

Solidarity Fund Donor Presentation Update and Recent Activities

24 Nov 2011

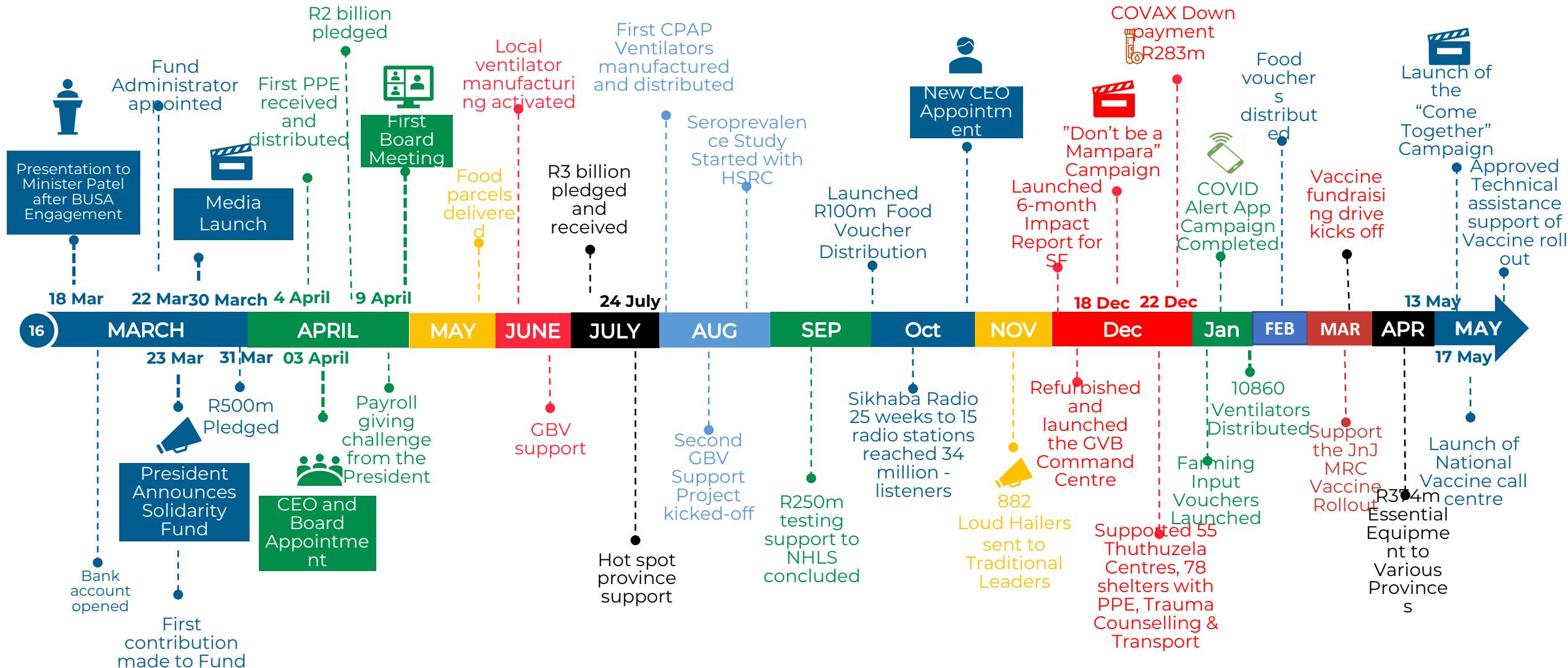


THE STORY OF SOLIDARITY



THE STORY OF SOLIDARITY

Formed as a rapid response vehicle to augment Covid-19 initiatives for South Africa, mobilizing and creating impact through an agile and iterative approach



PRINCIPLES OF SOLIDARITY



Strong, Independent Board of Directors

Governed by an independent board of directors led by Ms. Gloria Serobe, and includes independent and experienced board members from business, government and civil society that guide and oversee the Fund



Empowered and Accountable Leadership

The leadership team operates in an agile manner, aligned with the rapid response focus of the Fund, but always subject to the governance required to ensure that all contributions to the Fund are recognized, accounted for and effectively managed, and to ensure that all disbursements are aligned with the Fund's mandate



Alignment with National Strategy

Works closely with Government and Business for South Africa but is entirely independent. Committed to aligning with the National Health Strategy in order to deliver the greatest possible impact. The Fund is focused on initiatives that are inclusive across the country where there is great need



Frictionless

A resource efficient entity - no salaries or overhead costs. All donations go directly to impact



Transparency

Committed to transparency in all the Fund's work, from fundraising to disbursements. The Fund holds itself accountable to all South Africans



Speed and Scale

The Fund is a rapid response vehicle - it moves at speed and focusses on scale in order to be catalytic, to fill gaps, and to deliver impact quickly across the nation at this time of crisis

FULFILLING OUR MANDATE

Retain our 3-Pillar strategy and continue to fund high-impact and legacy initiatives in three key focus areas

- 1** Mobilise and coordinate financial contributions from all South Africans and members of the international community
- 2** Use contributions to ameliorate the health crisis by supporting the National Vaccine Roll-out and the social consequences of the pandemic
- 3** Bring South Africans together to play their part in combatting COVID-19



A wide-angle photograph of a community food distribution event. In the foreground and middle ground, numerous large green and black plastic bags filled with food, including visible orange pumpkins, are scattered across a paved brick plaza. In the background, a long, single-story building with a red-tiled roof and open-sided structure serves as the distribution point. Several people are seen walking around the plaza and near the building. Two satellite dishes are mounted on a pole in front of the building. The scene is set under a clear blue sky with some trees visible in the distance.

