

TEACHING AID REACHES SCHOOLS

The Foundation's mEducation project has now reached 16 schools in Fiji.

Coqeloa Primary, Drasa Primary, St Augustine Primary, Solaira District, Boubale Primary, Nausori District, Naduna Primary, Waiqele Primary, Krishna Vedic School, Kuku District, Nuku District, Ami Chandra Memorial, Vitogo District, and Rambisesar Primary are now using mEducation sets as teaching-learning tools.

The sets comprise of an internet accessing web-box, a computer screen, VGA converter, connectors, and speakers.

Foundation Executive Ambalika Devi said this kind of technology would help empower teachers and



mEducation toolkit for Kuku District School

students to access more information.

"The teachers can now download information, five times more data, and carry this package from one classroom to another with project information on the white board for all children to see and hear," Devi said.

The mEducation, which allows for online accessing of approved educational sites, is benefitting more than 3000 students in these schools.

The Foundation aims to deploy mEducation in 100 primary schools by 2013.

VODAFONE EMBARKS ON mLEARNING

Vodafone Fiji is embarking on an ambitious mLearning project with the intention to make education and learning accessible to all, irrespective of their location.

The mLearning pilot project entails deploying PCs with wireless connection in two schools (rural & urban) with full internet connection and linking a rural and urban school for a live session using high speed internet.

Full deployment will include high speed internet connectivity to schools, and infrastructure deployment in schools for internet access.

Some of the benefits of mLearning are: bridge the information divide between the urban and rural students; access to vast teaching materials including digital copies, videos, audio files will increase the level of education in Fiji; bridge the communication gap; and knowledge accessibility for rural students.

Vodafone's Business Development Manager Rajnesh Prasad said "mobile learning decreases limitation of learning location with the mobility of general portable devices."

HANDS ON MAKING A WORLD OF DIFFERENCE

The Vodafone ATH Fiji Foundation finds passionate people who want to make a difference in the community.

We support them financially and professionally while they work for a Fiji charity for a set period of time, ranging from a four months to one year.

The aim is to grow the leadership and capacity of individuals as well as strengthen the charity's ability to work in the community both now and in the future.

Vodafone World of Difference connects

with a community project's vision, then adds support, resources, networking and inspiration to truly make a World of Difference.

This year the Foundation's Board of Trustees endorsed the selection of nine Vodafone World of Difference candidates, each to work for a charity's cause and the community that they are passionate about.

The nine candidates, from the West, North and Central Eastern regions, will be working for long and short term streams.

Read full coverage on Page 6-7.



Launching WoD 2012-2013 programme

LASELEVU HAS ACCESS TO SAFE WATER

'Water, water everywhere but not a drop to drink' would be an extreme analogy but villagers at Laselevu, in upper Naitasiri, came close to it.

Despite a river running past, access to safe drinking had been a problem for the village of decades. Walking down the hill to a nearby school get water, or relying on stream water for drinking and cooking was a regular part of life. A shared piped connection was next to useless because Laselevu was situated on higher grounds and the water flow was a dribble at best of times.

Not anymore.

The Rotary Pacific Water For Life Foundation (RPWL) has now installed a new piping system that provides water from a dam three kilometers

away, allowing for water flow throughout the settlement.

At a function at Laselevu to mark the end of water woes for Laselevu, Vodafone Fiji chief executive officer Aslam Khan called on other organisations to sympathise with the plight of rural dwellers in the more isolated areas of Fiji.

"We are witness to the pains and struggle of people in our country despite having water around them they struggle for fresh water," said Khan, who is also the chair of RPWL, said.

He said the organisation had so far aided 190 projects which had received major sponsorship of Vodafone of around \$2 million.



Adriv Vakaravu and Aslam Khan at Laselevu

A PRICELESS TRIP TO ROMA

Roma typifies the meaning of isolation. Head out of Suva and 45 minutes later, the sealed road becomes a gravel one. After three hours on this steadily getting worse road, you hop off for a 30 minute hike up a steep gradient, then three river crossings and narrow, muddy jungle paths. There, nestled in the mountain range connected to Mount Victoria, is Roma.

Mind you, the road travelled above was done on a four wheel drive vehicle – those who live out in Roma and its surrounds rely on horseback and buses, or good old hot-footing to get them to centres of civilization. And buses and other vehicles are available for them only after you reach that thing that looks like a road.

Of course, it had to be a 4X4 – there were VIPs like Mr. Johnny Engell-Hansen, Deputy Head of the European Union delegation in the Pacific and Mr. Sebastiaan De Smet of the European Union joining Mr. Gael Léopold, Manager of the Rotary Pacific Water For Life Foundation (RPWL) and Mr. Etika Sing, Projects Coordinator for RPWL in their bid to reach one of the remotest parts of Fiji.

For all of them June 22, 2012 will remain a unique experience for they spent it tramping jungle paths in the heart of the mountain ranges in the middle of Viti Levu. But, as they say, it was worth it – to see the pleasure on the faces of the villagers when the village taps were turned on was



Mr Gael Leopold and Mr Sebastiaan De Smet at Roma

priceless. Mr. Engell-Hansen, EU representative, said was very happy with his day in Roma as it allowed him to see and experiment the life of rural Fijian communities.

Rotary Pacific Water For Life Foundation (RPWL), for which Vodafone is major funding agent, worked in Roma to find and secure a new water catchment in the hills above the village in order to bring

safe drinking water to everyone in the village. From now on, villagers won't have to carry their own supply in buckets or bottles which will be a great relief for them

With this project, the Rotary Pacific Water For Life Foundation is getting closer to having completed 200 projects in Fiji since 2007 and is looking at doing more in the years to come.

