

Creating A Culture Of Wellness Together



WesternCape on Wellness (WoW!) Impact Report 2021

...presented in terms of the Sustainable Development Goals 2030...



... "Together We Rise! ..."

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Acknowledgments

We are grateful to all the Wellness Champions and Partners for the co-creation of the innovative, dynamic and effective WoW! Partnership. Your commitment and achievements in often extremely challenging circumstance are truly inspiring. You are WoW!

We are grateful to the past and current Core and Extended Team WoW! of the Western Cape Government Department of Health for your guidance, input and support since the start of this unique Healthy Lifestyles Partnership Programme.

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WesternCape on Wellness



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Acknowledgement of Partners

References

- **Annual Reports:** 2019 and 2020
- **WoW! website:** www.westerncape.gov.za/westerncape-on-wellness
- **Please visit the WoW! website for other publications related to the WoW! Programme**

Foreword

The past year has been a challenging year for us; since that monumental day of the 11th March 2020 when the Western Cape recorded its first COVID-19 positive case. Nothing could have prepared us for a bumpy road on which we were about to embark.

Strategic Development Goal (SDG) 3 talks about good health and wellbeing which is what the Department of Health is about, we are about wellness, not sickness. Wellness starts in our communities, not in the health facilities hence I always encourage people to prioritize their health. This means that as a Department we must reach out to communities and build partnerships, and WesternCape on Wellness (WoW!) is that platform that we use as a conduit to reach out to communities.

Strategic Development Goal (SDG) 3 talks about good health and wellbeing which is what the Department of Health is about, we are about wellness, not sickness.

I have seen the importance of WoW! during the COVID-19 when they formed partnerships with community organisations to design UbuntuCare masks that I used for my Behavioural Change Campaign, where I distributed them for free to disadvantaged communities. This initiative formed part of non-pharmaceutical interventions (NPIs) which is a community mitigating strategy, NPIs are among the best ways of controlling pandemics when vaccines are not yet available. I still congratulate WoW! for the UbuntuCare initiative.

I strongly believe that there should be nothing about the community without the community. WoW! is one of the Provincial Strategic Goal (PSG) projects that is led by community members and that has always been my goal since arriving in this Department. We need to move away from only being part of the community when it walks into our facilities but move into keeping the community coming to our facilities by working together hand in hand in coming up with innovative ways to prevent the onset of chronic diseases of which most are lifestyle induced. As much as our core service as the Department is to provide healthcare services, my commitment and my conviction is ensuring that we prevent any preventable illness.

Big appreciation goes to WoW! Wellness Champions because all we have done is to provide guidance, training and tools and you, the Champions have been leading the way and ensuring that your teams achieve great success and are following through to their commitment. For that I thank you.



Through WoW! we are achieving our Healthcare 2030 dream - Road to Wellness. Now let us Learn, Live, Eat and Play!

When this current government started in 2014, it had a vision of creating resilient communities. Through the PSGs, we are striving to do exactly that. I am the leader of PSG3 that seeks to increase wellness, improve safety and tackle social ills within communities - this is an operation between government departments, private sector, business, schools and communities.

As the Department, we had to sincerely look at the amount of money we spend curing illnesses that could have been prevented through healthy living. WoW! is one of the answers to our problem. We need to stop mopping the floor but, we need to close the tap. It is our responsibility as a government to take a lead in changing behaviours.

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Healthcare 2030's message is quite simple and clear; it is all about moving from curing illnesses to wellness. We have seen that the conventional approach of health services with a focus on curative health care is not sustainable or desirable in the face of the increasing burden of disease. Communities must take part in the health and wellness of their lives; the responsibility lies within them. Wellness cannot be delivered by a health service to people who remain mere recipients of the process. We need a whole society approach to improving wellness as a key pillar of Healthcare 2030 and an important strategic objective of the Western Cape Government.

Through WoW! we are achieving our Healthcare 2030 dream - Road to Wellness.

Now let us Learn, Live, Eat and Play!

Dr Nomafrench Mbombo
Ministry of Health
Provincial Government of the Western Cape

Foreword cont...

WoW! (WesternCape on Wellness) is a dynamic and evolving healthy lifestyles-promoting partnership programme of the Western Cape Government: Health and its valued partners.

The overarching purpose of WoW! is twofold: to promote effective, sustainable and scalable behaviour change and systems actions for improved health and wellbeing; and to reduce health inequalities related to the burden of chronic health conditions, with initial emphasis on non-communicable diseases (NCDs).

WoW! (WesternCape on Wellness) is a dynamic and evolving healthy lifestyle-promoting partnership programme of the Western Cape Government: Health and its valued partners.

Through its vibrant partnerships, WoW! designs, implements and evaluates best practice-based actions that are customised to local settings. In line with the **17 Sustainable Development Goals** (SDGs), these actions have two main aims; to promote individual and collective health and wellbeing through behaviour change and the co-creation of enabling environments for increased health literacy, healthier eating and healthy weight management, active living awareness and environments; and to increase social connectedness, inclusiveness and gender equity.

Through its vibrant partnerships, WoW! designs, implements and evaluates best practice-based actions that are customised to local settings.

The Department encourages, acknowledges and values the inputs from the diverse range of institutions, organisations, community groups, networks and members who are part of the ever-growing WoW! partnership. The expansive network of volunteer Wellness Champions and Partners are the foundation of WoW! Their collective efforts enable us to address many SDGs and to continuously improve the reach, effectiveness, adoption, implementation and maintenance of co-actions promoting sustainable and scalable change at community and systems levels.

The expansive network of volunteer Wellness Champions and Partners are the foundation of WoW!



WoW! initiated a positive movement for change which is now owned by a remarkable group of human beings.

The WoW! partnership is a Western Cape Government strategic deliverable towards increasing wellness at population level. Adopting a life course approach, WoW! is being implemented incrementally across multiple settings which include workplaces, public spaces, community spaces, healthcare facilities and academic institutions. The last year demanded a high level of responsiveness and innovation to adapt WoW! for a COVID-19 public health context and of course beyond this.

Adopting a life course approach, WoW! is being implemented incrementally across multiple settings which include workplaces, public spaces, community spaces, healthcare facilities and academic institutions.

Despite the destructive impact of the pandemic, compounded by their often extremely challenging environmental circumstances, the steadfast commitment, creativity, dedication and desire of the WoW! Wellness Champions to make a real difference, is astonishing and inspirational. The resulting achievements demonstrate their individual and collective resilience as healthy lifestyle leaders to support behavioural change, including COVID-19 control measures, and the co-creation of enabling environments.

The Department is inspired by the achievements of WoW! in contributing towards the progress of many SDGs through dynamic partnerships by enabling co-actions to prevent, reduce and control NCDs, and now also COVID-19.

We are grateful for the support and sustained commitment of all the WoW! Partners, Wellness Champions and their WoW! Group Members. We are very proud of WoW! as a growing positive movement for change!

Dr Keith Cloete
Head of Department
Western Cape Government: Health

Introduction

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet. At its heart are the **17 Sustainable Development Goals (SDGs)**, which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth - all while tackling climate change and working to preserve our oceans and forests'.

<https://sdgs.un.org/goals>



In 2013, when I first took on the new position of Deputy Director: Increasing Wellness, Western Cape Government (WCG) Department of Health (DoH), Cape Town, South Africa, I did not appreciate from the outset, how the partnership programme I designed, would result in significant progress in addressing many of the 17 SDGs. With a key outcome of my post being the promotion of Wellness at population level, it is encouraging to reflect on the extent to which this programme has contributed to addressing the SDGs, and thereby Wellness in its holistic sense.

Since there was no wellness promotion in place in the Western Cape at the time, I led the design and testing of a 6-week Walk4Health project. Buy-in was needed from WCG Political Leaders, Heads of Departments and Senior Managers; and it was achieved with these participants experiencing an improvement in their personal wellbeing at the end of the project. This marked the start of a movement to Co-Create a Culture of Wellness.

Informed by the findings from Walk4Health and best practice in community-based health promotion, I designed the dynamic multi-faceted WoW! (WesternCape on Wellness) Partnership Programme.



There remains a critical need to build Healthy Communities through an integrated participatory systems action approach.

Its overarching purpose is to co-create enabling environments for assisted self-management towards the prevention, reduction and control of chronic health conditions. The initial emphasis was on non-communicable diseases (NCDs). With the SDGs and community building in mind, WoW! was purposefully grounded in Community-Based Participatory Research (CBPR) principles to ensure the establishment of a participatory systems action approach.

With a focus on health equity, community assets and needs, and with our academic, health system, NPO and private sector partners, we developed a platform to promote, activate, sustain and scale the co-creation of enabling environments for behaviour change and service transformation. Importantly, WoW! targets not just physical wellbeing, but seven interconnected dimensions of wellbeing across the life course. These dimensions, referred to as the Wheel of Wellness, comprise physical, psychological, intellectual, social, financial, environmental and spiritual wellness; and they are all addressed in the 17 SDGs.

WoW! targets not just physical wellbeing, but seven interconnected dimensions of wellbeing across the life course.

Since its launch in 2015, WoW! expanded from having just 10 partners to currently having over 70 partners. The programme is grounded in practice-based evidence which is ensured by the transdisciplinary WoW! Workgroup that fuses WCGDoH Team WoW! with representatives from an academic consortium and community groups.

Importantly, at the heart of the WoW! Programme is a network of volunteer Wellness Champions. These Peer Leaders ensure that WoW! remains contextually appropriate, based on the 'lived experience' of its members, and is community responsive and inclusive. The network of WoW! trained and supported Wellness Champions expanded from 72 in 2016 to 754 in 2021. Their current overall retention rate in the WoW! Programme is 67%.

The Wellness Champions establish WoW! Groups with local community members who attend a structured programme that promotes self-managed actions and the co-creation of enabling environments. The astonishing achievements of these inspirational Wellness Champions to promote health and wellbeing, and to reduce health inequalities, often in extremely challenging circumstances, are reflected in their collective impact in addressing the SDGs. These are captured in this first Impact Report and outlined in the **Annual WoW! Community Report 2020**.

Embedded in WoW! is a continuous participatory improvement cycle. This ensures that the WCGDoH team remains agile and responsive to contextual changes and the needs of the Wellness Champions and their members. This cycle strengthens the efficacy, sustainability and scalability of WoW! The response of the WoW! Programme to the COVID-19 pandemic, demonstrates the potential and power of this participatory community building approach.

The response of the WoW! Programme to the COVID-19 pandemic, demonstrates the potential and power of this participatory community building approach.

Despite the devastating impact of the pandemic, the Wellness Champions reported increased group membership and new local partnerships, and self-reported increased physical activity, improved eating habits and social connectedness. In addition, they established several food gardens and food schemes for food security, and offered COVID-19 preventative information and emotional support, which translates into even greater progress in impacting on many of the SDGs.

Importantly, in response to COVID-19, I co-founded and managed the UbuntuCare Private-Public Partnership project through the WoW! Programme. Its intention was to promote physical and financial wellbeing particularly in vulnerable communities. Through its business model, the project designed, manufactured and provided free quality cloth masks to children and adults in vulnerable settings. The project offered training and created employment for 280 formerly unemployed seamstresses, who collectively are supporting approximately 1200 dependants in marginalised communities.

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In recognition for strategic leadership and innovation with the WoW! Partnership Programme, I was awarded the *Public Health Innovation and Lifetime Achievement Award* (PHILA) in 2017, and the Western Cape Government's *Best Public Service Innovator Award* in 2018. These awards are a tribute to the entire Programme, its Wellness Champions and its Partners. The practice-based impact and potential of the innovative WoW! Partnership Programme has been noted, leading to adoption in other settings. Current national examples include the implementation of programmes based on WoW! by Stellenbosch University and by North-West University; and internationally by Southern Queensland University in Australia, and by a Government Public Health Department in the United Kingdom.

These awards are a tribute to the entire Programme, its Wellness Champions and its partners.

As the architect of the WoW! Programme, it has been a great privilege and honour to work with WCGDoH Team WoW! and our valued partners from a diverse range of experts, organisations and importantly community members. The continuous process of co-learning and co-actions for change are empowering WoW! and all partners to work even more closely on addressing the SDGs.

I am deeply grateful for the sustained guidance, support, input and encouragement received from the WoW! partners, WCGDoH Team WoW!, and the volunteer Wellness Champion network who are the collective heart of WoW! They are the Sparkplugs for Change!

The continuous process of co-learning and co-actions for change are empowering WoW! and all partners to work even more closely on addressing the SDGs.

Together as a partnership we have Co-created a Social Movement for Change that can continue to address the SDGs, with increasing impact every year. As stated by the late Nelson Mandela: *"It always seems impossible until it's done"*.

With gratitude and admiration.

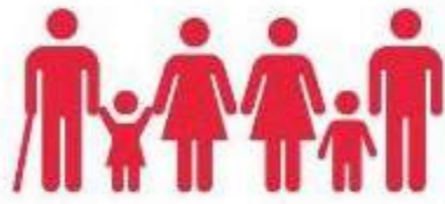
Frederick

Dr Frederick Marais
Deputy Director: Increasing Wellness
Western Cape Government: Health
(2013-2021)





1 NO POVERTY



To end poverty in all its forms everywhere by 2030

SUSTAINABLE DEVELOPMENT GOALS



UbuntuCare Partnership Project

This is a public-private partnership with The Health Foundation South Africa, Coconut Jazz and the Infection Control Africa Network (ICAN). Co-founded and coordinated by WoWi!, UbuntuCare manufactured and provided free quality cloth masks (non-medical) to children and adults in vulnerable communities in the Western Cape. For every two-mask packs sponsored or sold, the same high-quality masks were donated to community members through existing Western Cape Government Department of Health (WCGDoH) networks.

Nearly half a million masks were produced with R3 million paid out as income to 280 previously unemployed seamstresses with the funding streams being the Western Cape Government, international donation (USAID), retail and public sales.

This mask project was the first product of the innovative UbuntuCare Partnership Project and this phase ended in January 2021. Funding is being sought for the next phase. The partnership aims to co-create a sustainable platform for marginalised, vulnerable seamstresses and crafts people by capacitating and exposing them to a mainstream buying market. This will provide employment and thereby promote financial wellbeing within these communities. Accordingly, a second novel product has been designed and manufactured for testing by women in the community.

476406
masks made April-Dec 2020

280
previously unemployed seamstresses employed

1200
vulnerable dependents supported

R3M
paid out as income for seamstresses

UbuntuCare's Cloth Mask-Making in Numbers

"I enjoy making masks which will be used by people during the coronavirus pandemic while also getting an income."
Ivy Gertze, seamstress in Grabouw.



UbuntuCare holds huge potential!

It can diversify product lines and become a self-funded, sustainable organisation with a vision of promoting community wellbeing by developing skills and creating many more jobs.

People with untapped talent and skills from impoverished communities could be taught new skills and community traders, who are operating on their own, could receive marketing support and exposure to a mainstream market. This could enable them to convert their trade into a sustainable and profitable enterprise.

For more about UbuntuCare, click [here](https://www.westerncape.gov.za/westerncape-on-wellness/ubuntu-care) or visit <https://www.westerncape.gov.za/westerncape-on-wellness/ubuntu-care>

Diversification potential of UbuntuCare for job creation with examples

- Communities growing nutritious, indigenous vegetables for niche markets and restaurants.
- Creation of Urban Farmers' Markets in the townships (fresh food deserts).
- Veg on Wheels, fitted bicycles to sell & deliver healthy plant-based foods to deprived areas

UbuntuCare could be an avenue for some of the following entrepreneurs to generate an income:

- Beaders, Embroiderers
- Printers,
- Produce growers
- Fine metal workers

www.ubuntu-care.org

1 NO POVERTY



Food Gardens Project

Another WoW! initiative that sought to address food insecurity, unhealthy eating, sustainability and sedentary behaviour in the Western Cape, is the Home-based Food Gardens project. Aside from providing nutritious food for the beneficiary of the garden, it could become a source of revenue when selling produce. In 2019, the Western Cape Department of Agriculture funded the Great Commissions Network to establish 100 Impilo Household Vegetable Gardens with Grey Water Harvesting in partnership with WoW! Twenty beneficiaries from each community received house-hold gardening and water harvesting training and equipment to establish and maintain their gardens. They also participated in the WoW! plant-based recipe competition to source recipes for a WoW! Community Recipe Book and attended two workshops:

- **A Business Skills Workshop** that introduced key financial concepts with practical ideas such as selling produce from their food gardens.
- **The Healthy Eating Workshop** offered information on behaviour change to prevent and better manage Non Communicable Diseases (NCDs), and a practical cooking demonstration with healthy recipes using produce from their gardens.

In 2020, in partnership with Fresh Life Produce, WoW! implemented another 100 home-based food gardens in the Cape Metro (50 in Khayelitsha and 50 in Philippi). This project empowered communities by training them on sustainable food production and the use of technology. The project comprised;

- practical training on the gardening methods;
- the supply of equipment and seedlings;
- monitoring with practical support for the first 6 months;
- training on healthy eating, plant-based cooking demonstration and a plant-based recipe competition.

Informed by the evaluative findings, the intention is to expand the home-based food gardens to additional geographical areas across the Western Cape. The testing of healthcare facility-based food gardens has started with WoW! Wellness Champions at three sites. **This is another project with excellent potential!**

Financial Wellness

Wellness Champions and members are exposed to the concept of financial wellness in their training and in member communication. Through these channels of communication, they are provided with tools to explore their own Financial Wellness, with guidance on strategies to strengthen it.

WELLNESS AWARENESS MONTH

Financial Wellness Dimension Checklist & Tips

#dimensionsofwellness



Sources: Are You Balancing the 7 Dimensions of Wellness?- Questionnaire developed by R.A. Abbott & J.J. Jones - University of Wisconsin.
<https://www.uwsp.edu/health/Pages/about/7DimensionsWellness.aspx>
<https://www.lifeofwellness.ca/8-dimensions-of-wellness/financial-wellness/>

FINANCIAL WELLNESS involves taking responsibility for our financial situation, living within our means, finding ways to improve our financial position, and having a budget. However, it also involves the decision to get personal fulfilment from our jobs or chosen career fields while still maintaining balance in our lives.

Tick the word in the RED block that best answers each statement:		Never	Sometimes	Often	Always
CHECKLIST	I understand & manage my financial situation well.				
	I know how to develop a basic budget & have one that I use.				
	I spend according to my budget so I live within my means.				
	I know how to & I am able to improve my financial situation.				
	I earn enough money to meet my needs & to provide economic stability for my family.				



For statements that you choose 'Never' or 'Sometimes', you might need to help to improve your Financial Wellness.

- TIPS**
- Seek help in developing a basic budget & stick to it.
 - Make a shopping list with only essential items to buy within your budget.
 - Keep organized records of your finances.
 - Don't spend more than you earn & look for ways to decrease your monthly expenses.
 - Avoid making impulsive financial decisions - rather seek professional advice.
 - Avoid debt, especially credit card debt. If you have debt, make it a priority to pay it off.

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200

food gardens help address hunger (SDG 2), poverty (SDG 1), and access to healthy affordable food (SDG 3).

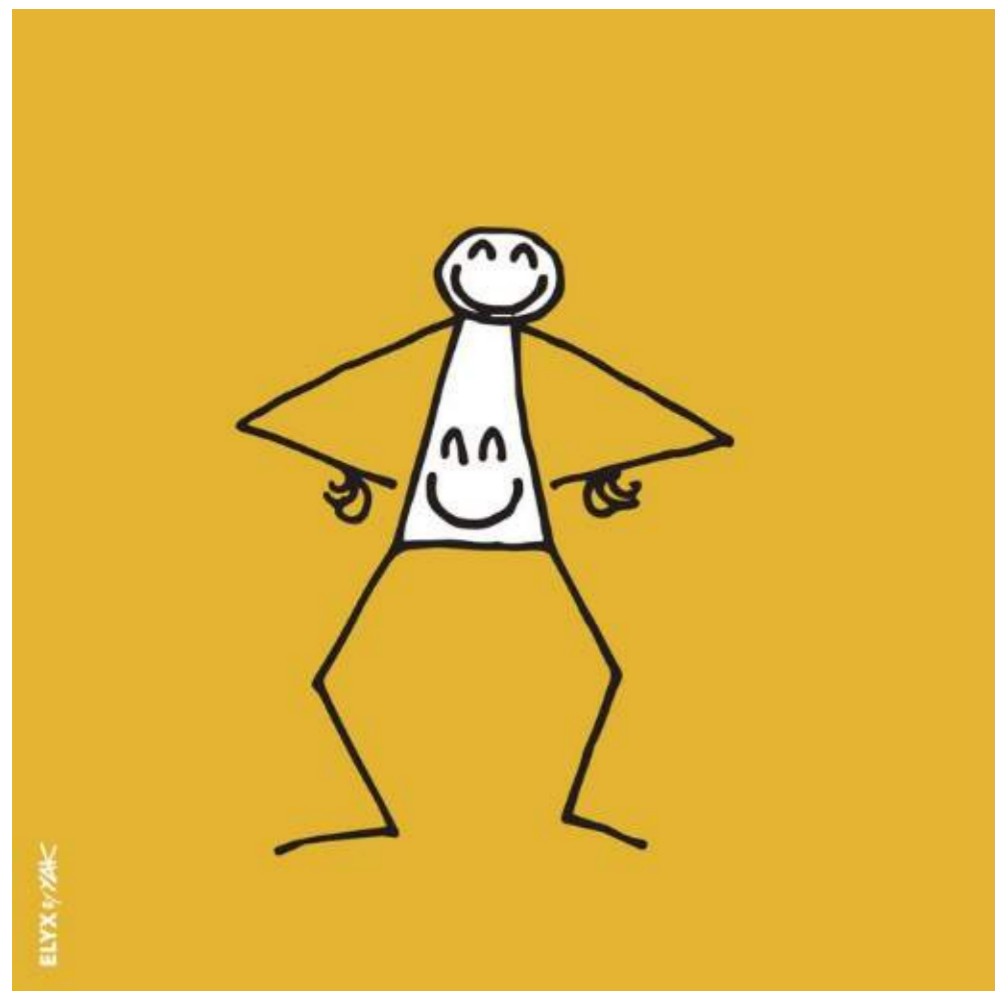
"The great success of the partnership projects with both Impilo Vegetable Gardens and Fresh Life Produce provide us with important practice-based learnings and exciting opportunities to sustain and scale Home-based Food Gardens towards strengthening skills, enabling healthy and nutritious eating and generating household income. As a result, we are very pleased to partner with Fresh Life Produce in testing our first food gardens at three healthcare facilities!"

Dr Frederick Marais, WoW! Programme



Wellness Champions being trained in Food Gardening





2 ZERO HUNGER



To end hunger, achieve food security and improved nutrition, and promote sustainable agriculture



Food Gardens Project

The WoW! Home-based Food Gardens project has been very successful with 200 gardens in situ and great potential to expand. It has certainly helped to decrease the level of food insecurity, encourage healthy eating and sustainability in communities involved. In addition, two healthcare facility-based African Grower Greenhouses have been installed at the Stikland Psychiatric Hospital and at the Mitchells Plain Community Health Care Centre. Thanks to WoW!'s partnership with Fresh Life Produce - they will now have access to affordable, nutritious and fresh food. **See SDG 1 for more detail.**

Healthy Plant-Based Cooking Trainer Course

As described in SDG 4, approximately 1 000 participants were trained in this course and learnt about promoting their health and that of their community. In SDG 3, the topics covered in the course are listed. In a nutshell, this course empowered many to realise the value of eating plant-based food for their health, the environment and from a budgetary perspective. They were also trained on how to prepare delicious healthy low-cost, plant-based meals.

"The Hlumani WoW! Group in Kwezi Park, Cape Town, has benefited from the home food gardening project. It helped our community by saving us money because many of our group members are unemployed.

The project introduced our Group members to plant-based cooking and encouraged them to grow their own vegetables and fruit because it's healthier and cheaper.

We thank the WoW! Team for this project in our community because our members are now sharing their veggies with the needy; this is promoting the spirit of Ubuntu. Our WoW! Group slogan is "United We Stand, Divided We Fall". Home gardening brought our community together."

Buyiswa Nini, WoW! Champion



UbuntuCare Partnership Project

By providing an income for 280 previously unemployed seamstresses, these women could support approximately 1200 dependents, so helping households to address food insecurity, and providing them with the means to produce their own healthy sources of food. With UbuntuCare having so much potential, it is hoped that many more vulnerable people will be afforded work through future UbuntuCare initiatives. **See SDG 1 for more detail.**



"In challenging times, we produce masks for people who do not have any. We enjoy making a difference."
Euphemia Petersen seamstress in Grabouw.



