

COVID-19

Vaccination Programme

Communications priorities

22 – 28 November 2021

This report is for communicators promoting the uptake of the Covid-19 vaccination programme. We hope it will help guide you as you shape communication to best suit your audience.

HEADLINES FOR THIS WEEK

Key Messages

Vooma Vouchers for 50+!

- Good news for over fifties who get their very first Covid-19 vaccination during the month of November as they will now automatically receive an offer of a R100 Vooma Voucher to spend at Shoprite, Checkers or Usave.



Having a co-morbidity is more reason to get vaccinated, NOT to stay away!

- More so than ever people with diabetes, high blood pressure, hypertension and various other disease should go get vaccinated. Covid-19 infections are starting to rise again so it's a good time to go as the vaccination is your best protection against the 4th wave. If you are planning on becoming pregnant in the next few months it's also best to get your vaccination before you do so.

Side-effects are normal

- Remind people that side-effects are normal and that these vary amongst individuals and between doses. Some people find they have more side-effects with the first dose and or the other way round, whilst others are don't have any side-effects.

25 million vaccinations given

- This week we will pass the 25 million vaccination mark. Celebrate this achievement as it's a real milestone.



Digital Vaccination Certificate

Get your certificate anytime and anywhere from any device 24/7.
Log onto <https://vaccine.certificate.health.gov.za>

Reinforce Previous Messages

Now's the time to go, while Covid-19 numbers are low!

- Don't get caught in the storm without protection!
- Covid-19 infections are low at the moment, but the next storm is approaching.
- Get ahead of the next wave by vaccinating now.



Join the Club! Vooma Vax Champs

- Be part of a national network of local champions, leading the way to a safer and better society.
- Help control the Covid-19 pandemic and protect your friends and family.
- Be a Vooma Vax Champ! #vaxchamps



Choose 1 of 3 ways to join:

1. Fill in the form on the website www.vaxchamp.org.za
 2. Use the National Covid-19 WhatsApp service on **060 012 3456**
 3. Call the national toll-free hotline on **0800 029 999**
- Email: info@vaxchamp.org.za or Facebook [@voomavaxchamps](https://www.facebook.com/voomavaxchamps)

Prioritise people with disability for vaccination!

- People with disability are often at higher risk for Covid-19 complications.
- It's often harder for them to get to vaccination sites.
- Let's make it our collective responsibility to enable every person with disability to be vaccinated.

Progress with the Vaccination Rollout

Progress by 19 November 2021

- One third of the adult population is now fully vaccinated.
- First dose vaccinations have been about 20% lower since the local government elections and the Vooma Vaccination Weekend was important in renewing the visibility and call to action.



	At least one dose	%	Fully vaccinated	%
% Total pop.	16,197,991	26.9%	13,762,904	22.8%
% Adult pop.	16,197,991	40.7%	13,762,904	34,6%
60+	3,515,419	63.9%	3,112,682	56,5%
50-59	2,794,535	58.0%	2,507,063	52,0%
18-49	9,883,173	33.5%	8,140,072	27,6%
12-17	339,820			

Check vaccination numbers per district at <https://sacoronavirus.co.za/latest-vaccine-statistics/>

Strategies & Interventions

Vooma Vaccination Vouchers now for people aged 50+

By offsetting some of the costs associated with getting to vaccination sites it is hoped that more people in the 50 plus age group will come forward sooner to have their vaccination. Currently three in five in this age group have had at least one dose and with 80% of Covid-19 related deaths occurring amongst this age group our immediate priority is to vaccinate at least four out of five people in this group before the anticipated 4th wave arrives.



From Thursday 18 November everyone over fifty who get their very first Covid-19 vaccination during the month of November can get a Vooma Voucher! You will automatically receive an offer of a R100 Vooma Voucher to spend at Shoprite, Checkers and Usave. You accept the offer by sending "YES" to a shortcode number you will receive, which gives your permission to send your cellphone number to Shoprite. You will then receive an SMS from Shoprite. All SMS's are free. Any questions, call 0800 029 999.

Having a co-morbidity is a big reason to get vaccinated

People with co-morbidities such as diabetes, high blood pressure, hypertension or any other disease, including being overweight should go get vaccinated. While active case numbers are low and the queues shorter it's a good time to go as the vaccination is your best protection against the 4th wave. If you do have a pre-existing condition or are on medication, contact your doctor to discuss vaccination. If you do not have your own doctor you can also contact 0800 029 999 during office hours. Doctors are available to discuss the issue with you.

If you are planning on becoming pregnant in the next few months it's also best to get your vaccination before you do so. Scientific evidence shows that the vaccine is safe in all stages of pregnancy, does not harm the baby and in fact produces antibodies in women that might even protect their babies. If you do get Covid-19 whilst pregnant you are likely you get very ill, and this will impact on the health of both you and your baby. Therefore it is important that all women planning on having a baby or already pregnant women get vaccinated.

Side-effects are normal

Remind people that side-effects are normal and it shows that your body's immune system is responding. These side-effects vary amongst individuals, and between doses, usually clearing up after two to three days. In some cases side effects can last up to a week. Some people find they have more side-effects with the first dose and some the other way round, whilst others don't have any side-effects at all. Your body will be protected whether you experience side-effects or not. Typical side-effects include pain where the injection went in, sore arm, flu-like symptoms, fever and chills.