HEARTFELT HIBISCUS

Vodafone donates another \$200k to FCGP Children's Heart Foundation

Vodafone donated another \$200,000 to the Children's Heart Foundation during the Hibiscus Festival at Albert Park.

The donation was made few days after four more children, Sera Liku, Joseph Eliesa Mama'o, Adi Paulini Drauna, Kartik Sharma and Nidhish were provided assistance by the Foundation to go for heart treatment in India.

The Foundation, with its charity partners, has continued to take actions to help prevent the development of debility and premature death in underprivileged children. These children suffer from correctable heart diseases and other medical problems.

Since 2007 a total of 59 children have been sent to get specialized lifesaving medical treatment abroad. These stricken children are provided important pathways for a timely and effective referral for life saving heart surgeries.

Since 2007 more than \$1million was disbursed by the Foundation to the Fiji College of General Practitioners Children's Heart Foundation for this purpose.



Vodafone Fiji CEO Aslam Khan handing over cheque to Gyan Singh of FCGP Children's Heart Foundation

mHEALTH HEADS FOR MAJOR OVERHAUL

In the wake of the United Nations and Pacific Leaders Forum, in September 2011, declaring that the state of Non-communicable Diseases (NCDs) in the Pacific as a crisis, Vodafone is grateful that mHealth is making a positive impact in combating this regrettable state of affairs. We have more than tripled mHealth customers from 10,000 in March to 34,412 now – an illustration of both the success of the programme as well as the growing need by a population seeking valid information

on the state of their health. mHealth together has reached over 70,000 population which is 10 per cent of the current customer base.

Based on the queries received through Dr SMS platform, mHealth symposium outcomes, disable and assistive device distributions, a need was identified to add more specific channels to which our customers can seek proactive advise on health issues they are concerned about. Hence, mHealth has been upgraded with specific channels as follows:

2. mHBP
Provides information associated with other diseases such as loss of vision, haemorrhage, stroke, heart diseases, kidney, heart and other organ failures.

3. mHeart
Cholesterol levels, lack of exercise, improper diet, ignorance of healthy eating and cooking habits are key issues addressed through this channel.

4. mLiver
Provides information on functions of liver, types of diseases associated with liver, signs and symptoms of Liver problems.

5. mDiabetes
Provides information on signs and symptoms leading to diabetes, types of diabetes, their treatment and management of diabetes.

6. mCancer
Seeks to raise awareness on various types of cancers that is prevalent amongst children, youths, women and adults.

7. mGyno
Seeks to assist potential mothers on proper gynecological care.

8. mFitness
Provides information on the importance of exercise and training, types of exercises, and health benefits of exercising.

9. mChild
Aims to illustrate the importance of healthy eating and living practices during childhood that will lead to healthy adolescents.

10. mEyeCare
Aims to educate on types of eye diseases, general eye care and treatment options to prevent eye impairments.

11. mReproductive
Seeks address those individuals who face problems with erectile dysfunctions, inability to conceive and general manhood difficulties.

12. mDisability
Raises awareness on early childhood disabilities and guidance to individual with disabilities and families on how to handle disability.

13. mStress
Aims to educate on importance of mental health, how mental health is linked to childhood behaviours, dietary patterns, exercise and stress.



VODAFONE REP ATTENDS mHEALTH SUMMIT

Vodafone's Business Development Manager Rajnesh Prasad and Lead Developer Praneel Singh attended an advance meeting for the Mobile Health Summit in Cape Town, South Africa in June. The United Nations Foundation held this briefing to discuss "how mobile technology is delivering dramatic results in the health field".

The conference heard ways mobile health is changing the way health services are being delivered.

It discussed critical issues faced by healthcare systems worldwide, including aging populations and chronic and infectious diseases. Mobile innovation in telecom has grown rapidly over the past few years, and innovations are being built upon this growth to provide more cost effective and higher quality care.

Adele Waugaman, Senior Director Technology Partnership of UN Foundation spoke about how the UN Foundation and Vodafone partnership (which began in 2005), in conjunction with the World Health Organization, will be releasing the results of the first comprehensive global survey about how governments and NGOs around the world are using mobile tools to

support health goals.

This benchmark has analyzed 112 countries in 13 categories to provide a comprehensive picture of what mHealth use looks like globally, what key areas that are lagging behind, and what tools are being used.

Carlos Martínez Miguel, Head of Strategic Analysis & Planning, Global Healthcare for Telefonica talked about how Telefonica was created to address the high potential they foresee in the healthcare sector. He spoke of the crossroads we're currently approaching because of global trends, the quality and accessibility of service (especially for high risk and aging populations), the prevalence of chronic diseases, and the shortage of healthcare professionals.

Carlos focused on how communications can help to connect the healthcare system with individual patients at home and on the move. Telefonica wants to foster integration and collaboration between professionals, empowering them to get access to solutions which will improve quality of life, peace of mind, higher safety, and better lives for patients.

mHEALTH IS CHANGING LIVES

"When the mHealth text comes, I read and follow the advise. This has helped me a lot. By following the advise ... what to eat and how to exercise ... I have reduced my cholesterol level. Before my body used to feel heavy, now I feel lighter. Before I could not walk continuous for half hour, now I can walk three hours continuous. I have even bought a blood pressure machine to measure everyday and keep myself healthy.

Zafrullah Khan (9377411), Age 50 years

mVOLUNTEER

SEEKING PROFESSIONALS WITH A GIVING NATURE



mVolunteer – It won't be long before our phones become our default point of entry into a growing network of social change on a national scale.

We are now working towards having in place another unique way for Fiji citizens to tap into Vodafone's ever-increasing social services network.

