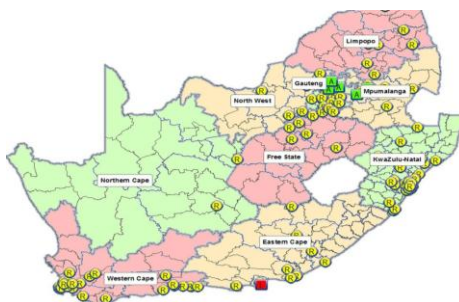


Rotary Family Health Days

It is time for the Rotary Family Health Days again! It is spearheaded by RFHA - this is the acronym for Rotarians for Family Health and Aids Prevention, a Rotary Action Group recognized by Rotary International. Its mission is to save and improve the lives of children and families who lack access to preventive health care and education through the mobilization of Rotarians and global partners. The event also enhances nation-building and strengthens relationship across all strata.

This year is the third time South Africa hosts a series of Rotary Family Health Days and it will take place on 7, 8, 9 October, 2015. There will be 145 sites nationally and the target is 75 000 patients. The launch site is in the Kwadukuza, Ilembe District of KwaZulu Natal.

Rotary Clubs develop, activate, execute and monitor plans, communications, media, as well as training and roll out. The National Department of Health (DoH) coordinates collaboration nationally through to provincial and district levels. All three (3) Rotary Districts participate through their 3 Steering Committees to mobilize 225 clubs nationally, some 5 000 Rotary volunteers will do duty at the proposed 145 sites in SA.



The RFHD provides comprehensive free health care and screening services to citizens, delivered through a Public/Private Partnership programme of Rotary and DoH. The partners select the sites in urban and rural settings.

The three Rotary Districts in South Africa are united by a common programme to work as one for the first time. This is also Rotary in South Africa's first official partnership with National Government through DoH.

The activities in preparation of the big event include:

- ✦ Development of new local partners
- ✦ Development of a RFHA media team to build Media strategy, plans and platforms
- ✦ Establish Rotary structures for RFHD's in each District headed by a Steering Committee including logistics, media and PR, finance, IT, Medical, Matching Grant representatives
- ✦ Engage with DoH , PEPFAR/USG partners at Provincial and District level
- ✦ Engage with the RFHA Media team and use media platforms set up to assist
- ✦ Districts with media exposure for social mobilization and partner exposure Build and manage the sites including all logistics
- ✦ Determine add on medical services at the sites
- ✦ Distribute and collate data collection forms for each site
- ✦ Identify a club site champion at each site
- ✦ Assign dedicated data collection champions at each site
- ✦ Train Rotary Club members on all aspects of campaign

Rotary's partners in the Family Health Days are:

- PEPFAR/USG Agencies (CDC and USAID) and implementing partner NGOs
- MTN Foundation, South Africa primary corporate funder
- Media Houses – National Broadcaster SABC, Caxton, YFM, ETV, Primedia, Sunday Times

