



mDISABILITY

WoD candidate and Spinal Injury Association Executive Officer Joshko Wakaniyasi initiates SMS-based service for people with disabilities

The Foundation has accepted and approved a concept paper from the Spinal Injury Association (SIA) to create a SMS-based service for the disabled. To be called mDisability, this service will realize effective and timely communication between the disabled and related individuals and organisations, and enable collection of critical data.

SIA Executive Officer and WoD candidate Joshko Wakaniyasi said "the mDisability will enhance the services and collection of data which will result in a faster delivery of SIA services, enabling us to reach individuals with disability and their families in remote and rural areas."

"This initiative will further strengthen SIA's current network and at the same time build new partnerships in addressing the issues and needs of persons with disabilities in Fiji," he said.

Wakaniyasi said that information gathered through mDisability will enable them to narrow down on critical issues and offer assistance to the disabled in a timely and effective manner.

Foundation Executive Ambalika Devi said mDisability is another milestone for Vodafone in its quest to improve lives through its people and technology.



INBOX

On behalf of the management, staff, mothers and children of Loloma Home, I am writing to express our big vinaka vakalevu and gratitude for the gift that was donated to us by Vodafone ATHT Fiji Foundation.

Thank you very much for the big heart and kind generosity that you have showed. We pray that the Almighty God will continue to bless your company, staff and families.

Adi Laite Kubunadakai
Loloma Home Director

Seminar discusses health

The Foundation's Corporate Philanthropy Seminar in September 2012 explored some of the critical public health issues and how corporate citizens could make accessible interventions.



Full story on Page 8

Living Vodafone Way

How Vodafone employees achieve their corporate vision.



Full story on Page 14

mCANCER TAKES OFF

Extending its range of mHealth services, the Foundation has launched mCancer – a SMS-based service which aims to steer people away from cancer through raising awareness.

Cancer is categorized as non communicable disease (NCD) and comes with a lot of suffering.

This specific channel will raise awareness on types of cancer, symptoms, prevention, risk and genetic factors, virus and environmental exposures, types of genes that affect cell growth etc. Tips will also include types of cancers, what it is, what causes it, how it is diagnosed etc.

mCancer is a not for profit

programme that will benefit the unreachable, underprivileged and vulnerable communities as well as the general public. It offers services such as Subscription to Cancer tips, Blood Donation registration and Cash Donations through Short Code and MPAiSA towards saving lives.

mCancer can be accessed through dialing *979# and following the options; 1. For Subscription and 6. For mCancer (1. Blood Donation Registration. 2 Donation [Amount + MPAiSA]). All donations towards preventing cancer and saving lives.

mCancer will be executed in



Miss Vodafone Hibiscus 2012 Dru Slater launches mCancer with Dr Tukaha Mwa

partnership with Fiji Cancer Society. All tips will be compiled by Cancer Advisory Doctors.

The long-term goal, and expectation, is that mCancer programmes will have a demonstrable and significant positive

impact on saving lives, preventing different types of cancer, reducing treatment costs and ensuring healthy lifestyle that is beneficial to the individual, family, community and the nation at large.

CONVOY OF HOPE

FOUNDATION GIVES \$176,000 FOR CYCLONE RELIEF

The unleashed forces of nature can be terrifying and leave devastation and human misery in their wake – the recent disasters that hit our country is a witness to this. In such times, being the convoy of hope, with a driving passion to mobilize communities to make a difference, has seen the Vodafone ATH Fiji Foundation bring smiles on so many faces affected by cyclone Evan.

The Foundation mobilised 10 Charity organisations with a total sum of \$176,000 for Cyclone Evan post disaster relief work in the Western Division.

Foundation Director Elenoa Biukoto and Foundation Executive Ambalika Devi, handed over the cheques to representatives of Rotary Pacific Water for Life, Veisesei Sai Health Centre, Rotary Club of Lautoka, Lions Club of Ba, Lions Club of Labasa, Rama Krishna Mission, Sangam Fiji Foundation, Fiji Sevashram Sangha and FRIEND Fiji.

The grant aims to assist the affected people and rebuild lives from Cyclone Evan, says Foundation director Divik Deo. However, Deo is emotional about only being able to do so much as Evan has left a trail of damage that needs more resources and more help to recover.

"We have been receiving request for lost homes, need for education of children, assistance to damaged farms and also for food security, however, we have addressed only those needs that were identified by



Foundation's Ambalika Devi hands over cheque to Rama Krishna Mission

our charities partners on the ground for post disaster relief work," said Deo.

"Our heart goes out to the people in affected areas and we are only able to do little with the help of our charity partners."

"It's painful to see our people having to deal with disaster which puts them at risk of falling below poverty line," he said.

Lions Club of Ba said that such speedy actions, like that shown by Vodafone, "helps our community to recuperate quickly from the disaster and move on with their lives stress free."

Lions Ba Project Director Brij Lal said that, "the funding has given the 'Power to Lions' to help the people of Ba Province".

"The vision of the Foundation and the mission of Lions Club is in sync and we are thankful for great financial help and guidance," said Mr Dayal

Swami Sanyuktanand from Fiji Sevashram Sangha said that "It is a big help to the community because

we have to supply the community with clothes and food, mainly for students from Lautoka up to Tavua.

"Every year we try to give support in terms of scholarships and stationeries. This fund also supports us with these activities," he said.

"The foundation is very effective in giving out funding for disaster relief, school children, and other community related activities that matters to the community most," Sanyuktanand said.

Similar sentiment and appreciation were echoed by other Foundation charity partners.

Vodafone Red Alert is a disaster response programme that utilises Vodafone's technology and people to rebuild lives.

"The need is still out there. We are calling for our people to be champions in giving. Our people can still donate by free dialing *767#. Every single cent raised through this platform will go toward rebuilding homes," said Ambalika.

SUPPLIES FOR NORTH

The Foundation, together with charity partner the Lions Club of Labasa, donated food supplies worth more than \$10,000 for the Cyclone Evan relief effort in the Northern Division.

The team made the joint donation to the Office of the Commissioner Northern in Labasa in December.

Commissioner Northern Lt-Col Ilai Moceica commended the contribution from the Foundation.

"We have relief assistance pouring in from everywhere, and we are really thankful that this sort of help will support the lives of those affected by Cyclone Evan," he said.

"These organisations were always there to help Government ever since I became the Commissioner Northern, and they always focus on improving the lives of the community," Moceica said.

Foundation director Arunesh Vishwa said more assistance was on the way for victims. "We identified the need through an assessment, and a meeting was held with Government officials for such assistance," he said.

The tanks were bound for Cikobia and Yadua Island in Bua.



Commissioner Northern Lt-Col Ilai Moceica thanks Foundation director Arunesh Vishwa

YOUTH TAKE LEAD IN CYCLONE CLEANUP

More than 120 people travelled by bus from Suva two days before Christmas to spend a day helping to clean up Lautoka City after Cyclone Evan.

The volunteers, from 350Fiji -- a youth-led climate change network -- left Suva at 5am and travelled in two buses, cleared up the Lautoka Children's Park and the Botanical Garden, and then left Lautoka after 4.30pm.

Their equipment was provided by the National Disaster Management Office and Lautoka City Council. The clean-up initiative was supported by Vodafone, Hibiscus Events Group, Westpac Banking Corporation, Bank of the South Pacific, Natural Waters



Youth mobilised by Vodafone's Ligavatv Gukisiva

of Viti Ltd and Rosy Hearts. Vodafone donated \$3000 towards the effort.

"This volunteer opportunity was organised in two days, and it was heart-warming to see how effectively young people were mobilised and able to come together to carry

out this activity," says 350Fiji's Alisi Rabukawaqa, the organiser of the event.

"We didn't have any idea about how we could help, but we know we couldn't just sit back and do nothing."

