



Editorial

January to April 2014 was a time of intense energy in reaching the last mile consumers of health products and services. In this issue we bring you the feelings of people about UHMG's interventions from different parts of the country. We also cover the benefits of drinking clean water as perceived by the people of Kasese and how partnerships have evolved and strengthened to achieve extra mileage. The Protector Super Series Rugby was yet another key milestone, that harnessed new key partnerships.

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Reaching the Hard to Reach

By Robert Kigula

Bussi and Zinga are some of the islands located far in Lake Victoria, Wakiso District, surrounded by a number of landing sites and fishing villages where inhabitants are majorly engaged in fishing and all sorts of petty businesses as well as subsistence farming.



UHMG team loading Protector condoms to the islands

Individuals at these islands live a highly risky lifestyle. Sharing women and having multiple sexual partners is known and informally acceptable. The UHMG team visited the islands with Protector condoms and family planning products in March 2014.

**Residents believe that for every woman, there are 5 men
 at Bussi and Zinga islands!!**

A resident of the island noted that the high HIV prevalence was attributed to multiple sexual partners everyone on the island is involved in amidst insufficient supply of condoms, let alone shortages of other health related supplies.

The main objective was to ensure availability of and accessibility to UHMG products especially Protector condoms within the fishing communities on these Islands. The 3 sub counties of *Gulwe, Bussi* and *Kinywante* on the islands were thoroughly merchandised with protector condoms, family planning products and promotional materials.

“We are pleased that UHMG is bringing their products and services near to our people at affordable prices” Stanley Kabuye, LCIII Chairman Bussi.

In order to ensure sustainability of supply, a partnership is being negotiated with a local NGO working within the community. The overall acceptability of protector condoms was a major manifestation that the local communities will continue to use them.

This last mile activity reached clinics, bars, health centres, video halls, dukas, drug shops & lodges. Altogether, the following were sold:

- 👍 12,000 condoms
- 👍 8 packets of Injectaplan
- 👍 9 dispensers of RestORS
- 👍 3 packets of PilplanPlus
- 👍 10 packets of Cotramox



UHMG team docking with protector condoms, & FP products



UHMG team distributing promotional materials in Bussi

11 Other Islands & Landing Sites to be Served Under the UHMG - IAVI Partnership

By Eva Kaggwa

UHMG in partnership with the International AIDS Vaccine Initiative (IAVI) will maximize on logistical and relationship synergies created by IAVI to reach further vulnerable and high prevalence communities on lake Victoria islands and landing sites which include: Kitobo, Kasenyi, Jaana, Nakiwogo, Makusa, Kiggungu, Namisoke, Kiimi, Zinga, Myende, and Nsazi.



Small and packed 400 resident island. You can never get a perfect imagination of life here unless you are a resident!

The main objective is to reach these communities with integrated health services notably HIV services and increasing access to socially-marketed products that UHMG has including Protector, Pilplanplus, Injactable, Aquasafe, RestORS, and Zinkid.

Right: A Pilplanplus handball team during the integrated health services & games camp at Kiimi island. Participants came from Kiimi and other surrounding islands.



Over 600 Households Relieved of Contracting Cholera & Typhoid

By Jeanne Marie Nakato

According to the Uganda Demographic Household Survey (UDHS), only 16% of the rural population has access to improved sanitation. Access to hand washing in the rural areas stands at 27%, with only 8 out of 112 districts having attained the national goal of 50% access to hand washing facilities in the communities by 2015.



One of the community dukas stocks Aquasafe

Kasese district local government reports show that 13 out of 25 rural sub counties are prone to cholera and typhoid fever outbreaks due to poor access to safe water. For example Kitwamba and Maliba sub counties are reported prone to typhoid outbreaks because majority of households in these 2 sub counties depend on water from river Nyamwamba and river Mobuku. The cotton growing belt of Munkunyu sub county suffers regular cholera outbreaks due to lack of toilets. This, therefore, puts the lives of at least more than 90,000 people (both in households and institutions) at risk of contracting cholera.

“This is a good program for us to have safe water all the time at home. We only need to know where to find the Aquasafe tablets in our community” A mid-age couple in Hima, Kasese

One tablet of Aquasafe treats 20 litres of tap water.

Two tablets treat 20 litres of water from a well, dam, borehole, or spring



Accelerating Action against Cholera and Typhoid is a project initiated by Center for Disease Communication (CDC) in collaboration with SNV. SNV worked with UHMG to strengthen marketing & distribution of Aquasafe, a water purification tablet, for households, schools and health centres. UHMG was appreciated for their contribution with an accolade, herein on the left.

“We are happy about this partnership with UHMG; we only need to strengthen the distribution network within the local communities” *Jolene Nakao, CDC.*



UHMG merchandisers explaining Aquasafe use to the end users in Makusa island.

Aquasafe was also socially marketed in fishing communities in partnership with the International AIDS Vaccine Initiative (IAVI). This partnership is addressing challenges of lake Victoria islands in Wakiso, Mukono & Kalangala districts.

