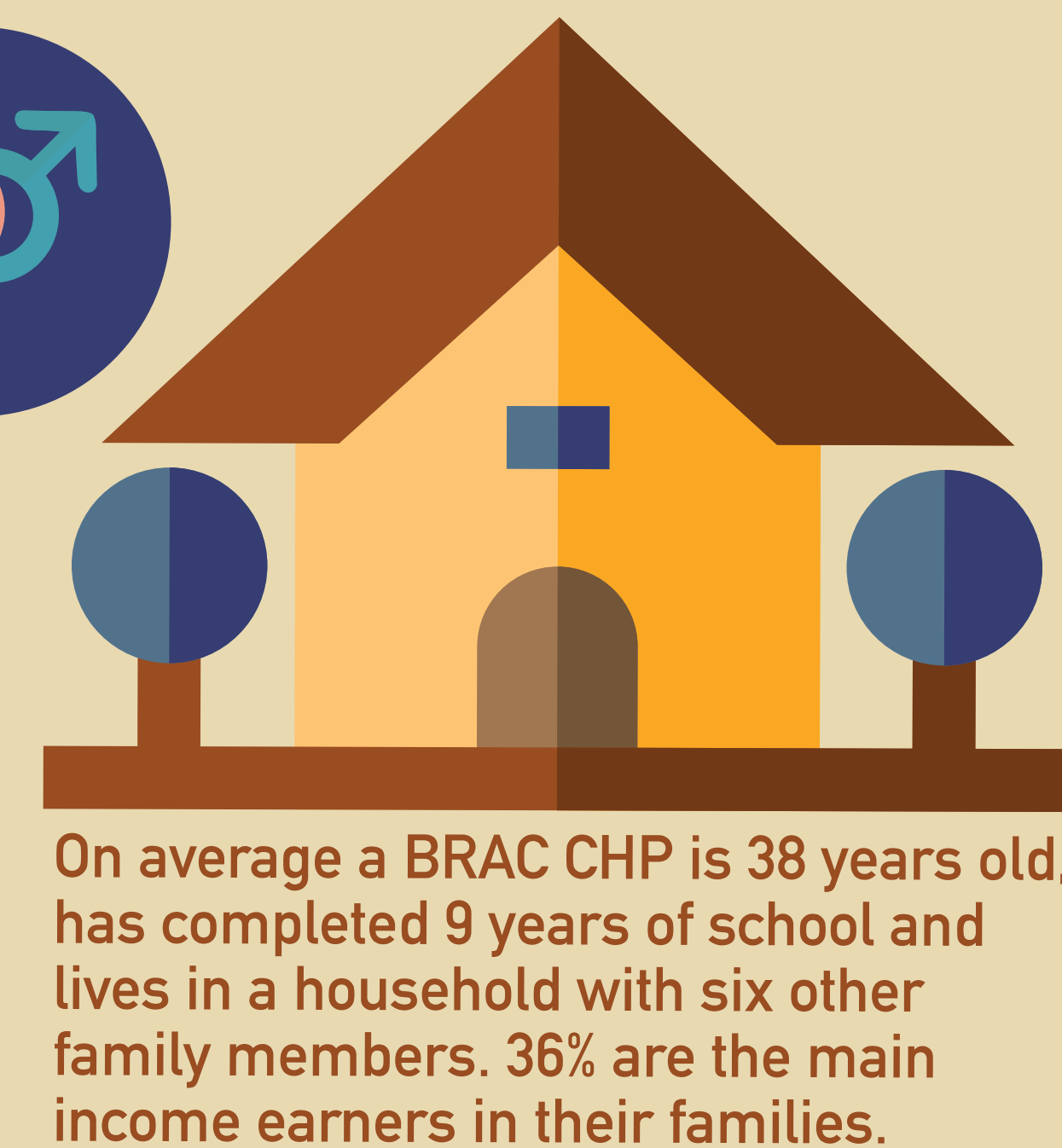
