



Health
Transport



MEDIA ADVISORY

To: Editors and Health Journalists
Issued by: Ministry of Health
Date: Wednesday, 22 November 2017

Government and SANTACO launch Phila Campaign for Taxi Industry

The Department of Health, in partnership with the Department of Transport and the South African National Taxi Council (SANTACO), will next week launch the first-ever health promotion campaign targeted at the taxi industry - the PHILA Taxi Industry Campaign in an effort to strengthen and intensify delivery of health and wellness services in the industry.

The launch also serves as an official collaboration between the Department of Health's **PHILA** campaign and SANTACO's **Operation Hlokomela** (which means "take care") in an effort to promote and contribute towards responsible behaviour as part of the 2017 World AIDS Day focus.

While the PHILA campaign uses behavioural communication about targeted health topics to effect a positive change to in people's health, Operation Hlokomela is a response from SANTACO that is aimed at reducing and eliminating preventable road accidents and care of drivers, passengers, pedestrians and the community at large.

During the launch, taxi drivers and commuters will be encouraged to participate in health screening, which include HIV testing, TB screening, measuring the blood pressure and testing for diabetes and other non-communicable diseases.

The launch will be attended by Health Minister, Dr Aaron Motsoaledi; Transport Minister, Mr Joe Maswanganyi; Gauteng Health MEC, Dr Gwen Ramokgopa; Gauteng Transport MEC, Mr Ismail Vadi; and the President of SANTACO, Mr Phillip Taaibosch.

The launch will be held as follows:

When: Monday, 27 November 2017
Venue: Bosman Street Taxi Rank- Pretoria
Time: From 09:00

Enquiries:

Mr Popo Maja: Head of Communications
National Department of Health
Mobile: 072 585 3219
E-mail: Popo.Maja@health.gov.za

Please RSVP to Mr Howard Kgoa at 079 876 9247, Kgoah@health.gov.za