



7 - 9 October 2015

# ROTARY FAMILY HEALTH DAYS (RFHD) PROGRAMME SUMMARY SOUTH AFRICA 2015

**Sue Paget, RFHA Programme Director, Southern Africa**



MTN Foundation



Media24



Sešego Cares  
Lend a hand. Change a life.



# ROTARY FAMILY HEALTH DAYS (RFHD) IN SOUTH AFRICA

October 7<sup>th</sup> – 9<sup>th</sup>, 2015

This Executive Report covers the following topics with the purpose of giving an overview and results of the Rotary Family Health Days in South Africa, 2015.

## 1. Introduction

- Summary
- Aim
- Partners
- Dates
- Sites

## 2. 2015 Engagement with Partners

## 3. Media Strategy and Plan

## 4. Sites – Projected vs. Actual

## 5. Monitoring and Evaluation

## 6. Statistical Results Summary

## 7. Observations, Challenges & Lessons Learnt

## 8. Spin Off from the RFHD 2015

## 9. Conclusion



# SUMMARY

## THE ROTARY FAMILY HEALTH DAYS

The Rotary Family Health Days is the signature programme of the Rotary Action Group, Rotarians for Family Health & AIDS Prevention (RFHA). This three day annual programme provides holistic, comprehensive and preventative health screenings (both for infectious and non-communicable diseases) by way of leveraging and inspiring a massive force of humanitarian-driven Rotarians and Partners. Through this Public/Private Partnership programme, tens of thousands of people are served in underprivileged communities in 5 countries in Africa and now India in their 2016 pilot year.

The services include free lifelong immunizations to children, such as polio and measles vaccines and comprehensive life-saving annual health screens, counselling, testing and referrals for HIV/Aids, TB, diabetes, hypertension, malaria, MMC, cancer and more.

In South Africa, the programme is Rotary-led together with our valued Partners that include the South African Department of Health, the MTN SA Foundation, and the US Mission through the PEPFAR agencies, three Rotary Districts and the SABC and Caxton as primary media partners as well as a number of support partners.

In 2015, over 62 714 people attended the Rotary Family Health Days in South Africa across 109 sites in all 9 Provinces with some 165 127 services administered. There were 16 033 referrals over the three day period.

Together we are leaving a legacy of shared responsibility to serve the disadvantaged communities within South Africa.



## AIM

The Rotary Family Health Days took place for the third time in South Africa from the 7<sup>th</sup> – 9<sup>th</sup> October, 2015.

### Programme Aim

The aim of the Rotary Family Health Days Partnership Programme (RFHD's) is to bring free, comprehensive and holistic health care services to people in disadvantaged communities in both a rural and urban context outside of normal government health care facilities. All partners in the programme have defined roles and responsibilities and work together to achieve this final objective.

Core Services offered included:

- Vital Signs Monitoring (Blood pressure, Blood sugar, BMI, Cholesterol, Pulse, Referrals)
- Chronic Care (Diabetes, Hypertension, Referrals)
- Child Health (Deworming, Malnourishment, Vitamin A supplements, Referrals)
- EPI (Measles and Polio inoculations)
- HIV counselling, testing and referral
- TB screening and referral
- MMC (Counselling, Referral and Procedures)
- SRH (Family Planning, Female and Male condom distribution)
- STI screening and referral
- Additional add on services were available at some sites through DoH and Rotary clubs and included:
  - Cervical Cancer smears
  - Breast cancer education, mammography screening and breast examinations
  - Optometry and distribution of reading glasses
  - Dentistry
  - Audiology
  - Health Promotion Services such as hand washing and hygiene education
  - Wheelchair distribution
  - Chiropractic intervention
  - General medical screening by volunteer doctors and paediatricians
  - Cancer screening
  - Hospice counselling and Alzheimer screening
  - Mental Health – trauma counselling, alcohol and drug abuse counselling
  - Nutrition and health lifestyle education and more.

## BACKGROUND ON PARTNERS

The enablers in this programme were the Partners who contributed on various levels:

### Primary Partners:

- Rotarians for Family Health and Aids Prevention (RFHA) – a Rotary International Action Group
- Rotarians in South Africa encompassing three Rotary Districts
- The South African National Department of Health (NDoH), 9 Provincial Departments of Health and District Departments of Health
- The MTN South Africa Foundation
- The USG through PEPFAR supported agencies – CDC and USAID
- The South African Broadcasting Corporation (SABC)
- Caxton

### Implementing and Support Partners:

- Paprika Studios
- Truteq
- Pharos-Avantgard

### Contributing Media Partners:

- Primedia
- Media 24 News
- Independent Newspapers – Cape Community Newspapers
- YFM

### Media Support Partner:

- Sesego Cares





## ROTARIANS FOR FAMILY HEALTH AND AIDS PREVENTION (RFHA) AND ROTARIANS IN SOUTH AFRICA

**Rotarians for Family Health & AIDS Prevention (RFHA)** is a global Rotarian Action Group and mobilizing partner of Rotary International. RFHA creates the design, obtains the resources and has overall management responsibility for Rotary-led disease prevention programmes such as the Rotary Family Health Days. RFHA's mission is to save and improve the lives of children and families who lack access to preventative health care and education through the mobilization of Rotarians and Global Partners.

RFHA's role in the South African RFHD programme is to act as the lynchpin organisation to initiate the programme, obtain partner organisations and funding sources and to co-ordinate the work with all implementing partners leading up to and over the three day event. RFHA further provides mechanisms, tools, platforms and training to assist the three Rotary Districts and clubs in the roll out of the RFHD's as well as developing a comprehensive Media and Communications strategy delivered through a dedicated Media team.

**Rotary** brings together a global network of volunteer leaders who dedicate their time and talent to tackle the world's most pressing humanitarian challenges. Rotary connects 1.2 million members from more than 200 countries and geographical areas. Their work impacts lives at both the local and international levels, from helping families in need in their own communities to working toward a polio- free world in the spirit of the Rotary motto of "Service Above Self". In South Africa, all three Rotary Districts are engaged on the RFHD Programme – engaging with some 225 clubs in all 9 Provinces and over 5 000 Rotary volunteers to support, facilitate, manage, mobilize and support partners at site level.



## THE SOUTH AFRICAN NATIONAL DEPARTMENT OF HEALTH (NDOH)

The NDoH's mission is to improve the health status of all South African citizens through the prevention of illnesses and the promotion of healthy lifestyles and to consistently improve the healthcare delivery systems by focusing on access, equity, efficiency, quality and sustainability.

As the Primary Healthcare partner in the RFHD's, the NDoH committed to providing free core medical services by bringing components of their existing Health Counselling and Testing (HCT), and Expanded Programme on Immunisation (EPI) and prevention of Non- Communicable disease campaigns to each of the sites over the three days.

