



Impact Report 2022

Expanding Best-Practice Care for Clubfoot Patients

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01

BACKGROUND AND INTRODUCTION



INTRODUCTION



Connection

Collaboration

Inspiration

We are pleased to report that we had a productive 2022, with many new achievements, and an increase in both clinic partners and patients in treatment. We have learnt and become stronger through the COVID-19 pandemic and we continue to make a real difference in more children's lives.

Although many challenges remain, the progress is encouraging. We know that our model for change works and we are moving forward.

Studies report that in our region, clubfoot occurrence is the second highest globally (2 to 3:1000 births), affecting about 1 in 500 children. Data published by the Global Clubfoot Initiative states that an average of 20 - 50% of children have access to treatment in resource-restricted countries, depending on the country. We therefore estimate that every year there are about 8,800 children born with clubfoot in Eastern and Southern Africa who have no access to treatment. We are working to change this, along with our clinic partners and supporters.

Clubfoot sufferers remain trapped in a poverty cycle, unable to access education or the means to make a living and contribute to their community and country's economy. They can be ostracised by their communities and often live with pain, shame and isolation. **If treated at an early age, the problem of clubfoot is solved. We have an extraordinary opportunity to change these children's lives!**

We acknowledge with our heartfelt gratitude:

Our partner clinics – Their commitment and determination to serve their patients with high-quality care, often with limited resources, is incredible. They inspire us daily.

Our donors – We have an amazing community of supporters from large grants to individual monthly giving. Each and every donor is making a difference to the children we serve. We also have pro bono donors who provide us with valuable resources pro-bono such as video production, photography and IT support. We are extremely grateful to all of you – every donation counts.

Our business partners – The clubfoot brace manufacturers we work with have been supportive and understanding of local conditions, and we acknowledge their generosity and kindness.

Our team - We pulled off the first African clubfoot conference in Africa while still making sure that we were delivering the support needed by children born with clubfoot. That took dedication, extra hours of work and learning new skills. I am very proud of them all.

Our global network – Regular global meetings with other clubfoot support providers and sharing our resources has created a community that collaborates with the same goal in mind – eliminating clubfoot as a disability.

Our board – Despite busy schedules, our board were generous with their time to attend meetings and give encouragement, advice and support.



Karen Mara Moss
Founder and Executive Director
March 2023

THE STEPS FOUNDING STORY



It all started in 2003 with the birth of a boy with clubfoot in South Africa. After her son's successful treatment by Dr Ponseti in Iowa, Karen Mara Moss returned home and told the story to local doctors. Karen founded Steps in 2005 to introduce and promote the Ponseti Method of clubfoot treatment in Southern Africa and support families going through treatment.

The first Steps Ponseti training was held in Johannesburg in 2006 to introduce the Ponseti Method to South African Paediatric Orthopaedic surgeons, and to have consensus that the Ponseti Method is the best treatment for clubfoot. Endorsed by Dr Ignácio Ponseti and with expert faculty trainers from Brazil, Canada and the UK, the training was a resounding success and drove the change of clubfoot treatment in the region.

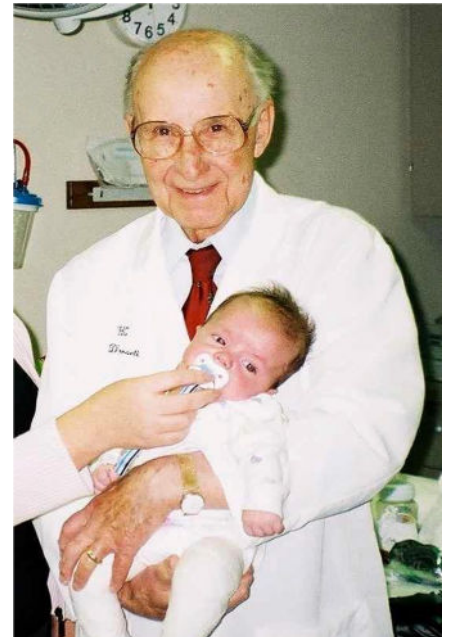
The second Steps Ponseti workshop in 2007 focused on state clinics and sustainability. Following this training, the first Ponseti clubfoot clinics were established by doctors at Charlotte Maxeke Johannesburg Academic Hospital and in other main centres around South Africa. Ugandan orthotists taught local orthopaedic technicians to make the low-cost Steenbeek clubfoot brace.

The Ponseti Method is now part of the South African medical school curriculum for doctors. It is the gold-standard of treatment for clubfoot in South Africa, having been officially endorsed by South African Paediatric Orthopaedic Society (SAPOS) in 2012 as best practice. Steps partners with SAPOS on all our training workshops and has held 24 training sessions in South Africa, Namibia, Botswana, the Seychelles and virtually for over 1400 health professionals. Steps holds global clubfoot webinars and also organised and hosted the first global Clubfoot Conference in Africa.

Steps is a registered NPC, NPO and PBO based in Cape Town, South Africa and works with clubfoot clinics in South Africa, Namibia, Botswana, Lesotho, Swaziland, Tanzania and the Seychelles.

Our solution, which offers support and expanded clubfoot management, not only changes the future of a child born with clubfoot by giving them mobility and the means to access education and make a living, it changes the future of the community and country.

As a member of the Global Clubfoot Initiative we support the #runfree2030 vision of a world where every child born with clubfoot can walk and run free from disability.



Dr Ignácio Ponseti



The core purpose of Steps is to improve the lives of children born with clubfoot.

We are based in Cape Town and operate nationally, with regional influence.

We are the only organisation working in this space in South Africa.

Our proven model focuses on innovative clubfoot treatment support, capacity building and maximum impact.

The Steps Clubfoot Care award-winning model is aligned to the United National Sustainable Development goals:

SDG Goal 1.

End poverty in all its forms everywhere.

SDG Goal 3.

Ensure healthy lives and promote well-being for all at all ages.

ABOUT CLUBFOOT



Clubfoot (Congenital Talipes Equinovarus) is a common congenital birth defect.



The affected foot and ankle is rigid, pointed downwards and inwards.



Clubfoot can be successfully treated.



Around 180,000 children are born every year with clubfoot, the majority are in developing countries.



CLUBFOOT INCIDENCE IN SOUTHERN AFRICA



There is a higher incidence rate than the global average (according to studies).



Every year the number of new patients diagnosed is:

- $\pm 2,000$ in South Africa
- $+3,000$ in neighbouring countries



Clubfoot affects ± 1 in 500 children.



The approximate ratio is 2:1 boys to girls.

THE BURDEN OF UNTREATED CLUBFOOT



Lwandi, 3 years old,
Johannesburg



- Untreated clubfoot is a disability.
- The ankle is stiff, tendons are tight, the foot is twisted, pointed down and inwards.
- The top of the foot is where the bottom should be.
- The child cannot walk normally, wear shoes or go to school.
- Children with clubfoot are often teased and shunned.
- Mothers are often blamed for the condition.
- Families hide children from their community.
- Some are told to amputate.
- This all leads to a life of pain, shame and isolation.
- Ultimately, the child is trapped in a poverty cycle.

Untreated clubfoot



Treated clubfoot



CHALLENGES AND BARRIERS TO TREATMENT IN RESOURCE RESTRICTED SETTINGS

- Low awareness in the community and health sector that clubfoot can be treated.
- Delayed diagnosis and late referral to clinics.
- A lack of trained health professionals to treat clubfoot effectively.
- Long and costly travel for treatment at main centres.
- Effective treatment can be limited by an under-resourced healthcare system.
- Establishing government health clinics requires restructuring and training.
- The treatment is long and requires commitment from families.
- High patient dropout risk due to socio-economic problems and travel challenges.
- Stigma or superstition further burdens families who are often poor and dealing with multiple social problems
- Shortage of clubfoot braces or braces of sufficient quality can result in treatment failure.

THE SOLUTION: THE PONSETI METHOD



- Suited to restricted resource settings.
- Effective, +90% success rate.
- Globally endorsed as best practice.
- Steps introduced the Ponseti Method to South Africa, Namibia, Botswana, and the Seychelles.
- Patient-centred care.



Dr Ponseti and Karen Moss

PONSETI METHOD - FROM BIRTH TO AGE 4



Diagnosis



Weekly casts



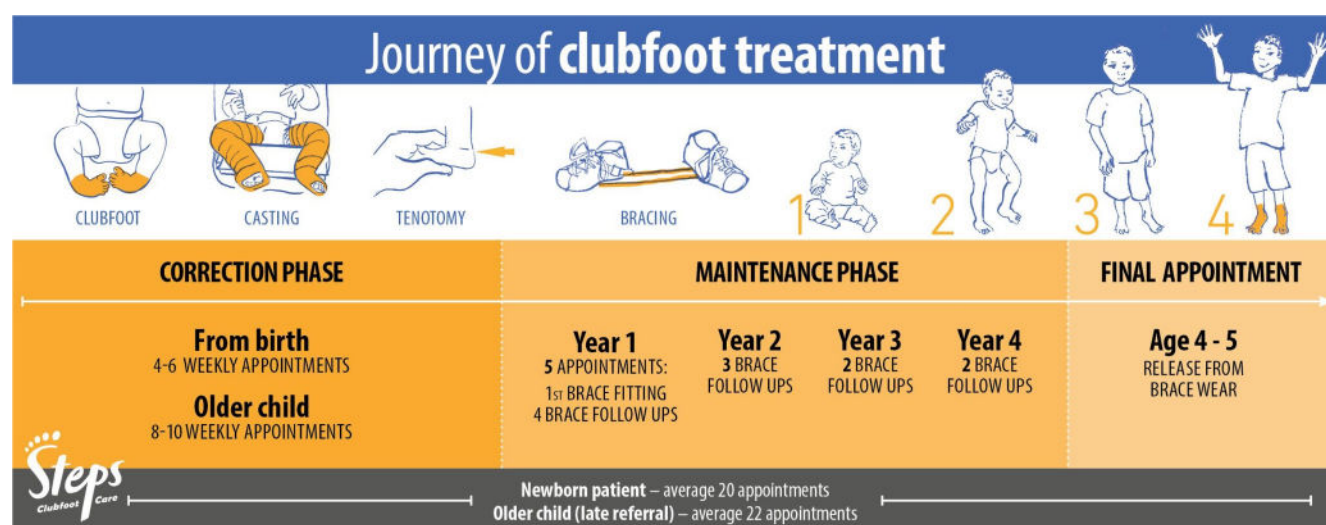
Night brace 4 years

THE JOURNEY OF CLUBFOOT TREATMENT



Patients will have at least 20 clinic appointments over the four-year treatment of clubfoot. It's important to continue during the Maintenance Phase when the night-time brace is worn to prevent recurrence.

Routine check-ups ensure adherence and bigger braces are provided as the child grows.



For many families, travel to the clinics is far and expensive. The cost of the initial regular weekly treatments is tough for families who are already dealing with financial stress due to unemployment or reduced income and other challenges.

Treatment can fail if patients do not attend the clinics regularly, resulting in disability.

Economic Challenges of Accessing Clubfoot Treatment

Support is vital not only for clubfoot clinics, but also to improve patient access to specialist clinics for the four-year treatment. Unpublished cost estimates from South Africa indicate that about 5% of the total treatment cost is borne by the patients on transport alone. If the time costs were included it would be quite a substantial impact on the household expenditure.

Care should take place as close to home as possible, especially in less developed settings. Care must be as simple as possible – the Ponseti Method is ideal as it can be offered in resource restricted settings.

STEPS CORE PURPOSE IS TO HELP GIVE EVERY CHILD BORN WITH CLUBFOOT ACCESS TO THE BEST POSSIBLE TREATMENT

A child that grows up with untreated clubfoot often faces a life of poverty, struggles to find work and can even be rejected or hidden away by their family or community.

Treating clubfoot effectively is a solution to one of the root causes of poverty – disability.

Effective clubfoot treatment means that a child can run, walk, play sport and go to school – with all the enjoyment and freedom that results from full mobility and straightened, flexible feet.

Early intervention and successfully treated clubfoot prevents a lifetime of disability. Children should not have to live with the poverty and misery of the burden of neglected clubfoot.

Every child deserves the best treatment available, regardless of where they are born. Accurate diagnosis, early intervention and referral is critical for this disabling, but completely treatable birth defect.



OUR MISSION

Steps works with partners, donors, medical professionals and parents towards a clear vision of a sustainable and effective solution to the disability caused by untreated clubfoot.

CORE VALUES



S

Sustainability – Lean management, financial responsibility and working smart to secure the future of clubfoot treatment for posterity.

T

Trust and Integrity – Open communication with all our donors, partners and stakeholders.

E

Empathy – Understanding and prioritising the welfare and wellbeing of our primary beneficiaries - children born with clubfoot.

P

Passion – Keeping and reinvigorating enthusiasm for our cause in the challenging sector of non-profit healthcare.

