

COVID-19

Vaccination Programme

Communications priorities

21 – 27 February 2022

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 PERIOD **#keready**



**I'm ready
for new
beginnings**

...are you?

- ☒ Goodbyes
- ☒ Registration complete
- ☒ Accommodation
- ☒ Vaxed

060 019 0000 **#keready**

Key Messages

Ke-Ready programme of action for young people has been launched to engage with young people

#keready

- Despite lower risks, a third of 18-34 year olds have come forward for vaccination and a further third say they would like to get vaccinated as soon as possible. Let's help them to do that.
- Join the #KeReady conversations with our young doctors.
@kereadysa or WhatsApp 'hi' to 060 019 000

If you still need to get vaccinated, have your second jab or receive a booster go now.

- You are less likely to get severe illness, be hospitalised or die if you get vaccinated.



The interval between Pfizer doses have been reduced

- The interval between the **first and second Pfizer dose** has been reduced from 42 days to **21 days (3 weeks)** from Wednesday 23 Feb 2022.

There are now more choices when it comes to the booster vaccine and intervals times have been reduced for Pfizer

- Boosters are given from 60 days for J&J and now from 90 days for the Pfizer vaccine.
 - **J&J: 60 days (2 months)** since your **J&J** first jab
 - **Pfizer: 90 days (3 months)** since your second **Pfizer** vaccination.
- From Monday 21 Feb, if you are 18 years or older and had the J&J dose you can now choose either the Pfizer or J&J booster dose from 60 days after getting your first J&J vaccine.
- From Wednesday, if you are 18 years or older and have had two Pfizer doses you can now choose either the Pfizer or J&J booster dose from 90 days after getting your second Pfizer vaccine.

Reinforce Previous Messages

Ke-Ready launched

- The launch of the national programme of action for young people took place on the 18 February 2022 at the Tshwane South TVET College in Gauteng and was a frank and open discussion between the Ministers of Health and Social Development and the Deputy Minister of Higher Education, Science and Innovation, young health professionals and young people.
- The programme is positioned as part of youth lifestyle – 'Ke-Ready for Opportunity'.

Vaccination is FREE at ALL Vaccination Sites

- It's FREE at PUBLIC, PRIVATE and POP UP SITES.
- Vaccination is available at most clinics, private pharmacies and hospitals and there are hundreds of outreach sites including schools and shopping malls.
- Call the Covid-19 contact centre 0800 029 999 (it's FREE) to find out where your nearest site, is if you have any questions or to speak to a health professional about the vaccine.

Progress with the Vaccination Rollout



Progress by 18 February 2022

	At least one dose	%	Fully vaccinated	%
% Total pop.	20,126,979	33.4%	16,833,007	27.9%
% Adult pop.	18,882,633	47.4%	16,833,007	42.3%
60+	3,724,619	67.7%	3,378,225	61.4%
50-59	3,065,040	63.6%	2,853,505	59.2%
35-49	6,024,925	51.6%	5,506,851	47.1%
18-34	6,064,189	34.1%	5,092,333	28.6%
12-17	1,244,346		220,401	
Booster Dose	877,277			

Over 20 million people have received at least one dose of vaccine

Vaccination statistics are updated daily
<https://sacoronavirus.co.za/latest-vaccine-statistics/>

Reminders

Last Chance to get your Vooma Vaccination Voucher

If you are 50+ and come for your very first vaccination before 28 Feb 2022 you can get a R200 voucher to use at Shoprite, Checkers or Usave.

Continue to wear your mask to reduce Covid-19 transmission

Wearing your mask and continuing to wash and sanitise hands, maintaining a distance from others, keeping windows open and meeting outside as much as possible do reduce transmission.

Vooma Vax Champs

Become part of a network of over 35 000 Vax Champs encouraging others to vaccinate.

#vaxchamps / vaxchamp.org.za



Covid-19 Contact Centre
0800 029 999

7am-8pm weekdays
 8am-6pm weekends & public holidays
 English, Afrikaans, isiZulu, isiXhosa and Sesotho

#keready

Programme of Action to Encourage Young People to Vaccinate



Encourage People to Vaccinate

There are many reasons for young people to still get vaccinated.

For oneself:

- While you can still get infected with Covid the vaccine is effective in reducing infection in one in every three exposed to the virus.¹
- It also protects against severe illness and hospitalisation.²
- Even in young people severe illness means taking much longer to get better,³ and returning to your daily life.

For others:

- When more people are vaccinated the overall immunity of the nation is country which could prevent the emergence of new variants.
- It costs roughly R70 000 per person who is admitted to hospital due to Covid, stretching limited resources even further.
- You are less likely to infect your friends and family or call on them to care for you when you are sick.

