



# Dr CRISELDA KANANDA

Criselda is a mother, Doctor of philosophy in Social Work(honoris causa) Businesswoman, Inspirational Speaker and broadcaster. She has been actively involved in Positive campaigns for human development, human rights and social cohesion. This has compelled her to study immunity and continues to investigate the research available regarding Nutrition, Behaviour, including progression of HIV to AIDS. Criselda has made simplified health education her personal mission.

She has worked with different government departments, as well as the corporate sector on implementing workplace wellness programs nationally and internationally. She's also been actively involved in the fight for the rights of people who are both HIV positive and HIV negative. In her pursuit of health advocacy she became compelled to study immunity and AIDS progression as well as investigated the available research regarding nutrition and human behaviour and studied towards psycho-neuron immunology, health and positive living.

She holds qualifications in management development from The Gordon Institute of business science SA, project management, direct marketing and business communications. Currently studying two degrees Bachelor of Human Ecology and Bachelor of communication science.

She left a successful career in sales and marketing, while heading a direct marketing business unit for SA Post Office, to advocate for wellness for the greater good and human development. Her pursuits in her ambitions have resulted in many invitations to speak and present papers at many a conferences and meetings, including a meeting for the SADAG Health Ministers on wellness. Dr. Kananda, in 2016 and 2017 was appointed by the First Lady of Ghana to speak and facilitate at OAFLA- Organization of African First Ladies dialogue in Ghana and Addis Ababa, continues with this task three years succession.



She was a Contributing editor and columnist for Media24's Real Magazine and City Press, including caxton's Bona Magazine translated in 4 different languages for 8 years and drum magazine.

She travelled to eighteen countries around the continent with Metro-FM, introducing the concept of using radio as an effective medium in curbing diseases through simplified health education.

She was acclaimed one of ten most influential South African Women in 2007 by City Press and RAPPART and the former first lady, Mrs Zanele Mbeki acknowledged her contribution towards the up-liftment of young women in South Africa as an ambassador for the Young South African Women in Dialogue in 2007. Former President Nelson Mandela referred to Criselda as the "light for the world."

She was named an Iconic Woman in social development 2009 by Olay International, Feather Awards recognized her one as role model of the year 2009 and heroine of the year 2010. Dr Criselda served in the Republic of South Africa 's Presidency's office as Corporate Affairs Director 2017-2020. She is currently a Corporate affairs Executive at 3sixty Global Solutions Group.

## HEALTH MOTIVATIONAL PRODUCTS:

Through her company Positive Talk Services she developed health motivational talks Know your numbers encouraging employees or individuals to make healthy choices, health is not just about having all the relevant information but about having the will to live and making the right choices.

### Talk messages include but not exclusive to:

Life of a Champion-  
Living a golden life-  
Mind Your Language-  
The Art of Winning  
Beautiful Woman  
Sister's keeper  
Mercy said Yes  
Change will always happen

## Authored:

Audio wellness book  
Positive living manual  
My memoirs – You Are Never Alone

## Television Roles:

Kaelo Stories of Hope on SABC2 3rd season.  
Youth health programme Live IT on SABC1.  
Sexual health on DSTV channel 190  
Tribute for Madiba SABC1  
The Criselda Dudumashe Show DSTV Channel 190  
Positive Talk with Criselda GauTV channel 265 current

## Radio:

Positive Talk on KayaFM 2003-2006  
Metrofm 2006-2017  
SAFM 2017 – current  
Mhlobo Wenene - current

## Ambassador:

Nelson Mandela 46 664 Campaign  
KZN Tourism, Economic Development and  
Environmental Affairs  
South African Woman in Dialogue  
Fezile Dabi Annual AIDS day concert  
Orange Babies International  
HEIDS – Higher Education wellness  
program.  
SABC Health Foundation  
BrandSA  
#100WomenOfFortitude

## Board Service:

SA Food Gardens Foundation  
South African AIDS Council Trustee  
South African Woman in Dialogue Trustee

