



the cpsi

Government Component:
Centre for Public Service Innovation
REPUBLIC OF SOUTH AFRICA



TO WHOM IT MAY CONCERN

Reference for Speaking Books

It was with pride that we as the Centre for Public Service Innovation (CPSI) supported Speaking Book® as the South African entrant for CAPAM 2008. It was a great honour to witness the Speaking Book® being awarded Silver at the commonwealth CAPAM Conference in Barbados, second place out of the 53 Commonwealth Countries competing, one of the top 10 out of over 120 international submissions.

Since then the Speaking Book has been acknowledged as a critical innovative intervention for capturing communities' attention on various societal concerns and thus opening the way for governments around the world to address these challenges. This innovation is the most simple but effective technology that ensures that health care communications reach the most isolated and low literate communities. Importantly, this hard backed book empowers community members to make informed decisions regarding their health care by providing information to them in their own languages which they are able to listen to at their own pace, in the privacy of their home, to help them identify and comply with treatment for many health issues. It is also used to empower communities for education purposes, teaching them how to access various government services.

I can confirm that over the years Speaking Books® has continued to support the South African Government and many governments around the world in making appropriate evidence-based interventions to address the needs and concerns of their citizens with very positive outcomes due to very high user acceptance.

I am happy and honoured to recommend Speaking Books® as a company that represents high ethical standards in making a difference to the most vulnerable communities with easy to understand life changing messaging on health.

I trust that many governments will continue to access and make use of this innovation which is one of highly effective vehicles for fast-tracking the achievement of Sustainable Development Goals, the AU's Agenda 2063 and national development plans.

T E Radebe

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