



**Western Cape
Government**

Department of Health & Wellness

Towards a Wellness approach

WoW! Champion Survey

co-creating a culture of Wellness

Table of Contents

- 1. Background and Context..... 3
- 2. Purpose of the survey 3
- 3. Survey Approach 4
- 4. Demographics 5
- 5. An analysis of survey responses..... 6
- 6. Recommendations 16
- 7. Conclusion 17
- 8. Appendices 18

1. Background and Context

- 1.1. WoW! is a programme of the **Western Cape Department of Health and Wellness** and **its valued partners**.
- 1.2. The WoW! programme is being implemented and evaluated to **co-create a healthy lifestyles movement** across multiple settings in the Western Cape.
- 1.3. WoW! aims **to strengthen supported self-management** in order **to prevent, reduce and better control NCDs** as well as **improve wellness** overall by addressing their key **individual behavioural and social/structural determinants** through **wellness-promoting partnerships** using a whole of society approach.
- 1.4. At the heart of the network there is **volunteer Wellness Champions**. They are mostly self-selected individuals with an understanding of their local communities or worksites and with a passion to educate and support themselves and others to living healthier across eight dimensions of Wellness.

2. Purpose of the survey

- 2.1. The unexpected COVID-19 pandemic has had deep, overwhelmingly effects limiting the contact between the WoW! champions and WoW! project team.
- 2.2. Beyond this, the reset, recovery, resurgence agenda highlights the call for re-orienting the health system strengthening the focus from illness to wellness. This included the evolution of the wellness team bringing together WoW!, Health promotion and social mobilisation.
- 2.3. From observation and support management of WoW! specifically, further given the need to sustain and broaden WoW!'s reach along with reviewing project aspects, a survey was conducted aimed at WoW! champions.
- 2.4. The purpose of the survey was to evaluate how champions are doing in managing their WoW! groups and what needs, opportunities and best practices can help sustain groups and continue to mobilise wellness within the province.
- 2.5. Results of the survey are valuable to understand what is currently happening within the WoW! Champion groups. Further, to get an understanding of the strengths, weaknesses, opportunities & threats (SWOT analysis) as wellness champions. The survey data has provided rich information in building forward towards a Wellness approach.

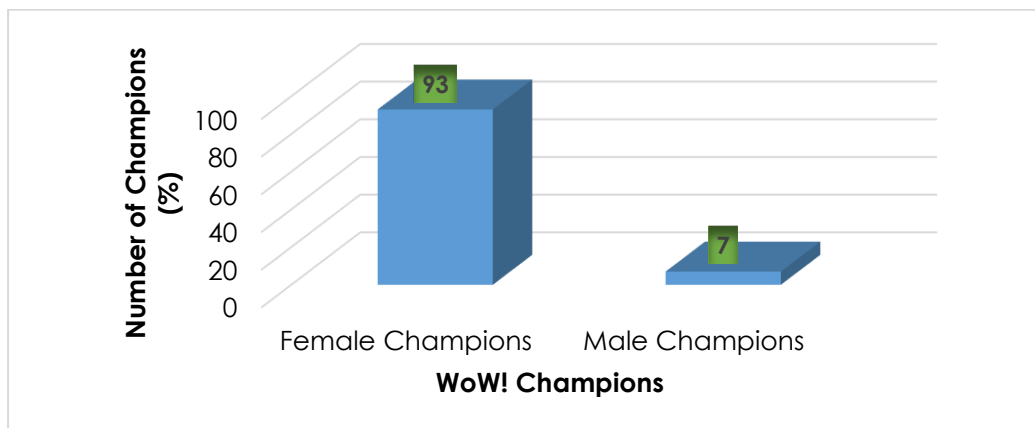
- 2.6.** Additionally, data will be used to determine ways in which champions can be celebrated, appreciated and honoured for their continued commitment to co-creating a culture of Wellness.

3. Survey Approach

- 3.1.** The survey was conducted online through a cloud-based survey tool called Survey Monkey.
- 3.2.** The survey data was analyzed using a qualitative analysis approach.
- 3.3.** The survey took an estimated 10-15 minutes for champions to complete, and the results used to determine the following:
- Current wellness champion status.
 - Types of equipment to procure as appreciation gifts.
 - Types of activities taking place in the wellness groups.
 - Support required by the wellness champions.
 - Challenges faced the wellness champions.
- 3.4.** The survey was open from 19 December 2022 and closed on 10th February 2023.
- 3.5.** WoW! Champions were asked a series of questions in relation to their WoW! Groups and their journey in promoting Wellness such as:
- Groups names and their group locations.
 - WoW! Champion status.
 - Wellness activities they do and how often they do them?
 - Group highlights from the previous year (2022).
 - Challenges they face and support required.
 - Preferred form of communication.
 - Suggestions and recommendations.

