



Ipsos Synovate

Living Good No / Poor treaters Report

Report for Living Goods

Prepared for: **Living Goods**

Date : **October 2012**



1. Background
2. Objectives
3. Findings
4. Conclusions

- Living Goods (LG) innovative model for improving the health, wealth, and productivity of people living in poverty is growing rapidly and about to enter a period of significant expansion. Living Goods is building a sustainable distribution platform for products designed to fight poverty and disease in the developing world. It operates networks of independent entrepreneurs who make a modest income going to door-to-door selling affordable and effective solutions designed to improve the health, wealth, and productivity of the world's poor.
- To support its vision to dramatically increase access to life-saving and life-changing products, Living Goods is seeking a consumer research partner to help them improve the social impact and financial sustainability. The research partner will be mandated to conduct a formative study whose findings and recommendations will help to understand better the lives of the people living in these communities and how best Living Goods can assist in their lives.

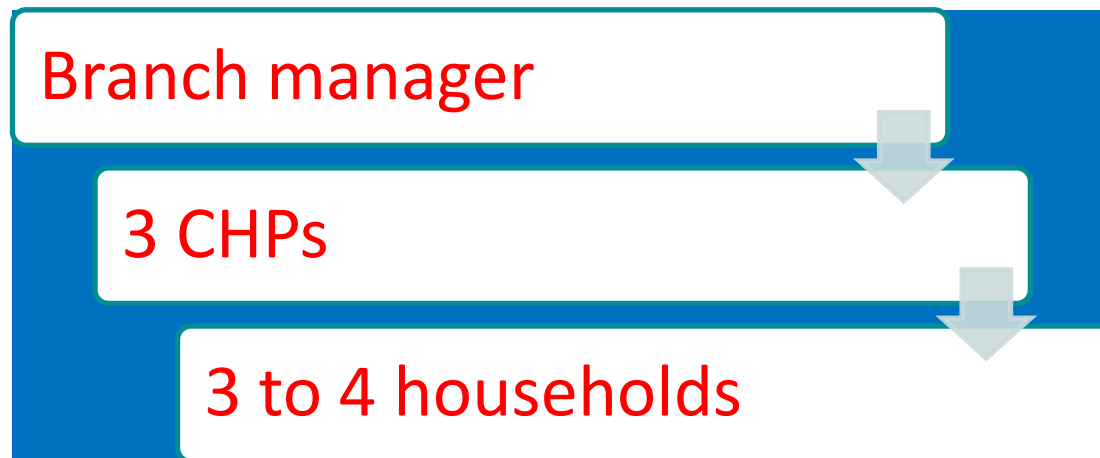
Objectives of the survey

In particular, the survey will seek to answer the following objectives under the different surveys:

- To understand the barriers that “no and poor treating” households face in treating their children under 5 promptly and correctly when they are sick;
- To understand the barriers to seeking products and services from a Living Goods CHP;
- To develop insights about this group that will drive the development of effective tools, strategies and messages to convert this group to “correct treaters” and regular Living Goods customers.

- In-depth interviews were carried out where we had a one-on-one interview conducted with the targeted respondent who was either a no or poor treater.
- 10 in depth interviews were carried out in the rural areas of Nsangi and another 10 in the urban areas of Bwaise. Therefore bringing the total sample to 20 in depth interviews amongst the different households.
- 3 CHPs were identified in Bwaise and Nsangi and 3 to 4 households in their designated areas were visited and interviewed. The CHPs were identified from the Living Goods performance books which showed the poor or no treater household and the CHP attached to them.

Bwaise and Nsangi



Main findings

Poor Treatment for Malaria	No Treatment for Malaria	Poor Treatment for Diarrhea	No Treatment for Diarrhea
0.8	0.2	0.85	0.15

On average 16 respondents are poor treaters of malaria, where as 4 are no treaters. 17 respondents are no treaters for diarrhea and 3 respondents are no treaters for diarrhea

Number of people in household	Number children UNDER 1 Year	Number of children UNDER 5	Age
6.1	0.35	2.1	28.8

On average each of the household has about 6 members staying in the house, 1 child under 1 year in each house, 2 children under the age of 5 and their mothers are averagely 28 years. In each of the household the mothers take care of the children mainly. However when they are not available, the fathers are the other caretakers. The widows are the sole care takers of the children under all circumstances.

Family Background

In the survey the respondents were asked the most important aspects in respondents' lives. In the table below we have some of the things they value most and why.

Values	Reasons
Children	<ul style="list-style-type: none"> • Because they are vulnerable and must be healthy all the time in order not to fall sick all the time • They are the most important in one's life because with out children in the African culture then you are not worth anything • Because they have to grow and be able to tend for their parents when they grow old • They are the pride of a home in the African culture • They bring joy and happiness to one's life
Family	<ul style="list-style-type: none"> • Family supports them with rental dues and school fees • Because it is part on one's life and every person must have a family • So that the family members live a good life in happiness and healthy as well
Job	<ul style="list-style-type: none"> • A job brings in money to provide for the family necessities • With a job they can meet all the house expenses in time and with ease
Education	<ul style="list-style-type: none"> • Children's success means a successful up bringing which makes the parents happy • So that the children can have a better future compared to their parents since some parents did not get a chance to go to school.
Health	<ul style="list-style-type: none"> • It is easier to deal with a healthy person because everything becomes easy • In order to avoid catching diseases from time to time • To be productive all the time because the members are healthy

Values	Reasons
Grand children	<ul style="list-style-type: none"> • Most of them are now going to school and it is not safe for them out there since there are many cases of child sacrifice.
Money	<ul style="list-style-type: none"> • To be able to take care of the families' needs like school fees and food. • To be able to provide for the family with the little money available. • Gives them the power to provide for the family. • To be able to pay for utilities bill and rent in time.
Religion	<ul style="list-style-type: none"> • Because there are many up coming religions which are misleading the youths and the public in general. So parents want to protect children from being victims of such religions.
Parents	<ul style="list-style-type: none"> • Because parents raise their children who turn into good citizens. For that reason they are grateful to their parent who raised them.
Husband	<ul style="list-style-type: none"> • A husband is a caretaker of the family and provides for the family in terms of finances. With out him many mother suffer with out enough help.
Food	<ul style="list-style-type: none"> • Without food one cannot survive or have peace of mind and be able to work and provide for family or study well at school when it comes to the children. • Food is life and every one must have it all the time.

To many people children are the most valuable with 14 respondents ranking them number one, followed by Money and jobs and then children's education and healthy. Health is important but most of them believe that with money then the children are in school and feeding well which makes them healthy.

"My children are very important to me. If they are in school and in good healthy then I am very happy"
(N treater Nsangi)

"In African culture without children you cannot be accepted in a family for long. When I had my children I was the most happy person. And I have both boys and girls"
(Poor treater Nsangi)

"Education for my children is the most important thing in my life"
(Poor treater Bwaise)

"Off course with money you can afford a good healthy and better education for the family. Even paying for house bill becomes easy"
(No treater Bwaise)



The mothers talked to have several worries in their lives. Some of the causes to their worries and concerns are as shown in the table below.

Worries / Concerns	Reasons
Family wrangles	<ul style="list-style-type: none"> • When there are wrangles in the family with the husband everything gets out of hand. They are afraid of family wrangles that arise from time to time. This cause a lot of stress to them. • When their husband get more partners. This brings quarrels with in the family which affects the finances and worries them especially in fear of catching HIV Aids.
Health	<ul style="list-style-type: none"> • The rate at which they are giving birth is high and yet there are no enough resources to take care of the families. • The children fall sick at ago and very often which makes them worried afraid of losing their children to death. • There are times when the children fall sick and there is no one to take care of them. As a result the parents have to miss work which has an implication on their finances. • Some homesteads are surrounded by dirty drainage which may bring malaria to their homes. • Afraid of falling sick because they will lose some time without working. • Fear of convulsion especially when the children are playing out alone. • Getting pregnant again because the husband is not in favor of another children. This may cause quarrels and denial of the child.

Worries / Concerns	Reasons
Money	<ul style="list-style-type: none"> • The school fees charged in schools are very high and not affordable to the families since they earn little money. • The money available is insufficient to run the homes effectively to attain family goals. • Without money one cannot attain anything in life like basic needs and shelter.
Death	<ul style="list-style-type: none"> • Losing one the children especially due to illness. • Death of parents leaving their children behind before they complete school.
Job	<ul style="list-style-type: none"> • Being un employed because they will not be earning and may fail to take care of their families. • Incase they run out of business they will end up un employed and hence no money to take care of families
Education	<ul style="list-style-type: none"> • Because at times a school term begins and they have no school fees for the children. As a result the children miss out on some classes which affects performance. • Afraid of their children dropping out of school and elope.
Security	<ul style="list-style-type: none"> • There are many cases of iron bar hit men and that means they have to be home early yet they would utilize the late hours and work. • There children are not safe in the communities due to child sacrifice.

The biggest concerns or worries to the families is being un healthy because they will not be able to make money effectively, there children will miss school and may also succumb due to sickness. Education also worries them especially if the children miss school when the school fees are not yet paid yet. There are also fears of losing their jobs.

"I need to see my children healthy and in school. When they are sick I get worried because they may die"
(No treater Nsangi)

"My husbands job is very worrying, There is a lot of witchcraft that I am afraid he may lose it and we may suffer"
(Poor treater Nsangi)

"Education for my children is the most important thing in my life..... Without it I am worried"
(Poor treater Bwaise)


"With out money there are many things you cannot do. When I have no money, I get worried so much"
(No treater Bwaise)



Hopes for the children

- To get education and live a happy life thereafter being able to provide for themselves.
- To live a healthy life with out having to fall sick time from time.
- For them to be disciplined and respected in the community.
- To be able to travel abroad and make a reasonable amount of money.
- Having their own children when they grow up.
- Becoming rich and having a lot of money when they grow up.
- To live longer and reward their parents for bringing them up.
- Getting well paid jobs so as to earn more money than their parents are.
- Getting married and having their own families.
- To be God fearing because God is wisdom and with him one achieves success.
- To be hard working when they grow up and be able to take care of themselves.
- To be able to serve God in the church and community.

Amongst the parents hopes for their children is education which they say the key to success in their life. They also want their children to earn big when they start working so that they can be able look after the parents and their own families. To live a healthy life has also been cited out as a major hope. With bad health the children will not be able to live happily and longer to achieve what the parents hope for them.



