

B4SA: Weekly Update 12 October 2021



This week's highlights

- Webinar with the UN on Covid-19 communication campaign best practice
- Reportback: mandatory vaccination webinar
- Roll up your sleeves campaign

A note from Martin Kingston

Dear B4SA and business colleagues

There are few issues more topical, important or urgent for South Africa than mandatory vaccination. As things currently stand, vaccination rates are well below the desired rate of 300,000+ per day, which would significantly lessen the scale and impact of a fourth wave over December.

And time is running out. For anyone to be fully vaccinated in time for the festive season, they must get their first Pfizer shot by 20 October, and it is now increasingly unlikely that 70% of adults will have had their first jab before then. In addition, there appears to be growing apathy towards the vaccination: the Gauteng province, for instance, recently reported that [a million people had not returned to get their second jab](#). In our view, a combination of mandatory vaccination policies, as well as incentives, are going to be necessary alongside the demand generation communications and mobilisation campaign,

to get as many people as possible vaccinated.

We appreciate that some people feel that their rights may be infringed on with the introduction of vaccine mandates, but, as Dr Ron Whelan from Discovery pointed out in Friday's [B4SA webinar](#) on the topic, all employees have rights – not only the unvaccinated ones. Employers and businesses too, have rights, as well as a legal and moral obligation to provide a safe workplace and safe services to customers.

Business has a leadership role to play in providing guidance and taking the initiative, and doing so with urgency, in implementing vaccine mandates. This should form part of the comprehensive strategy to maximise swift and comprehensive vaccination so that, as a country, we can all get back to the business of living safely, and maximising the scope for economic recovery.

Martin Kingston, Chair, B4SA Steering Committee





B4SA NEWS

Webinar with the UN on Covid-19 communication campaign best practice

So far less than 30% of adult South Africans are fully vaccinated. What our data shows, is that after each age cohort opens for vaccination, demand spikes and then soon plateaus. If we are to vaccinate the vast majority of South Africans we need – as business, government, labour and civil society – to urgently find ways to mobilise and communicate with 10s of millions of people to drive up demand. To do this, we must both develop our own best practice and learn from other countries. This will be the role of brand, advertising, communications, and community mobilisation specialists.

Please join us on **Friday 15 October, from 1pm-2.30pm**, as we explore South Africa's new vaccination campaign and international best practice with experts from the **United Nations Institute for Training and Research (UNITAR)**. Their researchers have studied Covid-19 campaigns around the world and will share their insights into what communications and incentives work for companies and countries. They will take us through practical case studies and provide free downloadable "General Use" and "Strategies for Companies" toolkits. In advance, we would like to thank SAB for helping to secure Dr French and his team from the UN.

We will also reveal more of the new national [#RollUpYourSleevesSA and get Vaccinated!](#) campaign launched last week by the **Solidarity Fund** in support of the National Department of Health. In addition to being an umbrella call to action through all media, the campaign also includes resources for business and social partners to use.

Presenters include

- **Wendy Tlou**, Executive Head: Humanitarian Relief & Communication, Solidarity Fund
- **Estrella Merlos**, Policy Specialist, UNITAR
- **Dr Jeff French**, Member, Advisory Committee, Division for People, UNITAR



- **Angela Montano**, e-Learning Specialist, UNITAR

There will be an opportunity to ask questions as part of the panel discussion with SA brand and marketing leaders. Links to the resources will be provided. Please look out for the invitation, which will be sent to our database in due course.

Reportback: mandatory vaccination webinar

About 500 people attended B4SA's webinar on mandatory vaccination on Friday afternoon, where participants heard legal opinion on the matter, as well as perspectives from leaders of local companies where mandatory vaccination has been put into place.

Halton Cheadle from law firm BCHC presented the legalities of mandatory vaccination, while Discovery's Dr Ron Whelan, Sanlam's Karl Socikwa and Life Healthcare's Peter Wharton-Hood unpacked their companies' support for mandatory vaccination.

Many of those who attended agreed that mandatory vaccination is something businesses need to consider and lead on, since the law supports it as long as due process is followed. It was noted that business leaders have a moral duty to create a safe environment for both staff and customers.

Companies need to consider how it would affect staff and clients, however, and support it with significant communication and engagement to answer questions. It was clear from the speakers that many of their employees simply needed an empathetic, fact-based conversation to persuade them to get the jab. The link to the recording can be found [here](#).

Roll up your sleeves campaign

The Solidarity Fund has sounded the call for South Africans to unite and get behind vaccination with its moving "Roll up your sleeves" campaign. In addition to the above-the-line material, there's also a set of A5 flyers in all official South African languages, which can be downloaded, free of charge, [here](#).