BUILDING SOLIDARITY

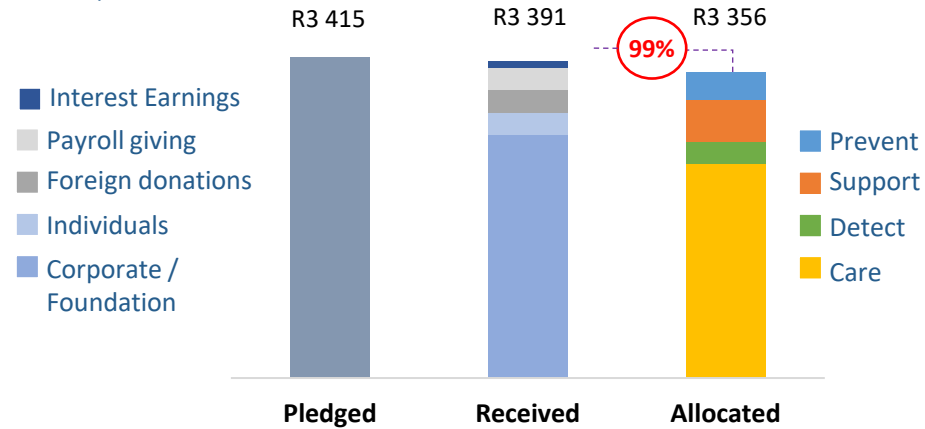
FUNDING



Over **R3.4 billion raised** since inception, of which **R3.3 billion allocated**

Pledged, received, allocated, Rmn

As at 24/05



Top 10 Donors	R'm
Mary Oppenheimer and Daughters	1000
Naspers Limited	500
The ELMA South Africa Foundation	250
Hasso Plattner Foundation	100
South African Government	100
Anglo American/De Beers*	88
UK Department for International Development*	82
Allan & Gill Gray Philanthropy Ltd	50
National Lotterries Commission	50
Telesure Investment Holdings	50

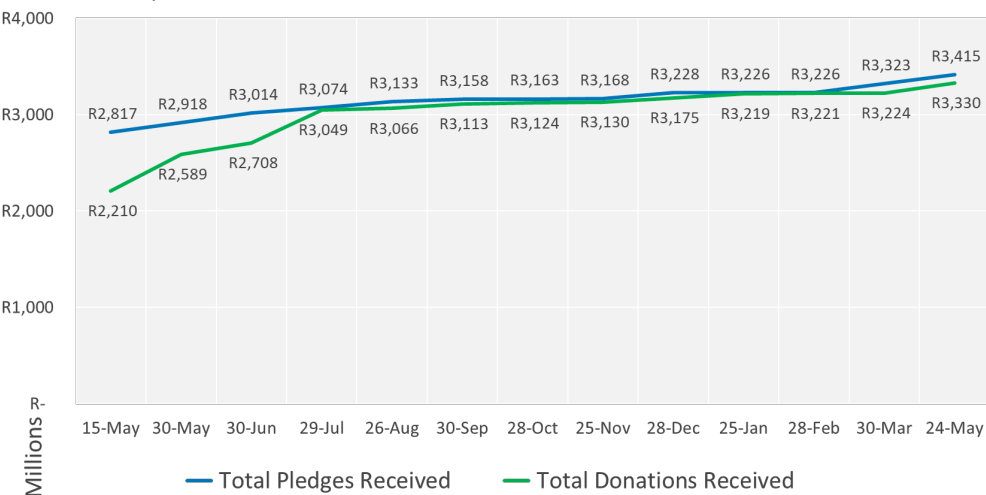
Top 10 Payroll Giving R'm	
Economic Freedom Fighters	15.0
South African Government	8.5
Coronation Fund Managers	4.5
Siemens	3.4
Safika Holdings (Pty) Ltd	3.0
ANC Members of Parliament	2.9
Capitec Bank Holdings Limited	2.8
Yellowwoods	2.5
Goldfields/GFL South Deep	2.5
AngloGold Ashanti Limited	2.4

Core Execution Donors
ENS
EOH
EY
Firststrand - SPIRE
Old Mutual
ODEK
PWC
SKX Protiviti
Yellowwoods

*Deposit includes a contribution towards vaccine interventions

Cumulative donations vs. pledges over time

As at 24/05



Total number of donations received

324 950

Donations in total

15 517

Individuals

6 279

Anonymous

300 155

Fundraising partners

2 999

Corporates/trusts

Vaccine drive donations received

Donations Received - Vaccine Drive	
Anglo American/De Beers	50.0
UK Department for International Development	37.3
Sibanye Stillwater Limited	25.0
Goldfields/GFL South Deep	20.0
Exxaro Resources Limited	15.0



