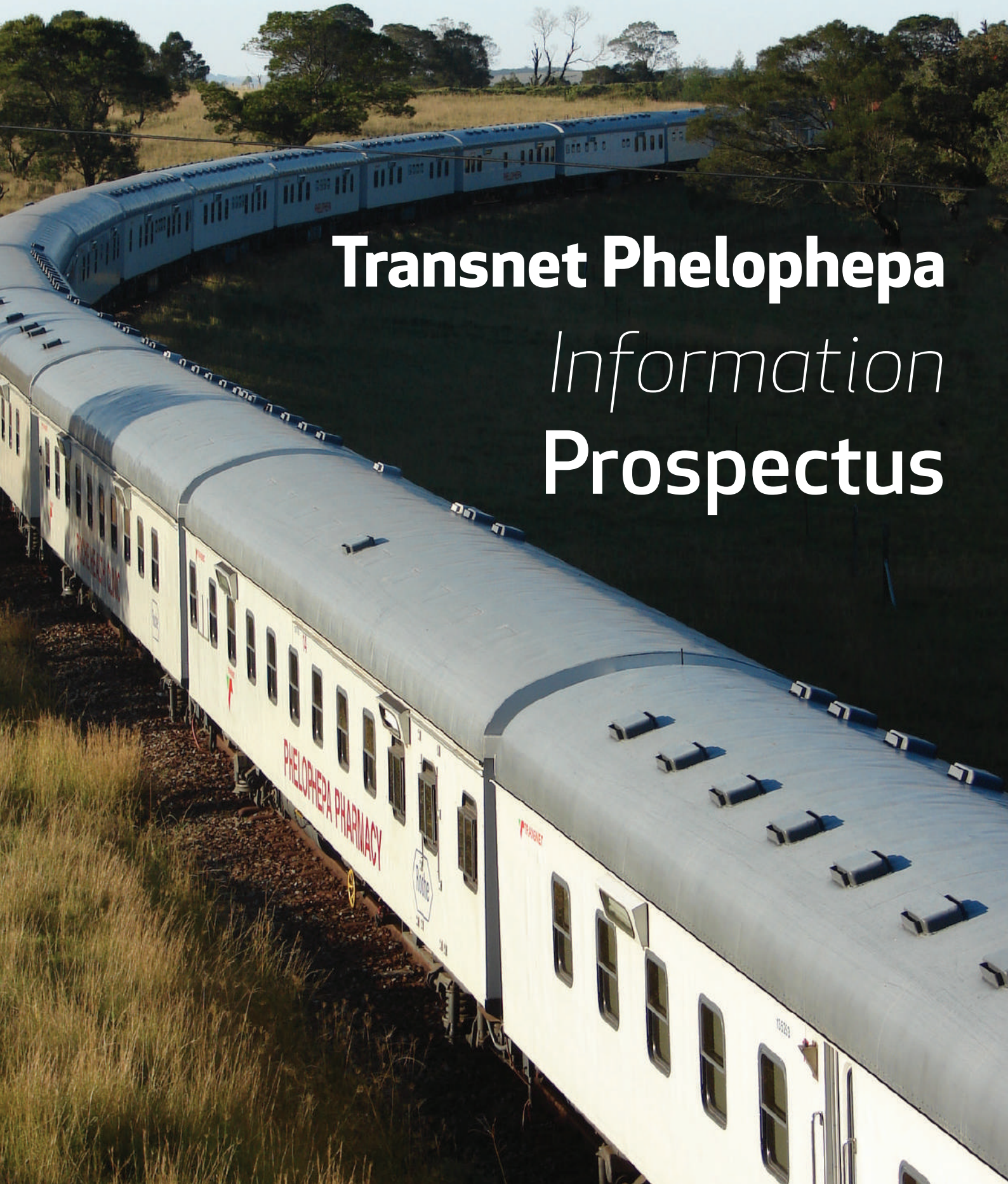




Transnet Phelophepa *Information* Prospectus



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Introduction

Transforming the health, quality of life and future hopes of South Africa's most remote communities.