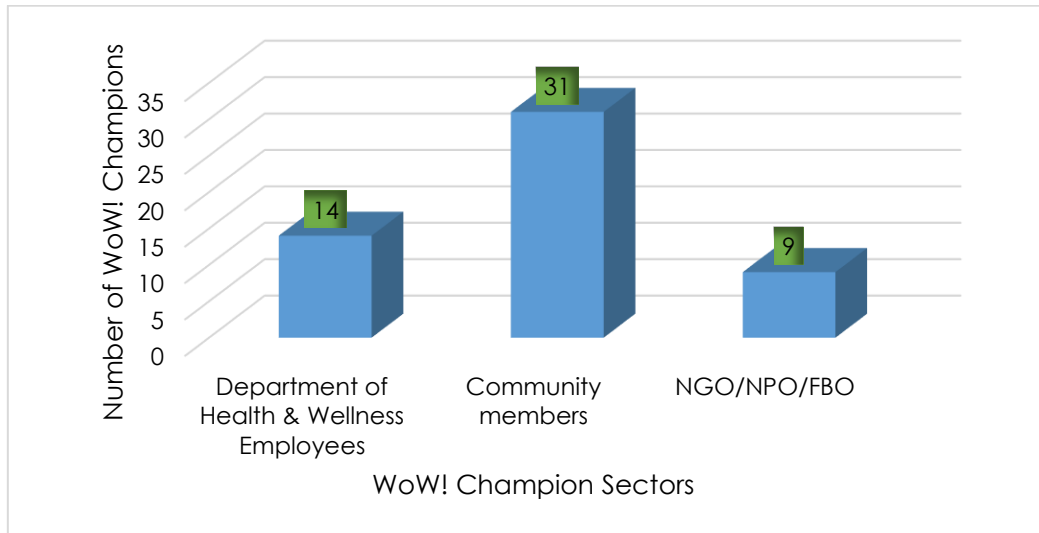
4. Demographics

- 4.1. The survey was shared to 536 email addresses of which an estimated 50% bounced back equating to approximately 210 active recipients of which not all were found to be active WoW! champions.
- 4.2. According to the survey results, **63 WoW! Champions responded showing a representative sample of 30%**. However, only 54 (93%) responses were valid because some responses didn't include the champion names, and some were incomplete. Refer to the attached table **Appendix A** for the list of WoW! champions who completed the survey.
- 4.3. **The highest number of responses were from female champions at 93% followed by their male counterparts with 7% responses.**



- 4.4. Responses reflect statistics on training, more females have completed training in the programme compared to males.
- 4.5. Responses according to geographical **locations in the Western Cape were** as follows: The highest number of responses were from Metro 43, followed by Rural with 11 responses.

- 4.6. **Responses by sectors were as follows:**



5. An analysis of survey responses

5.1. Question 1: Type of champion/How do you see your role in WoW?

- **78% (42)** see themselves as wellness champions.
- **11 % (6)** of champions see themselves as active influencers.
- **7% (4)** of champions see themselves as partner influencers and **3% (2)** of champions do not see themselves as any of the given options.
- The results show that there are champions who are passionate about educating and helping people to make changes towards living a healthier lifestyle within their communities/worksites. However, more education/clarity is required to the 3% of champions that doesn't understand their roles.
- Roles are described as follows:
 - **Wellness Champion:** Has a WoW! group that participates in healthy lifestyles promoting activities.
 - **Active Influencer:** Does not have a WoW! group but promotes the WoW! healthy lifestyle promoting activities.
 - **Partner Influencer:** Trained WoW! champion but runs their own healthy lifestyles promoting activities.
- A snapshot below of WoW! Champion responses per role.

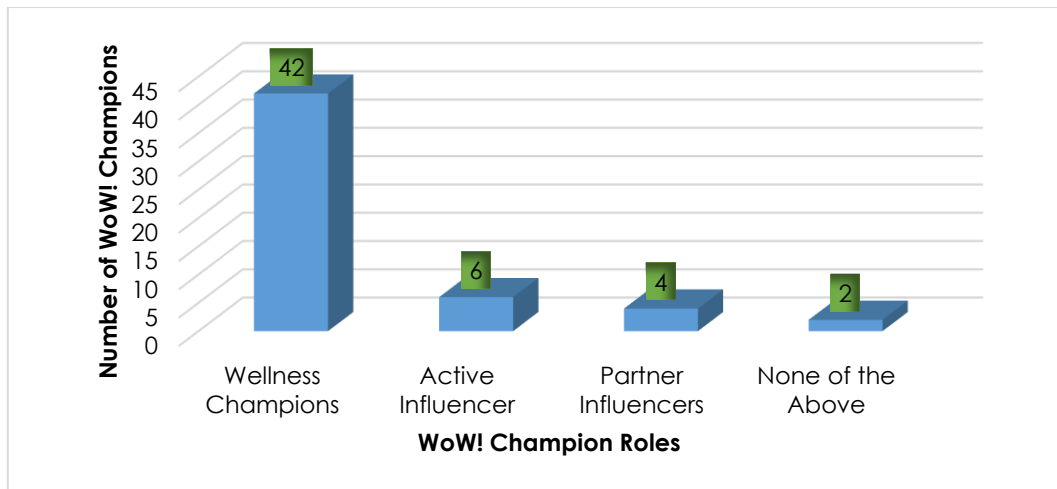


Fig. 1: The graph above represents how WoW! Champions define themselves or their roles with the WoW! programme.

5.2. Question 2: Is your group still active?

- A total of 54 respondents shared their WoW! Champion status. The results indicate the following:
 - 94% of champions are still active, continuing to mobilise wellness in their respective locations/groups and 6% of champions are no longer active.
 - Since this survey there has been follow up with WoW! Champions who joined since 2016 and despite the dip in COVID-19, the number of WoW! champions active in 2023 is increasing.
 - Based on the responses it shows that healthy lifestyle awareness/ wellness is being promoted within Western Cape. Therefore, WoW! champions are doing well in managing the health and wellbeing of individuals in their communities and committing to nudge behaviour change.
 - A continuous evaluation and improvement framework are required to ascertain the challenges faced by the champions to continue with the programme.

