

# Living Goods

Uganda



# Welcome To Your 60dB Results

We enjoyed hearing from 278 of your Community Health Workers (CHWs) in Uganda – they had a lot to say!

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# Top Insights

**1** Living Goods is serving relatively less well-off CHWs; most of whom are accessing a program like this for the first time.

92% of CHWs have not had prior access to a support program like Living Goods'. 66% of them reside in rural areas and 22% live below the \$1.90 per day. This indicates that Living Goods is reaching an underserved base of relatively less well-off CHWs. There is an opportunity to further diversify by reaching more low-income individuals in rural areas.

See pages [7](#), [8](#), and [10](#).

**2** Living Goods has positively impacted CHWs' quality of life and ability to work.

All CHWs report improvements in quality of life, with 86% reporting significant improvements. Workers primarily cite increased ability to afford household bills, ability to afford education, and increased savings as top quality of life improvements. 93% say the smartphone app from Living Goods has improved their ability to carry out their job.

See pages [13](#), [14](#), and [15](#).

**3** CHWs find the training easy to understand and relevant to their work. They are able to apply most of it and foresee themselves using their knowledge in the long run.

All CHWs find the training provided by Living Goods useful to their work. 98% say most or all of the information was easy to understand and they are able to apply it in their work. All CHWs anticipate to use the knowledge gained for longer than 2 years. They suggest that Living Goods introduce more topics and increase frequency of trainings.

See pages [21](#) and [22](#).

**4** Living Goods has helped CHWs recover from a negative shock and they see good value in their support.

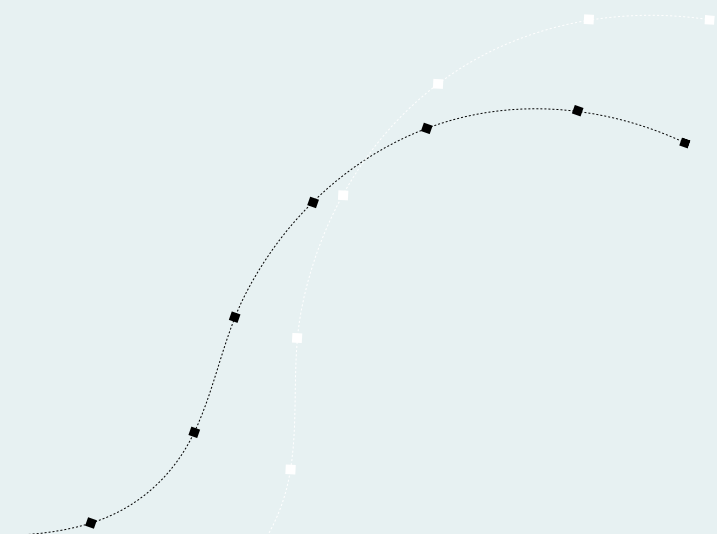
34% of CHWs report having faced a negative shock that influenced their livelihood in the past year. Of these, 88% say that Living Goods had a positive effect on their recovery. All CHWs also rate the value offered by Living Goods as 'very good' or 'good', with 86% reporting the former.

See pages [17](#) and [21](#).

**5** CHWs are largely satisfied with Living Goods but there's room for improvement on the challenge rate.

80% of CHWs would recommend the support program to friends and family. The main drivers of satisfaction are the free and high-quality drugs, the free quality training, and provision of good incentives. However, 46% of CHWs report experiencing issues. Resolving challenges could boost NPS and improve Living Goods' impact.

See pages [18](#), [19](#), [23](#), and [24](#).



# Performance Snapshot

Living Goods is doing an outstanding job at positively impacting CHWs' work and lives. There is room for improvement in challenge rate and resolution.

## Poverty Profile

0.74

Inclusivity Ratio



## Impact

86%

quality of life  
'very much improved'



## What Impact

- 49% mention ability to afford household bills
- 21% talk about affording education
- 18% report increased savings

## Contribution

92%

first time accessing  
service provided



## CHW Voice

"I am now able to get free medicine for my children and I am also able to treat them when they get malaria."  
– Female, 38

## Data Summary

Company Performance: 278 phone interviews to Community Health Workers in November 2022, in Uganda.

Quintile Assessment compares Company Performance with 60dB Health Sector Benchmark, comprised of 28 companies, 17 countries, and 11k + respondents. Full details can be found in [Appendix](#).

## Net Promoter Score®

77

on a -100 to 100 scale



## Challenges

46%

report challenges



## Usefulness of Training

100%

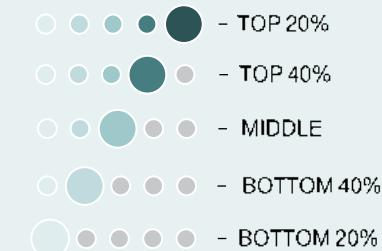
mention that the  
training is useful for  
their work

## Value Rating

86%

would rate the value  
offered by Living Goods  
as 'very good'

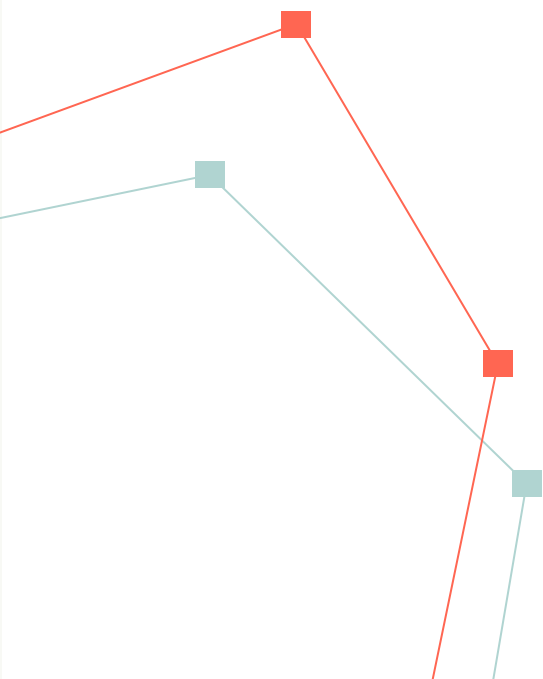
## Performance vs. 60dB Benchmark



# Community Health Workers' Voices

We loved hearing Community Health Workers' voices.

Here are some that stood out.



## Impact Stories

100% shared how Living Goods' support had improved their quality of life

"No more quarreling at home like it used to be the case when only the man was providing for the family. Now I can afford to buy things, and this has created a good atmosphere in our home. We are living happily because of Living Goods." - Female, 37

"The incentives provided to me has made it possible for me to purchase food for my family and do some construction. The skills I learnt have helped me maintain the health of my grand children." - Male, 54

"My health is okay because of the treatment and the disease prevention measures I take." - Female, 48

"Since I joined Living Goods, I have saved a lot of money since I now treat my family on sicknesses like malaria and diarrhea as result of the training and the drugs that are easily accessible. This has helped us stay healthy and strong to continue with our daily chores." - Female, 51

"I have gained knowledge that can help me treat people and am proud of that. The incentives I get help me purchase food for my family and pay school fees." - Male, 43

"I now save the incentives I get, and this has enabled me to carry out development projects." - Male, 28

## Opinions On Living Goods Value Proposition

80% were Promoters and were highly likely to recommend

"Living Goods are treating us well by giving us free medicine and incentives based on one's performance. They also give us protective gears like soaps and aprons." - Female, 60

"Living Goods has a good training mechanism, which involves us interacting with other health workers and we tend to learn a lot from each other." - Male, 47

## Opportunities For Improvement

48% had a specific suggestion for improvement

"Living Goods should organise a health camp in the community where all community members come to receive free education and treatment for different ailments." - Female, 38

"Living Goods should consider giving community health workers in rural areas power banks to help in charging the smart phones because power in these areas is unreliable." - Female, 48

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“I can not only treat the community but also my family members. I also receive an incentive which I use to support my family.” - Male, 47

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# Demographics

On average, CHWs reside in households with 6 other members.

The majority say they live in the countryside (66%) with the rest based out of towns (23%) and cities (11%).

Results in this report have been segmented by age, tenure and area of residence – statistically significant differences have been reported.

We have not disaggregated the results in this report by gender due to the small sample of men interviewed (15).

The N value signifying sample size may vary based on the survey logic and the number of CHWs who chose to skip or were unable to answer the question.

95% of CHWs we spoke with were women, mostly between 30-49 years old, with an average tenure of almost 5 years.

