





# LWI Photo Gallery



## LiveWell Initiative LWI (Rc692490)

LiveWell Initiative LWI, a public health NGO, is a registered health-promotion focused organisation which empowers the people through health literacy.

### MISSION STATEMENT:

To improve the health status of the people through wellness promotion and health-empowerment and thereby positively influence their health-seeking behavior.

### VISION STATEMENT:

To halve health-illiteracy in Nigeria by the year 2030; and to increase the life expectancy of Nigerians to 70 by the year 2030.

The goal of LWI is to increase the life expectancy of Nigerians to age 70 by the year 2030; through health empowerment.

- To achieve this, *LWI has a programme for every Nigerian and every citizen of the world*, rich or poor, young or old.
- This is as evidenced by its programmes which have taken it into the markets, taxi parks, schools, Companies, conglomerates, elite forums, higher institutions, rural areas and urban areas. Indeed, LWI seeks to reach and touch very Nigerian; and thereafter, to reach and touch citizens of the world at large.

### COVERAGE:

Since inception, LWI has reached over 1 million Nigerians and 3,000 Ghanaians directly and indirectly by proxy contact; inclusive of over 300 blind or disabled adults. LWI delivers free healthcare to the people in the markets, taxi parks, schools, mechanic parks, conglomerates, banks, semi-rural and urban communities, and all peoples. The free healthcare package includes free basic health tests and free medicines. The LWI teams which go on outreaches and medical missions consist of healthcare professionals inclusive of public health practitioners, health educators, disease state managers, doctors, pharmacists, nurses, community health workers, etc

The organization has participated as Exhibitor in local, national and international conferences and meetings, among which are, the 1st PMGMAN Fair in Abuja, The West African Health Fair at Eko Hotels, Lagos, the 2nd GBC Global Healthcare Conference and Exhibition at the Abuja International Conference Centre Abuja, and the NAPPSA Forum in Atlanta, Georgia, USA. The organization had a good outing through its Exclusively busy Exhibition Stand, at the 10th Commonwealth Pharma Congress in Accra, Ghana (August 3rd-9th, 2009).



LWI has affiliated with the University of Minnesota, Des Moines University in Iowa, USA and Babcock University, Ilisan Nigeria; and hosted Emeritus Professor Gary Smith, a multiple international award winner and pharmacotherapy specialist par excellence (AZ, USA) in a health-empowerment programme for healthcare professionals. LWI served as Implementation Partner to Access Bank Plc in its Access Care Initiative, 2009. This year and the last, LWI has hosted over 40 internship students from Babcock University and one postgraduate student from Des Moines University, Iowa; and it intends to extend this to the Drake University (USA).

#### **SPECIAL PROJECTS, 2010:**

- i) **LBS Training:** LWI recently trained 8 officers at the prestigious Lagos Business School LBS EDS at the 5-month SSM (Social Sector Management) Training under a joint award by the LBS/ Coca Cola Foundation/ African American Institute Social Sector Entrepreneurship and part-funded by LWI. The trainees (August 2010 set), popularly known at the LBS as the 'G8', graduated in December 2010.
- ii) **DAUP (Disabled & Underserved Project):** LWI has recently procured Health Insurance for the informal private sector; starting with Ogudu Zonal Mechanics and the School of the Blind in Oshodi under its 'Aloe Vera' and 'B o n Sante' packages respectively.
- iii) **LWI HEALTH FAIR '10:** The LWI Health Faie 2010 which took place in Lagos from June 4th 5th<sup>h</sup>, 2010; attracted an unprecedented attendance by o v e r 6,000 people in two days, from Lagos, Kwara, Ogun and Osun States, Free medicines were given to attendees, while over 2,000 children were dewormed and over 3,000 women were given haematinics and antimalarials for themselves and their children.
- iv) **LWI GRAND HEALTH BAZAAR 2010:** With an expected attendance of over 10,000 people and at least 100 organisations; this is directed at the Corporate World...A cross-cutting 'carnival-like' event; with participants from the UK, Nepal, Cameroon, Ghana and Senegal among others. This p r o g r a m m e brings together all sectors of the economy including the food, pharmaceutical, medical, telecoms and banking and insurance sectors on the platform of mutual synergy and commerce.
- v) **MICHELLE OBAMA'S "LET'S MOVE -** LWI is launching "Project Diabetes" in support of the above, for the prevention of obesity and diabetes especially in children.
- vi) **LWI STANBIC HEALTH FAIR-** A nationwide health fair was held with Stanbic IBTC Bank in the six geopolitical zones in 2010.

