



LIVEWELL INITIATIVE (LWI)

...promoting wellness
...preventing ill health

A Sustainable Non-Government Organization
Offering Health Promotion



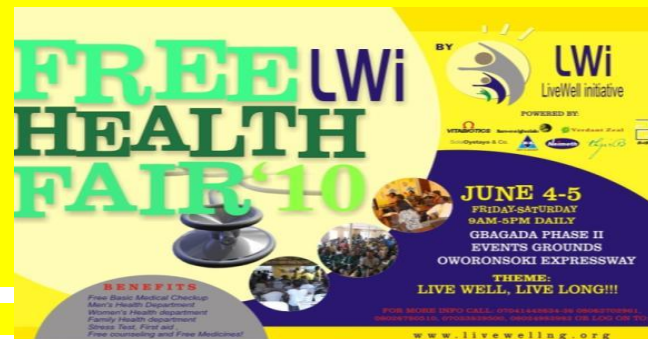
Presentation Overview

- Who are we?
- What do we do?
- How did we become sustainable?
- What next?



Who Are We?

- **LiveWell Initiative** LWI is a self-sustaining healthcare NGO registered in Nigeria (RC 692490)
- LWI's vision is to “half health illiteracy in Africa by 2030” thereby increasing life expectancy to 70 years
- LWI is a community-based organization with a national orientation and international outlook
- LWI's ‘niche’ is promoting health literacy and wellness and increasing life expectancy through health empowerment





Why Health Literacy?

Health literacy

- is very low in society
- has no direct relationship to socio-demographic status and educational attainment

Health illiteracy results in

- increased morbidity/mortality
- preventable deaths



Health literacy can be achieved through the informal sector....

- is well organised with its own structure and hierarchies
- is seemingly better organised than the formal private health sector



What Do We Do?

Offer highly valued services to “paying” customers

- Community Health Initiatives
- Workplace Wellness
- EasyHealth (*home healthcare*)



- Capacity Development
- Customised Trainings



- Health Fairs
- World Health Day Celebrations
- Grand Health Bazar
- Health Related Focus Groups





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Who Do We do?

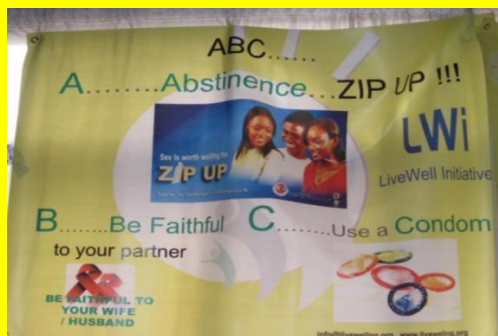
So we deliver free services in communities



Illness Poverty Alleviation Programme (IPAP)



Executive Health Enlightenment Scheme (EHES)



HIV/AIDS Enlightenment Programme (HAEP)



Malaria Eradication Programme (MEP)



Drug Use, Abuse, Disuse Enlightenment Scheme (DUADES)



What Do We Do?

More than health promotion – Continuum of Care approach that offers

- Basic health screening
- Personalized health counseling
- Non-prescription medicines and assistance to fill prescriptions where necessary
- Basic Cancer Screenings – breast, cervical and prostate
- Hepatitis B, Malaria Screening and VCT for HIV/AIDS
- Consultation and referral to free, non-fee paying health clinics
- Collaboration with proven specialists and
- Referral to appropriate health institutions where necessary





LWI Business Model

- Strategic decision at beginning **NOT** to seek donor funds
 - Board advised LWI learn to live within means during first 5 years
- Three principal sources of income cover **all** costs
 - **Membership dues:** Three categories priced on a sliding scale 1) student 2) individual (regular/executive) and 3) corporate membership
 - **Honaria:** Corporate contributions priced at cost/below cost to deliver services
 - **Academy:** Formal (LWI partnership with academic institutions) and informal internships (LWI internships) contribute nominal amount
- Also receive in-kind donations to defray operating costs





How Did We Become Sustainable?

