

GUIDING THE WAY TO HEALTH AND SAFETY



**North Star
Alliance**

OUR STORY



THE ISSUE



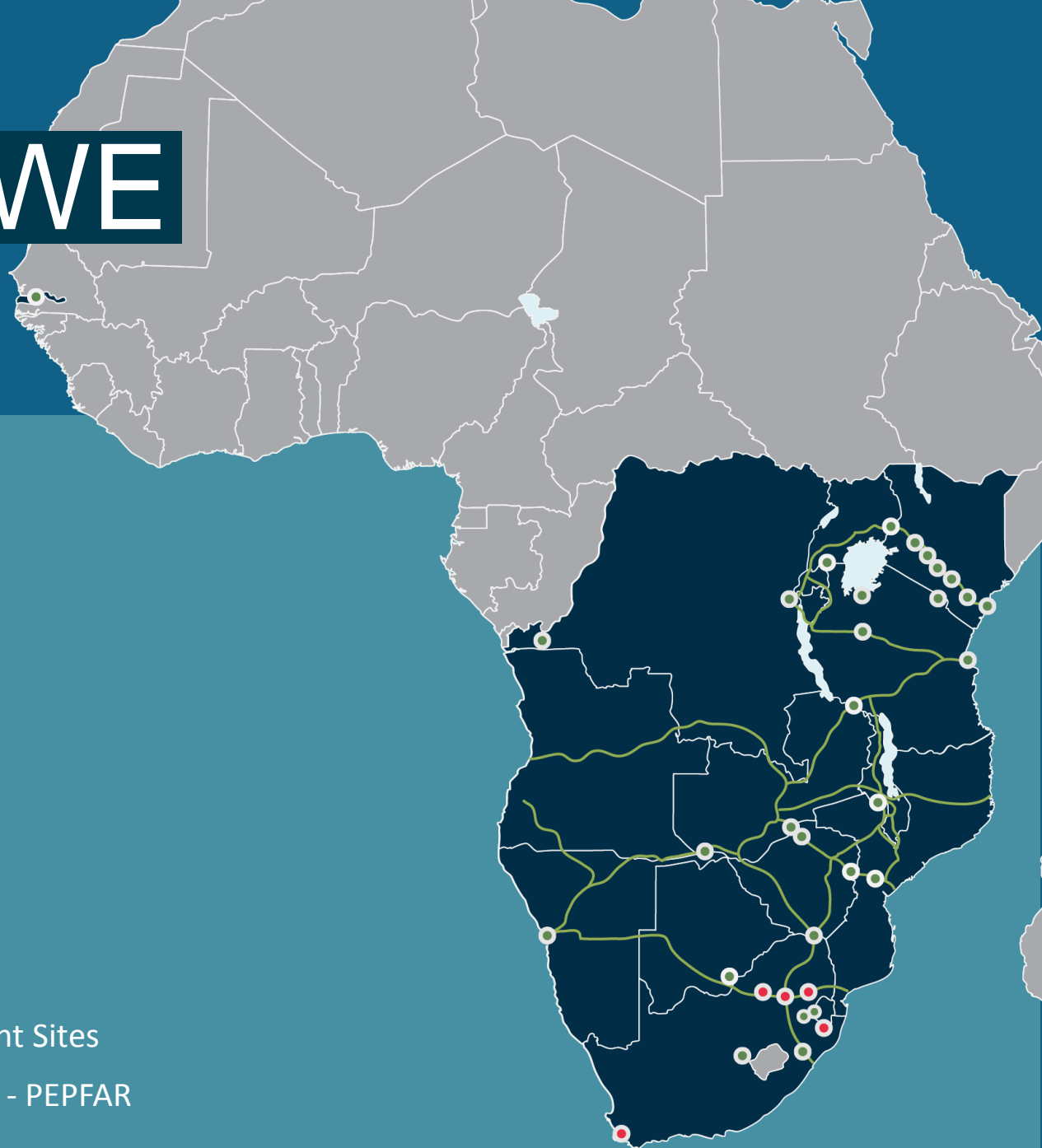
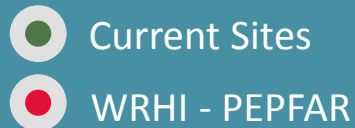
OUR APPROACH



