



PARTNER IMPACT REPORT 2021 | HIT PROMOTIONAL PRODUCTS



“It is rain season, and my job requires me to move one village to the other to encourage or educate mothers on the issues of MNCH so [the] umbrellas will help [me to continue] my home visits.”

*—Priscilla Mukuka,
Community Health
Worker in Zambia*

Umbrellas help Community Health Workers continue life-saving work in Zambia



Recently, a shipment of Hit Promotional umbrellas was sent to Community Health Workers in Zambia. A community health worker (CHW) is trained to provide the most essential life saving interventions—such as emergency frontline care— and can save a child’s life. CHWs also equip families with the knowledge and skills to prevent disease. They promote good nutrition, sanitation, and hygiene, and link families to essential services. They provide access to life-saving interventions to women in children who otherwise may not have access to healthcare.

At the distribution event World Vision staff met Priscilla Mukuka, a Community Health Worker who travels extensively throughout Zambia to visit mothers and children in need. She wanted to share her excitement for the umbrellas she received from Hit Promotional Products.

“Ndefikilisha Ukototela Kuli ba World Vision” meaning, “I want to appreciate World Vision for the Umbrellas received,” says Priscilla. “It is rain season, and my job requires me to move one village to the other to encourage or educate mothers on the issues of MNCH so [the] umbrellas will help [me to continue] my home visits.”

Continued on page 2...



World Vision reaches more than 1.5 Million people in Zambia. Within World Vision's area programs in Zambia, there are an estimated 90,400 children under the age of five & 64,787 pregnant women.

Since 2016:

- » **7,629 Community Health Workers & volunteers** have been trained.
- » **770 Nurses & midwives** in health facilities received training to improve the quality of care.
- » **138 Clinics received support** — such as access to clean water, sanitation facilities, equipment, and training—to provide improved mother and child healthcare.

Gertrude in Zimbabwe is one of 184,000 community health workers trained and supported by World Vision globally.



“Ama buuku yandi taya kulaboma nomba,” says Priscilla excitedly, meaning, “my books will never get soaked as I will be covering myself in an umbrella.”

“Continue with the spirit of helping us and may God bless you for considering us,” she says.

Community Health Workers are local heroes in Zambia

How a child is cared for in their own home has a profound impact on their ability to survive and thrive during their first few days, months, and years of life. Mothers need practical and social support so they can look after their child appropriately as they grow and develop. Families need knowledge and skills to best care for their children. Communities need people who know their needs and are trained to provide essential health advice and support.

This is where World Vision's Community Health Workers come in. CHW are the first point of contact for many with the health system and are elected by the community. They live within the community and so they know and understand people and cultures.

Community health workers carry critical health knowledge, skills, and tools into communities and homes and are essential to World Vision's work of saving lives, preventing disease, and helping children, mothers, fathers and communities to reach their full potential and flourish.

You are making a difference in the lives of families and women in Zambia!

In 2020, we shipped 12,754 pallets of critical supplies to 21 countries and 18 U.S. states.

Thank you for your partnership, Hit Promotional Products!



BUSINESS SOLUTIONS FOR A BETTER WORLD

For more information, contact a World Vision representative or visit www.worldvision.org/corporate/

World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. We serve all people, regardless of religion, race, ethnicity, or gender.

