



**HEALTH  
PROMOTERS**

# Annual Report

Annual Report of 1 March 2019 to 28 February 2020



## **Our Vision:**

Health Promoters seek to enable and support a society that is actively pursuing health and wellbeing.

## **Our Mission:**

Our mission is to optimize community and organizational resources in order to educate and conscientize people of all ages, creed and culture, especially in "vulnerable" communities, about the importance of healthy living.

## **Our Values:**

Empower self to be able to empower others but put others first to serve them better!

**In 2016 Health Promotion South Africa Trust earned Barack Obama's endorsement**

# **Health Promotion South Africa Trust (HPSA)**

## **“Promoting Health through Education!”**

The Health Promoters are committed to creating a new narrative of healthcare in their target communities. Our intervention is a key factor in bridging the gap between rehabilitative and curative care. In the past couple of years, we have successfully conscientized the populations we reach about the importance of education to make informed decisions about their health. The role we play cannot be overestimated, as research shows healthcare and wellness is at a crisis level in South Africa, especially in informal settlements and other overcrowded, ‘vulnerable’ communities.

Currently we operate in such communities near to Cape Town and it’s surrounds. Here we facilitate workshops, free-of-charge, to adults, adolescents and children on essential information and practical skills on living a healthy lifestyle and preventing disease. We teach in community centers, in schools, in crèches, in churches and in commercial centers. Since the majority of our attendees are women and girls, we also offer other workshops, when requested, such as dealing with domestic abuse, parenting skills, and teenage pregnancy.

We call our facilitators Senior Health Promoters, and we only train teachers who live in our targeted communities. Being taught by someone who speaks their language and lives in their community helps our clients to learn better. We also partner with other agencies in the communities we serve.



The co- Founders of the Health Promoters, Late Harold Robles(standing), and Jelle Braaksma(sitting).



# **This Annual Report is specially compiled in honor of late Dr. H.C. Harold Robles who passed on in July this year.**

## **In memoriam Dr. H.C. Harold Edgar Robles: October 8th 1948 – July 31ST 2020.**

Dr. H.C. Harold Robles, our co-founder and inspirer, passed away on July 31 this year at the age of 71. He leaves a great void, but his life's work – the Health Promoters – will be continued. The Friends of the Health Promoters in the Netherlands and elsewhere in the world who are instrumental in fundraising, will remain closely involved, and will be collaborating with Mrs Regina Eggink (marketer and communicator), also in the Netherlands, who worked in close collaboration herself with Harold for many years and owns a communications agency called "Some Time", through which this collaboration was made possible. Together with a host of other volunteers, the selfless men and women in the above-mentioned entities will be supporting the mother organisation in South Africa to keep Harold's legacy alive.

Dr. H.C. Robles' boundless energy, positivity and the way he handled life as a whole and his illness in particular was admirable. His life was all about South Africa and the people in the townships. He found it incomprehensible that in this day and age, children in the townships are still dying of diseases which are treatable, curable and even preventable. This health education initiative like Harold always dreamt is also currently ongoing in Lesotho and will soon begin in Curaçao and hopefully cascade to the far ends of the earth as Dr. H.C. Robles envisaged.

For his good humanitarian work, Harold received two honorary doctorates from American universities: Doctor in Humane Letters from Albertus Magnus College in New Haven, Connecticut, and Doctor of Public Health at the American International College in Springfield, Massachusetts. He also received a high royal award in 2009, Knight of the Order of Orange-Nassau, in the Netherlands.

A few years ago, Harold was diagnosed with prostate cancer. In his characteristic way, he went into battle mood: positive and energetic. At the Erasmus Medical Centre, he was in good hands. All the stops were pulled out to cure Harold. Although there were occasional positive developments, "The cancer has won," he exclaimed, last July, in an emotional telephone call. We will never forget him and will see to it that his organization is advanced in the spirit of Harold himself.



