



DESCRIPTION	AMOUNT ALLOCATED	AMOUNT SPENT
Right to Care	R1 266 757	R1 266 757

01

CITIZENS IN SOLIDARITY CAMPAIGN MANDATE

The Solidarity Fund was created on 23 March 2020 to respond to the COVID-19 crisis in South Africa. It is a platform for the general public, civil society and the public and private sector to contribute to the consolidated effort to fund various initiatives.

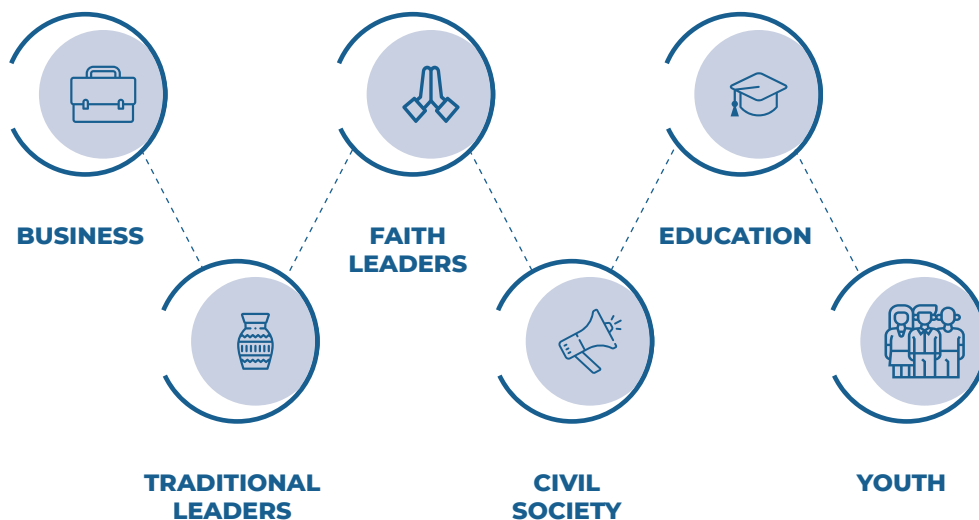
The Citizens in Solidarity campaign (CIS), which is part of the overall communication campaign of the Fund, aims to lower the spread of COVID-19 through strengthening the Fund's objectives of prevention, detection and care. Our message is to invite all South Africans to become Citizens in Solidarity. Being a Citizen in Solidarity is easy. The campaign is an opportunity for every South African to play their part in preventing the spread of the virus. The message is that a few simple changes in behaviour saves lives. And it is easy to do.

"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."

A growing sense of fear, anxiety, mistrust and grief spread through communities as COVID-19 cases increased. The mandate of the CIS campaign is to leverage networks across key sectors of society to change simple personal behaviours that could significantly spread the rate of infection. We seek to reduce the spread of the virus through behaviour change across a wide variety of sectors.

CITIZENS IN SOLIDARITY CAMPAIGN PHASE 1

During the first phase of the campaign, the Fund established partnerships and programmes within the following sectors:



- **Business** – through partnering with the Return to Work Campaign, Business for SA (B4SA) and the Public-Private Growth Initiative (PPGI)
- **Traditional leaders** – through the National House of Traditional Leaders
- **Faith leaders** – through the South African Council of Churches, and other interfaith leaders
- **Civil society** – through networks in the Eastern Cape hotspot
- **Education** – through a programme supporting school management teams and school governing bodies
- **Youth** – through the Six Million in Six Weeks campaign.

Why embark on the civil society campaign?

As part of the Solidarity Fund's hotspot strategy, a need was identified to train traditional and religious leaders on COVID regulations relating to funerals. The training is intended to empower leaders in communities to regulate funerals and ensure the safety of citizens. This was also achieved by training compliance officers to proactively monitor funerals, promote positive behaviour and report back to the civil society network for action.

Even as the country moved out of the initial peak into less stringent lockdown levels, it was of the utmost importance to ensure safety at funerals and burials, as these are super spreader events.

Why the Eastern Cape?

