



Solidarity Fund

Unity in action

SOLIDARITY FUND'S GBV I COMMUNICATIONS & AWARENESS CAMPAIGN
CLOSE-OUT REPORT -prepared by BLACK CIRCLE COMMUNICATIONS

JUNE 2021

DESCRIPTION	AMOUNT ALLOCATED	AMOUNT DISBURSED
GBV I: Communications and awareness campaign	R4 034 576	R 4 034 572

BACKGROUND

Cases of gender-based violence (GBV) skyrocketed across South Africa when the country went into lockdown due to rising COVID-19 infections. As a result, the Solidarity Fund launched a national awareness campaign – among its other interventions – to cast a spotlight on, and help to combat, the scourge of GBV.

The main and stated objective was to equip survivors and potential victims of GBV with information on where they can access immediate help – whether it be shelter or services, such as legal, paralegal or psycho-social support.

The GBV campaign kicked off on 15 November 2020 and was completed on 15 May 2021. The campaign made use of four primary platforms, namely radio, print, digital and social media. Due to its national footprint, the campaign also made use of five of the SABC's African Language Stations, so that the messaging could reach as broad an audience as possible.

COMMUNICATION OBJECTIVE

The key communication objective was to highlight the work of the Fund in the area of GBV, as one of the chosen areas of focus. The campaign made use of broadcast, print, digital as well as social media – including influential voices – to create awareness around the services offered by funded organisations. Additionally, it amplified GBV-prevention messaging in order for it to become part of the national narrative.

POSITIONING

In early May, the Bill & Melinda Gates Foundation approached Global Health Strategies (GHS). The campaign positioned the Solidarity Fund as an enabler to organisations that offer assistance and support to GBV victims and survivors. The Fund was also positioned as **an advocate** towards the eradication of GBV.

Beneficiary organisations, including those who received funding in the GBV II intervention, were positioned as ready, available and accessible to those who need their assistance.

TARGET AUDIENCE



Victims/survivors of GBV



Those at risk of becoming victims of GBV



Families and friends of GBV victims





The South African citizenry at large

KEY LANGUAGES USED

- English
- Afrikaans
- IsiZulu
- SeSotho
- XiTsonga
- TshiVenda

COMMUNICATIONS PLAN

	PRINT	RADIO	SOCIAL MEDIA
Strategic objectives 	<p>Share information about the shelters and organisations to which the Solidarity Fund has disbursed funds.</p> <p>Publish human-interest stories of GBV survivors and the impact of the intervention.</p> <p>Mainstream the national GBV Command Centre's helpline number.</p> <p>Publish opinion pieces and research findings on GBV.</p>	<p>Broadcast human interest stories of GBV survivors and the impact that the interventions have had.</p> <p>Create awareness of the national GBV Command Centre's helpline number.</p> <p>Provide a space where the Fund can speak about the work and commitment to fighting GBV.</p> <p>Highlight the work of organisations and activists who are active in the GBV ecosystem.</p>	<p>Drive messaging that GBV is unacceptable and everyone must play a part in fighting it.</p> <p>Share details of the shelters and NGOs that are beneficiaries of the Fund.</p> <p>Popularise the national GBV Command Centre's helpline.</p> <p>Utilise influential activist voices with large followings on social media to make fighting GBV part of the regular conversation.</p>
Communication channels 	<p>Media 24:</p> <ul style="list-style-type: none"> • City Press • Beeld • Daily Sun • News 24 • Netwerk 24 <p>Independent Media Group:</p> <ul style="list-style-type: none"> • The Star • Pretoria News • Sunday Independent • IOL <p>Arena Media Holdings:</p> <ul style="list-style-type: none"> • Sunday Times (Digital) • TimesLive • SowetanLive 	<p>SAFM – Life Happens with Phemelo Motene (relationship feature)</p> <p>SABC African-language stations (Public service announcements)</p> <ul style="list-style-type: none"> • Munghana Lonene FM (XiTsonga) • Phalaphala FM (TshiVenda) 	<p>Twitter</p> <p>Facebook</p>

REACH

TITLE	READERS/LISTENERS FOLLOWERS	PLACEMENT FREQUENCY	TOTAL REACH
City Press print	1 552 000 readers per week	3	4 656 000
City Press Twitter	1 278 206 followers	10	12 782 060
City Press Facebook	315 829 followers	4	1 263 316
City Press web and mobile app users	1 481 416 unique browsers (UBs)	5	7 407 080 UBs
Daily Sun print	2 399 000 daily readers	3	7 197 000
Daily Sun Facebook	1 924 533 followers	10	19 245 330
Daily Sun web and mobile app users	1 423 578 unique browsers	4	5 694 312 UBs
Beeld print	404 000 daily readers	3	1 212 000
Netwerk 24 Facebook	206 895 followers	10	2 068 950
News 24	25 684 207 unique browsers	2	51 368 414 UBs
SAFM Life Happens With Phemelo Motene	192 000 listeners per day	26	4 992 000
The Star	249 000 readers daily	16	3 984 000
Sunday Independent	151 000 readers per week	18	2 718 000
Pretoria News	166 000 readers per week	8	1 328 000
TimesLive	995 362 unique browsers	12	11 994 344 UBs
SowetanLive	3 166 063 unique browsers	12	37 992 756 UBs
Sunday Times Digital	2 130 303 unique browsers	12	25 563 636 UBs

MILESTONES AND IMPACT

At the six-month mark of the campaign, the total media value garnered was calculated at R 14 688 190. The campaign reached an estimated 29 916 462 South African citizens.

29 916 462



South African citizens reached

SUMMARY OF HIGHLIGHTS

The main highlight of the Solidarity Fund's GBV outreach and awareness campaign was its reception in the public sphere. The necessity and timeliness of the campaign meant that victims and survivors were able to receive the information they needed to identify where and how they could receive assistance. The organisations that we partnered with in disseminating information also expressed gratitude in being given a much-needed boost in terms of public awareness. The activists who we partnered with also expressed eagerness to speak out about an issue that they are passionate about.

CHALLENGES

The campaign was rolled out during a time when the national broadcaster – the SABC – was going through large-scale changes and retrenchments. Two sessions were lost, and had to be replaced at a later stage. Obtaining impact reports also proved difficult due to staff having been laid off, and new staff being generally less willing or capable to help with something that they had not previously worked on.

CONCLUSION AND NOTES

Given that the Solidarity Fund went on to provide 332 further organisations with grant funding to assist them in continuing with their important work, it would have been useful to extend the campaign for a further six months. This would have provided an opportunity to mainstream and attract awareness to these organisations and the work that they do.