

## **REPORT ON LWI GRAND HEALTH BAZAAR GHB2011.**

### **Abstract:**

*The LWI Grand Health Bazaar GHB2011 was a cross-cutting, multisectoral, carnival-like healthcare exposition which took place at The Incubator, in highbrow Oniru Extension, Victoria Island, Lagos.*

*The GHB2011 was borne out of the need to build bridges of collaboration across the health sector and the organised private sector with a view to attaining a mutual synergy with resultant improved general health of the people on the one hand, and, improved commerce, corporate networking and synergistic collaborations on the other hand.*

*The active Principal Partners of the GHB2011 were: Stanbic IBTC Bank Plc, GlaxoSmithKline GSK Plc, Vitafoam Plc, Airtel Nigeria and Expatcare HMO. Barter and Pro Bono partners included Banwo & Ighodalo, Nestle, Go2Gurl, Thgurb, Vitabiotics, UAC Mr Biggs and Millenia 2015.*

*The carnival-like event with the cross-sectoral presence of organisations from different sectors of the economy, was officiated by over 200 officers from over 60 companies and it was attended by over 2,500 participants from all sectors of the economy. GHB2011 was by all ratings and feedbacks, a very successful and impactful healthcare exposition.. Thank you.*

**Preamble:** Health literacy is very low in society; and this has nothing to do with educational literacy or societal status. As a health empowerment organisation, LiveWell Initiative LWI has taken upon itself, the responsibility of ‘filling’ this identified social gap. Thus, its several programmes which have taken it into the markets, taxi parks, mechanic villages, schools, conglomerates, banks, rural areas, semi urban, and cosmopolitan areas of society. In spite of this concerted effort, another social gap was identified; one in which the working class, the professionals, the middle class and the elites were identified as ‘shying –away’ from issues pertaining to their health...’They just don’t want to know’...

Thus, the idea of a ‘*fun-but-formal*’ occasion which would attract these people, devoid of too much formality but formal enough to drive home a few key points about their health, was coined. This led to the idea-generation, programme synthesis, marketing strategy and event actualisation of the GHB2011 – a programme which took 15 months to plan and implement.

### **Introduction:**

The Grand Health Bazaar GHB2011 was a Business-focused, Collaboration-building and Cross-relationship targeted Healthcare Exposition; designed for promoting commerce, interactivity, and networking and will attract different stakeholders from Health Maintenance Organizations, Health Insurance Companies, Insurance Brokers, Pharmaceutical Industry, Medical Equipment Industry, Telecomms, Banking and Insurance Sectors, Consulate Offices, Intergovernmental Organizations, Hospitals, Clinics, Pharmacies, Medical laboratories and Diagnostic centre’s, Food and Confectionery Industry, Government and Quasi-governmental organizations, Foundations, High Networth Individuals, Philanthropists, Other specialists in various aspects of Food and Healthcare and the General Public.

### **Objectives of GHB2011:**

The objectives were, i) To Generate Cross-Cutting solutions to the efficiency challenge in the health system through the initiation of cross-cutting collaborations;

ii) To Bring the health sector face-to-face with its consumers in an informal setting with a view to promoting direct-to-consumer interaction and, consumer-to-health system communication

iii) Cross-Sectoral Networking, Affiliations and Mutual Synergism

iv) Business –focused, promotion of Commerce and Cross-Relationships

### **Discussion of GHB2011 Theme :**

The theme of GHB2011 was ‘Health and Wealth Partnerships on the Move...’ In line with the theme, the underlying thrusts of the GHB2011 were focused on four (4) key points bearing in mind the theme and the objectives in relation to the diverse healthcare needs of society with a view to promoting the four key areas of thrust, at the GHB2011 namely:

- **Improving Access to Immunization** as a longevity promoting tool (in line with UN Millennium Development Goals MDG’s and Healthy People 2010 Initiative). GSK was Principal Partner on this goal, with Media Partnership and Endorsement by the US Consulate General.
- **Women’s e-Health** as a tool for promoting societal and generational health. Millenia2015 was Affiliate Partner on this goal. Airtel and Mobitel were initiated into talks
- **Health Insurance in the Informal Sector of the Economy** as a tool for improving wellness and productivity. Expatcare HMO was the Principal Partner and the Expatcare-LWI ‘Aloe Vera’ Health Insurance Package was branded and marketed at the GHB2011
- **Cardiovascular Health Screening** as a preventive tool to the emerging surge in sudden cardiovascular morbidity and mortality. LiveWell Initiative LWI was the sole implementor, as it ran its free basic screenings with free counselling and free medicines through its team of healthcare professionals – doctors, pharmacists, public health practitioners, nurses, microbiologists and other trained professionals and social entrepreneurs in the LWI Team.

