



ROTARY FAMILY HEALTH DAYS (RFHD)

LAUNCH SITE REPORT

15th November 2024

Submitted By: Rotary Action Group for
Family Health & AIDS Prevention (RFHA)

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Highlights

- Launch Site took place at Simunye Residence Sports Ground, Freedom Park, Rustenburg, Northwest Province. The launch was hosted by MoH in the presence of Minister.
- Minister of Health, Dr Aaron Motsoaledi MP and the MEC for Health in Northwest Province, Mr Sello Lehari were in attendance as well as a live broadcast of support from our Second Lady Mme Humile Mashatile.
- Rotary District 9400 District Governor Dr George Senosha attended the program.
- **807** beneficiaries attended the campaign plus **193** non-registered attendees, due to the start of the official program.
- **2607** services rendered in total: **167** HIV tests, **300** Diabetes Screening, **80** TB Screening, **760** Blood pressure tests, **37** referrals to follow on care.
- Private Sector Partner host Impala Mines.
- Collaborative partnership strengthened between RFHA, Rotary D9400 with the National Health Department, SANAC, UNAIDS, CDC, Civil Society Sector, Northwest Provincial Government, Impala Mines, Gift of the Givers and our media partner, African Brand Architects.
- Engagement of implementing and new supporting partners was strengthened.
- 3 Radio stations broadcasting from the site.





"Today's event shows what can be achieved when we come together." - Sue Paget, CEO, RFHA Inc.

"It is through such Public-Private Partnerships (PPP) that we are able to extend the reach of healthcare beyond health facilities and deliver services closer to where people are in communities. Furthermore, these collaborative efforts enable the Government to coordinate resources, avoid wastage and duplication, foster innovations, and ensure that resources are directed to where they are required the most. We are grateful to RFHA and the Rotarians for their efforts to mobilize partners to provide services that are not often available in primary health care facilities and outreach services. We collectively make when we put people at the centre of what we do."
- Minister of Health Dr Motsoaledi, MP.

"We have seen the power of community-led organizations and their role in reaching those who may otherwise remain invisible in traditional health systems. We must continue to support and fund these organizations, ensuring that they have the resources and autonomy to design services that are culturally and contextually relevant." - Dr Thembisile Xulu, SANAC CEO.

"This is just the beginning of ongoing health outreach in Rustenburg." - Dr Bogosi Moagi, Executive Health, Impala Mines.

"Providing Mina cups is not just about menstrual health—it's about giving girls a chance to dream and thrive without limits." - Treza Wilson, President of the Rustenburg Rotary Club.

"The turnout today is a testament to the need for accessible healthcare. RFHD is more than a health initiative; it's about restoring dignity and hope to our communities." - George Senosha, Rotary D9400 District Governor

"Organizing the Rotary Family Health Day launch was a daunting task, but our unwavering commitment and belief in our goal kept us moving forward. It is this collective determination that will drive our success as we expand this initiative in the new year." Nomsa Zikonda, Rotary D9400 RFHD Chair.

"The success of this launch is a testament to what can be achieved through partnerships and community engagement. We are changing lives and building healthier futures together." - Wilma Lig, RFHD coordinator

Executive Summary



In 2024, the campaign launched in Rustenburg, Northwest Province, with the support of Impala Mines, which served as the private sector partner. Impala Mines played a crucial role by hosting the event and contributing resources through its medical and community structures. This partnership exemplifies the success of RFHA's public-private model in addressing critical healthcare needs.

Since its inception, RFHD has reached over 250,000 people across all nine provinces in South Africa, offering approximately 1 million free healthcare services. These include screenings, immunizations, HIV testing, and other essential medical interventions. The partnership is of strategic importance to the DoH, enabling it to extend vital healthcare services to communities with limited access while addressing South Africa's quadruple burden of disease.

Aligned with the National Development Plan (2030) and the National Strategic Plan (2023–2028) on HIV, AIDS, STIs, and TB, the RFHD campaign advances the DoH's vision of achieving a long and healthy life for all South Africans. Additionally, the campaign has been recognized by SANAC as a key platform for launching the annual World AIDS Day theme. Since 2021, it has served as the formal kick-off for World AIDS Day activities, amplifying awareness and engagement in the lead-up to December 1.

This year, RFHD prioritized reaching men, youth, and key populations in mining communities. The focus was on encouraging individuals to test and know their health status, contributing to South Africa's efforts to achieve the UNAIDS 95-95-95 targets. This initiative underscores the importance of community-focused strategies in tackling healthcare challenges and fostering healthier, more informed populations

Objectives

Promote Men's Health

Encourage men to test for HIV, screen for STIs, TB, and non-communicable diseases through the Cheka Impilo campaign.

Support Children's Health

Strengthen efforts to connect children to HIV testing, treatment, care, and support to achieve Global Alliance targets and foster healthy lifestyles.

Launch World AIDS Day Theme:

Officially introduce the 2024 World AIDS Day theme to amplify awareness and engagement.

Focus on Mining Communities

Target marginalized populations in the North West Province, including young men, women, and mine workers, with an emphasis on the mining sector.

Engage Key Populations

Provide HIV testing, STI screening, and combination prevention services to key populations in underserved areas.



Background



Rotary Action Group for Family Health & AIDS Prevention Inc. (RFHA) Strategic Vision

To save and improve lives through community-based healthcare.

Strategic Mission

To facilitate expanded access to quality, community-based healthcare services, including the prevention and treatment of HIV/AIDS.

Who RFHA is: The Rotary Action Group for Family Health & AIDS Prevention, Inc. is a global Rotary Action Group and mobilizing partner of Rotary International dedicated to disease prevention and treatment. RFHA delivers a proven program of scale addressing preventative community health care screening in Africa.

Our programs provide free multiple health screens, lifesaving immunizations, education on disease prevention and treatment, gender intentional services and information and referrals for follow-on care that would otherwise not be accessible.

RFHA's direct impact is the strengthening of infrastructure on health care delivery systems worldwide. Headquartered in Atlanta, GA, USA, RFHA manages a pan-African network of Program Coordinators and teams in each country that facilitate program implementation and local relationships.

RFHA is currently integrating a gender-intentional component across the organization and its programs. The objective is to promote gender equality within RFHA and its flagship program by implementing gender-responsive initiatives and fostering a supportive environment that promotes gender equality for women, men, young girls, young boys and marginalized communities accessing health interventions.

What RFHA does: RFHA's signature program is **Rotary Family Health Days (RFHD)**, a unique public/private partnership program that is currently in its thirteenth year of operation. The three-day, community driven, integrated annual program provides holistic, comprehensive, preventive health programs both for communicable and non-communicable diseases.

The program leverages and inspires a significant force of humanitarian-driven volunteers through Rotary clubs in multiple countries in Africa. Since the inception of Rotary Family Health Days in 2011, over **3,5 million beneficiaries have been offered over 13,5 million free health services.**

The Rotary Family Health Days Program is a significant contributor to **Preventative Health Care**. Ministers of Health in the countries in which we operate partner with RFHA with signed Letters of Intent in support of Rotary Family Health Days.

Other partner organizations (media houses, private sector funders, NGO's etc.) do the same. RFHA's role in the program is to act as the lynchpin organization, to initiate the program, obtain partner organizations and funding sources, and to coordinate 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 Rotary Districts and Clubs in South Africa to roll out the RFHD Program as well as development of a comprehensive Media and Communications strategy delivered through a dedicated Media Team.



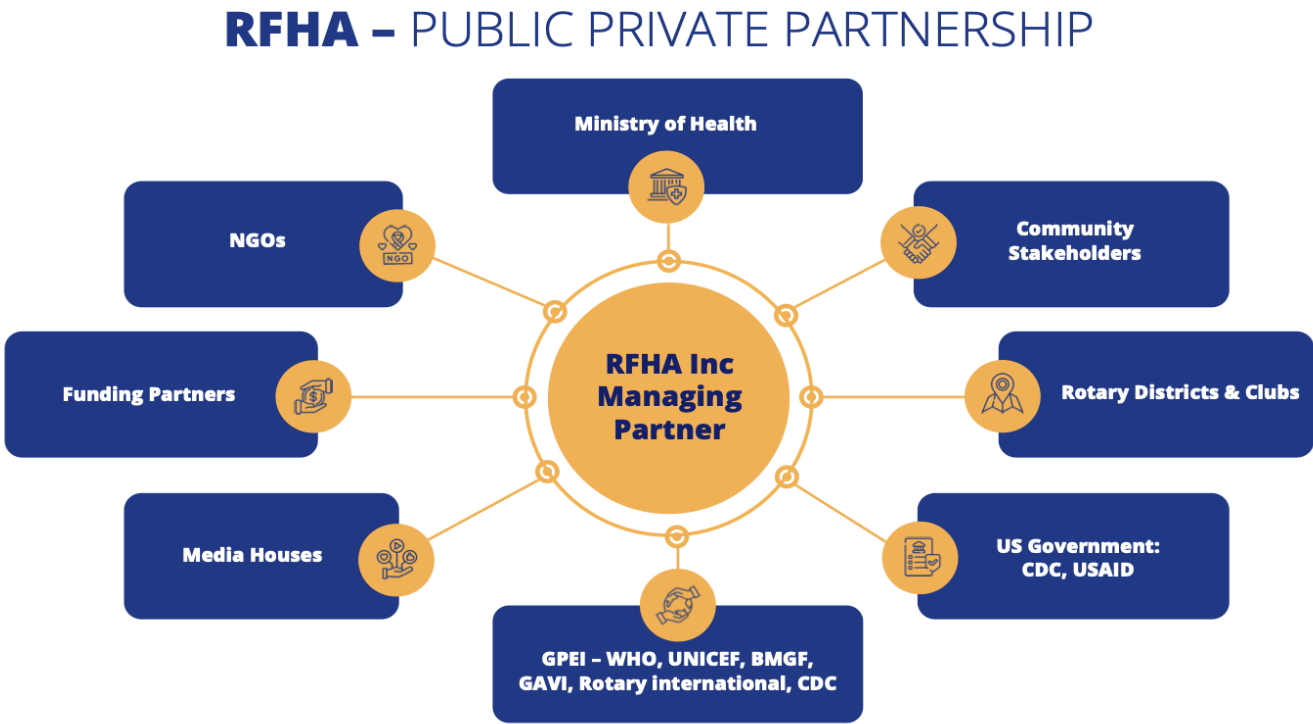
Rotary Family Health Days: A Public Private Partnership Program Model

The Rotary Family Health Days is the signature program of the Rotary Action Group for Family Health & AIDS Prevention (RFHA). It is a unique public/private partnership program that is currently in its thirteenth year of operation.

This three-day annual program provides holistic, comprehensive preventive health screenings and testing (both communicable and non-communicable) diseases by way of leveraging and inspiring a massive force of humanitarian-driven Rotarians and partners. Through this program, tens of thousands of people are served in mostly under-privileged communities in some countries in East Africa, Southern Africa, West Africa and India.

The services include free life-long 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, and some cancers. It also includes deworming of children, vitamin A supplementation administration and immunizations for polio.

