



ROTARY FAMILY HEALTH DAYS (RFHD) PROGRAMME POSTPONEMENT SUMMARY SOUTH AFRICA 2018

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31 August 2018

POSTPONEMENT DECISION

In early August 2018 the decision was made by RFHA Inc USA upon the recommendation of the Executive Director for RFHA SA NPC to postpone the 2018 Rotary Family Health Days Programme until the following year due to lack of funding and consequent timing needed to effectively deliver the Programme. Telephone calls and follow up letters were sent to all strategic, funding, and support partners to officially inform them of the decision.

This report serves to summarize the activities which took place from the conclusion of the 2017 Rotary Family Health Days in South Africa, and the reason and considerations for the Programme postponement.

HIGHLIGHTS

Although the October 2018 Programme was postponed 6 weeks prior to the campaign launch, months of back-end planning, work and support was conducted in preparation and will be summarized in the following report.

- New partners: Dis-Chem Foundation committed as the Launch Site Partner funder
- Re-commitment of all Primary and Implementing Partners
- Rotary Family Health Day campaign was included and printed on the NDoH's Health Awareness Calendar
- 3 Impact Study concluded in March 2018 for 2017 Programme reflecting positive results
- Launch Site was selected by the Minister of Health to take place in the Venda District of the Limpopo Province
- RFHA SA NPC facilitated the Launch Site Partnership with the King of Venda, the Rotary Launch Site Team and the Limpopo Provincial DoH representatives
- Change of name from the South Africa NPC to include Southern Africa, representation added from all three Rotary Districts
- More than 30 national prospects were identified and filtered through the prospect pipeline for future partnership or funding opportunities
- Published a Guiding Document to execute the Rotary Family Health Day Campaign and make it duplicable in other countries/regions
- The addendums to the Guiding Document include a Launch Site Guide, Media & Communications Guide, Full Training PowerPoints and Interactive Training Portal
- All 3 Rotary District Governors' in South Africa engaged and pledged full support for the Rotary Health Day Programme
- The inclusion of RFHA Representation (Sue Paget) on the National Nerve Centre for the President's Multi-sectoral National Wellness Campaign planning and launch
- Consulted with Stellenbosch University in partnership on the creation of a Community Engagement Guide to be used as a tool for the RFHDs in South Africa
- Attendance by RFHA SA NPC Executive Director, on behalf of RFHA Inc, at the World AIDS Symposium in Amsterdam, providing platform for valuable networking, funding opportunities, knowledge building, creating awareness of the Programme as well as promotion of Rotary International

- Appointment of Bowmans as RFHA SA NPC's pro-bono legal advisor

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Executive Summary

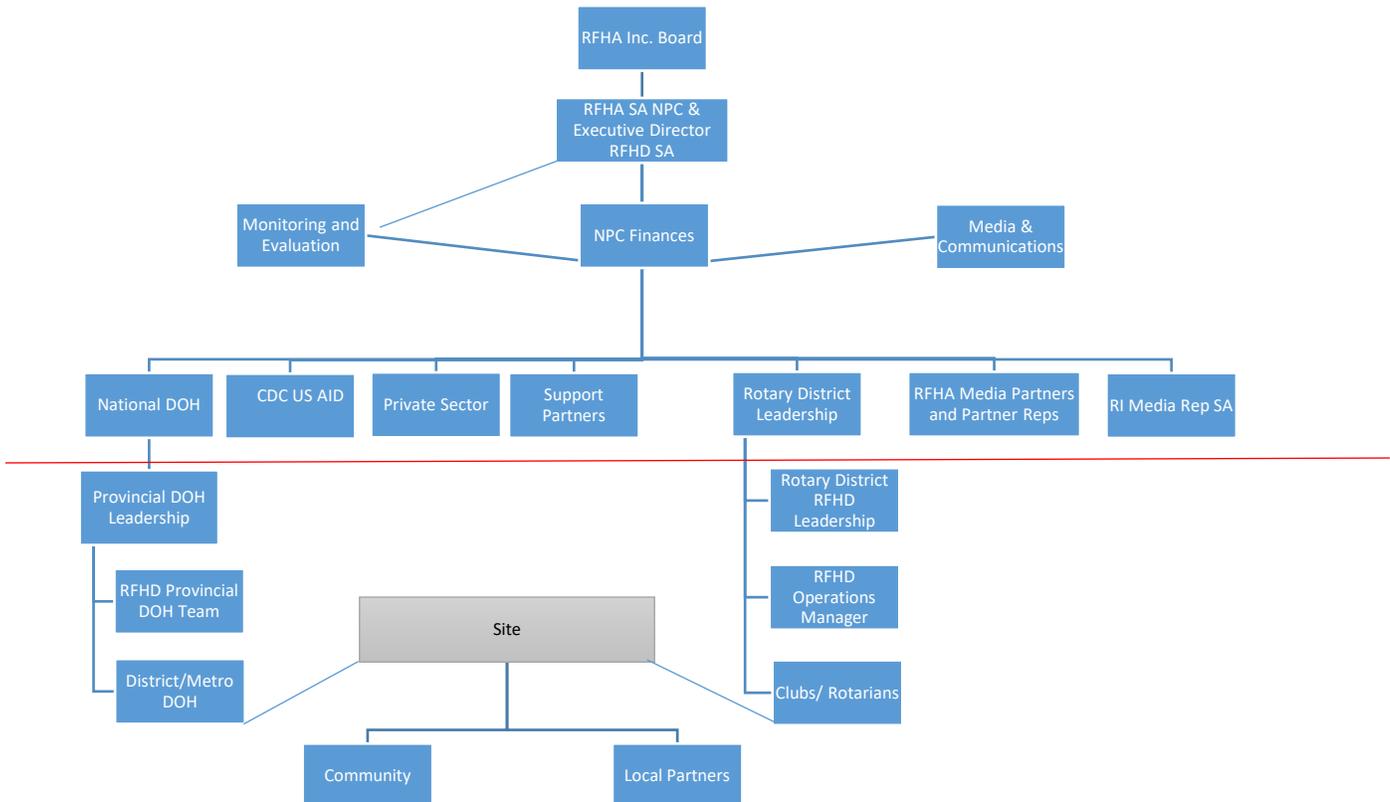
The aim of the Rotary Family Health Days Partnership Programme (RFHD's) is to bring free, comprehensive and holistic health care services to people in disadvantaged communities in both a rural and urban context outside of normal government health care facilities. Services included HIV counselling and testing, TB screening, cholesterol, blood pressure and diabetes screening, immunizations and Vitamin A drops, condom distribution, eye testing, dentistry, cancer screening, MMC, information for Young Girls and Women and more.