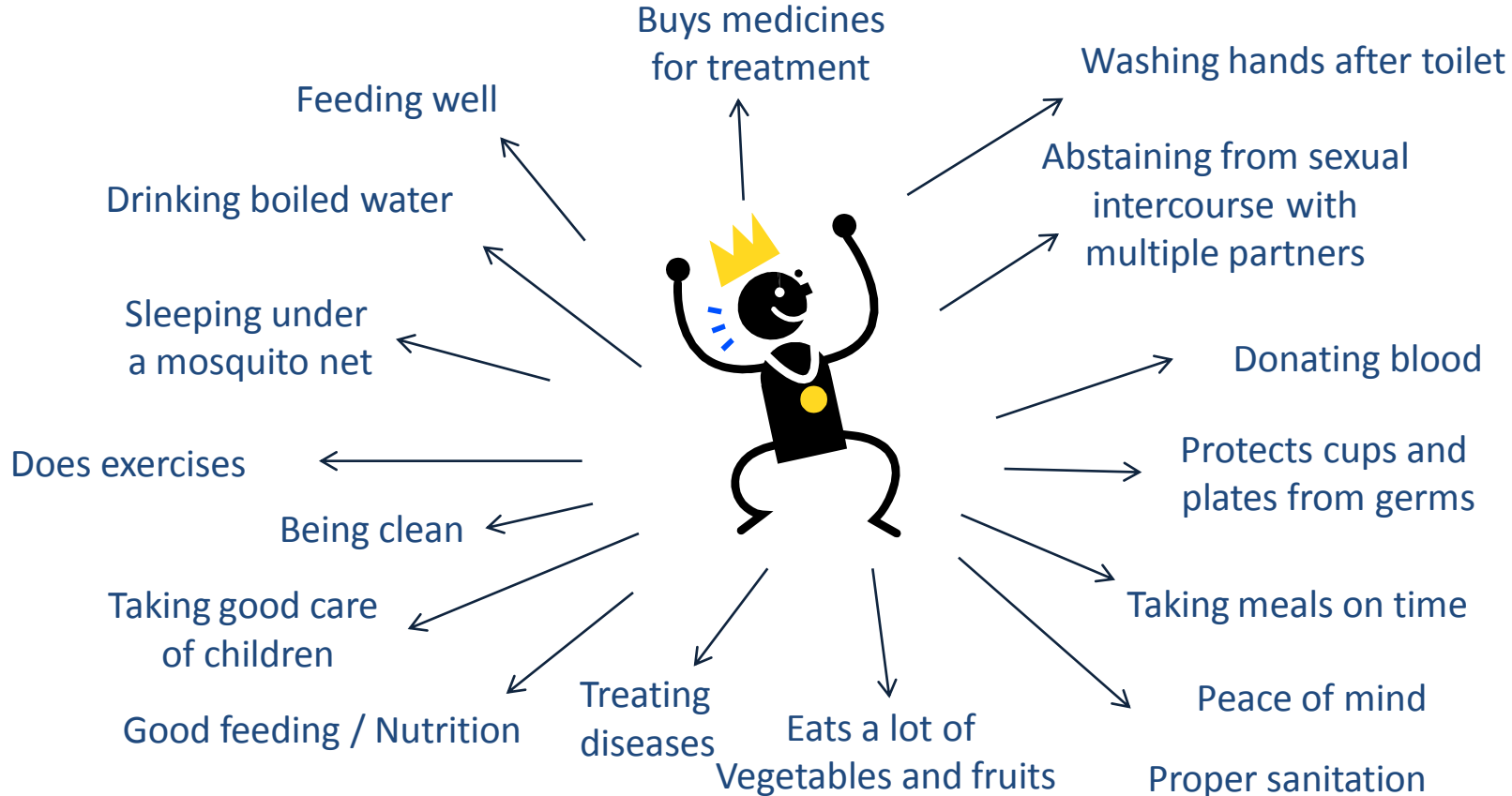
"I want my children to get jobs and earn a lot of money"
(No treater Nsangi)

"..... Also to travel to London or America and get more money than they would get here" **(Poor treater Nsangi)**


"To be able to complete their education and get a better job than mine"
(Poor treater Bwaise)

"Not to fall sick from time to time. Children in this area fall sick a lot, already a neighbor lost a child early this year" **(No treater Bwaise)**

Behavior with a sick child



For one to be healthy, they must feed well, take medications when sick, wash hands after toilet, abstain from multiple sexual partners, be clean, boil drinking water, sleep under a mosquito net and keeping their surroundings clean from time to time. The respondents talked to clearly know what a person has to do to stay healthy and avoid catching diseases from time to time. However not all of them do this because of lack of finances to use to make all the above available to them.

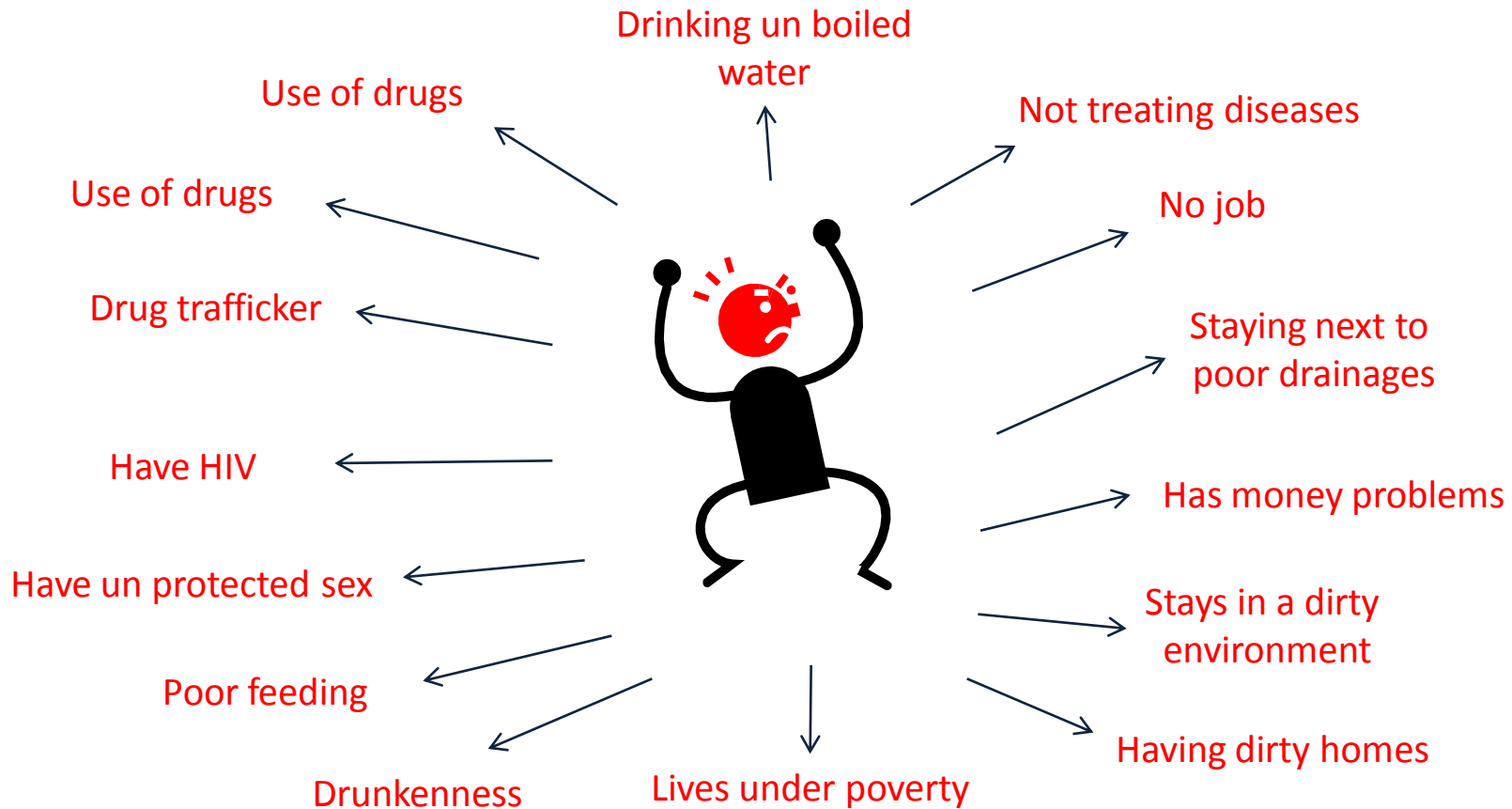


*"You must feed well
first of all to stay
healthy"*
(No treater Nsangi)


*" You have to clean yourself
all the time together with
the rest of your family. Wash
utensils and cover them as
well"* **(Poor treater Nsangi)**

*"Treat diseases all the
time or take
precautions. I give my
children some "Kigagi"
aloe vera every two
week so that they do
not fall sick"* **(Poor
treater Bwaise)**

*"There is need to sleep
under a treated
mosquito net so that
you stay away from
mosquitoes at night"*
(No treater Bwaise)



For one to be un healthy there are many things they are not doing for instance not treating diseases when sick, have HIV, not boiling drinking water, staying in a dirty environment, having money problems and many more . Most of the respondents attribute this to lack of money to be able to do things right. Otherwise if they were not in short of finances, then all the above would be a myth in their lives.



"If you have money problems, the chances to be healthy are minimal"
(No treater Nsangi)

" Staying in a dirty environment may also make you un healthy" **(Poor treater Nsangi)**

"When you do not boil drinking water. You will get typhoid" **(Poor treater Bwaise)**

"Money problems can also make you un healthy. This because you may fail to buy medicine for yourself"
(No treater Bwaise)

What they do to keep their families healthy

- Parents said that praising the lord is one of the main reasons why their families are healthy. This is because God is always watching over them.
- Being able to cover all remaining foods. This stops the germs from their food. Bad food gives one a running stomach which is not good because they may become dehydrated.
- Wash clothes of the family so that they are put on again when clean enough.
- Cooking food fully. Half cooked food may bring typhoid which takes a while to heal. Therefore food is fully cooked all the time.
- Treat family with CHP medicines or local herbs. Some say that they either buy medicines from the CHP when a child develops a slight pain and other give herbs like Aloe Vera.
- Feeding their families well is also done by parents so that the members in the family are healthy.
- Boiling drinking water so that the family members do not get typhoid and other related sicknesses.
- Staying away from stagnant water which brings mosquitoes which cause malaria.

