

B4SA Business Communicators' Forum

IChooseVaciNATION – Business and the “Demand Side” Challenge

26 February 2021



AGENDA

IChooseVaciNATION – Business and the “Demand Side” Challenge

Who	What
Business for South Africa Timothy Schultz & Julian Gwillim Co-leads, B4SA Communication	B4SA and the Covid-19 vaccine campaign The role of a Business Communicators’ Forum
Government Communication and Information Systems David Jacobs Chief Director	Update from Government on the National Vaccine Campaign and the communications resources available for Business
Human Sciences Research Council Dr Stephen Rule Research Director	What the research tells us about Vaccine hesitancy in South Africa
The Solidarity Fund Wendy Tlou Exec Head: Humanitarian Support & Brand Comms	The role of the Solidarity Fund and how it will support vaccination and behavior change communications
All	Questions and next steps

The role of B4SA



Context of B4SA

B4SA is an alliance of **SA business volunteers** formed to **work with Government and stakeholders to mobilise business resources** and capacity to combat Covid-19

In its current form, B4SA has a single focus **of supporting the government-led national vaccine programme**

B4SA has established **eight workstreams that complement the government workstreams** with the primary objective of supporting expedient **roll out of the vaccination program**.

B4SA holds no budget, and all volunteers, both individuals and companies, **are unpaid** and their companies receive **no brand recognition** for their contributions.



Objectives of this effort

- **Support the government-led vaccination rollout program** to eradicate the pandemic and return to a fully functional economy
- **Coordinate resources and expertise from business and civil society partners** to provide resources or additional capacity to expedite the rollout of the vaccination programme
- **Jointly problem solve and debottleneck issues** through working closely with government counterparts
- **Communicate relevant information** and critical decisions to constituencies timeously and transparently

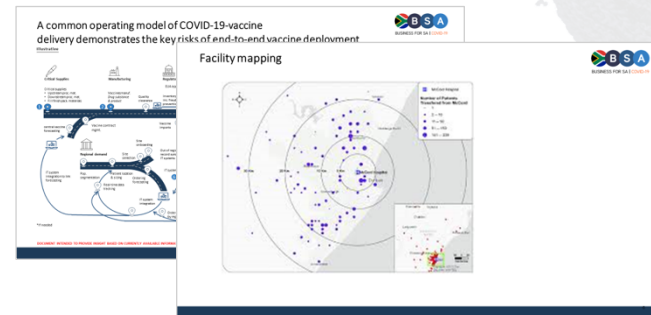
Structures: Steercos, Planning, Government interface and 8 workstreams

1. Planning, Integration and Implementation



Key questions				
Responsible workstream				
Key questions				
Phase 1: Focus areas for SA government should be on initiatives to improve administrability, accessibility and acceptability				
Area	Key elements	Applicable to phase	Level of preparedness	Required next steps to improve level of preparedness
Administration	Tech transfer & drug substance manufacturing	○	○	No indication to manufacture locally
Administration	Supply chain management, sourcing & manufacturing from materials for local manufacturing	○	○	Contract gaps on local and self-sufficient manufacturing programmes and low PCPV, should support
Administration	Regulatory support	○	○	Provide more proactive indication of PCPV to allow time to register for materials
Administration	Vaccine dispensing strategy	○	○	Detailed plan required for recording and issuing vaccination, detailed plan for on-credit
Administration	Logistics, transport, and warehousing	○	○	Detailed plan for the storage, inventory stability and distribution of vaccine and the location of CTP providers
Administration	Warehousing	○	○	Provide detailed plan for the storage, inventory stability and distribution of vaccine and the location of CTP providers
Administration	Public communication, messaging, and education	○	○	Follow up on update general public (isolated PCPV) on process of securing required doses for phase 1
Administration	Healthcare workforce education	○	○	Detailed plan and timeline for full rollout of PCPV education including training content and relevant communication
Administration	Funding	○	○	Funding currently done at an aggregated national level but more clarity on the source of funding needs to be provided and communicated
Administration	Healthcare strategy	○	○	Detailed plan to be formulated to address key concerns that providers and consumers may have related to vaccination
Administration	IT infrastructure and interoperability	○	○	Detailed roll-out plan for the centralised data collection system (planned for 2021) and the linking of PCPV to the system
Administration	Ongoing monitoring and reporting	○	○	Detailed plan on tracking and monitoring but roll-out, and how this data will be reported and used to refine vaccination programme

2. Vaccine Logistics, Cold Chain and Distribution



3. Service Delivery Platforms & Vaccine Delivery Readiness

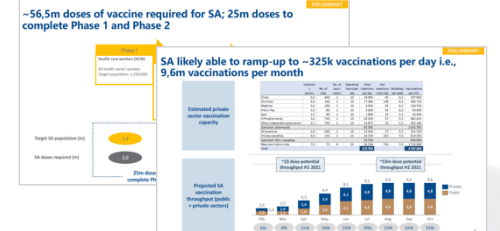


Estimated throughputs by site classification				
Vaccination process				
Profile of worker				
Site classification				
Admin (per shift)	Vaccinator (per shift)	Sheet no.	Allocation	Sheet Name
Micro	1-2	1	2	13 Duichen
Medium	2-4	2-3	2	14 Duichen
Large	4-6	3-4	2	15 Duichen
Mega	6+	4+	2	16 Duichen
COVID-19 Vaccine Site 1 - Estimated Number of Vaccinators				
Control for capacity				
21 Accept capacity estimates				
5 Accept capacity estimates				
10 Accept capacity estimates				
4 Follow up on capacity estimates				
8 Accept capacity estimates				
3 Accept capacity estimates				
1 Accept capacity estimates				
4 Follow up on capacity estimates				
23 Accept capacity estimates				
4 Follow up on capacity estimates				
6 Accept capacity estimates				
7 Accept capacity estimates				
12 Accept capacity estimates				
9 Accept capacity estimates				
13 Accept capacity estimates				
6 Accept capacity estimates				
7 Accept capacity estimates				
10 Accept capacity estimates				
27 Accept capacity estimates				

