



Western Cape
Government



Western Cape Government COVID-19 Communication

Vaccination and Wave 3 Communication

Friday, 03 September 2021

Western Cape Government COVID-19 Communication Campaign



On 11 March 2020, a Western Cape citizen tested positive for COVID-19 and the first case of the virus was confirmed in the province.

The provincial Outbreak Response Team was activated immediately after confirmation of the first case. Premier Alan Winde, along with Health MEC Nomafrican Mbombo and other officials in her department, held a media briefing at Tygerberg Hospital, outlining the province's readiness to fight COVID-19.



A dark blue rectangular graphic with white and red text. At the top left is a stylized red coronavirus icon next to the word "CORONAVIRUS". At the top right is the Western Cape coat of arms. Below this, large white text reads "Western Cape confirms first case of COVID-19." In the bottom right corner, smaller white text reads "11 March 2020".



General information relating to the COVID-19 pandemic

Premier Winde's Digital Press Conference & COVID-19 Media Release



A weekly digital press conference is held by the Premier Winde, Minister Mbombo and the Health Department HoD, Dr Cloete on the COVID-19 landscape in the Western Cape. The digicon is held to regularly communicate with the media and public on issues and information surrounding COVID-19, vaccination efforts, and wave 3 updates.



Click here for the link to
[Premier Alan Winde's daily Covid-19 statement](#) (17 August 2021)





Dedicated COVID-19 Website & Vaccination Dashboard

A dedicated website was established to communicate on the province's response to COVID-19. To provide a clear and transparent understanding of the relevant information incl. safety and efficacy of the vaccines, information is communicated via the official vaccine website.

The website features a prominent 'Vaccinate' banner with the tagline 'So you can be around for the people you love'. Below the banner are three circular buttons: 'Get the facts', 'What to expect', and 'How to register'. A 'Phase 2 NOW OPEN' section includes a photo of a person using a smartphone and a 'Latest News' button. A 'COVID-19 Vaccine Registration Dashboard' button is also present.

The page title is 'Covid-19 Response' with the subtitle 'Let's Stop the Spread'. It displays key statistics: Registration % at 47.90% on 14 July 2021, with 518,800 individuals 35 to 49 registered, 318,838 individuals 50 to 59 registered, and 477,642 individuals 60+ registered, totaling 1,315,280 registrations. A map shows vaccination sites across South Africa, with a legend for 'Vaccination Sites', 'Population', and 'POI'. A table provides population per town data.

Town	Population	Persons Registered	% of Individuals Registered
Cape Town	243,788	165,673	67.96%
Mitchells Plain	145,291	57,606	38.59%
Athlone	120,875	50,166	41.50%
Khayelitsha	172,455	48,816	28.31%
Belville	52,635	39,035	74.16%
Milnerton	47,383	32,285	68.14%
George	50,110	32,160	64.18%
Paarl	59,853	30,841	51.53%
Durbanville	32,326	29,375	90.87%
Somerset West	38,388	28,398	73.98%

Click here for the link to [COVID-19 Website](#) & [Vaccination Dashboard](#)

COVID-19 Wave 3 and Vaccination Communication: Radio Shows



Premier Winde's 1st Thursday Radio Show: Simulcast from Bush Radio to various Community Radio

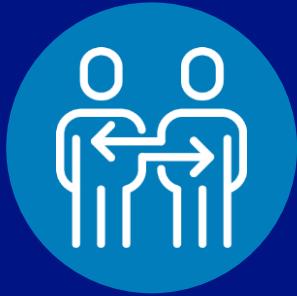
Show is on the 1st Thursday of each month and covers various topics relating to COVID-19, Wave 3 and the vaccination programme. This is a Q&A show that allows residents to call-in and send messages asking questions. This show is ongoing.



Community Safety Radio Show: Simulcast from Radio Zibonele and Helderberg (Khayelitsha Hotspot Communication)

The Community Safety Campaign focuses on the Eastern Substructure and Khayelitsha region and started in April 2021 and will conclude in January 2022. This is **simulcasted, bi-weekly radio show** on two community radio stations (Radio Zibonele and Radio Helderberg) and addressed issues around vaccine hesitancy and the importance of getting vaccinated.





Behaviours to limit the spread of COVID-19



COVID – 19 Wave 3 Communication: Radio

Six radio advertisements were aired during the period 7 June – 31 July, in all three languages covering the Western Cape extensively. These were further complimented by the Community Safety Radio shows that ran from April to August (currently still running).

The objective of these advertisements was to affect behaviour change – encouraging citizens not to become complacent, especially as we entered wave 3.

The shorter ads were sharper on delivery; informing citizens to continue being safe and engaging in safe behaviour even though the vaccines have arrived and were being rolled out. It encourages citizens to not give up, to keep wearing a mask, avoid crowds and to register for vaccination.

The longer ads included the message on safe behaviour like the short ads but played on emotion by speaking directly to the behaviours people should not follow. The ad also thanked citizens who engaged in safe behaviour.

Short ad - English



Long ad - English





COVID-19 Wave 3 Communication: Print



Print/Newspapers (in all 3 languages)

Flight Date: June and July 2021

105 insertions across the below publications

Print Publications covered (communities): George Herald, Knysna Plett Herald, Mosselbay Advertiser, Oudtshoorn, Courant, Athlone News, Bolander, Plainsman, Vukani, False Bay Echo, Ons Kontrei, Impact News, Isolabantu, Karoo Stem, Swartland Joernaal, Witzenberg Herald, Dizindaba, Tygerburger (x14), People's Post (x10), Die Hoorn, Paarl Post, Eikestadnuus, Helderberg Gazette, District Mail, Swartland Gazette, Weslander, Hermanus Times, Breederivier Gazette, Worcester Standard, City Vision – Khayelitsha, Lagunya and Lwandle/Nomzamo.

The COVID-19 wave 3 print ads were designed to remind citizens to stay safe by adhering to the usual regulations i.e. wearing a mask, sanitising, keeping a safe social distance, keeping gatherings outside and being extra cautious with comorbidities. As part of the wave 3 campaign, these ads aim to affect behaviour change.

COVID-19 Wave 3 Communication: Print



Stay Safe with your family and friends

STAY SAFE MOVE FORWARD

We must all stand together to beat the third wave of the coronavirus. We can do this by understanding how coronaviruses spreads and keeping up our good habits.

- Coronavirus spreads through the air when people breathe, talk, cough, sing or shout.
- It spreads quickly during waves that last several months.

We can protect ourselves by:

- Keeping gatherings small, short and possible indoors.
- Wearing our masks when with others outside the house.

If you are sick, stay at home.

Keep physical distance from others.

Wear a mask.

Cover your cough.

Mask up!

A 3-layer cloth mask halves the amount of coronavirus you spread.

- Masks protect you and the other person - it shows you care.

Stay home for 10 days and test if you develop coronavirus symptoms:

Cough	Loss of smell or taste
Sore throat	
Fever	Body aches

Try to stay separate from others in your home. If you can't, wear a mask and open doors and windows.

Go to hospital immediately if you develop:

- Difficulty breathing
- Chest pain that won't go away
- Confusion
- Can't wake

Western Cape Government

Western Cape call centre: www.westerncape.gov.za

Be extra careful if you are at risk of severe COVID-19: over 55 years or with diabetes, HIV, TB, kidney disease, hypertension, chronic lung disease or cancer.

Stay safe ... VACCINATE



COVID-19 Wave 3 Communication: Social Media

Ads in all 3 languages

Western Cape Government June 30

Sinceidise sithi #FlattenTheCurve kwaye sisindise ubomi babantu ngokuthi shlhale sizikhusele kwizithuthi zikawonkewonke. Hiala unxibe imaski rhoqqo kwaye uvule lifestile.

HLISA IZINGA LENTSHOLONGWANE NXIBA IMASKI.

Western Cape Government July 7

Help us #FlattenTheCurve and save lives. Avoid social gatherings and remember to take care of good ventilation with lots of fresh air.

See original · Rate this translation

LAAT DIE KURWE AFPLAT VERMY BYEEN

Voorkom die derde golf Bly by die huis

Western Cape Government July 12

Help us #FlattenTheCurve and save lives by taking extra precaution to protect those at high risk of severe COVID-19 illness.