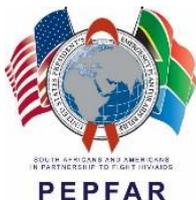
MTN Foundation



## THE MTN SOUTH AFRICA FOUNDATION

As a multinational telecommunications company doing business in emerging markets across Africa and the Middle East, we are uniquely placed to contribute to the social development of the countries in which they operate.

MTN Foundations are the primary vehicles through which the company implements its social investment initiatives in the priority areas education, health and economic empowerment. Through the work of our foundations, we have built a strong corporate citizenship identity for MTN by leveraging the transformative power of our technology, people and resources to serve our communities and speed up the progress of the developing world.



## CENTRES FOR DISEASE CONTROL (CDC)

South Africa, with support from the United States, through the U.S. President's Emergency Plan for AIDS Relief (PEPFAR), provides more than 2.6 million South Africans with antiretroviral treatment (ART) - saving countless lives, keeping families together, and increasing South Africa's overall economic productivity.

Since 2004, PEPFAR has invested more than \$4.6 billion in South Africa's HIV and TB response. Currently, the Governments of the United States and the Republic of South Africa are working together to refocus PEPFAR resources for greater impact; to save lives and sustainably control the HIV epidemic in South Africa.

The focus for impact involves working with the South African Government, and other stakeholders to focus PEPFAR resources geographically and programmatically to support HIV/AIDS prevention, care, and treatment programs in high-burden areas.

By scaling up interventions in selected high-burden areas, the aim is to enable health programs to find people living with HIV and ensure they have access to life-saving antiretroviral treatment.



## THE SOUTH AFRICAN BROADCASTING CORPORATION (SABC)

As the National Broadcaster in South Africa, the SABC agreed to broadcast Public Service Announcements (PSA's) across their various TV and radio platforms as well as conduct interviews with relevant partners. The SABC is actively involved in a range of developmental and social projects across the country and remains a catalyst for positive social action, assisting in transforming society through the content that it provides.

Their core values include conversations and partnerships and the restoration of Human Dignity to build a common future for all South Africans.

The SABC signed a 3 year MOU in 2013 with RFHA to be the primary media partner for the RFHD's on television and radio communication.



## CAXTON COMMUNITY NEWSPAPERS

Founded in 1980, Caxton & CTP Publishers and Printers Limited is an unconventional business success story. Doing things differently and better for more than 25 years, the group has grown from small beginnings into one of the largest publishers and printers of books, magazines, newspapers and commercial print in South Africa. Through its ownership or partnership with 130 urban and regional newspapers, covering most of the country, Caxton is the ideal partner to help spread the Rotary Family Health Day word far and wide. With a total weekly distribution of more than two million, all newspapers have close ties with their respective communities. In fact, many staff members actively participate in service organisations like Rotary and fully appreciate the importance of the project. This year, Caxton was also able to add an impressive arsenal of 73 websites, each 'powered' by their respective newspaper titles and linked through Caxton Digital Media. Combined, the 'title sites' attracted 2,5 million 'unique visitors' and 7,2 million 'page views' in July alone. These figures grow monthly. Much of the traffic is via 'mobile' and will, therefore, reach people who may not always have access to newspapers.



## PAPRIKA GRAPHIC AND COMMUNICATION STUDIOS

Paprika Studios is an established, dynamic design studio with a proven track record developing creative and visual design solutions.

As our invaluable Studio Design partner since the inception of the RFHD's in South Africa, Paprika Studios continue to give enormous pro bono support for our campaign.

Sešego Cares

Lend a hand. Change a life.

## SESEGO CARES

Sesego Cares once again partnered the RFHD 2015 by providing vital support to the RFHA Media Initiative as the Media Support Partner.

Sesego Cares further provided additional support funding through a donation to the programme

---

## DETERMINING DATES

The inclusion of the Rotary Family Health Days Programme in 2015 into the National Health Calendar by the Minister of Health was welcomed by all partners and considered an important endorsement of the programme. This facilitated the RFHD's 2015 to be moved to the month of October.

## SITES

Following on from the successful 2014 RFHD's, Rotary District leadership submitted the following estimations as detailed in the table below of a manageable number of sites that could possibly be manned by Rotary clubs throughout South Africa.

109 sites were operational in the final roll out phase of the campaign.

Drop off in site numbers was due to a number of factors which included lack of Rotary club participation/capacity, bigger sites requiring more than one club to manage them and some sites needing to close down due to service delivery protests and other security issues during the actual campaign.

This year saw a shift in the method of the selection of sites. As an outcome of the last two years, it was identified that it was important that the RFHD sites be selected according to identified criteria, by Provincial and District DoH as they have the professional knowledge around areas of most need for interventions.

Rotary then "married" clubs to these sites.

The 9 Provincial Roadshows formed the platform for this discussion between DoH and Rotary. (see partner engagement notes)

Criteria identified for site selection included the following: Rotary footprint, evidenced based areas with a high burden of disease, under serviced areas, resources, key populations, formal and informal areas and areas with basic infrastructure.

Some sites had large footprint – seeing over 1500 clients whilst some sites saw very few clients over the three days.

It was felt that the 9 Roadshows should occur much earlier on in the planning phase of the campaign. In certain instances, Rotary clubs did not participate in the programme as they were concerned that there was not enough time as volunteers to plan the RFHD's in the lead up to the campaign. This was evident in KZN and to a lesser degree in Mpumalanga where the Roadshows only occurred a couple of weeks before the campaign.

109 sites in all 9 Provinces across the country were ultimately identified and activated by the Department of Health at Provincial and District levels and Rotary. These sites had a footprint throughout all three Rotary Districts in South Africa (Rotary D9400, D9350 and D9370).

## 2. 2015 ENGAGEMENT WITH PARTNERS

### RFHA AND ROTARY

For the 2015 Programme, RFHA engaged with the South African National Department of Health, the US Mission through the PEPFAR funded agencies, the MTN South Africa Foundation, the SABC, Caxton, Paprika Design Studio, 5 additional support media houses, Rotary International Broadcast Media team, RFHA media team and 4 Rotary District Steering Committees to mobilize Rotary clubs, Rotarians, DoH Provincial and District officials and staff, and other volunteers throughout South Africa. This further included the follow up of agreements between all existing and new partners with RFHA, the identification and facilitation of the RFHD 2015 Launch in Groutville, Ilembe District, KZN as well as the development of the Monitoring and Evaluation tools in close collaboration with the CDC, NDoH and Rotary.

