



BRIDGE'S AUDIT REPORT ON VITAL PRODUCTS - VIVO MILK BREAKFAST PROGRAMME FOR BRIDGE PUPILS

Version 1.0

1 Overview

The Vital Products Breakfast Program commenced in November 2016 and is still running for pupils in Bridge Ijede Academy. It is a program that has brightened the mornings of Bridge pupils and given them something to look forward to every day. Based on the expectations and understanding reached at the meeting between Vital Products and Bridge Nigeria on February 22, 2017, **Bridge** conducted a “parent satisfactory survey” that focused on the effects of Vivo Milk on the health and emotional stability of the child(ren) and finances of the parents.

Bridge also drew upon extensive research done by its Customer Insight team on the economic demography of the beneficiaries’ parents. This research revealed that the average Bridge family in Ijede earns N48,000 a month, with a monthly rent of N2,000 and a daily spend of N200 per person.

This report contains the analysis of parent surveys carried out and an analysis of month-month monitoring of the impact of Vivo Milk on the Nursery 2 pupils emotional wellbeing and attentiveness in class.

2 Parental Satisfaction Survey

Methodology

Research Population:

The sample demography chosen for the audit were parents with children in primary classes (Primary 1-4). The reason being that, children in those classes, with age brackets 5-9 can better express their opinions regarding Vivo Milk and any notable changes in behavior and health of the children, can also be easily observed by parents.

Population Size: Bridge sent out 30 qualitative surveys to parents

Survey Questions:

- i. Does your child enjoy Vivo Milk?
- ii. Before the Vivo milk program started, how often did your child(ren) fall sick?
- iii. Since starting the program, have you noticed an improvement in your child(ren)’s health?
- iv. How would you rate your child(ren)’s emotional behavior (happy, calm, aggressive etc) since becoming a part of the program?
- v. Have your breakfast expenses reduced since the Vivo Milk Breakfast Program began?
- vi. If yes, how much do you spend on breakfast for your child(ren) now, compared to how much you did before the program started?
- vii. Do you think the Vivo Milk Breakfast Program should continue
- viii. Has your child(ren) shared any story with you about Vivo Milk? Share it with us.
- ix. Is there any other information you would like to share about your child?

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We received 100% return of the Survey

Evaluation and Findings:

- i. All the 30 parents indicated that their children enjoyed Vivo Milk.
- ii. All 30 stated their children didn't fall sick often, with 28 stating they had noticed improvement in health of their children since the program began. While 2 stated their child remained as healthy as they were before the program started.
- iii. Thirty (30) noted that their children were '*Happy*' since becoming a part of the program.
- iv. Twenty-four (24) parents noted that their expenses had reduced since the program began, with 6 stating that the provision of the milk had not affected their finances. Those that claimed a reduction in finances, claimed a daily decrease of N50-N100.
- v. All the parents stated that the program should continue.
- vi. Most parents stated that their children shared with them how much they love Vivo Milk, with a few stating that: their children loved the different flavors of milk and their children wanted to come to school early so as not to miss the milk.

Major Impact of the Program:

- i. The health and emotional stability of the participants have improved
- ii. Concentration and performance on their academics have also improved
- iii. They have developed an affinity for the product
- iv. Parents are happy with Vital Products and Vivo Milk
- v. The program has reduced the financial burden of the parents by 20%
- vi. Both parents and pupils want the program to continue

