

Living Goods at a Glance

The challenge



In **Africa**, there are only **2.3 healthcare workers per a population of 1,000** compared to 24 per 1,000 in the Americas

Experts estimate that it would require

4,000,000

more health workers to meet the existing need

Many poor consumers seek care and **products from private outlets**



retail prices for vital drugs reach up to **350 % of factory cost**

At a glance:

Living Goods leverages a network of Community Health Promoters (CHPs) to bring healthcare products and services directly to the homes of poor communities. Living Goods strives to reduce childhood deaths through four low-cost high-impact focuses: simple treatments for common diseases, nutrition, family planning and healthy pregnancy, and money-saving household products. Studies have found that Living Good's approach has reduced under-5 mortality by over 25 percent in target areas. This model has proven cost effective, with an annual cost of less than \$2 per person reached, as well as sustainable, due to sales of products covering the cost of goods and CHP salaries. In Uganda, Living Goods partners with BRAC, for whom it provides strategy support, product selection and procurement, mobile technology, and financing. This report includes data analysis of activities carried out by Living Goods in partnership with BRAC Uganda.

Key programs:

Community Health Promoters

CHPs deliver health services and high-quality medicines directly to the homes of children in need. CHPs are equipped with knowledge to educate families on how to prevent the leading causes of children's mortality: malaria, diarrheal disease, and pneumonia. In addition, CHPs offer advice on maintaining a nutritious diet, share tips for keeping a newborn on the right track to healthy development, and suggest life-saving products to customers that match their families' needs.

To better manage their target area, CHPs are equipped with Living Good's mobile app, which gives them the ability to diagnose and advise the best course of treatment for sick children, as well as to monitor pregnancies. The app also allows for Living Goods to monitor its impact and keep track of the CHPs performance.

Low Cost-High Impact Products

Living Goods provides CHPs with low-cost high-impact products to sell to families, who would otherwise have little access to medicines and basic household supplies due to high prices and low local supply. These products include simple treatments for malaria and diarrhea, safe delivery kits, fortified foods, clean cook stoves, water filters and solar lights.

Living Goods' recent gold standard evaluation found that drug prices were 17 percent lower at local providers in areas where Living Goods operated. The evaluation also found that there were 50 percent fewer counterfeit drugs on the market, making it even easier and safer for families to access the health products that they need.

Key facts:



● Area of operations supported by Epic Foundation

Age Range 0-24	Beneficiaries 1,825,109 (Living Goods UGA) 3,252,000 (BRAC UGA)	Sector Health
Staff 196	Budget \$ 3,452,000 (Living Goods UGA) \$ 3,886,297 (BRAC UGA)	Year est. 2007

(2017 data estimates)