- 2018 was scheduled to be the sixth consecutive year of RFHD Campaigns in Southern Africa.
- 2017 Rotary Family Health Days Campaign wrapped up and was deemed successful
- Strategic 3 Year Planning initiated for Southern Africa in December 2017 by the Programme Director in South Africa
- January 2018 the RFHA Inc CEO unexpectedly resigned and left the organisation
- February 2018 RFHA SA NPC (formerly RFHA RSA NPC) was established to include representatives from each South African Rotary District
- February 2018 the Programme Director for South Africa was appointed Executive Director to the RFHA SA NPC
- April 2018 RFHA SA NPC given autonomy to seek supplementary funding and the inclusion of Programme planning in Southern Africa
- April 2018 the RFHD planning, meetings, media and communications began rolling out at a national level
- July 2018 International AIDS Symposium in Amsterdam represented by Executive Director
- August 2018 Department of Health provided Letter of Intent to engage their team with the Rotarians to begin planning
- August 2018 Received funding confirmation from new partner: Dis-Chem Foundation in the amount of R250 000 in support of the Launch Site
- August 2018 Decision was made to postpone the 2018 Programme due to funding shortfall and timing considerations (6 weeks prior to planned launch)

Organisational Structure Changes

The Organisational Structure changed after a strategic decision in February to appoint representatives from the 3 Rotary Districts to the RFHA SA NPC.

Below is the graph indicating the structure changes in 2018:



COSA COUNTRIES

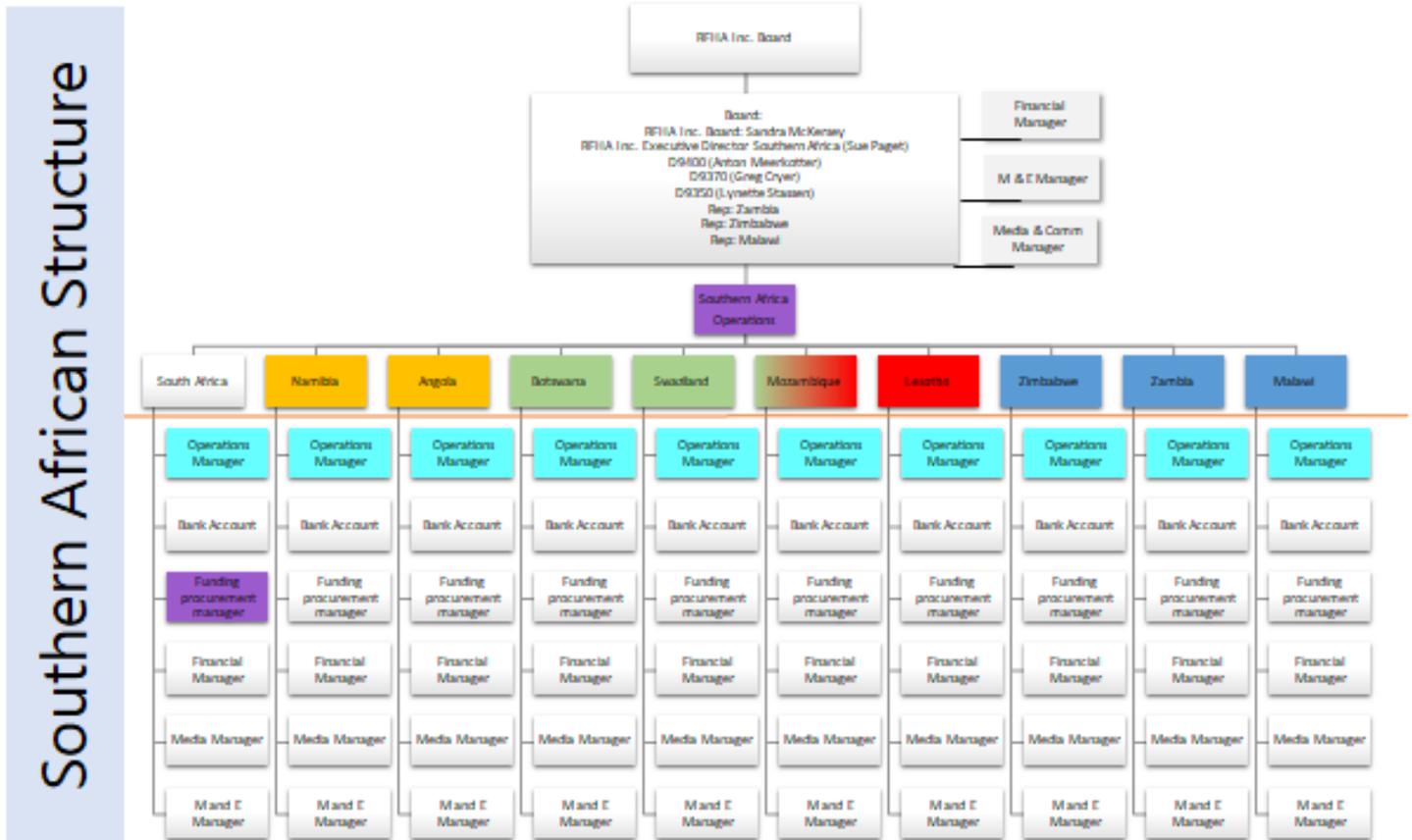
The RFHA SA NPC board voted to incorporate the COSA (SADC) Countries in Africa with each District representative responsible for the subsequent team if that country chose to engage with the RFHD Programme model. This decision meant the inclusion of potentially 9 additional countries to the Southern Africa responsibility - Countries included Angola, Botswana, Namibia, Malawi, Zimbabwe, Zambia, Lesotho, Swaziland and Mozambique.

A formal Programme Guiding Document, Media & Communications Guiding Document, and Launch Site Guiding Document, suggested NPC and Management structure had been developed by the Executive Director to create a duplicable process in the neighbouring countries.

A presentation was developed on behalf of the RFHA SA NPC and delivered by Executive Director, Sue Paget at the Council of Southern Africa PDG Conference in Harare in February 2018. Response on sight was enthusiastic, but after a follow up survey was sent out to all attendees, not a single country indicated interest in developing a Rotary Family Health Day Programme in their country. Subsequent surveys were sent on 4 separate occasions, including directly

from the Board Members representing the 3 Districts, and no responses were received.

Had an affirmative response been received the structure would appear as follows in the organizational diagram:



RFHA Inc and RFHA SA NPC Relationship

RFHA SA NPC had their first board meeting in February 2018. Sue Paget was named Executive Director of the NPC, and Sandra McKersey was voted in as the RFHA Inc. Board Representative. Representative for D9400 is PDG Anton Meerkotter, representing D9350 is PDG Lynette Stassen and representative D9370 is PDG Greg Cryer.

RFHA SA NPC (a wholly owned subsidiary of RFHA Inc) has been given the authority to seek supplementary funding on behalf of South Africa. The funding for the 2018 was still contractually to be facilitated by RFHA Inc USA. The task of funding was delegated to all local board members to seek potential partnerships and/or arrange introductions to Sue Paget for follow up. A funding breakdown will follow.

