

B4SA: Weekly Update 31 August 2021



A note from Martin Kingston

Dear B4SA and business colleagues,

This week Denmark announced that as of 10 September, it will be lifting all remaining Covid-19 restrictions, because with 71% of the population vaccinated, the virus is “no longer a critical threat to society”. The UAE has also opened up travel to all vaccinated people, including those arriving from previously banned nations. These are both encouraging indicators of what life could be like if we get our vaccination figures up to the required levels.

With vaccinations and capacity by and large secured, business must become more creative in how we mobilise for vaccination. In an effort to ignite this creativity, this week B4SA will be starting a conversation with South Africa’s creative brand and advertising industry. We are asking them to help mobilise their brands to explain to the public that until we get the nation vaccinated, we won’t return to a life without fear and restrictions.

Our most powerful brands have considerable volume, reach, and influence. They speak to us on our televisions and newspapers, phones, radios and many other media, and we engage with them for the goods, services and advice that makes modern life possible. Many brands are already reassuring, empowering and even incentivising staff and customers to help them get vaccinated. We need more of this creative thinking, which means we must get even more of our brands on board.

There is nothing more important than driving and supporting high uptake of vaccinations in South Africa. It's an imperative for our businesses, it's an imperative for our economy, and it's an imperative for the continued health and mental wellbeing of every citizen.

Further down in this newsletter you will find information and content that you can use and share, to drive vaccination in your organisations. Please share it widely with all of your stakeholders so that we can get as many South Africans vaccinated as quickly as possible, and get back to the business of living.

Martin Kingston, Chair, B4SA Steering Committee



B4SA NEWS



4 ways your business can support the vaccine rollout

We all have a responsibility to do drive the vaccination message, so we've drawn up four broad ways your company can get involved, with some simple ideas you can implement:

1. Lead by example

- Ensure your CEO and senior staff get jabbed and share pictures internally as well as externally via social media
- Encourage your vaccinated staff to share their vaccination stories
- Build a collage of staff who get vaccinated in a communal space
- Put up a large “thermometer” or visual tracker in a public space that tracks vaccinations at your company, the goal being 95%.

2. Build internal trust and clarity around vaccination

- Run townhalls with medical experts to share info, benefits of vaccinations and answer Q&As (B4SA can assist with experts)
- Display information on vaccinations and vaccine efficacy wherever staff gather, on your intranet, and in all internal communication
- Drive a positive narrative on the value and benefit of vaccine protection (understand and speak to what people will gain: returning to travel, worship, fewer restrictions, sporting events, etc).
- Don't shame the hesitant, bring them on-side

3. Leverage your brand to promote vaccination

- Devise creative incentives for customers/partners, e.g. discounts, vouchers, freebies
- Donate a proportion of your advertising/marketing spend or space to vaccination campaigns such as the Solidarity Fund
- Develop your own pro-vaccination advertising/marketing campaigns and leverage brand ambassadors/influencers
- Publish op-eds from your CEO or other senior staff in national media, and employee vaccination stories in community media (media are looking for stories)

4. Remove barriers to vaccination, and provide incentives



- Ensure staff know where the nearest vaccination site is located
- Create assisted registration drives in communal areas of business
- Give employees a paid day off to get vaccinated
- Consider other incentives such as extra leave, an internal lottery, or prizes
- Partner with an existing local pharmacy/medical scheme/hospital vaccination site and use company transport to shuttle employees to the site
- If you have a large number of employees, consider a pop-up vaccination site for your staff (in partnership with established vaccination sites in your area – the [ICPA](#) can assist)
- Extend the vaccine outreach programme to service providers/suppliers and partners

Use excess transport capacity to assist staff members' families/communities to travel to vaccine sites.

Shareable content for your social media channels

Looking for content that is pro-vaccination? Here are some resources to pass on to your social media teams:

- Soccer legend Siphwe Tshabalala gets his jab live on SABC Sport Arena: <https://www.youtube.com/watch?v=BxvjjW-MZ20>
- Excellent interview on eNCA, with Stavros Nicolaou of B4SA and Lizeth Kruger of Dis-Chem – Lizeth gave Gareth, the eNCA host, a jab live on air: <https://www.enca.com/videos/video-enca-anchor-gets-jab>
- B4SA's Simon Strachan on Cape Talk on vaccination volunteers: https://broadcastmedia7.novusgroup.co.za/view/index.php?id=200000000006091084&filename=567_CapeTalk_de1e53d2079dcdeaf08b73fe2853f6c0.mp3
- 18yo takes his dad to get their jabs: <https://twitter.com/GautengHealth/status/1430811737998209028>
- 5FM Breakfast Show DJ Dan Corder's music video, "Get Vaccinated": <https://www.youtube.com/watch?v=4Qftacpgmq5>
- NICD Q&A on vaccinations, vaccines and side-effects: <https://youtu.be/QATpRkP9LkE>



- Celebrity Pearl Thusi promotes vaccination: https://www.instagram.com/p/CS_lzyggsJA/?utm_source=ig_embed&ig_rid=12f072f7-3af2-4519-a4e4-6eb509ae2cda

B4SA challenges brands to promote vaccination – a colloquium

Unless the vast majority of South Africans are vaccinated, our lives will remain constrained and our health at risk. The economy is suffering. The brands and businesses that depend on a return to “normal” economic activity – from tourism to life insurance – are in jeopardy. In fact, returning to a “normal” economy unfettered by fear or restrictions is in the overwhelming interest of almost every company and institution.