SCHOOL ACCESSES INTERNET

Students and teachers at Vuci Methodist School in Nausori will benefit from access to internet through the mEducation toolkit.

Vodafone ATH Fiji Foundation gave the toolkit for Vuci's 580 pupils and 18 teachers. The mEducation sets comprise an internet accessing web-box, a computer screen, VGA converter, connectors and speakers.

School manager Sarojini Prasad said the children would gain from the advanced mobile technology gift.

Vodafone's Shiu Nandan said the company will engage more schools in projects such as this. The toolkit is used in 22 schools, and the target is for 100 schools in 2013.

mCancer free dial *979#

BLIND CAN SEE NOW

Two children, Joji Qarimanu, of Kalekana near Lami, and Maria Teresia, of Nawaido in Bua, were born blind four years ago.

They got the best gifts they could hope for at the end of the year.

American eye surgeon Dr Jeff Rutgard operated on their cataract at Taveuni Hospital. Days later, when Dr Rutgard peeled off the plaster from their eyes, Joji and Maria squealed with delight because now they could see.

Joji and Maria ran to their mothers. "Io, io, io au sa marau (Yes, yes, yes ... I'm so happy)," Joji yelled when asked about his eyes. The children's relatives could not hold back their tears as they thanked Dr Rutgard, his team and the Rotary Club of Taveuni for the precious Christmas gifts.

Maria nodded and smiled when Dr Rutgard sat beside her. "Tanku (Thank you)," was all she could whisper.

Dr Rutgard, the director of the



Vodafone's Arunesh Vishwa presenting \$20K cheque for the Taveuni eye project

Eye Mission for the Hawaiian Eye Foundation and an honorary member of the Rotary Club of Taveuni, encouraged the 250 eye patients to hold dear their walk with God.

"We are here to serve God," he said. "I am a full-time humanitarian worker, which means that all my surgeries are charitable. I have done more than 7000 around the world, including in Fiji. I travel to Fiji more than other parts of the world."

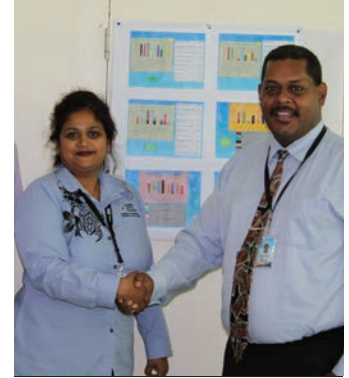
Rotary Club of Taveuni president Geoff Amos said the eye operation

project has been implemented successfully for the past eight years, and the demand continued to increase.

"This year we covered Bua and Saqani," Mr Amos said, adding that cataracts remained one of the main causes of blindness for villagers.

"We are reaching out more to rural areas because they genuinely need our help, and we thank the Vodafone ATH Fiji Foundation, the Fiji Society for the Blind, and Rotary Foundation, for making this possible," he said.

EXTENDING DEAP



Director Youth William Naisara with Foundation's Ambalika Devi

The Ministry of Youth and Sports plans to extend the Foundation-funded Duke of Edinburgh Awards Programme (DEAP) to other groups. Currently DEAP is only run in schools and says DEAP coordinator Akuila Sovanivalu, the DEAP structure can be well utilised to uplift personal development of youths who are not in the school system.

"Youths in the youth clubs can participate in the programme and we can use youth club committees, youth workers and youth coordinators to assess them," said Sovanivalu.

"We can also take the programme to the correctional centres to target vulnerable youths," he said.

Sovanivalu said that "with the creation of a Youth Development and Training Unit within the ministry we can coordinate and monitor Duke Awards."

The Foundation has been funding the DEAP since 2009 with a total investment of over \$250,000 to date.

and has extended to Vodafone Red Alert, which is a disaster response programme aiming to assist those affected by natural disasters," Kumar said. The Vodafone Red Alert provided for immediate basic needs for people affected by the floods in January and March 2012.

"The consolidated approach taken by Lions Club of Ba saw benefits to the grassroots community in terms of project initiation, income generation and individual effectiveness," Kumar said.

Speaking at the handover of the donation, Foundation Executive Ambalika Devi said that the core of any project is embedded sustainability and how the project can be upscaled to the next level.

CHILDREN GO FOR HEART TREATMENT

Two children from Labasa have travelled to India for specialist treatment of heart ailments, which they could not get from local and visiting surgeons.

Setaita Raulu, 12, of Dogoru, Labasa and Josai Masivou, 7, of Naivimoli, Dreketi were accompanied by a parent and Dr Maryanne Kora'ai of Labasa Hospital to India in December.

The children received their air tickets from Vodafone Managing Director Aslam Khan.

Foundation Executive Ambalika Devi said the children's travel and surgery were funded by the Foundation under its partnership



Raulu

Masivou

with the Fiji College of General Practitioners Children's Heart Foundation.

Four children were scheduled to travel, but only two were fit to do so, said Dr Shanita Sen, President of the Fiji College of General Practitioners Children's Heart Foundation.

"It is a milestone achievement for

our partnership today since we have been able to help save and improve the lives of over 68 children. The Fiji College of General Practitioners Children's Heart Foundation (FCGPCHF), in association with Vodafone ATH Foundation, is proud to assist children suffering with heart disease and conditions not correctable in Fiji," Dr Sen said.

Foundation director Divik Deo said the Foundation had spent nearly \$1.5 million since 2006 on corrective heart surgeries for the 68 children, in partnership with the Children's Heart Foundation. About \$20,000 is spent on each child's airfare and treatment.

SIGHTFIRST PROJECT ATTRACTS \$15K DONATION

Vodafone ATH Fiji Foundation has donated \$15,000 to the Lions Club of Ba for its SightFirst Project to treat blindness in the Ba to Rakiraki corridor this year.

The Lions Club of Ba screened 3000 people in 2012, of whom 120 have been operated on by partners, Pacific Eye Institute, and about 500 people issued corrective eye glasses.

The success of the SightFirst Project led to the donation from Vodafone Foundation, a statement from the club said.

It said that poverty is a contributing factor to a majority of health issues in Fiji, and diabetes and extreme exposure to the sun are mCancer free dial *979#



Lions Club of Ba receive the grant

major contributors to blindness in Fiji. It referred to national statistics which showed that the Ba to Rakiraki area is poorer than most parts of Fiji.

The President of the Lions Club Ba, Bharat Kumar, said that the project

had surpassed the expectations of club members, and he thanked the Vodafone ATH Fiji Foundation for its support, not only in money but in guidance as well.

"This partnership goes a long way

National Volunteer Conference 2012

The National Volunteer Centre was established through a 3-year grant of \$220,000.00 from the Vodafone ATH Fiji Foundation

Theme: Strengthening Communities through Youth Engagement

GOVERNMENT REASSURES YOUTH

The Government is determined to assist in the development of young people, says the Director of Youth and Sports, William Naisara.

He gave this assurance at the 2nd National Volunteer Conference after receiving the conference recommendations, titled "Call for Action", on behalf of all stakeholders in the public sector, private sector and civil society.

The Call for Action would help in the design of youth programmes, implementation of the National Youth Policy, and strengthening of the National Youth Council, Naisara said.

He urged participants to make the best use of the NYC and the National Employment Centre (NEC). Seventy youth leaders and volunteers from all over Fiji attended the three-day conference in Suva last December.

He agreed with participants that youth engagement and participation was essential at all levels of society, especially since young people are future leaders.

Naisara acknowledged the hard



*LEFT: Minister for Labour Jone Usamate with UN Resident Representative Knut Ostbey the conference.
RIGHT: Director of Youth and Sports, William Naisara receives the recommendations at the conference*

work of the National Volunteer Centre of the Fiji Council of Social Services (FCOSS), the youth participants, and sponsors Vodafone ATH Fiji Foundation in making the three-day conference successful.