The leadership in all 3 Rotary Districts in South Africa worked with RFHA early in the campaign and identified and appointed 4 Steering Committee Heads (SCH) and their teams whose responsibility it was to Project Manage the Programme in each Rotary District. Through the structures set up, the Steering Committees were responsible primarily for the following:

- Engaging with Rotary clubs to establish participation in the programme
- Engaging with the Provincial and District level Department of Health colleagues
- Attending Provincial Roadshows where applicable
- Engaging with and supporting the Provincial and District level Department of Health and Rotary clubs for identification and partnering at sites
- Appointing site champions at club level to facilitate the management and logistics of sites
- Assisting in engaging and mobilizing the community around each site to attend the RFHD's
- Facilitating on-going training for Rotarians in each District
- Facilitating add on medical services at the sites
- Data capturing at each site in collaboration with the local DoH and partners and the aggregation of all data electronically
- Working with the RFHA media team to strengthen communications and public relations efforts at a local level around the RFHD's, the partnership and social mobilization
- Have dedicated RFHD Financial representatives in each District responsible for managing funds and accountable to the National Financial Director.
- Submitting final figures and reports to RFHA Programme Director

### THE DEPARTMENT OF HEALTH

An important intervention for the 2015 RFHD Programme was the facilitation by the NDoH and RFHA where local Steering Committee Heads met with their Provincial and District level DoH colleagues in order to solicit knowledge, buy in and strengthen relationships between the two entities. To this end, 9 **Provincial Roadshows** were held throughout South Africa where the National Department of Health colleagues, Provincial Department of Health and District Department of Health colleagues, RFHA Programme Director and local Rotary leadership engaged. An important outcome of these meetings was the identification of relevant sites by DoH colleagues as having pressing needs

RFHA would like to acknowledge and thank the NDoH team who collectively worked hard and efficiently to strengthen the 2015 RFHD's programme throughout the country .

In addition, the NDoH worked closely with the CDC and RFHA to develop an improved campaign specific set of data collection tools (see notes on M&E) that were used at each site by Rotary, the DoH and their implementing partners.

The RFHA Media team engaged with NDoH Communications team around media strategy, media plans and implementation.

In general, relationships and communication between RFHA, Rotary Steering Committees, Rotary clubs and Department of Health seem to have been much improved as the relationships are built upon each year at the different levels.

### THE MTN SA FOUNDATION

RFHA was very pleased to welcome the partnership this year with the MTN SA Foundation as the Programme Corporate sponsorship partner. Through this sponsorship vital support was given for the following activities:

- Mobilization and training costs for Volunteer Rotarians
- Facilitation and infrastructure of sites
- Development of campaign specific Data collection tools developed by RFHA, the CDC and the NDoH
- Media support and mobilization of communities
- Management of the Programme

As this vital Partnership with a mobile network grows, it should provide an exciting opportunity to align and grow the RFHD Programme to become more ICT focussed especially in the area of Monitoring and Evaluation and Communication.

### THE CENTRES FOR DISEASE CONTROL (CDC)

The CDC has worked closely with RFHA over many years as a consulting and advisory body in the USA as well as the implementing and support partner for the RFHD's in Africa and South Africa.

RFHA and the RFHD Campaign continues to receive outstanding support from the CDC for the Programme.

Following on from 2014, RFHA engaged the expertise of a professional analyst who worked closely with representatives from the CDC, the NDoH and Rotary to redesign and refine the Data Collection tools for this year's campaign. (see Monitoring and Evaluation report)

Further, the CDC engaged with their partners to print, collate and distribute the Campaign tools to all Rotary Family Health Day sites.

## THE SOUTH AFRICAN BROADCASTING CORPORATION

The SABC flighted the RFHD TV advertisement updated by Coca-Cola South Africa on its television stations as well as flighting the PSA radio advertisements and radio interviews leading up to the RFHD's.

A mobile outside broadcast unit was sent to give coverage at the National Launch site in KZN. The RFHA Media Team worked closely with SABC colleagues around planning of schedules and implementation.

## PAPRIKA STUDIOS

This year the RFHD Brand developed by Paprika and Dr Sarah Britten in 2012 was updated to create the following design elements to be used in social mobilization and exposure of the partnership:

- Posters in 16 languages
- Leaflets in 12 languages
- Specifically sized advertisements for all community newspapers including Caxton, Independent Newspapers and Media 24
- Press kits
- Powerpoint templates
- Assistance with the artwork for the television advertisement
- Development of Certificates for Rotary clubs and more ..

### 3. MEDIA STRATEGY AND PLAN

Following on from the Pilot Year of the RFHD's, a need was identified to develop and strengthen the National Media and PR policy, strategy and campaign with the following objectives:

- Highlight and expose the RFHD Programme and the partnerships
- Support the mobilization efforts of Rotary Districts and clubs in getting communities to attend the RFHD's

It was clear that it was necessary to invest in developing, driving and implementing the PR, Media and Communication vision, but it was also crucial to understand that communication is the key enabler in achieving the vision and goal of the RFHD Programme through a partnership with the National Media Team, Project Manager, key Rotary communications people within each District and with Partners.

In order to achieve these objectives, a dedicated RFHA RFHD Media Team made up of a core of Rotary volunteers with media and public relations skills, was appointed and an MOU was signed between the RFHA Media Liaison head and RFHA CEO and Programme Director. This year, the RFHA Media Liaison engaged the services of a paid intern to assist the Media team with the Media campaign.

Relationships were strengthened with existing media and support partners:

- SABC as the primary media partner in radio and television
- YFM as a primary facilitator of media partnerships as well as flighting of radio ads and interviews
- Primedia
- Paprika Design Studios
- Caxton Community newspapers as the primary print media partner supported by Independent Community Newspapers in the Western Cape and Media 24 News Community Newspapers. In effect, the RFHD's received national coverage in community newspapers throughout South Africa.
- Labstore: Dr Sarah Britten has been involved with RFHD since inception so it was only natural that she would continue this involvement as part of Labstore, which is part of the Y&R Agency network. Supporting RFHD makes sense for Labstore. The Rotary Family Health Days are an increasingly important event on the national health calendar and bring together the least privileged members of society with those who want to help. It has practical benefits for the health of the people who attend the days, but also a wider contribution to nation-building.
- Sesego Cares engaged as the media support partner

It is important to note that all media coverage and support was negotiated by RFHA and was pro bono. The following activation tools were developed in consultation with partners and implemented by the RFHA Media team in support of the RFHD 2015:

- Media policy
- Media strategy and media plan
- RFHD Factsheet, stats and targets
- Key messages
- Briefing templates for interviews
- Press Releases – campaign, launch site, partnership

