

EC Department of Health backs Big Walk for Cancer

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Early detection and the treatment of blood cancer and other blood diseases in the Eastern Cape have been given a boost through the partnership of the Eastern Cape Department of Health and Algoa FM on the station's annual Big Walk for Cancer. Dr Singilizwe Moko, the Department's General Manager for District Health Services, announced a three-year partnership with Algoa FM at the launch of the Big Walk for Cancer on Friday, 11 September.



The Eastern Cape Department of Health announced a three-year partnership with Algoa FM on Friday, 11 September, at the launch of the 2015 Algoa FM Big Walk for Cancer. From left is Dave Tiltmann (Managing Director of Algoa FM) and Dr Singilizwe Moko (General Manager for District Health Services for the Eastern Cape Department of Health).

The partnership is part of the department's efforts to promote a healthy lifestyle and the early detection of diseases, according to Eastern Cape health MEC, Dr Phumza Dyantyi.

"As a department we encourage individuals to adopt and maintain personal behaviours that prevent diseases and promote health," she says.

A number of events will be staged throughout the province as a build-up to Algoa FM Big Walk for Cancer on Saturday, 31 October.

"With the Department of Health on board the Big Walk for Cancer is now the single biggest corporate social investment project in the Eastern Cape," says Dave Tiltmann, managing director of Algoa FM.

"This new partnership will result in many positive outcomes for the walk, and for the people of the Nelson Mandela Bay and the Eastern Cape. I am excited about the future of this event and look forward to seeing how much we will be able to achieve together," he says.

Tiltmann challenged businesses in the province to encourage as many of their staff as possible to participate in the Big Walk, which will raise funds for the Igazi Foundation.

Working with the private sector and the Department of Health in the province, the Igazi Foundation set up the first two dedicated oncology wards in the Eastern Cape.

Patients no longer need to travel outside of the province for treatment for blood cancer and other blood-related diseases.

According to Dr Neil Littleton, the founding member of Igazi, the funds raised through the Big Walk for Cancer will be used to support a number of projects.

They include Marrow Masakhane, which aims to encourage more people of colour to register with the Bone Marrow Registry, a study into the environmental causes of blood cancers in the Eastern Cape, training for general practitioners and medical officers, and ongoing upgrades and improvements to the Aloe Igazi wards in Provincial Hospital.

"The existing facilities bear testimony to the power of partnerships, where business, civil society and government join forces for the greater good of the people.

"Participants in the annual Algoa FM Big Walk for Cancer will be doing more than enjoying a great morning out for the whole family - they will be making a difference in the lives of their neighbours, their family - and even themselves," he says.

The Algoa FM Big Walk for Cancer received national attention after it won the a Bronze PRISM Award in April this year for their Communications strategy for the 2014 Big Walk, beating major PR agencies in the Sponsorship Category of the

PRISM Awards such as the FleishmanHillard Campaign for the 2014 Nike Soweto Marathon, Atmosphere Communications' Sanlam Handmade Contemporary Fair, Ogilvy Public Relations Johannesburg's The Boucher Legacy, and Plato Communications' Gauteng SANSUI Summer Cup 2014. The PRISM Awards is the most sought after awards in the public relations industry in southern Africa.

Entry fee for the 5km walk is R50 and will take place on Saturday, 31 October at the Boardwalk in Summerstrand, Port Elizabeth. Entry forms are available from Brian Bands in Cape Road, Total Sports stores in Port Elizabeth and Algoa FM. An online entry portal is also available at www.algoafm.co.za.

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