WHERE WE WORK

29 ROADSIDE
WELLNESS
CENTERS IN 13
COUNTRIES.

Botswana
Democratic Republic
of Congo
The Gambia
Kenya
Malawi
Mozambique
Namibia
South Africa
Swaziland
Tanzania
Uganda
Zambia
Zimbabwe

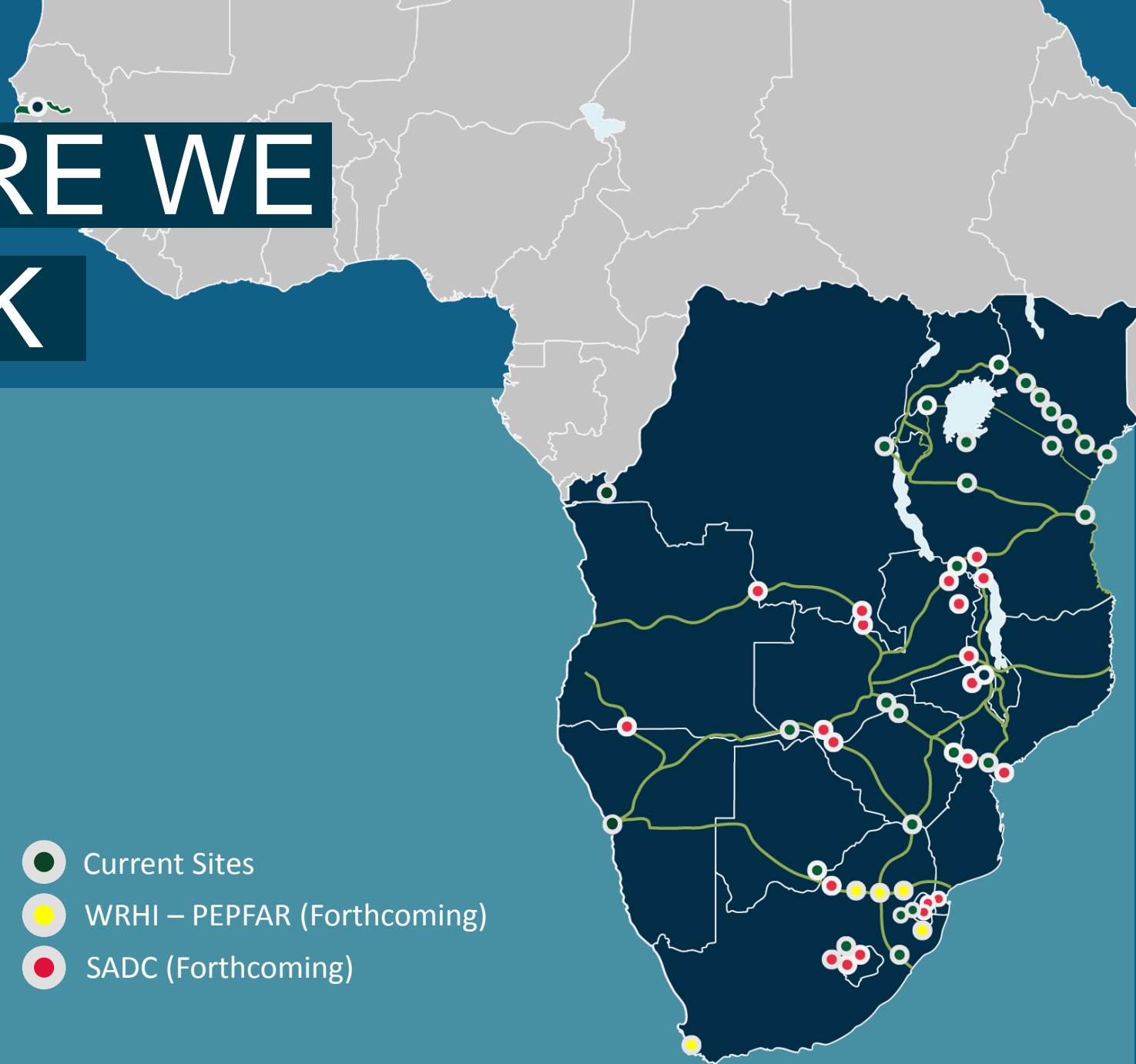