Multichannel Health Campaigns

These campaigns, more fully described in SDG 4, provided information, tips and healthy budget-friendly recipes every Wednesday. This attractively presented, accessible information presented on multiple platforms, was a valuable resource to help WoW! communities and followers to eat low-cost, healthy and nourishing food.

Hlumani WoW! Group in Kwezi Park seeing the fruits of their labour



African Grower Greenhouse installed by Fresh Life Produce at Stikland Psychiatric Hospital



Wellness Champions growing spinach in Philani Food Garden for creches with malnourished children



Wellness Champions attending Plant-Based Cooking Trainer Course



Wellness Champions cooking a Plant-based meal





3 GOOD HEALTH AND WELL-BEING



To ensure healthy lives and promote well-being for all at all ages



The WoW! Pilot Programme (Phase 1) to assess its effectiveness and viability

In 2015, the WesternCape on Wellness (WoW!) a Healthy Lifestyles partnership initiative of the Western Cape Government and its valued partners was launched to address modifiable risk factors associated with non-communicable diseases (NCDs).

The building blocks of WoW! were “workforce, leadership, information, partnerships, and finance or resources”. The initiative makes local prevention efforts possible by training a volunteer workforce, development of local healthy living strategies, and enlisting partners.

To assess whether WoW! would be effective, a pilot programme running from March to August 2015, was set in place. It yielded encouraging monitoring and evaluation results and these are further discussed and outlined in the graph on the right.

Blood Pressure (BP): Significant improvements were seen in both systolic and diastolic blood pressure at 3 months, and systolic blood pressure at 6 months; the proportion of members presenting with hypertension at 3 months was halved.

Self-reported health behaviour: Significant improvements in self-reported healthy eating, physical activity, quality of life, and general health status, and in decreased time spent sitting, were reported.

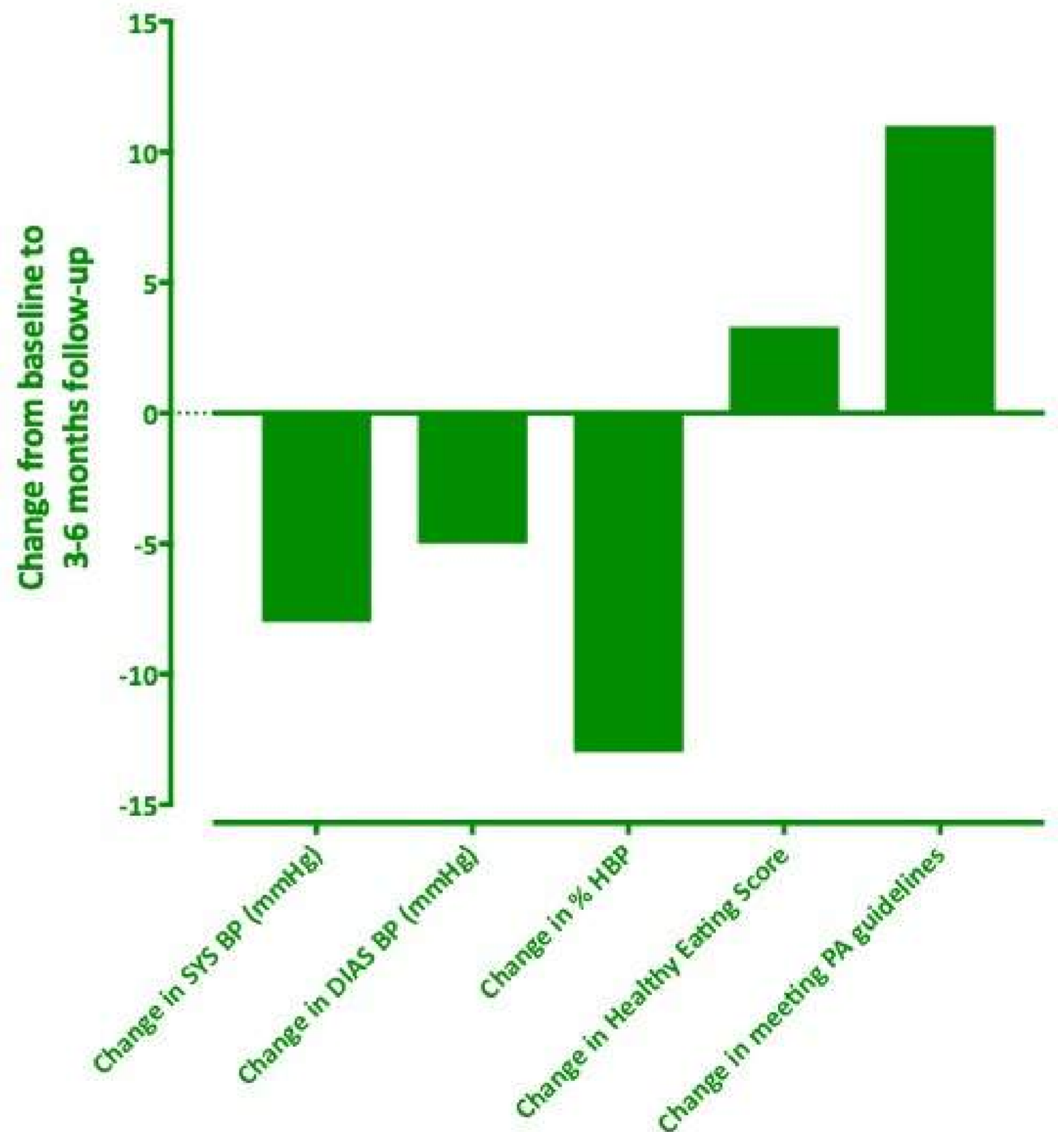
Baseline stats of WoW! members demonstrated need for such as initiative

As illustrated in the table below, of the pilot cohort of **nearly 800** members, **more than 80%** were either **overweight or obese**; **over 50%** were **hypertensive**, and **less than 1 in 4** were meeting **recommendations for physical activity** (>=150 min/week).

Their barriers to lifestyle change varied with members from community groups citing “*lack of knowledge and resources*”, as opposed to members from worksites and schools who cited “*lack of time and inability to prioritise lifestyle change*”.

Participants (N=782; Female, n=525; Male, n=257) in Baseline Screen	
WoW! Champions (N=90; Worksite, n=52, School, n=16, Community, n=22)	
Weight	> 80% overweight or obese
Healthy eating	25% poor dietary habits
Blood Pressure	>50% high blood pressure (significantly school and community)
Physical activity	<25% meeting guidelines (school significantly less active)
Smoking	<10% smokers
General wellness (mental health, anxiety, depression, vitality)	>35% ambivalence

Graph illustrating Pilot Programme (Phase 1) Results



Pilot Programme Results

Over 90 Wellness Champions were trained for the pilot programme and results were available from 38 WoW! Groups after 6 months.

Overall retention: 39% of all participants presented for follow-up at 3 and/or 6 months (*in line with similar community-based interventions, globally*). Worksites had the best overall retention (47%). Participants from schools had only a 19% retention and in communities, 28% presented for re-testing at 3 or 6 months.

Key considerations determined from Phase 1

Key considerations ascertained from the WoW! Pilot Programme were:

- While the Wellness Champion model would evolve over time, it was shown to be effective in changing health risk behaviour and health risk status in members in a number of settings, including schools, worksites and community-based facilities.
- Wellness Champions, as Peer Leaders were effective, however, the need to address challenges and barriers to implementation and engagement, as well as sustainability as the programme scaled up, needed to be addressed in Phase 2.
- The WoW! Programme reflected best practice in comprehensive, community-based health promotion programmes and yielded promising initial results. The next phase set about addressing the recommendations determined from Phase 1 and evolved accordingly.



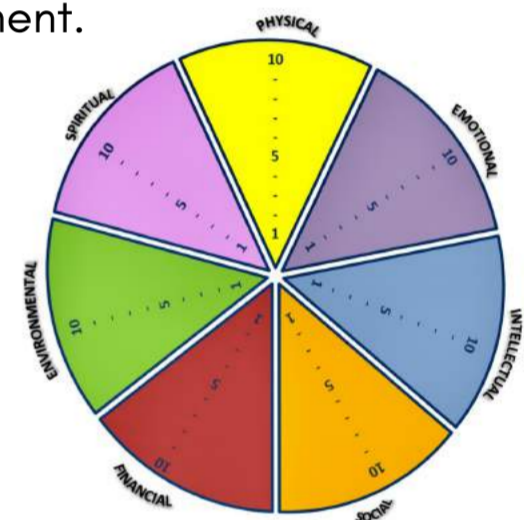
WoW!'s essence lies in contributing to SDG 3

As already described, WoW! is a healthy lifestyles-promoting partnership programme of the Western Cape Government and its valued partners. The overarching purpose being to promote health and wellbeing and reduce health inequalities and strengthen social inclusiveness/connectedness by co-creating enabling environments for sustained healthy lifestyle choices throughout the life course and for systems transformation. Therefore almost all of its activities contribute to the achievement of SDG 3. WoW! captures the daily choices we make into four pillars - choices about how we live (LIVE!), our level of health knowledge (LEARN!), the types of food we eat and drink (EAT!) and our physical activity levels (PLAY!).



WoW! and the Wheel of Wellness

WoW! recognises that wellness is a lifelong journey of making decisions to live a more balanced and meaningful life and that it is made of multiple dimensions. Wellness Champions, Group Members and social media fans are all educated about the Wheel of Wellness as an integration of the 7 dimensions of wellness - these being Physical, Intellectual, Social, Psychological/Emotional, Environmental, Financial and Spiritual. They also have the opportunity to rate their Wellness and receive tips on how to improve each dimension. WoW! seeks to promote and encourage realisation of all dimensions of Wellness in its activities - and many of these are reflected in the other SDGs. WoW's team and membership realise that real Wellness includes our relationship with ourselves, with others and with our environment.



WoW!'s Participatory Systems Approach

WoW! adopts a Participatory Systems Approach to promote, activate, sustain and scale a healthy lifestyles movement across multiple settings; including workspaces, public spaces, community spaces, healthcare facilities and academic institutions. This collective approach is used to address the key modifiable risk factors (unhealthy eating, an unhealthy weight, and lack of physical activity) associated with NCDs and other chronic health conditions.

A network of volunteer WoW! Wellness Champions in and across these settings engage with local organisations and people to co-create a change in the health and wellbeing of individuals, groups and/or communities. Thus the Wellness Champions are the heart of WoW! and their training and education is key to the success of the roll-out of WoW!

These are described in SDG 4.

WELLNESS AWARENESS MONTH

Unpacking the 7 Dimensions of Wellness

#dimensionsofwellness

PHYSICAL WELLNESS is the ability to make life choices concerning physical activity, healthy eating, adequate sleep, & stress management that allow us to effectively attend to our daily activities without undue fatigue or physical stress.

EMOTIONAL WELLNESS is the ability to be in touch with our feelings (awareness); to manage & take responsibility for our emotions (anger, fear etc); to better cope with the challenges life can bring; to accept & acknowledge the feelings of others & to express optimism, hope & happiness.

INTELLECTUAL WELLNESS is the ability to open our minds to new ideas & experiences; to improve skills; take calculated risks that enable growth & in the process learning from mistakes made; to seek opportunities to challenge critical thinking skills as well as those that provide lifelong learning.

SOCIAL WELLNESS is the ability to relate to, connect and interact with other people; to establish meaningful relationships with family, friends and co-workers; to resolve conflict in a healthy, timely manner; to have mutual trust in others and to have a social support system.

FINANCIAL WELLNESS involves taking responsibility for our financial situation; living within our means; finding ways to improve our financial position, and having a budget. It also involves deciding to get personal fulfilment from our jobs or career while still maintaining balance in our lives.

ENVIRONMENTAL WELLNESS is the ability to make a positive impact on the quality of our home, environment, community & the planet; to minimize harm to the environment and others; to re-think, re-use, re-cycle & reduce consumption. It can be supported by our actions & the actions of others around us.

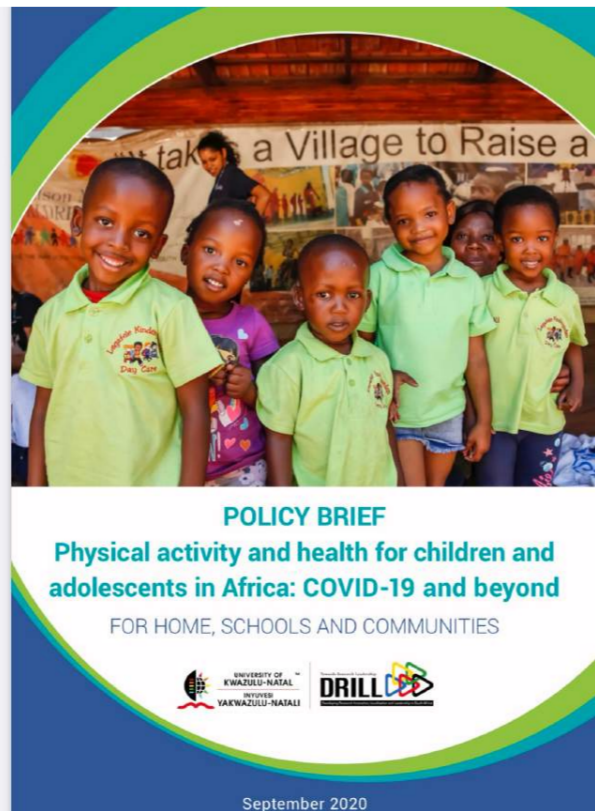
SPIRITUAL WELLNESS reflects our personal values and beliefs. It is the ability to find meaning in life events; to act to better yourself & others; to find & to define our individual purpose. It can be expressed in various ways including religious faith, ethical & moral practice & behaviours.

BROUGHT TO YOU BY:
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WoW!
Creating A Culture Of Wellness Together
FOLLOW WOW! OR CONTACT US ON:
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• [WoW! WesternCape on Wellness](#)
• Add 066 390 6646, send:

WoW! Active Public event



Policy Briefs - WoW! involvement



WoW! Seniors Wellness event





At the end of 2020, despite the devastating impact of the COVID-19 pandemic, there were:

131 Active WoW! Groups
 managed by
277 Active Wellness Champions
 (average 2 per group).

57% (75/131)
 of the groups are based in
 the Cape Town Metro and

43% (56/131)
 in the Rural Districts.

Assisted Self-Management (Champions and Members) - 'Know and Improve Your Numbers'

WoW! needs to be sustainable and scaleable in its efforts to promote health and well-being (SDG 3) and the Assisted Self-Management approach facilitates this. Having themselves been educated and trained on how to measure their Personal Health Indicators, Wellness Champions in turn train their members how to measure these indicators and 'know their numbers'. Likewise Personal Healthy Lifestyle Goals are identified, as well as actual or potential barriers to change. By recording and tracking personal progress, the responsibility of Group Members in promoting, protecting and managing their own health and wellness is emphasised. Members complete the WoW! Wellness Monitor that tracks the following self-reported measures:

- *Personal Healthy Lifestyle Goals, Motivation and Confidence.*
- *Quality of Health and Sleep Health.*
- *Smoking/Tobacco/Alcohol Use.*
- *Physical Activity and Healthy Eating.*

Other Personal Health Indicators that are measured include:

- *Weight, Waist Circumference and Body Mass Index (BMI).*
- *Blood Pressure and Fitness Level using the 12-minute fitness test.*

Results are recorded by the member in the WoW! Wellness Passport which explains the meaning of the screening results and places them in either the high, moderate or low risk category. It also helps Group Members to track their progress towards their self-identified health and wellness goals and can be presented to their healthcare provider.

Click [WoW! Wellness Monitor and Passport](https://www.westerncape.gov.za/westerncape-on-wellness/know-your-numbers) to view or visit:
<https://www.westerncape.gov.za/westerncape-on-wellness/know-your-numbers>

WoW! Promoting Physical Activity

Physical Activity is an integral part of promoting wellness and WoW! offers Physical Activity sessions in a number of different ways, as well as across the spectrum of ages. These initiatives include:

- **Wellness Champion exercise sessions with their groups**

These include sessions that enable Senior Citizens and people using wheelchairs to workout. Images of groups in action are scattered throughout this report and the group composition is very diverse.

Three other types of activities will now be explained.

- **WoW! Active Public**
- **WoW! Seniors Wellness**
- **WoW! Play Streets**

WoW! Active Public

WoW! Active Public promotes regular physical activity through a range of fun and free exercise sessions in open public spaces in a lunchtime slot twice a month. These have included yoga, Tai Chi and other activities. Monthly Public Walks have also been held - often in partnership with other organisations. For example, in February 2020, as part of the Healthy Lifestyles Awareness campaign, a partnership with The South African Health Qigong Association and the Consulate General of India resulted in a Tai Chi and yoga warm-up in Green Point Park before a 3km walk along the Mouille/Sea Point Promenade. Walks have taken place in forests, near mountains and in a variety of settings. During the more severe lockdown periods in the pandemic - several Virtual Walks were offered in an attempt to promote health and especially mental wellbeing in very challenging times.

WoW! Group activities



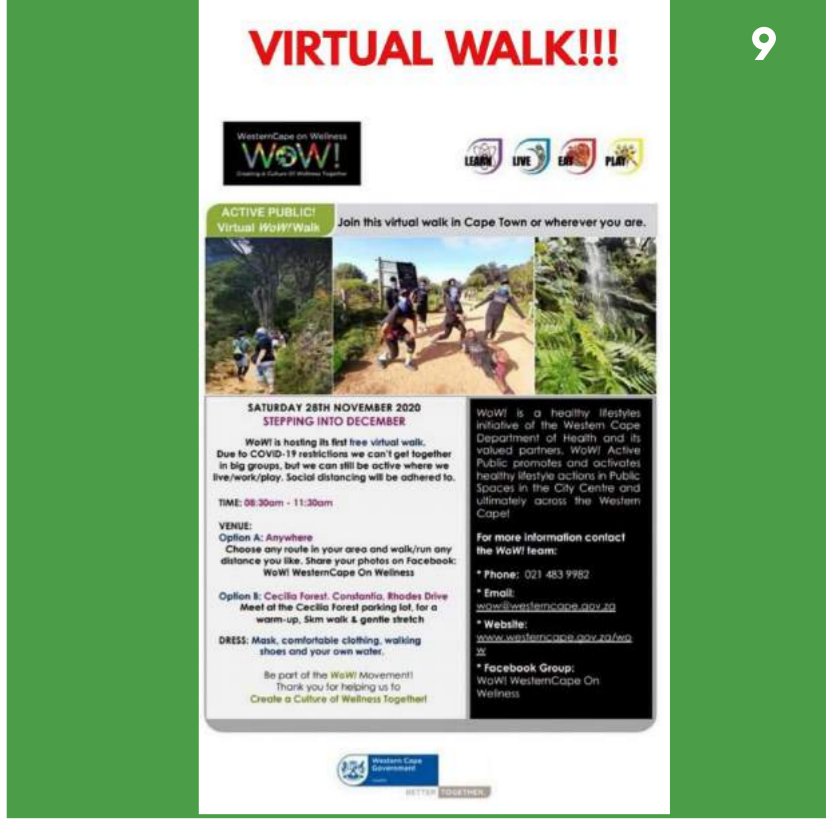
WoW! Active Public walk



Wellness Champion elective training 'Know and Improve Your Numbers'



3 GOOD HEALTH AND WELL-BEING



WoW! Seniors Wellness

The WoW! Seniors Wellness events are facilitated by the Western Cape Government Department of Health (WCGDoH) Team WoW! in selected communities. WoW! Groups also offer their own version of Senior Wellness in their respective communities across the Cape Metro and in the Rural Districts. The interactive wellness-promoting sessions focus on:

- Healthy eating and drinking.
- Increasing and maintaining physical mobility.
- Home-based physical activity tips; chair-based exercise & freestyle dancing.

The table below summarises Seniors Wellness events over the years. Due to COVID-19 and risks for this age-group, only 1 event was held in 2020.

YEAR	# events	# attendees
2017	5	410
2018	4	380
2019	4	310
2020	1	100

WoW! Safe Play Streets

WoW! Safe Play Streets (*part of a global movement*), aims to create a safe, fun and enabling environment for children to play so as to increase their wellness. On the day, children (*and adults!*) play with portable equipment supplied by WoW! and in partnership with the Local Municipality. A Wellness Champion applies for a permit from the Local Municipality to close a residential street for 1-2 hours, with the application supported/submitted by a Support Manager from the WCGDoH WoW! Team. Safe Play Streets has been successfully tested in Gugulethu, Bonteheuwel, Mfuleni, Khayelitsha and Woodstock and is due to be rolled out in other Cape Town Metro areas and Rural Districts. It serves as a highly effective means of enabling our children and youth to enjoy a safe playing area. This is in fact their right.

WoW! Safe Play Streets



WoW! Promoting Healthy Eating as well as Physical Activity

With healthy eating habits and access to healthy food being a key driver (alongside physical activity), in achieving good health, maintaining a healthy weight and prevention of chronic diseases of lifestyle, WoW! uses multiple channels to educate and empower Wellness Champions and Group Members. These include:

- **Wellness Champions** relaying key messages to their Group Members.
- The Members' **Wellness Journey Guide**.
- A variety of **Healthy Lifestyle Campaigns (see SDG 4)** – which always include advice and tips about healthy eating and being more physically active, as well as budget-friendly recipes, across multiple channels so as to improve inclusivity.
- The **WoW! website** which contains useful dietary information and tips for active living.
- **Healthy Recipe competitions** with attractive prizes.
- **Electives** that include information about Healthy Eating and Exercise Leadership (*see SDG 4*).
- **Newsletters and Leaflets** that address vital aspects of healthy eating and being physically active.
- A **Healthy Plant-based Cooking Trainer Course (see SDG 13)**.
- An opportunity for some to start a **home-based food garden** with tips for all social media followers on maintaining a successful food garden (*see SDG 13*).
- **Articles** for a variety of **magazines** written by WoW! experts targeting healthy eating and increased levels of physical activity for the general public.
- **Radio interviews** with WoW! dietary and physical activity experts on Radio 786.
- **Diabetes Dialogues (see SDG 4)** with important dietary and physical activity advice for those with diabetes.

WoW! Seniors Wellness



WoW! Recipe Competition

WOW! PLANT-BASED RECIPE COMPETITION
www.westerncape.gov.za/wow
 Top 4 recipes from South Africa each win one hamper of healthy plant-based food & a WoW! branded product. Send us your plant-based recipes (as many as you like), by 28 Feb '21. Winners notified mid-March.

WHY EAT PLANT-BASED MEALS?
 When we eat more fruits and vegetables & less animal products (meat, cheese, milk, etc), we decrease the amount of saturated fat we take in and consume many antioxidants. This helps to reduce the risk of heart disease, Type 2 diabetes, some cancers, obesity and helps strengthen your immune system.

CRITERIA
 This is a plant-based recipe competition and your recipe:

- should not contain any meat or animal-based ingredients (no milk, cream, yoghurts or any other dairy products).
- must be affordable, easy to prepare and be healthy.
- must be original. Acknowledge original source if adapting a recipe.
- can be for any season and any type of dish (sweet or savoury).

Submit your recipes to:
 WhatsApp: 0663906646
 Facebook: WoW! WesternCape on Wellness
 Email: wow@westerncape.gov.za

Logos for partners: proveg, LIBERTY, SPAR, and others.

WoW! Safe Play Streets



3 GOOD HEALTH AND WELL-BEING



Multichannel Healthy Lifestyle Campaigns

WoW!'s multichannel healthy lifestyle promoting campaigns with messages shared on a WhatsApp Broadcast group, a Facebook group, via SMSs and on mail or printed material, play a significant role in helping promote health and well-being (SDG 3). However, since they also play a very important role in education- **they are more fully described in SDG 4.**

WoW!'s multichannel Health Campaigns

- #ShapeYourLife
- #BeSugarSmart
- #PlantBasedFood
- #SaltAwareness
- #ActiveApril
- #HealthyHeart
- #WellnessDimensions
- #YouthWellness

6 weeks to 6km Run Training Programme

Start each workout with a 10 minute brisk warm-up walk

Wk	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
1	(2min jog/2min walk) 6 repeats	Strength Train	(2min jog/2min walk) 6 repeats	Rest	(3min jog/2min walk) 5 repeats	Strength Train	Brisk 20min walk
2	(3min jog/2min walk) 6 repeats	Strength Train	(4min jog/2min walk) 5 repeats	Rest	(4min jog/2min walk) 5 repeats	Strength Train	Brisk 20min walk
3	(5min jog/2min walk/ 3min jog/2min walk) 3 repeats	Strength Train	(5min jog/2min walk/ 3min jog/2min walk) 3 repeats	Rest	(6min jog/2min walk/ 3min jog/2min walk) 3 repeats	Strength Train	Brisk 30min walk
4	(6min jog/2min walk/ 4min jog/2min walk) 2 repeats	Strength Train	(8min jog/2min walk/ 3min jog/2min walk) 2 repeats	Rest	(10min jog/2min walk/ 3min jog/2min walk) 2 repeats	Strength Train	Brisk 30min walk
5	15min jog/2min walk/ 2min jog/2min walk	Strength Train	20min jog/2min walk/ 2min jog/2min walk	Rest	25min jog/2min walk/ 2min jog/2min walk	Strength Train	Brisk 30min walk
6	30min easy jog	Strength Train	25min jog easy jog	Rest	15min easy jog	Rest	RUN 6km!