S

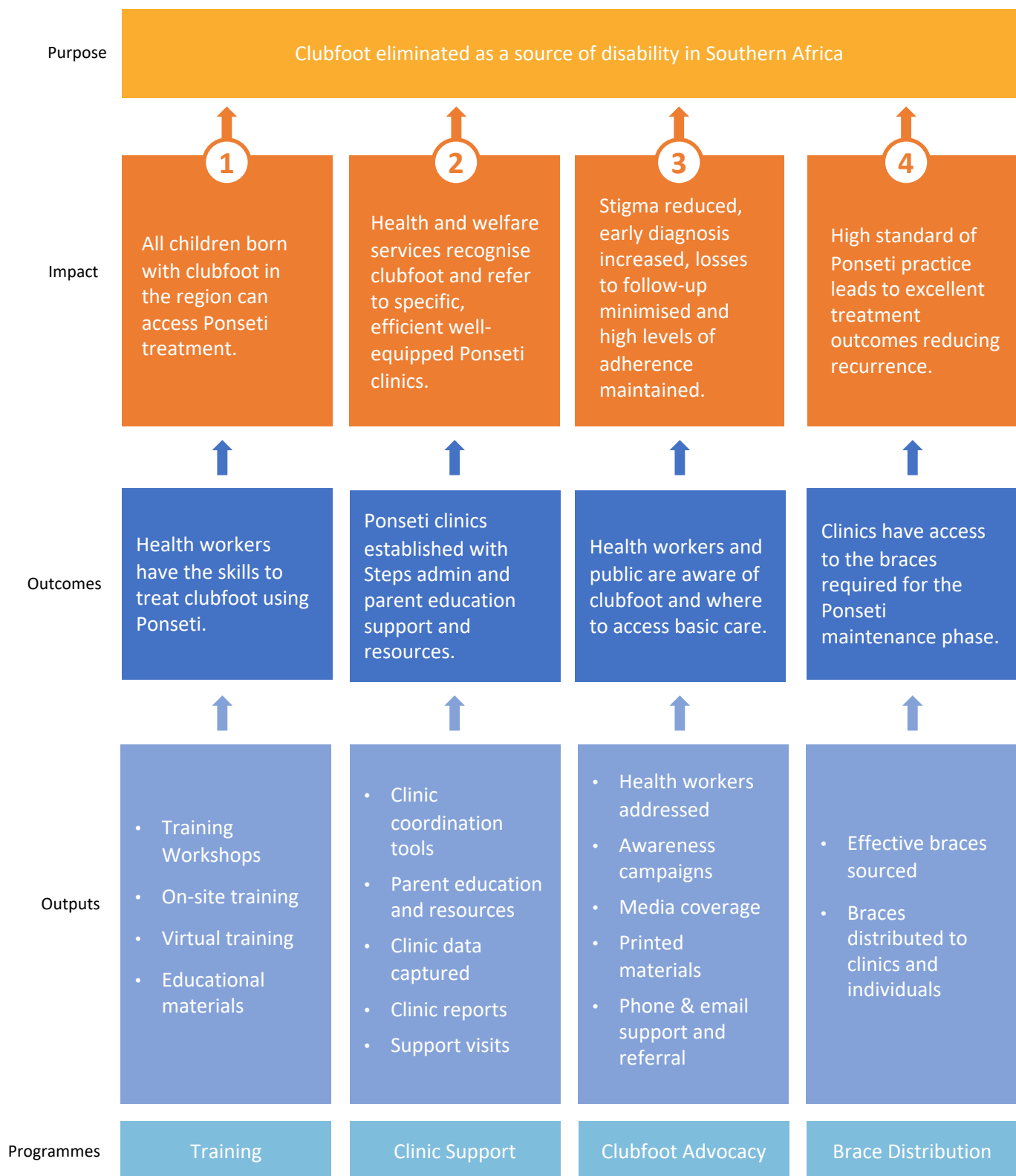
Simplicity – Staying focused on our core purpose with everything we do, while keeping the clubfoot child in mind.

Connection – Relationships are everything - we collaborate and share our resources and knowledge.

Innovation – Finding new ways to maximise and improve our impact and dispensing with anything that no longer works, to keep us efficient.



STEPS THEORY OF CHANGE MODEL



THE STEPS MODEL:



MEASURABLE, EFFECTIVE, LOW COST,
HIGH IMPACT, SUSTAINABLE, SCALABLE

A FOUR PILLAR CLUBFOOT SUPPORT PROGRAMME

1 TRAINING



IMPACT: Increase number of children treated.

2 CLINIC SUPPORT



IMPACT: Improve quality of treatment, increase patient adherence, accurate clinic stats.

3 ADVOCACY



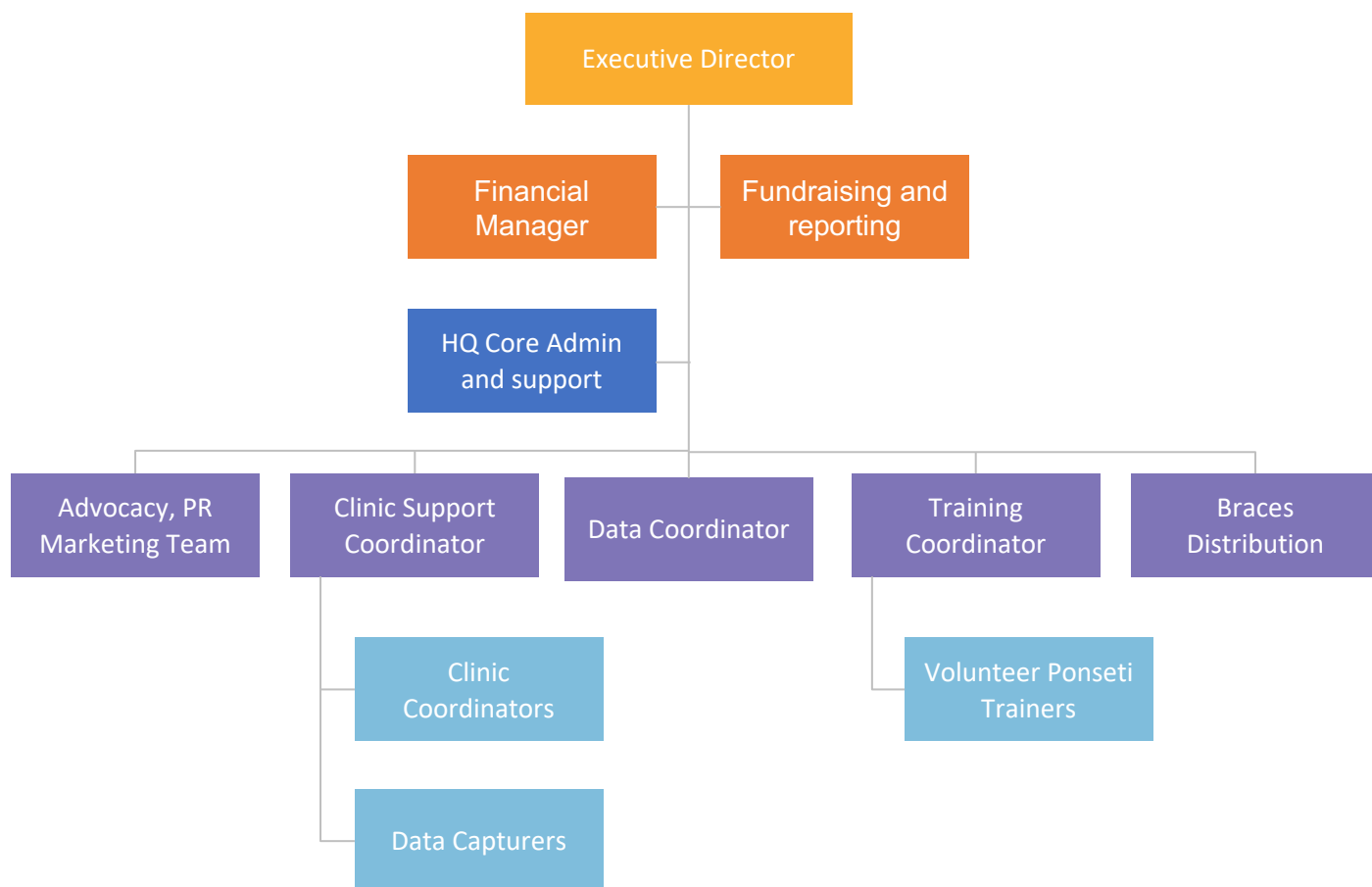
IMPACT: Remove stigma and increase early referral.

4 BRACES



IMPACT: Successful 4 year treatment without recurrence.

OUR STRUCTURE



Steps Clubfoot Care

Smangele Dladla
Luke Engel
Penny Hlakula
Lynne Huppert
Refiloe Khosa
Ursula Kibido
Jane Mackinnon
Alan Millar
Karen Mara Moss
Ivy Muffler
Gabrielle Rademeyer
Phumzile Zondi

Clubfoot Africa Conference

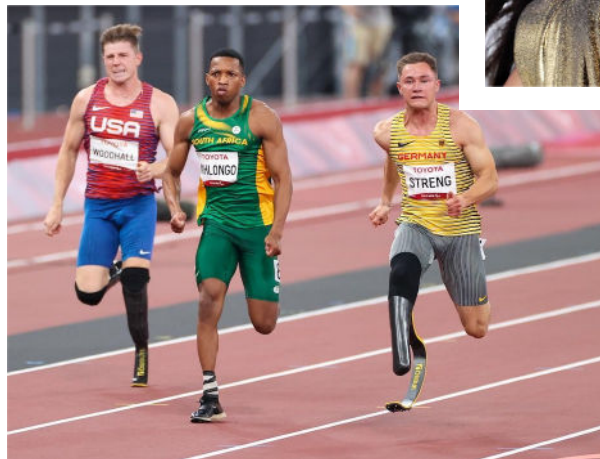
(SAPOS) South African
Paediatric Orthopaedic
Society
S2 Creative Squared Creative
Projects
Jeanne Day-Spriestersbach
Penny Hlakula
Karen Mara Moss (*Chair*)
Gabrielle Rademeyer

Steps Directors

Prof Jacques du Toit
(*Medical Director and
Chair*)
Cheryl Howard
(*Treasurer*)
Erin Leigh Goliath
(*Secretary*)
Karen Mara Moss
(*Executive Director*)
Denalda Tuckett
(*Non-executive Director*)

Steps Ambassadors

Bernelee Daniell
Charne Felix
Mpumelelo Mhlongo
Thato Molamu
Cameron van der Burgh



02

OUR IMPACT





Improved life and the alleviation of pain with a solution.

“

My advice to parents: Do not panic. I am so excited that my son has normal feet and can now do everything. Your child can too.

”

OUR TOP 5 ACHIEVEMENTS IN 2022



Clubfoot Africa Conference

We organised and hosted the inaugural Clubfoot Africa Conference in Cape Town at The UCT Graduate School of Business Conference Centre in November 2022. A total of 261 delegates attended the hybrid conference, representing 43 countries. Media coverage included BBC.

22% increase in new patients enrolled

We also recorded the highest number of supported patients since our clinic programme started - 18% more children in treatment at our partner clinics. Patient numbers have increased, data submissions are higher. Early detection and referral for treatment is improving, with increased clubfoot awareness through training and campaigns.



38 partner clinics supported

Our national network of partner clinics continues to grow with three new partner clinics added to the Steps clubfoot clinic family in 2022 from the Eastern Cape, Gauteng and Kwazulu Natal.

Created a hybrid model for sustainability

We established Stepify (Pty) Ltd as the social enterprise sister company of Steps Clubfoot Care. Stepify is the new commercial entity of Steps, providing quality paediatric orthopaedic products at fair prices while supporting the clubfoot treatment programme.



Three successful clubfoot awareness campaigns

- World Birth Defects Day (March)
- World Clubfoot Day (June)
- Disability Awareness Month (November)

OVERVIEW CLINIC PARTNER STATS

JANUARY 2022 – DECEMBER 2022



1,032

New patients enrolled
at partner clinics



4,167

Patients in
treatment



16,027

Clinic visits
by patients



38

Active clinic
partners



1,725

Braces distributed



608

Steps clinic
support visits



1,847

Education materials
distributed



164

Medical scrubs
provided



77

Treatment Graduation
Certificates issued



FOCUSED AND INTENSIVE TRAINING TOOK PLACE

We had many firsts in 2022:

- 1st 4-hour Ponseti ACT Pre-service training
- 1st Online Ponseti Theory training
- 1st Blended Learning Ponseti training
- 1st Parent and Caregiver workshop
- 1st Clubfoot Conference in Africa

405

Total Attendees in-person
(training workshops and conference)

320

Total Virtual attendees - training and
conference

49

Countries reached

1,654

CPD points earned by 173
delegates/attendees

22

Medical talk videos recorded and
loaded to Clubfoot Africa Education
Vimeo Channel

396

Unique Viewers of Vimeo
recordings of medical
presentations and webinars
(1,100 views)

Outcomes

- More patients can be treated.
- Patients have successful treatment outcomes.
- More clinic workers have access to Ponseti and clubfoot patient-centred care training materials.
- Consistency of treatment quality increased.
- Clinics have well-trained staff who are knowledgeable about clubfoot.
- Improved skills at smaller clinics reduces the burden on main centres.

OUR PARTNER CLINICS AND CLUBFOOT PATIENTS RECEIVED A LOT OF SUPPORT

38

Partner clubfoot clinics in our support programme.

3

New clinic partners joined our support programme.

1,032

New patients enrolled at partner clubfoot clinics.

4,167

Total children in treatment at partner clinics.

16,027

Patient clinic visits recorded.

608

Clinic support visits by Steps.



Outcomes

- Clinics are well-equipped and streamlined and treating patients effectively.
- More parents feel supported and empowered for their child's treatment.
- Families can access clinics closer to home, resulting in regular clinic visits and improved adherence.
- Improved processes, data capture and reporting.
- Patients are retained for the full treatment period.

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.



PILLAR 3: ADVOCACY

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.

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 Moss.

"When my child was born with this 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.

Photo: Supplied

Moss established the organisation with the goal of introducing 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 programme.

"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.

"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

CLUBFOOT

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) twisted inward and pointed downward. 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 connective tissue. It is a congenital condition, meaning that it is always present at birth when it occurs.

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 condition, 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 introduce 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 programme. 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

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AFRICA DAILY



Africa Daily

How can the treatment of clubfoot be improved across Africa?

WORLD SERVICE

Cyclists raise R66 000 for clubfoot

A team of orthopaedic surgeons and almost 100 volunteers recently completed a week-long 2022 Cape Town Cycle Tour race, all in aid of charity.

The tour was held on Sunday 13 March.

The R66 000 raised during the tour will help to change the lives of 35 children born with clubfoot, the hospital said.

Clubfoot is the most common musculoskeletal birth defect globally. The baby is born with one or both feet twisted downwards and inwards, in a rigid position. If left untreated, the child will be unable to wear shoes or walk normally, leading to a life of disability, isolation and pain. Unlike many other birth defects, clubfoot is treatable.

"When I was a medical student, I learnt about clubfoot early in my career. I think the more people are aware in the rural and underserved communities, the earlier they can get help, and the better the outcome will be for all our patients. Clubfoot treatment is very fulfilling, as we see how children progress from immobility to mobility, so it seemed apt to us to raise funds through something that demonstrates physical mobility like the Cape Town Cycle Tour," said Dr Renier Kriel, Orthopaedic Surgeon at Tygerberg Hospital.

