

## Solidarity Fund Integrated Annual Report and Update Media Briefing - Presentation Script

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- **WENDY TLOU • HUMANITARIAN RELIEF & BEHAVIOURAL CHANGE (10 MINS)**
  
- The ***Humanitarian Response Pillar*** focus is to provide support to the most vulnerable in our communities and help alleviate the negative social impact of the pandemic. It aims to build on the efforts of the government and private sector by focusing on two of the hardest hit areas:
  - Enabling access to food and food security; and
  - Intensifying protection of vulnerable women and children from increased GBV.
  
- Under Food Relief, over 280 000 households have been issued with food parcels. The Food Voucher programme has been completed with over 128 000 once-off R700 vouchers at the combined value of approximately R90m having been issued.
  
- From implementing our food vouchers programme, we learnt that solutions should also focus on supporting food supplies and local economies, especially in rural areas. An important way to achieve this is to support subsistence-focused smallholder farmers, particularly rural and women farmers.
  
- In total, just over 43 000 once-off farming vouchers to the value of R2000 each have been redeemed by rural subsistence farmers.
  
- The second part of our humanitarian pillar has been our support of Gender-Based Violence initiatives. Our interventions focused on three key areas;
  - ***Strengthening the GBV Command Centre*** by helping to scale their help-line and assisting with the launch of their new premises in Pretoria.
  
  - ***Extending support to communities*** by providing the National Shelter Movement, Thuthuzela Care Centres and other existing support shelters with much needed PPE and medical services.
  
  - ***Supporting Community-Based Organisations and Non-Profit Organisations to continue providing GBV services.*** To date, 317 CBOs and 11 larger NPOs have been granted funds to the value of approximately R51m.
  
- The activities following the grants to both CBOs and NPOs to date have impacted a total 452 449 people.

- Going forward the Fund will no longer focus on GBV programmes, and has approved an amount of R10 million which has been donated to the GBVF Fund, which is best placed to continue responding and providing assistance in the sector.
- In a time of crisis, having access to accurate and relevant information is crucial in order to encourage participation and alleviate doubt. The **Behavioural Change pillar** has been a key driver in ensuring that the South African public is informed every step of the way and inspired to take the correct action.
- As with all our interventions, partnerships are key. We partnered with a number of organisations, including the National House of Traditional leaders, faith leaders, business and more to launch our **#UnityInAction** campaign.
- Leading to the festive season last year, we launched a national communications campaign aimed at strengthening our message about preventative behaviours. The campaign, “Don’t be a mampara”, ran across TV, outdoor, radio, press, social, digital, activations, PR and influencers.
- The development of vaccines against the COVID-19 virus is a game-changer. These vaccines remain the most important pharmacological weapon we have in the fight against the pandemic. As an additive to the government’s efforts against COVID, it is natural that the Fund would get involved in and support the National Vaccine Roll-out Programme wherever required. With that in mind, our primary communications focus currently, and for the immediate future, is around demand creation – focusing on the movable middle, who have intent to vaccinate but have not converted yet.
- The Fund launched a large-scale communications campaign on the 12th of May 2021, coming to an end on the 30<sup>th</sup> of June. Themed “When we come together”, the campaign was aimed at encouraging the maintenance of preventative behaviours, calling on over 60s to register on the EVDS system, spreading vaccination knowledge and literacy, and listening and adapting to public perception.
- Highly targeted activations, involving Solidarity Fund community mobilisers and Behaviour Change Agents conducting door-to-door rural engagements, took place around the country to encourage, enable and educate people about the vaccination registration journey.
- The results? Community mobilisers reached 49 000 households in the rural areas and 15 530 EVDS registrations were done in a four-week period.
- As part of this campaign, the Fund also provided R8m in funding to support communication research and social partners that are represented at the National Communication Partnership, an initiative led by GCIS. The funds were targeted for use in augmenting and amplifying behaviour change and vaccine roll-out communication campaigns at community level being carried out by COVID Comms,

C-19 People's Coalition (C19 PC) and the Community Constituency Covid-19 Front (CCF).

- Another key initiative in our support of the vaccine programme involves providing the public access to accurate and reliable information about the vaccine, and allowing them to register for the vaccine easily and efficiently. To this end, the Fund has donated R72 million to establish the vaccine call centre.
- The centre, which opened on the 17th of May, integrates for the first time, 3 contact centres under the COVID-19 toll free hotline. This enables citizens to call and be guided on vaccination registration and scheduling queries, to have all enquiries on health service matters associated with vaccinations answered and to receive specialist post-vaccination services.
- It also now offers services in three languages, namely English, isiZulu and Afrikaans and more will be added. It processes up to 9 600 calls per day.
- Lastly, we are currently rolling out a large-scale integrated communication campaign aimed at vaccine demand creation, inspiring action and addressing vaccine inertia and hesitancy. Themed "RollUpYourSleeveSA", the campaign will be co-branded with the National Department of Health.
- The fully integrated media campaign will encompass television, radio, outdoor, PR, Social Media and Social Influencers. Community mobilisation around the country will target rural and peri-urban and township engagements with 1,000 on-the-ground community mobilisers.
- It has launched on Radio, Social Media and PR activity has also commenced. Community mobilisation will begin on the 1<sup>st</sup> of October and television will launch on the 8<sup>th</sup> October.
- It's aim is to position the vaccine as a beacon of tangible hope, and encourage South Africans to urgently get vaccinated so we can start to truly rebuild our economy and get back to living.
- In conclusion, the fight against the COVID pandemic needs to be undertaken as a unified country working in solidarity. By creating awareness, demand and providing people with accurate, credible information, we can help arm the public in the fight against the virus and get them across the line to meet the NDoH's targets of vaccinating 41m adults.