



Vooma Vaccination Weekend (1- 3 October 2021) Communication Guide

17 million more by Christmas

“We can save 20,000 lives if we vaccinate
70% of adults by the end of the year”

CALL TO ACTION

1. The President has called on all leaders in South Africa to intensify their support for the Covid-19 vaccination programme by getting behind the Vooma Vaccination Weekends.
2. The first one will be held from 1-3 October 2021 and all leaders across South Africa are urged to encourage those they lead to get vaccinated. We believe that people will come forward to be vaccinated if they hear the message from people they trust, who can reassure them and take away some of their anxieties and provide them with factual information.

“Vooma” is a South Africanism derived from the Afrikaans word “woema” meaning ‘energy and speed’. It also resembles the Nguni word “vuma” meaning ‘agree’. This is what we hope to achieve: Agreement to move with energy and speed to ensure that 70% of adults are vaccinated by Christmas.

OUR GOAL



3. Our goal is to vaccinate 70% of adults by the end of the year – that’s 17 million more people. If we achieve that, projections are that we will save at least 20,000 lives.
4. 30% of adults in South Africa have received at least one dose of vaccine against Covid-19. This is a great milestone, but there is still a long way to go.
5. We expect the 4th wave of Covid-19 to hit South Africa towards the end of the year, and we have the power to ensure that far fewer people end up in hospital or die.

OUR MESSAGE TO THE PEOPLE OF SOUTH AFRICA

6. Vaccination against Covid-19 is thousands of times safer than catching Covid-19 and will protect you and those you love. It is not 100% effective in preventing you from getting infection, but even if you do get Covid-19, your chances of getting very sick or dying are much smaller.
7. If you are 18 or older, don’t wait any longer! Go and get vaccinated at a site near you. You don’t even have to wait for an SMS telling you when and where to go.
8. The vaccination is free to everyone living in South Africa, whether you are a South African or from another country. You can go to a government health facility or a private pharmacy that offers vaccinations, even if you don’t have medical aid.
9. You are especially invited to walk in to a site near you on the 1st and 2nd of October 2021 during the Vooma Vaccination Weekend.
10. Got any questions or concerns? Call the tollfree Covid-19 hotline 0800 029 999. It is there for you.