



Side-by-Side®



NUTRITION



LOVE



PROTECTION



HEALTHCARE



EXTRA CARE



Campaign toolkit for **IMPLEMENTERS**



health

Department:
Health
REPUBLIC OF SOUTH AFRICA

A long and Healthy life for all South Africans





Side-by-Side®



Your guide to implementing Side-by-Side

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WELCOME to Side-by-Side



There are close to one million children born in South Africa each year. Two thirds of them grow up in poverty¹ which means that their development is compromised because they may not receive all of the essential care and services they need to develop optimally.

It's in our interest to work together as a society to ensure that all of our children benefit from quality early childhood development services – good nutrition and healthcare, support to their primary caregivers, social services, and opportunities for early learning – from before birth.

The benefit to each individual child has ripple effects because it will result in a more prosperous and equal society for us all.

In 2018, the National Department of Health launched the Side-by-Side campaign for children under 5 years, with the goal

of ensuring that all children receive the nurturing care and protection they need to reach their full potential.

The campaign relies on all stakeholders who care for children to work together. This toolkit explains how Side-by-Side works; it also provides stakeholders with the information and tools they need to join the effort.

Side-by-Side's toolkit contains radio programmes, pamphlets, posters, talking points, event guides, and more. We are continually growing as we learn and we will make more materials available in all official South African languages. If you are able to support with production and/or translation of materials, please contact us.

Let's work together to make sure South Africa's children don't just survive, but that they survive and thrive!

¹ (South African Early Childhood Review 2017)

Side-by-Side: because it takes a village to raise a child



The Side-by-Side logo shows a pair – carer and child, carer and healthworker - in harmony with each other.

What is Side-by-Side?

Side-by-Side is a campaign for pregnant women and caregivers of children younger than 5 years, using multiple communication channels. It is led by the National Department of Health but owned by all national, provincial and local departments, NGOs, community based organisations, and all other partners who are working and caring for children.

Why Side-by-Side?

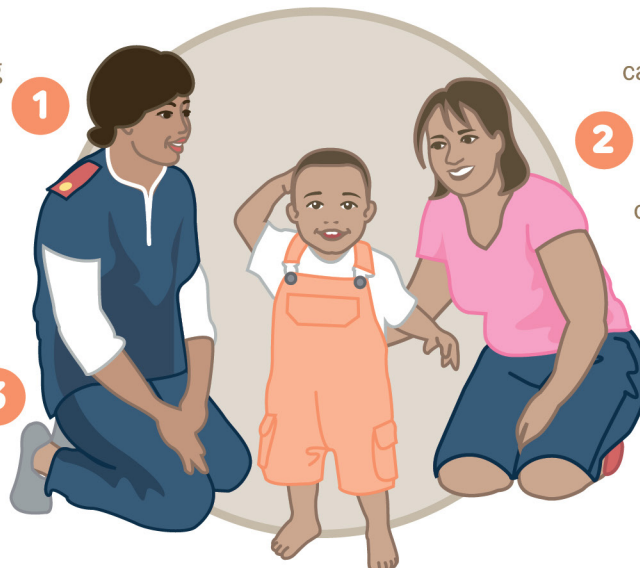
Children need an entire spectrum of care. All of the stakeholders that provide components of care need to work together – Side-by-Side. All stakeholders in the partnership are valuable and deserve respect *because it takes a village to raise a child*.

Side-by-Side emphasises the most important relationship in early child development: between a parent/primary caregiver and a child.

What does Side-by-Side want to achieve?

1 We want to increase caregivers' understanding of the full scope of care children need for optimal development.

3 We want healthcare workers to shift their approach to maternal and child primary care from survive to survive *and thrive*; and to work in partnership with caregivers.

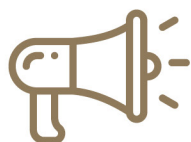
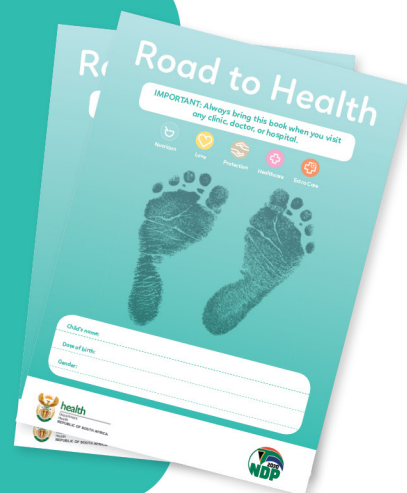


2 We want to increase caregivers' understanding of how vital their role is in their children's development and life outcomes – from before birth.