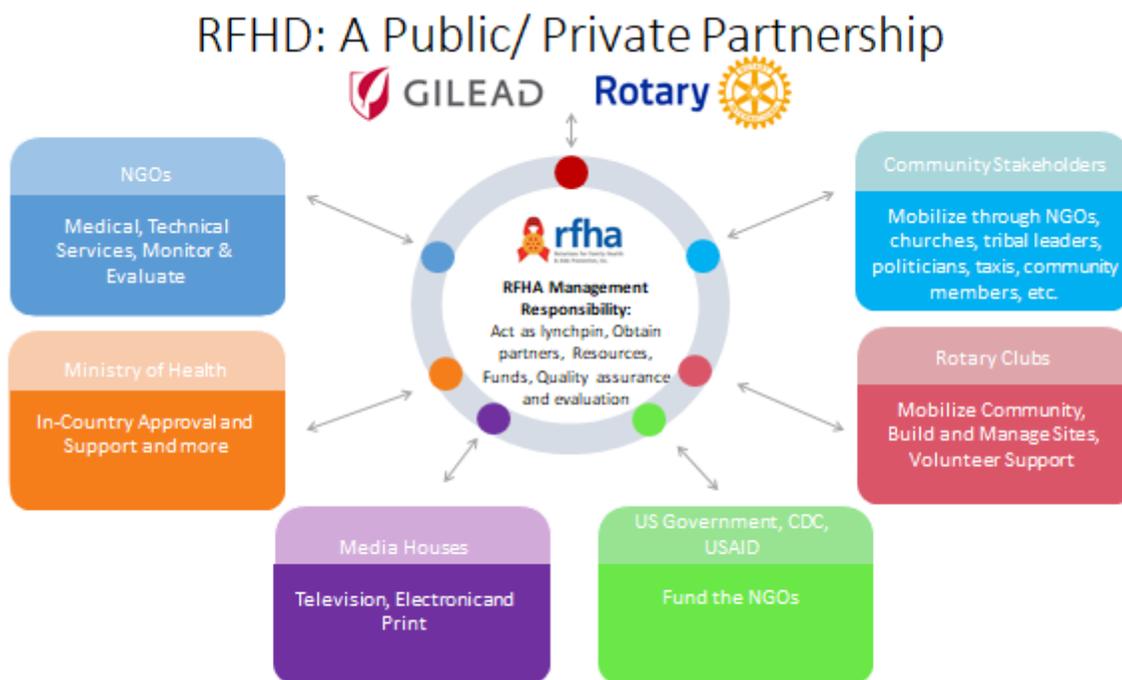
The strategic plan for the operations of the programme and the incorporation into the National Department of Health’s agenda was agreed upon by the SA NPC Board for South Africa. The mission of the RFHA SA NPC and the Rotary Family Health Day Programme are as follows:

Objective of RFHA SA NPC: To facilitate projects aimed at the improvement of family health and the prevention of HIV and AIDS.

Objective of RFHD Programme in South Africa: For the RFHA SA NPC through the Rotary Family Health Day Programme to lead our partners in support of the National Government's Objectives in addressing the quadruple burden of disease in a prevention revolution by facilitating the provision of health services.

RFHD Programme Model in South Africa

The Programme Model for 2018 was modified this year to incorporate the Community Stakeholders. After evaluating the feedback from 5 successful campaigns a resounding message was the need to strengthen community consultation and buy in at site levels. Several major international meetings also advised the direction of future funding would be geared towards community empowerment resulting in ultimate sustainability of the Programme.



An outcome of this decision was the development of the **Community Engagement Guide**. This comprehensive document was developed by the University of Stellenbosch and the Desmond Tutu HIV Foundation. In December 2017, in consultation with the University, RFHA summarized the guide to reflect a 'how to' guiding tool for Rotarians and partners at Site Level to assist in this vital step of engaging and developing buy-in from the community leaders and stakeholders.

Organising the Health Days

Determining the Dates

The inclusion of the Rotary Family Health Days Programme into the National Health Calendar for October by the Minister of Health was welcomed and considered an important endorsement of the Programme. In consultation with the NDoH and Rotary District Leadership in November 2017, the date of 3rd -5th October was determined for the 2018 Campaign.

Selecting the Sites

Site selections, based upon agreed criteria, between Rotary Clubs and Provincial DoH entities were scheduled to be submitted by April 2018. The pre-requisite for site selection included receiving the Letter of Intent and Letters to the HOD in each Province to activate the campaign were severely delayed by NDOH this year.

Launch Site

The 2017 RFHD Launch Site was selected by the Minister of Health in consultation with partners to take place Thohoyandou, Venda District, Limpopo Province in cooperation with the King of Venda.

PDG Grant Daly was appointed as the Site Coordinator for the Launch, and conducted initial planning meetings with the Limpopo Province, Venda Kingship representatives, and participating Rotary Clubs. A comprehensive Launch Site Guiding Document was provided by RFHA SA NPC to aid partners in the planning process. This is always a National Department of Health driven event and is funded largely by them working in consultation with the Province hosting the launch.

2018 Focus Area - Hepatitis

As per the 2017 program, a number of sites were to accommodate Hepatitis B and C screening, testing and referral. At the time of postponement, the partners working on this included Alere (providing the diagnostic kits), TBHIV Care (providing training, administration and IEC Material), NDOH head of Hepatitis Programme and the RFHA SA NPC Executive Director.

