

# LIVEWELL INITIATIVE

## NEWS BULLETIN (RC 692490)

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### US Consulate General Hosts Press Event for LWI

The US Consulate General played host to a Press Event on February 24<sup>th</sup>, 2011 at its Broad Street Lagos Office, preparatory to the organisation’s planned Grand Health Bazaar GHB2011 and its Immunization Training and Certification Programme.

Under the auspices of the International Visiting Consultant to LWI, Prof Gary H Smith (AZ, USA), and the APhA (American Pharmacists’ Association) Immunization Training Programme was run in collaboration with GlaxoSmithKline Pharma Anglophone West Africa as Partners. The event was witnessed by the corporate friends of LWI and the media.

The LWI Team along with Prof Gary H Smith started off the day with a courtesy visit to the office of the Public Affairs Officer PAO of the US Consulate General, Ms Tina Onufer. She received the delegation warmly and gave some words of encouragement to the LWI Team.

The Press Event later followed at the Auditorium of the US Consulate General. The PAO, Ms Tina Onufer was on hand to personally declare the press event open, with some kind words of endorsement. Thereafter, the International Visiting Consultant, Prof Gary H Smith, explained the importance of Immunization as a life-promoting tool. He went on to explain the need to improve access to immunization through the training of pharmacists as advocates and advisors. He traced the history of immunization in the USA, UK and other countries and advised that the pharmacists should utilize their skills in improving access through advocacy and facilitation, in collaboration with healthcare professionals.

After a few words by the CEO LWI, Mrs Bisi Bright and the Administrator LWI Academy respectively, the question and answer session took place, conducted by Verdant Zeal Ltd.

CEO LWI Mrs Bisi Bright thereafter presented an Honorary Gold Membership Award to the US Consulate General. In her response, the PAO Ms Tina Onufer, thanked LWI for the award and promised to continue to support the organisation in its quest to move the health of the people forward.



*...promoting wellness ...preventing ill health*

**Did you know?**

*Smoking can impair the intellect, particularly later in life*

# LWI Grand Health Bazaar GHB 2011

Theme: "Health & Wealth Partnerships on the Move..."

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 GHB was borne out of the need to build bridges of collaboration across the different health sectors of the economy with a view to attaining a mutual synergy with resultant improved general health of the people and improved commerce, corporate networking and synergistic collaboration.

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, which incorporated the diverse healthcare needs of society. These key points were:



1. **Improving Access to Immunisation** as a longevity promoting tool (in line with UN Millennium Development Goals MDG's and Healthy People 2010 Initiative).
2. **Women's e-Health** as a tool for promoting societal and generational health.
3. **Health Insurance in the Informal Sector of the Economy** as a tool for improving wellness and productivity.
4. **Cardiovascular Health Screening** as a preventive tool to the emerging surge in sudden cardiovascular morbidity and mortality.

In all, 187 exhibitors and 63 companies covered the 3-day event. 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 organizations and foundations, telecommunications companies, food and nutrition industry, hardware industry, conglomerates and commercial entities.



Along with this, at least 2,500 people were attended to by 33-man team of LWI officers who gave full healthcare coverage to all visitors in a classy and friendly atmosphere devoid of the typical 'hospital-feeling'. Among the visitors were healthcare professionals, bankers, and various high leveled professionals from all walks of life.



The LWI free health stands which were 10 in number, offered free basic health checks including the Stress test, BMI, Blood pressure, Sugar testing, Cholesterol testing, Hepatitis B screening tests and free medicines tailored to each individual needs.

In addition to the above services offered free with courtesy, 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, public health officers, and other trained counsellors and skilled professionals, among who were Masters Degree holder and the LBS graduates of the organization.



Overall, GHB2011 exceeded the overall targets for the 'inaugural' program, with a score of 140% overall success. With this success, GHB2012 is already off to a good start as there are 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 the visitors.

On behalf of the management, the officers, and volunteers of LiveWell Initiative, 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.

