

SOCIALENTREPRENEUR

"IMPACT THROUGH OPPORTUNITY" CORPS

Nine Day Vision Campaign Analysis and Evaluation
Alice W. – Social Entrepreneur Corps Intern

DATE: Tuesday, February 20 – Wednesday, February 28, 2007

VILLAGES VISTED:

- Parroquia
- Napole
- La Tana
- Union 31 de Mayo

SUMMARY STATISTICS: (Isabel has comprehensive numbers)

- Total # glasses sold: 81
- Total # of people served: ~200

SCHEDULE:

Day 1

- Travel from Nebaj to Parroquia
- Speak with Mayors of Parroquia
- Post flyers around the village and speak with locals

Day 2

- Travel from Parroquia to Napole
- Speak with Majors of Napole
- Post flyers around village and speak with locals
- Travel from Napole to Union 31 de Mayo to spend the night

Day 3

- Hike from Union 31 de Mayo to La Tana
- Speak with Mayor of La Tana
- Post flyers and speak with locals
- Hike back to Union 31 de Mayo
- Speak with Mayors of Union 31 de Mayo
- Place advertisement on local radio
- Post flyers and talk to locals in Union 31 de Mayo and San Antonio (neighboring village)

Day 4

- Computer Lesson #1: Teach locals in Union 31 de Mayo on...
 - How to turn on a and shut down a computer
 - Check, send and delete emails
 - Conduct search on the Internet

Day 5

- Conduct campaign in Union 31 de Mayo
 - 8am to 2pm
 - Over 40 people served
 - 20 pairs of glasses sold
- Computer Lesson #2: Teach locals in Union 31 de Mayo on...
 - Review how to check, send and delete emails
 - Search for prices of coffee and cardamom on the Internet

Day 6

- Hike to La Tana
- Conduct campaign in La Tana
 - 8am to 1pm
 - Over 60 people served
 - 21 pairs glasses sold
- Hike from La Tana back to Union 31 de Mayo

Day 7

- Travel from Union 31 de Mayo to Napole
- Conduct campaign in Napole
 - 8am to 12pm
 - Over 25 people served
 - 11 pairs of glasses sold
- Travel from Napole to Parroquia

Day 8

- Conduct campaign in Parroquia
 - 7am to 5:30pm (plus a late night request from one family at 8pm)
 - Over 75 people served
 - 29 pairs of glasses sold

Day 9

- Travel back from Parroquia to Antigua

MAJOR OBSERVATIONS:

- Most people in these villages do not know how to read or do not need to read
- The primary occupation in these villages is agriculture (coffee, corn, cardamom)
- The most common problem people had was pterygium (carnocidad)
- Several women also suffered from severe eye irritation and redness due to fumes from the stove
- The most popular item was eye drops
- People were more receptive to purchasing sunglasses if 1) they see another person purchasing them and/or 2) they try them on outside directly in the sunlight
- Many people also had problems seeing faraway. While protectores and bifocals helped somewhat, many people were not completely satisfied with the solutions we could offer
- Radio was the most effective source of advertisement, followed by Mayor/Pastor announcements, word of mouth, and lastly flyers
- Mayors are more receptive to the campaign if they know we are bringing medicine
- With the reference to Visualiza in Guatemala City, the most popular comment was that the trip to the capital is too expensive, even if the services at Visualiza are inexpensive.
- People are curious to know if and when the Visualiza doctors are going around to various villages to see people, even if it is Nebaj.

MAJOR TAKEAWAYS:

Marketing

- When a village has more than one mayor, do not give a gift unless you have one for every mayor
- If radio advertisement is available and is reasonably priced, then use it
- When putting up posters around the village, talk to store owners or comedor owners
 - So that you can place a poster next to their store
 - So that they can spread the word to their customers

Products

- When traveling to villages that are primarily agricultural-based, it is important to bring plenty of eye drops

- Mayors and the local people are more receptive to the campaigns when medicine is available
- More people need eye drops rather than reading glasses due to eye irritation and pterygium caused by extensive sun exposure

Logistics

- If there is a crowd upon arrival...
 - Have one acesora go outside and take down patient names and information
 - The other acesora should begin testing the first person
- The acesora that is responsible for taking down the names should sit closer to the door to keep the crowd outside
- Position the table with the glasses close to where the eye exams are being conducted
 - Prevents the people outside from rearranging and/or stealing the glasses
 - Keeps a convenient distant to the acesora that is conducting the eye exams
- During a campaign, organize the glasses according to gradation (+1.00, +1.50...) and type (protectores, sunglasses...). It makes finding the glasses more efficient.

Testing

- When selling sunglasses, it is important to have the patient test them outside
 - Lead the patient outside and stand directly in the sunlight WITHOUT SUNGLASSES
 - Then, place the sunglasses on the patient and have them take it off again
 - Ask them to compare their level of comfort with and without the sunglasses
- If the patient has pterygium or severe eye irritation, have the client try the protectores or sunglasses on before trying the eye drops. The eye drops sometime blur the patient's vision temporarily.
- While most people received a Visualiza reference (mostly for pterygium), they are unlikely to go unless...
 - The trip is paid for and they are guided
 - The doctors travel to somewhere closer by (Coban or Nebaj)
- There is a demand for...
 - Glasses to see objects faraway
 - Glasses for children (uds tienen lentes mas pequenitos?)