



Promoting wellness and healthcare for the vulnerable

Description

AfroCentric and De Beers join forces together with the support of the South African Business Coalition on Health and AIDS (SABCOHA) and the South African National AIDS Council (SANAC) Private Sector Forum.

In an inspiring display of corporate social responsibility, AfroCentric proudly showcased the successful completion of our mission, in collaboration with De Beers, to fully fund 25 000 health and wellness screenings for vulnerable employees and communities in the Venetia Mine area and districts of Limpopo. This transformative initiative stands as a beacon of hope and a testament to the power of collective action in addressing critical healthcare needs.

The journey began in 2017 when De Beers and EOH partnered with SABCOHA for a ground-breaking initiative in Limpopo. Their aim: to extend the reach of donor-funded wellness programmes to underserved communities.

Building on the success of the 2017 initiative, for the 2021/22 financial year, AfroCentric and De Beers committed to fully funding the wellness screening of 25 000 people including employees at the De Beers Venetia Mine, and labour sending areas of the Vhembe and Capricorn Districts in Limpopo including Blouberg, Musina and Alldays.

This initiative, totalling a remarkable R4.7 million contribution from AfroCentric and an equal contribution from De Beers, underscores AfroCentric's dedication to supporting vulnerable communities in pursuit of better health, wellness and access to quality healthcare.

Comprehensive screening and outreach



The project, spanning from 23 January 2023 to 8 September 2023, saw AfroCentric Employee Health Solutions leading the charge. Activities included comprehensive health screenings encompassing HIV counselling and testing, TB screening, STI screening, blood pressure checks, glucose monitoring, BMI assessments and vision screening. The BizAIDS programme, which focused on training microenterprises in the management of community health services was allocated a significant R2.7 million as part of the ESD budget allocation for the campaign.

Contributing to national strategic plan targets

The initiative aligns seamlessly with the five-year National Strategic Plans (NSPs) for HIV/AIDS, sexually transmitted infections (STIs), and tuberculosis (TB). By intensifying focus on severely affected populations, deploying high-impact interventions, and strengthening healthcare systems, AfroCentric and De Beers are playing a vital role in advancing national health goals.

AfroCentric’s CSI strategy: a commitment to transformation

AfroCentric’s Corporate Social Investment (CSI) and Socioeconomic Development (SED) strategy is aligned with strategic objectives and a mission as a socially responsible corporate citizen. These initiatives focus on health, education and youth development, particularly in the communities where AfroCentric operates.

The partnership between AfroCentric and De Beers is not only a testament to our commitment to the vulnerable communities we serve, but also a shining example of the transformative power of corporate collaboration in the pursuit of a healthier, more equitable society. As we continue to champion wellness and healthcare for all, we continue to aspire towards impact that reaches far beyond the Venetia Mine area, setting a precedent for corporate excellence in social responsibility.

Category

1. Our CSI

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