



Vodafone  
ATH Fiji  
Foundation

A QUARTERLY PUBLICATION FROM THE VODAFONE ATH FIJI FOUNDATION

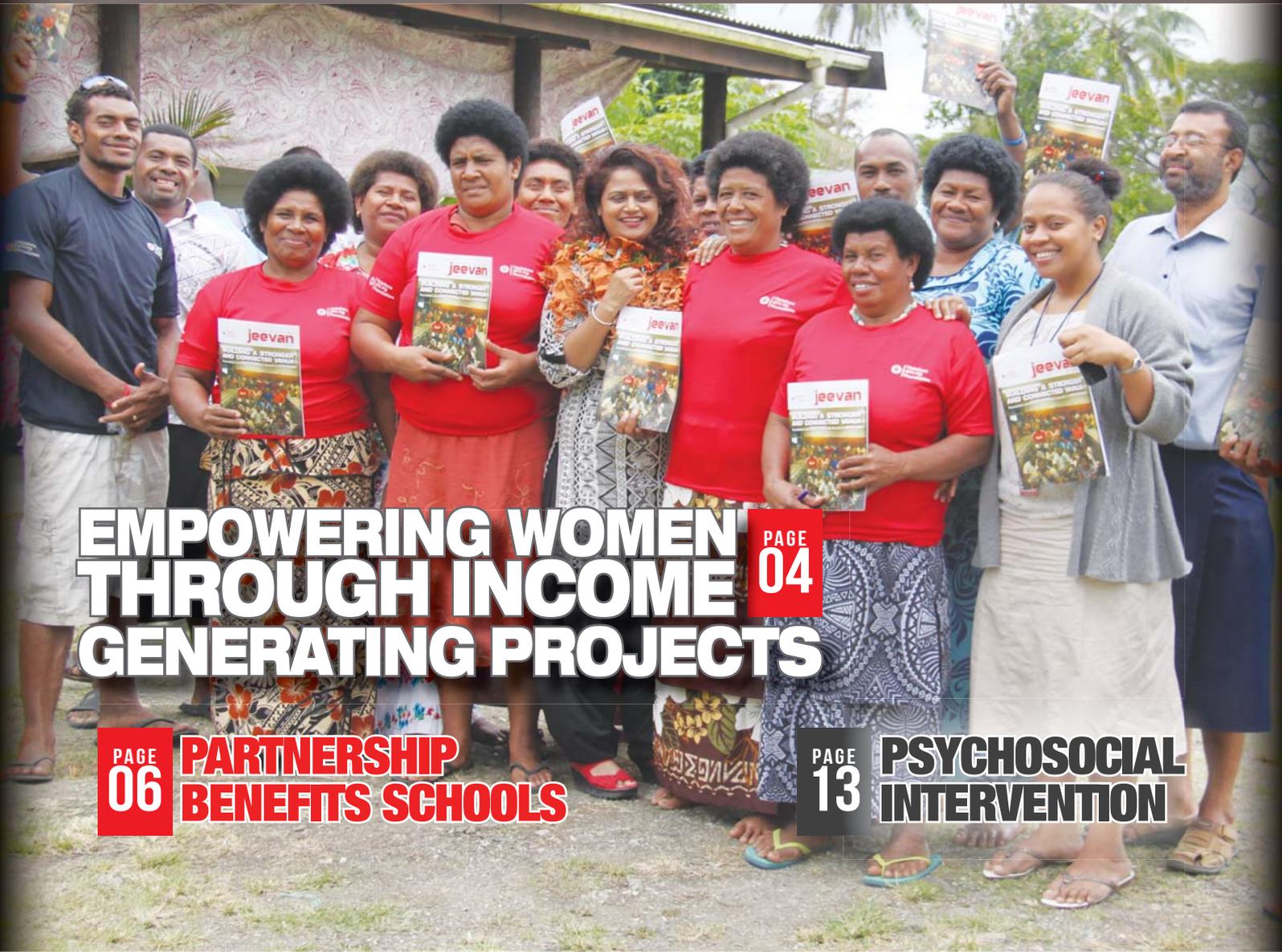
# jeevan

ISSUE # 25: SEPTEMBER 2015

JEEVAN IS THE HINDI WORD FOR LIFE

# AHEAD ON POST 2015 AGENDA

USING TECHNOLOGY FOR SUSTAINABLE DEVELOPMENT



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# passion for the vanua

BY PRADEEP LAL, CHIEF EXECUTIVE OFFICER, VODAFONE FIJI

## Helping people to help themselves

Our ability to achieve the sustainable development agenda is dependent, to a large extent, on the capacity of our people, institutions, and technological competence. As such, it is crucial that we focus on the capacity building of our people, organisations and communities so that everyone has a common understanding of the path ahead.

At Vodafone capacity building is an on-going exercise. We have been very active in developing our World of Difference candidates so that they can transfer the learning to the communities they work with. We have also lifted the capacity of our charity partners through various forms of assistance. Our goal is to enhance the ability of these individuals and organisations so that they are able to evaluate and address the crucial questions related to social issues and make effective decisions on interventions.

The Foundation's social change agenda of the last decade (2004-14) has had a very big impact - benefitting individuals and communities, and making a macro-level difference in changing the lives of people. A key to this achievement is our focus on capacity building and collaboration.

Increasing knowledge and developing skills to make the most of the existing capabilities in individuals, organisations and communities has allowed us to enrich so many lives.