Other services like eye and dental examinations are included at almost all locations. Health counselling, education and referrals for follow-on care are provided as well. Distribution of insecticide treated mosquito nets, male and female condoms, hygiene packs, birth delivery kits, dental cleaning



RFHA and Gender Intentionality

RFHA is dedicated to ensuring equitable access to healthcare services through its flagship initiative, the Rotary Family Health Days (RFHDs). This commitment is in line with the principles of gender equality, as RFHA seeks to address disparities in healthcare access and empower communities to achieve improved health outcomes for women, girls, men, boys and marginalized populations.

RFHA's efforts to integrate gender considerations commenced in September 2023 after successfully securing a grant from the Bill & Melinda Gates Foundation (BMGF).

Strategic Alignment to the Sustainable Development Goals

RFHA aligns to the United Nations Sustainable Development Goals (SDG) in multiple areas, impacting partner company CSR and ESG standards and metrics. Specifically impacting Good health & well-being, Gender Equality and strengthening global partnerships towards common goals.

SDG Goal 2: Good Health and Well Being

The RFHD offer services based on specific country health issues, with a focus on HIV/AIDS, malaria, tuberculosis, polio and gender intentional health education. The mission is that health care is a human right that everyone should have access to.

SDG Goal 5 : Gender Equality

RFHA's work also aligns significantly with **goal 5 of the SDGs** to achieve gender equality and empower women. RFHA as an organization is undergoing a Gender Intentional audit through its current work and best practice metrics. RFHA's gender intentional program aims to deeply embed gender perspectives within healthcare programs and internal operations, which seeks to address gender disparities in healthcare access and participation. This introspective review of organizational structures ensures inherent gender intentionality, aimed at building RFHA's capacity to integrate gender perspectives seamlessly into daily operations and the services it provides to the communities.

Through the RFHD communication and services, RFHA aims to create an inclusive and welcoming program for both genders, tackling key gender specific health information, education, medicine and service delivery. Through education we can empower both males and females to have control and awareness of their own healthy lives.

SDG Goal 17 : Partnerships For The Goals

Our RFHD programs are built on the foundation of establishing global partnerships for sustainable development, tying in closely **with goal 17 of the SDGs**. Through the implementation of these partnerships RFHA can execute a proven program of scale and sustainable longevity with a remarkable return on investment.

Also Impacts SDG Goals 1, 6, 10 & 16

Other SDGs that RFHA is impacting include goals **1, 6,10 and 16**. RFHA's goal is to work in opposition to the restraints and restrictions poverty can have on access to affordable health care for all, clean water and medical needs. Through positive collaboration with in-country MOH, RFHA are looking to reduce the inequalities when accessing vital health services.

RFHA's initiatives are pivotal in driving forward the comprehensive goals of sustainable development, underlining their significant role in shaping a healthier, more equitable, and collaboratively empowered world.



The Launch



Planning

Rationale For Focusing on the Mining Sector in the Northwest Province

Mining Communities in South Africa face several significant social challenges due to the areas' dependence.

1. Economic Inequality and Unemployment

The mining industry in Rustenburg, dominated by large corporations, generates significant wealth; however, much of it flows out of the local economy, leaving behind impoverished communities. Employment opportunities are often limited to specific skill sets, and increasing automation continues to reduce job availability. Youth unemployment is particularly high, perpetuating cycles of poverty and frustration that destabilize the community.

2. Housing and Informal Settlements

Due to an influx of job seekers from various parts of South Africa and neighbouring countries, informal settlements around Rustenburg have grown significantly.

3. Marginalized Populations

a. Women

- **Economic Exclusion:**
- **Gender-Based Violence:** High rates of domestic violence, sexual abuse, and harassment, compounded by disrupted family structures due to migratory workforces.

Health Risks: Women face unique health challenges, particularly with respect to sexual and reproductive health. The prevalence of HIV/AIDS, sexually transmitted infections and lack of access to adequate healthcare put women at greater risk. Many women are also caregivers for sick family members adding to their emotional economic burdens.

b. Migrant Workers

Migrant workers, including those from other provinces within South Africa and neighbouring countries like Lesotho, Mozambique and Zimbabwe are highly marginalized.

Precarious employment, xenophobia and discrimination, dire living conditions which all contribute to increased health risks due to lack of access,, clean water and sanitation etc.

c. Informal Settlement Residents

- Generally are marginalized due to their poor access to health services and unstable living conditions. Lack of basic services, housing insecurity, social exclusion etc

d. Ethnic Minorities

- Groups from rural areas and indigenous populations experience cultural displacement and exclusion from land rights, exacerbating their marginalization.

e. LGBTQ+ Individuals

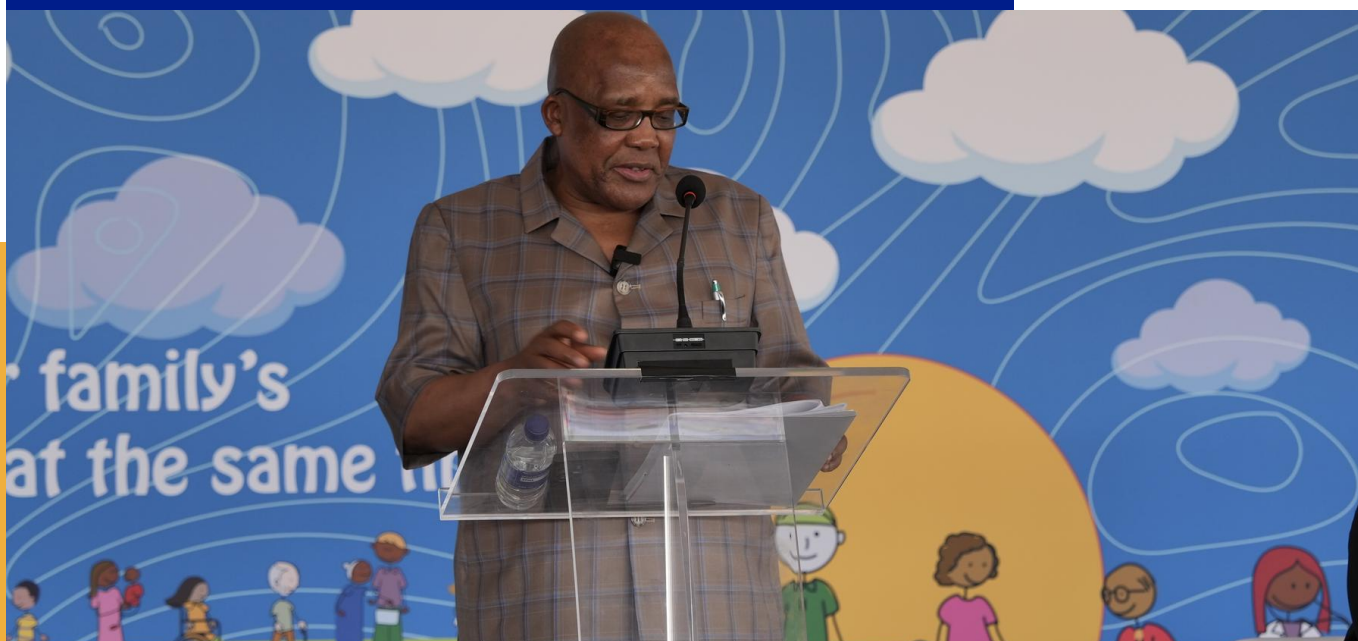
This group of people face social and institutional discrimination. Stigmatization and violence due to the patriarchal mining communities. This makes it difficult for them to find work, access housing or obtain healthcare services without fear of prejudice. There are no formal support structures – few organizations provide resources for mental health, safety or legal protection. LGBTQ+ individuals may stay hidden or face significant social isolation.

f. Youth

Young people are a marginalized group often trapped in cycles of poverty and unemployment. Lack of education and skills limits future employment and vocational training programmes are insufficient to meet the demand. This in turn leads to unemployment and substance abuse amongst the youth.



RFHD Campaign's Response



Against this backdrop, the 2024 Rotary Family Health Days (RFHD) Launch prioritized the mining communities in Rustenburg to address these pressing challenges. By leveraging Public-Private Partnerships (PPP), RFHD provided a platform to deliver impactful healthcare and wellness services.

Key services included:

- Comprehensive screenings for both communicable and non-communicable diseases, education and healthy lifestyle choices services
- Provision of antiretroviral therapy (ART).
- Health education and access to socio-economic support services.

This focused effort aimed to alleviate the burden of disease, strengthen community resilience, and improve quality of life for the marginalized populations residing in the Freedom Park mining community.



Strategic Partnership with Impala Mines

In early 2024, RFHA engaged with Impala Mines as a potential multinational private sector partner, recognizing the corporation's commitment to social impact and workforce well-being. As a responsible employer, Impala Mines understands the critical importance of maintaining a healthy and cared-for workforce.

Furthermore, their dedication to operating safely and considerately within the communities from which they draw their workforce reinforces their commitment to sustainable operations and community development.

Effective social impact programs, such as this collaboration, are well-documented to enhance employee productivity and support long-term operational sustainability

Impala Mines' Role in RFHD

Impala Mines partnered with RFHA for the 2024 RFHD launch, hosting the event on their property and serving the Freedom Park community through a pilot Public-Private Partnership. As the **Primary Launch Site Partner**, Impala Mines demonstrated exceptional leadership by:

- Coordinating ministerial briefings and hosting a high-level VIP luncheon to strengthen stakeholder relationships.
- Providing security, logistics, and operational support to ensure seamless execution at the Freedom Park Clinic and launch site.
- Delivering essential health services through their dedicated medical and community teams.

This partnership highlights the critical role of the private sector in advancing community health and underscores the value of RFHA's Public-Private Partnership model in driving impactful outcomes.

Highlights

Partner Contributions at the RFHD Launch

- **Public Sector (Government Leadership):** Strong representation from the Minister of Health, Premier, MEC, and local government leaders, driving the campaign and unveiling the World AIDS Day 2024 theme, *"Equal Rights, Equal Care."*
- **DOH:** Provided services, planning and facilitation, mobilization services as a key member of the PPP
- **SANAC:** Resource, design, mobilization and funding partnership
- **CDC, and USAID:** Offered strategic and historic resources to enhance the campaign's reach and impact.
- **Rotary Family Health & AIDS Prevention (RFHA):** Convenor of the RFHD Programme spearheaded the coordination of the RFHD campaign, leveraging partnerships and resources to deliver impactful health services to the community.
- **Rotary International and Local Rotary Clubs:** Mobilized volunteers, coordinated logistics, and provided financial and operational support, demonstrating Rotary's commitment to service and community upliftment.
- **Health Service Providers and implementing partners:** Delivered critical services, including HIV testing, diabetes and blood pressure screenings, child immunizations, family planning, pregnancy services (such as ultrasounds), mental health support, and audiology screenings.
- **Community Engagement:** Get Down Productions captivated attendees with a storytelling performance, delivering powerful messaging on sexual health and informed decision-making.
- **Security Teams (SAPS and Impala Security):** Ensured safety and order, handling unforeseen disruptions with professionalism and efficiency.

Private and Public Sector Partnership: The collaboration between government entities and private organizations, including Impala Mines and Rotary, provided leadership, funding, and logistical resources to maximize the campaign's success.

