



NATIONAL HOUSE OF TRADITIONAL LEADERS – LOUDHAILERS

Solidarity Fund report

DESCRIPTION	AMOUNT ALLOCATED	AMOUNT SPENT
National House of Traditional Leaders – Loudhailers	R2 878 499	R2 878 499

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 and civil society – as well as the public and private sectors – to contribute to the consolidated effort to fund various initiatives.

The Citizens in Solidarity (CIS) campaign, which forms part of the Fund's overall communication campaign, aims to lower the spread of COVID-19 by strengthening the Fund's objectives of prevention, detection and care. All South Africans are invited to become Citizens in Solidarity by playing their part in preventing the spread of the virus.

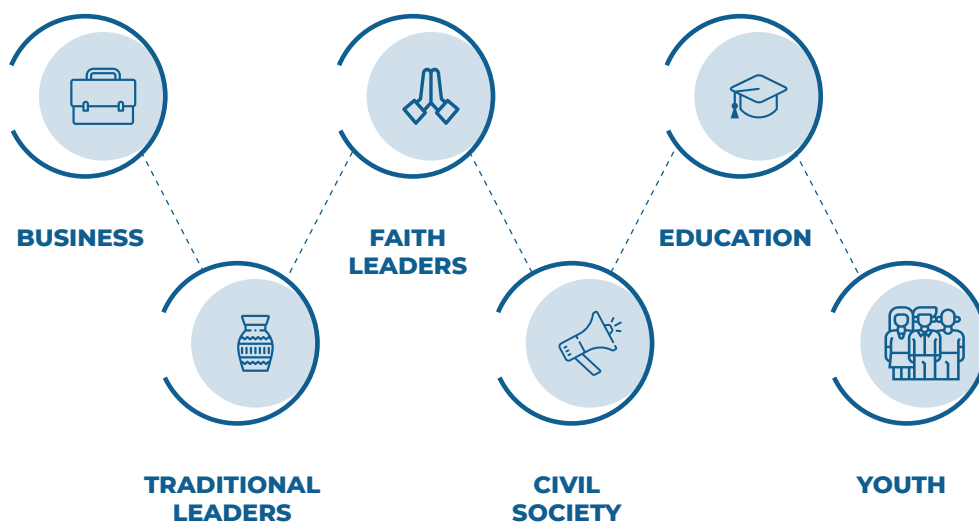
Being a Citizen in Solidarity is easy: a few simple changes in behaviour saves lives. The key message of the campaign is straightforward:

“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 CIS campaign helps to mitigate the growing sense of fear, anxiety, mistrust and grief that has 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.

CITIZENS IN SOLIDARITY CAMPAIGN PHASE 1

During the first phase of the campaign, the Solidarity 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.

The National House of Traditional Leaders (NHOTL) provides significant reach through its coverage of rural areas across South Africa. With this in mind – and given the significant influence of traditional leaders – the Solidarity Fund identified an opportunity to reach rural communities through a partnership with this stakeholder.

The central activity was to supply the NHOTL with branded loudhailers to effectively deliver COVID-19 messaging, and to promote behavioural change.

About the National House of Traditional Leaders

The NHOTL is composed of traditional leaders from the Provincial Houses of Traditional Leaders of South Africa, and who represent the Provincial Houses at the national level.

The mandate of the NHOTL is to:

- Promote the role of traditional leadership within the constitutional dispensation;
- Promote nation-building;
- Promote peace, stability and cohesiveness of communities;
- Develop, preserve and promote culture and traditions of communities;
- Consider Parliamentary bills referred to it by the secretary;
- Participate in intergovernmental structures; and
- Advise the national government, and make recommendations on any matter that the government may require.

About Power Sound and Paul Bothner Music

These companies were contracted to supply a total of 882 loud hailer units. The reasons for using two suppliers are outlined below:

Power Sound

- When the procurement process was initiated, 57 units were in stock and immediately available at Power Sound. The units were sent to the Eastern Cape due to the significant increase in infections at the time. This aligned with our hotspot strategy.

Paul Bothner Music

- No company in South Africa was able to supply the remaining requirement of 825 units, as no stock was available at the time.
- Paul Bothner has a strong and well-established presence in the market, which indicated that they could handle such a significant order.
- Bothner has a strong relationship with a supplier in Asia, which they leveraged to secure a preferential position in the manufacturing queue, and to reduce the turnaround time.

03

PRINCIPLES THAT GUIDED BEHAVIOUR CHANGE EFFORTS



Speed

All ideas needed to be executed quickly in order for networks to be built across key sectors prior to the peak, and to flatten the curve.