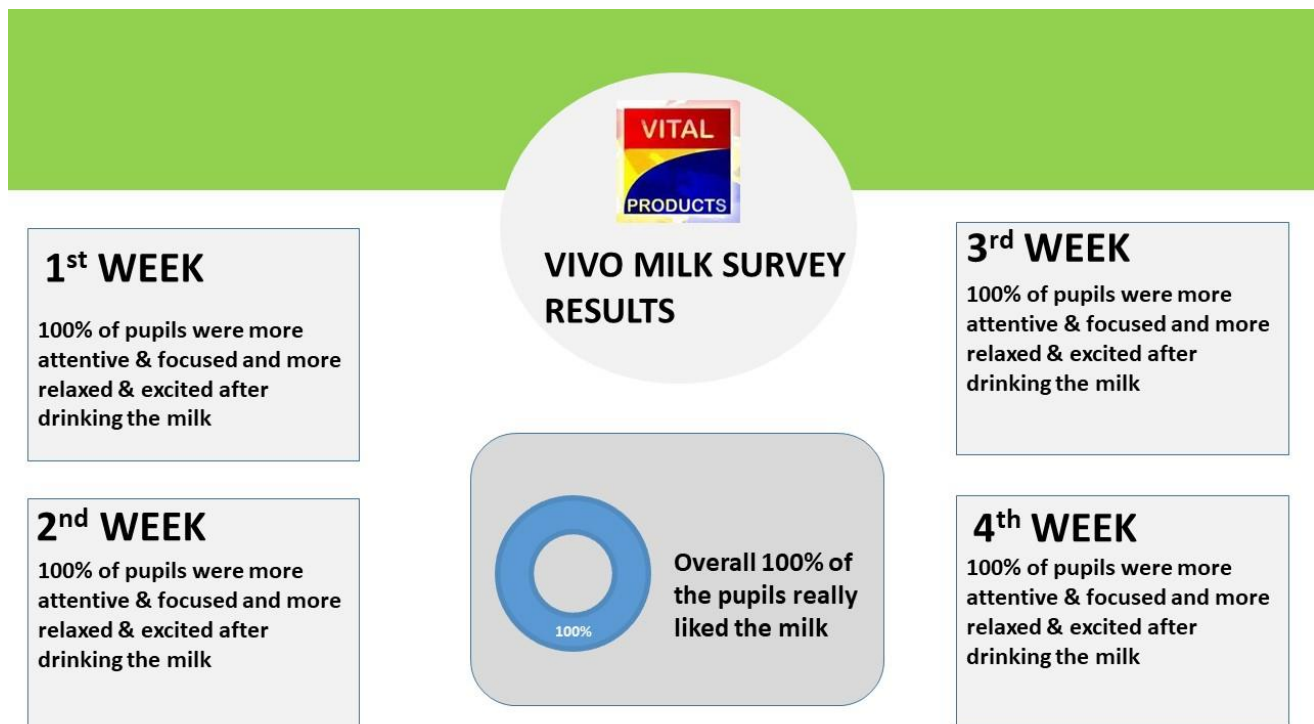
3 Monthly Vivo Milk Monitoring

To effectively understand the long term influence Vivo Milk on Bridge pupils, Bridge focused the evaluation for a period of 4 weeks on 20 pupils in Primary 1. The idea behind the month long focus on the pupils in a class, was to observe the effects on the emotional psyche of the pupils after drinking it and how attentive they become after they have had the milk.

Five (5) different children were monitored for a whole day, each day, until all 20 were observed in a week. To ensure consistency, the pupils of Bridge Ijede Academy are given Vivo Milk at 8am every morning.

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Evaluations and Findings:



- In the first week 100% of pupils were reported to be more attentive and focused after drinking the milk, while 100% of pupils became excited and more relaxed after drinking the milk.
- In the second week 100% pupils were reported to be more attentive and focused after drinking the milk, while 100% of pupils became excited and more relaxed after drinking the milk.
- In the third week, 100% pupils were reported to be more attentive and focused after drinking the milk, while 100% of pupils became excited and more relaxed after drinking the milk.
- In the fourth week, 100% of pupils were reported to be more attentive and focused after drinking the milk, while 100% of pupils became excited and more relaxed after drinking the milk.

Overall 100% of the pupils really liked the milk.

