



**CHANGE THE WAY PEOPLE THINK ABOUT HEALTH,
TECHNOLOGY AND THE DEVELOPING WORLD.**

**INTRAEALTH
INTERNATIONAL**

BRINGING THE BRIGHTEST STARS IN MUSIC AND TECHNOLOGY TOGETHER TO SAVE LIVES.



Youssou N'Dour, Grammy Award winning artist, worldwide recording star, and internationally acclaimed humanitarian ambassador has partnered with the global non-profit IntraHealth International to put the latest advances in open source technology into the hands of local practitioners, decision makers and young professionals across Africa to solve the most critical public health issues of our day.

Youssou and a select group of recording artists will join together to digitally release a series of songs, raising funds and visibility for the highly anticipated IntraHealth OPEN initiative, changing the way people think about health, technology and the developing world. The worldwide campaign will launch in November, 2008 with a full page ad in *Time* magazine and full court multimedia press including targeted blog and social networking campaigns, grassroots outreach, and partnerships with leaders in the fields of music, entertainment, public health and technology.

Why Open Source?



Open source technology is ideally suited for application in low-resource environments, being collaborative, transparent and free of licensing and upgrade fees. It encourages independent, affordable and creative solutions to the biggest health and infrastructure problems in the developing world, from shortages of doctors and nurses, to access to maternal and child health care, to distribution of the medications needed to fight and prevent infectious diseases. Using web-based interfaces, mobile phones and PDAs, open source systems can provide far-reaching and innovative tools to support increased efficiency, productivity and performance of health services and information to meet the needs of families and communities across the continent.

Most importantly, with targeted training and support, open source solutions can enable African developers and health professionals to create, customize and grow systems themselves based on their needs and realities.

IntraHealth: A Catalyst for Public Health & Open Source in Africa.

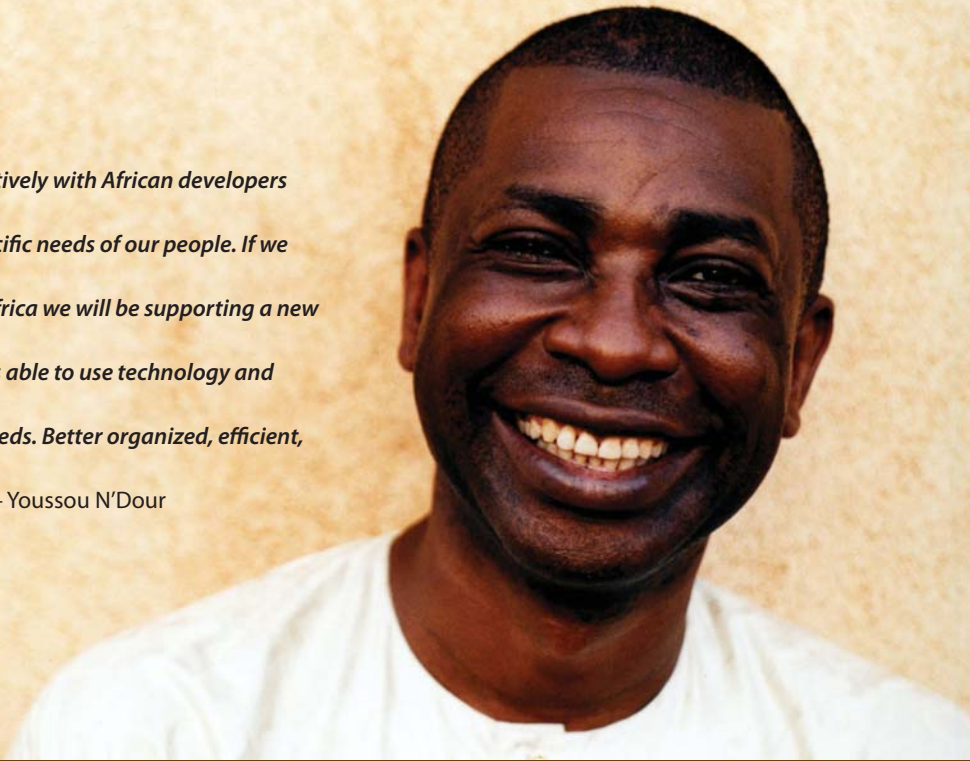


IntraHealth mobilizes local talent to create sustainable and accessible health care in developing countries. As part of this mission IntraHealth has been collaborating with African governments and private institutions to design and apply open source solutions to strengthen their ability to use health information for strategic health policy and planning.

Working to connect and support new and on-going technology efforts, the IntraHealth OPEN initiative will emphasize forming global alliances, expanding access to infrastructure, and developing new skills and tools that are cost-efficient and technically viable at the country level.

IntraHealth International is a North Carolina-based non-profit organization that has worked in more than 50 countries and currently has 500 staff working in over 15 offices around the world. For more information: www.intrahealth.org.