4 We want to increase uptake of the new Road to Health book among caregivers.

Side-by-Side's key messages

You, the caregiver, are central to your child's nurturing, care, and protection. Your actions will determine your child's health, education and social outcomes for life. It starts earlier than you think. Healthcare workers will support you with a new tool created for you - the Road to Health book.



This the main message of Side-by-Side. It should be repeated often – every time you talk to a caregiver.

The rest of Side-by-Side messages are educational and are grouped under 5 knowledge pillars – these are the elements of care which every child needs in order to survive and thrive.



NUTRITION

Good nutrition is important for you and your child's health. It starts with breastfeeding.



LOVE

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



PROTECTION

Your child can be protected from childhood disease and injury by getting immunised and by being careful at home.



HEALTH CARE

Your child needs care when they are sick or injured to help them get better.



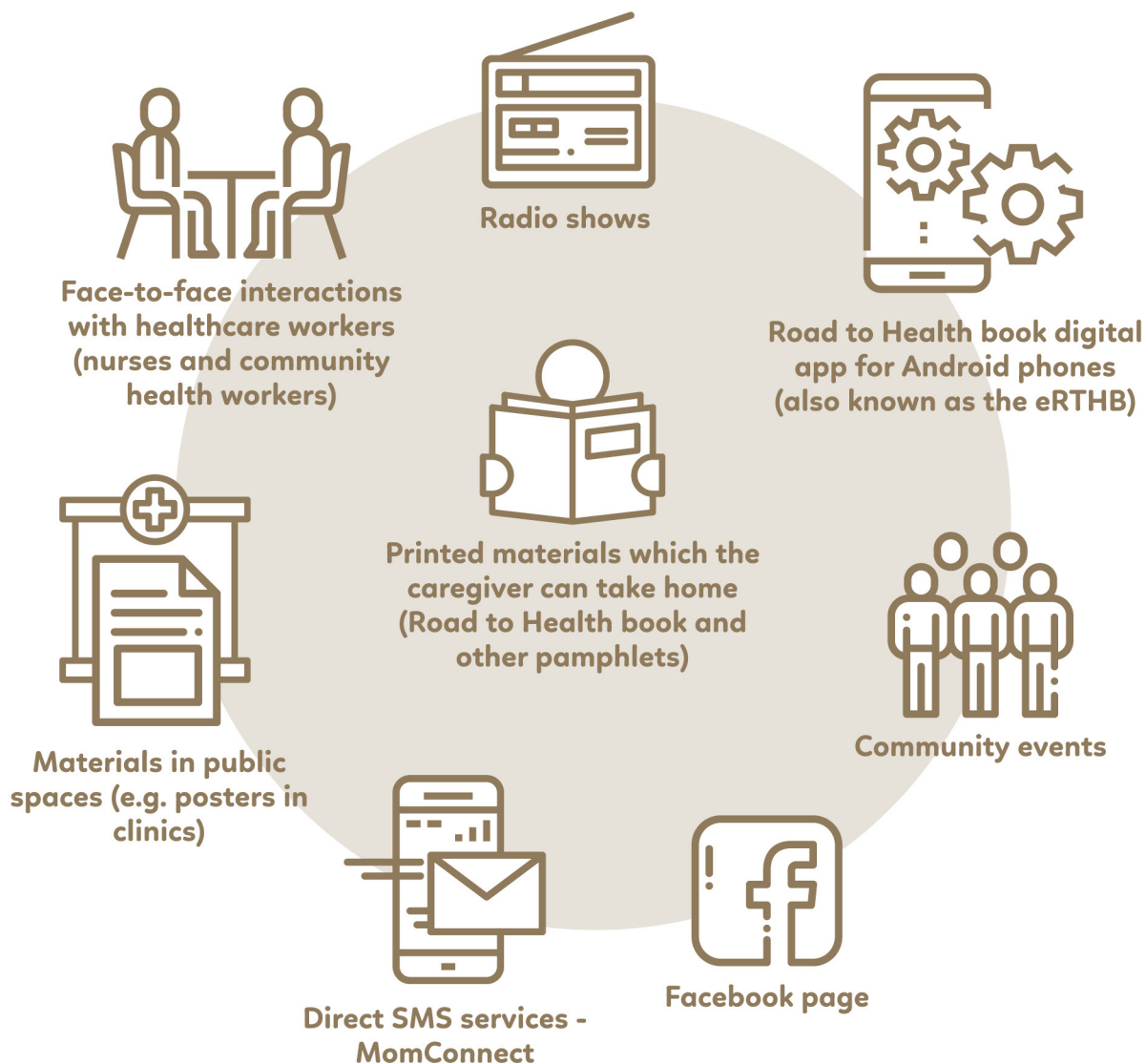
EXTRA CARE

Your child may need special care or support. Knowing what to do or where to go will help both of you.

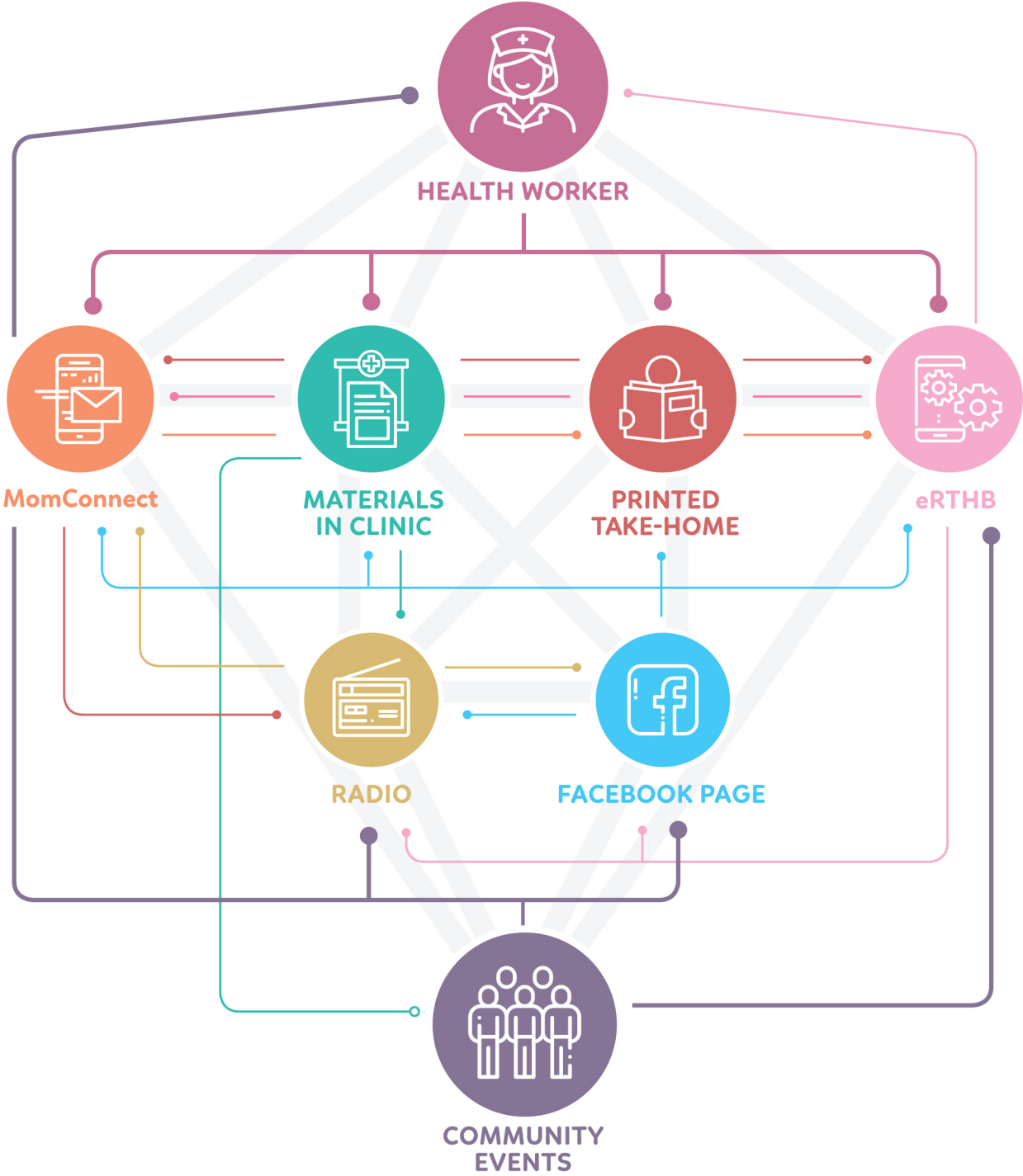
There are many additional messages under each knowledge pillar. The full list of messages used in the campaign are in the supporting document [Side-by-Side Messages](#) to be found on the Side-by-Side website.

