

# SIDE-BY-SIDE CAMPAIGN



## NATIONAL SIDE-BY-SIDE CAMPAIGN TO SUPPORT CHILDREN AND CAREGIVERS



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REPUBLIC OF SOUTH AFRICA



**Side-by-Side is a national behavior-change campaign, housed and implemented by the National Department of Health with the technical support of Ilifa Labantwana (Ilifa). Its overarching goal is to ensure that all children (aged 0-5) receive nurturing care and protection to reach their full potential. With the right mix of nutrition, loving care, Early Stimulation, and support in their first few years of life, healthier children, perform better at school, have higher earning potential, and participate more fully in society.**

# CAMPAIGN BRAND CONCEPT



Side-by-Side describes the **supportive relationship** between a child and their caregiver, as well as relationship between all those who help and advise the caregiver.

Side-by-Side conveys **partnership and togetherness**, reminding us that it takes a village to raise a child.

Side-by-Side speaks to the child-rearing **journey** that caregivers embark on with their children, and all those who help them. The journey on the Road to Health is shared.

# SIDE-BY-SIDE CAMPAIGN GOAL AND OBJECTIVES

## GOAL

Children receive nurturing care and protection to enable them to reach their full health, educational and earning potential – **optimum child development**.

## OBJECTIVES

1. Improve primary caregivers' understanding of the full scope of care required for ECD.
2. Improve primary caregivers' understanding of their role in early childhood care and education
3. Shift healthcare workers' focus from *survive* to *thrive*
4. Increase uptake of the new Road to Health book among primary caregivers and healthcare workers (HCWs).
5. Increase conversation and collaboration among HCWs and primary caregivers.
6. Mobilise communities to identify, support and demand quality ECD.

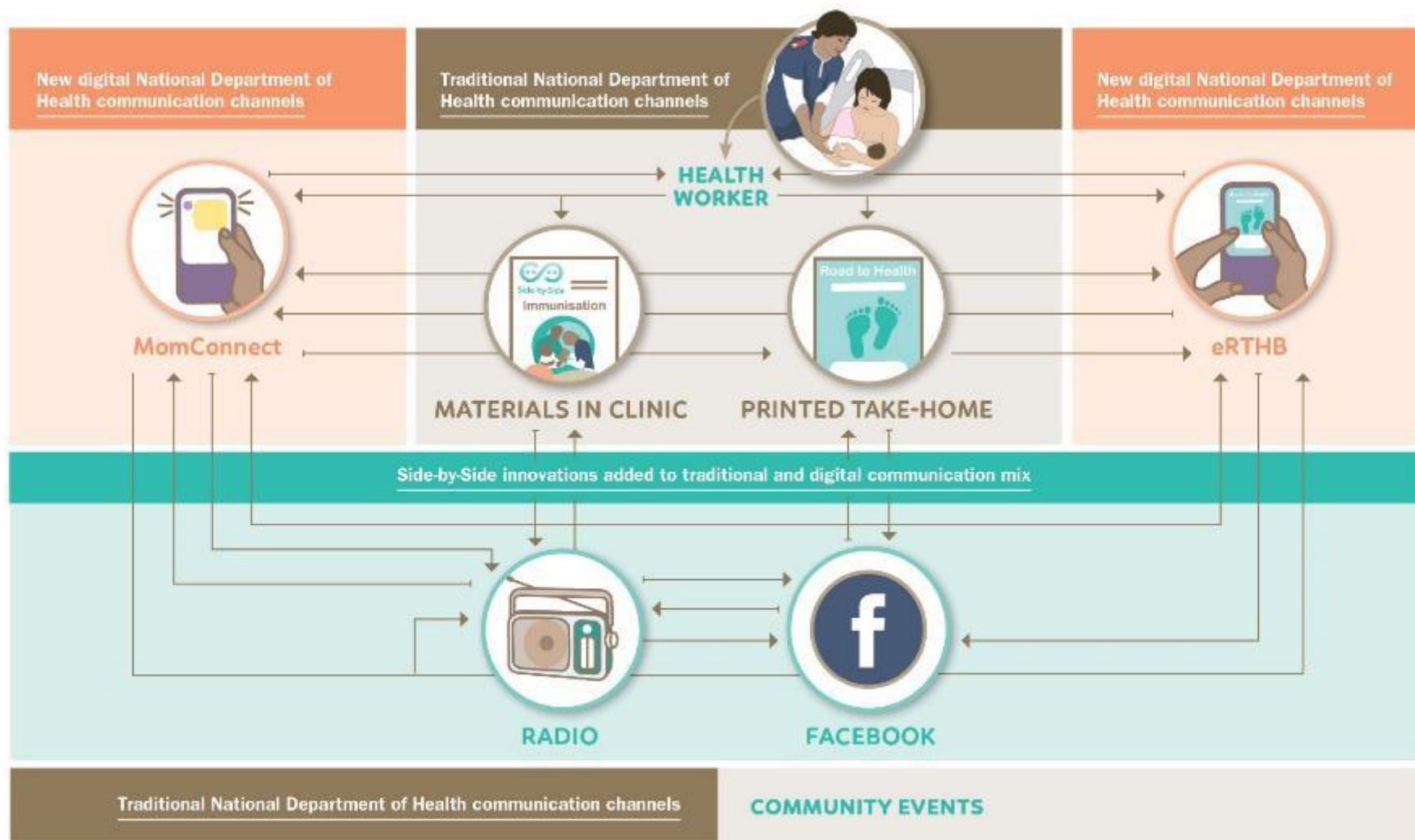
**The Department of Health's campaign recognizes that by taking an active role in the early childhood development process, parents/caregivers can ensure that their children have all the support they need to develop to their full potential. Moreover, the campaign recognizes that for children to reach their optimum best, their parents and caregivers need to be provided with support and access to information and services that enable them to be better caregivers.**

