


## **B4SA: Weekly Update 27 October 2021**



**EVERYONE** over 12 is now eligible for vaccination  
- get your jab today!

This week's highlights

- Next Vooma Vaccination Weekend 12-14 November
- COIDA compensation for Covid-19 vaccinations
- Using TikTok to communicate to a younger audience

### **A note from Martin Kingston**

Dear B4SA and business colleagues

Daily vaccination rates have been improving again, but are still not at the desired rate, and we continue to aim to reach more than 70% of the adult population as quickly as possible.

With local government elections now less than a week away, we are all alive to the likelihood that citizens' and institutions' attention will be diverted from Covid-19. Therefore, we must continue to encourage and lobby for vaccination as aggressively as we can in the coming weeks, and actively push for vaccine mandates both within the private sector and across society more broadly.

We are encouraged that so many companies are applying their minds to the issue of mandatory vaccination in the workplace: we believe this will have a significant impact in terms of moving the needle. We will share further information on the legal position as it

pertains to labour and constitutional law as the situation unfolds.

A powerful new initiative that business can support, and which will be launching soon, is the “Vax Champs” campaign – designed to educate and empower ordinary citizens with the information they need to encourage their friends, family, colleagues and neighbours to get vaccinated. Vax Champs will give business the resources to enlist staff and communities to promote vaccination. We will provide further detail and resources on this initiative in the coming weeks.

Finally, the next Vooma Weekend has been confirmed for 12-14 November – we urge all private vaccination sites to prepare and make appropriate plans so that we can exceed the numbers we saw on the previous one.

Martin Kingston, Chair, B4SA Steering Committee





## B4SA NEWS

### **Next Vooma Vaccination Weekend 12-14 November**

The next Vooma Vaccination Weekend will be held from 12-14 November 2021 and all leaders across South Africa are urged to get behind the vaccination programme and mobilise their followers. People are more likely to will come forward to be vaccinated if they hear the message from people they trust: people who can reassure them, take away some of their anxieties, and provide them with the facts.

The closer we can get vaccinating 70% of adults by the end of the year, the more lives we will save. Three out of every five over-50s are now vaccinated, but if we can get close to five out of five by the end of the year, we will significantly dampen the power of the fourth wave.

There's also good news for the over-60s – those who get vaccinated during the month of November will automatically receive a Vooma Vaccination Voucher valued at R100.

### **COIDA compensation for Covid-19 vaccinations**

On Friday, a notice on compensation for Covid-19 vaccination side-effects was published in the Government Gazette in terms of Section 6a(b) of the Compensation for Occupational Injuries and Diseases Act 130 of 1993 as amended.

The notice says the Compensation Fund will cover employees for injuries, illness or death as a result of receiving a Covid-19 vaccine, only where an employee is required by the employer to receive vaccination as an inherent requirement of employment or where vaccination is required based on the OHS risk assessment conducted by the employer and subject to certain requirements.

The full notice can be downloaded [here](#).



## Awards and accolades

Barry Childs, joint CEO of Insight Actuaries and Consulting, who provided modelling, analytical and technical support to B4SA's vaccine efforts, was last week awarded the Actuarial Society of South Africa's (ASSA's) Presidential Award. This award is only given to individuals who have made a significant contribution to the society and only at the discretion of the ASSA's President.

The award was in recognition of Barry's outstanding work performed in the context of Covid-19. B4SA's Martin Kingston said it was "appropriate testimony for the leadership, commitment, professionalism and insights he has demonstrated over the past 18 months and which have been essential in supporting the national effort in general, and B4SA in particular."

In addition, Professor Barry Schoub and Professor Shabir Madhi, both of whom have worked with B4SA in various capacities received the Academy of Science of South Africa (ASSAf) Science for Society Gold Medals for outstanding achievement. These awards are reserved for outstanding achievement in scientific thinking for the benefit of society.

B4SA's Stavros Nicolaou said, "Both of these colleagues have been at the forefront of the fight against Covid-19 and are in no small part contributors towards the significant medical and scientific positioning that our country has enjoyed both domestically and internationally during the Covid-19 pandemic."

## Using TikTok to communicate to a younger audience

Discovery recently implemented a social media campaign on TikTok, targeting a younger audience, about the safety and efficacy of the Covid-19 vaccine in limiting the spread of the disease and protecting the greater community. The platform was identified as the best channel to drive conversation in a format that was popular, while also being fun and interesting.

