

BEHAVIOUR CHANGE PILLAR VACCINE DEMAND CREATION CAMPAIGN

#RollUpYourSleeves Campaign

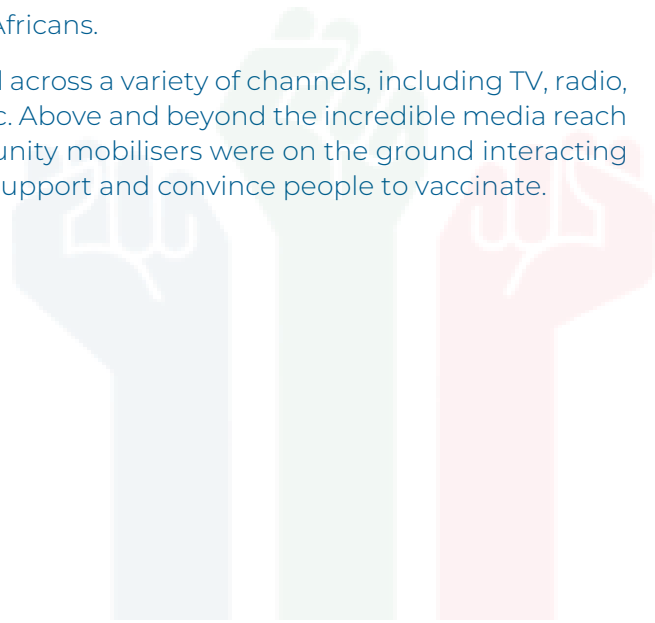
| DESCRIPTION | BUDGET |
|-----------------------------|----------------------|
| Media Budget | R 78 000 000 |
| Added Value | R 210 000 000 |
| Total media coverage | R 288 000 000 |

01

CAMPAIGN OVERVIEW

The Fund's Behavioural Change Pillar has produced several campaigns to provide information about COVID-19, protecting yourself and your loved ones, behavioural maintenance, vaccine awareness, etc. The next phase in behavioural change focuses on vaccine demand creation. We unfortunately find ourselves in a time of unprecedented levels of miss/diss-information. Many people find themselves trapped in social media echo chambers, which can reinforce and entrench harmful attitudes and beliefs about the vaccine options available to South Africans.

1 400 pieces of content were generated across a variety of channels, including TV, radio, PR, Activations, Taxi TV, social media, etc. Above and beyond the incredible media reach the campaign had, around **950** community mobilisers were on the ground interacting with their communities to encourage, support and convince people to vaccinate.



THE ROAD SO FAR

The context surrounding vaccinations is very important to the implementation of the campaign. Understanding these contextual headwinds informs the direction and effectiveness of the campaign methods and allows for maximum positive reach.

We find ourselves in a time with unprecedented levels of miss/diss-information, dubbed the “*infodemic*” by the WHO. Social media provides echo-chambers which reinforce and entrench harmful attitudes and beliefs around the vaccine. Along with high levels of misinformation, we find ourselves with very high levels of scrutiny of the subject matter. This is seen not only at a national level, but a global one. What we can see because of this, high levels of mistrust and apathy towards government’s national vaccine roll-out are observed.