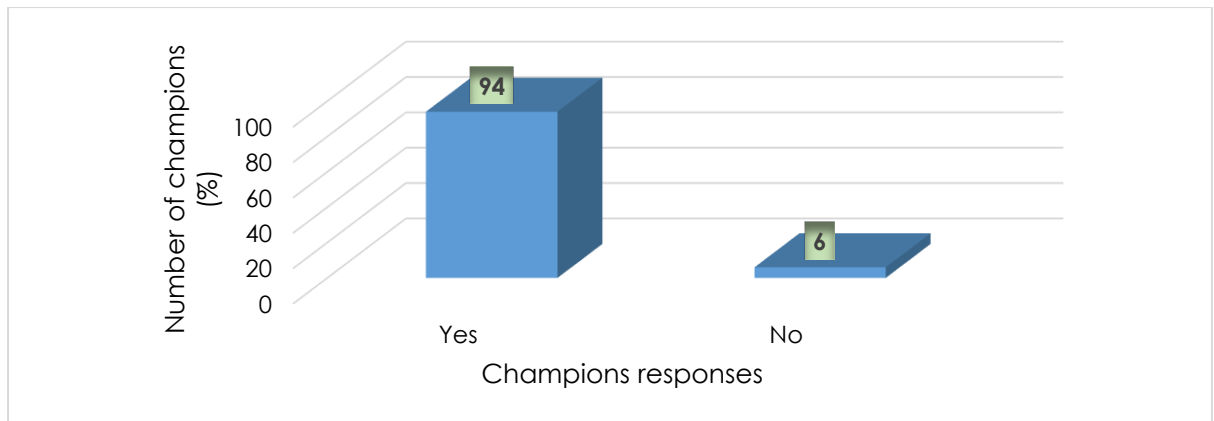


Fig. 2: The graph above represents the activity status of the WoW! Champions/groups.

5.3. Question 3: What activities do you do?

- Responses shows that WoW! Champions are active in promoting healthy lifestyles in their groups. According to the responses, physical activities, health talks related to mental health/stress management, nutrition talks, the sharing of recipes and key messages, health awareness and wellness days form part of the activities they engage in , including commemorating health days according to the health calendar.
- Majority of the activities that they do are done indoors (gym/community halls/schools/church/work boardroom) and outdoors (community parks/sports ground/mountains/swimming pools). They always participate in groups and with their activities they accommodate everyone, from kids to senior citizens and including individuals living with mental or physical impairments.
- For detailed activities that they do, refer to the attached table (**Appendix B**)

5.4. Question 4: How often do you do WoW! activities?

- As per the graph below, it shows that WoW! Champions are very active, and they participate in wellness activities more on a weekly basis (64%) followed by a daily basis (20%). Results show that improving on daily activities should be promoted to increase the weekly average (At least 30 minutes per day for 3/5 days).

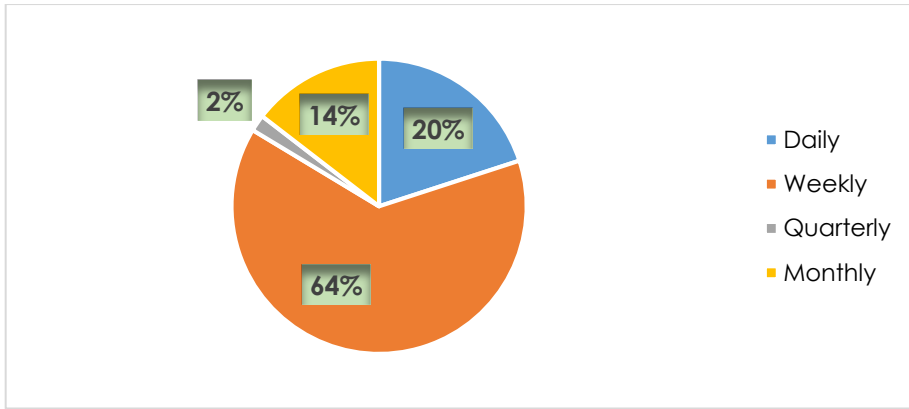


Fig. 3: A Pie Chart above represents how frequently WoW! Champions participate in WoW! activities.

5.5. Question 5: Since joining WoW! I can lead a healthier lifestyle and influence others to do so too.

- Responses indicate that, most champions after being trained as WoW! Champions are confident enough to lead a healthier lifestyle and by doing so, influence others as well.
- The graph below (figure 4) shows that 77% of Champions strongly agree, and 23% of Champions agree that they can lead a healthier lifestyle and influence others.

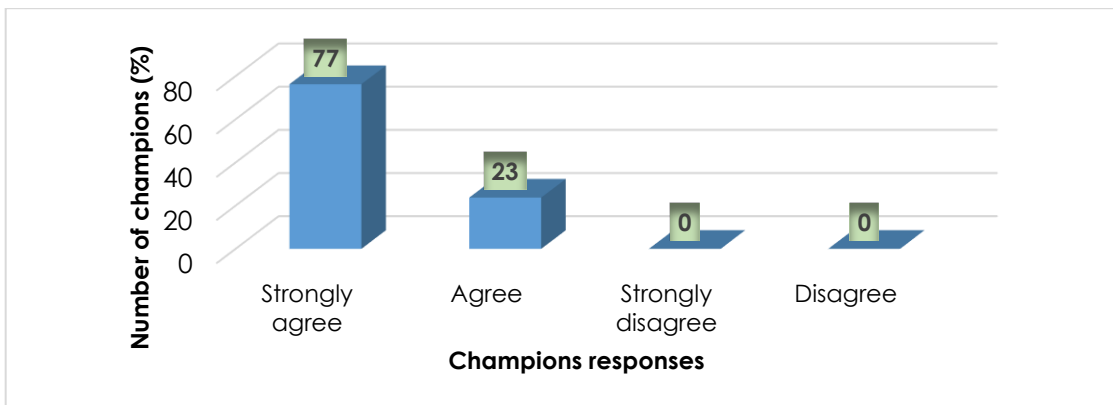


Fig. 4: The graph above represents how confident the Champions are to lead a healthy lifestyle and influence others since they have joined WoW!

5.6. Question 6: Since joining WoW! the number of people I reached has increased.

- The WoW! champions indicated that since they started their WoW! Groups the number of their group members has increased. The results show that 85% of Champions confirms an increase in group members, 15% Champions confirms that there has not been any increase in group members since they started their groups.