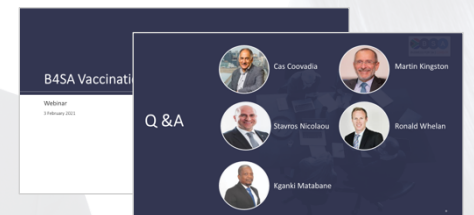
4. Information Systems, Monitoring & Evaluation



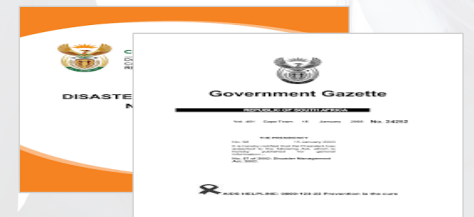
5. Coordination of Costing, Funding and Payment Mechanisms



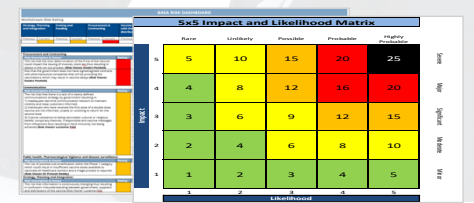
6. Communications



7. Legal and Regulatory



8. Risk assurance



Boards & CEOs face complex communications decisions

No resumption of normal lives and livelihoods until we vaccinate the nation

**Public CEO
vaccinations**

Should they?

**Vaccine
Information**

Where is it?

**Vaccine
hesitancy**

Why?

**Vaccine
science**

Explain it?

**Social
Cohesion**

How?

**National
Campaigns**

How help?

Back to work

When & how?

Fake news

How combat?

Vaccine rollout

How & when?

**Solidarity
Fund**

Their role?

**Behavior
Change**

Business role

Legalities

Must staff
vaccinate?

Funding

Show me the money

IChooseVaciNATION – Business and the “Demand Side” Challenge

- B4SA Communications is part of the newly created government-led National Communications Partnership to align the vaccine campaign efforts of government, civil society, labour, and business
- Meeting with all social partners, however, is not enough:

We must mobilise SA businesses to use their communications capacity to support the national vaccination programme and related public health, good governance, and behaviour change campaigns - with their public, community and staff.

The Idea: B4SA's Business Communicators' Forum

No resumption of normal lives and livelihoods until we vaccinate the nation

B4SA's Business Communicators' Forum will be a **periodic, short, and focused forum** for **senior corporate affairs/communications executives** from listed, private or multinational businesses and business associations to:

- **Inform business directly** of government and social partners' Covid-19 vaccination campaigns and latest developments at B4SA
- **Mobilise business** and business associations to use their communications channels to combat Covid-19 and support the national vaccination programme
- **Share** research insights, national communications plans, resources and collateral for use by business
- **Combat misinformation** and vaccine hesitancy
- Allow B4SA to identify and **escalate critical communications concerns** to the NCP



STAY
SAFE

PROTECT SOUTH AFRICA

TOGETHER WE CAN BEAT THE CORONAVIRUS

Communication Approach for the Rollout of COVID-19 vaccines



**government
communications**

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



GCIS leads a Communication work stream that reports to the NATJOINTS and accounts to the National Coronavirus command council.

Responsible for co-ordinating messaging, sub-campaigns, events and activities, which is consistently backed by research results.

The work stream utilises developed partnerships with social partners (business, labour, community), civil society, media, traditional leaders, CDWs, district communicators and others.

Primary objectives:

- Build public confidence and trust.
- Support the drive towards herd immunity.
- Implement a holistic integrated campaign supporting the Governments response to COVID.
- Maintain safety messages.



Communication Tools

- **Media engagement** (weekly IMC briefings by lead Ministers, profiling key milestones, interviews, op eds)
- **Advertising** Television advertising – all broadcasters. Radio – national and community stations (GCIS). Print adverts and advertorials.
- **Outdoor advertising** on billboards, airport screens, washrooms, taxi ranks, train stations and bus branding
- **Digital/online** – websites, social media
- **Posters and leaflets**
- **Community mobilisation in provinces** (led by Premiers, MECs, Mayors, etc. as messengers)
- **Community screens** – police stations, clinics, hospitals and Thusong Service Centres
- We also translate messages in all official languages.
- Ensure sign language interpretation for all government briefings on TV



WHATSAPP SUPPORT
0600 123 456
EMERGENCY NUMBER
0800 029 999
sacoronavirus.co.za



REPUBLIC OF SOUTH AFRICA



Communication Platforms – official sources of information

Official Government sources of information (web and social media platforms):

GCIS:

Web: <https://www.gov.za>

Facebook: <https://www.facebook.com/GovernmentZA>

Twitter: <https://twitter.com/GovernmentZA>

YouTube: <https://www.youtube.com/user/GovernmentZA>

SACoronavirus portal:

Web: <https://sacoronavirus.co.za>

Vaccine Toolkits: <https://sacoronavirus.co.za/tag/vaccine-toolkits/>

Twitter: https://twitter.com/COVID_19_ZA

Department of Health:

<https://twitter.com/DrZweliMkhize>

<http://www.health.gov.za/>

Messaging guide, updated weekly: [current phase]

<https://www.gcis.gov.za/vaccine-guideline>



COVID-19 vaccination message guideline

COVID-19 Vaccination Message Guideline developed by the Communication Work Stream of the Technical Committee of the Inter-Ministerial Committee on Vaccinations - 25 February 2021

[Introduction](#) | [COVID-19 vaccine](#) | [Why are vaccines important](#) | [Vaccine safety](#) | [Sourcing the vaccine](#) | [Funding the vaccine rollout](#) | [Vaccines for the COVID-19 501Y.V variant](#) | [Vaccine rollout](#) | [Key communication issues](#) | [Misinformation](#) | [Busting vaccine myths](#) | [Conclusion](#)

1. Introduction

South Africa is rolling out its national COVID-19 Vaccine programme, which aims to vaccinate 40 million South Africans. The programme entails procurement, distribution, vaccination, monitoring, communication and mobilisation.

This COVID-19 Vaccination Messaging guide aims to assist communicators and other influencers or messengers in the formulation of messaging on the vaccine rollout and helps address key questions publics may be asking. It provides supporting content and

ch



Members are encouraged to make use of this important source of information¹²



Partners Contribution

The National Communication Partnership (NCP) on COVID-19 and the Vaccine Rollout has been established to manage communication activities between the private and public sectors. It is a bridge between the Communication Command Centre & this forum.