December 2020 - January 2021

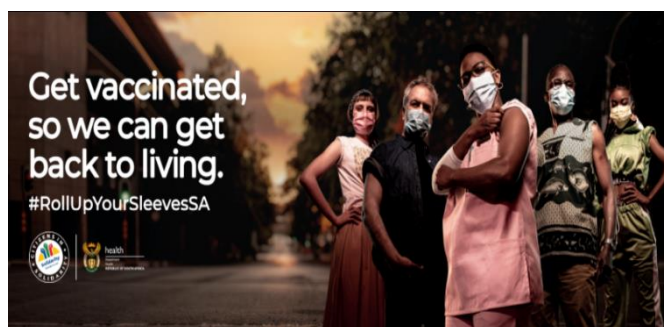
Behavioural Change



May – July 2021

Behavioural Maintenance

Vaccine Awareness

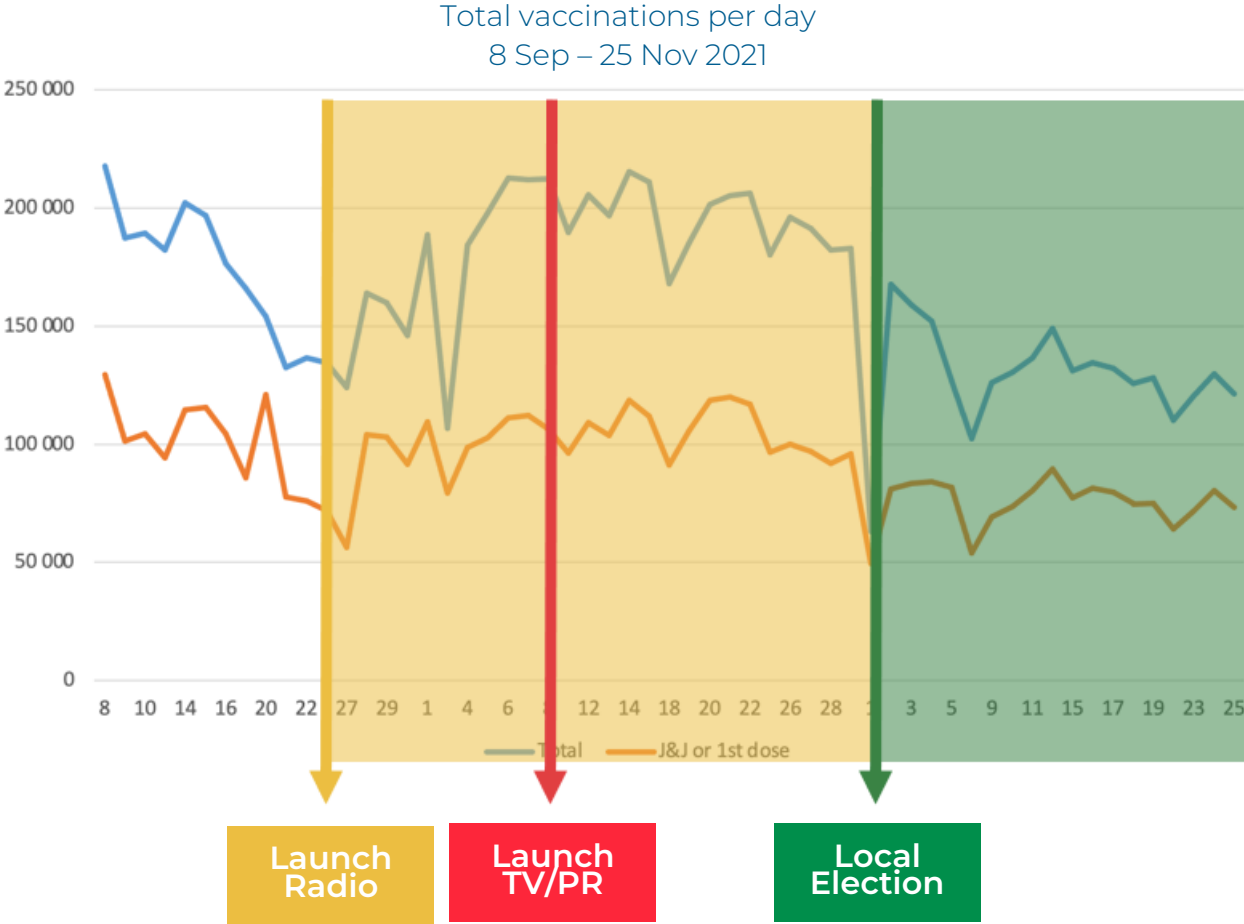


September 2021 - Present

Vaccine Demand Creation



Short term campaign contributions



03

COST AND IMPACT BREAKDOWN

The campaign managed to reach millions of South Africans. Using various platforms and media mechanisms, the Fund, with its partners, were able to provide access to relevant content and information quickly and effectively. Joe Public was responsible for the campaign management and media generation.




VACCINE DEMAND CREATION CAMPAIGN BY JOE PUBLIC

Broad Budget and Value per channel

| Medium | Spend | Added Value | Total Value |
|---------------------------------------|--------------|--------------|--------------|
| TV | R29m | R108m | R137m |
| Radio | R34m | R87m | R121m |
| PR Partnerships (incl. fee) | R4.5m | R5m | R10m |
| Activations | R30m | - | - |
| Outdoor and Taxi Ranks | R2m | R4m | R6m |
| Digital/Influencer | R10m | R4m | R14m |
| CABC + other research | R1.5m | - | - |
| Production/Fees/NDoH Hub | R25m | - | - |
| Total (Media & Production) | R136m | - | - |
| Media Only | R78m | R210m | R288m |

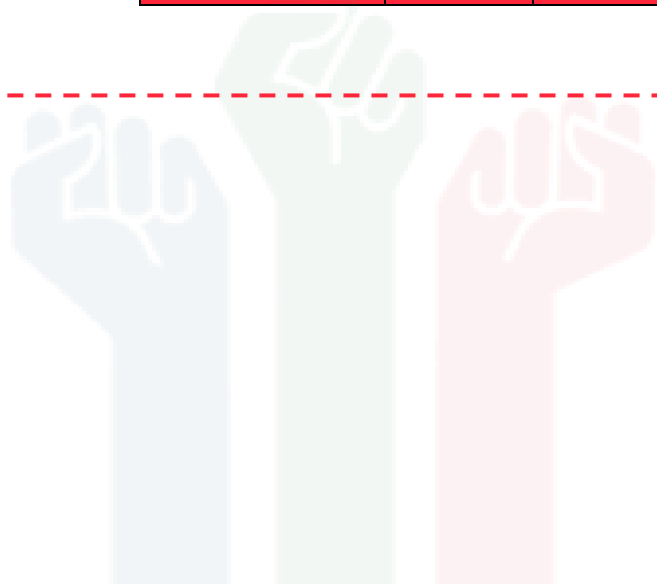
Medium Budget Breakdown


| | | |
|--|-------------|-------------------------|
|  Television | Spend | R 29 217 000 |
| | Added Value | R 108 000 000 |
| | Total | R137 200 000 |
| | Total Reach | 23 300 000 (65% target) |

| Number of Times Reached | % | Total people reached (18+) |
|-------------------------|----|----------------------------|
| 1 | 71 | 25.4M |
| 2 | 65 | 23.2M |
| 3 | 60 | 21.4M |
| 4 | 52 | 18.6M |
| 5 | 47 | 16.8M |
| 6 | 43 | 15.4M |
| 7 | 39 | 14M |
| 8 | 36 | 12.8M |
| 9 | 32 | 11.4M |
| 10 | 26 | 9.3M |



| Number of Times Reached | % | Total people reached (18+) |
|-------------------------|----|----------------------------|
| 1 | 91 | 32.6M |
| 2 | 87 | 31.1M |
| 3 | 84 | 30.1M |
| 4 | 80 | 28.6M |
| 5 | 77 | 27.5M |
| 6 | 71 | 25.4M |
| 7 | 67 | 24.0M |
| 8 | 64 | 22.9M |
| 9 | 59 | 21.1M |
| 10 | 53 | 19.0M |




| | | |
|--|-------------|-------------------------|
|  Radio | Spend | R 34 100 000 |
| | Added Value | R 87 000 000 |
| | Total | R121 100 000 |
| | Total Reach | 25 400 000 (71% target) |