- Based on the results, there is a need for a profound research to understand challenges/needs for groups to grow and be sustained.

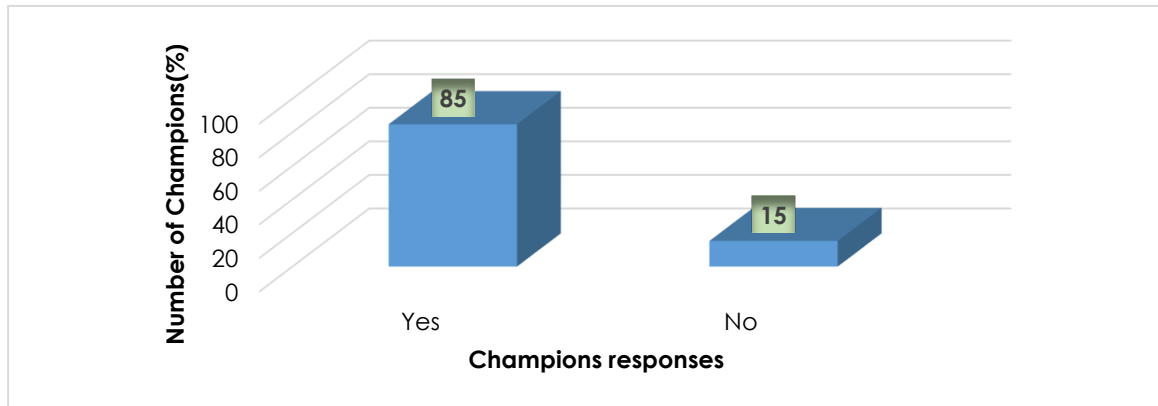


Fig.5: The graph above indicates the increase in community engagement/group members in the WoW! Champion groups.

5.7. Question 7: Since joining WoW! my health has improved.

- Results show that the Champion's health has improved since they joined the WoW! Wellness initiative. 97% of Champions who completed the survey has confirmed that it has improved their health and only 3% of Champions has not seen any improvement in their health.
- These findings prove that WoW! Initiative is effective if you practice healthy lifestyle actions such as eating healthy and doing physical activities; and being consistent with your routine.
- The graph below confirms the responses.

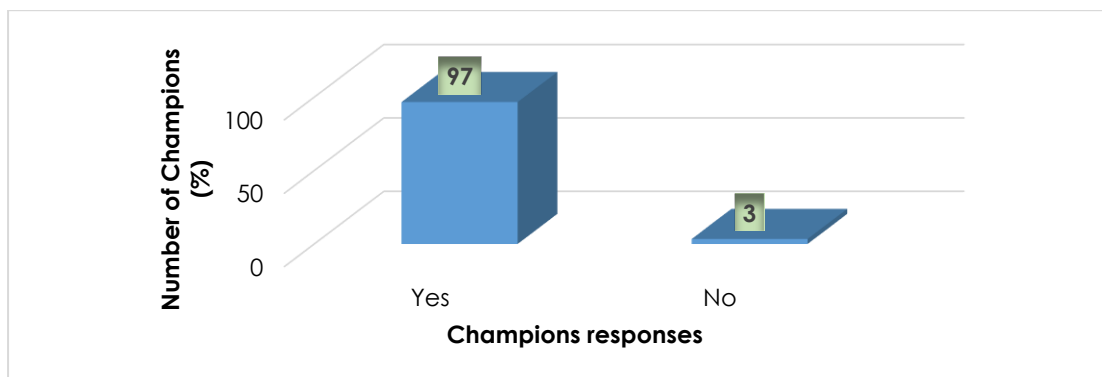


Fig.6: The graph above represents the improvement of the health status of the WoW! Champions after joining the wellness initiative.

5.8. Question 8: What are the highlights from your WoW! group and WoW! activities during 2022?

- WoW! Champions indicated that some of their biggest highlights was the management of NCD's such as diabetes and hypertension that most of their group members struggle with. They have seen improvements in weight management following support, guidance and awareness of healthy living principles in the WoW! group.
- Responses show that some of the Champion Groups got an opportunity to showcase their healthy lifestyle activities on CTV Fitness channel doing workouts.
- These responses tell us that WoW! Champions/ WoW! Initiative is making a positive impact in our communities.
- For detailed highlights of the WoW! groups, refer to the table attached (**Appendix C**)

5.9. Question 9: What are the challenges experienced with implementing and sustaining WoW! during 2022?

- Transport, safety (crime and violence), infrastructure, resources (equipment, venues, time, finance), weather, poverty, consistency in attendance/participation, Youth participation, consistency in living a healthier lifestyle, illness/disease limiting participation.
- Responses indicate that the main challenges that champion face in their groups is safety in their communities. They sometimes do not feel safe to meet up with other group members for healthy lifestyle activities due to the prevalence of gangsterism and violence in their respective communities.
- Involvement of the youth in healthy lifestyle initiative and activities are also a challenge. This could be due to limited youth empowerment activities, poor involvement of youth in the decision-making processes of each youth empowerment programme, and the lack of healthy lifestyle related education.
- WoW! Champions expressed their need for training equipment for their groups, and they indicated a need of support from the Provincial Increasing Wellness Team leading WoW!

5.10. Question 10: What support do you need from the Wellness Team to sustain WoW! in your community and beyond?

- The responses tell us about the type of support that Champions would like to receive from the wellness team based on their level of importance.
- Feedback provided indicate that promotional material, training and information material are some of the main things that they would like to have in order to sustain their respective groups, followed by sharing invitations to the Increasing wellness team events, supporting their events and providing them with quarterly updates.
- Recommendation is that the procurement of promotional items must ensure that there is enough stock on information, education and communication material (IEC) as sponsorship allows for more engagement. However, this is resource dependent. Feedback is required to support WoW! Champions with regards to their needs for training to promote empowerment, advocacy and awareness.