Achievements to date

- ✓ Strengthened communication on COVID-19 interventions between government the private sector.
- ✓ Brought together government, labour, business and community organisations towards a common communication goal.
- ✓ Sectors have combined their communication resources to strengthen campaigns in the fight against COVID-19 and debunk the disinformation against the vaccine.
- ✓ Encouraged collaboration between the GCIS, Health (districts), provinces and business/partners

Partners and Business can further assist by:

- Amplifying government messages.
- Contributing to combating vaccine myths.
- Marketing the government communication channels.
- Communicating government messages in the provinces in all official languages.
- Form part of the NCP.
- We are also working together on a sponsorship of radio dramas to dispel myths





STAY

SAFE

PROTECT SOUTH AFRICA

TOGETHER WE CAN BEAT THE CORONAVIRUS

We hope this presentation will
contribute towards the discussion
- Thank you -



**government
communications**

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



A hesitant nation?

Potential acceptance of a Covid-19 vaccine in South Africa

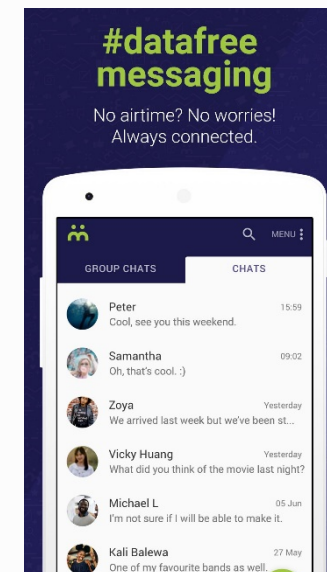


Stephen Rule
B4SA: Business Communicators' Forum Launch
26th February 2021

Study Methodology

UJ-HSRC Covid-19 Democracy Survey

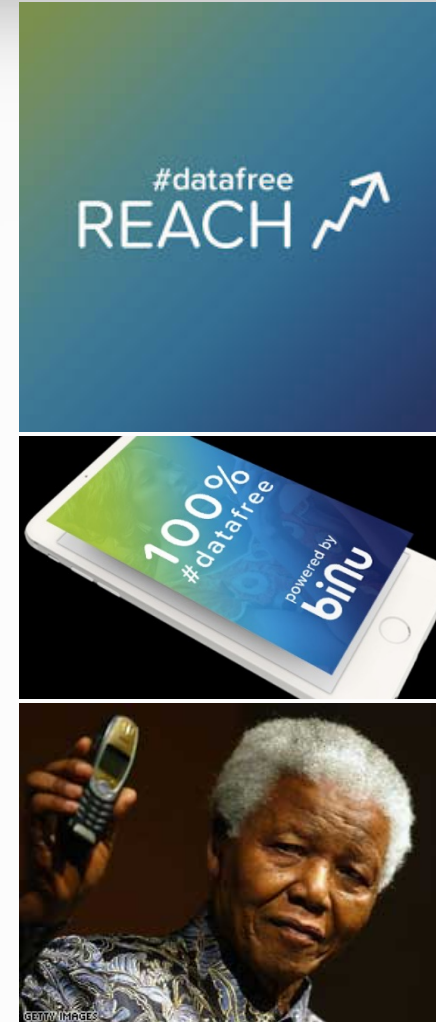
- The online survey was conducted using the #datafree Moya Messenger App and through links from social media adverts on Facebook and Twitter.
- The Moya Messenger app, which is operated by biNu, has 4 million users, 800,000 of whom use the app every day.
- Languages: English, isiZulu, Afrikaans, isiXhosa, Sesotho, Setswana.
 - Round 1 (13 Apr – 11 May; n=12,312)
 - Round 2 (3 Jul – 11 Sep, n=9,519)
 - Round 3 (29 Dec – 6 Jan, n=10,618)
 - Potential for further rounds
- Largest and most comprehensive survey of opinions on a wide range of Covid-19-related issues.