• #KeReady Conversation

- Regular live conversations with our young doctors are hosted and you can reach out to them with thoughts, questions or concerns on the social media handle @keready on Facebook, Instagram, Twitter and TikTok.
- Speak to a young doctor and ask questions by sending 'hi' to WhatsApp number: 060 019 0000.

1. Discovery Health (2021). Discovery Health releases at-scale real-world analysis of Omicron outbreak; including collaboration with the SA Medical Research Council (SAMRC) to analyse vaccine effectiveness <https://www.discovery.co.za/corporate/health-insights-omicron-outbreak-analysis#:~:text=The%20result%20shows%20that%20vaccinated,Africa's%20Omicron%20driven%20fourth%20wave>

2. Collie S, Champion J, Moultrie H, Bekker L-G, Gray G (2021). Effectiveness of BNT162b2 Vaccine against Omicron Variant in South Africa. Letter to Editor. New England Journal of Medicine December 29, 2021. DOI: 10.1056/NEJMMc2119270

3. Fernández-de-Las-Peñas, César et al. "Long-term post-COVID symptoms and associated risk factors in previously hospitalized patients: A multicenter study." The Journal of infection vol. 83,2 (2021): 237-279. doi:10.1016/j.jinf.2021.04.036

#KeReady Value Proposition

This value proposition draws on a number of national surveys and direct feedback from young people.

- Young people – and not the vaccine – should be at the centre of communication.
- Open, two-way, non-didactic communication works best – commands and imperatives won't work.
- Co-design interventions in sync with their norms, not ours (as older people).
- Interact through a panel of 'youthful' health professionals, rather than political leadership.
- Go to young people's spaces; don't always expect them to come to us.

#KeReady Undertaking

- We commit to growing opportunities for young people over the next year and beyond.
- We will bring vaccinations closer to young people by expanding our vaccination programme in schools and opening up outreach sites at TVET colleges and universities and in social spaces for young people.
- Where possible, we will link these to other health programmes aimed at promoting health and preventing illness.
- We will get behind initiatives that allow youth to engage more with our vaccination programme, such as the network of young health professionals able to address questions and concerns.
- We will encourage the corporate sector and civil society that make it easier for young people to get vaccinated through their own reward and incentive programmes.

COMMUNICATIONS HIERARCHY FOR 21 – 27 FEBRUARY

WHAT	<p>Ke-Ready programme of action for young people has been launched to engage with young people</p> <ul style="list-style-type: none"> Despite lower risks, a third of 18-34 year olds have come forward for vaccination and a further third say they would like to get vaccinated as soon as possible. Let's help them to do that. Join the #KeReady conversations with our young doctors. @kereadysa or WhatsApp 'hi' to 060 019 000 <p>If you still need to get vaccinated, have your second jab or receive a booster go now.</p> <ul style="list-style-type: none"> You are less likely to get severe illness, be hospitalised or die if you get vaccinated. <p>The interval between Pfizer doses have been reduced</p> <ul style="list-style-type: none"> The interval between the first and second Pfizer dose has been reduced from 42 days to 21 days (3 weeks) from Wednesday 23 Feb 2022. <p>There are now more choices when it comes to the booster vaccine and intervals times have been reduced for Pfizer</p> <ul style="list-style-type: none"> Boosters are given from 60 days for J&J and now from 90 days for the Pfizer vaccine. <ul style="list-style-type: none"> J&J: 60 days (2 months) since your J&J first jab Pfizer: 90 days (3 months) since your second Pfizer vaccination. From Monday 21 Feb, if you are 18 years or older and had the J&J dose you can now choose either the Pfizer or J&J booster dose from 60 days after getting your first J&J vaccine. From Wednesday, if you are 18 years or older and have had two Pfizer doses you can now choose either the Pfizer or J&J booster dose from 90 days after getting your second Pfizer vaccine. 	
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 Cape Town. We will grow the number of sites in these provinces and expand to other provinces in the coming weeks.</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>YOU CAN JUST ARRIVE AT A VACCINATION SITE BUT 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. If you have access to the Internet, you can now choose when and where to get vaccinated.</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>	<p>If you register, you will get an SMS telling you where and when to go to get vaccinated.</p> <p>But you don't have to wait for the SMS. Just go to your nearest vaccination site.</p> <p>Getting vaccinated is easy.</p> <p>When you get to the vaccination site, a nurse will take your temperature to check that you don't have Covid-19. If you do, you'll be asked to come back in a month when it's safer for you and for all the other people in the queue.</p> <p>If your temperature is normal, you'll be invited to join the queue to be vaccinated. When you do, you'll feel just a small prick in your arm. Afterwards you'll be asked to stay for 15 minutes just to make sure you have no side effects.</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>If you have any questions, call the COVID-19 hotline on 0800 029 999.</p> <p>Contact: Nombulelo Leburu, Director: External Communication Nombulelo.leburu@health.gov.za</p>		