# HOW DOES THE SIDE-BY-SIDE CAMPAIGN WORK?

The multi-channel campaign follows an integrated communication approach to create a seamless experience for Side-by-Side targeted audiences with consistent messaging, communicated throughout different media and channels that are relevant and frequently consumed by them, thereby reinforcing the campaign's positioning and strategic objectives, of providing easy access to information on parenting and child health.

The campaign uses Radio, printed booklets, posters and face to face interactions to reach parents.

# CAREGIVER CAMPAIGN JOURNEY



# The campaign's educational messages are organized around five knowledge pillar and represent the 5 elements of care all children need to develop:



**NUTRITION** Good nutrition is important for you and your child to grow and be healthy. It starts with breastfeeding.



**LOVE** Your child learns from looking at you when you hold them close to you and love, play and talk to them.



**PROTECTION** Your child can be protected from disease and injury by getting immunised and by playing in safe places.



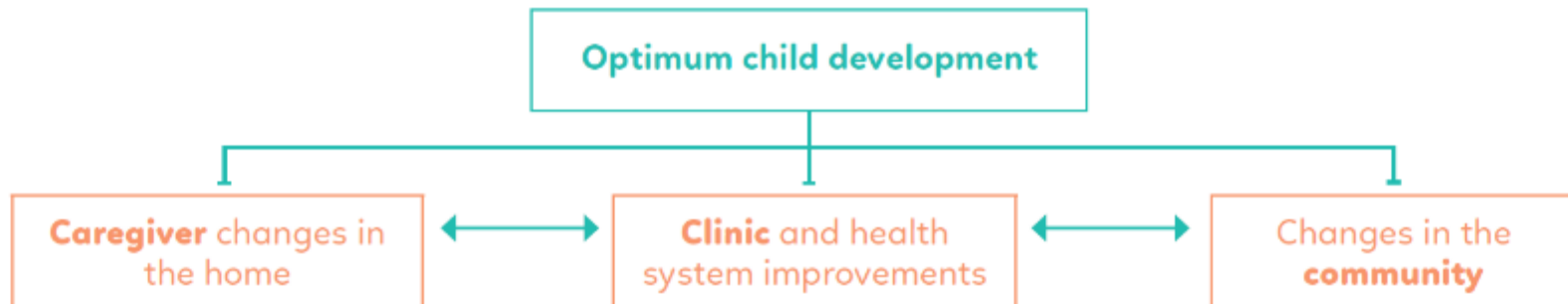
**HEALTHCARE** Your child needs help from you or a health worker when they are sick or injured.



