



# NATIONAL COMMUNICATION PARTNERSHIP TO AMPLIFY BEHAVIOURAL CHANGE AND VACCINE ROLLOUT COMMUNICATION CAMPAIGNS IN SA

## COMMUNITY PARTNERS IMPACT REPORT- C19 PEOPLES COALITION (C-19)

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BENEFICIARY/IES	AMOUNT APPROVED	AMOUNT DISBURSED
<i>Covid-Comms; C19-People's Coalition; and Community Constituency COVID-19 Front (CCF)</i>	<b>R 8 000 000</b>	<b>R2 666 666,67</b> (Allocation to C-19 People's Coalition from total of R 8 000 000 disbursed)

### 01

#### PROJECT DETAILS

The C-19 People's Coalition established the Peoples Vaccine Campaign SA (PVC-SA) to ensure that the South African response to the COVID-19 virus is effective, just, equitable and meets the needs of the most marginal in our unequal country. In this context, the Solidarity Fund is financing the development and amplification of behaviour change and vaccine roll-out communication campaigns that address, among other things, the need to provide large scale workshops on the vaccination programmes.

### 02

#### PROJECT OUTCOMES

As stipulated in the grant letter and the terms of reference, the PVC indicated that the project's overarching objective is to address the sorely needed development and implementation of popular education materials and engagement to counter vaccine hesitancy and wrong or misinformation to the public. The Fund provided support was related to the following specific outcomes:

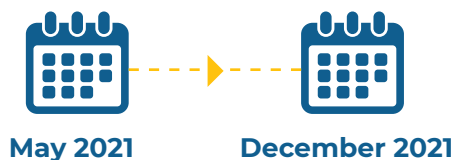
- Conducting large scale workshops on vaccination programmes to train individuals.
- Creating, printing, and updating vaccine workshop manuals and other learning materials.
- Producing several content pieces for community radio, YouTube, and Cape TV to encourage behaviour change among the population and encourage vaccine usage.
- Other initiatives within the Solidarity Fund's behavioural change campaign; and
- Stakeholder engagement with the appropriate alliances of social movements, trade unions, community organisations, non-governmental organisations, and other partners (the "Civil Society Networks") in and across South Africa.

The issuing of the NCP Community Partners report, in which C19 People's Coalition had provided interim reporting, this is their final report which completes this phase's reporting on the work done by the NCP Community partners to amplify the vaccine roll out.

## 03

**REPORTING PERIOD**

The reporting period:



## 04

**REACH**

We believe that reach and engagement influence people's decisions. It is fundamental in ensuring that a large number of people are reached in a very short space of time than traditional marketing. The depth of engagement to achieve social change was paramount in maximising impact and reach. Therefore, as the project targeted different audiences from different socio-economic backgrounds, we had to intentionally use platforms that suit each locality to ensure that our reach is more effective and realises impact. This approach has proven to be very effective.


**Conducting large scale workshops on vaccination programmes to train individuals**

A three-phase approach was used to bring about wider community involvement, facilitate information sharing, create conversations about vaccination in people's homes, and share educational material that gives answers to popular myths and fake stories.

- Train the Trainer (TTT) phase where beneficiaries selected by Sector and Provincial Coordinators were trained by PVC accredited facilitators and provided with resources that would enable them to undertake community workshops.
- Community Vaccine Literacy Workshop phase where some of the trainers who graduated from the TTT phase then participated in training community members within their locality.
- Grassroots mobilisation phase, which was implemented to build on the success of the first two phases and which involved trained community members conducting door to door campaigns in their communities.

PHM SA collected questions that came out of the literacy community workshops and developed them into WhatsApp Q&A for the trainers (see below).



### Video documentaries

Through Workers World Media Productions, the PVC team produced seven video documentaries, five of which were aired on Cape Town TV DSTV Channel 263. The shows were packaged to include a documentary insert and a panel discussion. While the goal is to reach as many audiences as possible, this platform also addresses vaccine misinformation and provides a story of change to the public.