#### **ACCOUNTABILITY:**

With a reverse reporting benchmark period of one (1) week for all donations in cash or in kind, at LWI, we adhere strictly to our accounting procedure which embraces due diligence. LWI is therefore a credible and strategic marking medium through which

goods and services can reach the larger society. Among its affiliates are, the FIP Pharmabridge Initiative of the Netherlands, ILO, ZAPSO and HIS (Integrated Health Stragies USA). LWI affiliates with Neimeth International Pharmaceuticals, May & Banker Plc, Emzor Pharma, Vitabiotics Nig Ltd, Pfizer Plc, GSK, Diamond Remedies, SAM Pharmaceuticals, Mopson Embassy Pharma, and SKG Pharma among others. May & Baker Plc is a Corporate Member of LWI, in the Bronze Membership Category.

**Company Secretary:** The organisation's lawyers are, Messrs Banwo & Ighodalo ([www.banwo-ighodalo.com](http://www.banwo-ighodalo.com))

**Company Auditors / Chartered Accountants:** The organisation's accountants are, Messers Sola Oyetayo & Co ([www.solaoyetayo.com](http://www.solaoyetayo.com)).

#### **LWI Management Team:**

- **Chairman Mr A. Olawale Edun** (Chairman, Chapel Hill Denham Group, former Hon Commissioner, Lagos State and formerly of the World Bank, Washington DC)
- **1st Vice Chairman /CEO Mrs Bisi Bright** (Executive Committee Africa/Middle East Rep, FIP PI (*Int'l Pharmaceutical Fedration*); former Secretary General, West African Postgraduate College of Pharmacists & 2- time award winner, IATDM/CT)
- **2nd Vice Chairman / Director Dr Agathe Webrli** (formerly of WHO, Honorary Awardee (UK) and Global Coordinator, FIP Pharmabridge)
- **2 (two no) Exec Directors** (1 Nigerian, 1 Zimbabwean)
- **4 (four no) other Directors**
- **Advisor Dr Jim Rice** (member, Cambridge University UK Health Leadership Forum, Allina Inc USA, and progenitor Minnesota Health Plan)

**LWI Officers:** With over a hundred Members most of whom are active officers of the organization; 8 (eight no) LWI Programme Officers recently won the LBS EBS/CocaCola Foundation/ Arican American Institute Entrepreneurship Scholarship Award. An LWI initiative is facilitated health and treatment for an Indian bound patient.

**LWI programmes:** The organization has several programmes which are code-name as follows:



- **IPAP: Illness Poverty Alleviation Programme;** in consonance with MDG1 (millennium development goal), NEEDS (National Economics Empowerment and Development Strategy) and 'Make Poverty History' global campaign.
- **MEP: Malaria Eradication Programme;** in consonance with the AU (Africa Union) rollback malaria plan and MDG6
- **EHES: Executive Health Enlightenment Scheme;** in consonance with primary and promotive healthcare initiatives of 'Healthy People 2010'.
- **HAEP & DUADES: HIV / AIDS Enlightenment Programme & Drug Use, Abuse, and Disuse Enlightenment Scheme;** in consonance with MDG 6; an indepth empowerment forum which is targeted at strongly influencing the pleasure-seeking behaviour of youths and vulnerable adults. The programmes promote national behavioral change. Condom social marketing is being utilized to improve sexual health among the poor and vulnerable groups.
- **MIS: Medicines Information Services Centre;** In consonance with the food, drug and poison information centre initiative of governments; and, the information vacuum created by lack of MIS's in the nation; the LWI DIC seeks to serve as an authenticated resource of drug and health information with a view to enlightening and further empowering healthcare professionals and the lay public on drug and health matters.
- **ADR Reporting / Pharmacovigilance;** In consonance with the Health Ministry's initiative to improve its database on the monitoring and reporting of adverse drug reactions and its pharmacovigilance surveys; with a view to sensitizing the public and the healthcare community on iatrogenicity (drug induced injury) and its prevention.

With officers in 4 (four) of the six geopolitical zones, and with an ability to function effectively anywhere within the country or in Africa, Europe and the USA, LWI intends to expend its coverage activities this year to other regions of Nigeria, West Africa and Africa as a whole.

