



Press Release RFHD

October 6 2016

On October 12 2016, Health Minister Dr Aaron Motsoaledi will launch Rotary Family Health Days 2016 in Rustenburg. Rotary Family Health Days, an initiative by Rotarians for Family Health & Aids Prevention (RFHA) in partnership with the National Department of Health, will be held at 100 sites across South Africa from October 12 - 14 2016. Rotary Family Health Days have been held annually since 2013 and this year the aim is to reach a record 100,000 people.

Free Health services to be offered during the campaign 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)

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 young 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.

Rotary Family Health Days is a good example of a public-private partnership that benefits communities in need. The logistics for the sites will be provided by the National Department of Health with support from Rotary volunteers. Sponsorship is provided by Gilead, the California-based biopharmaceutical company. Media support for awareness of the campaign will be provided by the SABC Foundation, Caxton, Independent Newspapers and Media24.

The President and CEO of RFHA, Alicia Michael said "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."

For more information, visit www.rfhdsouthafrica.org or find your nearest site by calling *120 *7434# or the NDOH helpline on 0800 012 322

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Partners:

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 National Department of Health, the U.S. Mission (both the CDC and USAID), hundreds of NGOs, the private sector, such as Gilead the SABC Foundation and Caxton together with major print and broadcast 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 sixth year in Africa and 4th year of service in South Africa. This three day, annual program, led by thousands of Rotarians and 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 Foundation 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 Foundation through the SABC;s mandate falls in line with United Nations MDG's. Amongst these are: education; health; community development, women and children. The SABC Foundation 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 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 underserved communities around the world. Their giving focuses on expanding access to HIV and hepatitis education, outreach, prevention and health services.



About Caxton:

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

About Alere:

Alere delivers reliable and actionable health information through rapid diagnostic tests, resulting in better clinical and economic healthcare outcomes globally. Our high-performance diagnostics for infectious disease, cardiometabolic disease and toxicology are designed to meet the growing global demand for accurate, easy-to-use and cost-effective near-patient tests. Our goal is to make Alere products accessible to more people around the world, even those located in remote and resource-limited areas, by making them affordable and usable in any setting. By making critical clinical diagnostic information available to doctors and patients in an actionable timeframe, Alere products help streamline healthcare delivery and improve patient outcomes