- Washing utensils used in the kitchen to keep them clean and avoid germs.
- Giving the family a lot of water to drink so that they are not dehydrated.
- Stopping their children from playing in dirty places. Children are said to love playing in dirty places and this is where they pick germs from.
- Giving treatment to the sick family members without fail from a clinic or a CHP.
- Use of local herbs to treat diseases or as a precaution not to catch diseases.
- They also make sure that family members sleep under a mosquito net all the time to avoid mosquito bites
- Use of insecticide within the household to kill the mosquitoes in the house. As such malaria mosquitoes shall be killed.
- Being able to immunize children such that when killer disease catches them, the bodies are immune enough.

*"Praising the lord to
keep my family
healthy"*
(No treater Nsangi)

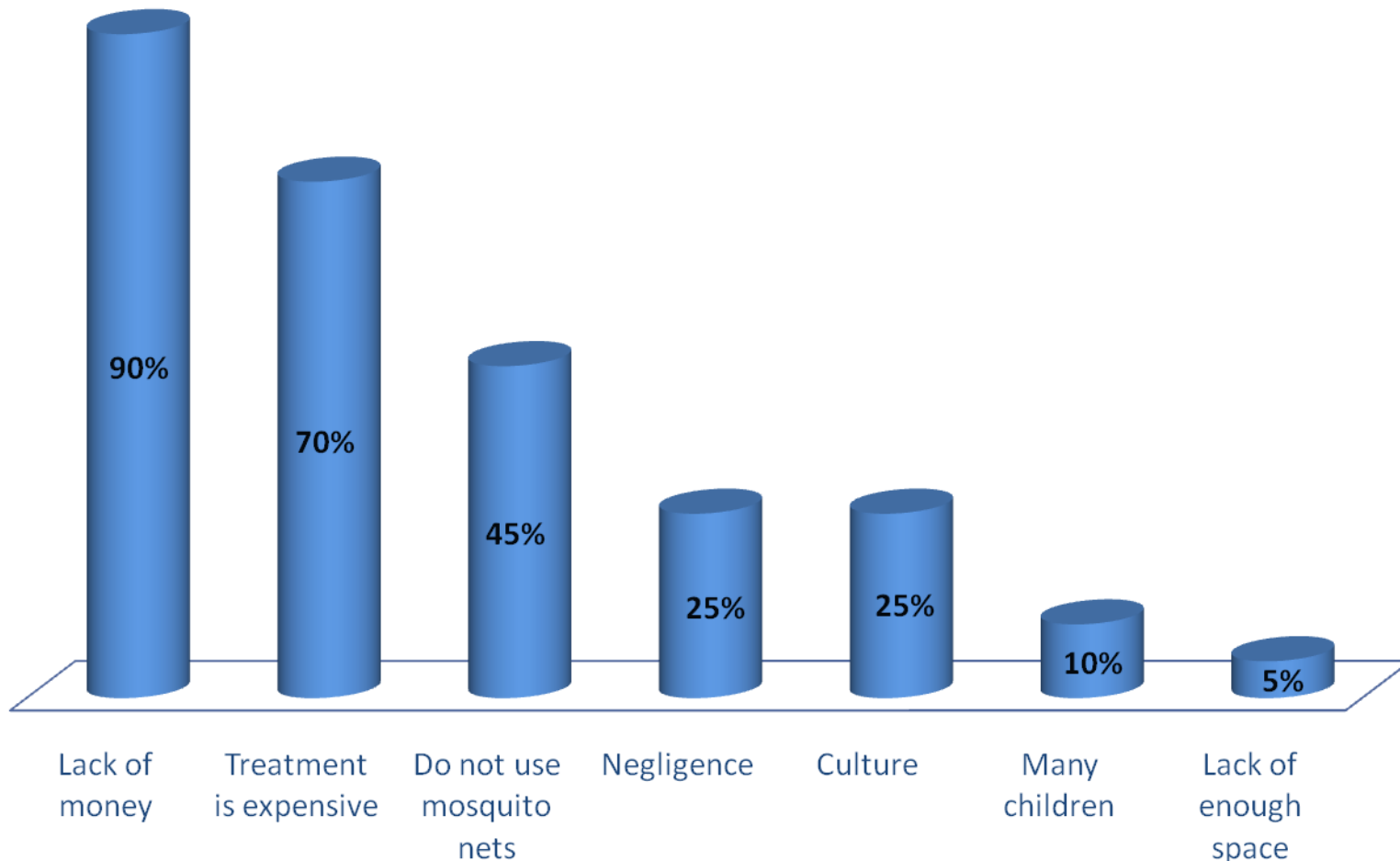
*" Giving some herbs
regularly every two weeks
as a precaution to avoid
catching malaria"* **(Poor
treater Nsangi)**

*"Using a mosquito net
at night"* **(Poor treater
Bwaise)**

*"Going to a CHP for
medicine to treat my
family and children"*
(No treater Bwaise)

What Prevents them from taking measures on living a healthy life

- **Lack of money** – many of the mothers talked to said that they only wish they had money to be able to take these measures. Most of the measures required need one to have money to be able to practice them.
- **Do not use mosquito nets** - This is because they cause a lot of heat at night. Some people complain that the nets bring a lot of heat during the night which is un comfortable.
- **Expensive** – Some of the things are very expensive which makes hard for the people to buy them. Such things are mosquito nets, medicines and others.
- **Lack of enough space** – Their houses are very small in that when a child has cough, the rest of the family will also catch a cough due to poor ventilation. Space also limits their children from playing well since there is little space to play from in the homesteads.
- **Many children** – They have very many children in that it has become hard to provide for them adequately and easily.
- **Negligence** – Others said that they are at times negligent about their families and as such fail to take those measures
- **Culture** – Some people do not believe in modern medicines and hence do not take measures that have modern methods like immunization.



Lack of money (90%) is the main reason to why mothers are not able to take necessary measures on living a healthy life. It is followed by the fact that treatment is expensive (70%) at times.

"As a child I was never immunized or taken to hospital. So there is no reason to take my children to school....."
(No treater Nsangi)

" Some of us have very many children and it has become hard to provide for all of them." **(Poor treater Nsangi)**

"Okay there times when we as parents are negligent. We do not look out for our families well." **(Poor treater Bwaise)**

"Money is also a problem. When you have no money, you cannot do some of those things" **(No treater Bwaise)**

Some of the sicknesses that worry the parents most are as shown in the table below.

Sicknesses	Reasons why
Fever / Malaria	<ul style="list-style-type: none"> ❖ Often attacks children and kills very fast ❖ Weakens the body ❖ Cannot easily be detected ❖ It's dose is expensive and yet there is no enough money ❖ Cause dehydration which leads to death ❖ Cause vomiting which leads to dehydration ❖ Causes loss of appetite hence affects the child's body
Cough / Pneumonia	<ul style="list-style-type: none"> ❖ Very dangerous and weakens the body very fast ❖ It is contagious and may catch the rest of the children ❖ Brings breathing problems which may cause death
Diarrhea	<ul style="list-style-type: none"> ❖ Leads to loss of water fluids in the body
Convulsion	<ul style="list-style-type: none"> ❖ Cause immediate death if no adult near to the victim
Flu	<ul style="list-style-type: none"> ❖ Very contagious and rampant in school. This means that children will always fall sick from time to time.

Sicknesses	Reasons why
Polio	❖ Leads to permanent disabilities
Boils	❖ They are painful and cause high temperature
Tetanus	❖ It kills very fast
AIDS	❖ It is infectious ❖ Afraid of losing children when still young
Asthma	❖ The children can fail to go school when the weather is bad
Measles	❖ It's more dangerous than malaria because it is a silent killer ❖ Can lead to death

Several people are afraid of measles which has been in both areas of Nsangi and Bwaise. Malaria is also very common in both communities and the mothers are worried about them. It is however a surprise that diarrhea is not scare to many of the families. They believe it only comes when a child has eaten something bad and that it is easily treatable.

*"Measles because it is a killer disease."
(No treater Nsangi)*

" Malaria kills one very fast." (Poor treater Nsangi)



*"Cough because it keeps on coming back"
(Poor treater Bwaise)*

"Aids because it has no cure" (No treater Bwaise)

Sicknesses	Symptoms
Fever / Malaria	<ul style="list-style-type: none"> ▪ Loss of appetite ▪ High temperature ▪ Weakness of the body ▪ Not lively
Cough / Pneumonia	<ul style="list-style-type: none"> ▪ Bad breathing
Diarrhea	<ul style="list-style-type: none"> ▪ Loss of sleep ▪ Loss of appetite ▪ Stomach ache ▪ Loss of weight ▪ Weakness of the body
Convulsion	Fainting

Sicknesses	Reasons why
Polio	<ul style="list-style-type: none"> ▪ Disabilities
Boils	<ul style="list-style-type: none"> ▪ Rush ▪ Weakness of the body
Chicken pox	<ul style="list-style-type: none"> ▪ Rush ▪ Weakness of the body
Measles	<ul style="list-style-type: none"> ▪ Red eyes ▪ Sweating ▪ Diarrhea ▪ Skin rash ▪ Sore mouth ▪ Yellow eye
Flu	<ul style="list-style-type: none"> ▪ Bad breathing

Similar with most of the sicknesses is that the a major symptom of weakening the body of the victim.

*"The body weakens
when you have
malaria."
(No treater Nsangi)*

*" Loss of appetite and
vomiting when you have a
cough." (Poor treater
Nsangi)*



*"Measles brings red
eyes, a rash and high
temperature" (Poor
treater Bwaise)*

*"Flu " (No treater
Bwaise)*

How the sicknesses affected the families

- **Time loss** – When the child was sick they lost a lot of time especially the mothers since they could not go to work but stayed home to look after their children.
- **Loss of sleep** – The children could hardly sleep due to the pain and irritation caused by the sickness.
- **Leave days** – Some of them had to ask for leave days earlier and yet they had plans for it at a much later time
- **Could not do domestic work well** – Because they have to carry the sick children and look out for them all the time, they cannot do domestic work well.
- **Used a lot of money** – A lot of money was injected in the treatment of the children
- **Transmitted to others** – Cough and flu are easily transmitted to other making the whole house hold sick.
- **Worries** – It is so worrying for a mother or parent knowing that their child is very sick and could easily die .