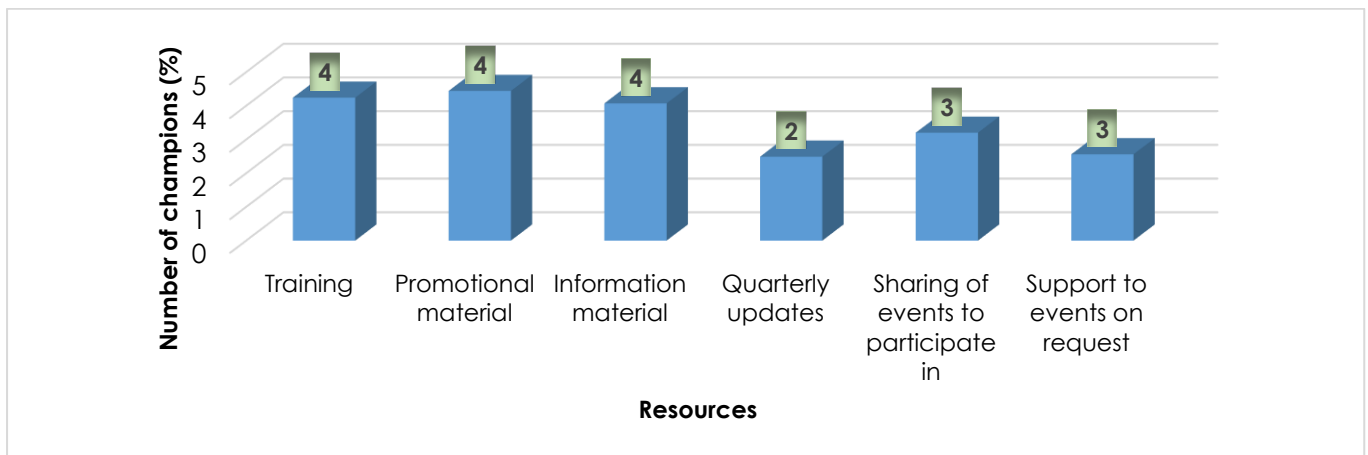


Fig. 7: The graph above represents the type of support the WoW! Champions would like to receive from the Wellness Team to sustain their groups.

5.11. Question 11: Should it happen that we host a celebratory event for WoW! Champions in 2023, which day and time will be suitable?

- Responses indicate preferred times and dates for Champions to attend events hosted by the Wellness Team. The results show that more Champions (34%) prefer Monday-Friday during the day followed by 32% of Champions that prefers Saturdays.
- These findings show that the turnout/the attendance rate will be very good if we schedule wellness team events during the week as the majority preferred Mondays-Fridays.
- Most of the WoW! Champions do not have their own transport; they mainly rely on public transport for travelling. Therefore, scheduling events during the day or on

Saturday will be more convenient for them mainly because public transport is easily accessible during those times of the day.

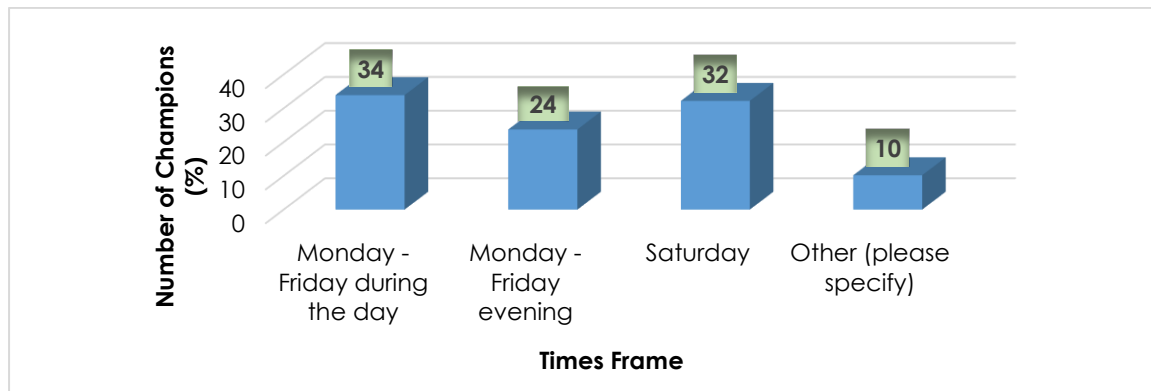


Fig. 8: The graph above represents the time frames the WoW! Champions prefer to attend the WoW! celebratory events.

5.12. Question 12: Should it happen that we purchase resources for WoW! Champions which item would you prefer for your WoW! group?

- Responses tell us about the type of items WoW! Champions would like to have to sustain their WoW! Groups. The results show that 62% of Champions prefer all the mentioned items (pie chart below) followed by 17% of Champions that prefer WoW! branded items.
- These findings tell us that the Wellness team need to procure stock of the listed items to fulfil the need of the WoW! Champions and their respective group members. Additionally, champions are encouraged to be innovative and look at building the partnership networks for sustainability and longevity.
- Details recorded will inform which items to procure for the WoW! Champion recognition/appreciation visits. However, this process is budget and resource dependant.