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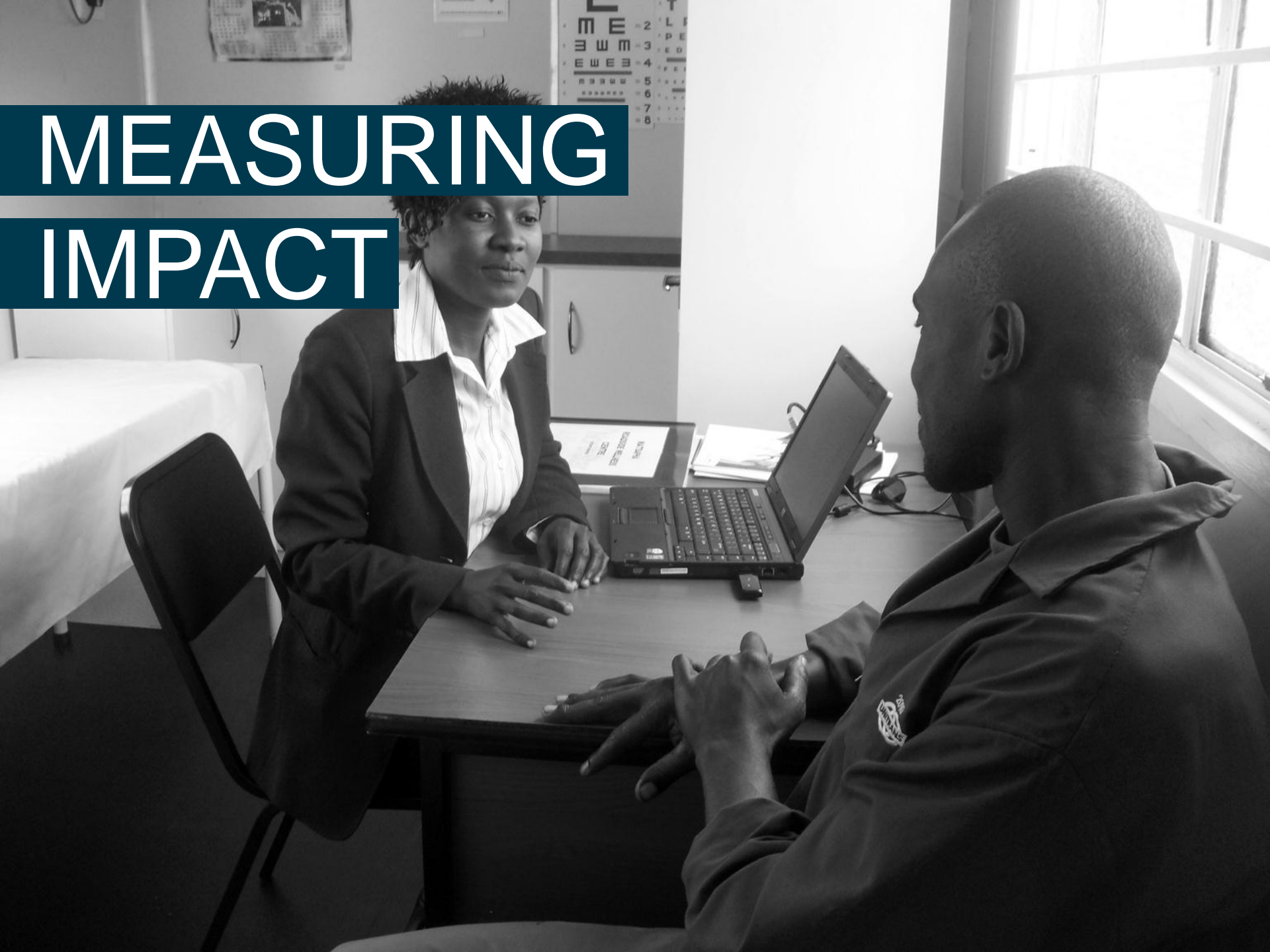
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-  Current Sites
-  WRHI – PEPFAR (Forthcoming)
-  SADC (Forthcoming)