Details of the shows produced are as follows:

- What is a vaccine, and how does it help us achieve immunity
- Why the People's Vaccine Campaign
- Mandatory Vaccinations at the Workplace
- Vaccines: Conspiracies and Fake News
- COVID-19 and The Political Economy of Vaccines
- SA's Healthcare system in a time of Government austerity
- Where to with the People's Vaccine Campaign? The role of communities and workers.

The last two video features will be broadcast during December 2021 - February 2022, along with repeat broadcasts of all the previous shows until April 2022.



### Radio inserts

The Broadcast Research Council of South Africa has estimated that there are approximately 38.3 million radio listeners in South Africa, making it the most consumed form of media in the country, with most listeners (60%) living in urban areas. The data further shows that 35 million people listen to radio stations in South Africa in any given week, with approximately 28.6 million tuning in every day. Noting these statistics, producing radio inserts to target a wide range of social demographic groups was a priority work area.

Five radio inserts were produced in five languages (Afrikaans, English, isiXhosa, isiZulu, and Sesotho) and broadcast nationally on 24 community radio stations.

The following topics were covered:

- **PVC Part I** – What is a vaccine, and how does it help us achieve immunity from diseases
- **PVC Part II** – What is a vaccine, and how does it stop the virus
- **PVC Part III** – Vaccines: Conspiracies and Fake news
- **PVC Part IV** – Fake News, Conspiracies and Misinformation about COVID-19 vaccinations
- **PVC Part V** – COVID-19 and the Political Economy of Vaccines

**Heart FM Interview with Dr Lydia Cairncross** – an interview was organised with a PVC representative on Heart FM, the most popular radio station and breakfast show in Cape Town with a wide footprint and huge audience. Link to the interview: <https://youtu.be/YDj95hWo100>.



### Raising awareness

To reach mainstream media and other non-governmental organisations, we put out an opinion piece published in the Daily Maverick speaking to the importance of vaccine education in combating insidious misinformation. To read the article, please click on this link: <https://www.dailymaverick.co.za/opinionista/2021-08-17-targeted-vaccine-education-is-crucial-to-combat-insidious-misinformation-and-disinformation/>



Apart from media awareness, The National Vaccine Monitoring Group held **a week of action** where they mobilised communities to petition the government to bring vaccines closer to the people. It culminated in a march on 3 September 2021 from Maponya Mall to Chris Hani Hospital to deliver a memorandum of demands. The march was also conducted in all provinces apart from the Northern Cape. The following are the pictures for the respective marches, and a short video can be watched here: <https://youtu.be/FqnndOyervw>





For effective community engagements and campaigning, improving the PVC's visibility became crucial. Therefore, we procured 1 150 t-shirts which we used to brand trainers and coordinators.



FRONT

BACK



## Engagement platforms

- **Seriti TALKS**

Seriti Talks was created to engage with audiences and experts from different professional backgrounds tackling specific questions. Two events were held over the year that explored the situation on the ground from various perspectives.