| Number of Times Reached | % | Total people reached (18+) |
|-------------------------|----|----------------------------|
| 1 | 69 | 24.7M |
| 2 | 63 | 22.5M |
| 3 | 60 | 21.4M |
| 4 | 57 | 20.4M |
| 5 | 52 | 18.6M |
| 6 | 50 | 17.9M |
| 7 | 48 | 17.1M |
| 8 | 50 | 17.9M |
| 9 | 48 | 17.1M |
| 10 | 40 | 14.3M |




| Number of Times Reached | % | Total people reached (18+) |
|-------------------------|----|----------------------------|
| 1 | 85 | 30.4M |
| 2 | 80 | 28.6M |
| 3 | 74 | 26.5M |
| 4 | 71 | 25.4M |
| 5 | 68 | 24.3M |
| 6 | 65 | 23.3M |
| 7 | 61 | 21.8M |
| 8 | 58 | 20.7M |
| 9 | 55 | 19.7M |
| 10 | 53 | 18.9M |

| | | |
|--|-------------|-------------|
|  Outdoor | Spend | R 2 000 000 |
| | Added Value | R 3 900 000 |
| | Total | R 5 900 000 |

| | Static Boards | Digital Boards | Ranks | Screens | Total |
|------------------------|---------------|--------------------|------------|----------------|-------|
| Taxi/Bus/Train | | 167 (Bus Stations) | 16 (Ranks) | 1019 (in taxi) | 1202 |
| Urban sites | | 64 | | | 64 |
| Total | 0 | 231 | 16 | 1019 | |
| Total Sites Excl Taxes | 247 | | | | |
| Total Sites Incl Taxes | 1266 | | | | |



| | | |
|---|-------------------------|-------------|
|  <p>Digital</p> | Reach | 25 000 000 |
| | Impressions | 225 000 000 |
| | Vaccination Site Clicks | 604 000 |
| | Video Views | 33 000 000 |
| | Completed Videos | 26 000 000 |

1 400 pieces of content were generated and distributed, including medical expert videos, SA's Asking, Facts and Stats, content around and during the Vooma Weekends. The campaign also utilised well-placed TikTok content creators to spread positive and truthful vaccine messaging. Content went live across Twitter, Facebook, Instagram, TikTok and other prominent social media platforms.

#RollUpSA 2d

Join @TUMISOLE & Dr Rozani tonight at 19:30 on #TwitterSpacesWithTumiSole.

#ROLLUPYOURLSLEEVESSA

Tumi Sole unpacks the difference between side effects and adverse reactions with Dr Sangxa Rozani

Date: 12 October 2021
Time: 19h30
Platform: Twitter Spaces



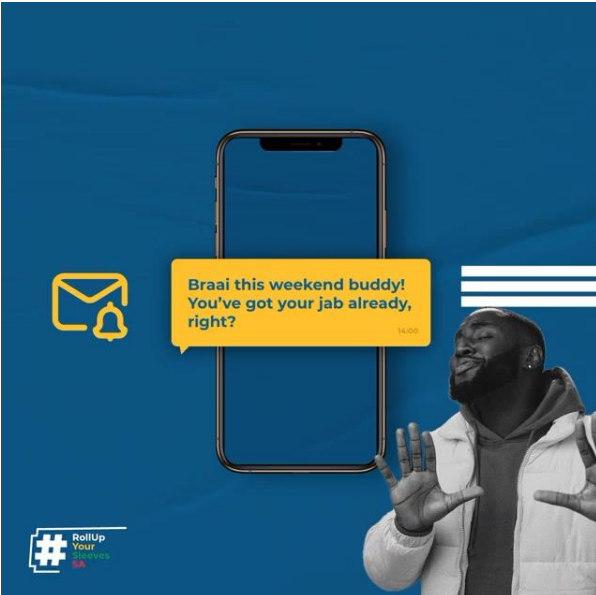
@solidarityfundsra

Tap link below to join

[TWITTER.COM](https://twitter.com)




WILL THE VACCINE
AFFECT
MY FERTILITY?



Braai this weekend buddy!
You've got your jab already,
right?

#RollUpYourSleevesSA



The #4thWave in South Africa is being driven by the spread of Omicron, the most transmissible variant to hit the country so far.

Here's what we know: 📌

#RollUpYourSleevesSA



#UnityInAction

Key Content Examples

Medical Expert Videos

3 x 45 sec videos

Flighted on TV and YouTube

YouTube Achievement:

2.8m people reached

600 000 completed views

19c per completed view

Vooma Weekends

3 day "blitz"

3 weekends

Oct/Nov/Dec

31m impressions

13m reached

72 000 clicks to vaccination site

SA's Asking

17 x 20 sec videos

Medical Expert videos were adapted for social.

Flighted across Facebook, Instagram, YouTube and Twitter

28m impressions

10m reached

14.6m video views

8.7m completed video views

TikTok Content

25 content creators

25m impressions

842 000 video views



PR

PR positivity rating

100%

Media items generated

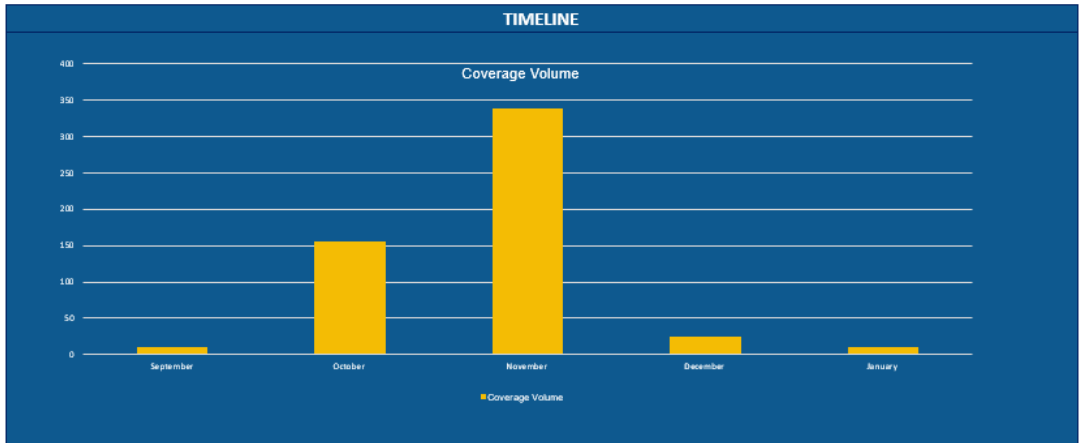
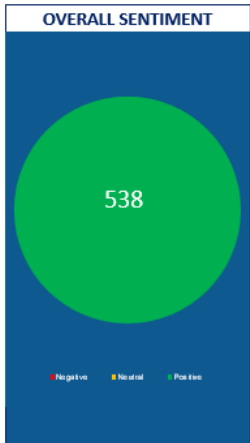
538

