

What is Adcock Ingram OTC Sponsors of BRAVE?

Ahead of the announcement of the COVID-19 pandemic, we were already inundated with negative news of a global stage. In South Africa, this was not different and it is not surprising that this mood resulted in the dampening of the spirits of many of us that reside in South Africa. In light of this and to work towards lifting this general mood, it was Adcock Ingram (AI) OTC's ambition to encourage all South Africans to identify other residents in our country who are doing the right thing. It is everyone's responsibility to uphold the values within our constitution, to contribute and improve the socio economic and political landscape of our country. Adcock Ingram OTC created a platform for all residents in South Africa to express their appreciation for our beloved Country by recognising and celebrating fellow brave residents.

There are a group of professionals that often are not afforded the acknowledgement that they deserve. These healthcare practitioners (HCPs) include doctors, nurses, pharmacists, paramedics, and other allied medical fraternities. Pharmacists, for example, are one of the first lines of essential primary healthcare defence in our lives and the lives of our families and yet they are rarely celebrated. Doctors, nurses and so many other medical professionals spend their daily lives saving and helping fellow South Africans. Hence, Adcock Ingram OTC embarked on a journey to give recognition to these stakeholders and the campaign provided a platform to all

residents in South Africa to acknowledge these HCPs by voting for them under the banner of bravery. This campaign is not just about these fearless people, but a call to action to mobilise all industries to celebrate, and applaud the "BRAVE" people in our society.

Why is Sponsors of Brave so important during COVID-19

With the advent of COVID-19, the AI OTC Sponsors of Brave campaign was well placed to call upon all of us to applaud HCPs, who during the COVID-19 pandemic have become "our frontline army" in our defence against the coronavirus. Furthermore, the AI OTC Sponsors of Brave campaign is also encouraging every single person to be brave and to keep ourselves healthy by attending to other ailments that are not necessarily COVID-19 related. The appeal is not to ignore other acute and/or chronic illnesses that are best treated by a HCP.

The winners of Sponsors of Brave Season 1 with Adcock Ingram OTC and News24

Over a period of five months the Sponsors of Brave campaign, a partnership between Adcock Ingram OTC and News24 published 12 heartwarming stories of brave pharmacists, doctors, nurses and



Nontutuzelo Sibango

healthcare professionals. The featured stories were selected from almost 3 800 nominations made by readers all over South Africa.

The campaign culminated in the readers and judges choice winners being announced via a live virtual event. These two deserving winners walk away with a grand prize of a trip to a medical conference of their choice and R25 000 to pay-it-forward to their chosen charity.

The readers' choice winner was chosen by the votes of the News24 readers, while the judges choice winner was selected by the panel of judges anonymously.

The Readers' Choice – Pharmacist Nontutuzelo Sibango

The final 12 featured videos received an impressive amount of over 17 000 votes, but it was pharmacist Nontutuzelo Sibango, who ultimately took home the Readers' Choice Award gaining over 4 000 votes.

Ntutu established her first pharmacy in Mthatha, Eastern Cape, 19 years ago and has used her position to give back to her community. Her kindness is well-known in the area, and her local sports charities and fun-runs encourage healthy living and support talented young athletes.

The Judges' Choice – Dr Hugo Tempelman

The judges had a hard task choosing an overall winner, they were looking for a story that truly showed a sense of ubuntu for fellow South Africans, and one that inspired. The panel of judges selected their winner through an anonymous vote, and the nominee who in the end took home the Judges' Choice Award was Dr Hugo Tempelman.

Hugo found his calling in the Moutse Valley area of Limpopo almost 30 years ago. What started as a small health clinic, Ndlovu

Medical Centre, has since expanded into a non-profit organisation, the Ndlovu Care Group that address healthcare, child and youth needs, WASH (Water Sanitation and Hygiene), infrastructure support and research for improved community development. One of these programmes includes the incredibly successful Ndlovu Youth choir.

Hugo is known in his community as 'Hlanganani', which means "he who brings people together". A man with true ubuntu spirit.

Adcock Ingram OTC surprised the 10 runner-up feature nominees by announcing that R5 000 will be donated toward each of their chosen registered NPO charities.

"Our healthcare practitioners embody what it truly means to be brave. They are our soldiers on the front line of the pandemic risking their lives to save others. They are brave icons and must be celebrated as today's super-heroes. Each nominated healthcare practitioner was recognised in their communities for contributing to the betterment of others. They are role models for all South Africans, and they must be acknowledged and recognised. We must encourage everyone to keep the spirit of Sponsors of Brave alive and continue giving back and serving our communities and acknowledging those around us, who go above and beyond", says Yudhveer Singh, spokesperson of the Sponsors of Brave campaign.

Our great judges:

- Derek Watts – Journalist
- Nicole Capper – Pharmacist/Mrs SA/Survivor Runner Up
- Bevan Lakey – Editor of Health24
- Andrea Firth – Editor of BRANDSTUDIO
- Jeannie D – Presenter/Motivational Speaker

<https://partners.24.com/SponsorsofBrave/>.