Side-by-Side's communication channels

Side-by-Side says the same thing on many different communication channels. When the caregiver hears the same message over and over on different communication platforms, they remember the message and engage with it.



The diagram below shows how the caregiver interacts with the communication channels of the campaign. Each communication channel refers the caregiver to the next one - this is represented by the coloured lines. For example, the healthworker refers the caregiver to MomConnect, which in turn refers the caregiver to radio. The caregiver is continually exposed to a different communication channel but the message stays the same.



The Side-by-Side community: how you can get involved

All stakeholders who are in direct contact with pregnant women and caregivers of children aged 0-5 years have a role to play in Side-by-Side. By displaying or repeating the Side-by-Side messages and/or directing caregivers to the Side-by-Side communication channels, stakeholders increase the volume and the footprint of messages.

Actions you can take:

- Repeat the messages of the campaign, in verbal and written communication, to individuals and groups
- Print, display and distribute materials
- Inform your networks of caregivers about the radio show in your region and encourage them to tune in
- Support your local community radio station to broadcast an early childhood development show using the Side-by-Side community radio scripts
- Inform your networks of caregivers or healthworkers about MomConnect and NurseConnect and encourage them to register
- Join the Facebook page and share posts with your social networks
- Host or participate in a community event
- Share the Side-by-Side videos with caregivers on your social media channels, WhatsApp groups or in person using a phone or tablet.
- Show the Side-by-Side videos when you are training healthworkers.

Embody the spirit of Side-by-Side by treating all those who are working to support early child development - and especially caregivers - with respect. We are partners and we are working together to raise South Africa's children.

All stakeholders in contact with caregivers of young children can work Side-by-Side with the campaign to ensure the messages are heard and often.

Public and private health facilities

ECD centres, programmes and forums

National and provincial government departments

Local government services offices dealing directly with the public including police stations, DSD service points, and SASSA service offices and collection points

Faith based organisations

Libraries

Employers

NGOs

Community-based organisations

Traditional leadership structures

Community safety organisations

Stokvels

Taxi and bus associations

Community radio stations

The Tools



Radio show on commercial radio stations

The Side-by-Side radio show is a 48-episode serialised drama telling the story of Joyce, a 23-year-old single mom, living in a South African township with her baby daughter, her mother, and her nephew. Through the friendships and supportive relationships she builds with the people around her, Joyce eventually finds her strength and her voice as a mother, daughter, and woman.

Side-by-Side is broadcast on **11** commercial radio stations in **9** official languages:

Station	Language	Province coverage by FM radio signal	Day and time
Thobela FM	Pedi	Limpopo / Gauteng / Mpumalanga	Saturdays at 07:30
Munghana Lonene FM	Tsonga	Limpopo	Wednesdays at 14:30
Lesedi FM	Sotho	Free State / Gauteng / North West / Northern Cape	Wednesdays at 11:40
Ukhozi FM	Zulu	KZN / Eastern Cape /Gauteng / Mpumalanga	Saturdays at 08:45
PhalaPhala FM	Venda	Limpopo	Tuesdays at 09:40
Motsweding FM	Tswana	North West / Gauteng	Mondays at 05:40
XK FM	Xhu	Northern Cape	Thursdays at 10:05
Tru FM	Xhosa	Eastern Cape	Tuesdays at 10:40
Umhlobo Wenene FM	Xhosa	Eastern Cape / Western Cape	Sundays at 21:15
Ikwekwezi FM	Ndebele	Mpumalanga	Wednesdays at 10:35
Ligwalagwa FM	Swati	Mpumalanga	Wednesdays at 10:20

Each episode of the Side-by-Side show centres on an educational message of the campaign under one of the 5 knowledge pillars, and is followed by a 7-minute live question and answer (Q&A) discussion between the radio host and an expert guest, to elaborate on the educational message and to take questions from listeners.