PR value generated

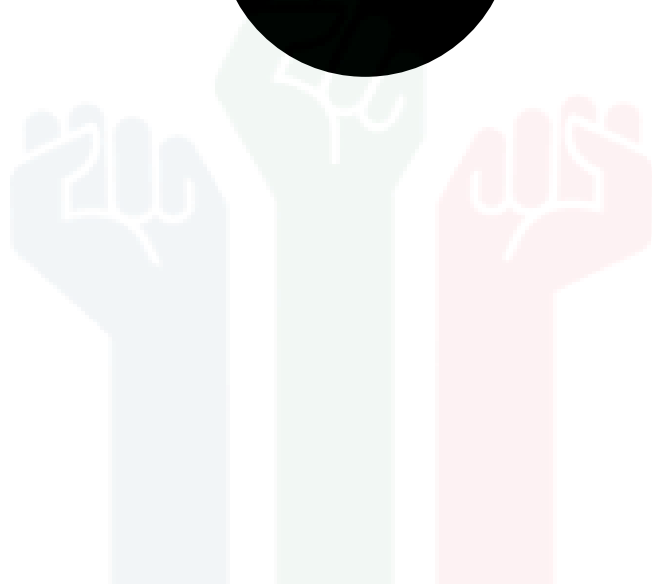
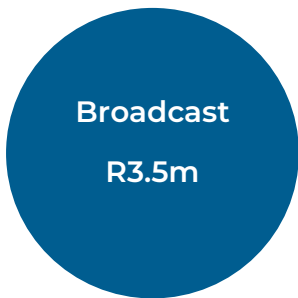
R 35 000 000

PR OVERVIEW

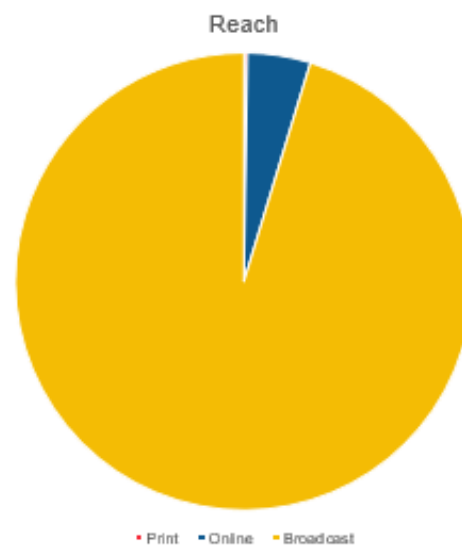
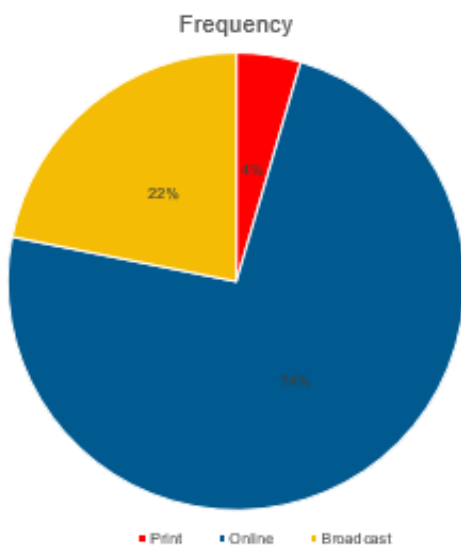
| | | | |
|-----------|----------|---------------------|---|
| TOTAL AVE | PR VALUE | NUMBER OF CLIPPINGS | CONVERSATION DRIVERS <ul style="list-style-type: none"> • Vax Champs: Until we are all safe, no one is safe • South African men encouraged to take the vaccine • Solidarity Fund is call on on South Africans to roll-up their sleeves • No, the vaccine cannot infect you with a virus • Don't fear side effects • Get vaccinated before the festive season |
| R11.8m | R35m | 538 | |



RESULTS OVERVIEW



Impressions reach of coverage (not unique reach) *



REACH
183 300 054
Impressions Reach of coverage (Not unique Reach)*

KEY OPINION LEADER HIGHLIGHTS

Across all categories, audiences were encouraged to play their part by rolling up their sleeves and getting vaccinated. Audiences were also encouraged to sign up and be #VaxChamps at a later stage of the campaign.

Overall impressions were **1 413 540**, with a potential reach of over **5 million**.

Key Opinion leaders were split into 3 categories:

#RollUpYourSleevesSA

Execution: **Weekly long form** conversations delivered in IG Lives, video content and twitter space.

- Graeme Condrington – Author, Futurist, Strategist and Consultant
- Tumi Sole – Creator, Founder of #CountryDuty
- Songezo Zibi – Former Editor Business Day, Former Head of Comms at ABSA
- Relebogile Mabotja – TV Presenter

Crown Gospel Awards Influencer Content Partnership

Execution: Gospel stars creating content to **encourage vaccination among their fans**, most of whom hold strong beliefs against the vaccine.