I urge other corporate bodies to help and support people and organisations in the social sector to develop their skills and knowledge so they can deliver their social programmes more effectively and efficiently with the available resources.

We must strengthen the ability of community organisations and groups to build their structures, systems, people and skills so that they are better able to define and achieve their objectives and engage in consultation and planning, manage community projects and take part in partnerships and community enterprises.

Sustainability is achieved when people are able to help themselves in making their quality of life better. When we help people in elevating their knowledge, skills, and ability to do things, we are helping in economic and social transformations that will result in an increasingly integrated society with significant advantages to the needy and disadvantaged.

As the SDGs highlight, eradicating poverty is an indispensable requirement for sustainable development. The reality is that in spite of several initiatives taken by various organisations, public sector, and individuals, the state of poverty remains worrying.

We need more innovative and effective interventions to change this trajectory. A collective effort towards capacity building can be the sustainable solution.

# Jeevan

Jeevan is a quarterly publication of the Vodafone ATH Fiji Foundation

Vodafone ATH Fiji Foundation is a registered charity. The

Foundation was formed to bestow its philanthropic responsibility towards the community it does business with and where its stakeholders, shareholders, suppliers, customers and employees live in. Through the 'passion for world around us' and 'commitment for making Fiji a better place' for all, the Foundation ensures implementation of the social investment policy through annual contributions from Vodafone Group Foundation, Amalgamated Telecom Holdings and Vodafone Fiji Limited.

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## Partner synergy is making us deliver the best to our communities

While there have never been sufficient resources to revitalise communities, the last 10 years have seen a significant multiplier effect of Vodafone's charitable giving. One of the major reasons for this is partner synergy which include collaboration and partnerships; and shared platforms and know-how.

The complexity of today's major social issues demands a multi-sectoral approach in problem solving and implementation. In order to be successful, one must create adaptable, cross-organisational structures and networks with overlapping vision and goals.

Globally, what has stymied progress on major social issues is the lack of collective impact. Collective impact can only be achieved if we are able to put our thought and action into a structured process that leads to common agendas, shared measurement, continuous communication, and mutually reinforcing activities among all participants. If we are able to build strong and connected partnerships, working towards a common goal, we will be able to accelerate the change and impact that we aspire to see in communities.

The Foundation's partnership approach builds upon the strengths and competencies of diverse organisations and we have succeeded in obtaining the outcomes.

The current model of partner synergy is bottom-up, based on the needs of the community and its associated beneficiaries. The collective interventions benefits individuals, families, villages, tikina and provinces, in turn feeding into the national development plans. We rope in multiple stakeholders to reach the unreachable, disadvantaged and the vulnerable and use mobile technology as the key change agent in making a difference where it is most needed.

The Foundation is now strengthening this approach by integrating and linking all partners to its planning, implementation, monitoring, evaluation and reporting platform.

We want to strengthen the complementary knowledge, skills, and resources of our partner organisations and achieve a high level of synergy, so that we have greater ability in solving complex problems, think in new and better ways about the problems we trying to address, take more comprehensive actions to address those problems, and develop a stronger and more supportive relationships with the broader community.



Foundation meets with Ba Provincial Council and Ba Provincial Holdings



Beyond 2015 ... partnership with civil society and the public sector



Our stakeholders in the north ... Northern Charity Alliance

# WE ARE AHEAD ON POST 2015 AGENDA



Foundation Chairman Lionel Yee with Speaker of the House and SDG Ambassador Dr Jiko Luveni during the launch of Fiji Beyond 2015 Agenda

*“Our interventions cover all corners of Fiji where Vodafone customers reside. We ensure that no one is left behind.”*

*- Lionel Yee*

The Foundation is well ahead in implementing the “Transforming our world: the 2030 Agenda for Sustainable Development”, adopted by the United Nations in September.

The new agenda has 17 Sustainable Development Goals (SDGs) and 169 targets. They seek to build on the Millennium Development Goals (MDGs) and complete what they did not achieve. The goals are integrated and indivisible and balance the three dimensions of sustainable development: the economic, social, and environmental.

While the SDGs comes into effect in 2016, the Foundation’s new vision and strategy adopted earlier this year has majority of the SDGs embedded in its thematic areas.

“We are already taking bold and transformative steps which are needed to shift Fiji on to a sustainable and resilient path,” says Foundation Chairman Lionel Yee.

“And our interventions cover all corners of Fiji where Vodafone customers reside. We ensure that no one is left behind.”

“The Foundation’s ‘next decade of social change’ agenda and our renewed vision of a ‘stronger and connected vanua’, will stimulate action over the next 10 years to improve the lives of Fijians.”

“People, place, prosperity, peace, and partnership has been the core of our

modus operandi.”

“We aspire to build economic capacity of the people of Fiji so that they can prosper; we have embraced the challenges of climate change with our mEnvironment initiative, and we have forged several partnerships over the years to bring about holistic change in communities,” said Yee.

The top goal of the SDGs is eradicating poverty in all its forms and dimensions, including extreme poverty. The UN says this is the greatest global challenge and an indispensable requirement for sustainable development.

The Foundation believes that digital technology as a social intervention tool is crucial if we are to achieve this by 2030.

“Digital technology has empowered our communities to become self-sufficient and prosper”, said Yee.

“Our Mobile for Good programme, combined with mPaisa has made accessible essentials of personal banking, market information, health advice, and legal and counselling service.”

“We will further utilise this technology in innovative ways to bring about greater social good to communities in Fiji,” said Yee.