Study Methodology

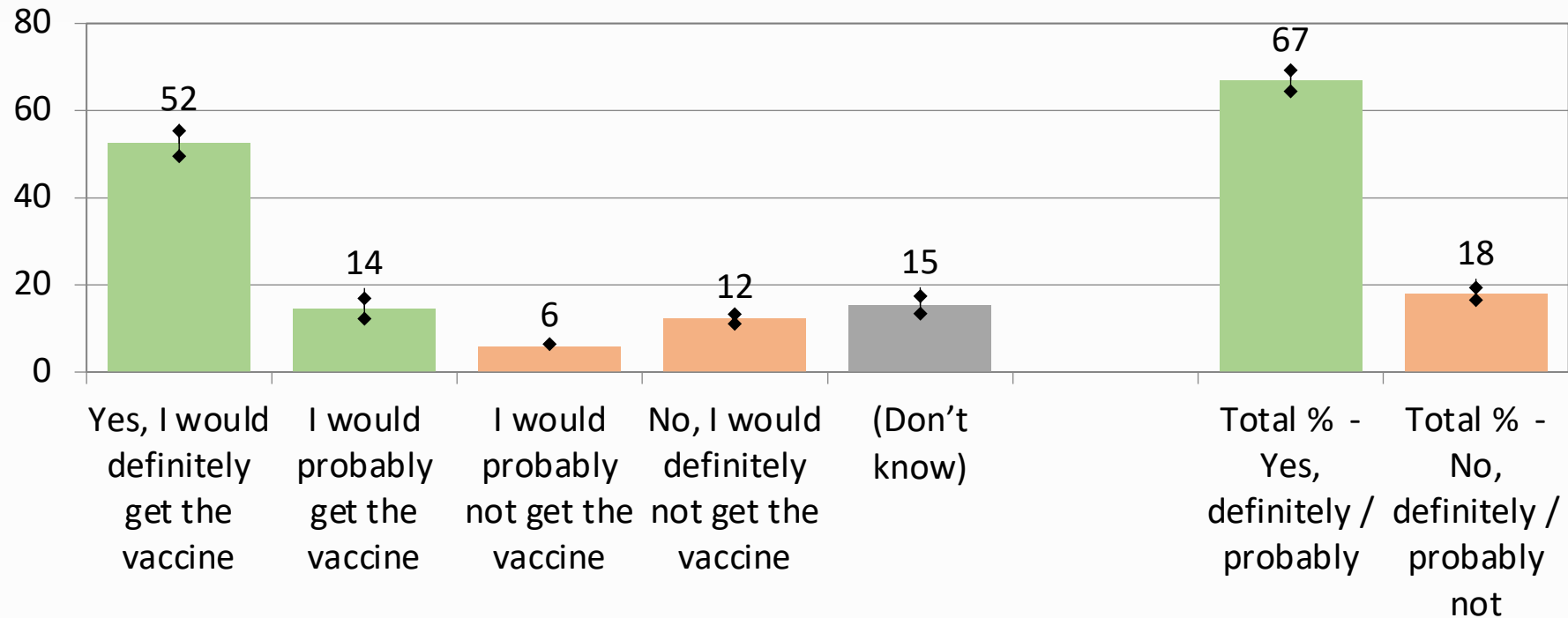
Sample coverage

- The use of a popular #datafree app helps to address certain concerns about coverage gaps (e.g. respondents in rural and informal settlements).
- Our sample was relatively strong on this account:
 - Of the 10,618 responses, 2,106 were based in rural areas (20%) and 1,119 in informal settlements (11%).
 - A further 4,914 live in a township (46%).
 - The subsamples are large enough for meaningful statistical analysis.
- There were fewer older persons than desirable.
- These gaps are taken into account as best as possible with our weighting protocol.



Vaccine acceptance results

Willingness to take COVID-19 vaccine if it becomes available (%)



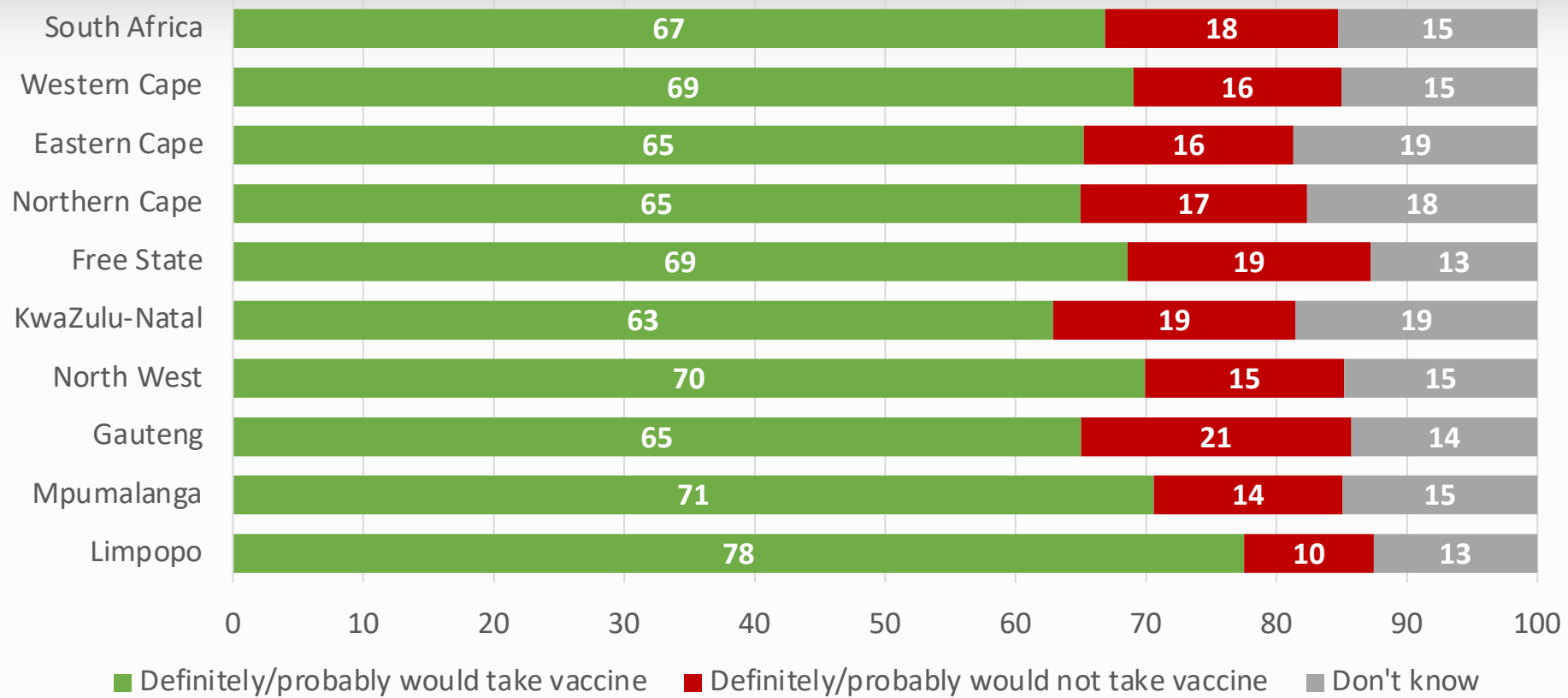
Age differences in vaccine acceptance

Age differences (row %)

	Yes, I would definitely get the vaccine	I would probably get the vaccine	I would probably not get the vaccine	No, I would definitely not get the vaccine	(Don't know)	Total	Total % accepting (definitely/ probably get)	Total % hesitant (definitely/ probably not get)
18-24	48	15	7	15	16	100	64	21
25-34	51	13	7	13	16	100	64	20
35-44	53	13	6	12	15	100	66	19
45-54	56	13	5	14	12	100	70	18
55+	55	19	4	7	15	100	74	11

- Persons aged 55 and older were more likely to say they would take the vaccine compared to those in younger categories.
- There was an 11 percentage point difference in vaccine acceptance between the 18-24 and 55+ age groups.

Provincial differences in vaccine acceptance



- Not much variation between provinces.

Education differences in vaccine acceptance

Education differences (row %)

	Yes, I would definitely get the vaccine	I would probably get the vaccine	I would probably not get the vaccine	No, I would definitely not get the vaccine	(Don't know)	Total	Total % accepting (definitely/ probably get)	Total % hesitant (definitely/ probably not get)
Less than matric	58	13	4	10	15	100	72	14
Completed matric	48	14	7	14	16	100	62	21
Higher education	42	17	10	19	13	100	59	28

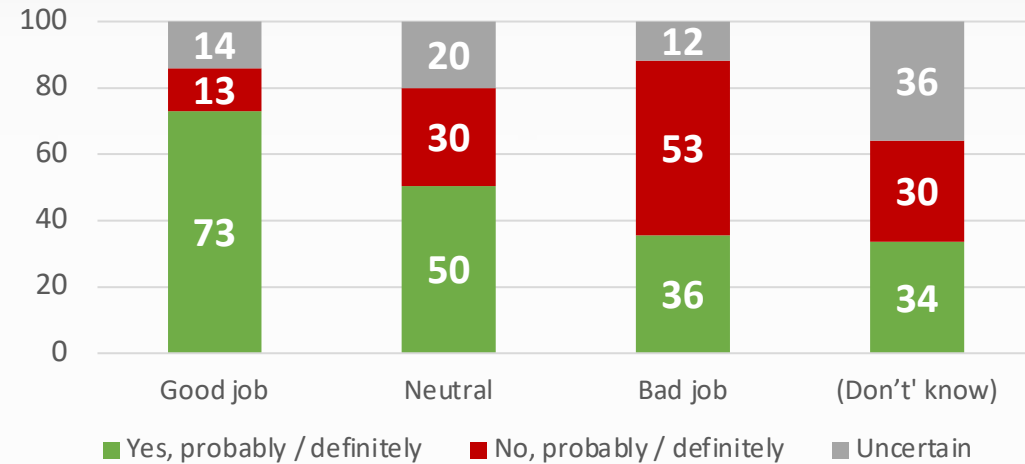
- The findings demonstrate that education plays a role in vaccine acceptance.
- Those with a tertiary education are least accepting of a vaccine.
- Only 59% of those with a tertiary education would probably or definitely take a vaccine, compared to 72% of those with a less than matric-level education.

Vaccine acceptance

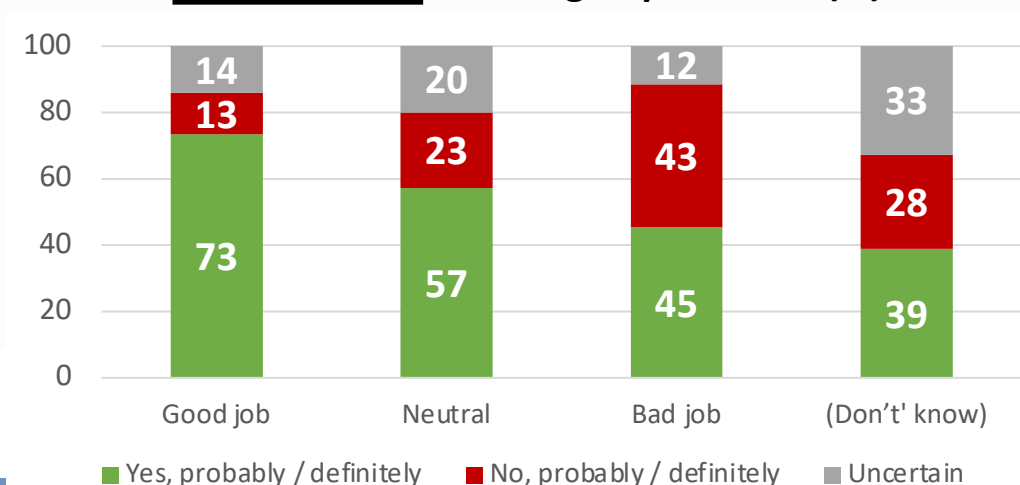
in relation to perceptions of government performance

- The public's evaluation of how the President and the national government have been handling the Covid-19 pandemic plays a role in vaccine acceptance.
- Those who think the President and national government have been doing a bad job were appreciably less favourable towards vaccination than those offering positive approval ratings.

Vaccine acceptance by evaluation of President's handling of pandemic (%)

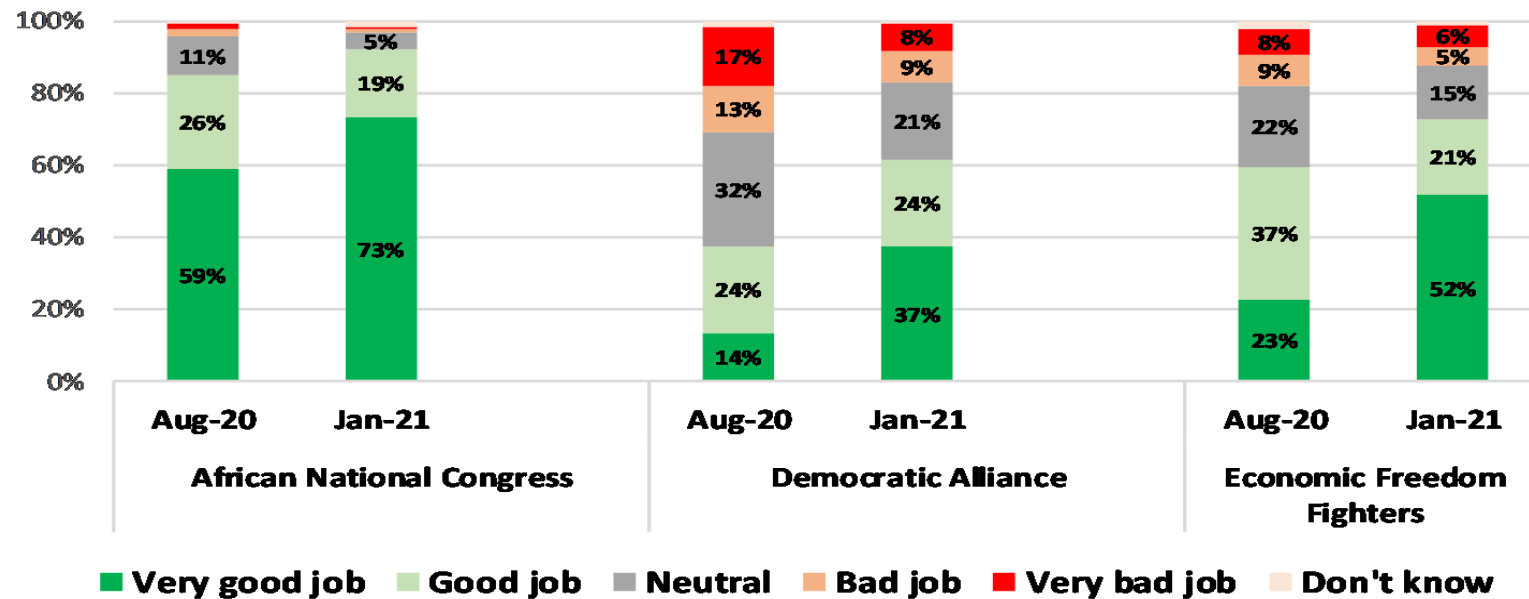


Vaccine acceptance by evaluation of National Government's handling of pandemic (%)



Rating of the President by party affiliation

Figure 1. Rating of President's handling of the Covid-19 pandemic, by supporters of ANC, DA and EFF



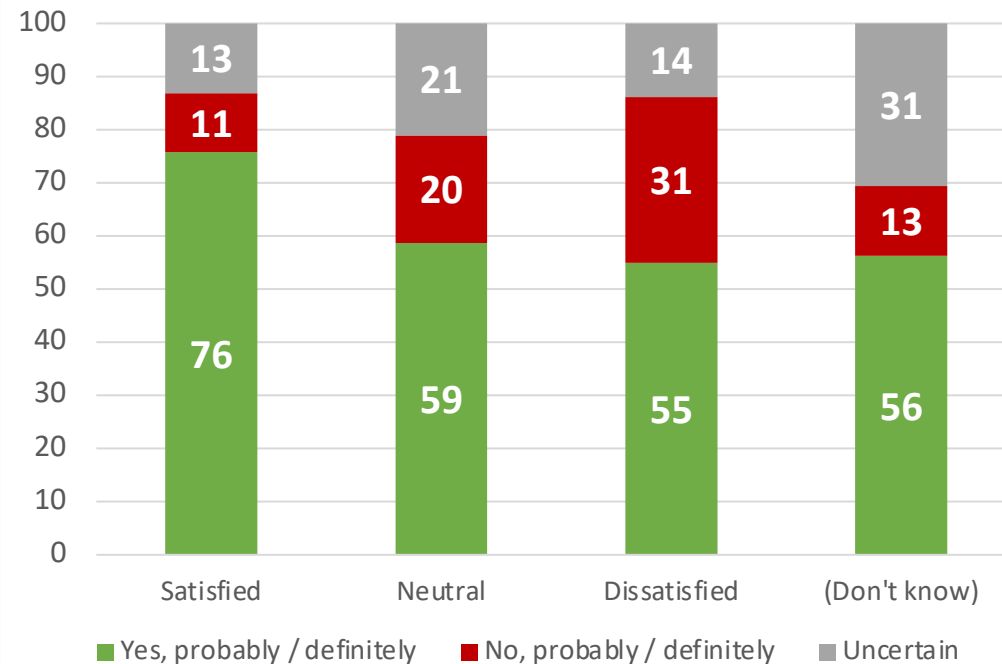
- Positive rating of President Cyril Ramaphosa's handling of the pandemic has increased amongst supporters of all three main political parties.

Vaccine acceptance

Handling of COVID-19 corruption

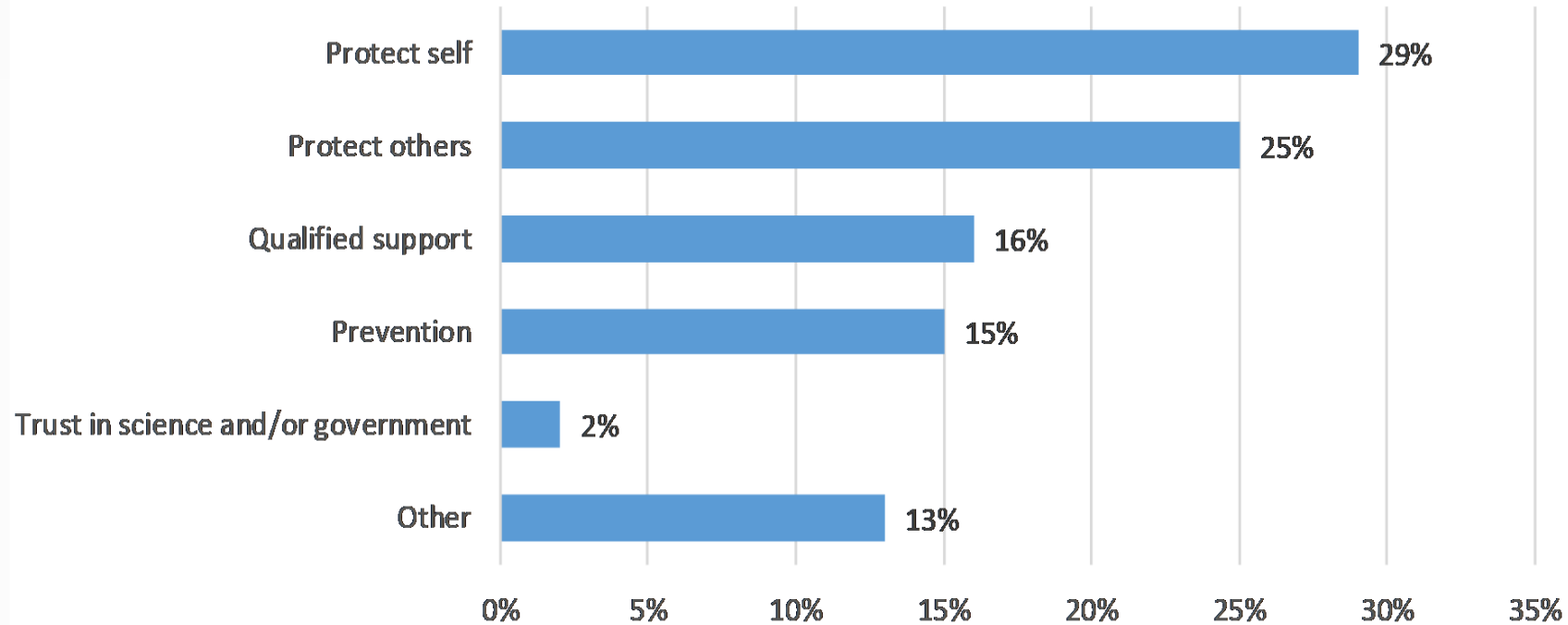
- Those satisfied with how COVID-related corruption allegations are being handled, favour vaccination (76%) more than those who are dissatisfied (55%).
- Clear communication and swift roll-out is needed to maintain confidence or restore confidence.