The most interesting challenge was that the platform depends on influencers who themselves have a large number of followers. An influencer is a highly skilled content



creator who builds relationships with followers on many levels, through the sharing of the same genre of music, a similar taste in food, conversation, clothing and other intricate specifics.

The campaign needs to be co-ordinated through a strategic plan that is driven by the influencers themselves – the content created needs to be a unique piece to which their followers will directly relate.

Discovery learnt five key targeting priorities in the process:

1. TikTok influencers are not necessarily influencers on other social media channels. They have created their niche on a platform that allows engagement levels to increase as more content is created.
2. The traditional audience split no longer exists, especially on TikTok. The audiences are generally broken down into interest segments at a micro level (e.g., 12- to 15-year-olds share a similar interest, whereas 16- to 18-year-olds have moved into a different sphere). Grouping adolescents/teens into broader categories could result in the campaign completely missing a specific niche.
3. Splitting audiences into the traditional male/female gender grouping also no longer applies or exists. The introduction of “they/them” pronouns, and the shift in conventional life stages, has meant that we need to redefine our target markets and think in terms of interests, as opposed to demographics or gender.
4. The term ‘influencer’ has fundamentally changed. People are no longer classified as influencers simply based on a large following. TikTok influencers, in particular, are incredible storytellers and content creators. They understand their audience intricately and create content that resonates with them. They have a unique relationship with their followers.
5. People remain sceptical of brands and businesses, and this has increased during the Covid-19 pandemic. Partnering with influencers who have created their own brand through their content on a platform such as TikTok, is the strongest way to communicate with the broader public and with that specific audience. Brands and businesses need to partner



with content creators who align with their particular brand, but also allow them the creative freedom to produce content pieces that will better reach their audiences specifically.

Further info on TikTok, based on broad research, may be found [here](#).

## Reportback: Webinar with UNITAR

On 15 October 2021, B4SA hosted a webinar that explored best practice gleaned from international vaccination campaigns, and then examined how private sector campaigns can support immunisation.

The Solidarity Fund presented its new national [#RollUpYourSleevesSA and get Vaccinated!](#) campaign 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.

The United Nations Institute for Training and Research (UNITAR) then presented international insights into campaigns to promote vaccination and to prevent and reduce Covid-19. UNITAR researchers have studied Covid-19 campaigns around the world including highlights from two free and downloadable “General Use” and “Strategies for Companies” toolkits.

The presenters were:

- Wendy Tlou, Executive Head: Humanitarian Relief & Communication, Solidarity Fund
- Estrella Merlos, Policy Specialist, UNITAR
- Dr Jeff French, Member, Advisory Committee, Division for People, UNITAR
- Isis Duran Moreno, Communications Director, Bavaria
- Angela Montano, e-Learning Specialist, UNITAR

To view the video recording of the session please click [here](#).

The **Solidarity Fund** presentation in PDF format can be downloaded [here](#) while the advertising videos can be viewed on their [YouTube channel](#) and communications



resources for business can be downloaded from the [Solidarity Fund website](#).

Professor Jeff French's presentation can be downloaded [here](#)

**Toolkit 1:** *Designing and implementing campaigns in support of vaccination efforts to prevent and reduce the spread of COVID-19* can be downloaded [here](#).

**Toolkit 2:** *Strategies for companies: Designing and implementing campaigns in support of vaccination efforts to prevent and reduce the spread of COVID-19* can be downloaded [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 26 October 2021

#### COVID - 19 STATISTICS IN SOUTH AFRICA

26 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	1 444	515 318	+47	15 609	+6	3 398 791	+21 964	617(+4)	90(-5)	33
2	W. Cape	1 427	513 365	+48	20 102	+8	3 555 676	+31 393	1 323(-17)	163(+2)	56(+1)
3	Gauteng	1 171	919 071	+75	27 560	+16	5 805 229	+53 748	1 442(-22)	205(-9)	102(-3)
4	Free State	844	163 255	+53	6 960	+12	1 210 974	+13 529	159(+3)	31(+3)	19(-1)
5	N. Cape	646	92 304	+21	2 246	+2	439 868	+6 234	45(-10)	18	14(-2)
6	E. Cape	606	292 228	+31	15 109	+10	2 535 461	+23 415	206(-52)	17(-3)	17(-13)
7	North West	463	150 530	+20	4 433	+4	1 300 140	+11 873	143(-8)	13(+1)	6(+1)
8	Mpumalanga	415	151 838	+29	4 479	+1	1 256 596	+12 070	75(-13)	14(-1)	9(-2)
9	Limpopo	155	122 200	+7	4 829	+2	2 219 119	+21 854	59(-10)	3(-1)	2(-1)
<b>TOTAL</b>		<b>7 171</b>	<b>2 920 109</b>	<b>331</b>	<b>101 327</b>	<b>61</b>	<b>21 721 854</b>	<b>196 080</b>	<b>4 069(-125)</b>	<b>554(-13)</b>	<b>258(-20)</b>