## About the Living Goods' CHWs We Spoke With

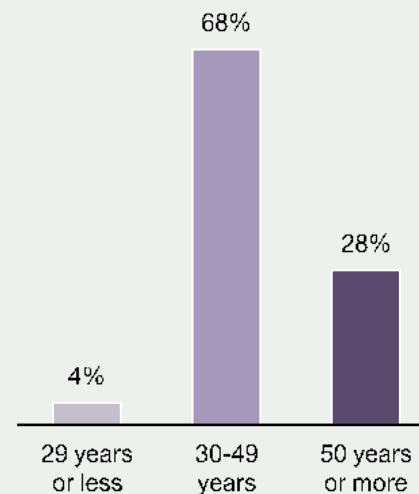
Data relating to community health worker characteristics (n = 278)

### Gender



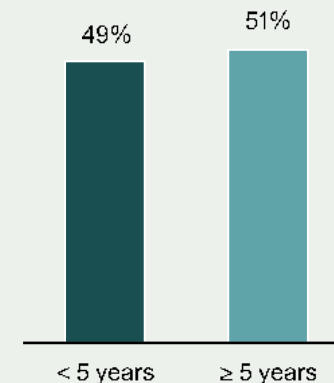
### Age

44 Average years



### Tenure of Engagement

4.9 Average years





# Income Profile

Living Goods is doing a good job of reaching relatively less well-off CHWs.

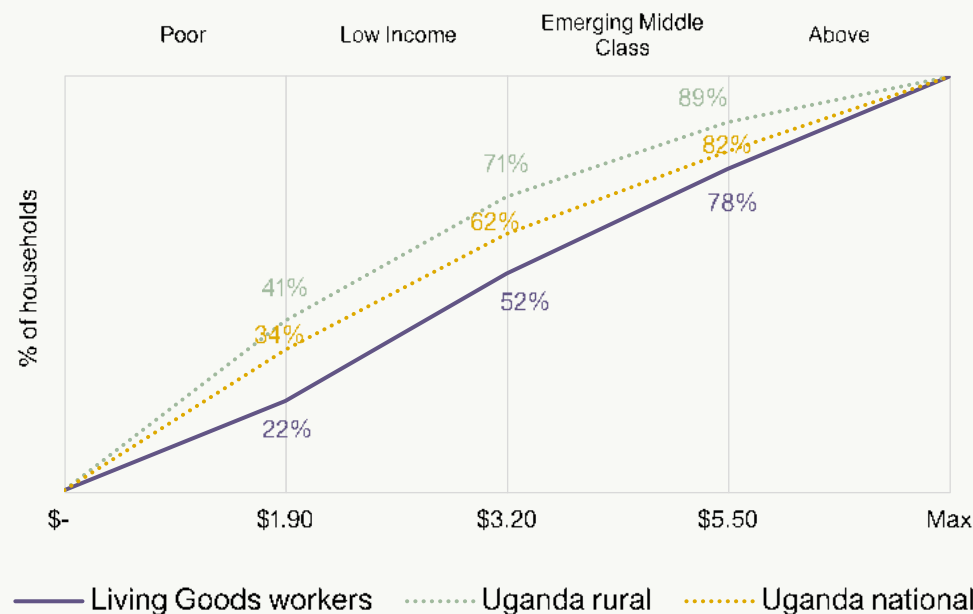
Using the Simple Poverty Scorecard® we measured how the income profile of your CHWs compares to the Uganda national average.

22% of all Community Health Workers live on less than \$1.90 per person per day, which is Uganda's poverty line as recommended by the World Bank. The resulting Inclusivity Ratio against the national average is 0.74, which is significantly higher than the 60dB Health benchmark of 0.35.

However, given CHWs reside primarily in rural areas, we also looked at the rural Inclusivity Ratio: 0.63. Living Goods could aim to further its reach by serving less well-off workers in rural areas.

## Income Distribution of Living Goods Relative to Uganda Average

% living below \$xx per person / per day (2011 PPP) (n = 278)



## Inclusivity Ratio

Degree that Living Goods is reaching low-income CHWs in Uganda.

# 0.74

● ● ● ● ● - TOP 20%

We calculate the degree to which you are serving low-income Community Health Workers compared to the general population.

1 = parity with national average

> 1 = over-serving

< 1 = under-serving.

See [Appendix](#) for calculation.



# Support Received

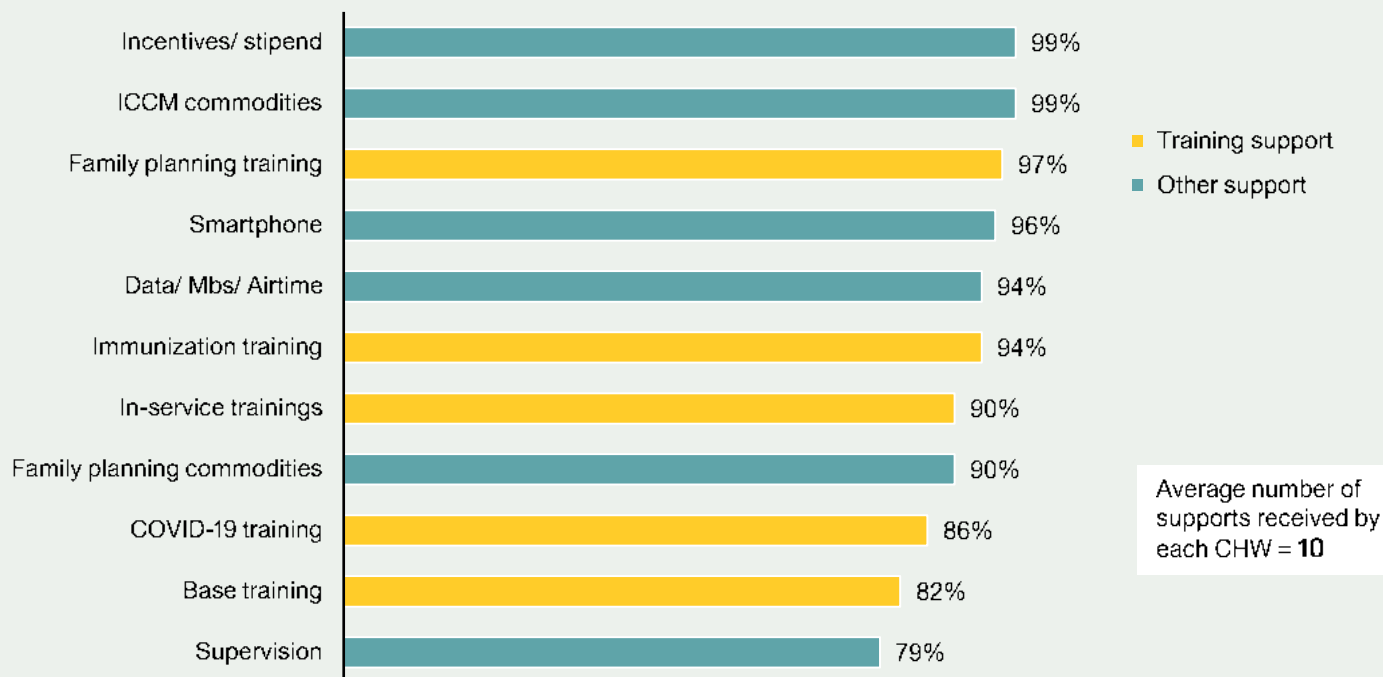
On average, CHWs have received 10 different types of support from Living Goods.

CHWs were asked to list, based on their recollection, the different types of support they have received from Living Goods. The results are to the right.

18% of the respondents have not received the base training from Living Goods and 21% do not have a supervisor.

## Support Received as Reported by CHWs

Q: What support do you receive from Living Goods? Select all that apply (n = 278)



# First Access

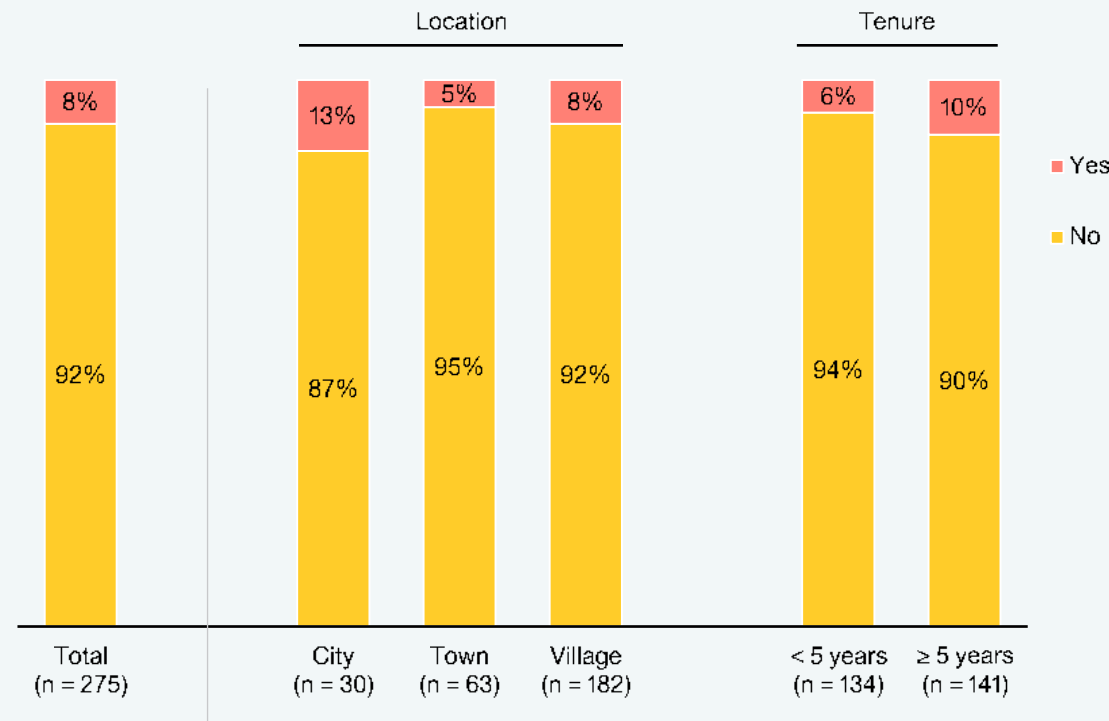
92% of CHWs are getting support like the one provided by Living Goods for the first time.

