



Total Family Health Organisation
Your Health; Our Passion

Digest

The official quarterly newsletter of TFHO

VOL. 2 | ISSUE 2 | APRIL 2020

IN THIS ISSUE

1. TFHO Supports Kasapreko Company Limited to Produce Hand Sanitizer
2. TFHO Donates Sanitizers to Ghana Prisons Service in Support of Covid -19 Fight

OUR IMPACT

DALYs²:

17,156.80

CYP¹:

61,002.50

Latrines Provided (SATO)

2,177.00

Water Treated (Litres)

4,880,000.00

ABOUT TFHO

A non-profit Ghanaian Social Marketing Organisation working to

improve the health

of Ghanaians through social marketing of products and services.

Our core intervention areas are:

- Family Planning (FP)
- Maternal and Child Health (MCH)
- Water, Sanitation, and Hygiene (WASH)

TFHO SUPPORTS KASAPREKO COMPANY LIMITED TO PRODUCE HAND SANITIZER

The Coronavirus Infectious Disease -19 (COVID-19) pandemic has resulted in an increased demand for hand sanitizers globally because of its proven efficacy against the virus and its vital role in preventing transmission alongside regular hand washing, social distancing and other proven prevention measures.

In Ghana, the increased demand for hand sanitizers, compounded by delayed lead times for imports due to COVID-19 travel restrictions and increased demand in the countries from which we import these hand sanitizers, resulted in acute shortages and astronomical price increases. In response to the situation, the Government of Ghana encouraged increased local production by providing incentives and meeting with industry players to admonish them to venture into production of hand sanitizers. The incentives included: fast tracking (24 hours) the registration by Ghana Food and Drugs Authority (FDA) of locally manufactured hand sanitizers, and removal of Value Added Tax (VAT) on alcohol, the main ingredient for hand sanitizer production.

TFHO reached out to Kasapreko Company Limited (KCL), the largest and leading manufacturer of alcoholic beverages in Ghana and provided the needed technical assistance to formulate a hand sanitizer using the recommended World Health Organization (WHO) alcohol hand rub formulation. In addition, we facilitated the

completion of product dossier and the product registration by the Ghana FDA. Kasapreko Company Limited, successfully commenced commercial distribution of KCL Sanitizer on March 24, 2020. The recommended retail prices are GHC 5 and GHC 15 for the 200ml and 750ml respectively which is by far the lowest price of this essential commodity on the Ghanaian market. As at the March 30, 2020 Two hundred thousand (200,000) bottles and Twenty-seven thousand (27,000) bottles of the 200mls and 750mls pack sizes respectively has been distributed nationwide.

This timely and innovative support by TFHO has greatly increased availability of hand sanitizers on the market at relatively lower prices across the country and a further evidence of us living our motto: Your health, our passion!!!



TFHO DONATES SANITIZERS TO GHANA PRISONS SERVICE IN SUPPORT OF THE COVID -19 FIGHT

In a bid to avert a possible spread of the COVID-19 among Prisoners in the country, Total Family Health Organization (TFHO), has donated its brand of alcohol-based hand sanitizers to the Ghana Prisons Service.



materials will be useful in ensuring the inmates stay safe from the COVID-19 pandemic.

Speaking later in an interview with the media, the Snr. Marketing Manager of TFHO, Nana Arko Cole, reaffirmed that as an organization with a wealth of experience in social marketing, using evidence-based research to design, implement and measure its projects, it will not renege on its mandate but continue to embark on social intervention initiatives such as the TF sanitizers introduced in ensuring its projects addresses current social issues.

Selected Prison facilities including, the Nsawam Medium Security Prison, the Winneba Local Prison and the James Camp Juvenile Detention in Accra were beneficiaries of the TF Sanitizer Gel & Solution. A total of six hundred and forty (640) liters of sanitizers were donated among these selected prisons. In addition, the organisation also presented educational materials on measures to avoid Covid-19 spread to both officers and inmates of the beneficiary Prison facilities.

DSP Adamu Abdul Latif, PRO of the Nsawam Prisons who received the items on behalf of the service admitted the difficulty in observing social distancing and the lack of hand sanitizers within their facilities hence this donation was timely. He thanked TFHO for the gesture and urged others to emulate.

The next stop was at the Winneba Local Prison where the Human Resource & Administration Manager-TFHO, Rita Nikoi Adzakey led the team to hand over the donation to the facility. Assistant Director of Prisons and Commander of the Winneba Local Prison, ADP Peter Afari Mintah who received the items on behalf of the service, praised TFHO for the concern and implored corporate Ghana to lend more support to the Ghana Prisons Service to enable them equip inmates with some vocational skills for them to be useful to society.

Mr. Isaac Ndaya, Snr. Sales & Distribution Manager-TFHO led the final visit to the James Camp Juvenile Detention in Accra to present the sanitizers to inmates at the facility. ADP Raphael Tuekpe, Officer in Charge of the facility who received the items on behalf of the inmates was appreciative and said that the educational

TFHO's team led by Sandra Akuamoah, Director of Finance & Operations, made the first stop at the Nsawam Medium Security Prisons to hand over the donation. She informed that aside the social marketing of family planning products and its programming activities, the organization also implements Water, Sanitation, and Hygiene (WASH) programmes. She stated that to ensure good hygiene and avert the spread of COVID-19 in Ghana and specifically within our prisons, TFHO is donating our brand of sanitizers to selected Prisons across the country along with COVID-19 prevention educational materials.

TF SANITIZER
for hands & surfaces
70% Ethyl Alcohol

Marketed & Distributed by

Head Office: +233 (0) 556 543 241
 South East Zone: +233 (0) 556 543 692
 South West Zone: +233 (0) 556 543 556
 Middle Zone: +233 (0) 556 543 662
 Northern Zone: +233 (0) 556 543 714

www.tfhoghana.org

Mr. Cole praised the Government for taking giant steps and measures to avert the spread of the COVID-19 in the country, and urged outlined by the President and the health authorities by washing our hands regularly with soap under running water, using alcohol based sanitizers and observe good social distancing.