*"The body weakens
when you have
malaria."
(No treater Nsangi)*

*" Loss of appetite and
vomiting when you have a
cough." (Poor treater
Nsangi)*



*"Measles brings red
eyes, a rash and high
temperature" (Poor
treater Bwaise)*

*"Flu " (No treater
Bwaise)*

What they were able to do when their children were sick

- Some of them gave their children local herbs to heal the sickness because they are effective.
- Others took the child to the hospital because they trusted it to work on the condition of the child.
- Where as others were able to pick medicine from the CHP to treat their children.
- Bathed the child with cold water for the temperature to go down.
- Breast fed the baby because breast milk makes the baby active once again.
- Gave more drinks so that they are dehydrated.
- Started using a mosquito net to avoid mosquito bites.
- Gave home treatment at the traditional healers place.
- Gave anti malaria to stop the malaria from further weakening the body.

Generally all the parents where able to do something to treat the children. As some of them took the children to a CHP, hospital and clinics, others preferred the traditional healer or giving home made local herbs. But basically each was able to give treatment to the child.

*"I gave her my local herbs and she recovered."
(No treater Nsangi)*

*" I went and bought some medicine from the CHP."
(Poor treater Nsangi)*



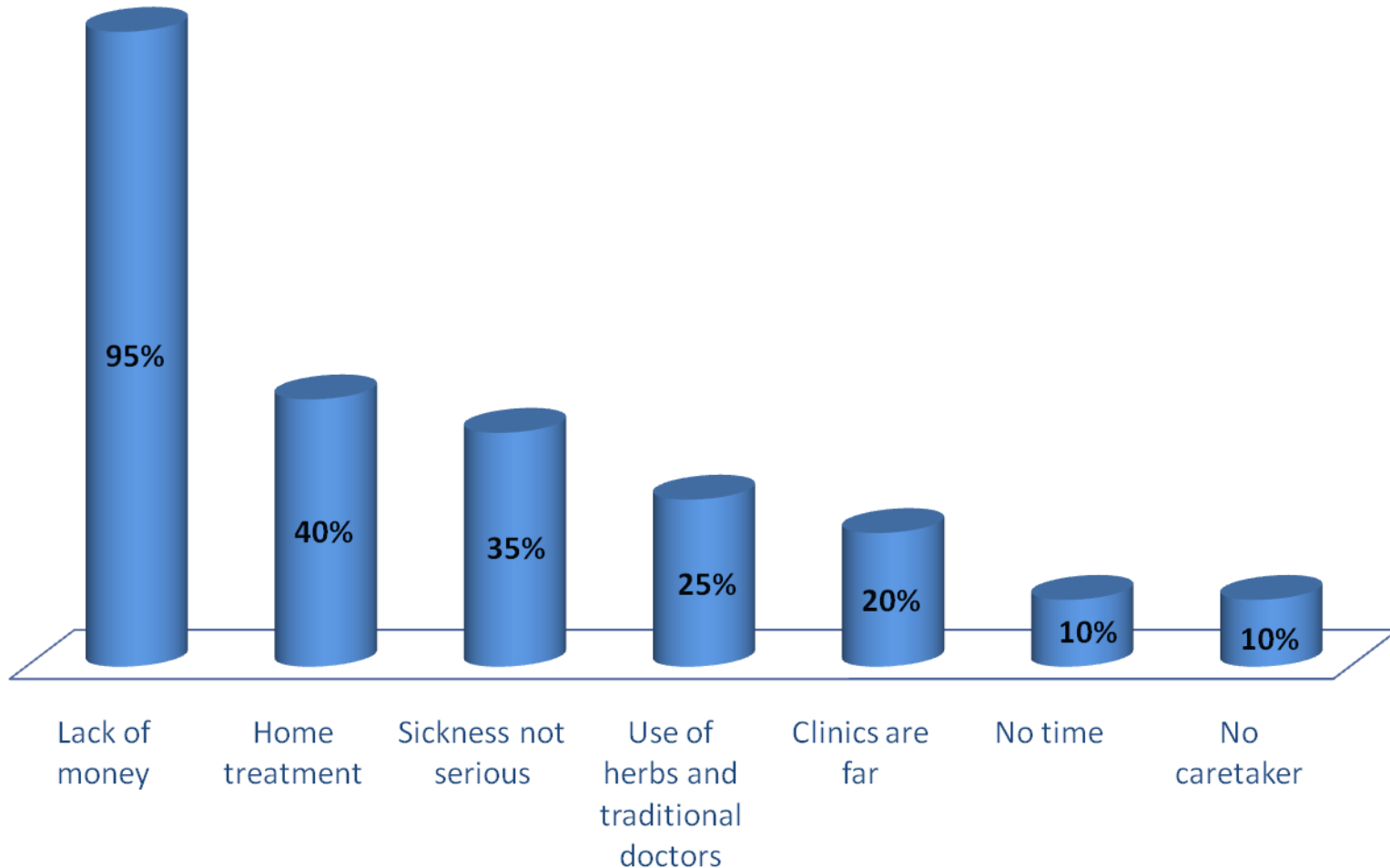
"The malaria was high and we took him to Mulago" (Poor treater Bwaise)

"I treat chicken pox using traditional herbs and take him to the clinic for an injection to calm down the temperature" (No treater Bwaise)

What stopped them from treating their children when they were sick

- To some people the clinic is far from where they stay.
- Lack of money for treatment to pay for treatment at the hospital or clinic.
- Some parents said they had no time and only administered home treatment.
- Had no one to take care of the rest of the children at home if they had to take the sick one to the hospital.
- The sickness was not serious and could be treated from home with herbs.
- Some of the sicknesses like flu and cough can be treated from home hence there is no need to go to the hospital.
- It is believed that clinics and hospitals do not provide good treatment and hence use herbs or traditional healers.

Most people were stopped from treating their children because they did not have money. However it is possible that others do not believe in modern treatment given the myths they know about it. For instance that injection can make one lame, immunization is meant to weaken the body of the child and that after all tablets too come from tree which give herbs



Lack of money (95%) is still the main reason to why some mothers are not able to treat their children when they are sick. Though there are also cases where the mothers administer home treatment (40%) having bought medicine from the clinic or a CHP

"I do not believe in modern medicine. It does not work. So I give herbs."
(No treater Nsangi)

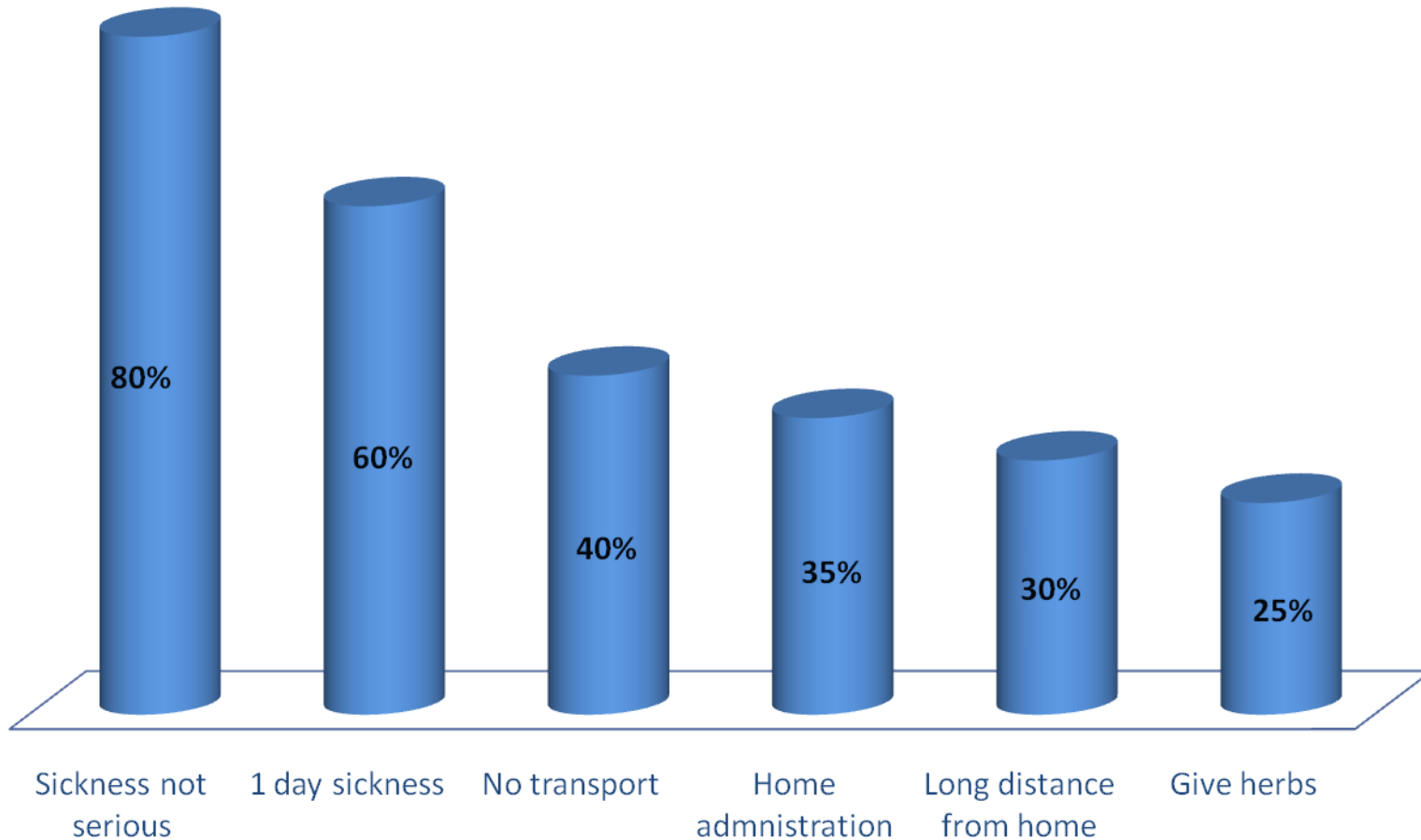
"I did not have money on me and my husband was on safari." **(Poor treater Nsangi)**



"The clinic was far and the CHP was in church. But the child got better after wards" **(Poor treater Bwaise)**

"Some of these diseases do not need to be treated at the hospital. You can do it at home" **(No treater Bwaise)**

Not treat	Treat
<ul style="list-style-type: none">❖ When sickness is not serious	<ul style="list-style-type: none">❖ To avoid dehydration
<ul style="list-style-type: none">❖ When they have given some herbs	<ul style="list-style-type: none">❖ Because some diseases lead to death
<ul style="list-style-type: none">❖ Lack of enough money for treatment	<ul style="list-style-type: none">❖ When the sickness is serious
<ul style="list-style-type: none">❖ Distance of healthy facility from home is long and have no transport	<ul style="list-style-type: none">❖ Some diseases can lead to brain damage
<ul style="list-style-type: none">❖ When sickness is just a day old	<ul style="list-style-type: none">❖ When they can get treatment on credit
<ul style="list-style-type: none">❖ When have no transport	<ul style="list-style-type: none">❖ When the healthy provider is near home
<ul style="list-style-type: none">❖ When it is easy to deal with it at home	<ul style="list-style-type: none">❖ To reduce the high temperature
	<ul style="list-style-type: none">❖ If they can lose body fluids easily and die



When the child's sickness is not serious (80%), the mothers may not necessarily treat the malaria or diarrhea. Also when the disease is a 1 day sickness (60%).

