

**apollo**  
Tyres Foundation



## HEALTHCARE PROGRAMME FOR THE TRUCKING COMMUNITY

Enhancing the well-being of the stakeholder is of utmost priority for the organisation.

The organisation initiated preventive healthcare programme for its key stakeholder, its customer-truck drivers - who, by virtue of their profession, are vulnerable to various health hazards. The programme provides health care services such as prevention of HIV-AIDS, Vision Care, Awareness of Tuberculosis and detection of other non-communicable diseases such as diabetes and high blood pressure.

This programme is one of the biggest initiatives under the company's CSR work, and is aligned with Sustainable Development Goal (**Goal 3: Good Health and Well-being**).



## AIM

**Ensuring Stakeholder's well-being by providing preventive healthcare solutions.**

### OBJECTIVES

1

> To contribute in reducing the spread of HIV, and provide awareness of other communicable & non-communicable diseases

2

> To inform, educate and bring behavior change in the identified target population with respect to health concerns

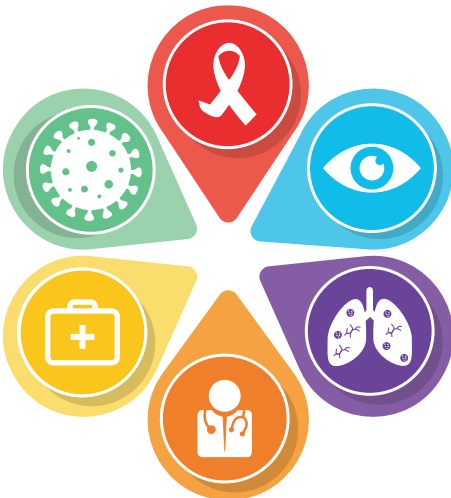
3

> To promote partnership with other like-minded organisations for ensuring well-being of truck drivers and allied population

The programme has established **32 Healthcare Centres** at the transshipment hubs across **19** states of India.

These Healthcare Centres are staffed with well qualified doctors, paramedics, counsellors and outreach workers. The patients are given health registration cards for a month at a nominal fee of INR 20, which is valid across all our Healthcare Centres in the country.

### INITIATIVES UNDER HEALTHCARE PROGRAMME



**HIV-AIDS**  
Awareness and Prevention



**Vision Care**



**Tuberculosis Awareness**  
& Testing



**Diagnosis of**  
Non-communicable diseases



**Generic Healthcare**  
Treatment



**COVID Relief**



# 1. HIV-AIDS Awareness & Prevention Programme



As per UN AIDS there were approximately 38.4 million people across the globe with HIV infection in 2021. India alone has over 2.14 million individuals living with this life-threatening disease and the epidemic is rapidly spreading from the vulnerable population to the general population - specially youth. The organisation recognised this as a threat to society and business; consequently started a focussed programme to address this issue in 2001.

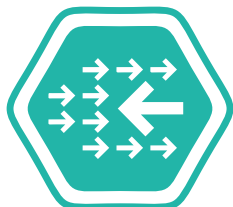


This initiative focuses on stakeholders like customers, supply chain partners and the community around its manufacturing locations in India.



**Healthcare Centres** function under Standard Operating Procedures (SOP) which are in line with the National AIDS Control Organisation (NACO) operating guidelines.

**SERVICES PROVIDED**



**Behaviour Change Communication (BCC)**



**Sexually Transmitted Infection (STI) Diagnosis & Treatment**



**Counselling**



**Condom Promotion**



**Peer Educators (PEs)**



**Integrated Counselling And Testing Centre (ICTC) Support**



## **Behaviour Change Communication (BCC)**

The aim of BCC is to increase awareness and knowledge about the spread and prevention of HIV-AIDS. The prime objective is to bring attitude and behaviour change through effective communication on the modes of transmission, prevention methods, myths and misconceptions pertaining to HIV-AIDS.



## **Sexually Transmitted Infection (STI) Diagnosis & Treatment**

The objective of STI management is to provide quality services, accessible and free from discrimination to truck drivers through Healthcare Centres. The patient goes through a counselling session and medical examination followed by treatment.



## **Counselling**

Counselling sessions are an important aspect of the centres. A patient, who walks in before and after the medical check-up, goes through a complete counselling session.



