

LIVEWELL INITIATIVE

NEWS BULLETIN

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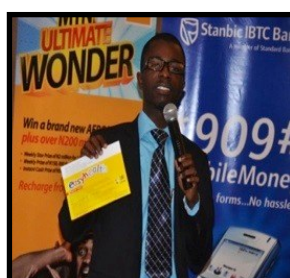
LWI launches "easyhealth"

LiveWell Initiative LWI has launched new products every year, since its inception over 5 years ago. The newest product in the LWI kitty is its home healthcare package, which was introduced in January 2012 and was piloted with free services to the public over a nine-month period. LWI seized the occasion of its 5th Anniversary celebration to officially launch "easyhealth", which is the first of its kind 'mobile health service' that takes healthcare to the homes and offices of clients. The goal of easyhealth is to bring healthcare to the doorsteps of the people, thus making healthcare more accessible, affordable and convenient.

The product was officially launched by the Honourable Commissioner of Health, Lagos State, Dr. Jide Idris through his proxy, the Honourable Permanent Secretary of Health, Dr. Femi Olugbile, who described it as a unique achievement by LWI in the area of healthcare. He said, **"...so much has been said about mobile healthcare in this country. Today, LiveWell Initiative has 'blazed the trail' by going ahead to make it happen. Well done, LWI"**.

Also present at the occasion to endorse "easyhealth" was the Leeds Bryan International Ltd. Managing Partner/CEO, Mr. Biyi Adeyemo and Stanbic IBTC Bank Plc Head of Mobile Banking, Mr. Yinka Shorungbe.

The public can access the new 'home healthcare service', by calling +234 (0) 802 328 4144. All enquiries should please be directed to +234 (0) 802 328 4144 or +234 (0) 704 144 2634-38.



(L-R) easyhealth logo introduced by Mr. Biyi Adeyemo (Leeds Byran Intl' Ltd.) and Mr. Yinka Shorungbe (Stanbic IBTC Bank). Group pictures are Stanbic IBTC, Hon PermSec Dr. Femi Olugbile, LWI CEO Bisi Bright, Hon Jimi Agbaje, GlaxoSmithKline GSK, Oando Plc and other dignitaries at Protea Hotel Ikeja, Lagos Nigeria.

All roads led to the Protea Hotel, Ikeja GRA, Lagos, Nigeria on Thursday 20th September 2012 when LWI turned 5 Years Old.

LWI, the self-sustaining non-profit organisation, which has outreached over 1.5 million Nigerians including at least 400 physically challenged people, and over 3,000 Ghanaians with health literacy and empowerment, was inaugurated by His Excellency the Governor of Lagos State, Gov Babatunde Raji Fashola, SAN, on September 20th 2007 at the MUSON Centre, Onikan, Lagos, Nigeria.

The LWI 5th Anniversary celebrations was chaired by the Honourable Commissioner of Health, Lagos State, Dr Jide Idris through his proxy, the Honorable PermSec Health, Dr. Femi Olugbile, who in his speech, commended LWI for 'blazing the trail' in the health sector. Other dignitaries present at the event were *Stanbic IBTC Bank Head of Mobile Banking*, Mr. Yinka Shorungbe; *GSK Pharma West Africa Group Head Vaccines*, Mr. Victor Erukunuakpor; *Babcock University Head of Public & Allied Health Department*, Prof G.N.D. Ajah; *Guaranty Trust Bank GTBank Plc Group Head Training*, Mr. Funso Tooki; *Oando Plc Group Head Community Relations*, Mr. Sam Onyenwe; and among others.

The LWI officers Pharm Solomon Idowu (Regional Manager North), Damola Oladimeji (Principal Programme Officer Logistics & Accounts), Pharm Kike Tairu (Coordinator LWI Academy), and the LWI-USAID Awardee Damilola Akomolafe took turns to present the organisation's organogram, culture, and activities from 2007-to-date, to the audience. This was followed by another presentation titled '**LWI in 5 years' Time: The Strategic Plan**', also taken in turns by LWI-USAID Awardee Uju Okafor and Programme Officers Dr. Kemi Adeyemo, Dr. Yemi Sanusi (Academy Officer LWIA), Ibukun Odelola (Senior Programme Officer, Grants & Funding) and Niyi Fajimi (Senior Programme Officer, Research & Surveillance).

Exhibitors at the event included Stanbic IBTC Bank Plc (Event Partners Mobile Money *909#), May & Baker Plc, GSK Consumer, Oando Plc, Mimee Noodles and MTN Nigeria. Other corporate attendees included GSK Pharma, Pfizer Global Pharma (NEAR), Mobitel Limited, Lagos State Ministry of Health, Eartholeum, Nuvox Communications, UPS, ECOBANK, Adcem, and several friends of LWI, some of whom gave short goodwill and congratulatory messages.

Corporate Partnership Awards were given to outstanding corporate partners of LWI.