Primary Partners 2024

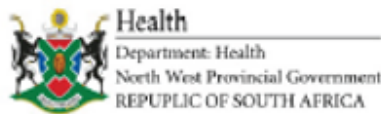
National Department of Health
Northwest Department of Health
Northwest Government
South African National AIDS Council (SANAC)
The Rotary Action Group for Family Health & AIDS Prevention (RFHA)
Rotary District 9400
IMPLATS - IMPALA Rustenburg
African Brand Architects (Primary Partner)

Implementing and Support Partners 2024

Rustenburg Rotary Club
Rustenburg Rotary Community Corps
Tapologo Hospice
CLICKS
Gift of the Givers
Mina Menstrual Cups
Siyakha
Mothers of Africa
Zebra Medicals
Lifeline
Dr Rita Sonda, founder of Toli Weka
Legacy Foundation
Right to Care
Aurum Institute

Contributing Media Partners 2024

Motsweding FM
Mafisa FM
YOU FM
RFHA social media
RFHD social media
Rotary D9400 social media
NDOH social media
SANAC social Media
Impala social media



siyakha.



Planning and Implementation of the Launch Site of the RFHD



Determining the Dates

The Rotary Family Health Days (RFHD) takes place annually in October or November, aligning with South Africa's health calendar as a key lead-up to World AIDS Day (WAD) on 1st December.

The campaign dates are determined through collaboration among the RFHD Steering Committee, the Ministry of Health, and Provincial Medical Directors in the host province. This process ensures the campaign does not overlap with other activities and that resources and services are readily available.

By securing a well-planned timeframe, RFHD maximizes community participation and delivers comprehensive health services while amplifying national health messaging during the critical period leading up to World AIDS Day. This coordination underscores RFHD's role as a vital contributor to South Africa's health initiatives.

Selecting the Site

The selection of the Rotary Family Health Days (RFHD) site was a collaborative process involving multiple stakeholders to ensure the event addressed community needs while remaining logistically viable. The RFHD Steering Committee, comprising Rotarians, worked closely with key partners such as the Ministry of Health, Impala Mines, Northwest Department of Health, community and local Rotary Clubs to identify the most suitable location.

Following agreement on a potential site, the committee conducted on-site visits to engage with the District Medical Officer (DMO) and assess the area's health profile. These evaluations focused on understanding the prevalence of diseases, including STIs, to ensure the RFHD services were tailored to meet the community's specific health challenges effectively.

For the 2024 campaign, the Simunye Residence Sports Grounds, owned by Impala Mines, was selected as the ideal venue. Its strategic location allowed it to cater to the unique health needs of the mining community and surrounding informal settlements. Security was a top priority, ensuring the safety of both patients and workers throughout the event, contributing to its overall success.

Stakeholder Planning Engagement

Effective stakeholder engagement was integral to the success of the Rotary Family Health Days (RFHD) campaign, ensuring alignment among partners and maximizing community impact.

Weekly planning meetings, available in a hybrid format, served as the backbone of this collaborative effort. The hybrid approach enabled both in-person and virtual participation, ensuring that all stakeholders, including representatives from the RFHD Steering Committee, Ministry of Health, Impala Mines, local Rotary Clubs, and other key partners, remained up to date and actively involved. These meetings provided a platform for discussing logistics, service delivery priorities, and community outreach strategies.

Site visits were conducted as part of the planning process to assess infrastructure, address logistical considerations, and align services with the unique health needs of the target community. These visits enabled stakeholders to identify potential challenges and implement tailored solutions, ensuring that the chosen site was ready to accommodate both health service delivery and community engagement activities.

Community outreach and mobilization efforts were another critical component of the planning phase. Local leaders, health workers, and Rotarians collaborated to activate outreach initiatives, including door-to-door campaigns, loudhailer announcements, and social media promotions using the RFHD Social Media Toolkit.

These activations not only raised awareness about the campaign but also encouraged community participation, ensuring that a broad cross-section of the population accessed the essential health services offered during the event.

Media and Mobilization Strategy and Plan



Media Approach in Country

The media strategy for the Rotary Family Health Days (RFHD) campaign in South Africa encompassed international, national, and local media platforms to maximize visibility and drive community engagement. A well-coordinated effort among these tiers of media ensured widespread awareness about the campaign and its objectives.

Internationally, Rotary's global networks amplified the campaign's reach through features in newsletters and digital platforms, emphasizing its alignment with global health initiatives like the Sustainable Development Goals. Nationally, partnerships with established media houses and organizations, such as **SANAC** and **NDOH**, ensured alignment with government priorities, including the World AIDS Day (WAD) theme. Locally, community radio stations, newspapers, and grassroots social media channels directly engaged target audiences in the host province and surrounding areas.

Timing is crucial to the media campaign's success. Initial efforts began months in advance, coinciding with outreach mobilization activities to build anticipation. The campaign's media engagement normally peaked in October and November, aligning with the health calendar and serving as a critical lead-up to World AIDS Day.

Due to a change of date resulted in a delay in implementing the media campaign but even so showed a remarkable response in community turnout and awareness of the health services available, with positive coverage across platforms highlighting the campaign's impact on underserved communities.

Elements of the Media Campaign

- **Social Media and Website**

The RFHD and National Department of Health's social media and website strategy revolved around engaging visuals, clear messaging, and interactive content to capture attention and encourage participation.

Platforms like Facebook, Instagram, and Twitter featured countdown posts, success stories, and live updates during the campaign. A dedicated NDOH microsite housed key information, including health services offered, site details, and FAQs.

Cost-efficient and impactful, the digital campaign reached thousands, with boosted posts targeting youth, women, and mining community workers. For example, a targeted Facebook ad promoting maternal health services reached over 20,000 users in the Rustenburg area, driving high engagement and attendance.

- **Print Media**

Print media played a critical role in connecting with audiences less active online. Unfortunately due to the uncertainty of the date no advertisements could be placed in any of the newspapers. Local posters and leaflets were distributed in informal settlements, clinics, and public spaces. While the cost of printed material was moderate, their tangible nature made them highly effective in informing older and rural demographics.

- **Radio and Television Media**

Radio and television were instrumental in amplifying the RFHD campaign's reach. Community radio stations like Mahikeng FM broadcast messages in multiple languages, ensuring inclusivity for diverse audiences. Rotary spokespeople and Ministry of Health representatives appeared on national television programs such as *Morning Live* to discuss the campaign's objectives and impact.

These platforms were particularly effective in reaching the mining workforce and surrounding informal settlements. Radio, in particular, proved cost-effective, with a broad reach and significant community engagement.

- **Mobilisation Collateral (Posters, Leaflets, Flyers, etc.)**

Customized media collateral reinforced the campaign's message at the community level. Professionally designed posters, banners, and flyers highlighted key dates, services, and call-to-action messages.

Distributed at public locations, schools, and clinics, these materials ensured visibility among residents with limited media access. The materials were cost-effective, and their localized approach—featuring images of community members and multilingual text—enhanced relatability and attendance rates.

Media Plan

- **Two Months Before Launch:** Design digital and print promotions; schedule interviews for national TV/radio.
- **One Month Before Launch:** Initiate social media ads and localized radio announcements.
- **Two Weeks Before Launch:** Intensify outreach with door-to-door campaigns, weekly radio programs, and press releases.
- **Week of Campaign:** Live social media updates, radio broadcasts from the site, and television coverage of RFHD activities.

Community Mobilization

A strong mobilization strategy underpinned the RFHD campaign, mostly driven by the NDOH as well as the Provisional DoH ensuring community participation and sustained engagement.

Collaborating with local leaders, Rotary Clubs, and healthcare workers, the campaign utilized culturally relevant outreach methods, including loudhailer announcements and word-of-mouth advocacy in informal settlements.

Mobilization activities were synchronized with media efforts to create momentum and maximize impact. For example, local volunteers distributed leaflets during community events, reinforcing radio and social media messages about available services.

These combined efforts resulted in a good turnout, with many attendees citing mobilization and media as their primary sources of information.

Dignitaries and Key Stakeholders in Attendance

The following esteemed dignitaries and stakeholders contributed to the success of the 2024 Rotary Family Health Days (RFHD) campaign launch:

Government Representatives:

- Minister of Health, Dr. Aaron Motsoaledi, MP
- MEC for Health in the North West Province, Mr. Sello Lehari
- Premier of Northwest, Mr. Lazarus Mokgosi
- The Second Lady of South Africa, Mme Humile Mashatile, Patron Global Alliance to end AIDS in Children by 2030
- South African National AIDS Council (SANAC): Rev. Zwoitwaho Nevhutalu
- Mayor of Bojanala District: Cllr Matlakala Nondzaba
- Mayor of Rustenburg Municipality: Cllr Sheila Mabale-Huma
- Chief Science Officer, CDC South Africa: Dr Joseph Woodring
- UNAIDS Country Director: Ms Eva Kona Kiwango
- SANAC CEO: Dr Thembisile Xulu
- Chairperson, SANAC Civil Society Forum: Mr Lizwi (Solly) Nduku
- Representing SANAC Civil Society Chair: Commissioner Sheila Mbele-Khama
- Northwest Civil Society Chair: Ms Mildred "Milly" Maropefela
- Dr Joseph Woodring, Centres for Disease Control and Prevention

Private Sector and Organizational Representatives:

- Chairperson, SANAC Private Sector Forum: Ms Nompumelelo Zikalala
- SANAC Private Sector Forum Board Member: Dr Ridwaan Ibrahim
- Implats Group Executive Health, Western Limb: Dr Bogosi Moagi
- Impala Mines Stakeholder Management: Ms Tina Malau
- African Brand Architects: CEO Shereen Hunter (Media Partner)

RFHA and Rotary Leaders:

- CEO of RFHA Inc.: Mrs Sue Paget
- Site Champion: Mrs Wilma Lig
- Rotary D9400 District Governor: Dr George Senosha
- Rotary District PDG: Shirley Downie
- Rotary District DGN: Grace Van Zyl
- PDG Anton Meerkotter
- RFHD Steering Committee Head: Ms Nomsa Zikonda

RFHA Gender Specialist; Edith Makandi

RFHA Gender Specialist; Susan Mbugua

Partner Organizations:

- Government Relations Officer, Gift of the Givers Foundation: Mr Ali Sablay
- CEO, Zebra Medical: Ms Anjé Gregory
- Commercial Director, Zebra Medical: Ms Callen Ludick
- CEO, African Brand Architects: Ms Shereen Hunter
- Director, Tapologo Hospice: Mr Stephan Blakeman
- Director, Tapologo Hospice: Bishop Kevin Dowling
- CEO, Siyakha: Mr Sheldon Purdy
- Capital Advisor, Siyakha: Mr Kirk Lynch
- Impact Analyst, Siyakha: Ms Charmaine Nkosi
- SED Officer, Sun International: Ms Khanyisile Makhubalo
- CEO, Qalodigihealth: Ms Nomonde Mabuya-Moloele
- IT Executive, Qalodigihealth: Ms Shimane Seati
- Director, Navala Global: Dr. Fungisai Nota
- Clicks Regional Manager: Ms Janice Petzer
- Commercial Director, C Centric: Mr Terry Cowan

Community Leaders and Local Representatives:

- Northwest Provincial Leaders
- National Department of Health RFHD Leaders
- Rotary D9400 Leaders
- Freedom Park Community Leaders and Members

This collective leadership and collaboration underscore the strength of the partnerships driving RFHD's success and its impact on underserved communities



Health Services Delivered



Comprehensive healthcare services were provided, including HIV testing, TB, STIs, diabetes screening, antenatal care, childhood immunizations and deworming, family planning, cancer screenings, and audiology tests. Audiology tests identified hearing issues among former mine workers, with referrals for follow-up care.

