

MASOYISE HEALTH PROGRAMME: COMMUNICATIONS REPORT

The objective of the communications strategy is to support the work done by the Masoyise iTB Project, ensuring that we achieve the key targets of educating both mine employees and surrounding communities about ways to prevent and treat HIV and TB and to ultimately eliminate them.

2018 was a success for Masoyise's communications. We continued with the theme "know your rights and responsibilities" to reinforce existing educational messaging and to remind people of their rights and responsibilities in the workplace when it comes to TB and HIV. A pocket-sized leaflet was produced to assist peer educators and health advisors at the mines and mine clinics on educating both employees and community members about their rights.

Key achievements for the programme include the following:

- **Expansion of the project into a programme**

The Masoyise iTB Project, which was meant to run until the end of 2018 was extended and the Masoyise Health Programme was approved by the Minerals Council Board in November 2019 as a three-year programme that will run till the end of 2021. The programme has a wider focus beyond TB and HIV. It has adopted a wellness approach that incorporates non-communicable diseases and occupational lung diseases.

- **The Eastern Cape Pledge**

The pledge made by Mr Sangqu on December 2017 at the World AIDS Day celebration in the Eastern Cape to support the province with health screening was implemented. The South African Business Coalition for Health and AIDS (SABCOHA) conducted the screening between March and May 2018.

The campaign was a success with a total of 7,500 people in deep rural areas screened. A 7.9% HIV positivity rate was found; while 3,150 people needed further screening for TB, with 1,009 of these having partners in the mines.

- **The UNAIDS Programme Committee Board (PCB) meeting**

The communications team attended the UN High-Level meeting in September as part of the support it gives to the programme. The experiences of the mining industry with Masoyise iTB and its success in reducing TB and HIV were showcased at the meeting.

Masoyise iTB hosted a delegation from the UNAIDS Programme Committee Board (PCB), with representatives from across the world. The objective of the meeting was to understand the national AIDS response in South Africa, with particular reference to the mining sector, the role of communities and sustainability. These are issues which were discussed at the PCB meeting in December 2018.

Mr Andile Sangqu (Masoyise chairperson) and Dr Catherine Sozi (UNAIDS Regional Director, Eastern and Southern Africa) chaired the meeting, with the opening done by Ms Shi Ying (Deputy Director Bureau of Diseases Control and Prevention National Health Commission, China & PCB Deputy Chair). The meeting was attended by representatives of the Masoyise working group committee which includes industry, organised labour and government.

Representing the mining industry, Drs Charles Mbekeni and Peter Mothapo from Anglo American and Dr Jameson Malemela from Sibanye Stillwater delivered presentations on the strategies for health and wellness in their companies. Anglo American had achieved massive declines in TB incidence due to ART programmes, while Sibanye Stillwater presented their findings on an HIV self-screening pilot.

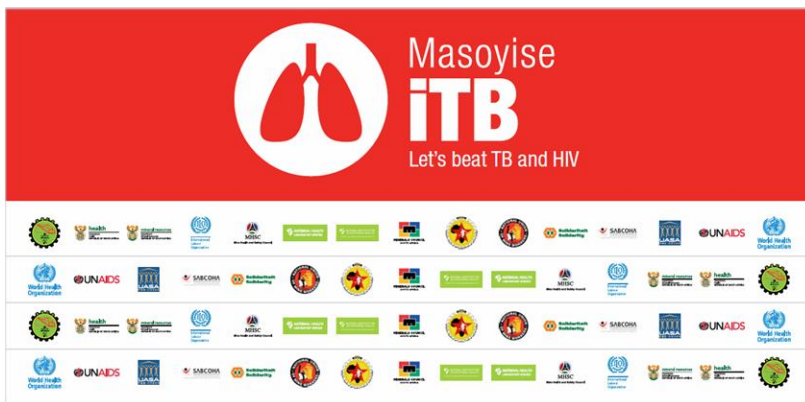
From organised labour, Mr Matthew Grant from The Association of Mineworkers and Construction Union of Mineworkers (AMCU) and Mr Mziwakhe Nhlapo from The National Union of Mineworkers (NUM) shared some of the successful campaigns they have held in

collaboration with both mining companies and government, what challenges remain and what noticeable improvements they have seen on the ground.