The Foundation, in partnership with the Fiji Council of Social Services, is setting up a framework for monitoring and evaluation of its activities in addressing the SDGs.

## Sustainable Development Goals and How we are addressing them

Goal 1. End poverty in all its forms everywhere

World of Difference, mFarm, DEAP, micro-enterprise funding

Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture

mFarm, mHealth

Goal 3. Ensure healthy lives and promote well-being for all at all ages

mHealth, mFitness, mSex, mFarm, DEAP, mYouth, mAbility

Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

mEducation, technology roll-out in schools

Goal 5. Achieve gender equality and empower all women and girls

mWomen, mCounselling

Goal 6. Ensure availability and sustainable management of water and sanitation for all

Partnership with Rotary Water for Life Foundation, mEnvironment, mHealth

Goal 13. Take urgent action to combat climate change and its impacts

mEnvironment, World of Difference

Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development

mEnvironment, World of Difference

Goal 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

Vision & Strategic direction, partner synergies, Beyond funder, Corporate Philanthropy Seminar

## Kutty calls for collective approach to address SDGs



Speaking at the Fiji Beyond 2015 launching, Foundation executive Ambalika Kutty called for a concerted effort in addressing the pain of our communities.

“I am standing in front of very prominent movers and shakers of the community. My plea is for all of us is to put our hands together and work towards the common goal.”

“Alone we cannot address any crisis. The pain of the community is vast, the difference is only made when we are genuine in our efforts.”

“And this means passionately putting our hearts and hands together.”

Kutty also emphasised the need to collate and analyse data in order to make effective interventions.

# EMPOWERING WOMEN

## Cakaudrove groups get funding



The \$12,500 funding to five women's groups in Cakaudrove has enabled the women to embrace micro-enterprise as a source of sustainable livelihood.

Nakera Women's Club, Suweni/Wairiki-i-Cake, Vusaratu, Navuni, and Navoalevu Women's Group received \$2500 each for income-generating projects.

The handover also included capacity building of these women ranging from tips for business management, resource utilisation, communication, and innovation.

Foundation Executive Ambalika Kutty said Cakaudrove women could pave the path for other provincial women if projects were taken to a level that was envisaged by the grant-making policies of Vodafone ATH Fiji Foundation.

"Power of our Technology has the strength to reach women's clubs in other provinces to share success stories and also get women's group to apply for projects that they are knowledgeable, skilful and passionate about," she said.



Cheque handover to Nakera Women's Club

The projects will be monitored by two World of Difference candidates based in the north.

"Monitoring and evaluation is a critical part of our funding and we ensure that all our projects get sustainable in the shortest possible time," said Kutty.

Grant recipient Adi Mere Naiyawa from Suweni/Wairiki-i-cake Womens

Group said the project would develop her personally and benefit her community.

Senior Assistant Roko Tui Cakadrove, Vilai Basalusalu said that he was glad with the opportunity given to the women.

He urged the women's group to use the funds effectively as this would open doors for others.

## North scales up income generating projects

In a bid to improve the lives of youth in Macuata, the Northern Charity Alliance (NCA) in collaboration with the Foundation, undertook income generating projects with eight youth groups.

The youth groups identified sustainable income generating projects that could improve their livelihoods.

The groups were given \$2500 each to kick-start their projects ranging from poultry and piggery to bee keeping.

The Korovuli Youth Cub has seen good cash flow from their piggery project they started last year.

"From the sale of our pigs we have been able to generate a total revenue of \$3000 and we are thankful to NCA and Vodafone ATH Fiji Foundation for their belief in the youths of this village," said Club president Paula Maisiri.

"The project has begun a sense of belonging and unity among the youth of the village as they eagerly work together daily to keep our piggery progressing.

"The project has not only brought us together but youths have been deeply convicted of their roles as the future guardian of the village and its developments," said Maisiri.

Mataniwai women's group



Women's group leaders in the north meet to discuss income generating projects

coordinator Karalaini Disika said that they had begun their projects with raising layer birds.

"We have now switched to meat bird farming which is currently getting us close to \$1000 a month," she said.

"With the revenue earned we have been able to purchase a computer with a webcam which is now assisting children to carry out their research from our make shift net café in the village.

"We also bake pastries and cakes once a week getting us additional \$70."

Disika said that with the festive season approaching, they were set for

a boom as people will now purchase their meat directly from the group.

"We are very grateful to NCA and the Foundation for their kind assistance," she said.

NCA Project Officer Tevita Tokalauvere said that it was really encouraging to see the groups flourish with the assistance they had received.

"With the success of these groups we have also found the importance of passion and teamwork among group members as a push factor for the growth of these projects," he said.



# NADRO YOUTH GET \$35K BOOST

The Nadroga/Navosa youth now have the opportunity to scale-up their activities after receiving a \$35,800 from the Foundation.

Local Government Minister Parveen Kumar received the cheque on behalf of the Nadroga/Navosa Youth Council at the culmination of the Vodafone 2015 Coral Coast Carnival.

