STEPS Clubfoot Care

2022 ADVOCACY HIGHLIGHTS

FOCUSED CLUBFOOT AWARENESS AND ADVOCACY REACHED MORE PEOPLE

- We spread the message that clubfoot is treatable with 3 campaigns, with a collective audience of more than **111 million**, and an advertising value equivalent (AVE) of **R 2,481,357.43**.
- During March, we featured World Birth Defects Day and the participation of orthopaedic surgeons in the Cape Town Cycle Tour.
- Our executive director gave a presentation at the GCI "Early Detection and Referral Knowledge Sharing Forum" webinar in May.
- For World Clubfoot Day in June we launched our STEPPING UP campaign. The focus of our campaign was to showcase the village it takes to treat clubfoot doctors, health professionals, clinic staff, families, donors and Steps.
- STEPPING UP is a new monthly giving initiative where supporters can sign up to give R60 or \$5 monthly to support one child through their full four-year journey to full mobility.
- For World Clubfoot Day in June we also shared positive stories from clubfoot patients that had graduated from their treatment and from our clinic partners across our social accounts (Facebook, Instagram, Twitter and LinkedIn), a total of 34 posts over the month.
- For **Disability Awareness Month** in November, we highlighted the Clubfoot Africa Conference and that clubfoot is a treatable birth condition that should not be a disability.
- Our executive director gave a presentation at the 2022 Rural Health Conference in September.
- We were interviewed for a BBC podcast on clubfoot treatment and the Clubfoot Africa Conference in November that was broadcast globally.
- We were honoured to be a winner in the inaugural **South African Leading Women in CSI awards** in August.

Outcomes

- Clubfoot is a recognised condition.
- More support from the public.
- Communities are sensitised and stigma of clubfoot reduced.
- Clinic staff morale increased.
- More people know that clubfoot is treatable.
- Through early diagnosis more patients are treated soon after birth, reducing the burden of over-crowded clinics.





MEDIA INTEREST

Stigma erased step by step

Children born with clubfoot are not left without hope.
This condition, caused by a shortened Achilles tendon, is a foot deformity that makes walking difficult or impossible. However, non-surgical treatment has been proven to reverse the condition. This method of treatment, known as the Ponseti method, was highlighted on 3 March in commemoration of World Birth Defects Day.

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Because congenital anomalies are still regarded with suspicion around the world, it is hoped that the conditions can be destigmatised through awareness campaigns.

Steps Clubfoot Care, a non-profit organisation, is raising much-needed awareness about clubfoot in South Africa, Botswana, Namibia, Tanzania and Seychelles.

Karen Mara Moss founded the organisation in 2005 when her son was born with clubfoot.

"The condition results in one or both feet twisting inward and pointing downward," said Mosss.

"When my child was born with his condition, I felt very alone. It took a great deal of research to find the Ponseti method, and a great deal of investment to have my son treated in America. It became my passion not only to bring this treatment method back to South Africa, but to prioritise patient support."



A cast being fitted to a baby born with clubfoot.

Moss established the organi-sation with the goal of intro-ducing and promoting the non-invasive Ponseti method of clubfoot treatment in Southern Africa and supporting families going through treatment. Last year alone, 709 new patients were enrolled in the clubfoot treatment pro-gramme.

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"The national network of 35 South African partner clinics treated 2 902 patients and undertook 11 161 clubfoot clinic patient appointments." About 11 000 children in Southern Africa are born with clubfoot every year.

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"In the past, many of these children were regarded with superstition and fear, and some were forced to live a life of disability," she said.
"While this still occurs, there is increasing awareness around the world that this condition is not caused by the parents. It can be very effectively treated, and these children can go on to live active, productive lives with full mobility."

The Ponseti method is a specific technique of manipulation of the deformity, followed by the application of a plaster cast with the foot in the corrected position.

THE GIVE BACK

CLUBFO THE CONGENITAL DEFECT THAT CAN BE TREATED

Statistics show that Southern and East Africa have the second highest numbers of clubfoot in the world, with an estimated one in every 500 children born with clubfoot. Every year, around 11 000 children are born with clubfoot in Southern Africa. This results in one or both feet (unilateral or bilateral) As a result, the foot is rigid and cannot be pushed back into the correct position. The majority of children born with clubfoot are not missing any bones, muscles, or con-nective tissue. It is a congenital condition, eaning that it is always present at birth

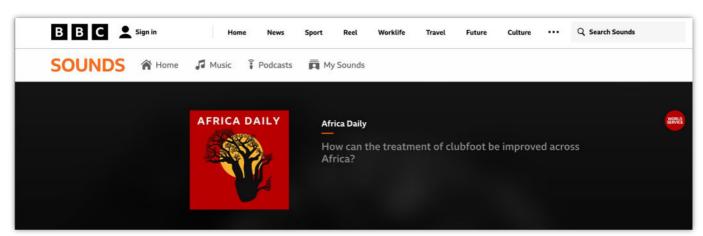
In the past, children with clubfoot were regarded with superstition and fear and forced to live a life of disability. Whilst this does still occur, there is increasing awareness around the world that parents do not cause this con-dition, that clubfoot can be effectively treated, and that these children can live active. productive lives with full mobility.

Steps Clubfoot Care is an NPO that operates in South Africa and supports treatment providers in Botswana, Namibia, Lesotho, Swaziland, Tanzania and Seychelles. Founded in 2005 by Karen Mara Moss, who had a son with clubfoot, Steps' purpose is to intro-duce and promote the non-invasive Ponseti Method of clubfoot treatment in Southern Africa and support families going through treatment. Their innovative approach and theory of change model have seen them win numerous awards, such as the SAB Foundation Social Innovation Awards.

Steps support 35 partner clinics in the South African state health sector by training healthcare workers, focusing on advocacy and supplying clubfoot braces. In addition, Steps train clubfoot clinic coordinators on parent education and clinics are provided with parent education leaflets, posters, training, and medical devices. Steps also mentors and supports clubfoot providers in neighbouring countries with educational resources, training and medical devices.

In 2021, Steps recorded 709 new patients enrolled on the clubfoot treatment pro-gramme. Also, the national network of 35 South African partner clinics treated 2,902 patients and undertook 11,161 clubfoot clinic patient appointments.

"Unfortunately, the Covid-19 pandemic created challenges for clubfoot treatment, with some of the clinics closed or only partially operating during lockdown periods. However, the statistics are still excellent," says Karen Mara Moss, CEO and founder of Steps Clubfoot Care. "King Edward VII Hospital also joined the Steps Clubfoot Care programme at the beginning of 2022, and



Cyclists raise R66 000 for clubfoot

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SOCIAL MEDIA























