



CREATING AWARENESS THROUGH SPAZA SHOPS CAMPAIGN

Solidarity Fund close-out report

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DESCRIPTION	AMOUNT ALLOCATED	AMOUNT SPENT
Premier Foods – Retail Distribution Campaign	R450 577	R450 577

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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.

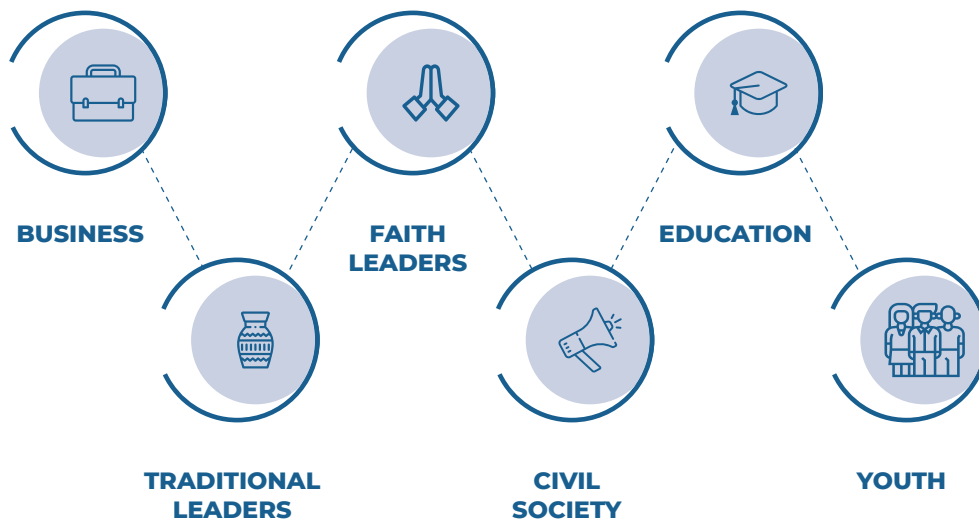
Being a Citizen in Solidarity is easy: a few simple changes in behaviour saves lives. The key message of the campaign is straightforward:

“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 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

About Premier Foods

Founded in 1820, with a rich history that spans 200 years, Premier Foods embarked on an exciting new journey after Brait acquired a majority shareholding; Tjaart Kruger was appointed as CEO; and a refocused strategy was launched to broaden the company's footprint in the fast-moving consumer goods market.

Premier Foods has an annual turnover of R10 billion, and employs over 7 000 people across various operations. Premier operates 13 bakeries, seven wheat mills, three maize mills and manufacturing plants across the region, producing a broad range of sugar confectionery products, feminine hygiene products, biscuits, animal feeds, pasta and mageu. These products are distributed to customers via 21 distribution depots situated in South Africa, Eswatini, Mozambique and Lesotho. Premier also has a Lil-lets sales office situated in the United Kingdom.

Premier Foods' vision is to be the best by growing people, customers, brands and communities. This vision is at the heart of what they do, which enables them to deliver on their brand promise of 'Growing Together'. Premier nourishes and empowers communities to grow, together.

Why Premier Foods?

Premier Foods has a significant distribution network, which spans both urban and rural areas and which could be leveraged to distribute COVID-19 awareness and educational content to a major group of spaza shops. Solidarity Fund identified the value that this capability could bring to its behaviour-change campaign, and decided to partner with Premier Foods to distribute COVID-19 awareness packs for spaza shops. The content packs contained:

- Leaflets
- Shop bunting
- Posters

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PRINCIPLES THAT GUIDED THE FUND'S BEHAVIOUR CHANGE EFFORTS



Speed

Build networks across key sectors before the peak in order to reduce the peak and flatten the curve. All ideas needed to be quickly executed.



Targeted Hotspots

Phase 1 adopted a hotspot strategy where the energy and resources of various sectors of society would be harnessed in the fight against COVID-19. We initially started in the Eastern Cape due to the issues faced in the province at the time, with the intention to expand to Gauteng and KZN.



Resource efficiency

The PMO set up for this campaign has been tasked with ensuring effective delivery of contract requirements to enable maximum reach and impact.



Inclusion

The Fund aimed to reach vulnerable households through a wide variety of partners across civil society, private sector, and government. Partners included faith & traditional leaders, non-governmental organisations, care institutions and partners in business.



Safety

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



Building a large network

Build a large network of Citizens in Solidarity through harnessing the support of large sectors of society such as business, faith leaders, the youth, education and civil society. Scaffold a campaign with key behaviour change messages and activities.



