



## CSR solutions

Bringing innovative and accountable solutions for implementing Corporate Social Responsibility health programs.



SMI recently developed a new line of **products and services to assist companies looking for rewarding CSR contributions.**

*This field aims at helping a business carry out its community health program by providing means that are best qualified to contribute to sustainable development.*

**Relevant, respectful, effective, visible, sustainable, adjustable...**

**Relevant:** *the programs offered by SMI have explicit usefulness, justified within the context where the business operates.*

**Respectful:** *they are carried out as part of national public health policies and with the contributions of local participants (NGOs, international organizations, country's health authorities).*

**Effective:** *they are followed, evaluated and monitored. Indicators are set and their progress is analyzed throughout the program and the **results measured to report the real impact.***

**Visible:** *they provide both internal and external communication tools.*

**Sustainable:** *they form part of a continuity. They are concerned with the before and the after, with that of which they are a part and what will follow them.*

**Adjustable:** *they match expected results, target populations and budgets.*



*Solutions For Your Good Health*



SMI proposes ideas, tools, models and services to assist organizations that are willing to carry out health programs in challenging environments.

### CSR community malaria control programs based on SMI's MalaRiaKits

#### Why is a malaria control program relevant?

For companies operating in malaria endemic countries:

- Malaria is a major health concern that goes to the very heart of CSR.
- It has a direct impact on the business (medical costs, absenteeism).
- It brings measurable rewards in social and financial results to the companies fighting against it:
  - **Ashanti Goldmines** in Ghana claims 74% decrease in malaria cases.
  - **Marathon** in Equatorial Guinea claims 6% won on net salaries due to decrease in treatment costs. Their ROI is 4\$ to 1.
  - **Chevron** in Angola claims 40% decrease in malaria cases in their clinics (Luanda, Cabinda, Malongo).

#### How can a malaria CSR program be successful?

It needs to :

- Be thought of as a profitable program, returning social, financial and communications benefits to the company.
- Understand that malaria is a long term disease.
- Encompass all necessary different components:
  - IEC – Information Education Communication to empower beneficiaries.
  - Prevention – bite prevention, complications prevention.
  - Treatment – access to rapid diagnosis and treatment for all.
- Use qualified products, especially drugs.
- Set targets regarding expected results.
- Install monitoring capacities.
- Follow up of indicators and precise reporting.
- Liaise with national programs against malaria.
- Cooperate with local organizations involved in local malaria control programs.

These are basic requirements that SMI could help companies prepare for and respond to.

Research projects involving medical schools can also be part of such programs.

### SMI assists companies in helping to drive malaria control programs

Semi-immune dedicated kits have been designed specifically by SMI to be used in such programs.

MalaRiaKit (MRK) and MalaDiaKit (MDK) are tools for:

- Information-Communication.
- Diagnosis.
- Treatment.



MalaRiaKit (MRK) and MalaDiaKit (MDK) are parts of programs including:

- Preparation, survey, solution, adequacy, local integration
- Monitoring, follow up, evaluation.
- Indicators set up, baseline, evolution and reporting.
- Procurement of drugs, kits, ITN, IRS.

SMI can provide products and/or services as requested by the company.

## Ideas

## Tools

## Models

## Products

## Efficiency

## Monitoring

## Evaluations

## Partnerships

**MalaRiaKit (MRK)** (open below) Powerful new tools for malaria control programs, SMI semi-immune kits include: Forehead thermometer/ symptomatic treatment/curative treatment

Personalized jacket allows choice of language, including company's logo and particular messages

In addition, the MalaDiaKit (left) includes an electronic thermometer and a full set for a rapid diagnostic test.



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