Targeted hotspots

Phase 1 adopted a hotspot strategy to plan how the energy and resources of various sectors would be harnessed in the fight against COVID-19. We initially started in the Eastern Cape due to the rapid spread of the coronavirus in the province at the time, with the intention to expand to Gauteng and KwaZulu-Natal.



Resource efficiency

The project management office set up for this campaign was tasked with ensuring the effective delivery of contract requirements to enable maximum reach and impact.



Inclusion

The Fund aimed to reach vulnerable households by drawing on partnerships across civil society, private sector and government. This included faith and traditional leaders, non-governmental organisations, care institutions and partners in business.



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

A large network of Citizens in Solidarity was built by harnessing support within prominent sectors, such as business, faith leaders, the youth, education and civil society. A campaign was crafted to relay key behaviour change messages and activities.

PROGRESS AND IMPACT

National House of Traditional Leaders – Loudhailers

Objectives

The NHOTL has extensive reach and influence in rural areas across South Africa.

The Fund drew on these strengths to spread COVID-19 awareness messaging, including:

- Hand washing
- Social distancing
- Mask wearing

The messaging was intended not only to educate citizens on COVID-19 protocols, but also to promote positive behaviour within rural communities.

In order to enable traditional leaders, including kings, to communicate messages effectively and start a conversation around behavioural change with citizens, the Solidarity Fund decided to distribute loudhailer units.

Programme description

The programme set out to deliver 882 loudhailers with 'Citizens in Solidarity' branding to traditional leaders and kings within the nine provinces across South Africa. In addition to the loudhailers, the following items were also distributed:

- 939 Citizens in Solidarity stickers (for the branding of the loudhailer units); and
- 1 764 Citizens in Solidarity magnetic car decals, for application to the front doors of the vehicle from which the loudhailers were used.

Programme delivery

The delivery was executed in two batches. The first was a delivery of 57 units at a cost of R303 500, which was supplied by Power Sound to the Eastern Cape House of Traditional Leaders in July 2020. The first batch proceeded as these were the only available units in South Africa at the time. The delivery was also critical, as the Eastern Cape was a major COVID-19 hotspot at the time.

The second batch of 825 units arrived in South Africa in August 2020, as these loudhailers had to be manufactured and imported from Asia. After they were branded, the units were delivered to the traditional leaders in September 2020. The total cost of the 825 units was R2 564 999, and was supplied by Paul Bothner Music.

The units and branded collateral were distributed across the provinces to match the number of traditional leaders:



PROVINCE	LOUDHAILER UNITS	CAR DECALS	STICKERS
Free State	15	30	15
Gauteng	2	4	2
Northern Cape	9	18	9
Eastern Cape	249	498	306*
Pretoria	2	4	2
Mpumalanga	62	124	62
KwaZulu-Natal	304	608	304
Limpopo	185	370	185
North West	54	108	54
Total	882	1 764	939

**The first 57 units (which have a two-speaker system) delivered to the Eastern Cape were branded with two stickers each. The remaining 192 (one-speaker system) units were branded with one sticker.*

The messaging was scripted by the traditional leaders and kings themselves. This allowed them greater freedom to craft and deliver messaging around the specific issues identified in their areas. In future, specific messaging could be scripted if needed.

Arrival of the imported units

As noted above, the majority of the units had to be manufactured and imported from Asia. Once the units arrived in Cape Town, the contractor assisted the Solidarity Fund with branding and packaging of units with the magnetic car decals, as well as the distribution of the units to the nine provinces.