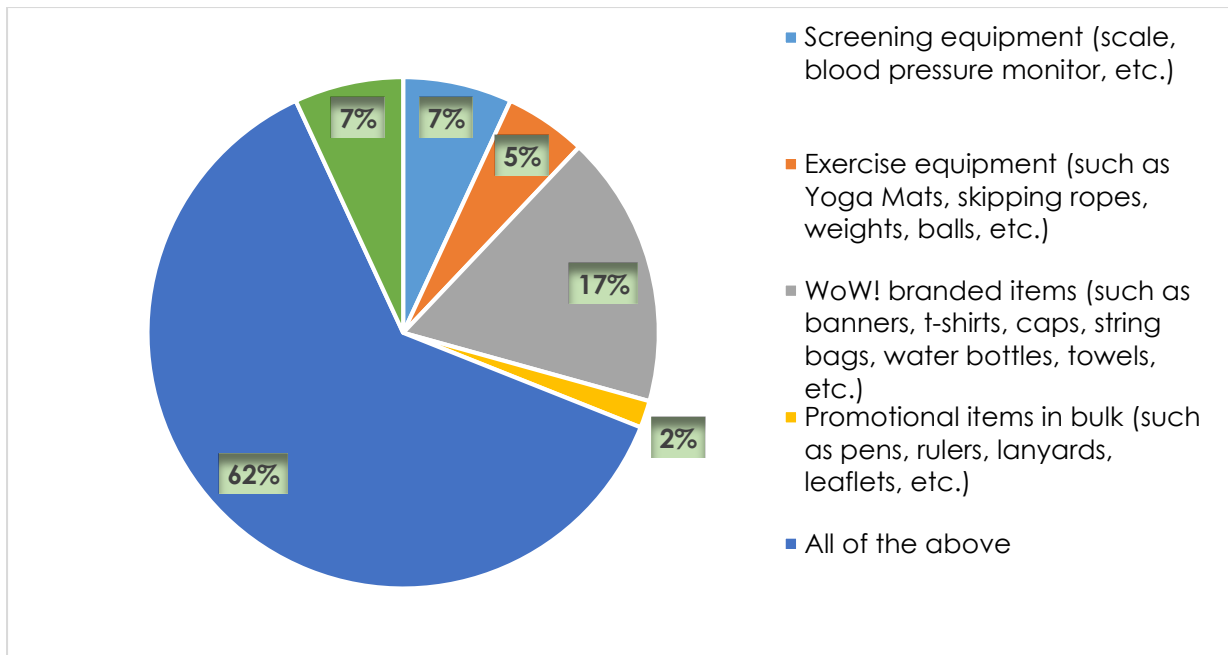


Fig.9: The pie chart above represents the type of resources the WoW! Champion would like to receive from the Wellness team.

5.13. Question 13: How do you prefer to receive information/communication from WoW!?

- Responses indicated the form of communication that WoW! Champions prefer to use to communicate/receive information from the Wellness team. The findings show that 64% of Champions prefer to use WhatsApp followed by 31% of Champions that prefers to communicate through email.

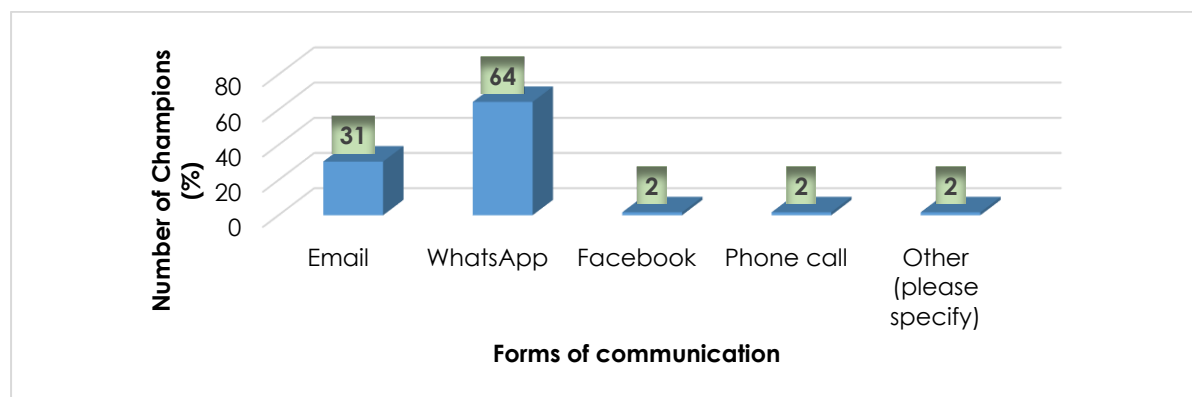


Fig.10: The graph above represents the mode of communication the WoW! Champions prefer to use to communicate with the Wellness team.

5.14. Question 14: I have joined the WoW! champion WhatsApp group and will reach out for support as needed. (If not, send your name and surname to 0663906646).

- The findings show that 92% of Champions are part of the WoW! WhatsApp group and they will reach out for support when needed.
- 8% of Champions are not part of the WhatsApp group.
- These results show that most of the WoW! Champions are on the WhatsApp group to receive information and to communicate with WoW! team. However, the wellness team should explore ways of strengthening the relationships between Champions and ways in which to engage all active champions to join the WhatsApp group.

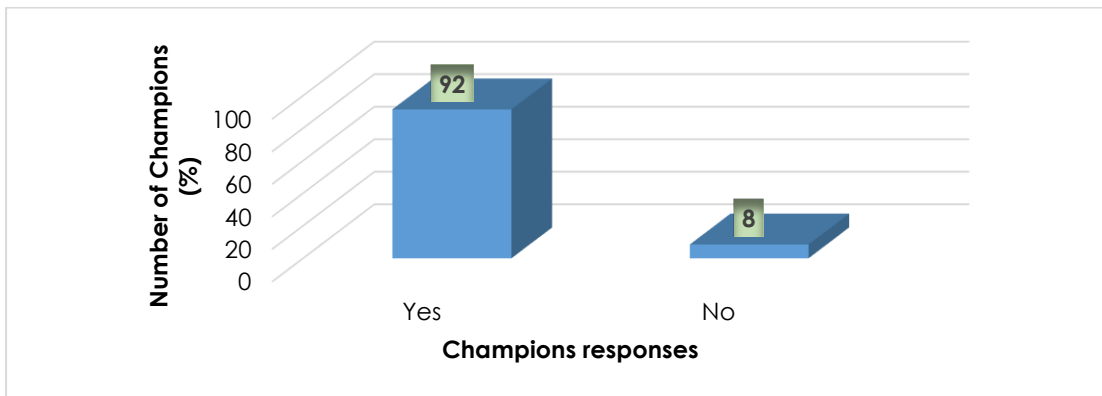


Fig.11: The graph above represents the number of WoW! Champions that have joined the WoW! Champion WhatsApp group to reach out for support when needed.

