

30 September 2016

Countdown to Rotary Family Health Days 2016

Are you concerned about the health of your family? Would you like to enjoy the power of knowing the state of your health? Then Rotary Family Health Days 2016 is a chance for you to get your family's health sorted one time.

Rotary Family Health Days will be held at 110 sites across South Africa from October 12th – 14th October, 2016. Free services offered include:

- TB screening and testing
- HIV counseling and testing
- Vitamin A supplementation and healthy lifestyle information
- Immunization (please remember to bring your child's immunization card)
- Health screening (blood pressure, cholesterol, diabetes and others)
- Educational material on Hepatitis B and Hepatitis C on some sites and more.

This is the fourth time that Rotary Family Health Days has brought free screening and health services to communities in South Africa. The National Department of Health provides logistics for the sites, with support from Rotary volunteers. The aim is to reach 100 000 people. This year, there is a particular focus on adolescent girls and young women as part of the National Department of Health's strategic plan. The campaign will fast track efforts to empower young people, especially adolescent girls and women. High HIV incidence in young women and girls is compounded by high levels of teenage pregnancy, school dropout, and gender based violence, and occurs in a context where there are limited economic opportunities for young people.

The story of Rotary Family Health Days started with an American woman, Marion Bunch, who lost her son to AIDS in 1994. Determined to turn her grief into a positive force for change, Marion founded Rotarians for Family Health & Aids Prevention (RFHA) in 2004. In 2013, RFHA launched the first Rotary Family Health Days event in South Africa. Two years later, Rotary Family Health Days became part of the National Department of Health's annual program of activities, with RFHA as the convener and managing partner of the event.

Rotary Family Health Days is a good example of a public-private partnership that benefits communities in need. Sponsorship for Rotary Family Health Days 2016 is provided by Gilead, the California-based biopharmaceutical company. Media

support for awareness of the campaign will be provided by the SABC, Caxton, Independent Newspapers and Media24.

The President and CEO of RFHA, Alicia Michael has quoted that, "The RFHA, Inc. team is honored to once again work with the Rotarians, the National Department of Health, the medical professionals, media outlets and the citizens of South Africa to provide health care resources across the country. We truly appreciate the effort of the thousands of people it takes to provide this massive health and wellness campaign."

Find out more by calling *120 * 7434# or contacting the helpline on 0800 012 322 for your nearest site details.

You can also go to rfha.org.za for more information.

For further information, please contact:

Sue Paget, RFHD Programme Director

Cell: 0834563923

Email: spaget@rfha.org

OR

Annemarie Mostert, RFHD Media Co-ordinator South Africa

Cell: 082 457 4558

Email: annemarie@rfha.org

Website: www.rfhdsouthafrica.org, www.rfha.org.za

Facebook: [RotaryFamilyHealthDays](https://www.facebook.com/RotaryFamilyHealthDays)

Twitter: [@RFHD_ZA](https://twitter.com/RFHD_ZA)

About Rotarians for Family Health and AIDS Prevention, Inc (RFHA):

Rotarians for Family Health and AIDS Prevention, Inc is an “action group” and a mobilizing partner of Rotary International. It mobilizes Rotarians from Rotary clubs all over a country to take action in programs focused on the prevention and education of disease. RFHA’s Signature Program is *Rotary Family Health Days*, a unique Public/Private Partnership program that brings together the resources from hundreds of Rotary clubs, the country’s Department of Health, the U.S. Mission (both the CDC and USAID), hundreds of NGOs, the private sector (such as Gilead

Foundation), and major media houses. All partners are dependent upon the resources of each other, and each partner has a distinct role, so it works. Rotary Family Health Days program is now entering its fifth year in Africa and 3rd year of service in South Africa. This three day, annual program, led by thousands of Rotarians volunteers, reaches citizens in dense urban areas or rural areas, and provides them with important annual health screens (both for infectious and non-communicable diseases) as well as lifesaving immunizations for the children.

About the South African Department of Health (DoH):

The Department of Health's vision is "A long and healthy life for all South Africans" and 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". The National Government provides approval and direction, and funds the effort in the case of South Africa. It also provides the roll out of core services at each site through their HIV/Aids Counselling and Testing and Expanded Programme on Immunisation programmes. South Africa Department of Health The DoH'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". DoH has committed to pay for all the staff and offer free medical services provided during the RFHD at all sites.

About the South African Broadcasting Corporation (SABC) Foundation:

The SABC, as the national broadcaster in South Africa, has signed an MoU with RFHA to broadcast the Public Service Announcements (PSAs) across their various TV and radio platforms, as well as conduct interviews with key players in the rollout of the RFHDs. This partnership forms part of their vision and mission to serve the interests of SA citizens from all walks of life. The SABC adheres to the Broadcasting Act, which aims to establish & develop a broadcasting policy in the Republic in the public interest and for that purpose to contribute to democracy, development of society, gender equality, nation building, provision of education and strengthening the spiritual and moral fibre of society. As a good corporate citizen, the SABC is actively involved in a range of developmental and social projects across the country. Equally important is the alignment of SABC CSI activities with those of its core business. In addition, the SABC mandate falls in line with United Nations MDG's. Amongst these are: education; health; community development, women and children. The SABC will remain the catalyst for positive social action, assisting in transforming society through the content that it provides, reflecting the true image of our country, its people, its dreams and aspirations.

About Caxton:

Caxton is a multi-platform media company that focuses on its niche - which is local, community news - through about 120 print products and 74 web-sites covering most metropolitan and rural areas in South Africa. This makes it the biggest community media network in the country and an ideal partner for the Rotary Family Health Days. It has been a major media partner for the past three years. Most of its products are located in the very areas where clinics are being held. Hence, many of its editors and journalists have close relations with their respective Rotary clubs and some are even Rotary members themselves. Apart from publicizing the health days in the newspapers and on the web sites, journalists even muck in and lend a hand in some areas. "We are very proud to play a part in this very important public/private partnership which we know is already making giant inroads into the fight against HIV/AIDS, TB and also offers many other vital medical services to people who might not have easy access to more formal care," said Bevis Fairbrother, who represents the Caxton Group on this project. "Like Rotary, Caxton also cares about the people in the communities they serve."

About Gilead Sciences, Inc.

Gilead Sciences, Inc. is a research-based biopharmaceutical company that discovers, develops and commercializes innovative medicines in areas of unmet medical need. They strive to transform and simplify care for people with life-threatening illnesses around the world. Gilead's portfolio of products and pipeline of investigational drugs includes treatments for HIV/AIDS, liver diseases, cancer, inflammatory and respiratory diseases, and cardiovascular conditions. Their portfolio of marketed products includes a number of category firsts, including complete treatment regimens for HIV infection available in a once-daily single pill and the first oral antiretroviral pill available to reduce the risk of acquiring HIV infection in certain high-risk adults. The Gilead Foundation, a non-profit organization established in 2005, seeks to improve the health and well-being of under served communities around the world. Their giving focuses on expanding access to HIV and hepatitis education, outreach, prevention and health services.