Steps, a South African based non-profit organisation (NPO) which supports babies born with clubfoot across South Africa and further afield, was founded by Karen Moss in 2005.

The Steps Clubfoot Care's patient-centred support programme works with its partner clinics nationally, including the clubfoot clinic at Tygerberg Hospital – a partnership that has been in place since 2013.

"In South Africa, Steps Charity NPO is the only non-profit focused on clubfoot treatment and, since its establishment in 2010, has enabled more than 15 000 children to access the Ponseti Method of treatment," said Moss.

She added: "We were established in response to the huge need for clubfoot treatment support in Southern Africa. Less than 8% of patients have access to health insurance or the means to pay for treatment. Since clubfoot is a treatable condition, we had to do something to help children avoid a life of disability. The Ponseti Method was successful with my own child and so I have worked to introduce it to South Africa and neighbouring countries to try and assist all parents whose children are born with the same condition."

Kriel concluded: "It was a great time to see such a large amount of fun. Riding for a worthy cause like Steps has made it so much more enjoyable."

Henrie and Cain Bosch also took part in the cycle tour in aid of Steps Clubfoot Care.



Tygerberg Hospital orthopaedic surgeons, Johan le Roux, Renier Kriel, Theo Vito Oland, Hendrik van der Merwe and Dr. J. van der Merwe enjoying a well-deserved drink after completing the recently held Cape Town Cycle Tour.



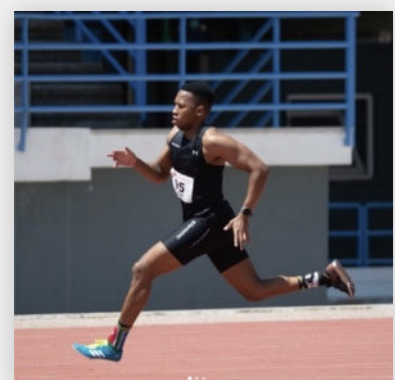
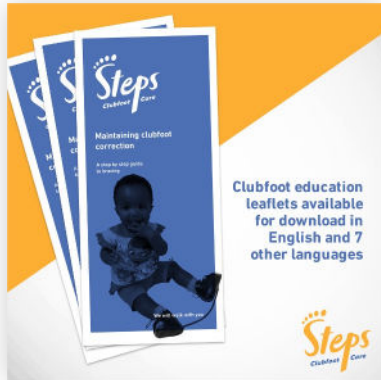
Henrie and Cain Bosch also took part in the cycle tour in aid of Steps Clubfoot Care.



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PILLAR 3: ADVOCACY

SOCIAL MEDIA



MORE CHILDREN RECEIVED CLUBFOOT BRACES TO REDUCE DISABILITY

The clubfoot brace is a vital part of treatment. Without a reliable supply of comfortable and effective clubfoot braces, treatment fails. The Clubfoot Brace is included in the World Health Organisation's Priority Assistive Products List.

Steps works with international partners to source and supply medically endorsed clubfoot braces for Southern Africa. Steps supplies parents, healthcare professionals and clinics in the government and private health sector and provides support and education for sizing, fitting, and brace protocol.

1,725

Clubfoot braces distributed in 2022.

2

Government contracts awarded, orders increased for distribution of clubfoot braces.



Value of brace donations to our partner clinics in 2022: **R 537,623.28.**

145

'My Clever Night Night Shoes' storybooks distributed in 2022.

Outcomes

- Clinics and patients have consistent access to braces to ensure optimum treatment and prevent recurrence.
- Children have comfortable and effective clubfoot braces.
- Risk of recurrence reduced.
- Burden on clinics decreased.



03

IMPACT STATISTICS



2022 DATA COLLECTION OVERVIEW

STEPS STATS DATA COLLECTION TOOL



Clinic submission

All of the number-based statistics are submitted weekly, on the day allocated to each clinic.

Basic numbers from every clinic:

- How many new patients?
- How many patients are repeat visits?
- What numbers of each treatment were performed? (casting, tenotomies, brace fittings, check ups, etc.)
- How many patients are finished with treatment?

These statistics are recorded and checked weekly. This means Steps can monitor trends and identify clinics or provinces where we may need to offer more support.

- Received data is automatically safely stored in the cloud (on our Google Drive).
- Automatic reports are generated to be used and distributed to partner clinics.

Submitted statistics are recorded and checked weekly

Can be calculated:

- Over any given time period
- Per clinic
- Per province
- National

Using data, Steps can:

- Monitor trends and identify clinics or provinces where we may need to offer more support

Number of:

- New patients enrolled
- Patient follow-up visits on clinic day
- Each treatment performed on clinic day (castings, tenotomies, brace fittings, check-ups)
- Patients completed treatment

Percentage of:

- Patient gender
- Unilateral/bilateral cases

What we don't collect:

Data is all 100% anonymised. Steps only gets the numbers and are never sent the patients' names or anything about individuals. This protects the patients' rights and keeps Steps compliant with the law.

At some of the largest clinics Steps will sometimes assist with entering clinical data on the hospital's data system, but we have no access to that data, in compliance with POPIA. It belongs to the hospital and is for their use only. This data would typically be used by the doctors for research projects.

DATA COLLECTION OVERVIEW



CLINIC REPORTING 2022 UPDATE

During the first two quarters of 2022 Steps concentrated on automated reporting. This was in two major areas:

- Automating internal reporting to reduce costly preparation time in documenting Step's clinic support work for management and donors, and;
- Generating automated individualised per-clinic reports which summarised the statistics submitted weekly.

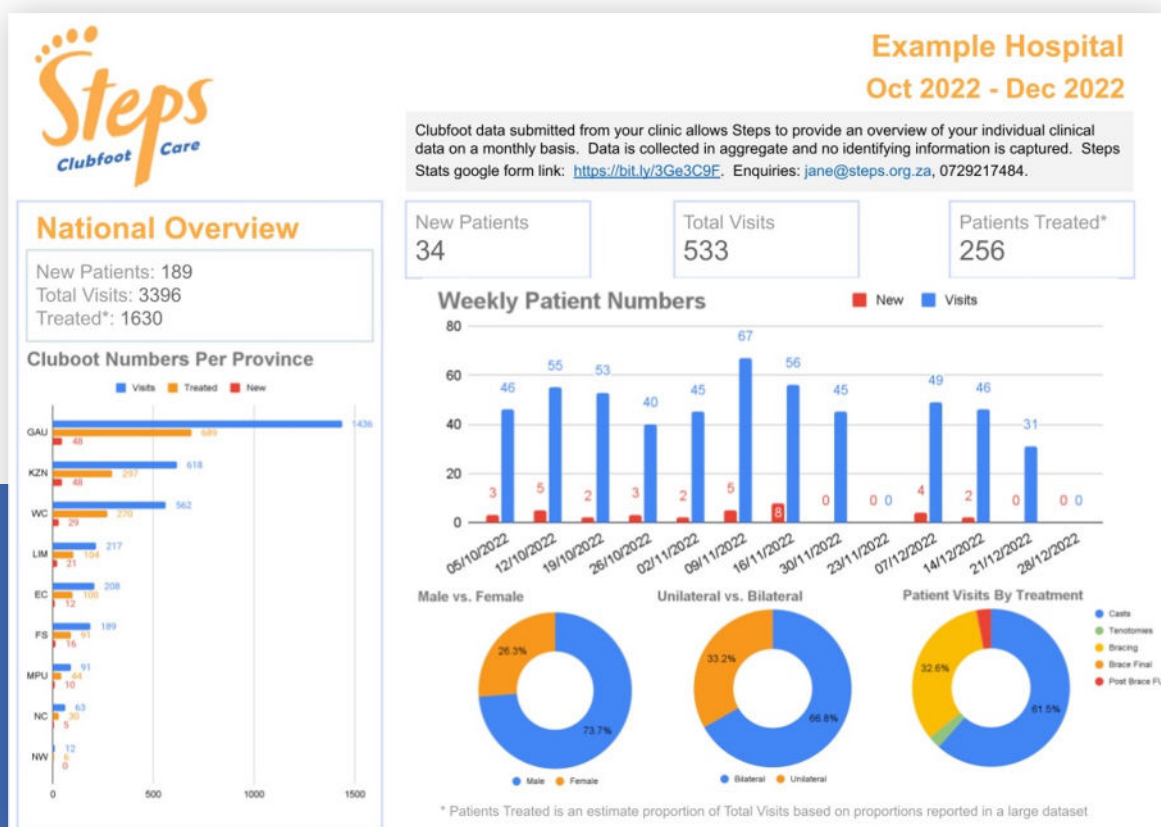
In both cases we used a custom solution based on the Google Office Suite. Various apps were connected to this suite together with scripting code. This meant a process of pilot testing of the new system, but it ultimately delivered the specific kind of reporting needed (PDF files, including graphics and narrative, that can be attached to emails automatically).

The clinic data-submission monitoring tool was improved to allow tracking of whether data submissions are outstanding as well as why data could not be collected in some instances - where, for example, clinics were closed for maintenance, holidays, or health emergencies such as those caused by COVID-19.

Steps is now capable of better oversight and responsiveness to clinics and partners than most organisations of its staff and budget size.

The statistics we collect at our partner clinics are useful for planning and give a good overall reflection of clubfoot treatment in South Africa that would otherwise not exist as there is no active birth defect surveillance in the South African health sector.

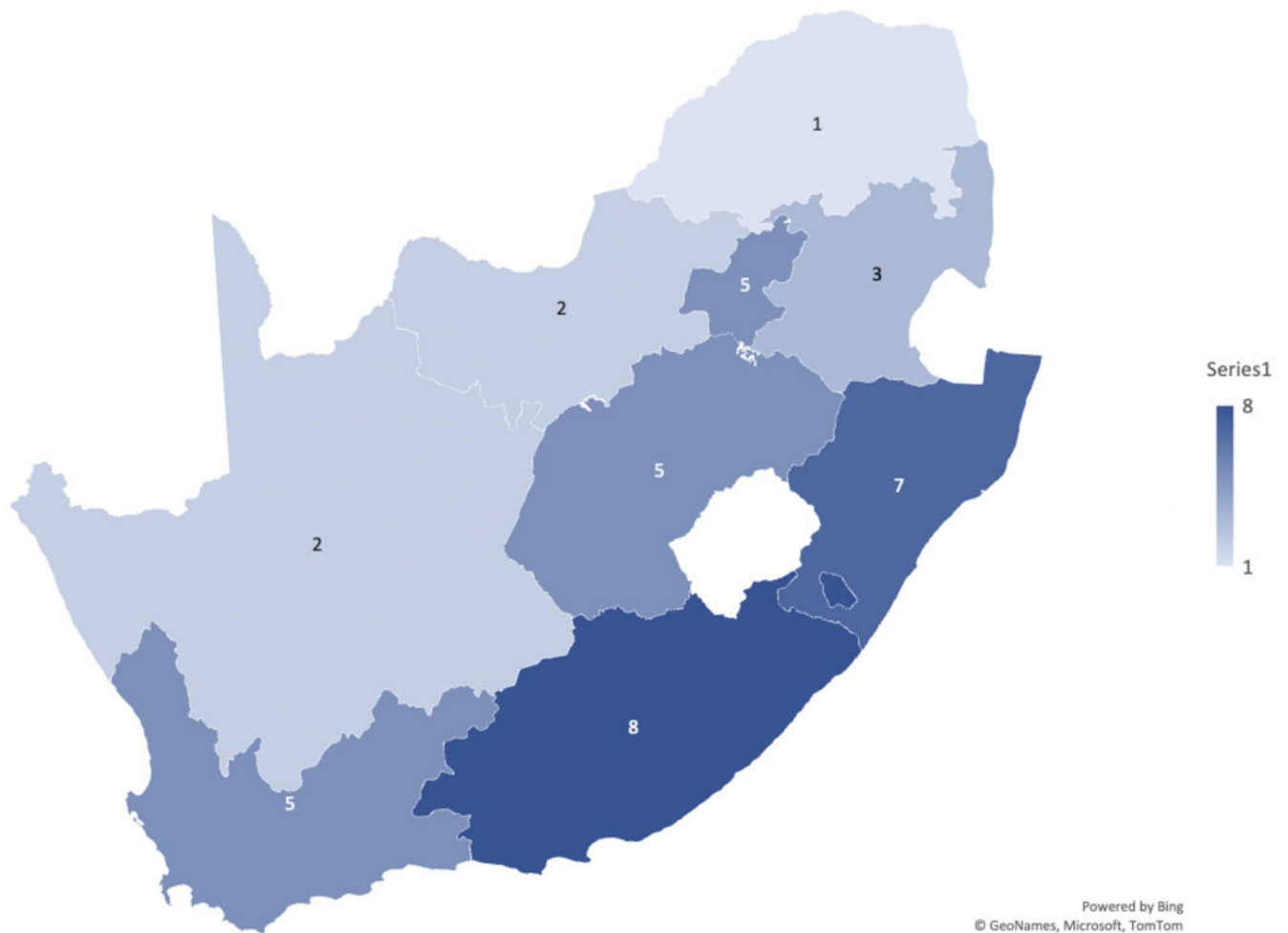
Individualised reports are sent to all our partner clinics monthly and quarterly. In 2023 we will be mapping the process used for clinic stats automation for other Steps monitoring and reporting requirements, such as distribution of clubfoot braces.



