

Malaria Safe CASE STUDY



Tanzania Breweries Limited (TBL)

January 2014

Tanzania Breweries Limited (TBL) is a subsidiary of SABMiller, which manufactures, sells, and distributes alcoholic and non-alcoholic beverages throughout Tanzania. TBL joined the Malaria Safe initiative in July 2012 and has since committed to protecting employees against malaria through employee net distributions, education, and monitoring of malaria cases at the companies' clinics. "Protecting employees from diseases such as malaria has become a top priority," says Juliette Mgani, Wellness Coordinator at TBL. "A healthy workforce ultimately leads to a healthy and successful business," states Ms. Mgani.



COMPANY PROFILE

Company name: Tanzania Breweries Limited (TBL)
Headquarters: Da res Salaam, Tanzania
Market: Tanzania
Employees: 1,363
Industry: Breweries



Malaria Safe Interventions:

Education:	<ul style="list-style-type: none"> • Provided malaria training to 113 peer educators. • Malaria awareness training to staffs in Dar es salaam, Mwanza, Mbeya, Moshi and Arusha has been done. • Chumo movie loaded up on their website.
Protection:	<ul style="list-style-type: none"> • Subsidized nets and rapid diagnostic tests (RDTs) at a 50% reduced cost for all employees and their families. • Mosquito repellents are freely available for all night shift employees at the on-site clinics and has also • Switched from a monotherapy to a combination therapy for treating malaria
Visibility:	<ul style="list-style-type: none"> • Incorporate the UAM logo in all its products
Advocacy:	<ul style="list-style-type: none"> • Malaria presentations to distributors and distilleries.

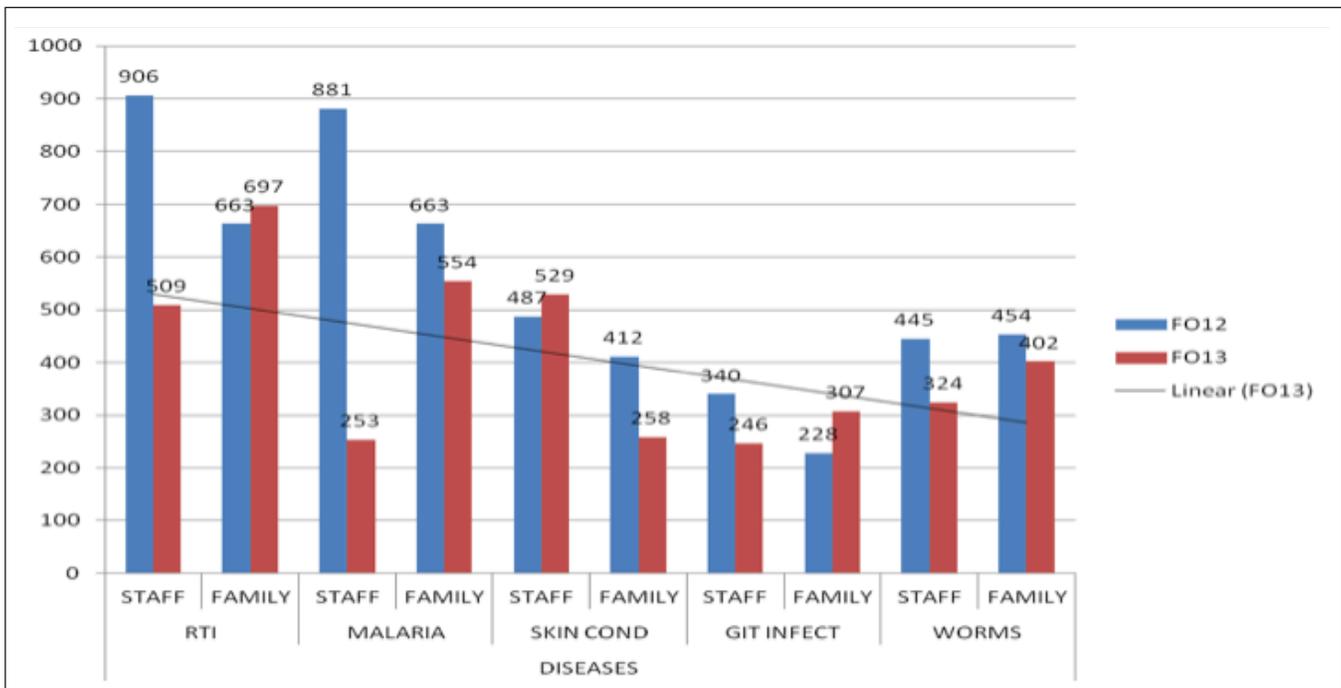
"TBL is a big employer in Tanzania, and requires for staff to be fit as it is a round the clock type of job. That is why TBL adopted the Malaria Safe Program to make sure that staff are well-protected against malaria so that production levels can continue to grow," said Dr. Katoto, TBL Medical Services.

