

HEALTH

“He who has health has hope; and he who has hope has everything.” *Arabic Proverb*





HIV/AIDS Awareness Campaign

One of the gravest challenges facing the world in this century is epitomized in the battle against HIV and AIDS. The situation in Sri Lanka, though not critical as yet, leaves no room for complacency. In 2007 alone, 996 new cases have been reported and the number of new infections seems to be on the rise. John Keells believes that the key to prevent the spread of the infection and also mitigate the stigma associated with it is awareness which is readily accessible. Hence, since 2005, we have been actively involved in raising HIV/AIDS awareness over the past few years.

Focus Area	Project	Overall Objective	Project Location/s in 2008/09	Focus Area in 2008/09	Direct Impact	JKH Volunteers
Health	John Keells HIV/AIDS Awareness Campaign	Preventing the spread of HIV/AIDS through education and awareness within and outside the workplace, including high-risk groups	John Keells Head Office, John Keells Galaha Office Complex, SLIIT Campus, Malabe, Earl's Regency Kandy, The Heritage, Nuwara Eliya, Chaaya Village & Cinnamon Lodge, Habarana, Dankotuwa Factory, Dankotuwa, Dialog Telecom, Bentota/Beruwela Hoteliers Association, Police College, Kalutara, Chevron Factory, Kolonnawa, Tangerine Hotel, Kalutara, Sri Lanka Army – Anuradhapura, Auxicogent, Coral Gardens Hotel, HSBC Call Center, Dipped Products Limited, Trans Asia Hotel, Galadari Hotel, Cinnamon Grand, Colombo	Workplace education and creating awareness amongst at-risk groups	3,495 persons covered in 32 sessions	12

World AIDS Day Commemoration

The Foundation has been commemorating the World AIDS Day on an annual basis since 2005. On 1st December 2008 the World AIDS Day was commemorated at the Head Office of the John Keells Group with the pinning of the AIDS ribbon on the executive directors of JKH followed by an awareness session on HIV/AIDS for the benefit of staff. Meanwhile, Coral Gardens Hotel, Hikkaduwa (which had been selected by ILO/USDOL HIV/AIDS Workplace Education Programme to pilot a sustainable HIV/AIDS Workplace programme) partnered the Foundation through special commemorative activities to mark the day. An awareness programme on HIV/AIDS for the benefit of both staff and the surrounding community drew an audience of

approximately 235, of which about 190 were external invitees, representing local government bodies, the police, schools, NGOs and the local community. 80% of the participants were working women. Coral Gardens also ceremonially launched its HIV/AIDS Workplace Policy on the day.

Role in the Corporate World

In the corporate world, the Foundation continues to play a leading role in the sphere of HIV/AIDS as a member of both the **CSR Steering Committee of the Ceylon Chamber of Commerce** (in which it heads activities relating to Millennium Development Goal 6 – namely, Combating HIV/AIDS, Malaria and Other Diseases) and the **Lanka Business Coalition on HIV and AIDS** towards creating awareness among workers of the private/industrial sector.

John Keells Vision Project

Cataract is recognised as the primary cause of blindness in Sri Lanka. The tragedy is that, in the majority of cases, it is curable. Yet, due to ignorance or lack of resources to access timely healthcare, most patients risk progressive blindness. With the resultant loss of social and economic independence, the consequences to the individual, his/her family and society as a whole are enormous. This was the rationale for the launch of the John Keells Vision Project in 2004. Implemented via the Foundation since its establishment, the Project has continued to touch the lives of vision-impaired persons, with a reported 832 cataract operations being successfully carried out island wide during the course of 2008/09 bringing the total number of operations to 3018 since the launch of the initiative in 2004. In addition, 13 spectacles were donated to children and 229 reading glasses and other spectacles provided to adults during 2008/09.