

Covid-19

Learning from the strengths and failings of social contracting

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19 July 2022

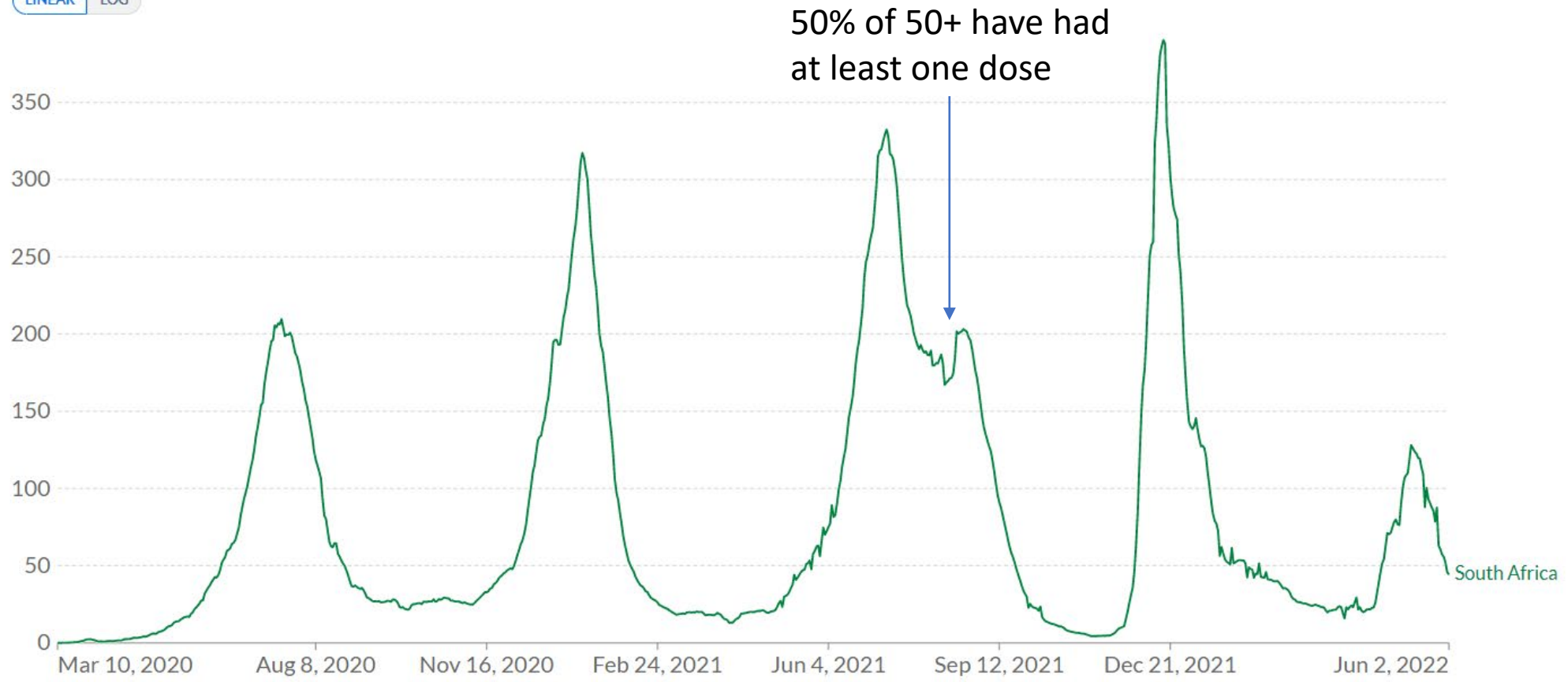
An optimal vaccination programme would have started three months earlier

Daily new confirmed COVID-19 cases per million people

7-day rolling average. Due to limited testing, the number of confirmed cases is lower than the true number of infections.