**EXTRA CARE** Your child may need special care or support and knowing what to do and where to go will help both of you.



# IMPACT MODEL



Understands the power of own actions during the first 1000 days.  
Reads, understands and practices the content of the RTHB and other Side-by-Side communication channels.



Focused on children thriving, not just surviving.  
Uses RTHB as a tool to educate and support caregiver.  
Treats caregiver as equal partner in the ECD journey.



Community structures educate caregivers on ECD and services available.  
Identifies, supports and demands quality ECD.



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# SIDE-BY-SIDE ON RADIO



12

public radio  
stations

10

official  
languages

5.4mn

listeners  
weekly

- The Side-by-Side radio show, a partnership between NDOH (National Department of Health), Ilifa and SABC Education, is broadcast on 12 public radio stations. It is 15-25 minutes in length. The first 10 – 12 minutes are a pre-recorded drama programme about a young mother and her parenting journey. Each drama episode contains early childhood development and/or health messages. The second 10-20 minutes is a live question-and-answer style talk programme where health, Learning and development messages from the drama episode are unpacked with an expert guest.
- Listeners can also call in with questions during this time. The Side-by-Side show also offers listeners an opportunity to win cash prizes by participating in knowledge test quizzes based on the drama show. In December 2024, the weekly public radio drama series, questions, and answers segment reached up to 5.4 million people across 12 SABC broadcast stations.

# SIDE-BY-SIDE ON RADIO



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- 1 episode = 10 minutes pre-recorded drama + 10 -15 minutes live Q&A with health expert
- Season 1, 2, 3 = 48 episodes .
- Season 1, 2, 3 health messaging spread equally across all 5 SxS knowledge pillars: nutrition, love, protection, health, extra care.
- Most popular topics: breastfeeding, immunisation, HIV/Aids, and developmental stages.
- Season 4 drama series and Q&A show ON AIR IN 2025.
- Season 4 health messaging spread across 5 pillars. New central character is teenage HIV+ mother: opportunity to explore PMTCT and breastfeeding while HIV+ themes in greater detail (popular topics).

# SIDE-BY-SIDE RADIO SHOW TIMES

## SIDE BY SIDE PROGRAMME SCHEDULE /SLOTS 2024/2025

(slots are subject to changes)

STATION NAME	LANGUAGE	DAY OF BROADCAST	TIME
1. Umhlobo Wenene FM	isiXhosa	Tuesdays	@ 20:30-21:00
2. Lesedi FM	Sesotho	Tuesdays	@ 11:30—11:55
3. Munghana Lonene FM	Xitsonga	Mondays	@11:30—12:30
4. Ligwalagwala FM	isiSwati	Fridays	@ 09:30—09:45
5. Ukhozi FM	isiZulu	Saturdays	@ 08:10—09:40
6. Motsweding FM	Setswana	Tuesdays	@ 10:30—11:00
7. Thobela FM	Sepedi	Mondays	@14:30—15:00
8. Phalaphala FM	Tshivenda	Tuesdays	@09:40—10:00
9. Ikwekwezi FM	isiNdebele	Wednesdays	@09:35—10:00
10.Tru FM	isiXhosa and English	Mondays	@10:10—10:30
11. SA FM	English	Wednesday & Thursday	@11:50—12:00
12. X-K FM	Xhun and Kwe!	Thursdays	@10:05—10:35

# SIDE-BY-SIDE DIGITAL CHANNELS

- a Facebook page with over 70 000 actively engaged followers; a new WhatsApp channel, a RTHB PODCAST; Instagram, Tick Tock, animation videos for caregivers, campaign support videos for practitioners; campaign information banners.
- All Side- by-Side information is hosted on a website [www.sidebyside.co.za](http://www.sidebyside.co.za). All Campaign Videos are also available on the VaccineApp a Side-by-Side partner.