- To performers were Sniezey Msomi
- Winnie Mashaba
- Hlengiwe Mhlaba

Vax Champ Influencer

Execution: 3 strong vocal vernac influencers to target communities which were identified as resistant to vaccination messaging. Key messages were to inspire communities to take the mantle and be vaccination champs by spearheading initiatives that would ensure that the most vulnerable and those who lack information in their communities are exposed to it from a factual POV. The influencers were:

- Florence Masebe for the isiPedi and TshiVenda communities
- Penny Lebyane for the Mpumalanga communities
- Nurse Nelly Mohlomi for the seSotho and isiXhosa communities

Tumi Sole unpacks the difference between side effects and adverse reactions with Dr Sangxa Rozani

Date: 12 October 2021
Time: 19h30
Platform: Twitter Spaces



Songezo Zibi and Dr Sangxa Rozani unpack misinformation that is contributing to not enough men taking the COVID-19 Vaccine.

Date: Thursday 28 October
Time: 19h30 – 20h30
Platform: Twitter Spaces

 @sangxa and @SongezoZibi



Strategic Partnerships that drove Conversation



- Partnership with the NDoH was driven through collaboration on several initiatives that included: the Vooma Vaccination weekends, launch of Vooma VaxChamps
- Exposure was generated using all the available media channels, including medical expert interviews across various radio and television stations.



- When it became evident that there was a major vaccine hesitancy amongst men, a partnership with the CCF enabled us to address the concerns of men in the form of a round table with male representatives from various NGOs, CBOs and community structures.
- Views from these discussions informed the direction of the content and interviews that followed



- A series of webinars and informative articles were created in partnership with SAHPRA
- This included the launch of the Medhelp App – a platform created to address adverse side effects of the vaccine
- SAHPRA CEO Dr Boitumelo Semete-Makokotlela spoke on efficacy vs. the effectiveness of the vaccine



- ABInBev created the #SleevesUpSA campaign, a spinoff of #RollUpYourSleevesSA.
- This campaign was activated at Rugby and Soccer matches, with athletes playing the games with one sleeve up.
- This was leveraged through a series of interviews across various media platforms



- PR identified the Gospel fraternity as a vehicle to drive vaccine demand in that sector, with a focus on driving awareness and addressing hesitancy
- Worked with influential gospel stars, with the intention of reaching their audiences through tailored social media posts driving vaccine literacy and encouragement to get vaccinated.
- This included a speaking opportunity at the filming of the awards, the broadcasting of the awards and a speaking slot at the Izoko Gospel awards in Dec 2021



- Activations teams positioned community mobilisers on the ground in the Free State to reach holiday makers at Engen 1 Stop Forecourts
- The intention was to drive vaccine uptake and debunk myths
- PR supported these efforts with media exposure and live crossings with eNCA & Newzroom Africa.



- A PR activation was created at the Methodist Church in Soweto
- Broadcast media were invited to stream the slot within the church service that was allocated to vaccines
- Post interviews were conducted with all media in attendance – this became rolling coverage on eNCA & Newzroom Africa on 5 Dec 2021



- It was picked up that there was negative social commentary on blood donation and vaccinations
- Working with Dr Karin van den Berg from the SANBS, a joint article was drafted with Dr Saul Johnson and syndicated to the media, resulting in media exposure.

INVITATION

The Community Constituency Front for COVID-19 invites you to join us for a roundtable conversation that will investigate the reasons as to why South Africa has a slow uptake of men getting vaccinated.

This event will be the official launch of the **VACCINATION4MEN** campaign!

DATE: Saturday 06 November 2021
TIME: 10h00-11h30
 • 10h00-11h00: Dialogue
 • 11h00-11h30: Representations

VENUE: NEDLAC House 14A Jellicoe Avenue, Rosebank, Johannesburg

DIALOGUE

Representations

- Community Constituency Front (CCF)
- South African Council of Churches (SACC)
- Access Chapter 2 (ACC2)
- Thea O'Brien Association
- Tabakani Bhebe (Men's Movement)
- National Union of Mineworkers (NUM)
- Religious Forum Against COVID-19
- South African Football Players Union (SAFPFU)
- Congress of Traditional Leaders of South Africa (CONTRALESA)
- National Unity Professional Association for African Traditional Health Practitioners of SA (NUPAHPSA)

Speakers:

- Makhosi Mkhondo - Co-Chairperson Community Constituency Front
- Ms. Patsia Makala - Representative DTT
- Ms. Lisa Fisher - Executive Director NEDLAC
- Dr Saul Johnson - Partner Health Practice at Genes Analytics and Advisor to the Solidarity Fund
- Steve Lumbale - Founder Access Chapter 2 (ACC2)

in @ccfront @CCFront @CommunityConstituencyFront

Mitigating COVID-19 Vaccine Hesitancy in South Africa

WEBINAR

This webinar is targeted to South African public members who are contemplating on taking the COVID-19 vaccine but are unsure because of a lack of information, beliefs, and unfounded information.

10 November 2021 10:00am - 11:30am

Dr Saul Johnson
Solidarity Fund

Prof Hanneke Meyer
National Immunization Safety Expert Committee (NISSEC)

Bishop Makosi Mphahlele
National Advisory Committee

Ms Mafura Matlala
SAHTAC

SAHTAC SAHPRA



Orlando West Methodist Church COVID-19 Vaccine Drive

On Sunday the 5th of December, the Solidarity Fund in partnership with the National Department of Health will be at The Orlando West Methodist Church to answer all your COVID-19 vaccination related questions.

Join us:
Venue: Orlando West Methodist Church
Times: 11:30am to 3pm

#RollUpYourSleevesSA

You can also get vaccinated at the pop up vaccine site.