#### Sign: LWI Management



## GHB2011 CORPORATE PARTICIPANTS' LISTING

- Pro-Borno Principal Partners:** Thgrib [www.thgrib.com](http://www.thgrib.com)  
 Go2Gurl Ltd [www.go2gurl.com](http://www.go2gurl.com)  
 Banwo & ighodalo [www.banwo-ighodalo.com](http://www.banwo-ighodalo.com)  
 Sola Oyetayo & Co [www.solaoyetayo.com](http://www.solaoyetayo.com)
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- Gold Partners:** Stanbic IBTC Bank
- Media Partners:** US Consulate General [www.state.gov](http://www.state.gov)
- Affiliate Partners:** Millenia 2015 [www.millenia2015.org](http://www.millenia2015.org)  
 HIFA 2015 [www.hifa2015.org](http://www.hifa2015.org)  
 IAPO [www.patientsorganisations.org](http://www.patientsorganisations.org)
- Silver Partners:** VitaFoam Plc [www.vitafoamng.com](http://www.vitafoamng.com)  
 Verdant Zeal Ltd [www.verdantzeal.com](http://www.verdantzeal.com)  
 Airtel Nigeria [www.ng.airtel.com](http://www.ng.airtel.com)  
 Medplus Pharmacy ltd
- Bronze Partners:** Vitabiotics / Adler [www.vitabiotics.com](http://www.vitabiotics.com)  
 Expatcare HMO [www.expatcarehmo.com](http://www.expatcarehmo.com)



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- Go2Gurl Ltd
- Banwo & Ighodalo
- Stanbic IBTC Bank
- MedPlus Pharmacy Ltd
- Vitabiotics
- Expatcare HMO
- HIFA 2015
- International Alliance of Patients' Organisations IAPO
- Honeywell group
- Nigerian German Cemicsals NGC PIC
- May & Baker Plc
- SKG Pharma
- FBA Suites
- Motherhood in Style
- TY Danjuma Foundation TYDF
- St Nicholas Hospital, Lagos
- Nathan Kidney Foundation
- Freedom Foundation
- Tara Makeovers
- The Mix: Oil & Water
- Rainbow College, Lagos
- Healthcare International HCI HMO
- UACN Plc Mr Biggs
- Firmcare Consulting
- The Biostadt Company
- Femme Lounge
- Daal Nigeria
- Emzor Pharmaceuticals
- Nutrihealth
- Nestle
- SAM Pharmaceuticals
- Diamond Remedies
- UBA Plc
- Roche Diagnostics (Accucheck ISN)
- US Consulate General
- Millenia 2015
- Vitafoam Plc
- Verdant Zeal Ltd
- Airtel Nigeria
- Lagos Oil Club
- NIPRO
- LiveWell Initiative LWI
- Stanbic IBTC Bank (Marketing)
- Airtel Nigeria
- Patan Academy of Health Sciences
- Nepal
- Labotel Cameroon
- Biofem Pharmaceuticals
- GT Bank Plc
- Skye Bank Plc
- Global Health Resources
- United Bank For Africa UBA
- Mobitel Nigeria
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- LWI Academy
- Jawa Nig Ltd
- Swift Couriers Ltd
- Alliance Francaise
- Riders for Health
- EUROMED LIMITED
- Pharmacy Plus
- Servier Laboratories
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- Yinkus Delite Cuisine
- Alpha Pharmacy
- Provident Veterinary services
- Elbe Pharmaceuticals
- Pharmacy Plus
- Citiserve Vending Machines
- Provident Veterinary Services

## THE GHB 2011 STORY.

At LiveWell Initiative LWI, we discovered that the statement 'health is wealth', though popular, is generally not adhered to by people; simply because it is much easier to 'indulge' in unhealthy habits and to do 'nothing much' about their health until there is an exigency or emergency.

This situation has been further compounded by the fact that the health sector segregates itself from other sectors of the economy without truly realising it....thus, the LWI forged the idea of a 'multi-sectoral, multi-disciplinary', cross-cutting exposition which would bring the health sector and the organised private sector together in a mutually synergistic atmosphere of commerce and networking, for the benefit of the health of the people.

The undertone of the GHB2011 is health; with its focus on four core areas of healthcare which cut across all populations namely:

- **Adult and Adolescent Immunisation** as a longevity promoting tool
- **Mobile Health and Information Technology** as tools for women's health empowerment in line with the Millenium development Goals
- **Informal Sector Health Insurance** through microfinancing
- **Cardiovascular Screening** as an empowerment tool (when last did you check your blood pressure?)