## **Condom Promotion**

The project focuses on two aspects promoting the use of condoms as a method for dual protection as well as increasing the availability of condoms in transshipment locations.

Condom promotion takes place through free distribution as well as social marketing methods.



## **Peer Educators (PEs)**

Peer Educators are a very important link in the BCC approach. The PEs are the dhaba owners, mechanics, barbers, tea shop owners, who are based at transshipment locations and remain in close contact with truck drivers on a day-to-day basis.



## **Integrated Counselling and Testing Centres (ICTC) Support**

At some of the centres, linkages have been further established with the government or other organisations to add facilities like counselling and testing or ICTC to the set-up. At some centres, testing facility is developed in partnership with State AIDS Control Society (SACS). Rest of the centres have rapid testing kits to perform the HIV test.

## 2. Vision Care



This initiative is an outcome of impaired vision being a concern/problem that contributes to road accidents. Vision testing services are a part of the Healthcare Centres, where eye check-ups are conducted.



Periodic eye check-up camps are also organised at other locations.

### SERVICE PROVIDED



Spectacles are distributed at low cost to people identified with refractive error issues.



Cataract patients are linked with nearby hospitals for further treatment.



# 3. Tuberculosis Awareness & Testing



India is world's TB capital, recording an estimated 2.64 million cases every year. TB awareness initiative was initiated in 2017 for the trucking community, given its co-infection with HIV. To bring TB treatment and testing to the doorstep of the beneficiaries, 17 Designated Microscopy Centres are established at the transshipment hubs with the support of Government of India.

## SERVICE PROVIDED



**Conduct sputum testing**



**Provide regular awareness sessions in order to prevent TB**



**Link beneficiaries who are found positive with Directly Observed Treatment Short-term Course (DOTS) facility**



## 4. Other Non-Communicable Diseases



The healthcare programme has evolved over the years and caters to various health issues experienced by truck drivers. Based on the everyday findings from the Out Patient Department (OPD) at each health care centre, Diabetes and High Blood Pressure were identified as two significant health risks that challenge truck drivers. In order to support the drivers, the organisation added testing for both the risks.

For Diabetes, there is a rapid sugar testing kit at each centre, and based on the symptoms, sugar test is undertaken for the beneficiary. Following that, the beneficiary is provided information on further medical help. Similarly for high BP, there is a facility at each centre to detect and subsequently provide medication.



## 5. Generic Healthcare Treatment



Additionally, there are various other generic treatments provided for seasonal cough, flu, stomach dysentery, and other basic First Aid features. The main focus is to have a one-stop health service for beneficiaries.