Logos: SAHTAC, RollUp Your Sleeves SA, Department of Health Republic of South Africa, South African Council of Churches

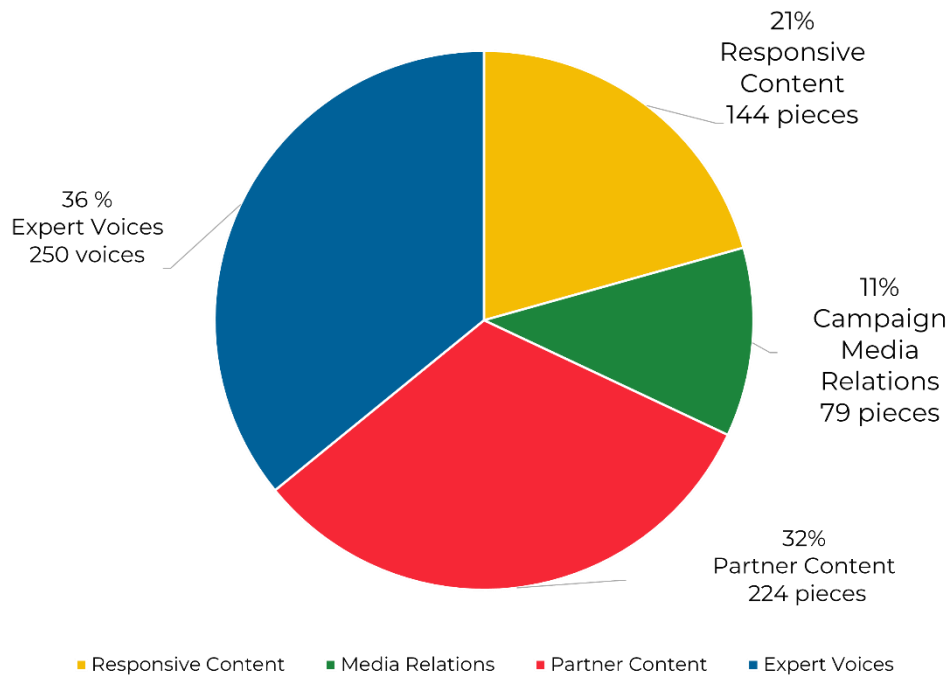


Content Drivers

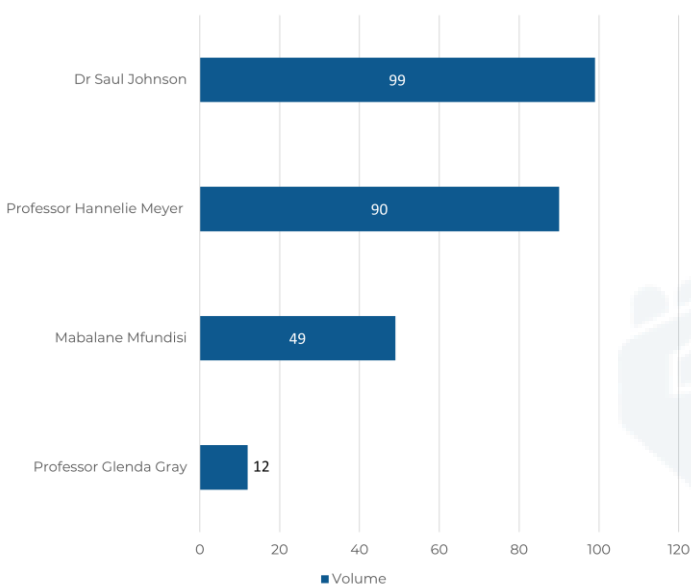
As South Africa emerged from the third wave of the pandemic, all efforts were directed toward encouraging more people to take advantage of the vaccine opportunity

Content was generated from articles, interviews, as well as own recorded and packaged stories that were pitched to media. Messaging was supported by using an array of medical experts.

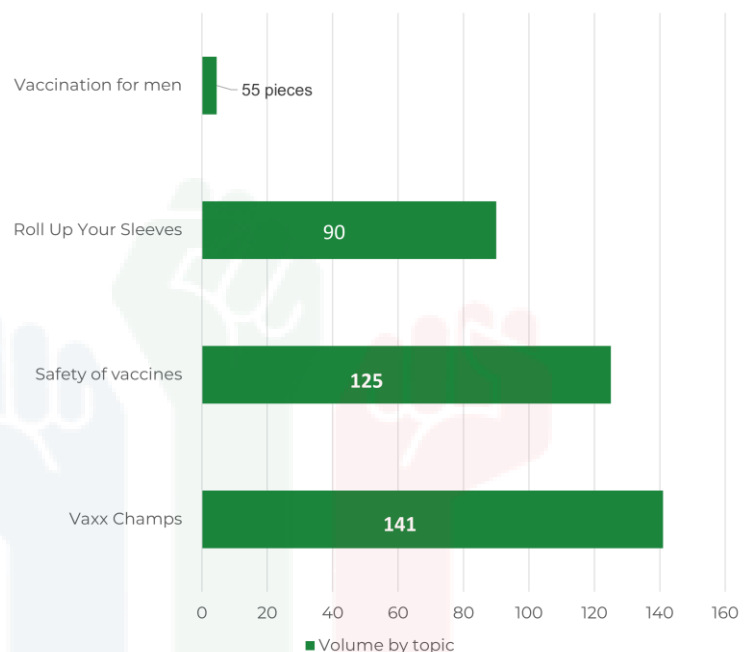
Content Type by Volume



Top Expert Voices (Volume)