WoW! Food Gardens Project

Through WoW!'s partnerships with various organisations, it was able to set up 100 home-based Impilo Household Vegetable Gardens with Grey Water in 2019. In a recent partnership with Fresh Life Produce, another 200 home-based gardens were established in 2020. Training included a workshop on Healthy Eating with a focus on behaviour change to prevent and better manage NCDs as well as a practical cooking demonstration with healthy recipes. These initiatives have played an important role in promoting health and wellness (SDG 3). **To read more about these, see SDG 17.**



Healthy Plant-Based Cooking Trainer Course

As described in SDG 4, approximately 1 000 participants were trained in this course and learnt about promoting their health and that of their community. Topics included:

- The link between Wellness and Healthy Plant-Based Eating.
- Some nutritional plant foods and methods of preparing them.
- Health, Economic, Environmental & Global Benefits of Plant-Based Eating.
- Cooking Healthy Plant-Based recipes/food.
- Planning basic Healthy Plant-Based cooking teaching sessions.
- Teaching community members about Healthy Plant-Based Cooking.
- Green Living, Water Usage and Saving.
- Home-based Food Gardening, as well as Animal Ethics.

WoW! Food Gardening Training



WoW! Partnering with Consortium developing Policies for Physical Activity

WoW!'s partnership and collaboration with a range of academic institutions make it a powerful movement to drive change through advocacy, most significantly promoting the health and wellbeing (SDG 3) of those living in Africa. An example of this the consortium's work performed in 2020, was the development of four Policy Briefs related to Physical Activity for Health in Africa for four different focus areas; Adults; Children and Adolescents, including one for those with Disabilities and one for Organised School Sport. **To read more about these, see SDG 9.**

Ongoing research on WoW! facilitates Continual Participatory Improvement Model

As described in SDG 9, WoW! operates on a Continual Participatory Improvement Framework, with scientific research playing a vital role in its strategic direction. This ensures WoW! maximally improves its model of positively impacting on the health and wellness of people engaged with it and is able to provide up to date and relevant health tips and advice for those suffering from chronic diseases of lifestyle.

WoW! multichannel healthy lifestyle campaigns

YOUTH MONTH Rating your Emotional Wellness

YOUTH MONTH Tips to improve your Emotional Wellness

PHYSICAL ACTIVITY ON A BUDGET

Financial Wellness

WoW! role in Policy Briefs

POLICY BRIEF
Physical Activity for Health in Africa: Guidance during and beyond the COVID-19 pandemic

Produced by a global academic consortium and endorsed by the African Physical Activity Network (APFAN)

September 2020



4 QUALITY EDUCATION



To ensure inclusive and quality education for all and promote lifelong learning



WoW! Wellness Champion Training (3 days)

Volunteer WoW! Wellness Champions are recruited, trained, resourced and supported to establish and maintain a WoW! Group and/or wellness movement in their respective settings. The training is free and successful completion is a requirement to become a Wellness Champion. Prior to the COVID-19 pandemic, the training was offered in a range of community-based settings over 3 consecutive days. The key modules covered are:

- Overview of the WoW! Healthy Lifestyles Programme.
- Becoming a Wellness Champion.
- WoW! Implementation, Monitoring and Evaluation.
- Healthy Eating and the Food Environment.
- Physical Activity and Active Living.
- NCD Modifiable Risk Factors.
- Facilitating Healthy Conversations for Behaviour Change.
- Know Your Numbers.
- Healthy Sleep.
- Identifying Wellness-Promoting Actions for Change.

The evidence-based/informed training materials are developed in partnership with the UCT-led Training, Implementation, Research and Evaluation Consortium (TIREC), who also present some sessions. The TIREC consortium is comprised of:

- University of Cape Town (UCT)
- Sport Science Institute of South Africa (SSISA)
- University of Stellenbosch
- University of the Western Cape
- Cape Peninsula University of Technology

with local dietitians and physiotherapists and the Wellness Champion Network to strengthen sustainability and scalability.

The table below shows the number of Wellness Champions trained (2016-2020)

94%
of them successfully qualified.

Year	Champions Trained	Champions Qualified
2016	72	72
2017	111	106
2018	223	204
2019	240	223
2020	108	103
TOTAL	754	708

WoW! Wellness Agent Training (1 day)

This one day training course is offered as a refresher course (after two years) for Wellness Champions, as well as to Active Influencers and Active Partner Champions, who play an important role in the promotion of health and well-being in their communities and their organisations.

Active Influencer Champions work under the WoW! banner in a defined setting, whereas the Active Partner Champions work independently promoting healthy lifestyles in various settings.

The course covers the same material as that offered in the 3 day course but in less detail.

46
people have completed this course

Wellness Champion Online Training (5 weeks)

In response to COVID-19 control measures and lockdown regulations, WoW! had to be innovative and flexible. The 3-day Wellness Champion training was restructured into a 5-week online course with one 2 hour session per week. The training was tested with two groups via WhatsApp between October and November 2020.

Only 8 people can be on a WhatsApp call (6 participants and 2 trainers). Participants were recruited through existing WoW! networks and partnerships with those who work with people using wheelchairs. The WhatsApp online platform increases inclusivity with people in rural areas and those facing various barriers in accessing in-person training, being able to attend. MS Teams and Zoom are being explored as alternatives to allow for more trainees and more diverse training tools. The feasibility of a hybrid training approach (online and some in-person contact) will be tested during 2021 as an option for future Wellness Champion training.

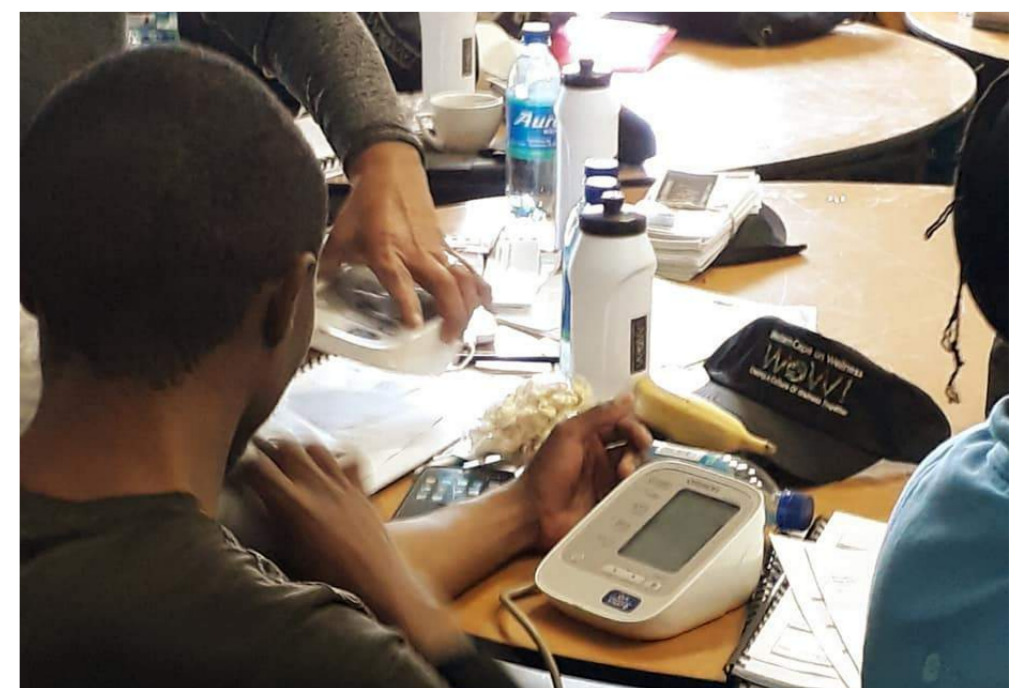
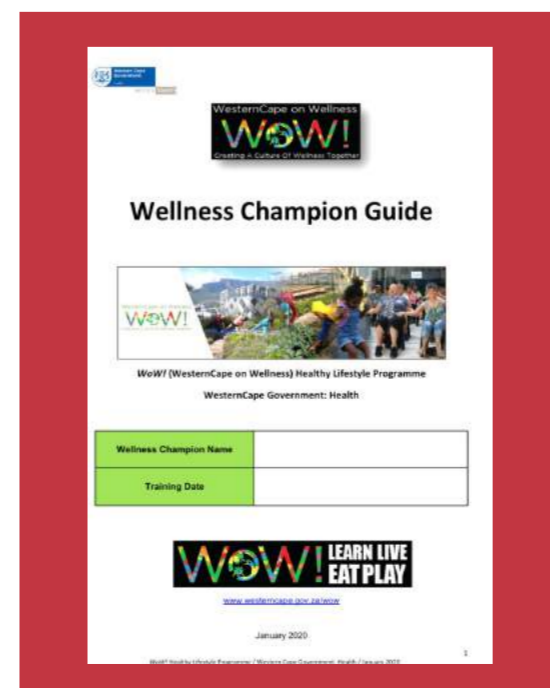
"WoW! has benefitted me in a positive way and helped me to make some positive changes to my lifestyle and to take better care of my health. I enjoyed the whole training programme from start to finish."

Elizabeth Booyson, WoW! member using a wheelchair

Wellness Champions undergoing training



Wellness Champion Guide 'Know Your Numbers' Wellness Champion training



4 QUALITY EDUCATION



WoW! Elective Training

Over several years, in conjunction with topical experts, WoW! has developed and offered a series of 1-day Elective Courses to enable life-long learning. Topics of interest are identified by the Wellness Champions and Team WoW! of the WCGDoH Team. These include the courses outlined below.

Exercise Leadership: Developed to enable Wellness Champions to design a structured physical activity programme and facilitate basic exercises with inclusivity and both participant and environmental safety in mind.

Physifun: Developed by Tracy Prowse from PhysiFun, this course upskills Wellness Champions working with children to implement a range of fun actions to improve basic motor skills and attention and to increase fitness levels. The theory covers basic childhood development; how physical learning affects academic and behavioural learning and it elaborates on the tools to improve this.

Know Your Numbers: Developed to assist Wellness Champions in facilitating Baseline Screening and 3-Monthly Self-Managed Repeat Screening of their WoW! Group Members. The content includes how to interpret the screening results (Your Numbers), and how to set personal healthy lifestyle goals and track progress.

Healthy Minds: Developed and presented in partnership with Eskom Western Cape Health and Wellness Unit. The content includes practical application of various tools to self-assess personal levels of stress and emotional resilience and to strengthen the ability to adjust to and manage ever-changing life circumstances.

Basic Emergency First Aid Response (BEFAR) Training: Offered in partnership with Western Cape Government Emergency Medical Services (EMS). The content integrates theoretical and practical components, with participants needing to pass both to receive their qualification that is valid for two years.

Plant-Based Cooking Training: See overleaf for details.

Year-End Workshops: These are run annually to celebrate the year's success and for ongoing motivation. Wellness Champions evaluate and offer constructive feedback on how to support and strengthen the Wellness Champion network, and to ensure its sustainability.

The COVID-19 pandemic prohibited any Elective training in 2020. However, WoW! offered a Physical Activity Webinar and a series of Diabetes Dialogues during November 2020.

'Know Your Numbers' elective training for Wellness Champions



'PhysiFun' elective training for Wellness Champions



#s completing courses	50	Exercise Leadership	12
	47	Physifun	
	30	Know Your Numbers	
	64	Healthy Minds	
	110	Basic Emergency First Aid Response (BEFAR) Training	
	1000	Plant- Based Cooking Training	
	134	Diabetes Dialogues	
145	Year End Workshops		
1580	TOTAL		

Physical Activity Webinar

The COVID-19 pandemic introduced many challenges including the need for safe physical activity guidelines during the pandemic. WoW! hosted a Physical Activity Webinar in partnership with the University of Cape Town, University of Kwa-Zulu Natal and DeafSA in September 2020 to address challenges and customised solutions.

Presentations by renowned global and local speakers were all signed making them accessible to deaf webinar attendees. It attracted an international audience with 110 attendees signed in. Topics included:

- *Introduction to Physical Activity for Health in Africa: Guidance during and beyond the COVID-19 pandemic.*
- *Physical Activity for Health in Africa Guidance for Adults.*
- *Physical Activity for Health in Africa Guidance for Children & Adolescents.*
- *Promoting Physical Activity via Social Media.*
- *Basic infection prevention/control (IPC) Measures for Physical Activity.*

110 attendees

Click [here](https://www.westerncape.gov.za/westerncape-on-wellness/physical-activity-health-africa-webinar) to see the Policy Briefs guidelines or visit the WoW! website: <https://www.westerncape.gov.za/westerncape-on-wellness/physical-activity-health-africa-webinar>

Diabetes Dialogues

In support of Diabetes Awareness Day and Month in November 2020, WoW!, in partnership with patients living with diabetes and a Diabetes Nurse Specialist from UCT and author of 'The Diabetes Toolkit', co-developed and offered free Diabetes Dialogue sessions. These were attended by Nurses, Health Promoters and other relevant healthcare workers at Primary Healthcare (PHC) level.

The purpose of these Dialogues was to:

- *Refresh key actions for diabetes prevention and management.*
- *Identify key enablers/challenges experienced by healthcare staff in managing and supporting people living with diabetes.*
- *Develop key recommendations for better diabetes prevention and management at individual and/or health systems level and identify training needs to achieve this.*

Offered in all 4 Metro Health Services Sub-Structures in Cape Town.
Total number of transdisciplinary participants:

134

4 QUALITY EDUCATION



A grant of just under **13**

R750 000

from the Humane Society
International (HSI) USA
enabled

~1000

WoW! participants to be
equipped with knowledge and
skills in Plant-Based cooking.

Healthy Plant-Based Cooking Trainer Course

As a direct results of a grant of R744 120 raised through Humane Society International (HSI), USA, in partnership with NGO, Green Monday SA, the Ubuntu Wellness Academy and the University of the Western Cape, WoW! co-designed and tested a 5-day Healthy Plant-Based Cooking Trainer programme based on a Train-the-Trainer approach.

Fifteen Wellness Champions were trained and qualified as WoW! Plant-Based Cooking Trainers. They each trained 10 members in their community. These 150 trained members each offered plant-based cooking information and recipes to a further 10 community members resulting in approximately 1000 participants being equipped with the basic knowledge and skills in healthy plant-based cooking for personal and environmental wellbeing.

WoW! partnership with the Citizen Science Schools Project

WoW! has partnered with the Global Diet and Activity Research (GDAR) Network and Professor Abby King from Stanford Prevention Research Centre, the University of Cape Town and Cape Peninsula University of Technology to implement a Citizen Science WoW! Schools project. It is being piloted in 9 schools in the Western Cape in 2021. This project combines 'real-time' data collection in the schools environment and in neighbourhoods surrounding the schools, using a mobile app. **See SDG 11** for further information on this excellent and innovative initiative.

Education about Self-Management (Wellness Champions and Members)

A very important part of the WoW! programme model is the assisted Self-Management approach. Having themselves been educated and trained on how to measure their Personal Health Indicators, Wellness Champions in turn train their members how to measure these indicators and to 'know their numbers'. Likewise Personal Healthy Lifestyle Goals are identified, as well as actual or potential barriers to change. By recording and tracking personal progress, the responsibility of Group Members in promoting, protecting and managing their own health and wellness is emphasised. Members complete the WoW! Wellness Monitor that tracks the following self-reported measures:

- *Personal Healthy Lifestyle Goals, Motivation and Confidence.*
- *Quality of Health and Sleep Health.*
- *Smoking/Tobacco/Alcohol Use.*
- *Physical Activity and Healthy Eating.*

Other Personal Health Indicators that are measured include:

- *Weight, Waist Circumference and Body Mass Index (BMI).*
- *Blood Pressure and Fitness Level using the 12-minute fitness test.*

Results are recorded by the member in the WoW! Wellness Passport which explains what the screening results mean and places them in either the high, moderate or low risk category. The passport helps Group Members to track their progress towards their self-identified health and wellness goals. It can also be presented to their healthcare provider.

Members also monitor their health using the Wheel of Wellness (**see SDG 3**). Another valuable self-monitoring tool is aimed at preventing Type 2 Diabetes - also **described in SDG 3**.

Click [here](https://www.westerncape.gov.za/westerncape-on-wellness/know-your-numbers) for the website link to WoW! Wellness Monitor and Passport or view at <https://www.westerncape.gov.za/westerncape-on-wellness/know-your-numbers>

WoW! Wellness Training of nurses in partnership with Stellenbosch University

One of the strategies for WoW! to ensure a culture of wellness is instilled and that there is ongoing training on Assisted Self Management for a healthy lifestyle and for preventing NCDs in the general population, is to train Allied Health Professionals. As a first step, WoW! Champion training has been embedded in the undergraduate nursing course at Stellenbosch University. This enables a continuing transfer of wellness-promoting knowledge and skills to those in the health sector, who can then train others in their communities as Wellness Champions.

A 7-Week Wellness Champion training course was offered to 53 first year undergraduate students from the Department of Nursing and Midwifery during 2019 and 42 in 2020. Increasing their own Wellness and that of their patients is a critical golden thread through the curriculum of their 4-year degree programme. These students are implementing a diverse range of wellness-promoting actions within the University, Community Healthcare and in hospital settings.

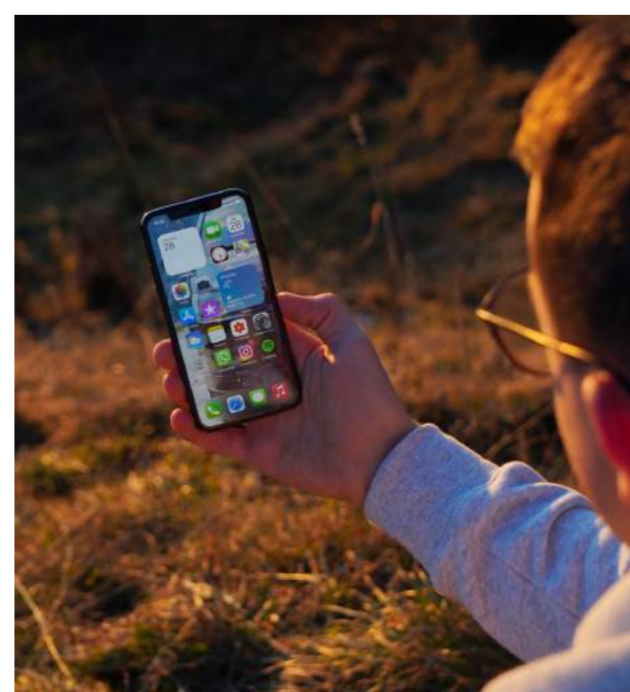
WoW! Wellness Training in partnership with North-West University

Wellness Champion training was presented to 23 participants at the North-West University's Africa Unit for Transdisciplinary Health Research (AUTHeR). It included students, health promoters and other community-based workers. The group has implemented an expanding wellness movement, called NoW! (North-West on Wellness). This is another excellent example of WoW!'s scalability and long-term sustainability not only in the Western Cape but in other provinces too.

Stellenbosch University Nursing and Midwifery WoW! trained students supporting a WoW! event with Premier Alan Winde



WoW! has partnered with the Citizen Science Schools Project



NoW! (North-West on Wellness) Wellness Champions at training session





WoW!'s multichannel communication platforms



- 2.1K
- 503 group
- 768 SMS group
- 31K newsletters
- 500 000

FOLLOW WOW! OR CONTACT US ON:

- wow@westerncape.gov.za
- www.westerncape.gov.za/wow
- WoW! WesternCape on Wellness**
- Add 066 390 6646, send: **Join WoW + Name & Surname**

Multichannel Healthy Lifestyle Campaigns

Another highly successful element of WoW! is its multichannel healthy lifestyle promoting campaigns developed in partnership with various dietitians and private sector partners. These campaigns are designed to create awareness about important health and wellness issues. Three healthy lifestyles-promoting messages are shared each week (*Motivation Monday, Nutrition Wednesday and Fit Friday*) via the following WoW! platforms:

- **WoW! WhatsApp Broadcast groups.**
- **Facebook.**
- **SMS.**
- **email and printed material.**

Anyone can join these channels. Campaigns to date have included:

- A **#ShapeYourLife campaign** which addressed multiple facets of a healthy lifestyle and provided delicious, budget-friendly recipes.
- The **#BeSugarSmart campaign** created awareness about the need to reduce the intake of foods and drinks with added sugar.
- A **healthy #PlantBasedFood campaign** promoted the health, financial and environmental benefits of eating more plant-based foods.
- A **#SaltAwareness campaign** raised awareness of the need to reduce salt intake and providing useful tips for followers.
- **#ActiveApril** celebrated World Day for Physical Activity by promoting the need for and benefits of regular physical activity.
- The **#HealthyHeart** campaign supports World Heart Month in September.
- The **#WellnessDimensions** campaign took followers on a journey through each of the seven wellness dimensions including tips on each.
- A **#YouthWellness** month addressed the Youth Wheel of Wellness and provided many tips for young people to improve key wellness aspects.

Multichannel Communication Platforms

To promote connectedness and inclusivity for Assisted Self-Managed healthy lifestyle campaigns, events and actions, WoW! has integrated communication platforms with both online and print formats including:

Informative infographics shared on multiple WoW! communication platforms

4 steps to get started

#BeSugarSmart Challenge

1 - 30 Nov 2020

STEP 1	STEP 2	STEP 3	STEP 4										
<p>Know the guidelines for max daily sugar intake (tsp)</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td></td> <td style="text-align: right;">tsp (4g)</td> </tr> <tr> <td style="background-color: #FFD700;">Women</td> <td style="text-align: right;">6</td> </tr> <tr> <td style="background-color: #FFD700;">Men</td> <td style="text-align: right;">9</td> </tr> <tr> <td style="background-color: #FFD700;">Children (<8yr)</td> <td style="text-align: right;">5-8</td> </tr> <tr> <td style="background-color: #FFD700;">(4-8yr)</td> <td style="text-align: right;">3</td> </tr> </table>		tsp (4g)	Women	6	Men	9	Children (<8yr)	5-8	(4-8yr)	3	<p>Calculate your approximate daily added sugar intake</p>	<p>Set a goal to cut daily added sugar intake</p>	<p>List specific ways you are going to achieve your goal</p> <p style="text-align: center;">Share your success & challenges on</p>
	tsp (4g)												
Women	6												
Men	9												
Children (<8yr)	5-8												
(4-8yr)	3												

HOW DOES TOO MUCH SALT CAUSE HYPERTENSION

Source: <https://www.health.harvard.edu/staying-healthy/the-trouble-with-excess-salt>

HYPERTENSION - 'A SILENT KILLER'

High blood pressure (hypertension) is considered to be a 'silent killer' because many people with it don't have any symptoms and don't even know they have it, yet they are at risk of serious health problems. High blood pressure is the biggest cause of death in the world through strokes and heart attacks.

HOW DOES TOO MUCH SALT CAUSE HYPERTENSION?

When you eat too much salt, your body holds onto water in an effort to dilute the salt. This extra water increases your blood volume.

This means your heart has to work harder to push more blood through your blood vessels.

More strenuous pumping by your heart puts pressure on your blood vessels.

This increased pumping force can raise your blood pressure. It can also damage your blood vessels making them stiffer.

Stiffer blood vessels increase the risk of stroke, heart attack and heart failure.

Salt Awareness Week: 8-14 March '21

BROUGHT TO YOU BY:

FOLLOW WOW! OR CONTACT US ON:

- wow@westerncape.gov.za
- www.westerncape.gov.za/wow



5 GENDER EQUALITY



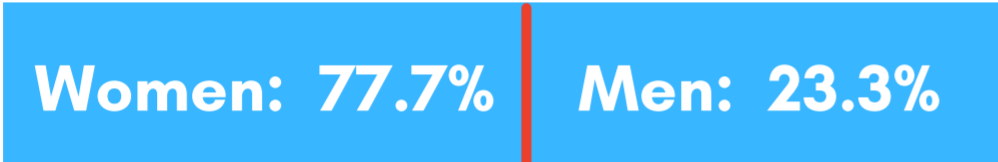
To achieve gender equality and empower all women and girls



WoW! plays a very active role in empowering women and girls in the community as can be seen by the gender breakdown of a number of activities aimed at upskilling, employing and improving the health and wellness of participants.