“Open source technology lets us build collaboratively with African developers in the lead, designing programs to meet the specific needs of our people. If we invest in open source development training in Africa we will be supporting a new generation of self-sufficient health professionals able to use technology and customize programs to meet the most urgent needs. Better organized, efficient, affordable and sustainable systems save lives.” – Youssou N’Dour



With IntraHealth OPEN:



A nurse in Rwanda uses a PDA to help screen HIV-positive patients visiting a clinic for routine appointments. The PDA has a series of questions based on proven protocols that support the collection of general health information as well as information about new or ongoing symptoms. The PDA records data, and suggests the next action for the patient. Using the PDA, the nurse gains diagnostic experience and reduces the non-emergency workload for doctors dealing with critical care patients.



An employee at the Ministry of Health in Uganda takes advantage of the latest technologies in public health without exorbitant licensing fees. Basic software development training allows government employees to customize open source systems independently and sustainably, making their services more affordable and more efficient.

A university student in Tanzania studying public health tracks infectious disease with GIS mapping systems in a specialized IT course. The student graduates and enters the workforce able to use open source software to develop customized responses to critical public health issues.



A community health volunteer in rural Senegal collects health information using a mobile phone in her village where mobile service is more reliable than wired networks. Using menu options on her phone, the volunteer records health data from women and children in each village household. The district health office uses this current, on-the-ground data to monitor health trends and connect with people who normally do not visit clinics. Emergency messages are easily conveyed back and forth.



A health manager in Kenya tracking the average length of labor for women at health clinics, immunization statistics, or medication distribution in her district uses a specialized wiki to review openly licensed public health systems online. Using the wiki she connects with colleagues across Africa already using those technologies, implements new programs, builds resources, and creates partnerships based on the most current information.



OPEN Council

Harouna Ba

Center For Children and Technology

David Bither

Nonesuch Records

Daniel Bremmer

Shepardson, Stern + Kaminsky

Leslie Byrd

Adesso Design

Tony Carbone

Vh1

Justin and Jonathan Eshak

Mick Management

Tom Ehr

MTV Europe Foundation

Rob Hallett

AEG LIVE

Paul Jones

ibiblio

Aaron Keane

Blazing Music and Sound

Brent and Kirsten Lambert

Kitchen Mastering

Neal Lesh

D-Tree International

Mac MacCaughan

Merge Records

Boubacar N'Dour

Julie Panebianco

Emer Patten

Splinter Films

Havoc Pennington

Litl

Jason Ross

Bowery Presents

Gina Schulman

Press Here

Duncan Sheik

Cameron Sinclair

Architecture for Humanity

Julie Thompson Keane

UNC School of Education

Charmaine Wyland

Starve the Bardies Design

BE PART OF IT.

Youssou and IntraHealth are inviting a select group of highly respected companies and institutions to participate as profiled sponsors of the initiative.

Your support brings lasting skills, training and expertise to African health professionals and their work impacts millions of Africans every day.

Sponsors will receive top billing in all advertising and campaign materials, credit and links in all related press, and outreach and integrated placement on the web site for the song itself which is expected to receive heavy national and international traffic.



MAKE THE CONNECTION—SPONSORSHIP LEVELS

Presenting Partner—\$100,000

- Top tier logo placement and acknowledgement on full page advertisement in *Time* magazine. Circulation over 4 Million.
- OPEN Council membership invitation for corporate representative.
- Opportunity to attend selected, in-country launch events.
- Logo placement and acknowledgement on the IntraHealth OPEN music download page.
- Logo placement and acknowledgement in project press materials.
- Inclusion in television coverage of the project where possible via interviews with company representatives or logo and or name placement.
- Integrated logo placement and acknowledgement in all project outreach materials.
- Logo placement and acknowledgement on IntraHealth's web site.
- Acknowledgement in IntraHealth's Annual Report and any listings of IntraHealth's corporate sponsors.
- Tax deduction for your donation.

Total Value: \$250,000 Total Investment: \$100,000 Customization is available

Supporting Partner—\$50,000

- Second tier logo placement and acknowledgement on full page advertisement in *Time* magazine. Circulation over 4 million.
- Logo placement and acknowledgement in project press materials.
- Inclusion in television coverage of the project where possible via interviews with company representatives or logo and or name placement.
- Integrated logo placement and acknowledgement in all project outreach materials.
- Logo placement and acknowledgement on IntraHealth's web site.
- Acknowledgement in IntraHealth's Annual Report and any listings of IntraHealth's corporate sponsors.
- Tax deduction for your donation.

Total Value: \$100,000 Total Investment: \$50,000

Sponsor—\$10,000

- Logo placement and acknowledgement on IntraHealth's web site.
- Acknowledgement in IntraHealth's Annual Report and any listings of IntraHealth's corporate sponsors.
- Tax deduction for your donation.

For more information contact Heather LaGarde, Special Projects Advisor, IntraHealth International
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