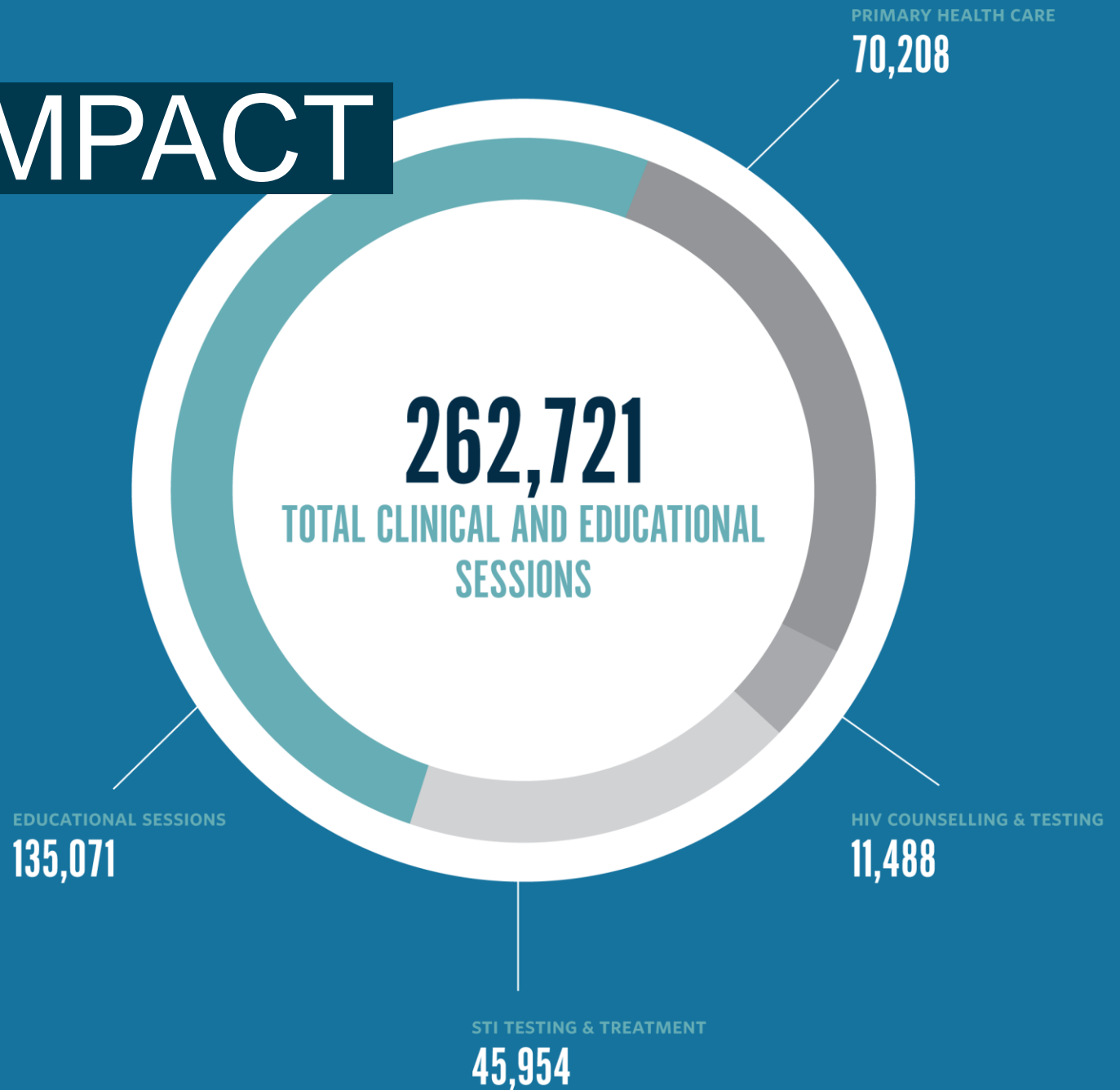
OUR SERVICES





MEASURING IMPACT

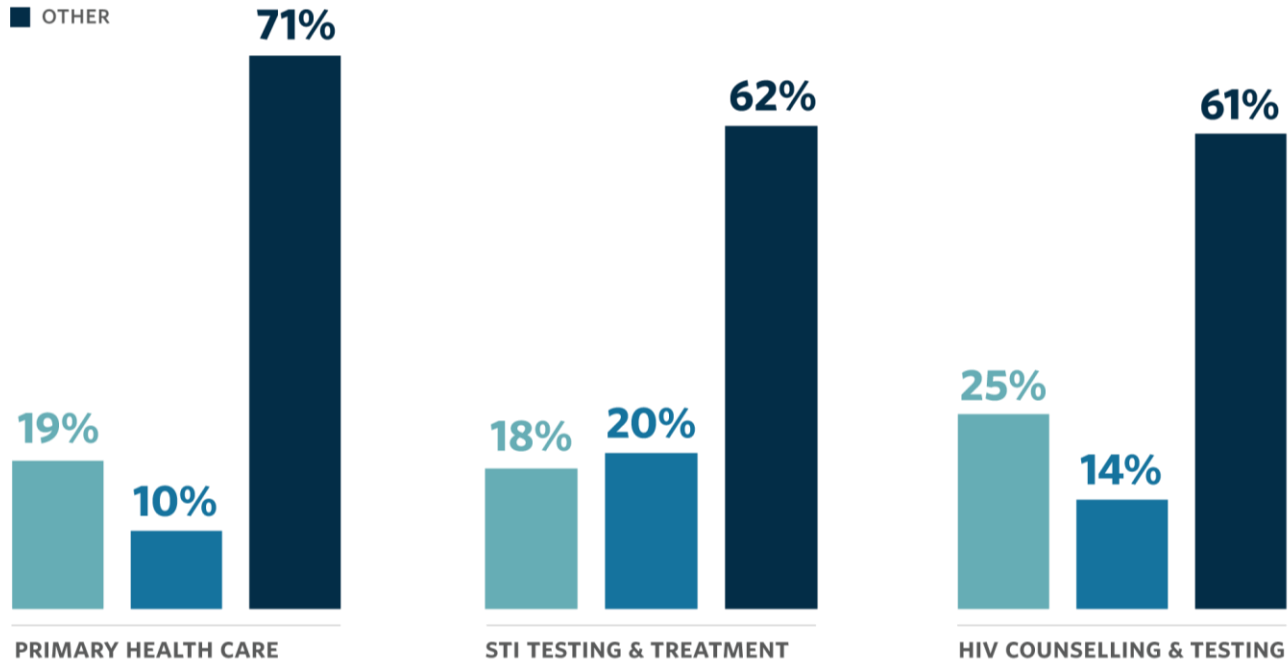
OUR IMPACT



OUR IMPACT

SESSION ATTENDANCE BASED ON OCCUPATION

TRUCK DRIVER
SEX WORKER
OTHER





HEALTH AND ROAD SAFETY

INNOVATIVE TRAINING

NSEWA, a new initiative that aims to address health and road safety challenges simultaneously by engaging with local road freight businesses to instill knowledge in their Heavy Vehicle through tailor-made driver safety training and health-related programmes.



BENEFITS

The background of the slide is a grayscale image of a CD case. A large gear is superimposed over the case. Text on the case includes 'YOUR HEALTH GUIDE ON THE ROAD'. The CD case is partially open, showing a disc inside.

