





**Week 2: COVID 19 Radio Campaign**

**Theme: Why lockdown, screening and testing, social distancing and regulations for COVID 19**

**Objective:** Audience understands the importance of COVID 19 Prevention effort and practical ways of minimizing the risk,

**Audience take outs**

1. Audience are encouraged to stay at home at all times unless they want to access essentials such buying groceries, visiting health facilities mainly for chronic conditions and COVID 19 testing, emergencies etc.
2. Audiences are encouraged to recognise that the responsibility to minimise the spread of COVID 19 thus flatten the curve lies with everyone
3. Audience members who support people living with HIV are recognised for the invaluable role they play enabling people to initiate and maintain treatment

**Radio Show: Introduction**

DJ

Welcome to the COVID 19 Radio Talkshow

This week we are happy to welcome XXXX, our Healthcare Worker , (name).

Remind the audience that the Radio Station is working closely with District Health to help everyone affected by COVID 19

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**

**[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.**

**GIVE OUT THE NUMBER:** If you are infected, recovered or caring for someone who is affected by COVID be it not able to access medication for a chronic patient etc join us hear from the Health Care worker xxxxxxxxx

**Question 1**

We are now on week four of lockdown which is a government protocol to help curb the spread of COVID 19 and regulations are being communicated to the public but we still see people, young children roaming the streets in various communities thus place themselves at risk of contracting the virus. What sense do you get in communities where you are working as a heath promoter?

Health Promoter

* Emphasize issues around non-compliance in various communities and the risk associated with over-crowding or not adhering to social distancing etc
* Remind the audience to stick to basic practical things (wash your hands, be considerate when with others including own family, stay at home etc) that we all need to do to curb the spread of the virus
* Remind the audience that the risk is not only health but people who are not adhering are actually contravening the Disaster Management Act

Question 2

Please take us through some numbers recorded in our district/province to demonstrate that the SA government and its partners are working around the clock to contain the virus and it’s the responsibility of all citizens to adhere to the regulations

* Refer to the last district/provincial data as communicated by the command centre
* Emphasise the need for citizens to take responsibility
* Speak about while lockdown affects livelihoods and economic activities by people in lower LSMs so hard, the benefits of adhering to COVID 19 outweigh the risks

**Question 3**

Some people especially those who reside in ‘’locations and informal settlements’’ are sometimes forced to go out of their homes to get essentials such as water etc. Is there any plan for government to ensure that people are protected?

**Health Promoter**

* Speak from your own experience in your district about things that people may have shared with you.
* Emphasise that while we have these challenges in townships etc the responsibility to flatten the curve lies with everyone.
* Touch on government plans to distribute essentials where applicable and remind the audience to make queries via whatsapp number.

**Question 3**

Where can one go when they suspect or have symptoms of COVD 19? Perhaps also talk about the difference between screening and testing as we know that there are health care workers who are visiting people at their homes to provide these services? And also how do we identify your team in our district?

* Make a point that for people who suspect OR may have had a contact or have symptoms of COVID 19 MUST seek help immediately
* Provide list of permanent COVID 19 sites in the district(s) where the station broadcast in and the NICD number including the whatsapp
* Ensure that you know the coverage of the station as some broadcast in more than district
* Ensure that you verify with the health promoter in other districts about the uniform that is being used

**Presenter: remember – if someone close to you is struggling or need help with regards to COVID 19 or you are not sure what to do, call xxxxxx and let the Health Care Worker help you**

**Question 4**

Let’s talk about who is at risk? Does the risk increase with age, being pregnant, for people who have chronic conditions?

* Share your thoughts around these being special groups and regulations do make a special provisions for them to access permanent sites
* Speak about different chronic conditions and that they still need to collect their meds
* Speak about why the elderly is at risk and invite the audience to provide necessary support

**Question 5**

Now after a hospital visit or being screened and one tests positive what is next?

* Speak about the difference between quarantined and self-isolation including having to protect your loved ones. Adhere to guidelines as prescribed by health care workers
* Speak about how other family members can support that person without putting themselves at risk?

**Question 6**

It’s Day xxxx of lockdown, and a lot is happening do you want to sum up this conversation with the listeners

* Speak about the lockdown being extended to 30 April and emphasise that any possible changes will be communicated by government
* Invite the audience to take it upon themselves as we continue to witness high mortality rate elsewhere – Europe and the US
* Emphasise that the aim is to contain the virus and while people have perished, SA is doing just well.

Presenter – sum up the conversation by giving the necessary information including contact details for COVID related services and information. Emphasise practical ways to prevent the spread and flatten the curve.

Close show :

The conversation continues here same time next week or give other shows and times when COVID 19 talkshow will be broadcast). Thanks to the National Department of Health, Centre for Communication Impact with generous support from U.S.A.I.D