LINEAR LOG

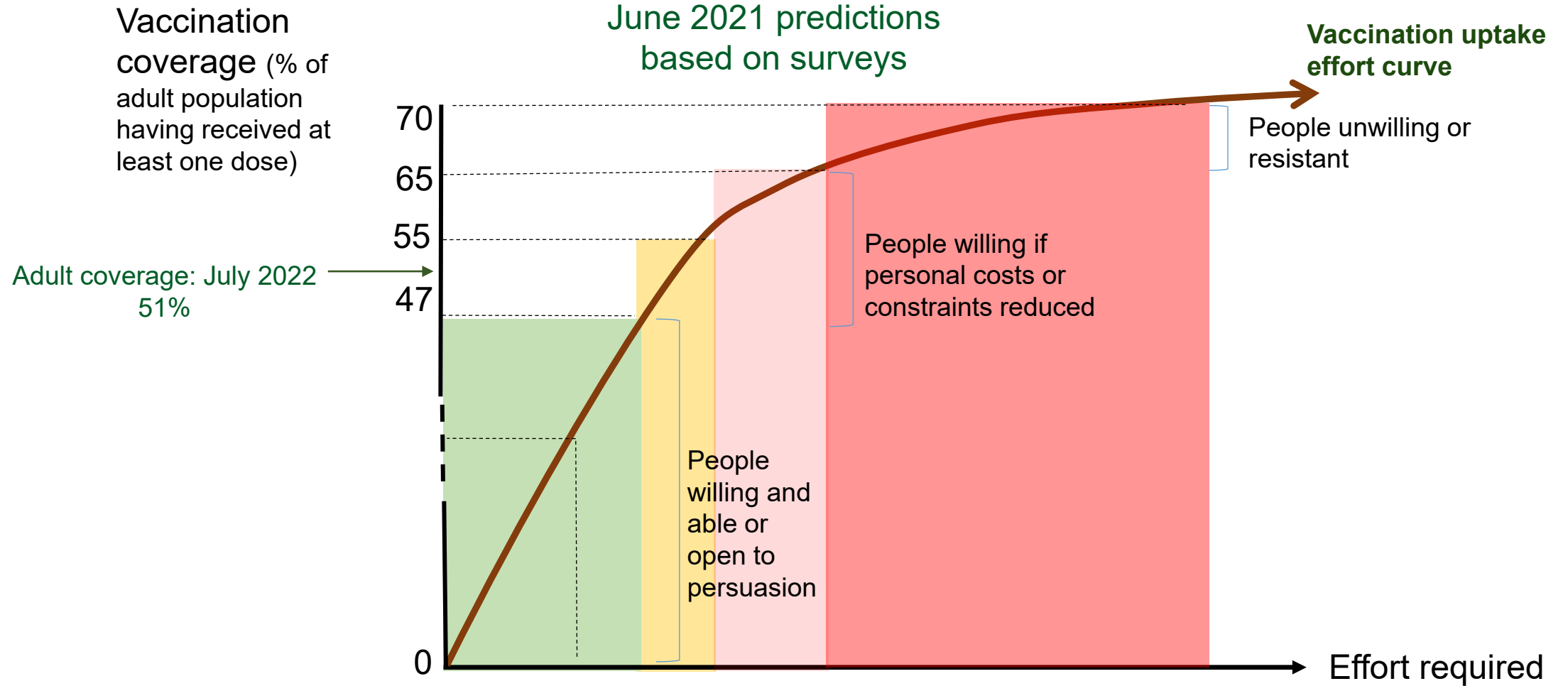


Source: Johns Hopkins University CSSE COVID-19 Data

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Vaccine uptake was shaped by fear, trust and cost



Communication kept people coming, but demand-side interventions had modest effects

- Vooma Weekends led to an extra 500,000+ doses
- The Vooma Voucher incentive accounted for 8.31-13.95% of all doses administered to those aged ≥ 60 years during that period.
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- According to an evaluation by G:ENESIS in April 2022, two months into the campaign, KeReady had resulted in an additional 251,000 vaccinations among 25-34 year olds above the trendline expected.

