



#VaxuMzansi Campaign Fact Sheet

In our effort to maximise our work against the scourge of COVID-19, the Religious Forum Against COVID-19, continues with its advocacy work by launching a national campaign targeted at addressing vaccine hesitancy by building pillars of support for the COVID-19 vaccine in religious circles.

#VaxuMzansi is a campaign by the SACC and Religious Forum Against COVID-19 (RFAC) that aims to vaccinate up to 70% of the religious population and the communities they serve in. This will be done by mobilising congregations to register for the vaccine and ensure uptake.

Through an integrated approach, communication, vaccine events and support from National Department of Health (NDoH), the private sector and other stakeholders, the campaign aims to increase vaccine uptake.

Campaign Objectives:

Our critical objective of the #VaxuMzansi campaign is to play an active role in contributing to increased vaccine uptake. We will do this by providing vaccine assurance. Other objectives are:

1. To vaccinate up to 70% of religious congregations.
2. To contribute to vaccine uptake in local communities.

The #VaxuMzansi campaign will run until end January 2022. An evaluation of vaccine uptake will be conducted to determine time extension of the campaign and approach consideration.

Vaccine Acceptance

Vaccine acceptance status is divided into three categories

- Vaccine affirmative- those who are pro-vaccine and will take the necessary steps to get vaccinated. A portion of this group may delay getting vaccinated due to procrastination, reluctant to wait in long queues or waiting for an SMS.
- Vaccine hesitant- those who are unsure, influenced by conspiracy theories or need more information
- Vaccine hostile- those who refuse to vaccinate and will actively persuade those around them not to vaccinate.





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Campaign Approach

#VaxuMzansi will focus on the vaccine affirmative and the vaccine hesitant to increase uptake. Religious groups in local municipalities will form area-based teams to increase vaccine uptake in their congregations and community. Each religious group will focus on increasing vaccine uptake in their own congregations. As a collective they will partner up to organise transportation for vaccination where needed and/or partner with District Department of Health, and private sector partners to create pop-up vaccine sites at a qualified religious facility. #VaxuMzansi campaign will have provincial teams who will coordinate all the campaign activities in each province. The team mobilisers will receive vaccine training to empower them to share COVID-19 and vaccine content as well as link the communities to vaccination sites near them, in an effort to bridge the gap of access to vaccine sites. In addition, these vaccine teams will coordinate vaccine drives that target youth groups, women's and men's groups and cell structures to assist in closing the vaccine access gap among members of their congregations.

Communication-Registration-Vaccination

Registration Communication will include the different registration processes on the EVDS website. Where possible, team leaders will maintain a register of members who have registered or received the vaccine. In the case of the elderly or disabled local teams will assist with registration on EVDS.

Vaccination

Local area-based teams will work together to resolve vaccine access challenges.

- Coordinate transportation to vaccine sites
- Link congregants to available pop-up sites where vaccine sites are limited
- Assist in managing sites with long queues

Where new vaccine sites are required in local areas, partnerships with the District Department of Health and the private sector will be proposed for a religious facility to become a vaccine site.





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Vaccine Events

To encourage vaccine uptake, vaccine events will be hosted among local religious groups. Vaccine events are a one-day event for religious groups to invite their members to come to their local church/mosque/temple etc., to get a jab, witness their religious leader get vaccinated (if they have not done so) and ask religious leaders or faith-based medical practitioners about the safety of the vaccine. The teams will also be responsible for conducting of surveys within their congregation on religious service days, and aggregate data of vaccinated members with the aim to identify the reasons why other members may not be vaccinated. This data will be used to map out a detailed plan of action for each branch, to ensure that the unique needs of its congregants and community are met and addressed.

Key Campaign Messages

- This is a call to action for the religious sector to vaccinate
- We stand united in the drive towards promoting vaccination and access to vaccination sites
- Science is a gift from God. Faith leaders need to play an active role as this is a national crisis that's a matter of life and death.
- We challenge members of the faith group to ensure 7 out of 10 people in their net-work/circle/religious groups are vaccinated.

We appeal to faith groups to take action. Should they require more information about how to join in the campaign or require assistance on the campaign drive, they can contact the #VaxuMzansi team.

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