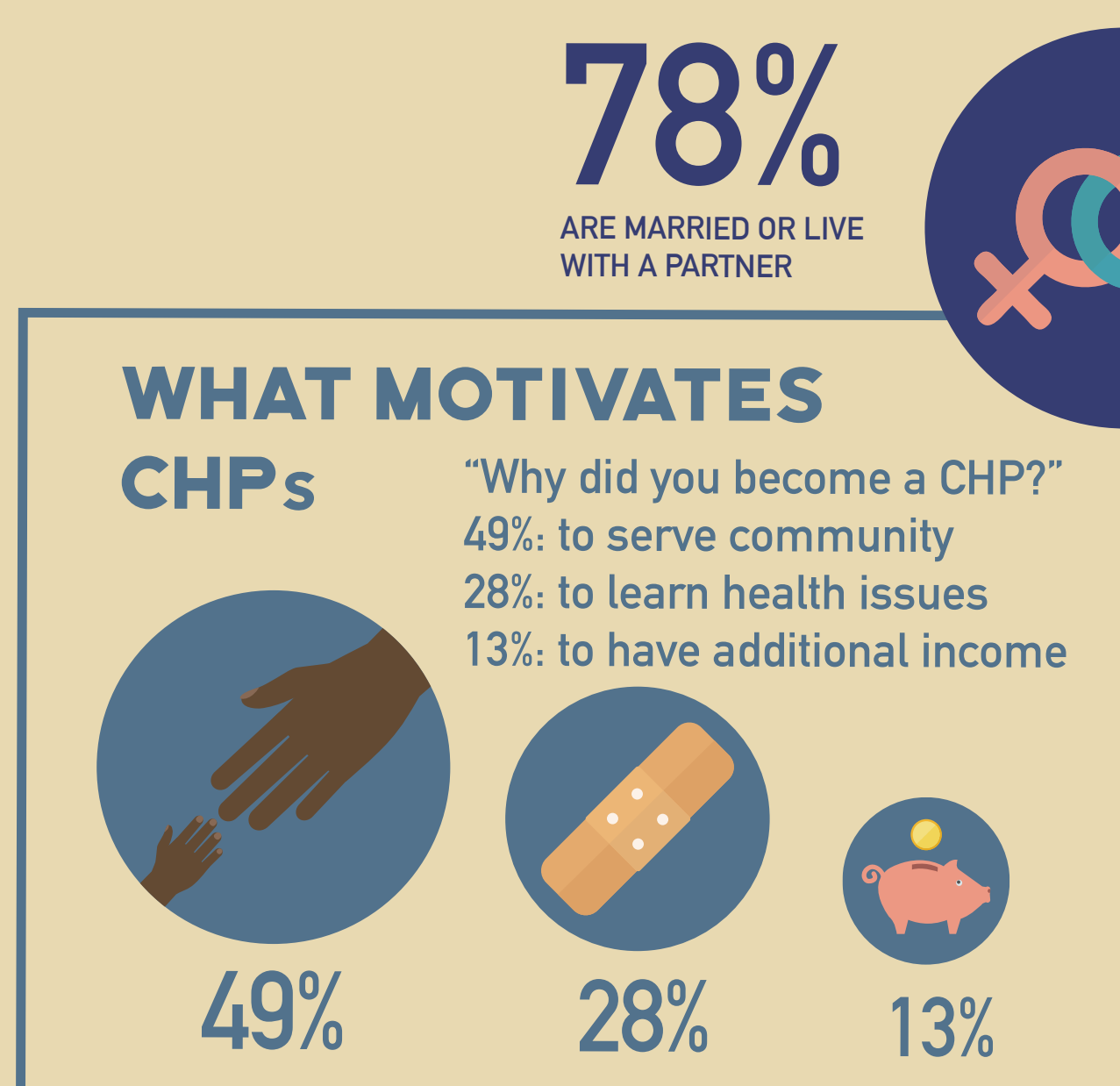