Foundation Executive Ambalika Kutty said the Foundation was committed to assisting youth clubs and groups to kick-start businesses, develop projects and to boost education and awareness of pressing issues in the broader community.

| YOUTH CLUB            | GRANT   | PROJECT               | DISTRICT                 |
|-----------------------|---------|-----------------------|--------------------------|
| Dayala Youth Club     | \$2,500 | Poultry Project       | TUVA DISTRICT            |
| Nabs Young Farmers    | \$2,500 | Agricultural & Cattle | NOKONOKO DISTRICT        |
| Cuvu Bee Keepers      | \$2,500 | Bee Project           | CUVU, NASIGATOKA & CONUA |
| Togovere Youth Club   | \$2,500 | Agricultural Project  | TUVA DISTRICT            |
| Dreketi Youth Club    | \$2,500 | Agricultural Project  | MALOMALO DISTRICT        |
| Malomalo Youth Club   | \$2,500 | Agricultural Project  | MALOMALO DISTRICT        |
| Emuri Youth Club      | \$2,500 | Piggery Project       | TUVA DISTRICT            |
| Vunatoutou Youth Club | \$2,500 | Biodiversity Park     | KOROLEVU I WAI DISTRICT  |
| Nauluvatu Youth Club  | \$2,500 | Yaqona Project        | NOIKORO DISTRICT         |
| New Day Youth Club    | \$2,500 | Canteen Project       | NASIGATOKA DISTRICT      |
| Semo Youth Club       | \$2,500 | Poultry Project       | TUVA DISTRICT            |
| Nabau Youth Club      | \$2,500 | Poultry Project       | TUVA DISTRICT            |
| Nadoria Settlement    | \$3,300 | Water Project         | WAICOBIA DISTRICT        |
| Voua Youth Club       | \$2,500 | Fish Farming Project  | TUVA DISTRICT            |

## ‘Stronger, connected youth’

A stronger and connected youth is what the Foundation is aspiring to achieve.

And this can only be achieved by supporting youths with the necessary resources for starting income-generation projects and getting them connected to the wider community, says Foundation Executive Ambalika Kutty.

Kutty made a presentation at the National Youth and Sports Conference in Suva on social issues and how youths could develop them into projects and apply for grants.

“Small grants are available to youth groups for generating social profit whilst they aspire to address the pain



Ambalika Kutty addresses youths at the National Youth and Sports Conference

of the community,” said Kutty.

“Micro enterprises can make a lot of difference to the livelihoods and quality of life. Such schemes have proven very beneficial in other developing countries. It is one of the ways we can tackle poverty in our nation.”

“Hence, we welcome proposals from youths and community groups who are genuine about making a change in the

community.”

“Poverty and unemployment are key underlying factors pertaining to social issues and the Foundation will fund proposals that address these in a sustainable way,” she said.

The Foundation has recently started the ‘activate and generate campaign’ with an aim to generate revenue and improve the lives of youths.

# PARTNERSHIP BENEFITS SCHOOLS

A partnership between the Savusavu Community Foundation (SCF) and Vodafone ATH Fiji Foundation has benefitted four schools in Savusavu.

Under the Foundation's 50/50 mEducation initiative the SCF paid the schools' share of \$10,000. Each school received \$5000 worth of technology devices and Internet connectivity.

The schools are Batibalavu District School, Wailevu East Primary School, Nukubolu Primary School and Muanivatu District School.

The SCF is a charity arm of Jean-Michel Cousteau Resort.

Foundation Executive Ambalika Kutty said such corporate partnership to bestow corporate philanthropy was the first model to be able to reach more schools.

In this model SCF gave \$10,000 and Vodafone ATH Fiji Foundation paid for the other \$10,000.

"By virtue of this partnership we're calling on more corporate bodies and trusts to join hands in reaching more schools," said Kutty.

She said the Foundation would continue with the partnership as they were now going to corporate bodies making presentations on strengthening sustainable technological connections in schools.

Cousteau Resort general manager Bart Simpson said they were proud to contribute to the local community in the field of education.

He said the chosen schools were also deeply appreciative of the support from SCF and Vodafone.



Bart Simpson of SCF receives equipment from the Foundation

Simpson said this was the second consecutive year that SCF participated in this programme.

SCF chairman Ken Barasch said they were pleased to partner with Jean-Michel Cousteau Resort on this project and other Savusavu

initiatives.

"Our hope is that these tablets will assist students in doing their school projects without having to travel to town and then pay for services at internet cafes," Barasch said.

## Access to online learning for Bua, Labasa schools

Four more primary schools in Bua and Labasa now have access to online learning.

Naweni District School, Nadi District School in Bua, Vuanisaiki Primary School, and Tukavesi Primary school each received \$2500 worth of tablets and one year of free internet.

Nadi District School head teacher Kelsoni Celesiga said they were grateful to the Vodafone ATH Fiji Foundation for assisting students in the remote areas.

"We can only be thankful to the Foundation for such kind gestures and ensuring that students in remote areas like us in Nadi, Naweni and Natewa in the Cakaudrove Province are not left behind in this digital era."

Celesiga said teachers could now use the tablets as teaching aids and make their teaching more interesting by offering students something new apart from the syllabus



Arunesh Vishwa handing over devices to Naweni District School



Nadi District School, Bua

that was provided by the Ministry of Education.

"Apart from the teachers,

students are also using these technologies and carrying out their research," he said.

"It's a big boost for our primary school and a great help for student research and learning said Samuel Qio, Assistant Head Teacher of Naweni Primary school.

For teachers and 137 students of Vuanisaiki Primary School in interior of Natewa Bay, this was a timely donation as the school was struggling to raise funds to buy these gadgets. School teacher Peter Ram Bulikoro thanked the Foundation saying "today our kids can communicate with the rest of the world through this tablets. The smile on these young kids tells it all that we are in the 21 st century and its a privilege to accept this gadgets on behalf of the school and the community of Vusasivo."

Annually, some \$200,000 is set aside by the Foundation for technology roll outs.