Dr Barry Kistnasamy from the National Department of Health gave an overview of the efforts made by government to fight HIV/AIDS and the growing TB pandemic. He explained the importance of prevention and highlighted some of government's collaborative campaigns with the private sector. As a concluding point, Dr Kistnasamy appealed to the PCB board and its stakeholders to continue working on improving tolerable dust occupational exposure levels in South Africa, aligning them with those of other countries so that silicosis and TB can be eliminated by 2025.



UNAIDS PCB DELEGATES MEETING

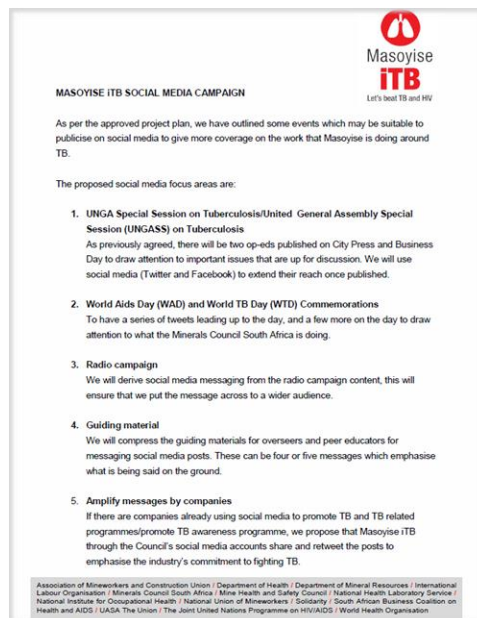


BANNERWALL FOR THE PCB MEETING

The key achievements for the Masoyise's communications strategy include:

- **SMS content**

A comprehensive set of SMSs were produced and shared with mining companies. These SMSs aimed to educate employees about TB, how to prevent it and how to manage it.





SMS CONTENT

- **World AIDS Day**

An extensive social media campaign which was translated into five African languages was conducted on the Minerals Council's Facebook page. The campaign was supplemented by posters which were produced and distributed to various mining companies to ensure that employees without social media exposure also receive the messaging.

KNOW YOUR STATUS
TAKE CHARGE OF YOUR LIFE

World AIDS Day
1 December 2018


The Minerals Council South Africa and its member companies believe that World AIDS Day is a reminder to everyone to lead a healthy lifestyle and to know your status to help you make better informed decisions.

This World AIDS Day we invite you to raise your hand and say

“I will too”
by getting tested.

Get tested for free today
#KnowYourStatus
#TakeChargeOfYourLife

KNOW YOUR STATUS
TAKE CHARGE OF YOUR LIFE



TESTING FOR HIV IS FREE.
Test and know your status.

If you feel uncomfortable you can ask nurses in your local clinic or mine clinic about self-testing.

If you need advice on HIV-related issues, you can visit your local clinic or mine clinic.



For more information you can call the

National AIDS help line on 0800 012 322
Or the number provided by the company you are employed by.

Get tested for free today
#KnowYourStatus
#TakeChargeOfYourLife

WORLD AIDS DAY FLYER

KNOW YOUR STATUS
TAKE CHARGE OF YOUR LIFE


World AIDS Day

1 December 2018

Take charge of your life
Test for HIV and TB

Get tested for free today
#KnowYourStatus
#TakeChargeOfYourLife

World AIDS Day



KNOW YOUR STATUS
TAKE CHARGE OF YOUR LIFE

TB is an airborne disease that anyone can contract.


A PERSON WITH ACTIVE TB CAN INFECT BETWEEN 10 AND 15 PEOPLE EVERY YEAR.

WHO SHOULD GET TESTED/SCREENED?
Everyone with signs of TB must get screened especially those who:

- are in contact with people infected with TB
- live in places where TB is common
- are living with HIV
- come from countries with high TB prevalence

Get tested for free today
#KnowYourStatus
#TakeChargeOfYourLife

World AIDS Day



KNOW YOUR STATUS
TAKE CHARGE OF YOUR LIFE

Signs of TB

- coughing for two weeks or more
- weakness or feeling very tired
- losing weight
- chest pain especially when coughing
- lack of appetite
- chills
- fever and night sweats
- diarrhoea

Get tested for free today
#KnowYourStatus
#TakeChargeOfYourLife

WORLD AIDS POSTER



Anglo American, Kumba - Roben

WORLD AIDS DAY

International World AIDS Day is observed every year on 1 December, with the objective of educating people about the facts around HIV/AIDS, how it can be prevented, how it is contracted, and where to seek help. Although HIV/AIDS itself is regarded as a global health threat, most people with HIV/AIDS die from opportunistic diseases like TB and pneumonia because of their weakened immune systems.