The high percentage of CHWs who are accessing support like this for the first time suggests that Living Goods is reaching an under-served base.

There are no statistical differences in first-time access across age, tenure, or area of residence.

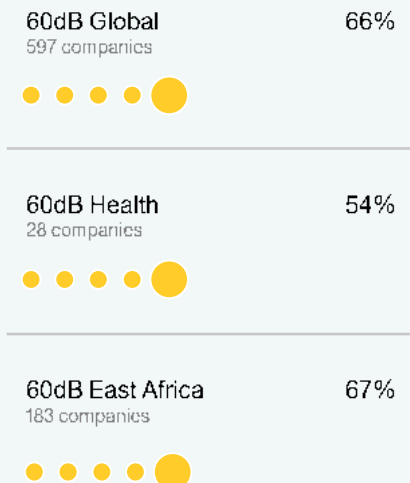
## First Access

Q: Before Living Goods, did you have access to support like Living Goods provides? (n = 275)



## Benchmarks

Relative performance analysis.



# Availability of Alternatives

91% of CHWs cannot easily find a good alternative to the Living Goods' support program.

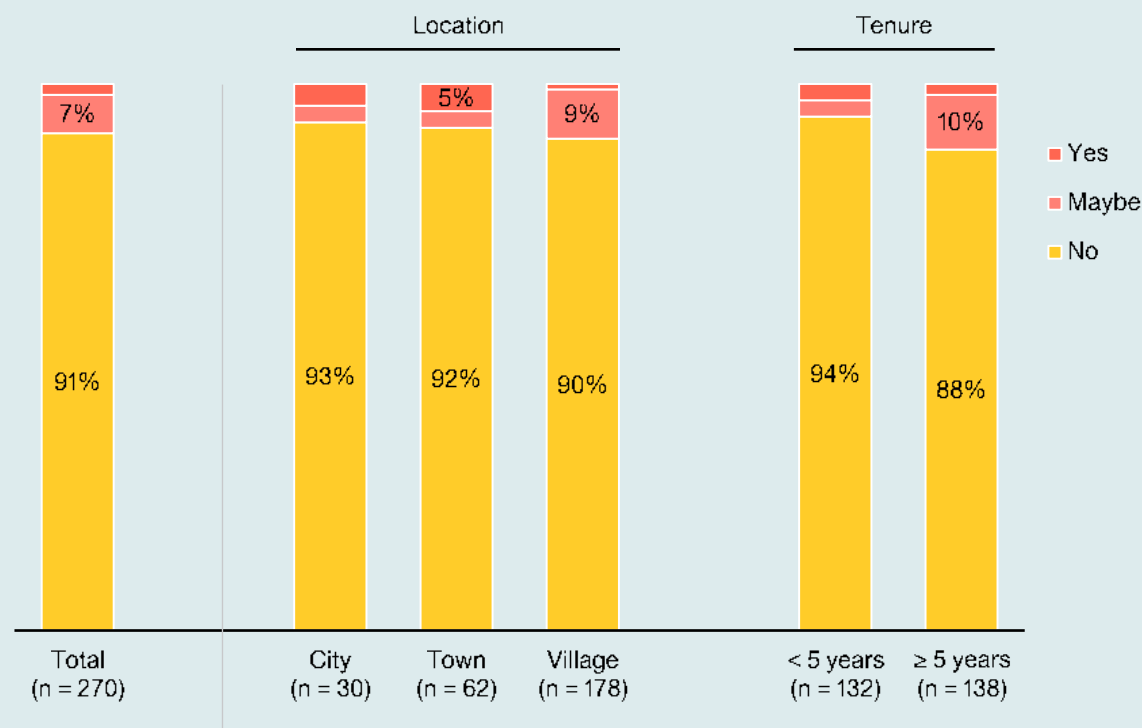
Availability of alternatives provides insight into the competitive landscape and the degree to which Living Goods is providing a scarce service.

Less tenured CHWs are more likely to not have access to good alternatives compared to those who have been with Living Goods for 5 years or more.

There are no statistical differences in access to good alternatives across age or location.

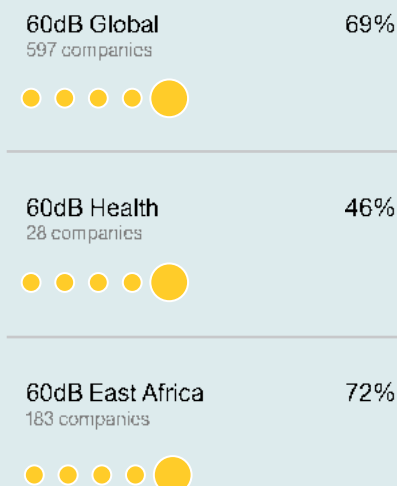
## Access to Alternatives

Q: Could you easily find a good alternative to Living Goods' support? (n = 270)



## Benchmarks

Relative performance analysis.



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“At the end of the month, I get an incentive which I save in our community group and use the rest to meet the needs of my family members.” – Female, 53



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# Quality of Life: Overview

To gauge depth of impact, CHWs were asked to reflect on whether their quality of life has changed because of Living Goods' support program.

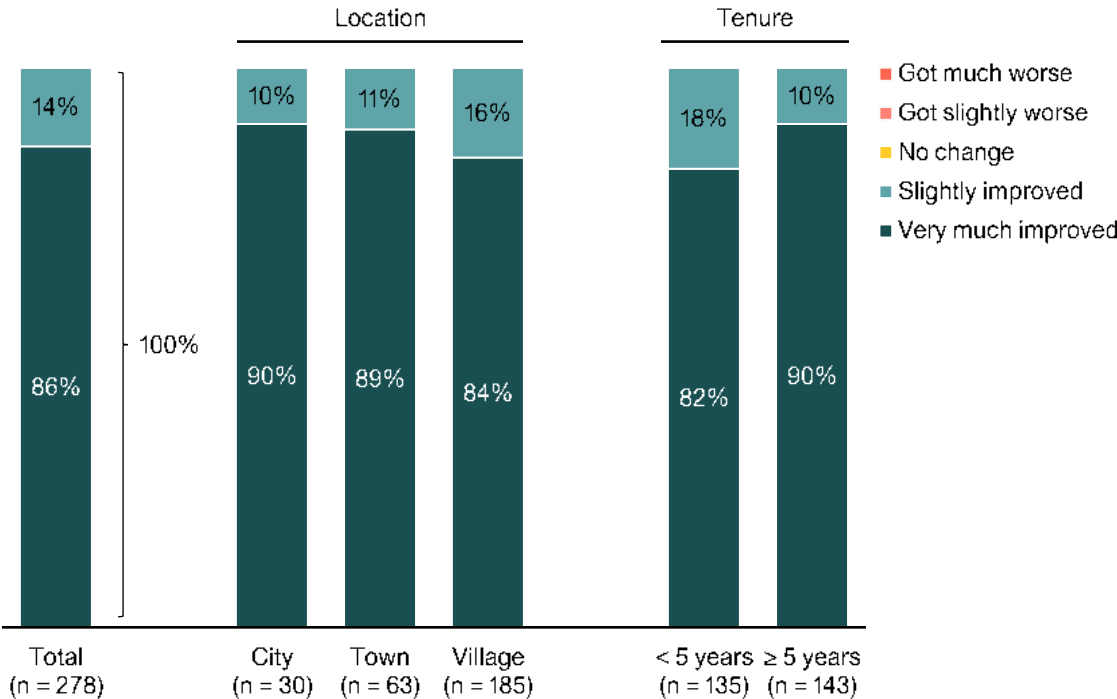
CHWs who have benefitted for 5 or more years are more likely to report significant quality of life improvements (90%) than those who have benefitted for less than 5 years (82%). This shows that impact deepens overtime.

