

CHOLERA OUTBREAK PREPAREDNESS AND READINESS



RISK COMMUNICATION AND COMMUNITY ENGAGEMENT (RCCE) ASSESSMENT



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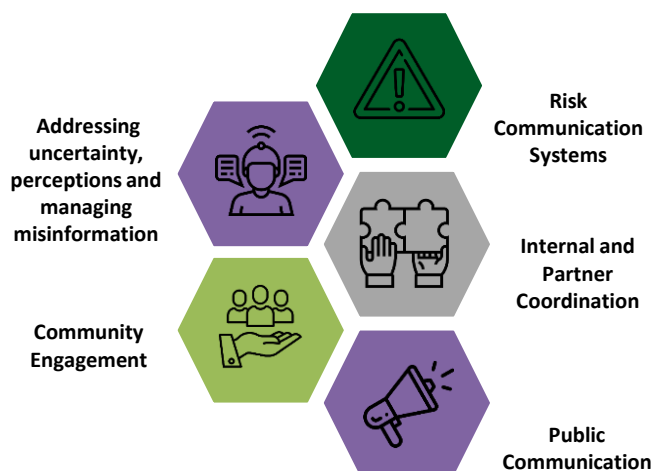


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RCCE 5 Core Capacities



Core Capacity 1: Risk Communication Systems

- RCCE has strengthened the surge capacity of communicators and community engagement experts, such as risk communication, health promotion and social science experts at national, provincial, district level and in some health care settings including hospitals

Core Capacity 2: Internal and Partner Coordination

- RCCE has strengthened engagement with partners to share information in a timely manner to avoid inconsistent and potentially conflicting guidance. The Department of Health has broadened the reach of community engagement by leveraging partners' strengths and outreach capacities.

Core Capacity 3: Public Communication

- RCCE has made sure that messages are consistent across sectors and levels, information is shared regularly (ideally each day at the same time of the day), while also ensuring that the public knows where to obtain up-to-date information regularly (e.g., websites, daily press briefings, hotlines).

Core Capacity 4: Community Engagement

- RCCE has maintained 2-way communication with affected audiences to understand and respond to their concerns, attitudes, beliefs, and barriers to following health guidance through established mechanisms such as hotlines operated by retired nurses and students and call-in radio programs.

Core Capacity 5: Addressing uncertainty, perceptions and managing misinformation

- RCCE convene multi-stakeholder feedback meetings bi-weekly to capture common concerns, questions, misunderstandings and misinformation online and offline and ensure that the results of monitoring of traditional and social media and conversations on call centres and in the communities are assessed and analysed rapidly through a dedicated team set up for this purpose.

Overview of the RCCE structure



- South Africa has strong RCCE partner coordination mechanisms in place to respond to public health emergencies,
- The Government's Communication and Information System (GCIS) leads and coordinates all government communication responses,
- The RCCE is led by the National Department of Health with support from partners from UN-Agencies, US-Agencies, SA Red Cross, NGOs, Academia, FBOs, CBOs, etc; to enhance joint response efforts,
- South Africa has established RCCE operational teams and working groups to coordinate partners and activities in different workstreams, such as; RCCE TWG, RCCE Internal, RCCE Provinces, RCCE Social listening and community feedback, RCCE Research, M&E and training,
- Standard operating procedures and RCCE coordination is set up by the RCCE Internal workstream at the national level.

Overview of stakeholders and responsibilities



Workstreams	Responsibilities	Partners
RCCE TWG	RCCE systems (strategies, communication toolkits, content development, translation, printing, distribution, etc)	WHO, UNICEF, Red Cross, USAID/PLM, NICD, NHLS, HST, Keready, Right To Care, GCIS, Academia
RCCE Internal	Guidelines, SOPs, initial planning , campaigns RCCE meeting agenda and identifying experts	Communication, Health Promotion, Environmental Health, Integrated School Health, Child Health, WHO
RCCE Province	Community outreach (engagement and feedback)	All provinces (communication, health promotion, ACSM), and partners/NGOs responsible for community outreach
RCCE Social listening	Monitoring key trends online and offline, debunking misinformation, analytics and reporting, communication priorities for messaging	UFS, UNICEF, USAID/LPM, HST, NICD, Keready, Red Cross, Civil social forum
RCCE research, M&E, training	Rapid surveys, focus group discussions, webinar, workshops	UNICEF, USAID/PLM, WHO



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Importance of RCCE in Public Health



- RCCE is a cross-cutting IHR technical area,
 - Supports effective prevention, detection, and response to public health threats,
 - Central to building public trust and enabling behaviour change,
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- Enables timely, accurate, and transparent communication,
 - Builds trust between communities and government,
 - Addresses misinformation, myths, and rumours,
 - Promotes community participation in health interventions,
 - Strengthens preparedness and response outcomes.



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RCCE Current Assessment

Available IEC materials on Cholera



- Prevent diarrhoea poster,
- Prevent diarrhoea pamphlet,
- Hand hygiene flyer,
- Food safety pamphlet,
- How to make a tippy tap poster,
 - Shared with all provinces and stakeholders electronically,
 - To be printed and disseminated as per need,
- Social media posters - and regularly reviewed and revised,
- Radio and TV scripts and messages,
- Frequently asked questions and answers,

Media statements will be released on a regular basis.

Key messages focus areas



- The IEC materials cover the following areas:
 - Cholera signs and symptoms,
 - The importance of using clean water,
 - Water purification,
 - Importance of using the toilet,
 - Proper food preparation and storage,
 - Hand hygiene,
 - Oral Rehydration Solution (ORS) preparation,
- The importance of visiting the nearest healthcare facility immediately if any symptoms develop, and
- All other related information.



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Types of RCCE activities



- RCCE weekly meetings to review progress,
- Media Statements and Interviews,
- Media briefings and updates,
- Social media campaigns,
- Radio and TV talk shows,
- Radio and TV key messages dissemination,
- Blitz campaigns in the high-risk areas,
- Community engagement in all settings, including in hard-to-reach areas,
- Participate in Community surveillance and contact tracing.



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Key messengers



- Minister,
- Deputy Minister,
- Acting Director-General, and other Senior Managers,
- Department's spokesperson,
- Provincial executives,
- Subject Experts/clinicians/Programme Managers, etc.



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Key audiences



- General Public,
- Health professionals,
- Relevant stakeholders,
- Decision makers,
- Community leaders,
- Media houses,
- Influencers, etc.

we have done it before – we can do it again



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The RCCE Team is Ready

THANK YOU

Songozwi thavha ya Dzanani



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