FLATTEN THE CURVE PROTECT AT HIGH

Stay safe. Protect those at risk

Western Cape Government Sponsored

We are now in an accelerating third wave of COVID-19, driven by the Delta variant. We need to break the chain of transmission: See More

Help us flatten the curve

Facebook was used as a medium to reach a wider audience through demographic targeting in the Western Cape. These posts were designed to encourage citizens to stay safe and engage in safe COVID-19 behaviour to minimise the rate of infections, especially during wave 3. Departments of Community Safety and Social Development supported the COVID-19 wave 3 campaign with targeted posts (as part for the hotspot communication) in the Eastern Substructure, Klipfontein, Mitchells Plain and Khayelitsha regions.

COVID-19 Wave 3 Campaign: Social Media Overall Performance



Data	25 th June – 31 st July
Total Impressions	6,096,254
Total Reach	738,310
Post engagements	11,265
Link clicks	10,266

- Facebook proved to be an effective platform for the type of content produced.
- Taking into consideration the timeframe, the campaign performed remarkably well.
- The purpose of the campaign was to educate and create awareness about the importance of flattening the curve.**
- The carousel ads performed well and attained the objective of driving traffic to the site.
- Over 60% (16/20) of the content created consisted of languages in isiXhosa and Afrikaans. Yet, the top 3 performing posts were in the English language. This would suggest that more people engaged better with the English content.



Safety of COVID-19 vaccines, vaccine registration and vaccine availability.

Western Cape Government COVID-19 Communication Vaccination Campaign



The Western Cape Government communication campaign for the vaccination of citizens had 4 key objectives:

- Inform citizens on when and how to register for the vaccine.
- Encourage citizens to take the vaccine by providing information on the safety of vaccines and their efficacy against hospitalization and death.
- Counter misinformation (debunk fake news) on vaccines and general vaccine hesitancy;
- while also encouraging citizens to stay safe, mask up and follow the basic COVID-19 protocols.

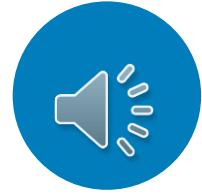
The WCG embarked on a communication campaign that would realize these objectives through various communication mediums, namely: radio, newspaper, street pole advertising, taxi branding, static and mobile billboard advertisements and social media.



COVID-19 Vaccination Communication: Radio

The Western Cape Government's Vaccination Communication drive focused hugely on radio due to its reach across the Western Cape. Specific elements on radio included: radio advertisements, radio live reads, radio interviews and radio shows (Q&A/interviews).

- The recorded ads were in 3 languages covering the Western Cape extensively – utilising both regional and community radio stations. These ads aired during the period June – July 2021. The objective of the recorded ads was to provide information on registration points, vaccination safety and to encourage vaccination.
- The live read ads (in 3 languages) focused on information relating to vaccination efficacy and rollout (phases). These were aired on Community Radio Stations in July 2021.
- The radio interviews aired on both Community and Regional Stations (Bush, Zibonele and Umhlobo Wenene) with focus of providing information on vaccines and addressing vaccine hesitancy.





COVID – 19 Vaccination Communication: Radio

- **Radio shows** include the Premier 1st Thursday and Community Safety Radio show. The 1st Thursday Radio show Show is on the 1st Thursday of each month and covers various topics relating to COVID-19 and the Western Cape's vaccination programme. The Community Safety Radio show runs every second week with guests from the Department of Community Safety and Health covering various topics relating to COVID-19, Wave 3 and vaccination programme. This is a Q&A show which allows for residents to call-in and send messages asking questions.
- TPW did **recorded adverts** that covered community voices talking about their story and encouraging citizens to register and vaccinate. These Ads were also done in all 3 languages and Ads covered all 6 districts across the Western Cape.



English

Afrikaans

isiXhosa



COVID-19 Vaccination Communication: Print

These print ads provided citizens with information on where to vaccinate, the efficacy of vaccines, when you can expect your second SMS, updates on the vaccination rollout and encouraging 50+ group to walk in register and get vaccinated. The ads were covered in all three languages and ran between June and July 2021.

The ads covered the greater Western Cape Area and the publications where these ads were place are below:

Dailies

Die Son Wes and Daily Voice, Argus, Cape Times, Die Burger.

Communities print publications

Witzenberg Herald, Die Courier, Dizindaba, OnsKontrei, Vukani, George Herald, Oudtshoorn Courant, Paarl Post, Weslander, People's Post : False Bay, Swartland Gazette, Helderberg Gazette, Eikestadnuus, WorcesterStandard, Hermanus Times, City Vision –Khayelitsha, Langunyaand Lwandle/Nomzana. Dizindaba, Impact News, Isolabantu, Karoo Stem, Swartland Joernaal, Knysna Plett Herald,

Mossel bay Advertiser, Athlone News, Bolander, Plainsman, False Bay Echo, Claremont/Rondebosch, Constantia/Wynberg, Athlone, Atlantic Seaboard/City, Grassy Park, Lansdowne, Mitchells Plain, Retreat, Woodstock/Maitland, SwartlandGazette, Helderberg Gazette, Eikestadnuus, Worcester Standard, Tygerburger-Bellville, Brackenfell, De Grendel, Durbanville, EersteRivier, ElsiesRivier, Goodwood, Kraaifontein, Kuilsrivier, Milnerton, Parow, Ravensmead/Belhar, Tableview, Tygervalley, Die Hoorn, District Mail, Weslander, Breederivier Gazette, Peoples Post -Mitchells Plain.

Print ads

May – Vaccination ads detailing how to go about getting vaccinated and encourage vaccination together with a motivational message

June - Vaccination ads detailed how to go about to get vaccinated and encouraging vaccination together with a motivational message

July – Targeted ads to Khayelitsha and Mitchells Plain

August – Targeted ads to rural areas – began flighting on 18 August.

COVID-19 Vaccination Communication: Print



Youth linked to work

The Covid-19 pandemic has exacerbated the challenges faced by young people entering the South African labour market, says Western Cape Education MEC Lynne Brown.

Hence the province is launching a programme targeting young people who had given up on looking for work or were not in school. A year later the rate had increased to 78% (from 70%).

"The challenge is that youth do not have the means or the skills to better their lives," says Brown. "That's why we have the 'Work for the winter' programme."

"What we offer is a link between education and employment. Our corporate partners enable us to create opportunities for learners who may not have the skills beyond Grade 10, as well as those who did not complete matric," she says.

He adds that these organisations are also providing training and skills or young South Africans part of a transition programme.

"It is important that the value is held in the form of a certificate, which is recognised in their future career," he says.

However, they often end up as unskilled workers with no skills, and know how to train these young people, which is where the Academy comes in.

"We have 100 learners attached to our South African partners every month, in more than 100 campuses across the country through key courses that are immediately relevant to the workplace," says Brown.

Making all this possible is Minister of Higher Education and Training Sectoral Minister of Science and Technology, Dr Blade Nzimande.

He adds that the Academy includes a range of programmes aimed at employees in its curriculum:

- Business Administration: National Curriculum (NQF 2)
- Early Childhood Development: National Curriculum (NQF 2)
- General Support: National Curriculum (NQF 2)
- Health Care: National Curriculum (NQF 2)
- Information Technology: National Curriculum (NQF 2)
- Language: National Curriculum (NQF 2)
- Occupational Health, Safety and Environment: National Curriculum (NQF 2)
- Project Support Service: National Curriculum (NQF 2)
- Whiskers and Head: National Curriculum (NQF 2)

"Our target market is to 12-year-olds and 13-year-olds from the most disadvantaged communities, like the Khayelitsha area, who have a desire to build up their skills and knowledge to support the country's economic growth and give South Africa a brighter future," says Nzimande.

Engelbrecht says the academy will offer learners the opportunity to access community centres, libraries and schools to help open campuses to them. The idea is to make education affordable and accessible to everyone so that in their first year or so, getting into one learner a year," he says.

Bullying a problem

Western Cape

"Bullying is a reality in our schools," says Ayse Dauda, Western Cape Education MEC's Chief Monitor.

Dauda says it is one of the most serious challenges facing today, and it needs to be managed.

"Bullying can happen in all shapes and forms, whether it be physical, verbal or indirect. It is when behaviour is repeated in one of the three ways by an aggressor."

Children often feel powerless, embarrassed academically, physically, depressed and sometimes even angry.

Matthews says the department is working to combat the issue.

"We are working alongside our districts to support the services within the WCED, such as the Child Protection Unit, social workers, engaging internally via the Departmental Monitoring and Evaluation and NCMs," he says.

Matthews adds that it is a serious concern, but has available:

- **WCC 24/7 SAPE**: Schools Call Centre staff on-call for immediate support.
- **Childline**: Available 24 hours a day on 0861 111 121, 24/7, contact free to call.

