

GoodLife Initiative

OVERVIEW

“What is your good life?” GoodLife is a unified, umbrella brand by the Ghana Health Service (GHS) and the Behavior Change Support (BCS) Project. It is part of an exciting overarching multimedia campaign in Ghana. The GoodLife initiative encourages self-reflection about what makes life “good” and links personal happiness to the practice of healthy behaviors. It moves health messages beyond instructive commands to engaging Ghanaians on issues relevant to their daily lives. GoodLife serves as a platform to discuss and promote positive behaviors in a wide range of health areas, including maternal, neonatal and child health; family planning; malaria prevention and treatment; nutrition; and water, sanitation and hygiene. In short, GoodLife encourages individuals to think about what gives them fulfillment in life and promotes healthy behaviors and lifestyles so that one can continue to enjoy their GoodLife. By providing a unifying theme, logo and slogan, the initiative aims to tie the different campaigns together and avoid message fatigue and confusion among the audience.

GoodLife Brand Establishment and Maintenance

The campaign to introduce and establish GoodLife was launched in November 2010 and ran for six months. To maintain the visibility of the brand on a daily basis, all BCS activities-- including mass media campaigns and project activities at the district and community levels--were directly linked to GoodLife.

The GoodLife TV Game Show and Quizzes

The GoodLife TV Game Show and associated quizzes linked all health areas together in a fun and educational format. Four, 13-episode seasons were preceded by a month of TV quiz spots. Game Show and quiz participants had opportunities to win prizes.



Radio Magazine Program: HE HA HO (Healthier Happier Home) for GoodLife

GHS and BCS developed the 30-minute radio serial drama and magazine program, He Ha Ho for GoodLife. This intervention specifically targeted rural and peri-urban mothers and caregivers of children under 5 and their significant influencers with an interactive, engaging, entertaining, and educative program in three local languages: Akan, Ga and Dagbani. While the TV Game Show targeted a more urban audience, the radio program targeted a rural and peri-urban audience. During 2013, it ran for two seasons on 12 regional FM stations nationwide.

GoodLife ICT: Web and Cell Phone Activities

As a complement to other mass media and community activities, the BCS project developed various web-based social media and cell phone platforms to extend the GoodLife platform and the various campaign themes. In SMS-based mobile communication, the project had a dedicated SMS short code for GoodLife with over 41,000 SMS hits from people answering the game show questions and quizzes. Online, the BCS YouTube channel, www.youtube.com/user/BCSGhana, features over 120 videos from across all campaigns. Since the page was

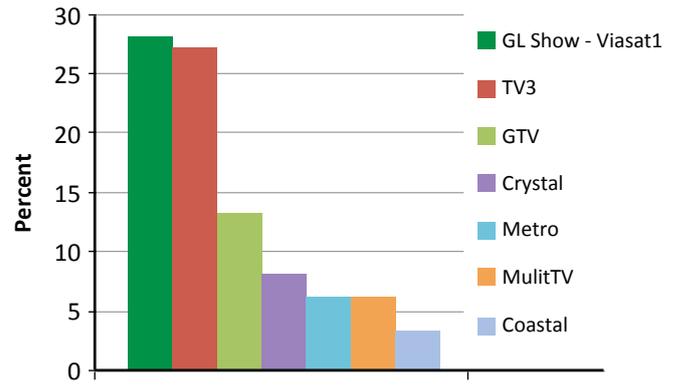
created in 2010, 447,872 people have visited the page and 533 people have subscribed to receiving BCS information on the page. BCS had an official website (www.goodlifeghana.com) and a Facebook page (www.facebook.com/goodlifeghana) with over 672 members and many more visitors.



Top Ratings

The GoodLife TV Game Show was very popular with audiences from the start. During Seasons 1 and 2, the show was the second most popular show in its timeslot with an audience share of 20% and 18%, respectively. During Season 3, the show jumped to number one in its timeslot with an audience share peaking at 31%. Season 4 maintained first place with an average 28% audience share over the time period, edging out TV3 at 27%, and dominating the time slot (see graph below). Another television station, Multi TV, re-broadcast Seasons 2 and 3 on their Cinafrik channel for free following the first run on Viasat1.

GoodLife Game Show % Audience Share April-June 2013, Saturday 4:30-5:00pm



Contact:

Ian Tweedie, Chief of Party/BCS, Senior Program Officer/Center for Communication Programs, itweedie@jhuccp.org