Vaccine acceptance by satisfaction with government's handling of COVID-19 corruption (%)



Vaccine acceptance: Dominant themes

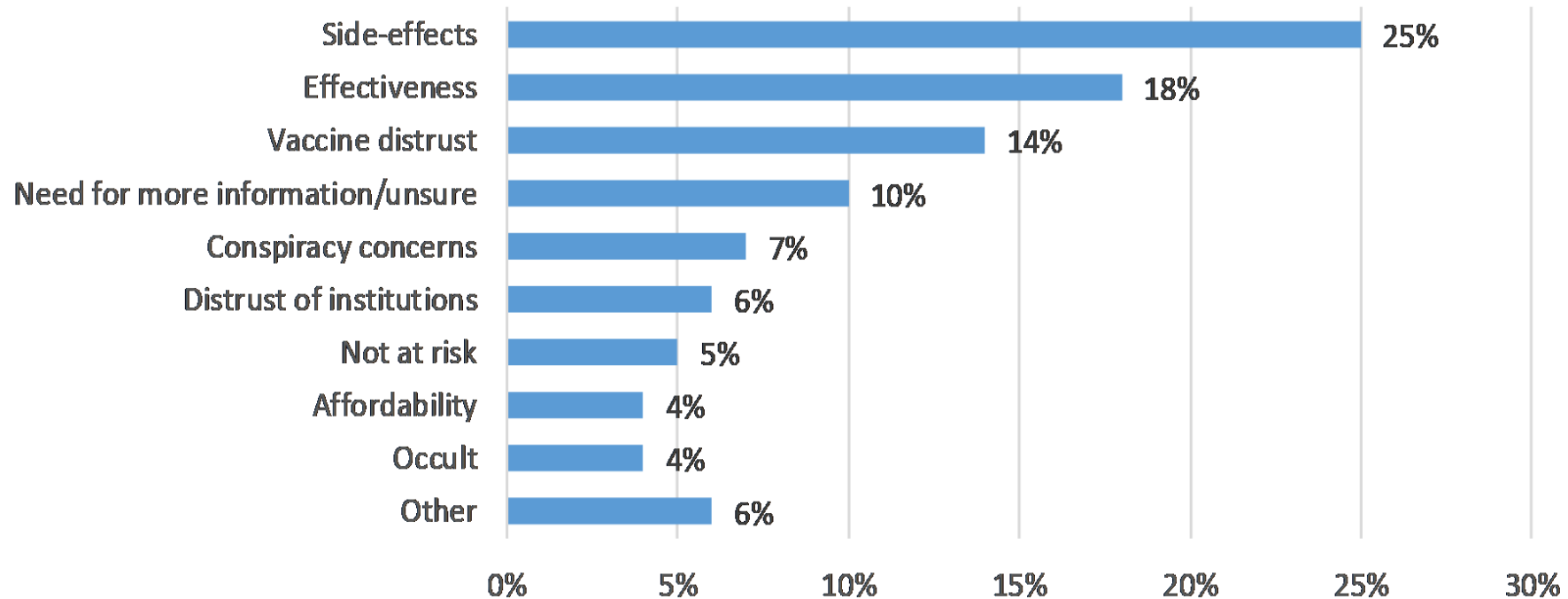
Figure 1. Explanations for vaccine acceptance



Source: UJ/HSRC COVID-19 Democracy Survey, Round 3 (29 Dec-6 Jan)

Vaccine hesitancy: Reasons provided

Figure 2. Explanations for vaccine non-acceptance



Source: UJ/HSRC COVID-19 Democracy Survey, Round 3 (29 Dec-6 Jan)

Vaccine hesitancy: Quotes on side-effects, effectiveness

Side Effects (25% of cases)

Am not sure if it will work or not and am worried about the side effects – Black African man, 25-34 years, Northern Cape, unsure about taking a vaccine.

Because I am not sure about the outcome of the vaccine once it's in my body – Coloured man, 45-54 years, Gauteng, unsure about taking a vaccine.

DO NOT KNOW IF IT WILL HAVE SIDE EFFECTS IN FUTURE - White woman, 55-64 years, Western Cape, unsure about taking a vaccine.

Effectiveness (18% of cases)

According to the knowledge I got from school the long term effects of the vaccine are unknown and the vaccine has not been tested enough and the trials took a short time – Black African woman, 18-24 years, Gauteng, would definitely not take the vaccine.

Am concerned about the speed of its development and release, and about the possible lack of proper testing – White man, 65-74 years, Gauteng, would probably not take the vaccine.

Vaccine hesitancy: Quotes on distrust

Vaccine distrust (14% of cases)

It's because I don't trust it – Black African man, 35-44 years, Mpumalanga, would definitely not take the vaccine.

Don't trust the vaccine – White woman, 45-54 years, Gauteng, would definitely not take the vaccine.

Institutional distrust (6% of cases)

I don't trust our government – Black African man, aged 25-34 years, Limpopo, unsure about taking the vaccine.

I don't trust anyone especially the WHO – Black African man, 25-34 years, Gauteng, would definitely not take the vaccine.

Because I don't trust the system – Black African man, 25-34 years, KwaZulu-Natal, unsure about taking the vaccine.

Vaccine hesitancy: Quotes on need for more information; and affordability

Need more information/Unsure (10% of cases)

I have no idea what a vaccine is – Black African man, 25-34 years, KwaZulu-Natal, unsure about taking the vaccine.

I don't have enough information about vaccine – Black African man, 25-34, North West, unsure about taking vaccine.

I need more information about the vaccine first – White man, 25-34, KwaZulu-Natal, unsure about taking vaccine.

