



Health Promoters @ Winery

“Alcohol addiction cycles can be broken and prevented”

The Western Cape region of South Africa produces some of the best wines in the world. Many of the workers who produce these excellent wines are not doing so well, however, as the reality of alcohol addiction and poor health is evident everywhere in this region and is considered by some experts to be a national disaster.

As is well known, alcohol addiction often causes dysfunctional families, ill health, hunger (particularly children), aggression, abuse, crime, work absenteeism etc., all of which are present in most of this beautiful area.

Sad though these facts are, the saddest of all is that the Western Cape has the highest rates of Fetal Alcohol Syndrome (FAS) in the world (World Health Organization). FAS symptoms can vary from child to child, but the physical and mental challenges can and often do blight the lives of such children.

Since alcoholic addiction, FAS, and many diseases are preventable, Health Promotion South Africa Trust (HPSA) has started an initiative with some wine farms and associated clinics near to Stellenbosch (Western Cape).

This project involves senior Health Promoters and other parties conducting healthy living workshops during Wellness and Health Awareness days organized by various agencies at the farms.

The overall purpose of the wineries project is to bring health information to the farm workers where they are, as they are mostly cut off from many community activities due to their rural location and so cannot attend health workshops on a regular basis.

HPSA presentations include healthy nutrition, first aid, personal and work hygiene, FAS prevention, responsible alcohol use/sobriety, communicable and non-communicable diseases etc.

The aims of the *Health Promoters @ Winery* programme are devised to enable winery employees to:

- Learn sufficient knowledge about basic health promotion and hygiene
- Develop positive attitudes towards good health practices
- Improve health, hygiene and nutrition practices at work and at home
- Develop responsible attitudes to alcohol consumption
- Increase awareness of and prevention of FAS

HPSA continues to do additional training at the current wineries, which will include the training of volunteers as Health Promoters. These Health Promoters will in turn train additional winery employees. This ongoing process makes these projects eminently self-sustainable, though there will be regular support and monitoring provided by HPSA personnel.

December, 2018

HEALTH EDUCATION IS **ALSO** A HUMAN RIGHT!