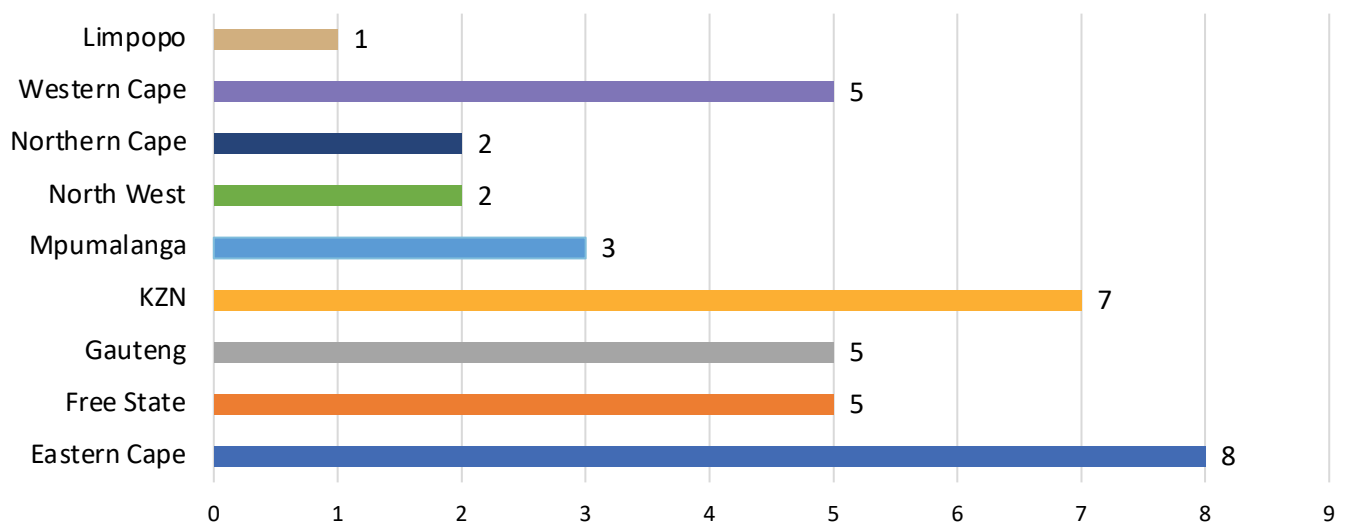
STEPS SUPPORTED CLINICS PER PROVINCE



JANUARY 2022 – DECEMBER 2022



Steps Supported Clinics - per Province

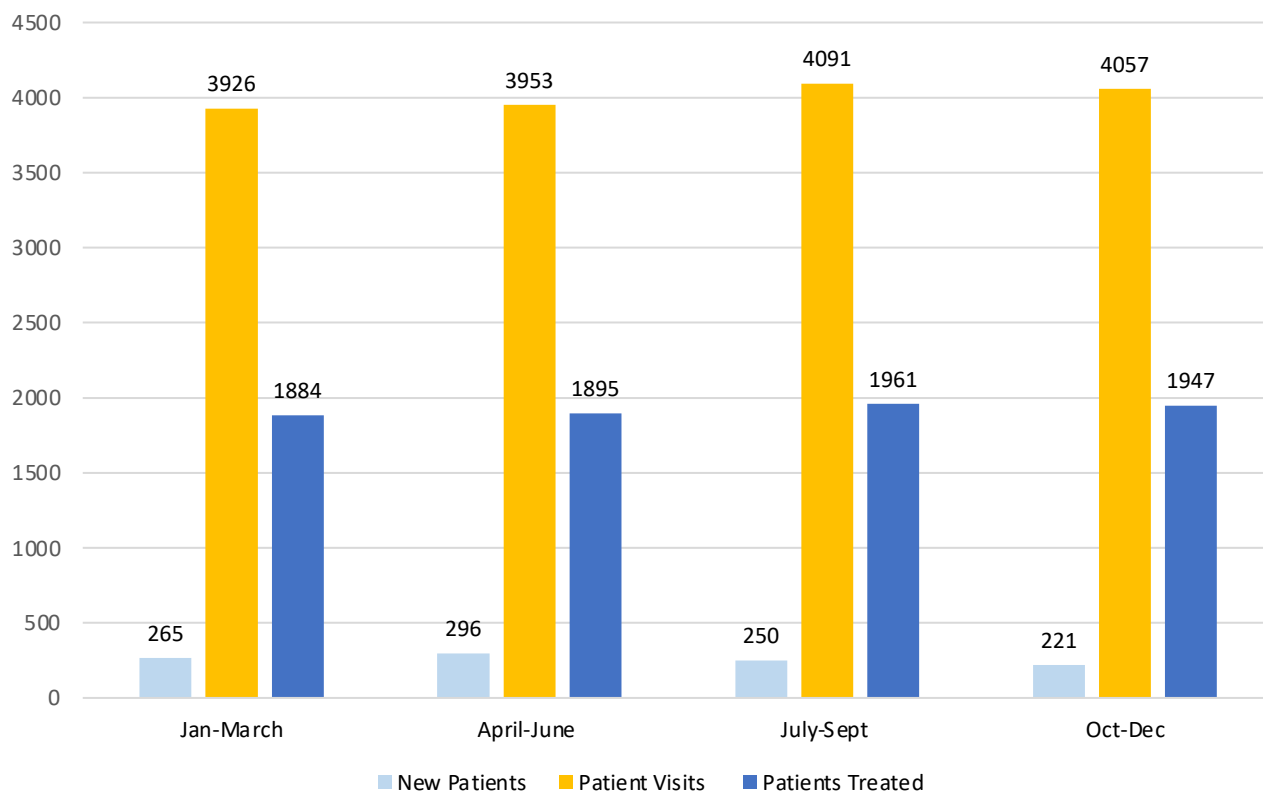


PATIENT NUMBERS PER QUARTER

JANUARY 2022 – DECEMBER 2022



Patients Supported per Quarter at STEPS Partner Clinics



The number of patient visits and new patient visits has had a notable increase between 2021 and 2022.

New Patients: 22% increase.

Patient Visits and Patients Treated: 18% increase.

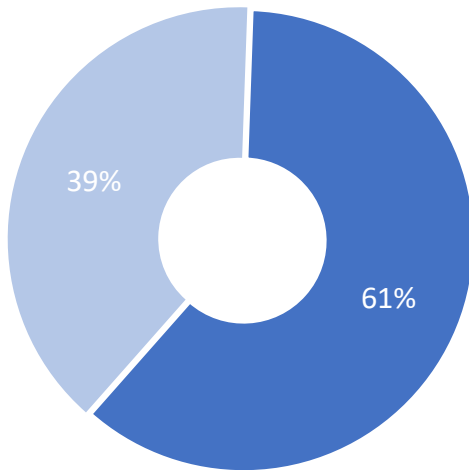
Possible contributing factors: Post COVID-19, all clinics are operating at 100% capacity. New clinic partnerships, training, knock on effect from clubfoot webinars, increased clubfoot awareness within the community through Steps advocacy and campaigns. Higher incidence of early detection and referral in the public health sector.



CLUBFOOT PATIENT TRENDS

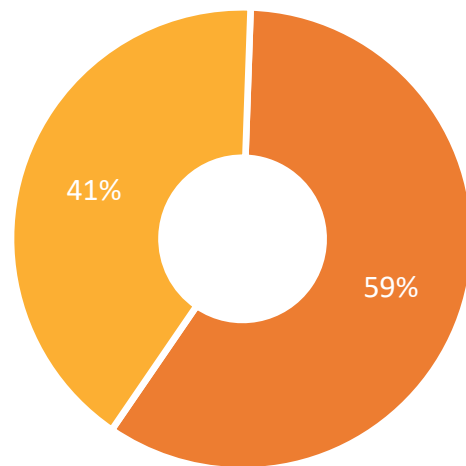
FROM STATISTICS COLLECTED AT OUR PARTNER CLINICS
THE FOLLOWING TRENDS WERE OBSERVED

New Patients enrolled
Male : Female



■ Male ■ Female

New Patients enrolled
Bilateral : Unilateral



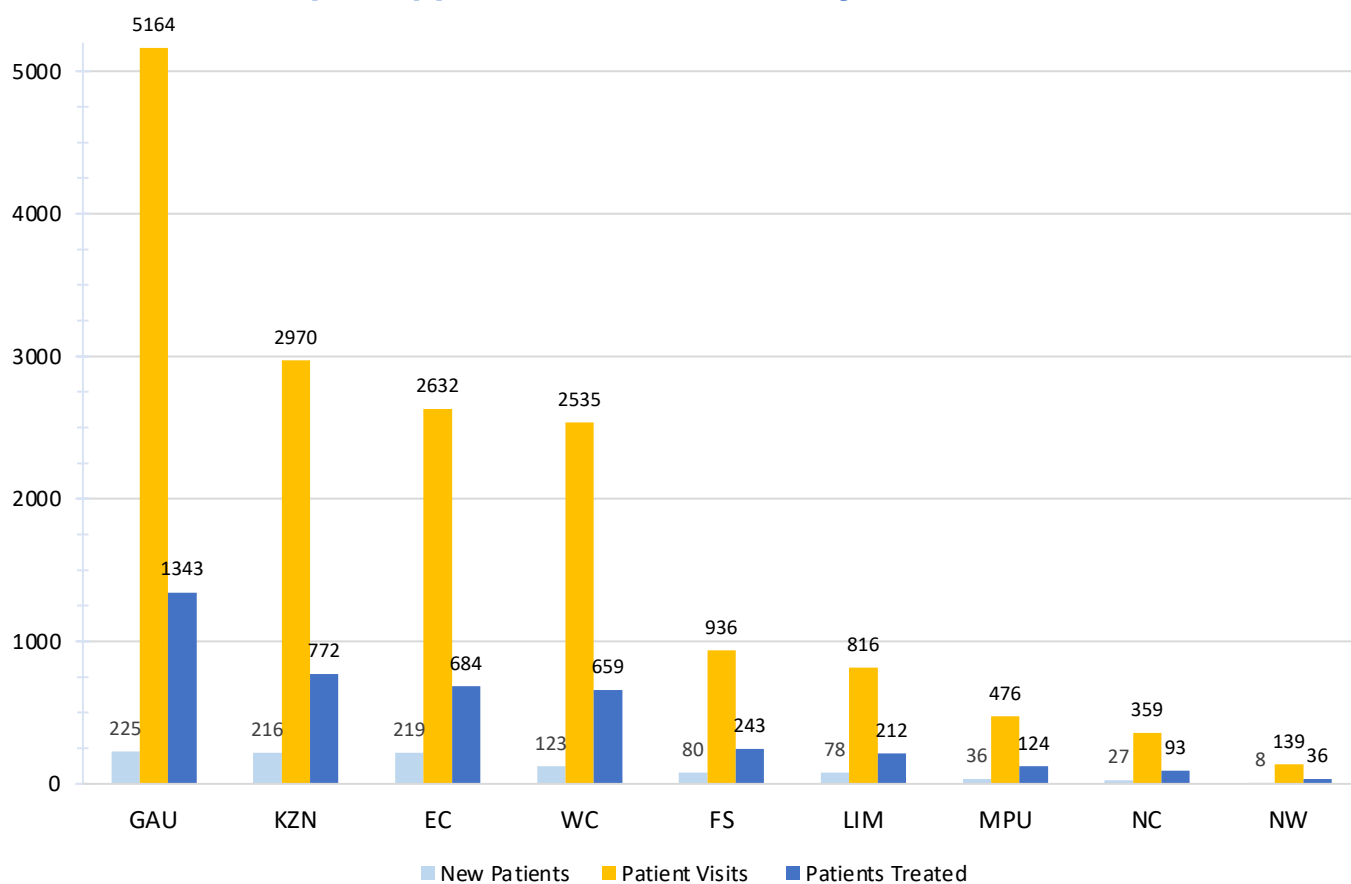
■ Bilateral ■ Unilateral



STEPS PARTNER CLINICS: PATIENT VISITS PER PROVINCE



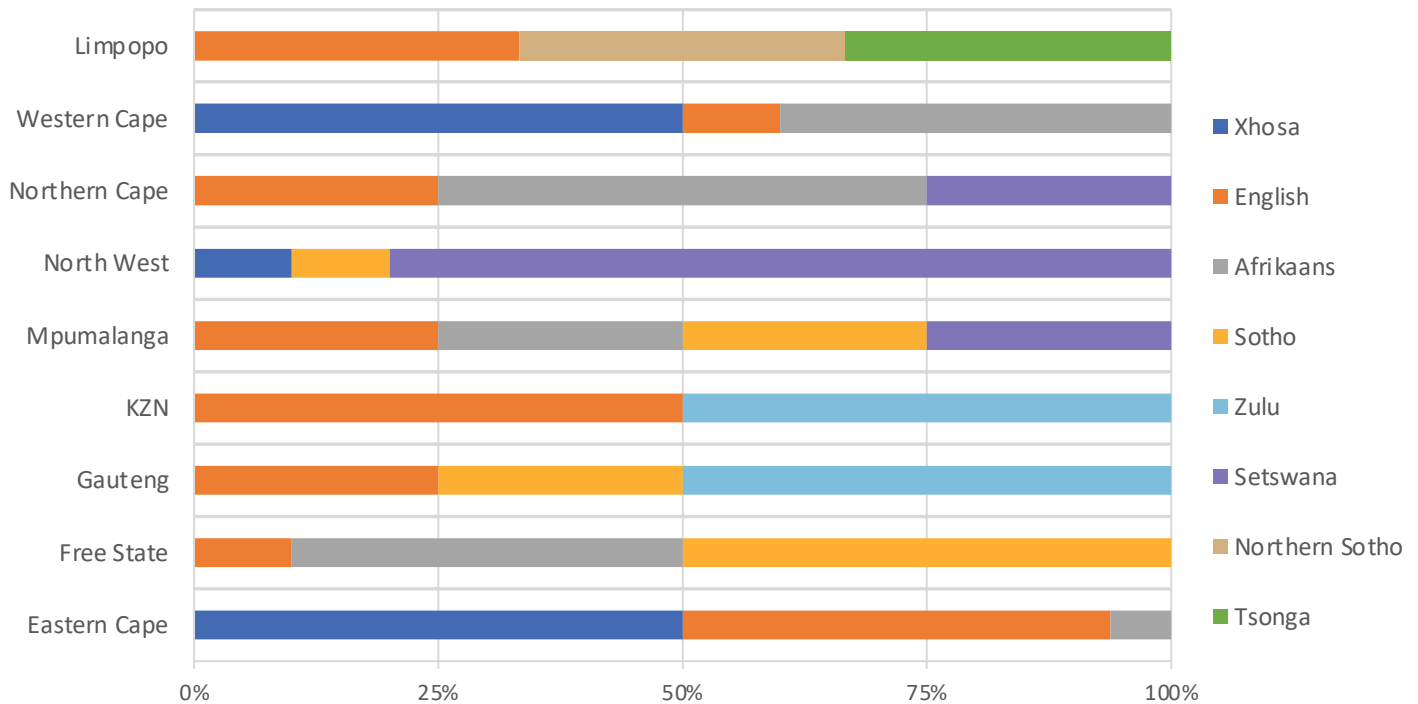
Steps Supported Clinics: January to December 2022





