



Avian Influenza Program

March 2008

AFFORD

What is AFFORD?



AFFORD
AFFORD is a five-year USAID funded initiative, using innovative marketing and communication to address health public health issues across Uganda. AFFORD focuses on commercial development of products and services that have direct public health impact for all Ugandans while also ensuring communication strategy increases demand and supports individual, family, and communities to take an active role in maintaining their own health.

Vision
We envision Uganda to be a better place:

- Individuals, families and communities have the capacity to prevent and improve their health
- Markets for health products and services are vibrant and competitive
- Communities have a choice for effective, and consumer aware to affordable products and services available to improve
- Our local partner organizations have the capacity and distribution to serve the citizens in a sustainable manner.

Market Expansion of Affordable Products & Services
AFFORD stimulates Uganda's growing private commercial sector to sell and expand the health market. By offering consumer products that meet or exceed their needs, AFFORD uses an integrated, comprehensive and integrated approach to marketing, communication and engagement at one-to-one, one-to-many, and one-to-many.

Building a Better Uganda Health Marketing Initiative
AFFORD is a five-year USAID funded initiative, using innovative marketing and communication to address health public health issues across Uganda. AFFORD focuses on commercial development of products and services that have direct public health impact for all Ugandans while also ensuring communication strategy increases demand and supports individual, family, and communities to take an active role in maintaining their own health.



AFFORD
The Health Marketing Initiative

ACTIVITIES

AFFORD
The Health Marketing Initiative

Introducing a comprehensive consumer-based approach to social marketing in Uganda.



AFFORD What is AFFORD?

A 5 year USAID funded Health Marketing Initiative with 6 partners

- Johns Hopkins CCP (prime), Constella Futures, Malaria Consortium, Pulse, CDFU, Acclaim

Technical program areas:

- HIV/AIDS
- Malaria,
- Family Planning
- Child Survival

AFFORD Objectives

Increase accessibility and affordability of health products and services

Enhance knowledge and correct use of products and services to encourage healthy lifestyles

Strengthen/establish indigenous organization and distribution systems

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How does AFFORD work?

1. Develops product and brand marketing programs
2. Uses innovative communication strategies to increase demand for products and services
3. Establishes private sector partnerships
4. Extends product distribution to less profitable areas
5. Strengthens existing distribution channels
6. Supports social networks and popular opinion leader communities to deliver messages

AFFORD Biggest innovations

1. Creating sustainability by creating Uganda Health Marketing Group in year one of the project; currently the main implementer of AFFORD
2. Working with the private sector for strengthening and with but not for the MOH
3. Using innovative communication strategies at community level to create demand for positive health behaviour.

AFFORD AFFORD Priority Districts

National in scope
but with a focus on
30 Priority Districts:

Kampala

Masaka

Mukono

Sembabule

Wakiso

Bududa

Jinja

Kaberamaido

Manafwa

Mbale

Soroti

Tororo

Amolatar

Amuru

Apac

Arua

Dokolo

Gulu

Koboko

Lira

Nyadri

Oyam

Bushenyi

Ibanda

Isingiro

Kabarole

Kanungu

Kiruhura

Kyenjojo

Mbarara

Nakapiripirit

AFFORD AI Program

Target Audience

- **District response teams**
- **Media**
- **National Task force**

Core program elements

- **Develop district response teams in new districts**
- **Strategic communication for target audience**
- **Support National Task Force to support district response teams**

Coverage

- **Districts (TBD)**
- **Not yet reached by NTF**
- **To discuss with NTF selection**

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Develop district response teams

In new districts

- 8 people per district
- Multi-skilled (MO, Nurse, Vet, EO, HE etc)
- A cross surveillance network
- Consolidate and print training curriculum
- Six day training for several districts
- Support them to carryout 3 – one day orientation/briefings for public and private front line health workers per district

AFFORD Strategic Communication

Tease out communication priorities together with Task Force (based on existing comm. strategy)

Collect, adapt, pretest and re-print existing materials, tools and curricula

- E.g., module on how District Response Teams are briefing health providers.**

Provide TA to Task Force to tailor suitable knowledge management system to tap into variety of information sources and existing tools and materials

AFFORD Support National Task Force

- **Support NTF to hold regular coordination meetings**
- **Provide NTF to support District Response Teams for both human and animal**
- **Facilitate formulation of current communication priorities for preparedness stakeholders**
- **Provide adaptable curricula and other tools for media training and reporting**
- **Help adapt and finalize training curricula from various templates of other organizations**
- **Support supervision to District Response Teams**
- **Support Knowledge Management**
- **Work with other partners like Walter Reed Project**

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Thank you!

