

TOBACCO CONTROL PROPOSAL

Super Active Healthcare Systems Ltd is a leading diversified healthcare management organization with a strong tradition of Preventive and Occupational health management; our care system is designed to support a vast client base made up of individuals, families and corporate organizations in improving the quality of their lives. We came into the industry with new strategies that combine the best of traditional approaches with innovative, emerging solutions.

Our services include:

- PRE-PAID MANAGED CARE
- OCCUPATIONAL AND PREVENTIVE HEALTH
- HEALTH SAFETY AND ENVIRONMENT (HSE)
- LAND AND AIR AMBULANCES
- HOME CARE NURSING
- HOSPITAL MANAGEMENT

The Company is duly registered under the company and Allied Matters Act as a health systems company in Nigeria with the following Mission, Vision and Core Values.

MISSION

To build a qualitative and affordable healthcare system for a diversified work group, organizations, families, using brand customization to meet health needs locally and internationally.

VISION

To create and sustain a healthy and productive client base using a multi dimensional care approach.

OUR CORE VALUES

- Professionalism
- People
- Product
- Trust

OUR NO TOBACCO PROJECT

In an attempt to respond to the global outcry on tobacco and the risks inherent in its usage as it affects both the primary and secondary smokers and to also join Government at all levels in driving home the message against tobacco and the possible health consequences and the mortality risks, we have incorporated into our Preventive Health Unit a mechanism to control tobacco and evaluate carbon monoxide intake. Our tobacco control programme has been designed in line with the World Health Organisation model on Universal Tobacco Control. The project is in controlled and regulated by the WHO Tobacco Free Initiative arm with who we are in working partnership tobacco control in Africa.

OUR INTEREST ON TOBACCO CONTROL WITH LAGOS STATE GOVERNMENT

Going by the age long position of Lagos being a lucrative and viable commercial city, there has been economic attraction from most tobacco sales and marketing companies competing to find relevance in the Lagos trading places and they went all out to reach anyone reachable with tobacco doctrine and initiation to remain in business. Overtime, they got a lot pf people involved in tobacco use and administration which has resulted to the tobacco related illnesses being battled by the State today.

The Lagos State Government has lost so much resources both human and capital in dealing with tobacco induced ailments which we refer to as aftermath of the past tobacco dealings. Our corporate proactive disposition is to implement the Tobacco Free Initiative policy for sustaining the future of our youths and the citizens in general. We have embarked on tobacco literacy/education and carbon monoxide monitoring as cessation programmes to curb the spread of tobacco use and indoctrination.

We have attached herein copies of Tobacco Education programme done in WORLD NO TOBACCO DAY (WNTD) 2006 and the Sales statement made by Philip Morris in our work on Tobacco in Movies.

Please find below a systematic break down of the coverage areas of our project in Lagos.

TOBACCO ENLIGHTENMENT/EDUCATION PROGRAMME

Under this programme we have, "**The No Tobacco Train for Schools**". This is a programme designed for post primary school students with special focus on the Senior Secondary School bracket who if not educated makes up the next generation of tobacco users. At their level of experimentation we equip them with enough information on tobacco as this tend to help them survive pressure from peers in the first phase of their independence in the University environment. This train has been designed to go round all Secondary Schools within Lagos state with the sole aim of tobacco enlightenment/education. This on the long term will give birth to **No Tobacco Clubs** in these schools who ultimately will be trained to run tobacco programmes on their own with relative participation in our Lagos State annual No Tobacco Day.

TOBACCO EDUCATION/COUNSELLING CENTRES

This has been designed and fashioned in the same model with the community health centre. The programme most times run within the facilities of the community health centres with a tobacco advisory function facilitated by trained counsellors who are also trained in the use of Motion and still pictures to unveil tobacco ills in these centres. Posters, bulletins and other take home materials are accessible in these centres.