## Statement from our Chief Executive Officer:

The Health Promoters did successfully move to new horizons in the 2019/2020 financial year. Amid its challenges, it can be called the year of optimization. We formed several new strategic and meaningful partnerships, fine-tuned and consolidated existing programs, and redesigned our entire organizational structure to be in sync with the changing times. Our focus was less on forming new initiatives and more on enhancing existing ones. With all of our programs, we set a specific goal, optimized our material and human resources to achieve them and re-evaluated the goals so as to change approach or re-strategize. This has been done with a satisfactory degree of success in all the programs mentioned below.

We were able to acquire sufficient funds for our 2019/2020 objectives. However, unlike the past years, we started a process of having an autonomous resource mobilization mechanism. In collaboration with our strategic partner Mothers 2 Mothers, we are empowering in-house units in this regard. Hopefully, by the end of the coming year, we will have completed the process while simultaneously executing action plans. In addition, a sufficient degree of our strategic plan for this year was either implemented or reevaluated and modified. For instance, though we have intensified our current activities, we halted on the idea of expansion. The latter will only continue with return to normalcy, hopefully after COVID-19. Interestingly, this decision has helped us focus more on quality than on quantity.

We were also able to complete our pilot project in Lesotho with success in 2019, which has helped us understand the dynamics of Franchising which we have been laying groundworks for. This project is continuing and will serve as template for expansion in future. We will also be recommencing with Franchising as soon as COVID-19 situation changes for the better. It is important to note here that as an organization we intend to bring into our work an entrepreneurial component. Here, our trainee health promoters will receive higher level skills, in the form of vocational training that would enable them to be hired by private and public institutions in various domains, ranging from food to hospitality. This is part of our strategic and sustainability plan for the coming couple of years.

The current scenario in healthcare the world over, and in South Africa in particular, not only point to the fact that health education is crucial for everyone, especially people of vulnerable communities, but health promotion holds the key to a healthier and more productive society. The Health Promoters are at the center of this reality.



# **Lifechanging HealthEducation!**

## **2019 -2020 Health Education Projects.**

In the year 2019/2020, we shifted our paradigm slightly. We chose the theme of "Salutogenesis", which meant we focused more on messages pertaining to factors that mainly support and promote health than factors that cause diseases. We figured throughout the years that due to the socioeconomic status of our targeted communities, primary, secondary and tertiary prevention are important but the latter two must take center stage. The prevalence of certain endemic disease seems permanent, and to strike our target, more should be said about coherent ways of managing life as a whole(wellness) and less about the diseases and their causes. The latter message is important and are hammered home sufficiently to provide a good grasp of the individual and community health situation but ceased to be the main focus in our messaging campaign. Our "Lifechanging Health Education" has had therefore the above theme at its core this year, and will have, the way forward. In all our programs for 2019/2020, this theme has been echoed with great success.

### **Healthpromoters@school:**

This program has successfully put us in the map in our target communities, as regards healthcare. It is mainly aimed at teaching children practical ways to look after their health. Anyone who is of age would agree that being healthy is a priority factor in the list of priorities regarding healthy aging. Making this factor a priority while this children are still young, could be the difference between a sick and healthy population, and could have a major impact in individual and community health years later. Focusing on messages ranging from physical body changes and puberty, to basic hygiene( hand-washing and brushing of teeth), and better ways to prevent endemic community health issues that affect children like diarrhea, our health promoters have become the face of health education in the local community schools. We continue to collaborate successfully with the schools in both the Northern and Southern suburbs of Cape Town to make sure that children do not become sick and stay away from school.

This year, our activities were intensified in these schools and bearing in mind the above theme, more children have been reached with promotional information of critical healthcare value. Our activities have been focused in the past years on the very young ones of grades 3 and 4, but this year we decided to conduct a follow up with children of grades 6 and 7 whom we taught few years back with an encouraging discovery. Most of the kids who have been in our workshops, now in the latter grades, did not struggle to remember vital health information about the topics mentioned above. The critical elements in the role play and the key messages of the presentations were recalled as if taught yesterday. This was proof to us that there is a positive outcome in the intervention of the health promoters at local schools. We intend to invest even more on this program, and hopefully have the local schools recommend our model to be included in the health component of the "Platinum life-skills" of the department of education.