The Phelophepa Healthcare Trains work to transform the provision of accessible healthcare to rural communities across South Africa. Colloquially known as the Trains of Hope, the Healthcare Trains are the first of their kind in the world to provide comprehensive primary healthcare services utilising national railways to make quality healthcare more accessible. Remote communities benefit most in a country where the ratio of doctor to patient is an estimated 1 to 5 000. By providing direct healthcare services and awareness and training of community health workers, the trains have been providing essential care to millions of people for close to three decades.

How the Phelophepa Healthcare Trains Operate

How Phelophepa Works

One of the key Sustainable Development Goals ratified by the United Nations is that of providing good health and well-being to marginalised communities.

The Phelophepa Healthcare Trains have, for nearly three decades, worked tirelessly towards achieving this goal by helping millions of people over the years.

The two trains run simultaneously from January to October each year, servicing four provinces each. The trains boast 19 fully refurbished and equipped coaches. They were custom designed and built by Transnet Engineering, an operating division of Transnet SOC Ltd. More than 40 permanent staff and numerous final-year medical and healthcare students and community volunteers work on the trains. The trains spend two weeks at each town before moving onto the next destination

1. On-board health services

Each train provides a host of screening and healthcare services through their five clinics :



The **health clinic** focuses on quality primary patient care and health education. It offers cancer and diabetes screening and treatment for common illnesses and ailments.



The **dental clinic's** services include oral health, hygiene education, restorative procedures, and extractions.



The **eye clinic** provides eye examinations and treatment as well as a same-day service for providing prescription spectacles.



The **educational clinic** trains volunteers from each community in preventative healthcare at each of the stations on route to provide them with the necessary skills to assist their community to assist the community beyond the train's stay.



The train also has a registered **pharmacy** that provides up to schedule 4 medication to patients.



The **counselling clinic** provides individuals with a supportive and confidential environment where they can talk with trained counsellors about everyday challenges as well traumatic experiences. The clinic also provides a valuable link to local community psychologists, social workers, and other professionals for follow-up assistance.

2. Outreach programmes

The outreach programmes supplement the services provided by the trains. The programmes provide screening and educational services to schools, early childhood development centers, institutions for older or frail persons and prisons within a 50 - 70 km radius of the railway station.

The Opportunity



Transnet is well known for providing quality healthcare services through its two globally acclaimed Phelophepa Healthcare Trains. The trains have established a familiar and trusted presence in underprivileged communities. Since the birth of this iconic project in 1994, Transnet has partnered with like-minded visionaries to improve access to quality healthcare services for many people who still struggle to access these services.

Transnet is looking for partners for its Phelophepa Healthcare Trains project to help expand the reach and scale of its healthcare services.

Following the successful operations of the last 29 years, Transnet is seeking partnerships that can support driving this work of community impact in healthcare services forward.

Our goals through Phelophepa remains:



Goal #1: Reduction of pressure on the healthcare system:

Case studies on reducing pressure on state healthcare systems in South Africa offer evidence that 'no one actor, no matter how innovative, can change the system alone.' The interaction and collaboration between the government and non-state actors is critical for an integrated and effective delivery system for both health and social care.

Transnet strives to achieve this through its Phelophepa trains.



Goal #2: Improved access to quality healthcare services:

Primary healthcare in South Africa is faced with multiple challenges in terms of organisation of care, availability of resources and clinical competence.

Phelophepa continually strives to improve access to affordable healthcare to our most vulnerable citizens. This ensures that citizens lead fully productive lives that are not hampered by common ailments.

Since inception, the various Phelophepa clinics have provided affordable, quality health services through the two trains to over 15 million people.

These services are offered through our Health, Dental, Optometry and Counselling Clinics while medication for minor ailments is provided through our two on-board pharmacies.



Partner with us to achieve the important goal of social welfare through quality healthcare services in rural and peri-urban communities across South Africa.



The Solution

We need funding assistance from partners to continue providing free and low-cost quality services!

Considering the challenges of inequality and poverty in South Africa, access to healthcare services is very limited for the majority of South Africans. Considering the myriad of economic challenges that the country is facing, with business, including Transnet, affected by slow economic growth, we are seeking ways to ensure that this important work continues.

We need funding assistance from partners to continue providing free and low-cost quality services.