**IMPACT
TO DATE**

SOLIDARITY FUND IMPACT IN NUMBERS



 **1.2**
MILLION

Reagent and extraction kits to enable testing

 **106**
THOUSAND

Tests provided by increasing testing capacity

 **R45**
MILLION

To assist with the Seroprevalence study

 **51**
MILLION

Units of PPE procured and distributed in all 9 provinces

 **1.1**
MILLION

Units of PPE procured for medical students

 **R408**
MILLION

Essential equipment allocated for EC, GP, KZN, WC, FS, MP, NW, LP

 **20**
THOUSAND

Non-invasive ventilators manufactured which has activated local manufacturing capacity (10 860 distributed)

 **200**

Sparrow Ventilators distributed to 32 hospitals in 7 provinces

 **R70**
MILLION

Farming input vouchers redeemed

 **R333**
MILLION

for vaccines – R283 million upfront payment to COVAX facility on behalf of SA government. R50 million towards vaccination of 500 000 frontline health care workers.

 **280**
THOUSAND

Households reached and provided with food parcels

 **47**

THOUSAND Household/subsistence farmers to receive farming input vouchers in rural areas (66% Women-headed households)

 **133**

Shelters and care centres provided with PPE and critical medical services to assist women and children affected by GBV

 **332**

321 CBO call and 11 systematic/catalytic call received funding in GBV Phase 2

 **4**
MILLION

Estimated beneficiaries to be reached through the second GBV intervention. in all 9 provinces. 89 493 beneficiaries reached through systemic call, 3 917 148 beneficiaries reached through CBOs.

 **135**
THOUSAND

Households targeted to receive food vouchers

 **86%**

Of listeners found the Sikhaba content informative

 **104 000**

Users have accessed the return to work website

 **30**
MILLION

Adults reached in the Behavioural Change and Communication Campaign

 **87%**
Phase 2a

Claim to have altered their behaviour after being exposed to the Behavioural Change and Communication Campaign Phase 2a

R72
MILLION

Funding of the NDoH Call Centre to support the National Vaccine Rollout Programme