"When the sickness does not seem to be serious."

(No treater Nsangi)

"When the child has only been sick for a day." **(Poor treater Nsangi)**

"Some sicknesses cause dehydration and the child loses water in the body" **(Poor treater Bwaise)**

"If I can get the medicine on credit" **(No treater Bwaise)**

Household priorities

HOSPITAL



TRADITIONAL HEALER



DRUG SHOP



GOVERNMENT HEALTH CENTER



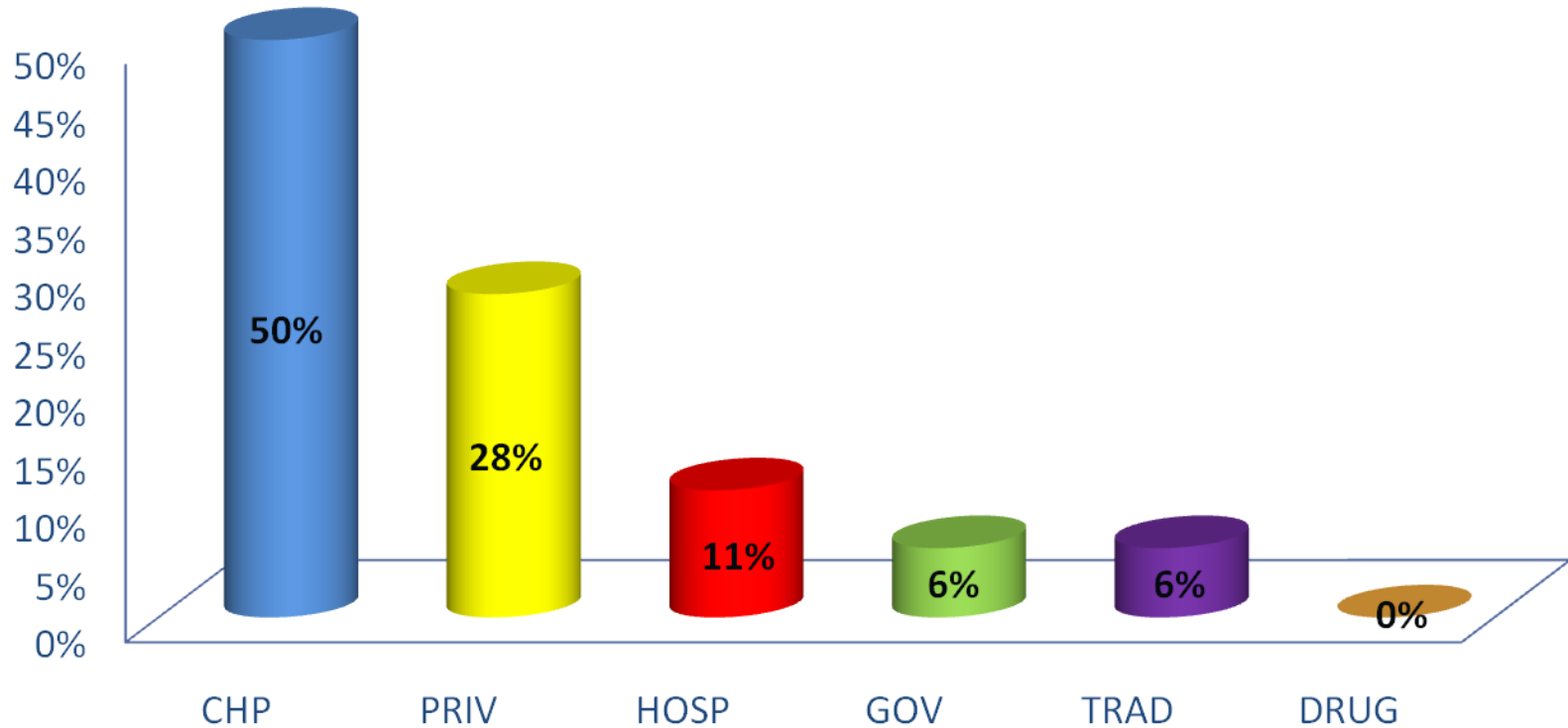
COMMUNITY HEALTHY PROMOTER (CHP)



PRIVATE CLINIC



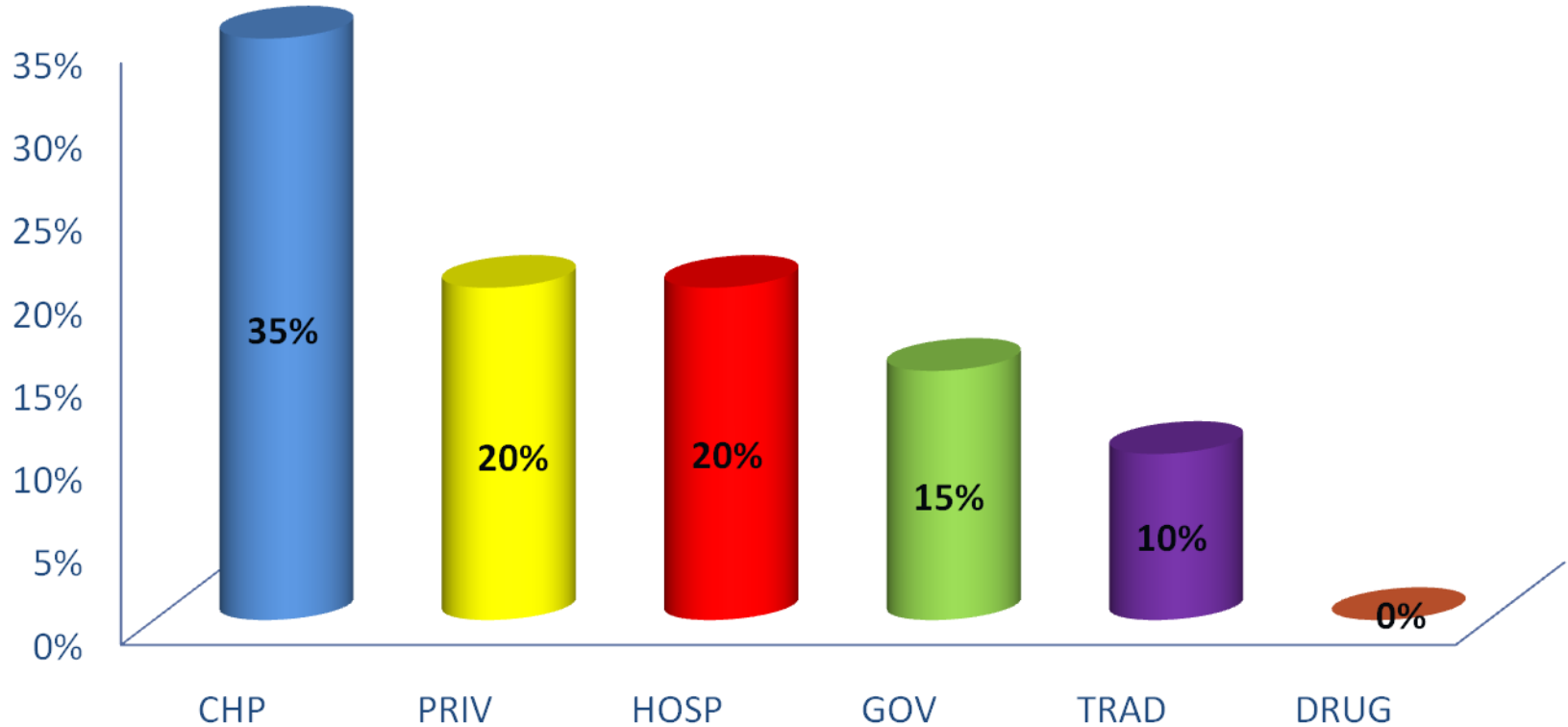
When asked who they go to in case they have questions about the health of their children, below is how they rated the different providers.



- CHP – Community Health provider
- PRIV – Private Clinic
- HOSP - Hospital
- GOV – Government Health center
- TRAD – Traditional Healer
- DRUG –Drug shop

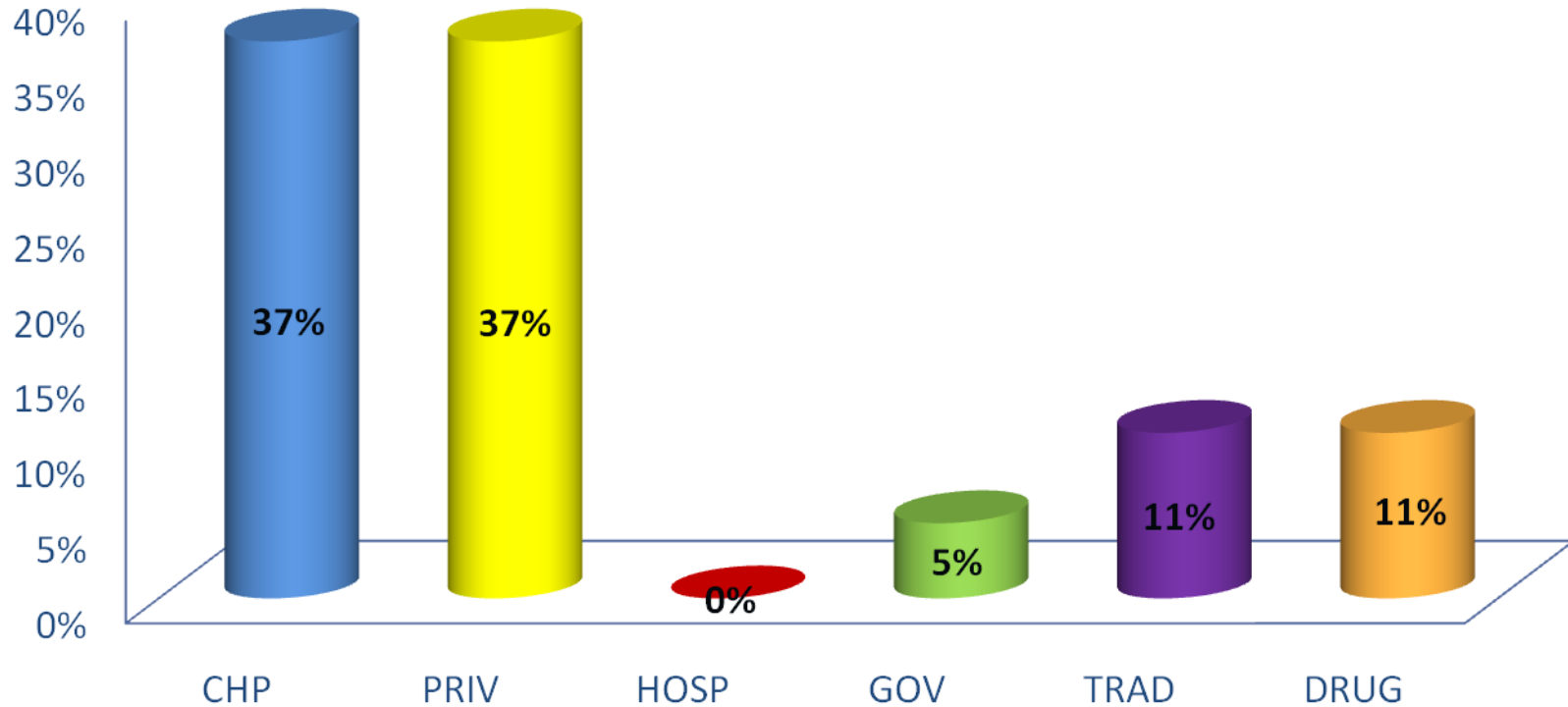
The main reason to why they would ask a CHP is because she is the nearest to them and gives treatment .