Earlier, Shailendra Prasad, Acting Youth Officer in the Ministry of Youth and Sports, listed some issues which young people face today - employment, teenage pregnancy, school dropouts, crime, imprisonment, substance abuse, STDs/STIs, limited involvement in national development processes,

ignorance of cultural practice and protocol, unclear religious values, and lack of participation in sports activities.

He said that young people are the future of the nation, and so greater effort should be made to engage and mobilise them in national development.

Prasad said that a National Youth Policy has been endorsed by Cabinet and an inter-agency Coordination Committee has been set up to monitor the National Youth Policy Action Plan.

Vignesh Naidu, also representing the Ministry of Youth and Sports, listed the eight objectives in the Policy:

- Youth empowerment and livelihood opportunities
- Leadership
- Sports recreation
- Youth health
- Life skills training
- Vulnerable youths
- Cultural and religious values and virtues
- Environment sustainability.

MAKE USE OF TECHNOLOGY, LEADERS URGED

Make use of the technology which is available, especially the value added services of network providers, Vodafone's Shailendra Prasad told youth leaders at the National Volunteer Conference.

Technology is heavily impacting on how people live and how large numbers of people in many places can be contacted instantly, he said.

Young people are always full of energy and ideas, he said, and there is need to harness this energy for good causes, rather than allow it to damage society and the nation.

He said he was proud to highlight how Vodafone ATH Fiji Foundation had made a difference in society, and continued to assist the vulnerable in communities.

Usaia Moli, Interim President of the National Youth Council (NYC), highlighted the problems



Vodafone's Shailendra Prasad

of NYC in its organisational structure and low budget. In his view, there had been differences or lack of cooperation between organisations dealing with youth.

He stressed that all stakeholders in youth development work together because they have a common goal, the development of young people.

Joshko Wakaniyasi, executive director of the Spinal Injury Association (SIA), stressed the need to strategise for any project to be successful. He shared with participants how he drew up strategies to get where he is now with the SIA.

Persons living with spinal injury and physical impairment, he said, had identified issues which needed to be addressed, to improve their lives, gain recognition, respect and self-determination. Everyone could easily relate to the issues, he said, and make recommendations.

He urged participants to use the National Volunteer Conference as a platform to voice issues and the root causes of key issues concerning youths, and youths with disabilities, and to make recommendations on these issues.

REVIVE YOUNG PEOPLE'S ASSEMBLY

Young people want the Youth Parliament re-established to help create opportunities for building their leadership skills and confidence.

Seventy youth leaders and volunteers representing youth organisations and communities made the recommendation on the Youth Parliament during the Vodafone ATH Foundation funded National Volunteer Conference.

The Youth Parliament, to be re-established by the National Youth Council, is one several recommendations which dealt with the themes of leadership, decision-making, involvement in youth forums, employment, health, vulnerable youths, education, moral and religious values, the role of the media, and the National Youth Council (NYC).

The conference recommended that mechanisms for hearing and considering the views of young people, include the setting up of youth wings in all democratic political parties. It proposed that civic education and leadership development be promoted at school level. The communiqué, described



Youth at the conference

as a Call for Action, noted the lack of participation of young people at all levels of decision-making. It highlighted the need for communities to be informed of the importance of engaging young people, for efficient and inclusive development

The youth representatives called on all stakeholders, in particular the Ministry of Youth and Sports, to assist in the formulation of policies for youth development, and for strengthening public and private partnership, to enlist the support of the Government, United Nations

(UN) organisations, civil society, non-government organisations (NGOs) and other donor agencies.

The conference proposed that the NYC function as a separate entity and work in partnership with the Ministry of Youth and Sports on formulation of policy and capacity building. The NYC is to facilitate and coordinate youth development programmes with the Ministry of Youth and other stakeholders, and to assist youth organisations in implementing, monitoring and evaluating these programmes.

RECOMMENDATIONS

Employment:

- That policy be set on making land available in rural areas to support youth employment;
- The provision of a wide range of vocational and life skills training, and flexible employment opportunities, to enable young people to find and maintain employment and livelihoods;
- Set priority on employment issues at local level and close the gap between education and the workplace, by consulting the Ministry of Youth and the employment sectors in the monitoring and evaluation of market demand.

Moral and Religious Values:

- The introduction of classes on moral values in primary and secondary schools;
- The use of educational channels on mobile phones for moral education and well being;
- Reintroducing uniformed clubs (Girl Guides and Scouts) and making them compulsory for schools;
- That stakeholders sponsor columns, pages and slots in media outlets to create awareness and highlight youth issues for positive media coverage.

Health:

- Increase the awareness of STIs and NCDs for parents and young people through the Ministry of Health, UNAIDS/ UNDP and other stakeholders;
- Key stakeholders to take an integrated approach to address the increase in drug and substance abuse;
- Decentralise awareness and development programmes to promote healthy living for young men and women.

Vulnerable Youths:

- Strengthen partnership with existing networks for educational programmes such as reality TV shows to provide more visibility to addressing issues of vulnerable youths;
- Provide an inclusive platform for dialogue to address health-related issues such violence, drug abuse, sexual harassment and teenage pregnancies;
- Collaborative effort by stakeholders (including Police, faith-based organisations and Provincial networks) to provide support and programmes to boost youth engagement and productivity;
- Strengthen enforcement of occupation hazard and safety (OHS) requirements in the provision of user-friendly amenities and environment for young people with disabilities.

PARTNERSHIP IS KEY, SAY YOUTHS

The lack of participation of young people in all levels of society is a challenge which needs to be addressed, according to youth representatives.

The report of the National Volunteer Conference 2012 says that building partnership truly holds the key to bringing about changes in which the contribution of young people is valued.

Foundation executive Ambalika Devi told the conference that young people need to be involved in

planning and decision-making which affects them and others.

"The main aim of this conference is to bring youths together to ignite their passion for change," she said. "We want to promote volunteerism because youths will be able to acquire the knowledge, passion and skills to be able to move forward."

The conference communiqué called for the support of stakeholders, in particular the Ministry of Youth as the Government agency which deals with policy advice on youth and

development. The conference urged stakeholders to take these action steps:

- Hear our plight, hear our voices;
- Receive, and move with our recommendations;
- Follow through on the recommendations by introducing policies to be implemented by Government Ministries and Departments;
- Strengthen public and private partnership.

Celebrating 'National Volunteer Week' from 3rd to 7th December 2012



World of Difference

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. 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.

Allen's rehabilitation drive

Allen Lockington

Allen Lockington distributed seedlings to affected areas after the recent floods. This rehabilitation drive has greatly benefitted farming communities from Nadi to Tavua. Families have started harvesting vegetables for consumption and sale in urban markets and roadside stalls. Income-generation from these sales has supplemented the finances of families.

He involved corporate and social organisations to fund the repainting of the Lautoka Hospital foyer, corridors, repairing of seats and doors. This added new life to the pale looking regional hospital. Disposed old wheelchair frames were repaired for reuse by needy disabled people. With support from the Cancer Society, the Children's Ward has been repaired and upgraded.

Young women & social issues

Milika Baukitoga

Milika Baukitoga embarked on empowering young women to help them engage in income-generating activities. She covered areas from Dawasamu, Tailevu in the Central/Eastern coast to Vatulaulau, Ba in the West. Young women have learnt basic skills to make dish washing detergents, air freshener, door mats, flower arrangements and many other essential household items.

Women in villages, HART Homes, rural settlements and informal settlements near urban centres have benefitted from the project. Hundreds of young women and single mothers have developed skills to battle poverty and have raised their self-esteem. Many of these women are now starting their businesses from

Creating healthy communities

Peni Tabua

With medical revelation of liver imbalance for all born after 1980, rising cases of non-communicable disease (NCD) and sex-related disease, Peni Tabua has conducted a project to help reduce the risk. People below the age of 33 have been made aware of these risk, so preventive measures have been implemented in the Friendly North.