LET'S DO THIS

Vaccines offer excellent protection against severe Covid-19 illness and death. They have been rigorously tested, internationally and locally, and are proven to be safe and effective.

vaccinate so you can be around to watch them grow.

Registering to vaccinate is a quick and easy process:

- 1 Visit westerncape.gov.za and click on the link to register.
- 2 Capture your basic details, including your ID or passport numbers.
- 3 Provide a cellphone number where confirmation of your registration and future booking details will be SMSed.
- 4 Indicate where and when you would like to be vaccinated.
- 5 Enter your medical aid details if you have one – it doesn't matter if you don't!
- 6 Check that all your details are correct and press submit. The system will send you an SMS to verify your registration on the system. When it is your turn, you will receive a second SMS with your appointment time and place. You will need to show this at vaccination sites, with your identification document.
- 7 Should you need a 2-dose vaccine, such as the Pfizer vaccine, you will be given a follow-up appointment date.

If you are struggling to register, or don't have internet access, ask a family member, friend or trusted person in your community to help you.

Send the word 'REGISTER' to 06000 123 456 or WhatsApp or dial '1544#828'. For support to register, call 0460 142 142 or visit westerncape.gov.za/covid.

COVID-19 Vaccination Communication: Print



Ukuba uneminyaka engama-60 nangaphezulu kwayo awukabhaliswa, okanye awukallfumanli idinga, nceda uye kweyona ndawo yokugonyela ekufutshane nave apho uzakuncedwa khona ngokubhaliswa nangokugonywa njengomntu ongena dinga.

Izitofu eziisetenziswayo eMzantsi Afrika zivunye yISAHPRA kwaye zikhuselekti. Ngabasebenzi bethu bezempilo abangapheze kwama-68% abasele belwenzile uyongo. Uyongo lubolelela ngokuhuseleko olugqwestleyo kwitzigulo nasekubhubhent okunxulumene neCOVID-19.

"Ndigqibe ekubeni mandisithathe esitofu ukubonisa abantu ukuba sikhlo ukuzokuncedwa thina. Ndfuna ukukuthuthaza nabanyi abantu."

Ustoda Zolwane Gidi-Dyosi –
Websi nguMasibenzin wohlekakelo wokuQala ukufumana izitofu aNtshona Koloni

Ngaphambi kokuba u 20:38 ✓

Ukhe waziqwalasela iindlela ongazikhetha zocwangciso-ntsapho? 20:38 ✓



COVID-19 Vaccination Communication: Print

Print ads covered by the Department of Health

Publication: People's Post (Mitchell's Plain)
Date: Tuesday, August 03, 2021
Page: 6

WESTRIDGE

Mall hosts pop-up vaccine site

SAMANTHA LEE-JACOBS
 @Samantha_Lee121

Religious leaders in Mitchell's Plain have joined forces with the provincial health department in a bid to encourage locals to get vaccinated. With a noted vaccination hesitancy among residents 50 and older, the department hopes the move to involve religious leaders, spreading the message by leading through example, will assist in getting more interested in being vaccinated.

Two local pastors were also vaccinated at a pop-up vaccination site.

The one-day pop-up facility was launched in July, following which it opened at Westgate Mall on Thursday 29 July.

With it being month-end, the vaccination drive was intended to get shoppers to get vaccinated at the mall, saving them a trip to a permanent vaccination site.

The site was also visited by provincial health

minister, Dr Nomafrench Mbombo.

She says they had noted vaccination numbers in the area were good, but later discovered that a large majority of these numbers were made up of residents who travelled from outside the area to be vaccinated due to vaccination capacity at Mitchell's Plain sites, such as the Lenteguer Psychiatric Hospital.

Despite inclement weather, officials were pleased with the turn-out, being able to vaccinate hundreds of people, and assisting those not registered, to get vaccinated.

The following step in the pop-up will be a second visit to Boxer stores in Town Centre and Phillipi today (Tuesday 3 August) and tomorrow Wednesday 4 August to assist those who are unvaccinated making use of South African Social Security Agency (Sassa) grant queues and shopping at these stores.

Vaccinations are currently open to residents aged 35 and up with vaccinations for the final adult age group – 18-34 – set to commence in September.

Religious leaders gathered at the pop-up vaccination site in a bid to encourage locals to get vaccinated.
PHOTOS: SAMANTHA LEE-JACOBS



Publication: Cape Times
Date: Tuesday, August 03, 2021
Page: 3



A NEW vaccination station has been set up at Khayelitsha Hospital to help ramp up the Covid-19 vaccine roll-out. Sponsored by the Cipla Foundation, the facility is the first of three mobile stations that will also be placed at the Groot River and Vanguard community clinics.
HENK KRUGER AllCan News Agency (ANA)

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COVID – 19 Vaccination Communication: Print



Print Ads done by Department of Transport and Public Works using community voices to speak to vaccination registration and getting vaccinated.

Half-page ads placed in newspapers. One insertion per newspaper and Ads were covered in English, Afrikaans & isiXhosa A total of 47 insertions across all 6 districts in the Western Cape.



Ukuze ubhallisele ugonyo Iwakho, thumela ell gama llihi "REGISTER" ku-0600 123 456 ngo-WhatsApp
okanye davela u-1134*82#



Om vir jou inenting te registreer, WhatsApp die woord "REGISTER" na 0609 123 456 of skakel *134*832#



To register for your orientation, send the word REGISTER to 2620-327-455 or WhatsApp on +234813419781.

COVID – 19 Vaccination Communication: Online Article



Department of Agriculture statement and online article on Covid 19 and the vaccination of workers.
Click here for the link to the [online statement](#) and [online article](#).

 Republic of South Africa

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MEC Ivan Meyer on agricultural workers getting vaccinated

30 Jul 2021

Agricultural workers get their jab

Yesterday, Western Cape Minister of Agriculture, Dr Ivan Meyer, visited the Western Cape Government's Covid-19 vaccination facility at the Satellite Health Facility at Bovlei Farm in Wellington, where approximately 500 agri-workers lined up for their Covid-19 vaccination.

Minister Meyer was accompanied by Alderman Conrad Poole, Executive Mayor of Drakenstein Municipality and Councilor Rita Andreas, Member of the Mayoral Committee (MMC) for Rural Development.

During the visit, Alderman Poole thanked the Western Cape Health Department, Cape Winelands District Municipality, Councilor Andreas, the health workers and all the departments who joined hands to make the vaccination session a success.

Poole: "They have done a great job in making this initiative possible. It is going very well."

"It is absolutely fantastic that our various role players can work together to ensure that our agricultural workers have a chance to fight this virus that is causing us so much heartache."

Dr Meyer said it was vital that we encourage people to vaccinate against the virus.

Meyer: "It is a wonderful programme. Our agri - workers and our farmers in the vicinity are here to get vaccinated, and it is fantastic to see them arrive in their numbers to do so."

"We need to achieve herd immunity, and today is another critical step towards that goal. I have a great appreciation for the crucial role of our medical staff. In addition, our agri-workers play an essential role in the food value chain in the Western Cape."

"We are urging all the people of the Cape Winelands to take part in the vaccination program so that we can beat this virus."

Media enquiries;
Daniel Johnson
Spokesperson for Minister Ivan Meyer
Tel: 079 990 4231
Email: Daniel.Johnson@westerncape.gov.za

South Africa: MEC Ivan Meyer On Agricultural Workers Getting Vaccinated



30 JULY 2021

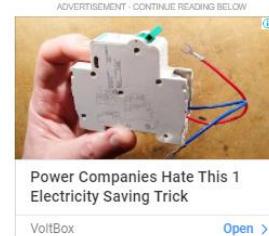
Government of South Africa (Pretoria)

PRESS RELEASE

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Power Companies Hate This 1 Electricity Saving Trick

VoltBox

Open >

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"We are urging all the people of the Cape Winelands to take part in the vaccination program so that we can beat this virus."

Read the original article on Govt of SA.



COVID-19 Vaccination Communication: Street Pole Posters

Street pole poster ads were aimed at informing citizens in low uptake areas of how they can register i.e., via WhatsApp, USSD and the website, as well as informing citizens that the vaccine is safe.

- The posters were designed in all 3 languages and flighted between June and July 2021.
- **3 000 posters were distributed across the Garden route, Cape Winelands, West Coast , Central Karoo and the Overberg.**(reviewed in conjunction with the vaccination dashboard with the focus being on non-metro areas based on access to information for citizens in these areas)





COVID-19 Vaccination Communication: Taxi Decals

The campaign included the branding of taxi windows and placing of stickers/ decals inside the taxis. The branding was done in all three languages during the period of June-September (currently still flighting).