Volume by topic

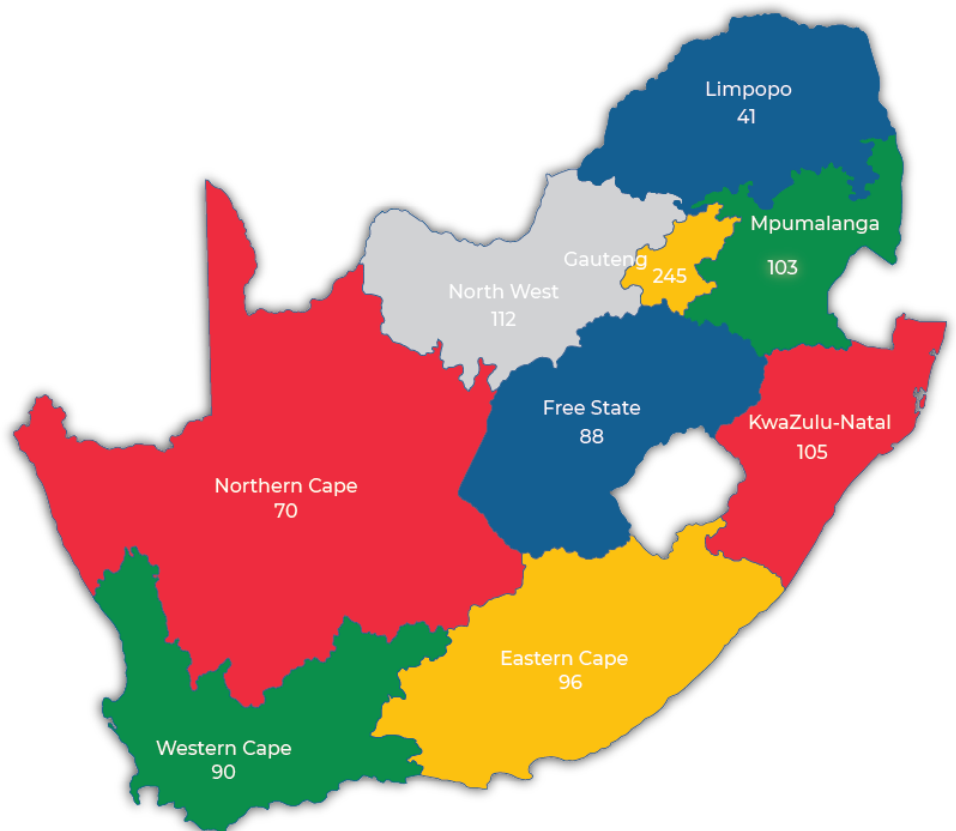


COMMUNITY MOBILISATION

TOTAL COMMUNITY MOBILISERS ON THE GROUND

31 OCTOBER 2021 – 31
January 2022

950



Roll of community mobilisers

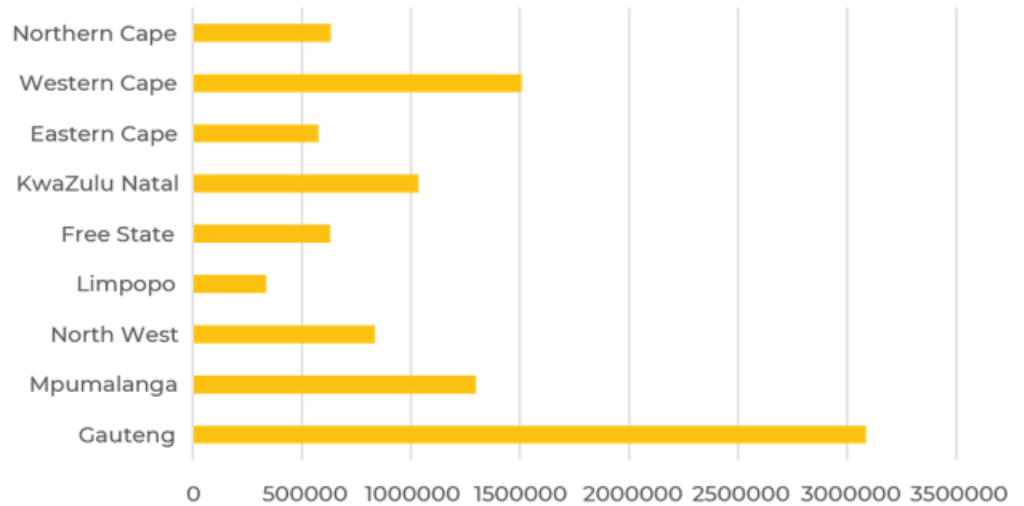


AVERAGE
MOBILISERS
DIRECT AND
INDIRECT
ENGAGEMENT

324

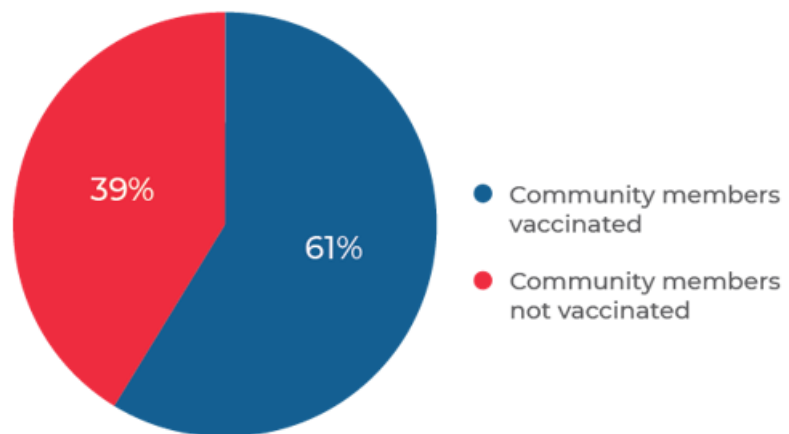
DIRECT AND INDIRECT ENGAGEMENTS PER PROVINCE