- Comms – development of holding statements and boilerplate
- Creation of a Spokespeople list
- Briefing for spokespersons
- Partner profiles
- Press Release – RFHD Launch
- Press Release – RFHD Final outcomes
- Update and development of the RFHA SA website ([www.rfha.org.za](http://www.rfha.org.za)) with links into the RFHA USA website as the core communication tool into Rotary Steering Committees, Clubs, Media etc.
- Strong information platform
- Creation of social media platforms: Facebook, Twitter, Instagram
- Building of social platforms and communities through newspaper advert direct campaign
- Media training webinar held for Rotary Steering Committee Heads, Steering Committee PR and Communication Heads and Rotarians wishing to participate
- Liaison with Paprika Studios regarding artwork for all advertisements, posters and leaflets
- Translations into 16 other languages of poster and print advertisements
- Engagement with Print Media on sizing and placement of advertisements and editorials
- Caxton – advertisements in all Caxton Community Newspapers nationally (85 in total) in relevant publication languages running 3 weeks prior to programme with additional support on editorial and on Caxton electronic media platforms. Post programme editorials.
- Independent Newspapers (Cape Community Newspapers) - advertisements and editorials
- Media 24 Community Newspapers – advertisements and editorials
- Primedia – PSA radio ads on Radio 702, Cape Talk and Highveld
- SABC - Radio PSA live read placements on all stations
- YFM – Radio PSA advertisements
- NCRF – translation of radio ad into 5 languages. Sent to all Community Radio stations throughout South Africa. Emphasis on radio stations in the Ilembe District – Radio Kwezi, Good News CR and Siyathuthuka CR. Interviews were also conducted by some CR stations throughout the country
- TV advertisement PSA placement with SABC. Revision of TV ad for 2015 was sponsored by the Coca Cola Business Unit
- Arranging and co-ordinating opportunities and media interviews – radio and TV
- Co-ordination of the Launch site media campaign both in Groutville, Ilembe District, KZN and in the planning phase
- Updating of the helpline number with sites co-ordinated with Truteq, YFM and Pharos-Avantgard
- Additional Print media coverage – Sunday Tribune, Weekend Argus, Sunday Independent, Rapport
- Internal Rotary publications such as Rotary Africa, Rotary District Directories and Rotary Institute in Mombasa publication. Rotary International website and blogs as well as RFHA Inc website coverage

**Key learnings 2015:**

- Club's involvement with Social Media Platforms increased
- Club's involvement in taking the message forward in Local Media needs to be promoted
- Less interviews were scheduled, thus less engagement with spokespeople

- Approach - Social Mobilization, must be bottom up, grassroots level. Speak / Invite the community members in and around the sites and areas of services – activate the Call to Action on the ground
- Recording / Tracking of exposure

A full review and further consideration needs to take place on the merits and effectiveness of the 2015 media campaign taking into account key learnings, improvements from 2015, measurement of success of 2015, cost implications, critical success factors and the way forward for 2016.

---

## 4. SITES – PROJECTED VERSUS ACTUAL

Following on from the successful 2014 RFHD's, Rotary District leadership submitted the following estimations as detailed in the table below of a manageable number of sites that could possibly be manned by Rotary clubs throughout South Africa.

109 sites were operational in the final roll out phase of the campaign.

Drop off in site numbers was due to a number of factors which included challenges in some Districts around communication to Rotary clubs which resulted in lack of Rotary club participation, lack of Rotary manpower capacity, bigger sites requiring more than one club to manage them and some sites needing to close down due to service delivery protests and other security issues during the actual campaign.

Two of the Rotary districts went up in sites numbers whilst challenges faced in D9400 and to a lesser extent in KZN saw a drop in sites numbers and club participation following on from 2014.

### **SUMMARY OF PROJECTIONS AND ACTUAL SITES 2015**

ROTARY DISTRICT	PROVINCE	ESTIMATED SITES	ACTUAL 2105 SITES
<b>9400</b>		<b>65</b>	<b>32</b>
	Gauteng: <i>Tshwane, Ekurhuleni, City of JHB, Sedibeng, West Rand</i>		18
	North West ( <i>part thereof</i> )		2
	Mpumalanga		9
	Limpopo		3
<b>9370</b>		<b>48</b>	<b>37</b>
East	KZN	<b>33</b>	19
West	Eastern Cape	<b>15</b>	18
	Free State		
	North West ( <i>part thereof</i> )		
	Northern Cape ( <i>part thereof</i> )		
<b>9350</b>		<b>34</b>	<b>40</b>
	Western Cape		40
	Northern Cape ( <i>part thereof</i> )		0
<b>TOTAL</b>	<b>109 sites</b>		

## 5. MONITORING AND EVALUATION

The 2015 Data Collection tools used at each RFHD site were refined in joint consultation with a RFHA appointed analyst, the CDC team and the NDoH team taking into account the challenges encountered during the 2014 campaign. A primary objective was to simplify the process for Rotarians tasked with this enormous and time consuming undertaking.

The revised Campaign specific tools included the following:

- Printed Registration Tool – basic headcount tally sheet to be completed by Rotarians to record clients coming through each site
- Printed Services Tool – based on the existing NDoH campaign services tally sheet tool to be completed by services providers
- Services tools and registration tools were colour coded and printed in triplicate affording RFHA/Rotary, the CDC and the DoH to each have a copy recorded at each site
- Electronic aggregation tools for Rotary to capture all data recorded at each site
- Four levels of aggregation tools were designed to take into account the Rotary structures set up for the RFHD Campaign
- Comprehensive Training Powerpoints were developed to train Rotarians on how to use the revised forms and aggregation tools for data collection
- This year, a unique identifier tool was added to the registrations in the form of a numbered wrist band issued to clients attending the RFHD's

The CDC facilitated and sponsored the printing of the campaign tools and wristbands as well as the distribution thereof throughout South Africa to Rotary sites. This year the tools were received by Rotary in good time before the Campaign roll out.

Distribution and allocation by Rotary of the wrist bands was a challenge at some sites where they either had too many or not enough. RFHA supplemented this distribution at some cost. Targets at site level should be established to counteract this in the future.

It is the general opinion that the Data collection forms were much improved and more user friendly for this 2015 campaign. Comprehensive training took place through all Rotary Districts by RFHA Analyst for Steering Committee and Regional Heads. In some instances, Rotary Clubs did find them a challenge as did local DoH colleagues. Improved training needs to be conducted at Rotary site champion level. DoH colleagues at some sites opted not to use the tools and used the standard DoH data collection tools.

The 2105 Data collected will form a strong baseline for future Programmes and the analysis thereof.