77 taxis had exterior back window branding and 150 taxis had stickers applied to the interior of the taxi. Each included 2 x stickers.

The taxis routes covered areas in the Garden Route, Karoo, Overberg, West Coast and Winelands. (reviewed in conjunction with the vaccination dashboard with a focus on low uptake areas.)

The interior branding was designed in line with the community voices campaign – this campaign focused largely on encouraging vaccination through local leaders, healthcare workers and community influencers.

The exterior ads were designed with a simple call to action to encourage vaccination. The ads included two mediums for registering i.e. via WhatsApp and USSD (Real time, two way engagement via mobile phone).



COVID-19 Vaccination Campaign: Taxi Decals



COVID-19 Vaccination Campaign: Stationary and Mobile Billboards



Billboard ads also covered the community voices in all 3 languages during the period June-August 2021. Mobile billboards were covered across the following areas: Garden Route, Cape Winelands, West Coast, Central Karoo and Overberg. (reviewed in conjunction with the vaccination dashboard with the focus being on low uptake areas). 5 x mobile trailers were sent out to the non-metro areas.



COVID-19 Vaccination Campaign: Information Flyer



Information Flyer

The flyer was shared with Local government and local municipalities, WCG Access Centres and Thusong Centres. The flyers were also used as part of Premier Alan Winde's community engagements.

No. of flyers and posters printed:

- 21 000 A5 flyers
- 350 A3 posters

The flyers cover information on the citizens right to vaccinate or not, the efficacy of the vaccine against severe COVID-19 infection and death, and provides details on how citizens can register to get vaccinated.

An information flyer for the COVID-19 vaccination campaign. It features a woman in a mask looking at her phone, a "Vaccinate Let's Do This" logo, and two sections of text: "What you should know:" and "How to register to get vaccinated:". The "What you should know:" section contains 6 numbered points. The "How to register to get vaccinated:" section contains 7 numbered steps.

What you should know:

- 1 Vaccination is your personal choice.
- 2 Covid-19 vaccines are rigorously tested, internationally and locally, and are proven to be safe and effective.
- 3 Vaccines offer excellent protection against severe Covid-19. They give nearly 100% protection against Covid-19 related death.
- 4 The vaccine does not cause Covid-19.
- 5 It is normal to experience mild side effects, like fever, nausea and body aches. These pass quickly and are a good sign that your body is building protection.
- 6 The vaccine is provided at no cost at vaccination sites to those who register. To get it, you must register.

How to register to get vaccinated:

- 1 Visit westerncape.gov.za and click on the link to register.
- 2 Capture your basic details, including your ID or passport number.
- 3 Provide a cellphone number where confirmation of your registration and future booking details, will be SMSed.
- 4 Indicate where and when you would like to be vaccinated.
- 5 Enter your medical aid details if you have one – it doesn't matter if you don't.
- 6 Check that all your details are correct and press submit. The system will send you an SMS to verify your registration on the system. When it is your turn, you will receive a second SMS with your appointment time and place. You will need to show this at vaccination sites, with your identification document.
- 7 Should you receive a 2-dose vaccine, such as the Pfizer vaccine, you will be given a follow-up appointment date.



Send the word "REGISTER" to 0600 123 456 on WhatsApp or dial *134*832#. For support to register, call 0860 142 142 or visit www.westerncape.gov.za



COVID-19 Vaccination Campaign: Information Flyer

Flyers were designed as part of Education's campaign and covered topics on "tell us more about the vaccine" and "what to expect on the day".

These flyers were distributed to all schools/unions with letters from the SG.



Vaccinating our Educators and Staff at Schools

VACCINATE LET'S DO THIS

WHAT TO EXPECT ON THE DAY OF VACCINATION?

On the day of your vaccination

- You must wear a mask and clothing you can remove easily to expose your left shoulder.
- You will be provided with information/materials about the vaccine.
- You will be asked again to give permission to be vaccinated. Any questions and concerns that you have about the vaccine will be responded to by the healthcare workers.

When you get vaccinated

- Your vaccinator will ensure that your name and contact details are correctly captured on the registration system.
- You will be asked a few questions relating to your medical history.
- Tell your vaccinator if you have had a serious allergic reaction before or if you take medication that might make your bruise or bleed easily.
- You will receive an injection into the muscle of your left arm, just below the shoulder. It might be a bit uncomfortable.
- Apply gentle pressure afterwards, do not rub it.

When you are done

You will need to be observed for at least 15 minutes after your vaccine so that your vaccinator can help you if you develop an allergic reaction (this is very rare). If you have had any previous allergic reactions to anything, you will need to be observed for 30 minutes.

- Side effects such as a painful arm, fever, headache, fatigue, muscle aches and nausea are common from about 6 hours after vaccination – it shows that your body is building an immune response to the vaccine. You can use paracetamol if necessary. These side effects usually resolve within 24 hours.
- You will receive a leaflet with more information about side effects.
- If you have any questions or concerns, you may contact the Western Cape call centre on **0860 142 142**.

After the injection:

Protection starts around two weeks after the first injection but is best one month after the single Johnson and Johnson vaccine.

Even after you received the vaccination, you must continue with COVID-19 prevention measures, such as wearing a mask, keep a physical distance from other people, avoiding crowds and confined spaces, and washing your hands regularly. We must protect those who have not been vaccinated.

Send the word 'REGISTER' to **0600 123 456** on WhatsApp or dial ***134*832#**. For support to register, call **0860 142 142** or visit www.westerncape.gov.za (Information supplied by the Western Cape Department of Health)

Western Cape Government Education



Vaccinating our Educators and Staff at Schools

VACCINATE LET'S DO THIS

TELL US MORE ABOUT THE VACCINE

Johnson and Johnson Vaccine:

In South Africa, the Johnson and Johnson vaccine has been provided to health workers through the Sisonke trial.

A further 31 million doses of this vaccine (covering 31 million people) have been ordered with the first delivery expected in the second quarter of 2021.

Is the vaccine safe?

- COVID-19 vaccines are tested rigorously and are proven to be safe and effective.
- If you are an adult with an underlying medical condition or illness, you have a greater risk of severe COVID-19 and should get the vaccine to protect you.
- It gives nearly 100% protection against severe COVID-19 and COVID-19 related death.
- It cannot give you COVID-19 as it does not contain any live virus.
- It cannot change your DNA.
- No COVID-19 vaccine contains animal products or eggs. The vaccines are suitable for vegans and are halal. The rubber stoppers of the vaccine vials do not contain latex.
- The National Department of Health and the South African Health Products Regulatory Authority (SAHPRA) are monitoring the safety of the vaccines as they are rolled out across the country.
- In the United States, an extremely rare side effect of the Johnson and Johnson vaccine was reported in 8 people of 7 million (0.0001%) who received the single dose. The side effect involved clots in unusual veins in the body (brain, abdomen) together with low levels of platelets.

What is contained in the vaccine?

All COVID vaccines contain instructions for the spike protein on the coronavirus. The Johnson and Johnson vaccine contains an adenovirus which has been modified so that it cannot cause disease or multiply in humans. The vaccines naturally disintegrate within days after they have instructed your immune system to respond to the spike protein on the coronavirus. In addition, the Johnson and Johnson vaccine contains the following non-active ingredients:

- Sodium chloride
- Citric acid monohydrate buffer
- Polysorbate 80
- 2 hydroxypropyl-β-cyclodextrin (HBCD)
- Ethanol (absolute)
- Sodium hydroxide
- Water for injection

Can I get the vaccine if I have symptoms of COVID or if I am in quarantine?

- If you currently are in quarantine because of exposure to someone with COVID, you should wait until you have completed your quarantine period, before getting vaccinated.
- If you have had COVID you should wait until 4 weeks after your symptoms started. If you have COVID symptoms on the day of your vaccination, you will be referred for a test and the vaccination will be rescheduled.

Send the word 'REGISTER' to **0600 123 456** on WhatsApp or dial ***134*832#**. For support to register, call **0860 142 142** or visit www.westerncape.gov.za (Information supplied by the Western Cape Department of Health)

Western Cape Government Education



COVID-19 Vaccination Communication: Vaccination Site Graphics

Graphics were designed to be shared on social media but also largely to be shared via WhatsApp as this is a popular information sharing platform.