The theme of the GHB2011...'**Health and Wealth Partnerships on the Move...**' was carefully crafted and, it is hoped that every person who attends the GHB2011 would leave the venue enriched healthwise and with renewed collaborations, affiliations, and, a 'new way of doing business' across the disciplines.

The goal of LWI is to empower people with health literacy and thereby improve their health seeking behaviour. Through GHB2011 we hope to achieve this goal significantly and, we are hopeful that the world will be a better place after GHB2011.

Here at GHB2011, at least 35 LWI Officers are on hand to attend to your health needs please visit the wellness stand, the stress stand, family health, men's health, women's health and nutrition stands as well as the screening tests blood pressure, sugar, hepatitis B, and several other screening tests as may be necessary for you as an individual. We also have lots of freebies for you...please collect them at the various stands!

We hope that you will also find time to 'stroll' through the 60 or more exhibition stands the companies include banks, insurance companies, HMO's, clinics, pharmacies, pharmaceutical companies, telecommunications companies, schools, the diplomatic community, and organised private sector.

We seize this opportunity to thank GSK, Stanbic IBTC Bank, the US Consulate General, Thgurb, Go2Gurl, Vitafoam and our other partners and all participants (corporate and individual participants) for making this experience a unique and successful one.

The GHB is a 'carnival-like' atmosphere in which health and wealth abound!  
...Enjoy it!!!

Thank you for being at GHB2011. God bless you.