We saw no significant differences across age or area of residence.

All CHWs report an improvement in their quality of life, with 86% reporting significant improvements.

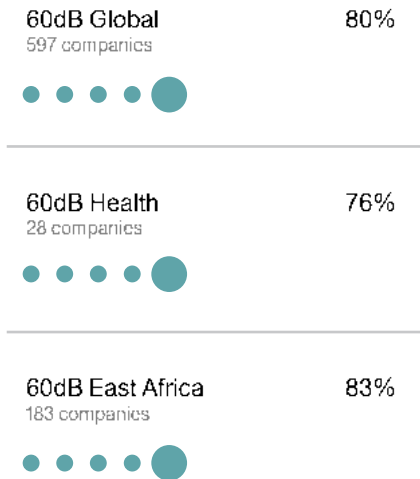
## Perceived Quality of Life Change

Q: Has your quality of life changed because of Living Goods' support? Has it: (n = 278)



## Benchmarks

Relative performance analysis.



# Quality of Life: Top Outcomes

Asking CHWs to elaborate on the reasons for the reported quality of life improvement and the outcomes they are experiencing allows us insight into the key areas of life that Living Goods has been able to impact.

The top outcomes are shown on the right. Others included:

- Improved family health (12%)
- Reduced medical expenses (11%)

When we look at CHWs open-ended responses, we discovered the top three reasons why they say their quality of life has improved.

## Top Outcomes for 100% of CHWs Who Say Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 278). Open-ended, coded by 60 Decibels.

49%

mention **improved ability to afford household bills**

“Before joining Living Goods, I was a farmer, and it was difficult to provide for my family’s medication and basic needs, like food, as I had no source of income and skills. Now, I can provide for my family.” – Female, 42

21%

talk about **improved ability to afford education**

“With the incentives I get from Living Goods, I am able to support my family in terms of providing food and payments of school fees with ease.” – Female, 39

18%

report **increased savings**

“I [now] treat my family members hence saving a lot of money that I would have used to take my children for treatment.” – Female, 27

# App Effectiveness

The smartphone app is expected to help the CHWs carry out their work more effectively.

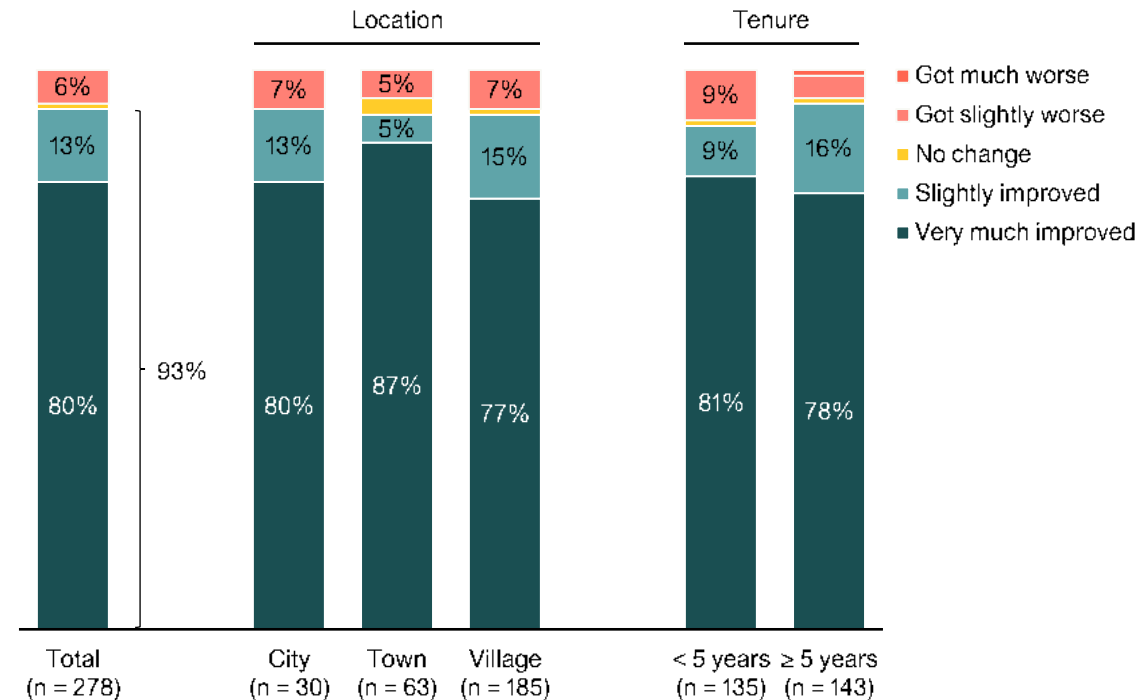
The results confirm this is the case as nearly all CHWs report an improvement in their ability to carry out their work because of the smartphone app provided by Living Goods; with 80% of workers reporting significant improvements.

We saw no significant differences across age, area of residence, or tenure.

93% of CHWs say that the smartphone from Living Goods has improved their ability to carry out their jobs.

## Perceived Change in Ability to Work Because of the Smartphone App

Q: Has the smartphone app provided by Living Goods changed your ability to carry out your job? Has it:  
(n = 278)





# Resilience to Shocks

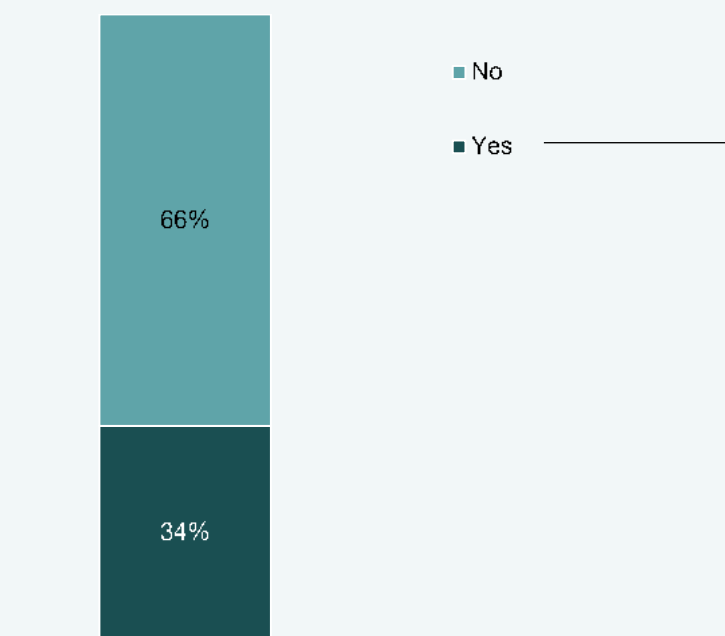
34% of CHWs have experienced a negative shock in the last 12 months. 88% of these say their involvement with Living Goods helped their recovery.

Of the 34% who experienced a negative shock in the past year, 64% say Living Goods had a significant positive effect on their recovery.

We saw no significant differences on experiencing shocks and company effect on household recovery across age, area of residence, or tenure.

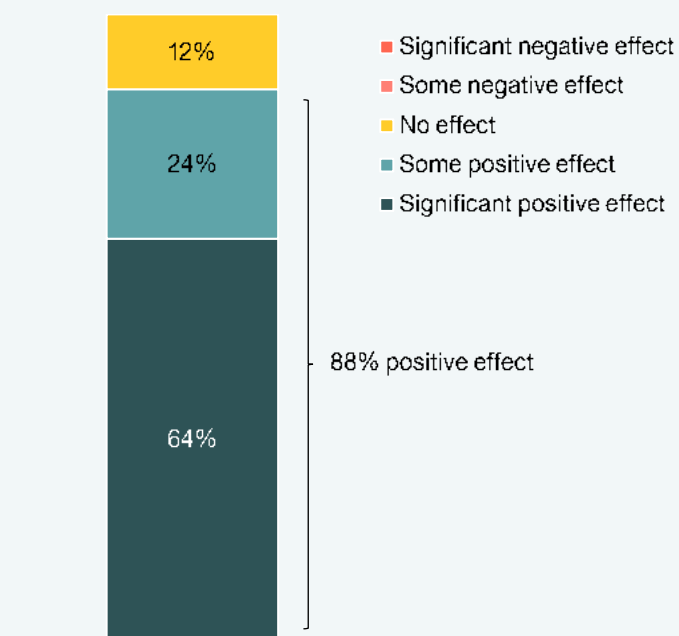
## Shocks Experienced by Household

Q: In the last 12 months, did your household experience a significant event that negatively affected your ability to manage your livelihood? (n = 275)



## Effect on Household Recovery

Q: Did your involvement with Living Goods have an effect on your recovery? (n = 93)



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“Living Goods provides good incentives, and the training is good compared to other health institutions.” - Female, 42

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# CHW Satisfaction: Overview

The Net Promoter Score® is a gauge of satisfaction and loyalty. A score above 50 is considered excellent. A negative score is considered poor.

