

Sponsors Pledge to Donate Another Toyota Hilux at the AFFORD *Good Life Show* Prize Giving Event

AFFORD, the USAID-funded Health Marketing Initiative, held the *Good Life Show* Prize Giving Event on November 9 at KCC Parking at Lugogo Mall from 3 – 6pm.

This event, which raffled off the gameshow's Grand Prize, completes the first round of *The Good Life Show* activities in all parts of Uganda. AFFORD developed this innovative family-oriented game show as a new way to deliver important health messages in an entertaining and educational manner. The game show is the first phase of AFFORD's national Good Life Campaign, featuring different health topics each week. The goal of the program is to show how simple health practices and lifestyle choices can protect a family's health, save some money and lead to a good life. The show was featured on radio, television and in road shows. TV shows were broadcast on WBS and UBC every weekend while 11 stations country wide aired *The Good Life Show* on radio.



Winners at the game show road shows were chosen to compete in the TV game shows where they won prizes ranging from AFFORD hampers, mosquito nets, mobile phones and bicycles to TVs, and generators or other family-centered goodies during the show. Audience members also had a chance to compete for various prizes when they answered the weekly Questions of the Week posed during the radio and TV shows, by calling in with correct answers to AFFORD's toll free hotline-mailbox.

On November 9th, after 6 months of the game shows (24 episodes on radio and TV), the 13 audience members who had answered the most Questions of the Week correctly took part in a raffle to win the Grand Prize, a brand new Toyota Hilux, donated by Toyota Uganda and IAA Healthcare. The Grand Prize winner was a primary school teacher from Kansanga, Abel Basekagera. A generator, a color TV, and building materials were given to the 2nd, 3rd, and 4th runner ups. One hundred and twenty weekly winners from Kampala also received their prizes during the event.

In their speeches, main sponsors Toyota, IAA Healthcare, and Rene Industries pledged their support again for the upcoming continuation of the show, with yet another Toyota Hilux as Grand Prize. USAID speaker, Mission Deputy Director, Dr. Deborah Greiser, as well as MOH representative, Director of Clinical and Community Services, Dr. Kenya

praised the show as being innovative and effective in its format and implementation, and thanked the sponsors for supporting the activity.

While heavy rain threatened to take the fun out of the event, singer trio Blu 3 made sure that the captive audience was thoroughly entertained.