LWI Management



**News!!!..... LWI-US Consulate General Press Briefing; Feb 24th 2011.**

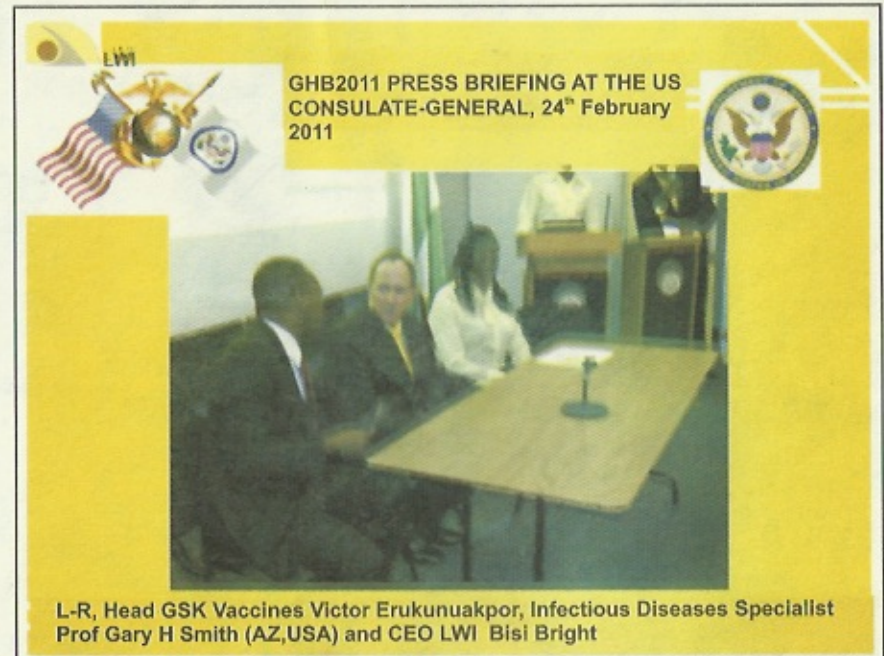


**GHB2011 PRESS BRIEFING AT US CONSULATE GENERAL**

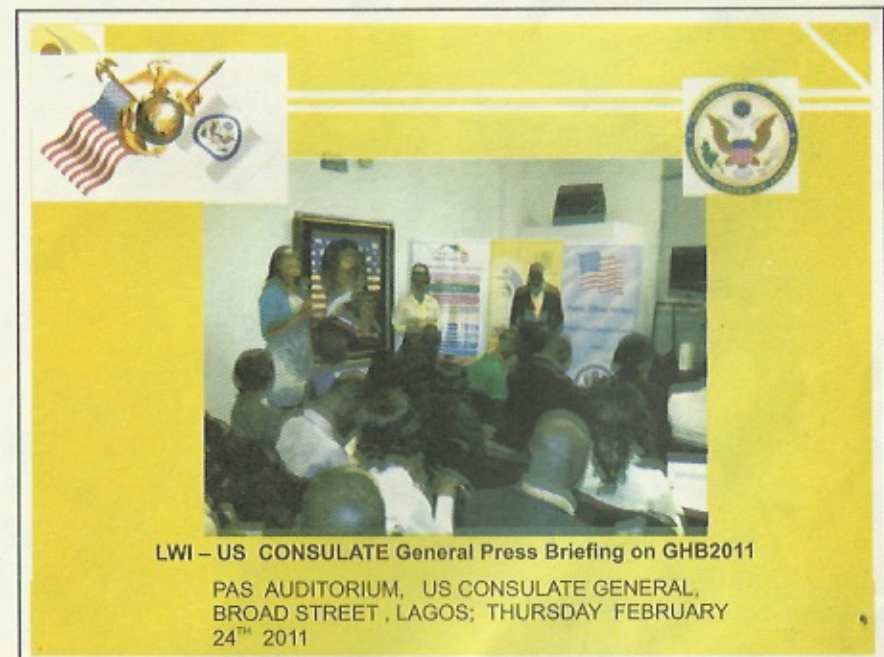


*News: The US Consulate General Public Affairs Section, Lagos hosted a Press briefing with LiveWell Initiative LWI in respect to the LWI Grand Health Bazaar GHB2011. The event which was well attended, took place at the Auditorium of the US Consulate general, Public Affairs Section. The International Visiting Consultant to LWI, Prof Gary H Smith, highlighted the advantages of adult and adolescent immunisation as tools for improved health and life expectancy. CEO LWI, Bisi Bright, thanked the US Consulate General for the auspicious occasion and, she reiterated the fact that the GHB2011 was focused on four (4) core areas of healthcare, namely: i) adult immunisation as a longevity promoting tool, ii) women's health in relation to the attainment of the millenium development goals, iii) mobile health and rural telephony as tools for improving access to healthcare and, iv) cardiovascular screening as a tool for health empowerment and improved outcomes.*

*The Public Affairs Officer, US Consulate General, Tina Onufer, expressed her support for the laudable projects of LWI. Thereafter, a Gold Membership Award was presented to the US Consulate General by LWI CEO, to the PAO. Thank you, US Consulate General.*



L-R, Head GSK Vaccines Victor Erukunuakpor, Infectious Diseases Specialist Prof Gary H Smith (AZ,USA) and CEO LWI Bisi Bright



LWI – US CONSULATE General Press Briefing on GHB2011

PAS AUDITORIUM, US CONSULATE GENERAL, BROAD STREET, LAGOS; THURSDAY FEBRUARY 24<sup>TH</sup> 2011



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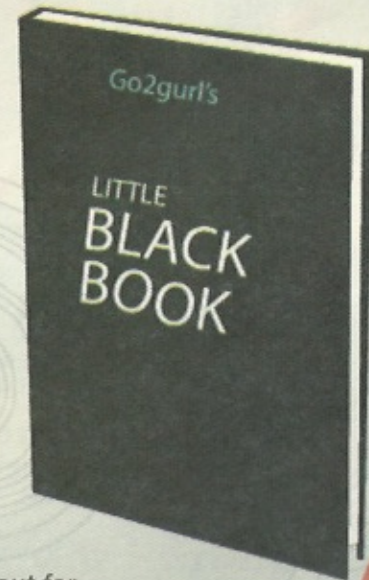
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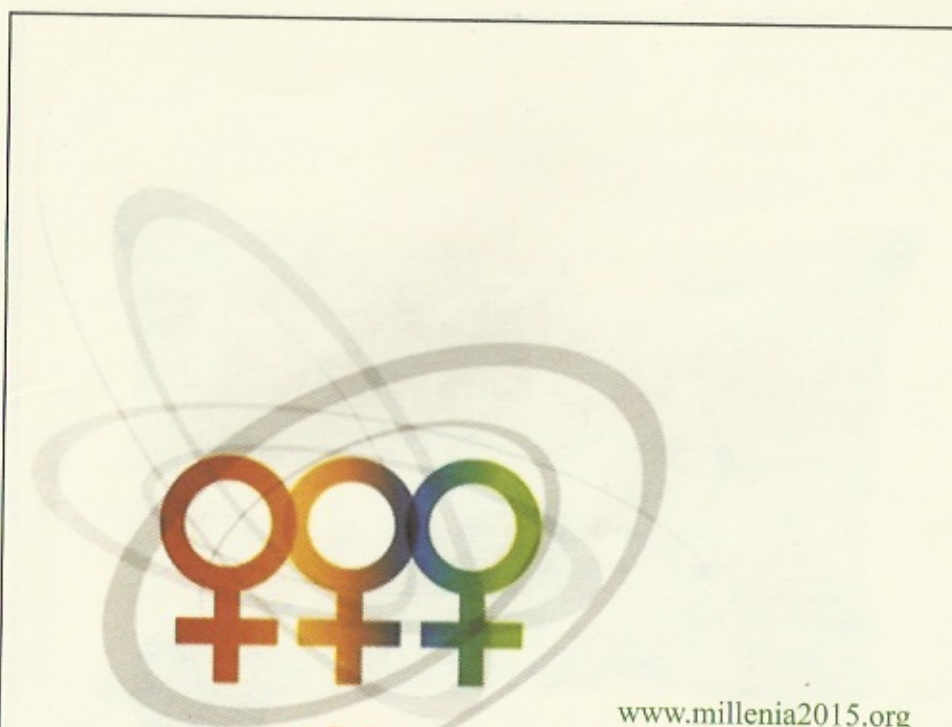