Partners will enable us to continue with the provision of basic healthcare services, including cancer and diabetes, vision, counselling, and dentistry. Through funding, we will broaden our reach in the communities we visit and help these trains to continue to support communities in need without depreciating service quality and community reach.

Our goal is to expand the scale and reach of our services in communities; and continue to provide free / low-cost healthcare.

- Transnet is currently working to refurbish both trains to improve technologies and operating efficiencies. With improved technologies, we can reduce operational costs and ensure the availability of resources to meet patient demands.
- The highest demands at present are for corrective vision and dental services, especially in our frail populations that are impacted by diabetes. Our patients are mainly unemployed or state dependent.

How We Work



The project follows a collaborative approach, partnering with National and District Health systems. The achievements of Phelophepa are a win for the entire country. The more we do to alleviate the backlogs and pressures in the healthcare space, the more we free health resources to achieve other critical national health outcomes.

The two Phelophepa trains are not just national icons but a globally recognised 'best practice' unique, mobile health facility on rail. The trains reach places and service communities that are off the grid of mainline health services.

Phelophepa has a twenty-nine-year track record of delivering on its promises to communities and has over the years become its own best brand ambassador. Well-known, trusted and loved, Phelophepa is the train for the people.



The Transnet Phelophepa Healthcare Trains are global icons of primary healthcare, positioned with a national footprint in South Africa to provide healthcare services to impoverished communities along the rail corridor.





Unique Positioning of Phelophepa



With much-needed financial assistance, Phelophepa can provide continued, uninterrupted community healthcare services.

An envisaged 350 000 patients per annum in different age cohorts will benefit, including learners in schools, for whom undetected health problems often are mis-diagnosed as learning disabilities.

In addition to servicing the needs of patients, Phelophepa creates much-needed temporary jobs at each community visited, employing people from local communities as local translators, general cleaners, data capturers, nurses, and catering/hospitality staff.

Through local employment creation, Phelophepa contributes to local economic development. Phelophepa also provides opportunities for local businesses, such as caterers and local taxi industries.

This document will further outline impact areas for partners through the project.

Timeline For Execution of Services



The Phelophepa Trains operate from January to October annually. At the end of October, the trains are released to Transnet Freight Rail and Transnet Engineering for repairs and maintenance, ensuring that they adhere to the standard of Rail Safety Regulator (RSR).



Sponsorship Packages for Phelophepa Project

The following table outlines the potential sponsorship packages:

SERVICES COST CATEGORY AND PRICES

				
PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP	BRONZE SPONSORSHIP	NICKEL SPONSORSHIP
R20 000 000 (R20 MILLION)	R15 000 000 (R15 MILLION)	R10 000 000 (R10 MILLION)	R5 000 000 (R5 MILLION)	<R5 000 000 (R5 MILLION)

SPONSORSHIP PACKAGE BENEFITS:

Recognition as the 'Main External Sponsor'. *Co-branding on staff uniform clothing; co-branding of community posters / pamphlets / banners. Joint media communication strategy (Print and Audio Visual / Social Media / Inclusion as Active Partner on Phelophepa website).* Permission to market the partnership on sponsor internal / external media platforms. Permanent brand visibility on the outside / inside of the Phelophepa Trains for the duration of the sponsorship period.

A tailor-made sponsor package to the specifications of the sponsor is possible. Letter in terms of B-BBEE gazette codes for sponsor to include in their B-BBEE (Socio-Economic Development Pillar) claim.



PLATINUM SPONSORSHIP

Recognition as sponsor in the project; *Joint media / communications; Inclusion as a sponsor on Phelophepa website. Permission to utilise elements of the partnership on sponsor website. Display of co-branded material such as non-permanent posters / pamphlets at strategic clinics inside / outside of the Phelophepa.*

Letter in terms of B-BBEE gazette codes for sponsor to include in their B-BBEE (Socio-Economic Development Pillar) claim. A limited tailor-made sponsor package to the specifications of the sponsor is possible.



