HEALTH & BEYOND: TACKLING ROOT CAUSES

COMMENDED:
Johnson & Johnson

Johnson & Johnson is a multinational manufacturer of medical devices, pharmaceuticals and consumer goods. Founded in 1886, it comprises more than 250 operating companies in 60 countries, employing approximately 129,000 people.

ABOUT THE COMMENDED PROGRAM
Johnson & Johnson has partnered with leading international development organizations—Microcredit Summit Campaign and Freedom from Hunger—to implement an integrated health and microfinance solution that addresses the link between poverty and poor maternal and child health. Specifically, the program aims to improve the health and economic welfare of 500,000 people in India’s poorest states by the end of 2013, demonstrating the power of microfinance to achieve large-scale impact on the health of the world’s poor.

The program delivers cost-effective health interventions by training and providing technical assistance to established local microfinance institutions (MFIs) and self-help promoting institutions (SHPIs). MFIs and SHPIs then customize a package of health products and services to meet the needs of their clients. These services include health education, health financing and access to health products. Program activities focus on maternal and child health; women’s sexual and reproductive health; sanitation and hygiene; and non-communicable diseases.

Within two years, 468,750 microfinance clients had been provided with integrated microfinance and health protection services. In addition, 54 leaders from 37 Indian MFIs participated in promotional local workshops, after which the majority developed action plans to implement health protection programs in their communities.

CRITICAL SUCCESS FACTORS

EXPANSIVE PARTNERSHIPS
- Freedom from Hunger and Microcredit Summit Campaign bring 80 years of experience. Both work with numerous MFIs throughout the developing world and are already established in India. Their vast networks allow for global expansion, and their knowledge of local needs ensures relevance and sustainability.

LEVERAGING AN ESTABLISHED CONNECTION
- By using an established platform for helping the poor, Johnson & Johnson and its partners efficiently reached a population also affected by ill health. This platform was enhanced with health protection services, leveraging the connection between poverty and ill health to mitigate the severity of both.

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