Gift of the Givers distributed Mina Menstrual Cups to empower young women.

Antenatal ultrasounds offered crucial care to expectant mothers. During the official program, the Minister of Health emphasized the importance of condoms as cost-effective tools for preventing STIs, including HIV, and unplanned pregnancies. He expressed concern over declining condom use, especially among young people, and called for revised marketing strategies to promote their benefits.



Effective mobilization strategies utilized press releases, loudhailers, marketing materials, and a Social Media Toolkit developed with NDOH to enhance outreach and drive attendance.

This successful launch highlights RFHA's commitment to bringing essential healthcare services to Audiology tests identified hearing issues among former mine workers, who were referred for further care. During the official program, the Minister of Health emphasized the importance of condoms as cost-effective tools for preventing STIs, including HIV, and unplanned pregnancies. He expressed concern over declining condom use, especially among young people, and called for revised marketing strategies to promote their benefits.

The Minister, on behalf of the Deputy President and SANAC Chairperson, unveiled the 2024 World AIDS Day theme: *"Equal Rights, Equal Care."* This theme promotes equality, fairness, and the elimination of stigma and discrimination, which continue to hinder efforts to combat HIV, TB, and STIs.

A compelling performance by Get Down Productions captivated the audience, delivering impactful messaging about sexual health and informed decision-making. The storytelling resonated strongly with the community.

The event also showcased the collaborative efforts of all partners in providing much-needed health checks and services, demonstrating the power of unity in addressing healthcare challenges. While a brief protest occurred, it was managed professionally by SAPS and Impala security, earning praise for their swift and respectful handling of the situation.



Monitoring & Evaluation

DISCLAIMER: RESULTS ONLY INCLUDE THE ACTUAL LAUNCH SITE DAY DATA AND NOT THE LEAD UP OR POST OUTREACH INTERVENTIONS FOR THE CAMPAIGN.

The Rotary Family Health Days (RFHD) initiative relies on an effective digital data collection methodology to ensure accurate monitoring, reporting, and evaluation of its community health services. Below is a detailed methodology tailored to RFHD settings, focusing on capturing service delivery data, participant demographics, gender specific barriers and health outcomes.

Digital Data Collection Methodology at RFHD

1. Objectives of Data Collection:

The primary objectives are:

- Monitor the number and type of health services provided.
- Collect demographic data of beneficiaries
- Track referrals provided
- Evaluate program reach and impact for reporting and improvement.

2. Pre-Event Preparations:

- **Training of Field Team was provided virtually on:**
 - How to use digital devices and tools.
 - The importance of accurate data entry and ethical considerations

3. On-the-Ground Data Collection Process:

- **Real-Time Data Entry:**

- Volunteers use mobile devices to register attendants as they arrive at the site
- Volunteers use mobile devices to capture data as services are delivered.
- Each client interaction is recorded, including:
 - **Demographics:** Age, gender, and area of residence.
 - **Services Accessed:** Type of service accessed
 - **Health Outcomes:** Whether referrals were made
- Exit interviews are conducted as clients leave the site

4. Analysis and Reporting:

- **Data Aggregation:** Centralized system aggregates data from all RFHD intervention for comprehensive reporting.
- **Visualization:** Visual dashboards and report are compiled using tools like **Power BI, Tableau**, or **Excel** for:
 - Stakeholder presentations.
 - Identifying trends and areas for improvement

Registrations at site

The target reach for the launch was **1500** with a realisation of **53%**.

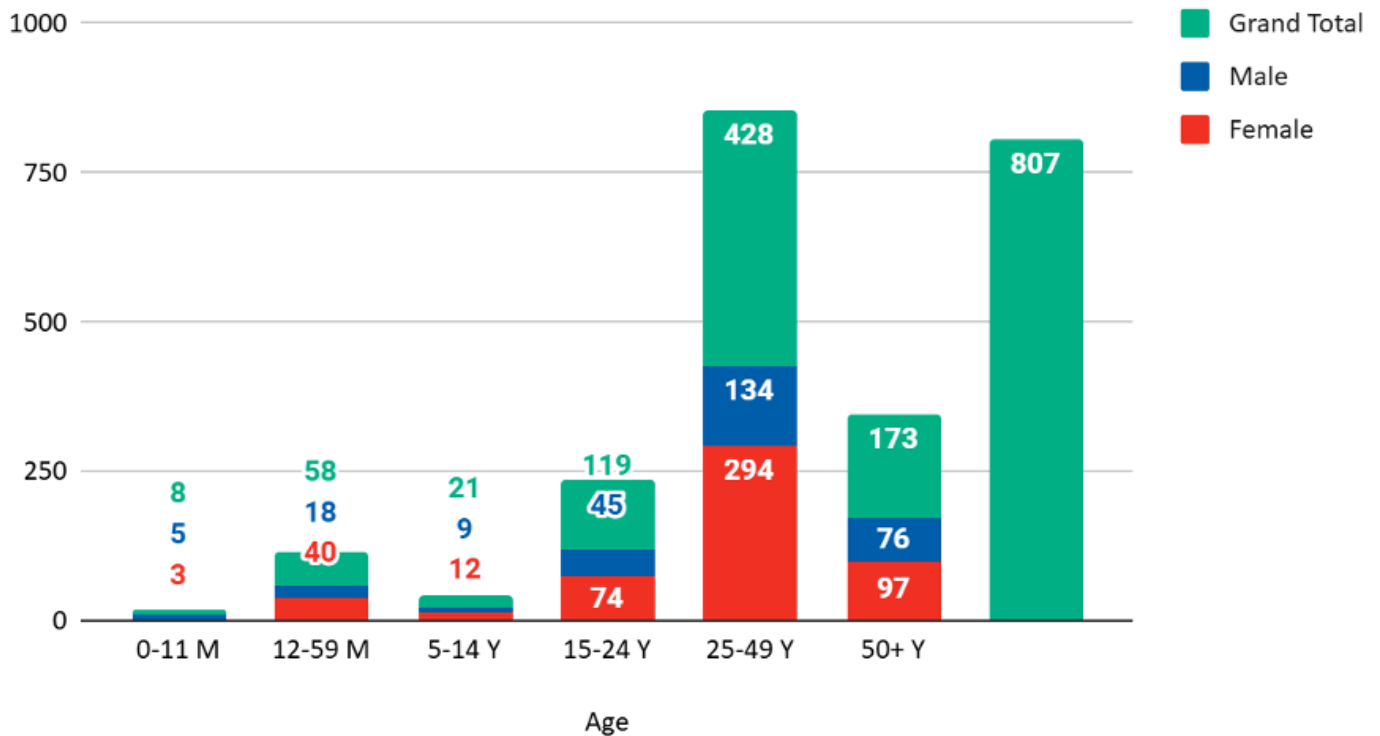
An estimated 193 participants did not complete registration as they had to be let in for the launch which bring the number of attendants to 1000.

Majority of attendants were aged **25-49** years making up **53%** of total attendants.

Women made up **64%** of attendants registered.

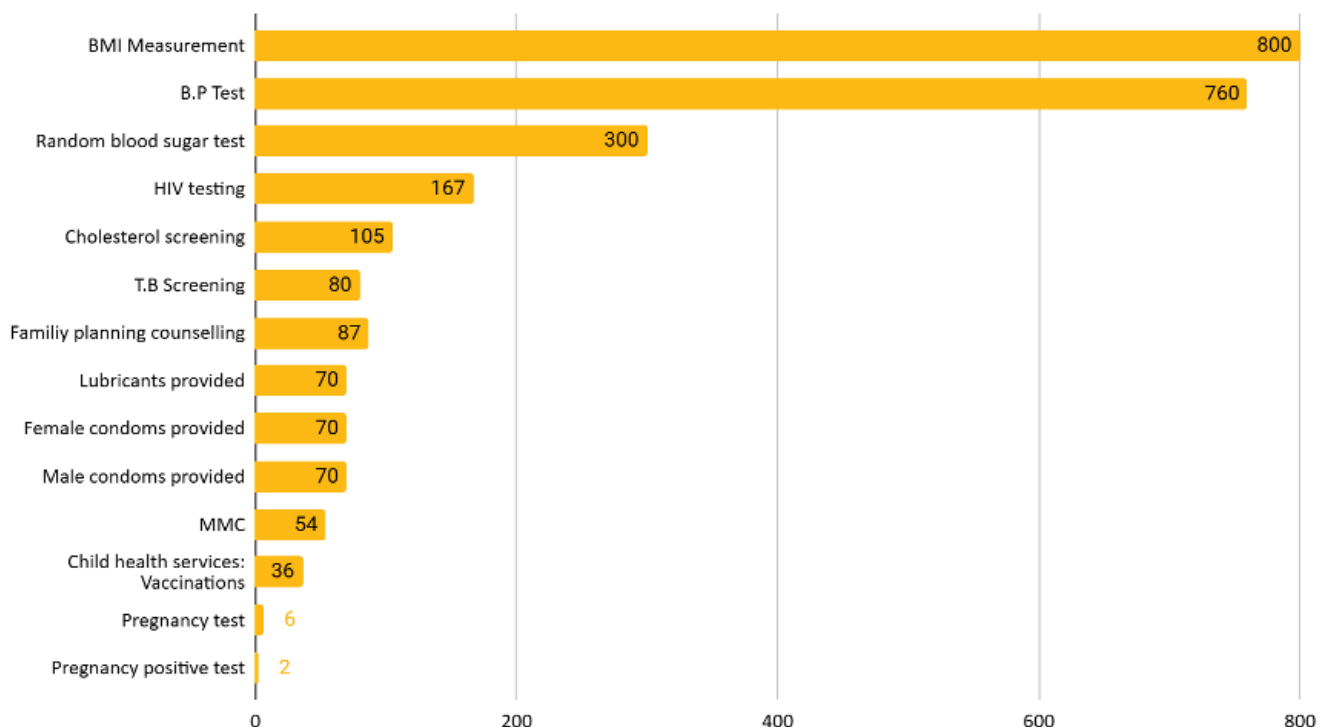
Individuals received an average of **4.62** services.