GOLD SPONSORSHIP

Recognition as sponsor in the project; *Joint media / communications; Inclusion as a sponsor on Phelophepa website. Permission to utilise elements of the partnership on sponsor website. Display of co-branded material such as non-permanent posters / pamphlets at strategic clinics inside / outside of the Phelophepa.*

Recognition as sponsor in the project. Mention of the sponsor on Phelophepa website. Branding of sponsor at a clinic supported by the sponsor. Letter in terms of B-BBEE gazette codes for sponsor to include in their B-BBEE (Socio-Economic Development Pillar) claim.



SILVER SPONSORSHIP

Recognition as sponsor in the project. Mention of the sponsor on Phelophepa website. Letter in terms of B-BBEE gazette codes for sponsor to include in their B-BBEE (Socio-Economic Development Pillar) claim.



BRONZE SPONSORSHIP

Recognition as sponsor in the project. Mention of the sponsor on Phelophepa website. Letter in terms of B-BBEE gazette codes for sponsor to include in their B-BBEE (Socio-Economic Development Pillar) claim.



NICKEL SPONSORSHIP

Recognition as sponsor in the project. Mention of the sponsor on Phelophepa website. Letter in terms of B-BBEE gazette codes for sponsor to include in their B-BBEE (Socio-Economic Development Pillar) claim.

The Role Players



The power of collaboration among committed and passionate organisations and individuals.

As the project custodian, Transnet is the key financial sponsor. Other sponsors provide voluntary support through financial and other contributions as part of private-public-civil society partnership model. Training institutions provide the much-needed human capacity to support the 20 healthcare and humanities professionals employed per train. Transnet Foundation further supports the Phelophepa team by handling the project operations, strategic planning, administrative logistics, financial management, dissemination of health sector data and marketing and communications. Joint operations between Transnet Engineering and Transnet Freight Rail divisions ensure that the trains are maintained and safely hauled across the country.

Fact File

Quick facts



- Between January 1994 and March 2022, the trains touched the lives of approximately 15 million people, dispensed more than 600 000 pairs of spectacles and provided medication to an estimated 1 million people.



- Every year, Phelophepa impacts over 100 000 patients through its on-board clinics, 200 000 individuals through its outreach programmes and provides experiential learning placement opportunities to over 1 100 final year students, including students from international institutions of Higher Education.



- Since inception, over 22 000 community volunteers have participated in a basic healthcare education programme, while over 3 million people have participated in HIV/AIDS and first aid training.

History

Humble beginnings – it all started with a simple three-carriage eye clinic.

The first Phelophepa Healthcare Train was launched in January 1994 as a three-carriage eye clinic born out of a collaboration between University of Johannesburg optometry department and Transnet, with the idea of an eye clinic on rail. From 1995 onwards, Transnet leveraged its rail infrastructure to increase access to healthcare services by incrementally adding on the health, dental, pharmacy and psychology clinics.

The Phelophepa also included its own on-board support services, including a kitchen, dining car, and accommodation facilities for students and staff.

This enabled the trains to travel for nine months and remain self-sufficient. The success of the first Phelophepa Healthcare Train and increased demand for healthcare services led to the introduction of a second train in March 2012.

In 2014, Transnet added the invaluable Health Awareness Campaigns which utilise innovative technologies and communications mechanisms



“Success of the first Phelophepa Healthcare Train and increased demand for healthcare services led to the introduction of a second train.”

Why it Works

The holistic approach of Phelophepa means that the impact is significant on our patients as Phelophepa is a one stop, holistic service.

Although the Phelophepa Healthcare Trains can only be in an area for a limited time, the model ensures the impact is not limited to the time that the train is physically in the community.

Existing community health facilities are supplemented and supported, and relationships are established with the local healthcare providers so that patients can be referred and continue to receive the care they need long after the departure of the trains.

Dedicated health and psychology education ensures communities are better informed and empowered to take care of their health – achieved through a weekly health education programme for community volunteers.

The one-stop service with a range of healthcare services under one roof means that community members can address a basket of their health-related issues for overall good health.

At each stop, the trains provide temporary employment to approximately 65 local community members who provide, amongst others, translation, data capturing, general cleaning, and food preparation support services.



“One-stop service with a range of healthcare services under one roof.”