To this end, we are now calling on professionals, retired and otherwise, who want to join our professional volunteer programme mVolunteer, the new platform that complements both mHealth and mEducation.

The professional Volunteer

platform will be registering interest from experienced personnel from the health, education, legal, cultural, economic, socio-economic and security sectors.

Registration can be done through dialing *979#. You will be required submit your CV and to attend a district Training of Trainers programme.

Once you register with us, and fulfil the other criteria, you are then able to give back to the society that you live in and do business with.

"There are endless possibilities to use mobile applications in new and unique ways to connect with individuals so that we can

provide them increased access to programmes that will improve their day-to-day lives," says Vodafone CEO Aslam Khan. "The mVolunteer platform grows our repertoire of applications into an area we feel will benefit everyone in Fiji."

"Imagine being instantly in touch with a professional the minute a problematic issue becomes apparent for you, and then being able to access that person's expertise and then, if need be, be directed to the right people near you who can help you immediately: that is what we envisage mVolunteer will be able to do for you."

Vodafone is looking for professionals who can volunteer their knowledge, skill and passion towards addressing unmet educational and medical needs as well as address humanitarian crisis and help students reach their full potential through school performance.

The mVolunteer platform especially seeks to engage those who are retiring so they can continue to give the knowledge, skill and passion they have accumulated back to the society.

Continued involvement in society at a level such as what mVolunteer will provide means participants will be able to maintain their good mental health. Senior citizens, in particular, will have a platform to share values, principles and ethics with the newer generation.

mDONATION

SET UP TO UPSCALE mHEALTH

Vodafone mHealth is being upscaled to combat the growing susceptibility of those most vulnerable in our society – children, mothers and the aged.

ACATA Donation will seek to raise funds towards implementing proactive measures to address the humanitarian crises and unmet medical needs in high-risk communities. The funds will be used for upscaling mHealth into areas which cannot be otherwise addressed by existing mHealth applications, for example, innovative and holistic/integrated medical outreach. This includes mobilizing health care workers and training them to conduct tests and providing in-community care. The trainings will be provided by the health and medical experts aligned to ACATA Trust Fiji and its partners Kidney Foundation and Cancer Society. Also, plans are to provide the trained with equipments such as diabetes testing machines, strips, pressure machines, cholesterol testing, anaemia testing machine etc.

One of the immediate needs facing mHealth is the purchase of electronic blood count machines which can provide quick (around 10 seconds) and easy red blood counts and leukocyte counts – one way of determining the state of health of a person, even a community.

Given the growing poverty situation and the increasing demands on the health system in which treatment is becoming very erratic, expensive and unaffordable by majority of families, it is imperative we increase our efforts towards ensuring an environment of better access to health for all our citizens. Of major concern is the vulnerability of our children, as shown in the recent survey by ACATA (you can read about that on Page 9 in this newsletter).

Upscaling mHealth is an added impetus in the direction of better health in our communities, with ACATA then being able to put into place a range of measures to allow better facilitation of its service and in running more innovative and proactive Health programme.

This will better prepare ACATA in identifying health problems through conducting community health surveys and running series of participatory health workshops.

mHealth free dial *979#

TOWARDS SUSTAINABLE FOOD



The Sangam Fiji Foundation's Sustainable Food Programme is making waves in the Western Division with 38 schools having access to seedlings like Egg Plant, Tomatoes, Capsicum, Long Chillies, Cabbage.

The programme is managed by our World of Difference candidate Jitendra Naidu who is promoting sustainable agriculture in communities by linking the project to gardens and canteens in schools.

So far the programme has engaged Ministry of Agriculture, Ministry of Health, Ministry of Education,



School Managements, and school Children.

Sustainable Food Programme is also helping farmers affected by the January and March floods to rehabilitate their farms.

The Foundation had donated \$40,000 to the Sangam Fiji Foundation towards this effort.

With the funding received, TISI is making available seedlings to farmers so that they could make a speedy recovery. A total of 39 communities are currently benefitting with over 10,000 seedling distributed.

PHYSICALLY-CHALLENGED NEED SOCIAL INTERACTION TOO

Rosan Lal, our World of Difference candidate working for ACATA Trust Fiji, says physically challenged individuals also need to have distractions from the circumstances surrounding paralysis.

It is imperative to keep engaging with people who are bed-ridden, so they can too get the most out of their lives, Rosan said. "There is an urgent need for family members to be educated on the social, emotional and medical needs of the physically challenged individuals and how to best deal with such situations."

"Keeping the person's mind active, talking to the person about what is going on in the lives of family members and friends, listening to the news together and talking about world events with disabled individuals helps the persons maintain an interest in the world around them. They need to express their thoughts in every way possible."

Rosan made the comments while

donating a wheelchair for the use of brother and sister, Mohammed Javed (25), and Mauzeem Bano (27), of Olosara, Sigatoka, who have been confined to bed for over five years due to immobility in their lower body.

The wheelchair donation was made possible through Fiji Wheelchairs and the Vodafone ATH Fiji Foundation.

For mother Naseem Bano the wheelchair means some relief from the near-overwhelming difficulties of moving her grown children that she faces on a daily basis. And it also means more time for the siblings in sunlight and fresh air. She looks after Javed and Mauzeem 24/7, no mean feat for anyone, and the physical challenges of her children have almost taken over her whole life

"My children have been ill due to unknown causes and we have been desperately trying to get medical attention for the two children since 2007."



Bank of Baroda Sigatoka staff with Mauzeem Bano

Citing the siblings' case, Rosan said families with bed-ridden physically-challenged members needed to boost the interaction level of disabled persons.