The hotspots initially identified were the Eastern Cape, KwaZulu-Natal and Gauteng. The Eastern Cape was the first area targeted as it was the biggest hotspot in July when this project was started. As the festive season approached, the numbers of COVID-19 cases in the Eastern Cape escalated rapidly, indicating a high risk of a second peak developing in an around the festive season.

As part of the effort in the Eastern Cape, training materials have been developed that can be easily adapted to other parts of the country.

The Right to Care organisation

Right to Care is a leading healthcare organisation that was formed in 2021 in response to the public healthcare emergency of HIV and AIDS in South Africa. The organisation was created to address the pressing need to make medicine and care available to HIV/AIDS patients. It was one of the first organisations in South Africa to make HIV treatment available to public patients. Its solid track record of service delivery, patient care and innovation in South Africa quickly attracted attention from international funders and partners.

PRINCIPLES THAT GUIDED THE FUND'S BEHAVIOUR CHANGE EFFORTS



Targeted hotspots

Phase 1 strategically targeted hotspot areas for additional support. The Eastern Cape was identified as a hotspot.



Learning

This response area focused not only on training community leaders who would be well informed should a second phase arise, but also included establishing a network of funeral compliance officers in the Eastern Cape.



Inclusion

The civil society programme within the Solidarity Fund aimed to reach vulnerable households through a wide variety of partners across civil society, the private sector and government. The Fund harnessed the resources, knowledge and insight of many civil society groups, including faith and traditional leaders, care givers community-based organisations (CBOs), such as Right to Care and Tekano.



Safety

The Fund ensured that its partners adhered to best practices such as social distancing and other safety measures while building a large network.

PROGRESS AND IMPACT

Funeral compliance in the Eastern Cape

Objectives:

The partnership between the Solidarity Fund and Right to Care (RTC) had three main objectives:

- The mobilisation of community leaders to be champions for behaviour change.
- Community education and advocacy to address funeral protocols and to change behaviour.
- Planning and monitoring compliance at funerals through behaviour change initiatives and the recruitment of compliance officers.

In this regard, the Solidarity Fund partnered with RTC to manage disinformation around COVID-19 funeral protocols and processes, and to create platforms that ensures constructive dialogue between scientists, healthcareworkers, traditional leaders, faith leaders and their respective communities.

Programme description:

Several clusters of transmission in the Eastern Cape have been linked to funerals. Cultural practices and traditions often call for the convergence of communities not just on the day of the funeral, also in the time before and after the funeral. This creates multiple gatherings. To manage this risk ,the following strategies were proposed:

- A ban on night vigils.
- The body must be taken directly to the cemetery on the day of the funeral.
- No sharing of work tools.
- No community lunch on the day of the funeral.

In order to curb the spread of COVID-19 at funerals, RTC through its relationship with the Eastern Cape House of Traditional leaders (ECHOtL) and South African Council of Churches (SACC) developed a training programme that targeted community leaders from traditional spaces and religious sectors.

The one-day workshop trained participants on:

- How to impart knowledge of the rules and regulations pertaining to funerals, and to encourage compliance.
- Helping people to adapt to the difficult changes that that they are required to make.
- Aiding community leadership to devise coping strategies for families who are dealing with the double blow of a painful loss, and having to bury loved ones quickly without the usual level of community support.

Programme delivery:

All of the targets in this programme were met, namely to:

- Train 400 religious and traditional leaders
- Train 217 compliance officers
- Monitor compliance at 600 funerals
- Deliver a community radio programme
- Distribute pamphlets and other collateral to communities

The programme was delivered from the start of October and lasted until November. Initially, the focus was to train religious and traditional leaders on compliance requirements to ensure that funerals are conducted safe and within the regulations set out by the government. At the same time, compliance officers were trained to not only ensure adherence to regulations at funerals, compliance but also to enforce positive behaviours that minimise the spread of the virus.

In addition to the main objective of ensuring safety at funerals, the campaign included a radio programme together and distribution of pamphlets within communities. The programme was broadcast by eight community radio stations, with an estimated reach of 860 000 listeners.

