



## Alan Brand

### Short Introduction:

Alan is a leading expert in the development, and provision of innovative employee wellness strategies enabling business enterprises throughout South Africa to mitigate the threat of HIV and AIDS and other associated health and wellness risks. He has developed numerous outcomes based wellness training modules. His personal energy and unique and professional facilitation skills have inspired many. Alan is a sort after motivational speaker, conference facilitator and master of ceremonies.

### Author:

- Positively Alive, Published by Jacana 2005
- Positively Alive Recipe Book Published by Micromega Publication 2014

Creator and administrator of a very successful web-based support, information and counselling resources network for HIV+ men in South Africa.

---

### Detailed Profile:

Alan Brand – Lives openly with his HIV status and is dedicated to making a difference by breaking the silence and changing the mind-set of those he comes into contact with.

After completing his studies, Alan worked for a period of 23 years in a various positions throughout the hospitality, tourism and catering sector of South Africa. In January 1997, while working as a District Manager, at Fedics Food Services, he was diagnosed with HIV. He joined The Fedics Group HIV/ AIDS Committee in 1997 and was elected chairperson in 1998. He received the Group Managing Directors Special Recommendation Award for his work as chairperson of The Fedics Group HIV/ AIDS Committee in 2000.

Appointed 2001 - Group National HIV/AIDS Manager for the Fedics Group (Now called Tsebo Outsourcing Group). In 2006, this title changed to Group Wellness Manager (HIV/AIDS), strategically positioning him to effectively and holistically develop and implement employee wellness initiatives for an employee workforce of 15 000.

Appointed in July 2003 - Hospitality and Tourism Sector Representative on the South African National AIDS Council (SANAC). Alan is the founding member of the HIV/AIDS Forum of the hospitality industry. During his term of office he co-

author a resource guide entitled “Managing HIV/AIDS for South African Tourism and Hospitality Companies” This handbook has greatly enhanced the sectors ability to mitigate and manage the incidence of HIV/AIDS.

He has project managed the ground breaking approach to the treatment of HIV/AIDS through the introduction of a focus on nutritionally enhanced food products in the workplace. The initiative engages the hospitality sectors core competency to enhance immune wellness and thereby providing a positive impact on general wellness of all employees.

Alan says, “Most organisations in South Africa have some form of in-house HIV management programme however few have considered the benefit of directly addressing the nutritional intake of employees infected with HIV. We want to place the focus on living with HIV, not dying of AIDS. While good nutrition will not cure HIV/AIDS, it most certainly can help maintain and improve health. It will also assist in generally boosting the immune levels of all employees thus having a direct and measurable impact on bottom line productivity and the reduction of the costs associated with HIV and AIDS in the working environment.”

#### **HIV initiatives receive international recognition and awards.**

During 2005 Fedics, the diverse contract catering division of the Tsebo Outsourcing Group was a finalist in the Global Business Coalition on HIV/AIDS Awards for Business Excellence in the category “Utilising Core Competency”. Receiving International exposure, when this initiative featured in the awards publication, distributed at the international awards gala in Washington DC.

#### **Establishment of Employee Wellness Consultancy Services**

Since establishing an employee wellness consultancy practice in 2011, he continues to provide the services of employee wellness consultant and specialist wellness trainer, HIV/AIDS programme co-ordinator and employee assistance practitioner (EAP) to the Tsebo Outsourcing Group and an impressive customer base. By developing innovative and customised wellness initiatives for SMME’s, large corporate organisations, businesses and government department, Alan has been able to reach a broad spectrum of employers, employees, associations and organisation in Southern Africa.

#### **Author and motivational speaker:**

Alan’s writes monthly articles for the award winning wellness publication “The Ripple Effect” and is the guest editor of The Ripple Effect World AIDS Day special edition distributed throughout South Africa. These articles have been an inspiration to many people.

During 2004, Metropolitan commissioned Alan to publish his journals/diaries on the Metropolitan website [www.RedRibbon.co.za](http://www.RedRibbon.co.za) as part of their Living with HIV diary project.

During 2005, he completed his first book detailing his experiences in living and thriving with HIV. This book entitled “Positively Alive”, published and distributed through Jacana Media. Copies of his book are available at Exclusive Books or alternatively by ordering it on line at [www.lulu.com](http://www.lulu.com) or [www.amazon.com](http://www.amazon.com).

His second book “Positively Alive Recipe Book”, published in 2014 by Micromega Publications, provides immune boosting recipes as well as information on nutrition and diet for people living with HIV. Available from: Micromega Publications: Office Land Line: 031 573 1048 [www.rippleweb.co.za](http://www.rippleweb.co.za)

Alan features in many publications and newspapers amongst others:

- You, Huisgenoot and the Drum Magazines
- Business Day
- South African AIDS Journal
- The Sowetan
- The Star
- Beeld
- AIDS Management Report

Television and Radio interviews that have been conducted with Alan include NBC late night news, E news, SABC TV2 Good Morning Live, TV3 Doctors Orders, Tourismbiz, 702 and Cape Talk, Kaya FM, East Coast Radio, SAFM, Algoa FM, and other community based radio stations.