Examples of education messages forming the theme of individual episodes include:



Sustaining breastfeeding



What to do when your child is sick with fever and chest infections



Singing to and playing with your baby



Caring for children living with disabilities



Preventing serious injuries at home



Radio show on community radio stations

Side-by-Side content material is available to community radio stations who wish to start broadcasting an ECD parenting radio programme to increase levels of knowledge around the 5 knowledge pillars of Side-by-Side.

The radio show is designed to be broadcast weekly; and the suggested length of each episode is 30 minutes. The show format is a Q&A style, where the show host introduces the topic and explores the main themes of that topic with an expert guest. The show progression is guided by the show host who follows a prepared script. The script prompts the show host to ask the most pertinent questions related to that topic. The script also includes prepared answers to each question. In the instance where the best expert guest isn't found, the host can still go ahead with broadcast guided by these pre-prepared answers.

Learning is best when it's interactive and listeners should be encouraged to dial in and ask the expert guest a question related to the topic or, alternatively, to send through questions and comments using SMS, email or social media.

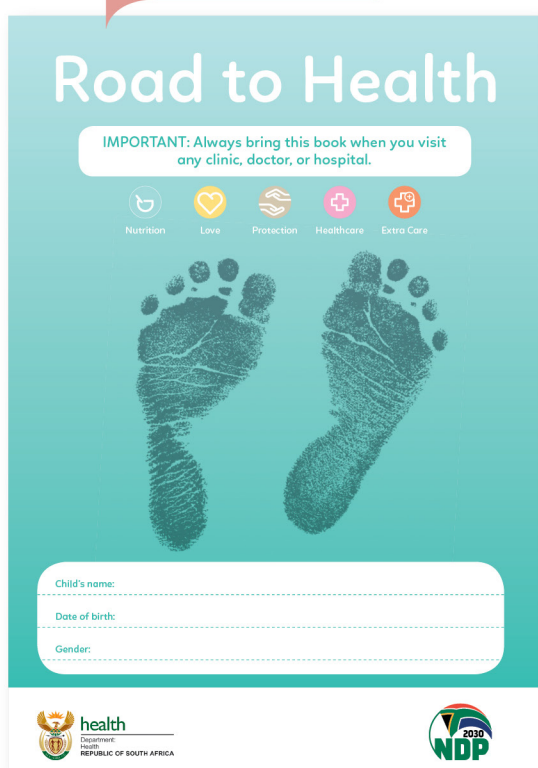
The content of the radio show draws on public communication by the Departments of Health, Department of Social Development, SASSA, and others. The themes of the show are varied across the age spectrum of early childhood development and across the 5 knowledge pillars of Side-by-Side.

There are currently 96 scripts and a guideline document available to radio stations wishing to start broadcast in the supporting document [Side-by-Side Radio Scripts](#) to be found on the Side-by-Side website.



Printed materials for the caregiver

English only



most important tool of the Side-by-Side campaign

Road to Health book

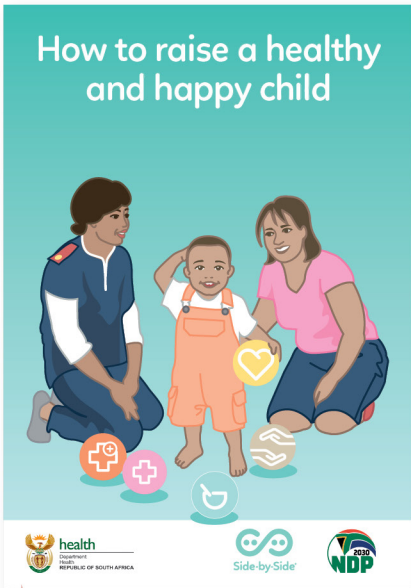
The new **Road to Health** book is the most important tool of the Side-by-Side campaign:

- it is a record of a child's growth, immunisations, and health interventions
- it is an information source for caregivers
- it is a tool to encourage collaboration between healthcare workers and caregivers

The book is 44 pages, A5 size, and is divided into 5 sections – the 5 knowledge pillars of the Side-by-Side campaign.

The **Road to Health** book is printed by the National Department of Health and distributed to district health departments. It is issued to all new births. Caregivers who have already been issued with the previous version of the book will not be issued a new version.

The **Road to Health** book is available in English only. If a caregiver is not confident reading English, then they should be given the **How to Raise a Healthy and Happy Child** book (see next page) in their home language as a companion.



available in all 11 official languages

How to Raise a Healthy and Happy Child

This book supplements the **Road to Health** book. It contains exactly the same educational content for caregivers as the **Road to Health** book, but it doesn't contain any health records, immunisation schedules or growth charts.