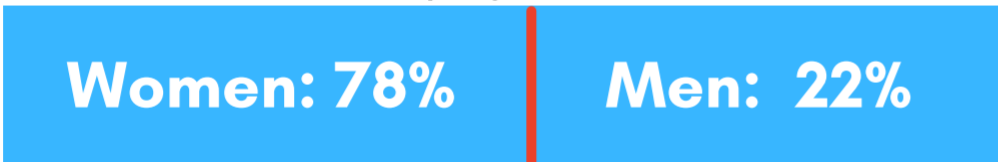
Volunteer WoW! Wellness Champions

The comprehensive training that Wellness Champions receive to qualify, is **explained in SDG 4**. They are also able to attend Electives and other forms of upskilling and empowerment. The block below illustrates the gender breakdown of the current active Wellness Champions.



Wellness Champions doing Elective courses

A range of Electives which are **covered in SDG 4** are offered to Wellness Champions annually. These training courses further upskill Wellness Champions in a given areas. The block below illustrates the gender breakdown of those studying an Elective course over the past four years.



WoW! Active Public

WoW!'s Active Public sessions are **more fully described in SDG 3**. Since these are open and free to members of the public - they can join at any stage of the activation without registering. So WoW! doesn't have exact attendance figures or gender breakdown but women form the overwhelming majority. One free public session was hosted in partnership with the Chrysalis Academy to raise awareness of Gender-Based Violence and another with The Zoe Project to promote Mother and Family Health and Wellbeing.

Multichannel Healthy Lifestyle Campaigns

Every month, WoW! runs a very informative campaign linked to a Healthy Lifestyle topic on multiple platforms. Sometimes competitions with attractive prizes are offered in the campaign. **More details can be found in SDG 4.**

The multichannel healthy lifestyle campaigns (**see SDG 4**), are presented in a way that there is no gender bias. Since WoW!'s social media followers are predominantly women, much of the interaction on these groups is with women. No disrespect to women has ever been shown on these digital channels and they would be considered as a safe place for women to share content, their opinions or comments. All digital posts are reviewed by a WoW! Administrative Team member prior to acceptance on any platform.

Gender breakdown of WoW!'s Social Media Followers

Of WoW!'s facebook fans, the majority are women, aside from the age range 13 - 17, where the number of boys and girls is the same. The block below illustrates the gender breakdown of those on different platforms.

Platform	Number	Women	Men
f	2200	75.3%	24.7%
WhatsApp	503	79%	21%
SMS	768	80%	20%

WoW! Gugulethu Divas (Wellness Champion and members) enjoying mountain hikes in Cape Town



5 GENDER EQUALITY



UbuntuCare Women Workforce

For more details of the UbuntuCare partnership project, **please see SDG 1**. However, as illustrated in the image below, 280 unemployed women were secured as seamstresses to make the required cloth-masks and earned R3M as a group, over a period of 9 months in 2020. This would have been very empowering for them and enabled them to support approximately 1200 dependents during this time.

UbuntuCare's Cloth Mask-Making in Numbers

- 476406 masks made April-Dec 2020
- 280 previously unemployed seamstresses employed
- 1200 vulnerable dependents supported
- R3M paid out as income for seamstresses

Policy Briefs for Physical Activity

The academic consortium who prepared the four Policy Briefs for Physical Activity, **please see SDG 9**, which were sent to National Government, and widely distributed across multiple channels, make special reference to Gender Equity. **See SDG 11 where WoW!'s role in creating inclusive, safe, resilient and sustainable cities is covered.**



Food Gardens Project

The Food Gardens project has been an incredibly successful initiative for WoW! (**see SDG 3 for details**). While both men and women have been the beneficiaries of such gardens, which allow them to feed families and even generate some income, women have been the predominant beneficiaries.

"Through persistent networking and campaigning we, as Wellness Champions, managed to implement the WoW! Programme across various departments at Stikland Psychiatric Hospital - benefitting both staff and patients. The activities of our WoW! Group focus on Women's Empowerment and Men's Health. The Wellness Champions comprise strong women and men with great leadership qualities. This empowers other women and men to make healthy lifestyle choices at work and at home. As a result of the committed Wellness Champion leadership, a growing number of women and men are joining our WoW! Activities and changing their lifestyles. We often have campaigns to raise awareness of specific women's and men's health issues. As a WoW! Group, we ensure inclusive activities and raise awareness of gender-based violence during the 16 Days of Activism. Recently we implemented our first WoW! Food Garden, maintained by women and men. Health and wellness are emphasised to establish healthy eating habits, regular physical activity, inclusivity and group support to enhance and empower women and to improve their self-perception."

Anita Mc Cullum - WoW! Wellness Champion



Wellness Champion, Anita Mc Cullum



Food Gardens in Mitchells Plain



WoW! Women's Month Multichannel Health Campaign

SETTING THE SCENE!

Women's Month 1-31 August
#celebratewomen

- Survey - Calling Men & Women WoW! followers. We want to know what YOU think!
- Healthy weight management through the ages.
- Delicious Recipes to Keep you healthy and energised.
- Strength Training Tips for Women.
- Exercise Tips for:
 - the overweight
 - those with osteoporosis.
- Keeping an eye on your Iron and Calcium Intake.

Empowered women empower women

Brought to you by:
WesternCape on Wellness
WoW!
Creating A Culture Of Wellness Together

FOLLOW WOW! OR CONTACT US ON:
www.westerncape.gov.za
www.westerncape.gov.za/wow
WoW! WesternCape on Wellness
Add 066 390 6646, send:
Join WoW - Name & Surname

Wellness Champions taking part in Health Qigong



WoW! Bonteheuwel Walking Ladies





8 DECENT WORK AND ECONOMIC GROWTH



To promote inclusive and sustainable economic growth, employment and decent work for all



UbuntuCare Partnerships Project

UbuntuCare, a public-private partnership project of the WCGDoH, in partnership with The Health Foundation South Africa, Coconut Jazz and the Infection Control Africa Network (ICAN) is more **fully described in SDG 1**. Co-founded and coordinated by WoW! - this initiative secured decent work for 280 previously unemployed seamstresses for a period from April to December 2020 (*see image below*). Tremendous potential for diversifying product lines exists, which could enable it to become a self-funded, sustainable organisation with a vision of promoting community wellbeing by creating many more jobs. People with untapped talent and skills from impoverished communities could be taught new skills and isolated traders, who are already trying to sell their merchandise, could receive marketing support and exposure to a mainstream market. This could enable them to convert their trade into a sustainable and profitable enterprise (see SDG 1).



Food Gardens Project

In 2019, 100 Impilo Household Vegetable Gardens with Grey Water Harvesting were distributed to worthy beneficiaries from WoW! community groups, along with house-hold gardening and water harvesting training and equipment to establish and maintain their gardens. They were further upskilled by attending both a Business Skills Workshop and a Healthy Eating Workshop.

More fully described in SDG 1, this opportunity enabled them not only to provide nourishing produce for their families, but to sell some of it and generate an income. Likewise in 2020, in partnership with Fresh Life Produce, a further 100 home-based food gardens were given to beneficiaries (50 in Khayelitsha and 50 in Philippi), again with all the necessary training.

Informed by the evaluative findings, the intention is to expand the home-based food gardens to additional geographical areas across the Western Cape. Implementation with WoW! Wellness Champions at selected healthcare facilities is also being tested.. This is another WoW! project with excellent potential for decent work and for vulnerable people to generate income.

UbuntuCare's Cloth Mask-Making in Numbers

- 476406** maska made April-Dec 2020
- 280** previously unemployed seamstresses employed
- 1200** vulnerable dependents supported
- R3M** paid out as income for seamstresses

Education and Training

While all the education, training and upskilling conducted by WoW! (**fully described in SDG 4, as well as SDG 3**), doesn't directly provide income-generating work for the recipients - it does enhance their chances of securing work. The extra learnings can expand their skillsets; increase their confidence and expose them to more opportunities where they might be able to secure work. Several trained Wellness Champions have started their own businesses offering regular group exercise sessions with paid membership. Some still offer regular free sessions under the WoW! Network to promote and enable access to healthy lifestyles for all.



Euphemia Pietersen, seamstress in Grabouw making masks for UbuntuCare project



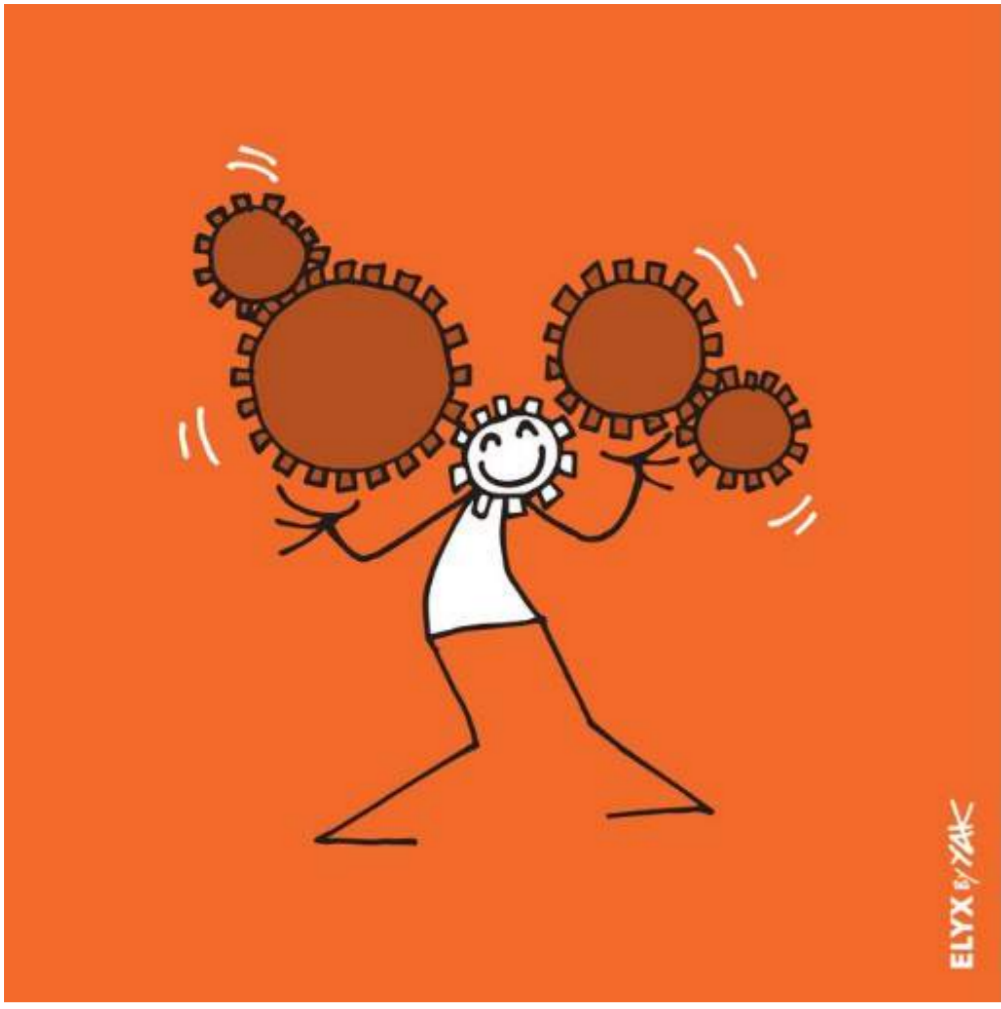
Mask production for UbuntuCare project



Our Vision:
Community well-being by creating 400 jobs by mid-2021

Tending home-based Impilo vegetable-garden





9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



To build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation



WoW! Industry Innovation

For innovation to occur in a multifaceted movement such as WoW!, ongoing monitoring and evaluation needs to occur. Analysis and Interpretation of the results can inform next steps. Furthermore, based on WoW!'s CBPR (see below) approach, regular innovation is an outcome based on solid data and findings emanating from these methods.

Ongoing Monitoring and Evaluation

WoW! is underpinned by a continuous participatory improvement framework where immediate corrective action can be taken in response to practice-based lessons learned and recommendations identified from regular assessments. This results in the strengthening of wellness-promoting actions, sustainability and scalability, and allows for new innovation. The mix-method framework includes:

- **Self-Management Screening of WoW! Wellness Champions and their Group members.**
- **The assignment of a Support Manger for each Wellness Champion.**
- **Quarterly Wellness Champion Group Meetings.**
- **Monthly Telephonic Reports.**
- **Quarterly RE-AIM Reports.**
- **Individual Knowledge Transfer Assessment at end of Wellness Champion training.**
- **Evaluation of all training and elective sessions.**



Some of the results generated from the 2020 RE-AIM analysis can be seen graphically represented on the right. Further RE-AIM analysis generated in 2018 and 2019 **can be viewed in SDG 3.**

CBPR (Community Based Participatory Research)

Grounded in CBPR principles, WoW! adopts a participatory systems approach to promote, activate, sustain and scale a healthy lifestyles movement across multiple settings; including workspaces, public spaces, community spaces, healthcare facilities and academic institutions. This collective approach is used to address the key modifiable risk factors (unhealthy eating, an unhealthy weight, and lack of physical activity) associated with NCDs and other chronic health conditions. The Wellness Champions in these settings engage with local organisations and people to co-create a change in the health and wellbeing of individuals, groups and/or communities.

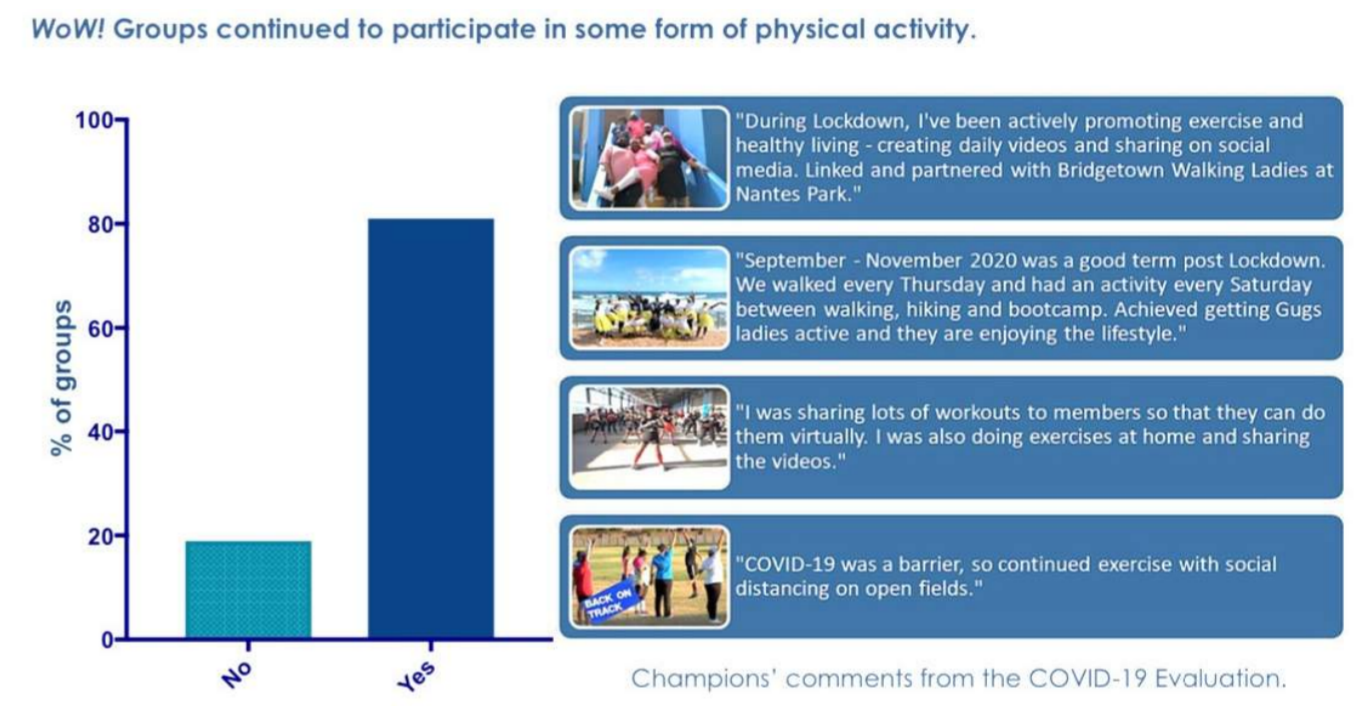
"WoW! adopts a participatory systems approach, grounded in CBPR principles that fuse health and community systems to co-create a Participatory Public Health Partnership.

The purpose is to build and sustain Healthy Communities through evidence-informed joint actions that are equity, assets and needs-based and outcome-focused for enabling healthy behaviour, systems reform and service provision/clinical practice transformation.

There remains a critical need to empower and transform people often regarded as passive recipients of health into active partners - citizen scientists - for the co-responsibility, co-construction and co-mobilisation of multi-level actions for change. Together to Create Healthy Communities!"

Dr Frederick Marais, WoW! Programme

WoW! activities continued during 2020's COVID-19 lockdown. The data-driven impact illustrated graphically below.



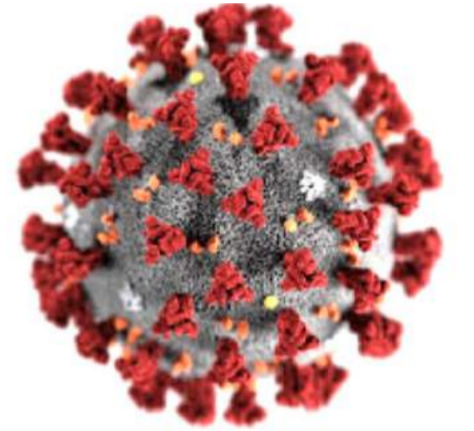


Academic research driving innovation and continual improvement of WoW!

WoW! operates on a Continuous Participatory Improvement Framework. Ongoing research is required to assess where change is needed, so as to ensure WoW! remains relevant, accessible and innovative with its strategy and implementation. The academic studies described below play a role in informing WoW!'s development and growth enabling it to be effective, agile, responsive and relevant. These four attributes are needed in any successful organisation that wants to be sustainable, particularly in light of today's volatile, uncertain and unpredictable environment which is exacerbated by the COVID-19 pandemic.

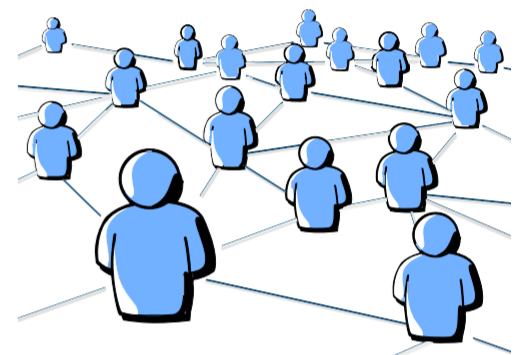
1. ReCOVIRd: Managing My Health

WoW! initiated a rapid survey with patients hospitalised at two field hospitals with COVID-19 and diabetes or another NCD. Its purpose was to identify patient assets, needs and recommendations to assist them, and others living with chronic health conditions, to self-manage a healthy lifestyle. The findings informed the design of, and were shared with healthcare workers at the Diabetes Dialogue sessions (*see SDG 4*), in November 2020.



2. WoW! Social Network Analysis

In partnership with the University of Cape Town and Bristol University, United Kingdom, WoW! is facilitating its first PhD research study which is currently in progress. The purpose is to obtain in-depth insight into the structure, extent, functions, assets and needs of the diverse network of WoW! Wellness Champions and Partners. This information is important to strengthen the sustainability and scalability of the network as a community-based health promotion movement.



3. Participatory Action Research Study with transdisciplinary provider networks and public members

WoW! initiated and is currently co-facilitating, a multi-method qualitative Participatory Action Research study. This research explores the meaning and impact of COVID-19 and its care and outbreak control measures, based on the lived experiences of four stakeholder participant groups (public health responders, frontline healthcare workers, community action groups and people affected by COVID-19), during the outbreak in Cape Town. The study will explain the enablers and challenges that made some measures work and others fail. The study will also recommend solutions and strategies to inform policies and practices that enable collective actions for care and outbreak control measures in similar settings.



4. Facebook as a Health Promotion Tool for Healthy Lifestyle Actions

A study conducted by a UCT Masters student in 2020, evaluated the use of Facebook as a health promotion tool to support healthy lifestyle actions. The aim of the intervention was to:

- Improve awareness of diseases of lifestyle and actions needed to reduce them and
- Increase engagement via a 3-month health messaging campaign on the WoW! Facebook Group.

The categories of the messages were **Motivation Mondays, Healthy Nutrition Wednesdays, Physical Activity Friday** (see below). **The study suggests that:**

- Facebook is a promising tool to deliver health promotion information and encourage behaviour change.
- Creating shareable content to reach audiences beyond the WoW! Facebook Group is essential.
- Online campaigns work best when there is a clear and achievable call to action.

In the 3 month WoW! Facebook Intervention study - the number of active Facebook fans grew from:

1087
to
1256

Motivation Mondays

WoW'ie Well
Admin 14 Jun ·

Growing up isn't easy and while we all experience fluctuating emotions, there is often a lot more turmoil in one's teens.

Emotional Wellness, is the ability to recognise and properly respond to the full range of emotions. It includes accepting ou... See more

YOUTH MONTH Rating your Emotional Wellness

What is Emotional Wellness?
We all experience emotions, but the ability to recognise & properly respond to them is 'Emotional Wellness,' a skill that must be developed. It means accepting feelings, not denying them, accepting ourselves, coping with stress, & knowing when to ask for help.

How would you rate your Emotional Wellness?
Tick YES or NO next to each of the statements below according to what applies to you. A NO indicates you need some help with that aspect of emotional wellness.

1 I hold myself responsible for what I say & do most of the time. YES/NO
2 I face my feelings; I don't try to bury them. YES/NO

YOUTH MONTH Tips to improve your Emotional Wellness

5 Tips to improve Emotional Wellness

Recognise the signs of mental health issues: anxiety, depression, excess tiredness, low self-esteem, loss of interest in things you used to like, loss of appetite & out-of-character behaviour. Confide in a trusted person who can give you guidance.

Pay attention to your moods & feelings. Some negative moods are normal but if you're very worried or sad, ask for help. If you can't talk to a parent/guardian, talk to a teacher or adult you can trust. If you're thinking about harming yourself, get help now!

Accent yourself. If you have a low self-esteem or poor body image, learn to love your self.

View Insights 134 post reach

Nutrition Wednesdays

WoW'ie Well ▶ **WoW! WesternCape On Wellness**
Admin 12 May ·

We know that our eating habits can seriously affect our physical wellness, but they can also negatively affect our Environmental Wellness.

We have provided you with six highly practical ways of being more eco-friendly with your food choices. Together, let's try to help our planet.

Our delicious recipe for Spicy Wild/wholewheat rice stuffed potatoes is a good start for a healthy plant-based meal.

You, Sharon Sheshe Ncipa and 7 others

Love Comment Share

WELLNESS AWARENESS MONTH 6 eco-friendly eating tips that can also boost your health

Physical & Environmental Dimensions

Scientists highlight the impact of food production on the environment & its effect on climate change.

30% of greenhouse gas emissions globally are from food production.
70% of all freshwater taken from rivers and lakes is used in agriculture.
60% of biodiversity loss worldwide is due to forest loss for agriculture.

6 eco-friendly eating tips

EAT MORE PLANTS such as vegetables, fruits, beans & nuts.
BUY LOCALLY GROWN FOODS. They are cheaper & more accessible.
BUY FRESH produce from FARMER'S MARKETS. You will save money; it will be fresher & more nutritious.
MODERATE YOUR MEAT (red & white). Consider eating plant-based protein as a replacement for some meals.
EAT A VARIETY OF NATURAL HEALTHY FOODS of different colours to make it nutritious & full of flavour.
Choose products with MINIMAL PACKAGING. Only 14% of packaging is recycled, the rest ends up in landfills.

Fitness Fridays

WoW'ie Well
Admin 21 May ·

Fit Friday

Saving money is always a priority when financial times get tough. Getting a good workout does not require spending money for gym memberships or tons of equipment. ... See more

PHYSICAL ACTIVITY ON A BUDGET Financial Wellness

1 Use Apps and online workouts.
2 Form an exercise network.
3 Join independent Gyms.
4 Use free exercise resources.
5 Use Multi-use Equipment.