1. Training

Multiple one-day training sessions were conducted across the Eastern Cape. The programme exceeded the target of 400 leaders, with a total of 409 leaders trained. The training curriculum was shared with the Eastern Cape Department of Health (ECDOH), Eastern Cape AIDS Council (ECAC) and the Eastern Cape Department of Social Development (ECDSD) for continued use by their community trainers. This will ensure that the training materials can be used by other organisations to maximise the reach and impact of funeral compliance in future.

2. Funeral compliance monitoring

The SACC and the ECHoTL worked with RTC to identify compliance officers. The process started off slowly, but picked up as RTC offered support to these two institutions. A total of 219 compliance officers were recruited.

Letters about the training and the partnership between the Solidarity Fund and RTC were sent to the Offices of the Executive Mayor in all the local municipalities where training took place. Most mayoral offices endorsed and supported the training, and provided support in the form of venues and Internet connectivity. Mayors commended the religious sector, through the SACC, and the traditional sector for working together to curb cluster transmissions. Mayors from Matatiele/Maluti Municipality, Bizana, Ntabankulu and Mzimvubu commented that it was the first time that the traditional and religious sectors collaborated in such a structured and organised approach. Mayors from Alfred Nzo, Mbashe, Bizana, Ntabankulu, Elundini, Mhlontlo and Kouga attended the training to show their support and welcome compliance officers in their communities.

Planning the trainings required a high level of administration due to limitations in electronic communication. Invitations and confirmations were done by telephone, and weekend work was necessary to meet the deadlines.



Training of compliance officers, Mbashe local municipality



Funeral compliance monitoring in Port St Johns

Funeral compliance across the eight districts in the Eastern Cape:

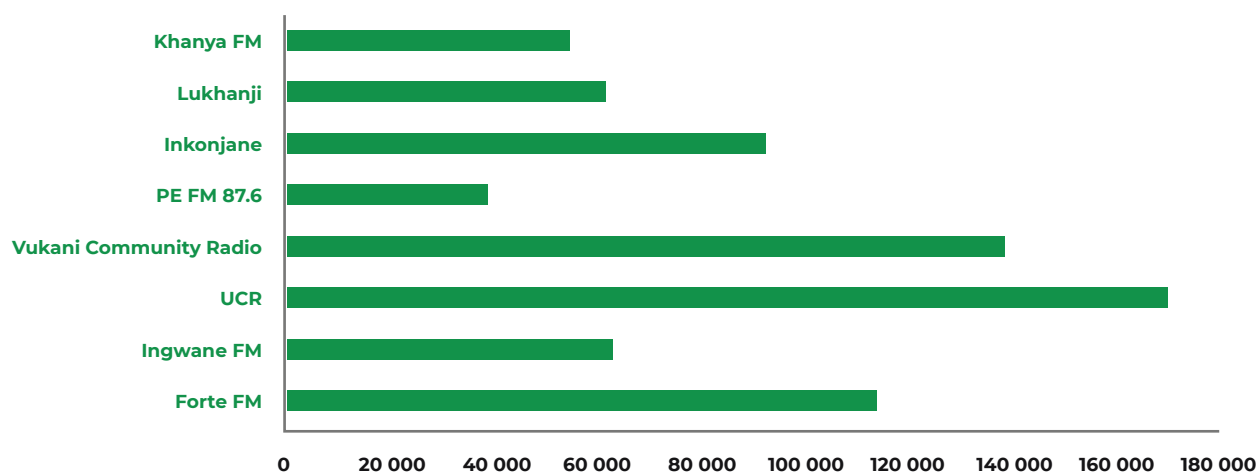
NO	AREA/DISTRICT	NUMBER OF COMPLIANCE OFFICERS	NUMBER OF FUNERALS
1	Amathole:		
	• Amahlati	6	15
	• Mbashe	6	17
	• Mnguma	8	13
	• Raymond Mhlaba	9	25
2	Alfred Nzo:		
	• Matatiel	8	18
	• Bizana	5	22
	• Mzimvubu	5	11
	• Ntabankulu	6	18
3	Buffalo City metropolitan municipality	9	36
4	Chris Hani:		
	• Ngcobo	8	21
	• Sakhisizwe	7	26
	• Inxuba Yethemba	8	19
	• Intsika Yethu	8	23
	• Emalahleni	4	11
	• Enoch Mgijima	9	27
	• Cradock	9	26
5	Joe Gqabi:		
	• Elundini	3	12
	• Walter Sisulu	9	33
	• Senqu	5	12
	• Alwal North	8	19
6	OR Tambo:		
	• King Sabata Dalindyebo	4	21
	• Ngquza Hill	7	22
	• Port St Johns	9	20
	• Nyandeni	8	31
	• Mhlontlo	9	13
7	Nelson Mandela Bay	14	32
8	Sara Baartman :		
	• Makana	7	21
	• Ndlambe	6	38
	• Kouga	8	41
	• Blue Crane	7	12
		TOTAL: 219	TOTAL: 655

3. Radio programme

The radio programme was rolled out across eight community radio stations, as detailed in the table below.

RADIO STATION NAME	PRIMARY LANGUAGE	SECONDARY LANGUAGE	GEOGRAPHIC SPREAD	SHOWS AIRED	DAILY LISTENERSHIP
Forte FM	English	isiXhosa	Situated in Alice, covering the Amathole region and surrounding areas: Butterworth, Grahamstown, East London, King William's town, Stutterhiem, Port Alfred, Queenstown, Tsomo	14	114 000
Ingwane FM	isiXhosa	isiZulu, Sesotho, English	Mthatha, Mqenduli, Ngqeleni, Port St Johns, Lusikisiki, Flagstaff, Bizana, Mount Frere, Qumbu	11	63 000
Inkonjane	isiXhosa	None	Port St Johns, Lusikisiki, Bizana, Thabanchu, Flagstaff	14	93 000
Khanya	English	isiXhosa	Idutywa, Butterworth, Kentani, Willowvale, Elliotdale, Nqamakwe, Tsomo, Kei Mouth and Komga	7	55 000
Lukhanji	isiXhosa	English and Afrikaans	Chris Hani District, Queenstown, Ezibeleni, Whittlesea, Tarkastad, Sterkstroom	15	62 000
PE FM 87.6	isiXhosa	English and Afrikaans	PE, East London, King Williams Town, Grahamstown, Fort Beaufort, Alice, Adelaide, Bisho, Port Elizabeth	14	39 000
UCR	isiXhosa	English	Mthatha, Butterworth, Ngcobo, Tsolo, Qumbu, Port St Johns, Libode, Ngqeleni, Mount Frere and Mount Ayliff	10	170 000
Vukani	isiXhosa	English	Bisho, Mthata, Rhodes, Queenstown, Tarka, Jamestown, Burgersdorp, Maclear, Lady Grey	11	139 000

Summary of the radio reach:



Composition of the broadcast types:

BROADCAST TYPE	AMOUNT
Public service announcement / live read	85
Interview	11
Total	96

Scripts used for the broadcasts:

Script 1:

I Coronavirus isekhona Phakathi kwethu yaye abantu basa bhubha yile ntsholongwane . okubuhlungu , imingcwabo yethu nayo inobungozi , kuba sisondelene , sihagana yaye sicula . Zonke ezizinto ziyayi sasaza lentsholongwane . Kulindeleke abantu abayi 100 emngcwabeni , kumele sigcine umgama Phakathi kwethu, sinxibe ii masks zethu , sicule ngentliziyo zethu kwaye siyeke ezi ndibano zukosulana iinyembezi emveni kwemingcwabo ukuze singo sulelani . Masihlale siphephile , sikhusele abaphilayo , singcwabe ngenkathalo.

Script 2:

Ukuba ulahlekelwe kabuhlungu lilungu losapho ekhaya ngalo elixesha , siyacela gcina wonke umntu kusapho lwakho ekhuselekile . Nokuba ngubani otshone esoleka kule Coronavirus , nokuba ufunyenwe enayo okanye engenayo . Intsholongwane isheka emzimbeni womfi nokuba sele ebhubhile . Sicela unxibe I masks , ugcine umgama Phakathi kwakho nomzimba , uhlambe izandla . Hlala ukhuselekile , ukhusele abaphilayo , singcwabe ngenkathalo.