How to Raise a Healthy and Happy Child	Road to Health
<input checked="" type="checkbox"/> an information source for caregivers	<input checked="" type="checkbox"/> an information source for caregivers
<input checked="" type="checkbox"/> a tool to encourage collaboration between healthcare workers and caregivers	<input checked="" type="checkbox"/> a tool to encourage collaboration between healthcare workers and caregivers
	<input checked="" type="checkbox"/> a record of a child's growth, immunisations, and health interventions

The **How to Raise a Healthy and Happy Child** book is an important supplementary tool because it is available in all 11 official languages, unlike the **Road to Health**, which is only available in English.

How to use:

PRINT & DISTRIBUTE...

... to caregivers who have been issued the new **Road to Health** book but are not confident English readers.

... to caregivers who have been issued the old **Road to Health** book but would benefit from the information because their child is still under 5 years.

... to caregivers who spend a lot of time with a child under 5 but who may not have access to the **Road to Health** book – like grandparents and day mothers.



Printing instructions: A5 size, full colour, 16pages+4pages cover, normal bond paper pages and 300gsm gloss cover. Stapled finish.



If costs are a concern, a black and white print is fine.



English only

Supporting Breastfeeding in the Workplace

This book contains practical information for employers and managers of big, medium and small organisations on how they can create a breastfeeding friendly workplace. This includes instructions on how to write a breastfeeding policy, how to set up a breastfeeding room, and a guide to the South African laws which protect pregnant and breastfeeding women.

The booklet is useful for employees as well because it helps them understand their rights when it comes to pregnancy leave and breastfeeding in the workplace. The book also includes practical information on how to express and store breastmilk.

How to use:

PRINT & SHARE...

... the booklet with employers/managers of any size organisation – small, medium and large. Share the electronic version of booklet with employers/managers and encourage them to print copies of the book and distribute it among their staff.



Printing instructions: A5 size, full colour, 16pages+4pages cover, normal bond paper pages and 300gsm gloss cover. Stapled finish.



If costs are a concern, a black and white print is fine.



English only

What you should know about breastfeeding

This book is aimed at new mothers to support the practice of breastfeeding in South Africa, by providing practical and useful information on topics such as the benefits of breastfeeding for babies and moms, how and when to breastfeed, the challenges of breastfeeding, mothers' nutrition while breastfeeding, and breastfeeding while HIV-positive.

How to use:

PRINT & DISTRIBUTE...

to prenatal women as well as women who have just given birth. The booklet can also be given to their partners and close family members who will need to support the mother in breastfeeding her baby in the home. The electronic version of booklet can also be shared with employers or managers who should be encouraged to print copies of the book and distribute it among their staff.

Mothers would benefit especially from the information in the booklet if a nurse, health promoter, or community health worker goes through the information with them.



Printing instructions: A5 size, full colour, 20pages+4pages cover, normal bond paper pages and 300gsm gloss cover. Stapled finish.



If costs are a concern, a black and white print is fine.



Printed materials for public spaces and clinics

Side-by-Side has a growing portfolio of posters, intended to be printed and displayed in clinic waiting rooms, SASSA service offices, ECD centres, and any other waiting spaces where caregivers would engage with them. All posters can be downloaded from the Side-by-Side website.

How to use:

Stick up posters at eye level in places where caregivers sit and wait, because then they will have a chance to read them.

Poster	Knowledge pillar	Message	Availability at November 2018
Introduction		<p>Reinforces the main theme of the Road to Health book - children need nutrition, love, protection, healthcare, and extra care to develop best</p> <p>* If you are able to print just one poster at this stage, we recommend it is this one.</p>	Eng, Afr, Sotho, Zulu, Swati, Xhosa
Danger Signs		Educates on the 8 health danger signs in children that all caregivers should know	Eng, Afr, Sotho, Zulu, Swati, Xhosa
Immunisation		Reminds caregivers of the importance of vaccines for protecting children against preventable diseases	Eng, Afr, Swati, Xhosa
General breastfeeding		Encourages the practice of breastfeeding by reminding the reader that breastmilk is the best food for babies and protects babies against illness and malnutrition	Eng
Breastfeeding while HIV+		Clarifies that HIV positive mothers can and should breastfeed – exclusively for 6 months and while taking ARVs	Eng
Breastfeeding 'safe zone' sticker		A5 size sticker for waiting rooms, reminding all those who use a shared space that mothers should be supported to breastfeed anytime and anywhere without being made to feel uncomfortable or asked to cover up	Eng



Let's work side by side to raise healthy and happy children

All children need:



NUTRITION

Good nutrition is important for you and your child's health. It starts with breastfeeding.



