

BRAC's COMMUNITY HEALTH PROMOTERS

BRAC and Cape Breton University are partnering to understand how social enterprise models and incentives affect the performance of BRAC's 4,075 community health promoters (CHPs) in Uganda. Uganda's maternal mortality (438 deaths per 100,000 live births) and under five mortality rate (90 deaths per 1,000 live births) remain high. This research is important to understand how CHPs can be best supported and incentivized to improve maternal, newborn and child health in Africa.

CHPs: WHO ARE THEY?

WOMEN from the same community they serve

VOLUNTEERS who can earn some income from sales of medicines and healthy products

Provided with three weeks of **TRAINING** and monthly refresher sessions on essential primary health care emphasizing maternal, neonatal, and child health

78% ARE MARRIED OR LIVE WITH A PARTNER

WHAT MOTIVATES CHPs

"Why did you become a CHP?"

- 49%: to serve community
- 28%: to learn health issues
- 13%: to have additional income

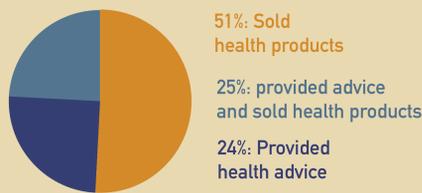
On average a BRAC CHP is 38 years old, has completed 9 years of school and lives in a household with six other family members. 36% are the main income earners in their families.

The requirements for being a CHP include:

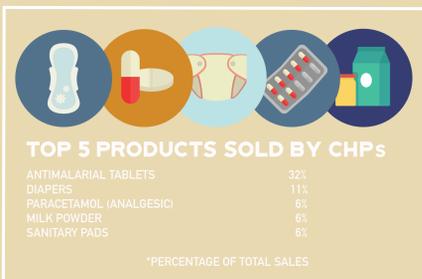
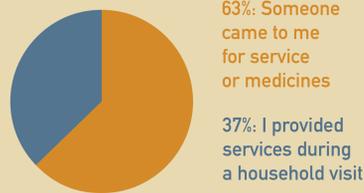
- being literate
- willingness to serve her community
- having no child under one year old
- being accepted by the community
- having a cooperative husband

CHPs: WHAT DO THEY DO?

TYPE OF SERVICE PROVIDED:



MODE OF SERVICE PROVIDED:

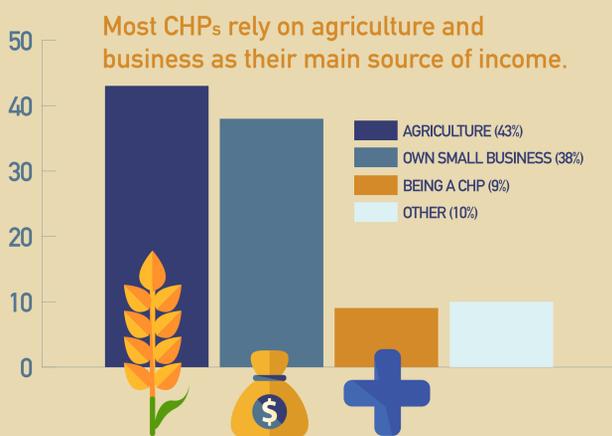


60 percent of CHP sales are medicines.

40 percent are healthy products for hygiene (diapers, soap, feminine pads, water purification), nutrition (fortified porridge) and energy (solar lanterns, fuel efficient cookstoves).

- Assess and treat children for malaria, pneumonia and diarrhea dehydration.
- Antenatal and postnatal pregnancy care and promoting safe delivery at health centres.
- Promote healthy behaviours through education on immunization, nutrition, family planning, safe water, sanitation, TB and HIV/AIDS.
- Refer severe and complicated cases to health facilities.
- Follow up on treatments and referrals.

CHPs: HOW DO THEY EARN A LIVING?



In Uganda, 4,075 BRAC CHPs work in 70 districts of the country. Each CHP serves about 100 households. On an average, a CHP will spend 2-3 hours visiting households and at least five community members will also visit her home.

5 HOUSEHOLD VISITS PER DAY AVG.

WHEN ASKED 'WHICH OF YOUR SERVICES DO YOU THINK COMMUNITY MEMBERS VALUE MOST? CHPs SAID:

