



**SOLIDARITY FUND SUPPORT OF  
THE RX RADIO CAMPAIGN  
SUMMARY REPORT**

**OCTOBER 2020**

DESCRIPTION	AMOUNT ALLOCATED	AMOUNT SPENT
Rx Radio Campaign	R100 000	R100 000

**01**

**CITIZENS IN SOLIDARITY CAMPAIGN MANDATE**

The Solidarity Fund, hereafter referred to as 'The Fund', was established on the 23rd of March 2020 to respond to the COVID-19 crisis in South Africa. It is a platform for the general public, civil society, and both the public and private sectors to contribute to the various initiatives needed to provide relief from the virus

The Citizens in Solidarity (CIS) campaign is the communications arm of The Fund. It aims to lower the transmission of COVID-19 by promoting awareness, social solidarity and behavioural change.

The CIS campaign moves beyond just delivering the facts around COVID-19. It aims to highlight the ability of every South African to play their part in curbing the spread of the virus. The message is that through simple behavioural changes, we can all save lives. It is, therefore, easy to become a Citizen in Solidarity.

***"Wash your hands to protect your neighbours; wear a mask to protect your friends; keep a safe distance to protect your family; and just be kind."***

The mandate of the CIS campaign is to put a framework in place, across key sectors of society, to effect the necessary behavioural changes that could significantly slow the spread of infection.

## CITIZENS IN SOLIDARITY CAMPAIGN PHASE 1

During the first phase of the CIS campaign, The Fund established partnerships within the following sectors:



- **Business** – by partnering with the Return to Work Campaign, B4 SA, and PPGI
- **Traditional Leaders** – through the National House of Traditional Leaders
- **Faith Leaders** – through the South African Council of Churches (SACC) and other interfaith leaders
- **Civil Society** – through networks in the Eastern Cape, an identified virus hotspot
- **Education** – through a programme supporting school management teams and school governing bodies
- **Youth** – through the *six million in six-weeks* campaign.

Within the Youth sector, the Rx Radio initiative offers a unique value proposition as it looks at the pandemic, and the difficulties it has created, from the perspective of children. The campaign was appropriately named, ‘Voice of the Children’.

The Rx Radio campaign fits into a broader radio broadcasting campaign which includes the following initiatives:

- **The Sikhaba Series:** A 10-minute, pre-recorded COVID-19 relevant message, played on a daily basis in all 11 languages, on 15 radio stations. The series has been running for 24 weeks, and has a weekly listenership of more than 30 million.
- **Community radio:** Expanding the reach of the CIS campaign by partnering with 15 community radio stations and its running for its 24th with a listenership of more than 30 million a week.
- **Education:** A 10-part talk show to engage with the schooling community, answer their questions, offer advice, and promote the establishment of a community.

## PRINCIPLES THAT GUIDED THE FUND'S BEHAVIOUR CHANGE EFFORTS

The following principles originated during the development of The Fund's Impact Framework and have been adapted for application to the Support Pillar's Food Voucher Relief Programme.



### Speed:

Build networks and awareness across key sectors before peak infections to help flatten the curve. Timely execution was paramount in achieving this goal.



### Targeted hotspots:

Identification of COVID-19 hotspots to increase awareness where it mattered most. To date, the Eastern Cape, Gauteng, and KwaZulu Natal have received heightened attention.



### Resource efficiency:

The project management office (PMO) set up for this campaign has been tasked with ensuring effective delivery of contract requirements to enable maximum reach and impact for the CIS campaign.



### Inclusion:

The Fund aimed to reach vulnerable households through a variety of partners across civil society, the private sector, and government. It collaborated with four large, non-profit food partners, seven provincial implementing agents, two logistics companies, and more than 400 community and faith-based organisations (details on the next page).



### Safety:

The Fund ensured that its partners adhered to social distancing and safety measures while engaging with citizens on the ground.