The NPS for CHWs based in the city is higher (90) compared to that of those based in towns (71) and village (76).

The NPS for CHWs aged 50 years or more is higher (82) than the NPS for younger workers (75).

There were no significant differences in NPS across tenure of interaction with the company.

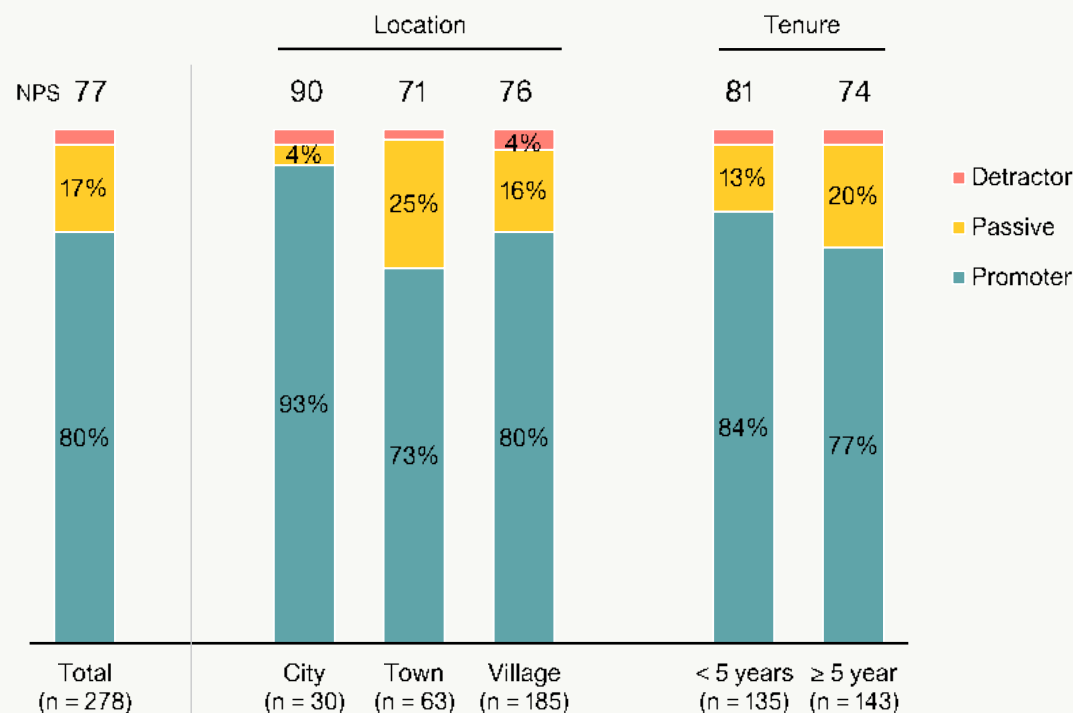
## Insight

You're in the top 20% of our Health benchmark for this indicator.

The Net Promoter Score® for Living Goods is 77, which is excellent and outperforms relevant 60dB benchmarks.

## Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend Living Goods' support to another Community Health Worker, where 0 is not at all likely and 10 is extremely likely? (n = 278)



## Benchmarks

Relative performance analysis.

60dB Global  
597 companies



43

60dB Health  
28 companies



41

60dB East Africa  
183 companies



40

# CHW Satisfaction: NPS Drivers

Promoters value the free and high-quality drugs, the free quality training, and provision of good incentives. Passives and Detractors ask for higher incentives.

80% are Promoters : )

They love:

1. Provision of free and high-quality drugs  
(45% of Promoters / 36% of all respondents)
2. Good and free training  
(42% of Promoters / 34% of all respondents)
3. Provision of good incentives  
(30% of Promoters / 24% of all respondents)

“Living Goods gives free training and free malaria drugs like zinc, which are very helpful in treating family members. This saves one the time taken to travel to the health center.” – Female, 27

17% are Passives : \

They like:

1. Good training  
(28% of Passives / 5% of all respondents)
2. Provision of free drugs  
(17% of Passives / 3% of all respondents)

But would love to see:

1. Higher incentives  
(17% of Passives / 3% of all respondents)

“[I would recommend them] because Living Goods offers good training and provides allowances in form of incentives to their Community Health Workers.” – Female, 42

3% are Detractors : (

They want to see:

1. Higher Incentives  
(4 respondents)
2. Better data verification & staff treatment  
(4 respondents)
3. Treatment packages for adults  
(2 respondents)

“Living Goods should at least increase their incentives because there is a lot of work and movement we make reaching out to pregnant women and treating children.” – Female, 52

# Value Offered

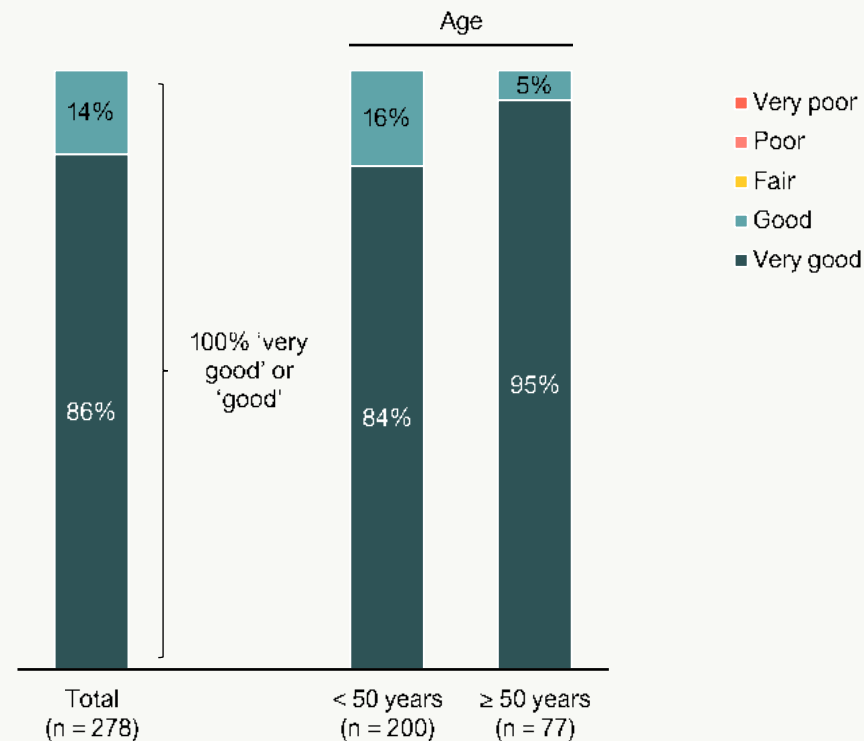
All CHWs rate the value offered by Living Goods as 'very good' or 'good'.

86% of the CHWs say Living Goods' support program is significantly valuable. This varies by age, with older CHWs being more likely to find the value offered by Living Goods as 'very good'.

There are no significant differences on value rating across tenure or area of residence.

## Value Offered by Living Goods

Q: How do you rate the value offered by Living Goods' support? (n = 278)

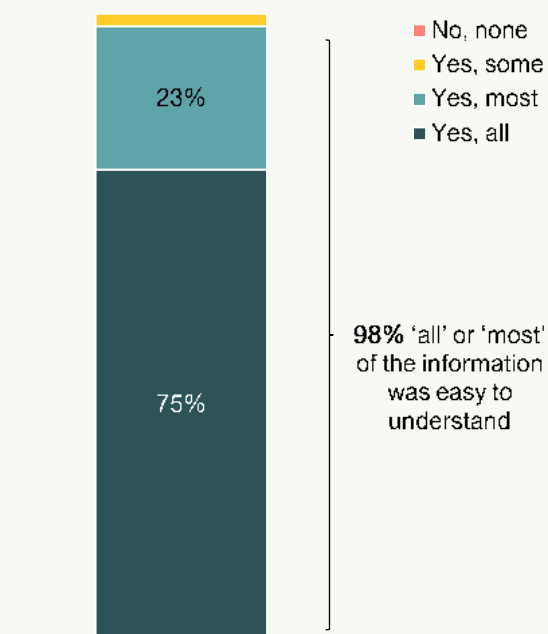


# Training Assessment: Effectiveness

All CHWs find the training useful for their work. The content is also easy to understand and has been applied in their jobs. CHWs anticipate to use apply training for 2+ years.