Congratulations to our top performing Provinces and Districts for October

The top three province are:

1. Free State
2. Limpopo
3. Eastern Cape

The three top performing Provinces, which were ranked according to the following criteria:

- Coverage (% of population 18+ who have received at least one dose)
- Risk reduction (% of population 50+ who have received at least one dose, and male: female ratio)
- Equity (Ratio of uninsured: insured)

The top districts in each province are:

- Amathole DM (Eastern Cape)
- Ehlanzeni DM (Mpumalanga)
- Harry Gwala DM (Kwa-ZuluNatal)
- Johannesburg MM (Gauteng)
- Mopani DM Limpopo
- Namakwa DM (Northern Cape)
- Ngaka Modiri Molema DM (North West)
- Overberg DM (Western Cape)
- Xhariep DM (Free State)

COMMUNICATIONS HIERARCHY FOR 22 – 28 NOVEMBER

WHAT	<p>Vooma Vouchers for 50+!</p> <ul style="list-style-type: none"> Good news for over fifties who get their very first Covid-19 vaccination during the month of November as they will now automatically receive an offer of a R100 Vooma Voucher to spend at Shoprite, Checkers or Usave. All SMS's are free. Any questions, call 0800 029 999 <p>Having a co-morbidity is a big reason to get vaccinated</p> <ul style="list-style-type: none"> More so than ever people with diabetes, high blood pressure, hypertension and various other disease should go get vaccinated. While active case numbers are low and the queues shorter it's a good time to go as the vaccination is your best protection against the 4th wave. If you are planning on becoming pregnant in the next few months it's also best to get your vaccination before you do so. <p>Side-effects are normal</p> <ul style="list-style-type: none"> Remind people that side-effects are normal and that these vary amongst individuals and between doses. Some people find they have more side-effects with the first dose and or the other way round, whilst others are don't have any side-effects. <p>25 million vaccinations given</p> <ul style="list-style-type: none"> This week we will pass the 25 million vaccination mark. Celebrate this achievement as it's a real milestone. <p>If you're fifty or older, Covid-19 vaccination is particularly for you!</p> <ul style="list-style-type: none"> Three out of every five people aged fifty and older are either fully vaccinated or have had their first Pfizer dose. Let's make it 5/5 by the end of the year. If we do, we'll stop 4 out of 5 deaths from Covid-19 that will otherwise happen during the next wave. And vaccinating the rest of us, too, will build our nation's overall immunity. <p>Let's ensure that all people with disabilities and underlying medical conditions get vaccinated!</p> <ul style="list-style-type: none"> People with disability are often at higher risk of Covid-19 complications. Let's ensure they are all vaccinated! Speak to your doctor, who has access to all the right information. 	
WHY	<p>The vaccine is safe and protects you from getting very sick or dying from Covid-19. If you're over fifty, it's most important that you go now because you have the highest risk.</p> <p>There have been no deaths in South Africa as a result of Covid-19 vaccination. A few people have come for vaccination without realising they already have Covid-19, and have died soon afterwards – but they died from Covid-19 infection and not from the vaccination.</p> <p>The vaccine does not cause sexual problems or infertility. But if you catch Covid-19, you could experience these problems until you recover fully. It's another good reason to be vaccinated right away!</p>	
WHO	<p>Any person in South Africa aged 12 and above should go get vaccinated right away.</p> <p>It is also safe for pregnant women to get vaccinated at any stage of pregnancy.</p> <p>It's your choice. Government is not forcing anybody to get vaccinated, but would like everyone to understand its benefits to them, their families and communities.</p>	<p>It's for men and women, SA citizens and people living in SA from other countries. Undocumented people are being vaccinated in pilot sites in eThekweni, Tshwane and the City of Cape Town. We will grow the number of sites in these provinces and expand to other provinces in the coming weeks. At present, the system doesn't allow foreign nationals and people without ID's or other identity documentation (passport or refugee/asylum) to register., but we're working on it.</p>
WHERE	<p>You can visit any vaccination site at a government health facility or a private pharmacy or health facility. Even if you don't have medical aid, you can go to a private facility and you won't have to pay.</p> <p>Not all health facilities or pharmacies are vaccination sites. You can find out where your closest site is by visiting https://sacoronavirus.co.za/active-vaccination-sites/ or calling the National Covid-19 hotline on 0800 029 999. The call is free.</p>	
HOW	<p>IT WILL SAVE YOU TIME IF YOU REGISTER FIRST</p> <p>It will save you time if you register before you go, so that your details are already in the system.</p> <p>Phone 0800 029 999 tollfree OR</p> <p>USSD: Dial *134*832*IDnumber#</p> <p>No ID no? Just dial *134*832#</p> <p>WhatsApp: Send "Register" to 0600 123 456</p> <p>Online: https://vaccine.enroll.health.gov.za/</p> <p>But you can still just walk in. You may just have to wait a bit longer.</p> <p><u>If you have access to the Internet, you can now choose when and where to get vaccinated.</u></p> <ul style="list-style-type: none"> Once you are registered, you can choose when and where to get vaccinated or change your vaccination appointment. Go to https://vaccine.booking.health.gov.za <p>Once you are fully vaccinated, you can download your Vaccination Certificate from https://vaccine.certificate.health.gov.za/</p>	
WHAT IF	<p>It is normal to have some side effects. A few hours after the vaccine you might feel like you've got a bad 'flu, with fevers and headaches and chills. But it goes away after day or so.</p>	<p>If you're worried or feel short of breath or your heart is racing, feel free to call the Covid-19 hotline 0800 029 999 for advice.</p>
<p align="center">If you have any questions, call the COVID-19 hotline on 0800 029 999.</p> <p align="center">Contact: Nombulelo Leburu, Acting Chief Director: Communication and Stakeholder Engagement</p> <p align="center">Nombulelo.leburu@health.gov.za</p>		