CARBON MONOXIDE MONITORING (SMOKERLYZERS)

In the overall interest of both the primary and secondary smokers we have found a need to institute a tobacco monitoring process in our collective tobacco control objective. We have taken a step in this direction to partner with an organisation in U.K for our regular supply of machines that can handle the technicality of simplifying the breath monitor interpretational chart into forms that are easily readable and user friendly. Our Smokerlyzers come with the following features:

- Easy to operate and maintain
- Lightweight
- Battery powered
- Low cost
- Immediate visual identification
- Can be connected to PC using pico chart software
- Clinically proven
- Digital read-out
- Audible tone
- Traffic light LEDs
- Easy to read LCD display
- Progress chart

OUR PRAYERS

1. For the Lagos State Government to support the private initiative of Super Active Healthcare Systems Ltd in its quest to institute a comprehensive Tobacco Control measures in Lagos state.
2. To financially support Super Active Healthcare Systems Ltd in annual World No Tobacco Day event in Lagos state. Refer to the attached programme budget.
3. To support Super Active Healthcare Systems Ltd in establishing Tobacco Counselling Centres in all Local Government Areas of Lagos state.
4. To establish Joint Venture programme on Breath Carbon Monoxide Monitoring in Lagos state using the General Hospital and Health centre model.

COST IMPLICATION

A unit of carbon monoxide monitor (smokerlyzer)	- \$1,000.00
A carton of reagent (200 pieces per carton)	- 360.00

DIRECTORS' PROFILE

Mr. Lere Awokoya-Chairman



Lere Awokoya was born in Lagos and he is an old boy of CMS Grammar school and an alumnus of Barking College of technology, and Ashridge College London.

Work Experience

Ogilvy Benson and Mather (OBM) 1977
Insight Communication 1982
Co-founder of Concept Unit Ltd 1984
Co-founder of Small World Media Int'l 1997
Member, Advertising Practitioners Council of Nigeria
Chairman, TBWA\Concept Unit
Chairman, Small Media International Ltd
Chairman, Super Active Healthcare Systems Ltd
Director, Tequila 1:2:1
Director, Tripple A
Director, Media Reach\OMD
Director, Corporate and Financials



Mr. Edu Oluwarotimi HND, (INS), ACIB, LLB, BL, LLM. (Executive Vice Chairman)

He is a seasoned Insurance practitioner and a lawyer who is a self driven achiever with a multi disciplinary background and interest in insurance, health management & medical equipment services, banking etc. He has excelled in various businesses and has made important contributions to the political, social and environmental development of Nigeria.

He was a member of the 9th Governing Council of Lagos State Polytechnic (LASPOTECH), former member of Lagos State Security Committee, a member, Lagos Chamber of Commerce & Industries and former member of Lagos State Health Insurance Committee

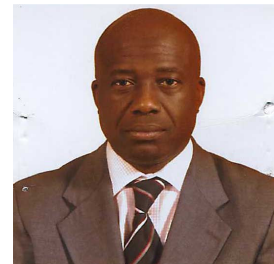
Mr. Rotimi Edu is bringing his wealth of ideas and innovations to bear in Super Active Healthcare Systems Ltd.

Dr. Ebum Bamgboye-Director



Dr. Ebum Bamgboye is a Consultant Physician/Nephrologist and currently Head, Dialysis/Transplant Unit of St. Nicholas Hospital in Lagos. He has over 20 years of post qualification experience as a Medical Doctor spanning both the Public and Private Sector. He has several Publications to his credit, amongst which are, Chronic Renal failure at Lagos University Teaching Hospital, A ten-year review. Transplantation proceedings in 1992: 24(5): 1851 1852 presented at the 1st International congress on Dialysis and Transplantation in developing Countries in Singapore in 1992, Acute Renal Failure at Lagos University Teaching Hospital; A-ten year review presented at the international conference of ARF Chapel Hill, North Carolina USA in 1992. Dr. Bamgboye has won several prizes and awards, notably Soley prize for Best Medical Graduate of 1984, Best Performance in Maternal Child Health in 1984, John Hamilton prize for Best Performance in the Community based-experience and service and community health in 1984, Academic Foundation Prize for best performance at the 1st Professional Exam (2nd M.B) in 1984 and Pediatrics Association of Nigeria Prize for Best all Round Student in Pediatrics in 1983 amongst others. He is currently a member of the Nigerian Subcommittee COMGAN organ of the International Society of Nephrology and the Advisory Board, St Nicholas Hospital, Lagos.

Dr. Henry Nzekwu-Director



Dr Henry O. Nzekwu is the founder and Managing Director of CSA Ltd., one of Nigeria's foremost experiential companies.

Henry is a medical doctor who is inspired to partner and add value to organizations and governments by helping them identify the most profitable media platform to communicate their various messages./

Medical training and practice as former team doctor to the National Football team- the Green Eagles, imbued him with strong analytical skills, professional discipline and a thorough understanding of public policy and the value of clear communication for social change.