# FACEBOOK PAGE IN PRACTICE



**Anastacia Murugasen** recommends SidebySide.

18 March · 🌐

I simply love this page because being a first time mum you guys keep me updated about everything I need to know about parenting...each time you post I learn something new and I'm inviting all my friends to this page so they can learn too....Thank you so much guys I really appreciate url for trying to make us better mum's with healthy babies



1

1 Comment



**Nokonwaba Nokxy Ntsaluba** recommends SidebySide.

18 December 2018 · 🌐

good communication between caregivers and the professional people



**Diosa Ntshingila** Mine is turning 5 months next week and im so proud of everything he has accomplished so far❤️He is such an amazing little boy

Like · Reply · 5d



**SidebySide** That is amazing Diosa 😊. Keep up doing the amazing job!

Like · Reply · 3d



**Koketso Mels** Mine she 6 months now, she's already did all and she's very amazing. Now she's screaming a lot, recognize different faces and she doesn't like people with big black hair, sometime I see sign of stand and walk

Like · Reply · 5d



**SidebySide** Those are signs of great development Koketso 😊. Well done for raising such a happy and healthy baby.

Like · Reply · 3d



**SidebySide**

12 hrs · 🌐

Pregnant mamas take note, here are the healthiest foods you can eat for you and baby in the making! Does anyone have any good eating for pregnancy tips?

## 10 healthy foods for pregnancy



1. Eggs
2. Colourful fruits and veggies
3. Meat
4. Beans
5. Sweet Potato
6. Wholegrain (brown) bread
7. Yogurt or amasi (pasteurised)
8. Nuts
9. Dark Leafy Greens
10. Maize meal



@SidebySideSA



**Ntwanano Precious Matukane** How to warm up the breast milk if I need to feed my baby .

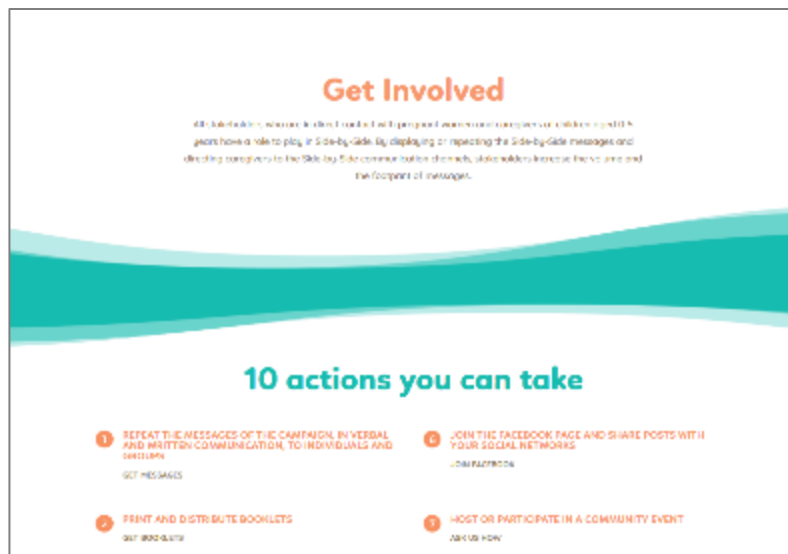
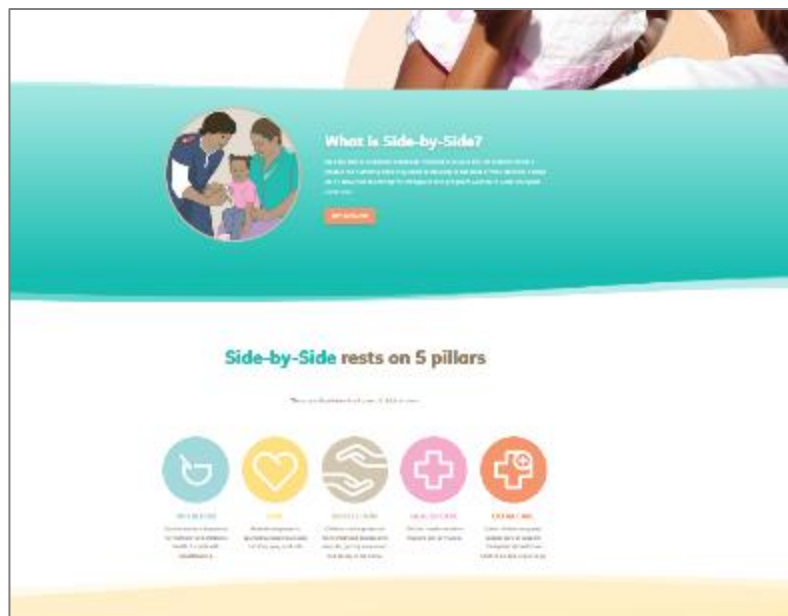
Like · Reply · 1w