# ‘WINDOW TO THE OUTSIDE WORLD’

Natewa District School, 60km from Savusavu Town was recipient of Vodafone ATH Fiji Foundation \$2500 worth of Internet and technology devices.

Serving the communities of Vusaratu, Natewa, Dawa, Drelake, and Domonisoso the school has a roll of 72 with four teachers.

School head teacher Nimilote Naisorotabua said the tablets would act as a window to the outside world.

“The technological devices will help students to explore outer world from our remote rural community. This will also enable our students to access information via email, and publicise the needs and issues of Natewa via social media,” said Naisorotabua.

The handover included Samsung Galaxy Tab 3 and pocket wifi.

“Our friends and families couldn’t believe that we downloaded the Year 6 and Year 8 exam papers with this facility”, said Naisorotabua.

He said data access was making them feel inclusive and that they would make maximum use of it to bring change in the school and also share with other remote community schools.

“The tablets and internet connections are given for the purpose of learning and we would like the students to have priority access with the supervision of teachers,” said Foundation Executive Ambalika Kutty.

Kutty also spoke about basic social development issues during the handover saying learning and education were the foundation for sustainable development.

“It is a privilege to come this far hence we want to talk about holistic health, education, farming, fitness, income generation, and poverty alleviation. We would like to maximize the opportunity of sharing with you what matters to you and us all most for enhanced social impact,” said Kutty.

“Vodafone ATH Fiji Foundation will continue to assist schools and link their needs to our charity network,” she said.



Natewa District School



## CHLORINATION PROJECT TO PROVIDE SAFE WATER TO WAIDINA SECONDARY



Chlorination project site inspection by Rotary Water Foundation

Vodafone’s latest \$50,000 contribution to Rotary Pacific Water will help facilitate an exciting chlorination project at Waidina Secondary School in Naitasiri.

The project will see the supply of safe drinking water to a school currently relying on untreated water, proving to be a health risk.

The water supply system of the school will be chlorinated by means of a water-powered injector pump. The injector pumps do not require electricity, which makes them ideal in rural areas. The pumps are operated by the power of the water flow.

The Foundation has contributed \$700,000 since 2008 to Rotary Pacific Water to provide potable water to rural communities.

Such corporate sponsorship have been part of the solution-driven work in Rotary Pacific Water, hence ensuring safer drinking water needs of vulnerable communities are met.





# SIA PARTNERSHIP TACKLES ABILITY AND ACCESSIBILITY

The Spinal Injury Association (SIA) is a World of Difference charity partner. The partnership has directly benefitted over 500 individuals in the last six months from its programmes and activities. Of these, there are between 60 – 65 percent new cases. The focus has been on improving the lives of people with disabilities by addressing issues of physical ability and accessibility. Some of the key achievements include: the renewal of MOA with LDS Charities for over 300 wheelchairs and mobility aid and appliances for 2015; an extension of the Include Disability Employ Ability (IDEA) programme; renewal of agreement for training and procurement of equipment for children with UCP Alliance Australia; recruitment of physiotherapist through Australian Volunteer International to be attached with SIA and the Tamavua Service Centre; and Securing equipment and medical consumable from Mr Jim Gilchrist and friends in New Zealand.

## PEER-TO-PEER PROGRAM

Twelve participants successfully completed a five-day Peer-to-Peer training programme on Mobility, Independent Living, Understanding Disability while learning new skills and discovering their own unique abilities and capacity.

At the completion of the programme the participants had a better understanding that disability is not an attribute of the person, but the social and physical environment in which the person lives. It is the environment and society's attitudes of stereotyping that is a barrier that disabled people have to circumnavigate.

The programme was a success as participants established a peer-to-peer community, engaging with other members of the organization, building networks with institutions such as the National Rehabilitation Hospital to continuing the activities and experience gained from the week long initiative.

## NEW WORKSHOP SERVICES EQUIPMENT

Since the opening of a SIA Workshop and Storage Centre at the Tamavua Hospital, SIA Wheelchair Technicians and Volunteer Unit are able to service an average of 30 to 40 mobility aid and appliances daily. This centralised national service centre provides vital servicing and maintenance



Peer to Peer programme session



Wheelchair technicians training



Urinary Management Programme

for mobility equipment not only for individuals but for home care institutions and hospitals around the country.

The new service centre has been made possible with the partnerships of Vodafone ATH Fiji Foundation, Motivation Australia, LDS Charities, Physio Net UK, UCP Alliance Australia, Office of the Medical Superintendent Tamavua, Rehab Hospital, Pacific Disability Forum, NGO Government Grant and other in-kind and financial supporters.

## URINARY MANAGEMENT PROGRAM

A Urinary Management

Programme, the first of its kind for Fiji, was implemented to support and assist persons living with spinal injury and physical impairment relating to urinary management. The initiative is supported by the Urology Centre which has recognized the need for appropriate urinary management products

It has been medically proven that multiple secondary complications that lead to premature deaths results from lack of urinary management. The programme provides an opportunity for individuals to have a better understanding of urinary management and at the

same time ensure better hygiene and resilience to secondary complications. The users of the products have a higher confidence in participating in activities and programmes within the family and community.

The one-year pilot programme is in partnership with Motivation Australia.

The UMP kits are not readily available in Fiji and it is often unaffordable by over 90 percent of individuals needing the product.

## TRAINING FOR WHEELCHAIR TECHNICIANS AND CLINICIANS

An intermediate training for wheelchair technicians and clinicians has enhanced the capacity of SIA in prescribing the right equipment to persons with disabilities.