"Laugh and encourage visitors to

laugh and have fun. The paralyzed person needs something to think about besides their own condition. Watching educational programs together also encourages learning," said Rosan.



British High Commissioner with Josko

Josko Wakaniyasi of the Spinal Injury Association was instrumental in securing and aiding in the distribution of 309 wheelchairs from British charity organisation PhysioNet.

The wheelchairs were part of a larger consignment received in June from PhysioNet and included 105 packages of paediatric physiotherapy equipment for the Special schools and mobility items for distribution to hospitals around the islands.

Josko's work in this grand initiative for the disabled in Fiji earned him much praise, and a tenure for one year as a World of Difference candidate from Vodafone ATH Fiji Foundation

"Josko has brought with him a new ray of hope for the disabled through his inspiring work with various NGOs - national and international - working towards giving back life to the disabled," said Foundation Executive Ambalika Devi at a function in June in which the British High Commissioner, Mac McLachlan handed over the consignment

ONE MAN'S PASSION LEADS TO GAIN FOR MANY

of paediatric equipment to the Spinal Injury Association.

Devi announced Josko's candidature to WoD at the same function: "Today, we are proud to declare that the Vodafone ATH Fiji Foundation will pay Josko's allocation and seed funding for the next twelve months, through the Vodafone World of Difference Programme. This is to ensure that Josko is able to meet his objectives with minimal challenges and with maximum impact."

"We believe that the success of any NGO depends on the passion of the people behind it - and we have found such passion in the man behind Spinal Injury Association - Josko."

"The Foundation has been engaged with Spinal Injury Association for the last decade, and seen the it growing from strength to strength over the years," she said.

PhysioNet is a charity based in Yorkshire, England that was set up in 2005 to provide physiotherapy equipment to disabled children in Eastern & Central Europe and in developing countries round the world. All equipment is donated and is refurbished prior to shipment.

At the handover ceremony, High Commissioner McLachlan said British values are all about equality, non-discrimination and a level playing field for all.

"In the UK, as in Fiji, we believe in the protection and participation of our disabled

citizens. On October 01, 2010 our laws were again revised and renamed "the Equality Act" encompassing aims to protect disabled people and prevent disability discrimination."

On the PhysioNet donation, he said: "I am assured that the items will be distributed fairly and will greatly assist those in need. Special equipment is expensive and donations of this nature are greatly valued and appreciated. On your behalf I extend a word of sincere appreciation to PhysioNet UK and all their contributors for their donations, which will enhance the mobility and self assurance of a lot of people in Fiji."

Elaborating on Josko's tenure with WoD, Devi said his passion for enabling projects for the physically challenged will now have greater momentum.



WoD contract signing

SUPPORTING SOCIAL INNOVATION

The World of Difference programme is all about celebrating social innovation and giving people the chance to work for a charity of their choice for few months or a year.

Our candidates are social innovators, who choose a charity they are passionate about and develop or are already involved in a project that they believe makes a world of difference to them. They then find themselves in the role of a lifetime, being involved in their community making a difference to people's lives – with a little help from us.

So, what is social innovation? It's simply the act of using your creativity to do good.

We admire that and actively seek to engage volunteers from around the country who are passionate about donating their knowledge and skill and get paid to do it.

Our candidates' projects are themed around "mobilizing communities and mobilizing social change".

And how do we at the Foundation see the WoD programme working out – for us, for our candidates and for the nation?

We want to prepare as many as we can to empower all those they come in contact with.

The World of Difference works because the programme is focussed on the following

- satisfying aspirations for self development,
- partnering positive social change,
- thinking big,
- reaching larger number of people,
- increasing efficiency and value for resources,
- releasing the creativity and the potential of our people.

The programme's success is based on initiating activities that engage young people at a deeper level, allowing them to channel their energies into activities that build lasting relationship and understandings and continue to advocate for activities that they are passionate about.

Added to that, the programme offers opportunities for being innovative, creative and doing things differently like using mobile technology for multiplier impacts.

The Vodafone World of Difference also aims to identify root causes of the problems and take proactive approach to addressing and preventing community issues.

Celebrating 10 years of World of Difference: The 2012 Grahame Maher Awards

Welcome to the 2012 World of Difference Grahame Maher Awards, in memory of Grahame - an inspirational leader and champion of our World of Difference programme. As the Vodafone Foundation is this year celebrating 10 years of World of Difference, we are proud to announce that we are offering 10 opportunities to win an award.

The awards offer ten previous World of Difference winners the chance to win £20,000 for their charity which they can utilise to develop and implement a project that engenders change. Change that is sustainable and has a lasting impact on their charity and the community around it. We already know you're passionate about making a difference, but now you'll have the potential to do far more for your charity.

Each ten award winners will be granted £20,000 to spend on a previously agreed project.

Applications close on October 28, 2012. Visit our website for additional details.

World of Difference 2012/2013 candidates

Allen Lockington

Whether it is delivering a mist blower to pawpaw farmers in Vuda, or handing over hospital beds to the Nailaga Health center in Ba, Allen constantly keeps the Rotary motto before himself: Service Above Self.

As a Project Officer with Rotary Lautoka, and working in tandem with the Western Charity Alliance, Allen's dedication earned him a candidate's berth in the World of Difference programme.

He hopes his project "Engaging Corporate with Community Issues" will lead to more socially-minded corporations to take up the battle against poverty in Fiji.

As a WoD candidate, Allen will be able to further develop his activities with the Western Charity Alliance for establishing in partnership with corporate donors

He will also work with Poverty Alleviation and agriculture projects, aligning them to health issues like reduction in use of pesticides and educating farmers of its harmful effects.

