





**COVID-19 Community Radio Campaign**

**01 – 30 April 2020**

**Topic: Lock down and house to house screening for COVID-19 symptoms**

**Broadcast Dates: 06 – 12 April 2020**

**Campaign Summary:**

***“We are now entering a new phase in the fight against the COVID-19 pandemic. Around 10,000 field workers will be visiting homes in villages, towns and cities to screen residents for COIVD-19 symptoms” President Cyril Ramaphosa.***

On the 23rd of March 2020, the President of South Africa addressed the nation, announcing measures that would help the country defeat the COVID-19 pandemic. One of the measures he announced was the nationwide lock down which started at Midnight on 26th March 2020, for a period of 21 days.

With increasing community infections and the urgent need to flatten the curve, the President of South Africa announced on 30th March 2020, Government’s move to roll out massive COVID-19 testing drive through community screening and referral to health facilities for testing. In order to spread this information to as many people as possible, in the midst of misinformation, the Technical Working Group on Risk Communication and Community Response will support correct message dissemination through community radio stations, as the most viable vehicle to maximize results.

**Program Objective:**

* Listeners understand the lock down and the Dos and Don’ts during the lock down.
* Listeners understand the Massive COVID-19 testing drive, in particular that the field workers will NOT be testing them inside their homes but that they will be screening and referring to the testing facility those that show meets the “suspect” definition.
* Listeners are exposed to solutions for staying healthy, especially those with chronic conditions.

***We suggest that you read the following for Information:***

*Frequently Asked Questions* *(translated into 10 South African languages)*

*Flyers about the lock down*

*Mythbusters - adapated from WHO (translated into 10 South African languages)*

*Flyers around HIV, TB and COVID 19 (translated into*

**Week 1 (6-12 April 2020): Show running order**

*Each radio station will follow this template. The lengths are guidelines.*

**STUDIO GUEST:** Please refer to weekly contact list supplied by CCI and Health Promotions Directorate.

**KEY POINTS** refer to suggested answers. Presenters are free to follow up on fruitful issues that arise in the answers and participants should add and change issues and areas that they feel are important. Presenters should also encourage both participants to add to, or comment on, each other’s contributions.

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| **Show item** | **Contents** | **Duration**  |
| Intro sting | Welcome to [Name of community radio station], your favorite radio station that provides you with accurate information on coronavirus. Join us to listen, learn and talk about all things coronavirus and how it is shaping the way we live and interact in South Africa Today. This program is brought to you by [Name of radio station] and the Department of Health, funded by USAID through Centre for Communication Impact.  |  **15 sec** |
| Programintro  | Hello everyone and welcome. I am [Name of Presenter].Once again we are joining hands with you, the audience, and the Department of Health to look at how we can play our role in defeating COVID-19. Each and every one of us is at risk of coronavirus disease. We have the choice to protect ourselves, our loved ones and the communities we live in by obeying the law.Today we discuss the two main issues in studio: 1. The issue of nationwide lock down. What does it mean? What are people allowed to do and what are they not allowed to do. What are the consequences of not complying with the law?
2. The thorny issue of house to house screening for COID-19 symptoms. Many people are interpreting this message incorrectly. What are we getting wrong? Why is it important to be screened for COVID-19 symptoms? If you are found to have the symptoms, what next?

I am joined in studio by [Name of Health Promoter], who is a Health Promoter with the Department of Health in the [Name of Province]. After our discussion with [Name of Health Promoter], listeners will be allowed to call in and ask any question related to COVID-19. You can reach us by calling on [phone number] or post on social media (give channel FB and twitter handles for station). | **1.30 minutes** |
| Discussion intro  | **(Summarize the latest data from Minister of Health press releases focusing on total confirmed cases and conformed deaths, remind audience of the studio guest)**The first case of COVID-19 was confirmed in South Africa on 05 March 2020. Exactly one month later, we are sitting with 1,655 and 11 deaths. This development has led to so many decisions with far reaching consequences, in order to save the lives of South Africans. Flights were banned, public gatherings were banned, a nation-wide lockdown was announced and the latest announcement is the house to house screening of South Africans in their own homes. The President himself is chairing a Command Council that meets several times a week – This is serious.Let’s discuss this further with our studio guest [name of Health Promoter]. Remember you can reach us on [phone number] or post on social media (give channel FB and twitter handles for station).  | **1.30 minutes** |

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| Interview with studio guest | **Notes: This is a guide. Please adapt to your own style and language.****Questions to the studio guest based on the FAQs.** **Presenter:** You are listening to [Name of community radio station], your favorite radio station that provides you with accurate information on coronavirus. This program is brought to you by [Name of radio station] and the Department of Health, funded by USAID through Centre for Communication Impact. You are listening to [Name of community radio station], your favorite radio station that provides you with accurate information on coronavirus. This program is brought to you by [Name of radio station] and the Department of Health, funded by USAID through Centre for Communication Impact.1. **Presenter: Please summarize what COVID-19 is and its symptoms.**

**Health Promoter Key Points:*** COVID-19 is the infectious disease caused by the most recently discovered coronavirus.
* Coronaviruses are a large family of viruses which may cause illness in animals or humans.
* Some patients may have aches and pains, nasal congestion, runny nose, sore throat or diarrhoea. These symptoms are usually mild and begin gradually. Some people become infected but do not develop any symptoms and do not feel unwell. Most people (about 80 per cent) recover from the disease without needing special treatment. Around one out of every six people who gets COVID-19 becomes seriously ill and develops difficulty breathing.
1. **Presenter:** What does lockdown means?