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Women should not only be considered as the beneficiaries of the realization of the Millennium Development Goals but also as those who can develop as well as implement projects and act for change. Thanks to initiatives such as Millennia2015 women are able to assume this role.

*Gülser Corat, Director of the Division of Gender Equality at the Office of the Director-General of the UNESCO  
and Representative of the Director-General, UNESCO Headquarters, Paris,  
08.12.2010.*



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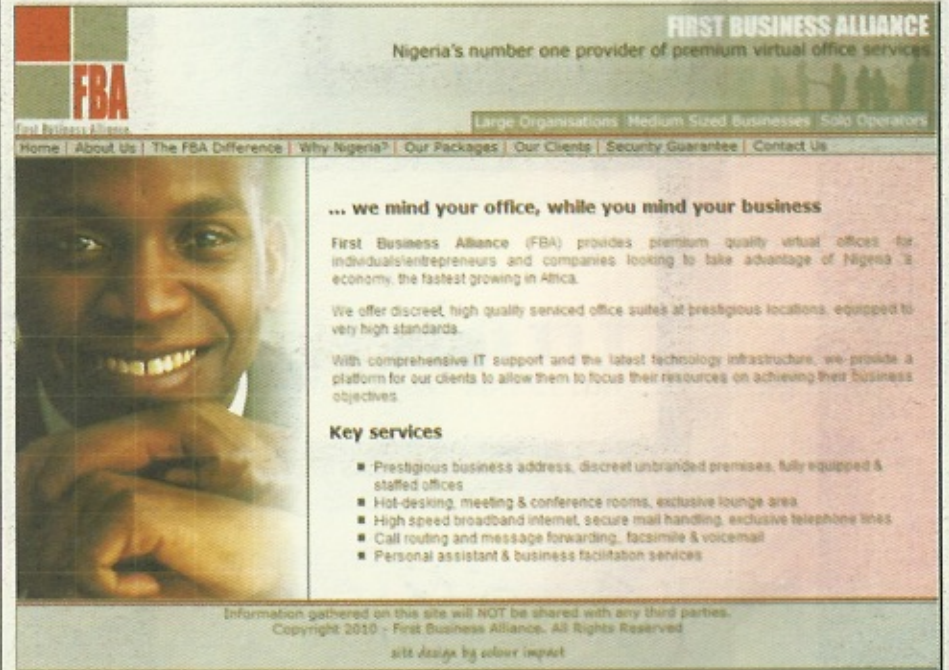
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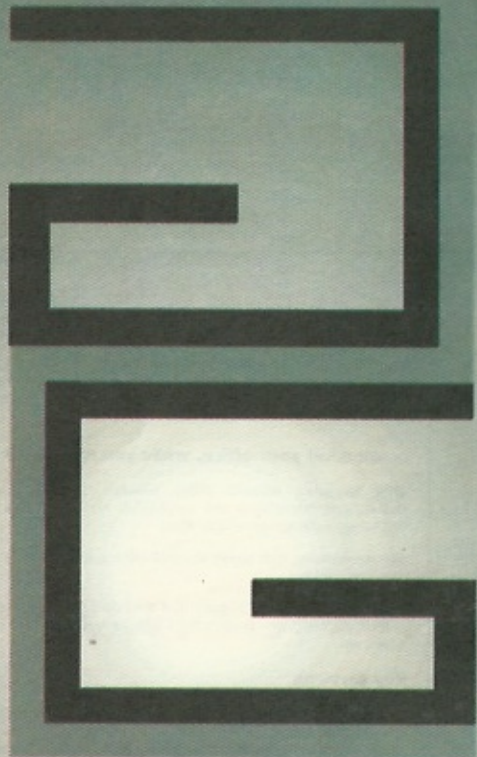
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LiveWell Initiative are an Associate Member of the International Alliance of Patients' Organizations (IAPO). IAPO is a unique global alliance representing patients of all nationalities across all disease areas and promoting patient-centred healthcare around the world. Our members are patients' and patient-centred organizations working at the international, regional, national and local levels to represent and support patients, their families and carers.