Total registration: 807

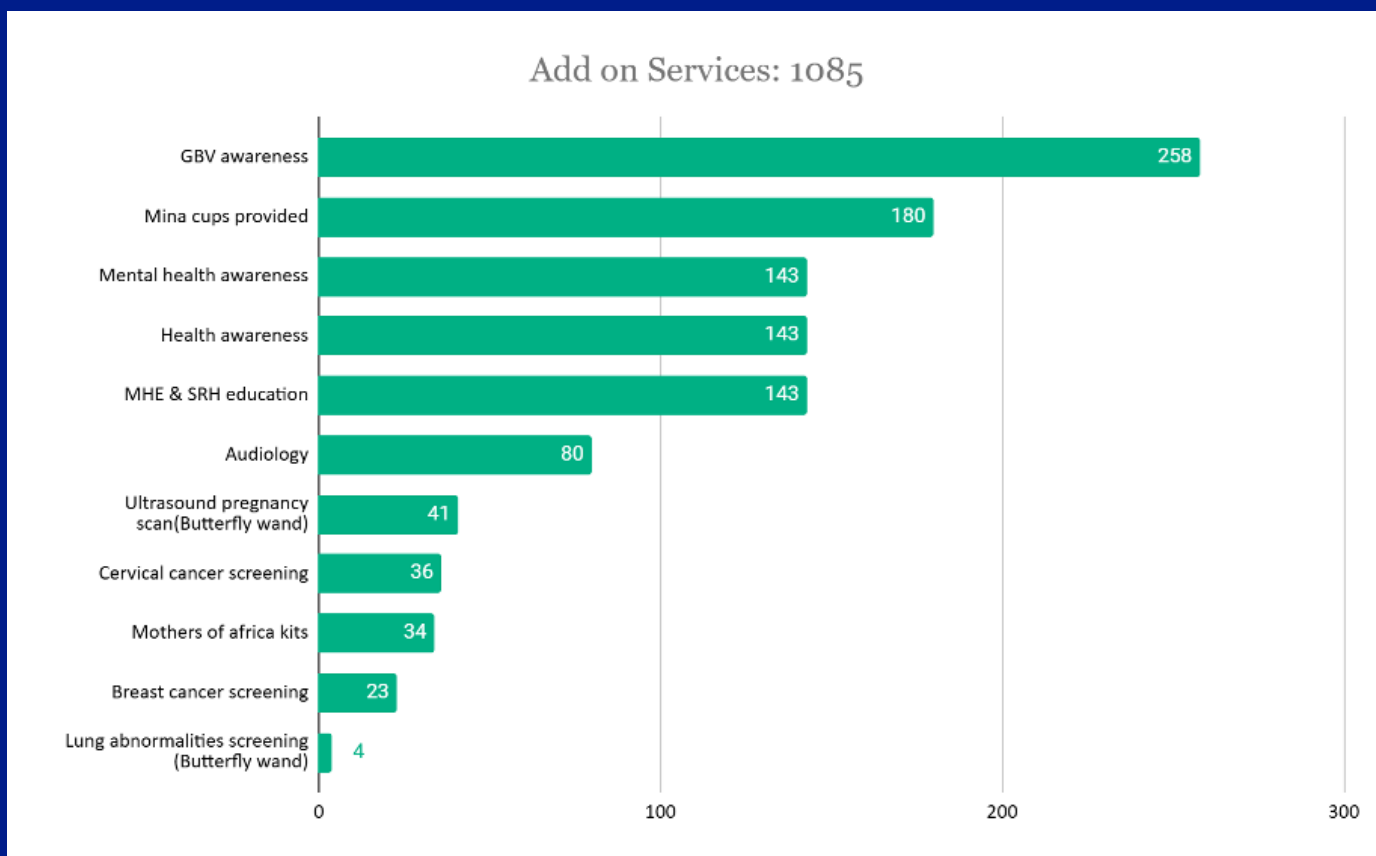


Core RFHD Services Provided

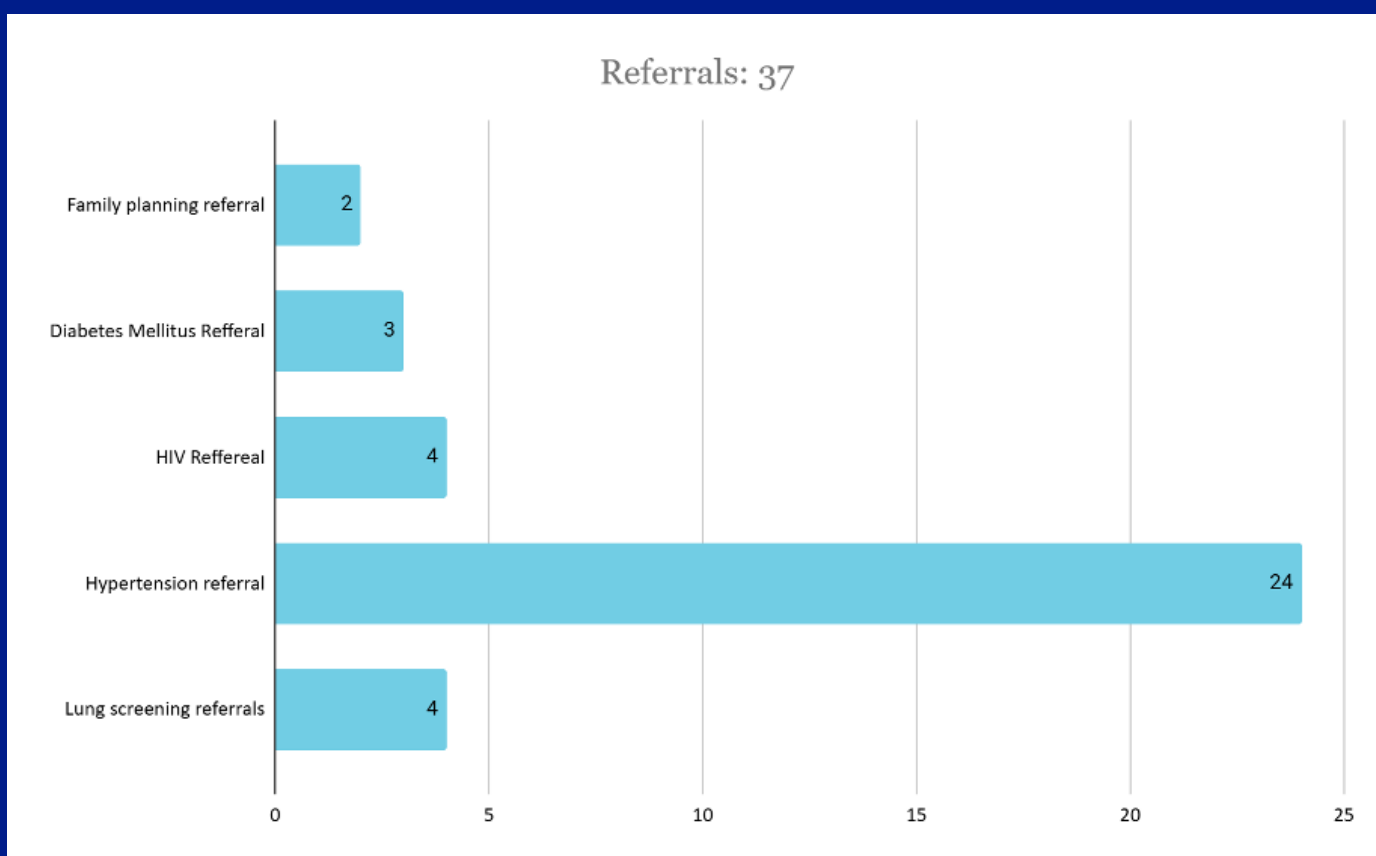
Core Services: 2607



Rotary Add-on Services Provided



Service Referrals Provided



Gender Intentional Monitoring and Evaluation

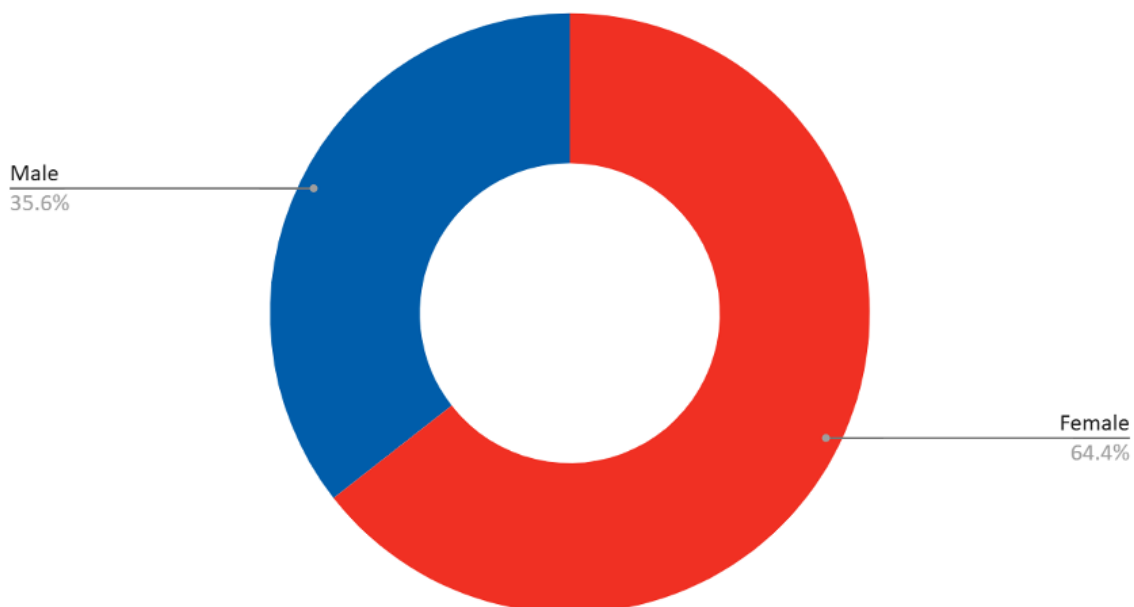
The Rotary Family Health Days (RFHD) launch in Rustenburg, South Africa, marked a pivotal moment in the RFHA's commitment to integrate gender considerations into access to healthcare. As one of the first RFHD events to roll out gender-sensitive monitoring and evaluation (M&E) tools, this launch provided critical insights into gender-specific barriers, inclusivity, and disparities in healthcare access.

Key Findings

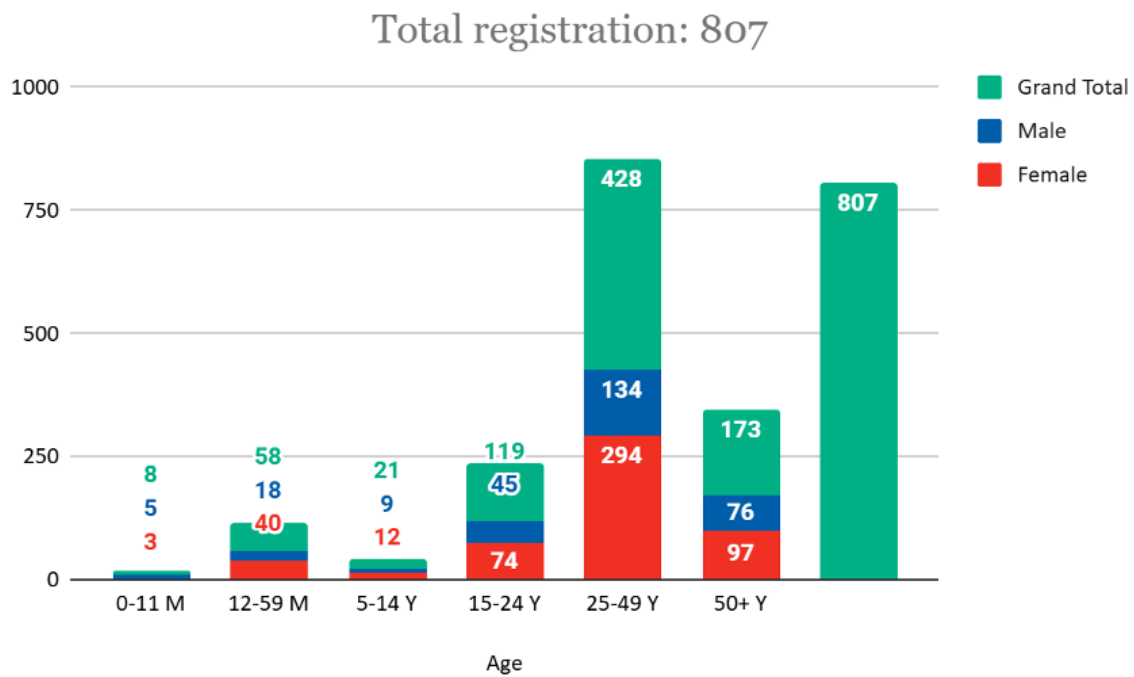
Demographics

→ **Women represented 64% of attendees**, highlighting their active engagement in healthcare-seeking behaviours compared to men, who comprised 36%.