Henry formalized his natural communication skills when he incorporated CSA in 1987. His initial foray in communication consisted of consultancy for the United Nations Fund for Population Activities (UNFPA) and the presentation of Health programmes on radio for FRCN in Lagos.

Henry specializes in designing and running public sector campaigns that create and sustain awareness as well as ensuring attitudinal change. Henry's very wide range of expertise in the use of different media, working with media's professionals, assessing audiences and messages are germane to the successes he has achieved in his career.

Henry has served as Media and PR consultant to a number of Federal Government Committees and boards; amongst these are: committee to restructure the National Orientation Agency, the committee to merge the Nigerian Film Corporation and the Video Censors' Board.

He served on the defunct board of the National Sports Commission and was a member of the marketing consortium for Nigeria '99. He was resource person to the Supreme Council for Sport in Africa (SCSA) in 2001 and in 2003 he was consultant to COJA- the organizing committee of the 8th All African Games. He has provided private sector clients with strategic communications planning, message development, media relations, broadcast, logistics, events and production design. Some of these clients include: Deloitte, Shell Petroleum, Zenith Bank, Coca-Cola, WAPCO, Nigerian Stock Exchange, Nigerian Communications Commission and Thisday Newspapers.

International Organisations he has served include the DFID, JDZ, The Economist Conferences, African Business Roundtable and the Bid Committee of the FIFA World Cup for South Africa.

Henry has conceptualized, produced and compeered many high profile events in Nigeria such as Miss World, Obasanjo Speaks, Int. Conference on HIV/AIDS, the visit of President Ellen Sirleaf Johnson of Liberia to Nigeria, the visit of world renown motivational speaker, John Maxwell and the annual Thisday Awards with an international cast of past presidents such as President Vicente Fox of Mexico and German Chancellor Gerhard Schroeder and entertainers like Diana Ross. An accomplished public speaker, TV presenter and public affairs commentator, Henry is a member of the Nigerian Medical Association (NMA), Institute of Directors (IOD), an Associate of APCON and an alumnus of the Lagos Business School. He is a director of the Children's Literacy Foundation of Nigeria (CHILFON).

He has attended various international workshops, courses, seminars and is the beneficiary of various awards.

Henry is a Christian from Delta State. He is married with children. His hobbies include Sports, Music Cars and Art.

Dr. Bisi Ayotunde Ibrahim-Director



Dr. Ibrahim is a graduate of Obafemi Awolowo College of Health Sciences. He is a member, Medical and Dental Council of Nigeria. He has practiced at Lagos University Teaching Hospital and Sir, Yahaya Memorial Hospital Birnin Kebbi, Kebbi State.

Projects:

Blood pressure pattern amongst market men and women in Awolowo Market Sagamu to the Department of Community Medicine and Primary Care O.A.C.H.S, O.O.U. Sagamu.

Protein Energy Malnutrition in Under-5 children in Nigeria; A case study presentation to the Department of Medicine and Primary Care O.A.C.H.S,O.O.U. Sagamun.

Ehi Iden-Chief Operating Officer



He heads the Operations of Super Active Healthcare Systems Ltd, he has a ten (10) years working experience in the healthcare sector.

Ehi started his career in 1997 as an Admin/Marketing Manager in St. Patrick's Hospital Ltd, Port Harcourt where he functioned in various capacities with a strong people oriented management skill. He resigned from St Patrick's Hospital in September 2002 to join Identitti Concept, an Occupational Health and Medical Safety Company also in Port Harcourt as a Business Development Manager. In this assignment, he ran a network of 14 hospitals, a Pharmaceutical company and dealing with a number of Health Maintenance Organizations (HMO) all within Port Harcourt. Through his brilliant performance, he was promoted in 2005 to the position of a Managing Consultant (health) and got transferred to Lagos in 2006 to set up the Lagos office and he worked in that capacity up until December, 2007 when he resigned to join Super Active Health Systems Ltd.

Ehi graduated from the Mass Communication department of Enugu State University of Science and Technology. He had series of in-service training in

Health, Safety and Environment (HSE) under MDE-SCM of Shell Petroleum Development Company Port Harcourt. His core area is Medical Safety and Preventive Health as a trainer and an inspector. He also holds Professional qualifications in Public Relations. He is currently undergoing an Occupational Health and Safety programme under the British Safety Council.