BRAC's COMMUNITY HEALTH PROMOTERS

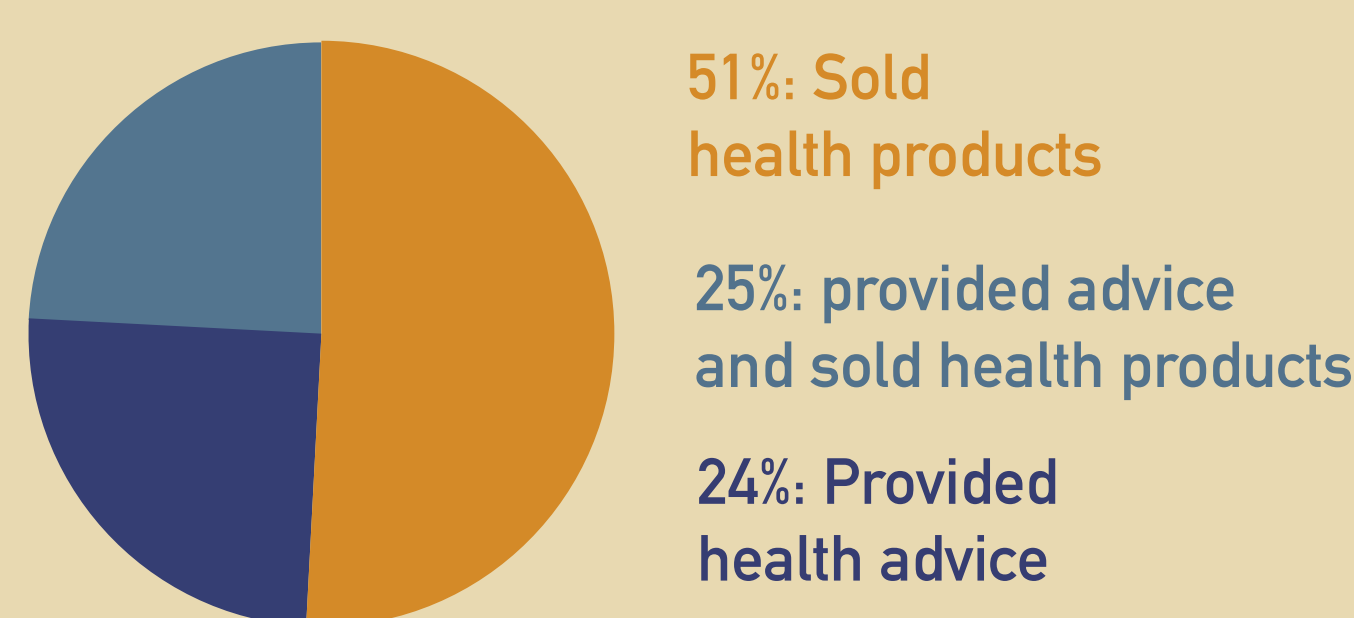
BRAC and Cape Breton University are partnering to understand how social enterprise models and incentives affect the performance of BRAC's 4,075 community health promoters (CHPs) in Uganda. Uganda's maternal mortality (438 deaths per 100,000 live births) and under five mortality rate (90 deaths per 1,000 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?