Script 3:

Kumele sithethe ngoku Qhusheka , Imingcwabo eyayisenziwa ngobawomkhulu mandulo . Ngendlela esenza ngayo kule mihla ayiyiyo indlela eyayisenziwa mandulo .Ngokuka nkosi Mavuso , Acting Chairperson of the Eastern Cape House of Traditional Leaders , Ngaphantsi kwesiko asinayo imilindelo , imzimba womfi wawu dlula ekhaya ngomhla womngcwabo usiwe ngqo emangcwabeni , kwakunga tyiwa emveni komngcwabo . yiyo indlela ekumele singcwabe ngayo ngelixesha lale ntsholongwane Covid 19. Ngcwaba ngenkathalo

Script 4:

The coronavirus is still with us and our people are still dying from the virus. Sadly, our funerals can be dangerous, because we gather close together, we hug each other and we sing. All these things spread the virus. We must only have 100 people at our funerals, we must keep our physical distance, wear masks, sing in our hearts, and avoid after tears gatherings where we can make each other sick. Stay safe, protect the living, bury wisely.

Script 5:

If you suffer the sad loss of a family member at home at this time, please keep everyone in your family safe. Anyone could have had coronavirus when they died, whether they tested positive or not. The virus remains on the body after death. Wear masks, keep your distance from your loved one's remains and wash your hands. Stay safe, protect the living, bury wisely.

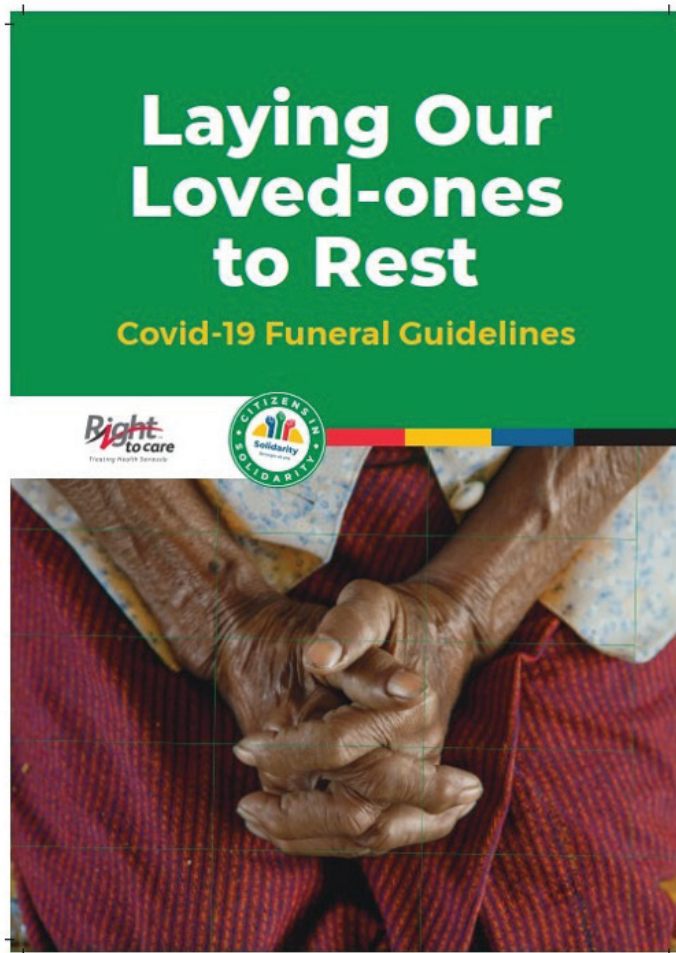
Script 6:

We want to speak about UkuQhusheka, the burial practices followed by our ancestors. The way we do things today is not how we always did them. According to Chief Mavuso, acting Chairperson of the Eastern Cape House of Traditional Leaders, under our ancient custom we did not hold night vigils, the body of our loved one was taken to the burial site on the day of the funeral, and there was no lunch after burial. That is how we must do things under COVID-19. Stay safe, protect the living, bury wisely.