Beneficiaries of the Corporate Awards were as follows:

LWI CORPORATE PARTNERSHIP AWARDS LIST:

- Best Corporate Member** – May & Baker Plc & Karrington Nigeria Ltd.
- Best Academic Partner** – GSK Pharma West Africa / Babcock University
- Best Diplomatic Sector Partner** – United States Consulate General
- Best Partner, Pharmaceuticals** – Vitabiotics / Adler
- Best Private Sector Partner** – Stanbic IBTC Bank Plc
- Best 'Wellness' Partner** – Banwo & Ighodalo, GTBank Plc
- Best 'easyhealth' Client** – Mr. Matthias Udoka
- Best Pro Bono Donors** – THGRIB, Banwo & Ighodalo, Go2Gurl Ltd

Honorary Membership Awardees:

- *Gold* – US Consulate General (Feb 2011)
- *Gold* – West African Health Organisation WAHO (Apr 2012)
- *Executive* – Dr. Sanusi Lamido Sanusi, CON (Sep 2012)
- *Student* – Damilola Akomolafe (Jul 2012)
- *Student* – Uju Okafor (Jul 2012)

AWARD WINNING LWI OFFICERS (2008 – DATE):

Mr. Damola Oladimeji (6x), Pharm Seun Oyemade (5x), Pharm Solomon Idowu (5x), Dr. Patrick Okhue, Andrew Osakwe, Dr. Wunmi Adekola (2x), Mrs. Pat Osadebe, Ms Kemi Oni (USA) (2x), Dr. Jumoke Koyejo (2x), Mr. S. Babajide Ope (3x), Mrs. Clara Umezulike, Mrs. Susan Adebajo, Dr. Mutiat Ayeteru, Dr. Ifadi Lawani, Dapo Oluwole, Titilope Ogunbiyi (2x), Tunrayo Oduwaiye, Niyi Fajimi, Dr. Niyi Okunade

AWARD WINNING LWI INTERNS (2009 – DATE):

Damilola Akomolafe (LWI-USAID), Uju Okafor (LWI-USAID), Bode Ishola, Tomi Odebo, Patrick Idowu



Gender Empowerment and Mental Health Programme

LWI in partnership with the Consulate Youth Fellowship Initiative CYFI (an Initiative of the US Consulate General) carried out a learning session on Mental Health and Gender Issues for the students of Ikeja High School, Lagos on the 4th of October 2012.

The lecturers for the day were LWI Project Advisor Dr. Remi Oladapo-Sanu who was the team lead for the day, and Dr. Bukky Adewakun, an LWI Officer, a Goldman Sachs' Awardee and Alumnus of the prestigious Lagos Business School LBS. The CYFI Officials were Members of the Education Committee, namely Tosin Taiwo, Obinna Maduabuchi and Shola Adeniran, among others.

The lectures were very impactful and educative, as the LWI Team quoted Robert de Ropp, *'hard drug abuse is death without death's dignity'*. In her lecture on gender issues, Dr. Adewakun, herself a highly motivated and successful young woman with political ambitions, encouraged the 'girl child' to strive to be better than her male counterparts by refusing to be discriminated against. She said, *'...as a girl child, you have the ability to excel above your male counterparts'*.

As value addition, LWI offered free healthcare screening and services with free medicines, to the teachers and staffers of Ikeja High School.



Early Retirement Training Programme

On the 4th of August 2012, LWI ran its Executive Health Enlightenment Scheme (EHES) programme at Karrington Nigeria Limited in Lagos; a printing press Oworonsoki and a corporate member of LWI.

The objective of the programme was to improve the health literacy of the company staffers with our typical EHES package. We also added a little creativity by talking to the participants on "Early retirement at age 45", with LWI proffering that due to the highly stressful nature of their work, early retirement would be a very good option for the workers.

The programme started with a lecture on "Early retirement" by Mr. Elijah Mohammed, Biostadt General Manager and LWI Academy Faculty Member. The lecturer covered areas like preparing for a fulfilled and fruitful retirement, gaining financial independence, building wealth, importance of education funds for children. The lecture was interactive and it ended at 12pm.

Thereafter, LWI CEO Mrs Bisi Bright gave a 30-minute lecture on Workplace Wellness and Worklife Balance, and participants were simultaneously ushered out for their free health checks.



Monthly Motivational and Wellness Programme

LWI has been running a monthly motivational and wellness for the Street Kids at the Child Life Line Foundation at Ifako Gbagada, Lagos for almost two years.

The Child Life Line Foundation was established in 1994 to create awareness on the rights of children and adolescents and to take all necessary steps in rehabilitation of street kids by providing working towards reuniting them with their parents.

The October edition of the programme was themed "Goal Setting from a young age". The objective of this programme was to teach the Street Kids on how to set goals for their future, despite their humble and unfavourable pasts and backgrounds. LWI's Senior Programme Officer Grants & Funding, Ibukun Odelola delivered the lecture that was very eye opening.

The Street Kids asked questions on goal setting and they discussed their goals and aspirations with the LWI officers. After the lecture the participants were ushered for free basic health-checkups.



News Tidbits

American GQ collaborates with LWIA-American Red Cross Society First Aid/CPR Training

On September 17th 2012, LiveWell Initiative Academy LWIA rolled out its First Aid CPR American Red Cross certification training at the American GQ, Ikoyi, Lagos, Nigeria.

The training programme was very interesting and the General Manager Ricardo participated along with his managers and staffers. The LWI Trainers and Certifiers were impressed at the enthusiasm of the participants.

It was an eye opener for most of the participants who learnt about how to save people in emergencies, choking, drowning, burns, and to perform CPR (Cardiopulmonary resuscitation) etc.

The team was highly motivated and they looked forward to attending other training programmes by LWIA.



LWI Vision

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

LWI Mission

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

Want to get involved?

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