Affordability (4% of cases)

I won't be able to afford it because it will be expensive I know – Black African woman, aged 18-24, Gauteng, definitely would not take the vaccine.

Because the vaccine might be sold I will not be able to afford it as I am currently unemployed – Coloured woman, aged 18-24, Gauteng, definitely would not take the vaccine.

Because im hungry i wont take medication without food – Black African woman, aged 35-44, Mpumalanga, definitely would not take the vaccine.

Vaccine hesitancy: Quotes on perceived low risk

Not at risk (5% of cases)

Am truly looking out for myself and staying in doors and going out if is necessary only and if so I will put my mask and have hand sanitizer in my bag for my safety

– Black African woman, 25-34, Gauteng, definitely not take the vaccine.

If I stay safe wearing my mask and staying indoors I won't get it

– Coloured woman, 18-24, Western Cape, unsure about taking vaccine.

I believe I am strong enough to survive a covid infection

– Coloured man aged 25-34, would probably not take the vaccine.

I am not prone to flu and I follow covid protocol

– White woman, 55-64, Gauteng, probably not take the vaccine

Vaccine hesitancy: Quotes on conspiracy theories, and religious/occult perceptions

Conspiracy theories (7% of cases)

I don't believe in corona – Black African woman, aged 25-34 years, Gauteng, would definitely not take the vaccine.

Because i don't think there is covid19 here in South Africa – Black African man, aged 18-24 years, Mpumalanga, unsure about taking the vaccine.

Religion/ Occult (4% of cases)

The mark of the anti-Christ/devil (666) – Coloured woman, 18-24 years, Western Cape, would definitely not take the vaccine.

People say it is infused with 666 – Black African man, 45-54 years, Gauteng, unsure about taking the vaccine.

Am Christian the vaccine comes from the devil – Black African woman, 25-34 years, Mpumalanga, would definitely not take the vaccine.

Views on national leaders taking the COVID-19 vaccination publicly

Definitely would not take the vaccine:

I would not trust the vaccine, unless I see the president taking it – Black African woman, 18-24 years, Empangeni, KZN.

Vaccine should start with President together with the cabinet – Black African man, 18-24 years, informal settlement, GP.

I would not risk and vaccine while I'm not infected cause I don't trust the vaccine. It would be better if our leaders or government officials including our president would lead by example and take the vaccine first – Black African woman, 18-24 years, Nqutu, KZN.

I'll take it if our minister takes the vaccine first – Black African man, 35-54, Soweto, GP

Uncertain if would take the vaccine or not:

If president could take the vaccine first publicly because of trust issues really – Black African woman, 25-34 years, informal settlement, Cape Town, WC.

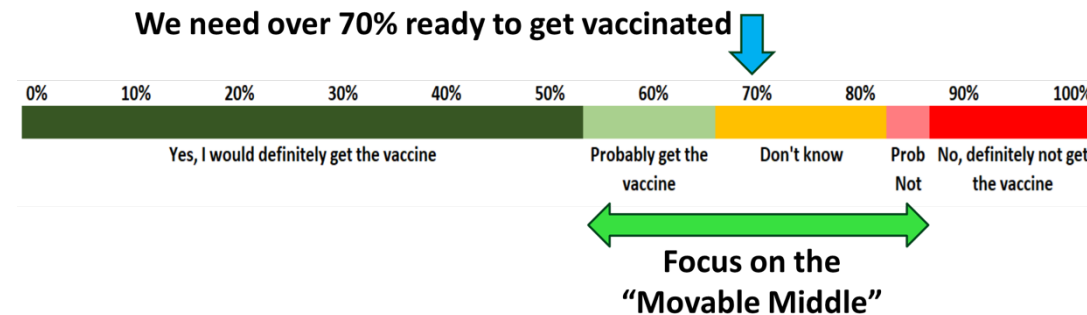
It should be tried and tested first by important people – Coloured man, 25-34 years, Bushbuckridge, Mpumalanga

If you can record the president taking a vaccine live on sabc tv i will take it than – Black African man, 18-24, eThekweni, KZN.

I would want the health minister and President to take it first to know it is safe and people with allergies – White woman, 55+ years, Durbanville, Cape Town, WC.

Conclusion

- While the country has started receiving COVID-19 vaccines ... questions are still being asked.
- Communications approach: will need to be nuanced, sensitive and targeted to the specific concerns of different constituencies.
- Providing core information, addressing worries over side-effects and effectiveness, etc., and tackling myths.
- Initial emphasis on reaching a ‘moveable middle’; partner with SA Civil Society to expand reach.





SF Behaviour Change - Comms Campaign structure

1. Reinforce preventative behaviours

Fully integrated through the line campaign
ATL- all platforms – high visibility, targeted as per priority audiences

Digital & Social – supporting ATL, longer form tutorial style content, influencers.

Below the line

- Comprehensive toolkit with online resources for community networks and partners

Community activation

- Selected communities pre- Easter period and in hotspot districts

Timing

- Short term focus on upcoming Easter break for 3-4 months
- Longer term- project to end 2021

2. Vaccine Communication

Focus on dissemination of vaccine information through:

Digital – longer form informational videos, fact sheets for social media and downloads on SF website

Below the line

- Comprehensive toolkit with online resources for community networks and partners

Trained Community agents

- Conducting community door-to-door mobilisation /listening in targeted communities (through civil society)

Timing Same as prevention campaign

SF Support to reinforcing behaviours & vaccine comms



Through support of the National Communication Partnership

2. Support the GCIS community network initiative

- Including NEDLAC, C19 and CCCF
- Work with the GCIS to identify potential partners and provide financial support
- Follow SF proposal approval process and grant agreement/s with community networks

3. Support the National Central Response and Call Centre

- Work with National Department of Health, support partners implementing this Centre
- Follow SF proposal approval process and grant agreement/s with implementing partners
- Involvement in partner selection and influence content creation

Support from Business

- Leverage access to vast audience reach and platforms, draw communities into campaigns with tangible behavioural cues.

Proposed activities:

- Business community contribution to the campaign by resourcing the NCP
- Use own networks to amplify SF and NCP campaign messages
- Download and use comprehensive online toolkit elements/ opportunity to co-brand