



Delivering the Good Life

A profile of the Uganda Health Marketing Group

A member of
The Good Life NETWORK!
UxMG
LIVING HEALTHY PROTECTING LIFE

DISPENSARY



OUR STORY

Uganda Health Marketing Group (UHMG) is an indigenous, not-for-profit organisation founded by a group of distinguished public health and social marketing Ugandan professionals in 2006. Since then, UHMG has emerged as a leading organisation committed to creating high quality strategic health communication and accelerating health market growth in Uganda.

Founded through a USAID-funded project (AFFORD), UHMG today is a viable, self-sustaining organization. Led by a dynamic management team, guided by a nine-member board, five advisory committees, and a technical advisory group, UHMG remains focused on enabling all Ugandans to live the Good Life, by working in four key health areas: HIV/AIDS, malaria, family planning, and maternal and child health.

VISION

A Good Life for all Ugandans.

MISSION

To improve the quality of life of Ugandans through the provision of superior and affordable health care solutions



Uganda Health Marketing Group - Ntinda



OUR DREAM

Our founders' dream was a Uganda where families and communities are empowered to protect and improve their health; where markets for health products are vibrant and expanding; where consumer access to affordable products and services steadily improves and becomes increasingly sustainable.

OBJECTIVES

- Create a customer-driven approach to health marketing through innovative marketing and social communication platforms.
- Enable access to affordable and quality health care products and services.
- Strengthen private sector service delivery through the Good Life clinic network
- Create impact through partnerships with private and public sector stakeholders

WHAT WE DO

Our integrated approach across four health focus areas is implemented in accordance with global and national priorities, with special emphasis placed on vulnerable groups and populations with the greatest need.

HIV/AIDS

UHMG leads national partners for the development of HIV behaviour change communication interventions on behalf of the Ministry of Health. We support and promote HIV initiatives with a particular focus on men and women of reproductive age, discordant couples and Most at Risk Populations (MARPs). Using a social marketing approach, UHMG addresses issues of sexuality and gender inequality to encourage responsible and preventative behaviours.

MALARIA

UHMG is at the forefront of communicating the change in malaria programming with a shift in emphasis from prevention only to the added importance of early and correct testing before treatment. We distribute and promote the use of Rapid Diagnostic Test kits (RDTs), Artesimin Combination Therapy (ACTs), and Long Lasting Insecticide treated Nets (LLINs), and build malaria case management capacity at service provision level.

FAMILY PLANNING

We implement integrated family planning programs to encourage smaller families. UHMG builds capacity of service providers through training and development of IEC materials, and promotes family planning solutions to women and men of reproductive age. Quality and affordable contraceptive methods – from condoms to long-term solutions - are promoted nationwide and distributed to outlets throughout Uganda.



“ It is not normal amongst my friends and neighbours that the husband is involved in the pregnancy and child birth. I used to think it was pointless for men to be involved. It wasn't until I heard the announcements on the radio that I realised that it is very important to do it together. ”

Atwikire Wilson 36-year-old,
Kenyjojo General Hospital

MATERNAL AND CHILD HEALTH

We promote practices of proper antenatal care, safe deliveries, and postnatal care. UHMG products, behaviour change campaigns, and community based initiatives promote the health and safety of children including: hygiene and sanitation; prevention and management of diarrhea; malaria prevention and treatment; and malnutrition. At policy level, UHMG acts as key influencers, most recently playing an instrumental role to deregulate the life-saving diarrhoea treatment, Zinkid, thus making the drug more easily accessible to customers.



Creating Innovative Behaviour Change Communication

To create customer-driven health marketing, UHMG has developed award-winning campaigns that have sparked life-saving behaviour change. Informed by research, UHMG campaign messaging, design and execution take an innovative, evidence-based, and culturally relevant approach to affect positive change.

Mass media campaigns are supplemented by wide-ranging community level programs, including development and distribution of relevant IEC materials and UHMG trademark community-based 'edutainment' events.

“ When I tested positive for HIV, I saw no more children in my future. I felt very bad. Then my husband saw the billboards, and I heard on the radio that it is possible to have an HIV-free baby. That is why I am at the clinic today. Now, there is a change in my heart. Now, I am very happy! ”

Aisha Nursery (28),
Itojo Referral Hospital



Enabling Access to Affordable, Quality Health Products

UHMG partners with the private sector to increase accessibility and affordability of health products and commodities. Strengthening distribution mechanisms in the private sector, we utilise a network of local manufacturers, independent distributors and social entrepreneurs to ensure our products reach the end mile in a cost effective and reliable manner.

The UHMG product facility stocks a wide range of pharmaceutical products, and acts as an intermediary for the supply of public health products at competitive prices and terms to local NGOs, private sector clinics and pharmacies across the country. Our efforts to complement and strengthen Uganda's current supply chain management systems have made us a Ministry of Health partner of choice and preferred distributor.



“ We now sell about 100 sachets of Restors/ Zinkid per week; before it would be about 30. People have heard or seen the adverts, because they repeat the words, and ask for the actual brand name ”

Rashida Nalukwago
El-Shaddai Drug Shop, Luwero



Strengthening Private Sector Service Delivery through the Good Life Clinics network

At the heart of UHMG interventions is Uganda's first ever social franchise - the Good Life clinics. This network of private clinics aims to increase and improve accessibility and affordability for the more than half of all Ugandans whose first point of call for health care is the private sector. We support and work with Good Life Clinics to build quality, integrated health care consistently and affordably. We also train and equip community-based volunteers as Good Life Promoters to provide health education in their communities and support uptake of services in the Good Life clinics to which the promoters are linked.

“ We have had so much help from UHMG as a Good Life Clinic. They have branded it and painted it, so now it looks very smart. They trained me in long-term planning services, that I now provide. This is making our clinic very popular with the women. ”

Sister Margaret Kiswele,
Mama Nora Diocese Health Centre, Mityana

Creating Impact through Partnerships

All UHMG interventions are guided by the national agenda and implemented in close partnership with the Ministry of Health, districts and local governments.

Leveraging public and private capabilities is key to ensuring integrated, efficient and far reaching public health interventions. We are on the frontline of engaging and mobilizing the private sector to provide high quality, coordinated health care.

We work closely with other USIAD implementing partners to create demand for the services they provide.

UHMG establishes and promotes professional associations to act as a platform for members to improve their practices and align themselves to industry regulations and standards.

Our wide-ranging and in-depth knowledge of working with communities has made us a preferred partner for corporate social responsibility (CSR) opportunities, engaging the private sector to fund, support, and implement CSR programs relevant to their sectors, industries, and geographical locations.



First Lady, Jane Museveni visits the UHMG booth during the launch of EMCTT in Ntugamano.



UHMG CAMPAIGNS



SMGL

74% of adults in the project area were exposed to the campaign



Sexual Network

42% of people exposed to the campaign reduced their number of sexual partners



eMTCT

Campaign designed by invitation of the Ministry of Health, and spearheaded by the First Lady



GeNext

42.5% of people exposed to the campaign discussed family planning with their partner, in comparison to 32.5% of those not exposed



Power of Day One

58% of people exposed to the campaign understood the importance of testing within 24 hours



Restors/Zinkid

48% of Ugandan adults exposed to the campaign adopted the WHO-recommended use of combined therapy



Smart Choices

55% of people exposed to the campaign had taken at least one action as a result





USAID
FROM THE AMERICAN PEOPLE

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