Because of the prevalence of physical inactivity in Fiji, special gym sessions were conducted to help reduce liver problems and battle NCDs. Tabua identified adult Indo-Fijians as the least physical active in sports and gym work. These training sessions attracted active participants from school children and adults. Special video clips were screened at every gym session to help everyone understand the importance

06 <http://foundation.vodafone.com.fj>



This will provide child patients comfort.

Allen and Lautoka City Council workers removed health and environment-hazardous oil and grease spills from parking bays at the bus terminal. Many corporate and charity partners joined hands in fulfilling this and other project objectives.



skills they developed.

Milika has made a remarkable impact in the women's lives. These young women will now tackle the social issues they face more easily. The empowerment through financial independence will give them hope for a better tomorrow.



and benefit of physical training. Health symposiums with clinics were conducted with the Health Ministry to better understand the project. The Body Mass Index survey was a vital part of the project, to help identify health problems.

The project has made many communities more conscious of healthy living and practices.

Sustainable food



Jitendra Naidu

Most farmers and farm labourers in western Viti Levu living close to the poverty line were badly affected by the two floods of 2012. Food security was greatly affected after the disaster, so Jitendra Naidu distributed seedlings to communities. To help future food security awareness programmes, training in basic agricultural skills and plant husbandry were conducted in various schools. Child health surveys and NCD awareness were conducted during these school visits.

HART Homes, older residents, single mother's homes received visits. An infrastructure survey showed the need for facilities to be upgraded in these communities and in the health care facilities. Hence Naidu arranged for a television to be donated to the Nadi Health Centre through the Sangam Foundation. Schools for introducing health and wellness activities were identified in the West. mHealth School Councils have been formed to coordinate mHealth School Clubs for greater health awareness. A two-day workshop on Micro-insurance was conducted for community workers with the help of the Life Insurance Corporation of India (LIC). Many income-generation projects identified are managed by Sangam Women groups in the division. The project has greatly benefitted and empowered communities across the West.

mCancer free dial *979#

WORLD OF DIFFERENCE

Art of social intervention

Shivneil Kumar

Expressing and reflecting social issues from health to other problems through art is rarely seen. Art is a not a strong point of expression in Fiji's societies but, when introduced in schools, it unleashed the creative abilities of students. Shivneil Kumar in his project did just that in the Northern schools, encouraging students and youths in creative art.

After promoting the project and training trainers in schools, he got it under way with enthusiastic participants. The project linked up with the Developmental Educational Assistance Programme funded by the Fiji National University. Curriculum-based paintings -- ranging in subjects from science to arts, effects of drug abuse, and nature -- occupy



school walls. This colourful and bright painting was not just educational but for beautifying schools as well. Many young people learnt basic banner painting to help their organisations.

Matters of mind

Ratu Lawa

The stigma of mental illness is difficult to remove from society. Ratu's workshops and home visits to former patients from the mental hospital have helped families and communities better understand and deal with different types of mental illness. He educates people suffering from these illnesses on the importance of hygiene and healthy living. Former patients are taught skills to help them find employment or engage in income-generating activities. Awareness of the dangers of substance abuse that leads to mental disorders was raised through workshops in schools, rural and urban communities.

Ratu Lawa wrote and organised skits to convey the message across communities, so the stigma could be removed. Everyone has benefitted from this project



as the theatrical presentations have been performed in communities and schools.

Health outreach



Rosan Lal

Rosan Lal carried out various projects with ACATA throughout Fiji. The main project was the Child Health Survey and Analysis which analysed and addressed issues of NCDs and early deaths. A total of 21 schools and 4500 children were surveyed nationwide. This led to the launch of a School Health and Wellness Policy by Pt Vishnu Deo Memorial College.

Some projects Lal engaged in were Public Health Screening and Vodafone Mobile for Good. Venturing into the agriculture sector, he worked with rice, tumeric, cinnamon, tree crop and other farmers in the North.

Lal also worked towards acquiring free land for sustainable farming project, linking it to ACATA's healthy garden concept. His efforts saw a 10 acre land donated by Tui Labasa Ratu Save.

Rural women

Salote Marama

Salote Marama has tirelessly and passionately served as a charity worker helping improve lives of rural women. Different income generating skills training sessions were conducted for these women. Financial capacity building has enabled the women to help their families walk out of poverty. Important health tips were disseminated to these women, and exercise regimes introduced as part of maternal health activities.

Women realised the importance of healthy living through proper diet and exercise. The importance of food security for healthy food has been imparted to schools. Vegetable gardens have been set up in school backyards in the districts. One of the newest methods of aqua-farming that Salote implemented was crab farming. Known for the abundance of mud crabs, the district may soon find the marine creature stock depleted. Thus crab farming will not only help preserve crabs in the wild but ease the burden of working in the mangrove swamps to catch crabs. The project is impacting the lives of women in the rural communities of the gold mining town of Tavua.



Disability

Joshko Wakaniyasi

Disability denies people equal opportunity to participate in society's many activities, from income generation and many others. With thousands of disabled people in Fiji, mobility is

the biggest challenge for them. Joshko Wakaniyasi has helped to address this challenge for many, by equipping them with mobility devices such as wheelchairs and crutches.

Networks and partnership with local and international donors have been established to help provide equipment and devices. Many people in rural communities and outlying islands cannot access donor agencies for equipment and devices. Hence agencies have been identified so more disabled people can get the equipment they need. Pre and post counseling sessions for families with disabled persons have been held to help them better accept, understand and care for the disabled.

Joshko developed strategies to motivate disabled people to help them face challenges.



SINCE WoD INAUGURATION IN 2010, THE PROGRAMME HAS BUILT CAPACITIES OF 69 CANDIDATES AND OVER 60 CHARITY ORGANISATIONS. IT HAS REACHED 80,000 DIRECT BENEFICIARIES, 40,000 PEOPLE HAVE BENEFITTED FROM THE SUSTAINABLE FUNDING PROGRAMMES AND 100,000 MOBILE FOR GOOD BENEFICIARIES.

Corporate Philanthropy Seminar

Non Communicable Diseases (NCDs) have been declared a humanitarian crisis in the Pacific by Pacific Forum leaders. What this means is that economies are at risk of sustaining productive workforce, and that the greater population needs to be aware of this public health crisis and undertake proactive measures to contain it. The Foundation's Corporate Philanthropy Seminar in September 2012 explored some of the critical public health issues and how corporate citizens could make accessible interventions. Attended by public health experts, medical practitioners, NGOs, International Organisations, and corporates, the seminar heard views from various speakers as narrated below.

Theme: Accessible Health Interventions



'Our Responsibility'

The Corporate Philanthropy Seminar has engaged over 220 partners since it started in 2010, the objective is to promote and encourage stakeholder engagement in addressing the most pressing challenges faced by our society that we do business with and live in. We clearly see it as our responsibility to prevent diseases and save lives.

We at Vodafone ATH Fiji Foundation believe that most of our issues and crisis can be addressed through accessible health interventions from Corporate Citizens.

We believe we have a responsibility to be a solid corporate citizen that engages other corporates, UN organizations, NGOs and relevant stakeholders including government ministries and departments. Vodafone ATH Fiji Foundation works closely with charity organizations in mobilising communities for social good.

- Lionel Yee
Chairman,
Vodafone ATH Fiji Foundation

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RECLAIM YOUR HEALTH

Flyers in the main languages will soon be displayed in public places in the community to encourage healthy living for life and for people to take responsibility for their own health.

Dr Margaret Cornelius spoke about the flyers while explaining the Wellness and the Rainbow approach, at the Foundation's Corporate Philanthropy Seminar. She is Technical Facilitator, Diabetes and Hypertension Prevention and Management in the Fiji Health Sector Support Programme.