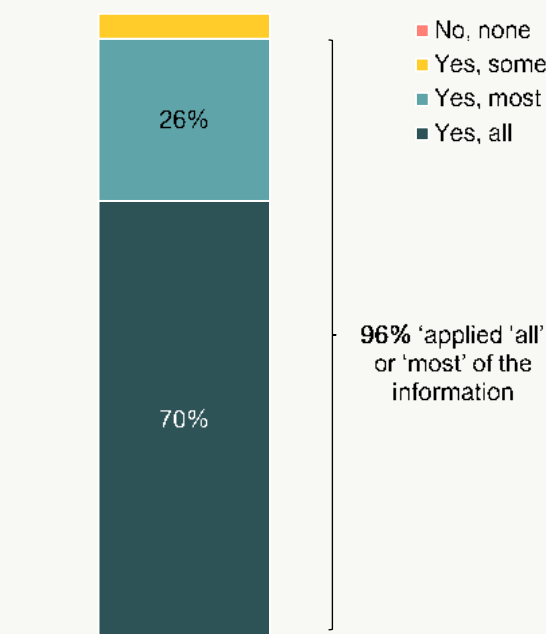
## Ease of Understanding

Q: How much of the information was easy to understand?  
(n = 277)



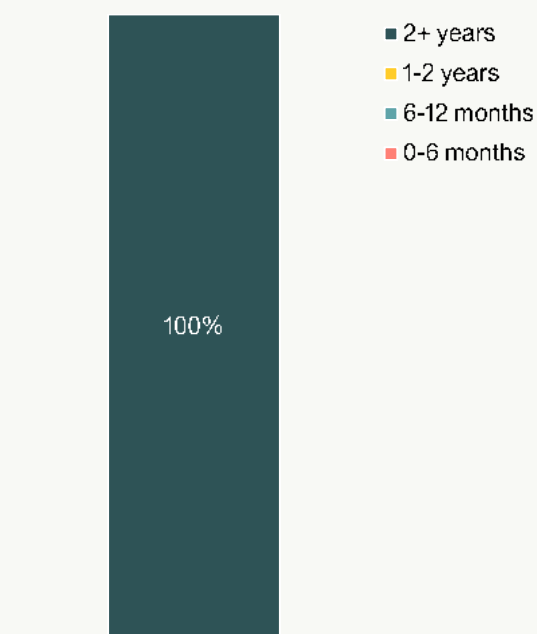
## Training Application

Q: How much of the information did you apply to your livelihood?  
(n = 278)



## Training Application in the Long Run

Q: How long do you see yourself applying Living Goods' training? (n = 272)



# Training Assessment: Suggestions

CHWs want to see more frequent trainings on a larger variety of topics.

CHWs were asked for suggestions to improve Living Goods' training. 31% of them did not have any suggestion for improvement while the suggestions made by the rest are on the right.

## Suggested Improvements for Training

Q: What about Living Goods' training can be improved? (n = 278). Open-ended, coded by 60 Decibels.



“[Living Goods should] increase the number of trainings in a month to at least two.” – Male, 59

“Living goods should teach in the local languages that we speak in our [respective] areas. This will make it easier to understand what is taught.” – Female, 53



# Challenge Experience: Overview

46% of CHWs experienced a challenge with Living Goods and they would primarily benefit from a more functional smartphone application.

CHWs who reported challenges were asked to state in their own words the challenges they were facing. The top reported challenges are on the right.

Living Goods' Community Health Workers have a challenge rate of 46%, which is high and places Living Goods among the bottom 20% of the 60dB Health benchmark.

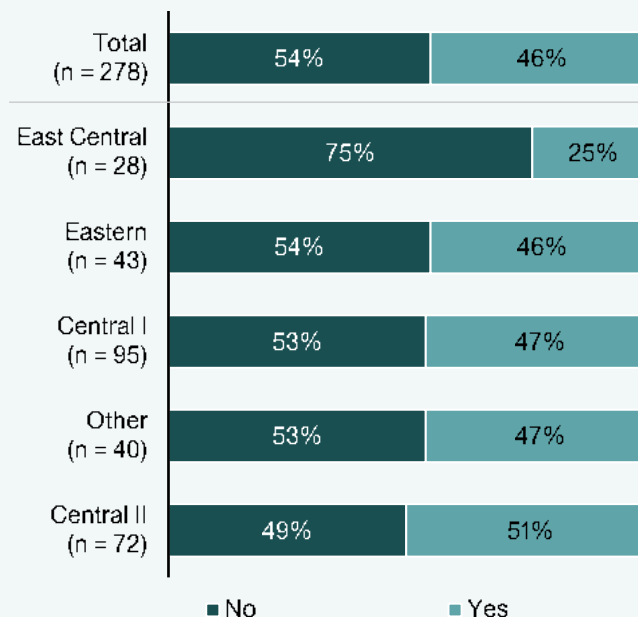
Although not statistically different, CHWs based out of the East Central region are less likely to report challenges compared to others.

Challenges can prevent CHWs from realizing higher positive impact and negatively influence their satisfaction with Living Goods. More details on this have been listed on the next page.

## CHWs Reporting Challenges

Q: Have you experienced any challenges with Living Goods' support? (n = 278)

● ● ● ● ● - BOTTOM 20%



## Challenges Reported

Q: Please explain the challenge(s) you have experienced (n = 128). Open-ended, coded by 60 Decibels.

### 1. Issues with the smartphone/ app

(59% of those w. challenges/ 27% of all respondents)

"The smartphone application sometimes takes too long to load, which is inconvenient."

- Female, 36

### 2. Poor patient behavior

(20% of those w. challenges, 9% of all respondents)

"Patients sometimes report that we have not visited them when they are called by the organization during follow-up, and this gives a bad image and discourages us."

- Female, 57

### 3. Shortage of drugs/ medicine

(11% of those w. challenges, 5% of all respondents)

"The drugs I am given are not enough for the population I serve."

- Female, 30

# Challenge Experience: Disaggregated Insights

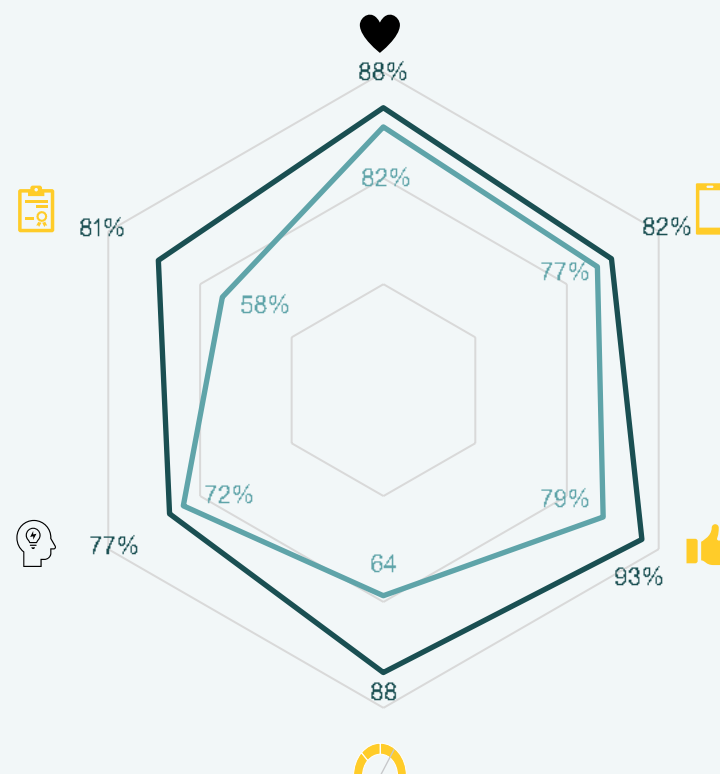
CHWs not facing challenges report a higher impact on their work and life and a higher satisfaction with Living Goods.

We checked for trends in impact and satisfaction metrics by whether the CHW has experienced a challenge with Living Goods.

While the overall impact on CHWs ('very much improved' and 'slightly improved') does not vary significantly based on challenges, CHWs without challenges experience a higher degree of impact and are significantly more likely to report 'very much improved' outcomes across metrics compared to those experiencing challenges.

Challenges have the most significant effect on NPS and CHWs' ability to apply the training received.