LOVE

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



PROTECTION

Your child can be protected from childhood disease and injury by getting immunised and by being careful at home.



HEALTH CARE

Your child needs care when they are sick or injured to help them get better.



EXTRA CARE

Your child may need special care or support. Knowing what to do or where to go will help both of you.



A long and Healthy life for all South Africans



* If you are able to print just one poster at this stage, we recommend it is this one.

Available in Eng, Afr, Sotho, Zulu, Swati, Xhosa



Printing instructions:

A2 size in full colour.



If costs are a concern, print in smaller A3 size as opposed to black and white.



MATSHWAO A KOTSI!

Isa ngwana wa hao tleliniking e haufi haeba o bona le leng la matshwao a latelang:

- Ngwana o kgafella le ha hema ka potolako (o hema matlaga e fetseng 50 ka matlaga).
- Ngwana ya e se qene e kgafela le ha a paki e na le febera e baki o hana dijhe e e engwe.
- Ngwana o hloka rilla e mengwe le e engwe.
- Ngwana o na le matshwao a kgafela matshwao le ha batho ba phatshe.
- Ngwana o thothomako (o thalaganya).
- Ngwana o na le matshwao a kgafela ya phepe e napananeng (mepapanana le meona e napananeng).
- Ngwana ha o a tshayhe kapa ha a tshayhe.
- O sitwa ho nyantsha.



A long and Healthy life for all South Africans



GEVAARSTEKEN!

Neem jou kind na die naaste kliniek as jy enige van die volgende tekens sien / opmerk:

- Kind hosa en hoel vinnig seem (meer as 50 asemhalings per minuut).
- Babo jonger as 2 maande oud het feber en wil nie drink nie.
- Kind bring sille op (gooi op).
- Kind het diarree, verskeie oë (o) is dip in die kooj en fontanel (ongeploete in dip).
- Kind ruk (suprooklings).
- Kind het tekens van wese-wedding (pneumonia en voete te gewee).
- Kind is luttelose of word nie wakker nie.
- Die kind valket om te barmood.



FIND OUT MORE ON www.health.gov.za

PROTECTION

Immunised Communities are Healthy Communities.

Love Them, Immunise Them, Feed them and Protect them.

Let us work side by side to protect our children against vaccine preventable diseases.

Immunisation works, it is safe and free.

A long and Healthy life for all South Africans

UKHUSELEKO

Isizwe esigonyiweyo sizizwe esisempilweni

Abantwana masibathande, sibagonyise, sibatise, kwaye sibakhusele

Masisebenzisa ukukhusele abantwana bethu kwizifiso esingakwazi ukuzikhusele ngokugonywa

Ugonyo luyasebenza, lukhuselekile kwaye alubhatala.

A long and Healthy life for all South Africans

NUTRITION

Breastfeeding is best for babies and moms.

Let's support mothers to breastfeed anywhere and anytime.

A long and Healthy life for all South Africans

Printing instructions for sticker: A5 in size in full colour, gloss finish, sticker





Facebook page

The Side-by-Side Facebook page can be found at @SidebySideSA. The page admins share Side-by-Side's educational messages from the campaign and other useful content with caregivers. The Facebook page is also a place where caregivers can connect with each other and the campaign by asking questions and sharing their experiences. All caregiver questions related to health are answered by the National Department of Health's helpdesk.

How to use:

LIKE & SHARE... 

... the Facebook page – both from your personal and organisational accounts. Engage with the content by commenting on the posts. Share posts with your friends/followers.

If you are working directly with caregivers, let them know about the page and urge them to join so that they can benefit from the content and community.



MomConnect and NurseConnect

MomConnect and NurseConnect are established National Department of Health programmes that share the same messages and goals as Side-by-Side. They are useful tools for all stakeholders that are implementing the campaign.

MomConnect sends SMS/Whatsapp messages to pregnant women and caregivers of children under two years. The messages are targeted based on the developmental stage of the child. Caregivers can also contact a helpdesk with childcare questions via SMS/Whatsapp.