References:

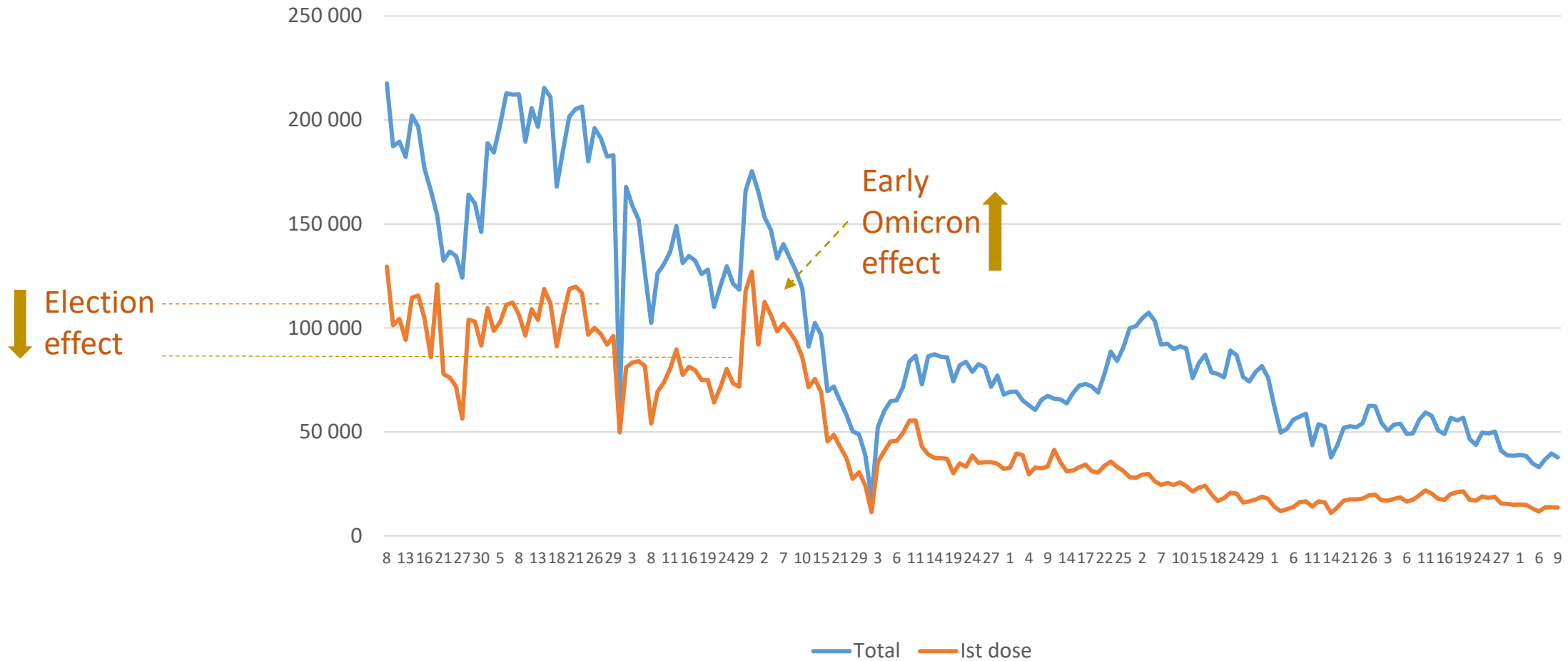
Electronic Vaccination Data System

Chetty-Makkan C, Thirumurthy H, Bair E, Biokolo S, Day C, Wapenaar K, Werner J, Long L, Maughan-Brown B, Miot J, Pascoe S, Bottenheim A (2022). A quasi-experimental cohort study evaluating a conditional economic incentive on first-dose COVID-19 vaccination rates among older adults in South Africa: Evaluation of the Vooma Voucher program among adults 60 years and older; Submitted to JAMA April 2022