A positive development in 2018 includes the National Department of Health's approval of the white paper guidelines on Hepatitis testing and treatment in South Africa.

Engaging with Primary Partners

The primary partners all recommitted their support for their unique roles in the 2018 campaign and the work with each partner was highly involved up to and including at the time of postponement.

Caxton

As the primary print partner Caxton Community newspapers agreed to place advertisements and articles in all relevant publications for three weeks running up to the campaign. Social media platforms were also arranged to be leveraged prior to the campaign. The RFHA Media Manager and partners facilitated this function working with Caxton partners, Paprika Studio with the view to connecting into clubs through the Rotary Steering Committee media representatives to support all sites. The Rotary Family Health Day website in South Africa was to be used as an interactive tool to achieve this.

Centers for Disease Control and Prevention (CDC)

The CDC has worked closely with RFHA SA NPC 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, South Africa and India.

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

RFHA engaged the expertise of a professional analyst over the past three years who worked closely with representatives from the CDC, the NDoH and RFHA SA NPC Executive Director to redesign and refine the Data Collection tools for the RFHD campaign. (See Monitoring and Evaluation report)

In 2018 the CDC committed to timeously print, collate and distribute the Campaign tools to all Rotary Family Health Day sites throughout the country.

Gilead Sciences

Gilead Science was approached to retain their funding partnership for the 2018 campaign. At the time of postponement the proposal had been submitted by RFHA Inc USA Board Chair, Len Lanzi and accepted by Gilead Sciences, but was still pending a decision.

Rotary

The leadership in all 3 Rotary Districts in South Africa worked with RFHA SA NPC early in the campaign to establish dates, identify and appoint 4 Steering Committee Heads (SCH) and their teams whose responsibility it was to Project Manage the Programme in each Rotary District. MOU's were created but had yet to be approved by the RFHA SA NPC or signed by the parties at the time of postponement.

At the time of postponement Sue Paget received solid support from the Rotary District Governors. All pledged their continued promotion of the Programme into 2019.

SA Department of Health

During the State of the Nation Address in February, The President of the Republic of South Africa, His Excellency C Ramaphosa announced the National Screening and Testing multi-sectoral Campaign. The campaign was scheduled to be launched the 16 June and at the time of postponement had been delayed by the Presidency. The Executive Director of RFHA SA NPC, Sue Paget, represents RFHA SA NPC and the RFHD Programme at the National Planning Nerve Centre together with representatives from the Presidency; SANAC; NDOH; National Departments of Education, Social

Development, Justice, Transport; UNAIDS; Civil Society; CDC; USAID; Clinton Health Access; UNICEF; WHO; SA Business Coalition and more. The 3 year campaign will still roll out later this year, and the 2019 RFHDs will be included as a part of the wave of efforts to guide South Africans in prioritizing their health and wellness leading up to the World AIDS Day. **It is hoped that appointed Rotarians ‘health representatives’ will serve at Provincial Nerve Centers as a strong link into supporting Provincial Health (and other) structures. This concept has not been shared as yet with Rotary Leaders in South Africa until planning is more advanced.**

Rotary Family Health Days received a Letter of Intent and a Letter of Endorsement from the Minister of Health for the campaign (*attached as appendix A*).

RFHA would like to acknowledge and thank the NDoH team and Provincial DoH colleagues who again collectively planned and worked to facilitate the strategy for a successful campaign throughout the country.

The South African Broadcasting Corporation Foundation

Radio scripts were drafted by Dr Sarah Britten in consultation with the NDOH Media team and approved for recording in 11 official languages. This year the SABC Foundation committed to contributing an unprecedented amount of pro bono airtime to the campaign (radio ads and interviews; television interviews) as well as leveraging their social media profiles and coverage of the Launch Site.

Bowmans

The law firm Bowmans, through the personal relationship of Trevor Paget, became a pro bono partner to provide legal counsel for RFHA SA NPC. They have dealt with the following items: Rotary Family Health Day/ RFHA intellectual property guidance, Director’s liability assessment, review of MOU’s for the Rotary Districts, NPO registration guidance/ advice, prepared a paper on POPIA (with particular reference to our monitoring and evaluation process at site level), reviewing Standard Letters of Agreement for all partners, and have recently committed to a long term partnership to assist with RFHA SA NPC and the Programme.

Media Strategy and Plan

A media and communications strategy was developed for the 2018 campaign which included an overhaul of the tools used to create awareness and strengthen the brand of the Rotary Family Health Days. The strategy included input from Dr Sarah Britten in South Africa and Joe McGinnis in the USA with the latter specifically offering insight into social media. On the media team, Kristal Hangana was appointed the Media & Communications Manager for the Rotary Family Health Days in South Africa in February. Rob de Gouveia from Paprika continued to play a strong role on the media team as well as Bevis Fairbrother, CEO of Caxton Community Newspapers. The RFHA Media & Communications team has worked closely with the National Department of Health and their communication team at a national level.