PROGRESS AND IMPACT

Objectives

The objective of the campaign was to distribute content that would create awareness of COVID-19 to spaza-shop owners across the country. In this way, the campaign aimed to educate spaza-shop customers on the dangers of COVID-19.

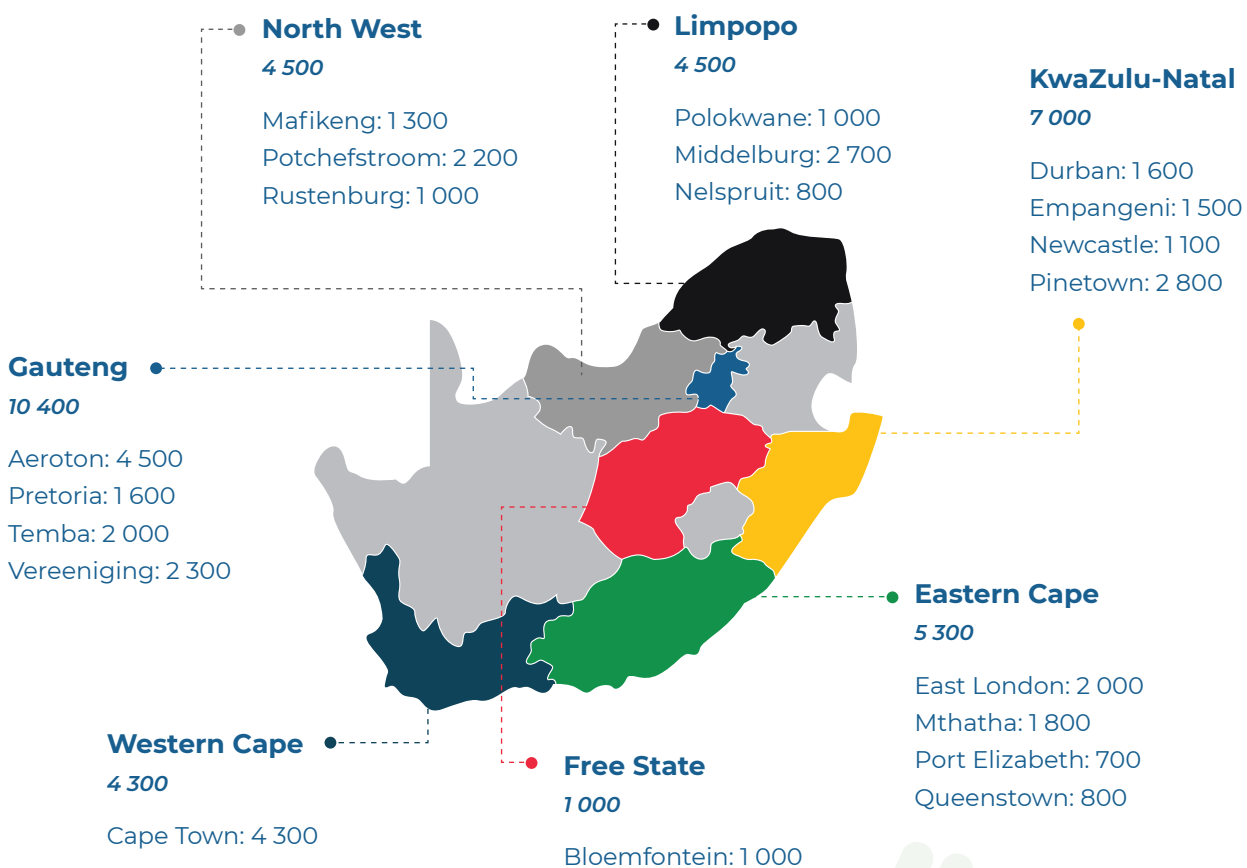
Programme description

The Premier Foods distribution network was used to distribute 37 000 COVID-19 spaza packs over a period of a month to 37 000 spaza shops. The packs were distributed across seven provinces and 20 cities. The spaza packs had to be designed, printed, packaged and distributed to Premier Foods depots.

Programme delivery

The spaza packs were distributed via the Premier Foods network in January 2021.