Private sector sites list updated

Our most up-to-date list of private sector vaccination sites can be found [here](#).

LATEST STATISTICS

COVID-19 Statistics as at 11 October 2021

COVID - 19 STATISTICS IN SOUTH AFRICA

11 October 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	3 283	513 746	+57	15 518	+26	3 080 662	+23 268	859(-64)	128(-6)	56(-6)
2	W. Cape	3 028	511 836	+33	20 002	+10	3 169 212	+28 691	1 559(-9)	208(+2)	66(-3)
3	Gauteng	2 087	917 803	+44	27 404	10	5 107 436	+55 885	1 852(-10)	323(-7)	168(-1)
4	E. Cape	1 765	291 566	+28	14 993	+11	2 284 121	+20 433	352(-3)	36(-1)	35(+1)
5	Free State	1 575	162 340	+7	6 828	+2	1 050 475	+10 753	233(-22)	42(-2)	30
6	N. Cape	1 309	91 616	+11	2 219	0	382 416	+3 006	80(-11)	19(-1)	14
7	North West	785	150 014	+7	4 419	+4	1 137 098	+12 477	248(-6)	51	36(-1)
8	Mpumalanga	725	151 396	+9	4 431	+1	1 098 678	+13 527	107(+2)	21(-1)	14
9	Limpopo	268	122 029	+5	4 814	+3	1 932 018	+21 488	91(-5)	6(-1)	4(-1)
TOTAL		14 825	2 912 346	201	100 628	67	19 242 116	189 528	5 381(-128)	834(-17)	423(-11)

New tests		Tests and positivity for the previous 7 days							Recoveries	
Total	%	Su	Sa	F	Th	W	Tu	M	Total	New
6 168	3.3%	22 098	29 226	32 432	33 904	35 715	28 549	16 514	2 791 794	+538
		2.9%	2.8%	2.8%	2.9%	3.2%	2.7%	2.6%		

Source: NICD and Department of Health

 @sugan2503

 SA Daily Covid-19 Updates

HELPFUL LINKS

Vaccine dashboard

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

REGISTER FOR YOUR VACCINATION



STAY SAFE
VACCINATE TO SAVE SOUTH AFRICA
TOGETHER WE CAN BEAT CORONAVIRUS

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

**18-34YR OLDS
VACCINATE NOW!**

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

REPUBLIC OF SOUTH AFRICA

2019
NDP

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.



B4SA vaccination myths document available for your convenience

B4SA has drawn up an extensive document debunking common myths around Covid-19 vaccination, which is available for you to use in your own vaccine communications.

You can access the document [here](#).

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:



For the first time since the onset of the Covid-19 pandemic, all nine provinces are through the latest wave of infections and South Africa is in “a good place”. <https://www.timeslive.co.za/sunday-times-daily/news/2021-10-11-numbers-are-adding-up-sa-herd-immunity-is-starting-to-work/>

Vaccines prevent severe Covid – even Delta <https://ewn.co.za/2021/10/11/vaccines-prevent-severe-covid-even-from-delta-study>

WHO backs extra jab for immunocompromised <https://www.news24.com/news24/world/news/covid-19-who-experts-back-extra-vaccine-jab-for-immunocompromised-20211011>

NZ healthcare workers and teachers told no jab, no job <https://ewn.co.za/2021/10/11/new-zealand-health-workers-teachers-told-no-jab-no-job>

Bhekisisa: Here’s why young people should get the jab: <https://bhekisisa.org/resources/2021-10-11-welcome-to-the-wonderful-world-of-vaccination-heres-why-young-people-should-get-the-covid-jab/>

Covid’s unsung heroes are the first to implement mandatory vaccination <https://www.dailymaverick.co.za/article/2021-10-09-covids-unsung-heroes-are-the-first-to-implement-mandatory-vaccine-policy/>

Italy vaccinates 80% over 12 <https://www.news24.com/news24/world/news/italy-hits-target-of-fully-vaccinating-80-of-people-over-12s-20211010>

People who catch Covid-19 and flu are twice as likely to die <https://news.sky.com/story/covid-19-people-who-catch-coronavirus-and-flu-at-same-time-this-winter-twice-as-likely-to-die-jenny-harries-warns-12430502>

Covid-19 has claimed almost 250,000 lives in SA <https://www.groundup.org.za/article/what-death-data-tells-us-about-life-south-africa/>

Sydney starting to live with Covid – Asia is



watching <https://edition.cnn.com/2021/10/10/australia/australia-sydney-lockdown-vaccinations-intl-hnk-dst/index.html>

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



BUSINESS FOR SA | COVID-19

WWW.BUSINESSFORSA.ORG

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