

freedom
from Hunger



MicroBusiness for Health

Business in a Basket

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Tale of Two Women

Fatima

- Pregnant
- Diarrhea
- Malaria
- High Health Costs



The Health Problems in Ghana...



Tale of Two Women

Maria

- Spacing Births
- Safe Home Water
- Malaria-free family
- Manageable health costs

Why the Difference?

Health-Protection Technologies

- Family Planning
- Safe-birth Kit
- Home Water Treatment
- Insecticide-treated nets

Health Treatment

- ORS for diarrhea
- ACT for malaria

Diarrhea and Malaria...

The Causes of Poverty – The Result of Poverty
Completely Preventable – Absolutely Treatable



Why Choose a Microfranchise for Health?

Access and Affordability Barriers

- Traditional Public Sector
Stock-outs and Staff-outs
- Where There Is No FedEx
Rural Distribution... Avon Calling...
- Affordable
...at the doorstep with limited layers



The MicroBusiness for Health Response...



... A social microfranchise business that fills the gap between supply and demand.

MicroBusiness for Health Product/Service Mix

Health

Core products

- Insecticide-treated mosquito nets and re-treatment kits
- Household water treatment containers and tablets
- ORS (with zinc)
- Contraceptives (condoms, pills)
- Iodized salt
- Safe-birth Kit

Others

- Vitamins and Minerals
- Analgesics for normal pain relief
- Wound care:
 - bandages,
 - band-aids,
 - mercurochrome

Personal Care

- Feminine hygiene
- Toothpaste/toothbrush
- Lice-fighting and dandruff shampoo
- Moisturizing cream
- Athlete's Foot powder
- Laundry soap
- Hand soap

Service and Advice

- ITN re-treatment
- Reading glasses
- Measure blood pressure
- Referrals to health clinics/hospitals
- Subscriptions to the National Health Plan



Expected Outcomes/Impact...

Reduce disease and death by improving access to:

- **Proven disease prevention and health promoting intervention**
- **Education in their use**
- **Motivation to use better health protection practices**





Balancing Goals

Business Goal

- Living Wage
- MBH Financially Sustainable

Social Goal

- Health Protection

Business solution to nagging public health issues for

- *Scale*
- *Impact*
- *Sustainability*



**MICROFRANCHISE
SERVICES
FOR THE POOR**