## Healthpromoters@community:

This program targets mostly adolescents, younger and older adults. It involves most of the workshops that are organized at our health information centers aimed at teaching ways to prevent and /or successfully manage diseases that are endemic to our target communities. Diseases such as HIV & AIDS, TB, Obesity, Sexually transmitted Infections, cardiovascular diseases, Hypertension etc. With the upsurge of Gender-based violence (GBV) in recent times, we are currently, in collaboration with some of our strategic partners, integrating aspects of this phenomenon into our curriculum. We have tentatively started the implementation of GBV workshops and hope to invest more in this program in the coming years. We also launched this year, a measurement and evaluation project that would see us being able to properly quantify the impact in terms of behavior change of our target clients. There is an ongoing longitudinal and cross-sectional cohort research done to arrive at this objective.



## Healthpromoters@creche:

This program is more or less like the HP@schools program but targeting far younger children. However, here, we do not directly teach the kids, but empower the creche teachers to properly look after the kids in their care. They are able to, for instance, identify a child with gastroenteritis or a child suffering from neglect and abuse. Through a referral system they will be able to approach the necessary quarters to cater for the kid in question, or deal with the issue themselves if within their reach. We are currently reviewing the teaching material of this program in order to enhance its implementation in the coming years.



## GrowStronger:

In 2019 we launched full gear our psychosocial program known as GrowStronger. This program existed in our curriculum but was reviewed in 2017-2018 and implemented fully in the 2019/2020 year. The aim of this course is to support and empower women and girls in our target communities with psychosocial skills to navigate the rough socioeconomic terrain in which they find themselves, especially in the face of the escalating GBV mentioned above. It starts by having the women complete our Basic Health Education course, after which they are enrolled in this program. The rationale for this process is that without basic understanding of how the body works and how crucial it is for wellbeing, one may not be able to understand why they should protect it in the first place. It contains a series of role plays and scenarios that incorporates the biopsychosocial approach to wellbeing. It also contains practical aspects like embroidery, aimed at teaching virtues like patience, perseverance, persistence and self-esteem. A good number of women of between the ages of 18 and 45 benefited from the program this year.





# Our main outreach activity.

## HP Table:

This initiative was launched this year. It entails making use of community unique settings to enable easier basic information dissemination and reaching out to a larger audience. Most of our target communities have uncountable thoroughfares with thousands of people walking through daily. We placed health information tables known as HP TABLE at strategic spots, where information flyers are handed to passersby, and a brief health talk is had with ones who have time to listen. This was done with promising results and piloted by mostly our assistant Health Promoters. Hundreds of men and women were reached, and the direct result was a hike in the number of people who attended our HP@Community program (majority came from the tables). Because of its potential to reach more people in shorter spaces of time, we intend to invest more in this program in the coming years.

It is important to note here that we played and continue to play a huge role in critical information dissemination regarding COVID-19 via our outreach activities, but because it was done later in 2020, we will be bringing you the details in our next annual report this coming March. Please be on the lookout for this!





# MACHP PROJECT- LESOTHO:

In 2018, the Health Promoters started a project in Lesotho called MACHP. This project whose name represent two separate entities, the Health Promoters and Maluti Adventist College, in Maluti, Mapoteng- Lesotho, was a pilot and collaboration between the two organizations intended to “test the waters” of our plan to spread our tentacles further afield. It was also the first step into our Franchise model, which is still being developed.

The project was successfully implemented this past year and the outcome is a template that we will be used in other African countries and other territories, with similar healthcare challenges like South Africa. Hundreds of women and men have received our course in the Maluti community and now serve as Health Promoters in various settings, such as churches, homes and schools.



## OUR NEW PARTNERS 2019/2020.

In 2019 the Health Promoters partnered with several new organizations. These partnerships are seen as strategic as we intend to consolidate them for future purposes regarding organizational growth, while mutually supporting our partners. In this regard, both Nijhuis Industries and World Waternet in the Netherlands, via the Amsterdam International Water Week became our partners. We took part in the latter event last November, and were able to bring a component of educational theater and arts that has never before been seen in an event of such magnitude. This partnership has an enormous potential for the future of water management, hygiene and sanitation both home and abroad. We were also able to enter into an agreement with other organizations like Mothers to Mothers, Little Lions Child Coaching project and several more.