5.15. Question 15: Do you have any additional information, suggestions, or comments to add?

- Responses show that WoW! Champions would like to see more diversity in terms of inclusion of individuals with physical or any disabilities.
- They would like to be trained to be first aid responders, need refresher course for the knowing your numbers module, and focus WoW! Champion training in the Rural district.
- ⊖ Increased social and public presence - WoW! needs to be more visible with a tangible difference in the public domain.
- WoW! Champions requested virtual quarterly meetings with other WoW! Champions and the Wellness team to connect and share best practices.
- Food Home Gardens programme helps many families who are living in poverty. WoW! Champions would like more support and assistance for their members to start food gardens at home as this initiative really helps to fight poverty within the community or more support with soup kitchens, large gardens etc.

- The wellness team need to upscale the use of social media by using multiple platforms such as Tiktok, Instagram, twitter to strengthen their partnerships and create more awareness of the program.
- WoW! Champions also indicated that they would like to be recognized for their hard work in sustaining their groups.

6. Recommendations

- 6.1.** Based on the survey responses WoW! Champions are making a positive change in their communities. The findings tell us that WoW! Champions mobilise wellness on weekly basis as far as possible, thus we can infer that WoW! is making a difference towards reducing the burden of diseases in the Western Cape, albeit a deeper monitoring and evaluation dive needed to confirm correlations.
- 6.2.** To give effect to what the Champions are presently doing in promoting/improving healthy lifestyles, the Increasing Wellness team needs to strengthen the decentralised approach to build capacity among the community liaison officers (CLOs) and health promoters per district/ substructure to link with local champions so they feel more supported.
- 6.3.** WoW! Champions are also encouraged to strengthen their relationship with one another to create partnership internally and with other organisations to increase their support system in promoting healthy lifestyles and overall wellness recognising this is beyond health only. To foster these connections, a WoW! champion WhatsApp group has been created to encourage dialogue (this to be more encouraged) and sharing of best practices. This has proven to be a success.
- 6.4.** Additionally, the survey or an analysis should be done annually to gain a better understanding on activities and realities of the WoW! Champion groups and to compare with other research happening such as focus groups. The latter has been implemented in August and September 2023. Report to be finalised.
- 6.5.** Findings of the survey will be very useful to the Increasing Wellness team going forward to activate, facilitate and strengthening the WoW! network. Many opportunities exist given the high number of trained active Champions especially since the training in this past year. This can be further supported by emphasising the decentralised support structure to connect champions per district/substructure, where the communication CLOs and health promoters from each district/substructure play a key role. It is suggested that this will enable sustainability and the scaling up of WoW! through strengthening the relationship

with and among the Champions, as well as partnership on the journey towards a wellbeing society.

7. Conclusion

- 7.1. WoW! has an existing and valuable footprint in the Western Cape Province.
- 7.2. Implementing a decentralisation where CLO's and Health Promotion officers among others are empowered will be key. By channelling communication based on the geographic specific approach, can strengthen efficiency and impact. WoW! Champions will benefit from localised communication and support networks. It can enhance effectiveness, fostering collaboration, and sustaining wellness groups in a more targeted and meaningful manner.
- 7.3. Leveraging the existing WoW! footprint is a quick win to continue and sustain the co-creation of a culture of Wellness supporting the Wellness approach that is proactive in nature, increasing the focus on prevention of disease and sickness that by virtue aims to;
 - o **promote health and wellbeing** and **prevent disease** by addressing its **root causes**; and
 - o **strengthen primary healthcare** as the **foundation of universal health coverage** (UHC) through the community oriented primary care (COPC)¹ approach.

¹ Community-Oriented Primary Care (COPC) can be defined as: "a continuous process by which primary care is provided to a defined community on the basis of its assessed health needs through the planned integration of public health practice with the delivery of primary care services". "Primary care where professionals from different disciplines and approaches work together with organisations and people in defined communities. See circular H11/2023

8. Appendices

Appendix A: A table representing WoW! champions who completed the survey detailing more about their contact details, group names and their locations.

Group Name	Address
Strohab Cape Area Arthritis Club	Retreat Civic Centre, Retreat
Healthy Harrys	Nelson Mandela Boulevard, George, 6529
Wow group	Arcadia Secondary School
Bridgton Elderly Wow Club	Springbokweg
Jolly Gymmers	Riversdale community: Riverville Sportsground
Groote Schuur Wow Group	Groote Schuur Hospital
Mpchc	1st avenue, Eastridge, Mitchells Plain
Omega Bonteheuwel	Arcadia Senior Secondary School. Bonteheuwel
Team Bishop lavis /blac	Bishop lavis sports field
Bishop Lavis on Wellness	Bishop Lavis Sports Complex, Lavis Drive
Bonteheuwel Walking Ladies (2X)	Bonteheuwel Civic Centre
Oudtshoorn dsd	York park building
Mamre CDC WOW group	Adam Liedeman str Mamre
Blanco Sonskynhoekie	United Reformed Church, Blanco
Villiersdorp right to care	Main road villiersdorp