There are hundreds of workouts available on YouTube and on other websites and smartphone apps.
Ask your friends and neighbours to share items like bicycles, exercise videos or other equipment.
Check with your local community center to find out if they have a fitness center or classes you can sign up for on a seasonal basis. The fees are usually lower than a typical gym membership.
Many libraries offer a wealth of information like videos and books about exercise, healthy eating, and fitness.
Buy or use equipment that has multiple functions and work more than one muscle group. Use your home as a gym.

View Insights 237 post reach

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



5. WoW! RE-AIM Tool Study

A study being conducted by a UCT Masters student, is redesigning the current RE-AIM (Reach, Effectiveness, Adoption, Implementation, Maintenance) tool used for Monitoring and Evaluation. The intention is to implement a digital tool, ensuring both contextual relevance and ease of completion on a quarterly basis by the Wellness Champions.

Collaboration with academic institutions driving advocacy

WoW!'s partnership and collaboration with a range of academic institutions make it a powerful and innovative movement and position it as a thought leader. In 2020 - a consortium of physical activity experts across the African continent, in conjunction with WoW! - developed four Policy Briefs related to Physical Activity for Health in Africa for four different focus areas; Adults; Children and Adolescents, including those with disabilities and one for organised school sport.

These Policy Briefs serve to guide decision makers, planners and programme leaders, both during the COVID-19 pandemic and beyond. The pandemic has highlighted the need to prioritise physical activity as an imperative for public health in Africa. With nearly 30% of the disease burden in Sub-Saharan Africa attributable to NCDs, which are the very conditions that are associated with an increased risk of hospitalization and mortality in patients with COVID-19, the urgency of an intervention is escalated.

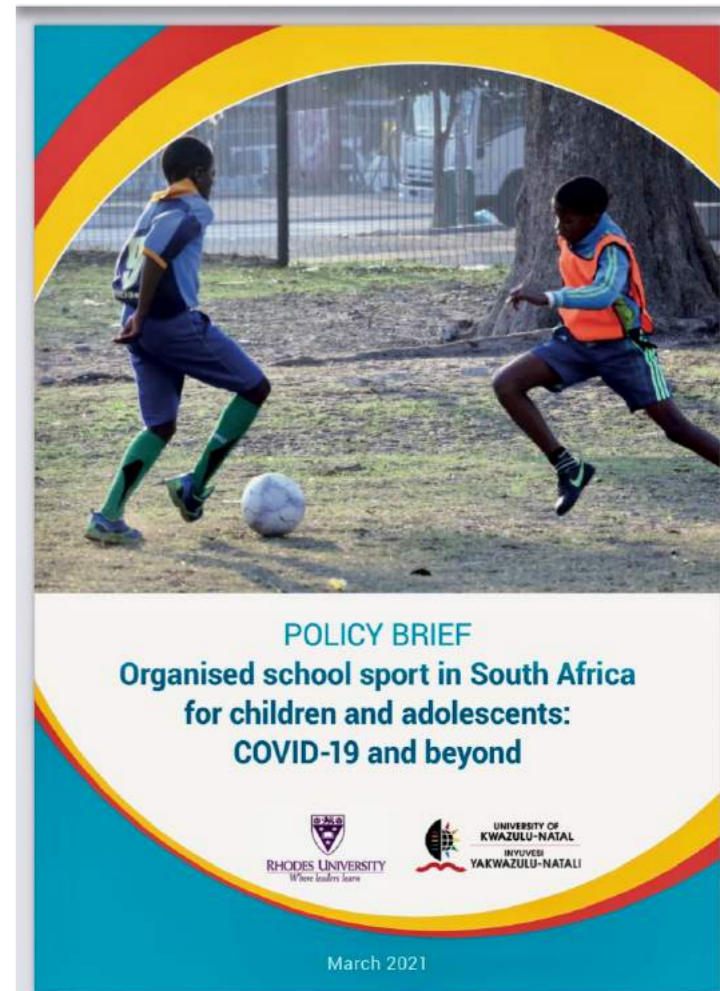
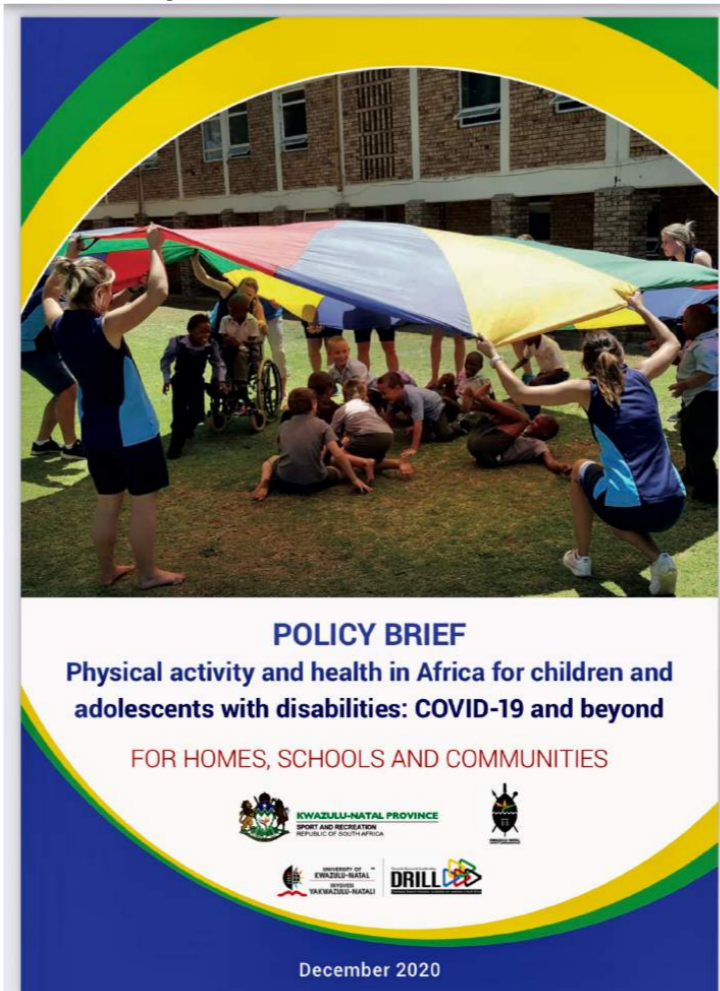
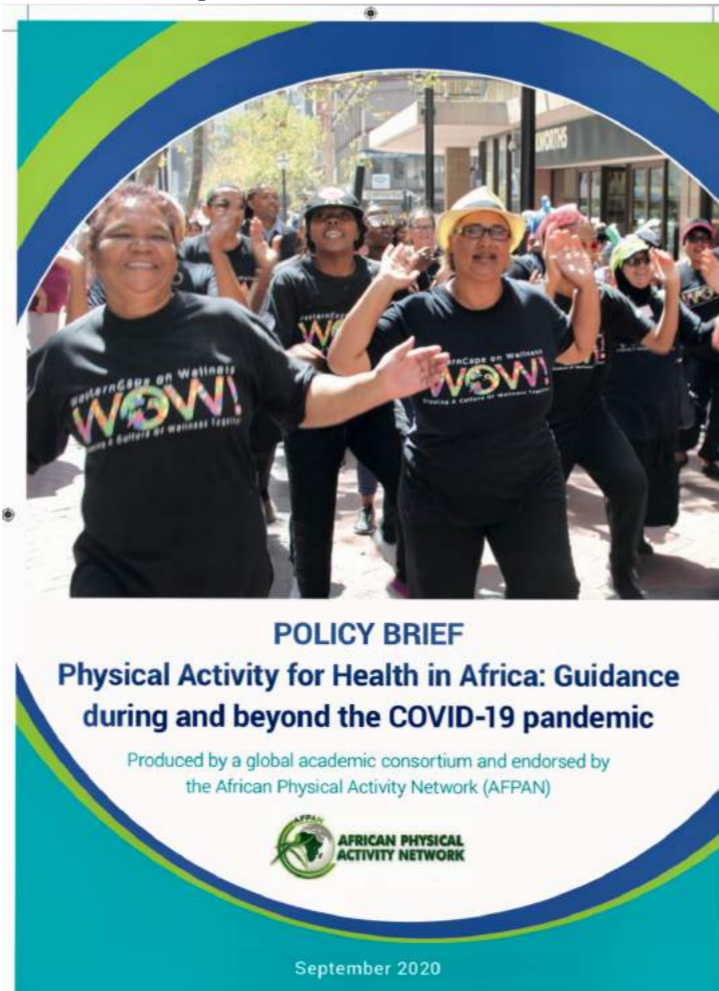
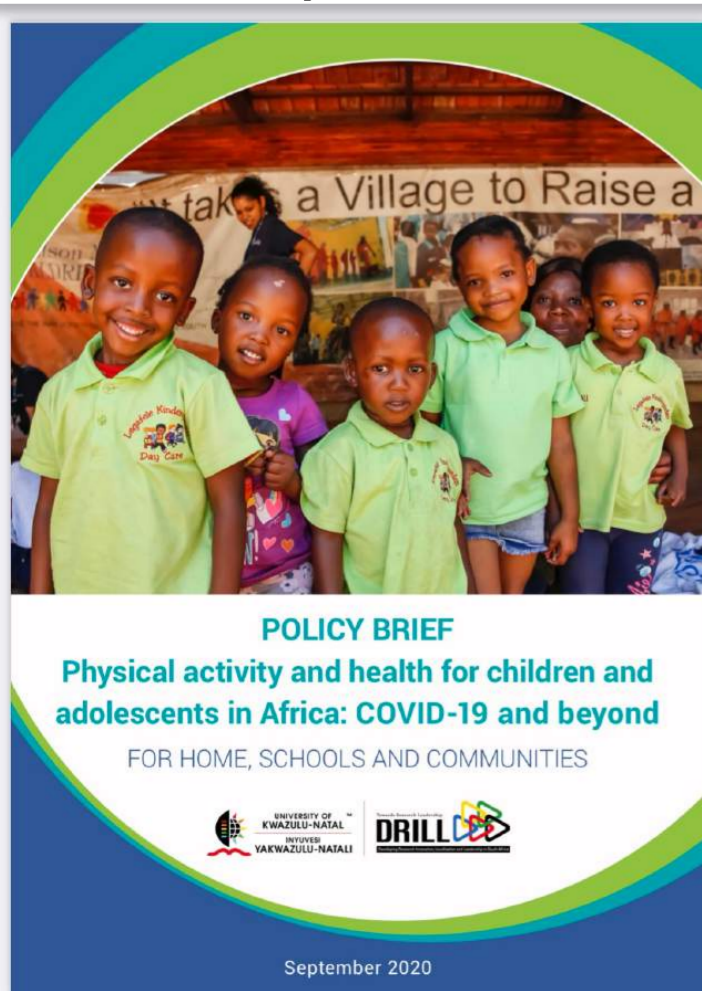
Approximately 18% of men and 25% of women in Africa are still insufficiently physically active to protect them from NCDs. Local and global examples of approaches to promote and integrate physical activity opportunities that address social, environmental and economic inequalities are provided in the briefs. This is an excellent example of the power of the partnerships that WoW! has developed over the years. This particular initiative will hopefully result in physical activity being far more accessible to South Africans irrespective of their age, economic and health status.

WoW! Webinar with Global Audience

The webinar hosted by WoW! was another innovation sorely needed to share guidelines for safe physical activity during COVID-19 and beyond. Partnering with the University of Cape Town, University of Kwa-Zulu Natal and DeafSA in September 2020, webinar topics were presented by renowned global and local speakers to 110 participants. **See SDG 4** for more information and click [here](#) to see the guidelines or visit the WoW! website on:

<https://www.westerncape.gov.za/westerncape-on-wellness/physical-activity-health-africa-webinar>.

The four Policy Briefs related to Physical Activity for Health in Africa developed in conjunction with WoW!



"Physical activity is not a competing demand for resources, public health and development. It plays a vital role for well-being during the current pandemic and in creating a healthy future for the African region."

Policy Brief for Adults.

WOW! SPRING INTO ACTION! A WEBINAR

Physical Activity for Health in Africa: Guidance during and beyond the COVID-19 pandemic for service providers and general public.

GUEST SPEAKERS

- Dr. Keith Cloete: The WoW! Healthy Lifestyle Promotion Partnership
- Dr. Nomafranch Mbombo: The Importance of Regular Physical Activity
- Prof. Vicki Lambert & Rowena Ndoo: Physical Activity for Health in Africa: The Guidance for Children, Adolescents and Adults
- Kathleen Mc Guade: Promoting Physical Activity via Social Media
- Dr. Frederick Marais: Basic IPC Measures for Physical Activity
- Sharon Ncipa: WoW! Wellness Champion Experience

22nd September 2020
13:00 to 15:00 Cape Town, SAST

Email: wow@westerncape.gov.za
Website: www.westerncape.gov.za/wow

Click here for FREE REGISTRATION: [www.westerncape.gov.za/wow](#)
23H00 SAST | SUN 20th September 2020

DRESS COMFORTABLY TO SPRING INTO ACTION!



The WoW! webinar attracted an international audience

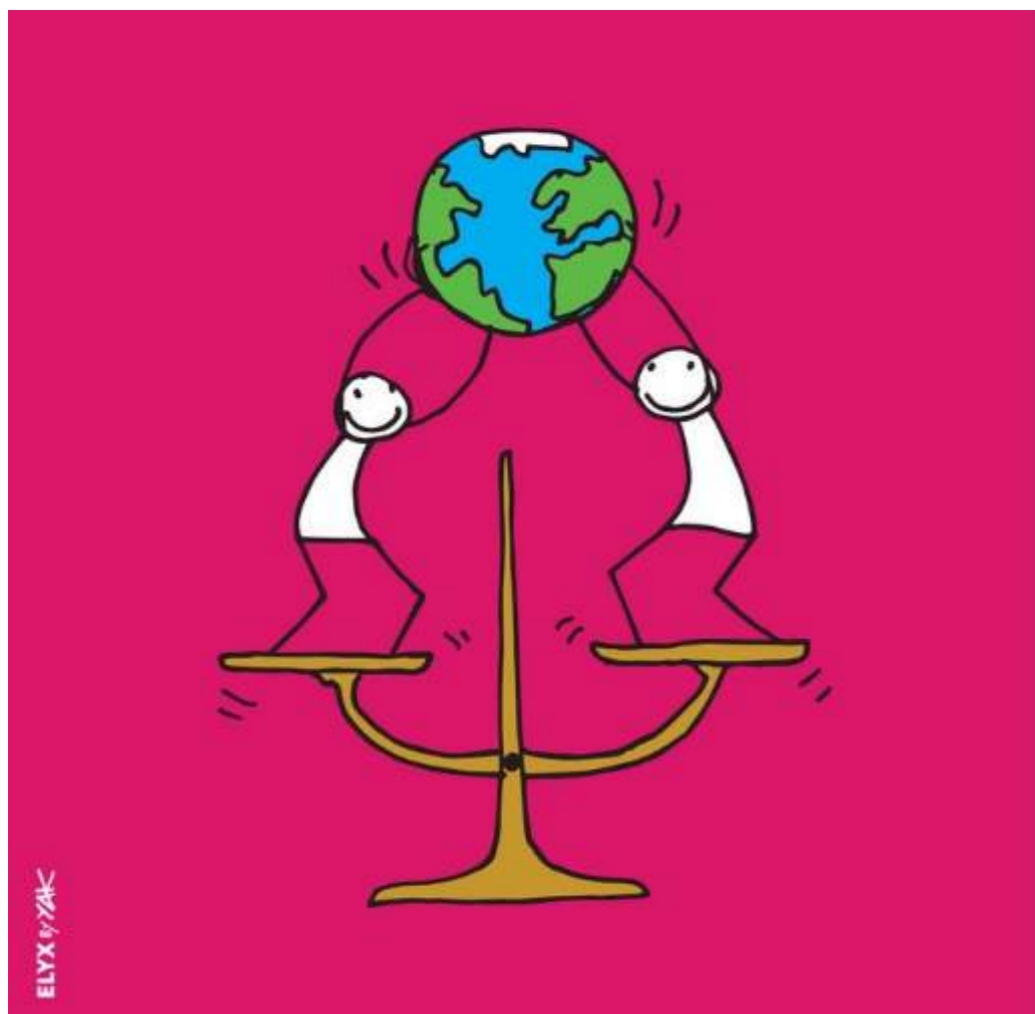
"Regular physical activity saves lives... reducing the risk of the co-morbid chronic diseases and improving quality of life, physical and mental well-being and boosting the immune system. For the first time on our continent, health care providers and policy makers acknowledge the importance of physical activity for health and development in the African region. Bold steps are needed."

Professor Estelle V. Lambert
(Lead on policy briefs)



% of the African population who do insufficient physical activity to protect them from NCDs:

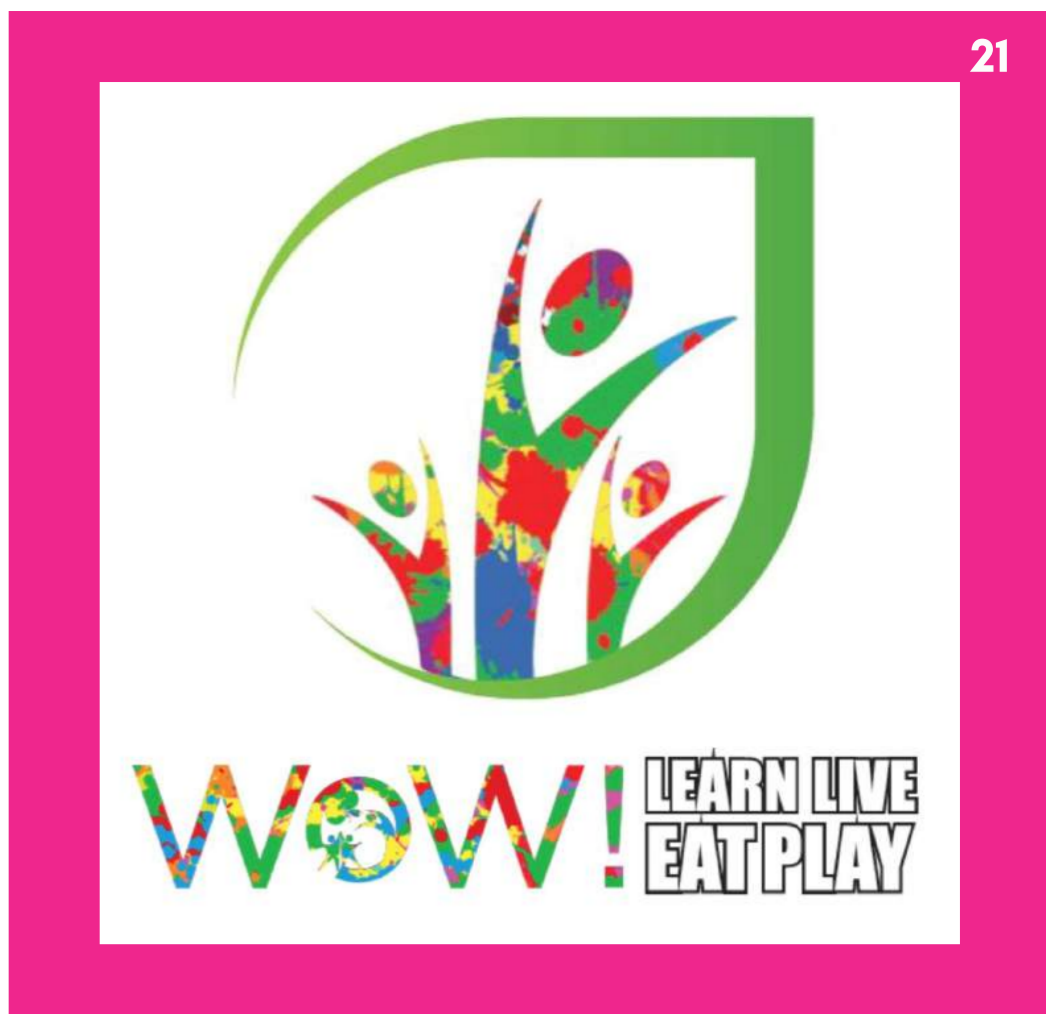
Men: 18%
Women: 25%



10 REDUCED INEQUALITIES



To reduce inequalities within and among countries



WoW!'s partnership with DeafSA

During the COVID-19 lockdown period, it became even more important for all individuals to remain physically active to promote and protect their physical health as well as their mental health and overall wellbeing. WoW! hosted a Physical Activity Webinar in partnership with the University of Cape Town, University of Kwa-Zulu Natal and DeafSA in September 2020. A sign-language professional signed the entire webinar making it accessible to attendees from around the world.

Click [here](https://www.westerncape.gov.za/westerncape-on-wellness/physical-activity-health-africa-webinar) for more information about this webinar or visit <https://www.westerncape.gov.za/westerncape-on-wellness/physical-activity-health-africa-webinar>

WoW's partnership with DeafSA has included promoting and participating in their annual Silent Walk to raise awareness of living with deafness/hearing impairment. Premier Alan Winde joined WoW! for the walk.

Universal Access Beach Mat

WoW!, in partnership with OCAL Global, procured a Universal Access Beach Mat worth R390 000 in 2019. The mat was launched in partnership with the City of Cape Town in February 2020. This project is being piloted at Muizenberg Beach, which is the City's flagship differently-abled-friendly beach. The mat enables access to the beach for people using wheelchairs or other assisted devices such as crutches, and for families with babies in prams. Combined with the City's amphibious wheelchairs, they can submerge directly into the water.



Universal Access Beach Mat launch in Muizenberg.

WoW! classes wheelchair -friendly

Several WoW! classes held in communities, cater for those using wheelchairs. The Active Public sessions strive to be inclusive. A disability group from Valkenberg Hospital joined Tai Chi sessions at the Iziko Museum in Cape Town. WoW!'s Wheelchair group in Uitsig regularly participates in organised events, including a Wellness Day at their community centre in 2019.

WoW! Wellness for old and young

WoW! has a range of initiatives relevant for different ages including WoW! Seniors for the older adults and Play Streets for young people.

Minister of Health: First Monday Wellness events

The WC Government Minister of Health, Dr Nomafrench Mbombo, started the First Monday Wellness events to acknowledge WoW! and its Groups, for their hard work, commitment and impact and to promote the various dimensions of wellness. The Minister visited five WoW! Groups in 2019 including:

WoW! Seniors

As detailed in SDG 3, the WoW! Seniors Wellness events are facilitated by the WCGDoH Team WoW! in selected communities. Typically about 100 seniors attend each event. WoW! Groups also offer their own version of Senior Wellness in their respective communities with the interactive wellness-promoting sessions focusing on healthy nutrition; increasing and maintaining physical mobility; home-based physical activity tips and chair-based exercise, as well as freestyle dancing.

- **Bontehuwel Walking Ladies** to commemorate women's month.
- **Mhani Gingi at the Saartjie Baartman Centre in Manenberg**, to highlight disability awareness with the Uitsig Disability Group.
- **Stikland Hospital (Belville)** for a mental health awareness event. Attendees cycled around the hospital grounds on bikes procured as part of staff wellness.
- **Khayelitsha** during nutrition and obesity week with a walk through the community to see the home and community vegetable gardens.
- **Retreat Community Healthcare Centre** to participate in various physical activity sessions on offer by the WoW! Champions.

WoW! Play Streets

Also detailed in SDG 3, WoW! Safe Play Streets (part of a global movement), aim to create a safe, fun and enabling environment for children to play so as to increase their wellness. On the day, children (and adults) play with portable equipment supplied by WoW! and in partnership with the Local Municipality.

Safe Play Streets has been successfully tested in Gugulethu, Bonteheuwel, Mfuleni, Khayelitsha and Woodstock and is due to be rolled out in other Cape Town Metro areas and Rural Districts. It serves as a highly effective means of enabling our youth to enjoy a safe playing area, as is their right.

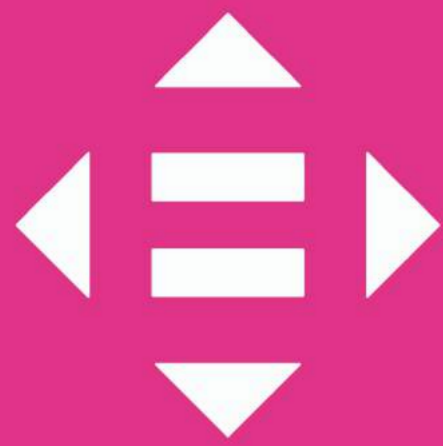
First Monday of Month Wellness Day with the Western Cape Minister of Health, Dr Nomafrench Mbombo



WoW! Group participating in a walk with Premier Alan Winde



10 REDUCED INEQUALITIES



"We at Mhani Gingi strive to include and empower vulnerable groups including persons with disabilities (PWD), through Urban Agriculture, so no person is left behind and they can alleviate poverty and chronic hunger ensuring both their physical and mental health, especially in these days of Covid-19".