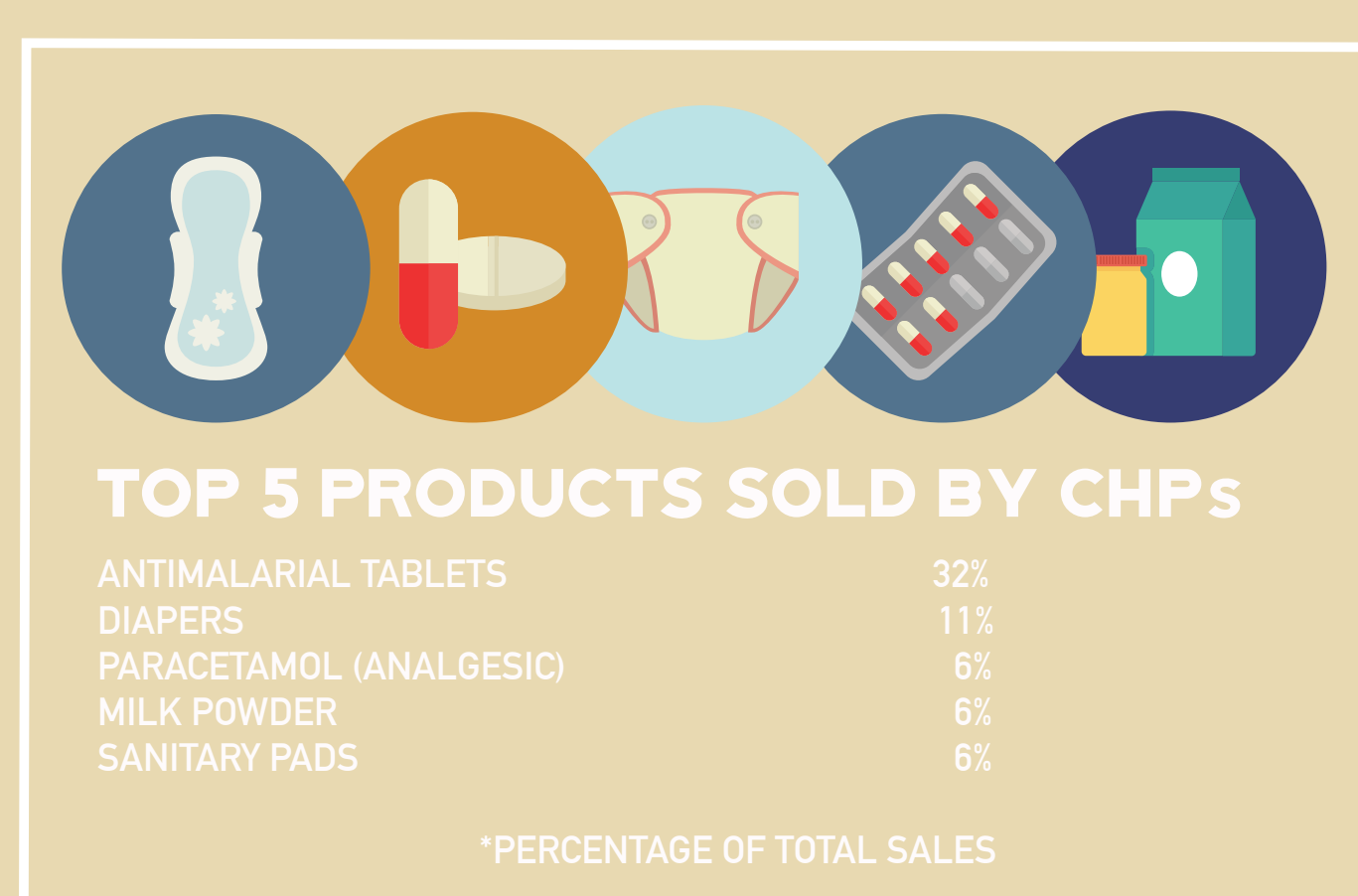
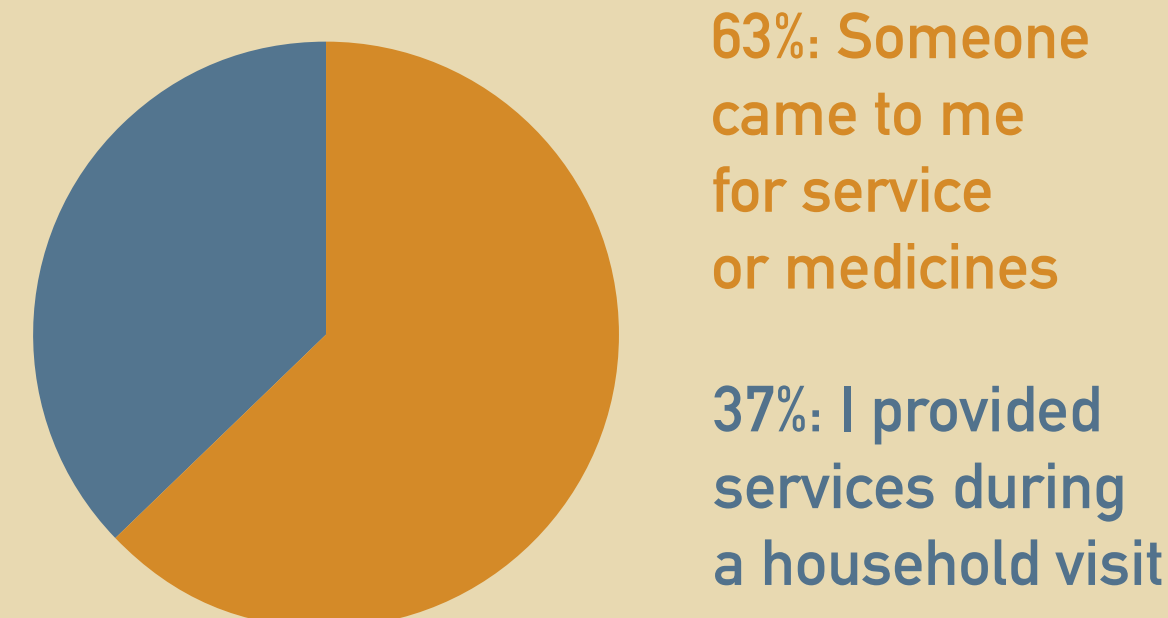


CHPs: WHAT DO THEY DO?