Results from this intervention include:

- 👍 40 water points set up in 40 schools with 40 water patrons
- 👍 320 water champions (students) and a total of 320,000 Aquasafe tablets distributed in these schools
- 👍 60 health providers trained in the use of Aquasafe, and RestORS & Zinkid for children <5years
- 👍 8 water points were set up in 8 health centres
 - 👍 In the communities, VHTs and LCs were trained on the use of Aquasafe
 - 👍 600 households were sensitised—each was given a jerican and 80 Aquasafe tablets
 - 👍 40,000 Aquasafe tablets sold and 82 outlets stocked with Aquasafe

Using Rugby to Reach Thousands with HIV Prevention Messages

By Jeanne Marie Nakato

Sports is one of the key avenues that bring together people from all walks of life. In Uganda, Rugby is one of the games that boasts of a multitude of fans. According to the Uganda AIDS indicator survey, half of young women (42 percent) and men (46 percent) who had premarital sex in the year before the survey reported using a condom the last time they had sex.



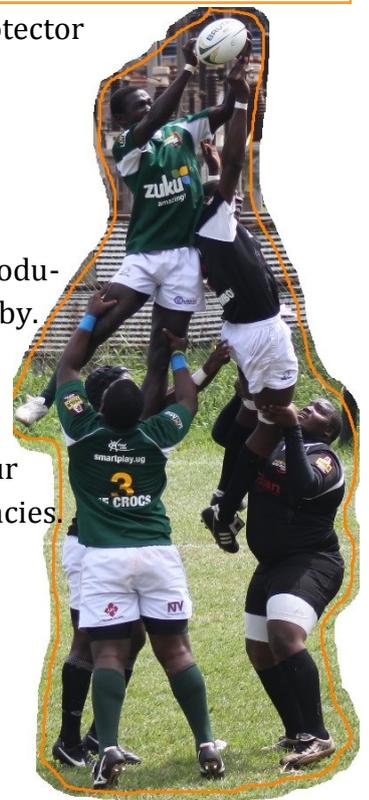
Above: Protector cheer leaders, team representatives and MD of UHMG during the inaugural game of the Protector Super Series

On the 22nd of March 2014 the Uganda Rugby Union launched the inaugural Protector Super Series Rugby at the Kyadondo Rugby Club (KRC). The Super Series was sponsored by Protector, one of UHMG's condom brands, thus the inclination *Protector Super Series*.

The *Protector Super Series* comprised of four teams: **Crocs, Fimbos, Magicians & Protectors**. The purpose of this sponsorship was to drive HIV/AIDS and reproductive health awareness among young people (18-35years) through sports - Rugby.

The messaging focused on the dual protection offered by condoms, and getting off the sexual network. This messaging was coined in the 7 SMART PLAY RULES of: Abstinence, Be faithful, Condom use, Play Safe, Play Smart, Know your HIV status, Prevent STIs, Get off the sexual network, and No unplanned pregnancies.

Right: The Crocs and Fimbos struggle to catch the brutal rubber during the inaugural game of the Protector Super Series. The energy and teamwork in the game is admirable!



Kyadondo Rugby Club was established as a Protector distribution outlet at the bar with initial purchase of **1,200** pcs of condoms. Another **3,600** condoms were purchased during all the four matches using one on one sales made to rugby fans and players and correct condom use was demonstrated in the pavilion. Myths and misconceptions on condom use were addressed by the **Myth Busters** done in collaboration with HIV/AIDS Strengthening Knowledge Management & Communications Capacity (KMCC) The sexual network game was also illustrated by KMCC emphasizing reduction of sexual partners. The HCT mobile van was stationed at KRC during 3 games for revelers and players to freely test for HIV.



Revellers at the schools' rugby finals. Protector related questions were being discussed during the game and answers provided by the fans. Many fans participated in the fun filled quizzes that were used to further enrich the Protector message among them.

The SMART PLAY face book page was set up as the KRC initiative and UHMG tapped into this social media engagement with over 5,000 likes and people talking about reproductive health and the different events around the Protector Super Series. Team Protector lost to the Crocs 17: 19. However it was a victorious four weeks of health awareness, reaching young people with Protector condoms and messages of promoting a Good Life.



The Protector Mascot in action; taking HIV prevention message around the pitch.

Right: The USAID Mission Director with the winning team, the Crocs during the award of the trophy.

“Great community event with enthusiastic and lively supporters. Seemed like just the right age group to bring on board with healthy sexual behaviors.” *Leslie Reed, USAID Mission Director.*



MAKE IT EASY



Let's make it easy
To remember that HIV is real
Try not to be too busy
To test...for that's the deal
Please find no trouble
In testing as a couple



You sweat blood to make it easy
For your family to have a home
But without good health in that home
The house ceases to be warm
Why not test for HIV before all hope is gone?



Let's make it easy
To stop stigma and discrimination
Those have no place in this generation
For those infected or affected
Let's not make them feel rejected

Let's make it easy
To keep safe no matter the temptation
When excited don't lose direction
It's easier to use protection
Than to get an HIV infection

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