Below are quotes from some of our most recent partners:

"The overwhelming and positive feedback from over 22000 visitors of this year's Amsterdam International Water Week and Aquatech tradeshow proved the impact of Health Promoters unique narrative about the importance of clean water and sanitation for the lives of many vulnerable people and our planet in general. The AIWW, Nijhuis Industries and World Waternet among others have proudly contributed to start Health Promoters Global Water Tour and highly recommend to experience their #Water4Life program and enjoy their unique and inspiring educational theatre #nowornever!"

~Menno M. Holterman ~ CEO Nijhuis Industries ~ Managing Board AIWW



"In 2020, HPSA entered a Memorandum of Understanding with mothers2mothers (m2m), a Cape Town based NGO who is committed to ending paediatric AIDS through a peer-to-peer approach in 10 sub-Saharan countries. m2m will support the long-term sustainability of HPSA's capacity to scale their health-related programmes in South Africa and beyond. m2m will support HPSA to develop stronger systems related to board development, strategic planning, fundraising, and communications"

La Chenna Cromer ~ Business Development Director ~M2M

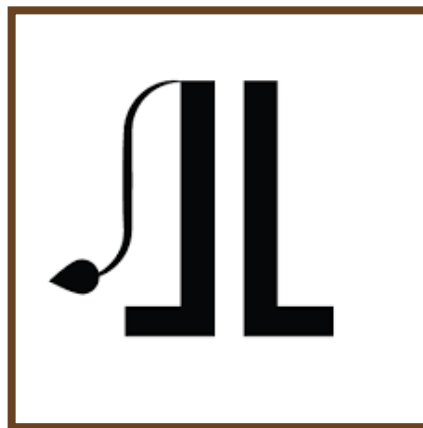




"The collaboration between HPSA and Little Lions Child Coaching started in May, 2019. Where HPSA is already focusing on physical health, is Little Lions Child Coaching making sure that the children in the communities can work on their mental health. This makes for a beautiful combination, further supported by our other partner, Promentis. The goal is to give children access to free workshops on mental health through Little Lions, so that they can work on their emotional development, building their confidence and resilience. All of this done in an easily accessible, safe and fun way. Thanks to our collaboration, we were able to help 60 children in Kayamandi in 2019. HPSA is offering their network and infrastructure and resources, to make sure that Little Lions can teach the children in the best possible way.

Because of the hard lockdown in South Africa, the workshops had to be cancelled for 2020 and will only be able to resume when primary schools resume to their original schedule. However, HPSA and LL teamed up during lockdown and handed out 400 Resilience Kits to people in Khayelitsha and Kayamandi. These kits included flyers with information on mental health for adults and children and an educational games for children".

~Stijn de Leeuw~ Owner and founder-Little Lions Child Coaching Project  
The potential of this collaboration in these Pandemic times is enormous.





## STAFF TRAINING AND EVALUATION:

During this year, the Health Promoters met regularly twice a month for continued training. We made sure our Health Promoters learn to rely on themselves more in the application of what they have learnt throughout the years. Through knowledge and skills sharing, they supported each other to deliver the necessary services in their target communities. We did set up a system of formal evaluation of our Health Promoters performance of things like teaching, management of their centers, data capturing etc... all in line with our plan of creating a more independent Health Promoter. For the first time this year, the health information centers functioned as autonomous entities, but in collaboration with the head office in Kayamandi.

On another note, we were able to record this year a tremendous improvement in the running of our HICs thanks to funding that enabled us to get assistant Health Promoters deployed in every center. With the advent of COVID-19, even more Health Promoters will be needed in the future to meet demands, and plans are in place to ensure that.