Through its Masseye (TB) project, a multi-stakeholder initiative to reduce TB and HIV in the South African mining industry, the industry is gradually achieving its health milestones. By making available free HIV testing and counselling, and TB screening, the industry aims to achieve the World Health Organization's 90/90/90 targets - which have also been adopted by the South African government. The targets are

that, by 2020, 90% of people living with HIV will know their HIV status, 90% of all people living with HIV will be receiving antiretroviral therapy, and 90% of those receiving antiretroviral treatment will have viral suppression.

The Minerals Council supported the National Department of Health's World AIDS Day theme for 2018 'Know Your Status' and incorporated it in their World AIDS Day campaign. Knowing one's TB and HIV status makes for better-informed decisions. The Minerals Council and its members encourage all employees and community members to be tested for HIV and screened for TB.

Three videos were launched by the Minerals Council on 1 December, posters and flyers were produced for distribution to members, and Facebook posts designed for the organisation's page.



DECEMBER 2018

#Making Mining Matter

CONTENTS

- 2 From the CEO
- 5 Improved 2017 health statistics
- 7 World AIDS Day
- 9 Collaborating for the community
- 11 New members join Minerals Council
- 14 Lesetheng and Xolobeni community judgements
- 16 Bidingo/CRILL Design Challenge
- 20 News from the Junior and Emerging Miners' Desk
- 22 Top 100 Global Inspirational Women in Mining
- 24 Mining Indaba is 25 years old
- 25 Additional information

Page 7






HR NEWSLETTER ARTICLE

- **SA TB conference parallel session and HR newsletter article**

The communications team assisted in putting together a parallel session under the theme “*MINING INDUSTRY – Reinforcing the Multisectoral Response to TB and HIV*”, which was hosted on the side-lines of the SA TB conference held in June 2018 in Durban. Invitations, an agenda and a post session report were produced.

An HR newsletter article covering the SA TB parallel session and the conference itself was also written and published.

Masoyise iTB INVITATION
Let's beat TB and HIV PARALLEL SESSION AT THE 2018 SA TB CONFERENCE

MINING INDUSTRY
– Reinforcing the Multisectoral Response to TB and HIV

OBJECTIVES OF SESSION:

- 1.1 To provide an overview of the current and ongoing TB and HIV responses implemented in the Mining Industry;
- 1.2 To demonstrate the alignment of the TB and HIV response in the Mining Industry with Sustainable Development Goals and the United Nations General Assembly Special Session on TB (UNGASS on TB) to be held in September 2019;
- 1.3 To discuss policy and programme issues related to TB and HIV at international, regional (SADC) and national levels;
- 1.4 To showcase selected initiatives towards the TB response implemented by the mines in collaboration with labour unions; and
- 1.5 To identify areas pertaining to TB and HIV that require attention and link them to the National Strategic Framework on HIV, TB and DTIs (2017 - 2022).

DATE: 13 June 2018	TIME: 13:30 for 14:00 – 18:30	VENUE: Hilton Hotel, 12-14 Walnut Road, Durban	RSVP: Anifa@saboohs.co.za By: 1 June 2018	
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Masoyise iTB
Let's beat TB and HIV

SUMMARY OF THE MASOYISE iTB JUNE 2018 PARALLEL SESSION

MINING INDUSTRY
– Reinforcing the Multisectoral Response to TB and HIV

SUMMARY OF THE MASOYISE iTB PARALLEL SESSION

Held: 13 June 2018
Venue: HILTON Hotel, DURBAN
Theme: Reinforcing the Multisectoral Response to TB and HIV

PROGRAMME DIRECTORS

Mr. Nikisi Lesufi (Senior Executive at MCSA)
Dr Barry Kiefnasamy (Compensation Commissioner NDOH)

KEY SPEAKERS

Mr. Andile Sangqu – Chairperson of Masoyise and Vice President of the MCSA
Mr. David Mameja: Chief Director TB: National Department of Health
Professor Rodney Ehrlich: Senior Researcher University of Cape Town
Mr. Godfrey Oliphant: Deputy Minister, Department of Mineral Resources

