Greetings!

Supporting community health through responsible tourism: A case of The Safari Collection

The right to health is a fundamental human right. When we fall sick we are most likely to visit the nearest health centre or hospital to be diagnosed and seek medication. To ensure delivery of quality healthcare the facilities are expected to be well equipped, have adequate personnel and infrastructure in addition to being accessible. However, in most rural areas this is not often the case. The good news is that through responsible tourism, some of the challenges that hinder delivery of healthcare such as accessibility of medical services are being addressed. We are very proud that eco-rated facilities are taking the lead in ensuring that health issues among local people in the areas where they conduct business are being addressed. This week’s article shall highlight some examples of the support that has been provided.

Linet—a young girl from Samburu hears for the first time

Linet was just aged 10 when the manager at Sasaab Lodge initiated a conversation that would later on change her life completely, from being deaf and unable to go to school to receiving medical support and being able to go to school just like other kids. The conversation was through the manager and one of the staff named Susan (Linet’s mother). The Safari collection intervened and took the young girl for medical tests and to see specialised doctors in Nairobi. This was after the tests conducted in the nearby town of Isiolo had not ‘borne fruits’. Her ears were fitted with hearing aids, and she was able to listen to the world around her for the very first time! She is now learning sign language and other normal subjects at Isiolo School for the Deaf. Imagine hearing
sounds of hooting vehicles on the streets, people chatting and laughing happily for the first time in your life; what a proud moment could that be not just for you but also those who have supported you in the incredible journey.

A grandmother gaining eye sight

The Safari collection organises week-long medical camps every year to provide medical access to local people who reside in the areas where the company conducts its tourism businesses. During the clinics, locals are provided with dental and eye treatment. Last year, the company conducted an eye clinic in Solio area where 100 surgeries were conducted. One particular case which stood out was that of a grandmother named Jane. She walked into the clinic suffering from blindness from both eyes. She had lost her eye sight through physical injury and cataract. At the end of treatment she was able to go home filled with joy because she was now going to see her grandchildren for the first time.
A local receiving treatment during the eye medical camp.

As a responsible accommodation, you can also be part of this story in promoting community health through construction of medical facilities, provision of medicine, purchase of medical equipment or even provision of sanitary towels for the girls. We hope you will also support community health in one way or another in the spirit of sustainable tourism.