Lillian Masebenza
(Founder of Mhani Gingi)



Chrysalis Academy Partnership

WoW! has developed a partnership with Chrysalis Academy and provides internship placement for some of its students to attain work experience. These students, aged 18 - 25, have all participated in a three month training programme through Chrysalis Academy that includes life skills, time spent in the outdoors, vocational and work readiness training, plus therapeutic care aimed at supporting youth at a psychosocial level. The WoW! work placement serves as a valuable tool for these youngsters who need all the experience and help they can get with South Africa's unemployment levels being extremely high (**32.6% in the first quarter of 2021**). This age group is particularly vulnerable with its unemployment level sitting at **55.75%**.

Policy Briefs: Equal rights to be physically active

WoW!'s partnership and collaboration with a range of academic institutions make it a powerful and innovative movement and position it as a thought leader. In 2020 - a consortium of physical activity experts across the African continent, in conjunction with WoW! developed four Policy Briefs related to Physical Activity for Health in Africa for four different focus areas; Adults; Children and Adolescents, including those with disabilities and one for organised school sport.

These Policy Briefs serve to guide decision makers, planners and programme leaders, and to highlight the need to prioritise physical activity for health **for all** in Africa - both during the COVID-19 pandemic and beyond. Click [here](#) to read more about the four Policy Briefs that were developed or visit the WoW! website: <https://www.westerncape.gov.za/westerncape-on-wellness/physical-activity-health-africa-webinar>

TIREC's role in equality in WoW! training material

With the UCT-led Training, Implementation, Research and Evaluation Consortium (TIREC) developing the evidence-based/informed training materials in conjunction with WoW!, they are inclusive and regularly updated so as to accommodate new research developments in terms of inclusivity. The TIREC consortium is comprised of:

University of Cape Town (UCT), Sport Science Institute of South Africa, University of Stellenbosch, University of the Western Cape, Cape Peninsula University of Technology

with local dietitians and physiotherapists and the Wellness Champion Network strengthening its sustainability and scalability.

Chrysalis Academy participating in WoW! walk



Healthy Lifestyle Campaign messaging inclusive

The messages relayed in WoW!'s multichannel healthy lifestyle promoting campaigns in partnership with various dietitians and private sector partners are inclusive. These campaigns are designed to create awareness about important health and wellness issues.

Three healthy lifestyles-promoting messages are shared each week (*Motivation Monday, Nutrition Wednesday and Fit Friday*) via the WoW! WhatsApp Broadcast groups, Facebook and SMS. Emails and printed material are also used for communication purposes. Anyone can join these channels and campaigns and the developers ensure that an inclusive approach is used in the content development.

WoW! Dance includes chair-based version

WoW! strives to be as inclusive as possible with all its initiatives. The very popular official dance of WoW! has two versions. One version is for those who are fit and have full use of their legs and arms. The other is for those who are only able to do seated exercise. Click [here](#) to view the different WoW! dances on the WoW! website.

WoW! Online Training more inclusive

WoW!'s adapted training using the online platform of WhatsApp during the pandemic, was tested with two groups in October and November 2020. Participants were recruited through existing WoW! networks and partnerships who work with those using wheelchairs. Therefore - the WhatsApp online training platform increased inclusivity with those living in rural areas and those using wheelchairs able to attend. MS Teams and Zoom are being tested as alternatives to allow for more trainees and more diverse training tools and are being tested in 2021.

Food Gardening Programme for those living with physical disabilities

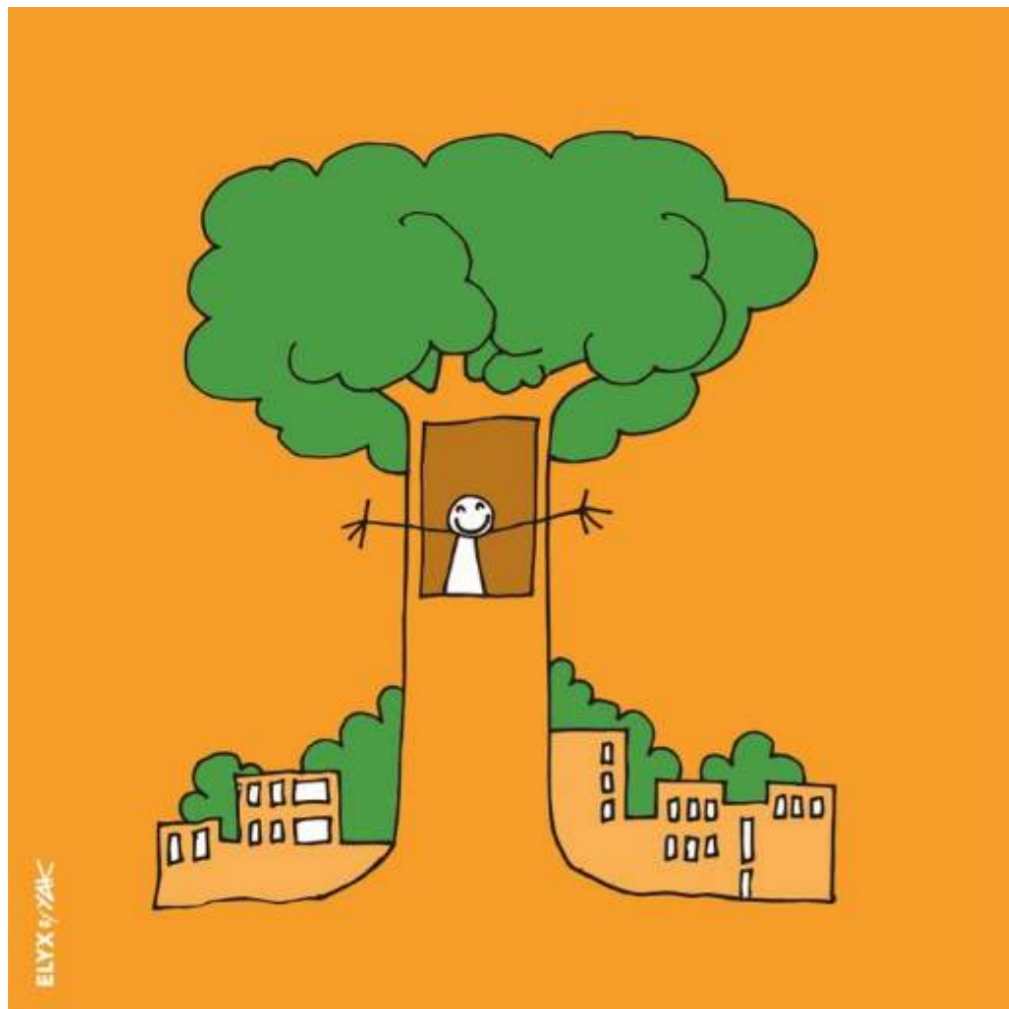
Lillian Masebenza, founder of the Social Entrepreneurial Networking organisation Mhani Gingi, offered a gardening programme for members of WoW! living with physical disabilities. She encourages people to take personal responsibility and to 'use what they have' to help themselves. In this way, people develop the power of resourcefulness, confidence and assurance - all vital ingredients for empowerment.

Lillian Masebenza instructing WoW! members about Urban Agriculture



WoW! community members at Active Public event





11 SUSTAINABLE CITIES AND COMMUNITIES



To make cities inclusive, safe, resilient and sustainable



WoW! together with its Wellness Champions, communities and followers have employed several examples of tactical urbanism, which is a means of appropriating public places for promoting health, encouraging social cohesion and creating opportunities for its citizens. This results in safer, more resilient and sustainable villages, towns and cities and exemplifies *'Thinking Globally but Acting Locally'*.

WoW! and access to safe environments in which to exercise

The need for equity for physical activity and health in Africa is highlighted in the four Policy Briefs. As mentioned in the Policy Brief for adults, physical activity is limited largely by access and opportunities. Substantial evidence shows that environmental factors that increase the likelihood of creating a physically active society include:

- Safety from traffic and crime.
- Destinations and resources within walking distance from home.
- Absence of litter.
- Places to walk, parks and recreational facilities.

WoW!'s physical activities, while not solving this deep-rooted problem - at least provide some opportunities for the public to workout safely. Three WoW! initiatives playing a vital role in this respect are 'Safe Play streets' (see below), as well as Active Public (including the monthly walks) and WoW! Seniors (*see SDG 3 for full details*).

WoW! Safe Play Streets

As described in SDG 3, WoW!'s Safe Play Streets (part of a global movement), aim to create a safe, fun and enabling environment for children (and adults) to play so as to increase their wellness. This is an example of true community participation since it is only successful if a Wellness Champion representing that community, the caregivers, parents and community members agitate and initiate a Safe Play Streets event. An application needs to be submitted, approved and signed off by the Local Municipality to close a residential street for 1-2 hours. Without the initial community drive - it would not happen. Safe Play Streets has been successfully tested in Gugulethu, Bonteheuwel, Mfuleni, Khayelitsha and Woodstock and is due to be rolled out in other Cape Town Metro areas and Rural Districts. It serves as a highly effective means of enabling our youth to enjoy a safe playing area which is in fact their right. It paves the way for a more active and healthy lifestyle.

Safe Play Streets in action in Khayelitsha



WoW! Active Public

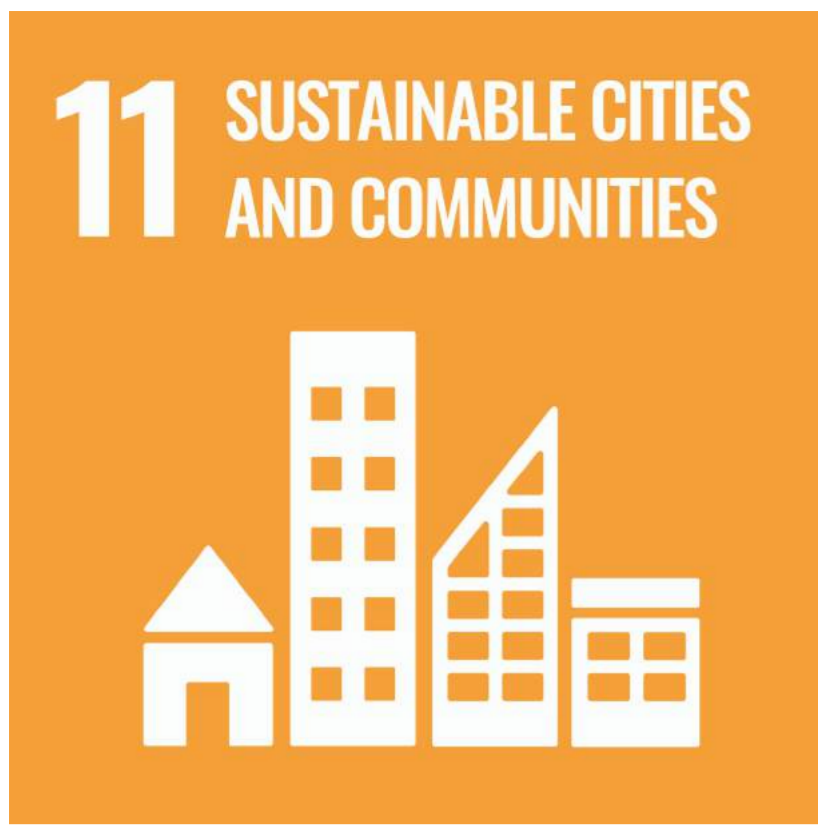
WoW! Active Public promotes regular physical activity through a range of fun and free exercise sessions in open public spaces in a lunchtime slot twice a month and once a month on a Saturday. These include yoga, Tai Chi, Qigong and other activities. Monthly Public Walks have also been held - often in partnership with other organisations. Walks have taken place in forests, near mountains and in a variety of settings. During the course of 2018 and 2019, more than 33 Active Public events took place involving just short of 1200 people. The severe lockdown periods in the pandemic prohibited gatherings, but several Virtual Walks were offered in an attempt to promote health and especially mental wellbeing in very challenging times. That said, in spite of all the Covid-19 induced restrictions - Wellness Champions managed to keep their groups motivated and physically active in a number of ways.

# Active Public Events in 2018/2019	33
# people attending these events	+/- 1200

WoW! and Peace Gardens in Bonteheuwel

One of WoW!'s particularly proactive groups led by Soraya Salie, the Bonteheuwel Walking Ladies, has played a substantial role in advocating, along with numerous other local organisations, for a prior dumping ground to be made into a Peace Garden in Bonteheuwel. This area has now been transformed into an attractive and safe peace garden for the community to gather, socialise and exercise. It is these types of ventures, led by empowered WoW! Wellness Champions, that can transform public spaces into ones that promote social cohesion and safety.





Food Gardens Project

The Covid-19 pandemic has resulted in even more pressure on people, especially those in underserved communities. With food prices soaring, and unemployment figures rising, practical solutions to lessen the burden on these people are essential. The WoW! Food Garden project have been extremely successful in addressing food insecurity, promoting healthier eating patterns and improving sustainability. This have enabled citizens to be more resilient in very challenging circumstances.

More details on these projects can be found in SDG 3, 4 and 12-15.

UbuntuCare - another WoW! income generating activity

WoW!'s partnership with UbuntuCare is very important in creating cities that are inclusive, sustainable and resilient. To survive and thrive, a city's adult citizens need to earn an income. As these innovative WoW! linked initiatives gain momentum, so will the work opportunities grow.

See SDG 9 for more information.

WoW! partners with Citizen Science Schools Project

WoW! has partnered with the Global Diet and Activity Research (GDAR) Network and Professor Abby King from Stanford Prevention Research Centre, the University of Cape Town and the Cape Peninsula University of Technology to implement a Citizen Science WoW! Schools project. It is being piloted in 9 schools in the Western Cape in 2021. This project combines 'real-time' data collection in the school's environment and in neighbourhoods surrounding the school using a mobile app. Learner volunteers are asked to consider those factors in these settings that make healthy eating as well as safe and enjoyable physical activity more difficult. They are trained to take photos and provide an audio narrative for each photo. Learners are then invited to a participatory workshop where they are asked to review and prioritise these challenges, and to brainstorm possible strategies to address them. They are then trained in advocacy, to meet with key decision makers and stakeholders to offer these solutions. This project is being partially supported by the NIHR (UK) and the NIH (USA). Similar work is being conducted in Cameroon and Jamaica as part of the GDAR network.

WoW's other initiatives contributing to making cities inclusive, safe, resilient and sustainable

Other initiatives of WoW! that have contributed to the realisation of SDG 11 are all the activities discussed in the:

- **Environmental Group of SDGs (12, 13, 14 and 15).** Included in this are the Food Gardens, the Healthy Plant-Based Cooking Trainer Course and the nature of the classes that WoW! conducts.
- **Educational activities (see SDG 4).**

WoW!'s role in Policy Briefs for Physical Activity in Africa

Another important contribution of WoW! to SDG 11, is its role in both partnering and co-developing the four Policy Briefs for Physical Activity in Africa, which are also **discussed in SDG 9**. These were sent to National Government and widely distributed to tertiary institutions, key stakeholders and the media.

To make cities inclusive, safe, resilient and sustainable, one must of course ensure that the citizens have what is required to be physically active and lead healthy lifestyles. Each of the four Policy Briefs dealt with a different category of citizen including adults, children and adolescents (including those with disabilities), as well as organised school sport - making the Policy Briefs inclusive and comprehensive.

The Policy Brief for Adults is discussed at length in SDG 11 (see overleaf). WoW!'s role in both partnering and co-developing the other three Policy Briefs while also contributing substantially to making cities inclusive, are more fully **discussed in SDG 16**.



Food gardens help to foster resilience



WoW!'s partnership with UbuntuCare uplifting communities



Citizen Science Schools Project



11 SUSTAINABLE CITIES AND COMMUNITIES



WoW!'s role in Policy Briefs cont...

The opportunity to participate in physical activity for both physical and emotional wellbeing, for leisure, or to safely get from place to place or as a way to provide for our families should be considered a basic human right.

As highlighted in the introduction to the Policy Brief for adults below:

"REGULAR PHYSICAL ACTIVITY SAVES LIVES. BOLD STEPS ARE NEEDED."

Regular physical activity saves lives ... reducing the risk of the co-morbid chronic diseases and improving quality of life, physical and mental well-being, and boosting the immune system. For the first time on our continent, health care providers and policy makers **acknowledge** the importance of physical activity for health and development in the African region. **Bold steps are needed.**



The Policy Briefs for Physical Activity in Adults uses the M.O.V.I.N.G. implementation framework

The M.O.V.I.N.G. policy framework was created by the World Cancer Research Fund. It is focused on policy actions that promote physical activity and recognises that these policy actions can take place within three different domains: **Active Societies, Active Environments and Active People.**

Within the three policy domains are **six policy areas** with each letter of the word **MOVING** relating to an area where the government may effect policies or programmes. These are summarised below.

3 different domains Active Societies, Active Environments & Active People 6 Policy areas M.O.V.I.N.G.

M O V I N G

Implementation Framework for Africa

<p>Active Societies</p>	<p>M Make programmes, opportunities and initiatives that promote physical activity as a priority</p> <p>O Offer training in physical activity promotion across multiple professions</p>
<p>Active Environments</p>	<p>V Visualise and enact active design guidelines for structures and surroundings</p> <p>I Implement urban, rural and transport plans that support active societies</p>
<p>Active People</p>	<p>N Normalise and increase physical activity through public communication that motivates and builds behaviour change</p> <p>G Give physical activity education, assessment and counselling</p>

Based on <https://www.wcrf.org/int/policy/policy-databases/moving-framework>

11 SUSTAINABLE CITIES AND COMMUNITIES



4 Action Steps for Policy Brief - Physical Activity for Adults in Africa

1. Develop a National Plan for physical activity for health and development:

A national plan allows input from multiple sectors and stakeholders to realize co-benefits and shared responsibility. This will help to prioritise physical activity on our regional agendas.

To date, there are only 2 countries in our region, with specific national plans for physical activity and health (Kenya and Ghana). However, physical activity has been included in various national plans and policies for NCDs, sports, transport and education.




"A national plan allows input from multiple sectors and stakeholders to realise co-benefits and shared responsibilities."

This approach is far more likely to enhance a city's inclusivity, safety, resilience and sustainability.

2. Train a cadre of health professionals, educators, sports coaches & community members to promote physical activity for health:

There is more than adequate evidence that physical activity for health may be promoted in multiple settings including: primary health care, worksites, schools and communities.

What is needed are champions, persons whose training includes promoting and providing physical activity recommendations and guidance in these settings. Equity should be a key focus, engaging underserved communities.



"What is needed are champions, persons whose training includes promoting and providing physical activity recommendations and guidance."

WoW! institutionalised by the Western Cape Provincial Government of SA has trained:

> 600 WoW! Wellness Champions in communities & worksites in : 4 years.

Overall retention of WoW! Champions: 68% after 3 years.

Participants in the initial pilot programme of 3 or 6 months experienced:

- ↓ blood pressure
- ↑ physical activity levels
- ↓ waist circumference

3. Ensure safe & enjoyable opportunities for physical activity, through urban planning, provision of parks or public spaces and low-cost programmes close to where people live:

Key to success of achieving this in low-resourced settings, are:

- community engagement and ownership,
- adequate public policing
- partnerships.

Creation of "walkable" communities, low-cost and inclusive public physical activity programmes, "play streets" and "parkruns", that are accessible to all.

Development of integrated public transport systems, access to destinations and services, clear pavements and regular refuse removal. Aesthetics, shade and amenities matter, and help to create an active community.



"Creation of 'walkable' communities, low-cost and inclusive public activity programmes, 'play streets' and 'parkruns' that are accessible to all."

The WoW! movement has demonstrated that it is possible to implement programmes and policies to increase opportunities for safe and enjoyable physical activity in low-resourced settings in the Western Cape.

WoW! through its Wellness Champions has facilitated much inclusive community exercise. The WoW! Team has also organised 'public active' events, 'play streets' and other physical activity events (see SDG 3 and 4). However, it is only active in the Western Cape and ideally needs to be scaled up to achieve a National footprint.

4. Adopt a "whole of government" systems approach towards physical activity embedded in multiple sectors, devising flexible, agile and cost-effective solutions:

This involves:

- ensuring physical education is implemented in public schools;
- improving road safety for pedestrians
- providing local, low cost physical activity programmes and trained practitioners to lead;
- recognizing physical activity as a vital part of preventive health care and a means to build social cohesion in communities.

This requires prioritization and adequate resourcing.



"Adopt a 'whole of government' systems approach towards physical activity embedded in multiple sectors. "

This is more likely to enhance a city's inclusivity, safety, resilience and sustainability. It also recognises physical activity as a vital part of preventive health care, a means to build social cohesion in communities and a way to make communities safer.



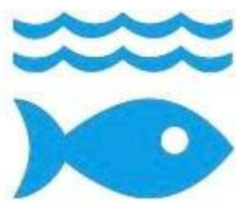
12 RESPONSIBLE CONSUMPTION AND PRODUCTION



To ensure sustainable consumption and production patterns



14 LIFE BELOW WATER



To conserve and sustainably use the world's oceans, seas and marine resources



13 CLIMATE ACTION



To take urgent action to tackle climate change and its impacts



15 LIFE ON LAND



To sustainably manage forests, combat desertification, halt and reverse land degradation, and halt biodiversity loss



With SDG 12, 13, 14 and 15 all pertaining to protecting our Environment - WoW!'s activities related to these SDGs will be shared here.

Environmental Wellness integration

In seeking partnerships, WoW! has secured excellent synergistic relationships that enable it to have more impact on SDG 12, 13, 14 and 15. These are **discussed in SDG 17** but examples of these partnerships includes ones with *Coconut Jazz, Fresh Life Produce, Great Commissions Network, GreenMonday SA, Human Society International (HSI), Infection Control Africa Network (ICAN), Impilo Vegetable Gardens, Physicians Committee for Responsible Medicine (PCRM), ProVeg, The Health Foundation SA, The Physician's Association for Nutrition (PAN), UbuntuCare, Ubuntu Touch, Veganuary and many tertiary academic institutions.*



Environmental Wellness Integration and Media contribution

All Wellness Champions, followers and fans of WoW! are introduced to the Wheel of Wellness comprising seven dimensions. The vital role of Environmental Wellness is defined as 'the ability to make a positive impact on the quality of our home; environment; community and the planet; to minimize harm to the environment and to others; to re-think, re-use, re-cycle, and reduce consumption. Environmental Wellness can be supported by our actions and the actions of others around us'. This message is conveyed in all training in our WoW! programmes, workshops and on the multichannel communication platforms and campaigns. WoW! experts also contributed an article on Environmental Health to NUTRI-RESET DIGITAL MAGAZINE. Click [here](#) to view the full article or visit the WoW! website: <https://www.westerncape.gov.za/westerncape-on-wellness/>

Many of the WoW! groups meet outdoors to train and in addition we share examples of workouts that are environmentally friendly and use recycled material. The messaging is action-driven to promote change in behaviour and habits that positively impact on Climate Action and Life Below Water and On Land. **Below are examples of infographics shared on our platforms during 2021's February campaign on 'Healthy #PlantBasedFood'.**

5 REASONS PLANT BASED FOOD IS BETTER FOR THE ENVIRONMENT
SOURCE: Plant Based News (Media/News company)

- More than 80% of farmland is used to feed animals.**
The equivalent of 2 football fields feeds 1 person on a Standard diet vs 14 people on a Plant Based diet!
- About one third of the world's water consumption...** is used to produce animal products such as meat, milk, cheese & butter.
- Eating animals is the main factor related to destroying certain environments & the extinction of some animals...** so by eating mainly plant based foods - you'll help preserve environments and species at risk of becoming extinct.
- Animal agriculture is responsible for 18% of global greenhouse emissions...** which is as damaging as the direct emissions from every car, truck, train & plane on the planet.
- Emissions for agriculture are projected to increase 80% by 2050 if we don't change our diets.**
The University of Oxford stated that eating plant based foods is the single biggest way to reduce our impact on the environment.