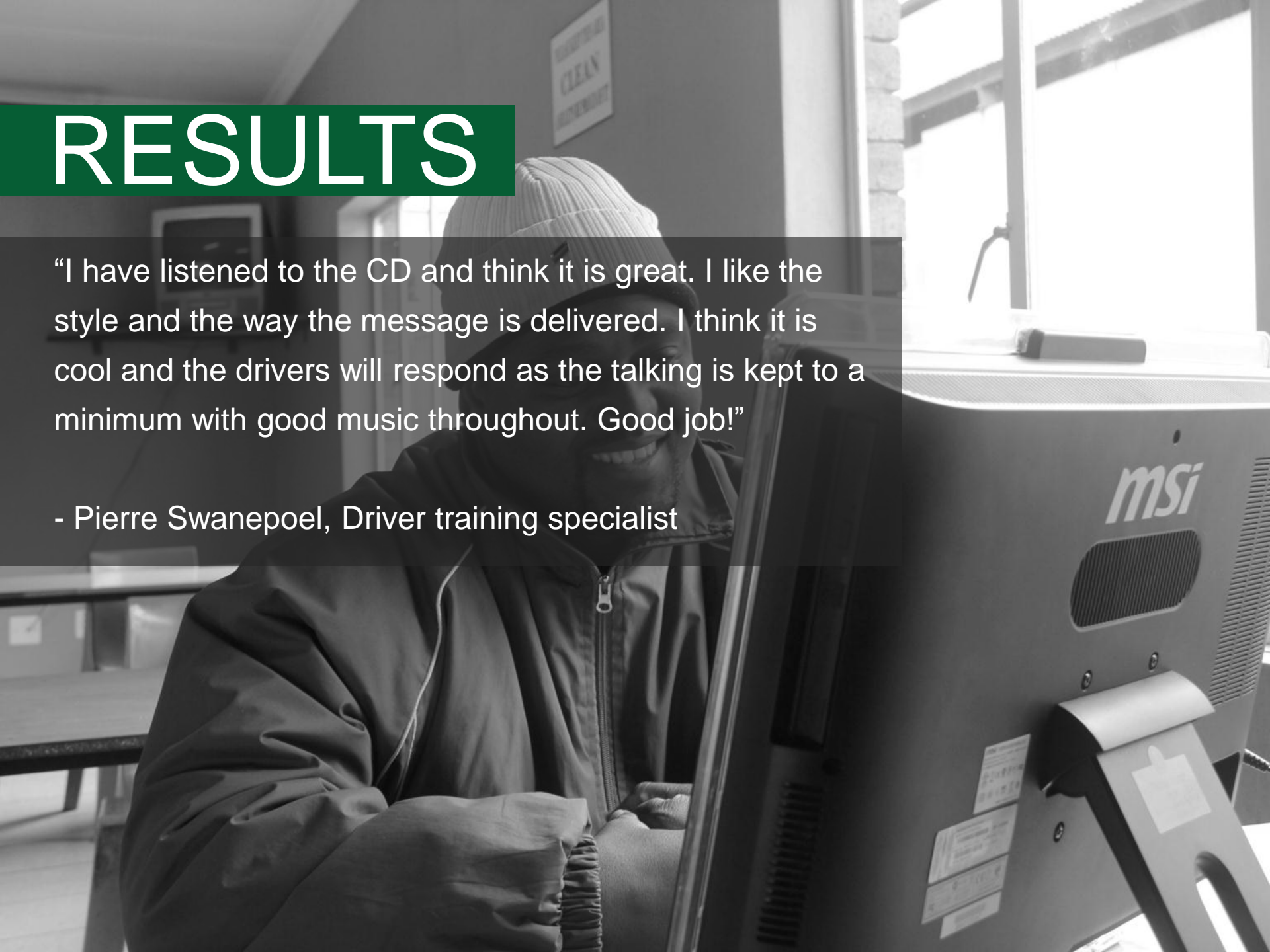
NSEWA mixed-method approach uses audio CDs, engaging workbooks, and innovative touch screens to let drivers learn while on the job. Together, they encourage participation, and provide a fun experience.

Heavy Vehicle Operators will also have access, through North Star Alliance Roadside Wellness Centres, to occupational health and safety products and services designed to suit their needs.

RESULTS

“I have listened to the CD and think it is great. I like the style and the way the message is delivered. I think it is cool and the drivers will respond as the talking is kept to a minimum with good music throughout. Good job!”

