



**MATSOGO A
SECHABA**



**HANDS OF THE
COMMUNITY**

**Community Project – Initiated and Managed by Chiropractic
Association of South Africa [CASA]**

STAKEHOLDER ENGAGEMENT SUMMARY

MAY 2019

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Executive Summary

The Chiropractic Association of South Africa (CASA) have indicated their intent to create and manage a chiropractic centre, which will include an educational centre for both early and adult learning, as well as a lifestyle disease management centre. These services will be provided to underserved communities. This will be done with a focus on caring for the planet. The centre will be a Non-Profit Organisation and a Public Benefit Organisation. The plan is to open the first centre in September 2020, in Johannesburg Gauteng, South Africa.

Once the centre in Johannesburg Gauteng is fully operational, other centres will be rolled out across the country in Durban, Cape Town and in other regions.

CASA engaged with IconomySA to develop a business plan for the centre. Research was conducted to determine the objectives of the centre, the community that would be served, the services that would be offered, the location and what resources would be required.

The importance of gaining local community and Chiropractic community support through early engagement, prior to launching the centre, was identified as a key issue. Engagement with surrounding clinics, community centres and community leaders must be sought. The centre needs to be socially relevant. Ambassadors, such as ministers and sports stars must be appointed to promote the centre and gain support from Government and sponsors.

It was concluded that such a centre would benefit the community. It is estimated that the centre would see in excess of 10 000 people per annum, providing Chiropractic care, additionally it will impact the community largely through an education centre and a lifestyle disease management centre once it is fully functional. This would be done with a focus of caring for the planet. Most people benefitting from this community initiative would be from underserved communities.

The centre would require initial funding of R30m in the first year and then R6m per annum. This funding needs to be raised and then a commitment is required to cover the annual cost.

Vision

Our vision is to integrate primary health care, education and sustainable living in a unique manner, in order to influence the strategic development of relevant policy and practice in the South-African context. This would be implemented through a Chiropractic centre, supported by early and adult learning, creating opportunities for lifestyle disease management, urban conservation and renewable energy.

Mission

Our Mission is to create, implement and sustain an evidence-based platform for underserved communities, providing complementary musculoskeletal health care.

Values

Our Values are, Healing, Caring, Honesty and Innovation.

Long Term Goals

- To make the centre sustainable into the future.
- To create a Chiropractic centre, supported by early and adult learning, creating opportunities for lifestyle disease management, urban conservation and renewable energy.
- To create similar centres in other regions of the country.

Short term goals

- To create a Chiropractic centre for interns to work effectively within the public sector, providing an accessible facility which will serve both the intern and the community.
- To see 10 000 people in the first year.
- To train 30 interns in the centre per annum.
- To raise the awareness of Chiropractic services in underserved communities.

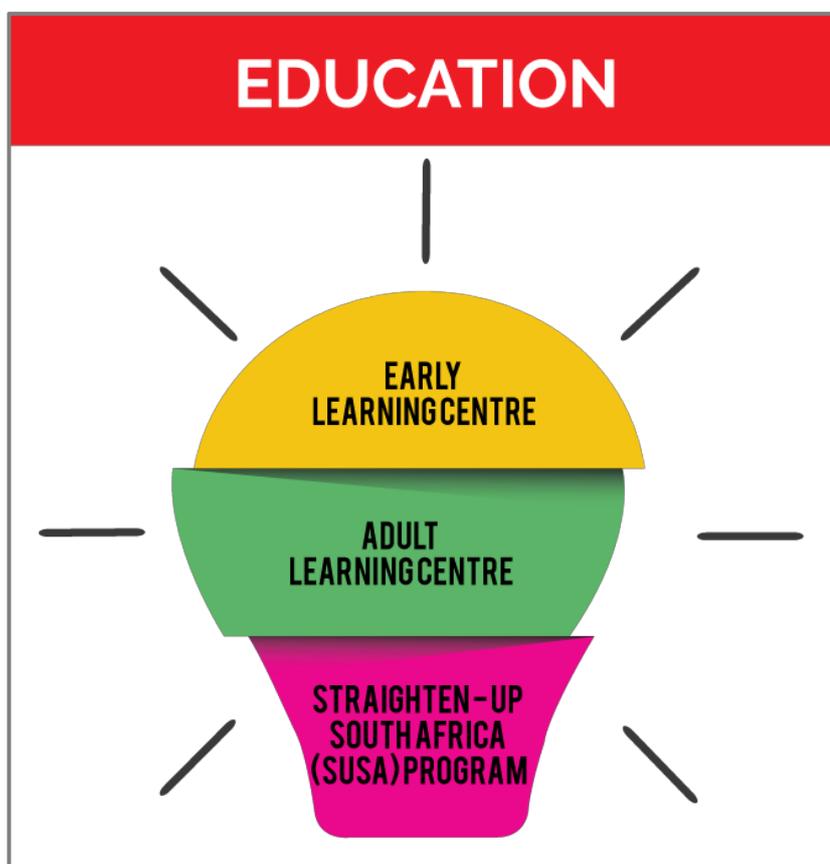
The centre will have four focus areas.



These focus areas and the services provided by them will be brought into operation on a phased basis.

The centre would offer the services at an affordable rate unless the person demonstrates they cannot afford to pay any amount.

The services that this centre commits to are illustrated below.



The critical success factors for the centre are:

- Access to adequate start-up and annual funding.
- Ensuring there is a need in the community, for what the centre would be offering.
- Engaging with the community before launching the centre.
- Access to adequate number of interns on a continuous and ongoing basis.
- The location of the centre in relation to the community.
- Proper marketing/communication of the centre to the target market.
- Support from CASA and its members, Educational and Health organisations, UJ and other educational institutions and sponsors.

If these critical success factors are overcome, the centre will achieve the vision, mission and goals that have been set out.