She said: "Most people know how to stay healthy. Why aren't they doing it? We are saying to people, in the Wellness approach, that your health is your choice. It's your responsibility, not the doctor's or the nurse's.

"If you know the right choices, and you don't make the right choices, it is your responsibility, not the doctor's or

the nurse's."

The aim nowadays is for healthy living, from conception to old age. "It is a rainbow approach," Dr Cornelius explained. "It gives you targets for healthy living. What should you do? How should you do it?"

"Starting from conception, we look at what the mothers are feeding the infants, and the toddlers. We find out what the children are eating in school, what (food and snacks) the hawkers are selling outside the school gates.

"We look at teenagers and risk-taking behavior which predisposes them to non-communicable diseases," she said. "Then we look at adults, catch them at 30 or around that age. If we screen them early, they may not miss the boat (on healthy living).

"The senior citizens may have



Dr Margaret Cornelius

missed the boat, but they can still walk. If they can control their conditions, they can still lead an active and productive life."

Dr Cornelius said the health and wellness flyers will be translated into the vernacular and displayed in public places in the community because "health belongs to everyone".

GET FIT AND HEALTHY AT WORK

People spend many hours at work, so this can be an excellent environment for influencing healthy habits, says Robin Anganu of the Fiji National University.

Anganu, from the university's Department of Quality Awards, said that providing education and motivation to improve individual health can bring valuable rewards to both employers and employees.

"Studies show that health and wellness programmes are associated with low levels of absenteeism and reduced health care costs," he told the seminar.

"The success of any organization depends on the productivity of its employees. There is a strong body of data which suggests that high levels of stress, excess body weight and other multiple risk factors are



FNU's Robin Anganu

associated with increasing health care costs and illness-related absenteeism."

Anganu defined productivity as a measure of efficiency in the use of inputs or resources in relation to its outputs. Quoting from material from the European Productivity Agency,

he said that productivity is an attitude of mind, which is based on the belief that one can do things better today than yesterday, and better tomorrow than today.

Anganu said that high productivity brings many benefits. "At the national level, productivity growth raises living standards, because more real income improves people's ability to purchase goods and services, enjoy leisure, improve housing and education, and contribute to social and environmental programmes," he said.

Anganu said that health and wellness should be on everyone's agenda, that is, the leaders, managers and staff. Health and wellness should be a standard component of every decision, a standard agenda item, and on the agenda of every project.

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TAKE CARE OF YOUR LIVER

ACATA Founder Dr BP Ram said that we could not take for granted that all was well with our liver given our lifestyle in Fiji.

He said an unhealthy liver was the cause of NCDs in individuals and we should stop being ignorant about it.

"It is your liver that is responsible for processing virtually everything you consume -- protein, fat or carbohydrate -- and turning it into glucose that is used as fuel. But, since everything you consume passes through your liver it means your liver is subjected to an array of toxins -- pesticides, hormones, food additives, alcohol, medications, micro-organisms, and more -- on a regular basis," he said.

"Your liver will either convert these harmful toxins into less harmful



Dr BP Ram

ones or ensure they're eliminated from your body entirely. However, inevitably some toxins get left behind, hiding in certain liver cells or creating free radicals that can damage your liver and your overall health. This is why it's so important to support your liver health in every

way you can," he said.

The foods you eat, the medications you take, the drinks you consume ... all of these take a toll on your liver health, but you can help keep your liver in top working order by following the simple steps below.

- Eat organic foods as much as possible
- Limit fructose, fried foods and processed foods containing trans fats or hydrogenated oils
- Increase fruits, vegetables and other liver-boosting foods
- Drink alcohol only in moderation
- Use natural household products
- Detoxify your body regularly
- Be careful with medications
- Exercise and avoid smoking
- Consider liver supportive supplements

BREAK THE CULTURE OF SILENCE

Why do we keep quiet about diabetes? Why is it a secret?

Dr Margaret Cornelius asked these questions at a Vodafone ATH Foundation corporate health seminar in Suva.

Dr Cornelius focused on Diabetes among non-communicable diseases (NCDs), which have become a major health issue in Fiji and Pacific island countries.

"People are dying young," she said. "The older people are now burying their children. That's not acceptable."

She proposed the following measures for breaking a culture of silence on diabetes:

- Empower the person with diabetes
 - Provide a supportive environment and policies
 - Improve access to affordable, responsive and holistic health services
 - Muster community support
 - Take a collective stand to beat diabetes.
- She said that diabetes is worrying because it can cause complications such as these:
- Heart diseases (heart attacks and heart failure)
 - Strokes
 - Kidney diseases, leading to kidney failure
 - Blindness (cataracts and retinopathy)
 - Nerve and blood vessel damage -- leading to numbness of feet, ulcers, sepsis, gangrene and amputations.

Dr Cornelius cited a 2002 non-communicable diseases (NCD) survey which showed that 16 per cent of the people in the community, aged from 25 to 64 years, suffered from diabetes. One out of 2 people surveyed did not know they had the disease. Nineteen per cent of the community suffered from hypertension. Two out of 3 did not know they had the disease.

No cure is available yet for diabetes, she said, but the disease can be controlled.

NCDs LINKED TO RISE IN DISABILITY

More than 70 per cent of the membership of the Spinal Injury Association (SIA) are people with disability resulting from non-communicable diseases (NCDs), says executive director Joshko Wakaniyasi.

Most of the disability is from diabetes, resulting in amputation, and high blood pressure, leading to stroke.

"Acquiring a disability may be individualised, but it affects families, communities and the nation," Wakaniyasi told the seminar.

"As you may be aware, there's no organisation that deals directly with amputees or those with cerebral palsy or any other physical impairment. So Spinal Injury Association took them on board to advocate and provide awareness for them."

He said that five years ago SIA noted that there was a lot of documentation and awareness programmes on disability. "There was a lot of overlapping with civil society organisations (CSOs) in talking about the issue, but nobody was addressing service provision," Wakaniyasi said.

"We decided to refocus what



Joshko Wakaniyasi

the organisation was to be about. We started trying to address the issue. Today, five years later, Spinal Injury Association is a household name to every person with physical impairment in this country."

"We have a large network in place and, with the partnership with Vodafone ATH Foundation as of this year, and with ACATA Trust, we are speeding up the process of ensuring that equipment gets to the person faster at no financial obligation.

"We are trying to minimise the cost, because a lot of people who acquire disability live in poverty. Eighty per cent of the people who

turn to such organisations for assistance cannot afford what they need.

Wakaniyasi posed this question at the seminar: "How much support and resources are available to address and assist those that have been disabled as a result of non-communicable diseases?"

He summarised the way forward as follows:

- There needs to be stronger networks among stakeholders, involving NGOs, the Government, private sector, faith-based organisations, CSOs and service providers;
- Concepts are to be Fiji-specific -- to take into account geographical location, inaccessibility to transport, the cost of living, and what families can afford to pay for services;
- Family support.
- Professionals, to be included in the wider network of support and assistance for people with physical impairment;
- Early intervention;
- Solutions to be relevant, applicable and sustainable.



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LEVERAGING SMS GIVING

Vodafone's Shailendra Prasad talks of strategies to create greater impact through our givings

Business and civil society can make vast improvements in the delivery of relief supplies to flood victims and other natural disasters if organizations work together and embrace available technology such as mobile payment options like M-PAiSA.

Vodafone's Head of Value Added Services and Corporate Affairs Shailendra Prasad suggested this at a corporate philanthropy seminar in Suva, in which he spoke on the topic of SMS Giving.

He said Vodafone Foundation and Vodafone as a company were closely involved in relief work in Nadi, Lautoka and Ba early last year after the devastating floods. "We bought all this food, we packaged it, we hired trucks, we went and volunteered, and gave it out," Prasad said.

