campaigns.

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The Health Marketing Initiative

## Thank you!