TYPE OF SERVICE PROVIDED:



MODE OF SERVICE PROVIDED:



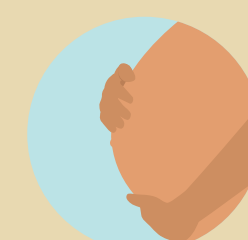
60
percent of CHP sales are medicines.

40

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.

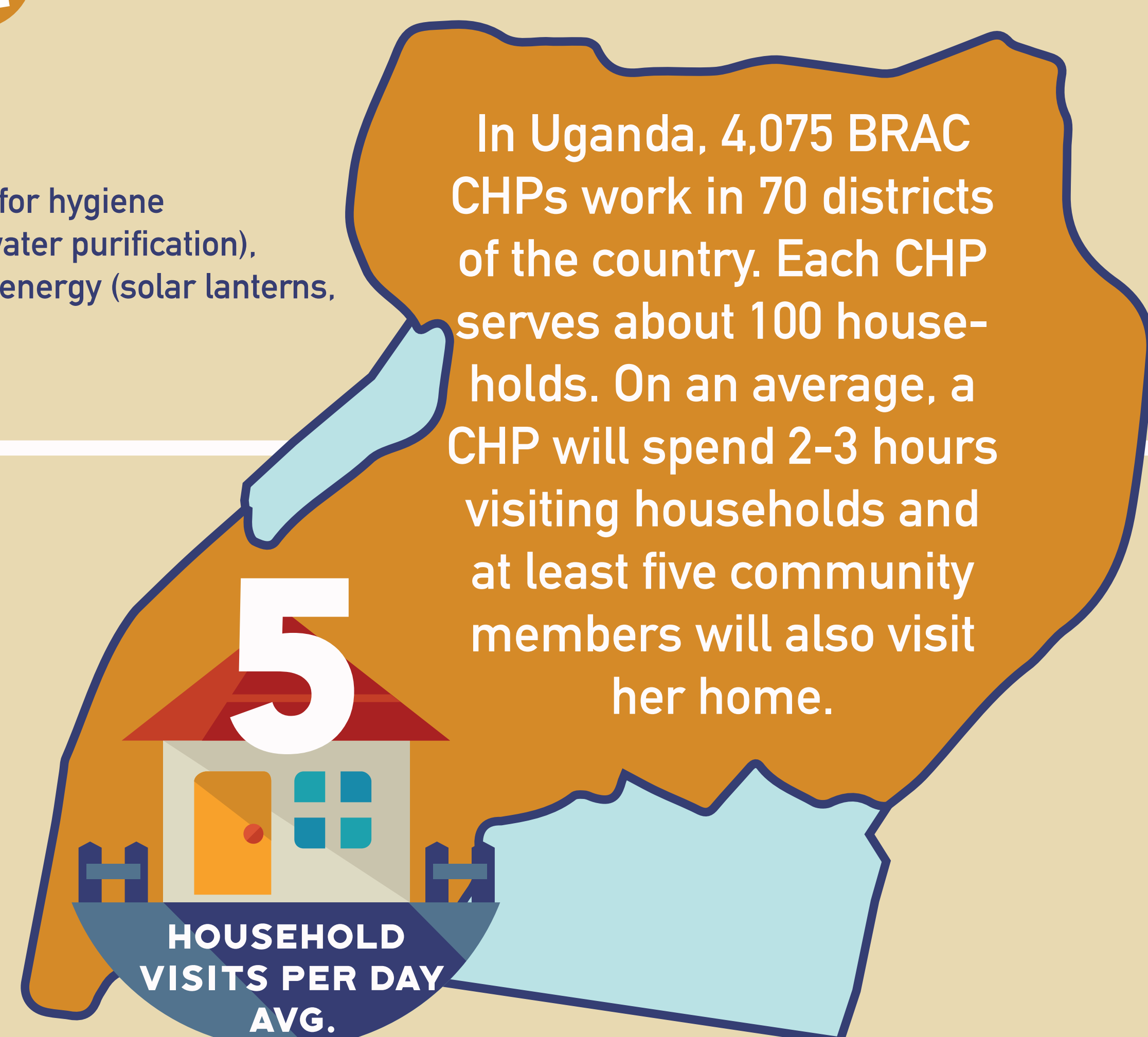