When a child is very sick, respondents would easily go to a CHP as shown below with CHP at 35% . And this is mainly because they are closer to them and can easily be accessed.



- CHP – Community Health provider
- PRIV – Private Clinic
- HOSP - Hospital
- GOV – Government Health center
- TRAD – Traditional Healer
- DRUG –Drug shop

When they want to buy medicine for malaria, they would go for treatment first from a CHP. CHPs are ranking at 37%



CHP – Community Health provider
PRIV – Private Clinic
HOSP - Hospital
GOV – Government Health center
TRAD – Traditional Healer
DRUG –Drug shop

The CHPs are ranking high in all the aspects due to the fact they are nearer to patients, have cheap drugs and are easily consulted. Most important is that they are cheap and give medicines on credit as well.

Below are reasons they rank high as shown below

- The CHPs are nearer to their homes which makes it easy for them to rush there for treatment.
- The CHP medicines are cheap as compared to other providers.
- One can easily consult from a CHP before they go for further treatment else where.
- They also give medicines on credit when one has money or enough money to pay.

Note: *Some of the household still have a problem of trust towards the CHP because they are not professionally trained healthy workers like doctors or nurses.*

*"I hear they are cheaper compared to clinics."
(No treater Nsangi)*

*" You can be given drugs on credit unlike other clinic."
(Poor treater Nsangi)*



"They are also nearer to the people" (Poor treater Bwaise)

"I only buy panadol and I know it is cheap" (No treater Bwaise)

Reasons to why they go to other providers are as shown below

Clinic

- One can easily get treatment from a clinic since there are doctors.
- From a clinic one can consult and they can get treatment.
- They at times go to the clinic when the sickness is not serious.
- It is because the doctors have experienced nurses and doctors.

Hospital

- There is more expertise compared to else where.
- The doctors in the hospital are trusted.
- Patients can consult from a main hospital about chronic diseases.
- In the hospital there are better equipments to be used than else where.
- When a clinic has failed to treat them.

Government Health Center

- It has improved services lately
- One can take free blood tests or at a cheaper cost

Drug Shops

- When one wants to buy medicine from them
- When one wants prescriptions

▪ Traditional healer

- They have medicines that heal
- Traditional healers cannot fail with their treatment
- This can be taken as a last resort

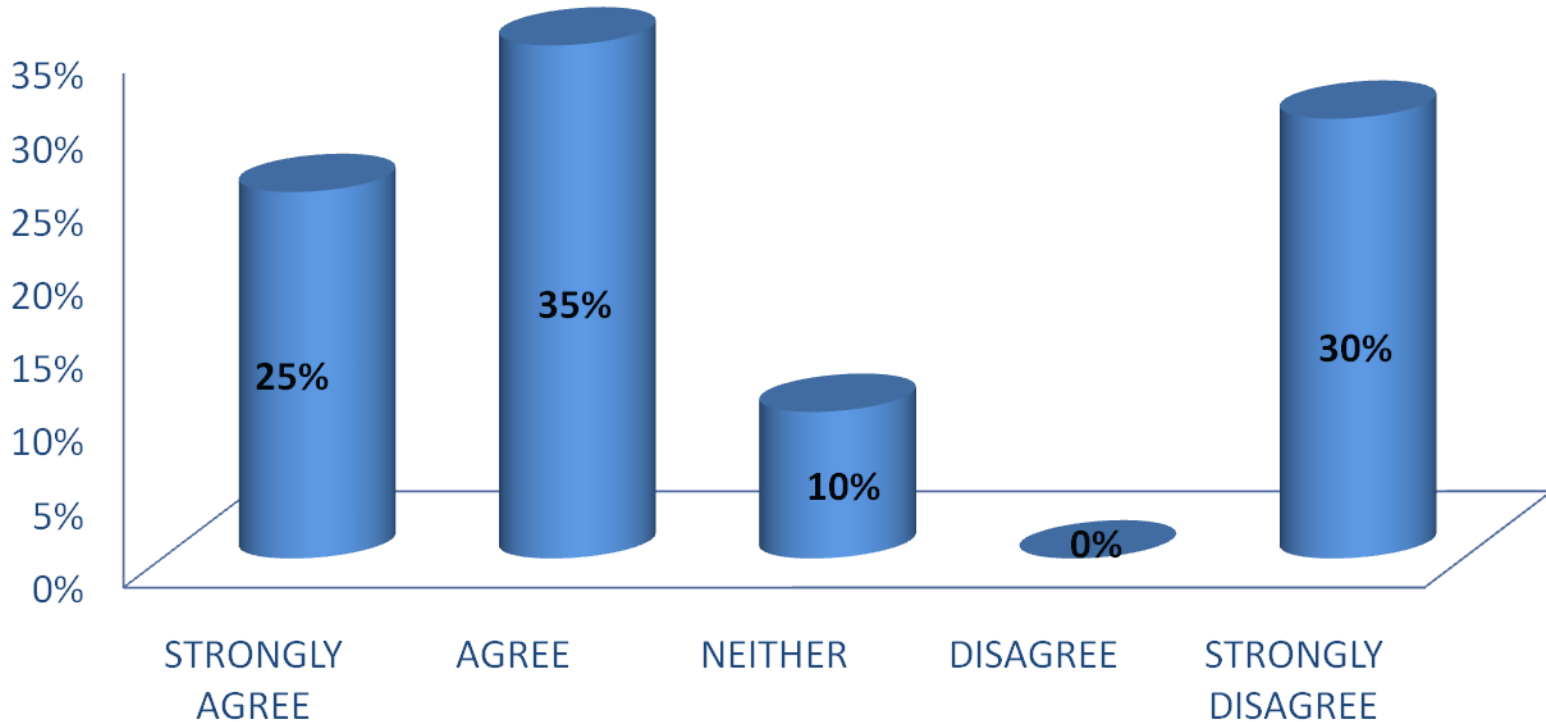
*"Traditional healers
heal and solve all
problems."
(No treater Nsangi)*

*" The doctors in hospital are
more experienced compared
to others." (Poor treater
Nsangi)*

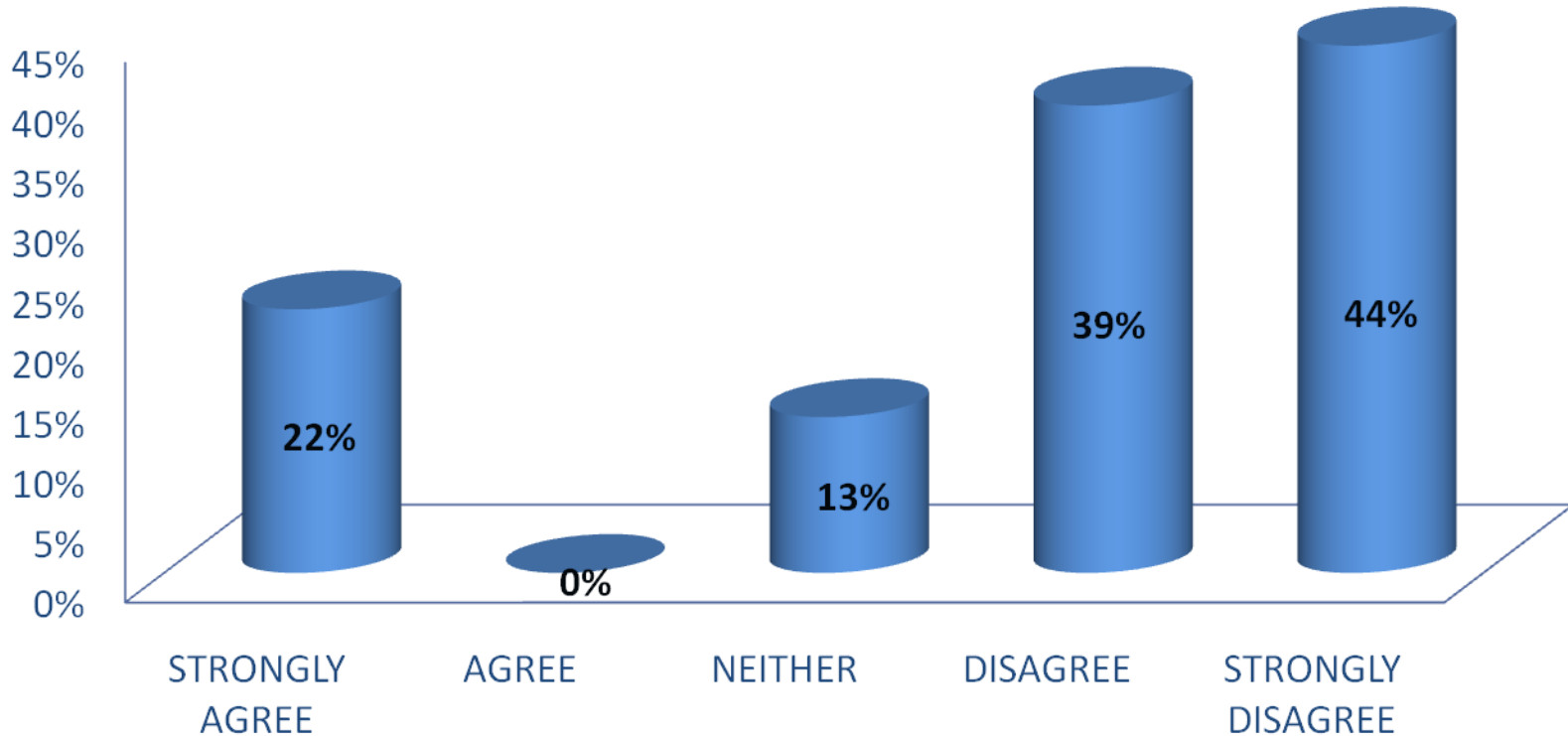


*"Drug shops can give
you all the medicines
that the rest do not
have" (Poor treater
Bwaise)*