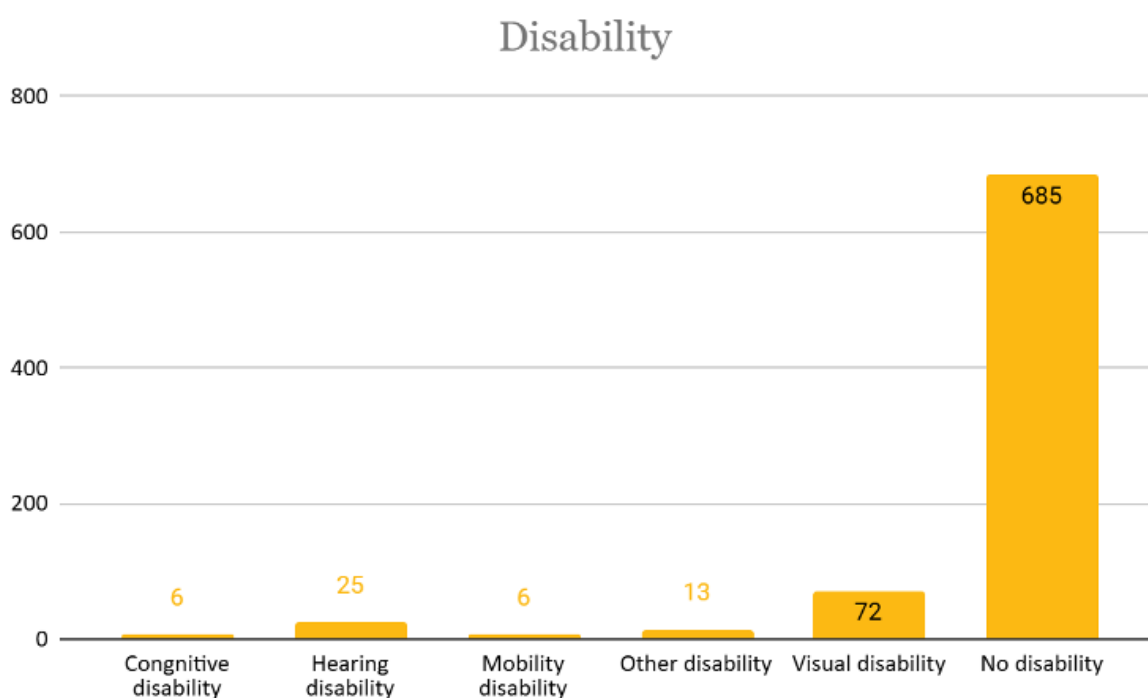
Registration by Gender



→ **Most participants (55%) were aged 25-49**, indicating significant demand for services among this demographic.

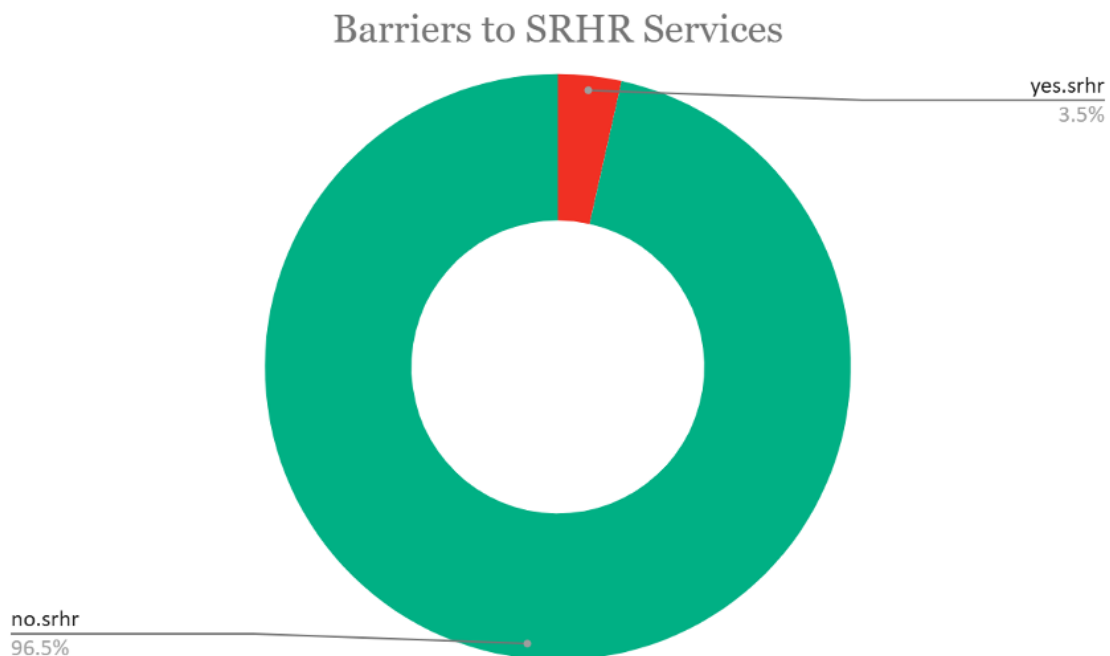


→ **Fifteen percent of attendees reported disabilities**, with visual impairments being the most common, underscoring the importance of accessible service delivery.

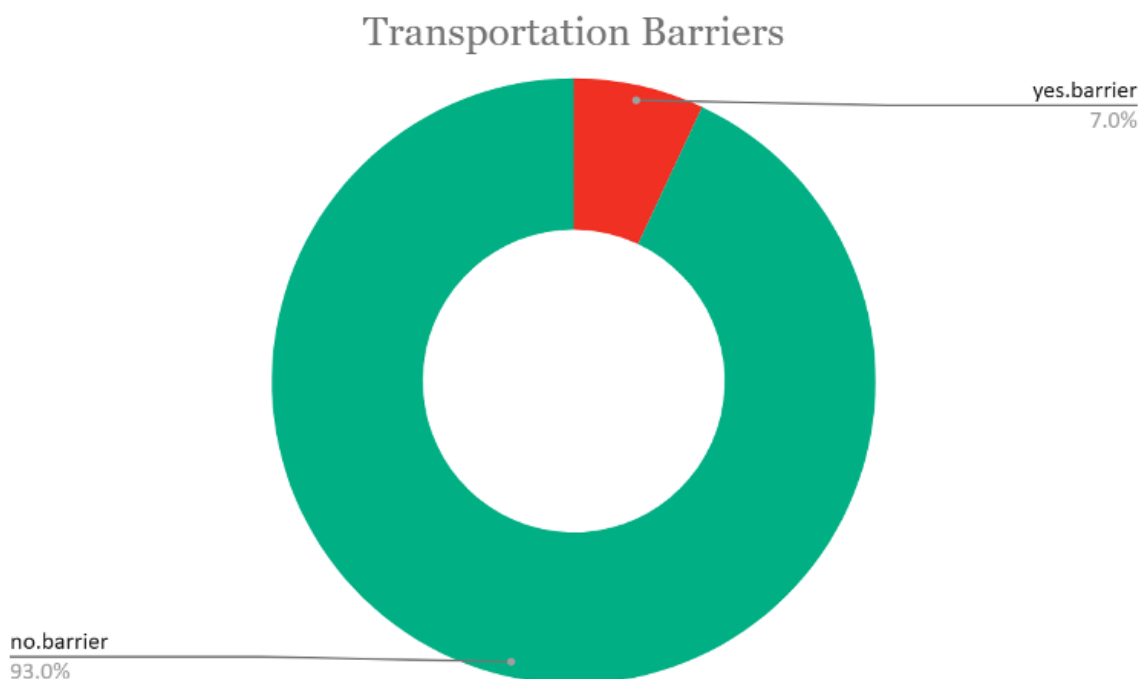


Gender Specific Barriers

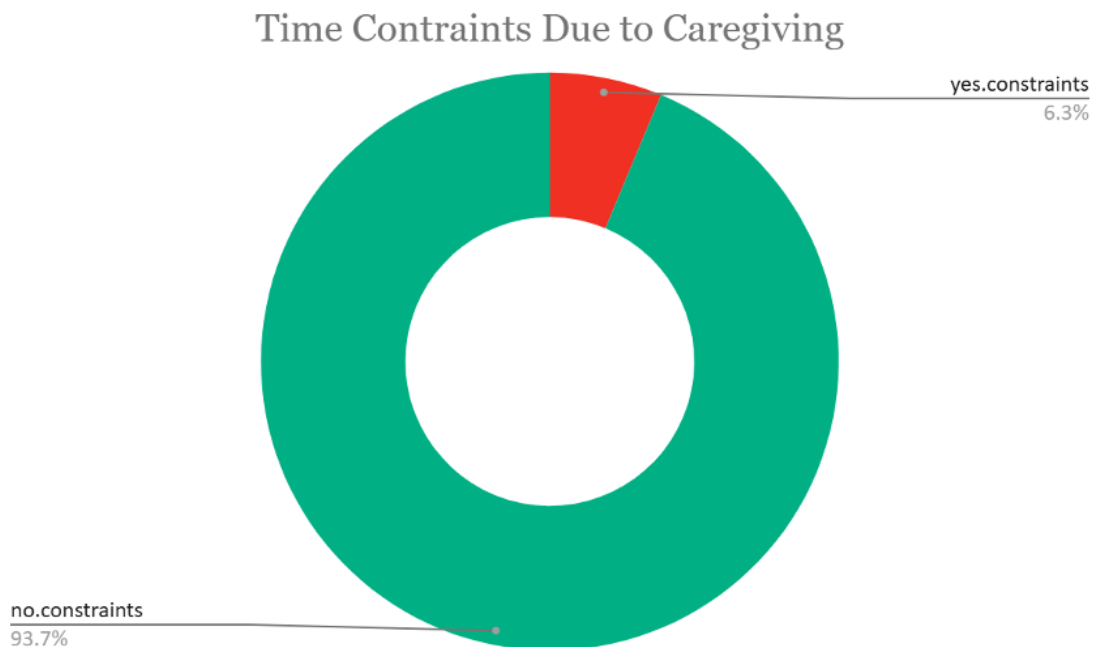
→ **Financial Constraints:** Identified as a significant barrier to accessing sexual and reproductive health services.