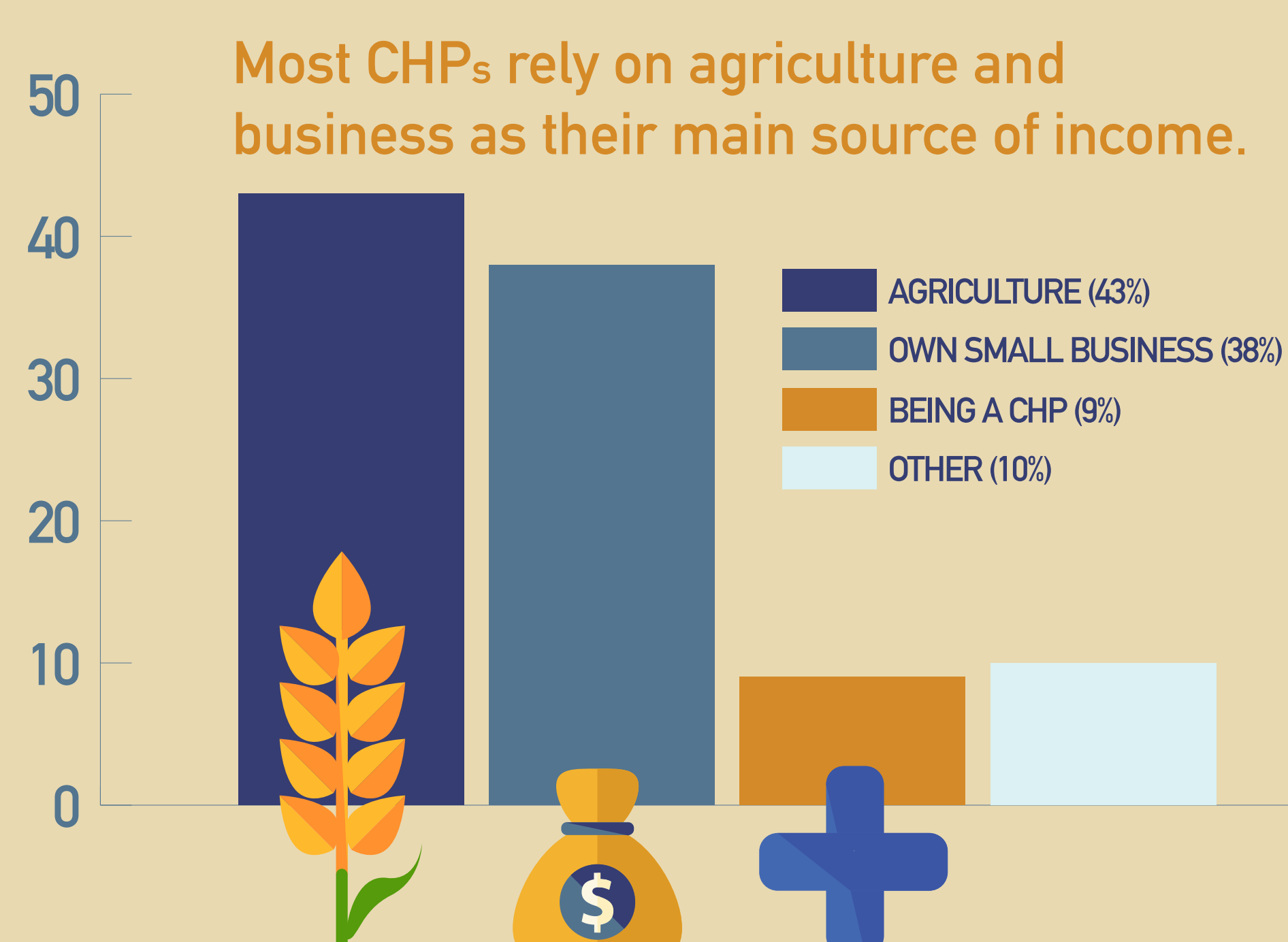


Refer severe and complicated cases to health facilities.



Follow up on treatments and referrals.

CHPs: HOW DO THEY EARN A LIVING?



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