Trend by CHW Challenge Experience



## Key



No challenges  
n = 150



Experienced challenges  
n = 128



Quality of Life  
% 'very much improved'



App Effectiveness  
% 'very much improved'



Value Offered  
% 'very good'



Net Promoter Score®  
% Promoters - % Detractors



Training Understanding  
% 'all'



Training Application  
% 'all'

\*Results that are statistically significantly different are colored in yellow

# Closing Thoughts

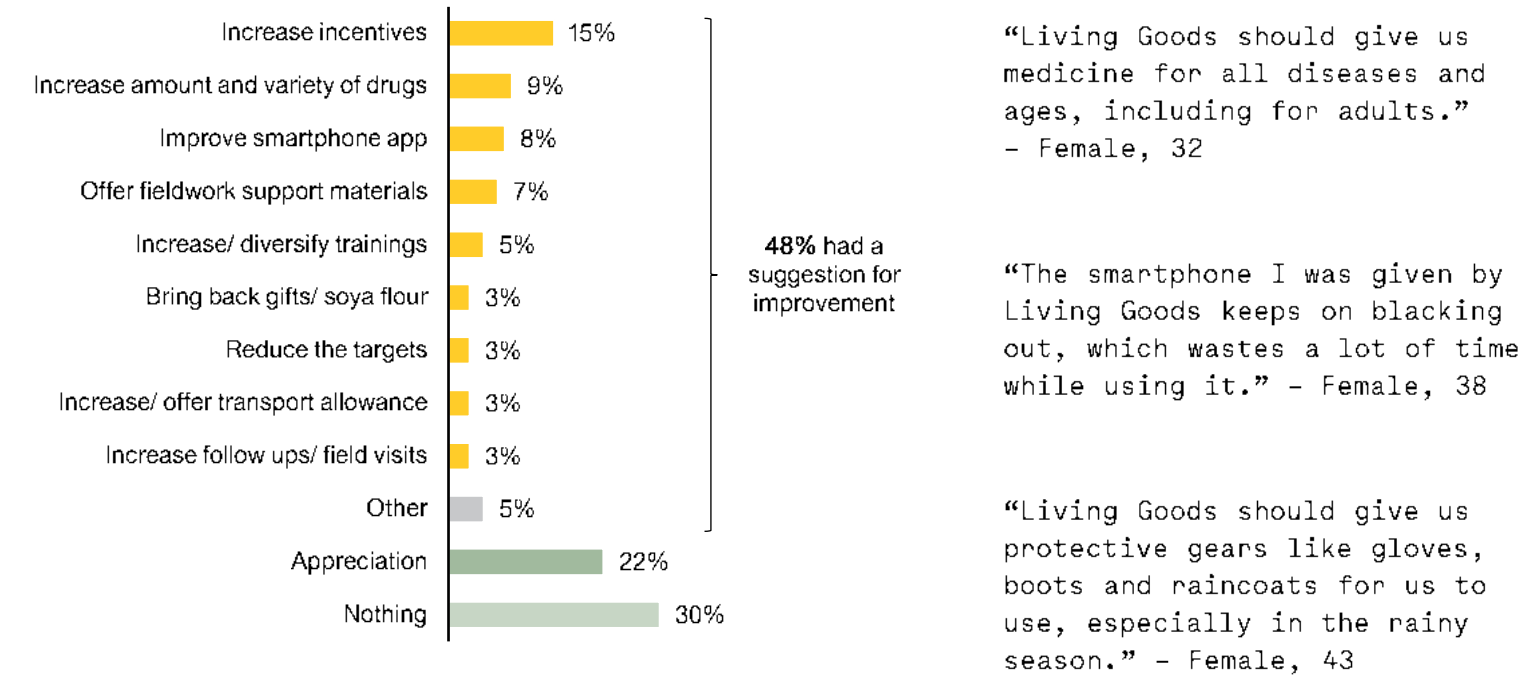
At the end of the interview, we asked, as we always do, whether there was anything else they would like to share.

48% of those we interviewed had a suggestion for improvement, including increasing incentives, as well as offering more and more diverse drugs.

CHWs suggested that Living Goods should increase incentives and offer more and diverse drugs.

## Closing Thoughts

Q: Is there anything else you'd like to share related to what we've been talking about? (n = 278).  
Open-ended, coded by 60 Decibels.



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“Now I don't buy medicine and I've cut on hospital visits. This saves me money.” – Male, 48

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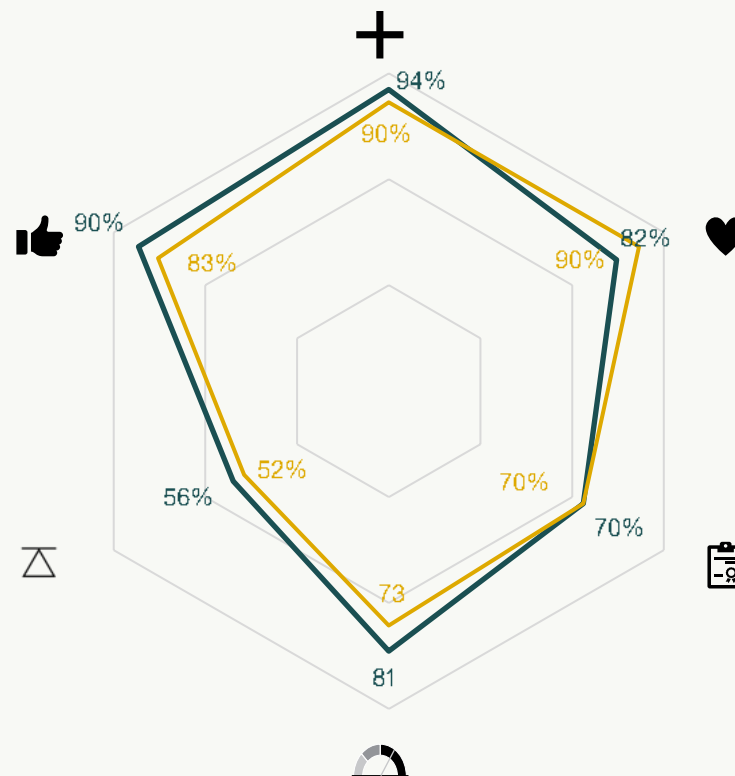
# Tenure Focus

Living Goods' support program is impacting CHWs of different tenures similarly.

While overall there are no major differences across tenure, quality of life improvements does vary by tenure.

More tenured CHWs are more likely to experience 'very much improved' outcomes than their less tenured counterparts.

## Trends by Tenure



### Key



< 5 years  
n = 135



≥ 5 years  
n = 143



First Access  
% accessing for first time



Quality of Life  
% 'very much improved'



Training Application  
% applied 'all' the information



Net Promoter Score®  
% Promoters - % Detractors



Challenge Rate  
% no challenges



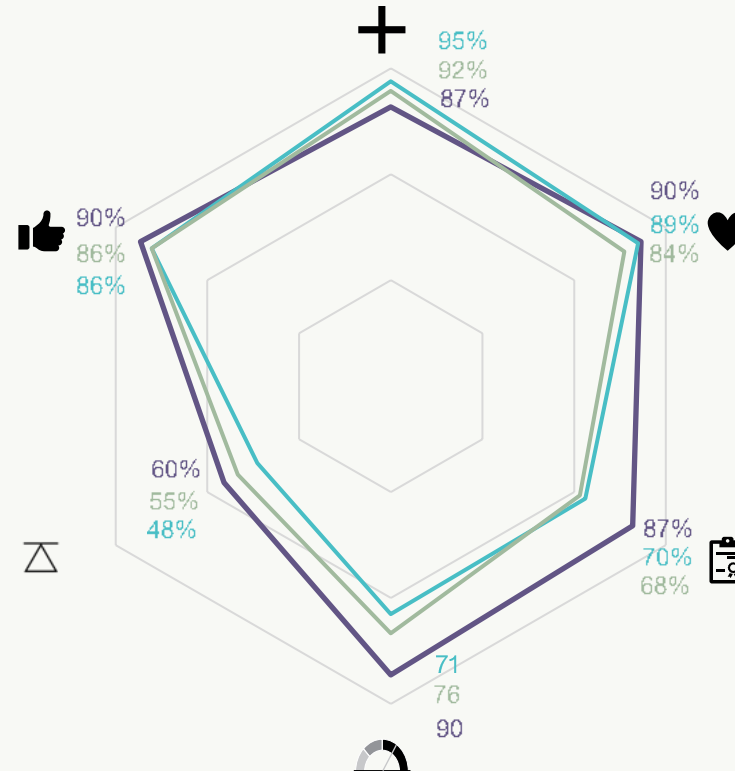
Value Offered  
% 'very good'

# Location Focus

Living Goods' support program is impacting CHWs residing in different types of localities similarly.

NPS varies with location of residence. The NPS for CHWs residing in cities is higher compared to those in towns and villages.