There are 814,000 caregivers receiving MomConnect messages in South Africa, and the number is growing daily. Since its inception, MomConnect has had over two million users in

total. All messages are created with the help of content expert BabyCenter (www.babycenter.com) and aligned to National Department of Health communication.

NurseConnect is a companion to the MomConnect programme; supporting nurses and midwives working in maternal health, child health and family planning. It offers access to a suite of mobile services, including USSD registration, targeted support messages and advice via SMS and Whatsapp, and a mobile optimised website offering in-depth information and advice.

There are 24,375 healthcare professionals using NurseConnect in South Africa, and the number is growing.

How to use:

SIGN UP..

Both MomConnect and NurseConnect are free to use. Pregnant women can register to receive MomConnect messages by dialing ***134*550#** from their cellphone. They will be asked a few simple questions about their pregnancy, after which they will be registered and will start receiving stage based messages. They will receive a limited set of 6 messages that pushes them to go to the clinic to register for the full set of MomConnect messages.

Nurses and midwives can register to receive MomConnect messages by dialing ***134*550#** from their cellphone. There is also a companion mobisite that nurses can join by going to www.nurseconnect.org





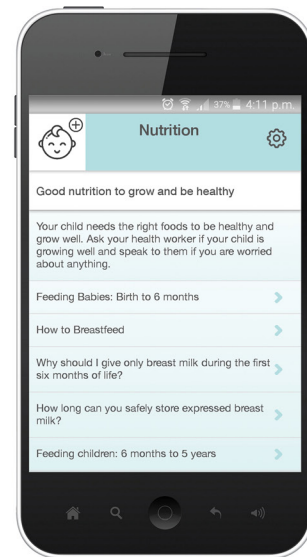
The Road to Health book app

The paper Road to Health book also exists as a digital application for smartphones with an Android operating system. This is known as the Road to Health app or the eRTHB, and it allows for interactions between health care workers, health care services and caregivers.

The intent of this mobile phone application is to allow the caregiver to view childcare information and to update their child's health record. The app acts as a central store for ensuring protection of the information. As the mobile application will have access to private information, special focus has been given to compliance to the protection of private information act, both for patient information protection as well as National Department of Health liability. The improved ability to track patient outcomes while ensuring quality of care are key issues for National Health Insurance.

MomConnect informational messaging is also included in the app.

Download details to follow.



The intent of this mobile phone application is to allow the caregiver to view childcare information and to update their child's health record.



Videos

Video is a very effective way to communicate complex concepts – like the inter-relational models Side-by-Side rests on – quickly and effectively. Side-by-Side has a small but growing collection of videos.

Videos for caregivers:

Introduction to the Road to Health book is a 1:40 minute animated video aimed at caregivers. It explains what the Road to Health book is; the 5 knowledge pillars of Side-by-Side, and that healthcare workers and caregivers work side by side for the development and best health of the child. This video is in English.



How to use:



1:40 minute animated video aimed at caregivers

SHARE THE VIDEO...

... with caregivers using social media channels, WhatsApp, or show it to caregivers on a screen during interactions. This video should always be shown with sound on.

Videos for healthcare workers:

The videos below support training of healthworkers – either on the new Road to Health book or on the campaign in general. They will only be useful to stakeholders working directly with healthworkers.

Introduction to the RTHB is a 9:02 minute live action video aimed at nurses and other clinic staff. It explains the importance and function of the Road to Health. The video demonstrates the supportive and equal relationship between a caregiver and a healthcare worker. This video is in English.

Danger Signs is a 8:02 minute live action video aimed at nurses and other clinic staff. It explains why caregivers need to know the Danger Signs to children's health and how Side-by-Side communication tools such as the RTHB, posters, and interactions with health staff can help them learn them. The video also demonstrates the supportive and equal relationship between a caregiver and a healthcare worker. This video is in English.

Responsive care is a 9:45 minute live action video aimed at nurses and other clinic staff. It explains how caregivers, fathers and mothers, can offer responsive care to their children from birth and why this is important. The video also demonstrates the supportive and equal relationship between a caregiver and a healthcare worker. This video is in English.

How to use:

SHARE THE VIDEO...

... with healthcare workers during training and discussion around adopting Side-by-Side in your operations. These videos should also be used when training healthworkers on the new RTHB. The videos can also be shared using social media.