Spaza packs: distribution



The packs included the following contents:

Samples of leaflets

IF YOU HAVE COVID-19

1. Do not panic. Most people get better on their own. Use paracetamol such as Panado if you feel sick.
2. If you are finding it difficult to breathe, contact your clinic or doctor immediately or call one of the numbers below.
3. Do not leave home unless it is to go to an isolation facility. If you need food, a healthy caregiver may shop for you, but he/she must wear a mask and maintain physical distance at all times.
4. Eat nutritious food and drink plenty of fluids. If you do not want to eat, make sure you drink all the time to stay hydrated. Sleep as much as you can.
5. Stay home for 10 days after getting sick. No visitors.
6. Keep your distance from everyone in the house. If this is not possible, contact the numbers below to find a quarantine facility near you.
7. Stay in a separate room if you can and try to keep the windows open. Wear a mask whenever you are near another person. Remember, the mask must cover your mouth and nose.
8. Try to keep three big steps away from people at all times.
9. Wash your hands often with soap and hot water for at least 20 seconds or clean your hands with an alcohol-based hand sanitiser that contains at least 60% alcohol.
10. Cover your mouth and nose when you cough and sneeze. Cough and sneeze into a tissue or your elbow. Immediately throw the tissue into a closed bin.
11. Avoid sharing dishes, towels and bedding with other people. Remind your caregiver not to touch anything that you have touched. Remove waste and dirty laundry in a plastic bag so no one else handles it.
12. Clean the bathroom whenever you use it. Clean the taps, outside the toilet and the toilet seat. Flush the toilet with the lid down. Use 25ml bleach mixed with one litre water.
13. If you are on medication for any chronic disease, remember to take it as prescribed.
14. Do breathing exercises. Breathe in, and while holding your breath, count to four. Then breathe out and count to four.



KEEP YOURSELF, YOUR FAMILY AND YOUR CUSTOMERS SAFE FROM COVID-19

EVERYBODY IS AT RISK OF CORONAVIRUS (COVID-19) INFECTION, NO MATTER THEIR AGE, RACE OR GENDER.

Remember:

A person may have the virus and not know it, and in that time he/she may infect many other people.

We all have a duty to protect ourselves and the people we love by doing everything we can to prevent the spread of Coronavirus infection.

COVID-19 SUPPORT NUMBERS



If you are in need of COVID-19 support, call:

0800 029 999

Or add this number as a contact and send a WhatsApp to:

0800 029 999

HOW COVID-19 CAN SPREAD IN YOUR STORE



What to do:

- Customers should wear masks to protect each other.
- Limit the number of people in the shop.
- Physical distance in the queue outside the shop.



What to do:

- Customers should wear masks and not spread COVID-19 by breathing on the produce.



What to do:

- Customers should sanitise their hands, so they are not spreading COVID-19.



What to do:

- Hands of customers and shop staff should be sanitised.
- Customers and shop staff should wear masks to reduce the risk of spreading COVID-19.

HOW TO WEAR A MASK PROPERLY



Cover your nose



Wash cloth mask daily



Take it off at the side



Make sure that it has three layers so that it can protect you

KNOW COVID-19 SYMPTOMS AND ISOLATE YOURSELF IF YOU HAVE THEM

Some of the symptoms are the same for the seasonal flu and they can vary between people. Most people who test positive for Coronavirus have some or all of these symptoms.



A high temperature:
You feel hot if you touch your forehead, chest or back. You may also have the chills: you feel abnormally cold and then warm. If you take your temperature with a thermometer, it might be high (over 38°C).



A cough:
If you usually have a cough, the virus will make it worse than usual.



Tiredness:
You are likely to feel much more tired than usual.



Difficulty breathing or shortness of breath:
You may find it hard to talk or to do anything physical.



No sense of smell and taste:
You won't be able to taste food properly or smell anything.