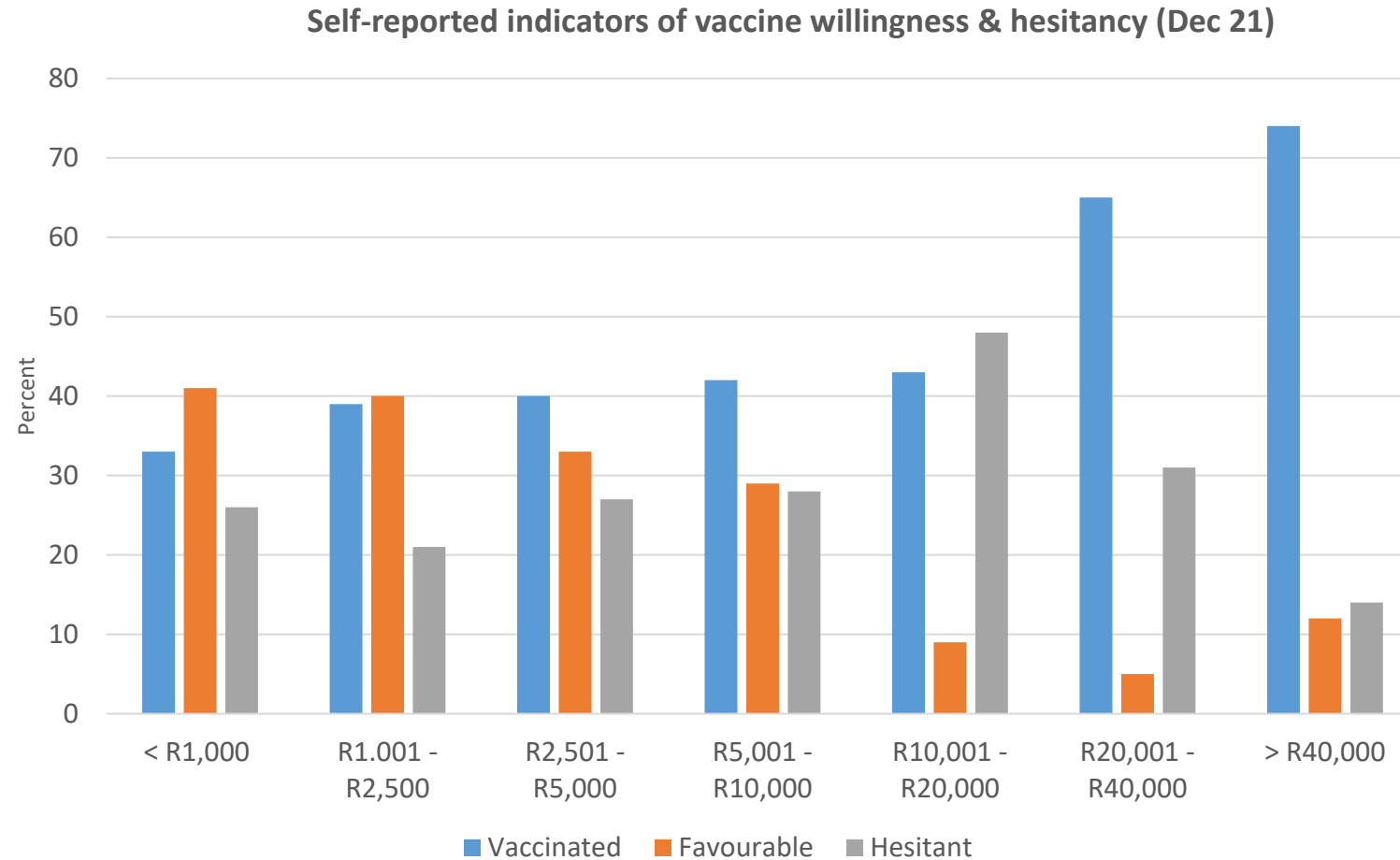
G:ENESIS (2022). KeReadysa: Evaluation of the COVID1-9 Youth Vaccination Programme, April 2022

Contextual factors swung sentiment the most

Total vaccinations per day
8 Sep 21 - 9 June 2022
(weekends & public holidays excluded)



