

#keready

A MOVEMENT FOR HEALTH TRANSFORMING THE WAY HEALTH SERVICES ARE DELIVERED TO YOUTH

#Keready exploded onto the youth health scene during the Covid-19 pandemic, experiencing phenomenal growth and transforming the landscape in what has become a game-changer for youth health. By addressing the unique needs and communication preferences of youth this breakthrough new strategy has generated unprecedented demand for information and services by young people. Keready isn't just a solution; it's a revolution in youth health delivery. Bridging the communication gap and offering accessible services Keready is setting a new standard for empowering young people to prioritise their health.

Keready was launched in February 2022 as a campaign to encourage young people to vaccinate against Covid-19. Health Minister, Dr Joe Phaahla, along with other ministers, talked openly and frankly with the Keready young doctors as well as many other youth at the launch about their health needs. Innovative techniques were used that encouraged young people to develop their own Covid-19 messaging. According to an evaluation by G:ENESIS in April 2022, two months into the campaign, Keready had resulted in an additional 251,000 vaccinations among 25-34 year olds above the trendline expected.

Keready has since evolved into a movement that offers mobile health services to young people in communities that often lack access to healthcare services. The project reached full scale around August 2023 with the introduction of a fleet of 46 mobile health clinics allowing greater reach across more districts. A range of health services are provided such as screenings and tests for HIV, TB and diabetes, family planning, immunisations and more.

The mobile health clinics operate in four provinces and are staffed by a team of nurses, a driver and communicator and four mobilisers supported by a team of young doctors:

8x Eastern Cape

Alfred Nzo, Amathole, BCMM, Chris Hani, Joe Gqabi, Nelson Mandela Bay

16x Gauteng

Johannesburg, Tshwane, Ekurhuleni, Sedibeng, West Rand

13x KwaZulu-Natal

eThekweni, King Cetshwayo District, uMungundlovu, uThukela

9x Western Cape

Metro: Khayelitsha, Eastern, Western, Southern, Northern, Tygerberg, Mitchells Plain, Klipfontein: **Rural:** Cederberg

Approximately 458 000 clients have received health services from our mobile health clinics thanks to our healthcare professionals (doctors, professional nurses and enrolled nurses).

Keready teams, driven largely by the communicators and mobilisers working extensively in communities have talked about health with more than 2,8 million people and reached an additional 500,000 learners in schools.



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Our young doctors and nurses provide straightforward, non-judgemental health information through the use of our social media channels, podcasts, radio, TV and our WhatsApp line to empower youth to find the health information they need and share it with their peers. Our communicators and nurses have regular weekly slots on more than twenty community radio stations reaching millions of people and reminding their communities that they will be in the area, what services are provided, and tackle a new health topic every week.

On social media our monthly reach extends to a million people nationally and growing exponentially from month to month. Keready is on Instagram, TikTok, X and Facebook, and does podcasts and regular Insta Lives. The Keready WhatsApp a Doctor line has close the 90 000 users and our subscribers receive regular health-related messages and can message a Keready Doctor from anywhere in the country.

Keready is implemented by the DG Murray Trust in partnership with the National Department of Health, and is funded by the German government through the KfW Development Bank (KfW). The project works together with the Provincial Departments of Health in the Eastern Cape, Gauteng, KwaZulu-Natal, and Western Cape. Over 400 people work on Keready making it DGMT's biggest project. Through this grant, Keready has been able to raise awareness about the importance of healthcare and preventive measures and has become a formidable brand within the health sector.

In 2023 President Cyril Ramaphosa, referred to Keready as "NHI on wheels" and that it certainly is. The longer term plan for the mobile health clinics, which currently run as a pilot project, is for them to be fully integrated into the four provincial department of health's outreach programmes by September 2024.

***Statistics cited are for the period Jan 2023-Feb 2024**

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