

# Malaria Safe CASE STUDY



Stanbic Bank Uganda Limited

January 2014

A member of the Standard Bank Group, Stanbic Bank Uganda is one of the country’s leading banking institutions, operating 91 branches across Uganda. Stanbic believes that transforming the lives of their employees and the people in the communities in which they operate is good for business. Because of this, their efforts include both financial and human investments. According to Jackie Namara, head of Marketing at Stanbic Uganda, “Malaria is one of Uganda’s biggest health challenges so it is only befitting to engage with partners such as United Against Malaria to do our part in prevention and treatment of malaria.”

Standard Bank recognizes the burden malaria inflicts on the continent, and wants to be part of a solution that will ensure that no one dies from malaria. Because of this, they joined the United Against Malaria (UAM) campaign in 2010 and signed on to be a Malaria Safe company, adding to their portfolio of malaria control efforts. A workplace malaria prevention strategy developed by the Voices for a Malaria Free Future Project of the Johns Hopkins Center for



## COMPANY PROFILE

**Company name:** Stanbic Bank Uganda Limited

**Headquarters:** Kampala, Uganda

**Market:** Uganda

**Employees:** 1,859

**Industry:** Banking



“There are various studies that clearly show the negative effects of malaria on labor productivity. The bottom line is that a healthy Uganda population is necessary for us to be able to sustainably grow our business and the economy.”

-Jackie Namara, Head of Marketing, Stanbic Uganda

### Malaria Safe Interventions:

<b>Education:</b>	<ul style="list-style-type: none"> <li>Wellness champions sensitize employees by posting informational flyers on notice boards and send monthly emails to staff about malaria prevention.</li> </ul>
<b>Protection:</b>	<ul style="list-style-type: none"> <li>In 2009, distributed 10,000 nets to the community.</li> </ul>
<b>Visibility:</b>	<ul style="list-style-type: none"> <li>Annual Regional Health Days in at least four communities across Uganda. This community outreach helps increase awareness about malaria while also improving visibility and building brand loyalty for the Bank.</li> </ul>

Communication Programs, the Malaria Safe Program grew out of the UAM campaign (2009-2013), 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

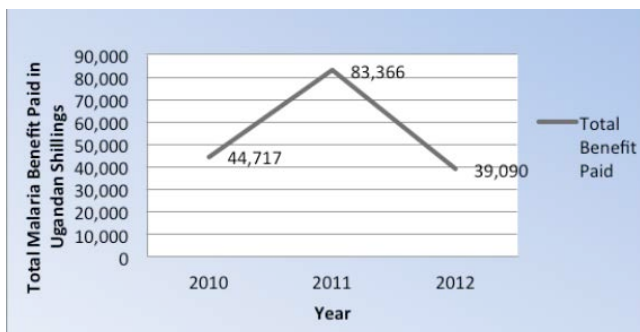


government counterparts to increase investments made to control and subsequently eliminate malaria.

To date, the efforts accomplished through their partnership with UAM and the implementation of Malaria Safe have shown promising results, most notably through increased return on investment for the Bank. Since 2010, there has been a marked reduction in malaria-specific cases, malaria-related absenteeism, and in the cost of treating employees. For example, their malaria control efforts over the past three years have shown a 30% decrease in the number of members claiming for malaria-related causes.<sup>1</sup> In turn, total benefits paid per member by the company have decreased by 12% since 2010 as a result of the reduction in malaria-related claims.<sup>2</sup>

“Awareness efforts have led to a reduction in claims and benefits of the company. We see increased production by employees, less absenteeism, increased well-being of the staff, and company growth and prosperity.”  
 -Real Kaddu, former Shared Services Center Consultant, Stanbic Uganda

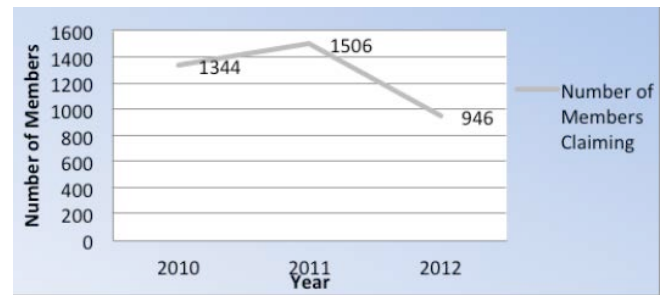
**Figure 1. Total Malaria-Related Benefits Paid Per Stanbic Insurance Scheme Member from 2010-2012**



<sup>1</sup> Sources for this figure were provided by Liberty Blue Health, Stanbic Bank’s health insurance provider.

<sup>2</sup> Benefits paid per employee by the company were 44,717 UGX in 2010 and 39,090 UGX in 2012. Sources for this figure were provided through Stanbic Bank’s health insurance provider, Liberty Blue.

**Figure 2. Number of Stanbic Insurance Scheme Members Claiming Malaria-Related Causes from 2010-2012**



Stanbic’s malaria-control efforts span back nearly a decade. After the Bank’s merger with the Uganda Commercial Bank in 2003, a health committee was established to devise a health action plan. This plan still acts as an activity guide for the year, explaining what the Bank will be implementing each month. During this time, Stanbic also developed their Life Threatening Diseases Policy, which includes malaria prevention and treatment efforts. Focusing mainly on malaria and the HIV epidemic, the policy was developed to initiate a wellness strategy and address the needs of all staff because. “We believe that a strong workforce means a strong team,” said Real Kaddu, former Shared Services Center Consultant at the bank.

To fulfill the goals of their policy, the Bank has continually worked to strengthen its capacity to address health challenges internally through their wellness program. This program is driven by a cadre of “Wellness Champions,” who are employee-selected individuals trained in wellness and first aid who help to propel the Bank’s awareness campaigns. The role of the Wellness Champion is to promote awareness and share information with all employees. These Champions complete in-depth training consisting of one community outreach and three internal staff education sessions. Once training has concluded, Champions conduct continual information sharing and distribution of protective materials, posting information on notice boards and handing out flyers. Through these activities, staff members become aware of the burden of malaria—ranging from the effect on individuals like themselves to the country as a whole. Each year, Wellness Champions also hold Regional Health Days in at least four communities

across Uganda. During these events, which are open to family members and the community at large, the Champions facilitate informational health discussions, distribute literature, and conduct role plays to educate participants about life threatening diseases, including malaria. Additionally, during these Health days, the Bank provides prevention measures, such as offering staff and their families' condoms and long-lasting insecticide treated nets. The Bank also engages service providers such as health experts and medical doctors to further strengthen education efforts.

Stanbic believes that a good business should leave a positive impact and uses its extensive reach to give back to the communities in which they work. The Bank has community events each quarter in all regions with Stanbic Bank branches. For example, in 2009 they distributed 10,000 mosquito nets in Naama village, a relationship that began through a partnership with Habitat for Humanity. During these community outreach sessions, Stanbic also provides free medical screenings for malaria and other ailments, as well as community sensitization on prevention and treatment measures for the disease.

Recognizing that there is much more that the private sector can do to fight malaria, Stanbic Uganda calls on other companies to help form strong partnerships. "As a bank we are guided by the policy to participate in activities and programs that aim to develop strategic partnerships that can co-create the appropriate and relevant solutions in implementing projects. We need those who are passionate about helping other people. We need committed partners to work with." Says Ms. Namara, Head of Marketing, Stanbic Uganda.

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