Flight duration: **May 2021-current** (updated weekly)

Graphics cover the various vaccination sites in each district including the dates, helping people to pinpoint their closest vaccination site.

Graphics are shared with Local Government across their various WhatsApp groups as well as shared with Health, EG4C, Thusong and Access Centres.

VACCINATION PROGRAMME
Overberg District vaccination sites (10 - 13 Aug)

The Western Cape is bringing online more vaccination sites on a weekly basis. This is linked to the supply of vaccines, with deliveries expected on a weekly basis.

The following sites are coming online in your district over the next week. This is not the final list of sites. We will reshare these graphics as activation dates are confirmed, and as more sites get added. **Sites in the Overberg District will be operational from 09h00 - 14h00 weekdays.**

Local Municipality	Vaccination Site	Online date
Overstrand	Hermanus CDC	10, 12/08/2021
Overstrand	Hermanus Auditorium	11, 13/08/2021
Overstrand	Ganbaai Pretorius Hall	11, 12/08/2021
Overstrand	Klaaimond Protea Hall	10/08/2021
Overstrand	Moffat Hall (Mt Pleasant)	11/08/2021
Overstrand	Stanford Community Hall	12/08/2021
Overstrand	Howtown Thusong	13/08/2021
Theewaterskloof	Grabouw CHC	10, 13/08/2021
Theewaterskloof	Caledon Hospital	10 - 13/08/2021
Theewaterskloof	Riviersiderend Community Hall	10, 11/08/2021
Theewaterskloof	Villiersdorp Vredens Annex	10, 12/08/2021
Theewaterskloof	Genadental Clinic	11, 13/08/2021
Theewaterskloof	Botrivier Clinic	11, 12/08/2021
Theewaterskloof	Greyton Satellite Clinic	13/08/2021
Swellendam	Barrydale Fort Haven	11/08/2021
Swellendam	Swellendam Show Grounds	12/08/2021
Cape Agulhas	Glaskatteel Bredasdorp	11/08/2021
Cape Agulhas	Struisbaai Dienstcentrum	12/08/2021
Private		
Cape Agulhas LM	Clicks Pharmacy Bredasdorp	
Overstrand LM	Albertyn Pharmacy	
Overstrand LM	Clicks Pharmacy Hermanus	
Swellendam LM	Clicks Pharmacy Swellendam	
Theewaterskloof	Clicks Pharmacy Caldon	

NOTE: These sites may open or close on any day as it is dependent on vaccine availability. Booking teams will still be available. Members of the public to check with local health contact to confirm days of operation. Most of the sites will be closed on 5 August due to the public holiday, but check locally which will be open.

We kindly ask that you wait for your second SMS before going to a site so that we can prevent long queues and ensure a Covid-19 safe process. **If you are over 60, you can register onsite and get vaccinated.**

If you do decide to go to a vaccination site without an appointment, we cannot guarantee that you will get a vaccine as those with appointments will be prioritised.

We thank you for your patience and support as we roll-out the biggest vaccination programme in our history.

Dates may be subject to change. We will keep you updated weekly.

Vaccination graphics provide citizens with the vaccination sites closest to them. The graphics also encourage the 60+ group to walk in, register and get vaccinated.

COVID-19 Vaccination Communication: Social Media



These social media ads covered information around vaccination, its safety and efficacy and how effective the vaccine is against COVID-19. The posts also covered information on when and how to register to vaccinate as the different age cohorts opened, as well as covered motivational posts encouraging citizens to get vaccinated.

The posts flighted in all 3 languages from May-July 2021.

Post target:

- All citizens in the Western Cape
- Ages 60+, 50+, 35+ and 18+
- 3 languages – English, Afrikaans and isiXhosa

Social media was used to reach wider audiences effectively and ensure that all socioeconomic backgrounds would have access to the ads.



COVID-19 Vaccination Communication: Social Media

Examples of registration posts on Facebook

Western Cape Government Sponsored

If you're over 50, you can REGISTER NOW for the Covid-19 vaccine. All vaccines used in SA are safe

If you are over 50,
REGISTER NOW
for the vaccine.

Register To Vaccinate Find out more. LEARN MORE

Registe Vaccina Find out i

V 06 *

Like Comment Share

Western Cape Government Sponsored

As jy 50 jaar of ouer is, kan jy NOU vir die Covid-19-inenting REGISTREER. Al die entstowwe wat in Suid-Afrika

As jy 50 jaar of ouer is,
REGISTREER NOU
vir die inenting.

Registreer vir jou inenting Vind meer uit. LEARN MORE

Registreer jou inen Vind mee LEARN MORE

V 06 *

Like Comment Share

Western Cape Government Sponsored

Ukuba ungaphaya ko-50 ubudala, UNGABHALISA NGOKU ukwenzela isitofu se-COVID-19. Zonke izitofu

Ukuba ungaphaya ko-50 ubudala,
UNGABHALISA NGOKU
ukwenzela isitofu.

Bhalisa ukuze wenze ugonyo. Fumanisa nangak... LEARN MORE

Bhalisa wenze u Fumanisa

ung ku ol u

Like Comment Share

6 min for 60+

Premier Alan Winde 2 June at 07:35

Yesterday Tannie Evita Bezuidenhout, who is a resident in the West Coast District of the Western Cape, received her vaccination at the Wesbank Community Hall in Malmesbury, helping to send an important message... More

Like 64 · 21 comments · 13 shares

Comment Share

COVID-19 Vaccination Communication: Social Media



Examples of motivational posts on Facebook

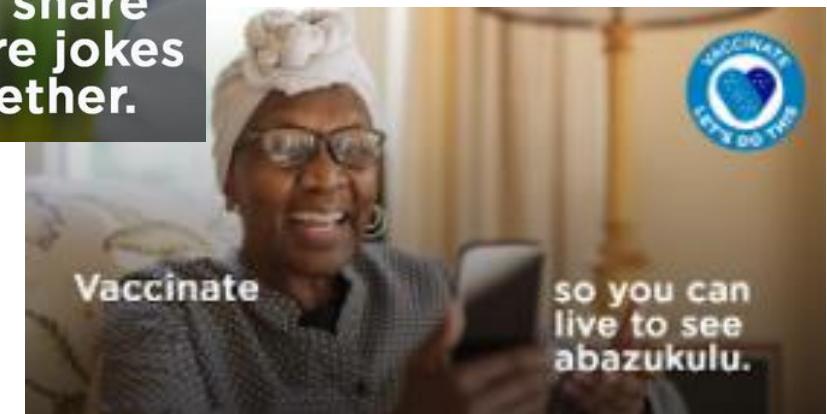
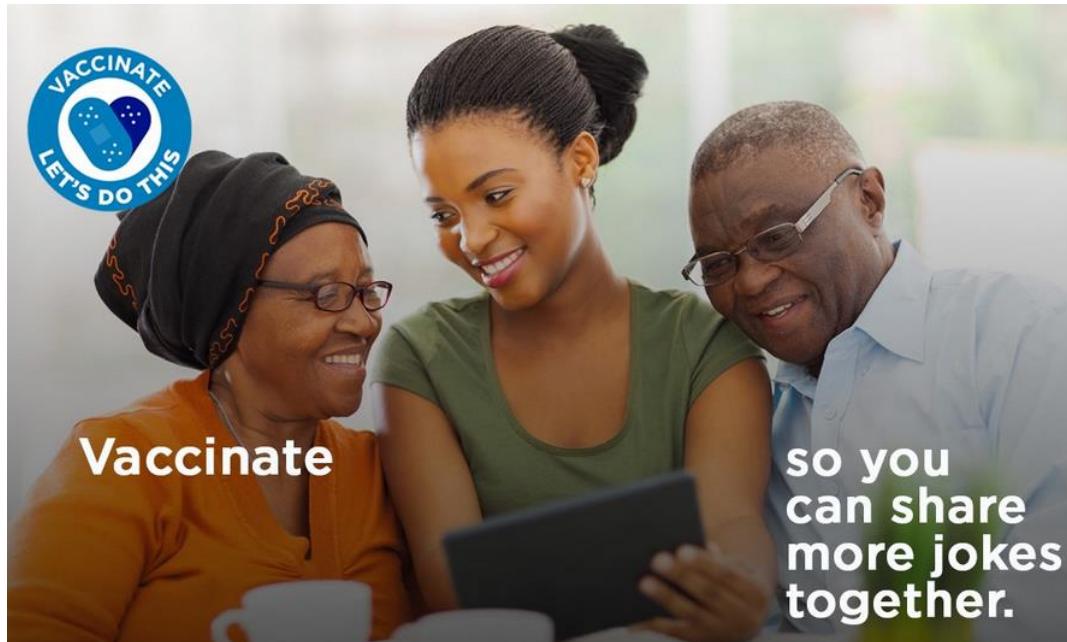
Western Cape Government May 11 ·

Know someone who is 60 or older and needs help registering for the Covid-19 vaccine?