 **140**

20 sector and 120 sub-sector safe return to work protocols developed

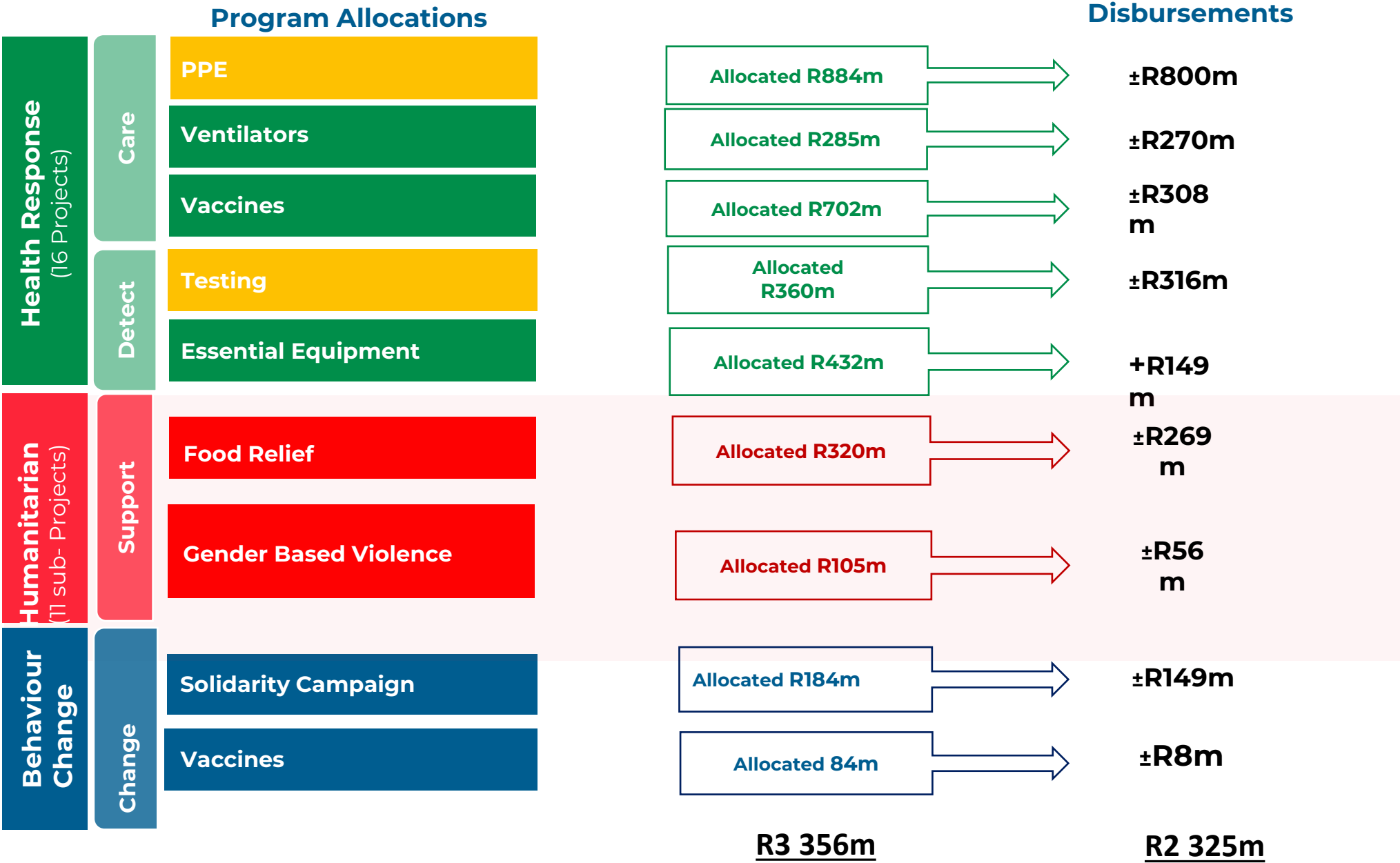
 **33,9**
MILLION

Adults reached through the Solidarity and behavioural campaign phase 1

SOLIDARITY FUND PROGRAMMES AND DISBURSEMENTS TO DATE



As at 24/05



HEALTH RESPONSE (DETECT & CARE)

AS AT 24 MAY 2021



PPE

Allocated
R884m

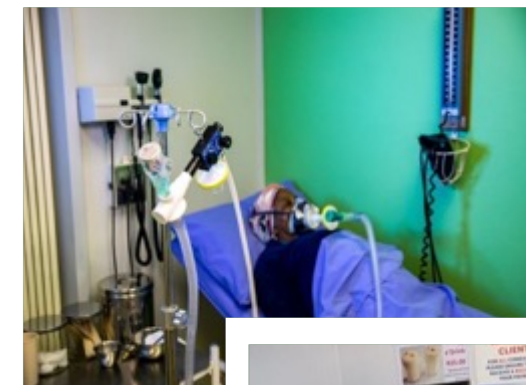
Disbursed
±R800m

- ±90% of spend used to support the **NDOH's** efforts to protect **community** and **healthcare workers**
 - **R649m** for NDOH PPE and **R604m** has been disbursed
 - **R145m** for community healthcare workers and **R127m** disbursed
- **R90m** - Collaborative efforts with **DG Murray Trust** resulted in PPE being delivered to **±10 000 community care workers. 30 180 care workers** were included in the second round where distribution of reusable masks was completed to 19 NGOs. Stage 2 distribution has been finalized.
- The immediate response facilitated the acquisition of a substantial proportion of **surgical masks and N95 masks** required to **meet the demand** for healthcare workers

Impact & Reach

R50m of PPE has been approved for BBBEE suppliers and local manufactures.

±51 million units of PPE have been ordered and distributed across all nine provinces.



Ventilators

Allocated
R285m

Disbursed
±R270m

- **R22m** for the international purchase of **200 ventilators** which have arrived for distribution in November. Distributed on request through the Hospital Association of South Africa.
- **R5,8m** spent for the **National Ventilator Project** for **prototype development**.
- **Successful prototypes** developed by 4 suppliers to date. **R253m** to support the National Ventilator Project led by the **South African Radio Astronomy Observatory (SARO)** to **locally manufacture 20 000 CPAP ventilators** (±R243m has been spent). Gift of the Givers distributed to public and private hospitals at the peak of the second wave.

Impact & Reach

9 709 CSIR ventilators were distributed to provincial NDoH depots and to some private hospitals as well.

1 151 SAVE-P Ventilators have been distributed from the **2000 Ventilators** procured



health
Department
REPUBLIC OF SOUTH AFRICA



SARAO
South African Radio
Astronomy Observatory



HEALTH RESPONSE (DETECT & CARE)

AS AT 24 MAY 2021

Testing



Allocated
R360m



Disbursed
±R316m

- **R251m** to the **NHLS** for the procurement of **test kits**. The envelope has been depleted
- **R38m** has been earmarked to conduct a surge testing pilot program. The program has been extended to the 31 December 2020 as per the approval of the SF executive committee
- **R25m ICPA** grant has been finalised for the **testing of healthcare workers** (±R10m has been spent). **55 testing sites established across the country**. Successful procurement of equipment and delivery at each of the 3 HDI labs done in early September.
- **R46m** allocated to the **HSRC** for a **Seroprevalence study**. Contract signed by the Fund and sub-contracts currently being finalized by HSRC. Training for both Phase 1 and Phase 2 fieldworkers together with Phase 2 supervisors has been finalised and is underway.

Impact & Reach

Due to Solidarity Fund efforts, the NHLS increased its testing capacity from **±100 tests** a day in March to over **±45 000 tests** per day in July. Uptake of testing to date is limited given the reduction in testing demand and increase in NHLS capacity and turnaround time. The Fund continues to



Essential Equipment

Community entry has now been completed successfully in 180 of the 436 SALs across 7 provinces



Allocated
R432m



Disbursed
±R149m

Western Cape

- R119,9 million was allocated to support the WCDOH and to date only R45m has been paid to the suppliers.