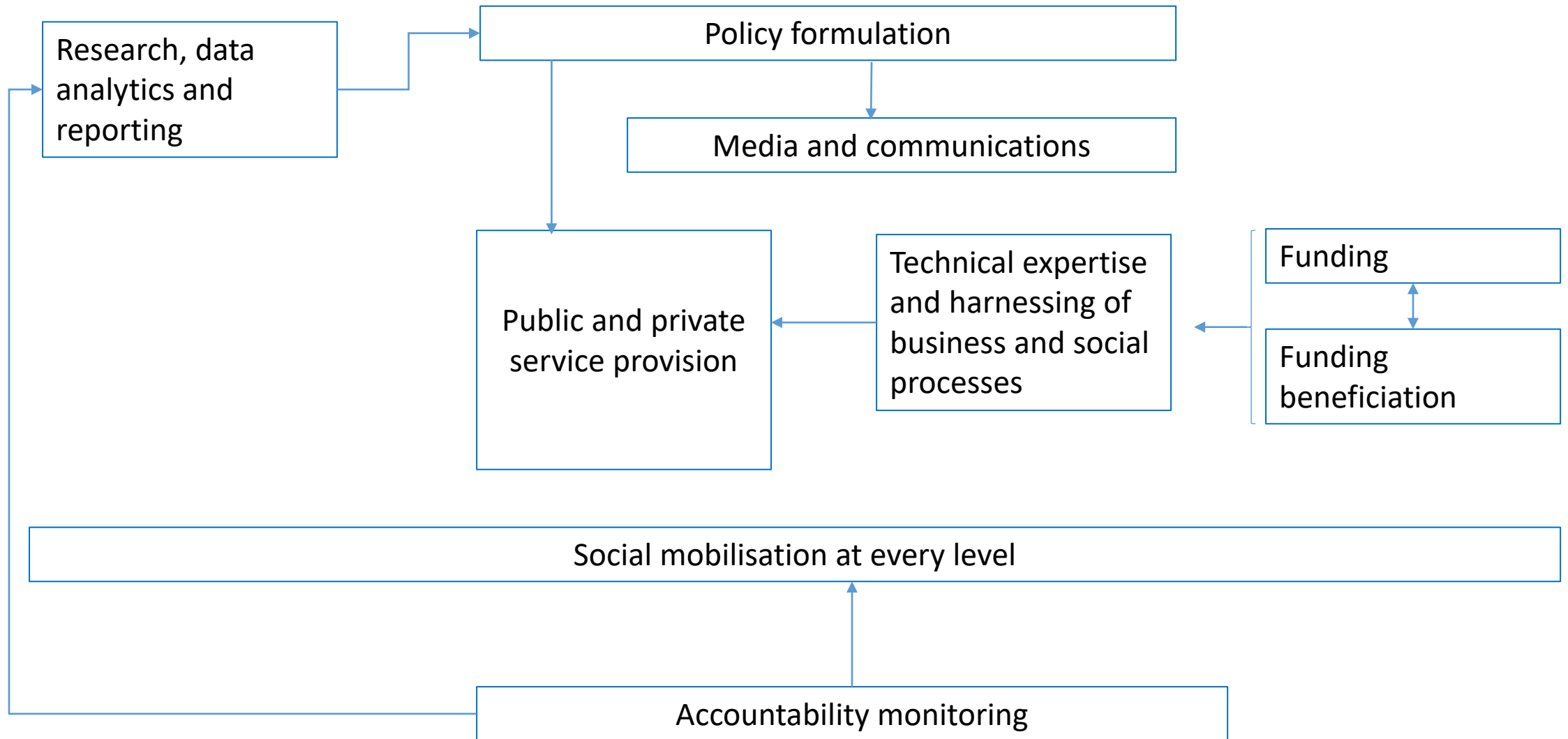
The 'social gradient' of uptake was stark



Source:

Runciman C et al (2022). UJ-HSRC COVID-19 DEMOCRACY SURVEY: Research briefing – Vaccine inequality and hesitancy. <https://www.uj.ac.za/wp-content/uploads/2022/02/2022-02-02-r5-vaccine-acceptance-and-hesitancy.pdf>

Key functions in the national Covid-19 response



Lessons for social contracting

- When trust really counts, the language of war is counter-productive:
Control councils, command centres and war-rooms create unnecessary fear and turn the public off.
- Plan for both supply and demand from Day 1:
Define the key response functions and design the social contract accordingly.
- Funding for new activities often needs an activator-implementer mechanism
E.g. DGMT Coordinated Donor Support and activation of National Contact Centre.
- Integrated implementing structures (cross-sectoral) can be effective.
E.g. Demand acceleration task team – labour participation NB
- Keep the future in mind even as you design to tackle the immediate crisis
E.g. Mobile outreach shown to achieve high uptake c/f fixed facilities