



March 2009 Update and Milestones

One year after Living Goods' network of Community Health Promoters (CHPs) began operations, LG is progressing briskly on many fronts including a massive scale up with BRAC and preparations to open two directly managed branches. Other important developments include the completion of the baseline study for LG's robust monitoring and evaluation system, developing relationships with a number of multinational corporations and bolstering the health training that CHPs receive through more robust, advanced messaging tools.

Scaling Up

- BRAC and Living Goods are in the process of a dramatic expansion in 2009 that will more than quadruple the population served from 200 to over 800 communities
- BRAC | Living Goods has hired and trained 68 Community Health Assistants to staff the additional branch offices geographically dispersed throughout

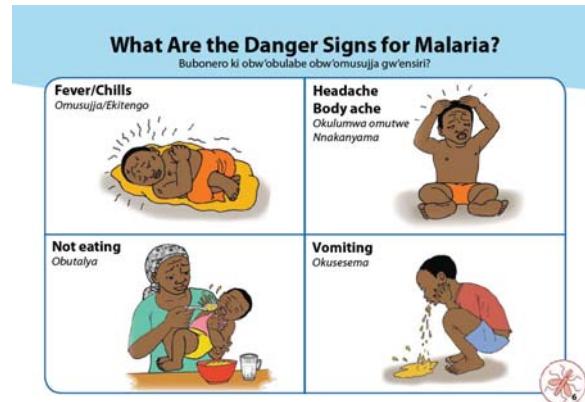


Uganda – from Arua in the north to Mbarara in the west.

- Field staff have recruited and begun to train the new CHPs
- Habibur Rahman of BRAC Bangladesh, has joined the team as the new Health Program Manager. Habib is an MPH with over 25 years experience at BRAC, almost exclusively managing health programs.
- BRAC has begun to provide basic antenatal services for pregnant women through the Community Health Assistants including risk assessments, counseling and referrals to public health facilities.

Training

- LG has contracted Ellen vorder Bruegge, a veteran public health specialist formerly of Freedom From Hunger, who is responsible for LG's health messaging. Ellen supervised the development of a CHP flipbook (see below) and is currently involved with upgrading LG's health training curriculum.
- LG has completed a comprehensive marketing/messaging tool to assist CHPs to promote “healthy living behaviors” that are simple cost-effective and save lives. This is also a sales tool to help CHPs market health commodities with a colorful and engaging flipbook. This tool was designed in collaboration with a local social marketing organization and will be deployed in the next month.
- Ellen is currently updating all of LG's health training materials and is synthesizing these into an comprehensive training manual for CHPs and other LG health staff.



Incubator Branches

Living Goods received a generous grant from the Lemelson Foundation in January 2009 to open four “incubator” sites via which LG will directly support 100 CHPs. This capability will enable LG to test experimental incentives, promotions and consumer financing strategies. They will also provide a testing ground for the sale of new “appropriate” technologies for the poor like water filters, high efficiency cook stoves, and solar lanterns. These branches will help demonstrate the portability of the model and serve as demonstration/training sites to educate potential replication partners about the LG model . LG completed it's Ugandan NGO registration in October of 2008 and opened a head office in Kampala in the same month.

LG has hired three strong and capable team members to manage the incubator initiative:

- **Stella Ikila** - comes to us most recently from DFCU bank and worked 9 years at DHL International as a Marketing Manager. Stella will oversee the growth of the Incubator branches
- **Ronald Musana** - has worked for a number of development organizations most recently at Village Phone, and has worked as a Program Manager in the field for a UNICEF-funded project to improve nutrition.

- **Michael Rusoke** - is a registered nurse with experience as a trainer in the field, mainly teaching home-based care for People Living with HIV/AIDS.

LG's Incubator team has selected the first two locations to begin operations:

- Bwaise - the largest slum in Kampala with an estimated population of 300,000 with poor sanitation and living standards.
- Nsangi - a town approximately 20km west of Kampala and has a high population and a dearth of accessible health services.



Partnership Development

- A team from USAID recently visited LG in Kampala to discuss opportunities to strengthen the pharmaceutical supply chain in Uganda. LG and AID are currently exploring the possibility of a pilot program to test new methods for improving the supply of OTC drugs in Uganda.
- Living Goods has recently hosted visits by Proctor & Gamble and SC Johnson, both of which are interested in providing LG with support and accessing a new client base with LG's network of CHPs. LG is currently working with P&G to market PUR® and is exploring the possibility of expanding this relationship to include other products.

Randomized Control Trial

- The baseline survey of Living Goods Randomized Control Trial (RCT) has been completed, comprising survey responses from over 3,000 households. BRAC's new data entry division is currently inputting the data to be analyzed by MIT's Poverty Action Lab (PAL).
- Jakob Svensson, of PAL and the principal author and architect of LG's RCT, recently visited BRAC - LG to meet the survey implementation team and to review early findings.

Replication

Given the success of the pilot in Uganda and the interest from other parties, LG has begun to investigate replication opportunities in other countries. Research on potential expansion countries and an updated country screen has been completed. The potential countries that top the list include Kenya, Rwanda, Ethiopia and Ghana.