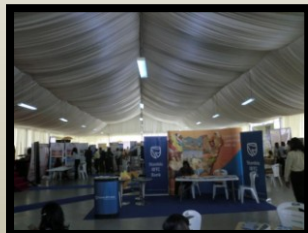
# A picture is worth more than a thousand words...

## Grand Health Bazaar GHB 2011



"I was in the office when I was told about the programme. It is good, but I will implore that this kind of programme be commenced at the weekend because not all workers were able to benefit from the programme".

~ Doyin Adebowale ~  
Visitor to GHB2011, Stanbic IBTC Bank



"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".

~ Folusho Olaniyan ~  
Group MD/CEO UTC Group



"I have been moved by your report sent to us by Millennia 2015. We would like to draw lessons from this event and host one like this for Millennia 2015 team here in Zimbabwe. Please kindly assist us with information on how we could package this for Zimbabwe and... if it is acceptable to you".

Ottilia Chikosha, Zimbabwe



"The LWI Exhibition is well organized, much more than all the other ones I have attended; however I will like an extension of such a program to the weekend for those who were not opportuned to attend this great programme".

~ Jumoke Adegite ~  
Exhibitor, Expatcare HMO



## ~ News Tidbits ~

### 1. LWI MARKS WORLD MALARIA DAY, APRIL 25<sup>TH</sup> WITH THE PEOPLE OF AMUWO ODOFIN LOCAL GOVERNMENT AREA

LWI marked the World Malaria day April 25<sup>th</sup> 2011 with the people of Amuwo Odofin Local Government Area by celebrating an Easter Monday funfair at the invitation of the Children's Outreach Hospital. LWI was able to add value by dispensing anti-malarials to at least 100 children and over 300 women; while at the same time, over 200 children were dewormed. The programme, which attracted a crowd from the Festac town, satellite town and environs, saw the adults undergoing additional free health checks. All attendees at the programme were given FREE medicines and they were full of prayers for LWI. Mrs George of Festac Town commented "I cannot believe that all this treatment is free...for my family and myself...please give me your details, I wish to invite LWI to my church." Mary Alex also said "...Thank you LWI' ...and, 30 minutes later, she was back with her 3 children who were all seen and given free anti-malarials and free deworming....Thank you LWI' ...

### 2. LWI MANAGEMENT AT PRESTIGIOUS LBS EXECUTIVE TRAINING

Three weeks ago in March 2011, LWI sponsored four executives to attend the inaugural LBS Executive Training in Corporate Social Responsibility, at the Lekki-Ajah Campus of the Pan African University, in March this year. Of these four executives, three were LWI Directors while the fourth executive was a faith-based organisation social sector executive sponsored by LWI as part of its cross-cutting social sector initiatives. The 2-day intensive training programme was designed for CEO's and Executive Management cadres in the social sector of the economy. It was very stimulating and engaging and, at the end of the training, a cross-sectoral dialogue was mounted between the civil society organisations and the organised private sector. The training programme was a good initiator towards newer directions in venture philanthropy and value creation in the social sector. This brings to almost a dozen, the LBS trained LWI Officers and Executives. ....LWI; Carving its Niche as Social Entrepreneurs in the Health Sector!

# LWI Launches Academy

LWI Academy Launch took place at the Protea Hotel Ikeja GRA on Tuesday February 10<sup>th</sup> 2011. The auspicious occasion was chaired by the Governor of the Central Bank of Nigeria CBN, Mallam Sanusi Lamido Sanusi, ably represented by the Head of Operations, CBN Lagos, Mr Ogunsanya. The occasion was witnessed by several corporate friends of LWI including the following dignitaries: Country Director Millenia 2015, Representative of the Commonwealth Business Council and Country Head of FJA Jobs Mr Funto Akinkugbe, Executive Secretary of the Nigerian-American Chamber of Commerce NACC Mrs Oyefunke Oworu, GlaxoSmithKline GSK, Pro Bono Partners of LWI, Messrs Banwo & Ighodalo among others.