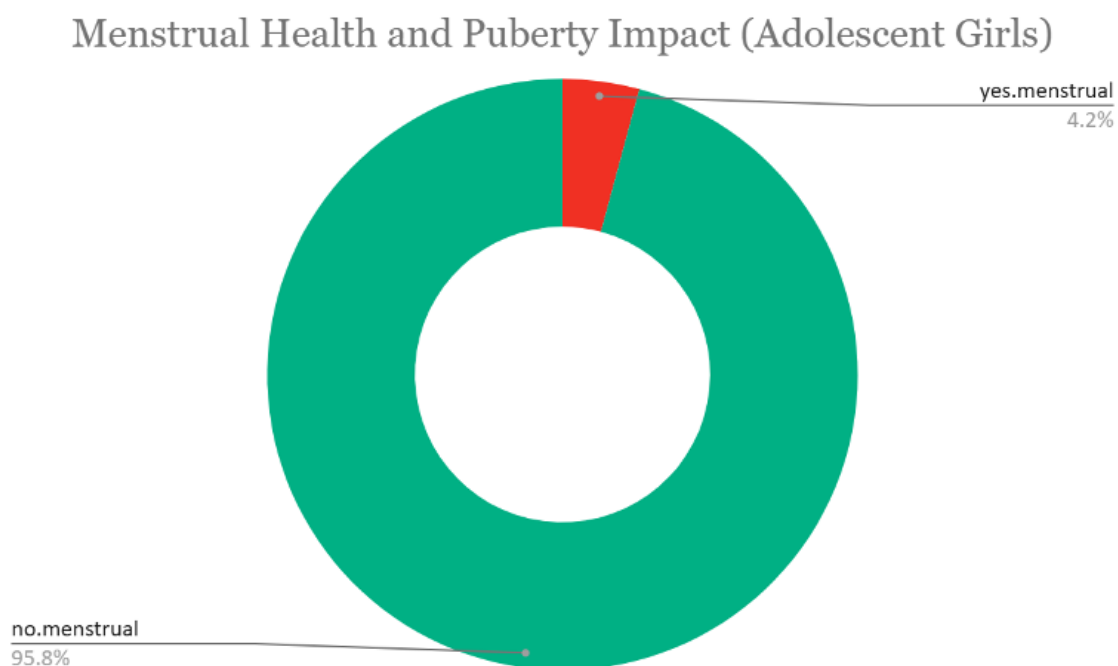
→ **Transportation:** While 74% of participants walked to the site, transportation remains a barrier for rural and hard-to-reach communities.



→ **Caregiving Responsibilities:** A minority (7%) reported caregiving duties as a barrier, underscoring the need for child-friendly spaces at RFHDs.



→ **Menstrual Hygiene:** Challenges for adolescent girls included a lack of sanitary products and period-related discomfort, though only 5% of respondents reported this issue.



Service Uptake:

On average, attendees accessed 4.62 services per person, demonstrating the effectiveness of the integrated service model.

Maternal and child health services were particularly impactful, aligning with the high percentage of attendees with children.

General Observations

→ **Organisation and Stakeholder Mobilisation:** The event showcased RFHA's strength in uniting public and private stakeholders to deliver integrated health services, receiving support from the Minister of Health.

→ **Efficient Service Flow:** Despite initial congestion at registration points, the implementation of a streamlined system ensured smooth service delivery.

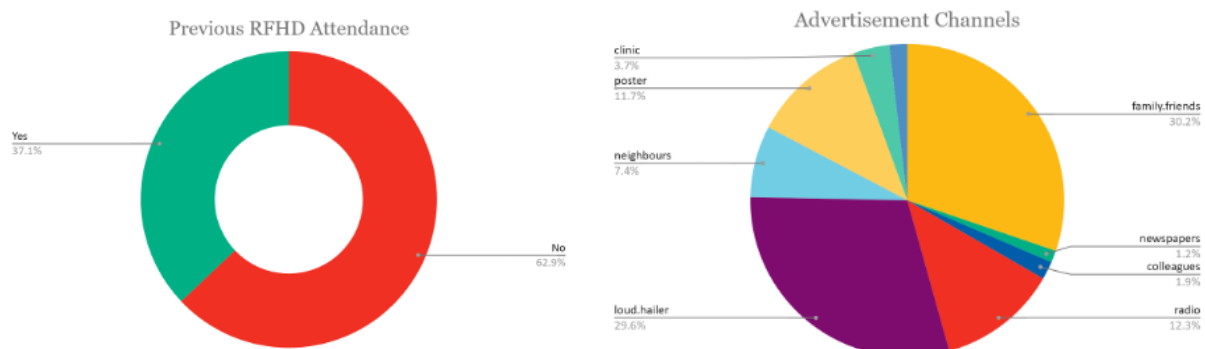
→ **Innovative Approaches:** Advanced technologies, such as hand scanning machines, enhanced service delivery and highlighted RFHA's capacity for innovation.

Exit interview Findings

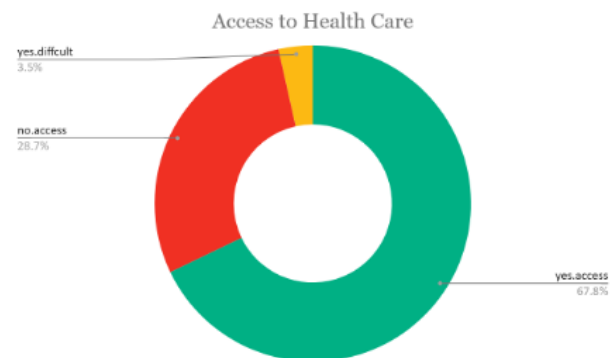
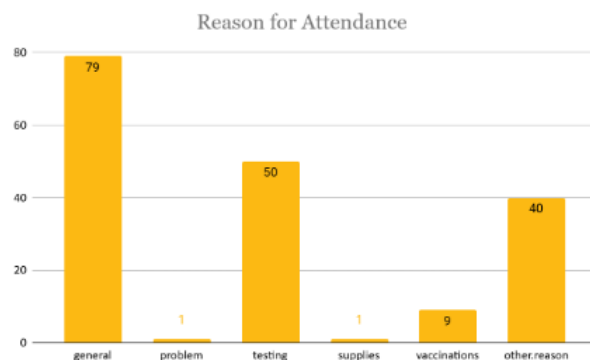
Exit interviews were conducted on a percentage of the attendants to draw insights on how the RFHD was received by the attendants.

→ **37.1 %** of the registered individuals had attended a RFHD before while **62.9%** were new to the program.

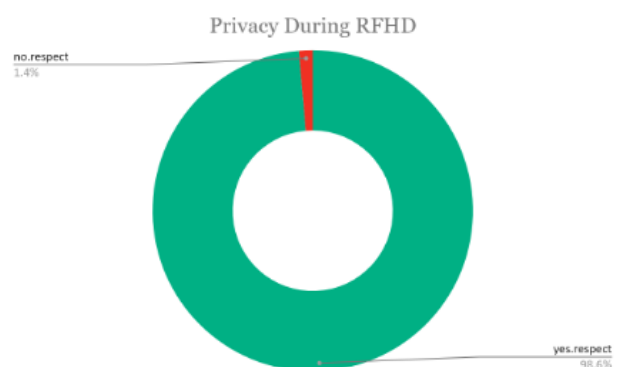
→ Word of mouth seems to have been the most effective channel of advertisement for the RFHD with a representation of **39.5%** (family, friends, colleagues and neighbours).



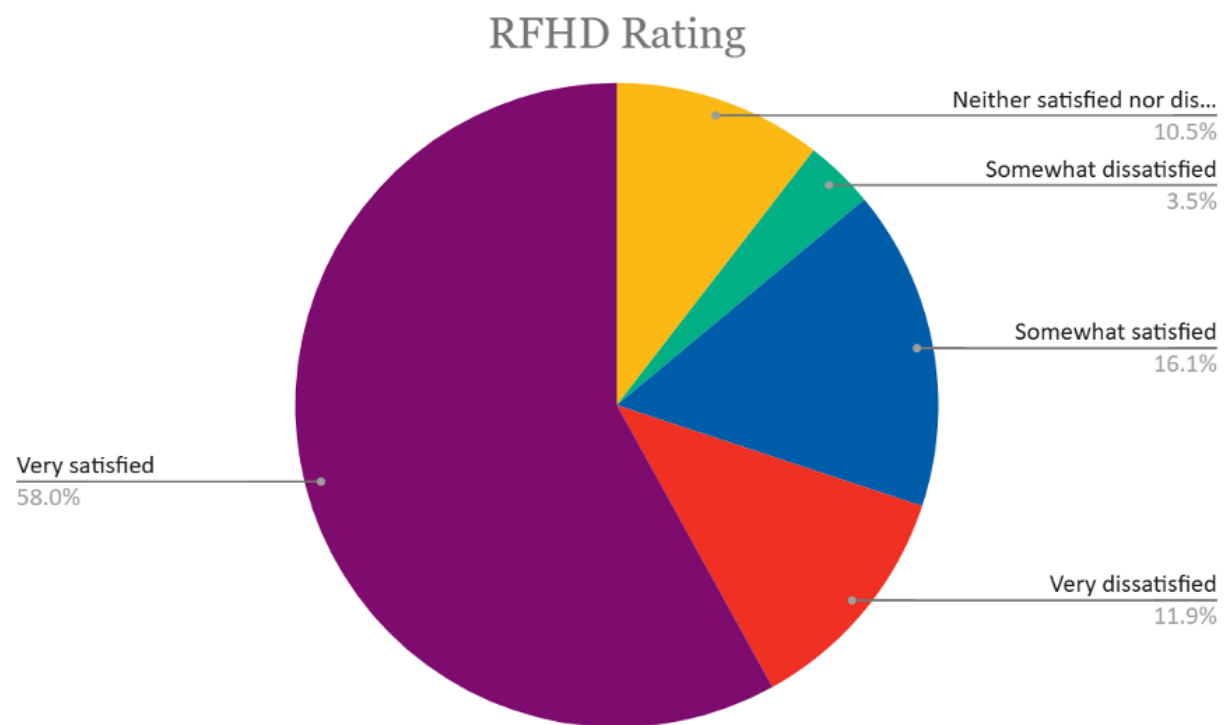
- The main reason for attendance from the respondents was for general health.
- A majority of the people interviewed stated that they have regular access to health care.
- Respondents that did not have access to healthcare or difficulties accessing to healthcare did not provide a reason for their lack of/ limitation to healthcare.



- 95% of respondents stated that they felt safe at the RFHD.
- 98 % felt respected while discussing their health issues at the RFHD.
- The 2% that answered no did not offer reasons for their answer regarding privacy and respect.



→ 74 % of respondents gave the RFHD a good rating (Very satisfied & satisfied).