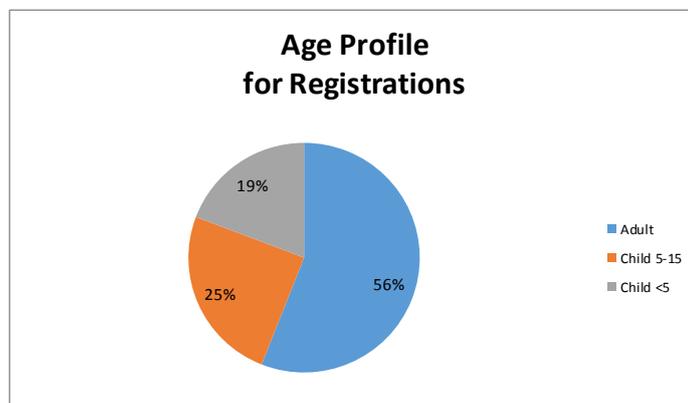
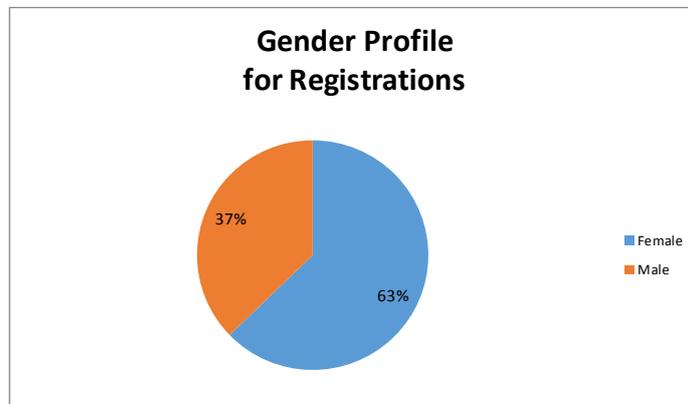
A standardised Monitoring and Evaluation template designed by Dr Phil Silvers, RFHA's Monitoring and Evaluation Advisor, for use in all RFHD countries. A sampling of sites throughout South Africa were identified by RFHA/Rotary and baseline data was collected with the view to conducting a 3 month impact study on these sites early in 2016.

## 6. STATISTICAL RESULTS SUMMARY

### OVERALL SUMMARY

Registration Data						
Event Date	People	GENDER		AGE		
		Male	Female	Adult	Child 5-15	Child<5
<b>RFHD Total</b>	<b>62,714</b>	<b>23,359</b>	<b>39,355</b>	<b>35,111</b>	<b>15,541</b>	<b>12,062</b>
07-10-15	21,317	7,818	13,499	12,438	4,777	4,102
08-10-15	24,760	9,303	15,457	13,397	6,487	4,876
09-10-15	16,637	6,238	10,399	9,276	4,277	3,084

People vs. Services			
Event Date	Total People	Total Services	Total Referrals
<b>RFHD Total</b>	<b>62,714</b>	<b>165,127</b>	<b>16,033</b>
07-10-15	21,317	53,324	5,413
08-10-15	24,760	67,090	6,062
09-10-15	16,637	44,713	4,558



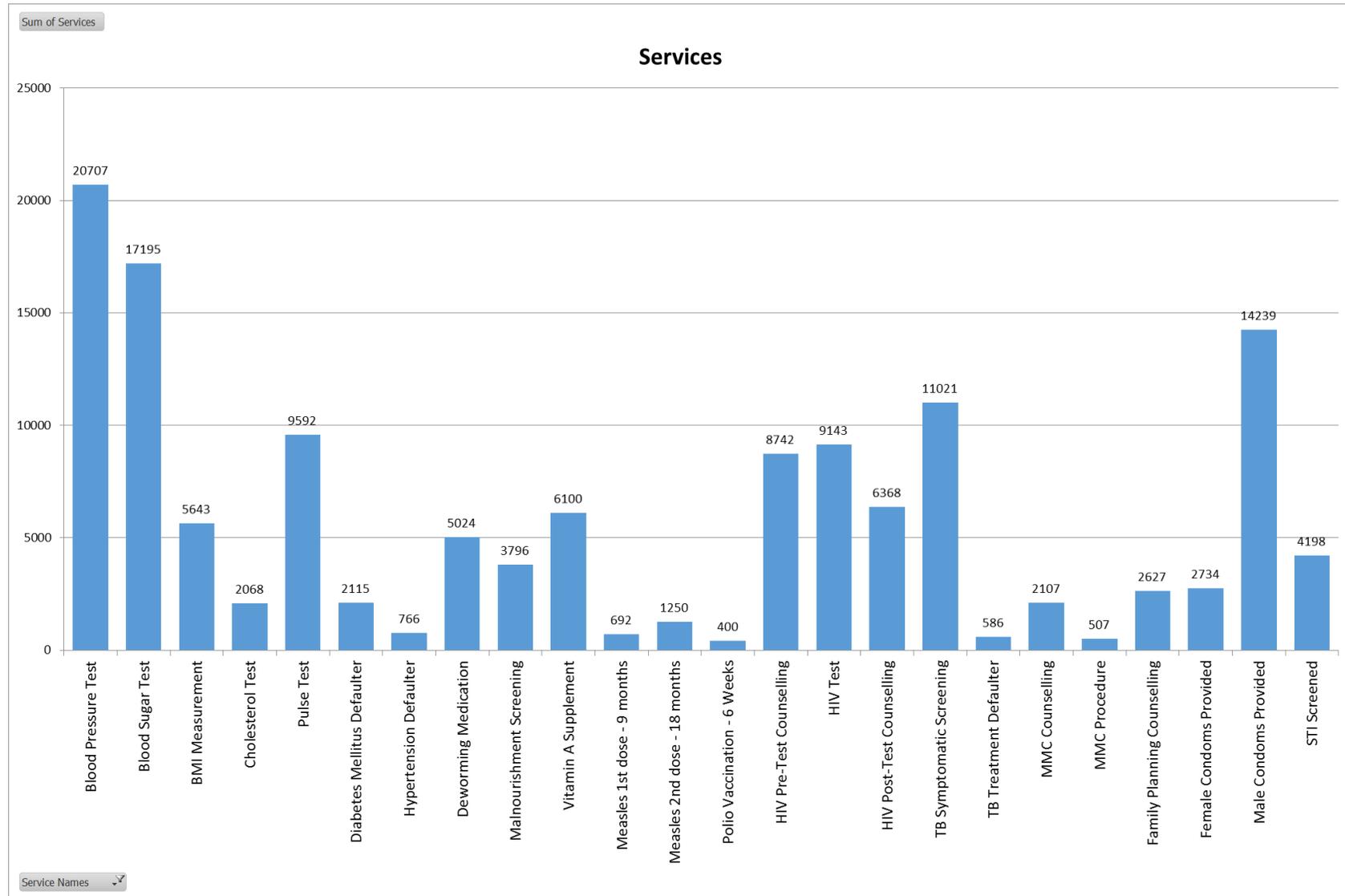
## REGISTRATION SUMMARY by ROTARY DISTRICT

