



William Davidson Institute
AT THE UNIVERSITY OF MICHIGAN

Improving Access to Life-saving Medicines: What We've Learned from Coca-Cola



Simon Berry

Founder & CEO, ColaLife

Monday, May 19, 2014 | 4 - 5:15 pm

R 2240 | Ross School of Business | 701 Tappan St

Includes screening of the 30-min documentary "The Cola Road"
Reception immediately following

Over recent decades many have marveled at the ubiquity of Coca-Cola, which seems to get everywhere. A handful of people have linked this with the challenge we face getting simple, life-saving medicines to children and mothers in remote rural areas in developing countries and have suggested what lessons might be learned. Two people, Simon and Jane Berry, made it their mission to see if they could actually deliver life-saving medicine through the Coca-Cola system – they called this mission "ColaLife."

Simon will describe the 2-year project to design and deliver an anti-diarrhea kit to remote rural areas in Zambia which included a rigorous 12-month trial, designed by Rohit Ramchandani, measuring the use of ORS and Zinc for the treatment of diarrhea in the home. He will also describe the transition to national scale-up in Zambia which he and Jane now manage. The impacts of the trial were impressive and the implications are huge.

Dr Beth Anne Pratt of Global Health Insights said: *"ColaLife, from the narrow public health perspective, yes, may very much be a 'preventing children's deaths from diarrhea' project. But from the big-picture-perspective, it is actually much more than that. It is instead a systems strengthening project. In that respect, the disease, the lives the disease claims, the commodity, and the lives the commodities saves, are secondary. What matters more – it seems to me – is creating a process to make it all work, over time, without dependency on external sources."*

Simon Berry is a business innovation leader who together with his partners created ColaLife. ColaLife aims to use Coca-Cola's distribution channels to provide remote communities in third world countries with essential medicines. Simon has many years of experience in international development and has lived and worked in South America, the Caribbean and Africa. He was the founder and former Chief Executive of ruralnet|uk. Simon is a frequent TEDx speaker and has received many innovation awards for his work on ColaLife.

Visit <http://www.colalife.org/> for more information.

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