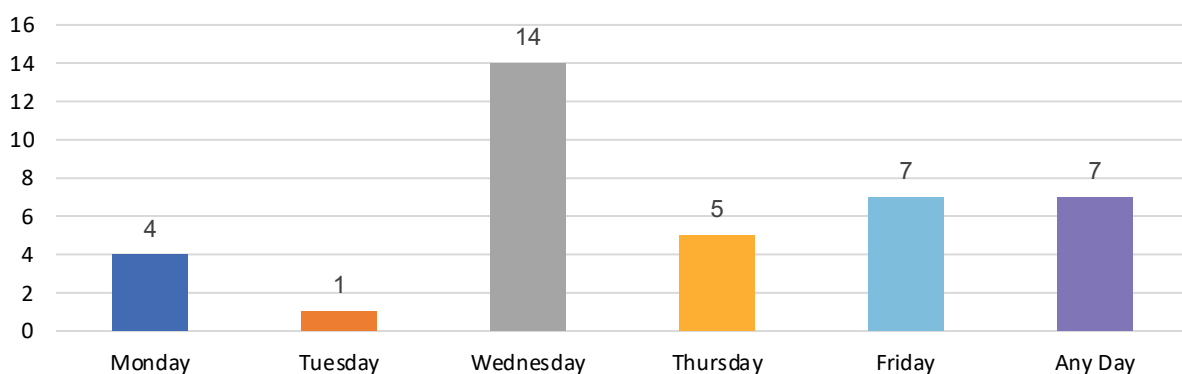
STEPS PARTNER CLINICS: LANGUAGES PER PROVINCE & WEEKLY CLINIC DAYS

Most Spoken Languages - Steps Supported Clinics per Province



STEPS SUPPORTED CLINICS WEEKLY CLINIC DAYS

Steps Supported clubfoot clinic - per day



Most hospitals set a specific day aside to run their weekly clubfoot clinics. There are five clinic partners that treat clubfoot patients 'any day.' These are smaller, rural hospitals/clinics and do not have enough patients to set aside a morning solely for the treatment of clubfoot.

04

STEPIFY

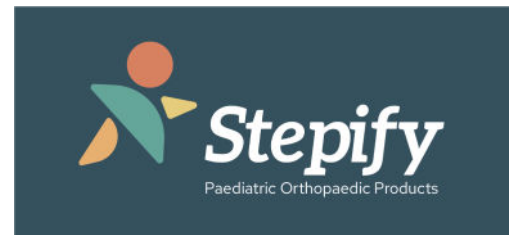


OUR NEW HYBRID MODEL



We established Stepify (Pty) Ltd in April 2022 as a the Steps social enterprise entity.

Stepify will be the commercial sister company of Steps, providing a solution for the provision of quality paediatric orthopaedic products to patients, medical professionals and government.



The reliable supply of quality, globally tested and approved products to improve child mobility, with product education and backed by the manufacturers, is a gap in the South African market that a social enterprise such as Stepify can not only fill, but nurture. The aim is to ensure that challenges accessing effective clubfoot braces and other paediatric orthopaedic products becomes a thing of the past.

The Stepify commercial subsidiary of Steps creates a social enterprise model that uses the proceeds from sales of paediatric orthopaedic medical devices to donate clubfoot braces and support Steps clubfoot clinic programmes. Steps provides the information and training backbone as well as the network and expertise.

Steps has long-term strong relationships with the product suppliers for the government and private end-user, which are globally recognised and medically endorsed. This ensures a sustainable supply and fair pricing with marketing support from the manufacturers.

The hybrid model with shared purpose will increase sustainability and benefit children born with clubfoot.

STEPS	STEPIFY
NPC, Non-profit, Tax-exempt	(Pty) Ltd, Social Enterprise, Taxable
COMMON PURPOSE: A sustainable solution to improving child mobility, reducing disability	
ACTIVITIES	
<ul style="list-style-type: none"> • Clubfoot support programme • Clubfoot treatment training • Clubfoot advocacy • Supplying clubfoot BRACES to clinics, patients and health professionals (medical devices) 	<ul style="list-style-type: none"> • Distribute paediatric medical devices for lower limb conditions • Train health professionals on medical devices • Source new products, commercial sales to all market segments
OPERATIONAL REACH	
<ul style="list-style-type: none"> • South Africa clubfoot support programme • Member of global clubfoot network • Mentors and trains health professionals in Southern and East Africa 	<ul style="list-style-type: none"> • Southern and East Africa

05

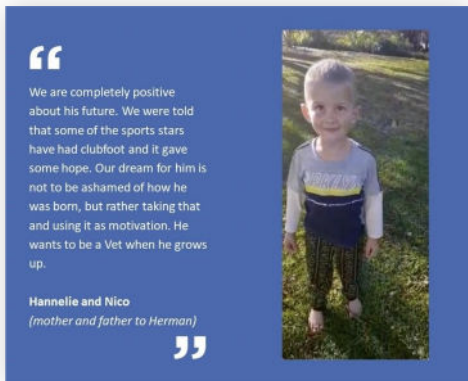
CAMPAIGNS



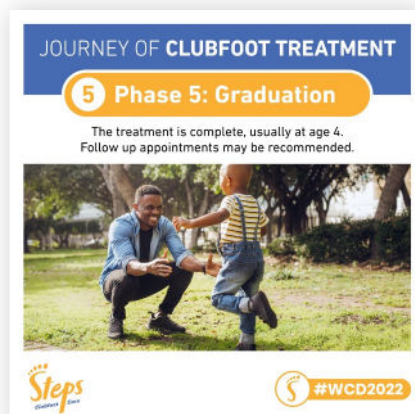
2022 WORLD CLUBFOOT DAY



For World Clubfoot Day 2022 we shared stories of children who had graduated from their successful four year clubfoot treatment, including Gracelynnne, Herman, and Thuso Jr.



We wanted to showcase how effective the Ponseti Method is for preventing disability, and we shared a series of comparative pics of stages of Ponseti treatment vs. normal feet. This was not only to acknowledge the different journey of a child of clubfoot and why they need support, but to educate the public on what the treatment entails.



We also celebrated World Clubfoot Day in all our partner clinics. Clinic staff, parents and kids wore yellow for clubfoot awareness and many images and stories were posted and shared on social media.

2022 WORLD CLUBFOOT DAY



We launched our STEPPING UP Campaign on World Clubfoot Day. The focus of this ongoing campaign is to give everybody the chance to support a child with clubfoot.



**#WCD2022**
STEPPING UP!
It takes a village to treat clubfoot.
Join the fight against disability on World Clubfoot Day.
Early effective clubfoot treatment changes lives by giving children full mobility.
SIGN UP to donate and be part of the solution to expand clubfoot treatment.

Donate R60 a month
Support a child's four year treatment to full mobility.

Every R2,500 raised
Directly supports the treatment of a child over four years and prevents disability.

We asked supporters to donate R2 500 once off or R60 a month to support one child through their full four-year journey to full mobility. This campaign will continue throughout the year with STEPPING UP donors receiving regular updates on the impact of their support.

The launch of STEPPING UP raised enough to provide 8 children with full treatment support from the campaign.

We featured clubfoot success stories across our social accounts (Facebook, Instagram, Twitter and LinkedIn), sharing a total of 34 posts over the month of June:

The data across our social accounts showcases a successful campaign!



Instagram Insights:

Reached **6,845** accounts, a **+1,011% increase** in accounts reached compared to May 2022.

1,251 accounts engaged with our content over the month.

40 new followers gained, with over **1500** followers on our account.



Facebook Insights:

Reached **91,405** accounts, a **+541%** increase in accounts reached compared to May 2022.

362 new Facebook followers.



Website stats:

2098 sessions
(**+78%** on May 2022)

1688 users
(**+95%** on May 2022)

4023 page views
(**+70%** on May 2022)

World Clubfoot Day celebrated

World Clubfoot Day was celebrated at Tygerberg Hospital last week.

Clubfoot is a treatable birth defect. Early detection and treatment are essential to prevent the child growing up with a disability. Children with untreated clubfoot cannot wear shoes or walk properly. There is a solution with the Ponseti method that is the globally recognised best practice, and offered at the Tygerberg Hospital Clubfoot Clinic, the hospital said in a statement.

The Ponseti method is in two phases. The correction phase requires weekly clinic visits for one to two months, followed by the maintenance phase which requires the patient to wear a brace at night to maintain the correction and prevent recurrence until age four. The sec-

ond phase is primarily the responsibility of parents and caregivers, and they need support and encouragement to keep going until the end of treatment.

The partnership between Tygerberg Hospital and Steps Charity, a non-profit charity since 2013, helps to increase adherence to the four-year treatment with patient-centred support provided from Steps such as parent education and support, take-home leaflets and educational videos.

World Clubfoot Day was celebrated on Friday 3 June and celebrates the success of the Ponseti method and the hundreds of thousands of children who have benefited. Clubfoot affects about 1 in 750 newborns, but the South African incidence is higher.



“Only one nurse is trained in Ponseti at Ngwelezana. None of the doctors are Ponseti trained, we learnt the technique from reading and watching videos. We see patients from 13 district hospitals and 2 CHCs and many local clinics. It would be great if we could also train these people in terms of awareness and management of clubfoot. We see our patients every second week instead of weekly due to the numbers and the financial burden on the caregivers to be able to come weekly. Essentially, it's a 3 day trip to see us, from the patient waking up to go to their district hospitals and catching the hospital buses at midnight to be seen in our clubfoot clinic in the morning, then catching the bus back in the evening. Orthotists only arrive once a month to issue new boots, so we have to correlate our dates with them for patients requiring new boots.”

Dr Nduloo Ndlimane
(Orthopaedic Surgeon)
Ngwelezana Clubfoot Clinic, Northern KwaZulu-Natal

“

Mr Ace, as he is fondly known, has been working at Bongani Regional Hospital for 27 years. He's been part of the clubfoot clinic since the very start, working closely with the physio, doctors and specialists. He can be referred to as the backbone of the clinic and makes sure it operates smoothly. With a knack for casting and a personality that the kids seem to adore, the parents love and the staff admire. Mr Ace often says his favourite day is Tuesday clubfoot clinic day, as it is the highlight of his week and the reward is immeasurable.

Intro by Ischa Constance
(Physiotherapist) to Ephraim Matle aka
Mr Ace
(Professional Nurse)
Bongani Regional Hospital



2022 BIRTH DEFECTS DAY



World Birth Defects Day takes place annually on 3rd March. It is a day that unites people and organisations working in the field of birth defects. It also focuses on raising awareness of the causes of birth defects and their impact to help destigmatise many of the conditions that are still regarded with suspicion around the world – including clubfoot. We spread the message across South Africa thanks to the help of the media.

We featured World Birth Defects Day with the message that clubfoot is a treatable birth condition.

In the same month orthopods rode the Cape Town Cycle Race for clubfoot. Both these campaigns across print, online and broadcast media received an overwhelming response and coverage.



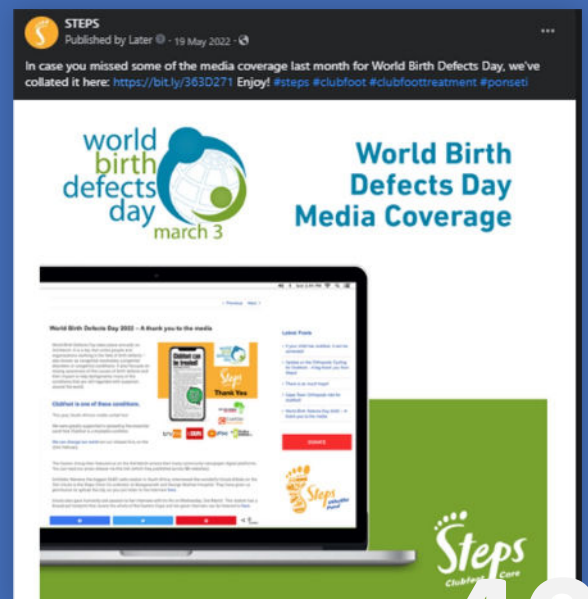
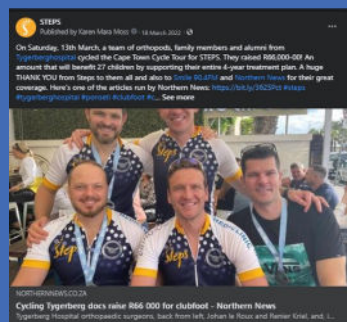
Cape Town Orthopods raise R66,000 for clubfoot!



2022 DISABILITY AWARENESS MONTH

The Clubfoot Africa Conference and Disability Awareness month both took place in November 2022. There were press releases sent out that contained messaging about both (particularly as the Conference was the first global conference in Africa). The media support was wonderful.

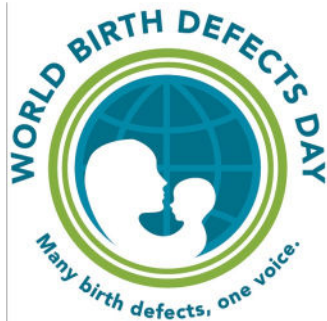
We were on Social TV at all South African airports and on Channel Africa. We were interviewed on a BBC World Podcast, did radio interviews in South Africa, Nigeria and Kenya, and were featured in print and online stories by South African media.