### **Event Statistics:**

**Exhibitors:** In all, 187 Exhibitors, 33 LWI Officers and 63 companies covered the 3-day event which was set in a classy and professional ambience. There was a cross-sectoral presence of companies which cut across from the health organisations / clinics to pharmaceutical companies, banks, the diplomatic community, manufacturers, non-profit organisations and foundations, telecommunications companies, food and nutrition industry, hardware industry, conglomerates and commercial entities.

**LWI Team:** The 33-man LWI Team Members who gave full healthcare cover to all visitors to the GHB2011, occupied a ‘U’-shaped curve of ‘wellness stands’ which offered free healthcare to the GHB2011 visitors in a classy and friendly atmosphere devoid of the typical ‘hospital-feeling’. The LWI free health stands which were 10 in number, offered free basic health checks including the Stress Test, BMI, Blood Pressure, Sugar, Cholesterol and Hepatitis B Screening Tests, as well as free medicines to all GHB2011 visitors. In addition to the above services which were offered free with courtesy and accompanied by the ‘LWI Smile’, there were health counselling Stands for Men’s Health, Women’s Health, Family Health and Reproductive Health. The LWI Team was made up of medical doctors, pharmacists, nurses (including the organisation’s chief matron), public health officers, and other trained counsellors and skilled professionals, among whom were Masters degrees holders and the LBS graduates of the organisation.

**Visitors to GHB2011:** At least 2,500 visitors attended the 3-day exposition; in a mixed attendance composed of healthcare professionals, bankers, and various high levelled professionals from all walks of life. Some attendees later sent relatives to the GHB2011 including children and elderly parents. All population groups were represented at the GHB2011. Due to exigency of office hours, some attendees came in groups in buses from their offices and had to leave early, also in groups.

### **Event Successes:**

- Great entry impression; the layout too was impressive and the venue was clean and conducive
- An Official US Government Delegation led by the Chief Spokesperson of the US Consulate General, attended the GHB2011. An Official Endorsement of the GHB2011 was given by the US Government. This was preceded by a US Consulate General Press Briefing on GHB2011 a week earlier, on February 24<sup>th</sup> 2011 at the consulate auditorium.
- Unique and Classy Overview

- Great branding from exhibitors; the venue was competitively branded externally and internally
- Great ‘Mix’ of Organisations – the ‘cross-cutting’ effect was obvious as the organisations were multi-sectoral
- Many interested organisations have emerged – preparatory to GHB2012
- Quite a number of high-levelled professionals attended ; including bus-loads of attendees from the oil & gas sectors, schools, and diplomatic sectors
- The GHB2011 has been rated as the ‘best’ program LWI has held so far in terms of partnerships and growth
- At least 200 new collaborations were initiated at the GHB2011 among which were: Airtel/Millenia 2015 Talks, Mobitel/Millenia 2015 Talks, GSK/Stanbic IBTC Cervical Screening Talks, Expatcare/Outreach Talks, Vitafoam/Pharmaceutical companies’ Talks, Expatcare-Aloe Vera/ Artisan Talk, Tamief/Pharmaceutical subsector talks, Nutrihealth/Schools’ Talks, etc among several others.
- Mobile health, e-health (Millenia 2015 We-health), Immunisation (GSK promoting immunisation access through training healthcare professionals), Informal Sector Health Insurance(Expatcare Aloe Vera Package) and Cardiovascular Health Screening (LiveWell Initiative LWI), promoted the highlights of the four (4) thrusts of focus for GHB2011, which were given prominence and actively engaged with great success by the key stakeholders and organisations whose core focus was on these areas of healthcare.
- The Silverbird Group has adopted LWI and the GHB for official sponsorship; thus publicity will be on the electronic media waves very early, for GHB2012

#### **Learnings / Limitations:**

- Target audience attendance would increase if a weekend day is included and the hours are extended beyond working hours
- ‘Stay’ Attraction’ would be included in GHB2012 to retain visitors longer at the exposition, to make it even more carnival-like. This is because human traffic to the event was very fluid.
- A ‘weekend day’ inclusion is being postulated as a strategy to attracting more professionals and technocrats towards the ‘basic health screening’ culture, as they usually ‘don’t want to know’
- A two-day event would be less capital intensive and more cost-saving than the 3-day event