We did this, BSP did it, Rotary did it, and many other corporate and individuals who had a heart to assist also did the same. "The question I'd like to ask is: Is our current method of doing flood relief effective and efficient? Is this the best use of resources and funding available for maximum impact?"

"You know the answer: It is not. If we used technology, we could do this much better.

"We have proposed to UNDP (the United Nations Development Programme) and other donors that mobile phone based money transfer mechanism could be used to more effectively and efficiently distribute relief funds to the affected people."

For M-PAiSA to be used, he said, some information was required, based on past experience on flood levels, the people and areas affected, and the recorded rainfall.

"A simple database could be created such as number of households, number of people per household so that we could very quickly calculate the amount of assistance to be provided per household in the immediate aftermath of the natural disaster."

"It's nice to pack all that food and take it (to the flood areas). I've asked the question: Cash versus other goodies," Prasad said. "Does everyone eat noodles or tinned fish for that matter? Is it the right food to give? Are noodles and tinned fish everyone's need at the time?"

"Is it better to give cash, and the people buy what is essential. Let's say 20,000 people are affected in the Western floods and, if you had data, and a preliminary survey was done -- we know that every household in Fiji has at least one phone. If we had that information, with a touch of a button and in less than 10 seconds, money can be sent directly onto their mobile phones."

Negotiation can be done on the side, with a supermarket chain who can provide a wide selection of goods, to be bought through M-PAiSA money received on the phone. The supermarket can be asked for a good discount on the goods, 30 per cent for example, because of the bulk buying advantage of this arrangement. The supermarket can arrange the delivery of the goods, instead of each major donor sending its truck which would mean a huge saving on; logistical cost. This would mean more assistance



Shailendra Prasad (middle) with Vodafone's VAS team Deepak Baran and Rajnesh Prasad

filtering down to the victims.

Prasad said the aim in SMS giving was to set up sustainable programmes with many stakeholders and corporate citizens who think they could make a difference and want to make a difference.

"We can direct the funds which come through the small text message, of 5 cents and 10 cents, to responsible NGOs (non-government organizations) on the ground working with communities for people who are at risk but are finding it hard to sustain their programmes for funding reasons," he said.

Prasad said that assistance in kind were normally preferred over cash.

"There is fear that if money is given whether it will be used rightfully. Currently, a high percentage of donor money, which is estimated to be as high as 60%, given for community programmes and relief work is spent on administration. The money does not filter down to the people where it is most needed."

"Vodafone ATH Foundation came into being in 2003, and we started from citizen social responsibility, engaging unemployed youth in community volunteerism. We have now come to a point where we

"Given Fiji's small size -- and lacking economies of scale -- there is need for us to collaborate better to be able to use resources more effectively and efficiently, to deliver results that can achieve greater impact and cover more people rather duplicate, replicate and waste resources."

feel we have to live our corporate social responsibility in a true sense.

"Given Fiji's small size -- and lacking economies of scale -- there is need for us to collaborate better to be able to use resources more effectively and efficiently, to deliver results that can achieve greater impact and cover more people rather duplicate, replicate and waste resources."

"Through SMS giving we have the potential to bring together all the different partners and stakeholders who wish to make a difference in terms of corporate social responsibility, be it in education, poverty alleviation or control of NCDs (non-communicable diseases).

"We can come together to provide a solid

foundation from which we can undertake these programmes more effectively.

Prasad explained that SMS Giving was all about engaging with corporate and general customers through the mobile connections on Vodafone's network to contribute toward social good.

"I know that Vodafone ATH Foundation with ACATA Trust is measuring people's blood pressure levels and cholesterol levels. These services are being provided to the communities without incurring any costs.

"If somebody were to pay 20 cents to get that check-up sitting at home, I see no reason why they cannot contribute 20 cents to these programmes so that they become sustainable programmes and more people can benefit.

"Otherwise when we need to buy new equipment, new machinery, we don't have the funding because nobody is contributing," he said.

"We brought programmes like that offered through ACATA Trust to a level. What we now need is to sustain these programmes for the longer term.

"What we are offering is a wide reach with ready access. We have so many customers, we have people who are passionate about these issues and wish to make a contribution. What we need is a transparent and well-coordinated effort."

"Unfortunately, the moment we levy a small charge for such social good programmes, the first thing people start questioning is 'Vodafone is making a lot of money.'"

"So far all the money raised through the Dr SMS and mHealth programmes have been given to the NGOs nominated to receive these funds," Prasad said.

"These funds are used to purchase needed equipment like cholesterol and liver testing machines, as has been the case for charity partner ACATA Trust."

"So it's not about us making money but making sure we use the technology to assist the community, particularly helping the poorest of the poor in education, food security, preventative measures and awareness of NCDs -- thus benefitting the community and humanitarian organisations."



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Stakeholder Views

Since 2004 the Foundation has continuously made partnerships and engaged with over 500 charity organisations and 180 corporates to successfully make an impact in the lives of people. From providing potable water to isolated communities to assisting communities in times of disaster, and from making technology accessible in rural schools to providing technology platforms for healthcare, the foundation has touched the lives of many individuals and communities. As we enter another year of giving and changing lives, we would like to take stock of our various engagements. From this edition we will feature interview with at least one of our stakeholder and what they have to say about our work.

Interview with Spinal Injury Association Executive Officer and WoD candidate Joshko Wakaniyasi

"We have rendered \$1.8million worth of services to the disabled community through a social investment of \$33,000 by the Vodafone ATH Fiji Foundation"



How has Vodafone ATH Fiji Foundation contributed towards organisational/ individuals lives?

The WoD programme has given vital service providers such as SIA recognition and respect by having an Executive Officer position liaising directly with authoritative positions within all relevant stakeholders, internal and external, including government and donor agencies.

As a person living with a disability (spinal injury) and as a WoD candidate, the Foundation provides employment and financial security, and at the same time encourages persons with disability on education and pursuit of employment opportunity.

All programmes under the VATHFF are directed to assist the most vulnerable in our society and communities; therefore there are linkages between the programmes that complement and at the same time ensure achievements of targets within the specific programmes and overall VATHFF objectives.

Did the Foundation meet your expectations?

Only four months into the programme, it was evident that the VATHFF was not only focused on assisting with a product-based approach with mobility devices and awareness and advocacy lip-service but, more importantly, targeting the improving of the living standards of the individuals and their families, supporting SIA's vision of a barrier-free society in Fiji.

What is your opinion of the Foundation's programmes?

The programmes are very much appropriate. The Foundation is slowly but surely becoming recognised for its innovative approaches. As evident with SIA, we are benefitting from assistance relating to mobility devices, including microfinance

assistance and mDisability which will broadly assist disability Fiji-wide, benefitting individuals, their families and organisations.

Personally, I feel that the behavioural change is visible in families assisted under the Foundation's programmes.

The corporate change is evident as they are becoming more involved with their charity organisation rather than just providing funds.

The Foundation's programmes have brought about many changes to SIA, giving its board and staff confidence in achieving set targets and raising the bar at every new programme and activity.

How have the programmes made a difference to your organisation, communities and individuals you serve?

The programmes have enhanced the recognition of the organisation nationally and internationally as a professional and appropriate disabled service delivery organisation. The confidence of communities and individuals being assisted has not only improved their mobility. They have found new confidence in themselves and their organisation, showing greater interest by participating in more organisational activities.

Impact: Better recognition for SIA -- the Chairperson (Jiutatia Senibiau 9238506) has always mentioned the confidence she now has when liaising or sharing during workshops and stakeholder meetings, on recommendations which are appropriate and applicable to Fiji's context, knowing that the organisation she chairs "not only talks the talk, but also walks the walk". The board of SIA echo the same confidence, believing in the capacity of its secretariat with its current structure of a fulltime executive officer ensuring programmes are undertaken, with transparency and accountability for professional integrity.