## Trends by Location



### Key



Village  
n = 185



Town  
n = 63



City  
n = 30



First Access  
% accessing for first time



Quality of Life  
% 'very much improved'



Training Application  
% applied 'all' the information



Net Promoter Score®  
% Promoters - % Detractors



Challenge Rate  
% no challenges



Value Offered  
% 'very good'

# What Next?

## ...& Appendix



# How to Make the Most of These Insights

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

Example tweets or Facebook posts to share publicly

- All our Community Health Workers say their quality of life has improved since they started engaging with Living Goods. "I have managed to construct a house and buy sofa chairs from Living Goods' incentives. I am also paying school fees for my children." #ListenBetter with @60\_\_decibels
- 80% of Community Health Workers would recommend us to a friend or family member. #ListenBetter with @60\_\_decibels
- 93% of Community Health Workers say the smartphone app from Living Goods has improved their ability to work. #ListenBetter with @60\_\_decibels

## What You Could Do Next. An Idea Checklist From Us To You :-)

Engage Your Team	<input type="checkbox"/> Share staff quiz – it's a fun way to fuel engagement & discussion
	<input type="checkbox"/> Send deck to team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
	<input type="checkbox"/> Set up team meeting & discuss what's most important, celebrate the positives & identify next steps
Spread The Word	<input type="checkbox"/> Reach a wider audience on social media & show you're invested in your Community Health Workers – we've added some example posts on the left
Close The Loop	<input type="checkbox"/> Let us know if you'd like us to send an SMS to interviewed Community Health Workers with a short message letting them know feedback is valued and as a result, you'll be working on XYZ
	<input type="checkbox"/> After reading this deck, don't forget to let us know what you thought <a href="#">here!</a>
Take Action!	<input type="checkbox"/> Collate ideas from team into action plan including responsibilities
	<input type="checkbox"/> Keep us updated, we'd love to know what changes you make based on these insights

# Detailed Benchmarking Comparison

Living Goods performs particularly well on improving CHWs' quality of life. There is room for improvement in decreasing the challenge rate.

Comparison to benchmarks can be useful to identify where you are under- or over-performing versus peers, and help you set targets. We have aligned your results to the [Impact Management Project](#) framework – see next slide.

Information on the benchmarks is found below:

**Company Data**

# CHWs 278

**60dB Global Benchmark:**

# companies 597  
# customers 264k +

**60dB Health Sector Benchmark**

# companies 28  
# customers 11k +

**60dB Eastern Africa Benchmark**

# companies 183  
# customers 86k +

Comparison of Company Performance to Selected 60dB Benchmarks

Dimension	Indicator	Living Goods	60dB Global Benchmark	60dB Health Benchmark	60dB Eastern Africa Benchmark
Who ○	% live in poverty (below \$1.90 line)	22	42	20	44
	Inclusivity Ratio	0.74	0.81	0.35	0.73
	% female	95	42	60	38
How Much ≡	% reporting quality of life very much improved	86	41	47	48
	% reporting quality of life slightly improved	14	42	30	40
	% reporting training being useful to their work	100	-	-	-
	% reporting improved ability to work due to app	93	-	-	-
What Impact □	% reporting ability to afford household bills	49	-	-	-
	% reporting ability to afford education	21	-	-	-
	% reporting increased savings	18	-	-	-
Contribution +	% first time accessing [product/service]	92	66	54	67
	% saying no good alternatives are available	91	68	46	72
Risk △	% experiencing challenges	46	27	22	31
Experience	Net Promoter Score	77	43	41	40

# Impact Management Project

We take pride in making the data we collect easy to interpret, beautiful to look at, and simple to understand and act upon.

We also align our data with emerging standards of best practice in our space, such as the [Impact Management Project](#) (IMP).

The IMP introduces five dimensions of impact: Who, What, How Much, Contribution, and Risk.

These dimensions help you check that you haven't missed any ways of thinking about, and ultimately measuring, the positive and negative changes that are occurring as a result of an intervention.

**IMPACT  
MANAGEMENT  
PROJECT**

We aligned your results to the Impact Management Project. We're big fans of the IMP – it's a simple, intuitive and complete way of conceptualizing impact.

Dimension	Explanation
Who ○	The <b>Who</b> of impact looks at the stakeholders who experience social and environmental outcomes. All things equal, the impact created is greater if a particularly marginalised or underserved group of people is served, or an especially vulnerable part of the planet protected. <b>For the who of impact, we tend to work with our clients to understand poverty levels, gender and disability inclusivity.</b>
What Impact □	<b>What</b> investigates the outcomes the enterprise is contributing to and how material those outcomes are to stakeholders. We collect most of this what data using qualitative questions designed to let customers tell us in their own words the outcomes they experience and which are most important to them.
How Much ≡	<b>How Much</b> looks at the degree of change of any particular outcome.
Contribution +	<b>Contribution</b> seeks to understand whether an enterprise's and/ or investor's efforts resulted in outcomes that were better than what would have occurred otherwise. In formal evaluation this is often studied using experimental research such as randomised control trials. Given the time and cost of gathering these data, this is not our typical practice. We instead typically ask customers to self-identify the degree to which the changes they experience result from the company in question. We ask customers whether this was the first time they accessed a product of technology like the one from the company, and we ask how easily they could find a good alternative. If a customer is, for the first time, accessing a product they could not easily find elsewhere, we consider that the product or service in question has made a greater contribution to the outcomes we observe.
Risk △	<b>Impact Risk</b> tells us the likelihood that impact will be different than expected. We are admittedly still in the early days of figuring out how best to measure impact risk – it's an especially complex area. That said, where customers experience challenges using their product or service, we do think that this correlates with a higher risk that impact does not happen (i.e. if a product or service is not in use then there's no impact). Hence, we look at challenge rates (the percent of customers who have experienced challenges using a product or service), and resolution rates (the percent of customers who experienced challenges and did not have them resolved) as customer based proxies for impact risk.

# Calculations & Definitions

For those who like to geek out, here’s a summary of some of the calculations we used in this deck.

Metric	Calculation
Net Promoter Score <sup>(60)</sup>	The Net Promoter Score is a common gauge of customer/ worker satisfaction and loyalty. It is measured through asking respondents to rate their likelihood to recommend your service to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of respondents rating 9 or 10 out of 10 ('Promoters') minus the % of respondents rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'.
Inclusivity Ratio	<div>The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an enterprise is reaching less well-off respondents. It is calculated by taking the average of Company % / National %, at the \$1.90 &amp; \$3.20 lines for low income countries, or at the \$3.20, \$5.50 and \$11 lines for middle income countries. The formula is:</div> <div><math display="block">\sum_{x=1}^2 \frac{([Company] Poverty Line \\$x)}{(Country Poverty Line \\$x)} / 2</math></div>

# Methodology

278 phone interviews completed in November 2022.

## Methodology

Survey mode	Phone
Country	Uganda
Language	English, Luganda, Lusoga, Lango
Dates	November 2022
Sampling	Random sample of 278 Living Goods' Community Health Workers from a database of 400 Community Health Workers shared by Living Goods.
Response rate	80%
Average time p/interview	22 mins

## Responses Collected

Workers	278
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## Accuracy

Confidence Level	~90%
Margin of error	~3%

## Research Assistant Gender

Female	2
Male	3

# Thank You For Working With Us!

Let's do it again sometime.

## About 60 Decibels

60 Decibels makes it easy to listen to the people who matter most. 60 Decibels is an impact measurement company that helps organizations around the world better understand their clients, suppliers, and customers. Its proprietary approach, Lean Data, brings customer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 940+ trained Lean Data researchers in 75+ countries who speak directly to customers to understand their lived experience. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, 60 Decibels helps clients listen more effectively and benchmark their social performance against their peers.

60 Decibels has offices in London, Nairobi, New York, and Bengaluru. To learn more, visit [60decibels.com](https://60decibels.com).

We are proud to be a Climate Positive company.



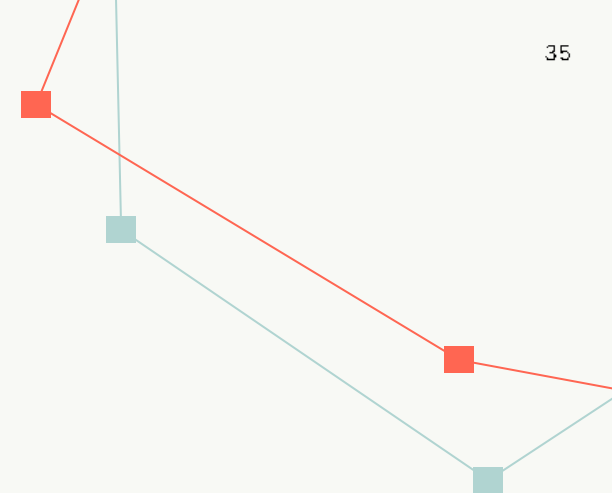
## Your Feedback

We'd love to hear your feedback on the 60dB process; take 5 minutes to fill out our feedback survey [here](#)!

## Acknowledgements

Thank you to Brittany Brown for their support throughout the project.

This work was generously sponsored by Bayer Foundation.



With Living Goods, I'm given free  
medicine and this has helped me save  
a lot of money that I use to pay  
school fees for my children.

Living Goods has provided  
me with incentives that I  
use to pay for:

- > water
- > electricity
- > food

and other household items.

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