A National Media & Communications Planning meeting was held end June 2018 and the strategy was agreed upon. Further meetings were set to discuss social media integration and the incorporation of the new Wellness Campaign, but were delayed until after the launch of the Campaign by the President.

The Media team's mandate was to update the media policy, strategy and campaign to assist in social mobilization in collaboration the Department of Health and partners as well as to build on existing formalised RFHA Media partner relationships developed over the last 6 years.

The following elements were developed, changed or implemented during the 2018 calendar year. Noted as follows:

1. **Website (www.rfhdsouthafrica.org):**

- The interactive Rotary Family Health Day South Africa website received a complete overhaul to match the branding for the larger Rotary International organization branding.
- Complex training portal was created to host all documents, appendix items and training materials needed for the campaign.
- Source of information and reference included:
 - Data and Infographics were developed to better educate viewers on the background information on RFHA, Partners, genesis, Programme history, team members, articles, successes, and services
 - Comprehensive media schedule and media data base was developed for the training portal
 - List of Programme spokespeople and contact details
 - Rotary Family Health Day Rotary District coordinators and contact details
 - Press releases (2 of 4) were published to raise awareness of partnerships, and a call to action for volunteers
 - Healthy lifestyle messaging
 - Additional general Health information of interest

2. **Social Media Platforms:**

Social Media was leveraged through the Facebook platform with the hashtags for the 2018 year including #RFHD2018, #Rotaryfamilyhealthdays2018, and #Philamoment.

The growth in the Facebook page was **800% since January**, but the Organic reach is roughly only 700 people with a total of 1,700 likes. The goal by end of year is to reach 2,500.

*An Instagram page is being developed.

Newsletters: 5 Newsletters were created in alignment with the Media & Communication strategy with a target audience of 5,000 recipients. Currently they've been distributed to a recurring audience of 1,700 people with the Rotary Districts taking responsibility to redistribute through their channels. If this occurs properly, and additional 4,000 people will have been reached.

3. **National Aids Helpline:**

- The National AIDS Helpline (an NDOH sponsored initiative) did not get activated due to the postponement of the campaign.

4. **SABC Foundation:**

- RFHA and the SABC Foundation are in their third year of a second 3 year MOU supporting the Rotary Family Health Days.
- Agreement to conduct interviews for marketing

5. Primedia:

- For the 6th year, Primedia partnered with RFHA to run pro bono PSA's and interviews on all its radio stations.

6. National Community Radio Forum:

- Negotiations between the NCRF and the National Department of Health were taking place at the time of postponement

Launch Site Media, Communications and PR Co-ordination.

- Budgeting and quotations were gathered for: Direct broadcast from the site
- SABC potentially providing an OB van to the event and linked with other 13 local community radio stations
- RFHA Media team quoted banners, gazebos, 150 branded t shirts, printed bibs, press kits in support of the launch site

7. YFM:

- Radio adverts were committed to be recorded and aired in 11 languages for the SABC with a donation of pro bono studio time and editing. YFM committed to flighting the radio ad in English, conducting radio youth interviews, boosting the RFHD's through their social media platforms and providing hosting facilities for all National Media Meetings.

8. Posters, leaflets, templates and advertisements:

- Posters, leaflets and advertisements were designed by Paprika Graphics to support the Awareness campaign and mobilization efforts at site level. Details included dates, Services, Partners and Health Tips.
- Space was available on the poster to add the name and detail of each of the sites.

9. Independent Newspapers

- Advertise in relevant newspapers to cover specific sites not covered by CAXTON (Part of Western Cape)
- Advertisement placed 3x in the papers.
- Articles were also placed in the newspapers

10. Caxton papers:

- For the 6th year Caxton support the RFHD's as the primary print partner
- Pro bono advertisements were scheduled for all community newspapers for 3 weeks prior to the Programme
- Local clubs reported on local content and activities during and post the Programme

11. Rotary Africa Magazine:

- 2 advertorials appeared for the 2018 Year.
- Coverage included: Awareness and a call to action for volunteers

12. Rotary International Media:

- Support was anticipated to be received from Rotary International Media

13. Paprika Studios

For the sixth year, Paprika Studios designed and produced all the collateral for the Rotary Family Health Days pro bono. These included poster, flyers, advertisements and artwork for branding materials in all 11 languages.

14. Media 24

The partnership with Media24 was re-established after missing out in 2017. They committed to providing support and promoting the campaign with a special emphasis in their online presence, and agreement to conduct interviews at a local level running ads

An example of design collateral approved by Partners:



Monitoring and Evaluation

The Monitoring & Evaluation tool had not been fully activated for the 2018 campaign with minor changes from the 2017 Campaign.