New tests	Tests and positivity for the previous 7 days							Recoveries	
<b>29 107</b>	<b>M:14 477</b>	<b>Su:21 551</b>	<b>Sa:28 196</b>	<b>F:30 910</b>	<b>Th:31 913</b>	<b>W:34 177</b>	<b>Tu:28 339</b>	<b>Total</b>	<b>New</b>
<b>1.1%</b>	1.0%	1.4%	1.6%	1.7%	1.6%	1.7%	1.6%	2 812 320	+392

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/>





BUSINESS FOR SA | COVID-19

WWW.BUSINESSFORSA.ORG

## REGISTER FOR YOUR VACCINATION



### 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:

BUSA on mandatory vaccinations: <https://www.timeslive.co.za/news/south-africa/2021-10->



[25-busa-considering-court-action-to-make-covid-19-vaccines-mandatory-for-all-south-african-workers/](#)

Unvaccinated pilots costing United Airlines (US) millions – it is challenging its mandatory vaccine campaign in court: <https://www.news24.com/fin24/companies/unvaccinated-pilots-costing-us-millions-says-united-airlines-20211025>

Israel to vaccinate 5-11 year olds soon (waiting for FDA / CDC approval): <https://www.haaretz.com/israel-news/children-s-vaccinations-soon-says-top-israeli-health-official-1.10322614>

Apple launches ability to store verifiable vaccine certificates in passport and Health apps: <https://support.apple.com/en-us/HT212752>

CDC study : The two-dose vaccine by Pfizer-BioNTech was 93% effective against hospitalisation with Covid-19 among 12 to 18-year-olds, [according to an analysis](#) released recently by the US CDC: <https://www.news24.com/health24/medical/infectious-diseases/coronavirus/pfizers-covid-vaccine-over-90-effective-at-keeping-12-to-18-age-group-out-of-hospital-cdc-says-20211025-4>

New Zealand imposes mandatory vaccinations (following Business in NZ asking the government for certainty in respect of mandates): <https://www.youtube.com/watch?v=zRp1mbBcAOk>

The case for mandatory vaccinations (Professor Keymanthri Moodley, director of the Centre for Medical Ethics and Law at Stellenbosch University): <https://www.dailymaverick.co.za/article/2021-10-20-personal-privilege-ends-where-public-peril-begins-making-the-case-for-mandatory-vaccination/>

Rhodes University council approves recommendation for mandatory vaccinations: <https://www.news24.com/news24/southafrica/news/rhodes-university-council-approves-recommendation-for-mandatory-covid-19-vaccinations-20211021>

Canada launches vaccine passport, and says citizens will not be able to board a domestic or international flight without it from 30



November: <https://www.aljazeera.com/news/2021/10/21/canada-launches-covid-vaccine-passport-for-travel>

Apple to enforce daily testing for unvaccinated workers: <https://www.dailymaverick.co.za/article/2021-10-21-apple-will-force-unvaccinated-office-workers-to-get-tested-daily/>

Study: New England Journal of Medicine study finds no link between vaccinations and first-trimester miscarriages: <https://www.news-medical.net/news/20211022/Study-finds-no-link-between-COVID-19-vaccinations-and-risk-of-early-miscarriages.aspx>

Law/academics clarify parental consent in respect of vaccinations: <https://www.iol.co.za/capeargus/news/here-is-what-the-law-says-when-it-comes-to-consent-for-covid-19-vaccination-in-sa-children-26e086bc-e733-4743-896f-b84b88bc58b5>

Clicks administers 1.4m vaccinations to date: <https://www.news24.com/fin24/companies/clicks-administers-record-14-million-covid-19-vaccinations-to-date-20211021>

## **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](#)



BUSINESS FOR SA | COVID-19

WWW.BUSINESSFORSA.ORG

## CONNECT WITH BUSINESS FOR SOUTH AFRICA



We encourage you to please share this mail with your colleagues