



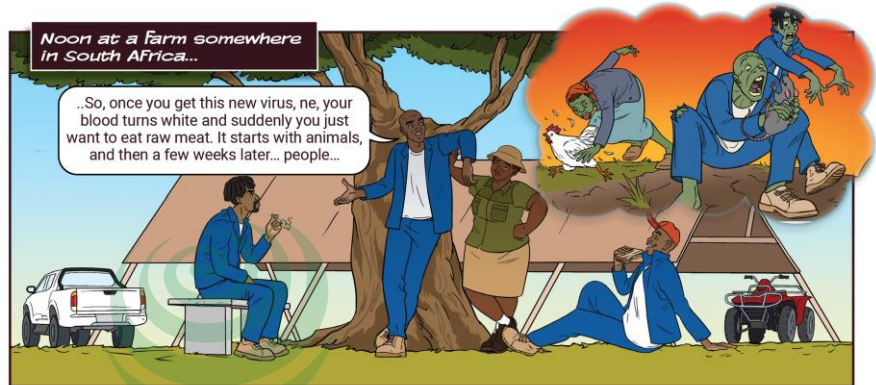
The ClemenGold Foundation is working on a campaign to combat Covid-19 vaccine hesitancy in rural communities. We aim to reach these rural communities by empowering workers (even those who have been vaccinated) to become vaccine ambassadors using educational comics.

The narrative dispels the myths and misinformation around the vaccination, side effects, traditional belief considerations, etc. Three independent experts ensure that the content is scientifically sound and in line with the communication distributed by the South African Government. The material is designed using engaging visuals and text in local languages, and a range of storytelling methods was used to ensure the information is culturally appropriate and engaging for the target audience.

The goal is to empower the farm workers to become vaccine ambassadors within their farming communities, making their communities and workplaces safer for all. The strategy is to train trainers in a 1-hour online training session, and who will in turn introduce the material to farm workers in two 1-hour in-person sessions. The trainers will provide the farm workers with complete printed booklets addressing the eight topics, and links to a micro website will be distributed to all farm workers via SMS. On the micro-site the same material is accessible per topic, and it is all explained in a choice of five local languages. All data usage when accessing the micro-site is reverse billed and free to the farm workers. Finally, the campaign will be supported by a geo-located social media campaign, inviting farm workers to access the micro-site.

The project is currently being piloted on ANB Investments Group farms and packhouses. Farmers are invited to participate in the programme for free, save for the costs of printed copies of the booklets, which are optional.

For more information, or queries, contact Joreth Duvenhage at joreth@clemengoldfoundation.com.



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