31 OCTOBER 2021 - 31 January 2022



AVERAGE
MONTHLY
SLIDING SCALE
OF COMMUNITY
MEMNERS
ENGAGED IN A
MONTH

670
000



| Province | Surge Sites Supported | Demand Acceleration Team (DGMT Coordinated) | Community & Corporate Partnerships |
|----------------------|-----------------------|--|---|
| COJ | 4 surge sites | <ul style="list-style-type: none"> • Vooma Weekend • IEC Voting Stations • Social Worker Support • School vaccination drive support • Pop-up vaccination support • Sub-district focused area vaccine drive | <ul style="list-style-type: none"> • SACC • SANTCO • Local Clinics • Engen 1Stops • Community Radio • TV with local CMs at Churches |
| EKURHULENI | 8 surge sites | <ul style="list-style-type: none"> • IEC voting stations • Social Worker Support • School vaccination drive support • Sub-district focused area vaccine drive | <ul style="list-style-type: none"> • SACC • SANTCO • Engen 1Stops |
| TSHWANE | 5 surge sites | <ul style="list-style-type: none"> • IEC Voting stations • Sub-district focused area vaccine drive | <ul style="list-style-type: none"> • SACC • SANTCO • Engen 1Stops |
| NORTH WEST | 14 surge sites | <ul style="list-style-type: none"> • Vooma Weekend • MEC Madoda Vaccination Drive | <ul style="list-style-type: none"> • NHTL |
| KWAZULU NATAL | 12 surge sites | <ul style="list-style-type: none"> • Vooma Weekends (Nov & Dec 2021) | <ul style="list-style-type: none"> • NHTL • Local Clinics • Community Imbizo's with CMs addressing crowds |
| MPUMALANGA | 19 surge sites | <ul style="list-style-type: none"> • Vooma Weekends (Nov & Dec 2021) • Home vaccination with door-to-door integration • IEC Voting Stations | <ul style="list-style-type: none"> • NHTL • Community Imbizo's with CM's addressing crowds • Community radio with local CM's |
| EASTERN CAPE | 15 surge sites | <ul style="list-style-type: none"> • Vooma Weekend (Dec 2021) | <ul style="list-style-type: none"> • NHTL • Community Imbizo's with CM's addressing crowds |
| NORTHERN CAPE | 4 surge sites | <ul style="list-style-type: none"> • IEC Voting Stations • Northern Cape Theatre Vooma Weekend • Clinic EVDS registration support | <ul style="list-style-type: none"> • Northern Cape Theatre Performances |
| FREE STATE | 7 surge sites | | |
| WESTERN CAPE | 10 surge sites | <ul style="list-style-type: none"> • Vooma Weekend • Old age door-to-vaccination site mobilisation • Clinic EVDS registration support | <ul style="list-style-type: none"> • Engen 1Stops |

1. A SIGNIFICANT FOCUS WAS PUT ON INTERPERSONAL ENGAGEMENTS WITHIN DOOR TO DOOR AND CONGREGATE ENVIRONMENTS, WITH THE AIM TO:

- Share facts from reliable sources
- Address fears and hesitancy
- Encourage Vaccination
- Drive to Surge Sites and local vaccination partners

2. SURGE VACCINATION SITE

- The deployment of community mobilisers at over 90 surge sites across the provinces, driving surge site awareness, and creating demand at surrounding touchpoints
- Planned engagements: Address the audience and encourage immediate vaccination

3. COLLABORATION WITH THE DEMAND CREATION TASK TEAM (COORDINATED BY THE DGMT)

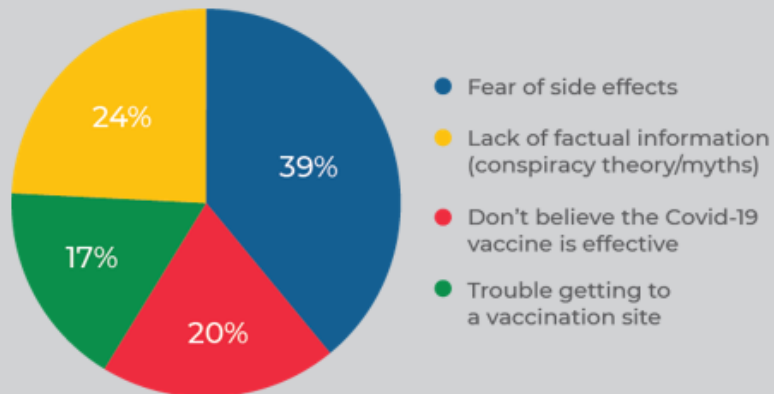
- The collaboration with the district co-ordinators enabled tactical community opportunities and support at district and ward level

4. FAITH LEADERS | TRADITIONAL LEADERS | RETAIL PARTNERS

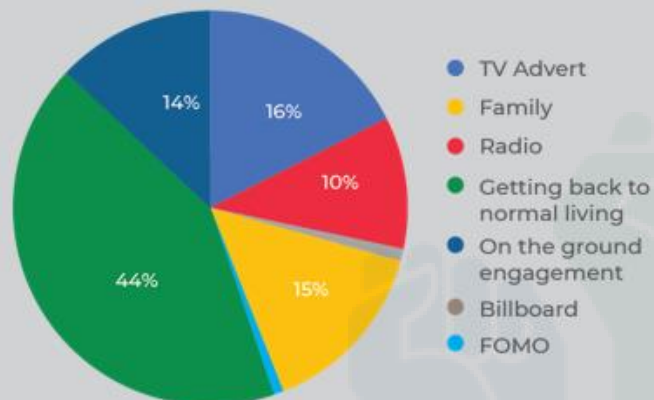
- Community engagements facilitated by key faith leaders (SACC) and traditional leaders (NTHL), have created environments whereby the community mobilisers address the congregation with a respected leadership reinforcement of messaging and encouragement
- The Engen 1Stops partnership enables high footfall infrastructure during calendar travel periods



REASONS FOR NOT GETTING VACCINATED



WHAT MOTIVATES PEOPLE TO GET VACCINATED



To date the vaccine demand creation campaign has played a significant role in helping to promote the national vaccination programme and encourage South Africans to get vaccinated against COVID-19. The extensive volume of high visibility consistent messaging has helped to increase awareness on the importance and value of getting vaccinated, helped to dispel myths and misinformation surrounding vaccines, and motivated citizens to do their part to enable all of us to get back to normal.