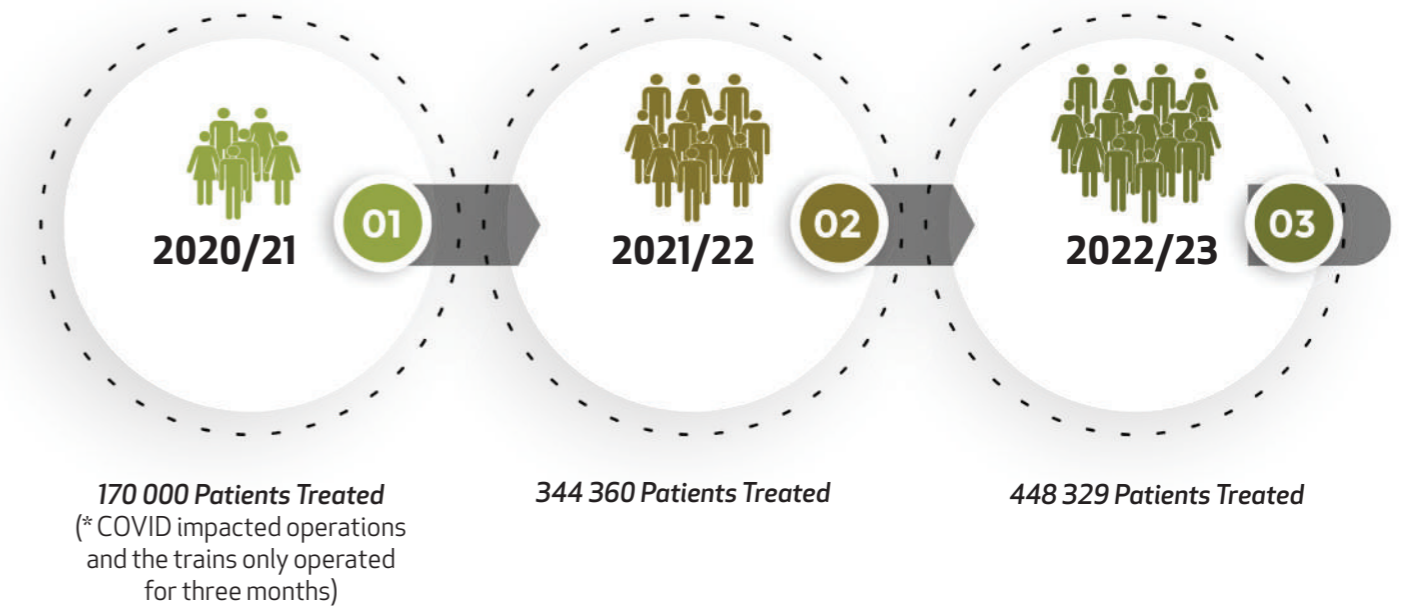
Going Forward

sustainability of the programme

Measures: *to monitor impact*



The immense impact of Phelophepa has been well documented. Since inception, both trains feed statistics on the number of people treated, the various conditions that are treated, as well as any unique pathologies to the Department of Health at a district level. The number of beneficiaries impacted since inception, as well as the services accessed by beneficiaries has also been recorded. In addition to the official data, the feedback from communities after a Phelophepa visit speaks for itself about the impact of the programme.



Transnet Foundation's unwavering 29-year commitment has set a firm foundation. The Phelophepa programme defines sustainability as the ability of the project to sustain itself over the long term without compromising the quality of the services rendered. With Transnet Foundation as the project custodian, leveraging the strength of Transnet – the rail corridor of South Africa – the future of the programme is solid. Sponsors participate voluntarily, without affecting the operational autonomy of the programme and community consultation gives communities an opportunity to own a piece of the programme. Over the past two decades, 'Phelophepa' has become a name that is trustworthy to communities, attractive to companies and invaluable as a best practice model to health institutions – and it will continue to bring hope to the remote parts of our nation.

Since inception of the project in 1994, Phelophepa has touched the lives of over 15 million beneficiaries, not just through healthcare services provision, but also through Basic Health Education of community volunteers. It has contributed to food security by establishing a community food garden in every community visited (70 food gardens established annually) and created employment for an estimated 4 800 beneficiaries in the communities we visit with an annual investment of approximately R7,7 million per annum in job creation.

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