INVITATION

POST CAMPAIGN REPORT



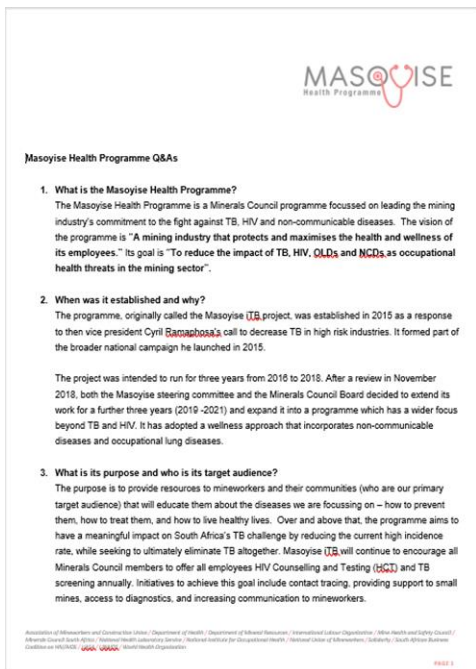
Images of parallel session attendees

- **Masoyise's rebranding**

The Masoyise iTB Project, which came to an end in December 2018 was extended and renamed Masoyise Health Programme. The communications team developed new collateral for the rebranding such as a new logo and letterheads. The team will work on the animated Masoyise character as part of the rebranding.



New Masoyise logo



Masoyise Health Programme Q&As

1. What is the Masoyise Health Programme?
 The Masoyise Health Programme is a Minerals Council programme focussed on leading the mining industry's commitment to the fight against TB, HIV and non-communicable diseases. The vision of the programme is "A mining industry that protects and maximises the health and wellness of its employees." Its goal is "To reduce the impact of TB, HIV, OLDs and NCDs as occupational health threats in the mining sector".

2. When was it established and why?
 The programme, originally called the Masoyise ITB project, was established in 2015 as a response to then vice president Cyril Ramaphosa's call to decrease TB in high risk industries. It formed part of the broader national campaign he launched in 2015.

The project was intended to run for three years from 2016 to 2018. After a review in November 2018, both the Masoyise steering committee and the Minerals Council Board decided to extend its work for a further three years (2019 -2021) and expand it into a programme which has a wider focus beyond TB and HIV. It has adopted a wellness approach that incorporates non-communicable diseases and occupational lung diseases.

3. What is its purpose and who is its target audience?
 The purpose is to provide resources to mineworkers and their communities (who are our primary target audience) that will educate them about the diseases we are focussing on – how to prevent them, how to treat them, and how to live healthy lives. Over and above that, the programme aims to have a meaningful impact on South Africa's TB challenge by reducing the current high incidence rate, while seeking to ultimately eliminate TB altogether. Masoyise ITB will continue to encourage all Minerals Council members to offer all employees HIV Counselling and Testing (HCT) and TB screening annually. Initiatives to achieve this goal include contact tracing, providing support to small mines, access to diagnostics, and increasing communication to mineworkers.

Association of Mineworkers and Construction Unions / Department of Health / Department of Mineral Resources / International Labour Organisation / Mine Health and Safety Council / Minerals Council South Africa / National Health Laboratory Service / National Institute for Occupational Health / National Union of Mineworkers / Solidarity / South African Business Council and MURISA / Q&A / UMS&A / World Health Organisation

PAGE 1

Letterhead



MASOYISE ITB

The Masoyise Health Programme was approved by the Minerals Council Board in November 2018 as a three-year programme that will run till the end of 2021. The programme has a wider focus beyond TB and HIV. It has adopted a wellness approach that incorporates non-communicable diseases and occupational lung diseases.

The vision of the programme is "A mining industry that protects and maximises the health and wellness of its employees." Its goal is "To reduce the impact of TB, HIV, OLDs and NCDs as occupational health threats in the mining sector".

The programme recognises international, national and industry targets and focuses on improved collaboration and resource mobilisation. Its monitoring and evaluation framework has been widened to cater for its wider focus. It is envisaged that the programme will assist in improving the overall health of employees in the industry.

The Masoyise Health Programme is a multi-stakeholder initiative with representatives of Minerals Council member companies, trade unions (NUM, Solidarity, AMCU, UMS&A), government (Department of Health and Department of Mineral Resources, the Mine Health and Safety Council, National Health Laboratory Service and National Institute of Occupational Health), SABC/ChA and multilateral organisations including UN/WHO, ILO and WHO. Its Steering Committee is chaired by Mr Andile Sempeko, the Vice President of the Minerals Council South Africa.

