



Vooma Vaccination Champions “Vax Champs”

Mobilising the nation to vaccinate and
control the pandemic

Business for SA, 26 Nov 2021



INVITATION! TO THE LAUNCH OF VOOMA VAX CHAMPS

THE MINISTER OF HEALTH: DR. JOE PHAAHLA
WILL LAUNCH THE VOOMA VAX CHAMPS

DATE: 12 November 2021
TIME: 08:00 - 10:00
VENUE: Virtual Zoom Webinar
ID: 988 6218 6645
Passcode: 229518

JOINING VAXCHAMP

- www.vaxchamp.org.za
- National Covid WhatsApp: 060 012 3456
- Covid Hotline: 0800 029 999

**BE PART OF THE TEAM
THAT CAN OVERCOME COVID!**



**STRAY
SAFE**
VACCINATE TO SAVE SOUTH AFRICA



2030
NATIONAL
DEVELOPMENT
PLAN





Inviting everyone to be
an ambassador for vaccination

We are all in the team that can overcome Covid

Help control the pandemic
Protect your friends & family
Be a Vax Champ!



Vax Champs do 3 things:

- 1. EDUCATE** yourself
- 2. PROMOTE** vax to family, friends and neighbours
(both face-to - 'masked' - face and online social media)
- 3. REPORT** issues and problems

Vax Champs

We're inviting everyone to be an ambassador for vaccination.
Be part of the team that can overcome Covid.

What do Vax Champs do?

- **EDUCATE** yourself about Covid & vaccines)
- **PROMOTE** vaccination to family, friends & neighbours (offline & online)
- **REPORT** any issues and problems about vaccination in your area

Joining Vax Champ

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- Check www.vaxchamp.org.za

Help control the pandemic | Protect your friends & family |
Be a Vax Champ!



In many countries

- India, Indonesia, Taiwan
- UK, Czech Rep.
- USA, Latin America
- Africa:
 - Uganda
 - DR Congo
 - Zambia
 - African Union
 - African CDC
 - WHO Afro



Announcement

Our COVID Champions on why they got the vaccine



COVID-19 Champions



What are we trying to do?



1. Recruit large numbers of Vax Champs
2. Mobilise Vax Champs to make a difference



Recruiting Vax Champs

- **Mass mainstream media**
- **Official communication:** DOH & partners official Covid comms (tag line)
- **Vaccinated:** 14 million vaccinated on EVDS
- **Covid hotline call centre**
- **Covid WhatsApp** (Praekelt.org)
- **Moya** (Data-free system)
- **Social media**
- **Posters and leaflets (IEC)**
- **Civil society CBOs, NGOs, Business, Faith:** CCF, PVC, TAC, Unions, SACC ...
- **Local officials:** DOH, GCIS communicators, CHWs
- **Celebrity endorsement**