**SidebySide** Hello Ntwanano 😊. If you kept the milk in the freezer, defrost in a fridge or at room temperature over 12 hours or by standing in water. Do not boil or microwave.

Like · Reply · 6d

# SIDE-BY-SIDE WEBSITE



Side-by-Side website launched in 2019 is **digital toolkit** for provincial and district health departments, NGOs and other stakeholders, containing all resources and instructions to implement the campaign.

[www.sidebyside.co.za](http://www.sidebyside.co.za)

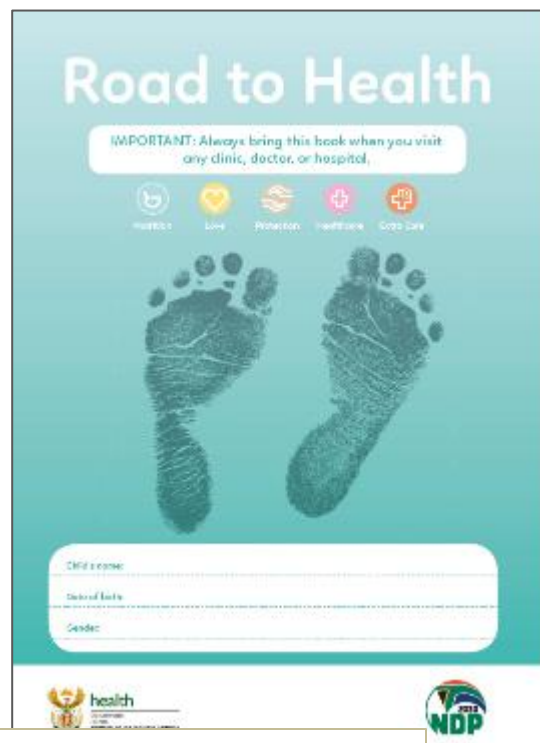
Printable PDF campaign toolkit is also available.



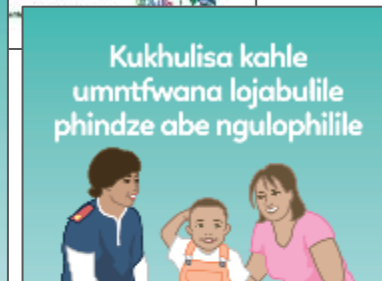


# SIDE-BY-SIDE IEC MATERIALS AVAILABLE ON WEBSITE

Two 16 page A5 pamphlets encouraging breastfeeding practice



The Road to Health book: health record and childcare guide issued to all new births



441k copies printed in 2018/19 by partners and NDoH across Sepedi, Tswana, Venda, Xitsonga, Xhosa, Swati. Priority to print Afr (400k), Xhosa (300k), Sotho (200k), and Zulu (800k) in 2020.