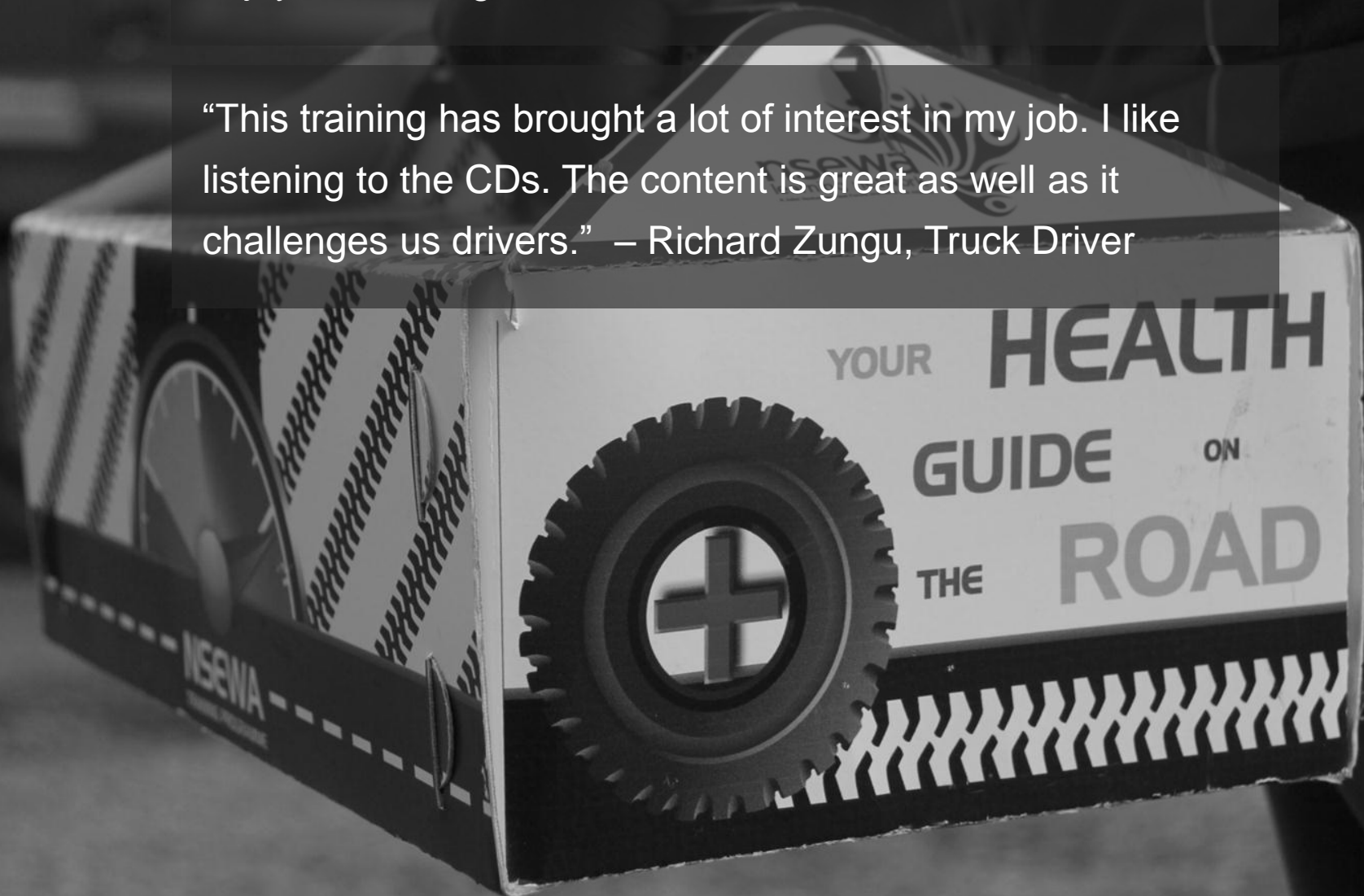
- Pierre Swanepoel, Driver training specialist



88%

88% of drivers surveyed on the pilot stated that they enjoyed listening to the CDs.

“This training has brought a lot of interest in my job. I like listening to the CDs. The content is great as well as it challenges us drivers.” – Richard Zungu, Truck Driver



PROVEN APPROACH

World Economic Forum on Africa
Addis Ababa, 9-11 May 2012

WORLD
ECONOMIC
FORUM

COMMITTED TO
IMPROVING THE STATE
OF THE WORLD





Thank You.