"There are many farmers struggling to get back to their feet following the disasters we have had recently and any assistance we provide helps them a lot."

The assistance is in the form of wheelbarrows, knapsack sprayers, forks and spades and fertilizer, and very much appreciated.



Jitendra Naidu

Belonging to a Society whose mission is to educate and inspire has led to Jitendra having a better understanding of what people need in the community.

To this end, Jitendra, Project Officer with the Sangam Fiji Foundation, focuses on those aspect that will bring direct and immediate benefit – like, distributing seedlings to 38 schools in the West.

He says that students need to be taught to be self-reliant, and one of the best methods of doing that was to teach them food production. What the students learnt about plant husbandry in schools could see them become self-reliant for life, he says. He also passes on tips on other types of agricultural production, including bee-keeping.

And in keeping with the Society's motto of being a valuable stakeholder in the development of a multicultural nation, Jitendra also spends time in projects like holding workshops on Non Communicable Diseases to make his community more aware of the ways to battle this growing health concern in Fiji.

One of the projects Jitendra is presently involved in is the setting up of a micro-insurance scheme through insurance providers LIC. A Memorandum of Understanding is already in place with the Sangam Fiji Foundation and the fruition of this project will see members accessing affordable term life policies for as low as \$14.



Joshko Wakaniyasi

Joshko's project title says a lot: 'Physically Challenged Enabling Project'. And his successes to that end have been praised far and wide.

As Executive Director of Spinal Injury Association (SIA) he is the man behind the June donation of a large consignment of assistive devices for the disabled to Fiji by the PhysioNet charity in England. By large we are talking some 300 wheelchairs, 105 packages of paediatric physiotherapy equipment for the Special schools and mobility items for distribution to hospitals around the islands.

It is little wonder that he is called a man with a passion: he is on a mission for enabling the physically-challenged in Fiji and we are backing him all the way. He is presently involved in coordinating a Cerebral Palsy Alliance Australia shipment of donations.

You can read more about Joshko's contributions to the PhysioNet mHealth free dial *979#



donation on Page 5 in this newsletter.

Joshko's project with the World of Difference also entails

- Assisting institution and other civil society organizations.
- Identifying participants for the Motivation Australia workshop.
- Initiating stakeholders meeting in relation to disability services.
- Coordinating awareness program for SIA at the Hibiscus festival (SIA NGO booth)
- Coordinating and facilitating SIA women's workshop

Milika Baukitoga

As Project Officer with the National Volunteer Centre, Milika has a very hands-on approach to her interaction with women in our society.



She teaches income-generating craftwork

to women and youth: what they make, they can sell and that is the main purpose for our WoD candidate – to enable women and youth in lower socio-economic situations to be able to make money with their talent.

Her repertoire includes the making of doormats, home made dish washing paste, home made protein hair treatment, crochet, jam and floral arrangements.

And she making good headway in her bid to empower women in rural areas – she has had talk back shows on Radio Fiji One on topics ranging from women empowerment and other social issues. And she addresses church groups in Valelevu and Lami on women issues.

More importantly, Milika has struck a deal with the Ministry of Social Welfare which allows her access to HART offices so that she can teach in 17 communities.

Peni Tabua

King of 2011 Festival of the Friendly North, Peni Tabua is not your run-of-the-mill fitness instructor. His concern for youth fitness and well-being goes so much beyond that.



One the driving forces behind this Rotary Club of Labasa project officer is the fact that youth born after 1980s have a imbalance in their liver, as revealed by doctors. So Peni conducts special gym sessions for youth born after 1980s to help them balance their health. These special sessions came about from the regular surveys he undertakes to profile youth physical and mental health in his community.

In every fitness session he holds, he shows health clip videos. And he holds health symposiums, conducts free health screening in conjunction with the Ministry of Health and he keeps tabs on community health through vigilance from NGO partners.

The indefatigable instructor has also conducted a workshop on Sexual Health and STI with

participants from different youth clubs in the North and holds free training session for ladies every Wednesday and Friday at the Northern Fitness Centre.

Ratu Lawa Naivulavula

Ratu Lawa from the Psychiatric Survivors Association has one goal – use art and the theatre to make people more aware of mental health issues in Fiji. He writes and directs skits that dramatizes health issues.



In his position as the Coordinator of Theatre Projects for PSA, Ratu Lawa believes the community will better understand the issues around mental health if it was brought to them as a project they can take part in an engaging manner. Watching the issues is better than having to read up on them from the sea of information that is available.

It is important to Ratu Lawa that the message is broadcast effectively – for the PSA is led by and exists for people with mental health and was formed in 2004 by a small group of people previously diagnosed with mental illness.

It is a matter of taking the essence of a mental health issue, putting some dramatic effect to it and the message can have so much impact then wading through volumes of paper, he believes. He is tasked with creating awareness on psychiatric behaviour through mobilizing people and lifestyle change advocacy.

The Theatre Project will soon be taking more skits out to the people. PSA has already reached out to 275 people through its Theatre Arts project.

Rosan Lal

When Rosan Lal presented the findings of the Child Health Survey 2012 – Fiji on 20 August, his passion and concern for child health was very apparent.



In his capacity as Executive Director for ACATA Fiji Trust, Rosan is privy to the most revealing data on the state of health of the most vulnerable people in our society, and it makes him a driven health advocate. You can read about the Child Health Survey findings on Page 9 in this newsletter

Rosan also manages our mHealth and our Dr SMS platforms, and will also manage our forthcoming mVolunteer programme. Additionally, he is tasked with the establishment of 16 mobile wellness centres Fiji-wide.