Visit www.westerncape.gov.za and click on the 'register now' link to get them started on their journey to vaccination. The vaccine is safe and effective. #LetsDoThis

f Visit the COVID-19 Information Center for vaccine resources.
[Get Vaccine Info](#)

795 214 Comments 71 Shares





COVID-19 Vaccination Communication: Social Media

Social development ads were communicated in support of the broader WCG campaign and in relation to hotspot areas. The campaign ran from 5-30 July.

The Department of Social Development is responsible for communication within the Mitchells Plain and Klipfontein regions. The social media posts were aimed at increasing the vaccination registration for the elderly which saw the Klipfontein area with over 50% of elderly registered compared to Mitchells Plain's 26%.



Western Cape Government Sponsored ...

Your turn to register for the vaccine? You can WhatsApp the word REGISTER to 0600 123 456, dial *134*832# from any South African network for FREE, or go to www.westerncape.gov.za and click on the link to register.

ATHANATHI MABUNI
Health Minister and Minister Responsible for Migrant Health

We need to consider those people with underlying illnesses

Walter Taylor and 2 others 3 Comments

Like Comment Share

Western Cape Government Sponsored ...

Your turn to register for the vaccine? You can WhatsApp the word REGISTER to 0600 123 456 or dial *134*832# from any ...See More

Zulfa Fanuel and 5 o... 5 Comments 1 Share

Like Comment Share

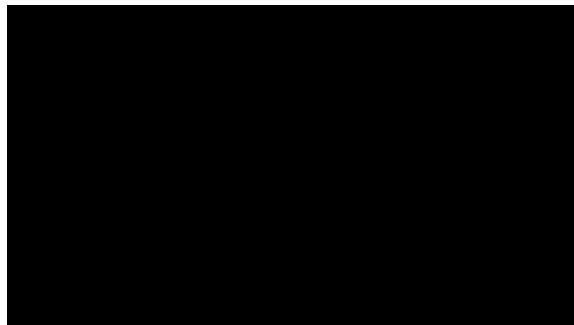


COVID-19 Vaccination Communication: Social Media

The department of Transport and Public Works as part of their Community Voices Campaign – addressed mis-information around the vaccine like the “mark of the beast” as well as encouraged citizens to take the vaccine.

These videos were shared on social media to the broad Western Cape audience.

666 The Mark of the Beast



Safely Home by Western Cape Government
3d •

Check out this video of Kaashiefah Kistnasamy from Mitchells Plain, who shares why she chooses to take the vaccine. Go to <https://vaccine.enroll.health.gov.za/#/> to register for the vaccine online. #staysafemoveforward #letsdothis



YOUTUBE.COM
Why Kaashiefah Kistnasamy will be taking the vaccine.

Safely Home by Western Cape Government
3d •

Check out this video of Mpumelelo Hanabe from Paarl, who shares why he chooses to take the vaccine. Go to <https://vaccine.enrol...> See More

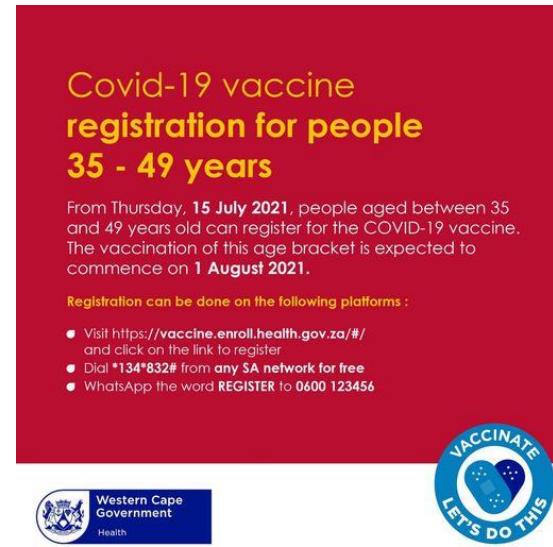
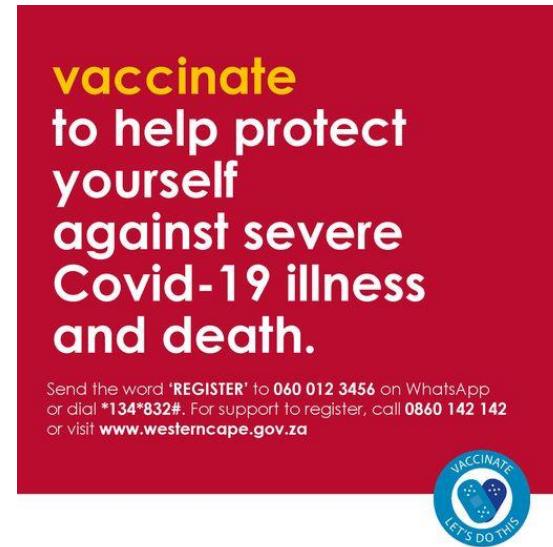


YOUTUBE.COM
Why Mpumelelo Hanabe will be taking the vaccine.



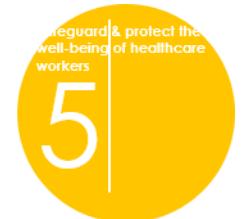
COVID-19 Vaccination Communication: Social Media

Department of Health's ads in support of the broader WCG campaign and in relation to the hotspot areas



Overall campaign insights

- Facebook proved to be an effective platform for the type of content produced.
- Content that appeals to emotion performs better than information driven content.
- Video content performed more optimally than static posts.
- **High click through number of 8 401.**
- English ads performed better than the Afrikaans and isiXhosa ads.



COVID-19 Vaccination Communication: The voice of our FBO partners



50 year old, Ds Johann Magerman from the Calvyn Protestant Church in Eersteriver shares why he decided to take the COVID-19 vaccine
#LetsDoThis

Lets unite to vaccinate so we can avoid the fourth wave!
#LetsDoThis

A portrait of Ds Johann Magerman, a 50-year-old from the Calvyn Protestant Church in Eersteriver. He is wearing a white clerical collar and a light blue surgical mask. He is looking directly at the camera with a slight smile. To his right is a graphic of the South African flag with a red circular overlay containing the text "VACCINATE" and "LET'S DO THIS" around a stylized heart.

Ds Johann Magerman, 50 years old
Calvyn Protestant Church Eersteriver

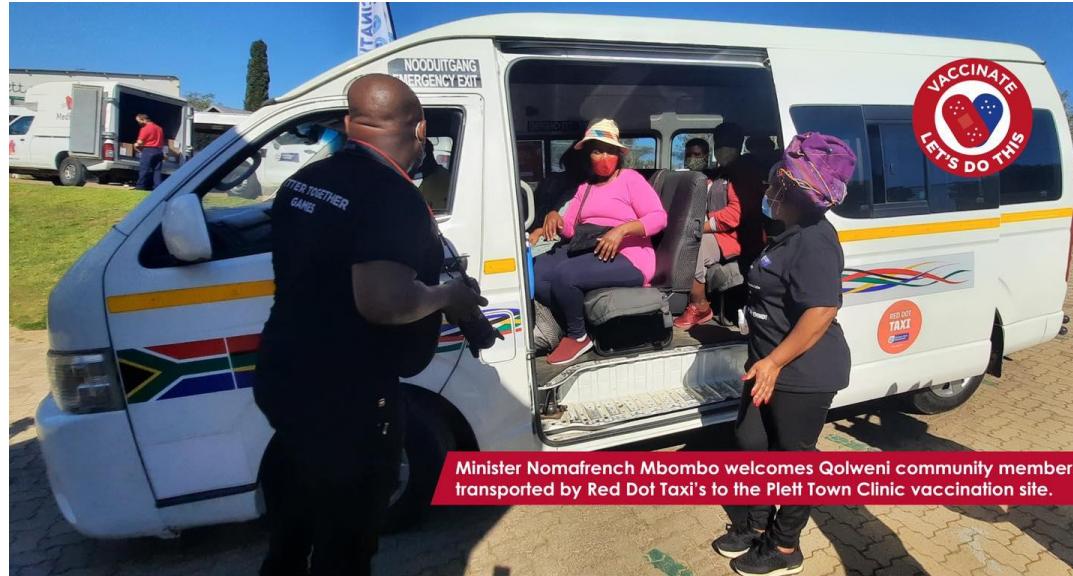
"I have first-hand experience of the devastation this disease has brought on our family, our communities and our faith communities. In honour of their sacrifice, I have decided to take the jab. Do the right thing. If you are eligible, please register and get your jab."