→ 100,000s or more

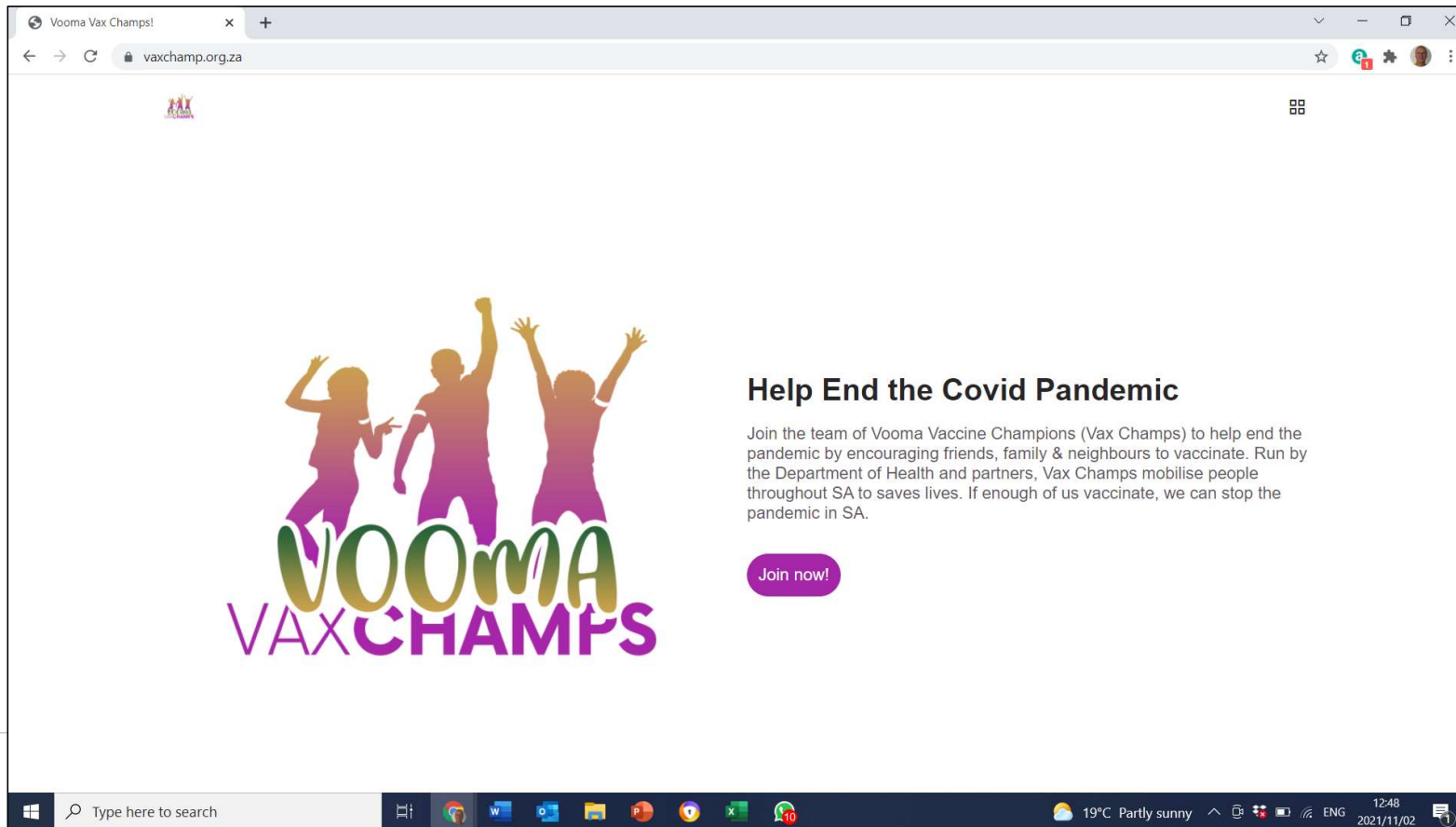
Mobilising: Peer-educators



- **Content:**
 - **Content in 11 SA languages** Covid & Vaccine primer
 - Twice weekly **updates** sent to Vax Champs, with links for further reading
- **Mobilisation:**
 - **Language Coordinators** to mobilise Vax Champs:
 - isiZulu, Sesotho, Sepedi, Setswana, Afrikaans, English. Getting isiXhosa this week.
 - Weekly **webinars** in 11 languages:
(Covid medical science & vaccines; SA vaccine rollout; 'Persuasive dialogue'; Social media)
 - Linking **online & offline**: Local team supporting community mobilisers

➔ **National team of peer-educators,
cadre promoting vaccination**

Website: www.vaxchamp.org.za



WhatsApp



WhatsApp

Search or start new chat

Pauline 9:27 am
Yes Peter - I will indicate when we are done in this w...

NDOH Cononavirus Line 12:52 pm
What does a Vax Champ do? You do three things as a ...

Nombulelo 12:52 pm
✓ OK, thanks

Chris vd Westhuizen 12:52 pm
✓ Key word for Praekelt WhatsApp system: joinvaxcha...

HealthConnect 12:50 pm
✓ joinvaxchamp

PHM-SA SC 2019 12:45 pm
Anneleen: (Sorry, meeting is tomorroW 11:30:)) 5

Lilian (Uganda) 12:40 pm
Hi Peter. Yes a physical one. No worries if you can't... 1

C19 People's C.. Gauteng 12:34 pm
+27 79 030 7657: InviteSemiarPoliticalVisionOut... 1

NCP on COVID19 12:20 pm
+27 72 666 1317: Topic: NCP: COVID~19 and Vaccine R...

Wherry road 12:17 pm

NDOH Cononavirus Line
Contact NDoH

You've already signed up to become a Vax Champ

1. Learn more about Vax Champs
2. Restart your Vax Champs Signup
3. Leave Vax Champs

Or Reply 0 to return to the main MENU 12:52 pm

joinvaxchamps 12:52 pm ✓

1 12:52 pm ✓

What does a Vax Champ do?

You do three things as a Vax Champ:

- 🧠 **EDUCATE** yourself yourself about Covid-19 and vaccines. We will send you information & hold regular chats so you are well-informed and can offer advice to people in your community.
- 🗣️ **PROMOTE** vaccines to family, friends & neighbours Tell people in your community that you have vaccinated & share information about the vaccine if they are interested. Encourage people in your community to vaccinate. Speak to people in your community face-to-face or through social media like WhatsApp.
- 📢 **REPORT** issues and problems. Tell us what stops people vaccinating in your community, such as concerns or myths. We'll use this information to improve the vaccination services in your community.

1. How do I become a Vax Champ?
2. What will I get if I become a VAX Champ?
3. What if I don't have data?
4. Sign up now!

12:52 pm

Type a message

19°C Partly sunny 12:53 2021/11/02

Tech Platforms



- **Publicity & information:**

- SACoronaVirus, Covid WhatsApp, Covid Hotline callcentre, Website
- Social media: Facebook, Twitter, Snapchat, Instagram, Tik Tok

- **Registration:**

- Covid WhatsApp (Praekelt)
- Data-free messaging (Moya)
- Website (www.vaxchamp.org.za)
- Covid Hotline callcentre (without smart phone)

- **Information sent out to Vax Champs:**

- WhatsApp, Email, Moya (smart phones), or SMS (without smart phone)

- **Reports in from Vax Champs:**

- WhatsApp, Email, Moya (smart phones) & callcentre, SMS (basic phone)

Please, help us do this



- Nationwide Peer Education
- Encouraging staff to be Vax Champs
- Promote Vax Champs in media
- For B2C, Promote Vax Champs to customers
- With individual business and Industry Associations
- Specific sponsorship (can be branded)
 - “Vax Champ of the week” prize
 - T-shirts, caps, Bibs

... and become a Vax Champ yourself

Peter Benjamin 082 829 3353
Pauline Maketa 071 981 4862

peter@healthenabled.org
paulinem@vaccinesupport.org.za



Thank you



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