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Companion book to Road to Health:  
child care guide available in all 11  
official languages



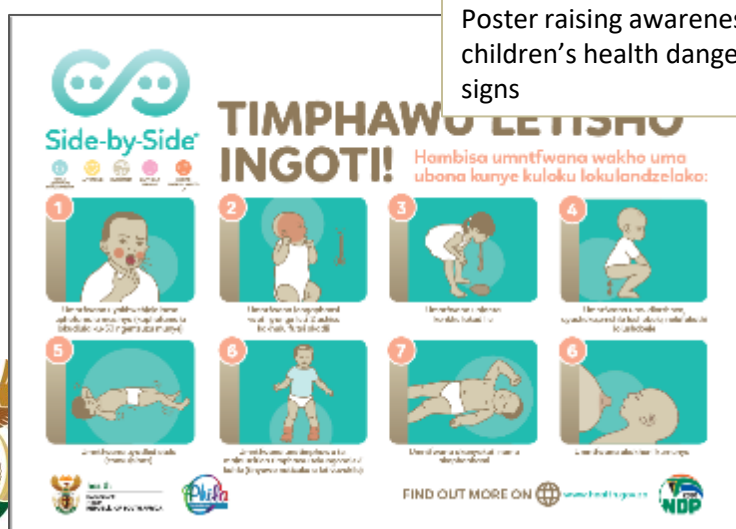
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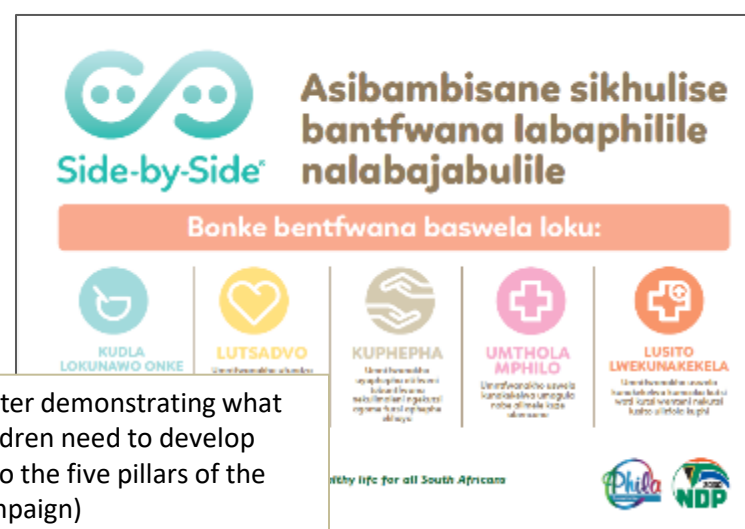
Two posters promoting breastfeeding and safe breastfeeding practice for HIV+ moms



Poster promoting vaccination (created for Africa Immunisation Week)



Poster raising awareness of children's health danger signs



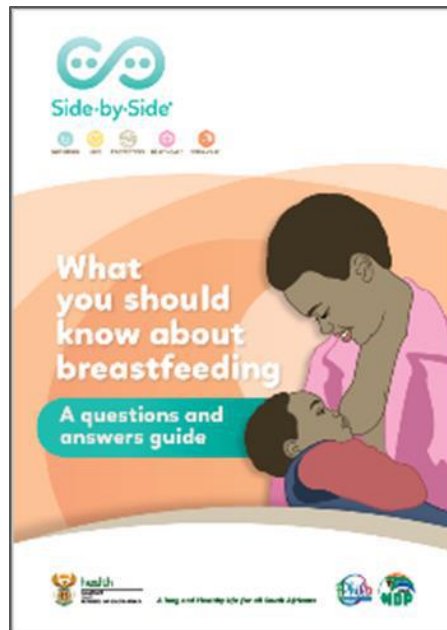
Poster demonstrating what children need to develop (also the five pillars of the campaign)