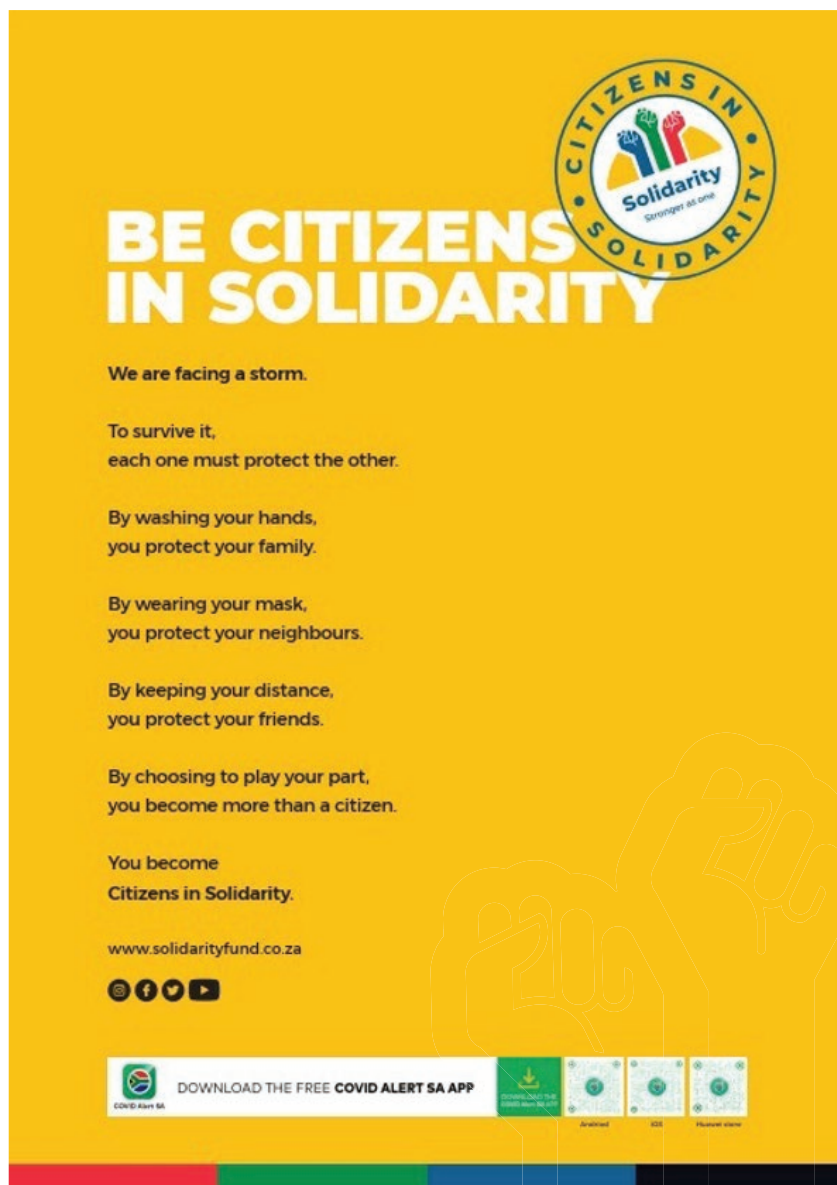
Diarrhoea:
A number of people have this if they are infected with Coronavirus.

Shop bunting

The bunting is a string of flags made up of the following designs, intended to be suspended for display in the spaza shops:



Posters



Impact and reach:

Impact

With this type of campaign, it is difficult to quantify the awareness raised by the materials and the actual impact. Spreading educational messages is believed to have a positive impact on customers, and it forms part of several other catalysts for behavioural change.

Reach

- Content was delivered to 37 000 spaza shops.
- The distribution spanned seven provinces and 20 cities in South Africa.

It is difficult to establish the number of customers who were reached, as the data is not readily available. It is reasonable to estimate that each spaza shop would be visited at least 10 times a day, and that half of those visits would result in at least one person engaging with the poster, leaflets and bunting. This would result in a reasonable estimation that 185 000 people would be reached nationwide for every day of the campaign.

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CHALLENGES AND LESSONS LEARNT

Challenges

Several key challenges were encountered during the development and implementation of this campaign:

- Delays were experienced in the actual development of the material, given the time it took between commitment to the initiative and the signing off and approval of the agreement.
- The time taken to approve the artwork and contents of the material delayed the production process.
- The packs were intended to have been distributed to the Premier Food depot in November 2020. However, due to the abovementioned delays, the distribution and delivery of materials was only completed on 22 January 2021. The campaign was intended to create awareness, education and communication during the holiday season; an opportunity that had subsequently been missed.
- Drivers from Premier Foods were not always able to monitor the actual installation of the collateral material, as they were all on a tight delivery schedule. It is unclear whether the material had been displayed as intended.

Lessons learnt

The campaign offered the following opportunities for lessons learnt:

- Enhancing access to personnel tasked with approving collateral could speed up the process.
- There is scope for improved communication and management between all parties involved, especially regarding challenges faced.
- Prior to dispatch and delivery, an alternative mechanism could have been identified to ensure that material had been installed at the selected spaza shops. Premier Foods provided a list of some of the spaza shops where material had been delivered, and the Solidarity Fund will send an individual to those shops to inspect and document whether the material had been used as intended.