The area our WoD candidate will lend his particular focus during his tenure with us will be the Addressing Humanitarian Crisis Project.

Other areas of interest include:

- Corporate Health & Wellness Programmes
- School & Community
- Health screenings – Vodafone Hibiscus Festival + Vodafone Festival of the Friendly North.

- School health and wellness policy, in turn fostering a healthier generation
- Development of mProfessional Volunteer Registration
- mHealth specific channel development.
- Identifying physically challenged individuals and networking to deliver assistance

Salote Marama

Financial capacity building in her community looms large in Salote's horizon. The list of projects she is involved in is very extensive but all of them one thing in common



– ensure a collaborative effort to take income generation for the whole community to a higher level. Food security and healthy eating are also priorities for her.

As Project Officer for Nilsen College, Salote pretty much knows everybody in the small community and she knows exactly who is available for what. While unemployment is a major concern, Salote's turning this situation into something everyone will benefit from. Poultry production is the focus for the moment – both at the College and at Nasivi settlement. Men at the settlement are now working – encouraged by the women, no less – to build chicken runs and coops for raising meat birds.

The Methodist Women's Club in Nasivi have also started with vegetable farming and while things may not be so rosy right now, the future looks a little brighter for the people of Nasivi, thanks to our WoD candidate Salote Marama.

Other projects Salote is involved in:

- Income generation projects for community women on crab farming. With guidance and assistance from Ministry of Agriculture.
- Designing and implementing school canteen projects and connecting children to gardens using the Sustainable Food Programme.
- Publicizing women's income generation project.
- Facilitate training on Women Maternal Health.

Shivneil Kumar

Shivneil is an artist on a mission. In his WoD project 'Utilising Art to Reflect Social Change' he is taking his art and design talent to schools in the North and is hoping to put up an art and craft exhibition in Labasa soon.



Working with the Northern Charity Alliance, the project officer hopes he will get schools to put more emphasis on art and craft, instill youths in the community with a love for art and portray health issues in art form.

While working on these objectives, Shivneil has participated in conducting basic health screening for 60 people and is working towards doing several public art paintings.



Rajneal & Artika



Lionel Yee at CPS



DEAP ... Rewa Secondary



DEAP ... ACS



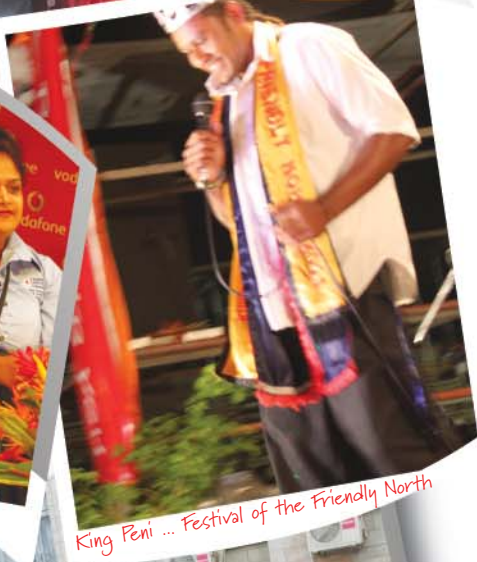
Dr Margaret at CPS



mEducation ... Rambisesar Primary



Dr SMS & mHealth launch in the North



King Peni ... Festival of the Friendly North



DEAP ... Lalean



Police Band ... Crime Prevention



mHealth ... specific channel launch



MOU signing with MOE



Shailend presents Alcatel OneTouch at CPS

DEAP PROJECTS BENEFIT STUDENTS



DEAP handshake ... QVS Assistant Principal Jone Kanailagi with Ambalika Devi

Health issues are plaguing our schools. Elsewhere in this issue you will read about the state of high anxiety facing our communities and education officials as Fiji schools show a marked decrease in student health.

In this article we are dealing with Vodafone's funding of the Duke of Edinburgh Awards Programme (DEAP) and our concern on how the health of our students could be impacting on this programme itself.

The Vodafone ATH Fiji Foundation has been funding DEAP for the past four years. Our funding includes grants between \$1000 to \$5000 into the following programmes: income generation, leadership development, team building and social services.

Our funding has allowed DEAP participants to become involved in such diverse programmes as vegetable gardening, nursery, organic farming, poultry/prawn/Bee farming, barber shops, social services to assist elderly and book drives to assist weaker schools.

A survey, in which our World of Difference candidate Rosan Lal was involved in, reveals

school children are unable to reach their potential due to health issues. While we are glad that the DEAP projects we fund has a good complement of food production, the problem of diminishing health in school is a far greater issue, and may be reaching crisis levels. It is with trepidation we read teachers and principals saying that they are spending more and more time on behaviour management issues, the time they could better utilize in delivering their core function of teaching.

We will continue to fund DEAP projects in the hope we will continue to be able to make a difference to the state of health in our school students.

To date we have funded 100 DEAP schools around Fiji; benefitting 3000 students and 1000 communities.

In 2012, the Foundation will work closely with the Ministry of Education, Youth and Sports, District Youth Officers Northern, Western and Central Eastern Division as well as Senior District Education Officers in projects which will directly benefit 900 students in 30 schools.

SURVEY REVEALS GLOOMY PICTURE

Vodafone World of Difference candidate and Executive Director of ACATA Trust Fiji, Rosan Lal presented the findings of the 'Child Health 2012 – Fiji' survey, carried out by the Trust in its efforts towards creating a healthier generation who will be less susceptible to NCDs and early deaths, on 20 August at Marela House to the Heads of Department of Ministry of Education.

The survey paints a gloomy, and possibly deteriorating, picture of child health and raises many fears among all who are concerned about the welfare of our children.