IAPO's vision is that patients throughout the world are at the centre of healthcare.

IAPO's mission is to help build patient-centred healthcare worldwide by:

- Realizing active partnerships with patients' organizations, maximizing their impact through capacity building
- Advocating internationally with a strong patients' voice on relevant aspects of healthcare policy, with the aim of influencing international, regional and national health agendas and policies
- Building cross-sector alliances and working collaboratively with like-minded medical and health professionals, policy makers, academics, researchers and industry representatives

IAPO is in Official Relations with the World Health Organization (WHO) and has official partnerships with the International Council of Nurses (ICN), International Pharmaceutical Federation (FIP) and World Medical Association (WMA). Our strategic goal for the period 2010-2014 is: 'To strengthen the impact of the global patients' voice in decision-making processes globally.' You can view IAPO's full Strategic Plan 2010-2014 online at [www.patientsorganizations.org/strategicplan](http://www.patientsorganizations.org/strategicplan).

Important healthcare issues are increasingly crossing geographical and disease boundaries, so it is vital that patients' groups traverse these boundaries and work together for positive changes. Patients' voices are amplified and heard effectively when patient groups are linked, can share best practices and practical strategies and are connected with resources. If you are interested in membership of IAPO please contact [membership@patientsorganizations.org](mailto:membership@patientsorganizations.org) and visit [www.patientsorganizations.org/membership](http://www.patientsorganizations.org/membership).

703 The Chandlery 50 Westminster Bridge Road London SE1 7QY United Kingdom  
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HIFA2015 is a global campaign to prevent avoidable death and suffering due to lack of availability and use of relevant, reliable healthcare information for healthcare providers in low-income settings. Our goal: By 2015, every person worldwide will have access to an informed healthcare provider. HIFA2015 is officially supported by the British Medical Association, London School of Hygiene and Tropical Medicine, Royal College of Midwives, Royal College of Nursing, Teaching-Aids at Low Cost, Tropical Health and Education Trust, and many other leading health and development organisations. The campaign is administered by the Global Healthcare Information Network. Further information: [www.hifa2015.org](http://www.hifa2015.org)



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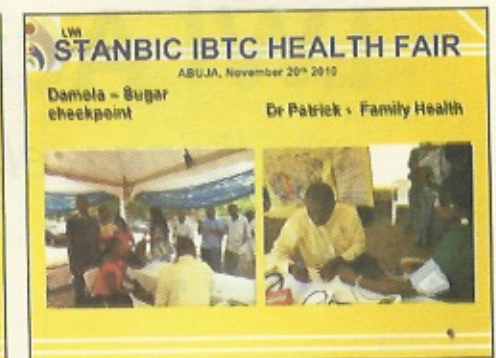
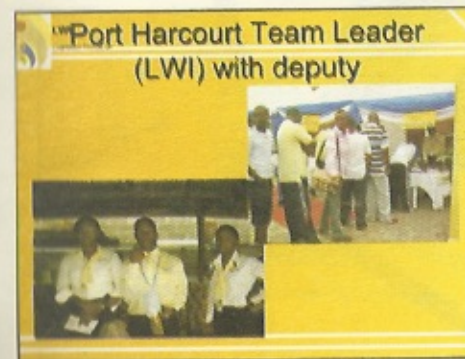
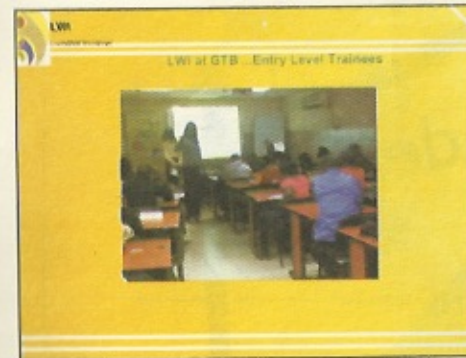




