

Project Lishe

May 30, 2011

Jon Elist

Audrie Lin

Min Liu



Our Challenge:



Design for a **weakened and marginalized** HIV positive mother...

A **healthy food program** that supplements her family's carb-heavy diet with vegetable and protein sources...

Because **her children and her health absolutely depend on it.**

Project Lishe

Goal: create an enriched nutrition program that:

- 1) lowers the cost of acquiring healthy food through group purchasing, and
- 2) inspires a woman and her family to eat a balanced diet.



Project Lishe

- Goal: create an enriched nutrition program that:
- 1) lowers the cost of acquiring healthy food through group purchasing, and
 - 2) inspires a woman and her family to eat a balanced diet.

Patient Care System



Agricultural Wholesalers



Participating Mothers



Agricultural Suppliers



The Path to Health



The Path to Health



The Path to Health



Is Project Lishe really possible?

... Concerns ... our answers:

- **Costs:** Feasible

- **Community:** Empower high-potential members

- **Coordination:** Decentralize

- **CDC's Involvement:** Health monitoring & education

positively AFRICA



Partner with Stawi

Join forces with an on-the-ground success

From: stawi youth center <stawiyouth@yahoo.com>
Date: Mon, May 23, 2011 at 12:08 AM
Subject: Re: Family nutrition program and potential partnership with the CDC?
To: Audrie Lin <audrielin@gmail.com>

Hi A

I am
prog
upco

We v
goin

So f
This
supp
we h

- **Post Test Club**
 - 25 HIV+ widows
- **Counseling & feeding program**
 - 40 orphans

When you read this Email please let me know how far you have gone. My phone number is [+254733830426](tel:+254733830426).

Kind regards,
Agneta Oluoch.



Partner with Positively Africa

Transfer knowledge and integrate with the Kibera PA group



Today



Future



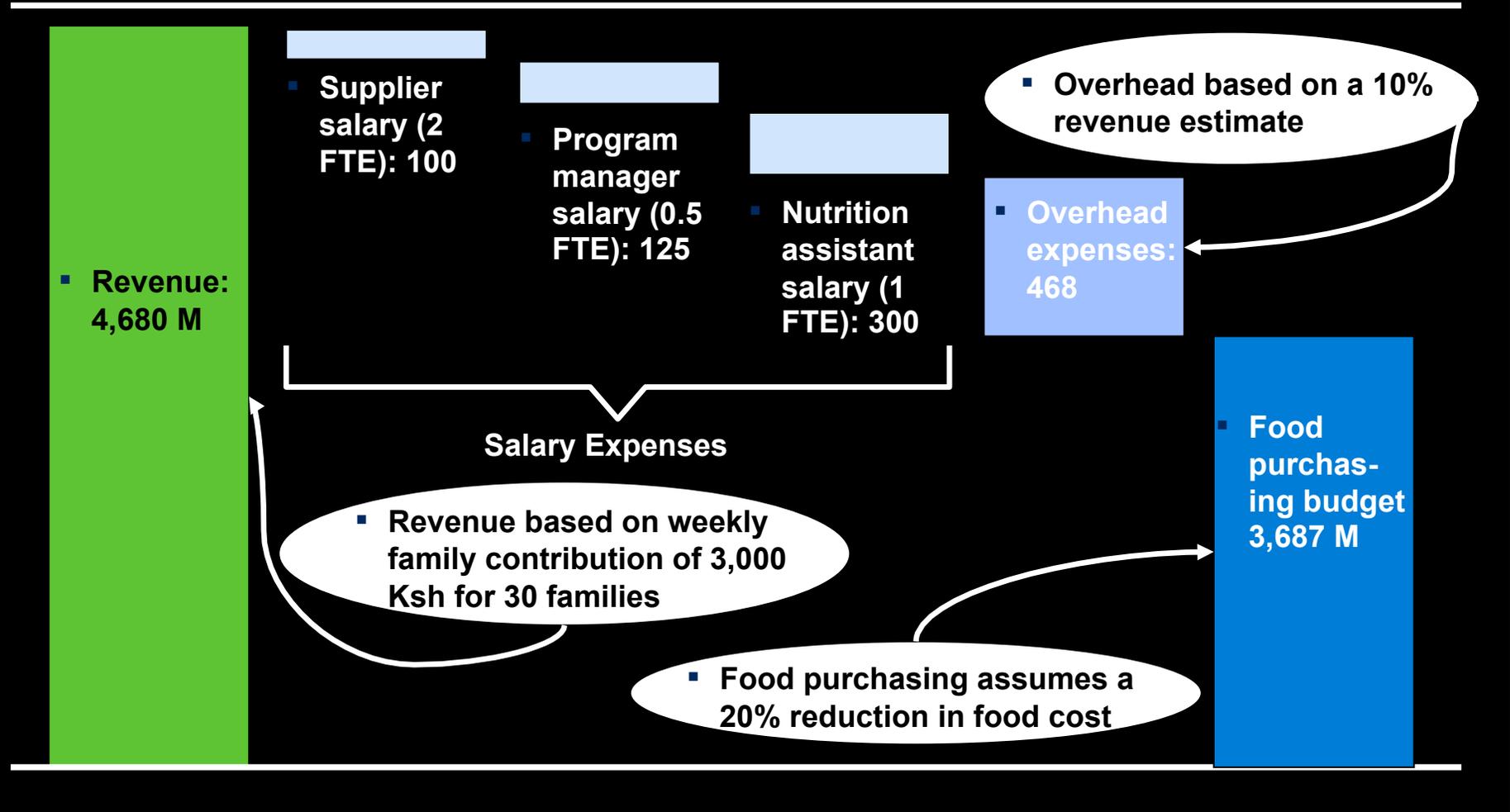
“I can say that based on my conversations with the women (of Positively Africa), they would be incredibly keen on any level of support from other organizations already working in Kibera.”