The survey was conducted in 21 schools around Fiji and gathered data from 4500 students. Of the 21 schools, 11 were primary and 10 secondary, and 11 of them were urban schools and 10 from the rural areas. During the signing of the MOU with ACATA Trust, Permanent Secretary for Education Dr. Brij Lal said "this is one of the most comprehensive state-of health studies undertaken in our education network." The findings are summarized below.

Findings as per percentage of students in the surveyed population:

- 53% are within the recommended WHO Height for Age
 - 61% are either severely thin, thin, overweight or obese
 - 10% do not have Breakfast
 - 85% are not drinking the required amount of water
 - 13% consume excessive canned food
 - 89% do not eat balanced meals
 - 86% consume sugar loaded, carbonated drinks regularly
 - 11% have gone to bed hungry, one time or the other, in a month due to food not being available
 - 80% are not physically active for the recommended 60 minutes a day
 - 25% watch excessive TV, movies or indulge in computer games
 - 28% have concentration problems in class
 - 16% have memory problems
 - 25% are being bullied
 - 23% need assistance from Medical Doctors
- Other supplementary information indicates
- Poverty incidence is highest (above 50%) in the provinces of Ra, Cakaudrove and Macuata.
 - The research shows that the children in Fiji consume excessive processed carbohydrates like white rice, white flour, noodles, etc in comparison to protein and other nutrient intake
 - Children are not getting enough Iodine (found in yoghurt, milk, eggs, etc). This reduces cognition among children, which hinders classroom comprehension and performance
 - Children with insufficient diets are reported to have more problems with health, academic learning, and psychosocial behaviour

The Foundation is taking the findings of this survey in the right spirit, as an additional blueprint of our concerted efforts to improve health in all of our communities.

The Foundation is working closely with ACATA Trust Fiji in ensuring more of early intervention in health issues and related services are available to the people of Fiji to tap into through our network.

The Foundation is already working on boosting the reach and validity of its mHealth platforms, including implementing the mVolunteer and adding further channels to mHealth.

ACATA Trust is currently working with the Ministry of Education to formulate a School Health and Wellness Policy

'HEAVENLY GIFT' AMAZES ANTONIO

Thank you Spinal Injury Association and the ACATA Trust for blessing me with a new wheel chair. I was born in 1995 and after 9 months, the doctors confirmed that I had a vein deformity and that I will not walk. I got my first wheelchair in 2006 when I was in class 4 and ever since I had always relied on other people to push me around especially when I am in school. However, this year at Friendly North Carnival I was provided with a new and flashy wheel chair which I can use to move around without relying on others support. I salute Vodafone ATH Fiji Foundation and all supporters for assisting me with such a heavenly gift. I can now travel alone in my Motivation Tricycle to school.



Antonio Tuvici – Labasa

VODAFONE STAFF PASSIONATE ABOUT THE COMMUNITY

In big ways or small, our staff are demonstrating their engagement with the community they live in.

SANJEEWA'S SUNDAY FIND

During a community gathering one Sunday, Vodafone Chief Marketing Officer, Sanjeeva Parera saw a five-year-old boy (John Elder) who needed celebral polsy wheel chair as he could not move at all and had no control on his body. Parera quickly sought help from the Foundation and a team comprised of charity partners ACATA and Spinal Injury Association came to help. After assessment by a professional physio therapist, Elder was given a wheel chair. Parera said his family was delighted that they could help the child.



"I am glad that we are making a world of difference to the child and their family," said Parera.



A COLLECTIVE EFFORT

Nitendra's wife, who works for DHL, forwarded an email to him that asked for donations towards a wheelchair for a five year old girl. Remembering the Foundation's wheelchair programme, Nitendra was quick to appraise the

Foundation's ACATA representative, Rosan Lal of the situation. Three days later, Sanjeev, the father of the five year old girl, was presented with a wheelchair. The girl went through a professional assessment so a wheelchair for her particular needs could be identified.

Says Nitendra; "I did not do much, just made the right people aware of a need. But still, the feeling of contentment I got was overwhelming. Makes me want to do so much more now. It is a good feeling to be working alongside such passionate and caring people."

THE \$20K AUSSIE RUN

A senior Vodafone executive took part in the City to Surf fun run in Sydney, Australia, in a bid to collect \$20,000 for charity. The funds will be donated to improve health and well-being in communities.

DOUBLE YOUR \$

Under the Double Your \$ programme the following staff raised funds for various causes:

Ravikash Chandra raised \$1300, for helping rebuild home for a family in Rakiraki whose house was destroyed in a fire.

Divik Deo raised \$1000 for Sursaaaz Music group to help raise funds for flood victims.

Arunesh Vishwa raised \$1,039.30 for Batirilagi District School, and \$1,219.95 for Naleba Primary School in the north.

Manorama Singh raised \$1,787.00 for the WOW Project to donate to Cancer Society for Children.

Lilian Fuata raised \$140 for Women's Corrections Centre.

In the above efforts, staff raised a total of \$6,486.25. The Foundation contributed \$5140.00 taking the total \$11,626.25. The Foundation matches dollar for dollar to a maximum of \$1000 collected.



BEFORE



IN PROGRESS

New house for Laxmi

A senior executive of Vodafone Fiji forked out \$8000 from his own pocket to build a two-bedroom house for Vijay Laxmi of Nadawa after seeing the pitiful conditions her family was living in. When Jeevan contacted Laxmi, she was overwhelmed with gratitude, saying that she did not know how to thank this generous person. She said the new house was "very good". "The old house was very small and there was no way we could have built such a house ourselves," said Laxmi.