1st step – Developed 5 Year Business Plan with clear focus and achievable goals

- Focused on building client base and generating income
 - Two sources of income: 1) Membership and 2) Honoraria
 - Added new product in response to client demand: Corporations requested training offered to LWI staff but tailored to own staff
- >>>>LWI Academy – inaugurated Feb 10th 2011**





How Did We Become Sustainable?

2nd step: Identified niche and opportunities for growth in new 5 Year Business Plan

- Focus on improving/expanding old products while creating new ones
 - Old Products: Expand Annual Public Health Fairs and Global Health Bazars, Celebration of World Health Days
 - New Products: Evolve Easy Health to Home Hospital and Establish Trauma Counselling Unit
- Expand through strategic partnership and donor funding
- Build a physical plant to house the Academy
- Open offices in Uganda, UK and US by 2017





Lessons learned on path to sustainability

- LWI used a deliberate strategy to enter into market
 - Delivered limited range of products to “paying” clients that offered value to corporations
 - Offered “flexible” pricing to attract new clients and retain them
 - Initially offer free or heavily subsidized honoraria
 - Over time, increase prices >>> at cost or slightly below
- LWI expanded its services slowly according to financial means
 - Stuck to budget (met payroll, paid stipends to volunteers, covered all activity costs)
 - Only expanded/increased activities when finances were available
- But also moved quickly to respond to new opportunities



GSK Orange Day Project 2011

- Comprehensive Rural Community Health Initiative for Onireke Community Ibadan
- Delivered free healthcare services, screening and medicines to vulnerable children (OVCs) and villagers
- GSK paid honoraria for services



GSK Vaccines Project

- GSK Immunisation Access Initiative, 2009 and 2011
- GSK Neighbourhood Vaccines Project 2012
- LWI trained pharmacists, doctors, nurses nationwide to participate in vaccine projects
- GSK part-paid training fees while recipients paid the subsidised balance



LWI Partnership with Soroptimists Int'l Club

LiveWell Initiative

LWI organized

- **December 2009: Award-Winning** World AIDS Day Programme

Ojota Motor Park Women's Health Programme on World AIDS Day

- **July 2012:** Maternal and Child Health Programme

Women's Health Screening and Health Outreach at Onigbongbo Market, Lagos

- **Oct 2013:** Breast & Cervical Cancer Screening for women at Awolowo Market, Mushin



Oct 2013 Award-Winning LWI - IAPO

Photo: TRIPETS at Rural Health Mission
Ipokia Ogun State Nigeria



Results from LWI Approach

- LWI has successfully reached the ***bottom-of-the-pyramid*** population groups (e.g. urban and rural poor, working poor)
 - LWI has impacted the lives of over 1.4 million Nigerians in the country's 6 Geo-Political zones
 - Including over 400 disabled adults, thousands of school aged children and thousands of women
 - LWI has reached over 3,000 Ghanaians at their doorstep, Accra city
- LWI has pioneered proven approaches to reach BOP at places such as taxi parks, markets and mechanic parks
- LWI has helped address HRH shortages in Nigeria
 - Trained over 800 Alumni in short course and healthcare skills
 - Develops healthcare capacity in Immunisation Training, HIV/AIDS Care and Counselling , Wellness Champions, First CPR and Diabetes Educators' Training among several others



What next for LWI?

- LWI is financially and organizationally ready to grow
 - LWI is poised to upgrade to Home Hospital Care System in 2015
 - LWI has established base of partnerships with state and federal governments and private sector on which to grow in more geopolitical zones in Nigeria
 - LWI is exploring a partnership with an NGO in Uganda, to establish its first out-of-country office
 - LWI is exploring partnership possibilities with would-be-partners, to replicate its model in other countries
 - LWI wishes to establish an Academy Plant where donor land exists



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Today's HOPE for *Tomorrow's* Healthcare

LWILive Well,Live Long!

We invite you to please visit our website at

www.livewellng.org



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Thank You!