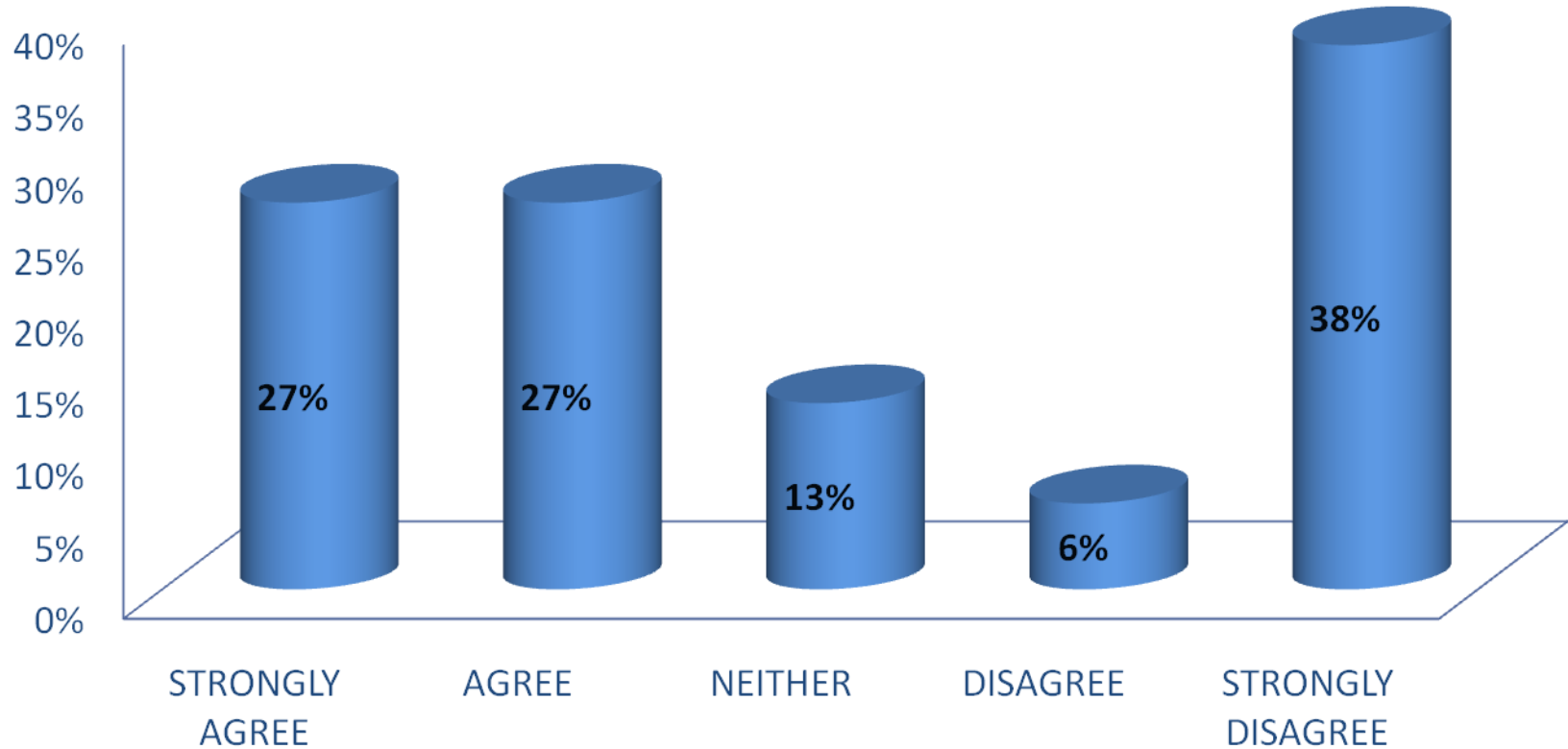
*"Traditional healer
cannot fail to treat
you" (No treater
Bwaise)*



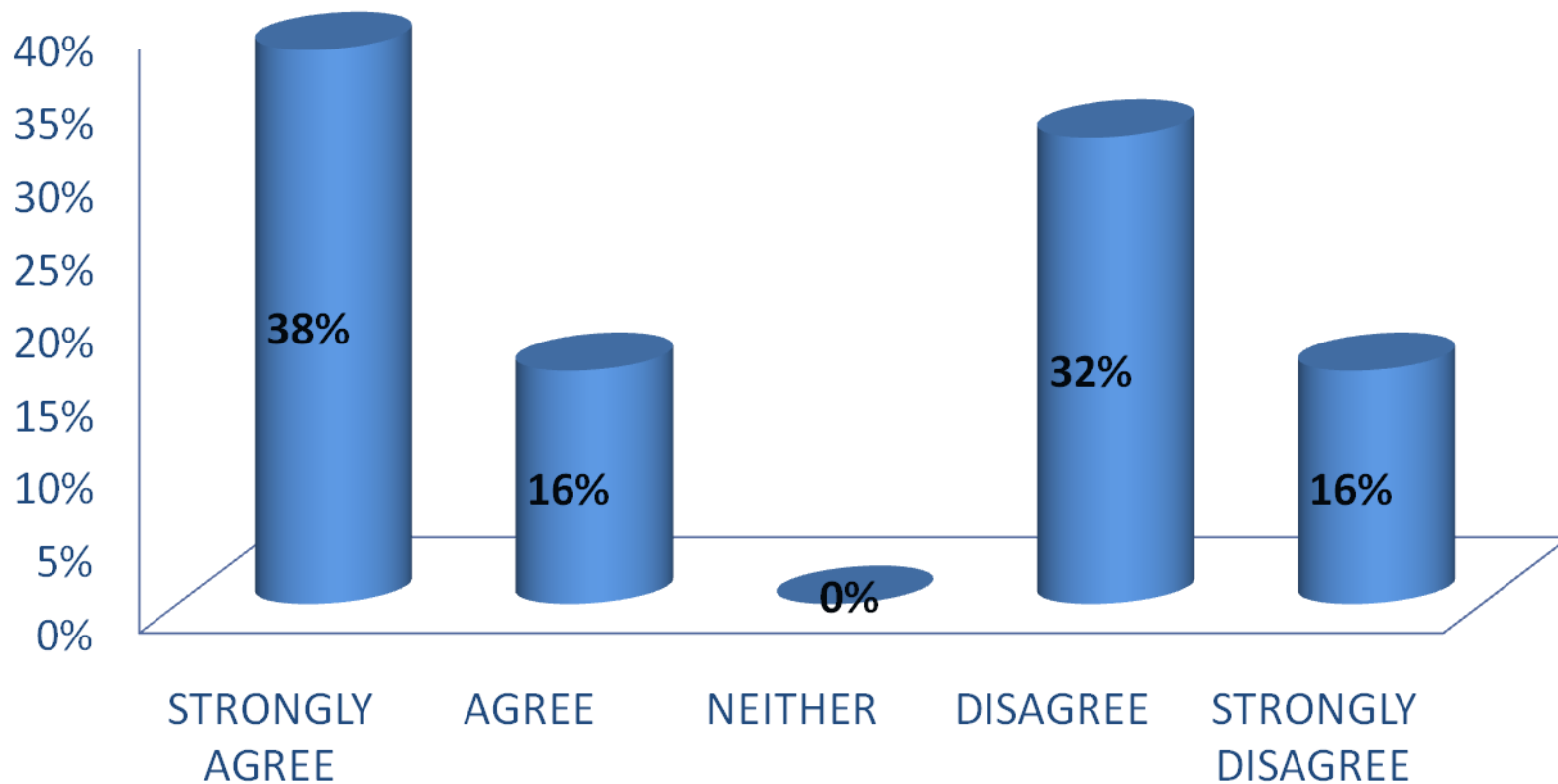
35 % agree that diarrhea is not that serious to be treated every episode. Where as 30% strongly disagree and 25 % strongly agree. People do not think diarrhea is a strong sickness. To them it is something that can easily be cured even without drugs because it comes as a result of children taking dirty food and playing with dirty toys.