~Maery Kaplan-Hallam
Positively Africa Board Member

Project Lishe Budget

Goal: maximize food purchasing budget

Revenue vs. Cost



“People protect what they gain from.”

~Damiana Kimuyu, CDC Community Interviewer



John Neatherlin

Kevin Maina

Celestine Opiyo

Dr. William Mwiti

Alice, Ann, Beatrice,
Bernard, Carol, Damiana,
Erick, George, Gordon,
Jacob, James, Jeffrey,
Kennedy, Pero, Robert,
Wilson & others



Agneta Oluoch

Thank You!



Arna Ionescu

Special thanks to the
families, NGOs in
Kibera, our
classmates &
professors



Hillary Omala

George Kogolla

Sarah, Judy, Yvonne & others



UNIVERSITY OF NAIROBI

Nancy Saruni

Ernest Omolo

Dan Orwa

Peter Wagacha

BARNARD

Amee Wurzburg

Appendix

Viability - Skills



Potential Benefits



- **Emotional well-being**
 - ↓ stress of insufficient food access
 - community nutritional support
- **Physical well-being**
 - ↑ uptake of antiretrovirals
 - strength to work
- **Nutrition education**
- **Vocational training**

Prototypes

“A human is a human is a human” ~Arna Ionescu, our coach

#1: Cupcake Lovers Club



- Promotion by high-influence community members increases program enrollment

#2: EV Healthy Eating Program



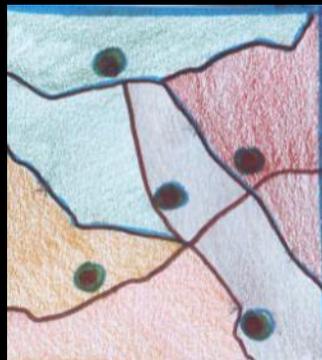
- Tested intake & feedback questions
- Families want recipes & some choice

Prototype - Feedback & Changes



“I like the idea of instructing families on using what's available in new ways to better address the health of their families. It's the key for me.”
~John Neatherlin, CDC Deputy Chief of Int'l Emerging Infections Program

“I would not want to engage in any business like ventures, collecting money e.t.c with the community.” ~Hillary Omala, CFK Tabitha Clinic Manager



“Funds to sustain the program will be the main challenge to tackle given the numbers the initiative will attract and secondly adequate storage for the food.” ~Kevin Maina, CDC HIV/AIDS Program Coordinator

Prototype feedback:

Centralize health evaluation and education

Decentralize logistics and community creation

Testing on Stanford

"A human is a human is a human."



Community creation is difficult



Positively deviant families can be leveraged

Program Changes



Prototype feedback:

Centralize health evaluation and education

Decentralize logistics and community creation

Kibera partner comments

Program Changes



“Instructing families on using what's available in new ways to better address the health of their families is key for me.”

~John Neatherlin, CDC Deputy Chief of IEIP



“Funds to sustain the program will be the main challenge to tackle given the numbers the initiative will attract, and secondly adequate storage for the food.”

~Kevin Maina, CDC HIV/AIDS Program Coordinator



“I would not want to engage in any business like ventures or collecting money with the community.”

~Hillary Omala, CFK Tabitha Clinic Manager



Partner with Positively Africa

Transfer knowledge and expand the program



“[Project Lishe] sounds like a great idea. I can say that based on my conversations with the women, they would be incredibly keen on any level of support from other organizations already working in Kibera.”

~Maery Kaplan-Hallam
Positively Africa Board Member