#### **Benefits to Participating Organisations:**

In line with the objectives of GHB2011, participating organisations benefited tremendously from the unique event which recorded great success and impactful outcomes. Deliverables attained include but are not limited to the following:

- The cross-cutting, multisectoral nature of the event enabled companies to seek out new clients in the non-traditional sectors
- Ample Opportunity to mingle with the HMOs, Banks, Non-governmental organisations, Manufacturers, Telecommunications, Government (including the NLNG Team) and diplomatic sectors (including the NIIA Team) prevailed, in a synergistic atmosphere;
- Opportunity to meet new faces, new ways of attaining positive educational outcomes and new engagements was made possible with the participation of schools and academic institutions including the LBS Team
- GHB2011 participation has conferred on Partners and Exhibitors, an Enhanced Corporate Social Responsibility (CSR) profile in the eyes of the public.
- There was ample opportunity to build collaborations and partnerships. At least 200 new corporate ‘collaboration-lines’ were initiated; with an average of 4 – 6 new contact strategies initiated by every participating organisation. It is hoped that these will be taken to the next level.
- Ample Opportunity to take a “peep” into what competition is doing; this presented itself to all participants and exhibitors alike.

- Endorsement of the GHB2011 by the US Consulate General came with an endorsement to all participating organisations; thus participation at GHB2011 was a worthwhile Social Entrepreneurship Venture with long-term capitalistic dividends for all participating partners and exhibitors.

**Conclusion:**

- GHB2011 exceeded overall targets for the ‘inaugural’ programme, with a score of 140% overall success
- GHB2012 is off to a good ‘jumpstart’ as there at least 12 companies which have made bookings ahead of the event
- Post-GHB2011 ‘participant evaluation’ shows a general feeling of satisfaction by exhibitors as well as visitors to the GHB2011.
- Morale is also very high among LWI Officers and the Event Managers Go2Gurl have rated the GHB2011 event very highly.

**Recommendations:**

- Let us do it again....
- We invite you to please join the GHB2012 Train.

**Comments from Participants at GHB2011:**

Fola Majoyeogbe –*Visitor at GHB2011* : This is of International Standard – it is well organised.

Dr. Bukola Adewakun – *Exhibitor at GHB2011*- The Grand Health Bazaar by LiveWell Initiative is very well organised. Good networking. We need more publicity so that more people will have the opportunity to attend in future. Good audience and Classy outlook.

Jumoke Adegite – *Exhibitor at GHB2011, Expatcare HMO* - The LWI Exhibition is well organised, much more than all the other ones I have attended; however I will like an extension of such a programme to the weekend for those who were not opportuned to attend this great programme.

Doyin Adebowale – *Visitor to GHB2011, Stanbic IBTC Bank* – I was in the office when I was told about the programme. It is good but I will implore that this kind of programme should commence at the weekend so that people can come around because not all workers were able to benefit from the programme.

Dele Odebunmi – *Exhibitor at GHB2011, REALS Pharmaceuticals* – It is a very good programme and very informative....

Kemi Oni , *LWI Editor-in-Chief (MN,USA) and Programme Officer Public Health* – Oh, this has been great! I flew in last night to ensure that I did not miss the GHB2011; I am glad I made it and the programme was well organised and very rewarding

Dr Ifeanyi Odigwe- *LWI Programme Officer Family Health* – This has been a very successful programme and I feel highly rewarded to have been part of it.

**Endorsements from:**

**US Consulate General Delegation to GHB2011:** Team Lead Ms Tina Onufer, Public Affairs Officer US Consulate General, led a 5-man delegation. On behalf of the United States Government, she addressed the GHB2011 from the podium and openly endorsed the programme.

**Folusho Olaniyan, Group MD/CEO UTC Group:** “This is a very good programme; Congratulations! Although we did not participate this year, I wish to have the privilege of being the first to book against next year...UTC Group shall participate actively in GHB2012”.

**Ottilia Chikosha, Zimbabwe:** “I have been moved by your report sent to us by Millenia 2015 .We would like to draw lessons from this event and host one like this for Millenia 2015 team here in Zimbabwe. Please kindly assist us with information on how we could package this for Zimbabwe and if it is acceptable”.

On behalf of the management, the officers, and volunteers of LiveWell Initiative LWI, we thank you for your kind and active participation in GHB2011; and, we look forward to your active participation in GHB2012 which shall be officially announced very soon.

Please accept the assurances of our highest regards and esteem.  
Thank you.

With Sincere Regards,

Bisi Bright (Mrs)  
**CEO, LWI**