Health Promoter Key Points: * A lockdown is an emergency protocol that requires South Africans to stay at home except for essential purposes.
* Grocery stores, pharmacies, banks and other essential industries will remain open.
* All non-essential activities are suspended.
* Emphasize staying at home.
1. **Presenter:** People will not always know what they are allowed to do and what they are not allowed to do. Please remind our listeners on what is allowed and what is prohibited**.**

Key Points for Health Promoter:You will be able to:* Seek medial care;
* Buy groceries;
* Visit the pharmacy (to buy medication);
* Access banking services;
* Get petrol; and
* collect a social grant

**Emphasize:** It important to go where you are supposed to go and maintain evidence of what you went out to do. Present this evidence to the law enforcement officers in case they stop you.1. **Presenter:** How about if I have a sick relative or a funeral to attend in another province?

Key Points for Health Promoter:* The Department of Cooperative Governance and Traditional Affairs have issued guidance on attendance of funerals.
* Only close relatives of a deceased are allowed to attend funerals, and under 50 people only – No night vigils are allowed.
* Crossing the provincial borders is no longer allowed unless one has a permit. The permit can be obtained from the Magistrate, a Station Commander or them most senior person at the station.
1. **Presenter:** How about other gatherings, such as weddings?

Key Point for Health Promoter:There is no special provision for weddings. Therefore the public gathering provision should apply. **Presenter:** Ok, lets switch over to the recently announced house to house screening. What is that about? Health Promoter Key points:* Yes, the President announced that some 10,000 field workers will be visiting people in their homes in villages, towns and cities to check them for symptoms of coronavirus.
* It ins important to note that screening for coronavirus is NOT the same as testing for coronavirus.
* Testing will always be done at a lab, and only those that are found to have the symptoms will be referred to the laboratories for testing.
* Only a certified lab, including the recently launched mobile laboratories, are allowed to perform COVID-19 tests.
* Emphasize – the field workers are not coming to your homes to test anybody.
1. **Presenter:** Say a field worker arrives at a home and after screening, determine that a person needs testing. What is the next step?

Health Promoter Key Points:* Then the field workers will complete a referral slip and the person can access testing from the nearest testing facility in the Province. The details of the facility will be written on the slip.
* The person should visit the testing facility as soon as possible to get tested for COIVD-19.
1. **Presenter:** Ok. That is clear. What if the person tests positive? What happens next?

Health Promoter Key points:* The facilities where testing will take place will have more information to give to the person that tests positive.
* Generally, a person that tests positive gets isolated from the rest of the community. Depending on the severity of the symptoms, other self-isolate, while others with severe symptoms may get admitted and isolated in designated COVID-19 health facilities to help them recover.
1. **Presenter:** There is a lot of fake news out there. What is Government doing about fake news?

Health Promoter Key points:* The Government takes the issue of fake news very serious. According to the Disaster Management Act, spreading fake news is illegal and is a punishable offense.
* People spreading fake news will be arrested.
* If convicted, they will be fined and/or face jail time.
1. **Presenter:** As we close, what advice are you giving to our listeners to avoid getting infected with Coronavirus?

Health Promoter Key points:* Continue to wash your hands with soap and water for at least 20 seconds; or use a hand sanitizer;
* Social distancing, and that means staying at home during the lockdown;
* Maintain a 1-meter distance when you find yourself in an unavoidable situation with people around;
* Stop touching your face, nose and mouth in case you have touched a contaminated surface;
* Call the hotline at 0800-029-999 or send Hi to the Department’s whatsap number at 060-012-3456

And I would like to appeal to the listeners to stop spreading fake news. Always make an effort to confirm is something is true before spreading it. Fake news cause panic out there.  | **8 minutes** |
| Audience Participation | **(Notes) Open the lines. Invite the audience to call in to speak to the guests about COVID-19 related questions that may have.** | **5 minutes** |
| Link post-ads  | **Notes: …Use this information as you link when facilitating the discussion.** Presenter: You are listening to [Name of community radio station], your favorite radio station that provides you with accurate information on coronavirus. This program is brought to you by [Name of radio station] and the Department of Health, funded by USAID through Centre for Communication Impact. Remember you can reach us on [phone number] or post on social media (give channel FB and twitter handles for station).If you want to speak to a professional about COVID-19, call the helpline on 0800-029-999.**Please visit the Government website for more information about coronavirus at** [**www.sacoronavirus.co.za**](http://www.sacoronavirus.co.za) **or** [**www.nicd.ac.za**](http://www.nicd.ac.za) | **30 sec** |

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| Narration: Close  | **[Notes].. Invite your guest to share his last thoughts based on the calls.** **[Notes]. Close the show by capturing the highlights and key points that listeners should consider as future lesson as per the episode script** **[Notes]: presenter should always refer listeners to information resources:****PRESENTER:** **Please visit the Government website for more information about coronavirus at** [**www.sacoronavirus.co.za**](http://www.sacoronavirus.co.za) **or** [**www.nicd.ac.za**](http://www.nicd.ac.za)**Don’t forget to send Hi to the Government’s whatsapp line at 060-012-3456 or call the hotline on 0800-029-999. They are all free of charge.****Thank you all for listening.**  | **1.30**  |
| Outro Sting | You were listening to [Name of community radio station], your favorite radio station that provides you with accurate information on coronavirus. This program was brought to you by [Name of radio station] and the Department of Health, funded by USAID through Centre for Communication Impact. | **15 sec** |