

Living Goods Burkina Faso: Factors of a Success Story

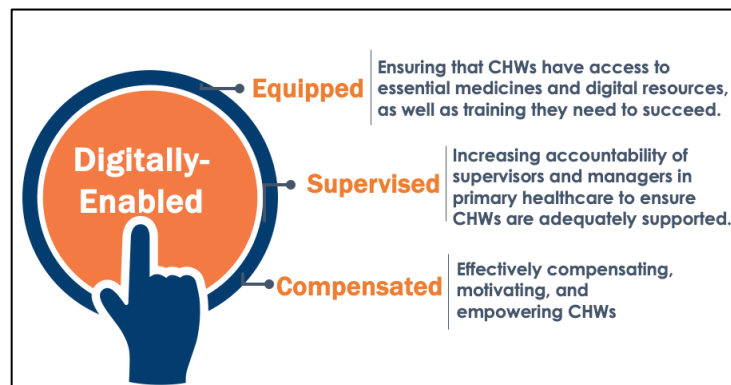
What made Living Goods a key trusted partner to the Burkina Faso Ministry of Health (MoH)

Context:

Since 2007, Living Goods supports 12,000 digitally equipped community health workers (CHWs) to provide health services to under-resourced communities in Kenya, Uganda, and Burkina Faso. We work together with the Ministries of Health to develop their tailored capabilities, data driven policies and sustainable financing mechanisms required to promote a digitally enabled, equipped, supervised, and compensated (DESC) national CHW workforce. We believe that local ownership and government partnership are essential to sustaining lasting impact at scale.

While we initiated our operations in Kenya and Uganda in targeted communities, called learning sites before formally partnering with local governments, we took a different approach in Burkina Faso. In 2020, we launch operations in Burkina Faso by signed a formal partnership with the Ministry of Health (MoH) to provide technical assistance for the redevelopment of the national community health program. Later, we opened two learning sites (Ziniaré and Manga District) in partnership with the MoH to assess the new program.

Results have been compelling, as measured by the performance of CHWs in learning sites and notable advancements in the national community health program. Several factors contributing to the success of this partnership have been identified by current and former stakeholders Burkina Faso's MoH.



Success factor #1: Living Goods' commitment

Living Goods' entry into Burkina Faso was catalyzed with a written agreement with the MoH. This not only formalized the partnership, but it is also displayed an explicit commitment to the country. This created a strong foundation for building a mutually beneficial partnership. MoH highlighted other key displays of Living Goods' commitment to the partnership, including:

- Providing holistic support: funds and technical assistance, but also human resources, approaches (such as our DESC approach) and tools (digital in particular).
- Investing in office spaces next to the government, enabling daily collaboration.
- Investing in learning trips to Living Goods Learning sites for all levels of MoH involved in the partnership.

« All the big donors were there but it was Living Goods who was there with us, working with us. » - Previous National MOH senior member

Success factor #2: Living Good's technical expertise & impact

Living Goods' reputation as impactful community health and top last-mile experts preceded us in Burkina Faso. In the four years of the partnership, Living Goods made a significant difference to the national community health system and in the districts of implementation, with:

- Technical support in the development of the national community health strategy and help secure additional funding for its implementation.
- Operationalization of this strategy, supporting the digitalization of the community health system - from the choice of platform to development and testing to implementation support.
- The implementation of Living Goods' DESC approach, which ensures CHWs are digitalized, Equipped, Supervised and Compensated provided a model for scaling impact. Solving CHWs compensation, which was previously often severely delayed, instantly transformed their motivation.

« Living Goods have delivered remarkable achievements. » - Current National MoH senior member

Success factor #3: Living Goods' approach to partnership

Living Goods is committed to adaptative, empowering co-creation with our partners, consisting of:

- Involvement of government partners and keeping them in the lead – supporting, not replacing them.
- Co-creation of all elements of the partnership, from design to implementation working hand in hand with partners. Through regular engagement and communication, continuously refining elements of the program to better meet evolving needs. Community centered interventions that prioritize the involvement of local stakeholders, design interventions on the community, ensuring they are fit for purpose in the specific context and truly serve the people they are meant to help.
- Continuous partner development, empowering them with ongoing capacity-building and learning opportunities, equipping them with the knowledge and skills needed to make the informed decisions within their unique environments.

