

■ MULUNGI MOBILEMEDICS INITIATIVE (MMI) ■ Motto: 'Let's Find You' P.O. Box 175700 Kampala – Lukuli Makindye Bruno Zone Email: mobilemedics3@gmail.com | Website: mmobilemedics.org

**Introduction** Health literacy is central to empowering individuals and communities to make informed health decisions. In underserved communities, limited access to reliable health information leads to misinformation, poor health-seeking behaviors, and preventable illnesses. MMI seeks to bridge this gap through a Health Information Access & Literacy Campaign, targeting vulnerable populations, especially youth and women in Uganda.

**Project Overview** The campaign will focus on improving community health outcomes by ensuring access, understanding, evaluation, and application of health information. Through community engagement, culturally sensitive communication, and training initiatives, MMI will empower individuals to take charge of their well-being.

**Objectives**

- Improve access to accurate and timely health information.
- Simplify complex medical concepts into understandable language.
- Strengthen community ability to evaluate the credibility of health sources.
- Empower individuals to make informed decisions for their families and communities.

**Scope**

**Target Groups:** Schools, vulnerable communities, women, youth.

**Geographic Focus:** Kampala (Makindye), with potential to scale across Uganda.

**Core Areas:** Health promotion, safe medication use, culturally sensitive communication, and workshops.

**Strategies & Approach**

1. Health Promotion Campaigns – Community outreach, posters, radio talks, and school programs.
2. Community Engagement – Partnerships with local leaders and youth ambassadors.
3. Cultural Competence – Health information adapted to local customs.
4. Language Accessibility – Translating material into Luganda and other local languages.
5. Medication Safety Education – Training on safe use and counterfeit drug awareness.
6. Capacity Building – Training workshops and mentorship programs.

**Expected Deliverables**

- 100+ community workshops & sensitization sessions.
- 5,000+ individuals trained in health literacy.
- Educational materials in 3 local languages.
- Youth health advocacy clubs in 20 schools.
- Community networks for ongoing health dissemination.

**Timeline**

**Duration:** 3 Years (2025–2028)

**Year 1:** Pilot phase in Kampala.

**Year 2:** Expansion to other districts.

**Year 3:** Consolidation and evaluation.

**Budget** Total Estimated Budget: \$800,000

**Risk Management** Risks include misinformation, low engagement, and limited funding. Mitigation strategies: partnerships with media, local leaders, and phased rollout.

**Communication Plan** Quarterly reports to donors, social media updates, stakeholder review meetings, and community feedback mechanisms.

**Conclusion** The Access to Health Information Campaign will directly improve health literacy, empower vulnerable populations, and strengthen community resilience. By making health information accessible, understandable, and actionable, this initiative will reduce preventable diseases and empower individuals to advocate for healthier communities. MMI stands ready to partner with donors and agencies to make this vision a reality.

Category	Amount (USD)
Training & Workshops	250,000
Educational Materials & Media Campaigns	200,000
Community Mobilization & Partnerships	150,000
Staff & Volunteers	120,000
Monitoring & Evaluation	50,000
Administration & Logistics	30,000
<b>TOTAL</b>	<b>800,000</b>