The precursor to Masoyise Health Programme was Masoyise ITB ("Let's Beat TB"), whose aim was to increase counselling for HIV and screening for TB in the industry.

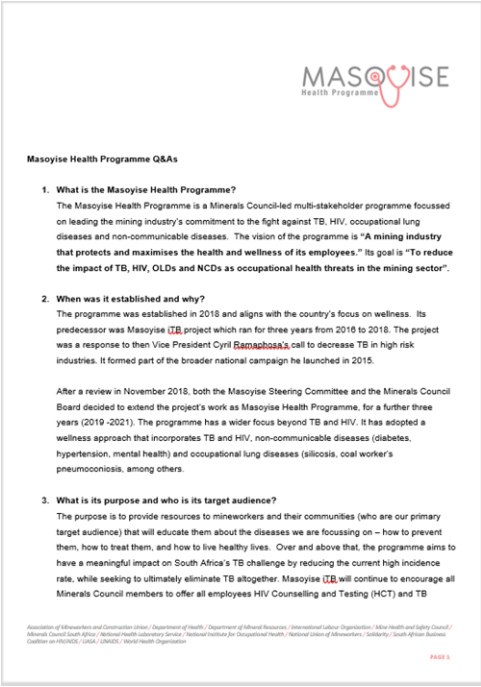
"South African mining industry is conscious that, for a range of reasons, tuberculosis (TB) and HIV-Aids are a special challenge for our members and their employees. The industry has taken on the challenge in the fight to control and eventually eradicate these diseases. With that imperative as motivation, the industry has put considerable time and resources into supporting government's fight against TB and HIV-Aids. In facing the TB challenge, the industry has been focussing on the 'local determinants' of TB – the factors that play a greater role in predisposing an individual to TB. For us, these factors are that control, HIV-AIDS and TB prevention and treatment, improvement of employee housing, and collaboration with key stakeholders involved in the fight against TB", wrote Mr Sempeko in an opinion piece published in City Press in September 2018.

In its three years (before Masoyise ITB) we saw some key achievements. For more information, visit the Masoyise ITB resources hub and view images from our events.

IN THIS SECTION

- Economics
- Employment Relations
- Transformation
- Skills Development
- Health and Safety
- Masoyise ITB
 - Health Programme
 - Mineworkers
 - Employment
 - Government/Minerals
 - Legal Services
 - Supporting Junior and Emerging Miners
 - Local and Regional Health Issues
 - Regulatory
 - Modernisation

Website



MASOYISE Health Programme

Masoyise Health Programme Q&As

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2. When was it established and why?
 The programme was established in 2018 and aligns with the country's focus on wellness. Its predecessor was Masoyise ITB project which ran for three years from 2016 to 2018. The project was a response to then Vice President Cyril Ramaphosa's call to decrease TB in high risk industries. It formed part of the broader national campaign he launched in 2015.

After a review in November 2018, both the Masoyise Steering Committee and the Minerals Council Board decided to extend the project's work as Masoyise Health Programme, for a further three years (2019 -2021). The programme has a wider focus beyond TB and HIV. It has adopted a wellness approach that incorporates TB and HIV, non-communicable diseases (diabetes, hypertension, mental health) and occupational lung diseases (silicosis, coal worker's pneumoconiosis, among others).

3. What is its purpose and who is its target audience?
 The purpose is to provide resources to mineworkers and their communities (who are our primary target audience) that will educate them about the diseases we are focussing on – how to prevent them, how to treat them, and how to live healthy lives. Over and above that, the programme aims to have a meaningful impact on South Africa's TB challenge by reducing the current high incidence rate, while seeking to ultimately eliminate TB altogether. Masoyise ITB will continue to encourage all Minerals Council members to offer all employees HIV Counselling and Testing (HCT) and TB

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PAGE 1

Masoyise Q&As

Challenges

The biggest challenge the project was faced with was spreading the Masoyise messaging to wider audiences. Communications executives have since been further involved in the dissemination of the work done in the project to allow more awareness of the work we do.

Conclusion

2018 was the last year of the Masoyise iTB project and it had achieved a lot; a lot of learnings were encountered in the process. Challenges were met and solutions devised to overcome them. Masoyise iTB has come to be a great example for the industry and for individual mining companies. The new Programme brings with it a larger focus on the fight against TB and HIV.