



Covid-19 Vaccination Radio Campaign

OVERVIEW

On May 17, 2022, Breakthrough Action along with Khanga Rue and Ace Media (creative agencies) conducted a day-long Co-design workshop :

- Stakeholders working on Covid-19 Vaccine messaging shared insights on attitudes, perceptions around vaccine hesitancy.
- Unicef provided an update and a summary of vaccine messaging done to date.
- Khanga Rue provided insights from JnJ's Vaccine Hesitancy messaging research from other countries (Kenya, Zambia, Nigeria).
- Khanga Rue led a presentation on audience segmentation according to barriers and attitudes and using behavioral change techniques to tailor messaging.
- Khanga Rue led a rapid prototyping and idea generation session for radio using insights, audience segmentation and behavioral techniques.



THE BRIEF

Covid-19 Vaccination Campaign: The Brief

The Task:

Take the insights gathered from the workshop and create a simple, direct, radio campaign consisting of 4 spots to be executed in 5 languages: English, Juba Arabic, Bari, Azande, and Lotuko.

The Brief:

“How might we use radio spots to convince South Sudanese to get a Covid-19 vaccine shot despite the current barriers driving vaccine hesitancy.”



THE APPROACH

We will segment our audience along barriers to vaccination:

1

**Safety
Concerns**

2

**Complacency
and Apathy**

3

**Skepticism
and Mistrust**

4

**Efficacy
Doubts**

Task: We will create one radio ad to address each barrier, adhering to best practices and using proven behavioral techniques.

What are South Sudanese saying about the Covid-19 vaccine?

Below are some of the insights that were shared by stakeholders driving vaccine hesitancy:

Safety Concerns	Efficacy Doubts	Skepticism and Mistrust	Complacency and Apathy
<ul style="list-style-type: none"> ● Causes infertility in men and women. ● Affects sexual performance in men ● Vaccine lowers life expectancy by 3-5 years ● Vaccine lowers immunity. 	<ul style="list-style-type: none"> ● How could this work if it was developed so fast? ● You can still get covid, what kind of vaccine is this? 	<ul style="list-style-type: none"> ● Vaccine was created to reduce the African population ● Negative connotation of phone number 66 66 : related to illuminati, according to the bible 	<ul style="list-style-type: none"> ● There is very little risk of Covid-19. ● This is not a disease that affects African people - it's mostly a European disease. ● I don't know anyone who has died of Covid-19, so what's the big deal?

Reframing the conversation on Covid-19 vaccine:

Current perception:

The Covid-19 vaccine makes your body weaker

Desired perception:

The Covid-19 vaccine makes your **body stronger**

Rationale:

Based on insights gathered from stakeholders (obtained through qualitative research), safety around male sexual performance, infertility and weakened immunity are the most salient drivers of vaccine hesitancy. When distilled to a single commonality, all these things are associated with a “weak” body.

Similarly, even for those who are complacent and feel very little risk, skeptical of efficacy and feel very little risk, or mistrustful, may be convinced by the underlying call to action to “make your body stronger”.

MANDATORIES

The Mandatories: (subject to confirmation)

- The COVID-19 vaccine is safe, effective and available for free for everyone who is 18 years and above.
- For more information call the toll-free hotline number 6666.
- This message is brought to you by the Ministry of Health and made possible by the generous support of the American people.

Radio Scripts For Concept #1

Barrier Address: Complacency

Behavioral Technique: Altruism/Invoking Identity

Summary:

Testimonial style: young South Sudanese who changed their mind after seeing an older neighbor get sick or other consequences - emphasizing "doing it for others"

This should highlight a change from: "what do I care? I have enough to worry about" to "If all it takes to protect my mama is one little jab, it's the least I can do"

Title: Taban

SFX: Construction site

Mv/o (male voice over):

My name is Taban. I'm a mason at a construction site. I know some people that are worried about Covid-19, but me? I'm young, I work outside in the hot sun all day and I'm strong as a bull.

But then my neighbor Mama Kiden got really sick with a breathing problem. It was Covid-19. She's still not well.

Mama Kiden and my mama are the same age. That's when I realized that getting a Covid-19 vaccine isn't just about me. I'm doing it for my mama too. If one little jab can help keep my mama healthy, then it's the least I can do. So I got my covid-19 vaccine and I even convinced her to go get vaccinated.

Make your body stronger, with the Covid-19 vaccine.

M/vo:

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Title: Happy

SFX: Baby sounds, nice lullaby music.

Fv/o:

That sound you hear is the sound of Happy, my newborn baby. Our first. We just had the baby naming ceremony. With being a new mama, I don't have time to worry or think about Covid-19. But then my neighbor Poni, who is a young mama like me, got sick with Covid-19. For 2 weeks she was sick in bed with no strength. She's slowly recovering, but is still out of breath even from small tasks.

That's when I realized that getting a Covid-19 vaccine isn't just about me, it's about my baby and my whole family. They need me to stay strong and healthy. So I went to get my Covid-19 vaccine. Out of all the things I do for my baby, this was pretty easy!