# STATISTICS 2019-2020

The Health Promoters have made a slight modification also in the way they present the statistics of the people they educate. In the past we included all the people and groups that we reached both in our workshop settings and those reached through our work but not necessarily in a workshop setting, such as awareness campaigns with our partners, impromptu/random sessions with clients seeking information etc. However, because we are in the process of fine-tuning our measurement and evaluation framework as above mentioned, we have decided to zoom in only on those that we reach through a workshop or settings that required constant and continues interaction between the client and the trainer/facilitator. This data will be the first in a series of data that will be used in our on-going longitudinal and cross-sectional cohort studies to determine concrete/tangible behavioral change in our participants. In the past we have focused more on knowledge gained and less on behavior change. We now think that we have the mechanism for computing the latter. The compressed data being captured will help us choose a better sample size and also enable us to have better control of the M&E process as a whole, to determine exactly what lifestyle changes have been achieved from attending our courses.

In light of the above, the statistics of people educated in 2019-2020 year is 5156, and demographically, the distribution is as shown in the table below:

| <i>Number of People</i>            | <i>Mar-19</i> | <i>Apr-19</i> | <i>May-19</i> | <i>Jun-19</i> | <i>Jul-19</i> | <i>Aug-19</i> | <i>Sep-19</i> | <i>Oct-19</i> | <i>Nov-19</i> | <i>Dec-19</i> | <i>Jan-20</i> | <i>Subtotal</i> |
|------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|-----------------|
| <i>Adults</i>                      | 116           | 83            | 117           | 101           | 99            | 109           | 185           | 210           | 179           | 0             | 88            | 1287            |
| <i>Children/Teens</i>              | 224           | 405           | 395           | 38            | 404           | 382           | 398           | 376           | 302           | 0             | 67            | 2991            |
| <i>Grow Stronger</i>               | 15            | 15            | 15            | 15            | 15            | 15            | 15            | 15            | 15            | 15            | 15            | 165             |
| <i>Number of workshops @School</i> | 44            | 45            | 53            | 0             | 54            | 37            | 37            | 46            | 21            | 0             | 4             | 341             |
| <i>Number of workshops @HIC</i>    | 25            | 17            | 28            | 13            | 41            | 18            | 29            | 36            | 25            | 0             | 13            | 245             |
| <i>Outreach/HP Table</i>           | 50            | 59            | 71            | 70            | 81            | 150           | 88            | 66            | 40            | 38            | 0             | 713             |
| <i>Total Trained</i>               | 409           | 550           | 593           | 152           | 598           | 711           | 737           | 668           | 527           | 0             | 172           | 5156            |



## FUNDRAISING EVENTS 2019/2020.

### GOLF4HEALTH:

The Health Promoters have an established fundraising event that holds every year for the past couple of years now, called Golf4Health. This event which holds mainly in Holland is one of our major in-house tools for raising funds, and has been implemented with great success, three years in a row. A date is set, and arrangements are underway for the first Golf4Health event in South Africa to be held in 2021.





# AMSTERDAM INTERNATIONAL WATER WEEK.

In the framework of the Amsterdam International Water Week, held from 4 to 8 November 2019, our theatre group earlier mentioned, called Water4Life mesmerized the crowd of Amsterdam with an epic performance that demonstrated the importance of clean drinking water, hygiene and sanitation. Our Water4life show is the result of the collaboration between Amsterdam International Water Week, Nijhuis Industries, World Waternet and the Health Promoters. Numerous performances were done in and around Amsterdam with the same message conveyed in many different ways. This program was both launched and consolidated in that event and currently, new scripts and performances are being created for future use. We envisage that the Water4Life show will become one of our greatest tools to impact communities, especially women and children, with vital health knowledge.



## GALLA@Healthpromoters:

On Monday, April 8, Dutch couturier Ronald Kolk presented the first copy of a scarf he specially designed for the mission of the Health Promoters to H.H. Princess Anita of Oranje-Nassau-Van Vollenhoven. The 50th anniversary of Dr. Harold Robles's humanitarian activities, co-founder of Health Promotion South Africa Trust (HPSA) was also remembered and celebrated. The venue was Castle de Wittenburg in Wassenaar, close to the Governmental Capital City of the Netherlands, The Hague.