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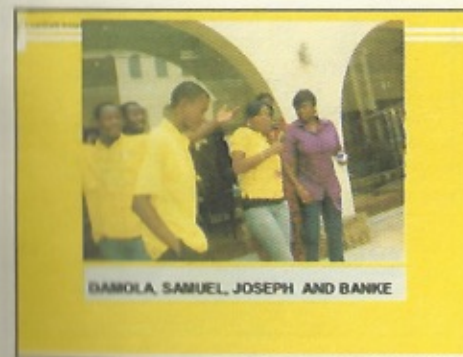
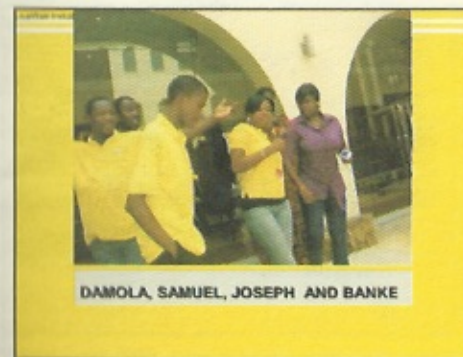


# LWI Academy

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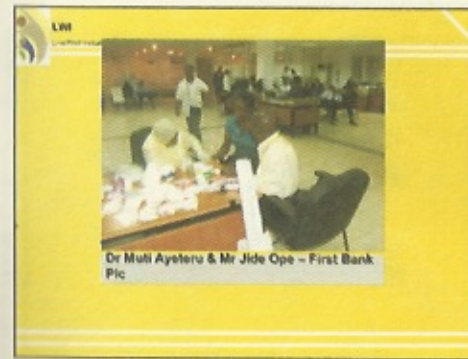




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## 6<sup>TH</sup> West African Health International Medical Exhibition & Conference

West African's Leading Health Care Event



### PRODUCTS ON DISPLAY

- Drugs and Pharmaceutical Equipment
- Radiology Equipment
- HMO & Health Insurance Services
- Medical IT
- Health Education & Training
- Hospital Equipment & Supplies
- Diagnostic/Laboratory Equipment
- Electro Medical/Medical Technology
- Surgical Equipment & Accessories
- Resusc and Emergency Equipment
- Physiotherapy and Orthopaedics Equipment
- Dentistry, Dental Equipment

7 - 9 September, 2011  
9am - 5pm daily

• New Convention Centre,  
Eko Hotel & Suite,  
Victoria Island,  
Lagos Nigeria



For on-line registration and payment log onto: [www.westafricanhealth.org](http://www.westafricanhealth.org)

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NOTES



NOTES





## NOTES

## Life is precious

If you are a parent, make sure that your family is vaccinated against the Hepatitis B virus.

### Who should take the Hepatitis B vaccine?

- All new born babies<sup>2,3</sup>
- All children from birth through 18 years of age<sup>2</sup>
- All unvaccinated adults at risk from the virus<sup>3</sup>
- Adults seeking protection from the Hepatitis B virus<sup>3</sup>

Ask your doctor or pharmacist for the Hepatitis B vaccine.

Reference: 1. World Health Organization: Fact sheet No 204, Revised August 2000. 2. Centre for Disease Control and Prevention. A comprehensive Immunisation Strategy to Eliminate Transmission of Hepatitis B Virus Infection in the United States: Recommendations of the Advisory Committee on Immunisation Practices (ACIP) Part I: Immunisation of Infants, children and adolescents. MMWR 2005; 54 (No. RR-16)(PP 1-23). 3. Centres for Disease Control and Prevention: A Comprehensive Immunisation Strategy to Eliminate Transmission of Hepatitis Virus Infection in the United States: Recommendations of the Advisory Committee on Immunisation Practices (ACIP) Part II: Immunisation of Adults. MMWR 2006; 55 (No. RR-16)(PP 1-21).



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