			Event Date	People	GENDER		AGE		
					Male	Female	Adult	Child 5-15	Child<5
			<b>RFHD Total</b>	<b>62,714</b>	<b>23,359</b>	<b>39,355</b>	<b>35,111</b>	<b>15,541</b>	<b>12,062</b>
			<b>07-10-15</b>	21,317	7,818	13,499	12,438	4,777	4,102
			<b>08-10-15</b>	24,760	9,303	15,457	13,397	6,487	4,876
			<b>09-10-15</b>	16,637	6,238	10,399	9,276	4,277	3,084
District #	Rotary District	District Steering Committee Head	Event Date	People	GENDER		AGE		
					Male	Female	Adult	Child 5-15	Child<5
District 1	D9350	June Webber	District Total	23,259	8,052	15,207	13,141	5,529	4,589
District 1	D9350	June Webber	Day 1	9,161	3,131	6,030	5,243	2,202	1,716
District 1	D9350	June Webber	Day 2	9,506	3,346	6,160	4,949	2,422	2,135
District 1	D9350	June Webber	Day 3	4,592	1,575	3,017	2,949	905	738
District 2	D9400	Steve Du Plessis	District Total	22,502	9,545	12,957	11,650	5,887	4,965
District 2	D9400	Steve Du Plessis	Day 1	7,720	3,192	4,528	4,190	1,748	1,782
District 2	D9400	Steve Du Plessis	Day 2	8,737	3,768	4,969	4,573	2,402	1,762
District 2	D9400	Steve Du Plessis	Day 3	6,045	2,585	3,460	2,887	1,737	1,421
District 3	D9370 East	Hennie de Bruin	District Total	6,714	2,090	4,624	4,644	1,042	1,028
District 3	D9370 East	Hennie de Bruin	Day 1	2,166	686	1,480	1,575	320	271
District 3	D9370 East	Hennie de Bruin	Day 2	2,503	794	1,709	1,668	393	442
District 3	D9370 East	Hennie de Bruin	Day 3	2,045	610	1,435	1,401	329	315
District 4	D9370 West	Gianna Doubell	District Total	10,239	3,672	6,567	5,676	3,083	1,480
District 4	D9370 West	Gianna Doubell	Day 1	2,270	809	1,461	1,430	507	333
District 4	D9370 West	Gianna Doubell	Day 2	4,014	1,395	2,619	2,207	1,270	537
District 4	D9370 West	Gianna Doubell	Day 3	3,955	1,468	2,487	2,039	1,306	610