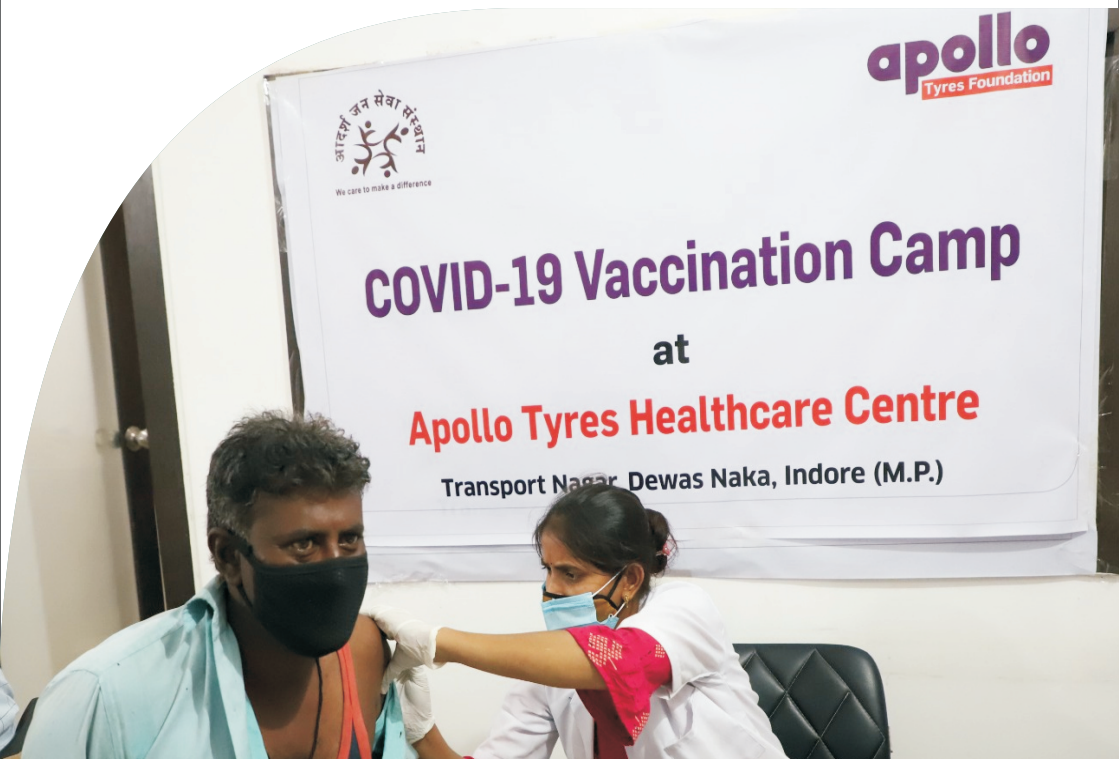




## 6. COVID Relief

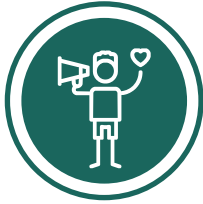
The Coronavirus pandemic caught the whole world off-guard and prompted a global-scale public health response. Due to this, Apollo Tyres Foundation (ATF) reshaped its programme to include COVID, which was the need of the hour, for its key stakeholders - the trucking community - in the year 2020. Truck Drivers are important to us as they are carriers of essential goods and due to their nomadic lifestyle, they are vulnerable to catching the virus. Therefore, ATF extended support to them by carrying out mass vaccination drives.

**Over 1.5 Lac beneficiaries have been vaccinated since 2020**



Several initiatives were undertaken to address the COVID outbreak across all the 32 healthcare centres.

**SERVICE PROVIDED**



**Awareness Generation**



**Telemedicine  
Consultation Facility**



**Ration Distribution**



**Covid Helpline**



**COVID Testing**



**COVID Vaccination**

# 3Ps



1

Partnership Model Approach

→ Wider Outreach



2

Peer Educator Involvement

→ Vital Connecting Link



3

Presence of all Health Services at Doorstep

→ Enhance Connectivity





## 1. Partnership Model Approach

The organisation fosters partnership models for a wider outreach of its services.

ATF has partnered with State AIDS Control Society (SACS) and government agencies for various services like HIV testing (ICTC) and training, vision screening, DOT Centre and sputum testing facility.

ATF has partnered with a few corporates to implement the programme.

### Our Partners



## 2. Peer Educator Involvement

Given the geographical spread of the transshipment hub in a location and the migrant lifestyle of truck drivers, PEs are the vital links to disseminate information related to Apollo Health Care Centre's facility. PEs are not only easily accessible but also help in reaching out to the target audience at the most opportune time.



The programme has mobilised over 1,000 Peer Educators out of these 300 PEs are engaged in Peer Led program, who provide voluntary service for the healthcare project across locations.



“A healthy truck driver will be able to avail my Dhaba's services too. This is my motivation to work on this programme.”

- Bala Devi, SGTN, Delhi



### 3. Presence of all Health Services at Doorstep

In extension to our static healthcare centre, mobile alternatives are provided to enhance connectivity. Mobile camps are conducted at all locations.

Mobile Medical Unit - the 'Apollo Tyres Healthcare Express' was launched for the health check-up of truck drivers and allied population at four locations in Delhi, Namakkal, Cuttack and Chhindwara.