Vaccinations are now open to 35+ year olds.

COVID-19 Vaccination Communication: Social Media



Localised messaging done by the Department of Health



Minister Nomafrench Mbombo welcomes Qolweni community members transported by Red Dot Taxi's to the Plett Town Clinic vaccination site.

Public Notice
2 August 2021

The COVID-19 vaccine supply remains under pressure in the Western Cape, with demand for vaccinations exceeding our available supplies in both the Metro and in Rural districts. As we await our allocated supply from the National Department of Health for the week, our Department will continue to work tirelessly to ensure that each facility is provided with enough vaccines to manage and support the current demand. We expect the pressure to ease next week. Our staff are committed to providing you with an excellent vaccine service and we ask for your support and patience.



2 AUGUST 2021

If you are 35 years and older then come to 4 Dorp Street to receive a Covid-19 vaccination. Registration assistance is also available. The Department of Health's vaccination site will be open from 08:00 to 14:00. Please remember to bring your ID.



Weekend vaccinations 31 July and 1 August
5 565 people took up the opportunity to be vaccinated over the weekend.



COVID-19 Vaccination Communication: Social Media



Public Notice
28 July 2021

We have received fewer vaccines from the National Government than anticipated for this week. Our Department is working behind the scenes to ensure that we receive additional vaccines to be able to sustain the high demand. This does mean some of our sites are under pressure, and we ask for your support and patience. We continue to do everything possible to get available supplies to every corner of the province, and our staff are working extremely hard to provide you with an excellent vaccine service.



Updated coronavirus PCR and antigen testing criteria during the third wave



The following categories will be eligible for Antigen and PCR testing, with Antigen testing encouraged as first line test as results are available immediately.

Note: If the Antigen test is negative, then a follow up PCR test MUST be done.

1. All those with coronavirus symptoms AND at least 1 of:
 - Needing hospital admission
 - At high risk of severe disease:
 - Age > 45 years
 - Diabetes
 - Obesity
 - High blood pressure
 - Heart disease
 - Lung disease
 - Kidney disease
 - Cancer
 - Tuberculosis
 - HIV
 - Clusters in group settings such as old age/care homes, hospitals, schools, workplaces, hostels, prisons etc
 - Health care workers

The following should only be tested via PCR.

2. All those with no coronavirus symptoms BUT at least 1 of:
 - Patients awaiting surgery - to test 3 days or less before operation.
 - Exposed health care workers in quarantine with no symptoms at day 7 - to allow early return to work.
3. All natural deaths who had coronavirus symptoms.

PUBLIC VACCINATION SITES: 24 JULY 2021

23 July 2021

Vaccination sites in the Cape Metro

- Goodwood Hall 08:00 - 12:00
- False Bay Hospital 08:00 - 12:00
- Saxon Sea Hall, Atlantis 08:00 - 12:00
- Beaconsfield Frail Care Centre, Mitchell's Plain 08:00 - 12:00
- Gugulethu Community Health Centre 08:00 - 12:00

Vaccination sites in Rural

- Montagu Clinic, Langeberg 09:00 - 14:00
- Van Der Stel Hall, Stellenbosch 08:30 - 13:00
- TC Newman CDC, Drakenstein 09:00 - 15:00
- Citrusdal Hospital 09:00 - 12:00
- Vredendal Sports Hall 08:30 - 14:00

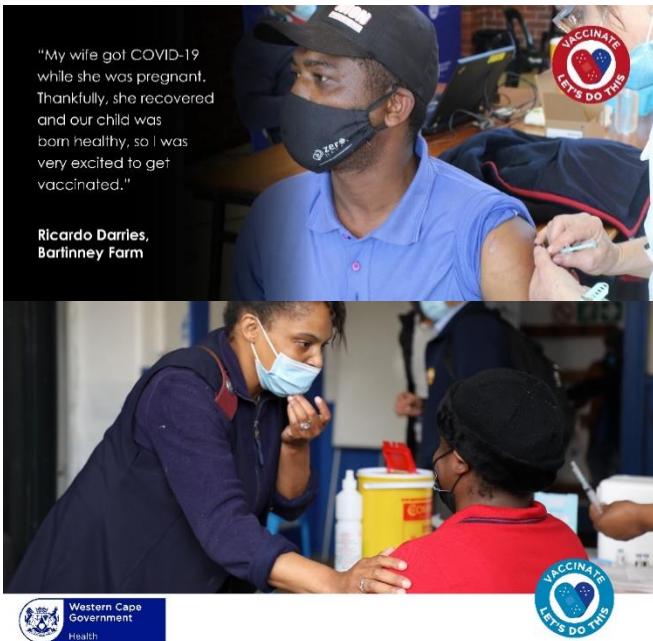
*Additional weekend sites will be considered, on an ongoing basis, as this is dependent on vaccine supplies.



COVID-19 Vaccination Communication: Social Media



Equity messaging done by the Department of Health



Jolene Squire
52 years old

"After my vaccination,
I feel happy, I feel fine.
I know this is being
done for us because
healthcare workers care
about us."



COVID-19 Vaccination Communication: Social Media



Equity messaging done by the Department of Health





Social Mobilisation to reach low-uptake areas

Bringing the vaccination programme to communities through the Mobile Wellness Bus.



Balancing supply vs demand: reaching the vulnerable





COVID-19 Vaccination Communication: Social Media

Videos were posted on social media as part of the Department of Education's campaign. These videos covered:

1. encouraging teachers and staff to vaccinate;
2. HOD encouraging the education sector to vaccinate;
3. union representatives, district staff, head office staff getting the vaccine; and
4. Educators thanking our Health and WCED colleagues for giving us the vaccine.

The Department also made use of social media platforms, as well as DBE, and paid for communication.





COVID-19 Vaccination Communication: Social Media

There were also social media posts done by the Department of Education, which covered:

1. Union posts encouraging vaccination
2. Teacher posts encouraging vaccination
3. Principal posts encouraging vaccination
4. District director posts encouraging vaccination
5. Head office/district staff posts encouraging vaccination





COVID-19 Vaccination Communication

Department of Education's overall campaign on Covid 19 Vaccination.

Press Statements

1. Western Cape prepared to rollout vaccines to staff
2. COVID-19 vaccination of educators and staff
3. Rollout of vaccines to the education sector - launch
4. Minister Schäfer warns against abusing the education vaccine sector rollout
5. Minister Schäfer receives COVID-19 vaccine

Letters - Official correspondence from Head of Department on the registration process as well as updates and encouragement. This is ongoing.

Updates to media - Soundbites and press snippets on progress of rollout sent almost daily.