A workplace malaria prevention strategy developed by the Voices for a Malaria Free Future Project of the Johns Hopkins Center for Communication Programs, the Malaria Safe Program grew out of the UAM campaign, which brought together partners from many sectors to build political and popular will to fight malaria. Malaria Safe was developed as a means to invite the private sector to join the fight against malaria. The four pillars of the Malaria Safe Program include education, protection, visibility and advocacy. Companies are encouraged to educate and protect



employees, their families, and the communities where companies operate, provide visibility for the fight against malaria and the UAM partnership, and advocate with other companies and government counterparts to increase investments made to control and subsequently eliminate malaria.

Table 1. All-cause sickness cases, including malaria: F2012-2013



TBL launched its malaria control initiative under the banner of Malaria Safe in 2012, when HR analysis revealed that absenteeism was high, and malaria was one of the major causes. Since then, TBL has offered subsidized nets and rapid diagnostic tests (RDTs) at a 50% reduced cost for all employees and their families. The company has also ensured that mosquito repellents are freely available for all night shift employees at the on-site clinics. TBL updated their treatment policy, and has also switched from a monotherapy to a combination therapy for treating malaria. “When employees come into the dispensary for malaria testing, they are given a health talk and educated on the ways to protect themselves from malaria. Brochures are also handed out to the employees and there are health posters related to malaria that have been put up in the dispensary,” says Dr. Katoto.

The company has also included malaria reduction as one of their top wellness strategies and has begun to track malaria data on a monthly basis at its clinics. “We have five clinics that are run 24 hours a day, 7 days a week and are maintained by our health provider; they are accessible to all employees and fully-equipped to run malaria tests as well as the provision of WHO-approved medicines,” explained Lilian Makau, the HR Operations Manager.

Reports from Metropolitan Life, TBL’s health insurance provider have revealed that malaria cases among staff have seen a decrease from 881 to 253 in the 2012-2013 financial year (from April 2012-March 2013). The same trends have been seen with cases among employees’ family members, which have decreased from 663 to 554 in the 2012-2013 financial year (April 2012-March 2013). The investment in malaria has paid clear benefits for staff. Additional investments will need to be made to have families case load decrease, as much. (See Table 1)

Ms. Makau explained that health is one of the 5 key strategic objectives at TBL. She described malaria prevention and treatment are central to their TBL Wellness Program, “We use Peer Health Educators (PHE’s), also known as Wellness Educators, in all of our five sites¹ to influence & educate our employees

¹ (PHE ratio to employees 1:10)

in departmental meetings, occasional after work sessions, and one on one sessions on preventing malaria. These PHE sessions have helped create malaria awareness alongside the use of posters, memos and now regularly highlighted in TBL's Quarterly Newsletter."

TBL is now working on incorporating the UAM logo in its products, to show the commitment to fighting malaria in Tanzania. The company is also working on a video that they can play at the dispensary when people come for treatment that will move people to take action quickly when they feel they have malaria symptoms. As Lilian Makau, TBL HR operations Manager. said, "...we are urging staff to be on top of malaria, by getting checked and receiving medical attention almost immediately with a rapid diagnostic test." As a result of the malaria control program, malaria cases among staff dropped to less than one-third (28.7%) of previous levels from 2012-2013.

With support from United Against Malaria through Johns Hopkins Center for Communication Programs Voices for a Malaria Free Future project, TBL has been a strong advocate for private sector involvement in the fight against malaria, by protecting its staff and their families, which has enabled the company to be more productive. "TBL has been able to witness a healthier workforce ... we are seeing an improvement in productivity and there are less malaria absenteeism cases," reported Lilian Makau, TBL HR operations Manager.

Going forward, as TBL continues as a Malaria Safe Company their staff, families and communities will benefit as malaria rates continue to decrease. Healthy staff, families and communities will continue to contribute not only to increased productivity for TBL but also to the development of Tanzania.

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