The Covid-19 vaccine makes your body stronger. Do it for you and your family.

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Title: Khamis

SFX: street, public bus

M/vo:

My Name is Khamis, I'm on my way to work at a brick factory. I'm really grateful that I found this job, even though I'm still a day laborer, I can count on it. Every day I wake up with one priority: making money to feed my kids.

One day my friend Dau, who works at the factory with me, didn't show up to work. I called his house and his wife said that Dau was too weak to work, and was having trouble breathing. It turns out he had Covid. He ended up losing 10 days of work.

That's when I decided to go and get the free Covid-19 vaccine. I got vaccinated for my kids, not just for me. Like most of you, if can't work that day, I don't get paid, which means I can't feed my family!

I'm urging you to do what I did: make your body stronger with the Covid-19 vaccine.

M/vo:

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Radio Script for Concept 2

Barrier Address: Safety (myth around infertility & impotence)

Behavioral Technique: Framing and reframing

Summary

Concept: a series of new parents introduce their little ones to the audience, with a little, heart-warming personal detail about the baby. The spot may seem like a maternity health message, but in reality, it is revealed to be a Covid-19 Vaccination message.

Title: New babies

NOTE: each VO should be a different parent introducing baby.

SFX & MUSIC: baby sounds and baby music.

MAMA: *“This is **Deng**, he was born 4 months ago. He loves sleeping on mama’s back.”*

BABA: *This one, we’ve not yet named, but I can tell he’s going to be as strong as his father. Look at him!”*

MAMA: *“Here is **Poni**, she has beautiful eyes, just like her mama!”*

BABA: *“This is Alex, the fourth born. And the first born with a full head of hair! (laughing)*

Mv/o: *All these mamas and fathers recently welcomed new babies to their growing families. But they all have something else in common: all these mamas and fathers were all vaccinated for Covid-19. The Covid-19 Vaccine is safe, effective does not affect fertility.*

The Covid-19 Vaccine makes your body stronger. Get it today.

Mv/o: *The COVID-19 vaccine is safe, effective and available for free for everyone who is 18 years and above. For more information call the toll-free hotline number 6666. This message is brought to you by the Ministry of Health and made possible by the generous support of the American people.*

Radio Script for Concept 3

Barrier Address: Skepticism and Mistrust (rumor that it affects men's sexual ability)

Behavioral Technique: Framing and reframing

Summary:

Two old friends run into each other and one friend tells the other that he's expecting a child, which causes the other friend to ask how he could still perform even though he had a Covid-19 vaccine. The man who is expecting him is proof that these are nonsensical rumors and urges his friend to get vaccinated as well. This is meant to be funny, staccato-type of exchange.

Title: Friend's Secret

SFX: outdoor pub, football match.

MAN2: (after greeting). *My friend I thought you wouldn't show. The game is about to start.*

MAN1: *Today is a good day for drinks my friend! I got good news today.*

MAN2: (super happy) *I say!!!! So you are expecting a child. Splendid. (suddenly whispering) but didn't you get that covid-19 vaccine?*

MAN1: *I sure did.*

MAN2: *So you got the covid-19 vaccine?*

MAN1: *Yep.*

MAN2: *Are you telling me that your wife is -*

MAN1: *Yep. she is.*

MAN2: *Just so I understand.*

MAN1: *Ya.*

MAN2: *You got vaccinated -*

MAN1: *Ya.*

MAN2: *And you can still -*

MAN1: *Ya. Just fine.*

MAN2: *Uh...(confused)*

MAN1: *My friend, stop listening to rumors and nonsense on social media. Listen to what health experts say: The covid-19 vaccine makes your body stronger. Not weaker.*

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Radio Script for Concept 4

Barrier Address: Efficacy Doubts

Behavioral Technique: Connecting Values (reverence for elders)

Summary:

The setting is a typical community village meeting, typically held under a community gathering tree. A doctor has been invited to answer questions about the Covid-19 vaccine. But the most powerful message is delivered by the village elders.

Title: Under the Community Tree

Village Leader: *Thank your gathering at our community tree here. Since many of you have questions about the Covid-19 vaccine, I've asked a respected Dr. Meshak here.*

Man1: *Doctor, is this Covid vaccine really something to be taken seriously?*

Doctor: *Of course! This vaccine protects against very serious illness by boosting your immunity. It makes your body stronger if you do happen to get Covid.*

Man2: *Dr. How could they make a vaccine that fast - It sounds fishy...*

Doctor: *The Covid-19 vaccine went through many trials verified by independent scientists to ensure they are safe for the public.*

Man3: *Doctor, even if what you say is true, why should we get the vaccine?*

Doctor: *I was just speaking to our Elder about this. Sir, do you remember what we discussed?*

(The Doctor is then interrupted by the voice of an old old man.)

Village Elder: *Yes I do doctor, by getting a covid-19 vaccine you are protecting the most vulnerable, us elders. As the eldest in the village, I need to remind you that this is what we do in our tradition, honor and care for our eldest.*

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