WHAT DOES A HEALTHY PLANT-BASED MEAL LOOK LIKE?
Source: www.Canada.ca/FoodGuide

- 50% Fresh Fruits & Vegetables**
An important source of vitamins, minerals, phytonutrients (plant nutrients) & fluid (e.g. apples, oranges, bananas, cucumber, squash, tomatoes, carrot, spinach, butternut).
- 25% Wholegrain Foods**
A source of important vitamins (especially B vitamins) and minerals (e.g. iron, zinc, magnesium).
- 25% Plant Proteins**
Pulses (e.g. lentils, peas, beans), soya products (e.g. tofu), nuts, seeds and some wholegrains are high in protein.
- High in Fibre**
Choose these foods over white flour & white rice (e.g. oats, rye, wheat, barley, millet, rice, quinoa, amaranth, buckwheat).
- Healthy Vegetable Oils:** Use in moderation.
- Water:** Take in about 2 - 2.5 litres per day.

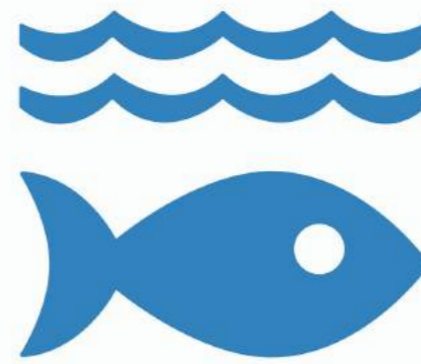
12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER

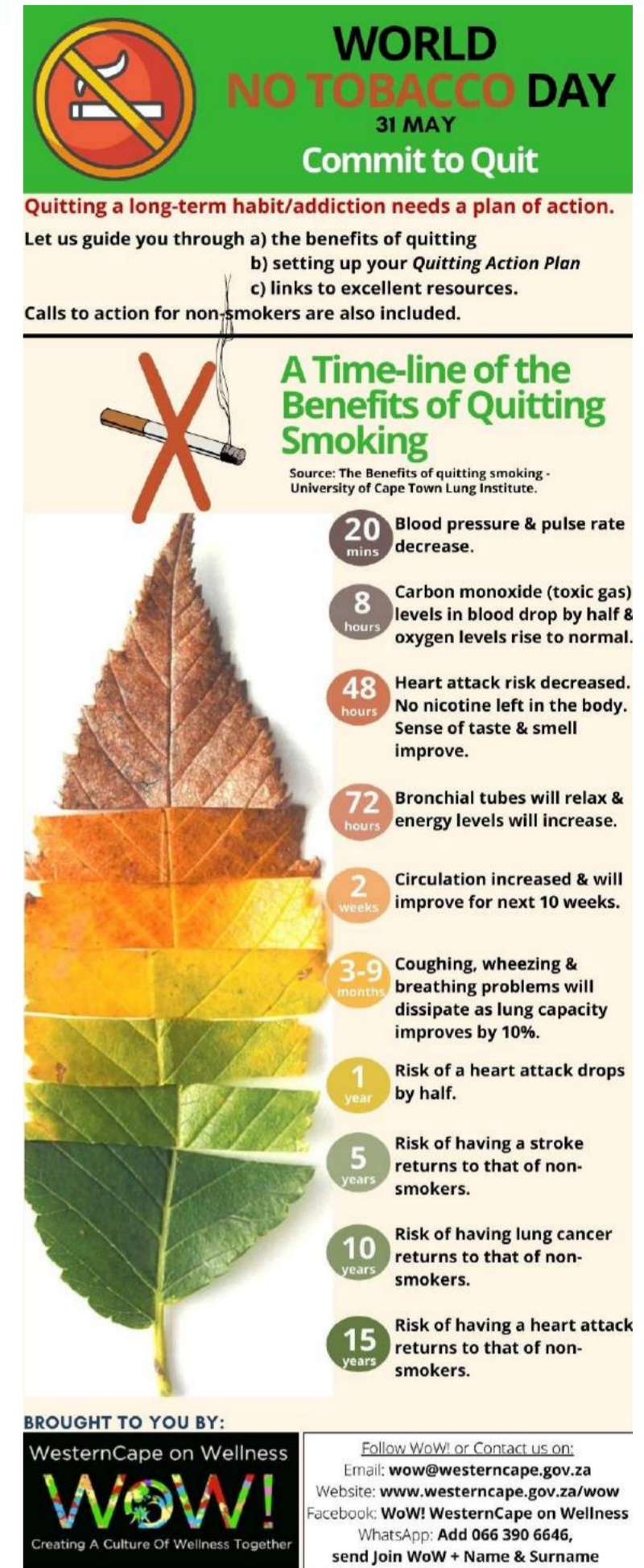


15 LIFE ON LAND



World #NoTobaccoDay celebrated by WoW!

World #NoTobaccoDay is an important day on the WoW! calendar with messaging about the value of stopping smoking and living in a smoke-free environment shared on all platforms. In 2021, the WoW! Team developed a leaflet on quitting smoking- the front page of which is illustrated on the right. Please click [here](https://www.westerncape.gov.za/westerncape-on-wellness/) for access to the full leaflet which can be viewed on the WoW! website: <https://www.westerncape.gov.za/westerncape-on-wellness/>



WoW! Groups recycle material for gym equipment

Integrated into the training of the WoW! Wellness Champions, is using recyclable material to make workout equipment. Examples of how this can be done are shared on social media platforms. Furthermore, the great outdoors is the venue for many workouts rather than indoor spaces saving electricity, equipment purchase etc.

Healthy Plant-Based Eating encouraged

In promoting an active and healthy lifestyle, WoW! encourages all its followers to eat a diet that will prevent them from suffering from NCDs, or not worsen their condition and hopefully improve it - if they already have an NCD. An integral part of this messaging is to eat more healthy plant-based meals. It is explained to WoW! followers that not only will this enhance their health, but that it is also better for the environment. Several of the Monthly Healthy Lifestyle campaigns have focused on healthy plant-based eating, such as the February 2021 **Healthy #PlantBasedFood** campaign (see examples of infographics on previous page). A range of healthy recipes that are tasty and affordable are featured in the campaigns. WoW! has gathered the best recipes, including those contributed by members in the Plant-based recipe competitions run by WoW! **Please see SDG 4** for more information about the campaigns.

Another highly successful initiative is the Plant-Based Cooking Trainer Course (**see SDG 17**) which has equipped approximately 1000 participants with the basic knowledge and skills in healthy plant-based cooking for personal and environmental wellbeing.

Food Gardens Project

The vegetable and food garden project has been extremely successful **as described in SDG 2** and has resulted in **200 home-based and 3 healthcare facility-based food gardens**. The benefits to an individual's health and that of the environment when eating a diet that is largely plant-based, is relayed in the training of the Wellness Champions; on all the WoW! communication channels, and in events hosted for the public; as well as in the partnerships and joint venture initiatives WoW! establishes.

Over time - this messaging by WoW! and its range of initiatives will play a role in positively influencing the mindset of WoW! followers and members. Hopefully these messages are also relayed to the younger generation resulting in a more enlightened and proactive youth who care for the planet.

WoW! leaflet on quitting smoking



Wellness Champion Ntombi Mukahiwa, being trained in vegetable gardening by Elisha Madzivadondo from the Sunshine Food Sprouting Company

WoW! Groups recycle plastic bottles as gym equipment (weights)



Impilo Vegetable Gardening course



Plant-Based Cooking Workshop at Bishop Lavis





16 PEACE, JUSTICE AND STRONG INSTITUTIONS



To promote peaceful and inclusive societies, provide access to justice for all, and build effective, accountable and inclusive institutions at all levels



WoW!'s role in Policy Briefs for Physical Activity in Africa

As per **SDG 11**, one of the most important contributions of WoW! to SDG 16, is its role in both partnering and co-developing the four Policy Briefs for Physical Activity in Africa, which are also **discussed in SDG 9**. As mentioned, these briefs were sent to National Government and widely distributed to tertiary institutions, key stakeholders and the media.

To make society just and inclusive - all its citizens have a right to access what is required to be physically active and to lead healthy lifestyles. Each of the four Policy Briefs dealt with a different category of citizen including adults, children and adolescents, including those with disabilities, making the briefs inclusive and comprehensive. Since the Policy Brief for adults has been **elaborated in SDG 11**, the focus here will be on those for children and adolescents in Africa, as well as those with disabilities.

The Policy Brief for Physical Activity for Children and Adolescents in Africa

"Physical activity in children and adolescents has been associated with significant health benefits and is critically important for their age-appropriate physical, social and emotional development needs. Regular physical activity can help children and adolescents improve cardiorespiratory fitness, build strong bones and muscles, control weight, reduce symptoms of anxiety and depression, and reduce the risk of developing health conditions such as: heart disease, Type 2 diabetes, high blood pressure and obesity. Additionally, physical activity in schools has been shown to be associated with better academic performance in children."

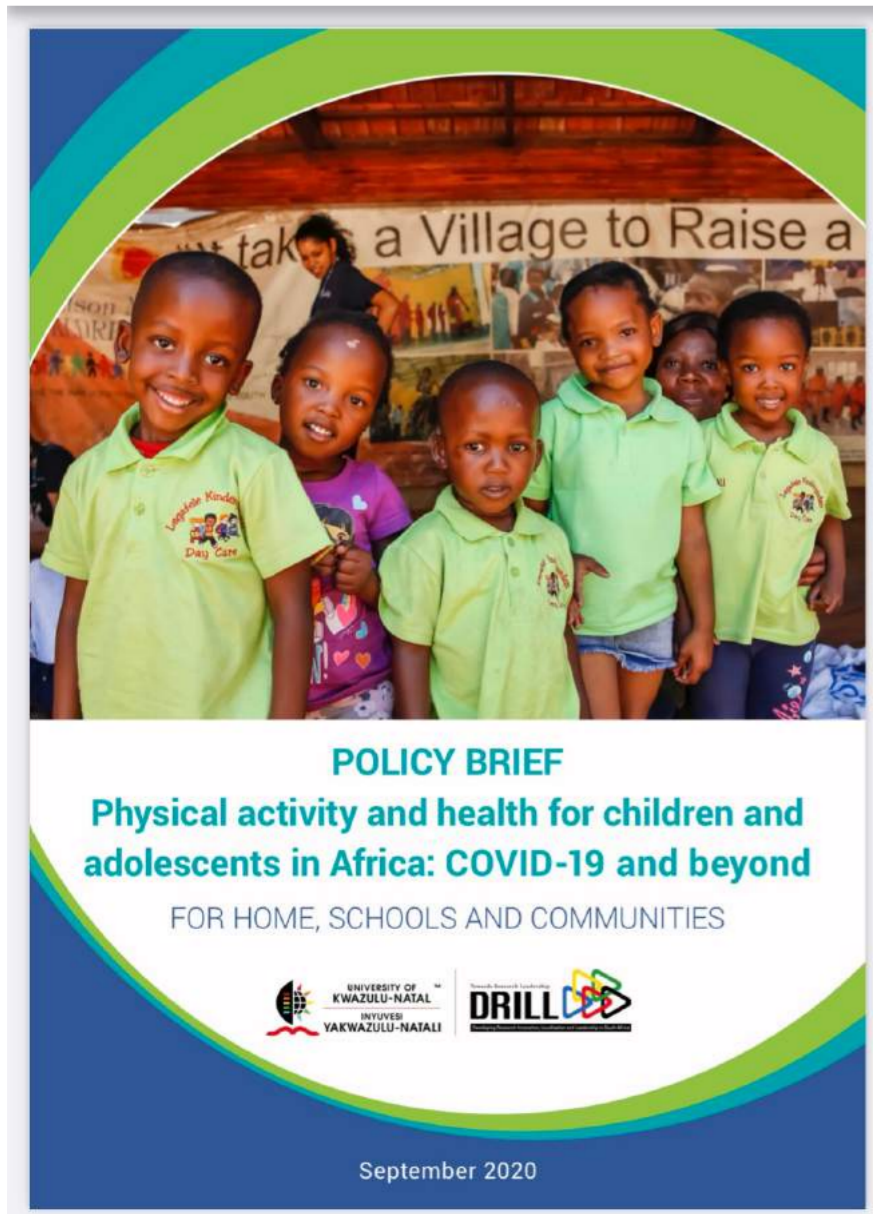
'Extract from Policy Brief for Physical Activity in Children and Adolescents', 2020

As stated in the introduction to the Policy Brief for Children - Physical Activity is critically important for children.

Physical activity in children and adolescents has been associated with significant health benefits and is critically important for their age-appropriate physical, social and emotional development needs.



Extracted from Policy Brief for Physical Activity in Children and Adolescents, 2020



Safe Play streets, Ikwezi Park, Khayelitsha



Physical activity is associated with significant health benefits in children



16 PEACE, JUSTICE AND STRONG INSTITUTIONS

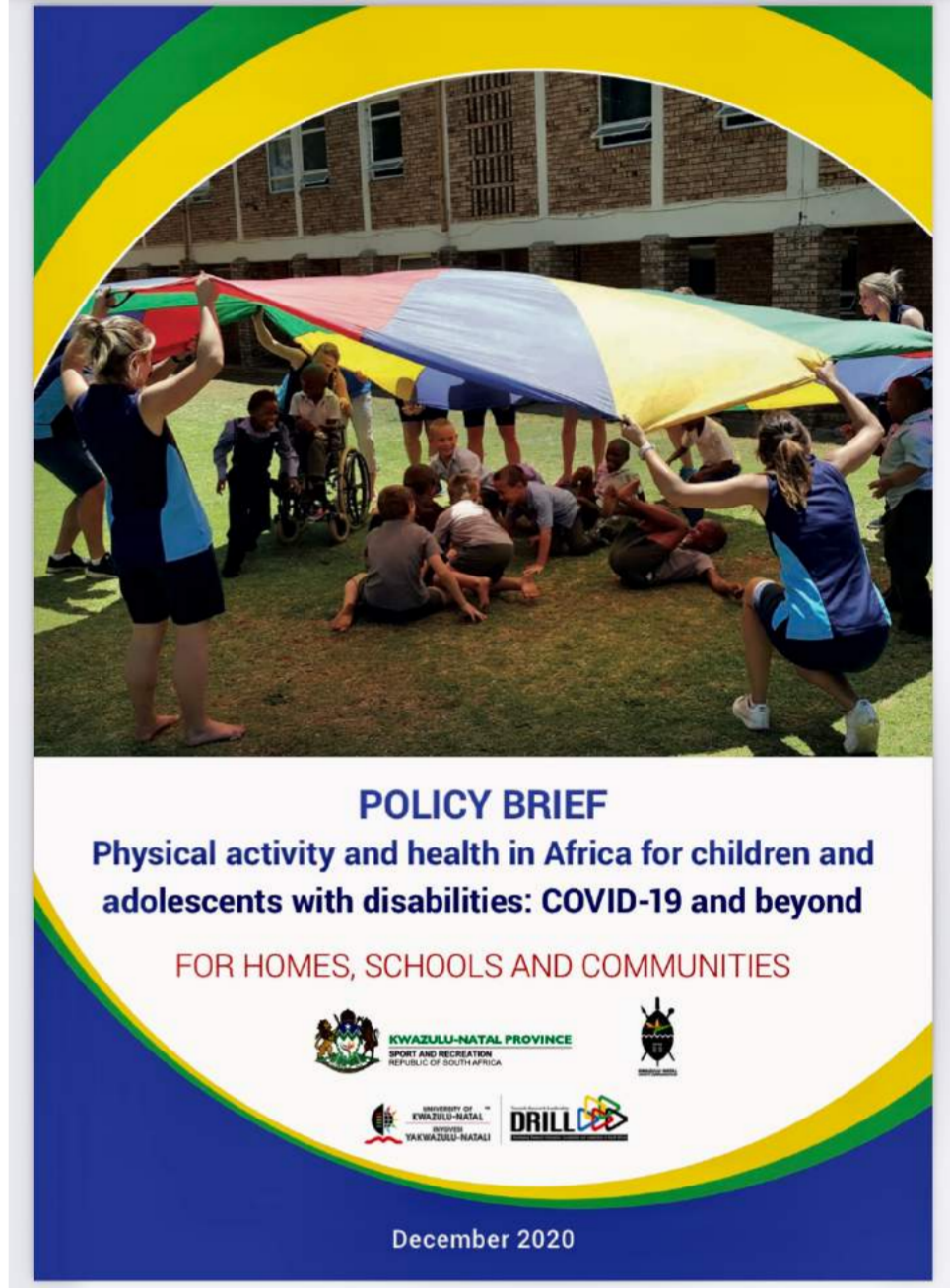


The Policy Brief for Physical Activity for Children and Adolescents with Disabilities

Engaging in various activities including physical activities, sports and recreation offers an opportunity to improve quality of life and rehabilitation outcomes for young people living with disabilities (Kim, Kim, MaloneBeach & Han, 2016). It is well established that participation in physical activity not only improves physical health and well-being in young people living with disabilities, but has many positive psychosocial benefits, including mental health and social interaction.

"The amount of physical activity can vary depending on the disability. For certain disabilities like cerebral palsy, depending on the severity of the disability, the recommended amount of physical activity can be low, while for others, the general recommended guidelines are appropriate. In some cases, a medical practitioner must be consulted to confirm that it is safe to participate in physical activity."

Extracts from 'Policy Brief for Physical Activity in children and adolescents who are disabled', 2020.



WoW's other initiatives that contribute to making society inclusive

WoW! has a range of activities which contribute significantly to making society more connected and inclusive. Those related to Gender Equity can be **found in SDG 5**. As stated there:

WoW! plays a very active role in empowering women and girls in the community as can be seen by the gender breakdown of a number of activities aimed at upskilling, employing and improving the health and wellness of participants.

Other activities related to addressing other inequalities are **addressed in SDG 10**.

"Thanks to the Dept of Health, more so, WoW! for playing a pertinent role in the lives of the Bonteheuwel Walking Ladies, since our collaboration in 2016. We've learned so much via the WoW! Wellness Champion Core Training Manual and training sessions such as: Healthy Eating, Chronic Disease, Self-Management, Sugar/Salt Intake, Emergency First Aid Responder Course, Exercise Methods and ECD training. The cherry on the top was the 3 month home gardening training, facilitated by the Dept of Agriculture. This empowered not just the Bonteheuwel Walking Ladies, but our neighbours that we invited. Many of us are blessed with home gardens, providing healthy nutritious meals to our families.

Bonteheuwel is a socially and economically challenged community, but the skills that we've learned from WoW!, have empowered us to plough back into our community by sharing our knowledge as well as the crops growing in our gardens. A few of us also have Feeding Schemes operating from our homes, serving our vulnerable community, especially the children.

We also participated in a cooking competition and shared healthy recipes for the WoW! recipe book. We managed to earn a few nice prizes for our efforts. Since 2016, Bonteheuwel Walking Ladies have been blessed to receive the first prize Gold Community Award accompanied with valuable items for the upliftment of our Organisation."

SORAYA SALIE, Founder Member, Bonteheuwel Walking Ladies WoW! Group (see images on right)



WoW! Food Gardens



Opportunity to secure income

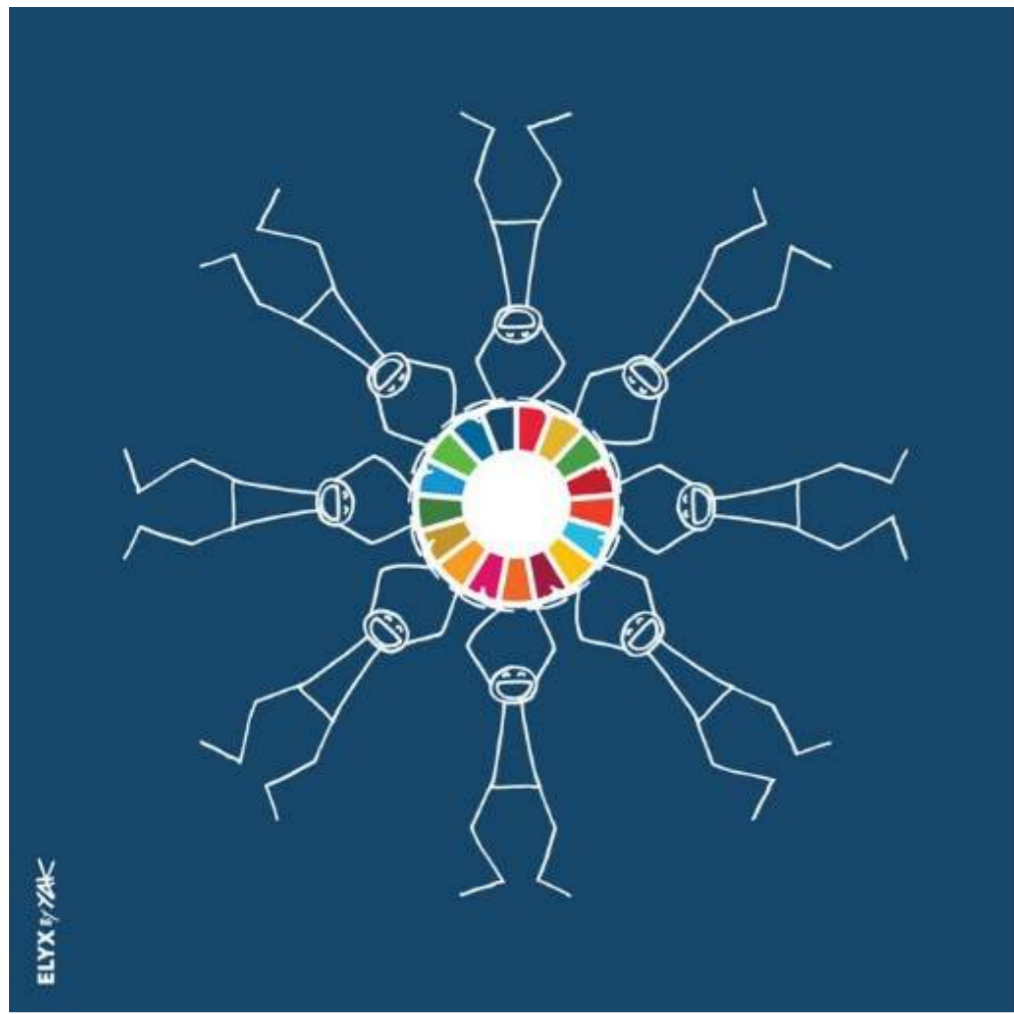


Bonteheuwel Walking Ladies WoW! Group empower others



Engaging in a range of activities -an opportunity to improve the quality of life for people living with disabilities





17 PARTNERSHIPS FOR THE GOALS



To revitalize the global partnership for sustainable development



The WoW! Model is based on Partnerships

A dynamic partnership platform serves as the foundation of WoW! and forms the basis for its operations. In 2015/16 WoW! had just 10 partners – but this had grown to over 70 in 2021. The partners range from transversal and intergovernmental entities to cross-sectional and community networks and groups (**see on the right**).

With a continuous improvement cycle, WoW! is grounded in co-learning and actions that are community responsive, inclusive and often guided by the input of relevant partners. With application of the participatory approach; which is equity, assets and needs-based and outcomes-focused; the overarching purpose of WoW! is to co-create enabling environments for assisted self-management towards the prevention, reduction and control of non-communicable diseases (NCDs) also known as Chronic Diseases of Lifestyle.



But it is through its vibrant partnerships that WoW! designs, implements and evaluates evidence-based actions that are customised to local settings. These actions aim to increase individual knowledge to improve health and wellbeing and reduce health inequalities, to increase healthy eating and healthy weight management, to increase active living awareness and environments, and to increase social connectedness, inclusiveness and gender equity which speak to many of the 17 SDGs.

WoW!'s partnership with several leading academic institutions in South Africa, has resulted in it being positioned as a thought-leader, as it has collaborated with them on many initiatives of national and international concern. Just two of these are the development of four Policy Briefs related to physical activity (*see covers below*), that were directed to National Government and a Webinar attended by an international audience, where experts addressed many topics, including guidelines and valuable advice on exercising during the COVID-19 pandemic and beyond (**see SDG 9**).