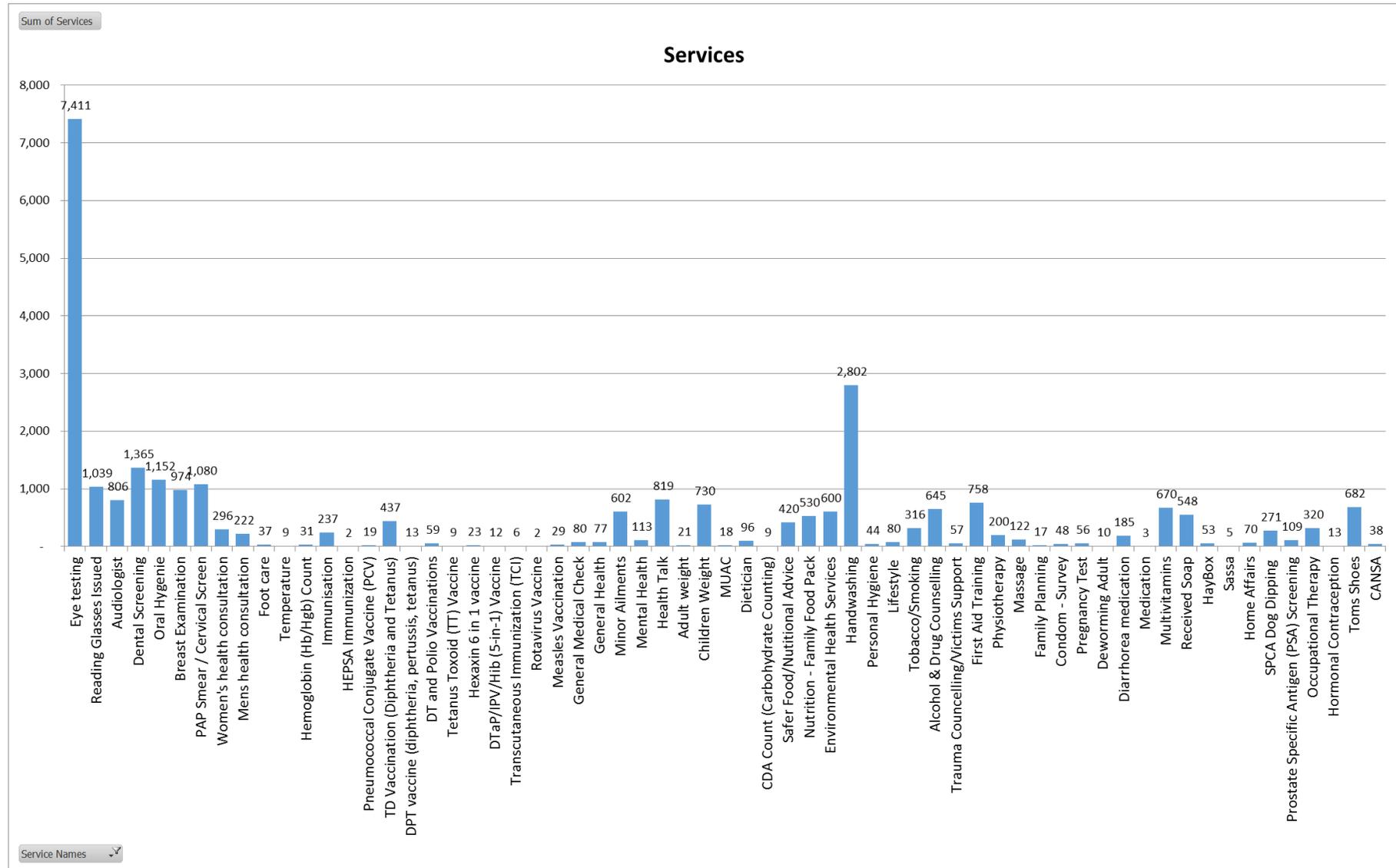
## REGISTRATION SUMMARY by SA PROVINCE

Province Name	District Steering Committee Head		People	GENDER		AGE		
				Male	Female	Adult	Child 5-15	Child<5
		RFHD Total	62,714	23,108	39,606	35,270	14,853	12,591
Gauteng	Steve du Plessis	Province Total	11,154	4,219	6,935	5,923	3,026	2,205
Gauteng	Steve du Plessis	Day 1	4,119	1,482	2,637	2,239	879	1,001
Gauteng	Steve du Plessis	Day 2	4,537	1,738	2,799	2,441	1,322	774
Gauteng	Steve du Plessis	Day 3	2,498	999	1,499	1,243	825	430
Limpopo	Steve du Plessis	Province Total	4,651	1,728	2,923	2,575	394	1,682
Limpopo	Steve du Plessis	Day 1	1,344	481	863	869	82	393
Limpopo	Steve du Plessis	Day 2	2,061	733	1,328	1,236	197	628
Limpopo	Steve du Plessis	Day 3	1,246	514	732	470	115	661
Mpumalanga	Steve du Plessis	Province Total	4,567	1,738	2,829	2,310	947	1,310
Mpumalanga	Steve du Plessis	Day 1	1,287	465	822	723	250	314
Mpumalanga	Steve du Plessis	Day 2	1,465	564	901	729	280	456
Mpumalanga	Steve du Plessis	Day 3	1,815	709	1,106	858	417	540
North West	Steve du Plessis	Province Total	2,130	1,609	521	1,001	832	297
North West	Steve du Plessis	Day 1	793	608	185	383	298	112
North West	Steve du Plessis	Day 2	903	683	220	425	360	118
North West	Steve du Plessis	Day 3	434	318	116	193	174	67
Eastern Cape	Gianna Doubell	Province Total	6,704	2,460	4,244	3,438	2,368	898
Eastern Cape	Gianna Doubell	Day 1	1,112	421	691	629	330	153
Eastern Cape	Gianna Doubell	Day 2	2,980	1,076	1,904	1,532	1,036	412
Eastern Cape	Gianna Doubell	Day 3	2,612	963	1,649	1,277	1,002	333
Free State	Gianna Doubell	Province Total	1,391	454	937	1,033	198	160
Free State	Gianna Doubell	Day 1	504	162	342	326	81	97
Free State	Gianna Doubell	Day 2	471	128	343	371	77	23
Free State	Gianna Doubell	Day 3	416	164	252	336	40	40
North West	Gianna Doubell	Province Total	1,408	488	920	721	422	265
North West	Gianna Doubell	Day 1	379	120	259	246	69	64
North West	Gianna Doubell	Day 2	493	168	325	246	151	96
North West	Gianna Doubell	Day 3	536	200	336	229	202	105
Northern Cape	Gianna Doubell	Province Total	736	270	466	484	95	157
Northern Cape	Gianna Doubell	Day 1	275	106	169	229	27	19
Northern Cape	Gianna Doubell	Day 2	70	23	47	58	6	6
Northern Cape	Gianna Doubell	Day 3	391	141	250	197	62	132
Western Cape	June Webber	Province Total	23,259	8,052	15,207	13,141	5,529	4,589
Western Cape	June Webber	Day 1	9,161	3,131	6,030	5,243	2,202	1,716
Western Cape	June Webber	Day 2	9,506	3,346	6,160	4,949	2,422	2,135
Western Cape	June Webber	Day 3	4,592	1,575	3,017	2,949	905	738
KwaZulu-Natal	Hennie de Bruin	Province Total	6,714	2,090	4,624	4,644	1,042	1,028
KwaZulu-Natal	Hennie de Bruin	Day 1	2,166	686	1,480	1,575	320	271
KwaZulu-Natal	Hennie de Bruin	Day 2	2,503	794	1,709	1,668	393	442
KwaZulu-Natal	Hennie de Bruin	Day 3	2,045	610	1,435	1,401	329	315