### Building a large network:

By harnessing the support of business, faith, youth, education, and civil society sectors, The Fund's CIS campaign was able to effect key behavioural changes in the fight against COVID-19.

## PROGRESS & IMPACT

### Red Cross Children's Hospital (Rx Radio) Campaign

#### Objectives:

To use radio as a medium to share COVID-19 educational content, engage listeners, and encourage behavioural changes to stop the spread of the virus. This is achieved by utilising multiple platforms designed to reach specific groups of listeners. These groups include adults, children, teachers, and many more.

The Red Cross Children's radio (Radio Rx) was selected to implement this initiative because it is run by, and for, children. It is also the first radio station in the world to train children to broadcast from within a hospital. Radio Rx was best positioned to implement this campaign due to its focus on the perspective of children during the pandemic.

#### Programme Description:

The 'Voice of the Children' is an emotional appeal for behavioural change to limit the spread of COVID-19. The aim was to have one PSA (Public Service Announcement) running in three languages in conjunction with a webinar.

#### Programme Delivery:

##### PSAs (Public Service Announcements)

Radio Rx has gone far beyond the initial request for one PSA. Initially, the Rx team produced 20 PSAs in three languages. These PSAs were then assessed, and the six most highly rated were syndicated to *Grounded Media* for them to broadcast across 15 community radio stations. Further to the syndication, the Rx team distributed the full 20 PSAs to the Rx database (for partner use), in addition to Bush radio, KC radio, all the Rx social media platforms (incl. YouTube), and to the Provincial Health Department for further distribution across their networks.

This has significantly increased the distribution and reach of the PSAs. It is difficult for the Rx team to establish the exact number of listeners who heard their content given the myriad platforms it has been distributed across, but they reached two million listeners through Community Media, on its own a significant number.

##### Webinar: Prof Glenda Gray

It was the first time that the Radio Rx team has produced a show in this format. There were nine reporters and one moderator, all aged 17 years-old and below. A total of 20 questions were formulated and discussed during the webinar. The webinar was successfully conducted, but the attendance was less than expected with around 100 people participating.

ORGANISATION NAME	TOTAL
<p><b>PSAs (Public Service Announcements)</b> By utilising the <i>Grounded Media</i> community radio network, the Radio Rx content was able to reach about two million people across the 15 radio stations listed below.</p> <ul style="list-style-type: none"> <li>• Forte FM</li> <li>• Vukani Community Radio</li> <li>• Inkonjane 100.5 FM</li> <li>• QwaQwa Radio</li> <li>• Jozi FM</li> <li>• Soshanguve Community Radio</li> <li>• Thetha FM 100.6</li> <li>• Radio Riverside 98.2 FM</li> <li>• Mafisa FM 93.4</li> <li>• Izwi LoMzansi 98.0 FM</li> <li>• Radio Khwezi</li> <li>• Sekgosese Community Radio</li> <li>• Moutse Community Radio</li> <li>• Eden FM</li> <li>• Radio Zibonele</li> </ul>	<p><b>~2m listeners</b></p>
<p><b>Webinar with Prof Glenda Gray</b> A total of around 100 listeners attended the webinar.</p>	<p><b>~100 listeners</b></p>

05

**LESSONS LEARNED**

Many of the lessons learned relate to the webinar. This was the first time that the Red Cross Children’s hospital had produced content in this format and the following recommendations flowed from their initial efforts:

- Better coaching of the interviewee and the use of plain language for future webinars/shows.
- Minimising reporter introductions to save time.
- The use of a more secure technology platform for future webinars (this webinar was hacked, but with no consequence).
- Reducing the number of questions to allow more time for dialogue between the reporters and the guest.
- Better advertising of events and a focus on the unique value proposition which is the ‘Voice of the Children’.
- Split the webinar into multiple three minute snippets, highlighting the most significant questions and answers. If they feel like accessing the full webinar after a short clip, this option will be available to listeners.