The 3 month Impact Study for the 2017 campaign was completed in March 2018, and provided impressive results as to the feedback from attendees, partners and number of people reached.

Partnership Prospect Summary

RFHA SA NPC developed multiple funding boiler plates for the national and international prospects. The document included ring fenced financial needs for 7 specific areas of focus to execute the Rotary Family Health Days.

Each prospect on the list had been identified through a RFHA point of contact during the 2018 year, and contacted for an initial prospect meeting. Several of them were followed up with and have a high likelihood of closing as a support partner or financial support in 2019.

Marion Bunch initiated conversations with potential partners in the USA. Sue Paget worked with Marion on several proposals, phone calls, and meetings to pitch the global RFHD Programme, and currently none have closed.

Ken Solow was engaged to provide him with assistance to seek fundraising stateside.

In July 2019, at the request of RFHA Inc, Sue Paget attended the International AIDS Symposium in Amsterdam and met with a number of potential prospects for partnership.

Of the 40 organisation representatives who were approached since March, the following table summarises those who are currently engaged:

Prospect	RFHA POC	Support Type	Amount Ask	est. timing
The National Lotteries Commission	Trevor Paget	Funding South Africa	R3 000 000	August
Dis-Chem	Trevor Paget	Funding South Africa	R250 000	June
Community Chest	Trevor Paget	Funding South Africa	R1 500 000	ongoing
Gift of the Givers	Sue Paget	Confirmed Resource Partner South Africa	R2 500 000 (2017 value)	ongoing
Global Grants (Rotary)	Len Lanzi/Anton Meerkotter	Funding South Africa	?	?
Gilead	Len Lanzi	Funding South Africa & Nigeria	\$300 000	pending

AstraZeneca UK	Marion Bunch and Sue Paget	Funding RFHA		unlikely
Broadreach SA	Sue Paget	Funding RFHA/Resource Partner		2019
FHI 360 USA	Marion Bunch and Sue Paget	Funding RFHA		ongoing US and SA
ViiV UK	Marion Bunch	Funding RFHA		unlikely
Abbott AFRICA SA	Sue Paget	Funding RFHA		ongoing
Alere Southern Africa	Sue Paget	Confirmed resource partner South Africa		ongoing
J&J	Sue Paget	Funding RFHA and SA		ongoing
STOPAIDS UK	Sue Paget through Brian Stoyel	Collaborative partnership		ongoing
Tembi Tambo: SA High Commissioner UK	Sue Paget (personal)	Collaborative partnership around funding facilitation (UK)		ongoing
CDC	Marion Bunch (US)	Funding RFHA		2018/2019
CDC	Sue Paget (SA)	Resource and advisory partner (Funding unlikely)		2019
Medtronics	Marion Bunch	Funding RFHA		unlikely
Vodacom	Sue Paget	SA Resource: SMS platform mobilization, development of an app (2019)		ongoing
Netcare	Sue Paget	SA Resource: Hospital, staff, education, IEC support		ongoing
Gilead South Africa	Sue Paget	Local Funding		ongoing
MSD/ Merck	Sue Paget connection through Washington	Funding RFHA		ongoing
AIDS Healthcare Foundation US	Sue Paget	Funding RFHA		ongoing

AHF South Africa	Sue Paget	Funding RFHA SA		ongoing
Mylan	Sue Paget	Funding South Africa		ongoing
KfW	Sue Paget	Funding South Africa		ongoing
TB/HIV Care	Sue Paget	Confirmed resource partner South Africa		2019
Hirsch Foundation	Lynette Stassen	Funding South Africa		2019 (To be approached)

An additional 8 HIV movements are being contacted for follow up.

Documentation Developed

Fundraising & Partner Development	
Master Public Presentation	PowerPoint
RFHD SA Funding Boiler Plate	Document
Funding Overview- Internationally	PowerPoint
Funding Overview- South Africa	PowerPoint
RFHA Concept Paper	Document
RFHD SA Concept Paper- One Pager	Document
Funding Presentations/ Overview	PowerPoint X 27 Prospects
RFHA Global Grant Funding Letter	Document
Funding Request/ Proposal Community Chest	Document
Rotary Club Pitch Deck	Prezi
RFHA SA NPC Board	
tbc	
Strategic Planning	
Organization Guiding Document	Toolkit
Launch Site Guiding Document	Toolkit
Media & Communications Guiding Document	Toolkit
RFHD SA Strategic Plan 2018-2022	Document
Event Execution	
Steering Committee Contact Lists	Documents for all 3 Districts
SCH Training Calendar	Document
Master Site List (Live)	Google Spreadsheets