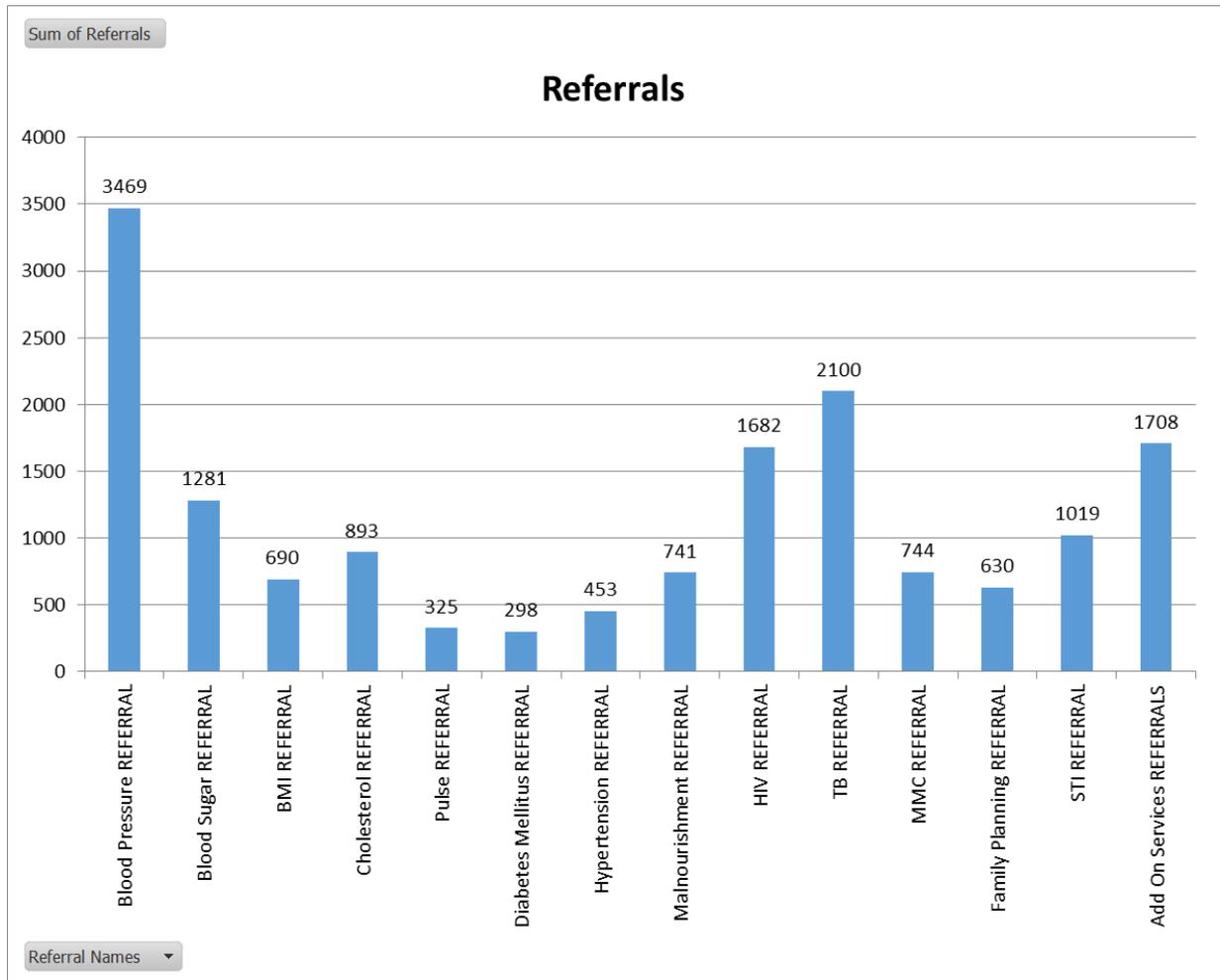
## CORE RFHD SERVICES



## ROTARY ADD ON SERVICES



## SERVICE REFERRALS



## **7. OBSERVATIONS, CHALLENGES AND KEY LEARNINGS:**

These points are taken from debriefings with Rotary Steering Committee Heads and their submitted reports on the 2015 RFHD's.

### **Rotary SCH and Clubs:**

- Early and better communication and training needs to be implemented regarding the RFHD's
- Rotary Steering Committee needs to strengthen communications and training through the Rotary structures to club level and ensure the "bottom-up" approach buy in of Rotarians who can be negative about the programme having not been informed adequately or timeously.
- SC needs to make better use of training powerpoints and platforms created at a national level eg. Website, media tools etc
- Rotary Steering Committee Heads need to identify best practice in each District and develop a project plan with timelines.
- Rotary Steering Committee Heads need to capitalize on Rotary District training opportunities like POETS
- Rotarians sometimes find it hard as volunteers to give the required dedicated time and hard work to this programme – both in the planning phase and the implementation phase
- A suggestion is to consider making it a two day campaign
- It is felt by all Rotary SCH's that an ongoing general review should take place regarding site selection to try and improve on reach and efficacy of the programme
- Training of data collection tools needs to be strengthened and Rotarians need to be educated on the importance of this task. Lack of adequate training and execution resulted in a conservative estimate of at least 5 000 clients having not been officially accounted for.
- All 4 SCH and teams were trained by the RFHA appointed analyst and designer of the data collection tools timeously before the start of the RFHD's but the implementation was compromised at site level in some instances
- It has been noted by some SCH's that the 3 month RFHA follow on impact study is an important component of the RFHD's in order for Rotarians to understand the impact that the RFHD's does have in their communities and the outcomes of their work
- Although faced with some challenges and lessons learned within the Districts, it is believed that there is a strong core of Steering Committee Heads who will lead the programme with strength for 2016. The RFHD's are generally well supported and endorsed by Rotarians in all three districts.
- **The autonomy of the Rotary Districts and clubs is respected and these observations encompass comments across all 3 Districts but may not be relevant to all.**

### **Rotary and DoH**

- The 9 Provincial Roadshows were generally considered to be effective in communicating and soliciting a better understanding of the RFHD Programme with all partners
- In addition, it was felt that the Roadshows assisted in connecting relevant Rotary and DoH colleagues more effectively this year

- Selection of sites primarily by DoH this year was effective in many cases but a review needs to take place on how this can be improved in terms of reach and need (see Sites report)
- In some Districts, the Rotary structures should align more closely with local DoH in terms of geographical footprints
- Joint training must be initiated at a Rotary club level and DoH district level to plan the sites together timeously by having regular scheduled meetings well prior to the event as well as debriefing sessions post event
- The times and days for the RFHD's need to be re-considered as to what is most effective.
- In some instances services were only rendered late and finished earlier than advertised due to DoH staff leaving early. An observation has been made that clients tend to drop off in numbers by lunch time. Consideration could be given to shortening the RFHD hours of operation
- Fridays do not seem to be a good day from a DoH and Client attendance point of view
- Consideration should be given as to how Rotary can assist the DoH with sites that fall out of the Rotary footprint or where Rotary does not have capacity to support
- Rendering of services was much improved this year although there seemed to still be some core services lacking at some sites
- Non delivery of health authority services at some sites over the Health Days (especially on the Friday) impacted negatively on the final numbers. A few sites ran out of supplies
- Although much improved, communication could still be strengthened across all levels of DoH and Rotary in order to facilitate quick responses
- Great contacts were made on the ground between DoH and Rotarians. In many instances, trust and goodwill has been established and the partnership built on again in this third year
- Outstanding support was received for the launch event in Groutville, Ilembe District, KZN from DoH at a National, Provincial and District level together with partners

## **8. SPIN OFF FROM THE RFHD 2015**

A number of positive spin offs have resulted from the 2015 RFHD Campaign:

- Rotary in South Africa was invited to attend the National Polio symposium in Johannesburg where they were acknowledged as a significant partner in the eradication of Polio globally. The Honourable Minister of Health, Dr Aaron Motsoaledi recognised Rotary International's contribution in his keynote address
- Rotary District Polio Committee representatives were asked to participate in the Polio switch stakeholders meetings in several provinces
- The NCD Alliance collaborated with Rotary in the Northern Cape in respect of the RFHD's as well as asking local Rotarians to be part of a panel to discuss collaboration around non-communicable diseases
- Strategic partnerships with NGO's and Rotary have been formed as a result of the RFHD Programme
- The NCRF (The National Community Radio Forum) has asked RFHA to participate in their stakeholders conference in November with the view to forming a partnership for the 2016 RFHD Campaign

## 9. CONCLUSION

The Rotary Family Health Days have had a significant and meaningful impact on the lives of thousands of people living in South Africa.

Once again, the willingness of all Partners and individuals to work positively together to find solutions to challenges has been overwhelming in this common Call to Action throughout our Country. Each year brings similar challenges that together as partners we endeavour to improve upon and move forward positively.

The Rotary Family Health Days have contributed greatly to Rotary brand awareness in South Africa and should assist in the attraction of new members to the Organisation as well as Partner brand awareness. All three Rotary Districts have indicated a positive response in going forward to build on lessons learned again this year to expand the Programme.

It is believed that a strong core of Steering Committee Heads has been identified who will move more efficiently into the 2016 Campaign starting with early planning and improved communication. In this year, it has been noted that the RFHD Programme is becoming better known and followed with interest across many sectors of South Africa.

We thank all our Partners – both public and private - for their leadership, collaborative attitude and commitment that has certainly made the Rotary Family Health Days another wonderful success!

We applaud you!