CAMPAIGN MEDIA COVERAGE



2022 WORLD BIRTH DEFECTS DAY



Medium	Number of Clippings	Audience Reach	Advertising Value Equivalency
Online	65	4 772 829	R954 698,93
Print	16	369 997	R304 216,22
Broadcast	5	5 383 000	R110 646,20
TOTALS	86	10 525 826	R1 369 561,35

2022 WORLD CLUBFOOT DAY



Medium	Number of Clippings	Audience Reach	Advertising Value Equivalency
Online	9	11 035 256	R263 226,48
Print	8	154 451	R41 089,97
Broadcast	6	1 756 000	R97 540,50
TOTALS	23	12 945 707	R401 856,95

2022 DISABILITY AWARENESS MONTH AND CLUBFOOT AFRICA CONFERENCE



Medium	Number of Clippings	Audience Reach	Advertising Value Equivalency
Online	8	10 632 789	R227 010,10
Broadcast	13	77 172 582	R482 929,03
TOTALS	21	87 805 371	R709 939,13

We have grown our reach on all our platforms (most notably Instagram and LinkedIn). This is part of our long-term strategy to approach corporate partners to collaborate with us on co-marketing for campaigns and awareness.

We have a content calendar with key monthly themes. Posts are generated with a design team to ensure a consistent Steps look and feel across all platforms. We consistently posted 10 to 15 posts each month on our key channels – Facebook, Instagram, Twitter and LinkedIn. We are seeing great engagement across platforms for this content.



https://www.instagram.com/steps_southafrica/

Instagram reach of **10 213**, profile visits increased by 34.7% to **924**.
Increase in Instagram followers to over **1 700**.



<https://www.facebook.com/STEPS.SA>

Facebook reach grew **53.84% to 253 583 27**.
Facebook fans on the Steps page grew to over **90 000**.

FAQs

Q:

How many children are born each year with clubfoot?



FAQs

A:

± 180,000 children are born every year with clubfoot. 80%+ are in developing countries.



06

**CONFERENCE,
WORKSHOPS
AND WEBINARS**



CLUBFOOT AFRICA CONFERENCE





2022

Clubfoot Africa Conference

Moulding The Future

21 / 22 November 2022
Cape Town, South Africa

#clubfootafricaconference
#2022CAC

Hosted by: 

Platinum Supporter:  **MD ORTHOPAEDICS**
New part of the Macmillan family

Endorsed by: 

Gold Supporters: 







Silver Supporter: 

www.clubfootafrica.com
Leaving a legacy of a world without the disability of untreated clubfoot.

Clubfoot Africa Conference, UCT GSB Conference Centre, Cape Town, HYBRID (November 2022)

The 2022 Clubfoot Africa Conference 'Moulding the Future' was the first clubfoot-focused conference to be held in Africa. The conference was organised by Steps with our medical partner, the South African Paediatric Orthopaedic Society.

Clubfoot Africa Conference goal:

To improve and expand the globally accepted standard of clubfoot treatment - the Ponseti method - with a focus on restricted resource settings.

Vision:

To build capacity so that every child born with clubfoot is treated early and effectively.

We want to leave a legacy of a world without
the disability of untreated clubfoot.

<div style="background-color: orange; color: white; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto;">2</div> <p>Conference days</p>	<div style="background-color: orange; color: white; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto;">43</div> <p>Total countries were represented (virtual and in person)</p>
<div style="background-color: orange; color: white; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto;">14</div> <p>Total CPD points (7 per day)</p>	<div style="background-color: orange; color: white; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto;">19</div> <p>Organisers and crew attended</p>
<div style="background-color: orange; color: white; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto;">2</div> <p>Social events: Conference welcome reception, Sunset Social faculty function</p>	<div style="background-color: orange; color: white; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto;">261</div> <p>Total delegates attended the hybrid conference (133 in-person and 128 live-stream)</p>

CLUBFOOT AFRICA CONFERENCE



FACULTY

16

Keynote speakers

6

Session chairs
(SAPOS members)

18

Free papers speakers

Conference app: 287,052 Sponsor Impressions

There were three main themes for the conference:

1

Clubfoot treatment in resource restricted settings.

2

Innovation and technology in the treatment of clubfoot.

3

Clubfoot in the older walking child.

DAY 1:

Session 1:

Clubfoot care: developing world challenges.

Session 2:

Newborn idiopathic clubfoot treatment plan: innovate and adapt.

DAY 2:

Session 3:

Recurrent and untreated clubfoot.

Session 4:

Moulding the future.

POST CONFERENCE WORKSHOPS

WORKSHOP 1:

Advanced Ponseti Masterclass

88

Attendees

22

Countries

WORKSHOP 2:

The Parent and Caregivers Experience

30

Attendees

The programme content and focus was multi-disciplinary and included all stakeholders involved in the treatment journey of a child born with clubfoot in restricted resource countries.

www.clubfootafrica.com

CLUBFOOT AFRICA CONFERENCE



ATTENDEES



A total of **261 delegates** attended the hybrid conference (in-person and live-stream).



43 Total countries were represented (virtual and in person).



SPONSOR AND PARTNERS



Sponsors

Platinum:
Gold:

Silver:
Private:
In Kind:

MD Orthopaedics
Essity, KiddFoot, Clubfoot
Solutions, SA Tourism
Miraclefeet
Martin & Allyson Egbert
Himalaya Wellness, PURA
Soda



Partners

SAPOS (Medical)
Steps Charity NPC (Organiser)
Global Clubfoot Initiative
South African Tourism

KEY TAKEAWAY MESSAGES

Collaboration and teamwork are essential for effective clubfoot treatment.

The sharing of knowledge and advanced techniques is extremely valuable.

The common challenges and solutions shared will improve clubfoot care.

There is a lot of innovation coming out of Africa.

“

It was a really significant time for the whole global clubfoot community, and I know that many of the relationships and connections forged there will continue into the future. You said at the beginning that you wanted everyone to feel special - and we really did! The whole event felt so generous, with all the delicious food, beautiful venue, the goody bags, the amazing keynote speakers and how they gave their time to discuss everyone's clinical questions. It really was amazing and fantastic to see this global leadership coming out of Africa too. - **Attendee**

”

“

The 2022 Clubfoot Africa Conference should have been called Global Clubfoot LEGENDS Conference! The amount of children impacted by these amazing attendees in the last 20 years is One MILLION +Plus. Really humbling experience to meet some of the all-time Ponseti Greats. These amazing men and women work in unbelievably tough conditions in the developing world and move the dial forward every single day with less funding, less infrastructure, less everything. Special shoutout to Karen Moss! Job well done. - **Platinum Sponsor**

”

“

I wanted to write with a great big thank you for the absolutely incredible conference you pulled together. It was such an amazing time in so many ways and just so great to be together with so many who care deeply about the same cause. I've still got a lot of thinking to process off the back of it, but I feel that it was really significant in driving forward the mission that we all share. - **Partner**

”

“

What stands out for me from this conference is the collaboration and the high level of talks that were presented. It's been really wonderful to meet everybody from all over the world bringing their experiences. I have learned so much. - **International Keynote speaker**

”

“

My congratulations again on your very successful Clubfoot Africa Conference. I do believe, after seeing many of the presentations online, it establishes Africa as an important team player in the world of clubfoot, and sets the stage for ongoing collaboration for the unique context of clubfoot in Africa. - **Keynote speaker**

”

“

It was such a wonderful and special event. It was fantastic to meet people (in person), share ideas, learn from other's experience and expertise and to be together - at the conference, in the GCI members' meeting and around Cape Town. There was so much energy and positivity and every single presentation at the conference was so engaging and informative. You and your team were so welcoming, made everything so simple in terms of registration attendance, accommodation etc and were always there to help out - no matter what. I learned so much and met so many inspiring people and am very grateful to you and your team for all of your hard work in putting it all together and making it the huge success that it was. Every detail was covered. Thank you so much and look forward to meeting you again soon.

”

**Final webinar of the Expanding Clubfoot Treatment 3-part medical webinar series “Clubfoot treatment for the older child with untreated and recurrent clubfoot incorporating the Ponseti Method”.
VIRTUAL (January 2022)**

- 129 in-person attendees
- 470 total registered delegates over the 3-part series
- 45 Countries registered for the webinar series
- 33 SA delegates awarded CPD points for attending all 3 webinars - 99 CPD points total
- Keynote talk, followed by a Global Panel Discussion of the topic, and a live Q&A session

**Ponseti Pre-Service Training Workshop, Stellenbosch University Physiotherapy Department.
VIRTUAL (August 2022)**

- Four-hour ACT Pre-Service Training Ponseti course for final year students
- Participated in the GCI workgroup that prepared the materials for the four-hour programme
- Presented to 35 fourth year students
- First presentation of this type globally (pilot)

**Gauteng Ponseti Training Workshop, Nelson Mandela Children’s Hospital, Johannesburg.
BLENDED (October 2022)**

- First blended training (virtual theory and theory/practical in person workshop)
- 4 hours of virtual training, one day in-person theory and practical workshop
- Online theory training had a total of 28 attendees
- The in-person training had a total of 21 attendees and 5 Essity representatives
- 10 CPD points awarded
- 7 Hospitals

**The Parent and Caregiver Experience, UCT GSB Conference Centre, Cape Town.
IN-PERSON (November 2022)**

- Half day in-person workshop
- First parent and caregiver workshop
- 30 attendees
- Expert speaker (sleep training)

**Advanced Ponseti Masterclass, UCT GSB Conference Centre, Cape Town.
IN-PERSON (November 2022)**

- One day in-person masterclass workshop
- 88 attendees
- 22 countries
- ‘Clubfoot treatment treatment in Africa’ declaration signed
- 6 CPD points for eligible attendees

GAUTENG TRAINING WORKSHOP



07

OTHER HIGHLIGHTS



WOMEN IN CSI AWARD WINNER

CSR News SA announced the winners for the Leading Women in CSI Awards. Steps founder, Karen Mara Moss, was one of them! The Awards highlight the important role women play in uplifting communities. Karen will be highlighted for the month of June on their 2023 calendar and across their social channels. She attended the Leading Women in CSI Summit in Johannesburg in August.



RURAL HEALTH CONFERENCE
PACASA • RuDASA • RuNurSA • RuReSA

In September 2022, Karen Mara Moss presented a talk entitled: “The importance of multi-disciplinary teams for expanded clubfoot treatment” at the Rural Health Conference in Oudtshoorn.

The Rural Health Conference was started in 1996 as a conference for rural doctors by RuDASA (Rural Doctor’s Association of South Africa). It has grown into a vibrant meeting of doctors, nurses, therapists, clinical associates, students, non-profits and academics interested in improving health care in rural areas. The conference is run by a partnership of RuDASA, RuReSA (Rural Rehabilitation South Africa), PACASA (Professional Association of Clinical Associates), and RuNurSA (Rural Nursing South Africa).

Karen’s talk included examples of two clinics run by affiliated health professionals - in the UK and a South African rural clinic - as well as statistics from Dr Kobus Smit’s PhD about the importance of de-centralising clubfoot treatment to ease the burden on families and main centre clinics.

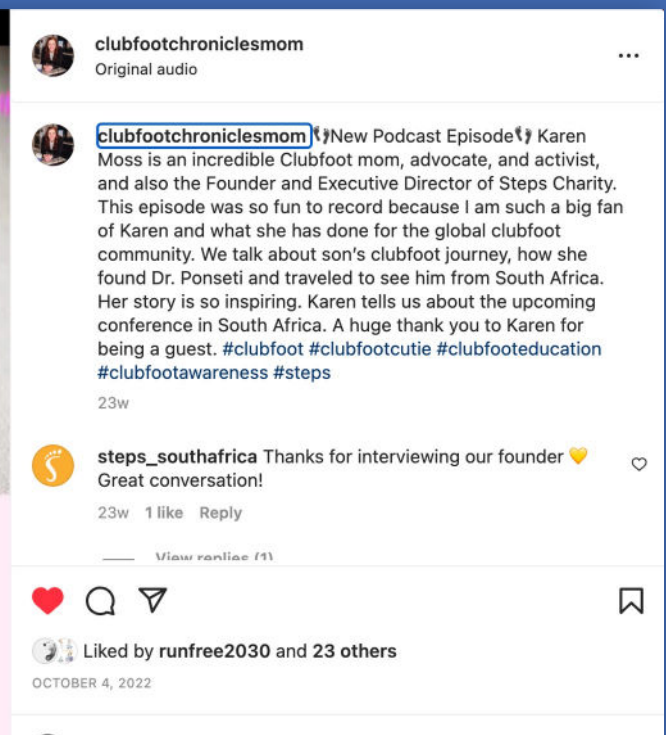
CLUBFOOT CHAMPIONS



'Orthopods for Clubfoot Ride' was an initiative by Tygerberg Hospital's orthopaedic department and alumni to give back to children born with clubfoot. They not only conquered the 2022 Cape Town Cycle Tour in their colourful branded kit, but also raised R66 000 to support 26 children's treatment. An incredible achievement! A big thank you to all the riders - they are our heroes!



'A CLUBFOOT MOM' PODCAST INTERVIEW - OCTOBER 2022



2022 IOWA VISIT



In August 2022, our founder Karen Mara Moss visited Iowa for the first time in 10 years. Iowa City is the place where the journey of Steps started, when Karen's son was successfully treated by Dr Ponseti in 2003.

She started in Iowa City, meeting with Ponseti International Association and Clubfoot Solutions, the manufacturers of the Iowa Brace distributed by Steps. The next stop was to Wayland, the home of MD Orthopaedics, the creators of the Mitchell Ponseti clubfoot brace, the product distributed by Stepify. The MDO factory is impressive, and the dedication of all of their team to support children is very apparent.

It was good to meet up with old friends, and meet others for the first time in person after many Zoom calls and mails. Special moments included visiting the permanent exhibit dedicated to Dr Ponseti in the University of Iowa Stead Family Children's Hospital, and standing on the road named 'Ponseti Way' in his honour.

Returning to the place where the Ponseti Method was developed and seeing some of the special people who continue his legacy for all the children born with clubfoot around the world was one of the highlights of 2022. We had good conversations planning how we can serve even more children born with clubfoot.

“

*Your child is perfect,
we only have to
straighten his little
feet.*

Dr. Ignácio V. Ponseti
Iowa City (1914-2009)

”



MY CLEVER NIGHT NIGHT SHOES BOOK

My Clever Night Night Shoes, a bedtime storybook written especially for kids who sleep in a brace at night is now also available in more languages on Amazon. Translated versions in Italian, German, Swedish, Spanish and in Dr Ponseti's home language Catalan! The book is a fun way to encourage kids to keep their brace on at night.