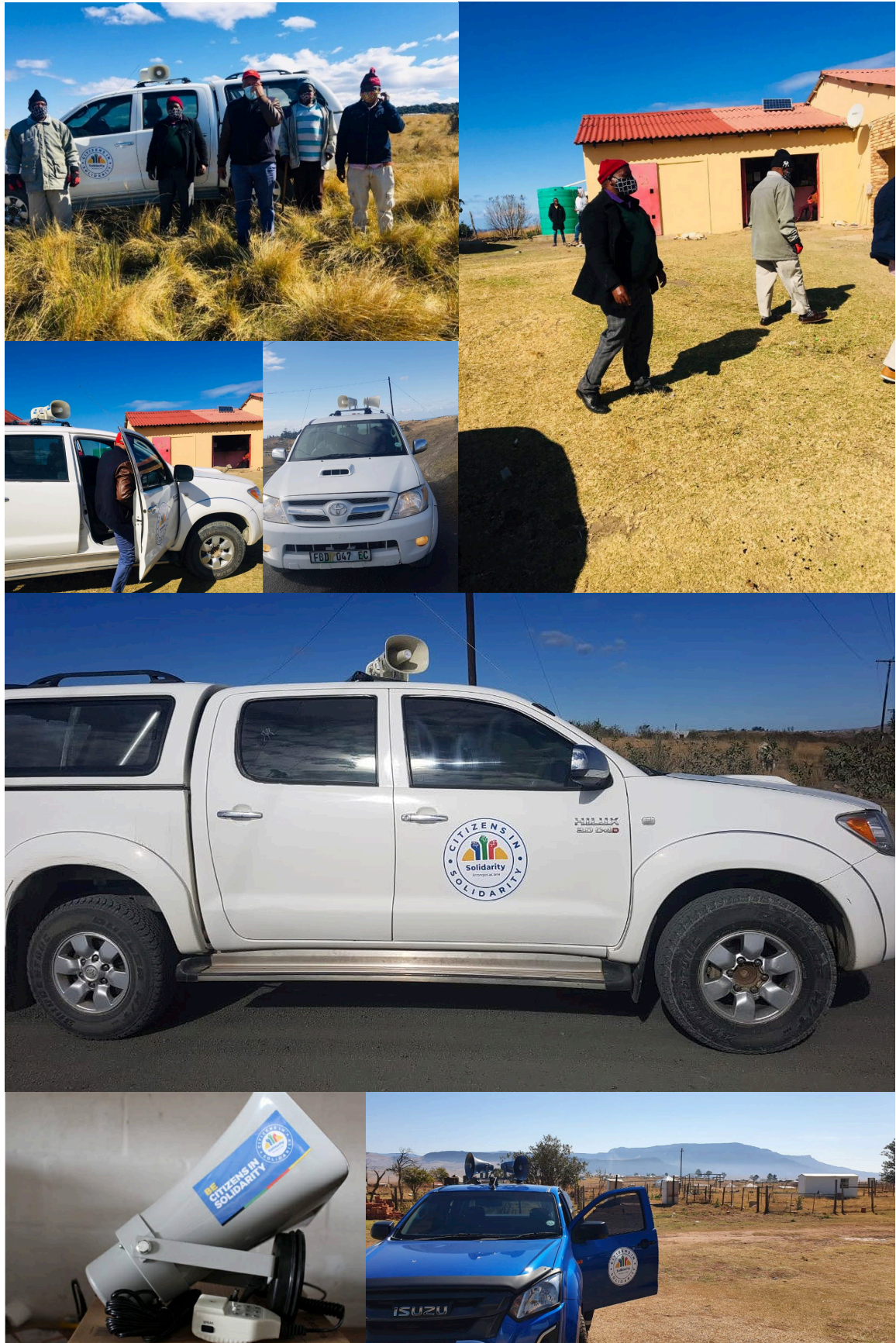


Loudhailers arriving in Cape Town being branded and packaged.



Branded loudhailers in action

Once the distribution was completed, the traditional leaders could attach the units to cars and start the much-needed process of spreading COVID-19 messaging.



REACH AND IMPACT

With over one third of South Africa's population living in rural areas, this avenue for messaging proved to be very important. Rural communities are often hard to reach from a communications perspective. The partnership with traditional leaders allowed for crucial messaging to reach remote areas. It also ensured that audiences received the messages from a trusted source. The 882 traditional leaders and kings cover all of rural South Africa, so the reach was extensive.

To date, the loudhailers have contributed positively to preventing the spread of COVID-19. The loudhailers were used for awareness campaigns, and also to monitor initiation schools as the traditional leaders identified this as a high risk area for COVID-19 infection. As the loudhailers were part of a rapid response initiative, we did not have a mechanism to monitor the frequency with which the loudhailers were used. We do know, from reports, that the loudhailers were used at gatherings (especially under the reduced lockdown levels) to remind people to social distance and wear masks. Messages were delivered to households as traditional leaders drove through neighbourhoods to promote COVID-19-prevention measures. In one instance, the messaging and regulations led to the closure of an initiation school in East London. The traditional leaders had subsequently also prepared specific messaging to address risks during the festive season due to gatherings and inter-provincial travel.

LEARNINGS AND CHALLENGES

Challenges

COVID-19 impact on the import process

- Restrictions on imports and limited import capacity at South African ports caused inevitable delivery delays.

Limited stock in South Africa

- Loudhailers are not readily available at the scale of the Solidarity Fund requirement. Multiple contractors had to be sourced to deliver the 882 units.

Learnings

- The loudhailer equipment, together with the NHOTL partnership, provides greater benefit than just COVID-19 messaging and behavioural change. This was evident in the related closing of an initiation school due to breaches in COVID-19 regulations.

