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**GOAL:** To improve health awareness, increase availability and access to affordable health impact products by creating viable business opportunities for Community Health Entrepreneurs (CHEs) in underserved communities across Zambia.

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**STRATEGIC PRIORITIES:** Improving livelihoods of community's while empowering Community health entrepreneurs

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**Strategic OBJECTIVES:**

Increased access to maternal and reproductive health products provided by Live Well for women aged 15-49

Increased awareness of maternal and reproductive health products in CHE supported communities which results in demand for contraceptives

Improved knowledge and practices in under-5 child health care

Improved availability of drugs and essential health products in communities supported by CHEs

Increased number income sources by CHEs through the sale of Live well Products

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Indicators	2020	2021
% registered CHEs who are active and trading from the 1748 trained CHEs.	65% (n=1141)	67% (n=1176)
Average % of CHEs that met the monthly target of K600	8% (n=98)	17% (n=209)
Number of institutional customers	538	372
Number of mothers with access to Live Well maternal baby delivery Kit	808	1602
Monthly generated income from sells	K2,714,803.34	K3,376,442.89
Average Number of community beneficiaries that accessed Live Well products	102,690	105,840