Changes: SIA has been focusing and strengthening its mobility device service delivery, receiving at least one shipment annually. Since the partnership with VATHFF, and linkage with its other charity partners such as ACATA Trust Fiji, we have managed to reach more people, communities, and institutions faster, especially in rural areas and the Northern Division.

The confidence of donors in the organisation saw growth to four shipments for 2012, with a higher expectancy this year, including training and assessment of vulnerable individuals and communities in these areas.

More persons with disability in Fiji are being assisted with mobility equipment, and referrals carried out for health checks and assessments. There is a more effective network relationship with relevant stakeholders both national and international

Outcomes: These are some outcomes so far:

- SIA membership growing significantly;
- Funding for appropriate disability programmes improved. (Human rights programme for employment for persons with disability was supported by AusAID);
- More mobility and physio equipment distributed, covering all 14 provinces, urban and rural
- More donated equipment direct from the factory, and are built to WHO standard and Fiji-applicable, that is, relevant to disability and environment;
- Significant growth in network partners and donors, national and international;
- Establishment of new groups within the organisation (youth awareness and advocacy programmes, women in microfinance and skills programme, men in sports, and fundraising)
- Larger storage facility.

What makes the Foundation programmes different?

They have a rights-based approach that is focused on addressing the needs as identified by the individual and communities requesting assistance, rather than handouts that have been identified internally as a corporate sponsor.

Final Comments:

Every person's ultimate goal is financial security and independence.

My commitment and passion resulted from looking into the state of our most vulnerable individuals and communities, and knowing that, with the right assistance and support, many of these individuals may become productive in their community and even in national development.

I am grateful to VATHFF for enabling me to concentrate on my commitment and passion with skills, experience and knowledge for social change, under the World of Difference programme.

My involvement in the programme has allowed me to share, learn and implement appropriate strategies and programmes that are focused on the ability of the individual rather than disability, and need for equipment only.

The programmes under the VATHFF have a proven track record of assisting and bringing about change to people's lives.

Sustaining the vital components of its partnership with its charity partners is fast becoming the backbone of its engagement.

Using technology as a tool to advance the standard of living for all citizens, regardless of economic status and earning power, is applaudable.

I personally believe that the contribution of VATHFF to Fiji community and development is important.

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ANOTHER MILESTONE

SCHOOL HEALTH POLICY FIRST FOR FIJI

Health outreach programmes by World of Difference charity partner ACATA Trust has led to the inception of Fiji's first school health and wellness policy.

Pundit Vishnu Deo Memorial College at Lautoka has taken a significant step which will benefit the health and life of its students and community in years to come.

Permanent Secretary for Education, National Heritage, Culture and Arts, Dr Brij Lal, officially launched the school's policy last November.

He said that, according to the United Nations Food and Agriculture Organisation (FAO), one in 12 people are malnourished, including 160

million children under the age of 5. Many food-related diseases are the effect of reduced intake, nutrient losses and mal-absorption, which can lead to mental retardation and physical disabilities.

"The Ministry of Education therefore fully supports any initiative and programme of this kind that will help in improving healthy lifestyles and encouraging healthy balanced meals for children in Fiji," Dr Lal said.

"I appreciate the fact that Pt Vishnu Deo College was declared a health promoting school in June. The college -- in close collaboration with Vodafone ATH Fiji Foundation and ACATA (Action for Children and The



PS Dr Brij Lal launches the policy with Principal Varman and Chairman Lionel Yee

Aged) Trust Fiji -- has successfully formulated the Pt Vishnu Deo College 'School Health and Wellness Policy'."

The college's undertaking in this programme includes:

- 'Fruits Day' every Tuesday
- Encouragement of lunch in lunch boxes, and each student to have a water bottle
- 2nd Prize achievement in the School Garden competition
- Staff and Family Health and Wellness Day (in the previous month)
- Setting up of a

Health Promoting Committee.

Dr Lal said these and other activities which the college has implemented were a good sign of its commitment to the college's new direction "and I must congratulate you for that".

\$10 MILLION INVESTED IN COMMUNITY

The Vodafone ATH Fiji Foundation has invested nearly \$10 million in the community since 2004, says Chairman Lionel Yee.

One of the Foundation's aims in making this investment is to build a resilient community which has the power to plan and to live a healthy lifestyle which is sustainable, he said. He was speaking at the official launching of the Pundit Vishnu Deo Memorial College health and wellness policy.

Work on this college policy is supported by the Vodafone Foundation World of Difference programme and ACATA (Action for Children and the Aged) Trust Fiji.

Yee said: "As researches show, the student's academic performance is linked to health and wellness. Our Dr SMS doctors say, the liver is 'wirelessly' connected to the brain. So when the student's liver is not functioning properly, academic performance suffers and, when that happens, the same child becomes a burden on society.

"This policy, as I read it, aims to address the health and wellness of our students, and we at Vodafone ATH Fiji Foundation World of Difference programme see this as a landmark initiative that will uplift many livelihoods in years to come."

"The policy not only will address health and the wellness, but develop the life skills of students and help them in future," he said.

"Many times we try to address social issues -- these come out of poorly educated children, who become a burden on our society. This health and wellness policy will set a platform for developing good citizens.

"If we create an environment that supports the social and emotional well-being of students, the schools will grow healthy minds that will do great work."

Yee said that since the Vodafone World of Difference programme started in 2010, the Foundation has introduced several programmes that make a world of difference in people's lives at differing levels.

"The principle is to think outside the box, release the creativity of the younger generation, bring about changes to the community, and implement projects for the betterment mCancer free dial *979#

of our community," Yee said.

"The health and wellness policy launch marks the beginning of a newer generation who will not only improve their lives but will improve the lives of the community. We envisage that prosperity, health and wealth will come about through this health and wellness policy."

Yee said that Vodafone ATH Fiji Foundation programmes are designed to bring about changes to communities, such as sustainable funding, and mobile for good, Vodafone Red Alert, mHealth, Dr SMS, mCancer and mDisability.

"Our strategy is to utilise our people and technology to address humanitarian challenges which matter to the people and the community we live in," he said.

"The college health and wellness policy will provide an excellent health promotion opportunity for children, teachers, families, and their communities, in an efficient and effective way."

Yee stressed the importance of measurement and evaluation in the implementation of the college health and wellness policy. Just as sound leadership is reflected in how an institution lives on after a leader leaves, so policy-making should not be one-off.

"The policy must remain active and sustainable," he said.



'DOUBLE YOUR DOLLAR IS GREAT INITIATIVE'

"The Double Your Dollar programme is a great initiative as it encourages staff to do fund raising for the needy, with the assurance that the foundation is always willing to offer assistance," says Ceceilia Tokona of Vodafone's customer care team.

"It also encourages staff to participate, for example, using our tea money to buy things for the needy. It opens opportunities to contribute in a meaningful way," she said

Tokona says the programme also gives peace of mind and self satisfaction knowing that what little you can give, can make a big difference in someone's life.

Divik Deo raised \$1,000 with ANZ Social Club for a cancer patient

needing medical evacuation

Team Mosaic – Customer Care raised \$846.20 in support of 'Bring and Buy Morning Tea' programme for Fiji Cancer Society.

Rajneal Rakesh Kumar raised \$1,503 with National Volunteer Centre (NVC) for Shawn Kumar's air travel to study ayurvedic medicine in India.

Sanjeev Prakash raised \$1,150 with NVC for medical treatment for Mrs Daya Wati suffering from Malignant Tumour.

Justina Smith raised \$340 for staff Shynal Chandra's father's neurosurgical treatment overseas.

Sheik Naushad raised \$2000 with Suva Muslim League to send Sharoon for eye treatment to India.



Team Mosaic

EMPLOYEE VIEW

Living the Vodafone Way

- Justina Smith

Living the Vodafone way is all about how Vodafone can achieve its Vision of being "The Most Admired Company in Fiji."