By adhering to these, Living Goods fosters strong, effective partnerships that drive meaningful change in the national community health program and in communities.

« Living Goods have been a true partner for community health. They have been efficient, aligned, and close partners. They have taken into account the needs on the ground and filled all the gaps. » - Former National MoH senior member

Success factor #4: Living Goods' ways of working

Living Goods' practices reflect a culture of openness, transparency, and accountability, in all its operations, manifesting in several practices.



- We maintain a strong local presence, working closely with MoH teams, regularly participating in sector meetings. This approach fosters trust, open lines of communication and quick response to emerging needs.
- Performance management is at the center of everything we do. We have developed processes and tools that support a culture of accountability ensuring our work meets high standards.
- A focus on the collection and presentation of high quality, legible and accessible data.

These practices reflect Living Goods' dedication to transparent and responsive community health interventions. By maintaining open lines of communication and focusing on measurable outcomes, we strive to maximize our impact and continuously improve our services.

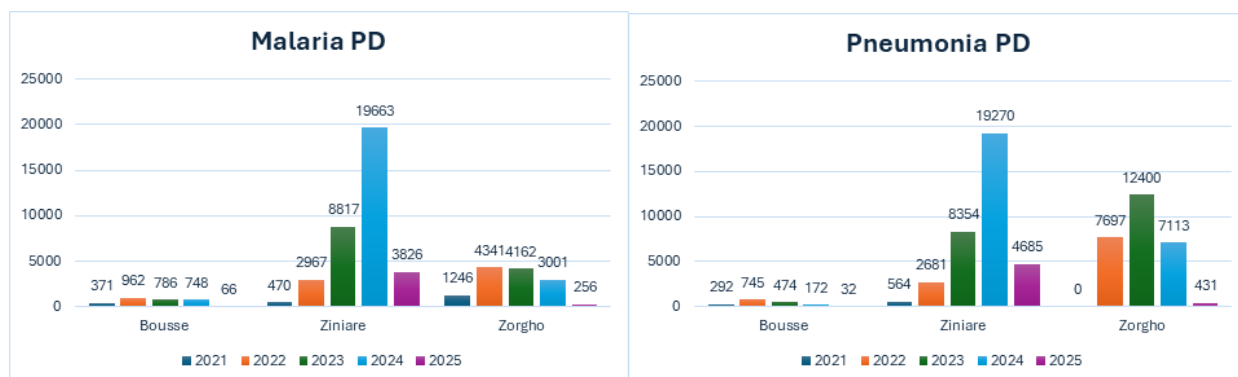
« I have witnessed a very high level of accountability. » - Previous National MOH senior staff

Success factor #5: The Living Goods difference on the ground

Living Goods' approach yielded immediate tangible improvements in learning districts.

- Living Goods successfully reinstated CHW's compensation, reduced stockouts and equipped CHWs with mobiles and a service-delivery application.
- Through close collaboration with local MoH, rigorous management of CHWs and attention to local relationships, Living Goods garnered strong support for the program at the grassroot level. This direct strategy and focus on practical solutions effectively addressed key challenges in community health service delivery, demonstrating the value of the innovative approach.

The graphs below show Living Goods supported CHWs have significantly impacted treatment of malaria and pneumonia cases in Ziniaré. Despite having a smaller population than Zorgho, Ziniaré records a significantly higher number of cases treated by CHWs.



« Living Goods showed a perfect mastery of all community health components. » - Former District MoH member in learning site.

Success factor #6: Our team

Our team is the force behind the success of our partnerships, thanks to their dedication and expertise. They are carefully selected professionals with a technical mastery combined with exceptional interpersonal skills, who drive trust and results and consistently deliver impressive results.

« Living Goods is able to recruit prized personnel. » - Current National MOH senior staff



Looking Forward

Living Goods partnership with the Burkina Faso MoH has proven highly impactful. While this approach required a substantial investment of time and resources in engagement with the MoH and stakeholders before positive impact on health indicators were realized, this initial investment laid the foundation for government-led, cost-effective national scale. As time goes on, the impact will be amplified exponentially as the benefits of this work are normalized nationwide.

