



# KINGDOM OF ESWATINI

If you can get a Coca-Cola product almost anywhere in Africa, why not life-saving medicines?



Project Last Mile

## CONTEXT

Over the past five years, the government of the Kingdom of eSwatini (formerly Swaziland), in partnership with international donor partners and implementing partners, has seen tremendous success in reducing the rate of new HIV infections among people in the Kingdom of eSwatini. However, nearly a third (27%) of adults over 15 years old are living with HIV/AIDS and there is much work still to be done.

## PROJECT LAST MILE RESPONSE

Project Last Mile was invited by The Global Fund and Ministry of Health to link the best private sector resources with public health partners to strengthen demand generation activities for HIV/AIDS prevention. Strategic marketing and demand creation are core business strengths of The Coca-Cola System. Its expertise is being leveraged to develop effective demand creation campaigns to encourage healthy behaviors and improve health outcomes around HIV/AIDS for adolescents, girls and young women aged 15 to 24.

## APPROACH

Project Last Mile is using a four-phased approach to assess, design, pilot and test improvements to demand creation strategy, systems and processes in partnership with the Health Promotion Unit (HPU) of the Ministry of Health, Swaziland National Aids Programme (SNAP), and National Emergency Response Council on HIV/AIDS (NERCHA).

- **Discovery Phase:** Conducting capability and organizational assessments of existing strategic marketing functions and roles within HPU, NERCHA and partners. The Discovery Phase was completed in August 2017.
- **Design Phase:** Providing strategic direction and implementation support through market research, development of communications and media strategies, talent management planning and efficient marketing processes.
- **Pilot Phase:** Providing strategic and management support to pilot a messaging campaign for one high priority prevention focus area.
- **Test Phase:** Tracking, reviewing, course correcting and facilitating mentoring between The Coca-Cola System and partners for sustained progress.

## TEAM

Project Last Mile has engaged a subject matter expert from the Coca-Cola ecosystem to lead the strategic marketing workstream and a local resource with extensive experience in the eSwatini health sector to coordinate activities locally. The Delivery Lead brings years of corporate experience driving marketing, communication, strategy and sustainability initiatives for The Coca-Cola System and other multinational corporations.



Project Last Mile believes life-saving medicines should be in reach of every person in Africa. This pioneering cross-sector partnership between USAID, the Bill and Melinda Gates Foundation, The Global Fund, The Coca-Cola Company and its Foundation help life-saving medicines go the “last mile” to communities in Africa. We collaborate with regional Coca-Cola bottlers and suppliers in participating countries to build public health systems capacity in supply chain and strategic marketing by sharing the expertise and network of the Coca-Cola System with the local Ministry of Health. Project Last Mile in the Kingdom of eSwatini is specifically made possible by funding from The Global Fund and The Coca-Cola Foundation. Project Last Mile aims to support 10 countries by 2020.

### Global Partners