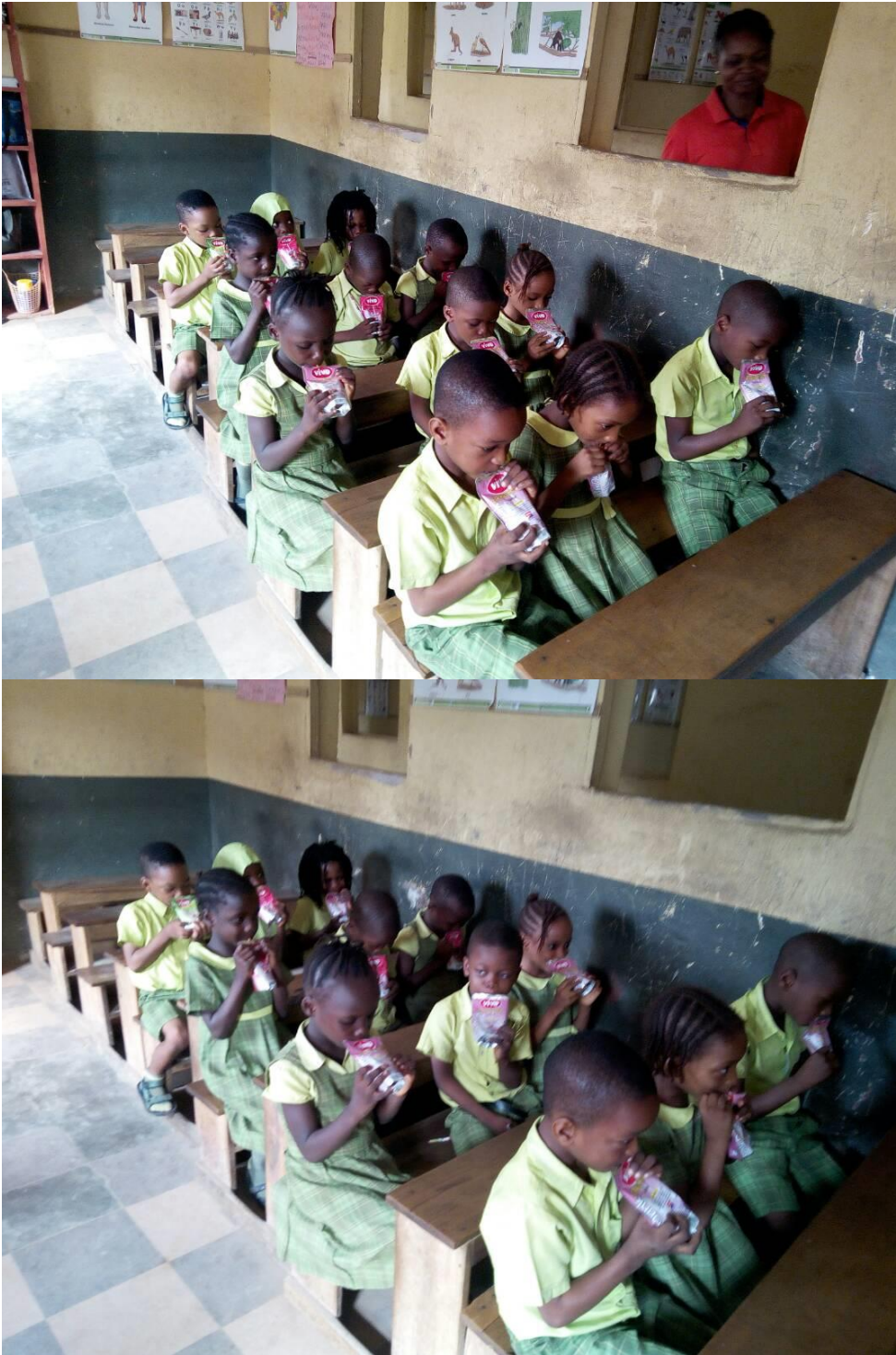
4 Opinion

Based upon the research and results of the survey, it was noticed that the older pupils in primary 1 noticeably all loved the milk, most especially for the different flavours. The breakfast milk continues to prove successful at Ijede Academy. The breakfast milk is providing the majority of the parents the opportunity to save on the costs of breakfast for their children. The majority of parents stated that their children appear 'happier' and 'healthier' since the program started, with all parents stating their children enjoyed the milk and looked forward to receiving it each morning.

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We appreciated the continued support from Vital Products towards ensuring that our pupils remain happy, healthy and excited to come to school in the morning. We look forward to a continuation of the program and extensions of the program to other Bridge academies in Nigeria.

5 Gallery



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