

# Winning Strategies



## Manzi Valley

▷ It's a long and bumpy road to the bottling facilities of Natural Valley Limited, on the outskirts of Lusaka, Zambia. But the remoteness and purity of the area's freshwater springs is what helps the company better known by its brand name of Manzi Valley to produce 13 million bottles of natural mineral water for its thirsty consumers, about 60 percent of the national market. Add the United Against Malaria logo to those bottles, and you've got a highly visible, low-cost public health campaign, supported by UAM partners and linked to public service announcements. In this way, Manzi Valley has reached millions of people in this malaria-endemic country in southern Africa, from the largest supermarket to the smallest rural shack. ▷▷

# MANZIVALLEY

### Company Profile

Headquarters: Lusaka, Zambia  
Market: Zambia  
Employees: 220  
Industry: Beverages  
Challenge: to reduce malaria-related absenteeism among employees and raise public awareness on a limited budget

### Malaria Interventions

#### EDUCATION

- malaria prevention and treatment education for 220 employees
- production of a UAM coloring book available in community bookstores

#### VISIBILITY

- UAM logos on millions of water bottles and 44 trucks, a cost-effective public health campaign seen by millions
- malaria messaging on independent radio show, a popular program with hundreds of thousands of listeners



Above: hand-painted UAM logos. Manzi means "water" in many of Zambia's 72 local dialects.

▷▷ Costs are obviously important for a family-run business like Manzi Valley, which has 220 employees. So managers have tried to create the greatest impact from the fewest resources as they work to build awareness among workers and community members alike.

First they added the easily recognizable UAM logo to their fleet of 44 trucks. It wasn't expensive. Employees hand-painted the logos onto the trucks, and the label update cost virtually nothing, managers say.

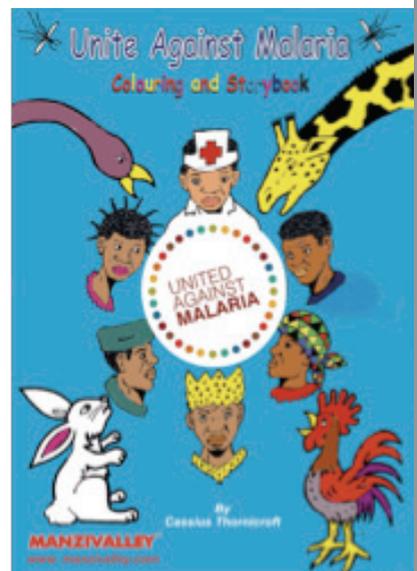
Next they brought conversations about malaria to their Saturday morning radio show, *Manzi Therapy*, the longest running independent radio show in the country and one of the most popular in Zambia, with several hundred thousand listeners each week. The program has featured UAM champion Chris Katongo—the captain of the national football team, the Chipolopolo Boys—and other guests to talk about the importance of malaria prevention and treatment.

Manzi Valley employees also made malaria the theme of a coloring book they produced for local children. The book was written and illustrated by plant supervisor Cassius Thornicroft and is available in community bookstores.

General manager and proprietor Stewart Simpson says the company is fortunate in that malaria does not impact its business as much as others, but it still grapples with malaria-related illness and absenteeism on a daily basis. That's why he's leading Manzi Valley's efforts to educate its employees and work with local governments and health groups to improve access to insecticide-treated mosquito nets and other prevention tools. It's showing that small steps can make a big difference. ◁

“Manzi Valley exemplifies a ‘can-do’ spirit to public-private partnerships and has genuinely taken up the challenge of malaria awareness, both for its own employees’ benefit and for the wider Zambian population.”

**Gillian Langmead**  
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**Manzi Valley's UAM coloring book**

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