Challenges and Recommendations

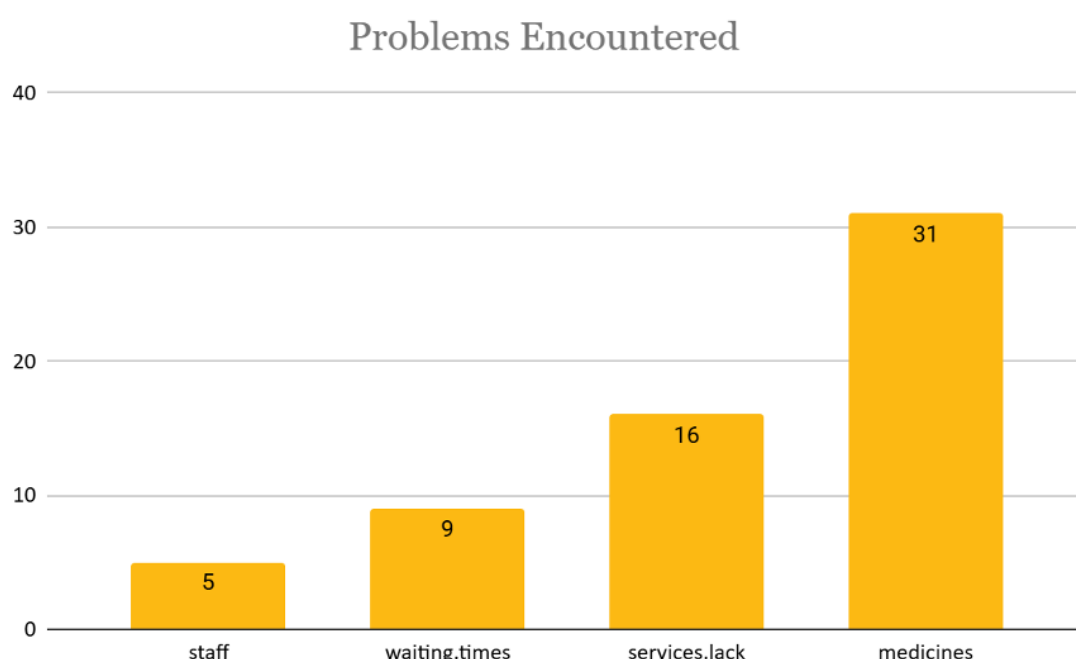
Challenges encountered by the community

Exit interviews were conducted at the RFHD launch in Rustenburg targeting a sample of the attendants once they received health services.

58% (84 respondents) of respondents did not encounter any problems at the RFHD.

Issues noted by the remaining 42% focused on:

- Staff attitude
- Lack of services
- The quality of the services
- Lack of medication
- Waiting times



Challenges encountered by the organizers

The event encountered challenges across various aspects, which were effectively managed with professionalism and collaboration from all stakeholders.

- Delayed confirmation of the event date from the Minister's office.
- Last-minute date change.
- Insufficient time to advertise the event.
- Logistical difficulties caused by long distances.
- Security concerns due to unrelated protests.
- Extended programme duration hindered patients from accessing health services.
- Insufficient additional services, such as opticians and dentists.

Recommendations

Gender Intentional

- Expand outreach programmes targeting men and boys to normalise health-seeking behaviours.
- Enhance accessibility through strategic site selection and transportation support.
- Strengthen child-focused services and incorporate menstrual health education.

Continue refining M&E tools to include gender-specific indicators

Community recommendations

- Increase the types of services to meet needs to the community
- Provide health supplies
- Provide adequate medication at the RFHD
- Increase the number of doctors and specialists
- Increase the days for interventions to reach majority of the community
- Increase awareness
- Increase the frequency of the RFHD
- Time management is needed
- Improve on the waiting times

Organization Recommendations:

Organizational Recommendations

- Enhance Rotarian engagement to foster greater participation and ownership.
- Expand the range of services provided by Rotarians to address diverse community needs.
- Improve timely communication and coordination among all stakeholders to ensure seamless execution.
- Align event planning with school examination schedules (October–November) to avoid conflicts.
- Unfortunately, 1111 donated spectacles could not be distributed due to the absence of an optician for eye tests. The demographic analysis revealed that 55% of participants were aged 25–49, highlighting strong demand for services in this age group.

Impact and Future Directions

The RFHD Programme has positively impacted thousands of lives, delivering essential health services to those who need them most. The programme's enduring impact lies in its ability to:

- Enhance health equity and access in underserved areas.
- Strengthen community health systems through collaboration.
- Align with national and global health objectives to reduce the burden of disease.

As RFHD enters its 14th year, plans are underway to expand its reach within the Northwest Province and beyond. By leveraging strong partnerships and adaptive strategies, RFHD remains committed to addressing healthcare disparities and transforming lives across South Africa.



Conclusion

The Family Rotary Health Days (RFHD) initiative has once again demonstrated the power of partnerships in bringing essential health services to our communities. The success of this year's event is a testament to the unwavering commitment and collaboration of a diverse team of individuals and organizations who worked tirelessly to ensure its impact.

We acknowledge and thank the RFHA Inc Board of Directors for their support of the launch site.

To the RFHA and RFHD Teams, we are thankful for your dedication:

Wilma Lig, RFHA's Site Coordinator, for her facilitation, dedication, and coordination, which played a pivotal role in making the event a success.

Edith Makandi and **Susan Mbugua**, as Gender Specialists, brought invaluable expertise that helped to address critical gender-specific health issues.

Elyjoy Landa, through meticulous Monitoring and Evaluation, ensured that every effort was documented and measured to reflect the event's success and areas for growth.

Nomsa Zikonda, Chair for RFHD in District 9400, whose determination is commendable.

A sincere thank you to D9400, led by DGD Dr George Senosha, for their support and contributions made towards the development of all collateral assets.

The support of the **Rotary Club of Rustenburg** was instrumental in ensuring that operations on the ground ran smoothly.

Rotary E Club of Eagle Canyon for financial management and facilitation of eyeglasses from the UK together with **Sesego Cares**.

We also extend our deepest thanks to all **partners** who contributed their time, resources, and expertise to make the RFHD event a resounding success.

In particular, we would like to thank Mr Refilwe Shuping and his team from the NDoH for his tireless efforts in working with us over the last 13 years in driving the planning, collaboration and execution of yet another successful RFHD Launch.

This collective effort exemplifies the spirit of "Service Above Self," showing that through collaboration, we can overcome challenges and improve the quality of life for many. Let us build on this momentum and continue to expand access to healthcare, one community at a time.

Together, we are stronger.



Acronyms

AGYW	Adolescent Girls And Young Women
AIDS	Acquired Immune Deficiency Syndrome
ART	Antiretroviral Therapy
CBO	Community Based Organisation
CDC	Centers For Disease Control and Prevention
CHW	Community Health Worker
EPI	Expanded Programme On Immunization
HBV	Hepatitis B Virus
HCT	HIV Counselling And Testing
HCV	Hepatitis C Virus
HIV	Human Immunodeficiency Virus
HIVDR	HIV Drug Resistance
HTS	HIV Testing Services
IEC	Information, Education And Communication
M&E	Monitoring And Evaluation
MMC	Medical Male Circumcision
NCD	Non Communicable Diseases
NDOH	National Department Of Health
NDP	National Development Plan – Vision 2030
NGO	Non-Governmental Organisation
OVC	Orphaned And Vulnerable Children
PCA	Provincial Council On AIDS
PEPFAR	United States Presidential Emergency Fund For AIDS Relief
PIP	Provincial Implementation Plan
SANAC	South African National Aids Council
STI	Sexually Transmitted Diseases



TB	Tuberculosis
UNAIDS	Joint United Nations Programme On HIV/AIDS
USAID	United States Agency For International Development
USG	United States Government
UTT	Universal Test And Treat
VCT	Voluntary Counselling And Testing
WHO	World Health Organisation

Partner Organisations and their Logos

Logos

Partner Organization's Bio

1

Rotary



Rotary International

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'.

Rotary International's Seven Areas of Focus include:

- Peace and conflict prevention/resolution;
- Disease prevention and treatment;
- Water and sanitation;
- Maternal and child health;
- Basic education and literacy; and
- Economic and community development
-

The RFHD Programme falls under 3 of the above - Disease Prevention and Treatment, Maternal and Child Health, and Peace and Conflict Prevention/Resolution.

In South Africa, District 9400 were the host for the 2024 Launch.

Learn more: www.rotary.org

Logos

Partner Organization's Bio

2



RFHA

Rotary District 9400

3



South African National Department of Health

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.

Learn more: www.ndoh.gov.za

4



South African National AIDS Council

The South African National AIDS Council (SANAC) brings together government, civil society and the private sector to create a collective response to HIV, TB and STIs in South Africa. The Council is chaired by the Deputy President of South Africa.

Learn more: www.sanac.org.za

5



Impala Platinum Mine

Our operations are located on the Bushveld Complex in South Africa, the Great Dyke in Zimbabwe – the two most significant PGM-bearing ore bodies in the world – and the Canadian Shield. We have a primary listing on the JSE in South Africa, a secondary listing on South Africa's A2X and a level 1 American Depositary Receipt programme in the US.

Implats employs more than 66 000 people across its operations. Our people are the heartbeat of our Company and through our values – to respect, care and deliver – we foster a culture of teamwork and accountability.

Our products are exported to many sectors in several markets, including Japan, China, the US and Europe, where they are integral to industrial, medical and electronic applications, supporting a cleaner, greener world.

www.implats.co.za

6



Gift of the Givers

Gift of the Givers is the largest disaster response NGO of African origin on the African continent. Innovating the world's first and only containerized mobile hospital comprising 28 units, innovating the world's first containerized primary health care unit, innovating the world's first groundnut-soya high energy and protein supplement in the use of severe Malnutrition, HIV/AIDS, TB, Cancer and other debilitating conditions, and establishing Africa's largest Open Source Computer Lab has earned us 114 individual and organizational accolades and awards including 4 Presidential awards.

Thus far we have disbursed R2.1 billion in aid to needy individuals and communities in our 25-year history.

Learn more: www.giftofthegivers.org

Logos

Partner Organization's Bio

7



CLICKS

8



U.S. President's Emergency Plan for AIDS Relief (PEPFAR)

South Africa, with support from the United States, through the U.S. President's Emergency Plan for AIDS Relief (PEPFAR), provides more than 3 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 \$5 billion in South Africa's HIV and TB response, helping to support an unprecedented expansion of prevention, treatment and care services.

Learn more: www.pepfar.gov

9



Centres For Disease Control and Prevention

CDC works with the South African National Department of Health (NDOH) and other partners to build effective public health collaboration and partnerships, which strengthen the country's core public health capabilities: data and surveillance, laboratory capacity, workforce and institutions, prevention and response, innovation and research, and policy, communications, and diplomacy.

Learn more: <https://www.cdc.gov/global-health/countries/south-africa.html>

Logos

Partner Organization's Bio

10



[Mina Menstrual Cups](#)

11



[Zebra Medical](#)

12

Mothers Of Africa



Antenatal Testing

[Mothers of Africa](#)

13

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Legacy Boxers

15



[African Brand Architects](#)

Rotary Clubs Who Contributed

Rotary Club of Rustenburg
Rotary Club of Sunrise, Pretoria
Rotary Club of Waterkloof
Rotary E-Club of Eagle Canyon
Rotary E-Club of Southern Africa
Rotary Club of Brits
Rotary Club of Johannesburg
Rotary Club of Hibiscus Coast
Rotary Club of Middelburg
Rotary Club of Furness, UK

Contact Us

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Prevention

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