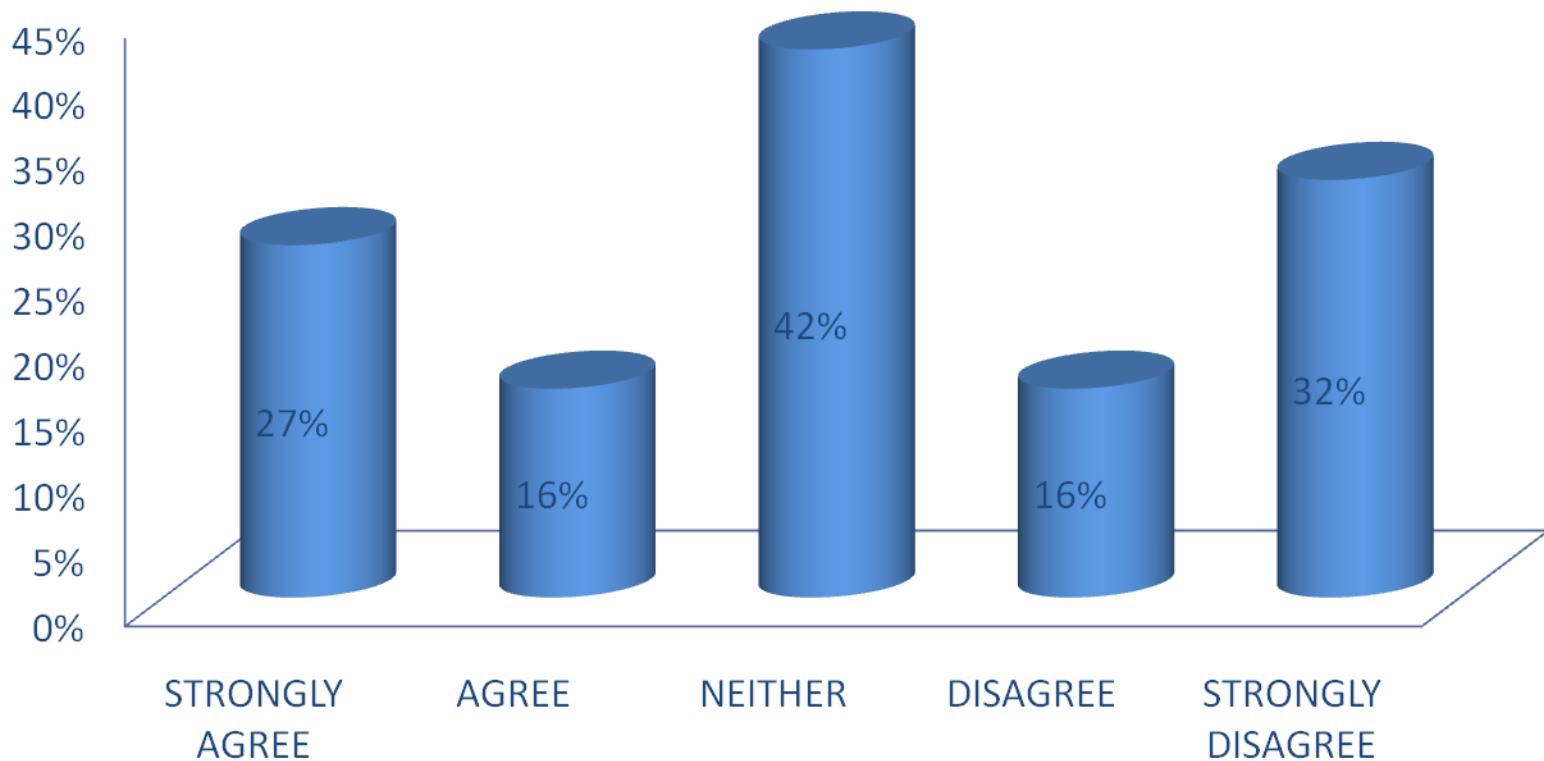
44 % strongly disagree that malaria treatment does not work. Where as 39% disagree and 22 % strongly agree.



38 % strongly disagree that a Living good CHP is well trained to give treatment, while 27% Strongly agree that a living good CHP is well trained to treat.

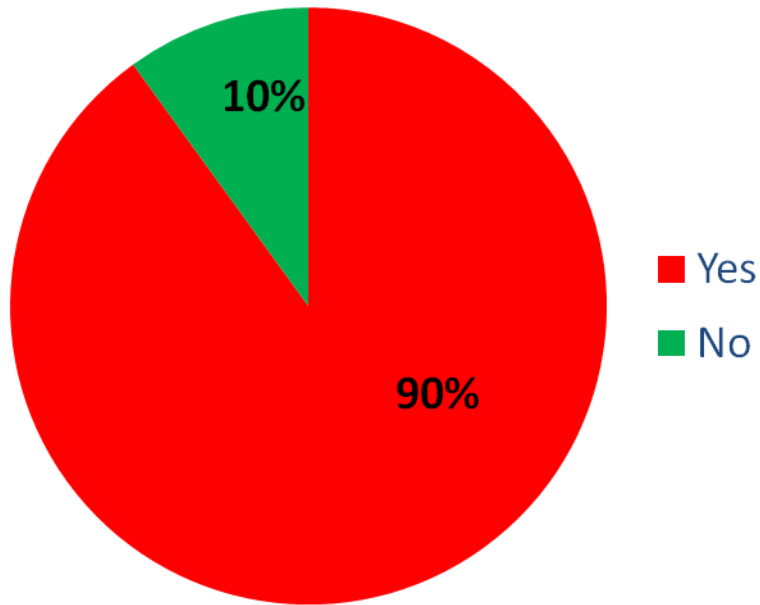


38 % strongly agree that a Living good CHP sells good quality good, while 16% Strongly disagree that a living good CHP is well trained to treat.



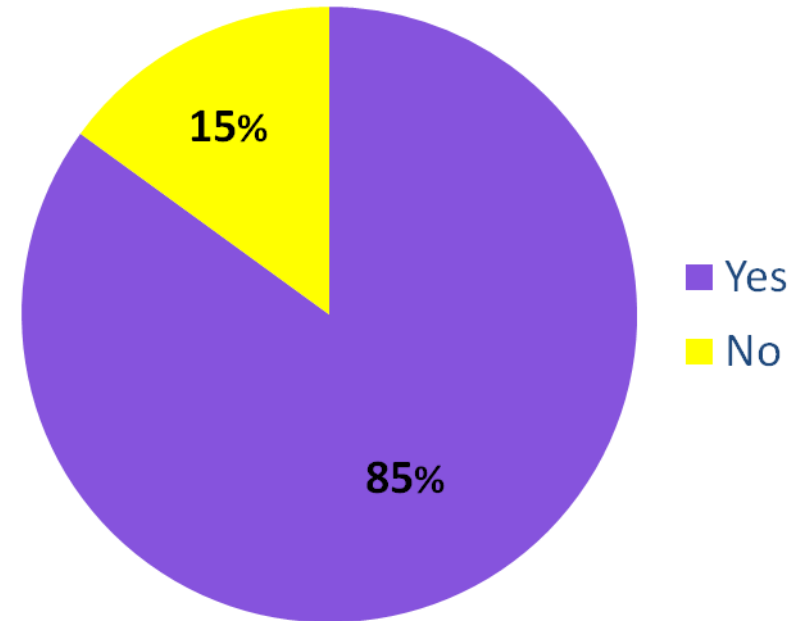
42 % neither agree or disagree that a Living good CHP sells cheaper drugs compared to other providers. while 32% Strongly disagree where as 27 % strongly agree.

Ever bought drugs



Most said that the CHP regularly visit them. The no treater said they hardly meet and only meet them ounce in a while. But this is also because they are not welcome in some of their homes. Medicines are bought from them because they are near to the patients.

Ever visted the CHP



Of the respondents talked to 855 have visited the CHP when they have a sick child.

- Most of the parents agreed that in a situation where the husband arrives home soon and expecting his dinner, a 3 year-old is crying, has a temperature and diarrhea, and a best friend's mother just died and they are expected to help with the funeral. They would take the child to hospital first or get treatment, then they would make food for the husband after which they would join the grieved family.
- However there others who would take the child for treatment first, go to the funeral and ask the husband to buy food from a restaurant. Though this was just with a few respondents.
- The children are said to be very important and when sick they should be taken care of immediately. Where as the husbands have to eat first because the person dead is already dead and will not be brought back to life.

- In a situation where they find a mother who does not want to treat, they would advise a mother to treat a child no matter whether with CHP, a doctor or with a traditional healer.
- When asked if they know a mother who does not treat their sick children, they said they were not very sure about it since each person uses a different method to treat their children

Conclusion

- In conclusion a number of families are not treating their sick children because of the fact that they do not have money to either buy the medicines or even complete the doses. They can however turn into high treater with a lot of guidance and teaching.
- Looking at both rural and urban, there are no major differences between the practices of low and poor treaters. It is however noted that low treaters can easily be turned into treaters. Where as no treaters have very strong beliefs (*immunisation brings diseases to children, injections make people disabled, the white man's medicine destroys people's health*) that may not be easy to deal with so as to make them treaters.
- For the no treaters they are quite a hard group to convince to start treating because most of them are using traditional healers or treating with local herbs made by themselves. They also have a misconception that drugs or medicines can affect their children and that most of them come from the trees around them hence no need to buy medicines.

It was noted that this group of people is not even friendly to the CHPs which makes it even harder to make them proper treaters because they do not believe in the services of the services of the CHPs.

- It is important to note that the CHPs have done a remarkable work since all the poor and no treaters are at least aware of their services but do not just use them.
- No or poor treaters of malaria, normally treat the malaria but after a while. Most of them think that if a child has high temperature, it is not necessarily malaria. They therefore take a few days before they treat it. As the No / poor treaters of diarrhea have continuously ignored the fact that it is a killer disease and most cases conclude that their children have only taken dirty food or licked dirty playing toys. This is dangerous because the parents are neglecting this and they end up losing their children.
- Generally intensive training and teaching is recommended for both low and poor treaters so that they change and become high treaters. Both groups are lacking information and knowledge about the dangers of such diseases and that is why they are negligent. Myths have played a big role in not treating children when they are sick. The only way to do away with such stories is by teaching and training.

- People need to be informed that the western medicine also has a combination of the natural herbs that they use especially in the treatment of diarrhoea. Hence preference for the western medicine since it is taken instantly as opposed to the natural herbs which have to be boiled first.
- For homes with many infants, there is a high risk of a child coming in contact with excretory refuse from a diarrhoea infected child since they tend to excrete involuntarily. Children that come in contact with such refuse may contract more deadly diseases like typhoid and cholera. As a high degree of hygiene is observed, a child with diarrhoea also needs to get treatment in the early stages of the infection.
- Upon treatment, the patient should also be educated by the CHP on the causes of diarrhoea and how they can guard against them. In situations where a patient does not acquire treatment, it is therefore highly probable that all household members will get the infection which will result in unbearable consequences like low productivity by all household members and increased medical costs. This piles a bigger burden on the household head.

- A professional doctor or healthy practitioner should be engaged as a patron or ambassador in the activities of the CHP to help them gain trust amongst the communities. Many households see the CHP as initially a common person just like them. Because of this, they find it hard to digest the fact that a CHP is now trained and can administer treatment to them. Furthermore is that there is need to engage other healthy organisations like UNICEF, government and other healthy services providers in the activities of living goods so that the communities start relating them such healthy practitioner and start trusting them.

Elizabeth Namaganda Akankiza
Research Executive - Qualitative

Ipsos-Synovate

Operating as "Synovate Uganda Ltd"

Plot 32, Nakasero Road, Nakasero

P.O. Box 21571, Kampala

Tel: +256 41 237990-1 | Mobile: +256 702 170 018

elizabeth.namaganda@ipsos.com



The world's leading qualitative community.
Founded on intellectual generosity, powered
by strategic thinking and built for change.
Bringing Life to life.