

P R O M I S I N G A P P R O A C H E S

AFFORD

The Health Marketing Initiative

The AFFORD Initiative is a five year, USAID-funded program that uses innovative marketing approaches to improve Ugandans' health. The Initiative focuses on four areas: HIV/AIDS, malaria, family planning, and child health. AFFORD also expands markets for health products and services, improves product distribution, and encourages community action on health.



The Good Life Show

Making health fun, simple and achievable for everyone



USAID
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Contestants compete for fabulous prizes

Despite various institutional efforts, disease prevention remains a stubbornly low priority for most Ugandan families. To overcome widespread indifference to health messages, AFFORD presented fresh and attractive health solutions to Ugandan families. Through the ***Good Life*** marketing and communication platform, AFFORD distilled complicated health behaviors into simple, daily steps that can lead to good health and a better life. ***Good Life*** marketing linked behavior change directly to tangible steps for better health, including UHMG products and services. At its core, this approach is straightforward and fun.

Key innovation

AFFORD's passion for making health entertaining gave rise to **The *Good Life Show***. This amusing and educational game show enhances viewers' health knowledge, fosters couple communication, and promotes adoption of positive health behaviors. Entertaining the nation through television, radio, and community road shows, **The *Good Life Show*** shifted the paradigm for health promotion from parental finger-wagging to brainstorming and laughter. UHMG health products feature prominently in the show and advertisements.

Comments from the Audience Hotline:

F: ***2274-Thanks for the good job that you are doing through the Game Show program. It's helping out the young couples a lot. And thanks for the prizes!

F: ***4751-Your program is good and I think all mothers in Uganda can benefit from it--especially with regard to child care. Keep it up!

M: ***8842-Thank you very much AFFORD for giving Ugandans a chance to enjoy themselves through your initiatives that teach us how to live a good life...

Why it works

The *Good Life* concept arose from evidence. AFFORD's formative research revealed that Ugandans equate *wellness* with wealth rather than with physical health. Researchers also found that Ugandans mistrust many modern solutions to health problems. AFFORD designed the ***Good Life*** campaign with these popular attitudes in mind, demonstrating how prevention can save families money, and lead to a good life.

The entertainment-education format breaks through health message fatigue. The exponential growth of media messages since the advent of AIDS in Uganda has created a savvy consumer audience with little patience for dry, clinical health promotion. **The *Good Life Show*** captures

the audience using entertainment while building on established theories of behavior change. The program retains audience attention by awarding prizes to contestants on stage, to live audience members, as well as to viewers through a telephone hotline.

Multiple media channels expand the audience and reinforce key messages. Through television, radio, interactive road shows, a toll-free hotline, and supporting print materials, AFFORD has reached vast audiences with mutually reinforcing messages. In the next phase, AFFORD will also project the show during night films and at local video halls.

Where we are now

In a single year, **The Good Life Show** captivated over 9 million Ugandans.

The Good Life Show won AFFORD the AfriComNet *Annual Award for Excellence in Strategic HIV/AIDS Communication in Africa* in the social marketing category.

As part of a sponsorship drive, AFFORD enlisted 13 private sector sponsors, leveraging over \$135,000 in cash and in-kind donations. This included a brand new Toyota Hilux given away as the Grand Prize.

Highlights of **The Good Life Show** include:

- **24 television episodes** aired on 2 national TV stations.
- **24 radio episodes** aired in 5 languages on 12 stations.
- **22 radio spots** broadcast in 5 languages.
- **120 road shows** held in 31 districts.
- **89,000 hotline calls** in 2007 alone, an average of 3700 calls per week.
- **22 press columns** with health tips in 5 languages.

How we did it

Designing the show: The AFFORD creative team developed a design document to guide the show's strategy, content, and implementation.

Laying the groundwork in communities: Three months before filming, AFFORD sent experiential teams to 31 districts. Using the slogan "Bringing the **Good Life** to a neighborhood near you," these teams led mini **Good Life** Game Shows. The winners then became contestants on the television show. This community-based endeavor created an early buzz around the show.

Entertaining while educating: AFFORD designed and filmed an interactive game show emphasizing different health topics. In each episode, four couples competed in three rounds:

1. **THINK:** This round starts by testing couples' general knowledge, and then moves into questions on that week's health topic.
2. **TALK:** This round tests couples' knowledge about health—and one another.



3. ACT: This round challenges couples to silently act out health behaviors for their partners to identify—like hanging a mosquito net.

In each round, couples earn points. After each round, the team with the lowest score is eliminated. At the end of the third round, the team with the most points gets the chance to win prizes like mattresses, bicycles, or t-shirts by spinning a giant “Wheel of Life”. Each episode links the issues under discussion to related products and services.

Using radio to link television to community road shows: AFFORD applied the excitement generated by the television show to a dynamic, new radio program. This program featured audience recordings from experiential road shows, during question and answer sessions, skits and games.

Engaging communities in experiential road shows: AFFORD began conducting community-based road shows to provide an opportunity for small-group learning, followed by mobile screenings of **The Good Life Show**. The “four tent model” evolved as an educational tool for community fairs. Each tent focused on a specific health issue—HIV/AIDS, malaria prevention, child and reproductive health. Each tent targeted relevant health messages to specific audiences using participatory games and activities. In 2 hours, over 600 people can move in small groups through each tent, where they can interact face to face with health workers, ask questions, and watch health product demonstrations.



Communities engaging with health professionals at a road show.

Involving audiences through a telephone hotline: AFFORD engaged thousands of viewers and listeners by inviting them to compete for prizes via telephone. Winners were selected from the thousands of callers who correctly answered the *Question of the Week*. The hotline allowed the audience to participate directly in the show by providing feedback, and asking questions.

Challenges

- While television can create excitement and electrify Ugandan audiences, viewership is mainly limited to urban and semi-urban areas.
- Audiences seem interested in the essence of the **Good Life**, but have trouble recalling many of the recommended actions for keeping healthy.
- Coordinating a creative team from diverse professional backgrounds requires focused and sustained management.
- Ensuring the synchronization of multiple media demands early, extensive and ongoing planning.

- Delivering entertaining health messages that are also clear and simple can be difficult.

What we have learned

- Concurrent use of television and radio is very effective. While radio doubles the audience's size, it is television that really gets people excited.
- A collective design process can bring together a strong, multi-media production team. Radio and TV stations need to be brought into the process early on to win them over as friendly gatekeepers and even co-sponsors.
- Games and messages that target couples capture audience attention and model desirable couple communication skills.
- Sponsorship drives need special attention to make the most of new opportunities (e.g., defined packages, clear contracts, good follow up and a say in public relations opportunities).

What's next

Screenings in video halls: Throughout Uganda, video halls are an important source of information and entertainment for those without access to television. AFFORD has begun supporting local video halls to screen translated episodes of **The Good Life Show**. Following a discussion guide, two trained facilitators lead group discussions about the issues raised in the show. The facilitators give prizes to audience members for correctly answering questions about the topic.

Reaching new audiences through night films: To capture those who cannot attend daytime health fairs, AFFORD will use a mobile screening unit to air episodes of **The Good Life Show** in more remote areas without video halls.



Crowds assembling for *The Good Life Show*

The AFFORD Consortium

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