Gauteng

- R98,2 million was approved for GPDOH and R66,3 million's worth of orders have been processed

Eastern Cape

- R75 833 058 was allocated to buy essential equipment for ECDOH. Orders to the value of R74,9million have been finalized and the project is coming to an end.

Modular Hospital to ECDOH for Cecilia Makiwane

- Construction has been finalized and on the 14th of May the official launch and ribbon cutting ceremony was honoured by the SF and Siemens

Impact & Reach

The equipment will serve the communities throughout the pandemic, aid in the overall health response accordingly and will continue to be used post COVID-19



HEALTH RESPONSE (DETECT & CARE)

AS AT 24 MAY 2021



Vaccines

Allocated
R702m



Disbursed
±R308m

- The Solidarity Fund has made a payment to Gavi (the Vaccine Alliance) to secure South Africa's entry into the COVAX facility. The payment was made in line with the Fund's previous allocation of funds and commitment to support Government's efforts to accelerate the roll-out of vaccines in South Africa
- The sum covers the up-front payment required to join the program and represents 15% of the total cost of securing access to vaccines for 10% (roughly 6 million) of the population.
- The Fund has been approached by NDOH to support the JnJ MRC Sisonke Implementation Study to vaccinate 500 000 HCWs. The fund will be contributing **R50m** to this implementation study.
- The Fund has recently approved a **R69m** program to fund Technical Assistance and Capacitation for Phases 2 and 3 of the National Vaccine Roll-out at both a national and provincial and district level.
- The Fund has **approved R300m** to help set-up and run Surge Capacity sites in the months July – Dec to help vaccination SA's Adult population

Impact & Reach

The country's membership in the COVAX facility ensures that South Africa receives its equitable share of the vaccine once it becomes available

500 000 HCW will be vaccinated with the JnJ vaccines

Over 165 people will be contracted at a national, provincial and district level to augment public healthcare capacity for the National , provincial and district level

Sisonke J& J MRC Study

- SF contributed R50m in collaboration with other donors to allow early access to vaccinations for HCWs ahead of third wave. After a temporary pause, the study has resumed.
- SA has received all 500,000 doses, and as at 10 May 395 230 vaccinations done through the study

HUMANITARIAN EFFORT (SUPPORT)

As at 24 MAY 2021



Food Relief



Allocated
R320m



Disbursed
±R269m

R320m to help people whose **livelihood and income generating capacity have been hampered** by the effects of COVID-19

- **R117m spent** on Phase 1 of the food relief program
- **R100m recently earmarked** to Phase 2 of the food relief program that will use **digital vouchers** (R700 per household). +R78m has been spent
- **R100m recently earmarked** for farming input vouchers

Impact & Reach

Food Vouchers Praekelt :
MomConnect database 100% disbursed

The Mthunzi Network :
MomConnect database 100% disbursed

SANZAF: Has been paid for full disbursement. Expecting a near 100% redemption by mid January

M4JAM: fully disbursed with redemptions good (100% on M4Jam and 70% on Harambee). Harambee are targeting beneficiaries through call centre

46,864 Farming input vouchers to the value of **R94,592,000** have been issued to date

R69,685,800 (73.67%) have been redeemed thus far

Organisation	# Beneficiaries
MOM CONNECT	45 000
DSAC	10 000
IOM	5000
DSD	20 000
NHTL	20 000
SACC	5 000
M4JAM	10 000
Harambee	10 000
SANZAF	10 000



HUMANITARIAN EFFORT (SUPPORT)

As at 24 MAY 2021

Gender Based Violence ♀

Allocated
R105m



Disbursed
±R56m

R20m funding has been approved towards **GBV** across 3 focus areas:

- Aiding in the **scale up of the National GBV Command Centre** to assist in handling the increase in GBV related cases (training and compensation of additional staff; equipment and furniture for the Command Centre)
- Supporting 78 existing victim shelters** under National Shelter Movement (NSM) and 55 Thuthuzela Care Centres (TCCs) to **increase access to safe spaces and GBV services** for victims (Supply of PPE; Medical Services)
- Implementing a **communications campaign** to increase **targeted messages** of critical information about **the services available at the National GBV Command Centre and its affiliates at shelters and other critical GBV services**
- The NSM has procured **±12 000 units of PPE** and **distributed ±9 000** to date. It has **provided PPE to 839 people**, distributed **250 units of essential medical supplies**, conducted **53 private covid-19 tests** and provided **safe transport for 647 people**
- The **delivery of support** to the GBV Command Centre and the Care Centres has commenced
- The GBV II project has been fully approved for an envelope of **R75m**, which includes a R25m donation by the UK Government. The project will provide funding to GBV service providers to continue with support services across the GBV ecosystem. The systemic/catalytic call was launched on 5 November and closed on 25 November. 134 applications were received, of which 62 passed screening and are being shortlisted. Screening and shortlisting will be finalized on the

Impact & Reach

133 shelters and care centres provided with **PPE and critical medical services** to assist women and children affected by GBV

The provision of PPE and medical services has **reduced the number of positive cases**, and therefore **reduced the need to shutdown shelters for more than 24 hours** in the event of a positive case

NICDAM has begun appointing social worker supervisors and will train them in late November. Training for social workers has been concluded.