4. Pamphlets/poster distribution

A total of **95 000** A5 posters were distributed across all districts in the Eastern Cape. The eight-page guideline posters covered the following aspects:

- Why funeral compliance is so important
- What to do when someone dies at home
- What to do when the body has been removed
- Planning a funeral
- Caring for the deceased at the mortuary or undertaker
- Safe funerals and burials
- Suggestions on supporting loved ones through the funeral
- After the funeral
- Supporting the bereaved after the funeral



TARGETS	ACHIEVEMENTS
Training of 400 traditional and religious leaders	409 leaders trained
Training of 217 compliance officers	219 compliance officers trained
Monitor the compliance of 600 funerals	655 funerals monitored
Distribution of pamphlets and posters	A total of 95 000 pamphlets were distributed across all districts in the Eastern Cape
Completion of the radio PSAs (public service announcements), live reads and interviews	87 broadcasts were completed across 8 community radio stations. Average reach estimated at 860 000 listeners

Impact:

Even though it's challenging to measure the impact of this type of programme / collaboration this, the compliance at funerals and the community awareness of UkuQhusheka serve as a measurable effect. We recorded (both on the radio and community dialogues) a high knowledge of the programme and its objectives. Word of mouth seemed to be a powerful tool of advocacy as our compliance officers reported knowledge of the programme in many communities. As stated before, the most significant impact was probably the solidarity between the religious and the traditional sectors – two groupings that often sit on opposite sides of customs and rites. This programme illustrated the power of bridge building between the people of the Eastern Cape, and has left a legacy in communities.

LESSONS LEARNT AND CHALLENGES

Lessons learnt and observations from funeral compliance activities

Even though RTC works extensively in the Eastern Cape in the traditional and HIV sector, the task of bringing together stakeholders who don't usually work together has been a challenge. However, upon the successful completion of the project, it also remains the biggest legacy of the Solidarity Fund/RTC collaboration. The spirit of solidarity was shared by the majority of people involved in the project, especially from a training and social advocacy point of view. Despite logistic challenges and that vast geographic areas needed to be covered for training and monitoring, bridges were built, local community leaders were empowered and legacy of UkuQhusheka was revived in the Eastern Cape. This is a network that could be activated in the future. Our most significant learnings, challenges and learnings are listed below.

Learnings:

- Local buy-in and collaboration were critical elements. Consultation with wider stakeholder groups beyond the SACC and the ECHOTL gave the programme additional momentum. The curriculum was adopted by several civil society groups and government organisations to implement in their “train the trainer” programmes.
- The political environment in the Eastern Cape caused several conflicting agendas, and it was necessary to stress that the Solidarity Fund and RTC are not affiliated with any political party.
- In its role as facilitator, RTC's existing relationships with various stakeholders stood the programme in good stead.
- The programme was composed of three main components, and this design can be duplicated in future community interventions. The combination of curriculum development, training, advocacy and monitoring helped to generate impact.

Challenges:

- The late start of the campaign was a key challenge. It proved difficult to implement training schedules in person, given limited Internet connectivity, and some trainings had to be repeated because of communication challenges regarding venues and timing. An ideal lead-in time for a comprehensive training and advocacy project such as this one is a minimum of six months.
- Initial challenges in recruiting compliance officers. The programme started when we saw a dip in deaths in the Eastern Cape, and compliance officers were initially apathetic about the small number of funerals they had to monitor. We also didn't have sufficient number of compliance officers, but with RTC HR support and referrals by the SACC and the ECHOTL, we managed to recruit and train the target of compliance officers.
- The geographic spread of the Eastern Cape made it challenging to cover all districts. Training officers and community/faith leaders had to work on weekends to ensure that the programme was fully implemented.
- Many stakeholders, many agendas. We had to remain diligent to the brief, timeframe and scope of the project as a number of Eastern Cape stakeholders that were not part of the campaign wanted to participate, which would have seen the goal of the project being diluted. RTC had to be diligent in stakeholder management to ensure that the brief was executed without being derailed by the needs of other stakeholder groups.
- It is easy for adherence to protocols to be forgotten amid the upheaval and trauma associated with the loss and mourning of a loved one. The need to continue compassionately promoting compliance at funerals was evident throughout the province.