Such training is vital particularly when dealing with children with physical impairment. It has helped in understanding the relationship between the equipment and the individual's physical impairment. Prescribing the right equipment ensures the individual to be independently mobile, safe and resilient to secondary complications.

The two-week course was conducted by international Master Trainers in partnership with The Fiji National University.

This programme also resulted in the organization receiving 166 children's wheelchairs from Wheelchair for Kids Australia.

# mFITNESS REACHES COMMUNITIES

World of Difference candidate and mFitness Coordinator Jekesoni Yanuyanudrua (Jack) has moved up from 75kg to 95kg as a body builder. The transformation is a result of capacity building focus of the WoD programme.

19-year-old Jack became Fiji's youngest Mr Fiji and represented at Pacific Games in PNG this year. While he was ousted at the PNG Games, Jack continues his quest to build his physique and get ready for the next challenge.

However, Jack's capacity building is not limited to body building. His WoD candidature involves promoting healthy living and influencing personal change.

In the past months Jack has successfully shared his story at various forums, symposiums, and community meetings. A person who got himself out of social problems at an early age, Jack's story has inspired many youngsters in the communities he has addressed.

"One of the toughest task is to motivate people, particularly when you are dealing with lifestyle changes," says Jack.

"Finding motivation to work out and eat healthy is not easy. But I hope to influence as many people as I can through my personal story and highlighting the prevalence of noncommunicable diseases in Fiji."

Jack has been involved in a number of activities as the coordinator of mFitness. These include:

- Management of mFitness social media and mChannels
- Mooting of 'changing lives for better project'
- Presentations at Professional associations for embedment of Health and Fitness at workplace policy
- mFitness pose down at the carnivals to inspire youths
- Development and sharing of nutritional and training plans



Jekesoni Yanuyanudrua (sitting right) with Team Fiji

- mDstress and mFitness school symposium
  - mFitness training of trainers
  - Gym motivation and training of physical fitness and body building candidates
  - Collation of mFitness knowledge and information for mHealth and mFitness portal
  - mFitness photo shoots and videos
  - Fitness guidance to over 15,000 individuals
  - Income Generation projects for problem youth sustainability
  - Sharing of inspiration stories with potential suicide victims – working with Life Line Fiji and Fitness Centres
  - Sharing of fitness and body building plans with potential physique models and body builders
  - Development of 'Physical Fitness project' for proactive approach to curbing non communicable disease
  - Holistic NCD plan for aging members and mobilisation of senior instructors for preretirement health and fitness plans
  - Establishment of income generation projects to sustain Fitness Inspiration Fiji
- "The goal of physical fitness is to improve the quality of life for the members of our community, and to enhance readiness through the promotion and supporting of healthy lifestyles," says Jack.

## WoD candidate heads Fiji Council of Social Services

The Foundation congratulates World of Difference (WoD) candidate and mYouth coordinator Neil Maharaj for his appointment as the Executive Director of Fiji Council of Social Services (FCOSS).

FCOSS is a 57-year-old nonprofit organisation working towards the development of the social sector in Fiji.

The Foundation has supported Maharaj since 2009 when he first got recruited into the WoD programme.

"From 2009 to date, the Vodafone ATH Fiji Foundation has supported me through capacity building programmes and continuous training and

development," said Maharaj.

"Had Vodafone ATH Fiji Foundation and World of Difference not supported this initiative, it would have been impossible for me to become who I am today. The Foundation has bestowed unlimited amount of trust and resources upon me to freely work and make difference in what I am passionate about. It is unbelievable how power of technology and corporate giving can change an individual's destiny, such as mine, from a volunteer to a young CSO leader in Fiji. WoD programme is very unique and has really made me who I am today."



## mFITNESS TIPS

### Get off that treadmill!

As a kid, you'd run around at recess and lunch at school, hit the village soccer ground after school, or just do those jumps with mates. Bring that sense of play back to your workouts and you'll be more likely to get moving, stick with it, and see results.

#### 1. Go outside

Get off the treadmill and work up a sweat in the great outdoors. This allows you to change up your environment, so no two workouts are the same. Plus, you're not limited by the constraints of space or equipment.

#### 2. Use your surroundings

Who needs fancy equipment when you have benches, bars and stairs available for free? How about the Milo Mile at the foreshore? Do staircase, do step-ups on the way up - for an added challenge try taking two stairs at a time - and run down. Head to your local park where you can do dips or push-ups on benches, and lunges or calf raises on curbs.

#### 3. Find friendly competition

A workout buddy is always good in keeping you motivated. You tend to push yourself harder when you're racing against someone or when someone is there to give you that added push. Set up your own drills, such as racing to a lamppost or a pushup competition. The winner gets bragging rights, while the other has to do a set of jumping jacks or crunches.

#### 4. Exercise outside the box

Doing the same workout over and over is not only boring, it can also result in a plateau. Trying a different activity sparks new ideas, which you can integrate into your usual routine. Keep reading and trying new approaches.

# NCD FIGHT IS FAR FROM OVER

The Foundation has upped its battle against noncommunicable diseases after its health screenings revealed significant increases in cases of people with NCDs related health problems.

Foundation Executive Ambalika Kutty said that out of every 100 people they screened, at least 66 per cent had some sort of NCDs related problem.

“This is alarming even after creating so much awareness through our channels and symposiums,” she said.

