

Vodafone Ghana and Kirusa launch 'Ebola Public Health Project'

Vodafone Ghana and Kirusa have announced the launch of 'Ebola Public Health Project' under Vodafone's Ghana Foundation's 'Mobile for Good' initiative, on Kirusa's platform.



This is a unique initiative in the area of Public Health Education and will involve the dissemination of content on the Ebola outbreak to Vodafone subscribers for free. The project, which commenced in November 2014, is expected to run up to April 2015. The platform provided by Kirusa will also support incoming calls from outside the network as well as international sources to retrieve the same content, which will also be refreshed weekly.

Commenting on the partnership, Nana Yaa Afriyie Ofori-Koree, Head of Vodafone Ghana Foundation and Sustainability said, " 'Mobile for Good' is one of our integral projects to support various organisations that are using mobile technology to solve socio-economic challenges across the country. With the launch of the initiative, we are reiterating our promise to invest more into the communities we serve, reach out to people in need and promote high standards in the telecommunication industry. The Ebola epidemic has taken a huge toll in West Africa. This is our endeavour to spread awareness amongst our countrymen and make Ghana an Ebola free country. We are delighted to partner with Kirusa, facilitating us to take this initiative to as many people as possible."



Inderpal Singh Mumick, Chief Executive Officer of Kirusa, said, "We are honoured to have been selected by Vodafone Ghana for this unique initiative. We believe that through this project, knowledge about Ebola and its avoidance will be enhanced to a great extent, hopefully saving many lives. We are delighted to be a part of this initiative with Vodafone."

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