# SIDE-BY-SIDE IEC MATERIALS



Two Posters promoting vaccination (created to support an NDOH immunisation campaign )



The breastfeeding frequently asked questions booklet was updated with relevant information to support mothers during emergencies. A 2020 updated version of the booklet is available on all Side by Side and Department of Health platforms.

A Covid Breastfeeding support pamphlet was also created to support mothers during Covid. The pamphlet is available in English and Zulu.



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# SIDE BY SIDE CHANGES IN THE HEALTH SYSTEM



## Healthcare workers' guide to the Road to Health book



- Healthcare workers' guide to Road to Health book is practical tool to **increase uptake and accurate use** of RTHB among clinic-based healthworkers.
- Includes **practical examples** on how to fill out all medical records, growth charts, etc.
- Highlights **key takeaway messages** for caregivers – encourages collaboration between healthworker and caregiver.



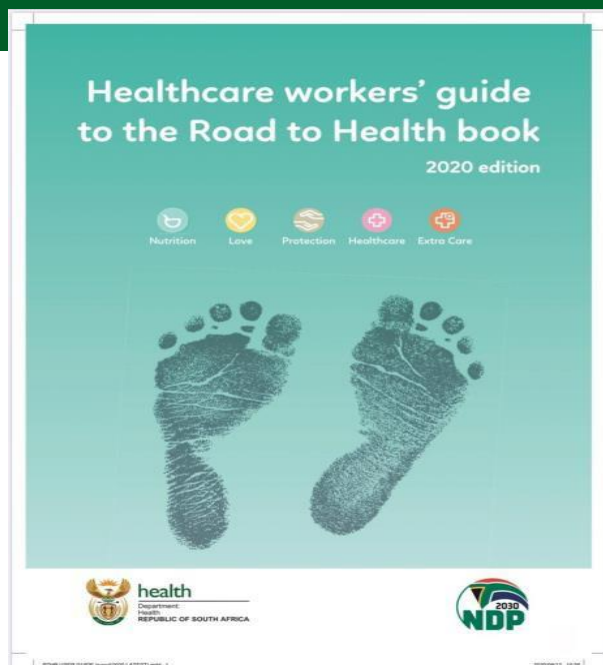
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# CHANGES IN GOVERNMENT SYSTEMS



- The RTHB Community Workers and ECD practitioners Guide was tested in 3 provinces. The focus groups led by Dr. Janan Dietrich of the WITS Behavioral unit.

The final print ready guide is now available for provincial use.



The National Integrated Management of Childhood Illness (IMCI) booklet was updated and rebranded to be in line with the Side by Side campaign. The final print ready booklet has been made available for both public and private health center use.



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# SIDE BY SIDE CHANGES IN COMMUNITIES

- Side-by-Side community events in townships, rural areas and other hard to reach communities.
- Organised by provincial and district DoH, as well as district partners
- Objectives:
  - **educate and inform** caregivers on Side-by-Side health messaging
  - **refer** caregivers to campaign communication channels
  - **connect** caregivers to local service providers (private and public) who can support them side by side on their parenting journeys



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Side-by-Side





**SIYABONGA, THANK YOU!**

**The Side-by-Side campaign depends  
on the support of all stakeholders**

**Connect with us:**

**Facebook: @SidebySideSA**

**WhatsApp: SidebySideSA- Child Health**

**Website: [www.sidebyside.co.za](http://www.sidebyside.co.za)**

**Email: [info@sidebyside.co.za](mailto:info@sidebyside.co.za)**



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