“We are now collecting statistics to do a trend analysis exercise because even though we have been doing intervention programmes in Fiji we can still see an increase in NCD related diseases,” says Kutty.

“We have already identified stress as the underlying cause of elevated sugar, pressure, and cholesterol, but we are yet to confirm these through our trend analysis project.”

Indications are also clear from the assistance the Foundation has provided to people with disabilities.



There is increasing demand for wheel chairs

Out of the \$7.2m worth of mobility devices that the Foundation has distributed with its charity partner Spinal Injury Association, majority of it went to recipients with disability due to NCDs.

“Out of the 1000 people assisted with the devices, only one was disabled due to accidental causes while the rest acquired the disability because of a form of NCDs that they were suffering from,” said Kutty

“These included people living with disabilities due to amputations, high blood pressure, stroke and diabetes,” she said.

“Most common of these

NCDs cases included those suffering from hypertension and diabetic amputees.”

“This is a clear indication of how serious the issue of NCDs is in our communities,” she said

“We are again refocusing our efforts through an integrated and coordinated strategy to tackle this crisis.”

“Our charity partners and institutional stakeholders will be key to achieving any targets we set,” she said.

The Foundation’s soon to be launched mHealth portal will be a major intervention tool to create increased awareness,” said Kutty.



Vodafone’s Andrew Kumar hands cheque to Ami Kohli

## \$10K FOR NORTH SOS INITIATIVE

The Foundation has given \$10,000 to a new initiative in the north to combat NCDs.

Save Our Souls from Salt, Oil and Sugar (SOS) is a new programme developed by Labasa Rotary Club to help change people’s attitudes.

Club president Ami Kohli said they were concerned about the high number of NCDs and decided to take up the challenge.

“It is not an easy matter to deal with, especially among adults, but it is never too late

to work with the communities and help them change their attitude towards healthy living,” said Kohli.

Kohli said working with students could change the pattern of NCDs being reported in hospitals.

“At least we can produce a healthier community in the future because we will talk to our children now about addressing NCDs,” he said.

### What is a Non Communicable Disease?

An NCD is not a disease passed from person to person, but develops in your body due to different causes, some within your control and some not. NCDs develop over a long time as they progress slowly. There are four main types of NCD;

- Cardiovascular Disease (Heart disease such as heart attacks and stroke)
- Cancers
- Respiratory Disease (Lung disease such as Asthma and COPD)
- Diabetes

There are many risk factors that make you vulnerable to NCDs.

There are those you can control, these are known as ‘modifiable risk factors’ and include;

- Tobacco use – Smoking puts you at higher risk
- Physical Inactivity – Lack of exercise
- Unhealthy diet – high in salt, sugar, fat and processed foods
- Alcohol – drinking too much puts you at higher risk

These unhealthy lifestyle habits lead to four key changes in your body that increase your risk of NCDs, these are known as ‘intermediate risk factors’ and include;

- Raised blood pressure
- Being overweight or obese
- High blood sugar levels (Hyperglycemia)
- High blood

cholesterol/levels of fat in blood (Hyperlipidemia)

Many Fijians are not taking an active approach to NCD prevention through a healthy lifestyle, which is causing a worrying increase in NCDs in Fiji.

About 95% of NCDs are due to lifestyle choices. Your day-to-day decisions, what you do, what you eat, have a huge impact on your health.

# PSYCHOSOCIAL INTERVENTION

## mDSTRESS GETS 500 CALLS WITHIN FIRST HOUR OF LAUNCH

The mDstress channel \*929#, received 500 calls and 25,000 subscribers with the first hour of launch, indicating the magnitude of psychosocial problems in Fiji.

The Foundation launched the channel in partnership with Lifeline Fiji, a nonprofit organisation providing free counselling services on various issues.

The mDstress platform allows subscribers to receive counselling tips, advice and messages for free.

People can get access to free counselling by dialing \*929# and following the instructions provided.

mDstress has a mobile interactive platform which allows Lifeline Fiji and mYouth to send out daily messages and respond to public queries in relation to help needed.

Lifeline Fiji Executive Director Archana Mani said the organisation had seven counsellors who were available 24/7 and would need to train more people to help out when the need arose.

Mani said training for counsellors was conducted by Lifeline Australia personnel.



Lifeline Fiji Director Archana Mani and Vodafone Team sign the partnership agreement

She said that with the number of people seeking assistance on issues such as domestic violence, relationship problems, and family problems and other issues affecting their lives, the organisation had now put in place a system where they took down numbers of those calling and returned their call as soon as possible.

"At this stage we cannot reach everyone who wants help from us almost immediately, but we will get more volunteers and counsellors now that we are in partnership with Vodafone

ATH Fiji Foundation," she said.

"Our lines are open 24/7 and people can contact us at any time on 9992857 or 9402541"

Mani said there were instances when Lifeline Fiji counsellors would step in to help victims of domestic abuse who were in hiding from perpetrators.

"Often people would send us a callback text or place a collect call and we would call them and they would be hiding in a place in the house while the perpetrator is in the same house," she said.

## Sight First screens 1500

The Foundation's assistance to the Sight First project saw 1500 patients screened in Labasa in July.

The project by the Lions Club of Labasa is conducted by Volunteer Ophthalmologists Service Overseas.

Club president Subhash Chandra said they issued 2200 pair of eyeglasses, conducted 78 cataract operations and attended to about 2000 patients in rural stations.

"This project has benefited thousands of people over the years and has been the hallmark and ongoing annual project for about 20 years," he said.