#### MOBILE MEDICAL UNIT



Treatment of sexually transmitted infections



Vision screening and providing spectacles



Blood Group and Blood Sugar Tests



Screening for HIV



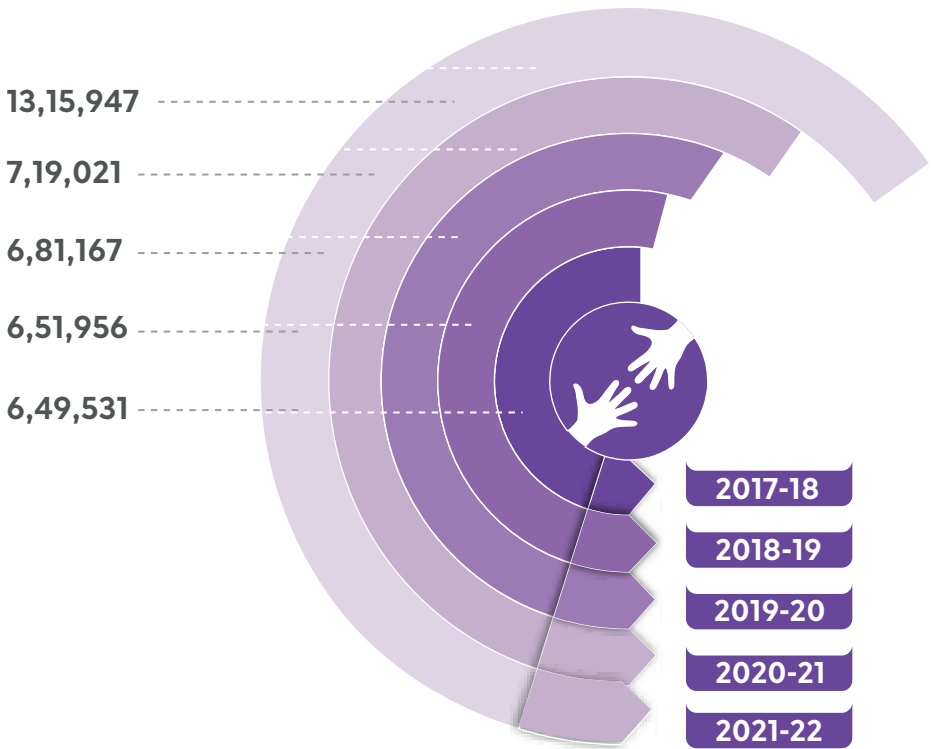
Healthcare Express with MBBS doctor, Pharmacist, Lab Technician and outreach workers



# OUTCOME



## Coverage\* (Outreach and OPD)



Total  
Coverage \*\*

**7.2 Million**

\* Data for last 5 years

\*\* Date from November 2003 to March 2022

## OUR ENGAGEMENT

### PARTNERSHIP FOR ACTION AGAINST TUBERCULOSIS (PACT)

To support Prime Minister Narendra Modi's call to eliminate TB in India by 2025, ATF joined Corporate TB Pledge (CTP) - a joint initiative of Government of India and USAID - in 2019 and became a diamond member of CTP in 2020. Committed to support the National Tuberculosis Elimination Programme by promoting partnerships, the Apollo Tyres Foundation and The Union, as part of Corporate TB Pledge initiative, organises an annual event 'Partnership for Action against Tuberculosis (PACT)'. PACT was initiated in September 2020. The aim of the PACT Location Campaign is to motivate other corporates and advocate TB initiatives to all stakeholders. To this date, nearly 30 corporates and business associations have been mobilised by Apollo to take the corporate TB Pledge initiative.



# AWARDS & RECOGNITIONS

## Recognition from Ministry of Health and Family Welfare

Recognition certificate from Ministry of Health & Family Welfare for exemplary contribution under TB elimination initiative for year 2021 & 2022



## CSR Health Impact Award 2021

Gold-CSR Health Impact Award 2021 under 'Health CSR Project – Health Campaign of the Year' category

## CSR Times Award 2021

Apollo Tyres Foundation received CSR Times Award 2021 under Healthcare category



## ASIAN CSR Awards 2015

ASIAN CSR Awards 2015 was given by Asian Forum on Corporate Social Responsibility, under the 'Health Enhancement' category



# APOLLO TYRES HEALTHCARE CENTRES



Map not to scale



Apollo Tyres, being conscious of the triple bottom line coherence (people, planet, profit), has developed a CSR framework identifying and prioritising its key stakeholders - Customer, Employees, Supply Chain Partner and Community. This framework clearly revolves around the principle of the three I's i.e. to Involve, Influence and Impact.

Apollo Tyres Foundation was registered in 2008 through which the CSR activities of Apollo Tyres Ltd. are implemented. The objective of all the activities is to have a positive impact on the everyday lives of our stakeholders on business. Unless the same is achieved, it will not lend itself to sustainability.

The CSR programmes and activities are aligned to national and international development goals.