In October 2008, Alan created the very successful internet support and information social web-based network “Positively Alive”. Positively Alive provides a free resource service as well as counselling, information and support/forums for HIV+ gay, bisexual and transgender men and MSM in South Africa. [www.Positively-Alive.com](http://www.Positively-Alive.com)

Alan’s activities as a motivational speaker, conference facilitation and training provider are too many to mention but have included:

- South African – Netherlands Chamber of Commerce – Guest Speaker - HIV/AIDS Seminar (2001)
- INFO Chef – Guest Speaker – The effects of HIV/AIDS on the Hospitality Industry (2001)
- Daimler Chrysler Management – Guest Speaker – Managing HIV/AIDS in the Workplace. (2001)
- The Postal Regulator – Guest Speaker – Living and responding to HIV/AIDS – Basic Awareness (2002)
- 2003: HIV/AIDS conference facilitator: Ministry of Basic Education – Namibia.
- 2003: The role of Peer Educators, Facilitator and Keynote address, Swaziland Business Coalition on HIV/AIDS.

- 2004: American Embassy – Guest speaker – “Living with HIV not dying from AIDS”
- 2005: Represented the HIV positive employees of Gauteng when he delivered the opening address at the Gauteng Workplace Indaba on HIV and AIDS and shared the platform with the Premier of Gauteng, Mbazima Shilowa.
- Department of Foreign Affairs, Wellness day address on the importance of balanced nutrition in immune wellness.
- Tourism, Hospitality Education and Training Authority (THETA) – HIV and AIDS awareness day guest speaker.
- Department of Local Government and Traditional Affairs – World AIDS Day motivational speaker during the KZN province road show.
- 2007: Motivational address at the inauguration of the SAPS wellness mobile units in Taung, North West Province, where he shared the platform with Police Commissioner Jackie Selebi.
- Facilitation of HIV/AIDS Peer Educator Training for candidates from Contract Catering Management (CCM) and Namzinc at the Skorpion mine at Rosh Pinah, Namibia.
- SANPARKS – World AIDS Day motivational address Pretoria
- 2008: presentation at the IQPC, INTEGRATED EMPLOYEE WELLNESS PROGRAMMES CONFERENCE, Implementing Employee Wellness Programmes That Really Works as well as conducting a delegates workshop at the conference.
- EXXARO, World AIDS Day motivational speaker Dec 2008.
- LANXESS - HIV/AIDS Peer Educators Training Programme 2009/2010
- AECI – Training and development of HIV/AIDS Peer Educators Programme 2010/2011 + 2012.
- Netcare HO - World AIDS Day Motivational Guest Speaker
- Johannesburg Water Services - World AIDS Day Motivational Guest Speaker
- Denel PMP Pretoria- World AIDS Day Motivational Guest Speaker
- Voorspoed Mine – De Beers - World AIDS Day Motivational Guest Speaker
- Right to Care – Master of Ceremonies – Connect Annual Conference and Gala Dinner
- Tsebo Outsourcing Group – Employee Wellness Consultant, Employee Counselling and Employee Wellness Training Provider.
- Ripple Effect (MicroMega Publications) - Programme Director and Master of Ceremonies Annual Employee Wellness Conference and HIV/AIDS Conference
- SAPS – Training and development of HIV/AIDS Peer Educators Programme 2010/2011 + 2012.
- Pannar Seeds – Greytown – Refresher training for HIV/AIDS Peer Educators and Wellness Champions - 2012
- Harmony Mines – Secunda - Training and development of HIV/AIDS Peer Educators Programme – 2012

- Swaziland – Royal Swazi Sugar Corporation – Motivational Address at MD’s Dinner
- Concepts Africa – Employee Wellness Conference, Programme Director and Master of Ceremonies.
- Department of Co-Operative Development and Traditional Affairs – HIV/AIDS Peer Educator Training and HIV/AIDS Awareness Training Service Provider.
- Richards Bay Coal Terminal - World AIDS Day Motivational Guest Speaker
- South African Blood Services - World AIDS Day Motivational Guest Speaker
- Ministry of Education Namibia - World AIDS Day Motivational Guest Speaker
- South African National Parks Board – Working for Water Project – Peer Educator Training.
- Barrick, Lumwana Zambia, Contracted by Concept Africa Professional Training to conduct Psycho-social counselling skills training for Employee Wellness Champions, Peer Educators and Community Workers.
- Kumba Iron Ore – Thabazimbi, HIV/AIDS Awareness Training and Peer Educators Training.
- Mpisi Group, HIV/AIDS Awareness Training and Peer Educators Training.
- Mintek, HIV/AIDS Peer Educator Training and HIV/AIDS Awareness.
- North West Province Department of Sport, Arts and Culture, Employee Wellness and HIV/AIDS Peer Training
- Murray & Roberts – HIV/AIDS Awareness Training
- Sedibeng Water – Peer Educator Training

---

**Alan Brand**

**Positively Alive** <sup>cc</sup>

**CK2010/002085/23**

6 Ouhout Avenue, Weltevredenpark, 1709

Direct Line: +27 (11) 678-0701

Mobile: +27 (82) 453-0560

Direct mail to fax: 086 245 6833

E-mail: [albrand@iafrica.com](mailto:albrand@iafrica.com)

**BEE Exempt - Micro Enterprise Level 4 EME Entity**

Website: [www.positivelyalive.co.za](http://www.positivelyalive.co.za)

Member: South African AIDS Consortium

Visit Alan on his blog site at <http://alanbrandpositivelyalive.blogspot.com/>

Creator of support network for HIV+ Gay, Bisexual and Transgender men in SA

[www.Positively-Alive.com](http://www.Positively-Alive.com)