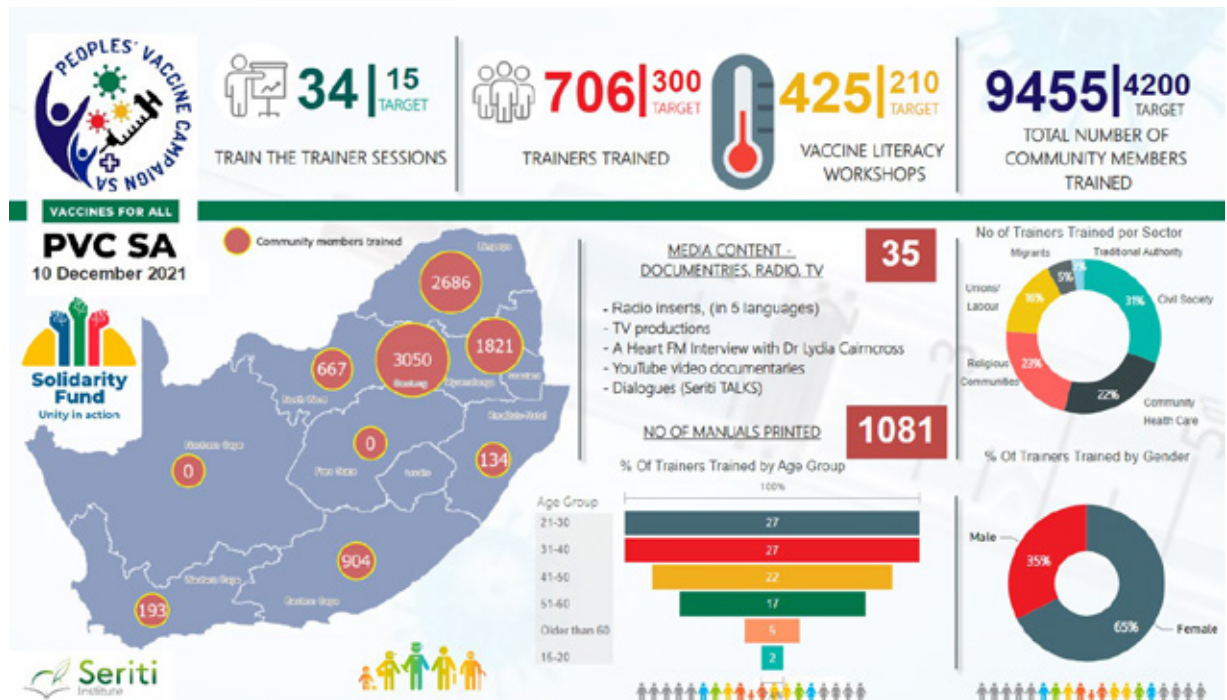
- **The PVC People's Assembly**

A People's Assembly was organised and held on 8 September 2021 to discuss the procurement and administering of vaccines. In campaigning for people to access vaccines, we need to highlight and make our people more aware of SA's unequal healthcare system and encourage people to organise themselves into mass democratic local organisations.

## IMPACT

Measuring and tracking indicators remains a crucial aspect to assess and measure project performance. Our data was effectively captured and managed, and the dashboard below provides a summary of progress for various indicators. It further indicates what was achieved versus what was targeted.

Gauteng had the highest number (3 050) of people trained, followed by Limpopo (2 686). These positive outcomes are also in accordance with the STAT SA's cumulative number of vaccine doses, which shows that Gauteng has the highest number (6,69 million) of vaccinated individuals as of November 2021.



Over the last month of active workshops, we saw an increase in the numbers of people trained in the above 50 age category to reach 22% of the beneficiaries. Some of those trained were even in the 15 to 20 age category.

## KEY CHALLENGES

Various challenges were encountered during the project. However, we constantly focused on addressing these as they arose and provided solutions as far as possible.

### National lockdown regulations

The project started slowly as we were hit by various lockdown regulations where all social, religious, political, and other gatherings of any size were prohibited. Within weeks of starting with the project and having made extensive plans, we had to suspend all planned offline Train the Trainer sessions.

Therefore, virtual training sessions were the only viable solution to ensure project continuity. We also used WhatsApp educational videos to assist those who struggled with connectivity issues and to share the learnings widely.

Because of this late start, an extension was requested from the Solidarity Fund, and we ultimately completed all workshops by October 2021.

### **Accessibility**

We had to ensure that we could assign trainers who could speak the local languages from the pool of facilitators. In addition, certain parts of the training manual required translations to assist with understanding the concepts covered.

### **Project coordination**

High-level coordination is essential, especially when working at such a scale and across the country. Established sectoral organisations and CSOs were either under-resourced, overburdened, or both, making it difficult to dedicate sufficient time to deliver workshops and training or otherwise participate in the PVC famous education rollout work.

Therefore, we relied extensively on provincial and sector coordinators who had the task of identifying training beneficiaries, ensuring that all necessary logistical arrangements were made, and holding briefing meetings with traditional leaders and councillors at municipal level/traditional leadership before any training was conducted and finally document management (attendance registers). The coordinators, however, did not always work closely in collaboration with organisations and did not always have sufficient resources to function as full-time volunteers (i.e., paying for any expenses and labour time out of pocket).