"We have also been able to conduct these clinics because of our sponsors like the Vodafone ATH Fiji Foundation and the support of the hospital administration team," said Chandra.

## 300 get free eye treatment on Taveuni

Some 300 locals received free eye treatment and surgeries from a team of eye specialists from the USA, Australia and New Zealand.

The Rotary Club of Taveuni and the Vodafone ATH Fiji Foundation has been facilitating the eye project since 2005 and since 2009 the Foundation has assisted the project to the tune of \$158,500.

Foundation Executive Ambalika Kutty said eye patients were given a new lease of life.

She said the team aimed to restore and aid the eyesight of 25 people per day for two weeks.

"The group targets at operating 300 people during this trip and they have also brought with them about \$50,000 worth of vision aid and medication.

"We have people from as far as Ba

coming in this year and because of the increase in patient arrivals for the operation, we have decided to increase our assistance this year," she said.

Kutty said the team dealt with cataract and other diseases affecting eyesight.

Taveuni Rotary Club president Geoff Amos said the project changed the lives of more than 1500 people over the past decade.



# DO WE VALUE OUR ISLAND HOME ENOUGH?

By Chris Cokanasiga  
World of Difference candidate and  
mEnvironment Coordinator

It's no secret that Pacific island nations like Fiji are unique in so many different ways, our culture heritage and traditions are something we carry with pride no matter where we are in the world. Our island home and the environment we have depended on throughout our history have played a huge role in shaping our heritage and traditions into what they are today.

Our uniqueness in culture and environment is something we should feel proud about but are we doing enough to preserve and maintain that? Everything that we are is because of what our environment provides for us. We should feel proud to be living on such an amazing island in the biggest ocean in the world. We live on an island paradise that hundreds and thousands of people travel to every year to enjoy our white sandy beaches and clear oceans, to see our beautiful marine life and lush green forests. But are we doing enough to preserve and protect all of these amazing habitats and ecosystems?

We are proud people and we love our island home just as much as anyone would love their homeland but this pride is not reflected in how we use and treat



mEnvironment and m Fitness coordinators Chris Cokanasiga and Jekesoni Yanuyanudrua campaign for a Clean & Green Fiji at Hibiscus 2015

our environment. Our uniqueness in environment both in our oceans and on land is a blessing and a curse. This uniqueness makes us a special place on our planet but at the same time very fragile.

Even though we maybe a dot on the map and hundreds and thousands of miles from the bigger continents we are still within the grasps of development and industrialisation. Nowadays it seems like there is always some major development being undertaken or some huge plan to better some services provided. Development is not a bad thing; development is always intended to help better our everyday lives and to improve our standard of living. But we have to question ourselves sometimes and say are we really making things better

for ourselves when we clear acres of trees and forests to build a new complex?

Climate change has become a major topic of discussion throughout the world and especially for us Pacific islanders because our homes are at the fore front of the climate change battle.

This is an issue that very few have started paying attention to and are trying to fight for, however, majority of us aren't because our understanding of how this problem affects everyone and everything is limited.

The fear behind this is that when the issue worsens it might be too late for us to be able to do anything. It is important for us as Pacific islanders to understand what climate change is and how it affects us and how we can deal with it.

We are constantly faced with so many environmental

issues and it always seems that no matter what we do the problem is still there. The question we ask ourselves again is are we doing enough?

Advances in infrastructure, technology, science and other major disciplines have been the major focus of today's society but at the same time there are other areas like environment which are just as important that don't grow and advance like they should.

Our neglect and diminishing value we have for our environment is of major concern and should not be taken lightly. Our environment and resources and their value should not be forsaken for a quick dollar or for just any kind of development.

We are only but stewards for the environment and our resources; they do not belong to us. We are only here to use and maintain our environment and when the time comes pass it on to the future generation. It is our responsibility to make sure that our burdens and troubles don't become that of our future generations.

Join me on Vodafone mEnvironment Facebook page and subscribe to \*679#, option 9, to learn more about environmental issues affecting us and how we can take actions now.



# mFARM IN PICTURES



mFarm empowerment workshop with Rota Home residents in Lautoka. Capacity building on backyard gardening, improving livelihood, and staying healthy.



mFarm symposium at Borotu Village in interior of Ra, discussing backyard gardening and importance of fresh, chemical-free vegetables.



Low income farmers and road-side vendors along Ba-Tavua corridor were assisted with 13 varieties of vegetable seedlings to boost their farming.



Mr Kelevi, a farmer from Borotu in Rakiraki, received vegetable seeds from Vodafone ATH Fiji Foundation and Western Charity Alliance.



Veivueti Youth Club of Nubunikavula Village received farming tools from the Vodafone ATH Fiji Foundation.



Organic farming and waste management training at Saunaka Village in Nadi. An initiative of Ministry of Youth & Sports, Vodafone ATH Foundation, OIS, and Western Charity.



## EMPLOYEE ENGAGEMENT

Vodafone staff Vasiti Tavalea and Ruksar Hussein sold food within Vodafone to help Abinesh Sundar rebuild his house which demolished by fire at Howell Road in Suva.

Customer care team of Vodafone Fiji raised funds to assist Krishneel Madhuka Prasad who has bone Cancer. 23-year-old Krishneel will be going for Surgery at Batra Hospital in India.



**keep our Fiji  
clean & green**

**& conserve its beauty  
for future generations**

**DIAL \*679#, OPTION 9**

**mEnvironment**



**Vodafone  
ATH Fiji  
Foundation**