Each and every staff has and will contribute to achieving this is by living our seven values. The values are customer obsessed, innovation hungry, ambitious & competitive, one company, local roots, speed, simplicity and trust.

These values are really all about ensuring that the customer is priority. This means that the way we work needs to revolve around "What would the customer want?" Its about customer experience, about making things better and easier for the customer and also about remembering that even though we are an international company, we have local roots. This is not only providing our people with what they want and need but also about giving back to the community who have helped us build this company. Its about building passion for the world around us and is encouraged through our employee engagement programmes.

It is very heartening to see and hear about staff wanting to reach out



to the community. We have people who have helped raise funds for schools in their community, taking out time from their day to day work to spend a few hours with our elderly community and even donating money towards the Cancer Society by organising the biggest morning tea.

We even have people who have donated their skills to help an NGO and also donating funds to either colleagues or friends whose families need overseas treatment.

A little really does go a long way and to see the faces of people who have been helped is really one of life's pleasures.

By creating this culture of looking beyond just oneself and beyond making profit, of finding that passion and at the same time being the best at what you do, is what Vodafone is all about.

MAKING CHRISTMAS MERRY FOR THE NEEDY

Continuing the tradition of giving, Vodafone staff once again went out to make Christmas merry for the needy.

The staff presented food and gift worth \$1000 to Loloma Home Care in Nadi that houses 14 single mums and 16 children.

Gifts and food packs were also presented to Valelevu and Nausori HART residents. Valelevu HART resident 69-year-old Kelera Diana thanked the foundation for the donation. The Yarovudi, Ovalau villager, who had taken up residence in Valelevu HART ten years ago, said because she doesn't live with her children anymore, she now survives on the love of such kind charitable institution.

The Psychiatric Survivors Association was able to host a tea



LEFT: PSA personnel hands over Xmas gift RIGHT: Wati Duri

party for the patients at St Giles on the 19th of December, with the kind gesture shown by Vodafone staff.

"We are so thankful that Vodafone Fiji was one of our major donors in assisting us host a tea party for the patients," said PSA.

"With the \$1000 donation given by Vodafone Fiji we were able to

provide Christmas gift for the 70 patients."

The Labasa HART Home and senior citizens at Ba Soroptimist International also received food and gifts from Vodafone staff.

The Prison Fellowship of Fiji received gifts for children. Mr Savou of the Fellowship said that it was

heartening to see Vodafone has taken steps to care and support the young and innocent during Christmas.

Vodafone staff Wati Duri said: "I feel at peace knowing that what has been done by our fellow colleagues is a sign of their love expressed in gifts to our less fortunate children in society."

"I would like to thank the whole team for the support that was provided to me. I was extremely pleased and delighted with the assistance received as it helped me a lot in catering for my dad's medical treatment. I feel lucky to be part of a company who are so thoughtful towards their staff and employees A Big thank You to you All from my family and I." - Shynal Chandra

Passion for the Vanua by Aslam Khan



HIGH-ENGAGEMENT PHILANTHROPY

Our philanthropic effort to promote social benefit is one that is continuously changing to cater for current and emerging needs of our society.

Our Strategy has changed and we have the understanding, vision, and experience to utilise our people and technology to create greater impact in the lives and families of our customers. Our people at Vodafone have the right skill-set to deliver technology in the fastest, simplest, and most effective way that brings about social changes in the lives of our people.

Our technology is now in the process of enabling rather than just direct giving. The aim is to be able to improve more lives together with our corporate, employees and our communities.

At Vodafone, we have embraced high-engagement philanthropy, an approach where we get directly and personally engaged and involved with our investment/charity partners beyond providing financial support. Building new networks, accessing existing networks, and leveraging relationships enable us to build capacities so our communities and charities are sustainable. This also enables sustainable rate of return for our social investment.

We believe that integrating business and social values is imperative for sustainable social impact. We are stepping up to further our responsibility for effectively investing in social impact and integrating a social cause across many areas of our operations, pushing our corporate social engagement activities well beyond traditional philanthropy.

In our recent efforts, Vodafone Leaders are inspiring employees to engage in building communities. Our focus is to provide customer satisfaction in a holistic manner adding value to the products and service our communities use.

Our technology has always been there and we were finding ways to help our community. The needs of our community and the intervention of our Foundation with charity partners has enabled us to 'think big' to 'reach larger population'. Our staffs have been crucial to making this strategy work.

We will continue to be proactive in our strategy to better serve the Vanua.

Accessible opportunities



Andrew Dunnett,
Director, Vodafone Foundation

- Mobile World Summit,
December 2012

The mobile network now covers nine out of ten people on the planet – more than those covered by the electrical grid. Thirty years ago, it didn't exist. UNESCO estimates that one in five of the world's adult population is unable to read or write. Mobile internet gives schools with no books the ability to access global libraries online. Around the world, 270 million children are growing up without access to basic medical facilities. Mobile allows communities to connect with healthcare providers who offer emergency advice, remote patient monitoring and a host of other services. Mobile payment and information services can transform the prospects for farmers and smallholders in emerging markets.

At the heart of the Vodafone Foundation is the belief that mobile communications technologies can address some of the world's most pressing humanitarian challenges. Our Mobile for Good programme focuses on using our innovative mobile technology in mobilising social change and improving people's lives.

The Vodafone Foundation is constantly looking to use mobile technology in a way that has the biggest impact for positive change. The challenge is finding transformational projects rather than adding to the ever increasing number of pilots. Philanthropic funds can catalyse these projects but in order to reach sustainable scale, we believe in collaboration around the mobile technology. Partners bring different strengths and most importantly, different perspectives on the same problem.

The technology and services that Vodafone delivers are designed to give businesses and individuals access to opportunities. By working collaboratively with governments, industry bodies, NGOs, aid agencies and regulators we can increase their availability, and so truly democratise the mobile internet, enabling millions more people to connect.



Lionel Yee

Chairman's vision for 2013

- ▶ To execute speedy responses during climatic emergency situations leveraging off our Mobile Technology platforms and reaches.
- ▶ To develop, enhance and promote our pioneering efforts in mHealth initiatives to the old and the young, to the urban and the rural, to the sick and the healthy
- ▶ To explore and propagate positively with our youth award programmes, disseminating preventive primary health knowledge in collaboration with the Education ministry to the future citizens of the country.
- ▶ To provide hope and relief to the less fortunate in society through our Mobile for

Good initiatives and World of Difference programme.

- ▶ To be a laudable and responsible corporate citizen in the contemporary world of entrepreneurship and harnessing our desire to make our contribution and make a difference.

Do you want to lend a hand to develop community solutions ... and get paid for it?

APPLY NOW!



EXPRESSION OF INTEREST

The World of Difference 2013 programme is inviting Expression of Interest from capable individuals and/or charity organisations for developing mobile technology-based community solutions under its Mobile for Good programme.

WHAT IS MOBILE FOR GOOD?

Mobile for Good is a pathbreaking programme that uses mobile phones to help people improve their lives and livelihoods.

WHAT IS MOBILE PHONE BASED COMMUNITY SOLUTIONS

Mobile phones hold the promise of becoming the planet's first ubiquitous communications platform - and people living in vulnerable communities in Africa and Asia are already making use of innovative mobile phone applications to solve their most critical problems.

Mobile phone based community solutions are micro applications that bring about significant positive changes in the lives of people, especially vulnerable and under privileged communities. By using such application on their phones, these communities will have access to information and services that may otherwise be not possible.

HOW TO APPLY

Get the Expression of Interest package (containing detailed terms of Reference) from the Foundation website:

<http://foundation.vodafone.com.fj>

For any additional information email:

foundation@vodafone.com

EOI CLOSES ON MARCH 22, 2013

World of Difference ... mobilising communities, mobilising social change

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"