10 Partners in 2015
70 Partners in 2021

Transversal and Inter-Governmental partnering:

- Western Cape Provincial Government**
Various Departments
- Local Government**
Various Municipalities
- National Government**
Eskom/Eskom Western Cape, PRASA CRES, Transport/Metrorail Western Cape

Cross-sector partnering:

- Academia**
Cape Peninsula University of Technology, North-West University, University of Cape Town, University of Stellenbosch, University of the Western Cape.
- Private, NGO, NPO and CBO**
Age-in-Action, Bfit, BLAC, Bonteheuwel Walking Ladies, Capsicum Culinary Studio, Caring Network, Chrysalis Academy, Coconut Jazz, Consulate General of India, DeafSA, Die Son, Fresh Life Produce, Fuller Music, Great Commission Network, Green Monday SA, Humane Society International, Ikhaya Loxolo Old Age Home, Infection Control Africa Network (ICAN), Iziko Museums South Africa, Jazzart Dance Theatre, Khet'Impilo, Livemax Media & Streaming, New Flats Langa, OCAL Global, Omega Bonteheuwel, Pain Management Unit Anaesthesia and Perioperative Medicine, PerfectFit360, Pharma Dynamics, Philani, Proveg International, PAN South Africa, Qhubeka, Radio786, Red Cross Children's Hospital Radio, Rennie Property, Right to Care, Rusthof Old Age Home, SACLA, SASP (South African Society of Physiotherapy), SHAWCO, Sinovuyo Old Age Home, South African Health Qigong Association, Sport Science Institute of South Africa, SUNWELL, Sweet Life, TB/HIV Care, The Health Foundation South Africa, The Heart & Stroke Foundation South Africa, The Mhani Gingi Trust, The Truth About Relationships, Touching Nations, Ubuntu Touch Project, Your Wellness Matters/44ten Media.



WoW! Spring into Action Webinar:

110 attendees from **all over the globe**

WOW! SPRING INTO ACTION! A WEBINAR

Physical Activity for Health in Africa: Guidance during and beyond the COVID-19 pandemic for service providers and general public.

GUEST SPEAKERS

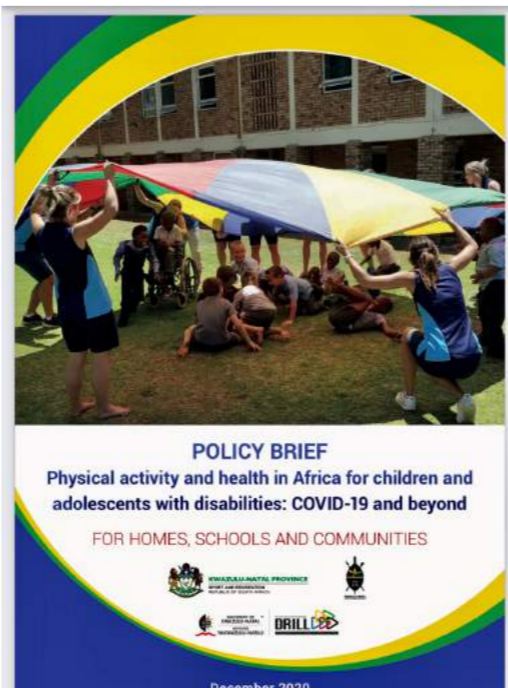
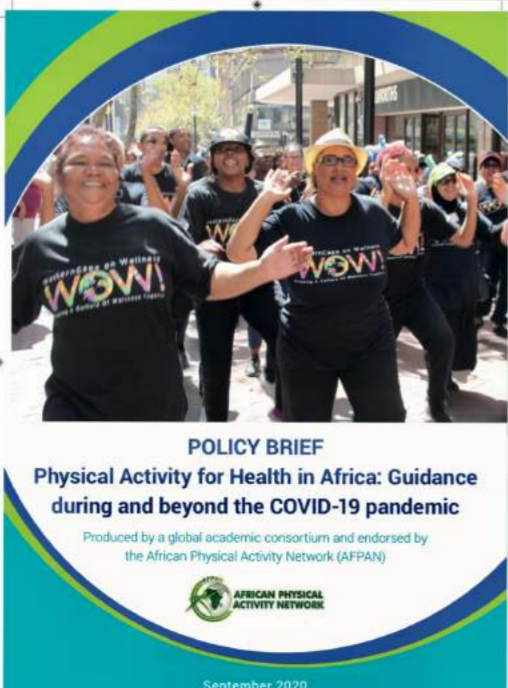
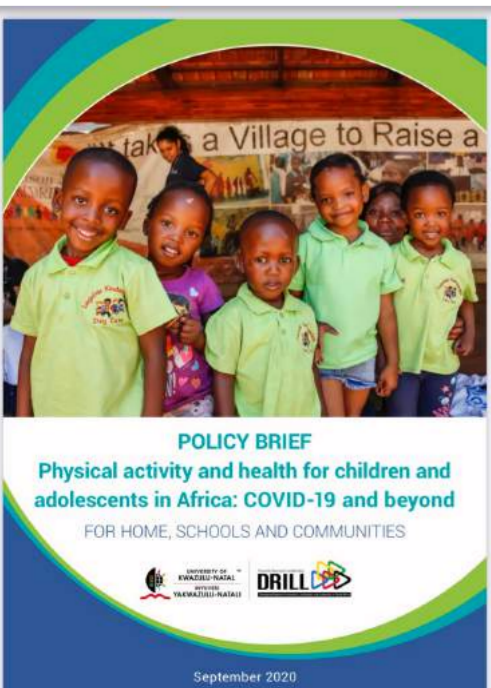
- Dr. Nomafrench Mbombo**
- Dr. Keith Cloete**: The WoW! Healthy Lifestyle Promotion Partnership
- Dr. Nomafrench Mbombo**: The Importance of Regular Physical Activity
- Prof. Vicki Lambert**
- Prof. Vicki Lambert, Tracy Kolbe-Alexander & Rowena Naidoo**: Physical Activity for Health in Africa: The Guidance for Children, Adolescents and Adults
- Kathleen Mc Quaide**: Promoting Physical Activity via Social Media
- Dr. Frederick Marais**: Basic IPC Measures for Physical Activity
- Sharon Ncipa**: WoW! Wellness Champion Experience

22nd September 2020
13:00 to 15:00 Cape Town, SAST

Email: wow@westerncape.gov.za
website: www.westerncape.gov.za/wow

Click here for **FREE REGISTRATION**:
23h00 SAST | SUN 20th September 2020

DRESS COMFORTABLY TO SPRING INTO ACTION!



17 PARTNERSHIPS FOR THE GOALS



WoW! and Diabetes Dialogues Partners

In November 2020 (Diabetes Awareness Day and Month), WoW! in partnership with a Diabetes Nurse Specialist from UCT and author of 'The Diabetes Toolkit', co-developed and offered free Diabetes Dialogue sessions for numerous Primary Healthcare workers

The programme included findings from a rapid survey with patients hospitalised for COVID-19 and diabetes or other NCDs, brief video clips of four patients living with diabetes of whom two were hospitalised with COVID-19, and small group discussions to reflect on and identify recommendations for improved diabetes prevention and management services.

PhD study: WoW! Partners & Networks

In partnership with the University of Cape Town and Bristol University, United Kingdom, WoW! is facilitating its first PhD research study to obtain in-depth insight into the structure, extent, functions, assets and needs of the diverse network of Wellness Champions and Partners.

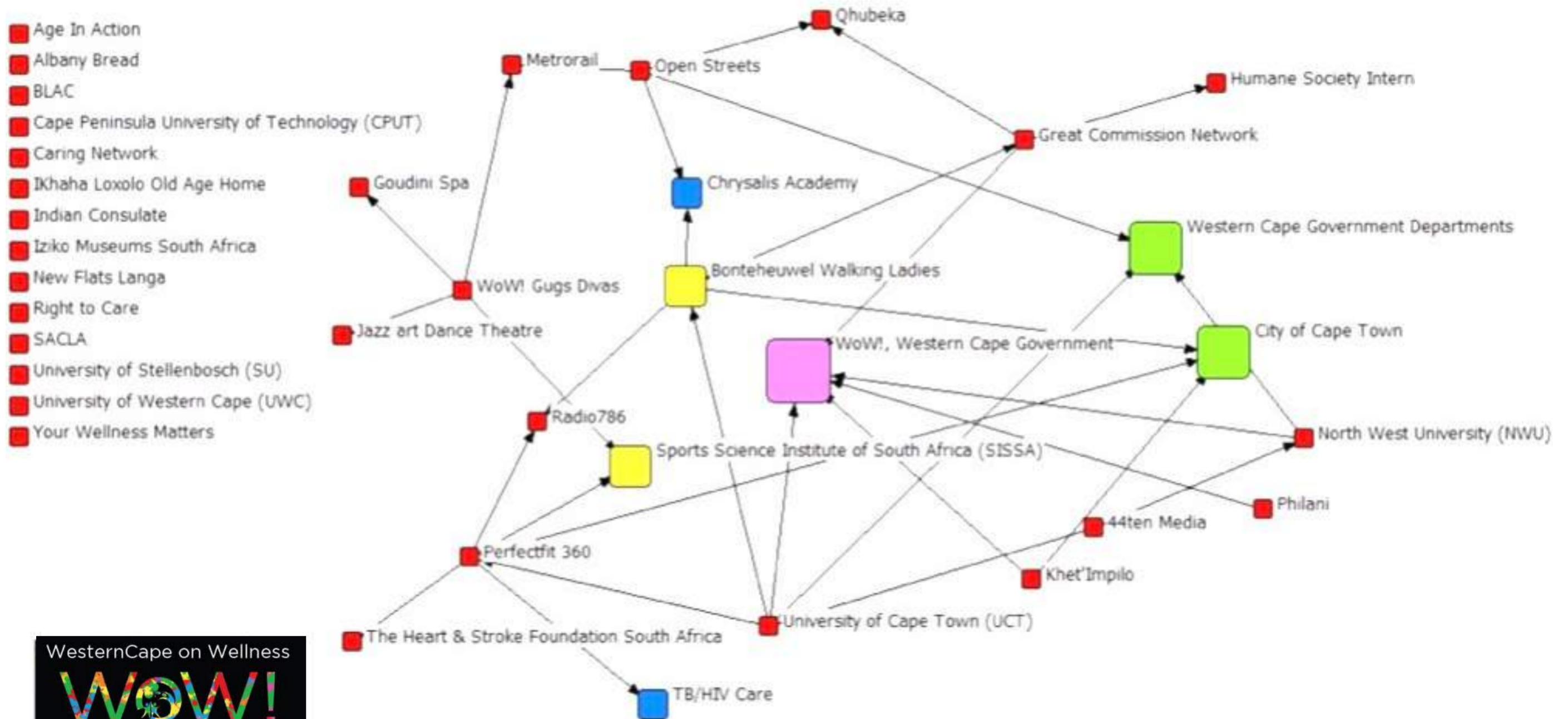
These insights will help strengthen the scalability and sustainability of the network as a community-based health promotion movement. Preliminary results will be shared with relevant stakeholders and health authorities in due course.

UbuntuCare Partnership

UbuntuCare (*see SDG 1*) is an excellent example of a public-private partnership developed in collaboration with, and endorsed by, the Western Cape Department of Health, ICAN (Infection Control Africa Network), Coconut Jazz and The Health Foundation SA. Managed by WoW! - UbuntuCare was born out of the need to provide quality cloth facemasks (non-medical) and at the same time create employment within the most impoverished and vulnerable of our communities. Most of the community seamstresses were unemployed. Many of them are breadwinners for families and even communities. Creating employment for them not only makes free UbuntuCare Masks available to the most vulnerable, but literally puts food on the tables of many starving citizens. As described in SDG 1, UbuntuCare has enormous potential to diversify with collaborations with other relevant partners and to provide more employment opportunities for those in vulnerable communities.

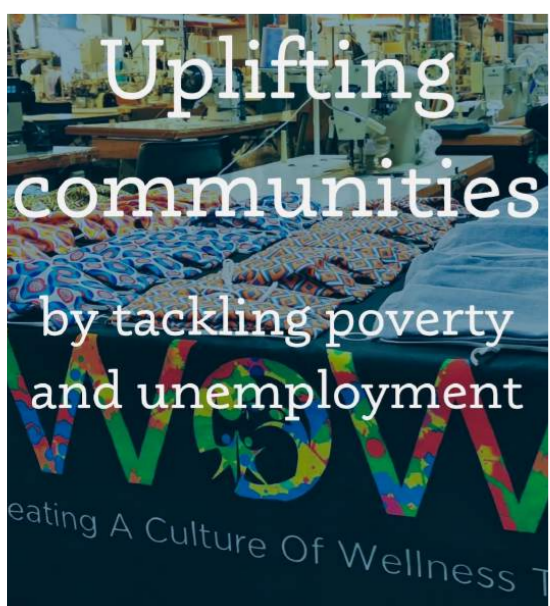
The UbuntuCare Mask project attracted a total of R7,777,458 in co-financing from partners enabling scaling of the project with direct benefit to vulnerable communities in the Western and Eastern Cape. In addition, the funded marketing campaign generated R 902 826 in media exposure when measured as the straight advertising value equivalent. This translates into 27 media hits with the total audience of over 14 million people.

Networking WoW! Partnerships and Interactions



(Nina Abrahamse, PhD student, co-tutelle with University of Bristol, preliminary)

UbuntuCare is a public-private partnership developed in collaboration with the WCGDoH with cloth masks being the first highly successful product



17 PARTNERSHIPS FOR THE GOALS



Qhubeka School Bicycle Project Partnership Study

In conjunction with WoW!, Qhubeka, BEN (Bicycle Empowerment Network) and the PPA (Pedal Power Association), scholar mobility and Active Scholar Transport (AST) was investigated by a UCT Masters student. AST has been proposed to improve school attendance and academic performance. In South Africa, where about 86% of scholars have been reported to walk to and from school, AST is becoming less common in urban areas, and this may be a contributing factor to the increased risk and frequency of NCDs due to decreased physical activity.

The aim of this pragmatic evaluation was to assess the physiological changes of access to a bicycle versus walking on adolescents - specifically changes in executive function and adolescents' physical activity levels in a South African low-income community. Two schools were recruited, with the evaluation school receiving bicycles from Qhubeka and the control school not receiving bicycles

The results from this study are significant, as they are the first to longitudinally assess anthropometric, physiological and executive function in South African adolescents from low-socioeconomic regions. It is evident that there are potential improvements in working memory, inhibition and shifting due to cycling as a mode of AST or during leisure-time. More research on this topic is needed.

WoW! Academic TIREC Partnership

Another critical and successful partnership that WoW! has developed is with the UCT-led Training, Implementation, Research and Evaluation Consortium (TIREC). The TIREC comprises the University of Cape Town (UCT), the Sports Science Institute of South Africa (SSISA), the University of Stellenbosch, the University of the Western Cape and the Cape Peninsula University of Technology.

The TIREC is responsible for the development and evaluation of evidence-based training materials. Wellness Champion training sessions are presented by academics who are part of the TIREC as well as local dietitians and physiotherapists, so creating a very powerful Wellness Champion Network. Academics from this team also lead some of the research, development and innovation in WoW! as well as giving input into the Monitoring and Evaluation portfolio.

WoW! has forged a partnership with Qhubeka, which includes a research study



Fresh Life Produce donated 100 African Grower systems to WoW!



ProVeg partnered with WoW! on several Plant-based eating campaigns



Elisha Madzivadonda (Sunshine Food Sprouting Company) trained Wellness Champions



Food Garden Project Partnerships

This project seeks to address food insecurity, unhealthy eating, physical activity and sustainability in the Western Cape. In a partnership between the Western Cape Department of Agriculture, the Great Commissions Network and WoW! - 100 home-based Impilo Household Vegetable Gardens with Grey Water Harvesting were set up in 2019.

In a new partnership with Fresh Life Produce, another 100 home-based gardens were established in 2020. With a Business Skills Workshop covering key financial concepts with practical ideas such as selling produce from their food gardens and Healthy Eating Workshop on behaviour change to prevent and better manage NCD's and a practical cooking demonstration with healthy recipes, this initiative has been extremely successful. It illustrates the power of appropriate partnerships that can help in the realisation of SDGs 1, 2, 5, 8, 11, 12, 15 and 17.

WoW! Plant-based Cooking Partnership

As a direct results of a grant of R744 120, raised through Humane Society International (HSI) in the USA, in partnership with NGO, Green Monday SA, the Ubuntu Wellness Academy and the University of the Western Cape, WoW! co-designed and tested a 5-day Healthy Plant-based Cooking Trainer programme based on a Train-the-Trainer approach.

In the first phase of the roll-out, 15 existing Community Wellness Champions were trained and qualified as WoW! Plant-Based Cooking Trainers (Group-1). They returned to their respective communities and each trained 10 community members (Group-2). The 100 people trained in Group-2 each offered plant-based cooking information and recipes to a further 10 community members (Group-3). Thus approximately 1000 participants are equipped with the basic knowledge and skills in healthy plant-based cooking for personal and environmental wellbeing.

WoW! and ProVeg Partners #PlantBasedFood

At the end of 2020, WoW! partnered with ProVeg South Africa and Veganuary to encourage their communities to pledge vegan for the month of January. This partnership gave participants access to a free 30-day educational email campaign that supports their transition to a fully plant-based diet.

Continuing with the partnership, WoW! dedicated the month of February 2021 to health promotion and community engagement around the topic of #PlantBasedFood. ProVeg SA worked closely with WoW! to create a four-week educational campaign hosted on social media platforms, WhatsApp and Facebook. Other partners of the #PlantBasedFood campaign included Ubuntu Touch and UCT's SHAWCO. During the month of February, WoW! shared basic educational information about a plant-based diet every Monday. On Wednesdays, WoW! featured healthy plant-based recipes created by Chef Cola, also known as 'African Vegan on a Budget'. This ran alongside a recipe drive for authentic, budget-friendly plant-based recipes. Community members were encouraged to submit a recipe and stand a chance to win one of four healthy plant-based food hampers with sponsored products from Food Lovers Market, Wellness Warehouse and PhytoPro. The partnership has been successful and holds opportunities for more future health-promoting initiatives.

17 PARTNERSHIPS FOR THE GOALS



The Chrysalis Academy Partnership

Chrysalis Academy is a Youth Development Academy. This NPO runs a three-month residential programme for youths aged 18 – 25 from across the Western Cape. The envisaged outcomes of the three-month programme include personal mastery, greater resilience, an enhanced skill set and access to a range of further learning opportunities including a 12-month work placement to acquire work experience.

Several graduates have been placed at WoW! Groups to assist the Wellness Champions with administrative tasks and to facilitate physical activity sessions. Three graduates are currently working as part of the core WoW! Programme Team. 480 students have also participated in two of the WoW! Monthly Walks in 2019 of which:


- 250 were young men taking part in the Youth Month Walk in June.
- 230 were young women participating in the Gender-Based Violence Awareness walk in November.

"The Chrysalis Academy values its association with the Western Cape on Wellness (WoW!) Programme as it augments in a significant way, the academy's focus on deepening resilience and building personal mastery among young people.

Disrupting violence in society requires wellness at all levels of an individual's being, and through our partnership, we have been able to bring attention to the importance of overall wellbeing, including engaging in public activities to raise awareness of gender-based violence.

The WoW! platform serves as an important catalyst for engaging young people in wellness activities."

Lucille Meyer, CEO Chrysalis Academy



WoW! Multichannel Healthy Lifestyle Campaigns

Another highly successful element of WoW! is its multichannel healthy lifestyle promoting campaigns which are developed in partnership with various private sector partners and in conjunction with dietitians and biokineticists.

Designed to create awareness about important health and wellness topics - each month of the year features a different campaign that ties in with the Health Calendar. **See SDG 4 for more details.**

Over the years partners have included the Heart Foundation, ProVeg International, Ubuntu Touch, UCT's SHAWCO, PAN (Physician Africa Network SA) and Wellness Warehouse.

Chrysalis Youth Development Academy has a strong partnership with WoW!



African Grower Greenhouse Partnership

This project seeks to address food insecurity, unhealthy eating, physical activity and sustainability in the Western Cape. In a new partnership with Fresh Life Produce, another 100 home-based gardens were established in 2020.

With a Business Skills Workshop covering key financial concepts with practical ideas such as selling produce from their food gardens and Healthy Eating Workshop on behaviour change to prevent and better manage NCDs and a practical cooking demonstration with healthy recipes, this initiative has been extremely successful and illustrates the power of appropriate partnerships that can help in the realisation of SDGs 1, 2, 5, 8, 11, 12, 15 and 17.

In 2020/21, WoW! partnered with Fresh Life Produce who have created a vertical, sustainable growing system. This is a highly innovative space-saving device that consists of multiple growing pods stacked on top of one another.

The tower can be suspended from any appropriate fixture making it pest-resistant. It can be located at home to address nutrition, and when scaled, can create economic opportunity, with each individual using the African Grower Greenhouse embarking on a possible enterprise opportunity.



Premier Alan Winde (above left) in Mitchells Plain- African Grower Greenhouse Food Gardens



17 PARTNERSHIPS FOR THE GOALS



WoW! Annual Awards Ceremony

WoW! implements an Annual Awards Ceremony since it has proved to be a strong and important platform to acknowledge achievements, to encourage sustainable behaviour change and to build and develop the Partnership Network.

It is also a powerful motivator and reignites the fire of Wellness Champions, Team WoW! and all its partners to keep moving forward. This in turn promotes WoW!'s ability to be sustainable, scaleable and to impact even more effectively on many of the SDGs. A fitting celebration for a job remarkably well done.



"Partnering with WoW! enabled us to provide better services for both our Eskom employees and their families. The wealth of creative and innovative ideas - stemming from the practical experiences of the broad network of partnerships makes every minute spent on WoW! worthwhile. The success reached within a short period of time with limited resources and budget is rather remarkable.

The "No sugar challenge" and other campaigns have taught us a great deal! We always keep a space in our monthly Wellness Newsletter to 4000 employees for WoW! information and the feedback from our staff is very positive. We hope we will grow exponentially as WoW! gains more and more momentum."

Nilo Kriek, ESKOM Wellness Manager



"I have been really impressed by the level of partnership in the WoW! Programme that starts all the way from the community to government, big corporates and parastatals. This is a reminder to all of us that change has to be embedded within communities and that we all need to bring our unique gifts and capabilities for a broader systems change that can be long lasting.

When barriers to healthy living; such as access to correct and user-friendly information, access to healthy foods, access to community support structures for increased physical activity, and access to skills development for income opportunities are removed, then communities can have their autonomy and agency catalysed to live healthy lifestyles."

*Dr Tracey Naledi, Deputy Dean:
Health Services, University of Cape Town*

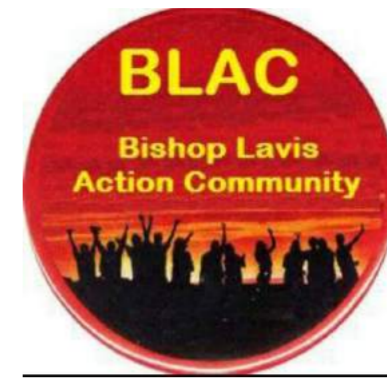


WoW! Annual Awards Ceremony - celebrating achievements attained as a result of valuable partnerships and incredible commitment



A sincere thanks to all WoW! Partners who have each played such a critical role in the co-development, growth and sustainability of the WoW! Programme. You have truly helped to create a social movement!

Partners are represented below alphabetically.





DEPARTMENT OF ANAESTHESIA & PERIOPERATIVE MEDICINE
UNIVERSITY OF CAPE TOWN



PERFECT *Fit* 360

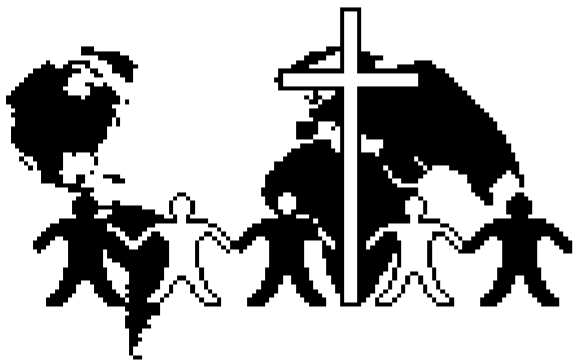
pharma *dynamics*
EFFECTIVE AFFORDABLE HEALTHCARE



prasa
PASSENGER RAIL AGENCY
OF SOUTH AFRICA



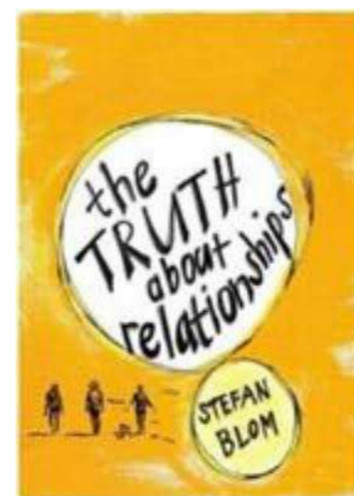
Rusthof
Old Age
Homes



Sinovuyo
Old Age
Homes



THE HEART
AND STROKE
FOUNDATION
SOUTH AFRICA



TOUCHING NATIONS



UBUNTU
TOUCH



UNIVERSITY of the
WESTERN CAPE



Western Cape
Government

BETTER TOGETHER.