



Dear Partner

South Africans will face the COVID-19 pandemic for the foreseeable future.

There is no single solution to curbing this pandemic, and the Western Cape Government Department of Health (WCG DoH) is taking a multi-layered transversal health promotion approach to public safety in managing the pandemic. One of these layers is the WCG DoH Ubuntu Cloth Mask (non-medical), a public-private initiative to promote the wearing of non-medical cloth masks in public.

There is consensus amongst experts that wearing a *cloth mask* in public is an integral part of the public health response to curb the transmission of infection.¹⁻² This does not reduce any of the other core requirements; namely of hygienic practices (including hand washing, and covering mouth and nose when coughing or sneezing), social distancing and adherence to the requirements of the National lockdown. The Ubuntu Cloth Mask therefore complements these practices by providing an added layer of infection prevention. The Department is supporting the Ubuntu Cloth Mask initiative to educate communities on the advantages, use and maintenance of cloth masks. This will include partnering with The Health Foundation, who will be seeking local corporate and non-profit organisations as additional partners.

The Department invites you to partner and promote the growing Ubuntu Cloth Mask initiative. This may occur through your financial contribution to achieve the following:

- The establishment of a collaborative community-based manufacturing network for interested persons/groups from socio-economically vulnerable communities whom require income security through the sewing of Ubuntu Cloth Masks. Fabric, cut per pattern, will be delivered to them, with finished masks collected for quality control in accordance with the Department specifications before distribution at community level.
- The rapid production of Ubuntu Cloth Masks by, and free distribution to, vulnerable communities identified by the Department.
- A responsive and inclusive public-private initiative approach to strengthen community-based measures to Stop The Spread of COVID-19.

Unlike other cloth masks, the Ubuntu Cloth Mask is encouraged and approved by the Department and the Infection Control Africa Network (ICAN) for non-medical use. The model for distribution of the mask enables the education of vulnerable communities on its correct use and maintenance, this being paramount towards decreasing the transmission of infection.

Your financial contribution will enable swift roll-out of the Ubuntu Cloth Mask Initiative to curb the spread of COVID-19 infection and simultaneously mobilise the local economy in vulnerable communities to address the growing challenge of income and food security. Towards maximising financial capacity for scaling and sustaining the initiative, we also encourage commercial outlets to supply the masks for purchasing by their customers with a customised agreed proportion of funding being channelled back to the initiative. This closed-loop approach enables sustained production of Ubuntu Cloth Masks by, and free distribution to, the vulnerable communities identified by the Department.

Your partnership, through financial donation for, and/or commercial supply of, the Ubuntu Cloth Masks, will be acknowledged on various platforms; including web pages, social and print media; of the Department and The Health Foundation. Substantial donations will be acknowledged in media coverage that will accompany the roll-out of the Ubuntu Cloth Mask initiative.

The Health Foundation (www.thehealthfoundation.org.za), a NPC partner of the Department is responsible for financial management of the Ubuntu Cloth Mask initiative. A 100% of all financial donations will be used for the production and distribution of free Ubuntu Cloth Masks to vulnerable communities.

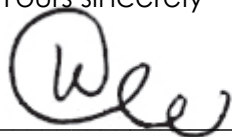
If ever there was a time for us to work together and help the most disadvantaged in our country, it is now. It is an extraordinary time, and extraordinary measures of solidarity and generosity are called for.

We invite you to be partner in the Ubuntu Cloth Mask public-private initiative. Please contact Harry Grainger, CEO: The Health Foundation, at harry@thehealthfoundation.org.za or 072 613 3719.

We hope you will be a part of the broader public health community contributing to the multi-layered transversal approach intended to combat the spread of COVID-19.

Together We Can Flatten the Curve!

Yours sincerely



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DATE:**

¹WHO (2020) Advice on the use of masks in the context of COVID-19. Interim Guidance, 6 April 2020

²Western Cape Government: Health (2020) Circular H46 of 2020: Best practice guidance for the use of cloth masks only in non-healthcare settings, 3 April 2020