

The National Business Compact on Coronavirus Calls on Business Partners to Convince Stakeholders to Support an Ebola Virus Disease Rapid Response in Uganda

What is the National Business Compact on Coronavirus (NBCC)?

NBCC is a multi-stakeholder platform established at the beginning of the Coronavirus pandemic. Its mission is to rapidly mobilise on-the-ground and digital action to limit the spread of infections to protect lives and livelihoods across Kenya, Uganda and Tanzania. In 2020-2021, the NBCC rapidly supported government efforts: it delivered key hygiene behaviour change communication (to 32 million people), provided WASH products to the most at-risk populations and engaged in capacity building and financing, including training over 10,000 healthcare workers and community volunteers. [See the Insights Report](#) produced by Business Fights Poverty for more.

In 2022, NBCC re-launched, in partnership with Amref Health Africa, in response to new Coronavirus variants. This time, operating in a very different context, NBCC's aim is to drive *sustained* hygiene behaviour change, access to WASH facilities and strengthening of health systems, including the institutionalisation of hygiene in national health agendas. Our goal is to reach 75 million people with messaging in Kenya, Uganda and Tanzania by April 2023.

The NBCC Secretariat is hosted and managed by the certified B Corp, *Brands on a Mission*. This is the company founded and led by [Professor Myriam Sidibé](#), one of the world's leading experts of brands that drive health outcomes through mass behavioural change. Our primary role as the NBCC Secretariat is to provide strategic leadership and coordination of all partners involved. Together with partners including Copia, Equity Afia, Pulse Africa, Shujaz, Rotary, Sanergy, Project Clear, the Peter Ojiambo Foundation, Shofco, London School of Hygiene and Tropical Medicine, and more, we are driving impact towards our ambitious targets in innovative, collaborative and transparent ways.



Youth display of key messages about the campaign in Uganda.



Pulse Kenya deliver a Vox Pop style live-stream in the CBD, Nairobi.



Myriam on NBS live, 12/10/22 talking about handwashing after the first death from Ebola was recorded in Kampala.

Why do we need support?

On 20 September 2022, Uganda health authorities declared an outbreak of Ebola Virus Disease (EBV). On 12 October 2022, the first death from EBV was declared in Kampala.

A new arm of NBCC is currently being established by Brands on a Mission to coordinate swift action across sectors to prevent the Ebola virus outbreak in Uganda becoming a crisis. We need the private sector on board. We seek financial support and in-kind donations:

1. Handwashing facilities, for in-home (e.g. SATO Taps) and community use, equipped with water and soap, particularly liquid soap
2. Personal Protective Equipment and resources for cleaning and decontamination of surfaces
3. Sponsorship for media time and print advertising space including billboards, banners, murals, magazines etc
4. Co-financing for training of healthcare workers and community volunteers
5. Distribution of EBV prevention materials through employer organisation networks

Contact Us:

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