With that in mind, B4SA is challenging South African brands to be part of the vaccine solution. In law every company must already provide their staff with information about vaccination. But brands can do so much more.

Promoting vaccination isn't CSI for brands. For most companies, the how, when, and how quickly we get vaccinated and emerge from the effects (health and economic restrictions) of the pandemic will determine if they decline, survive or thrive commercially. How brands (and companies) orientate themselves towards the pandemic and vaccination is one of the most important strategic choices they face.

To see how the brand advertising and creative industry can help set this in motion, B4SA, in conjunction with the Loeries, Creative Circle and industry leaders are hosting a **colloquium on Friday 3 September from 3pm – 4.30pm. (Join [here.](#))**

Draft Agenda

- Why we are here – the role of brands in vaccination, with Cas Coovadia, CEO BUSA and Timothy Schultz, B4SA.
- The new South African Vaccine Demand Strategy (along with key insights into behavioural science of health interventions) with strategy lead, David Harrison, NDOH (also CEO, DG Murray Trust and formerly CEO of loveLife)

- “Finding the Why” in vaccination for people and brands with Andy Rice and Mosala Philips, CMO, Old Mutual.
- Creative provocations, what brands are already doing (or could do) with Fran Luckin, Chief Creative Officer of Grey Africa
- Industry discussion, chaired by Preetesh Sewraj, CEO, Loeries Awards

There will be opportunities to contribute ideas and perspectives throughout.

Private sites list updated

Our list of private vaccination sites has been updated and can be found [here](#).

LATEST STATISTICS

COVID-19 Statistics as at 30 August 2021

COVID - 19 STATISTICS IN SOUTH AFRICA											
30 August 2021											
#	Province	Cases last 14 days	Cases		Deaths		Vaccines(Pfizer + J&J)		Current Hospital Numbers		
			Total	New	Total	New	Total	New	Admitted	ICU	Ventilated
1	KZN	45 428	478 175	+1 982	14 079	+111	2 127 330	+32 235	2 495(-63)	290(+2)	128(+1)
2	W. Cape	37 213	483 964	+903	18 249	+61	2 000 869	+40 963	3 334(+42)	432(-6)	164(-5)
3	E. Cape	22 870	267 280	+931	13 782	+41	1 561 399	+36 844	1 085(+1)	99(-4)	109(-1)
4	Gauteng	15 191	904 939	+343	26 627	+71	3 143 150	+69 729	3 712(-116)	693(-18)	392(+2)
5	Free State	10 542	147 973	+552	6 293	+19	645 160	+13 476	656(+11)	80(-5)	64
6	Mpumalanga	8 376	144 414	+327	4 085	+23	618 988	+14 943	387(-3)	83(-4)	44(-4)
7	N. Cape	7 585	81 058	+392	1 973	0	239 455	+5 064	205(-3)	36(+4)	33(+5)
8	North West	6 450	143 004	+170	4 098	+9	647 444	+14 074	718(-71)	84	57(-4)
9	Limpopo	3 248	119 768	+44	4 578	+16	1 305 683	+22 588	281(-15)	32(-3)	23(-1)
TOTAL		156 903	2 770 575	5 644	93 764	351	12 289 478	249 916	12873(-217)	1 829(-34)	1 014(-7)
New tests		Tests and positivity for the previous 7 days						Recoveries			
32 040		Su:45 534	Sa:56 209	F:63 287	Th:66 116	W:66 244	Tu:55 678	M:37 789	Total	New	
17.6%		17.0%	18.1%	19.0%	19.3%	20.0%	18.6%	20.2%	2 533 956	+7 757	

Source: NICD and Department of Health
 @sugan2503
 SA Daily Covid-19 Updates



HELPFUL LINKS

NDoH allocation modelling guidance for sites

On July 1, the NDoH published a guidance note for all private sector vaccination sites on allocation modelling to ensure the supply chain works at its best. You can find it [here](#).

Revised COVID-19 OHS direction for workplaces

The Minister of Employment and Labour gazetted a new, consolidated COVID-19 Direction on Occupational Health and Safety in the Workplace (Revised OHS Direction) on 11 June 2021. The Revised OHS Direction replaces the Direction that was published on 1 October 2020. [Click here](#) to access a copy.