CBO call for applications was launched widely across various platforms with huge success. 1000 applications, of which 709 were shortlisted.

Data collector training has been completed. Farmer registration in progress, 29 186 farmers registered to date

315 CBO contracts and 11 systemic contracts have been returned by partners and **172** payments have been made to a value of **R33 461 491** (47% of total



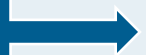
SOLIDARITY CAMPAIGN (PREVENT)

As at 25/2



Solidarity Campaign

Allocated
*R56m



Disbursed
±R49m

R55m for the **Solidarity Campaign**, including the **Behavioral Change Campaign**:

- **R25m** has been earmarked for the **Behavioral Change Campaign** that seeks to influence citizens to act in a manner conducive towards curbing the spread of COVID-19. Launched on 18 December and will run until 31 January.
 - 882 loudhailers have been delivered to the traditional leaders. The traditional leaders utilized the loudhailers to convey COVID related messages to various communities
- **R7m** has been spent on a **Radio Education Program** that engages with citizens around good practice and behavior in all of our 11 official languages. **±1 800 successful shows produced to date.**
- **R4m** has been allocated for the South African Council of Churches (SACC) to **produce and distribute educational material** to its members
- **R20m** has been allocated for the **Citizens in Solidarity** campaign (±R20m has been spent)
- Partnered with **Cricket South Africa** to launch the Solidarity Cup that used a **high-profile cricket match to emphasize the importance of social distancing**

Impact & Reach

The safe school campaign *Phepha uFunde* has been completed and website report published.

The retail campaign is drawing to a close and has delivered **40 000** spaza packs via the Coca Cola supply chain and **12 000** masks donated by Nestle

The Community Radio Campaign has been completed

The educational program in partnership with the SACC will enable reach to **±1 million** members

The Funeral Compliance Project has been completed and over 600 funerals have been observed. Under this project 409 leaders were trained and 195 compliance officers were recruited

1 227 faith leaders trained for funeral compliance and the Norms & Standards for religious gatherings.

The SK52 track and trace initiative has been completed, with 3 different promotional materials were designed and distributed to 155 sites

PX Radio, the first radio station in the world

Campaign Impact

Results based on the Ask Afrika research conducted specifically for the impact assessment of the Sikhaba radio series (1st Series)



Sikhaba Content Helpfulness



**86% of respondents either agreed or strongly agreed that the content of the series was informative*



[Click to view](#) the "Citizens in Solidarity: Goodwill with the Bryan Habana Foundation" video

*An additional R48m of media spend was donated by media houses

Confidential

SOLIDARITY CAMPAIGN CONTINUITY

As at 24/05



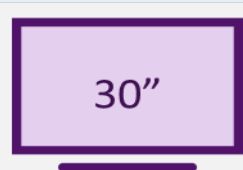
Solidarity Campaign



6 Media Principles

1. Create continuity
2. Multi-Channel approach
3. Build reach
4. Lead with Brand
5. Target broad
6. Innovation

ATL



520 GRPs



30"
193,9 GRPs

Total TV
1 265 Spots; 66% Reach
Total Radio
193,9 GRPs; 26,1% Reach



In-Taxi & OOH Media
870 Transit screens as well as 480 flightings per month in Added Value, 6 Rank Screens, 10 Super Towers, 59 Digital & static boards, 561 strips in Taxis

SABC 1
46,9M reach

E-TV
45,9M reach

SABC 2
36,9 M reach

MTV Base
10,4 M reach

Best performing Radio Stations

Metro
2,7M reach

Jac
822k reach

East Coast
713k reach

Gagasi
627k reach

DIGITAL



We ran a social media campaign on Facebook



2,5M unique users reached



The last phase of the campaign ran from the 12th of October to the 31st of December. Our overall goal was to drive awareness – to be ever present and capture user attention at point of discovery. Media was split between TV, Radio, Outdoor (Billboards and Commuter Transport) and Online. For TV, a total of 1 265 spots were aired achieving a reach % of 65.5, a frequency of 7.9 and 520.1 AR's. Radio got 632 number of spots aired, achieving a reach% of 26.1, a frequency of 7.4 and 193,9 AR's. Outdoor advertising is good for brand awareness as it is often served to a captive audience at a more cost-effective price than TV and radio - we received an 83,7% discount for outdoor media. From a digital perspective, our reach campaign had a goal of delivering 3 200 000 impressions. We over-delivered by 90% with just over 6 million impressions. We also had a CPM target of R25, of which we came in 44% below with a CPM of R13.19. This was excellent for raising awareness as we only achieved a frequency of 2.5 during that month which is not overwhelming on a user. We managed to generate a reach just under 2.5 million users during that period. Overall, the campaign performed well above benchmarks and targets.