Various artists, including the well-known Dutch entertainers, Karin Bloemen, Mariska van Kolck and Lou Prince surprised the guests with very special performances. Karin Bloemen performed for the first time and as a total surprise a song in honor of HPSA (Health Promotion South Africa Trust). The evening was made possible thanks through the support of Castle de Wittenburg, ID DJ Entertainment and the many friends of the Health Promoters in the Netherlands. Former Police spokesperson Klaas Wilting was the master of ceremonies. The dinner was attended by 160 friends.

The impact of our work is considerable. We reach between 15, 000 and 20,000 people every year. Our attendees enjoy their learning and are very appreciative of the chance to learn knowledge that can improve the health and outlook of their families, friends and themselves. It is also often reported to us that many of our graduates find work in orphanages, crèches, elder care etc.





# Lifechanging Health Education





# FINANCIALS

"Naude and Partners – Registered Accountants and Auditors, Somerset West, Western Cape have audited the financial statement of the Health Promotion South Africa Trust for the past three years, including the current financial year of March, 2019 to February, 2020, which was interrupted by COVID-19, but is again underway".

*Ilonka du Toit Naude & Partners*

The financial report presented below comprises the:

- Donation Income: all the funds donated by private donors, foundations and individuals for the period above stated.
- The Income Generation: all the funds acquired from in-house trust fundraising efforts for the period above stated; and the Interest accruing from bank accounts for the period above stated. The report also includes the expenditure of this income on three operational aspects namely :
  - Basic Health Education course: our free-of-charge health education course undertaken by the large majority of our participants in workshop and outreach settings, as well as pupils in schools.
  - Awareness Campaigns/HP TABLE, usually events and activities aimed at raising awareness in the areas where we operate, regarding endemic health issues; and finally,
  - Marketing aimed at brand awareness both in and around our target communities.

