



DISTRICT COMMAND COUNCIL COMMUNICATION PLAN FOR COVID-19

1. Introduction and Context

Government has declared the COVID-19 (Coronavirus) a national disaster, which empowers the state to release available resources in a coordinated manner to fight the spread of the virus. Government is also implementing additional measures as part of its Integrated National Response Plan, approved by Cabinet. It includes drastic measures to manage the disease, protect the people of our country and reduce the impact of the virus on our society and on our economy.

2. Communication objectives

- To educate and create awareness about the danger of COVID-19 and to encourage the public to take precautionary measures during this lockdown and beyond.

3. Key Messages

- Cover your nose and mouth with a tissue when you cough or sneeze and then BIN the tissue
- Avoid touching your eyes, nose and mouth
- Clean and disinfect frequently touched objects and surfaces
- Stay at home when you are sick, except to get medical care
- Wash your hands often with soap and water for at least 20 seconds

4. Target audiences

- Communities in Dr RSM District Municipality
- All affected stakeholders
- Government departments
- General publics at large

5. Messengers

- Executive Mayor of Dr SRM District Municipality
- Mayors of Local Municipalities
- MMC's
- Pastors
- Designated Spokesperson
- Senior Officials from Dept of Health

6. Communication plan

- The Communication Plan outlines the communication approach to be used pre, during and post COVID-19
- Planning and Preparation of COVID-19 messages and talking points
- Content management
- Media Management (media advisory, media releases, interviews, monitoring)
- Internal Communication (intranet, website, posters)
- Marketing and Advertising (posters, flyers, loud hailing, adverts)
- Social media to publicize the resolutions taken at Command Council meetings and to raise health awareness

ACTIVITY	MEDIA	DATE	RESPONSIBILITY	PARTNERS	STATUS
Designing of COVID-19 posters and info for the internal stakeholders	<ul style="list-style-type: none"> ✓ Info placed at the entrances ✓ Forwarded via emails to District & Local Municipalities staff ✓ Video and photos played at Municipal main building reception area 	24 th Feb 2020 until the beginning of lockdown	District Communications team	Political leadership, Management and officials	The COVID-19 info shared on different platforms. E.g social media & WhatsApp groups and the platforms are still utilized.
District Command Council's first sitting at the District Municipality's Council Chamber	<ul style="list-style-type: none"> ✓ SABC TV and Radio including ✓ Community radio/VaaltarFM & Bodumedi FM ✓ District News Update ✓ Facebook account-Dr RSM District Municipality ✓ Twitter- 	27 March 2020	District Communications and local municipalities	Local Municipalities, Departments including Private sector	Executive Mayor as the chair had interview with SABC outlining the Command Council's purpose and sensitizing the public about the virus Media Statement issued to All stakeholders and

	@DrRuthMompatiDM				SABC tv and Radio covered the event
District Municipality's distribution of hands sanitizers, masks, disinfectants & gloves	<ul style="list-style-type: none"> ✓ EHP's mobilization campaigns 	On-going	District Disaster Management Team	Dept of Health	The Local Municipalities sanitize and dis-infect the hotspots areas
District Command Council's second sitting at Kismet Hall	<ul style="list-style-type: none"> ✓ Community radio/VaaltaarFM ✓ District News Update ✓ Facebook ✓ Twitter 	28 March 2020	District Communication s and Local Municipalities	Local Municipalities, Departments including Private sector	The Executive Mayor to outline the progress of the Council at Vaaltar FM on the 29 th March 2020
District Command Council meeting on the 31 st March 2020 at Kismet Hall	<ul style="list-style-type: none"> ✓ Issuing of media statement to All media houses ✓ Bodumedi FM ✓ Issuing of design pieces or News Update to WhatsApp numbers containing progress and resolutions of the Council. 	31 st March 2020		Local Municipalities, Departments including Private sector	The Communication to mobilize members of the communities to stay at home and to adhere to regulations through print and electronic media.

District Command Council Meeting and discussions	✓ Communicating the latest COVID-19 information to the public via media	As and when there are information	Heads of Communications – District and Local	Local Municipalities and Government Departments	Information to be shared at different platforms (pamphlets, flyers and emails)
Arrange interview for Executive Mayor at You FM on the latest COVID-19 info	✓ Communicating the latest COVID-19 information to the public via media	01 st April 2020	District Communications	Local Municipalities and Government Departments	Information to be disseminated to other medium
Arrange Tele Press Conference and Mobile Campaign Marketing at Kagisano-Molopo	✓ Community media and mainstream ✓ Loud-healing of COVID-19 messages to community	06 th April 2020	District Municipality & DCF Core Team	Local Municipalities, Departments including Private sector	Communicating the regulations and guidelines of National Disasters Management
Issuing of Media Statement	✓ SABC TV and Radio including ✓ Community radio/VaaltarFM & Bodumedi FM ✓ District News Update ✓ Facebook	04 th April 2020	District Municipality & DCF Core Team	Local Municipalities, Departments including Private sector	To forward information to the media specifically to all that did not pitch up for Media Conference

	<p>account-Dr RSM District Municipality Twitter- @DrRuthMompotiDM</p>				
District Command Council Meeting	<ul style="list-style-type: none"> ✓ Communicating the latest COVID-19 information to the public via media ✓ Taung Daily News ✓ Morongwa News ✓ Vaaltimes News 	07 th April 2020	District Municipality and Local Municipalities	District Disaster Management Team & District and Local Communications	Communicating the resolutions of the Council while tracing the achievements
Arranging Radio Slots and interviews for Executive Mayor and representative of Traditional Leadership	<ul style="list-style-type: none"> ✓ SABC TV and Radio including ✓ Community Radio/VaaltarFM & Bodumedi FM 	08 th April 2020 until 16 th April 2020	Heads of Communications – District and Local	Local Municipalities, Departments including Private sector	To sensitize the public about the danger of the virus infection
Issuing of Media Statement	<ul style="list-style-type: none"> <input type="checkbox"/> SABC TV and Radio including You FM <input type="checkbox"/> Community radio/VaaltarFM & Bodumedi FM <input type="checkbox"/> District News Update 	10 th April 2020 until 16 April 2020	Heads of Communications – District and Local	Local Municipalities, Departments including Private sector	Communicating the resolutions of the Council while tracing the achievements

	<input type="checkbox"/> Facebook account-Dr RSM District Municipality <input type="checkbox"/> Twitter- @DrRuthMompotiDM				
Electronic Billboards Advertising	Bona Bona Advertising	From 06 to 30 April 2020	Heads of Communications – District and Local	District and Local Municipalities	Posting of Covid 19 poster

N.B. ALL INFORMATION THAT NEED TO BE PUBLISHED FOR PUBLIC CONSUMPTION SHOULD BE FORWARDED TO DISTRICT COMMUNICATION

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