In her inaugural speech, the CEO LWI, Mrs Bisi Bright; thanked the CBN Governor for his support, endorsement, and donation towards the academy. She traced the evolution of LWI Academy LWIA from the LWI, through its training and health sector capacity development programmes as well as the unique 'body language' of LWI Officers; thus leading to the emergence of a training institution which would propagate the LWI ideals and thus make the world a healthier and happier place.

The Administrator of LWI Academy, Bisola, while introducing the new Academy to the audience, observed; "...we believe in the principles of lifelong learning;...we want you to be the best!...our training programmes are designed for all audiences from all walks of life" ....She later took the audience through the five faculties of the Academy namely:

- Faculty of Health Education & Promotion
- Faculty of Behavioral & Social Sciences
- Faculty of Management and Administration
- Faculty of Epidemiology & Biostatistics
- Open Faculty

She explained the faculty colors and emphasized the role of LWIA in developing health sector capacity in furtherance of its goal of empowering the people (including healthcare professionals) through health literacy. She went on further to explain the LWIA Open Faculty's internship and externship programmes with various tertiary institutions including Des Moines University Iowa USA, the Babcock University Ilishan, Olabisi Onabanjo University Ago-Iwoye, The Bells' University, and the University of Connecticut, among others.

Thereafter, two seats were endowed at the Academy, namely the **GSK Immunisation Advocacy Chair**, and the **Banwo & Ighodalo Wellness Chair** respectively. On hand to accept the awarded chairs were Mr Abbass (GSK Vaccines) representing MD/CEO GSK Pharma West Africa, Mr Lekan Asuni and, the duo of Mrs Kemi Ajayi and Mrs Moji Adeola (Banwo & Ighodalo).

The CBN Governor's representative, in his closing remarks, said that LWIA has great relevance and would add much value to every organisation nationwide, within and outside the health system; he then called on all well-meaning organisations to patronize the LWIA.

The event, which was very successful, was rounded up with a short cocktail at the Protea Poolside.

LWIA programmes are taught in sophisticated, highly conducive venues while the training fees are quite moderate and affordable...Improve your organisations bottom-line today...send your officers to LWIA Trainings!

**Congratulations, LWIA...More grease to your elbows!**

## LWIA Q2 Training Program

LIVEWELL INITIATIVE ACADEMY LW	June 13 <sup>th</sup> -17 <sup>th</sup>	JUNE 20-24 <sup>th</sup>	JULY 4-9 <sup>th</sup>
<small>...living well by design</small>			
	HEALTH MONTH	PERFORMANCE MONTH	PROFESSIONAL ETHICS MONTH
Monday	Training Program in HIV / AIDS Treatment and Counselling (2 days) <b>N60,000/USD450</b>		Training Program on Patient Hospitality(1day) <b>N7,500/USD50</b>
Tuesday		'Self branding & Superior Communication Skills' AM and 'Etiquette, Body Language & Simple Courtesies' PM (1day) <b>N15,000 (full day) or N10,000 per session</b>	Training Program on Adherence, Concordance and Clinical Governance (1day) <b>N7,500/USD50</b>
Wednesday	American Red Cross: Training Program in Accident & Emergency Responsiveness (1day) <b>N30,000/USD225</b>	Management and Organisational Behaviour (MOB) 1day <b>N10,000/USD70</b>	Responsibility, Authority and Accountability (1day) <b>N12,500/USD85</b>
Thursday	International Certification Training Program in Immunisation	Goal Setting & Project Management Skills (1day) <b>N13,000/USD90</b>	Project Management in Health Care(1day) <b>N15,000/USD100</b>
Friday	APhA(USA) Certification(2days) <b>N85,000 / USD650</b>	Project Performance Management(1day) <b>N15,000/USD100</b>	Medication Therapy Management and Disease State Management: Diabetes Education(2days) <b>N60,000/USD450</b>
Saturday			

**Faculty Key**  
 Faculty of Health Education & Promotion  
 Faculty of Behavioural & Social Sciences  
 Faculty of Management & Administration

Call us at: 08033265802, or 07041442636-37  
 or, Email us at: training@livewellng.org

### LWI Mission

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

### LWI Vision

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

## Want to get involved?

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