OUR FIRST PARENT AND CAREGIVERS EXPERIENCE WORKSHOP (CAPE TOWN, NOVEMBER 2022)

We hosted a morning of fun, interesting talks by experts, and parents' testimonials about their child's clubfoot journey. We ended with a 'Ponseti Race' for the kids. We all had such a good time and learnt so much, we will definitely be doing it again!



WE ARE AN ACTIVE MEMBER OF THE GLOBAL CLUBFOOT INITIATIVE

The Global Clubfoot Initiative is an umbrella body of international organisations working together to eradicate the disability caused by clubfoot with coordinated biannual surveys of treatment providers in LMIC and UMIC to assess provision of, and access to, effective treatment.

Steps executive director Karen Mara Moss is a member of various working groups including the #runfree2030, Training, and Pre-Service Training groups.

In June 2017, GCI launched **Run Free 2030: A Global Strategy to End Clubfoot Disability**. Run Free 2030 sets out an ambition to ensure that by 2030 at least 70% of children born with clubfoot in lower and middle income countries can access treatment. By working towards 2030, the Global Clubfoot Strategy aligns with the World Health Organisation Rehabilitation 2030 Call to Action, the Lancet Commission on Global Surgery 2030 and the UN Sustainable Development Goals 2030.

Objectives for target low and middle income countries by 2030:

- 100% to have a national clubfoot programme delivering comprehensive clubfoot care.
- At least 70% of children born with clubfoot in target countries to have access to Ponseti treatment..
- 100% of national clubfoot programmes to meet at least 70% of the global clubfoot quality metrics.
- 100% of national clubfoot programmes to meet at least 70% of the global clubfoot sustainability metrics.

Pre-Service Training (PST) refers to training a healthcare/medical provider before they enter the workforce as a full-time, appointed practitioner in a hospital or clinic setting. It provides beginning knowledge awareness in the area of study. GCI members identified the need for PST of healthcare professionals in order to raise awareness and provide entry-level knowledge of evidence-based, effective clubfoot treatment for use by medical schools. The Pre-Service Training group's aim is to develop standardised training materials for use in Pre-Service Training globally.

In 2022 the GCI Pre-Service Training working group created a four-hour Ponseti course. The pilot course was presented online in August to final year physiotherapy students at Stellenbosch University Medical School. More courses will be developed of various durations and content depending on the need and the targeted health professionals.



<https://globalclubfoot.com/runfree2030/>

08

CLUBFOOT CHAMPION STORIES



BULUMKO MAGWEGWE'S CLUBFOOT JOURNEY



BULUMKO TURNS 5! A HAPPY ENDING TO HIS CLUBFOOT STORY

Bulumko Magwegwe's 5th birthday was on the 2nd of December 2022. He celebrated another big milestone in 2022 - his successful graduation from clubfoot treatment!

We celebrated this exciting moment with Bulumko and his mother Nobaxolisi and presented him with a Steps Treatment Graduation Certificate at the Tygerberg Hospital clinic where he was successfully treated.

We first shared [Bulumko's story in 2021](#), when he was still in the boots and bar phase.

Bulumko was born with bilateral clubfoot, and his mother Nobaxolisi was shocked when she was first told. She had never heard of clubfoot, and nobody in her family had ever had clubfoot.

“

Everyone at the clinic told me that if I took my son to his clubfoot appointments and followed the process everything would be okay. They gave me hope. It was not always easy to come to every appointment, it was expensive coming every week at first, but that did not last long. It was also helpful speaking to Jane from Steps and the other mothers at the clinic.

”



Bulumko's Graduation



[Watch: Bulumko walking to school >](#)

BULUMKO MAGWEGWE'S CLUBFOOT JOURNEY



BULUMKO TURNS 5! A HAPPY ENDING TO HIS CLUBFOOT STORY

“

At the tender age of one week old, Bulumko had his first clubfoot casts applied at the Tygerberg clubfoot clinic. Bulumko and Nobaxolisi were soon like family at the clinic. They attended their regular weekly appointments travelling almost an hour each time, until Bulumko's feet were straight and he started wearing his boots and bar at night.

Nobaxolisi says "In the beginning, I struggled a bit with the shoes, but after a while it was okay. I realised that they would only be part of our lives for a small time, and we got used to them. When Bulumko got older he would try and take his shoes off, but luckily that was just a phase and we got through it."

My advice to other parents is, don't panic, your child will be all right. I am so excited that my son has normal feet. He walks to school, he loves playing soccer and running. He can do everything he wants to do – your child can too!

”



Bulumko and Nobaxolisi in 2021

Journey of clubfoot treatment

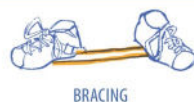


1. CORRECTION PHASE

From birth
4-6 WEEKLY APPOINTMENTS
Older child
8-10 WEEKLY APPOINTMENTS

Newborn patient – average 20 appointments from start to complete
Older child (late referral) – average 22 appointments from start to complete

Journey of clubfoot treatment



2. MAINTENANCE PHASE

Year 1
5 APPOINTMENTS:
1st BRACE FITTING
4 BRACE FOLLOW UPS
Year 2
3 BRACE
FOLLOW UPS
Year 3
2 BRACE
FOLLOW UPS
Year 4
2 BRACE
FOLLOW UPS

Newborn patient – average 20 appointments from start to complete
Older child (late referral) – average 22 appointments from start to complete

Journey of clubfoot treatment



3. FINAL APPOINTMENT

Age 4 - 5
RELEASE FROM BRACE WEAR

Newborn patient – average 20 appointments from start to complete
Older child (late referral) – average 22 appointments from start to complete

MESSAGE OF HOPE

Rulan Chauke was born with clubfoot in 2021. His mother, Alice, brought him to our partner clinic at Tygerberg Hospital.

Alice didn't know what clubfoot was before Rulan was born and never having been to a clubfoot clinic, she didn't know what to expect about their journey ahead.

She shared their experience with us and some helpful advice for parents whose children are born with clubfoot and may be in a similar position when first finding out about it.

"I was referred to Tygerberg clubfoot clinic where they told me everything, they made me feel at ease and that day I left with hope that my child would lead a normal life", Alice shared.

"My son's foot was bent inwards and looked painful. But I trust the team that work at the clubfoot clinic, they have helped me through the casting phase and now my son wears braces and boots. We only have to visit for check-ups and bigger boots every 3 months."

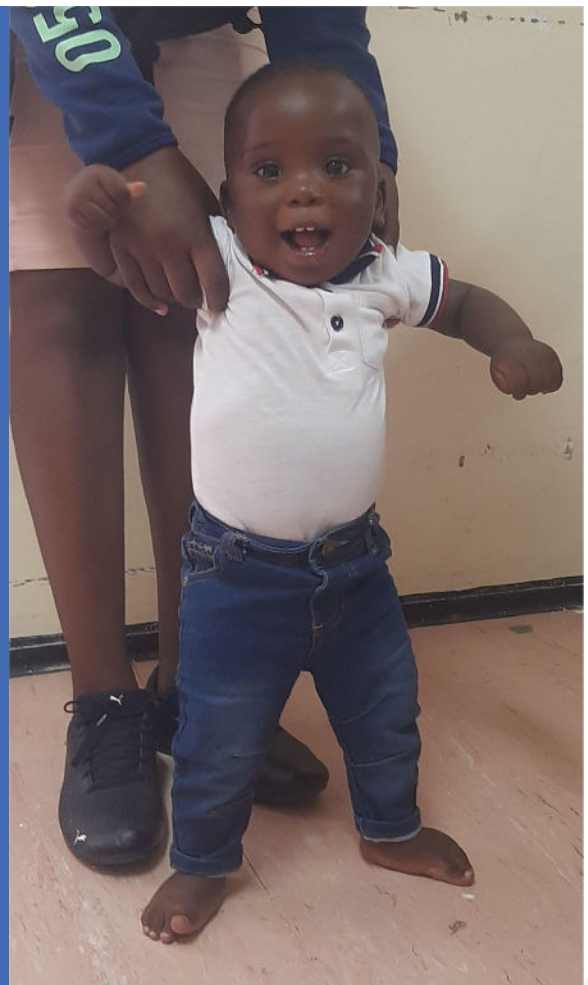
"I am so happy with my child's foot, it's just like the other one, you cannot tell the difference. It looks normal and he is progressing and developing so well."

“

Alice's advice to parents:

- *Make sure you find a clubfoot clinic that can treat your child.*
- *We do not want our children to be born with anything wrong but at least with clubfoot it can be corrected.*
- *Go to each appointment and wear the boots as they tell you.*
- *It is all worth it, I am so relieved and happy now.*

”



THE STORY OF A STAR

Steps introduced the Ponseti method to Botswana in partnership with the Ministry of Health in 2013. Thuso Jr. Angelo Rasetapa's father, Thuso Rasetapa recently shared this message with the Steps parent support group:

"Karen Mara Moss attended this boy in Princess Marina Hospital in Botswana way back in 2014. Today he does every sport he wants. Just recently he ran the Botswana Kids 5km fun run at a Marathon event, and he finished in the top 15. Clubfoot is just a condition for a while, but when corrected a star comes out of that person. Ask his mother Oaitse Wawa Sejoie Rasetapa and she will tell you."



Thuso Rasetapa is rightfully proud of his eight year old son Thuso Jr. Angelo. He says:

"Our son was diagnosed at birth with clubfoot. We took him to Princess Marina Hospital in Gaborone Botswana, where we met Karen Moss who was visiting the clinic and the clinic team.

I was not very shocked at the diagnosis, as I am a person with a disability too. I spoke to my wife, and we asked for advice from some of my medical colleagues. As I had a close relationship with some medical staff, especially those in the physiotherapy department where clubfoot was also treated, it was easier for me to find the right treatment.

My family were not too shocked either, as they loved me as a person with a disability, and I assured them that it was a correctable condition compared to mine.

“

We are VERY positive about his future. We feel he will be a star one day.

”

The treatment was hard for us having to see our small child struggling with the POP cast, having the tenotomy procedure, and leaving the clinic with the clubfoot brace. Most of the members of my community were surprised to see a child going through such a process. But the clinic helped us a lot, and today my son can walk well without challenges.

As much as there is always a way to manage all forms of disability, I would urge all parents and caregivers to pull up their pride and assist their child. We are the ones to provide care and support."

THE STORY OF A STAR

"I am very proud that my wife stood by me when we faced this ordeal. She was very inspirational, even to other mothers who wanted to give up. We were all united as a family when dealing with the condition. Being assertive as a family really helped us during the journey, and also seeing more children with the same condition having treatment.

The initiator of the Ponseti programme deserves applause and ululation for having created this programme to save our children and expand their abilities.

My son is now 8 years old. He is at school in Grade 3. He has a lot of interest in sports, especially athletics, ball sports and cycling.

Having seen many stars rising from clubfoot, my wish and deep desire is to see Mr Thuso Jr Angelo being a big asset in sports and any other field representing Botswana, my country."



THE DANCER

Zainab Dawood was six years old in September 2022, and she was born with clubfoot. She was treated soon after birth at our partner clinic at the Maitland Cottage Children's Orthopaedic Hospital in Cape Town.

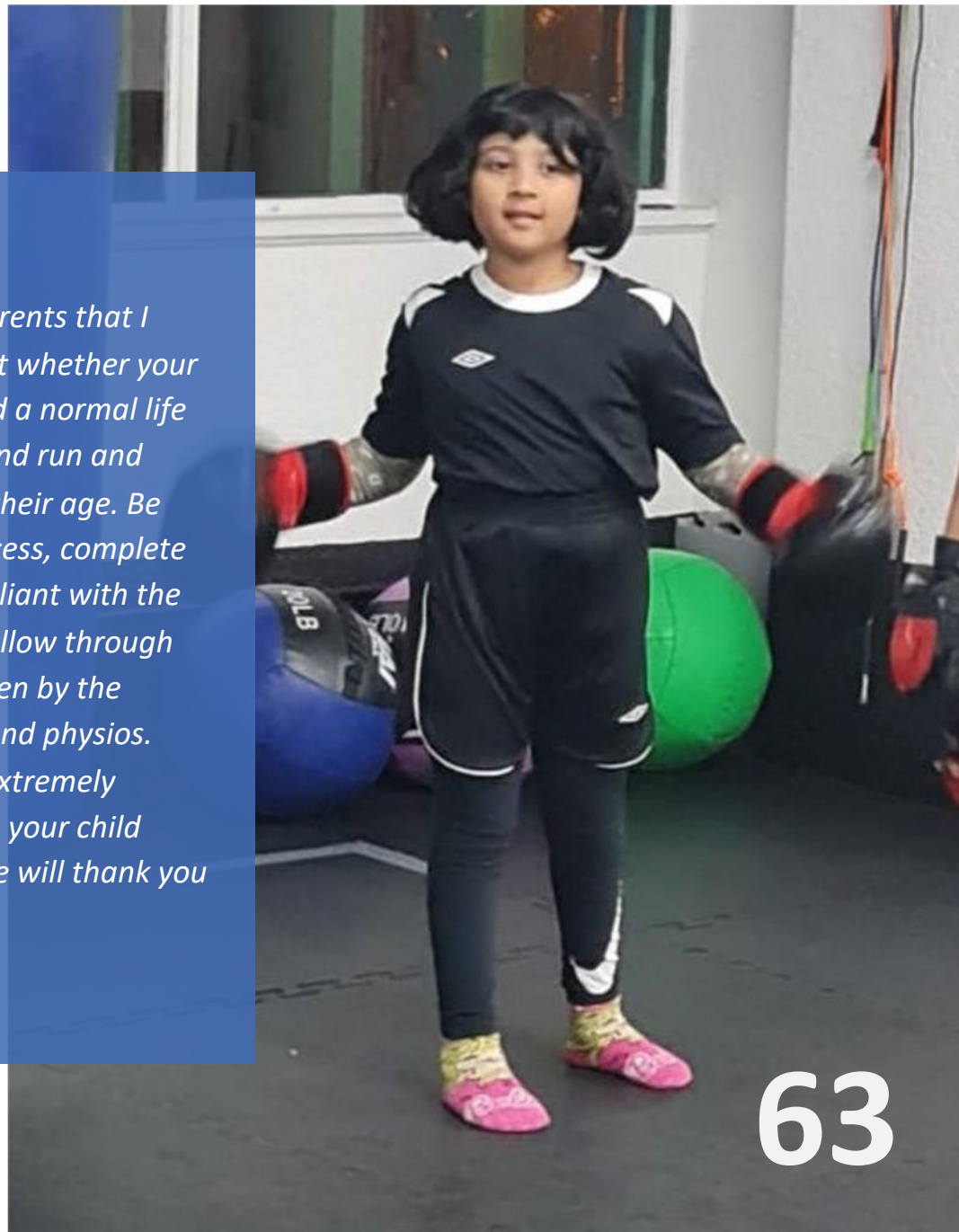
Zainab's mother Samia says that the treatment was emotionally challenging for her at first, but the team of experienced doctors and physiotherapists, "especially our angel Zara", made it easier. Also, seeing the improvement each time the casts came off gave them hope that her feet would be healed. When they first started with the boots and bars it was a bit tricky, but once they got a handle on how to put them correctly, it became easy. Practice makes perfect.