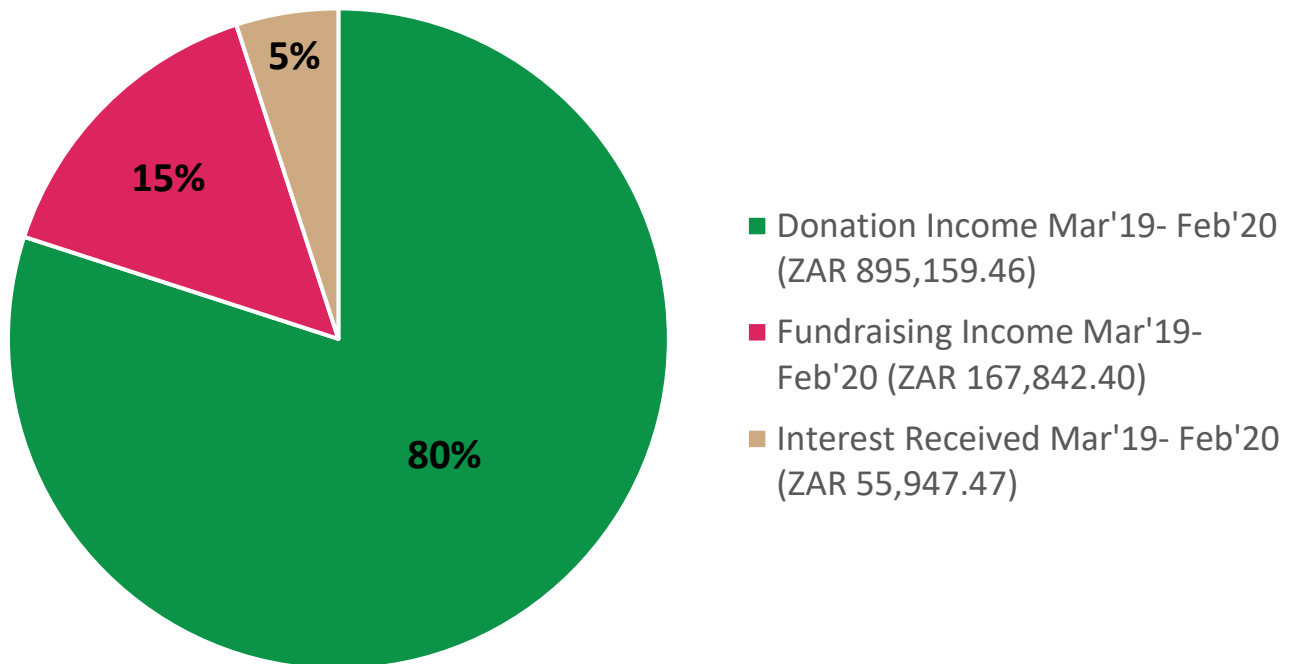
## Income 2019/2020

| Type              | Amount in ZAR | Percentage |
|-------------------|---------------|------------|
| Donation Income   | 895,159.46    | 80%        |
| Income Generation | 167,842.40    | 15%        |
| Interest          | 55,947.47     | 5%         |

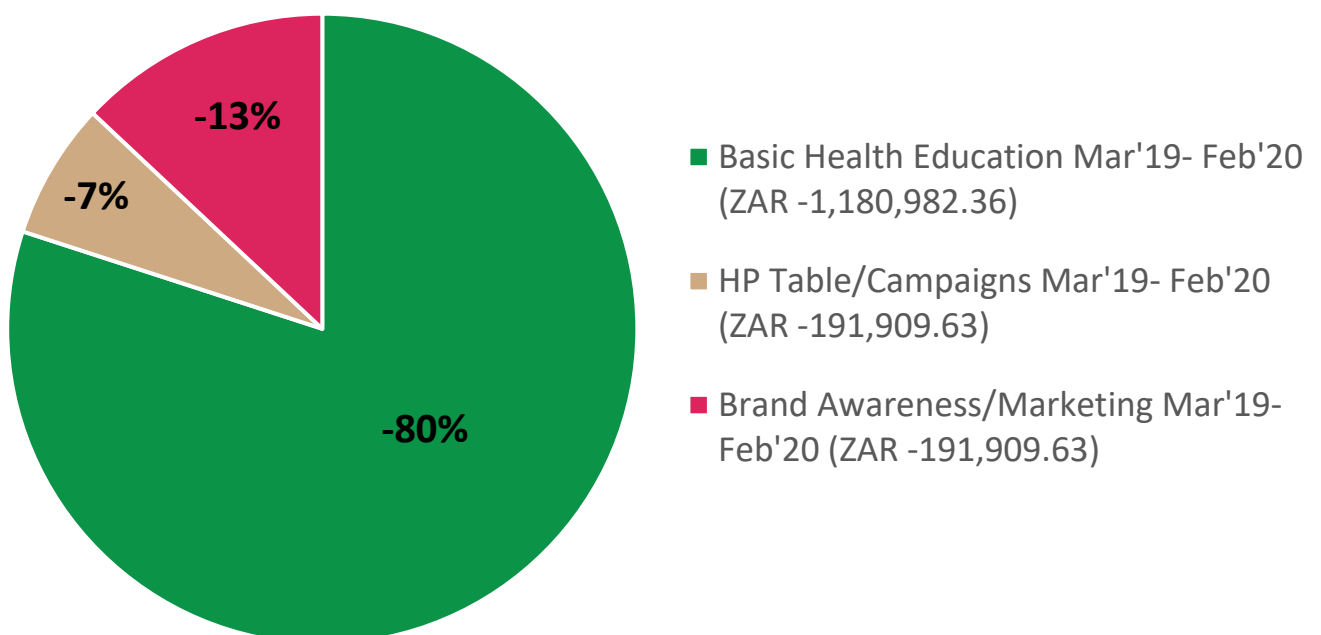
## Expenditure 2019/2020

| Category                  | Amount in ZAR | Percentage |
|---------------------------|---------------|------------|
| Basic Health Education    | 1,180,982.36  | 80%        |
| Brand awareness/Marketing | 191,909.63    | 13%        |
| HP TABLE/Campaigns        | 103,335.96    | 7%         |

**Pie Chart Income March'19- February'20**



**Pie Chart Expenditure March'19 - February'20**



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