NDoH vaccine price circular

The Department of Health vaccine price circular can be found [here](#).

Vaccine dashboard

The NDoH's vaccine dashboard can be found at: <https://sacoronavirus.co.za/latest-vaccine-statistics/>

REGISTER FOR YOUR VACCINATION



BUSINESS FOR SA | COVID-19

WWW.BUSINESSFORSA.ORG

**STAY
SAFE**

VACCINATE TO SAVE SOUTH AFRICA

TOGETHER WE CAN BEAT CORONAVIRUS



**TAKE THE
SHOT.
PROTECT OUR
FUTURE.**

18-34YR OLDS VACCINATE NOW!

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



REPUBLIC OF SOUTH AFRICA



QR Code link to EVDS registration site

The QR code below links directly to the EVDS registration site. Please use it in any print or applicable marketing material to help spread the message.



Users simply need to open the camera app on their mobile phone and point it at the code. A notification will open on the phone taking them directly to the site to register.



Vaccines for Health Care Workers (V4HCW)

There have been important changes to the booking process since Sisonke. There are no separate websites to register – it is all on one site: <https://bookings.v4hwc.co.za/vax/>

Vaccination Communications Toolkit

The government has released a free Vaccination Communications Toolkit for use by anyone wanting to contribute to the communications efforts against COVID-19, and in support of vaccination and registration.

[Access it here.](#)

News reports of interest

The week's most interesting reading:

Interview with Dr Joe Phaahla on vaccination programme and overall NDOH plan: <https://www.dailymaverick.co.za/article/2021-08-30-we-are-in-uncharted-waters-but-we-will-get-out-of-it-working-together-says-health-minister-joe-phaahla/>



Israeli data shows booster shot decreases severe infection 10-fold: <https://www.businesslive.co.za/bd/world/middle-east/2021-08-30-covid-19-boosters-curb-severe-cases-israeli-data-shows/>

Travel slowly opening up for vaccinated South Africans: <https://businesstech.co.za/news/lifestyle/516958/good-news-for-vaccinated-south-africans-as-travel-restrictions-ease/>

Fedhasa interview on tourism's #Jabfortourism campaign and mandatory vaccines: <https://omny.fm/shows/the-morning-review-with-lester-kiewit/sa-government-wont-impose-vax-mandates-but-what-ab>

New variant of interest detected in South Africa: <https://www.news24.com/health24/medical/infectious-diseases/coronavirus/covid-19-potential-variant-of-interest-identified-in-south-africa-20210827-4>

Israeli study: on vaccinated and unvaccinated cohorts – mRNA vaccines: <https://www.nytimes.com/2021/08/25/health/covid-myocarditis-vaccine.html> And a more scientific view: <https://www.nejm.org/doi/full/10.1056/NEJMoa2110475>

J&J: People who received a booster shot six to eight months after initial shot saw antibodies increase nine-fold higher than 28 days after first jab: <https://edition.cnn.com/2021/08/25/health/johnson-vaccine-booster-data/index.html>

B4SA's Martin Kingston on eNCA, talking to vaccine programme, corporate participation in vaccination programme and incentives: <https://www.enca.com/videos/discussion-covid-19-vaccines-sa>

SA corporate sector plays important role in vaccination programme: <https://www.brandsouthafrica.com/covid19/sa-corporates-play-their-part-in-administering-mass-vaccinations>

New data (JAMA) shows pregnant women should get vaccine: <https://www.businessinsider.co.za/trending/covid-in-pregnancy-increases-risk-death-preterm-birth-intubation-2021-8>



Interesting/useful sites

[Covid Comms is producing infographics, which are available for free download](#)

[Centers for Disease Control, USA](#)

[INFOGRAPHIC: Coronavirus: the new disease Covid-19 explained](#)

[Coronavirus in context: a guide to help you understand the pandemic](#)

[European Centre for Disease Prevention and Control](#)

[Lockdowns compared: tracking governments' coronavirus responses](#)

CONNECT WITH
BUSINESS FOR SOUTH AFRICA



We encourage you to please share this mail with your colleagues

IMPORTANT RESOURCES

NICD website:

<http://www.nicd.ac.za>

COVID-19 information website:

<https://sacoronavirus.co.za>

Coronavirus 24-hour Hotline:

0800 029 999

Coronavirus WhatsApp:

060 012 3456

CRITICAL LINKS

www.gov.za

www.facebook.com/GovernmentZA

twitter.com/GovernmentZA

www.youtube.com/user/GovernmentZA

sacoronavirus.co.za

[sacoronavirus.co.za/tag/vaccine-
toolkits/](https://sacoronavirus.co.za/tag/vaccine-toolkits/)

twitter.com/COVID_19_ZA

twitter.com/DrZweliMkhize

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For queries contact - info@businessforsa.org.za