Group Name	Address
Imizamo yethu	Khayelitsha
George Nursing College	1 Herrie Street CBD George
Green Lighting (DEA&DP)	DEA&DP, 1 Dorp Street
zama zama community group (2X)	Site C Khayelitsha
Influencer	Mamre western cape
Living Hope Group	Fishhoek, Masiphumelele
Khethimpilo Eerste River	Eerste River
None	Retreat CHC
Barcellona Boxing Academy	B990 Barcellona ,Gugulethu 7750
Khaya warriors	Khayelitsha District Hospital
Omega	Arcadia High School
Phenominal Ladies	Lamberts Bay
The caring network	None
Bishop Lavis On Wellness TCN	Bishop Lavis sports complex
MOW(Mitchell's Plain on Wellness)	1st Avenue, Eastridge, Mitchell's Plain
Wow care8	14later
None	False Bay Hospital
Ignite Youth Group	Hillcrest community centre
Vure's health and wellness club	Monwabisi recreation centre 1 Mendi street Langa 7455

Group Name	Address
New Horizon Fit Camp	cnr 18th Avenue and Turnstone, New Horizon, Pelikan Park Cape Town
Protea Fitness group	Protea Recreation Centre Bellville
WoW! Factors	Delft day hospital
Influencer	Bishop Lavis
Badisa WOW	24 Price Street, Riviersonderend,7250
Bonteheuwel Walking Ladies	Bonteheuwel Civic Centre
True You	1 Zandbergstr Brackenfell
Pillars of Society	Mitchell's Plain
Elsies River Cancer Support Group	Hall Halt Road Elsie's River and Ebb Road Elsie's River
George Municipality Wow group	George CBD
Feminique Fitness Club	Mfuleni
Abbotsdale wow riverlands wow darling wow	Abbotsdale darling riverlands
Mitchell's Plain Diabetes Support Group	Mitchell's Plain Town centre Library
Athlone Gym & Linedancing	Athlone Community Hall, Corner Jan Smuts and Klipfontein road
EMS Garden Route	Garden Route
Southern Western Shapers	Southern Western Substructure Office, Cnr of Main and white Road, Retreat

Group Name	Address
Influencer	Retreat CHC - 138 11th Avenue, Retreat
Kraaifontein active senior club	Erasmus hall in Scottsville Kraaifontein
Hessequa Restore Total Wellness	1 Hospital street, Riversdale, 6670

Appendix B: The table below represents the types of activities the WoW! Champions do with their groups.

ACTIVITIES		
Stroke rehabilitation	Nutrition talks	Occupational therapy sessions
Social engagements	Mental health support	Active exercise
Health walks	Swimming classes	Group exercises
Senior walks	Fun exercise challenges	Sugar challenge
Netball sport	Ballroom & latin dancing	Cardio workouts
Food gardens	Group talks/discussions	Aerobics Tae bo
Skipping challenge	Yoga	Chair exercise
Floor & meditation exercise	Pre participation screening	Health awareness
Jogging	Dancing	Wellness days
Vegetable gardens	Stretching	Boxing lessons
Hiking	Bootcamps	Fun walks
School health	Soccer	Table tennis
Mindset Coaching	Health & Fitness workshops	Healthy lifestyle messages
Park runs	Low carb healthy eating	Gym workouts
Sharing recipes	Singing	

Appendix C: The highlights of the WoW! Groups and WoW! Activities during 2022/23

Blood pressures and sugar levels controlled.	Improvements in weight management
We had many health promotion activities e.g. we had the very successful Diabetic Day in partnership with WOW, Heart and Stroke foundation in November 2022.	Our members who are diabetic are doing well due to the training we offer.

We have regular screenings since we partnered with the NPOs	Facility wow hiking activity.
We had the biometric students assisting with screenings one week.	We did the Kromriver waterfalls Hiking trails
Empowering and supporting the family members and care givers to be holistically healthy too.	We shared activities with Mitchell's plain Diabetic group for World diabetic day.
Members have shown great resilience by coping with the outfall from Covid- great emotional support has been shown.	Had more members joining the group.
Members stepped up to be 'peer facilitators' and they were able to lead sessions and motivate others.	Adopted the habit of drinking more water and less sugary drinks.
Netball winners at the Garden Route Sports day	Joining WoW!
Eating healthier	Initiation of food gardens.
Wacky wow Wednesday.	Diets & Fitness program.
Managed to form a netball team.	When the fourth-year students received their epaulettes and could motivate the first years to endure.
Healthier lifestyle and chronic control due to exercise and healthy eating.	Perseverance & dedication.
We had weekly groups from different parts of Eerste River and the participants were consistent in attendance.	4 November 2022 had an event at delft day hospital.
Diabetes Day event.	To attend Boxing matches.
Meeting new people and to educate them.	Had 6 visits to Goudini Spa and promoted WOW via water aerobics
The visit of Prof Vicki Lambert and her active participation with our community as well as making exercise on the various equipment in our gym park at our David Profit Street Peace Gardens.	We had a fund raiser to help cancer patients and create awareness, we had 8 big awareness events at different places,
We went on a winter camp.	Our group donated and supported Bel Porto with kids' books and collected bottle caps and bread tags, knitted clothes.

<p>Our dance instructor Delmarine diagnosed with cancer.</p>	<p>The group visited Hannah's place of safety, and donated 15kg of margarine and 12 boxes of #30 eggs to Lelie Bloem Children's home</p>
<p>Group showcased on CTV Fitness channel doing workouts and explained in an interview who and what they do.</p>	

For more information contact:

Assistant Director: Janice Andrews

Wellness Biokineticist: Sibekezelo Myaka

Email: Sibekezelo.Myaka@westerncape.gov.za

Janice.Andrews@westerncape.gov.za

Visit: <https://www.westerncape.gov.za/westerncape-on-wellness/>

Tel: +27 21 815 8739

Department of Health and Wellness

Emergency and Clinical Services Support

Service Priorities Coordination: Increasing Wellness

www.westerncape.gov.za



**Western Cape
Government**