AMBALIKA TALKS OF LEADERSHIP

When asked to address the Innovative/Social Change Leadership Seminar at Nasinu Muslim College in June, Ambalika Devi felt it was an apt platform for talking about Vodafone's Mobilising Communities and Mobilising Social Change initiative.

Starting off with congratulating the 100 participants for attaining their student leadership roles, Devi went on to challenge them to overcome some common misconceptions about leadership.

"We need to go beyond these concepts: One; there is one—and only one—style of leadership for a group; two, that there is only one leader for any group and finally; that leaders are born," Devi said.

"We need to keep in mind that many members of the group are 'developing leaders,' while the rest are 'also leaders' and that every person has leadership qualities and can be trained into leadership."

"If we ask a staff from community organizations about what they feel



students need to learn in schools, you will hear a common answer: Students need to learn leadership skills. They need to learn leadership skills in college, so that they can help their communities."

Devi says it is not surprising that the same criteria is demanded by personnel managers when hiring for firms, especially those firms with a social conscience.

"Community groups and companies equate leadership with the ability to work well with other people," said Devi.

Passion for the Vanua by Aslam Khan



IN PURSUIT OF SOCIAL GOOD

The Vodafone AT&T Fiji Foundation is set up to mobilise communities and social change where we involve ourselves in projects that seek improvement in the areas of health, education and economic independence. We work closely with organizations whose initiatives address important societal needs.

We believe the application of business principles and business thinking can be very useful in tackling social problems. In this, our approach is more like investors in the community than anything else.

For example, in our World of Difference programme we select candidates with practical experience and 'local' knowledge and pay for the candidate to work with a charity organisation he or she is passionate about. The candidate utilises his or her skill set to implement projects that bring new benefits to the charity organisation.

Our growing mHealth platform tackles head on the health issues that are prevalent in our society and offers a series of programmes that allows easy access to professional health and wellness advice. Such types of projects, with their sustained benefit to society, very clearly demonstrates Vodafone's long-term commitment to the vanua.

Developing leadership in society is extremely important to us and we invest heavily in youths – from school level to community level. We can better face the challenges of overcoming poverty, today and in the future, by enabling our youths now.

Yes, we do tend to act like investors in deciding where and how to allocate our commitments of time and money. We do this to enable the greatest effect on the manifold challenges that face us in the pursuit of our social and charitable objectives.

'Social Investment'
At the heart of
our business'



Corporate Leadership and Beyond Funder programme aims to establish relations and partner solidarity with relevant stakeholders. The aim of Partner Synergy is to identify needs, convene consultations and work together to create maximum impact in our philanthropic and social work.

Since inception, the Foundation has disbursed grant of over \$9.5 million and indirect grant of over \$3million. Vodafone's social investment through the Foundation has created various spin-off and multiplier effects of the programme it implements.

The Vodafone World of Difference programme in partnership with it's WoD Charity Partners has brought in wheelchairs and mobility device worth over \$1.5m for the disadvantaged in Fiji.

Our Partner Synergy Strategy has also seen engagement with corporate sector organizations. One of our ExCo member, Elenoa Biukoto, with her network was able to forge partnership with PriceWaterHouseCoopers, ANZ, Westpac and other corporates.

The partnership with PWC and ANZ was through our WoD Charity ACATA Trust Fiji. The partnership saw screening of health and wellness of staff, analysis of staff health and the linkage to staff performance and productivity, and implementation of corrective measures.

Strengthening core responsibilities of our corporate partners has also seen benefits which aim to bring about social change in our community.

Our World of Difference programme is also partnering with Fiji National University, University of Fiji (preliminary consultations) and other academic institutions to improve youth health at risk who are our future leaders.

Our Foundation Charity Partners are taking initiatives to open cottage industries that is benefitting poorest of the poor through the medical socio economic programme.

Our Mobile for Good programme seeks to set platform that ensures bestowment of individual responsibility in turn reaching larger populations and also allowing every individual to give (SMS giving) towards the cause that one is passionate about.

Since 2004 we have worked closely with over 300 community-based organisations and our quest to engage more people and organizations only grows.

FOUNDATION PROGRAMMES

World of Difference
Enhance capacities of youth through innovative charitable paid volunteer initiative.

Mobiles for Good
Use our technology and network to empower people with the necessary tools to make a difference in the world. Programmes: Vodafone Red Alert, mHealth, Dr SMS, mEducation

Sustainable Funding
Promote the health, well-being, & capabilities of young people in Fiji, with a focus on building social leadership capacities.

Employee Engagement Programme
Handsup Vodafone: Engaging and Leveraging our employees and people to provide skills support to charitable partner organisations. Double Your \$: Enable employees to volunteer and raise funds for the cause or charity they are passionate about.

Corporate Leadership & Beyond Funder
Establish beyond funder relations and partner solidarity with charitable partners and relevant stakeholders

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| 5. mDiabetes | 12. mDisability |
| 6. mCancer | 13. mStress |
| 7. mGyno | |



Access health & wellness message on free dial *979# 36000 people do!

Dr James Fong

Know your Foundation

Vodafone ATH Fiji Foundation is a registered charity. The foundation was formed with an aim to bestow and foster philanthropy giving through ground breaking programmes. At the heart of our foundation is the belief that mobile communication technology can address some of the Fiji's most pressing humanitarian challenges and our responsibility is to utilize our people and technology to multiply impact and in turn mobilize social change and improves people's lives. The programme focus areas include; Vodafone World of Difference, Vodafone Red Alert, Vodafone mHealth, Vodafone mEducation and Vodafone Sustainable programmes. If you applying for grants please align your projects to our key focus areas.



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"mobilising communities, mobilising social change"