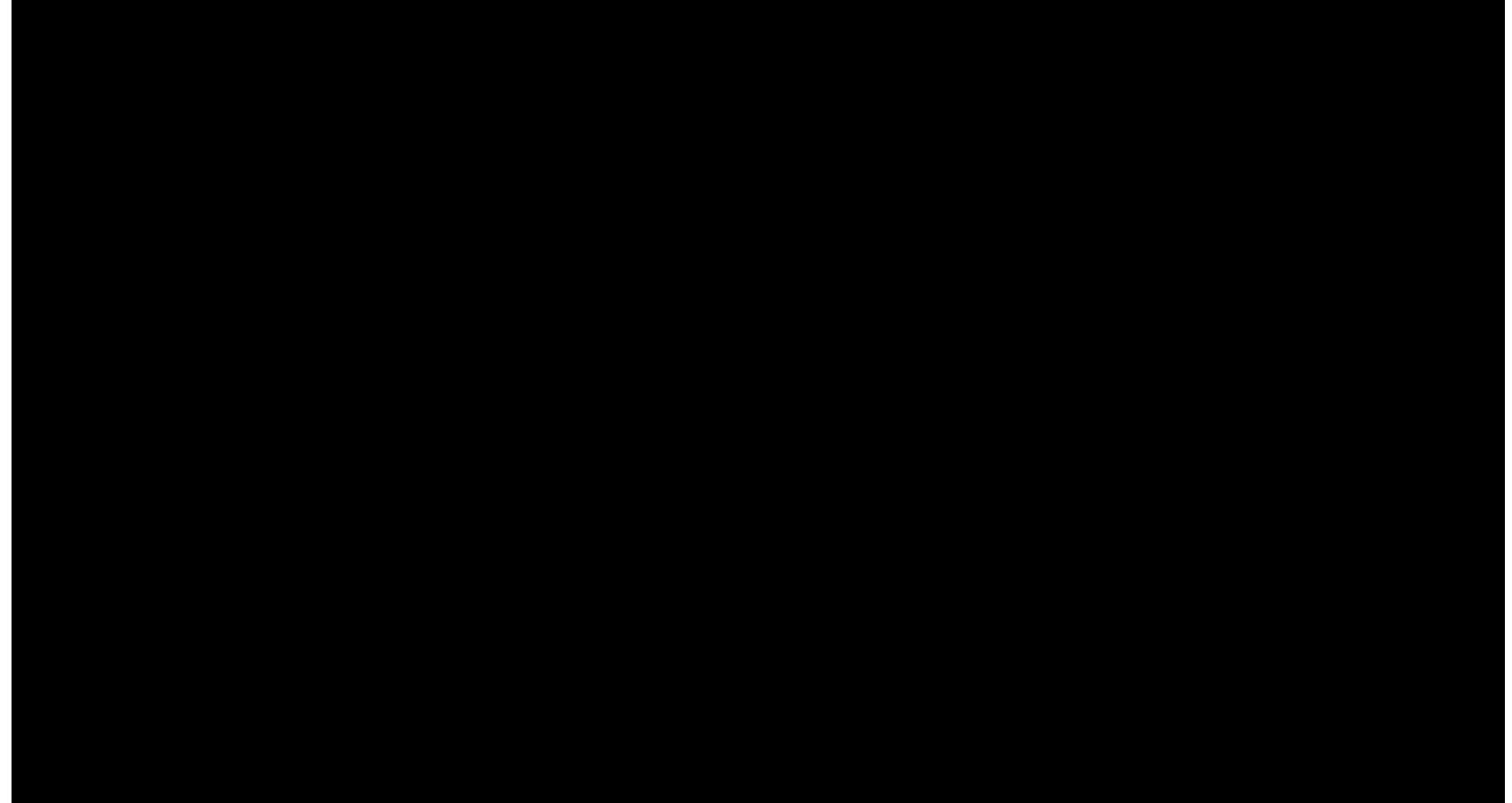
Principal engagements - In partnership with the Department of Health – the WCED had information sessions with all 8 districts, inviting all principals to attend sessions presented by Sebastian Gelderbloem, Hassan Mohamed and Bronagh Hammond

Stakeholder engagements - Engagements with stakeholder organisations – Unions, principal associations and SGB associations. Participation in various stakeholder forums with their members.

COVID – 19 Vaccination Communication – Cinema's & Drive Ins



The department of Transport and Public Works as part of the community voices campaign flighted Ads across the Cape Metro & Winelands (Worcester) in Cinema's & Drive-ins.





Information and
misinformation (fake news)
on this virus



COVID-19 Vaccination Communication: Social Media

As part of the vaccination social media campaign, the aim was to provide citizens with information on the vaccine, its efficacy and safety for use. These carousel ads were also posted and promoted on the Department of Health's Facebook page.

For this specific objective, carousel ads were used and targeted:

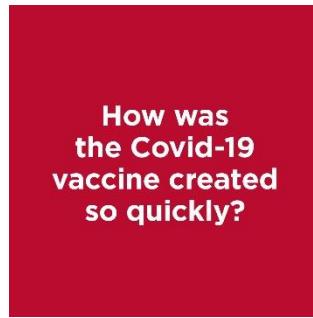
- All citizens in the Western Cape
- per age cohort 60+, 50+, 35+ and the 18+
- in 3 languages – English, Afrikaans and isiXhosa





COVID-19 Vaccination Communication: Social Media

For this specific objective, carousel ads were used and included information on:



COVID-19 Vaccination Communication: Social Media



To combat the misinformation on the virus, Health Communications identified content based on research to address vaccine myths and fake news.

Safety

Is the vaccine really safe for me to take?

The COVID-19 vaccines were widely tested by expert researchers and were found to be safe for use. Our health regulator, SAHPRA, has also checked for vaccine safety and vaccines used in South Africa have been cleared for use. Hundreds of millions of people worldwide have already been safely vaccinated.



Western Cape
Government
Health



How to spot **fake news**

Tip: Is the source that wrote it credible?

Check who the source is. Do they have a logo to identify them and do they have an online presence? This can help you confirm if they are credible.



Western Cape
Government
Health





COVID-19 Vaccination Communication: Vaccine Safety

To provide a clear and transparent understanding of the Safety and efficacy of the vaccines, information is communicated via the official vaccine website, FAQs, and on social media through graphics and videos where healthcare workers are advocates based on their experience.

The website features a prominent banner with the text "Vaccinate" and "So you can be around for the people you love". Below the banner are three numbered steps: "Get the facts", "What to expect", and "How to register". Each step has a "Learn more" button. A yellow sidebar on the right contains the text "Phase 2 NOW OPEN" and "Latest News". At the bottom right is a "COVID-19 Vaccine Registration Dashboard" section with an icon of a syringe and vial.

COVID VACCINATION FACT SHEET JULY 2021

There is a lot of scientific evidence that the vaccination gives us excellent protection against the coronavirus. Being vaccinated can save many of us from becoming very sick with the disease.

General information

What is a vaccine?
A vaccine is used to train your immune system to be able to deal with an infection and fight it off in the future.

Is there a vaccine for COVID?
Yes. In South Africa, the Johnson and Johnson vaccine is being provided to half a million health workers through the Sisonke trial. A further 31 million doses of this vaccine (covering 31 million people) have been ordered with the first delivery expected in the second quarter of 2021. The vaccine will be made available under the trademark Janssen COVID-19 Vaccine™, reflecting the partnership between Johnson and Johnson and the Belgium company Janssen. 20 million doses (covering 10 million people) of the Pfizer/BioNTech vaccine (under the trademark Comirnaty™) was made available from May onwards. Both these vaccines protect against COVID caused by both the Beta (B.1.351) and Delta (B.1.617.2) variants currently circulating in South Africa. Both vaccines have been tested for safety and safety is continuously being monitored.

About the vaccine

What is contained in the vaccine?
All COVID vaccines contain instructions for the spike protein on the coronavirus. The Johnson and Johnson vaccine contains an adenovirus which has been modified so that it cannot cause disease or multiply in humans. The Pfizer/BioNTech vaccine contains a messenger RNA (mRNA) fragment. The vaccines naturally disintegrate within days after they have instructed your immune system to respond to the spike protein on the coronavirus. In addition, the vaccines contain the following non-active ingredients:

Johnson and Johnson vaccine:

- Sodium chloride
- Citric acid monohydrate buffer
- Polysorbate 80
- 2-hydroxypropyl-β-cyclodextrin (HBCD)
- Ethanol (Absolute)
- Sodium hydroxide
- Water for injection

Pfizer/BioNTech vaccine:

- ALC-0315 = (4-hydroxybutyl) azanediyl) bis(hexane-6,1-diyl) bis(2-hexyldecanoate)
- ALC-0159 = 2-[{(polyethylene glycol)-2000}-N,N-ditetradeclacetamide
- 1,2-Distearoyl-sn-glycero-3-phosphocholine
- Cholesterol
- Potassium chloride
- Potassium dihydrogen phosphate
- Sodium chloride
- Disodium hydrogen phosphate dihydrate
- Sucrose
- Water for injections

Neither vaccine contains animal products or eggs. They are suitable for vegans and are halal. The rubber stoppers of the vaccine vials do not contain latex.



COVID-19 Vaccination Communication

Additional initiatives in support of the Covid 19 Campaign by the Department of the Premier.

- SMS messages distributed
- WhatsApp broadcast messages sent
- Loud hailing in Western Cape communities
- Outreach and Community engagement on Covid-19 and vaccine awareness

Premier Alan Winde July 27 at 10:11 AM · ...

My #TeamPremier community liaison officers were out in Atlantis driving our vaccine awareness campaign. The COVID-19 vaccines used in SA are first approved by SAHPRA, are safe, and are proven to provide excellent protection against serious COVID-19 related illness and death.
#LetsDoThis

114 5 Comments 3 Shares

Like Comment Share

Thank you