Zainab has successfully completed her four year treatment, and she enjoys dancing, football and martial arts.

“

I want to tell other parents that I know you worry about whether your kid will be able to lead a normal life and be able to walk and run and dance like other kids their age. Be patient, trust the process, complete the castings, be compliant with the boots and bars and follow through with the guidance given by the experienced doctors and physios. Stay hopeful and be extremely disciplined even when your child resists – your little one will thank you for it one day.

”



09

OUR BOARD



OUR MEDICAL DIRECTOR PROF JACQUES (VAATJIE) DU TOIT

MBChB (SUN), FC Orth (SA), MSc. (Clin. Epi.) (SUN), PhD (Orth. Surg.) (SUN)
Head of Orthopaedic Surgery: Stellenbosch University

Prof Vaatjie du Toit is not only a valued member of our Board, providing expert medical oversight and organisational advice, he is also an enthusiastic Steps supporter.

He rode the 2022 Cape Town Cycle Tour for Steps. This was a highly successful fundraising event by the Tygerberg Orthopaedics department staff and alumni that raised funds to support the clubfoot treatment of 26 children and generated a lot of media interest.

Vaatjie also contributed substantially to the 2022 Clubfoot Africa Conference, advising on the scientific programme and giving an Instructional Course Lecture: “The Partnership between Government, Clinicians and NPOs in Clubfoot”.

He is actively involved in Steps training workshops and a dedicated and highly skilled paediatric orthopaedic surgeon treating patients in Cape Town and the Western Cape, as well as in Namibia. Thank you Vaatjie for all you do for Steps!



L-R: Prof Vaatjie du Toit, Karen Mara Moss, Dr Renier Kriel

10

FROM THE
FRONTLINE



CLUBFOOT CLINIC PARTNERS



We partner with specialist clubfoot clinics who share our goal of improving the lives of children born with clubfoot. We are privileged to support their important work.

Eastern Cape

Bambisana Hospital
Canzibe Hospital
Frere Hospital
Isilimela Hospital
Livingstone Hospital
Madwaleni Hospital
St Elizabeth's Mission Hospital
Zithulele Hospital

Gauteng

Charlotte Maxeke Academic Hospital
Chris Hani Baragwanath Academic Hospital
Dr George Mukhari Academic Hospital
Steve Biko Academic Hospital
Tembisa Hospital

Limpopo Province

Letaba Provincial Hospital

Mpumalanga

Lydenburg Hospital
Themba Hospital
Tintswalo Hospital (*patients also transferred from Mapulang hospital*)

Western Cape

George Hospital
Maitland Cottage Children's Orthopaedic Hospital
Tygerberg Hospital
Vredendal Hospital
Worcester Hospital

Free State

Boitumelo Hospital
Bongani Regional Hospital
Dihlabeng Provincial Hospital
Pelonomi Academic Hospital
Universitas Hospital

Kwa-Zulu Natal

Greys Hospital
Harry Gwala Hospital
King Edward VIII Hospital
Ladysmith Provincial Hospital
Madadeni Hospital
Manguzi Hospital
Ngwelezana Hospital

North West Province

Gelukspan District Hospital (*Mmatumelo*)
Mahikeng Provincial Hospital

Northern Cape

Dr Harry Surtie Hospital
Robert Mangaliso Sobukwe Hospital



CLUBFOOT CLINIC PARTNERS



“

Our team is encouraged by the clubfoot deformity improvement during casting, and the smiles from the mothers who can see that improvement. The path we walk is not easy, but walking it together with the children and their families is a privilege.

Dr Pieter Maré
(Orthopaedic Surgeon)
Greys Hospital, Pietermaritzburg,
Kwazulu-Natal

”



“

Our energetic team consists of physiotherapists and occupational therapists. We run a weekly clubfoot clinic on Thursday mornings. We have an orthopaedic surgeon at our hospital who assists with tenotomies and follow ups. As the distance between towns in the Northern Cape can be quite vast, we receive and treat patients from as far as Springbok and Calvinia which is 400-500 kms away. Our main hindrance to compliance has always been lack of transport for these patients. We have been running since 2019 and are so thankful to STEPS for their continual support with regards to information, training and resources.

Martiza Richter
(Physiotherapist)
Dr Harry Surtie Clubfoot Clinic, Upington,
Northern Cape

”



“

Being able to offer Ponseti clubfoot treatment at our hospital in this deeply rural setting is incredibly life changing. Accessibility is a major obstacle to care and it is only with the partnership of Steps that we are able to offer an accessible, affordable and effective clubfoot management service. We have seen amazing outcomes because we have the resources from Steps and can intervene early. It's a privilege to ensure that our kids are able to walk, wear their own choice of footwear and play with their friends.

”



11

**SUSTAINABILITY
AND FINANCIALS**



PROGRESS MADE TOWARDS REALISING OUR OBJECTIVES



- More clinic partners added and more consistent reporting from clinics are showing an increase in children being diagnosed and treated with the Ponseti Method.
- Thousands of children are wearing clubfoot braces sourced and supplied by Steps, reducing the risk of recurrent clubfoot.
- Improved early detection and referral rates through awareness raised of clubfoot and Ponseti treatment among health workers and the public through campaigns, media coverage and social media.
- We diversified our income stream by developing a hybrid model incorporating social enterprise.
- Our award-winning model works and is adapted to suit local conditions.
- We have strengthened key partnerships with clinics, suppliers and donors; to work together for our common goal of effective clubfoot treatment.
- We consolidated and strengthened our partner clinic support by using evidence based data to evaluate and plan.
- We have met, and exceeded our objectives.
- We are making an impact in outlying areas with a network of smaller clinics that make treatment accessible closer to where patients live.



“

We deeply appreciate and give credit to all of our partners, donors and supporters for your commitment. Our impact is only made possible by your generosity, assistance and collaboration.

”

MAKING GOOD CLUBFOOT CARE SUSTAINABLE



Identify areas where treatment is needed.



Assist with resources for clinic set-up:

- Education literature
- Parent education
- Clubfoot data capturing
- Clubfoot braces
- Clinic coordination toolkit



Identify champions.



Social enterprise:

- Braces and training



Provide training.



Awareness campaigns.

OUR SUSTAINABILITY PLAN SUMMARY

- Diversified revenue stream
 - Grants
 - Fundraising campaigns
 - Events
 - Product sales
 - Training
- Partnership with South African Paediatric Orthopaedic Society
- Automated resources and tools
- Integrated into the South African Public Health System
- Lean management principles



SUMMARY OF AUDITED FINANCIAL STATEMENTS



1 JULY 2021 – 30 JUNE 2022

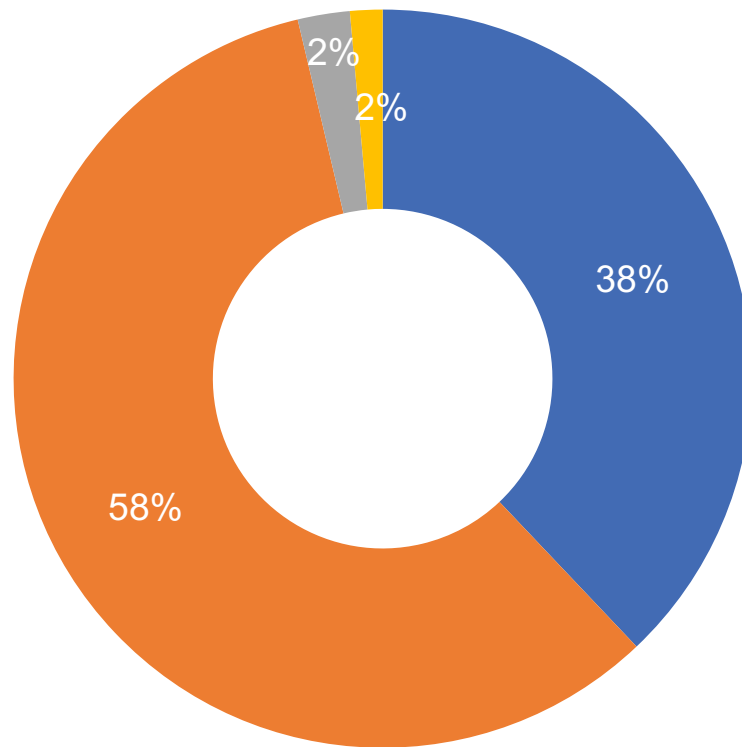
	2022	2021
	R	R
REVENUE	7 272 781	3 691 201
Donations received and event funding	3 334 816	1 774 140
Donations in kind (Clubfoot braces)	1 856 919	464 600
Clubfoot Brace sales	2 081,046	1 452,461
COST OF SALES	(2 032 847)	(1 312 934)
Donations in kind (Clubfoot Braces)	(1 856 919)	(464,600)
GROSS SURPLUS	3 383 015	1 913 667
INVESTMENT INCOME	71 385	53 611
OPERATING EXPENSES		
Core Activity	(2 632 986)	(2 161 337)
Clinic advocacy	804 336	723 935
Clinic support	1 123 938	847 062
Ponseti training & facilitation	521 188	312 539
Support Activity		
Support cost	183 524	277 801
OPERATING SURPLUS/DEFICIT FOR THE YEAR	821 414	(194 059)

OUR SUPPORTERS



**We deeply appreciate all of our generous supporters and partners.
Without you, we would not be able to create the impact that we do.**

INCOME SOURCES JULY 2021 - JUNE 2022



■ Sales ■ Donations ■ Conference ■ Interest Received

Our funding comes from many sources, from a person donating R50.00 at an event to major private donors who invest large amounts to make a sustainable impact, to corporates and private foundations.

We are immensely grateful to you all.

We also generate our own income through sales of medical devices and events.

12

YEAR END MESSAGE
FROM OUR FOUNDER



2022 YEAR END LETTER FROM OUR FOUNDER AND EXECUTIVE DIRECTOR



REFLECTING ON 2022

Dear Clubfoot supporters and friends,

After the restrictions of the previous two years, 2022 felt lightning fast! It's been exhilarating, inspiring and a big year for us at Steps. Whilst busy times don't leave much room for reflection, as the year winds down for the holiday season I am thinking about the lessons and insights it has given us.

For me, 2022 was about renewed human contact and connection. Whether it was joining a friend for a cold water dip in the Atlantic, enjoying nature and catching up on our lives, or having coffee with a new contact who gave me a different perspective and fresh insights. We don't walk this journey of life alone and COVID-19 really reminded me of how much people need people.

The most remarkable connection for us at Steps this year was hosting the first Clubfoot Conference in Africa. The energy created by more than 200 people from 26 countries over 2 days was so palpable that if we could have bottled it, it would be priceless. We hugged, laughed, walked on the beach, shared meals and talked about our shared problems and dreams.

Over and over again, people talked about the warmth they felt from human contact, the need for more collaboration, and the deep insights they got from other people. We were all from different spaces, some were from conflict-torn countries, but we shared so much in common and we left re-energised.

I recently read a piece about tenacity. Tenacity requires both drive and purpose. Tenacity needs to be backed by efficiency and preparation, and time to breathe and reflect, so that you can show up again with renewed energy and enthusiasm. Tenacity is knocking on doors until they eventually open. Tenacity is the persistent determination to realise a dream, to make the world better in some way, to change a child's life. Tenacity is living in the moment, but also thinking about what comes next. Tenacity is having an open mind to change and new opportunities.

Keeping inspiration alive is difficult when times are tough, but knowing that what we do makes a difference helps us to move forward. The global clubfoot community faces daily challenges of restricted resources, but we are moving forward. Over the past twenty years we have come so far with expanding the Ponseti method to so many more children. That has come from tenacity and connection. Nobody can do it alone.

2022 YEAR END LETTER FROM OUR FOUNDER AND EXECUTIVE DIRECTOR



Every time I am in a clubfoot clinic I'm reminded of the power of tenacity and human connection. The skilled and caring medical teams, sharing tasks and wanting to help every child they treat. The families that have often travelled far and at great personal expense to get their child the help they need. They share their stories and support each other every week.

The babies and children remain my biggest inspiration and example of tenacity. They don't give up. They are in casts, and boots and bars, but they still strive to reach their milestones. They aren't restricted by these obstacles, they do it anyway. They sit up, stand, crawl, walk and eventually run.

Bulumko's treatment graduation story is one shining example of the many we see every year. We can all learn from these little people. **To do it anyway.**

As we prepare for whatever 2023 may bring, let's take time to understand and appreciate what we have all been through and to celebrate that we are still here to tell the story. At Steps we worked hard and supported almost 3,000 children in treatment at our 38 partner clinics. We navigated challenges, celebrated our successes, laughed and cried, and learnt from our mistakes. We experienced compassion, inspiration, and so much kindness.

To all of our wonderful and generous supporters, our amazing and caring clinic partners, the brave families and babies and children in the clubfoot community, we ARE because of you.



Thank you for caring about clubfoot.

Warmest regards

Karen Mara Moss, December 2022



Further information:
info@steps.org.za / www.steps.org.za