Master Distribution Point List (Live)	Google Spreadsheets
Training Portal	Web Access(Password Protected)
Planning Timelines	PowerPoint
Organograms/ Relational Matrix	Document
Community Engagement Guiding Document	PowerPoint
MOUs with Rotary Districts (complete/unsigned)	Document
Letters of Endorsement (drafted & signed) TBC by NDOH	Document
Agendas/Minutes from NDOH Meetings	Document X 4
Partner MOUs (Caxton and Alere)	Document X2
Media & Communications	
Media & Communications Strategy	Strategic Document
Master Media Contact List	Document
Media Task Lists & Gantt Chart	Document
Rotary Africa Editorial	Article
Rotary Africa Advert	Advert
Newsletters	Email Subscriber Newsletters X5
Design Collateral (Adverts, Tshirts, inserts, logos)	Graphics
Radio Script	Document
Social Media Posts X 30+	Social Content
Blog Posts X6	Social Content
Media Budget	Spreadsheet
Newspaper Scheduling & Contacts	Emails to more than 100+ editors
Launch Site	
Budget and quotations	Spreadsheet
Master Checklist for Launch Site	Document
Motivation Examples	Document
Letter to MEC Health	Email
Launch Site Proposal	Document
Planning Meetings	Toolkit

Motivations for Postponement

The decision to postpone the 2018 Rotary Family Health Day Campaign was not a decision made lightly and was very difficult. Several factors were taken into account which led the Executive Director to determine that the risk of the integrity and quality of the Programme would be compromised should the Programme go ahead under the circumstances. The final decision was made in consultation with the RFHA SA NPC and with the RFHA Inc Board.

Below are the primary factors identified which contributed to the postponement, and the resolution:

Timing

The activation of the Rotary Family Health Days requires a 6 month time frame at activate the local/site level to mobilize the teams, identify sites, secure add on services, print and deliver monitoring and evaluation tools, training of Rotary Clubs site co-ordinators, communications etc. A target date of April 2018 was not reached, and as of August a firm National Planning Meeting to kick-off and fully activate the campaign had not been able to take place.

Funding

The funding to cover the cost of the campaign in South Africa is approx. US \$ 150 000 on a modest budget. Due to challenges faced by RFHA Inc and the departure of the CEO, no funding was forthcoming for the South Africa Programme for 2018 by the time of the postponement.

A grant application was sent to Gilead by RFHA Inc Board Chair, Len Lanzi in July after the closure of the 2017 RFHD reports. The decision to fund the RFHD's by Gilead is still pending but by all accounts positive.

In February 2018 all Board Members for both RFHA Inc USA and RFHA RSA NPC were tasked with identifying and closing on potential funding partners to sustain the program. The only notable results included the above identified prospects who assured the timing to close on funding opportunities for 2018 was too narrow. There is a strong likelihood of funding for 2019. Several grant applications and proposals are still outstanding.

The biggest success in the financial consideration was the securing of R 250 000 through Dis-Chem Foundation in South Africa. After a meeting in May and several follow up conversations and a proposal, RFHA SA NPC was awarded with a quarter of a million rand to operate the Launch Site. Upon the decision of the NDOH, the board was advised the Launch Site would not be supported by the Minister of Health without the subsequent RFHD campaigns nationally rolling out.

Conclusion

This delay should arguably be seen as a positive move as we will have time to strategically re-look, re-structure and re-plan the efficacy of the roll out and the impact of this hugely successful and respected Health Programme with all our Partners.

The decision was made with the full disclosure to, and consensus of, our primary Partner representatives including the National Department of Health, the Centres for Disease Control and Prevention and Rotary District leadership representatives. All are looking forward to moving forward positively to build on the strong foundation and reputation that has been built over the last 7 years.

The Programme is representative of an effective Public Private Partnership (PPP) and it is most important that the integrity of the Programme be preserved which will result in the Rotary Family Health Days not being held in any of the Districts outside of the PPP in 2018.

The postponement of the campaign was received with a sense of overwhelming disappointment from all partners, including those who have been perceived to lack enthusiasm for the annual campaign. To receive such response should be seen as a positive as collectively we've grown this Programme from inception to be a well-respected campaign with acknowledgement and credence at all levels.

Planning for the 2019 campaign is already underway, with many partners expressing a gratitude for their involvement and intent to remain engaged as we proceed to make a difference in the lives of thousands of people. A strategic planning session for the RFHA SA NPC will take place in October during the visit of RFHA Inc Board Member and RFHA SA NPC Advisor, PDG Sandra McKersey and all the Directors.

I wish to thank all the Partners including the Rotary District Leadership and their participating clubs. I do believe that we are making slow but steady headway in building credible partnerships on the ground as well as at a strategic level.

Thank you to all the Board members of both entities, both here and internationally, for your volunteer support as well as to Kristal Hangana who has been an incredibly hardworking, diligent and wonderful professional addition to the team!

Here's to 2019!

Thank you.