

Background Information

The Phosboucraa Foundation Takes Action for Health in the South

- **More than 41,875 people have benefited from the Phosboucraa Foundation's various medical initiatives since 2015.**
- **These caravans mobilize various medical and surgical experts and place special attention on children's health, especially in schools.**
- **These wide-ranging initiatives reinforce the Phosboucraa Foundation's support for people in the Southern regions.**

Since its creation in 2014, the Phosboucraa Foundation has placed greater access to basic health services for people in the Southern regions at the heart of its action. Over the past four years, the Foundation, which carries out OCP Group's social commitment in the Southern regions of Morocco, has organized 16 caravans and medical campaigns that have reached more than 41,875 patients. These actions include medical consultations, analyses, radiology, as well as dispensing medication, providing eyeglasses, and performing surgeries. To date, there have been 5,647 surgeries.

One of these operations is currently underway (June 25 to July 4, 2018), in partnership with the Ministry of Health and with the support of the Lalla Salma Foundation. It's an awareness and screening campaign for breast and cervical cancers. The objective is to perform 4,000 screening tests in Laayoune and 2,500 in Boujdour. This campaign follows a first initiative in 2016 when two mobile mammography units and two ultrasound machines were donated.

In order to include all stakeholders, this initiative has a two-day training session for the medical staff from the cities of Laayoune and Boujdour, which is a first for this type of operation. The training is directed at 35 doctors, nurses, and health technicians to enable healthcare personnel in the Southern regions to master screening technologies and techniques to, in turn, make this type of care accessible and effective for people in the South.

Wide-ranging operations targeting a maximum number of highly vulnerable beneficiaries

The current women's cancer screening campaign is an example of how the Phosboucraa Foundation prioritizes healthcare. This focus is reflected in its comprehensive approach of using wide-ranging actions to reach the largest number of people in the Southern regions. The Foundation's primary method for accomplishing this involves covering the largest geographical area possible through its initiatives that, as of 2015, have spanned nine of the region's cities: Guelmim, Bouizakarne, Tata, Assa, Smara, Tan-Tan, Loutiya, Laayoune, Sidi Ifni, and Dakhla.

Also, these various operations always make it a point to use diverse methods to combine both curative and preventive measures. Over the past four years, multidisciplinary caravans,

awareness campaigns, and medical awareness and screening days have been organized using this approach. These initiatives all aim to inform, prevent, diagnose, and heal.

A collaborative approach through partnership with leading associations

During each health initiative, the Phosboucraa Foundation works with an expert partner to ensure effective operations. This collaborative and partnership approach aims to develop and perfect health, medical, and surgical interventions while guaranteeing their effectiveness. For example, all operations to date have been carried out in partnership with the Ministry of Health's regional delegations. The list of valued partners also includes Morocco's social action leaders, such as the Mohammed V Foundation for Solidarity, Operation Smile Morocco, the Moroccan Association for Public and Environmental Health, Association Action Urgence, and the Lalla Salma Foundation for cancer treatment and prevention.

As with the training provided for the current screening campaign, the various initiatives are developed to reinforce local medical personnel's abilities. The Foundation has set up a program promoting local healthcare skill development in order to sustainably strengthen healthcare services in the Southern regions. Accordingly, the Foundation has awarded five scholarships to young students in general medicine from the Southern regions.

Text box:

16 caravans and health campaigns in 4 years

2015:

- Medical and surgical caravan in Dakhla providing 50 surgical procedures and 1,484 consultations;
- Operation Smile Morocco dental humanitarian mission providing 1,241 children with access to consultation, diagnosis, and treatment;
- Multidisciplinary health campaign in the Guelmim region benefiting 20,437 people.

2016:

- Oral care days in Sidi Ifni and Guelmim raising awareness among 1,040 children;
- Deployment of a mobile hospital in the port city of El Marsa: 2,417 patients were provided with consultations and examined;
- Support for the launch of the Sheikh Zaid Foundation scholarships benefiting 5 students;
- Acquisition of two mobile mammography units and two ultrasound machines for the Lalla Salma Foundation for cancer treatment and prevention.

2017:

- Surgical days in Laayoune: 154 surgical procedures and 157 medical examinations performed.
- Surgical mission to Laayoune: 169 surgical procedures and 1,728 medical consultations performed;
- Dental mission to Dakhla benefiting 894 schoolchildren.

2018:

- Medical caravan during the month of Ramadan 1439/2018 benefiting 26,530 people;
- Breast and cervical cancer screening campaign in the Southern provinces (ongoing).

About the Phosboucraa Foundation:

Created in 2014, the Phosboucraa Foundation carries out the social and societal commitment of OCP Group, and especially of its subsidiary Phosboucraa, for the benefit of the long-term socioeconomic development of the Kingdom's Southern regions.

The Foundation's commitment is aimed at:

- Contributing to improving the local populations' incomes;
- Educating, training, and improving the most vulnerable people's quality of life;
- Promoting natural and cultural heritage;
- Revitalizing the area by improving its attractiveness.

The Foundation's actions are fivefold:

- Social development (education, training, and health);
- Encouragement of entrepreneurship;
- Development and promotion of culture and athletics;
- Agricultural development and environmental conservation;
- Urban development.

In order to ensure the long-term success of its initiatives, the Foundation uses an integrated approach based on listening and working in concert with all contributors, and particularly through partnerships, mobilizes all necessary expertise to implement each project.