COVID ALERT APP CAMPAIGN

As at 24/05



Solidarity Campaign



Allocated
R15m



Disbursed
R15 m

The below is a brief synopsis on the allocation of media investment by channel

The primary objective of the campaign was to build high awareness and reach, in our efforts to drive leads for the COVID Alert App

- **R5,1m** nett media investment was allocated on Television. (The **SABC Group** received the largest share of investment with a total contribution of **41% across their Free To Air channels**. Other significant investment allocations were to the **DStv Media Group with 36%**, and **eMedia Group with 21%**)
- **The rate card cost of all TV media activity was R16,4m.** (Media was able to negotiate a total saving of R11,2m)
- **R3,3m** nett media investment was allocated on Radio. The **total rate card cost** was worth **R5,9m** (Media was able to negotiate a savings of R2,6m)
- In our efforts to maximize the campaigns reach and awareness throughout the country, media utilized 19 individual radio stations across National (2) , ALS (9) and Regional (15)
- **R832,525** nett media investment was OOH. The total rate card cost was estimated to be worth R1,8m (Media was able to negotiate a savings of R1m). An additional R253,188 was secured for additional added value
- Digital media's primary function was to drive initial awareness and app downloads and a total net media investment of R2,9m was allocated to this medium
- A total of R1,9m was invested in the production of the creative material while an additional R446 250 was allocated to the media agency in management fees

Impact & Reach

TV – (Timing: 18 November - 25 December 2020)

- The campaign was projected to reach 71.4% of our demographic, however slightly under performed by 1.8%, reaching a total of 69.6% reach equating to over 281m impacts. (The TVC was seen by an estimated 26,9m people)
- The campaign achieved a frequency of 10.4 and 727.6 TVR's.
- Some of the best performing shows displayed in the PCA were Uzalo, Generations – The Legacy, Scandal, Muvhango, Skeem Saam and Imbewu

RADIO – (Timing: 18 November-18 December 2020)

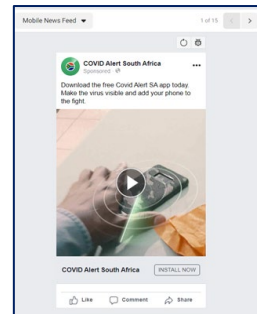
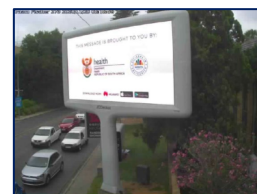
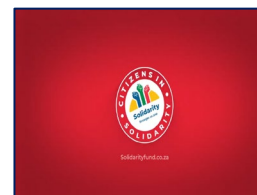
- Radio plan surpassed projected exposure levels across all target audiences

OOH – (Timing: 18 November-18 December 2020)

- The Solidarity Fund had a total of 1 846 sites distributed across the country
- Amongst the site selection were the following :
Roadside Free Standing Digital Screens (22), Digital Tower screens at commuter hubs (16), Internal Digital screens at commuter hubs (934), Screens inside Taxi's and Buses (870)

DIGITAL

- Delivered in excess of 38 million impressions; more than



BEHAVIOUR CHANGE COMMUNICATION CAMPAIGN PHASE 2A (18 DEC– 31 JAN)

“Don’t Be a Mampara” - Campaign Rational

The holiday season is always one of sombre in South Africa. But not this time around. Thanks to the Coronavirus pandemic that wreaked havoc. Jobs were lost and sadly, scores of people lost their loved ones. However, amidst this uncontrollable storm, we witnessed people who blatantly refused to heed the president’s call to stay home and stay safe.

Social hangouts were inundated with patrons. Churches and funerals, and other super spreader events were packed to the rafters. This led to more infections and deaths.

South Africa was faced with a serious problem and Covid-19 fatigue meant that thousands of people let their guard down. If we were to reach all South Africans during this difficult time we would have to take a different approach.

We know that South Africans have the ability to laugh at themselves, so we decided to use humour to address a very serious problem and together with The Solidarity Fund, we developed a light-hearted TV campaign using South Africanisms that encouraged South Africans not to be “Mampara’s” AKA idiots.

Allocated
R45m (ex
VAT)



Disbursed
±R52m (incl.
VAT)



Don't be a MAMPARA!
Keep avoiding large indoor gatherings.

Don't be iKLEVA!
Keep wearing a mask properly.

Don't be a MOEMISH!
Keep opening windows.

Don't be a Chop!
Keep wearing a mask properly.

Don't be iBhari!
Keep washing your hands.

Don't be a MOEGOE!
Keep social distancing.

Don't be a MABENA!
Keep wearing a mask.

Don't be iSTERRING!
Keep avoiding large indoor gatherings.

As part of our Solidarity Fund campaign we developed light-hearted OOH using South Africanisms that encouraged people not to be “**poepols**” AKA idiots.

BEHAVIOUR CHANGE COMMUNICATION CAMPAIGN PHASE 2A CONT (18 DEC– 31 JAN)



Campaign Reach

The campaign came to an end on the 31st January 2021 and had the below reach per channel:

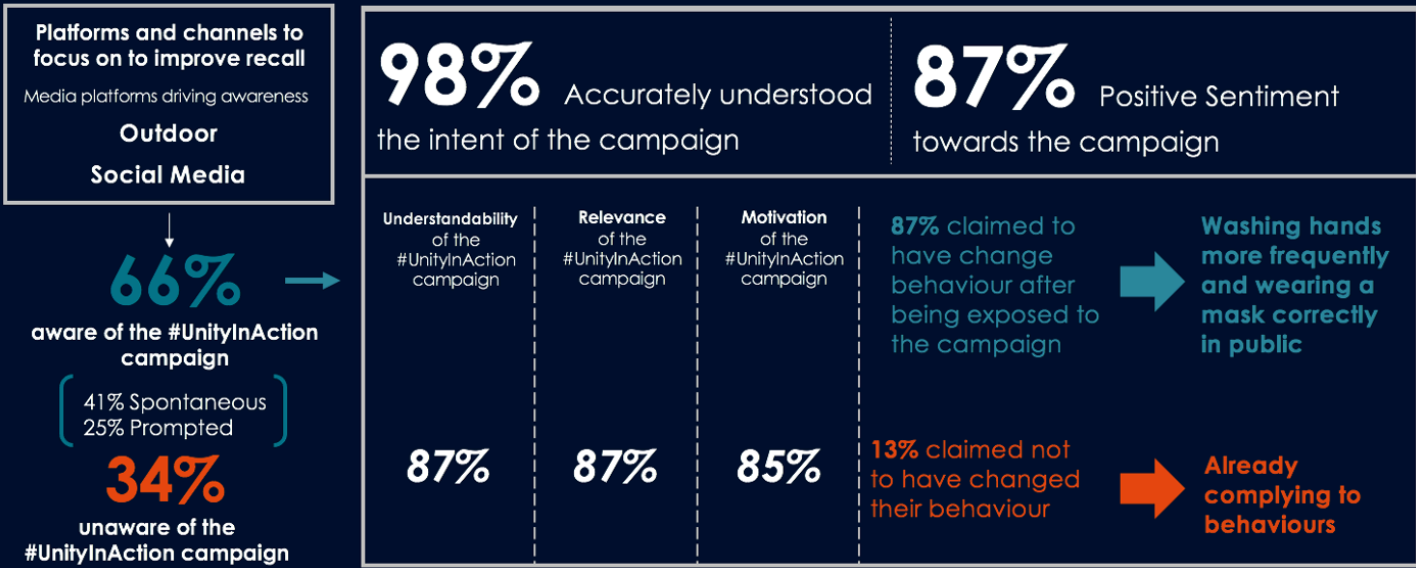
- TV = 17 million people reached
- RADIO = 15 million people reached
- NEWSPAPERS = 5,7 million people reached
- OOH = 19 million people reached
- DIGITAL = 14 million people reached
- ACTIVATIONS = Approximately 1,8 million people reached
- INFLUENCERS = 8 million impressions and 1.3 million people engaged

CAMPAIGN BUDGET was R46 million
MEDIA BUDGET was R32 million
ADDED VALUE was R33.7 million

=

TOTAL MEDIA COVERAGE was R65.7 million

Campaign Impact



BEHAVIOURAL SOLIDARITY VACCINE CAMPAIGN (PREVENT)

Behavioral Change Campaign Phase 2b



Allocated
R63m

Disbursed
±R25m

The NDOH identified the need to set-up and manage a dedicated call centre to support the phases 2 and 3 of the covid vaccine roll-out – rolling out as of 17 May 2021.

It was agreed that a comprehensive, properly enabled, and well coordinated call centre to assist in the management of voice and digital interactions between government, people and amongst the key actors who will roll out the vaccines across all areas of the country will play a key structure in assisting with a successful rollout of vaccines.

The services include building awareness of the vaccination program amongst the population of the program and driving up the level of participation, offering citizens answers to frequently asked questions, supporting health workers and supply chain role players with requests and queries regarding orders, stock, distribution and quality related matters, support for scheduling and booking processes, and communications within the NVCC,

Impact & Reach

On the 12th May the campaign launched on the following platforms:

- 60 Behavioural television advertisements across all stations
- 20 "Keep Opening Windows" television advertisements across all stations
- Social media (Facebook/Instagram/Twitter and You Tube)
- Static and Digital Billboards nationally and within rural and urban area's -
- Transit TV, which includes Taxi TV, as well as Rank TV in Taxi Ranks

The week of the 18th of May we introduced additional platforms:

- Community Toolkit on the SF Website
- Webinar Series on the SF TV of Adv Daily News this week
- Additional toolkits launched on the Information hub on the SF website
- Front Page press
- Wall Murals

Together we can stop the spread of Coronavirus.

Keep wearing your mask properly

Let's continue wearing our masks properly to keep each other safe, because when we come together, we can do great things. Help register over 60s in your family and community for their COVID-19 vaccine today.



#UnityInAction

Let's get vaccinated

When we come together, we can do great things. So let's unite and get vaccinated. Make a difference and help register over 60s in your family and community for their COVID-19 vaccine online today. Together we can stop the spread of Coronavirus.



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